

THUMBNAIL



INSIDE

# LONG FORMAT

**125** organic views/day

Google Search and Suggested traffic



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# SHORT FORMAT

REELS. SHORTS. TIK TOKS.

**SHARES +180%**

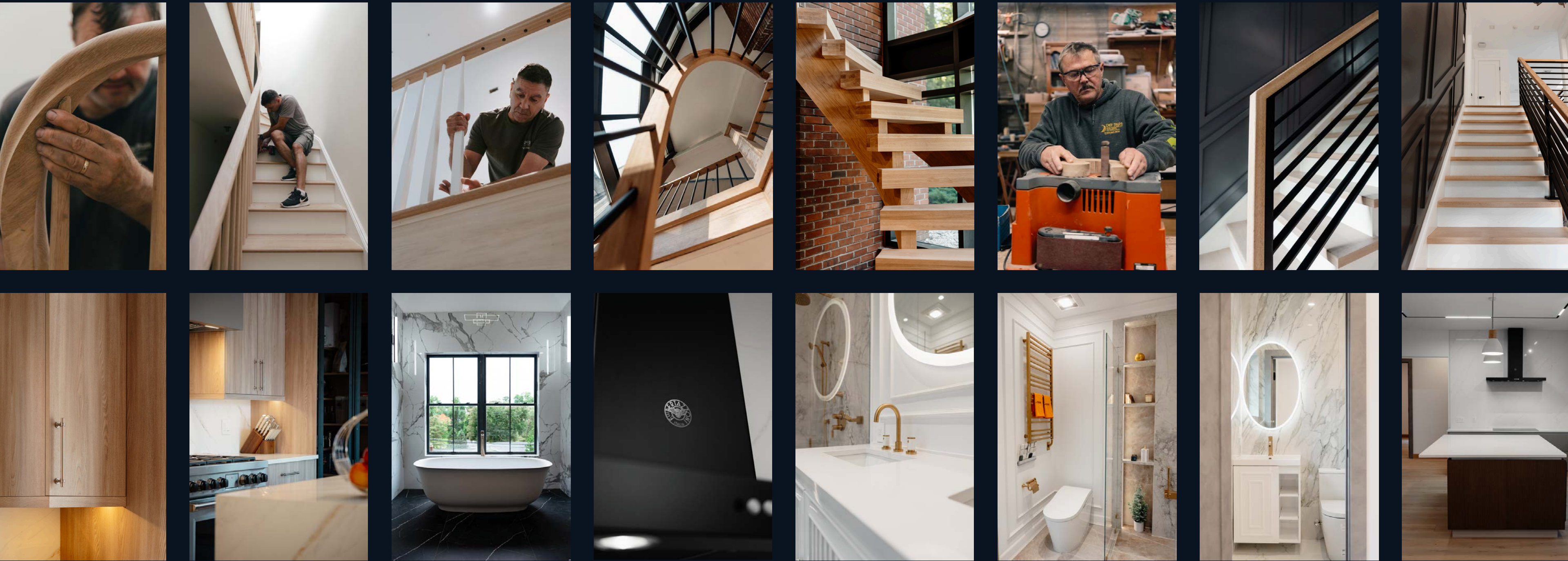
**SAVES +85%**

**TOTAL REACH +55%**

Consistent month-over-month growth

**3-5X**

Engagement Growth driven by Creative Video



# PHOTOGRAPHY

THUMBNAIL



INSIDE



