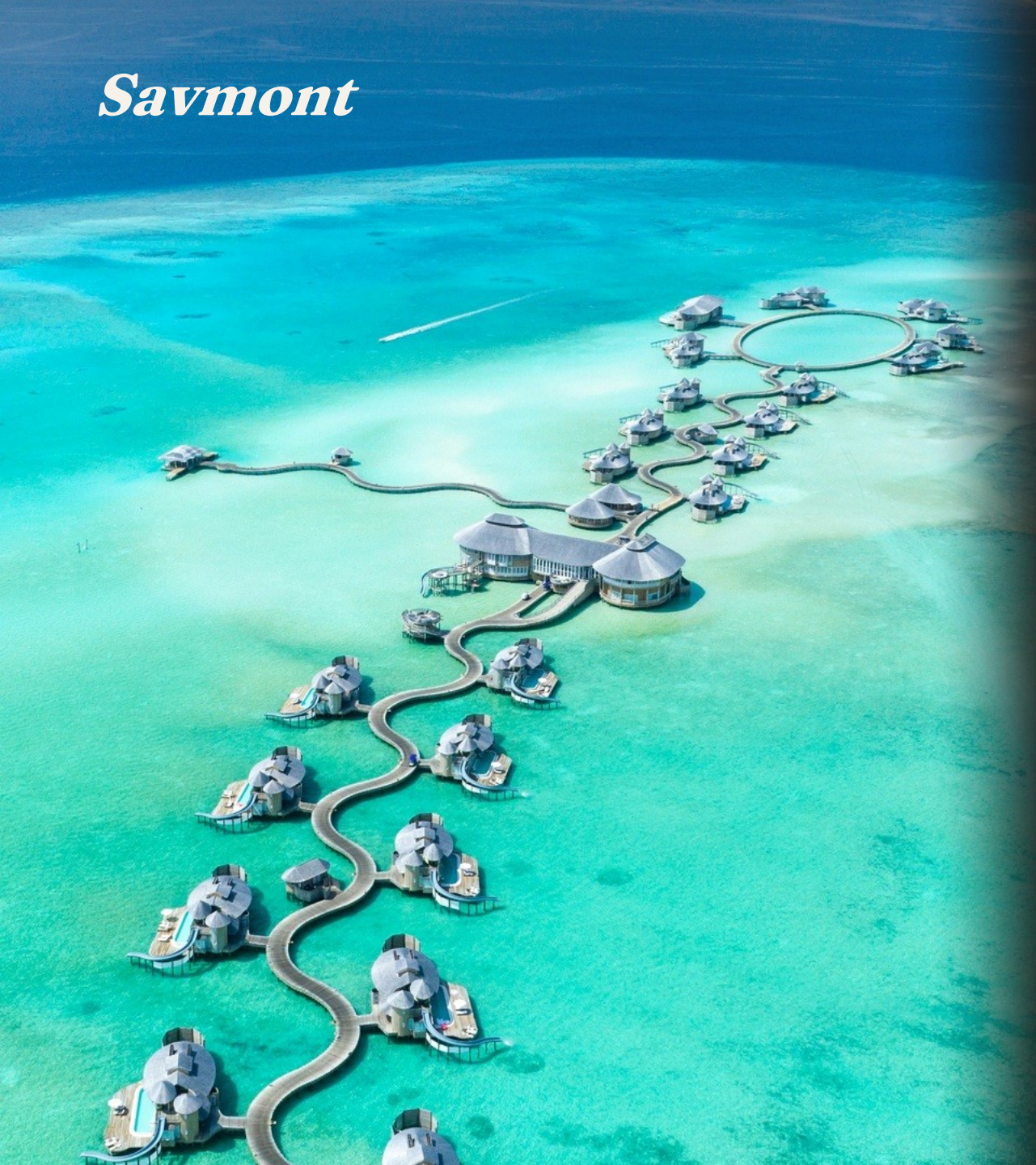




Savmont

CASE STUDY · ULTRA-LUXURY RESORTS

Soneva

How we took one of the world's most exclusive resort brands past one million Instagram followers.

MALDIVES · THAILAND

REQUEST A CALL

THE CLIENT

They wrote the rules for barefoot luxury.

Soneva runs two resorts in the Maldives and one in Thailand, with villas that run past \$30,000 a night.

The brand is a reference point in luxury hospitality, and the feed has to hold the same standard as the properties.

The audience was already large and genuinely engaged. That made the job harder, not easier.



THE CHALLENGE

Grow the audience without cheapening the brand.

A base of nearly 400,000 followers is already large, and growth at that size is slow and expensive.

Anything that felt like a shortcut would have damaged the brand more than a flat follower count ever could.

Every gain had to look like something Soneva would have done anyway.



THE APPROACH

Four levers, run as one engine.

1

Audience strategy

A clear view of who to reach and what to say.

2

Paid advertising

Targeted campaigns in front of the right travelers.

3

Signature giveaways

Anniversary campaigns people actually wanted to enter.

4

In-house partnership

We worked with the Soneva team, never over them.

