WILD PURPOSE

Conversion-Led Strategy: Organic Content System (Case Study)

OVERVIEW & IMPACT

Wild Purpose is a relationship-led, intergenerational organisation creating programmes rooted in reciprocity, nature, and community connection.

I was brought in to strengthen how content translated storytelling into audience behaviour and programme participation.

While the content was already strong and values-led, it wasn't consistently driving action. I identified a gap between engagement and conversion, and designed a structured organic content system to close that gap, without using paid advertising.

OUTCOME SNAPSHOT (8 WEEKS)

This approach delivered measurable shifts in both audience growth and real-world participation:

- +33.8% Instagram follower growth
- +1,933% increase in outbound link taps
- +305% increase in profile visits
- 3 programme sign-ups directly attributed to Instagram
- +119.2% LinkedIn follower growth
- Up to 69.2% engagement-to-click performance on LinkedIn (selected posts)

Supporting engagement signals:

- 52 content saves (high-intent value signal)
- 36 shares/reposts (organic amplification)
- 44.2% of reach from non-followers (audience expansion)
- +137% increase in Instagram reach

THE CHALLENGE

Wild Purpose already had strong visual content and clear values, with a strong engaged community across platforms.

However:

- Engagement was not consistently translating into sign-ups
- Content lacked a clear behavioural pathway from awareness to action
- Instagram functioned primarily as an awareness channel
- LinkedIn was underutilised despite audience relevance

Core issue:
Strong content, but no structured system to drive conversion.

STRATEGIC OBJECTIVE

To design an organic content system that:

- Converts engagement into action
- Increases programme sign-ups
- Strengthens trust and audience retention
- Aligns content with organisational values
- Activates LinkedIn as a credibility channel
- Builds a repeatable growth system

STRATEGIC APPROACH

1. Built a clear behavioural pathway

Content was structured around a simple journey:

Awareness → Trust → Action

This ensured content didn't just engage audiences, but guided behaviour towards participation.

2. Shifted storytelling towards trust-building

Content centred on lived experience, reflection, and relational narratives, designed to build connection before conversion.

3. Designed a two-channel system

- Instagram: trust-building + conversion
- LinkedIn: credibility + high-intent engagement

Each platform had a defined role within the system.

CONTENT SYSTEM DESIGN

Content was structured across four pillars:

- Community & belonging
- Awareness & reflection
- Nature-led storytelling
- Programme and conversion content

Strategy principle:
Trust-building content and conversion content must work together as one system, not separate outputs.

RESULTS

Instagram Performance

- +33.8% follower growth
- +137% reach increase
- +1,933% outbound link taps
- 52 saves / 36 shares
- 44.2% reach from non-followers

LinkedIn Performance

- +119.2% follower growth
- +57 new followers (from 222 base)
- Up to 69.2% engagement-to-click performance

CONVERSION OUTCOMES

- 3 direct programme sign-ups from Instagram
- +305% increase in profile visits
- Clear shift from passive engagement to active interest
- Emergence of measurable behavioural funnel activity

STRATEGIC INSIGHT

The most significant shift was behavioural, not just numerical.

Content moved from:

passive engagement

to:

trust → curiosity → participation

This demonstrated that when content is intentionally structured around trust and audience behaviour, organic social media can function as a conversion system, not just a visibility channel.

VALUE SUMMARY

This system demonstrates capability across:

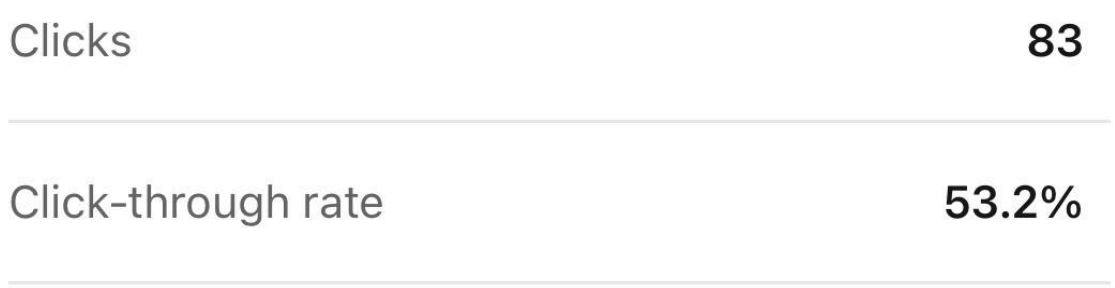
- Organic growth strategy
- Behavioural marketing
- Content system design
- Funnel thinking (awareness → action)
- Multi-channel optimisation
- Conversion-led storytelling

IN SUMMARY

This project transformed Wild Purpose's organic content from an awareness-led presence into a structured behavioural syste, connecting storytelling, trust, and audience action.

The result was not only increased engagement and reach, but a measurable increase in real-world participation and programme sign-ups.

SUPPORTING PERFORMANCE EVIDENCE



Linkedin Click through rates

Clicks	18
Click-through rate	69.2%
Reactions	0
Comments	0
Reposts	0

582

Followers

+33.8% vs Jan 7

Growth

Overall	148
Follows	162
Unfollows	14

Follower details

Overall | Follows | Unfollows



By top content

See All



15 Jan 9 Jan 30 Jan 19 Jar

Audience

Audience demographics are not available for custom time periods.

Profile activity

vs 13 Nov-7 Jan

592

+341.8%

Profile visits	531	+305.3%
External link taps	61	+1,933.3%

By interaction

Posts | Reels

Likes	408
Comments	16
Saves	52
Reposts	36

Top posts

Based on likes

See All



9 Jan 15 Jan 30 Jan 24 Feb