



JOURNEYING MOMS CASE STUDY

JOURNEYING MOMS



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Project Overview:

- What: Journeying Moms - an Instagram and Substack brand focused on affordable family travel and adventures in Texas
- Who: Created and managed by two sisters: Rachel Driskell & Hannah Lacy
- When: Started in May 2024 and currently active
- Goal: Grow an engaged niche audience, test growth strategies, have fun with our marketing knowledge, and build a community



JOURNEYING MOMS

Roles & Responsibilities:

Hannah and Rachel are working mothers who hold full-time content marketing roles. Journeying Moms is their passion project, and a safe place to grow creatively. They divide the responsibilities 50/50. Alternating weeks of:

- Content strategy (campaigns, captions, hashtags)
- Content creation (Canva)
- 2-4X week posting and editing of Reels (initially was daily posts)
- Community engagement (DMs, comments, shares)
- Substack blogs/promotions for travel itineraries
- Seasonal content planning
- Analytics tracking and content optimization



Strategy & Execution

- 30 Reels in First 30 Days challenge to build early traction
- Hashtag research and testing
- Created seasonal content series (e.g., Fall Pumpkin Patches, Spring Break ideas, Wholesome Summer)
- Consistent visual branding and storytelling
- Launched Substack for value-driven lead capture (publishing once a month travel/activity itineraries)
- Strategic network building with similar creator accounts ranging from small (500 followers - 15,000)

RESULTS



JOURNEYING MOMS

Results:

- Grew from 0 to 3,800 followers organically
- Over 12 months, grew views to 4K a month,
With a 67% increase in exposure from non-followers.
- Top-performing Reel: **2,278 Views**
- Top-performing Post: **1,213**
- Nominees for the Reelies 2024 Award Show
- Collaboration with the Crawford Sunflower Festival



You crushed it in May!
Here's what that looked like.

4K

Reels and post views

+61% from April

67%

Views from non-followers

+54% from April

3.1K

Followers

+192 from April



PHILOSOPHY: "EVERYTHING IS CONTENT"

During the May 2024 launch, Hannah and Rachel met monthly for strategy sessions, creating content, and scheduling content during busy months. After three months, these creative weekends dropped to quarterly strategy calls.

Tools Used:

- Instagram Insights
- Canva (for stories or graphics)
- CapCut/InShot/Reels editor
- Substack
- Notes for planning
- Google Workspace for collaboration and organization



