

never until now

By Danielle Clark

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Executive Summary

I'm a pretty simple lady. I usually wear my hair in a low ponytail. I alternate between the same two orders at Chick-fil-A— the chicken sandwich or the 8 count nuggets (with Chick-fil-A sauce, of course). I typically spend my time hanging out with my husband, going to the gym, or watching movies.

This got me thinking. What activities, foods, and experiences have I missed out on because I am so used to the same routine every day? This is the thought that sparked the creation of the Instagram page @never_untilnow. This page consists of 70 reels I created of me doing things I have never done before.

Not only was this project a fun way for me to get out of the norm and try new things, but it also provided an opportunity to show future employers my creativity and ability to think outside the box.

Over the past month and a half, my efforts to achieve my brand goals have delivered great results. My account gained 70 followers, my videos reached hundreds to thousands of views, and I received positive feedback from followers about how much they enjoyed my reels.

Goals:

Besides my goals to establish my brand on Instagram and continuously create entertaining content that would want my audience coming back for more, I also had a goal to simply get myself out of my comfort zone through the content I made. I wanted to step out of the norm and do things I would not have done otherwise.

Along with these goals, I also hoped that each of my reels would eventually reach 1,000 people and acquire up to 50 likes each. I also hoped I would gain 10 new followers from those who came across my content.

Content Strategy

In order to accomplish my brand goals, I needed to create a detailed content strategy. This strategy included using branded hashtags, such as #neveruntilnow, along with relevant and popular hashtags to establish my account and expand its reach. Furthermore, as posting progressed, I tried to make sure I used trending audio for my videos, so more people would see my videos. I also created content that fell under the three content pillars below:

Food/Drinks

Health/Beauty

Indoor/Outdoor Activities

Creating reels that fell under these three content pillars helped my feed stay consistent and organized, and helped my audience know what content to expect next.

Audience:

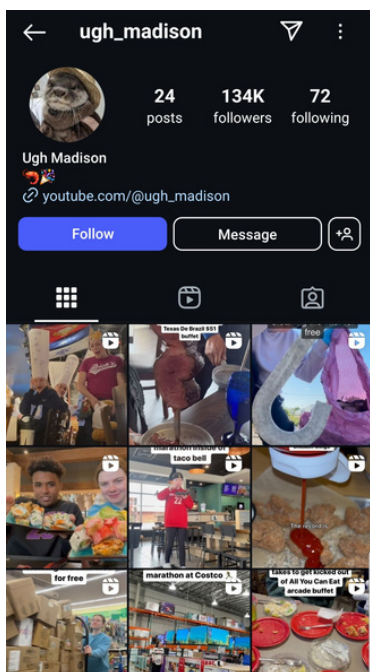
My audience mostly consisted of females between the ages of 19–28, who are either in school, working, or stay-at-home moms. The health/beauty content pillar was great to have because it really appealed to my audience.

My brand provided content that my audience could look forward to every day. It not only provided entertainment, but it inspired them to try new things as well.

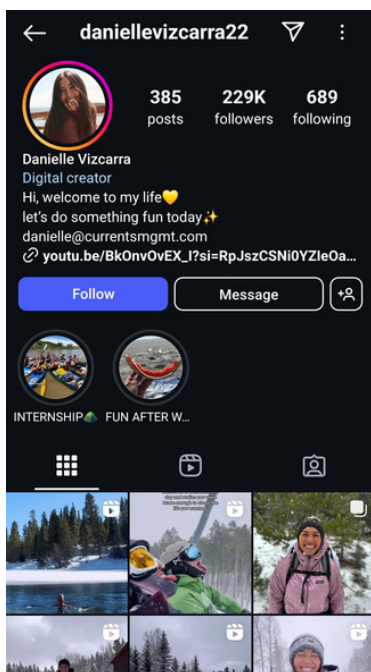


Competitors:

My competitors included accounts like @ugh_madison and daniellevizcarra22. Although they are not posting the same content I was, they post fun, engaging content that is unique and entertaining. It was important for me to make sure my content stood out against my competitors and that it had a unique twist.



@ugh_madison's account



@daniellevizcarra22's account

I learned quite a few things from my competitors. From @ugh_madison's account, I learned that it is important to think outside of the box and create content that no one has seen before. For example, she ran a marathon in Costco. This, along with many of her other videos, has generated significant reach and high levels of interaction on her platform.

