

Gill Hall Gardens

Brand Identity + Instagram Refresh

Built a brand mark, content system, and social presence from scratch for a dormant UK garden design studio — grew accounts reached from 75 to 4,283 in 3 months, with 80% of reach coming from non-followers.

ROLE — Brand Designer · Content Producer · Social Strategist

CLIENT — Gill Hall Gardens

ENGAGEMENT — 3 months · Jan–Apr 2025

PLATFORM — Instagram

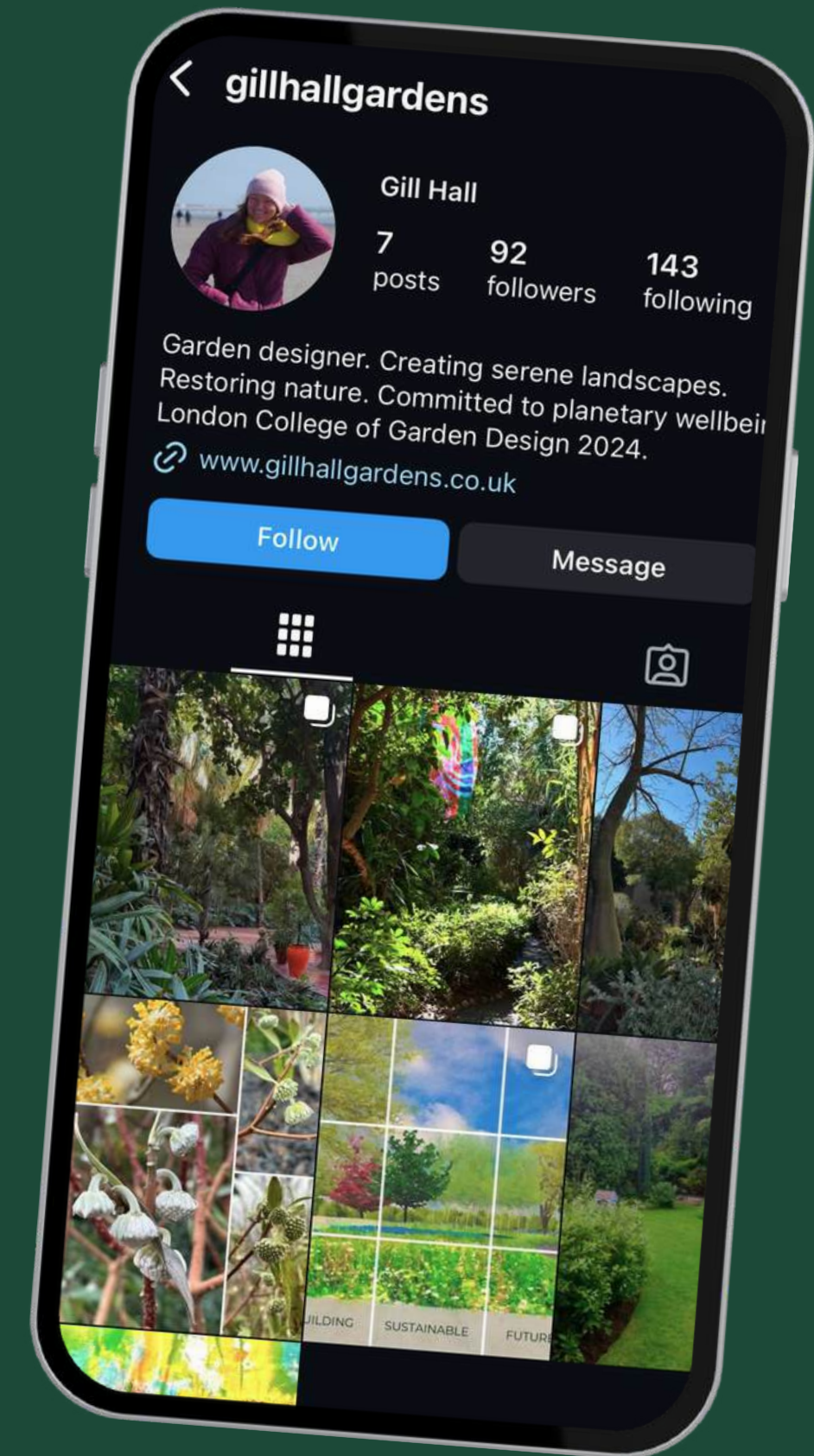


The Brief

Gill Hall runs a small garden design studio based in London. She had a strong portfolio of completed projects but no real digital presence — 7 posts, 92 followers, an inconsistent grid, and no way for new clients to discover her.

