



## **True North Social Expands Instagram Marketing Services to Help Brands Navigate Algorithm Changes and Content Evolution**

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True North Social, a Los Angeles-based digital marketing agency, has expanded its Instagram marketing services to address the platform's evolving algorithm requirements and the growing demand for authentic, performance-driven content strategies. The agency's enhanced approach combines data analytics, creative content production, and community management to help brands maintain visibility and engagement in an increasingly competitive social media landscape.

The expansion comes as Instagram continues to prioritize video content, authentic engagement, and creator partnerships, requiring brands to adapt their strategies beyond traditional posting schedules. True North Social has developed comprehensive solutions that integrate content creation, influencer management, and paid advertising to maximize brand reach and return on investment.

"Instagram's algorithm changes every few months, and what worked last year may not work today," said

Sophia Williams, Director of Social Strategy at True North Social. "Brands need partners who understand these shifts and can pivot strategies quickly while maintaining consistent brand messaging and audience growth."

The agency's services encompass full-scale Instagram account management, including calendar curation, community engagement, and performance tracking. Their in-house photography and video production teams create original content tailored to each brand's identity, ensuring visual consistency across all social media touchpoints. Additional specialized services include influencer partnership management, product tagging optimization, and engagement pod coordination.

True North Social's approach addresses several key industry trends reshaping Instagram marketing. Short-form video content, particularly Reels, now generates significantly higher engagement rates than static posts. The agency has responded by incorporating video-first strategies into client campaigns while maintaining the quality visual standards that brands expect. Their teams also focus on fostering authentic community interactions, recognizing that meaningful engagement metrics carry more weight with Instagram's algorithm than follower counts alone.

The agency has demonstrated success across diverse industries, working with notable clients including Therabody, Shaun White, American Needle, and Bristol Farms. Their portfolio also includes collaborations with NBC, Live Nation, ReMax, Hard Rock, and Paul Mitchell, showcasing their ability to scale strategies for both emerging brands and established enterprises.

Beyond Instagram-specific services, the agency offers integrated digital marketing solutions including search engine optimization, web design, and pay-per-click advertising. This comprehensive approach allows brands to maintain consistent messaging across all digital channels while leveraging platform-specific best practices.

The importance of professional Instagram management has intensified as the platform reaches over two billion monthly active users globally. Businesses increasingly recognize Instagram as essential for customer acquisition, brand awareness, and direct sales through features like Shopping tags and checkout functionality. For brands looking to enhance their Instagram presence, understanding platform dynamics and maintaining consistent, high-quality content remains crucial. Those interested in learning more about current Instagram marketing strategies can follow us on social media.

True North Social specializes in helping brands build meaningful connections with their audiences through strategic social media marketing, content creation, and performance optimization. The agency combines creative expertise with data-driven insights to deliver measurable results for clients across various industries.

More information on True North Social, as well as additional insights and case studies, can be found at <https://truenorthsocial.com/>.

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## **True North Social - Los Angeles**

*True North Social is a digital marketing agency with headquarters in the Los Angeles area. Using an artful mix of social media management, paid advertising, SEO expertise, website design, photography, and video.*

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