# LONG FORMAT

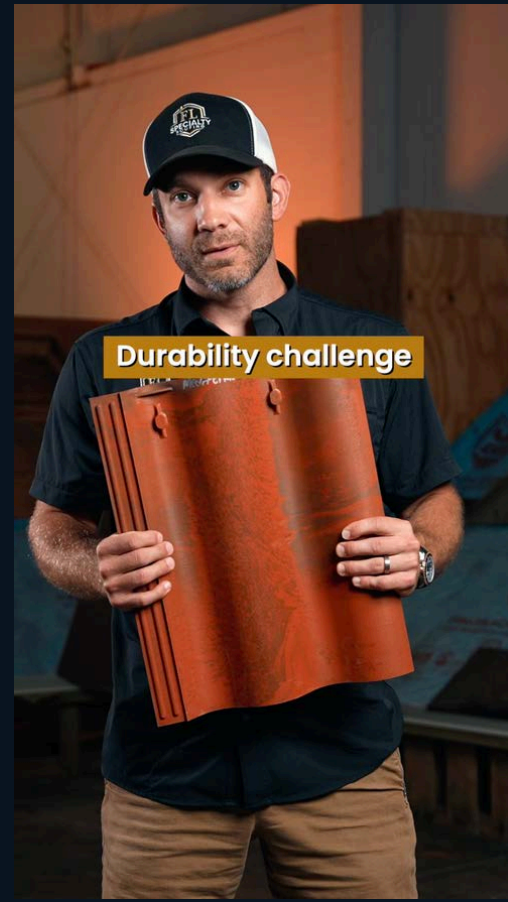
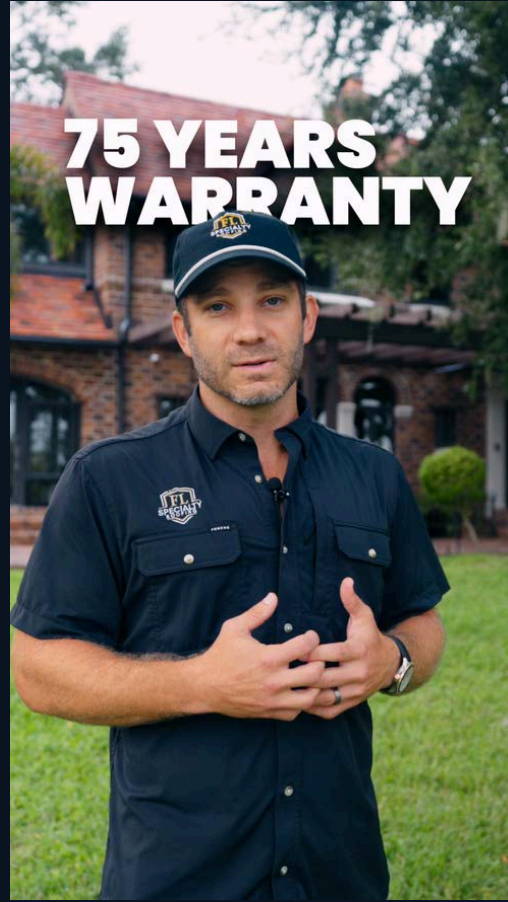
## TOP-3 GOOGLE SEARCH

rankings for high-intent keywords (e.g. "Brava roof tile")

Inbound leads from the channel resulting in 6- and 7-figure projects

**~5,000**

monthly passive inbound views driven purely by search traffic



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# SHORT FORMAT

REELS. SHORTS. TIK TOKS.

Developed a **TOFU-MOFU-BOFU** content system:

Crash Tests for **Reach**

Expert Content for **Trust**

Case Studies for **Conversion**

THUMBNAI



INSIDE



# LONG FORMAT

**200** Organic Views/Day  
 Google Search and Suggested traffic

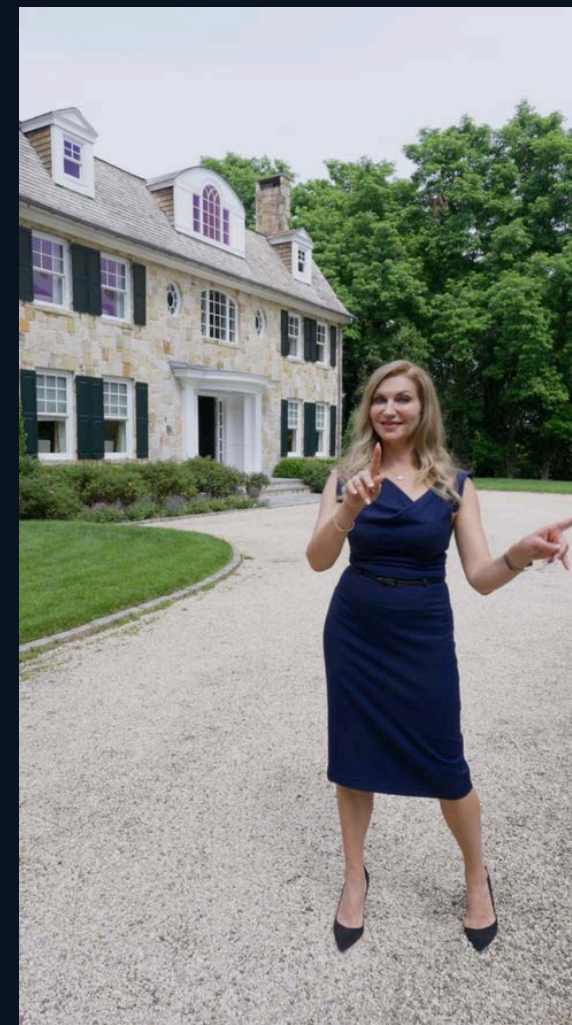
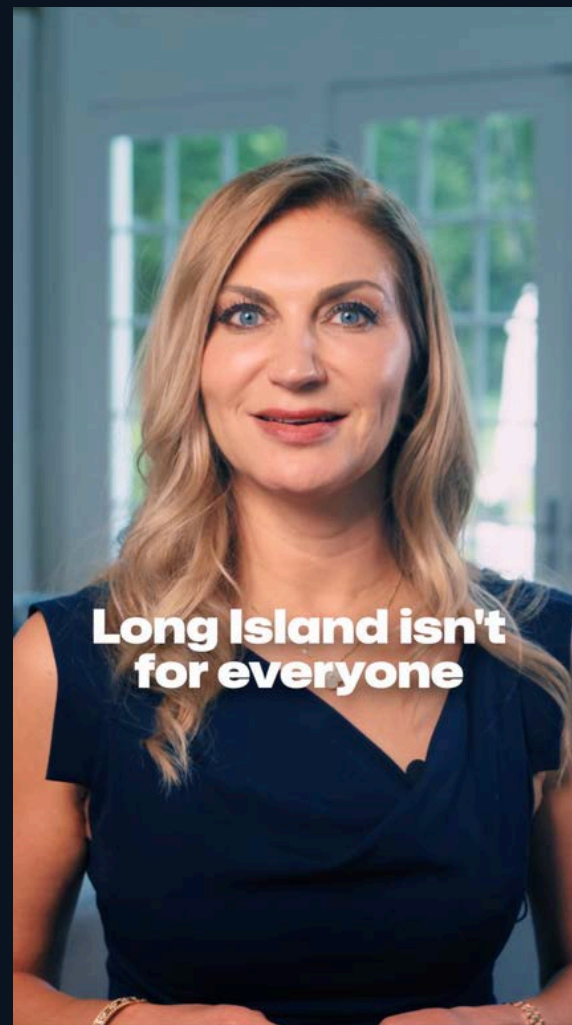
Flagship Episode series ranks **no.1**  
 in its category

Built and scaled a localized lifestyle content strategy for real estate, driving sustained attention and retention