Key Learnings

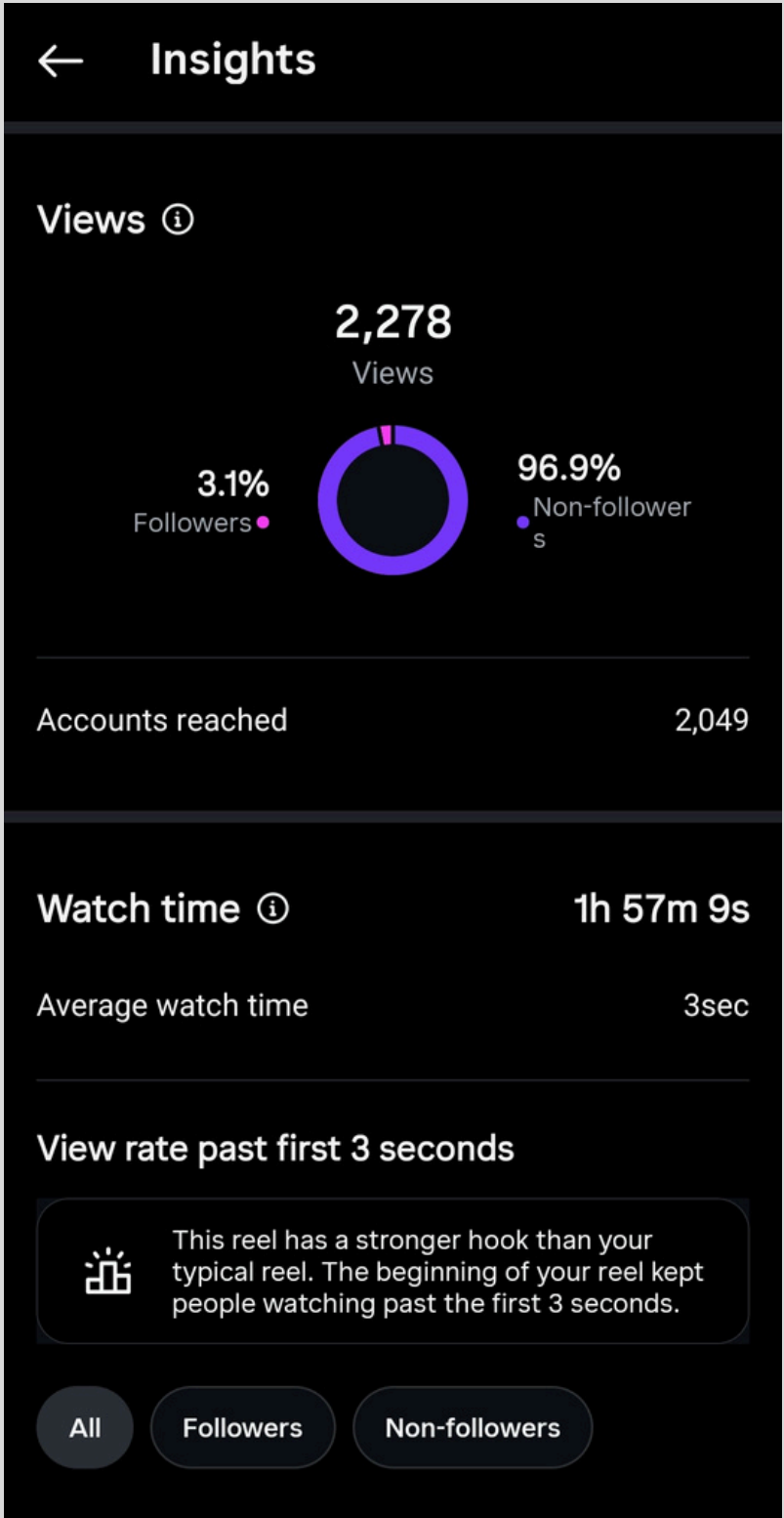
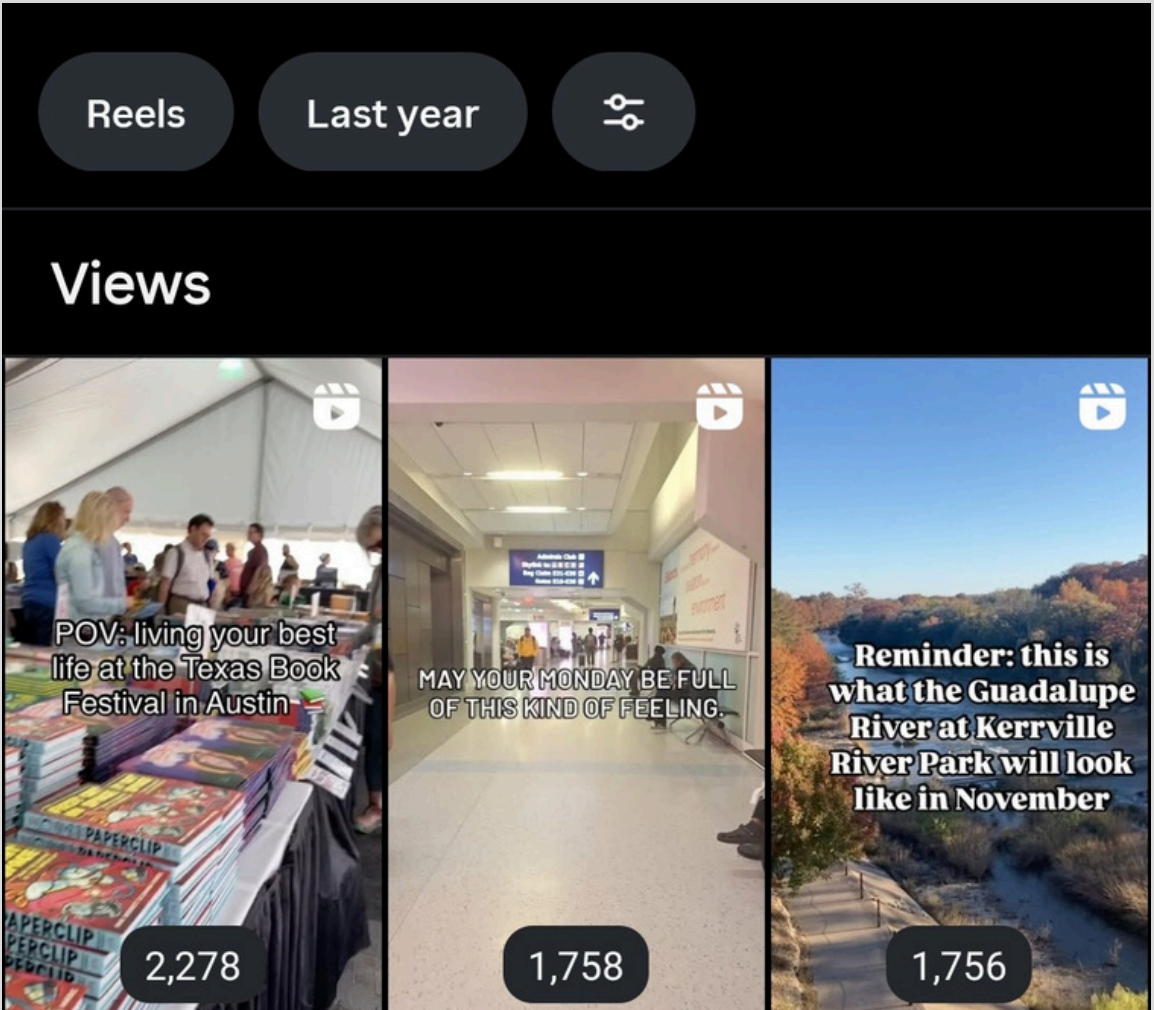
- Niche content wins: Local travel tips performed better than broad content
- Posting local content in real-time is where the magic happens
- Posting timely content increases views
- Video consistency drives algorithm visibility
- Email list building is a long-term play.
- Publishing the travel itineraries is time-consuming and requires special priority and discipline for consistent posting.
- Collaborations or community shares brought boosts (notably: a collaboration with The Crawford Sunflower Festival).
- Stories are where engagement thrives. Large accounts and brands that don't view posts/reels will engage with stories: liking, commenting, and sharing. On the days when posting isn't possible, stories are mandatory to maintain engagement.

