CASE STUDY 001:

HEALTHY ROOTS

Social Media Strategy · Content Creation · Photography · Community Marketing



A LOCAL BRAND WITH ROOTS



BACKGROUND

Healthy Roots is a local natural grocer and wellness store in Whitehall, Michigan. The store already had something that cannot simply be created through advertising: a loyal community, knowledgeable staff, and products people genuinely cared about.

The opportunity was not to reinvent the business. It was to make the personality that already existed inside the store more visible online.

When I began working on the brand's social media, my goal was to create content that felt approachable and useful while still giving customers a reason to stop scrolling.

THE CHALLENGE WASN'T THE PRODUCT IT WAS ATTENTION.

Healthy Roots carries an unusually wide variety of products, but many customers did not know everything available inside the store. Social media gave us an opportunity to change that.

Instead of treating Facebook as a digital bulletin board, I wanted the page to feel like an extension of walking through Healthy Roots: discovering something unexpected, learning something useful, or seeing a familiar face.

The strategy had to earn attention organically

DEDICATED MONTHLY AD SPEND $0

A SIMPLE CONTENT SYSTEM.

I built the content strategy around three jobs. Product content helped customers discover what Healthy Roots carried. Educational content gave the page a reason to be useful even when someone was not shopping. Personality-driven content introduced the people behind the store and made the brand feel local rather than corporate.

The reason this balance mattered was simple: constantly selling products would eventually become repetitive. The page needed enough variety that following Healthy Roots was worthwhile on its own.

40%
PRODUCT

40%
EDUCATION

20%
FUN

FEATURED CONTENT: GOODLES Cheddy Mac | Lentiful Instant Lentils

MAKING INVENTORY DISCOVERABLE.

One of the first recurring ideas focused on a simple problem: Healthy Roots carried products customers regularly overlooked.

“5 Products You Didn't Know We Carry” turned ordinary inventory into discovery content. Rather than simply photographing a shelf and listing prices, each product received a short explanation of what made it interesting and who might enjoy it.

The series allowed product promotion to feel more like browsing than advertising.



Leisure Hydration | Pip's Real Cheddar Fries | Hu Dark Chocolate

PEOPLE FOLLOW PEOPLE.







MUST TRY MONDAY

Product photography could show what Healthy Roots sold, but it could not show why people cared about the store. Must-Try Monday gave employees space to share the products they actually used and loved. The first feature became a farewell to Maddie, combining her favorite products with a genuine thank-you for the time she had spent with the store and its community. That changed the purpose of the post. It was still selling products, but the products became part of a story about a real person.

The product became secondary to the person recommending it.

GIVING PEOPLE A REASON TO FOLLOW.

TEACH FIRST. SELL SECOND.

EDUCATIONAL TUESDAY

Some posts were designed without an immediate sale as the primary goal. Educational Tuesday gave Healthy Roots room to explain ingredients, wellness products, and trends customers were already seeing.

For the beef tallow feature, the content explained what tallow is, why it has returned to skincare, and the different ways it can be used before introducing the products available in the store.

The distinction was important. Instead of beginning with “buy this,” the post began with “here is something worth knowing.”



THE STORE DOESN'T EXIST IN A VACUUM.

SOCIAL → STORE → COMMUNITY

Healthy Roots is part of the Whitehall community, so the social strategy also needed to extend beyond products.

For the White Lake Holiday Walk, we created content around an in-store holiday basket and a $25 Healthy Roots gift card giveaway. The campaign encouraged people to comment, share, tag friends, visit the store, and participate in a local event rather than simply interact with another advertisement.

The basket also connected the campaign with a larger community purpose through support for Big Lake Humane Society.

This is where social media becomes more valuable for a small business. A post can promote a product, but it can also strengthen the relationship between a business and the place it serves.

WHAT CHANGED?

The early results matter, but the larger change was the creation of a recognizable content system. Healthy Roots moved toward a page built around recurring series, stronger photography, educational value, employee personality, and community participation.

With no dedicated advertising budget, growth had to come from making the content itself more useful and more interesting.

+8
NET NEW FOLLOWERS

10×
ENGAGEMENT (7 DAYS)

36%
VIEWERS FROM OUTSIDE THE FOLLOWER BASE