And holds **top3** positions in Google Search



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# SHORT FORMAT

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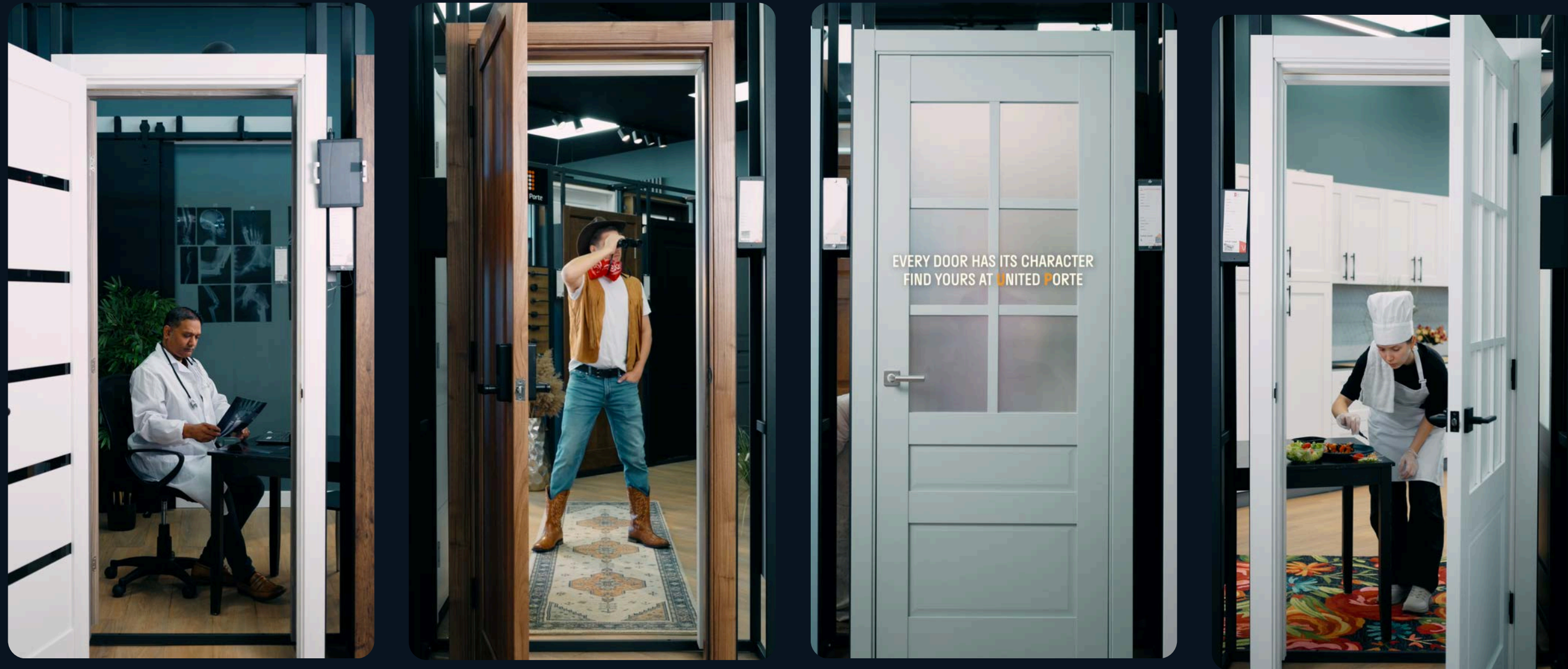
## Instagram Growth

**6.5X**  
engagement increase

**2.2X**  
average reel views

Built a TikTok channel from scratch to  
**108K**  
organic views

**4,000+ likes**  
**800+ shares**  
**250+ comments**



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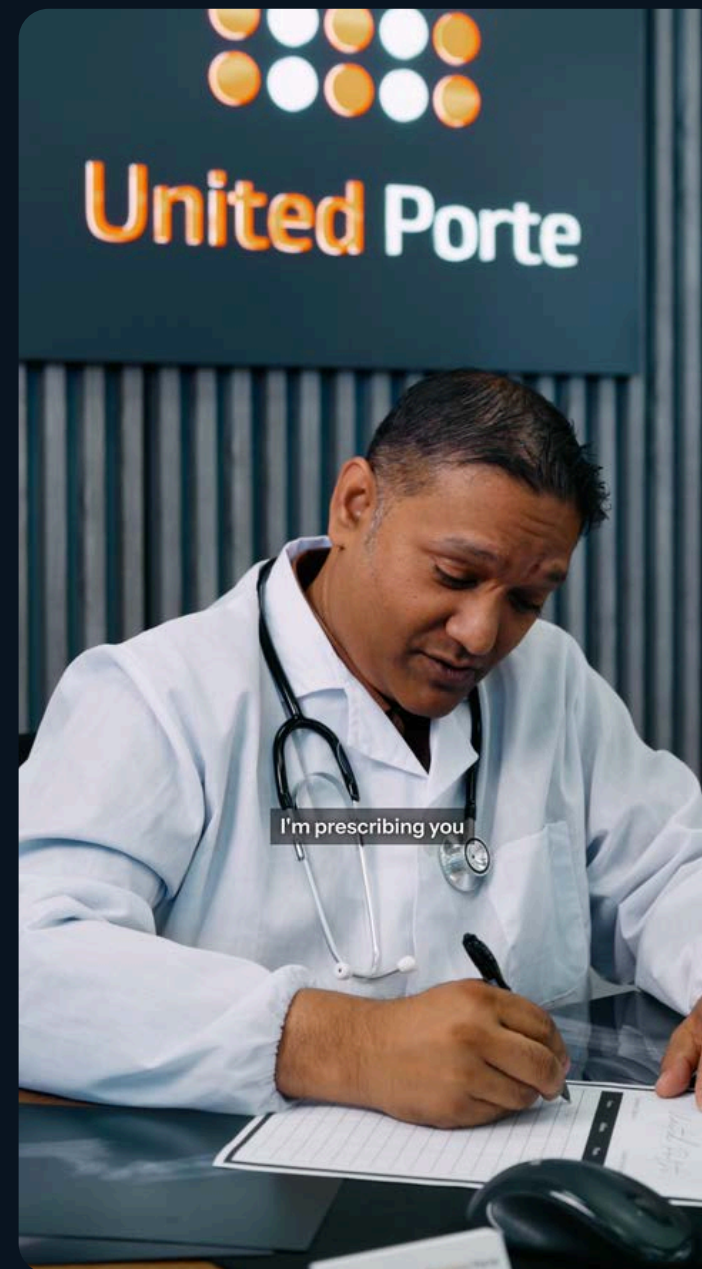
# SHORT FORMAT

