



Savmont

CASE STUDY · BOUTIQUE CABIN COLLECTION

Evergreen Cabins

How we launched a cabin brand from nothing,
reaching one hundred thousand followers in two years.

EVERGREEN CABINS · ADIRONDACKS, NEW YORK

REQUEST A CALL

THE BACKSTORY

There was nothing here to begin with.

Evergreen was two cabins, a brand new account, no audience, and no content library to draw on.

The cabins were genuinely beautiful, which is rarer than it sounds, and that gave us something real to work with.

We owned the whole engine from the first post, and treated it like a media brand rather than a rental listing.



THE CHALLENGE

An audience is worth nothing if nobody books.

Plenty of cabin accounts collect followers. Very few convert that attention into filled calendars and better rates.

So the brief was never followers on their own. It was reach that a small operator could actually bank.

Attention only counts once it shows up in bookings and the nightly rate.



THE APPROACH

Four levers, run as one engine.

1

Content production

Dozens of shoots, building an original library of photography and video.

2

Influencer program

Hosted stays with dozens of creators whose followers book cabins.

3

Paid advertising

Awareness campaigns built for audience growth.

4

Annual giveaway

Three years running, built to be entered and shared.

THE CREATOR ENGINE

We put the cabins in front of the right audiences.

We hosted dozens of creators. These five moved the most, with a combined 3.3 million followers across Instagram, TikTok and YouTube. Every name below opens a live post.



Cfunk44

INSTAGRAM · TIKTOK

580K combined following

45M+ views

Across Instagram Reels and TikTok.

[VIEW THE POST](#)



Levi Kelly

YOUTUBE · INSTAGRAM

1.05M combined following

343K+ views

Across two cabin tours on YouTube.

[VIEW THE POST](#)

THE CREATOR ENGINE

Three more, run the same way.

Every name below opens a live post.



Journey More

INSTAGRAM · TIKTOK

790K combined following

12M+ views

Across Instagram Reels and TikTok.

[VIEW THE POST](#)



DirtandGlass

INSTAGRAM · TIKTOK

600K combined following

150K+ likes

Plus 1,500 comments on the feature.

[VIEW THE POST](#)



Ethan Abitz

INSTAGRAM · TIKTOK

310K combined following

15K+ likes

Plus 400 comments on the post.

[VIEW THE POST](#)

THE ANNUAL GIVEAWAY

One post a year the whole audience turns out for.

We ran it every December for three years, built each time as a real brand moment rather than a bait post.

Every entry was somebody tagging a friend they actually wanted to bring.

58,700

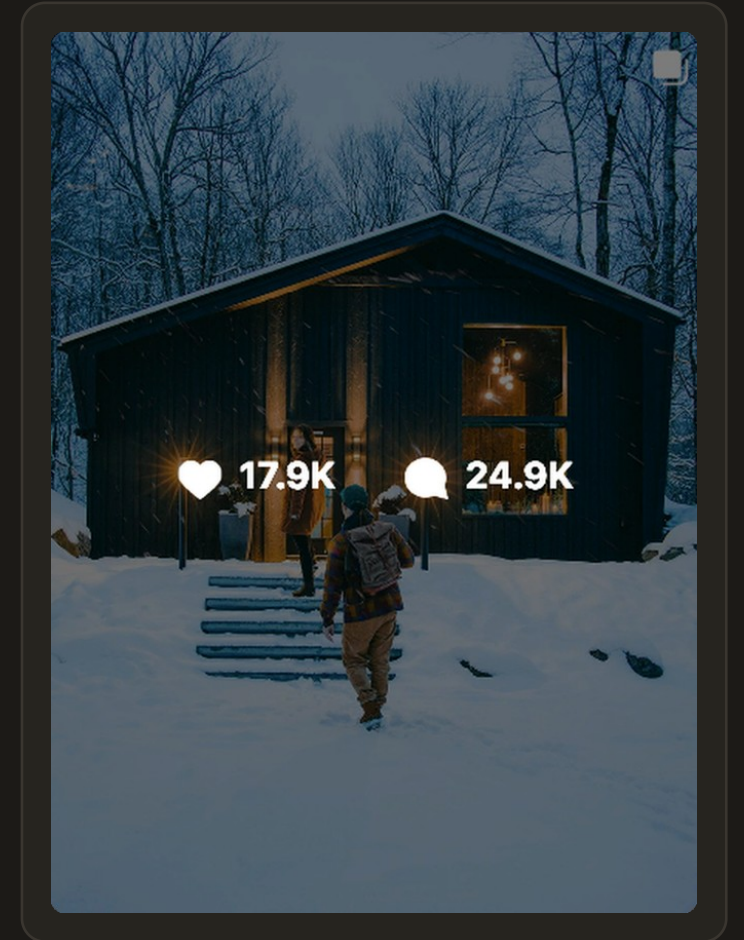
GIVEAWAY ENTRIES ACROSS THREE DECEMBERS

Click a year to open that giveaway.

2021 · 15.3K

2022 · 24.9K

2023 · 18.5K



THE RESULT

0 → 100K

Instagram followers, built from an empty account in two years.