RESULTS



TOP PERFORMING: Reel (Local Content in Real Time)

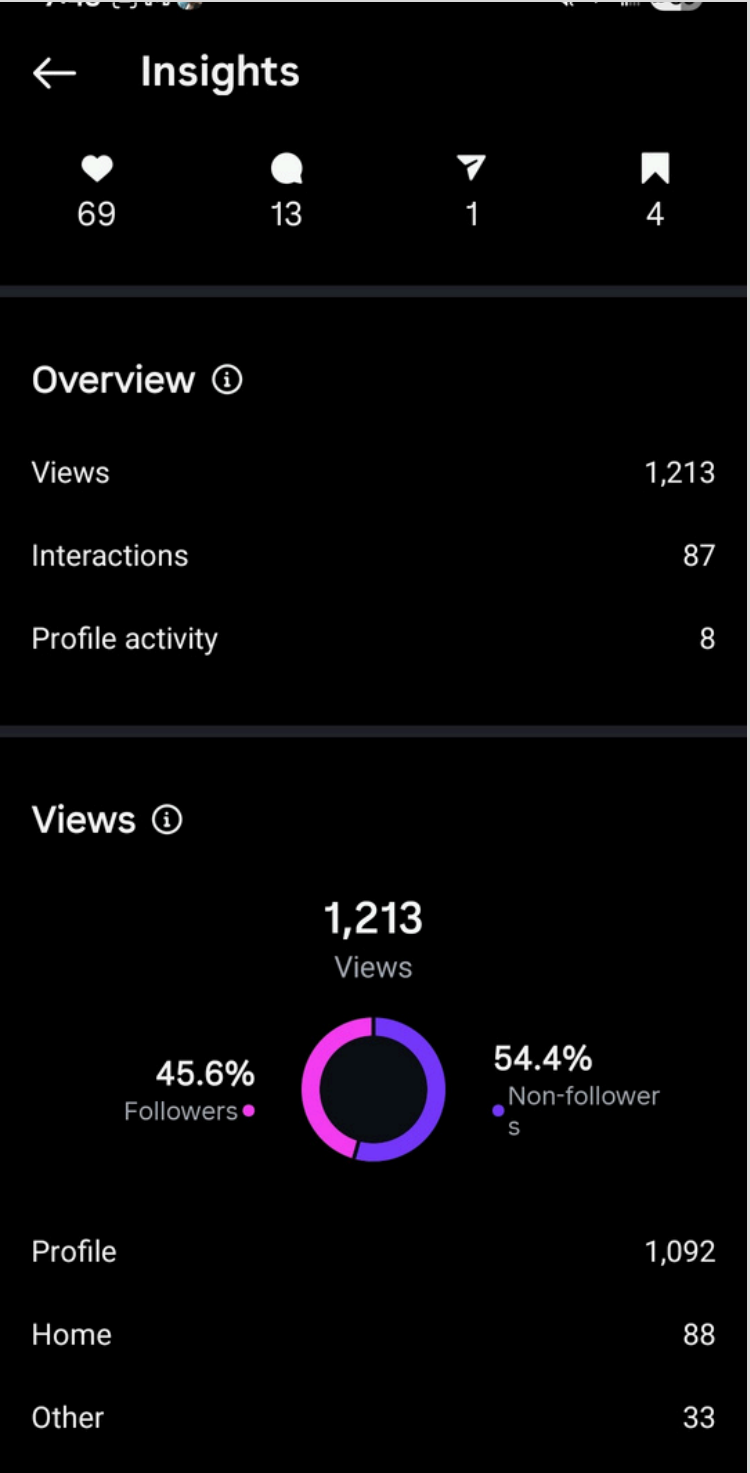
