

CASE STUDY

ABADDON STUDIOS

Tattoo & Piercing Studio — Pottsville & Pine Grove, PA

Freelance Social Media Management | Facebook & Instagram

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AT A GLANCE

Client Snapshot

Client: Abaddon Studios (now closed)

Type: Tattoo & Piercing Studio

Locations: Pottsville, PA and Pine Grove, PA

Platforms Managed: Facebook, Instagram

Engagement Model: Freelance Social Media Consultant

Services Provided: Content scheduling, caption writing, hashtag strategy, multi-artist content coordination

Note: Abaddon Studios is no longer in business. Metrics are sourced from screenshots captured during the active engagement.

RESULTS

The following metrics are drawn from Facebook Insights captured during the engagement period. All growth reflects organic performance with no paid advertising.

+102%

Facebook Views
116.2K total

+147%

Content Interactions
1.6K total

+577%

3-Second Video Views
5.1K total

+29.8%

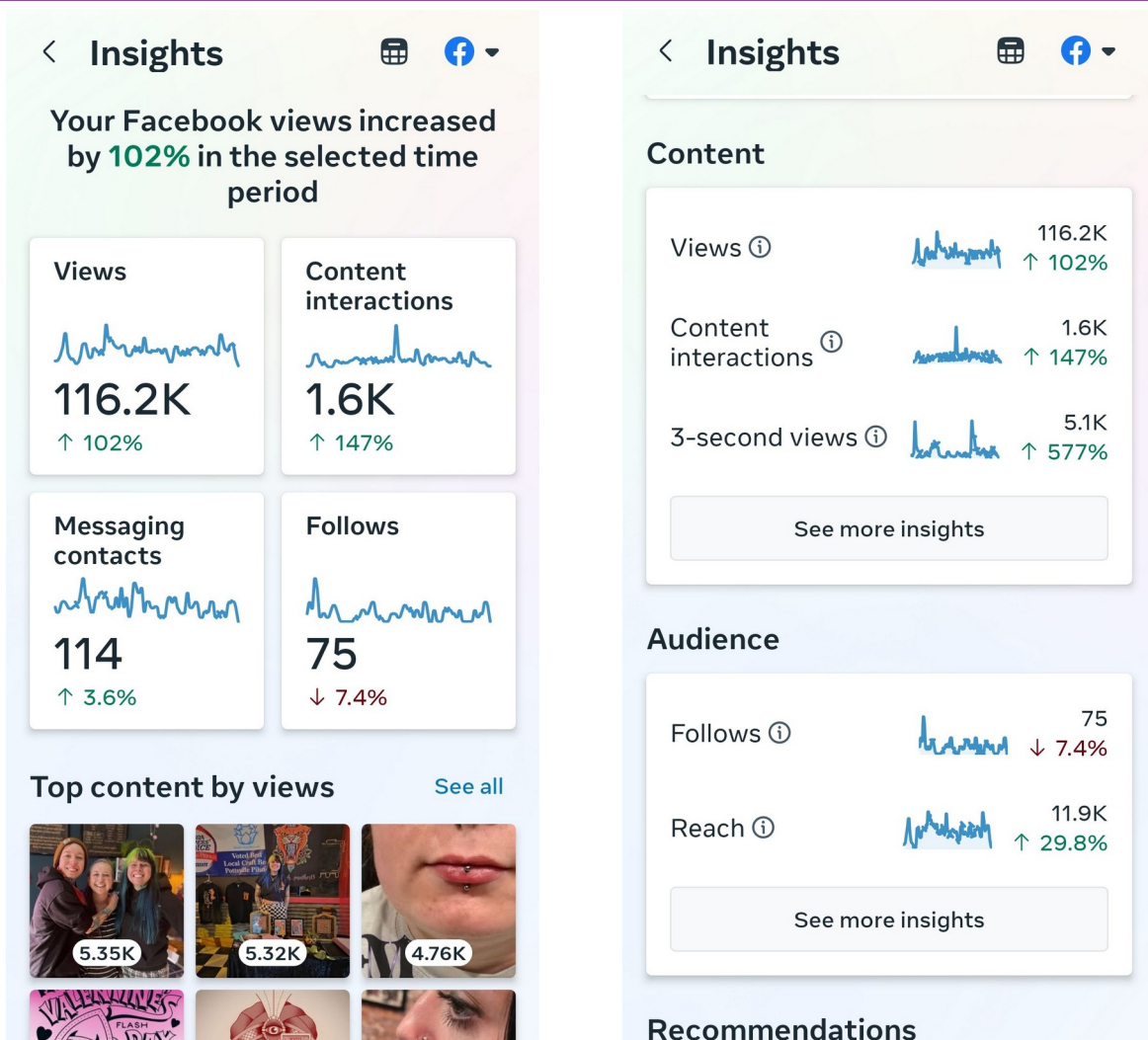
Reach
11.9K accounts

114

Messaging Contacts
+3.6%

100%

Organic
Zero paid spend



THE SITUATION

Abaddon Studios operated two tattoo and piercing studio locations in Pottsville and Pine Grove, PA, with a team of five artists. Each artist had their own distinct style and client base — an asset for the business, but also a challenge for social media: content submission from artists was inconsistent, resulting in sporadic posting that left followers without a reason to regularly engage with the pages.

The studio needed a social media presence that would showcase all five artists equitably, maintain a consistent publishing cadence, and ultimately drive one clear action: booking appointments by phone.

