

FREE GUIDE

5 Things Brands Get Wrong **On Instagram**

(And exactly how to fix them, without spending a single dirham on ads.)

BEFORE WE START

Most brands aren't failing at Instagram because they aren't trying.

They're failing because they're trying the wrong things, and nobody has told them, because most agencies would rather sell you more posts than tell you the truth.

We've worked with over 30 brands across beauty, healthcare, luxury events, wellness, tech and hospitality, and honestly, the same five mistakes come up again and again. The good news is that all five are fixable, usually without spending anything extra.

This isn't theory. It's the exact list we run through with every new client before we build their strategy.

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01

MISTAKE ONE

Posting without a strategy

Most accounts are just posting whatever feels ready that day. No content pillars, no plan, no clear reason behind each post. It looks busy, but it isn't building anything.

Content without a strategy behind it is just noise. It might get a few likes, but it won't build trust, and it definitely won't build a community that actually converts into enquiries or sales.

THE FIX

Build 3 to 5 content pillars tied directly to your business goals (not just "lifestyle" or "behind the scenes"). Every post should be able to answer: what is this actually doing for the business?

In One Line

Content without a plan is just noise.

02 MISTAKE TWO

Hiding behind overly polished content

Perfect grids, stock-photo energy, zero personality. It looks professional, but it also looks like every other account in your industry, which means nobody remembers you.

People don't build trust with a logo. They build trust with the people behind it. The founders, the team, the process, the real moments that show you're an actual business run by actual humans.

THE FIX

Show your face, your team, your process, your wins and your honest lessons. Founder-led content consistently outperforms polished brand content, because people trust people, not logos.

In One Line

People trust people, not logos.



03

MISTAKE THREE

Ignoring video, or doing it wrong

Either there's no short-form video at all, or the video exists but has no hook, so people scroll straight past it in the first two seconds.

Video is still the single biggest driver of organic reach on Instagram and TikTok, but only if it's built to stop the scroll. A great product with a weak hook will always lose to an average product with a strong one.

THE FIX

Plan every video around its first two seconds. Lead with the payoff, the question, or the surprise, not a slow intro. If it doesn't hook in two seconds, it doesn't matter how good the rest of it is.

In One Line

If it doesn't hook in two seconds, nothing else matters.

04

MISTAKE FOUR

Posting and ghosting

Content goes up, and then nobody replies to the comments or the DMs for hours, sometimes days. Engagement is treated as a one-way broadcast instead of a conversation.

The algorithm notices this, and so do your followers. The accounts that grow fastest are the ones that show up in their own comments, not just their own feed.

THE FIX

Reply to comments and DMs within a few hours, not a few days. Treat every comment as a real conversation with a real potential client, because that's exactly what it is.

In One Line

Comments are conversations, not chores.

05

MISTAKE FIVE

Chasing vanity metrics instead of real growth

Follower count gets all the attention, while the numbers that actually matter (saves, shares, DMs, enquiries) get ignored completely.

A brand with 3,000 highly engaged followers who actually buy will always outperform a brand with 30,000 followers who never interact. Vanity metrics feel good, but they don't pay the bills.

THE FIX

Track saves, shares, DMs and enquiries every month, not just follower count. These are the numbers that tell you whether content is actually working for the business.

In One Line

Followers don't pay the bills. Engaged ones do.

LAST THING

Want us to just handle this for you?

This is the exact process we run for every client at Nugent Marketing: strategy first, story-led content, and real numbers to back it up. No guesswork, no generic posting, no wasted ad spend.

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