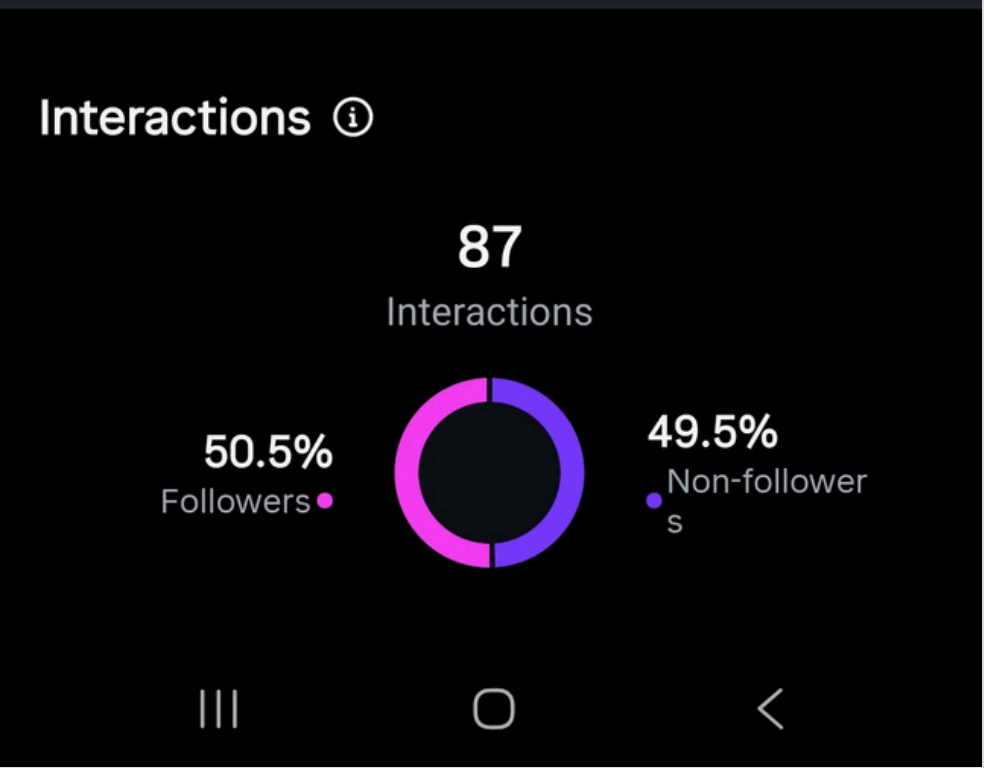
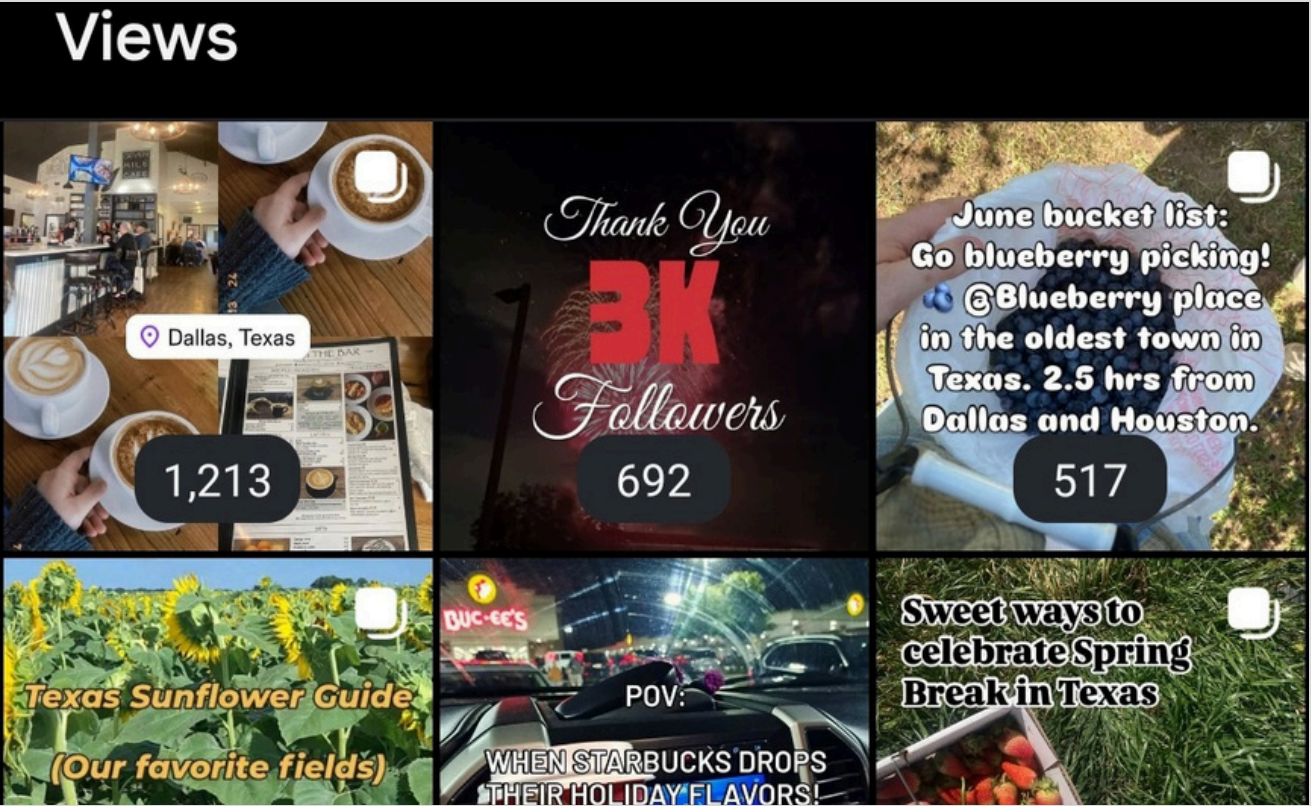
TEXAS BOOK Festival
AUSTIN, TEXAS