[VIEW INSTAGRAM](#)



2 yrs

FROM LAUNCH TO SIX FIGURES

+7,900

FOLLOWERS IN THE BEST MONTH

18,000

LIKES ON THE TOP POST

BY THE NUMBERS

Reach that turned into bookings.

BOOKING CLICKS

278,000

Clicks to booking pages across three years.

CREATOR VIEWS

60M+

Across Instagram Reels and TikTok.

GIVEAWAY ENTRIES

58,700

Comments across three annual campaigns.

CREATOR POSTS

Dozens

Individual posts made for the brand.

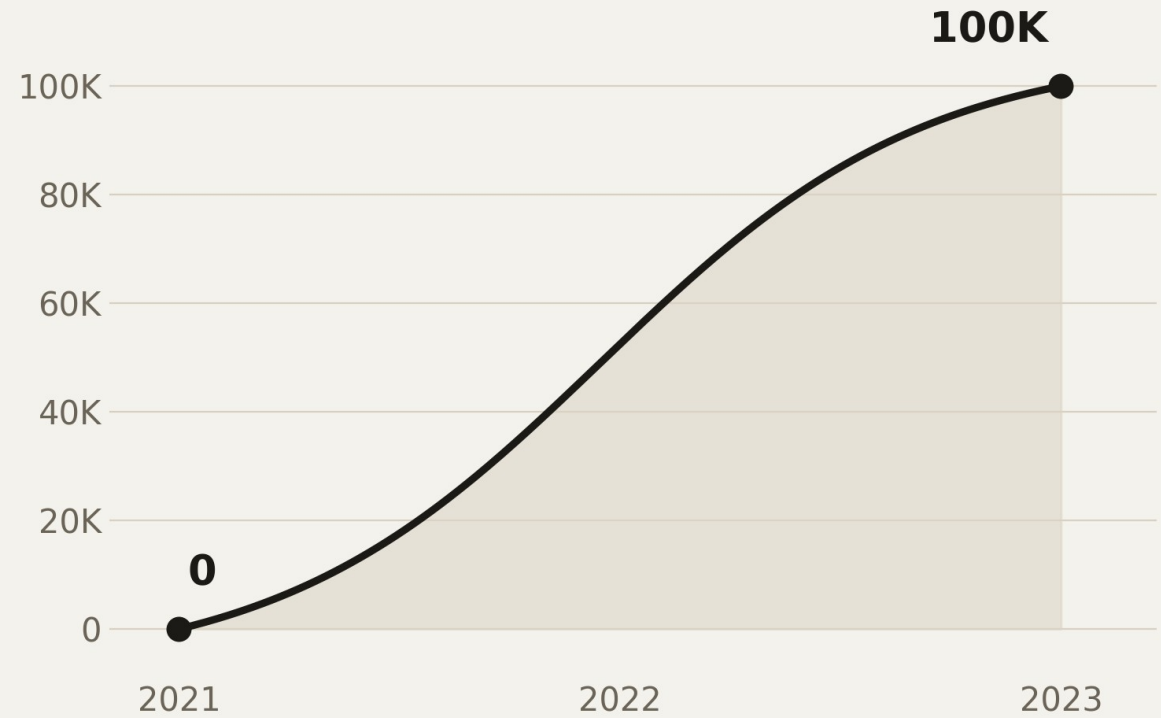
THE GROWTH STORY

The line never went flat.

The account climbed every month from launch. Nothing was bought and nothing was inherited.

Two years in, it passed one hundred thousand followers and kept its engagement intact.

*Two years of compounding,
with nothing bought along the way.*



Instagram followers, 2021 to 2023

EARNED FEATURES

The cabins got picked up everywhere.

Travel and Leisure, SHLTR and dozens of the biggest cabin and design accounts featured the property, which kept the audience growing without paying for it.