Danielle's account includes videos of her doing fun things after she gets off of work. From her account, I learned how important it is to be yourself. People like seeing a content creator's personality shine through. Her content includes reels of her doing pretty simple activities, but they are entertaining. This showed me how important it is to create quality content that is edited well.

Brand Style Guide:

Brand Style Guide

Mission

The goal of Never Until Now is to provide entertaining, unique content about things I have never done before.

Voice

The voice needs to be happy, friendly, and fun. Capitalization is necessary in captions and for the first word in each reel title.

Profile picture



This logo should be used as the profile picture on all platforms.

Primary audience



- Men and women ages 18-25
- Enjoys watching entertaining content on social media
- Loves trying new things
- Located in Rexburg, ID, Provo, UT, and Mesa, AZ

Content themes

Food/Drinks

This theme includes trying new things that are edible or drinkable.

Health/Beauty

This theme includes trying new things that relate to health and beauty.

Indoor/Outdoor Activities

This theme includes trying new things that relate to indoor or outdoor activities.

Colors



#E78287



#FFB374



#85C1C2

Fonts

TAN Nimbus

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Playfair Display

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Reel guidelines

Reels should be comprised of short clips (no longer than 3 seconds) compiled together. They should be filmed in good lighting. Also, the reels should be edited in InShot and include a trending song in the background when they are posted on Instagram.

Content Calendar:

October 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Trying dragonfruit	2 30 Minutes on StairMaster	3 Painting a pumpkin	4 Eating a whole meal with chopsticks	5 Purchasing ankle straps	6
7 Trying out a new walking trail Trying a G2G protein bar	8 Filming a GRWM video Taking an in-person CPR class	9 Trying Chick-fil-A's fall menu items Trying aloe eye patches	10 Making an origami butterfly Trying the viral protein soda	11	12 Trying a new hairstyle (pt. 1) Stargazing in my backyard	13
14 Trying hot wings soda Doing heatless curls w/ leggings	15 Learning how to tie a tie Trying the firecracker popping candy bar	16 Making a foot scrub Doing the Jake Scott Dance w/ Noah	17 Making nature's gatorade	18 Trying a new hairstyle (pt. 2) Going to the Emergency Room	19 Trying B-Dubs buffalo bacon wings Using my husband's shampoo	20
21 Hot chocolate & swings date Trying fruit riot	22 Trying a new hairstyle (pt. 3)	23 Watching The Nightmare Before Christmas Trying a Warheads pickle	24 Doing to partial pushups Ordering a "surprise me" soda	25 Trying bacon hot chocolate	26 Halloween nail designs Going on a date to Smokin Fins Trying pickle soda	27
28 Decompressing my sciatic nerve Beating my husband in a game of Uno	29 Making Halloween pizza Trying a new hairstyle (pt. 4)	30 Going through a haunted car wash Making a cute fall drink	31			

November 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 Trying a new teeth whitening hack Decorating for Christmas on Nov 1st Trying the viral frozen gummy bears	2 Trying a new hairstyle (pt. 5) Makin slime with embellishments Making spam and egg ramen	3
4 Applying bronzer in a new way Playing Battle of the Sexes	5 Trying a Fruity Pebbles donut Trying COSRX snail cream	6 Voting Making potato pancakes	7	8 Trying ACURE shampoo Making a clay Crumbl cookie Trying a RAW protein shake	9 Trying a new glute technique Visiting Poppy & Pout Trying cinnamon popcorn	10
11 Meditating outside Playing real life fruit ninja Making chili	12 Trying MIELLE deep conditioner Shaving my husband's beard	13 Trying the Ginger Ale Olipop Trying Selena Gomez's mascara hack	14	15 Turning 25 years old Trying cotton candy cake + cake smash	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

The Work

Content:

The content I created accomplished my desired goals by further establishing my brand and increasing its recognition, producing engaging content to expand reach, and building a loyal audience that looks forward to each new video.

My content aligned with my strategy in the fact that all of the content I posted fell under the three content pillars: Food/drinks, health/beauty, and indoor/outdoor activities. Also, my use of relevant hashtags and trending audio aligned with my strategy, and helped my content reach more people.

The content I created was relevant to my intended audience since it provided entertaining content that my audience enjoys watching. They love watching unique, interesting content on social media, and my channel provided that. I also created content about trying certain things that my audience ended up trying as well.