RESULTS



TOP PERFORMING: Carousel Post (Timely Content around **Dallas Things-To-Do** at a time when lots of local influencers and travel accounts were focusing on Dallas events.) 69 Likes, 13 Comments, 1 Share, 4 Saves.

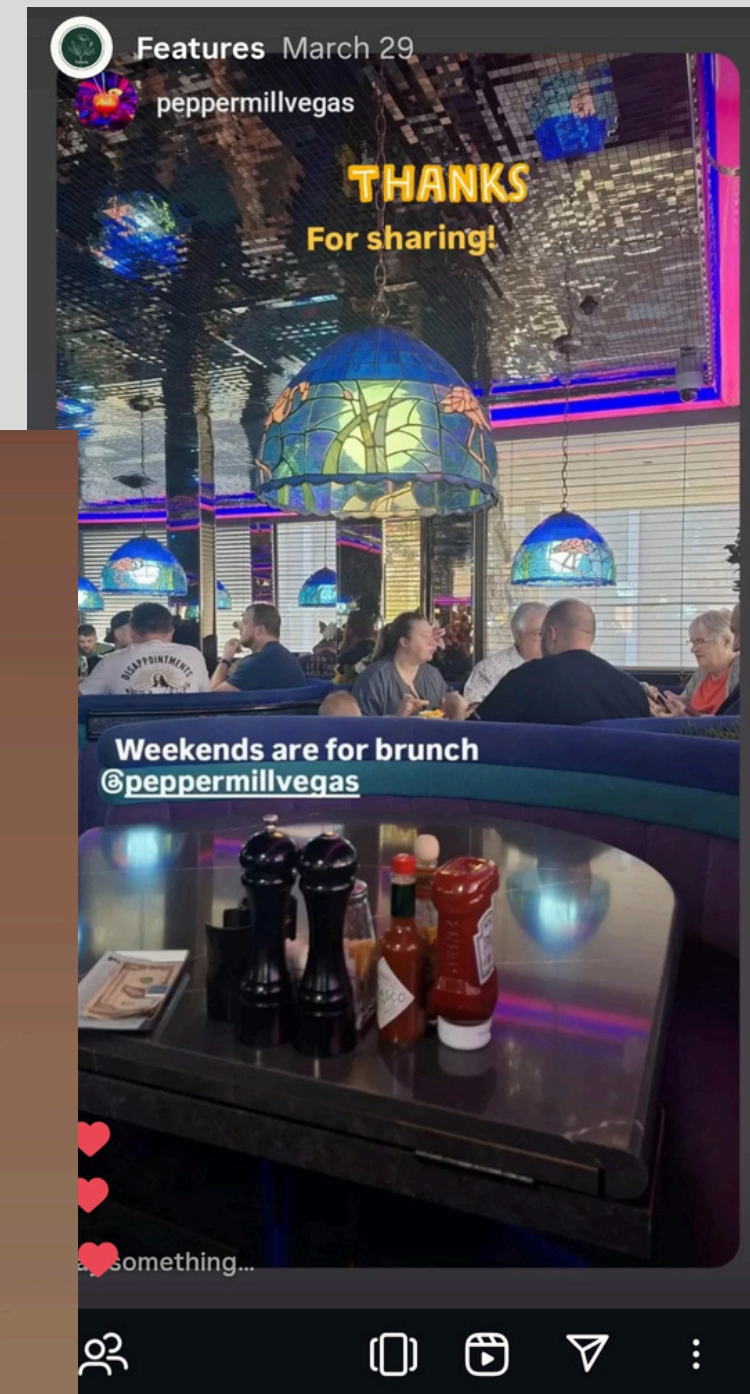
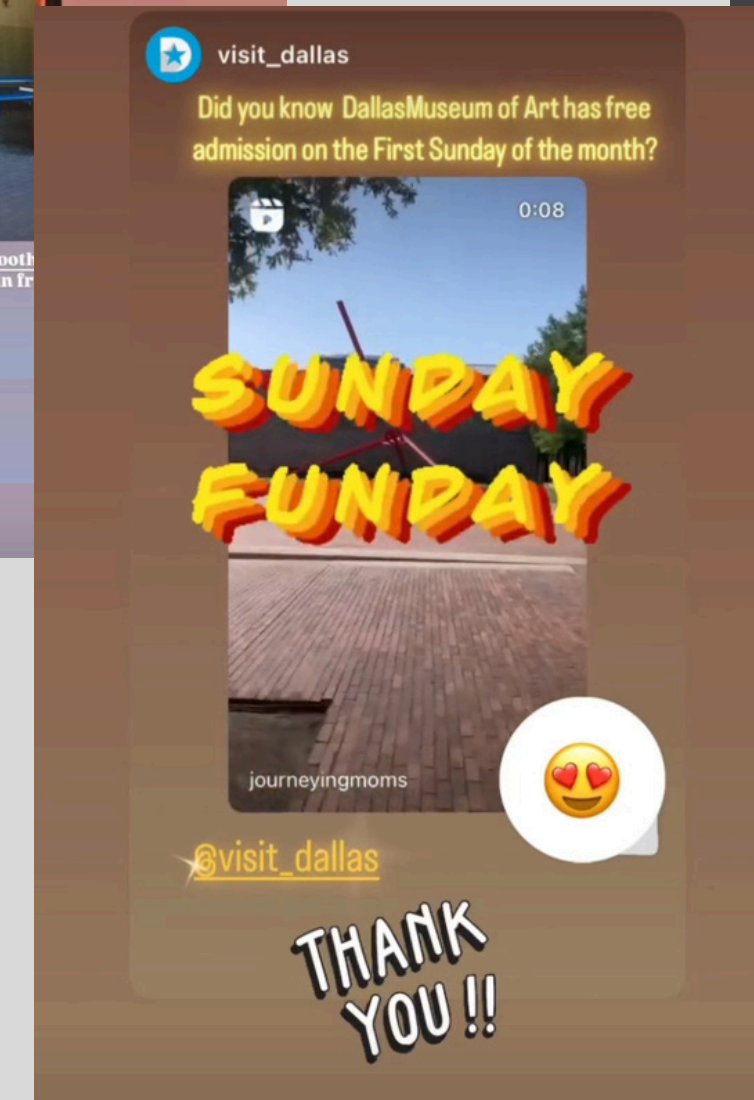
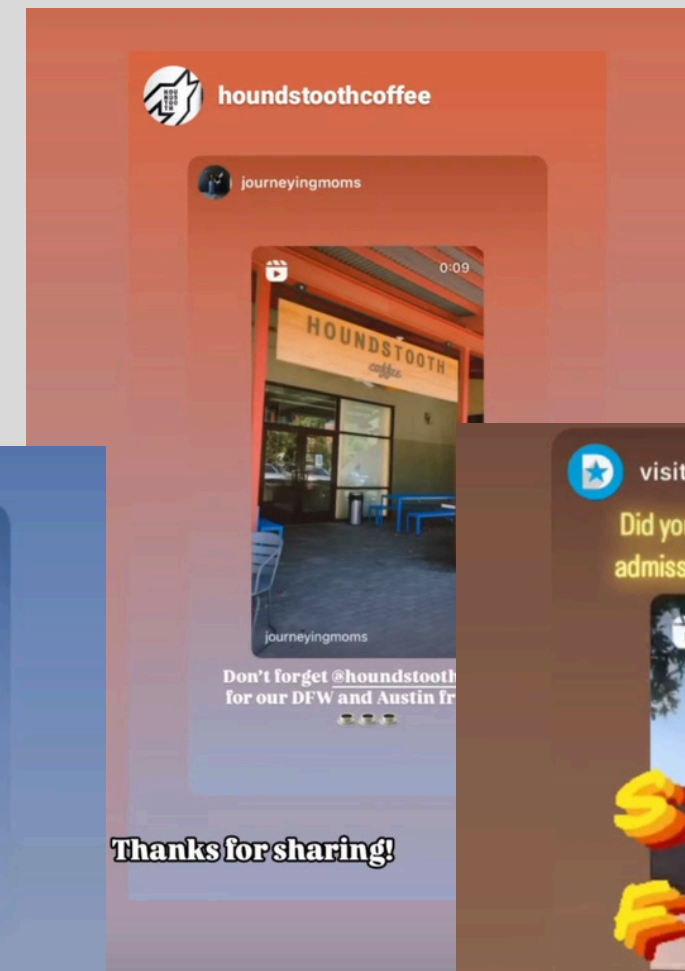
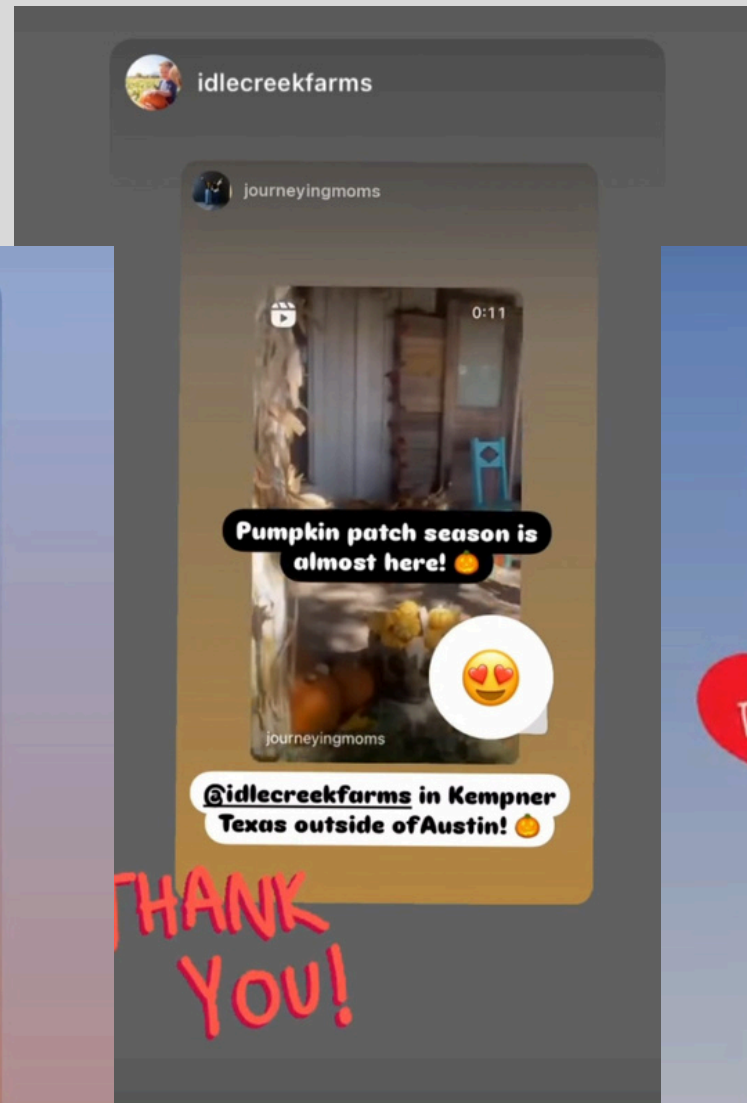