EXAMPLE FEATURES

BEAUTIFUL HOTELS

SHLTR

6.4M followers



travelandleisure ✓
Travel + Leisure

5.8M followers



beautifulhotels ✓
BEAUTIFUL HOTELS

1.4M followers



adventure
Adventure - Travel

1.1M followers



shltr ✓
SHLTR

3.1M followers



architects_need ✓
Art & Architecture

1M followers



photos
Photos / Travel

1.5M followers



roamtheplanet ✓
ROAM THE PLANET

2.7M followers



earthbestshots ✓
EARTH

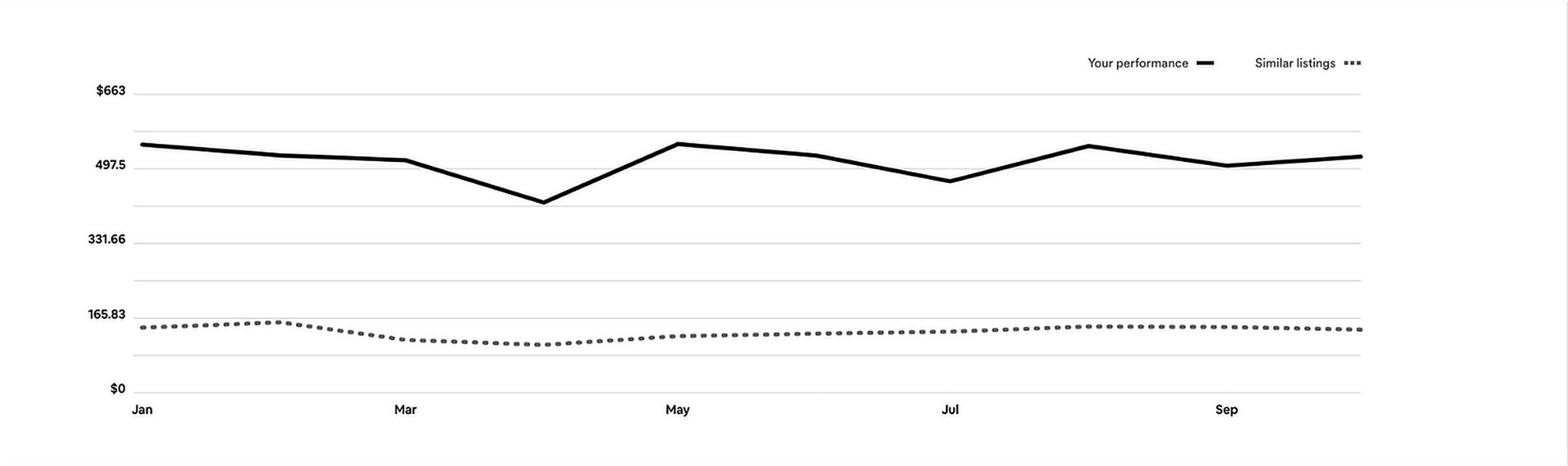
PROPERTY PERFORMANCE

Marketing that moved the bottom line.

+\$381

HIGHER AVERAGE NIGHTLY RATE

Two years in, the cabins were earning more per night and filling further out than anything comparable nearby.



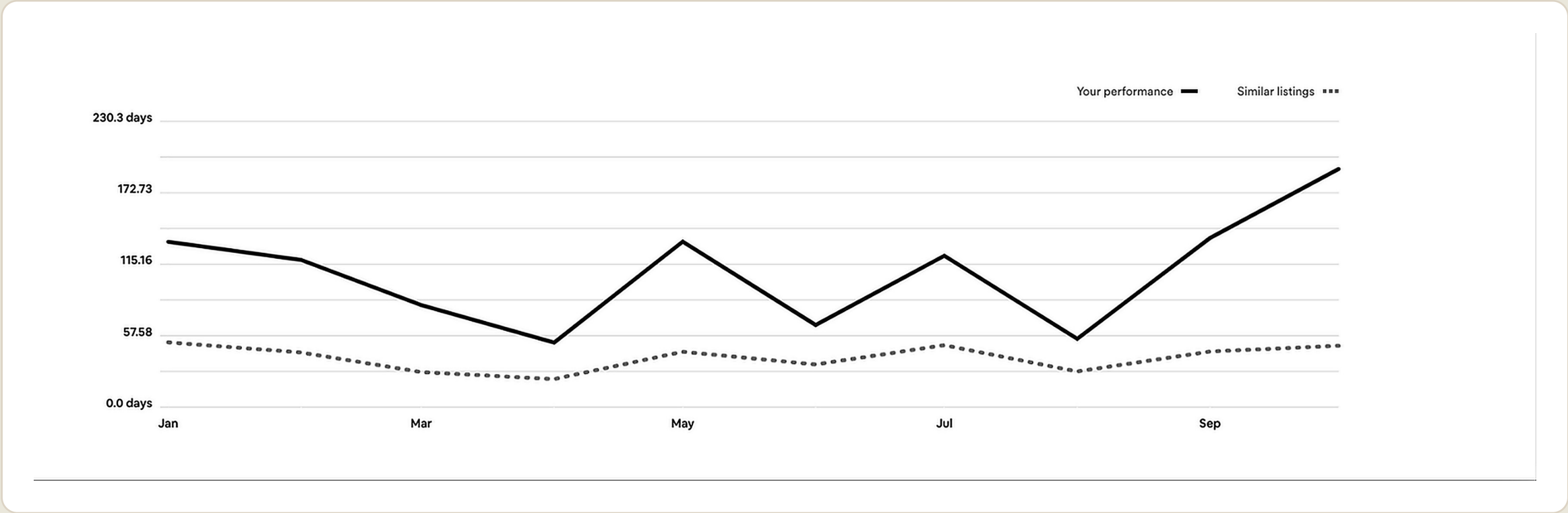
PROPERTY PERFORMANCE

And the calendar filled further out.

+70.4 days

LONGER BOOKING LEAD TIME

Guests were booking Evergreen months ahead of when they booked similar cabins in the same area.





TESTIMONIAL

*“He didn’t just grow my follower count.
He made Evergreen one of the best
performing short-term rental
companies in the world.”*

CHRIS BROOMFIELD · OWNER, EVERGREEN CABINS

Savmont

**If we can build one from zero,
we can build yours.**

REQUEST A CALL

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

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