Top 10 Highest Performing Posts (Based on Reach):

1

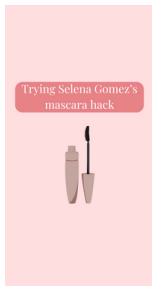


Likes: 21
Shares: 0
Saves: 0
Comments: 2
Reach: 1,673
New followers: 0
Engagement rate: 32.9%

This is a reel where I shaved my husband's full beard for the first time. It was one of the last reels I posted, and it was part of the indoor/outdoor activities content pillar. The reels in this content pillar tended to perform really well. This is most likely why it had such a high reach.

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2



Likes: 12
Shares: 3
Saves: 0
Comments: 0
Reach: 1,400
New followers: 0
Engagement rate: 21.4%

In this reel, I tried Selena Gomez's mascara hack. It generated a high reach because the health/beauty content pillar typically generated higher numbers in that area.

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3

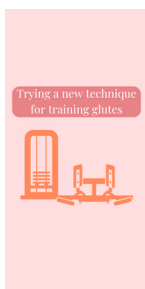


Likes: 24
 Shares: 0
 Saves: 0
 Comments: 0
 Reach: 1,202
 New followers: 0
 Engagement rate: 34.3%

This reel showed my husband and I playing real life fruit ninja. This reel performed well since the indoor/outdoor activities content pillar typically generated some of the highest views among non-followers.

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4



Likes: 17
 Shares: 1
 Saves: 2
 Comments: 0
 Reach: 1,085
 New followers: 0
 Engagement rate: 28.6%

This is a reel where I tried a new glute technique at the gym. This was a great video for a high reach because the topic was relatable and the reel contained beneficial information.

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5



Likes: 22
 Shares: 1
 Saves: 0
 Comments: 0
 Reach: 873
 New followers: 0
 Engagement rate: 32.9%

In this reel, I got my face smashed into a cotton candy cake (a flavor I had never tried before). This reel generated a reach of 873, 22 likes, and one share, most likely due to its entertaining nature.

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6

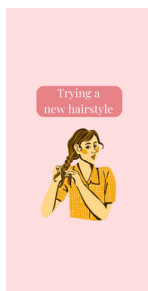


Likes: 18
 Shares: 0
 Saves: 0
 Comments: 6
 Reach: 727
 New followers: 0
 Engagement rate: 38.7%

This is a reel where I went to a soda shop and asked the worker to surprise me with her favorite drink. According to Instagram, “this reel reached 779% more accounts than the average of [my] recent reels.”

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7

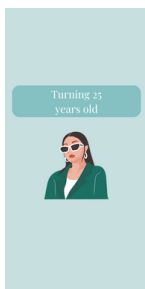


Likes: 24
 Shares: 0
 Saves: 0
 Comments: 4
 Reach: 617
 New followers: 0
 Engagement rate: 40%

In this reel, I tried a new hairstyle. Since this was one of my earlier videos, and it did quite well, I made it into a five part series. However, out of the five reels I made, this one performed the best.

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8



Likes: 19
 Shares: 0
 Saves: 0
 Comments: 0
 Reach: 543
 New followers: 0
 Engagement rate: 27,1%

This reel was about me turning 25. It showed all the birthday festivities I enjoyed. This video was part of the indoor/outdoor activities pillar, which is most likely why it resulted in a high reach.

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9



Likes: 27
 Shares: 0
 Saves: 0
 Comments: 0
 Reach: 433
 New followers: 0
 Engagement rate: 38.6%

In this reel, I tried curling my hair with leggings. It was the 17th reel I posted. In the series of videos I posted prior to this one, the reels about health/beauty were the ones that resulted in the highest reach. Therefore, I am not surprised that this reel made it to the top 10 performing posts based on reach.

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10

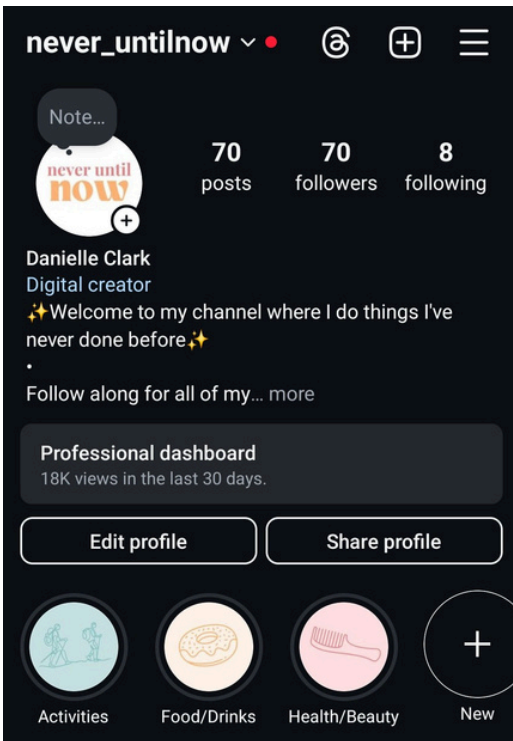


Likes: 26
 Shares: 0
 Saves: 1
 Comments: 8
 Reach: 333
 New followers: 0
 Engagement rate: 37.1%

