

HOW CHRISTIAN GREISER GREW HIS INSTAGRAM THROUGH AUTHENTIC CONNECTIONS

Christian Greiser

REMOVE REPLACE RESTART

The Essential
Maintenance
Manual for
Your Engine
for Success



THE CLIENT: CHRISTIAN GREISER

Executive Coach and Advisor | Management
Consultant | Author

Christian Greiser is an executive coach and advisor with 30 years of coaching, strategy consulting, and line management experience. Through his coaching, he guides executives on their personal development journeys, helping them figure out their values, talents, and strengths.

He is also the author of *Remove, Replace, Restart: The Essential Maintenance Manual for Your Engine for Success*.

Christian worked with Weaving Influence in 2023 in support of his book launch. He started his partnership through a custom book marketing strategy, then invested in book launch services, including launch assets, a webinar, and a virtual launch party. He also received ongoing coaching to optimize his launch results and build his digital presence, specifically on Instagram.



**BOOK LAUNCH SUPPORT
SOCIAL MEDIA**



NUMBER OF BOOKS: **1**



YEARS WORKING WITH
WEAVING INFLUENCE: **1**



Before working with Weaving Influence, I only had 200 Instagram followers. Now, I currently have over 7,000. I learned a ton from the Weaving Influence team, and working with them is one of the best investments I ever made!"

- Christian Greiser

THE RESULTS



7,000+ Instagram Followers

Through the strategic guidance of Weaving Influence, Christian achieved an increase in Instagram followers from 200 to over 7,000.



500,000+ Video Views

Christian's Reels achieve high view counts, with multiple videos gaining over 500,000 views.

This authentic, conversational Reel achieved 591,000 views.



HOW WE CREATED REACH

Working together, we built reach for Christian through the four commitments:



VALUE



CONSISTENCY



LONGEVITY



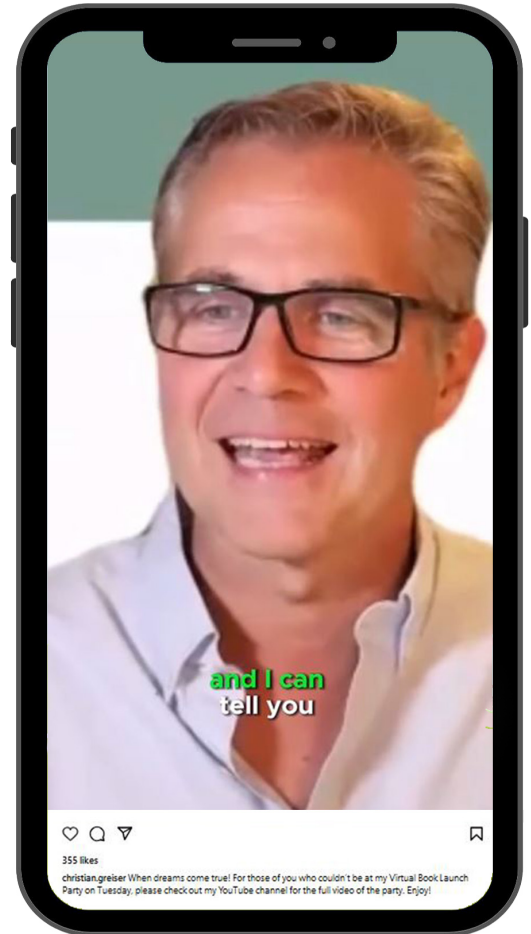
GENEROSITY

REACH = EXPANDING AUDIENCE + LASTING IMPACT

VALUE

Be consistent in generously sharing value with others.

- Christian creates consistent video content that is authentic and conversational, and his “selfie-style” setup feels like a mentorship conversation with a friend or colleague. His approach proves that it doesn’t take a huge production team to create meaningful content that resonates with target audiences.
- We supported Christian's valuable content creation through consultation and reference documents, including examples of high-performing Instagram content to emulate and guidance on how to most productively use external links.
- With our guidance, Christian was able to create varying content, including Reels, quote graphics, inspirational graphics, and carousels. This variation of content ensured he was sharing his message in new and engaging ways, helping best educate his audiences.
- As part of our ongoing consultation, we encouraged Christian to respond to comments and interact with his Instagram followers by asking questions and speaking about relatable topics, building an engaged online community.



kay_emotionalintelligence I'm convinced you will be providing an enormous amount of value to all the participants based on your experience and knowledge, but also your wisdom and kindness. Have a great day, Christian!

4w 12 likes



- We also hosted a webinar and virtual launch party for Christian, which engaged new audiences and shared concepts from his book and professional experience with attendees, expanding his messaging and work. He then created social content around the events to further spread the impact of this learning opportunity.



LONGEVITY ∞

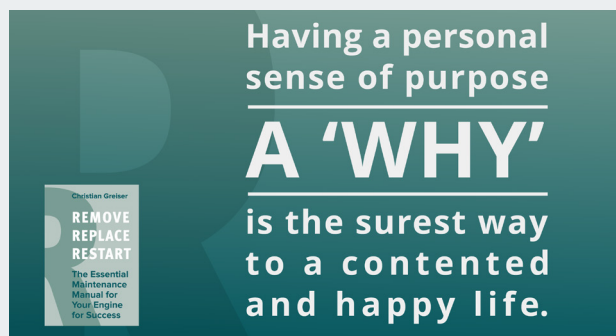
Keep showing up over the long haul.

- Following his launch, Christian still posts consistently on Instagram to keep his audience engaged, sharing his expertise and guidance consistently with his audiences.
- Christian is also still actively involved in events, ensuring he continues to show up and build his brand recognition over the long-term.
- He keeps his book in conversation by continuing to create new content around its messaging, including an e-version of the book. Christian continues to show up with new content formats and learning opportunities for his audience.

CONSISTENCY ↻

Be dependable in your ongoing online presence.

- Christian regularly shows up for his audiences with new content, new ideas, and new ways of presenting his message. His mix of content formats and themes helps continually educate and inform his audience, sustaining follower growth and engagement.
- Christian's social profiles and content evoke a feeling of calm and inspiration, drawing new audiences in and keeping them there. He's creating community and investing in the long-term success of his online presence.
- Christian regularly shares glimpses into his personal life, successfully showing the mix between business and personal life and building authentic and real relationships with his audiences.
- He also focuses on a posting cadence that is sustainable for him, supporting a consistent approach to his Instagram presence. By focusing on a cadence that aligns with his time capacity, he can be a reliable thought leader online.



GENEROSITY ♥

Ensure that the value you create is accessible to others.
Give away as much as you can.



- Christian shares his ideas freely and is actively involved in industry events as a mentor and coach.
- He generously gave away his book to numerous people in his network and included a signed bookplate with every book. This generosity included giving 100 free copies of the book to his former employer, the Boston Consulting Group, as a way to give back to those colleagues and friends.
- Christian also participated in book giveaways, including one through Goodreads. With the strategic guidance and logistics support of Weaving Influence, Christian was able to productively utilize giveaways and get his work into more hands—expanding the reach of his book's valuable learning.



HOW CAN WEAIVING INFLUENCE BUILD YOUR ONLINE PRESENCE?

Are you looking to build your Instagram presence and grow your thought leadership brand? We'd love to help your message reach wider audiences by creating value, consistency, longevity, and generosity.

Email Becky Robinson, founder and CEO, at becky@weavinginfluence.com to start the conversation.