THE CAMPAIGN

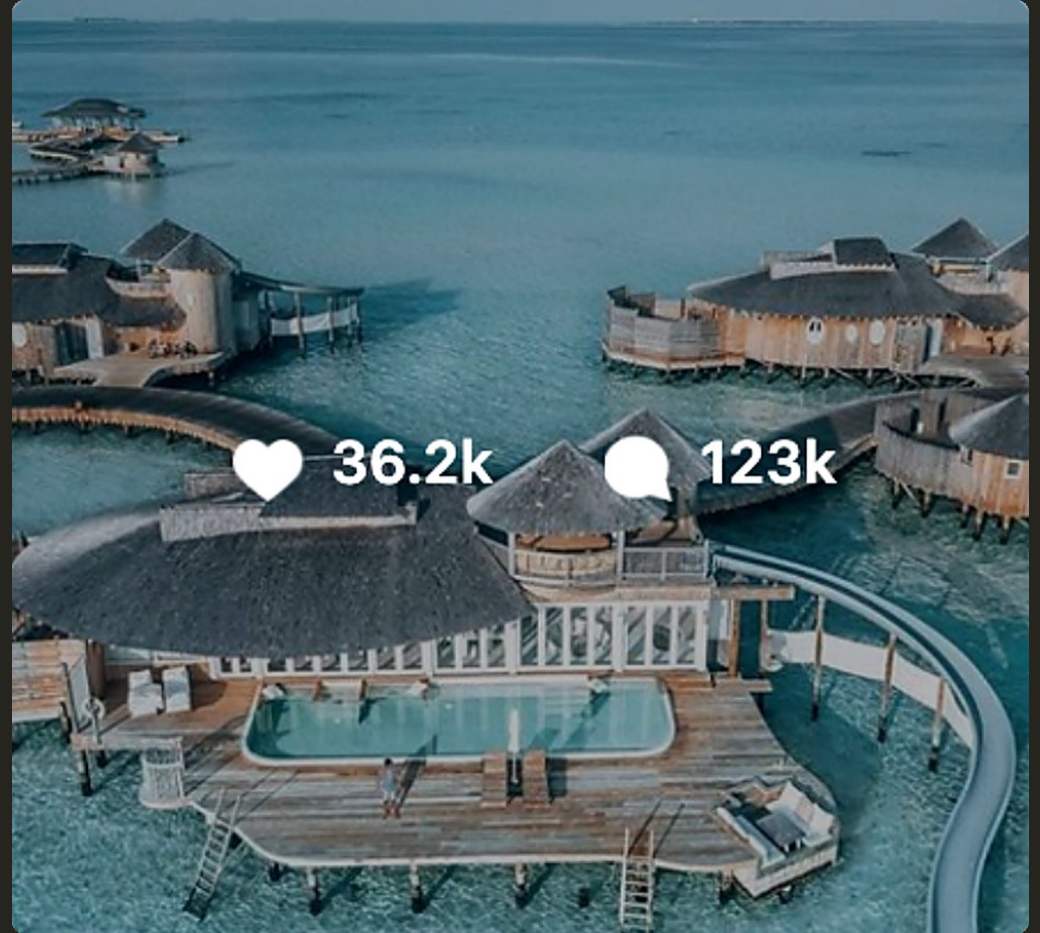
An anniversary built to be shared.

For Soneva's 25th anniversary we built a single campaign designed to be worth entering and worth sharing.

It became the best-performing post in the brand's history, and the two months that followed were the fastest growth of the whole partnership.

+60,000

NEW FOLLOWERS IN TWO MONTHS



THE RESULT

395K → 1.34M

Instagram followers, from the February 2020 baseline to the close of the partnership.



+949K

FOLLOWERS ADDED

3.4x

AUDIENCE MULTIPLIED

1M

MILESTONE PASSED

THE PARTNERSHIP

Four years, four phases.

What began as a single campaign became a standing role alongside their in-house team.

2020

The anniversary

An anniversary giveaway,
then testing in Asia and the Gulf.

2021

Always on

A monthly retainer covering
growth and paid media.

2022

Wider view

Competitor analysis in reporting,
plus TikTok and YouTube tracking.

2023 TO 2024

Renewed

A renewed agreement
running the same engine.

BY THE NUMBERS

Reach at brand scale.

IMPRESSIONS

262M+

Across both platforms in a year.

GROWTH RATE

11.7%

Annual audience growth on Instagram.

VERSUS RIVALS

5x

Five times the competitor average.

FACEBOOK

1st of 7

Ranked first for engagement among peers.



TESTIMONIAL

“In the span of 2 years, Mike worked closely with our own in-house team to grow our Instagram account from 400,000 followers to 1,000,000 followers, while generating over 500M new impressions in the process.”

CARISSA NIMAH · CHIEF COMMERCIAL OFFICER, SONEVA

Given in April 2022, partway through the partnership, which finished at 1.34 million followers.

Savmont

**If we can do it at this level,
we can do it for you.**

REQUEST A CALL

Tell us what you're working with and we'll map the first 90 days.

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