RESULTS



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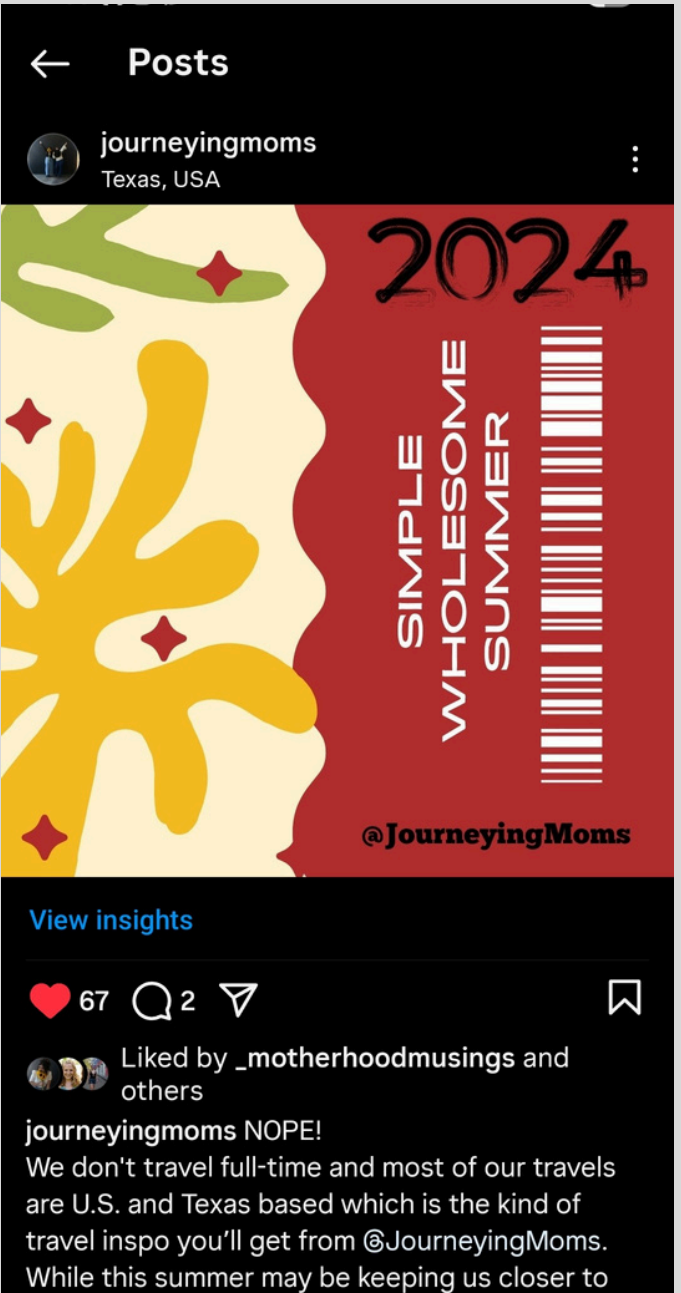
Story Engagement



EXAMPLES



Example Seasonal Content Series Visuals: *Simple Wholesome Summer (2024)*



(Static Posts)

EXAMPLES



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Example campaign visuals: Fort Worth Day (August 2024)



Week long FW Reel Campaign



Substack preview:

Journeying's Substack

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Home

Notes

Archive

About



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WHAT'S NEXT



JOURNEYING MOMS

Journeying Moms is a commitment to creativity. It's a community of families and individuals who love to travel (from local to U.S. to International). And those who are committed to treating everyday life like an adventure.

Journeying Moms exhibits the dedication of two sisters, working moms, and fellow content marketers who enjoy creating, learning, testing, interacting, and building something meaningful.