The work she was doing was beautiful. The way it was being shown wasn't.

She needed two things: a brand identity that matched the quality of her work, and a social presence that could turn discovery into inquiries.



What I Built

Before any content went out, the brand needed a foundation.



Logo & Brand Mark

Designed the round green tree wordmark now used across the profile, highlights, and every carousel template.



Visual System

Built a brand palette around two shades of green and beige, then designed the carousel templates, highlight covers, and typography system that hold the feed together.



Profile Rewrite

Restructured the bio to lead with what Gill does, who she's for, and how to inquire — replacing the original three-line description with a clearer hook and call to action.



Founder Layout

Designed and produced the "Hey, I'm Gill" introduction post that became one of the most-saved tiles on the grid.

Content Strategy

Once the identity was in place, content was built around four pillars — each chosen to do a specific job.

Project Showcases

Garden transformations, completed work, before/after. **Job:** Prove the work.

Process Content

Behind-the-scenes, planning stages, design walkthroughs. **Job:** Show how Gill works, not just what she ships.

Founder-Led Content

Gill on camera, founder posts, brand personality. **Job:** Make the brand human.

Garden Education

Advisory content on the design process, planting choices, and how working with a designer actually works. **Job:** Build authority and earn reach beyond existing followers.

Pillar In Action

London Fields Transformation · Project Showcases × Reel

A short-form Reel built from Gill's existing client footage, edited to lead with the transformation and close on the brand mark.

Reel · ~60s · before → process → reveal structure

Result: ~4,000 organic views, then promoted as a paid ad

Why it worked:

- Led with a clear visual change in the first second to stop the scroll
- Built around the before → process → reveal arc, paced so the full 60s held attention
- Closed on the new brand mark so the view actually built brand recognition, not just impressions



Execution

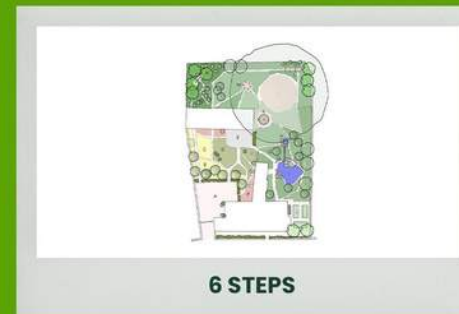
Over the 3-month engagement:

- Designed and shipped branded carousel templates and Story highlight covers across the full feed
- Edited Reels from Gill's existing footage into platform-native short-form
- Established posting cadence and consistent content structure
- Coordinated content direction across Reels, carousels, and Stories

TOOLS — Adobe Suite · Canva · Lightroom

Haris Khan · harisqan.com

WORKING WITH A GARDEN DESIGNER THE PROCESS



www.gillthegardens.co.uk

DALSTON CURVE



A sustainable haven of peace and tranquility in East London

www.gillthegardens.co.uk

Anima garden



Marrakesh, Morocco

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PECKHAM GARDEN CREATIVE VISION



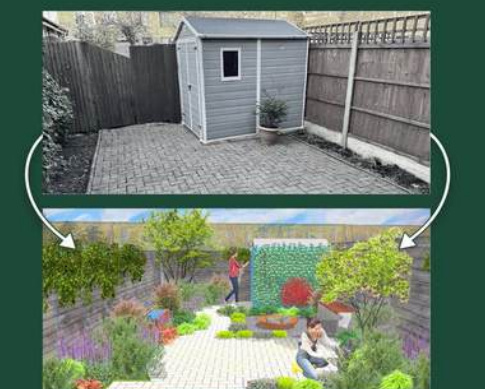
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KEW GARDEN CREATIVE VISION



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LONDON FIELDS TRANSFORMATION



