

30-DAY ORGANIC TRIAL · JAN 7 – FEB 5

Shah's Halal International Brand

Rubicon Marketing ran a 30-day organic content trial on Instagram for Shah's Halal — no ad spend, no paid amplification. Short-form video built for discovery. These are the platform-reported results.

553K

Post views in 30 days

Instagram professional dashboard · 28-day key metrics

▲ +553K vs. prior period (>999%)

PROFILE VIEWS

13K

▲ +13K (>999%)

LIKES

36K

▲ +36K (>999%)

SHARES

1,495

▲ +1,492 (+49,733%)

COMMENTS

292

▲ +290 (+14,500%)

REACH BEYOND FOLLOWERS

97.9%

of viewers were non-followers

PAID AMPLIFICATION

\$0

100% organic content

All figures are platform-reported from the Instagram professional dashboard for the trial window (key metrics window Jan 8 – Feb 4). Percent changes compare against the account's prior 28-day period.

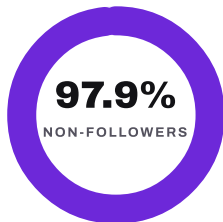
THE NUMBERS

Where the growth came from.

Discovery did the heavy lifting: nearly every view came from accounts that didn't follow the brand yet, delivered entirely through Reels.

Audience: who saw the content

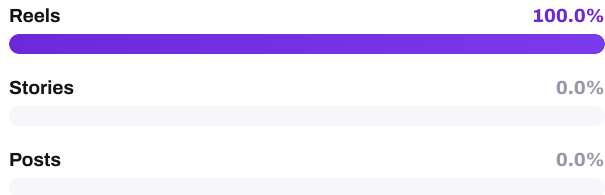
Share of views by viewer relationship



- 97.9% non-followers — new audience
 - 2.1% existing followers
- This is discovery-driven growth: the algorithm pushing the brand to people who had never seen it.

Format: what carried the views

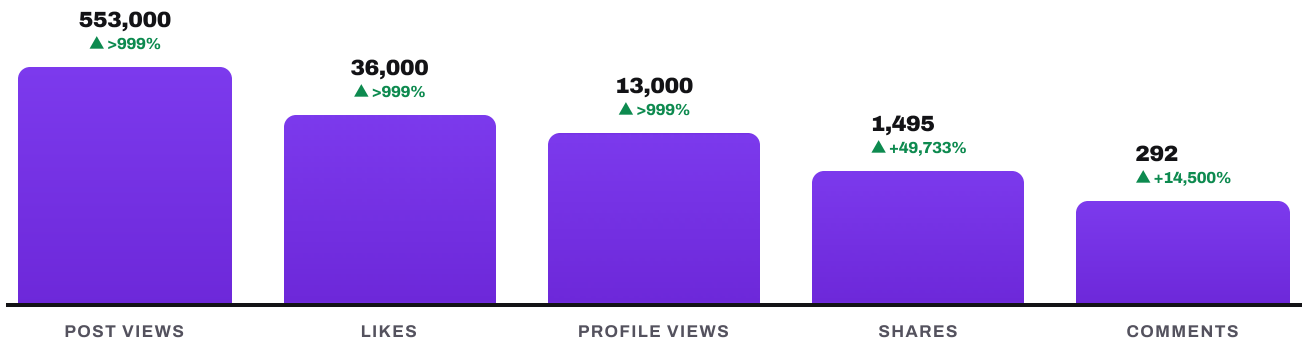
Share of views by content type



Short-form video was the entire engine — every tracked view in the audience sample came from Reels.

Engagement earned in the trial window

Total interactions, Jan 8 – Feb 4 (log-scaled columns; labels show true values)



6.5%

LIKE RATE
LIKES ÷ VIEWS

37.8K

TOTAL INTERACTIONS
LIKES + SHARES + COMMENTS

2.7

SHARES PER
1,000 VIEWS

464/DAY

AVG. PROFILE VIEWS
DURING THE TRIAL

THE APPROACH

A Reels-first organic content system.

No ads. No follower buys. A consistent short-form video program built for Instagram's discovery surfaces.

Short-form video, built for discovery

Every view in the trial came through Reels — content filmed, edited, and packaged for the feed where new customers actually find brands.

Consistent publishing cadence

A steady 30-day posting rhythm kept the account in rotation, compounding reach across the trial window instead of spiking once.

Hooks and edits tuned to the platform

Strong openers and clean, fast edits are what turn algorithmic reach into watch time — and watch time into more reach.

Zero paid amplification

Every number in this report was earned organically. Paid media would sit on top of this baseline, not replace it.

WHAT THE DATA SAYS

01 The brand reached an almost entirely new audience.

97.9% of viewers were non-followers. This wasn't recycling an existing fanbase — it was half a million views of net-new attention.

02 The audience didn't just watch — it acted.

36K likes (a 6.5% like rate), 1,495 shares, and 292 comments. Shares matter most: every share is a customer doing the brand's distribution for free.

03 Views turned into intent.

13K profile views — roughly 464 people per day tapping through to learn more about the brand during the trial.

04 All of it from a standing start, in 30 days.

Every metric grew from near zero (+999% to +49,733% vs. the prior period). This is what a switched-on content engine does in its first month.

Ready to grow?

Tell us what you need and we'll get back to you fast.

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