This reel showed my attempt at making Halloween-themed pizza. It most likely performed well due to the fact that I made it during the Halloween season when reels like this were popular. Also, I used a Halloween-themed song, which could have also contributed to the high reach.

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Results:



Over the span of a month and a half, I managed to post 70 reels. This resulted in 23,900 views, 1,155 likes, and 138 comments in total. It also resulted in 9 saves, 7 shares, and 286 profile visits. In the end, I was able to acquire 70 followers.

Evaluation/ Conclusion

Overall, I was successful in the fact that I was able to establish my brand on Instagram, start a loyal following, and increase in reach with the reels I posted. I was able to create a loyal following through word-of-mouth. I reached out to friends, family, and co-workers, and encouraged them to follow my Instagram page. Also, I expanded my reach by coming up with unique video ideas, taking the time to research trending audios, using relevant hashtags, and looking at viral trends.

Although I was successful in reaching these goals, there is an area in which I fell short. Due to medical emergencies and a few life challenges, I missed a few days of posting consistently. This impacted the progression of my channel. I would improve upon this in the future by striving to consistently post each day, but also give myself a little grace if emergencies do come up.

Along with the fact that I was not able to post consistently, I also fell short in reaching my goal of acquiring 50 likes on a post, as well as my goal of gaining 10 new followers from people who saw my content. However, despite these challenges, I was able to expand my reach to over 1,000 people, acquire 70 followers, and step outside of my comfort zone. I pushed myself to think outside of the box and do things I otherwise would not have done. And because of that, I have grown tremendously.

The Feed

Trying cotton candy cake + cake smash 	Turning 25 years old 	Trying Selena Gomez mascara hack 
Trying the Ginger Ale Olipop 	Shaving my husband's beard 	Trying MIELLE deep conditioner 
Making Chili 	Playing real life fruit ninja 	Meditating outside 
Trying cinnamon popcorn 	Visiting Poppy & Pout 	Trying a new technique for training glutes 

Trying a RAW
protein shake



Making a Crumbl cook
out of clay



Trying ACURE
shampoo



Making potato
pancakes



Voting for
the first time



Trying COSRX
snail cream



Trying a Fruity
Pebbles donut



Playing Battle of
the Sexes



Applying bronzer in
a new way



Making Spam and
egg ramen



Making slime with
embellishments



Trying a
new hairstyle



3 out of 3

Trying the viral
frozen gummy bears



Decorating for Christm
on November 1st



Trying a new teeth
whitening hack



Making a cute fall drink



Going through a haunted car wash



Trying a new hairstyle



4 out of 5

Making Halloween pizza



Beating my husband a game of Uno



Decompressing my sciatic nerve



Trying pickle soda



Going on a date to Smokin Fins



Halloween nail designs



Trying becon hot chocolate



Ordering a "surprise n soda at a soda shop



Doing 10 partial pushups



Trying a WarHeads extreme sour pickle



Watching *The Nightmare Before Christmas*



Trying a new hairstyle



3 out of 5

Trying Fruit Riot!
sour grapes



Hot chocolate &
swings date



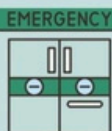
Using my husband's
shampoo



Trying B-Dub's
buffalo bacon sauce



Going to the
Emergency Room



Trying a
new hairstyle



2 out of 5

Making nature's
Gatorade



Doing the
Jake Scott dance



Making a
foot scrub



Trying the firecracker
popping candy bar



Learning how
to tie a tie



Trying heatless
curls w/ leggings



Trying buffalo wing
soda



Stargazing in
my back yard



Trying a
new hairstyle



1 out of 5

Trying the viral
protein soda



Making an
origami butterfly



Trying aloe
eye patches



Trying Chick-fil-A
fall menu items



Taking an in-person
CPR Class



Filming a
GRWM video



Trying a G2G
protein bar



Trying out a new
walking trail



Purchasing
ankle straps



Eating a whole meal
with chopsticks



Painting a pumpkin



30 Minutes on
StairMaster



Trying dragon fruit