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Results

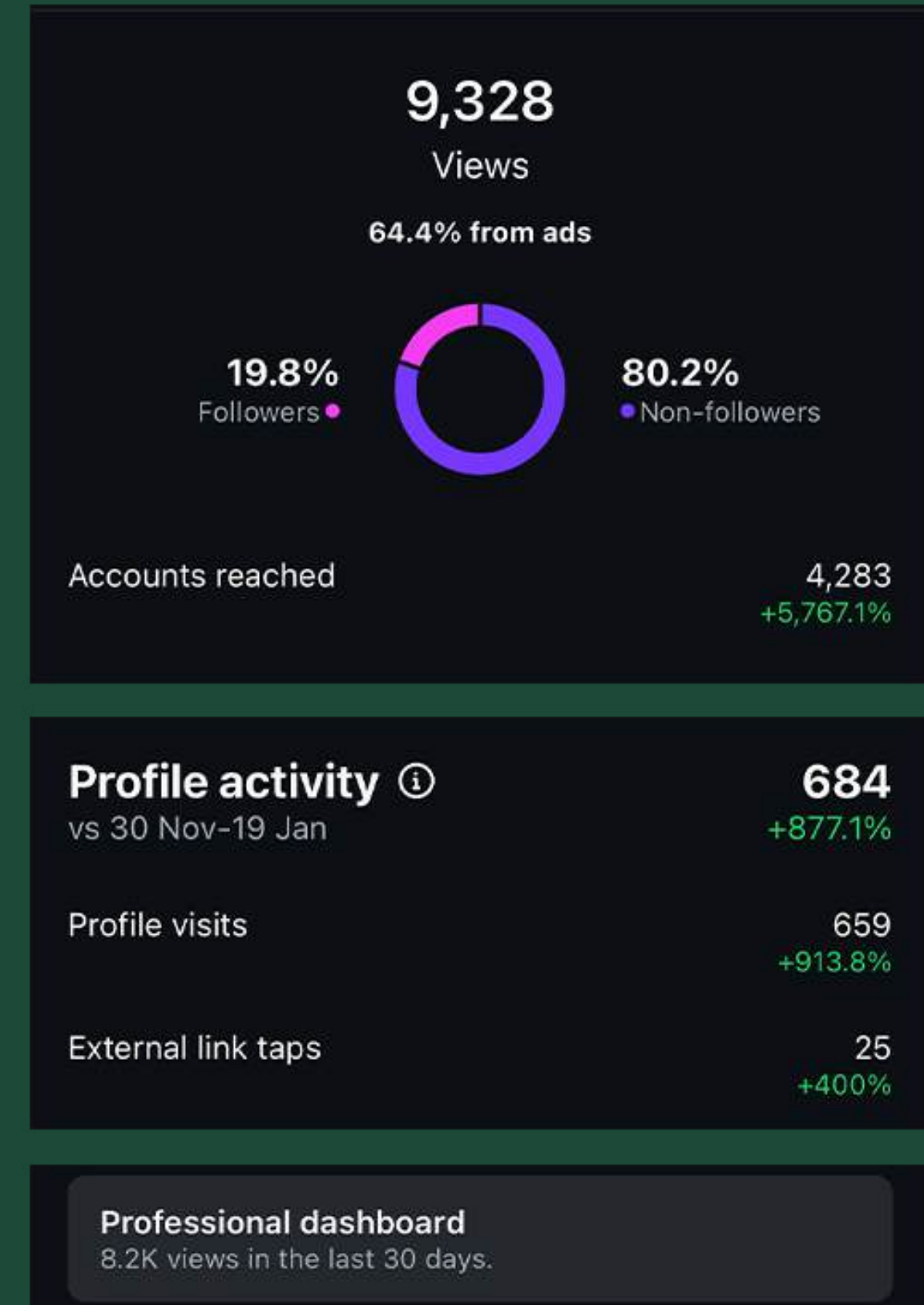
3 months · Jan–Apr 2025

4,283 accounts reached 80% from non-followers

+5,767% accounts reached

The content was earning discovery, not preaching to existing followers.

- Followers: 92 → 204
- Profile activity: 684 actions (vs ~70 baseline)
- Profile visits: 659 (vs ~65)
- External link taps to gillhallgardens.co.uk: 25 (vs ~5)



Next Phase

Three months built the foundation. To turn this into sustained growth, the next phase would focus on:

Volume of short-form video

Reels were the strongest discovery driver. Moving from occasional to weekly Reels is the highest-leverage lever for the next quarter.

Lead capture

25 external link taps is a starting point.
The next step is a dedicated lead magnet — a free design consultation booking flow on the website that turns profile taps into qualified inquiries.

Testimonial system

Gill's completed projects are her strongest asset.
A repeatable client + space + before/after testimonial format would build trust at scale and turn every finished project into reusable content.

Search-aware captions

Most of Gill's inquiries come from London-area searches.
Captions optimised around area + service keywords ("Hackney garden design," "East London landscaping") would compound discovery beyond the algorithm.

Outcome

In three months, Gill Hall Gardens went from a dormant Instagram presence to a recognisable brand identity with a functioning content system and measurable discovery.

For a small local business, the leverage isn't in chasing follower counts — it's in building a brand that earns reach from non-followers and converts that reach into client inquiries.

Brand identity, content system, and growth foundation: built.

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