GoWipe: Increasing Organic Content Views by 213%

Instagram Organic Social Case Study

April 2026 – September 2026

Introduction

GoWipe is a biodegradable wet wipe brand designed to tackle all of life's messes. The brand offers seven distinct types of wipes, each specially formulated for a specific purpose, including baby care, pet care, food-safe, travel, and facial cleansing. Made with organic, non-toxic ingredients, GoWipe's wipes combine durability and convenience and are available through both direct-to-consumer and wholesale channels.

The Challenge

Despite an established Instagram following of approximately 15K, the brand had a largely disengaged audience. Organic content typically generated just 150–250 views per post or Reel, revealing a significant gap between follower count and actual content visibility.

The goal wasn't simply to grow the audience, but to rebuild organic momentum through a more intentional content strategy, reach new audiences, and drive engagement.

The Approach

I developed and executed a more consistent, discovery focused organic social strategy, increasing content production and diversifying the mix of Reels and static posts to expand visibility beyond the brand's existing audience.

Testing, learning, and data-driven optimization were central to the strategy. I doubled monthly Reels production and experimented with a range of creative formats to identify what resonated most with audiences.

The results revealed a clear pattern. Static posts and highly produced video content consistently underperformed, while photo carousels and traditional UGC delivered moderate results. Giveaways proved effective at generating engagement, but ultimately narrative driven storytelling rooted in relatable everyday moments emerged as the strongest performing format.

These insights informed an evolving content strategy that prioritized relatable storytelling, consistent publishing, and creative formats with the greatest potential for organic discovery.

The Results

Between April and September 2026, GoWipe saw significant growth in organic Instagram visibility, with content increasingly reaching audiences beyond its existing follower base.

+213% | Growth in Monthly Content Views

Monthly content views increased from 4.8K in April to 15K in September, more than tripling over the reporting period.

87% | Views From Non-Followers

By September, 87% of all content views came from non-followers, compared with just 29% in April. This represented a 58-percentage-point increase in the share of views coming from new audiences.

3X+ | Monthly Visibility

The account generated more than three times as many monthly content views in September as it did in April.

Monthly Performance

Month	Content Views	Non-Follower Views
April	4.8K	29%
June	10K	71%
July	14K	68%
August	10K	64%
September	15K	87%

Source: Instagram monthly performance reports. Values rounded as reported. Non-follower percentages represent the share of total views.

A Note on Performance

I assumed full ownership of GoWipe's Instagram account in April 2026, using the initial month to evaluate existing performance, test creative formats, and establish a more intentional content strategy.

August saw a temporary decline in content views as publishing activity slowed during a period of limited team coverage. This highlighted one of the challenges of managing organic social for a small brand: maintaining consistency with limited resources.

Performance rebounded in September, reaching 15K monthly content views, the highest of the reporting period. This reinforced the importance of a consistent publishing cadence and an adaptable, data-informed creative strategy.

The Bigger Picture

GoWipe already had an established audience of approximately 15K followers. The challenge was turning that existing presence into meaningful visibility and introducing the brand to people who weren't already following it.

Through a combination of creative experimentation, consistent publishing, and data-driven optimization, I transformed the account's organic performance. By September, almost 9 out of every 10 views were coming from non-followers.

The work reflects my full-stack approach: identifying the opportunity, developing the strategy, directing and managing creative production, executing the content plan, and measuring performance to inform what came next.