THE SOLUTION: A STRUCTURED ARTIST ROTATION SYSTEM

Rather than chasing ad hoc content submissions from five busy artists, I designed a publishing system that solved the consistency problem at its root: each artist was assigned a dedicated day of the week. This guaranteed that every artist received equal representation on the studio's Facebook and Instagram pages, and that content published every weekday without relying on any single artist to carry the schedule.

How It Worked

- Each of the five artists was assigned a specific weekday for their posts to go live
- Artists submitted photos or videos of their completed work — tattoos, piercings, healed pieces, and flash designs — on or before their assigned day
- I wrote all captions and selected hashtags for every post, maintaining a consistent brand voice across different artists' content
- Every post included a call to action directing followers to call the studio to book an appointment
- The system applied equally to both the Pottsville and Pine Grove location accounts

The Weekly Artist Schedule

Day	Artist	Content Focus
Monday	Amber	Tattoo work photos, healed piece spotlights
Tuesday	Watson	Tattoo work photos, style showcases
Wednesday	Artist 3	Tattoo or piercing content
Thursday	Artist 4	Tattoo or piercing content
Friday	Artist 5	End-of-week feature, flash availability

Note: Artist names beyond Amber and Watson have been omitted as this is a portfolio document. The rotation covered all five studio artists across the five-day schedule.

CONTENT & CAPTION STRATEGY

Showcasing the Work

Tattoo and piercing content performs best when it centers the craft itself. For Abaddon Studios, the primary content was high-quality photos and short videos of completed work — fresh tattoos, healed pieces shared with client permission, piercing jewelry close-ups, and artist flash sheets. Each piece of content was designed to speak directly to prospective clients who were browsing for an artist whose style matched what they wanted.

Caption Writing

Captions were written to be brief and action-oriented, reflecting the studio's no-frills personality. They named the artist, described the work in accessible terms (style, placement, technique), and always closed with the booking CTA. Hashtags were layered to cover local reach (Pottsville, Schuylkill County), style-specific reach (traditional tattoo, blackwork, fine line, body piercing), and broader discovery tags.

Sample Caption Structure

Fresh [style] [piece type] by [Artist Name].

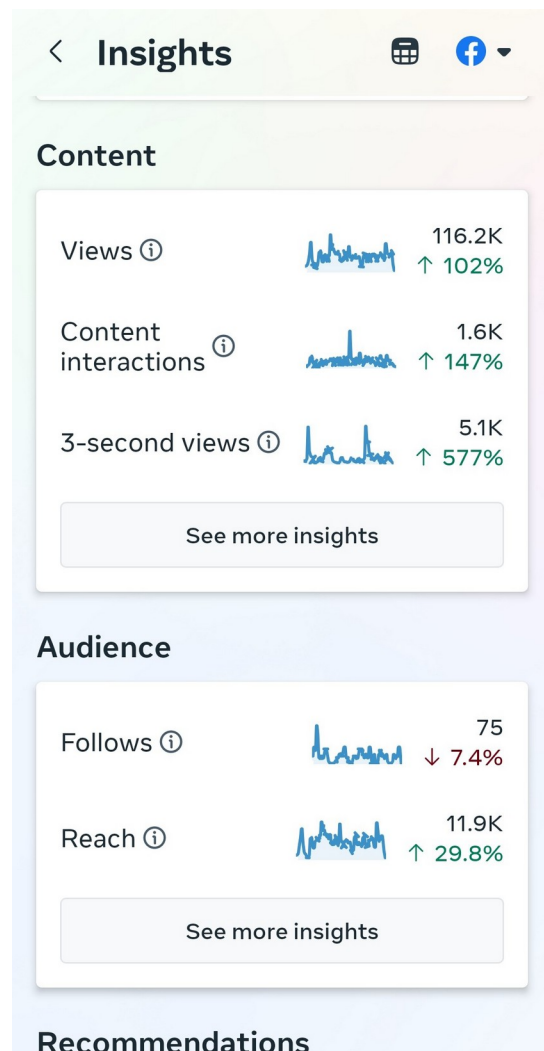
Interested in booking? Give us a call at [phone number].

#tattoo #[style]tattoo #pottsville #schuylkillcounty #[artist style] #bodyart #piercing

IMPACT & OUTCOME

The consistent publishing cadence and artist rotation system produced measurable results on Facebook: views more than doubled (+102%), content interactions grew by 147%, and 3-second video views — a strong signal of content that stops the scroll — increased by 577%. Organic reach grew by 29.8%, expanding the studio's visibility to new prospective clients in the area.

The studio reported an increase in phone calls to book appointments during the engagement. While exact call volume figures are unavailable as the business is no longer operating, the messaging contact data (114 contacts, +3.6%) visible in Insights reflects direct audience-to-business communication driven by the social strategy.



SKILLS DEMONSTRATED

Skill Area	How It Was Applied
Content Systems Design	Built a 5-artist weekly rotation that solved an operational consistency problem and ensured equitable representation
Caption Writing	Wrote all captions and CTAs in a consistent brand voice across multiple artists' content
Hashtag Strategy	Developed a tiered hashtag approach covering local, style-specific, and broad discovery tags
Multi-Location Management	Managed content for both Pottsville and Pine Grove locations simultaneously
CTA Strategy	Every post drove a single, consistent action: calling to book an appointment
Platform Analytics	Monitored Facebook Insights to track view and engagement performance over time

A NOTE ON THIS CASE STUDY

Portfolio Disclosure

This case study documents real work performed for Abaddon Studios as a freelance social media consultant. Abaddon Studios has since closed.

All metrics are sourced from Facebook Insights screenshots captured during the active engagement period. Exact appointment booking figures are unavailable as the business no longer operates. Artist names beyond those publicly listed have been omitted out of respect for the individuals involved.