REELS. SHORTS. TIK TOKS.

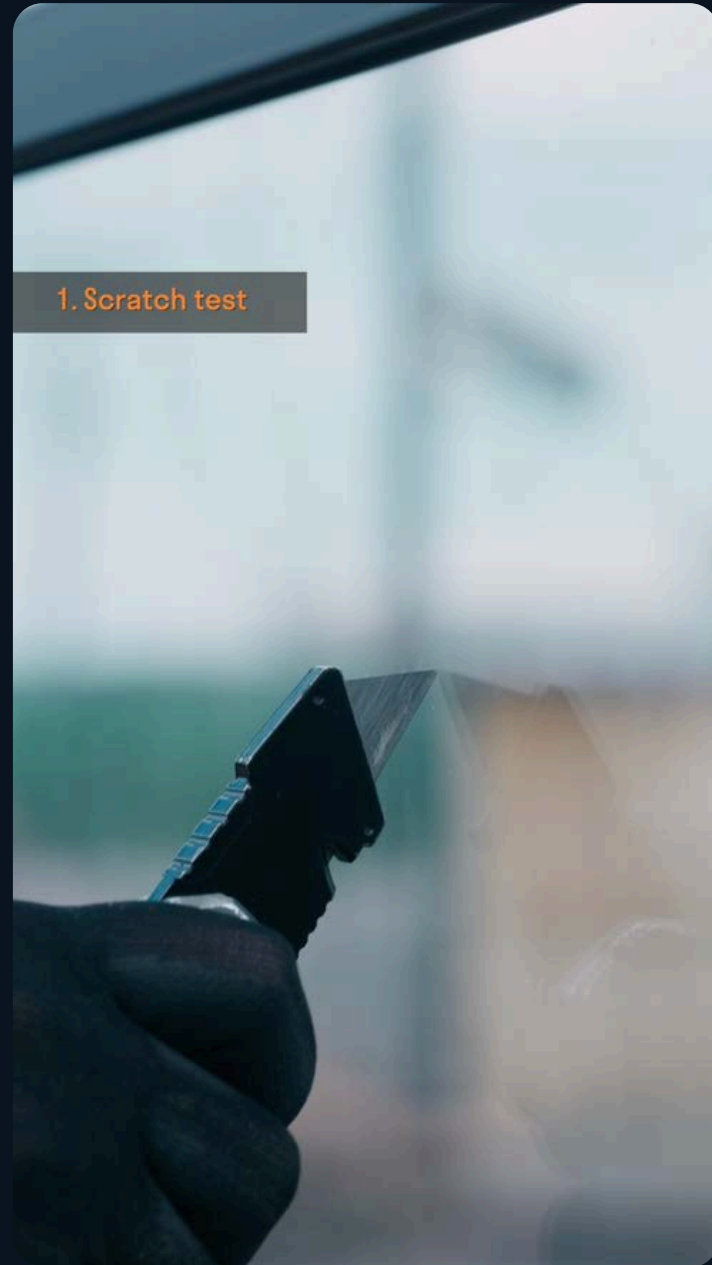
Created and launched the **“Every Door Has a Character”** video Ad Series

# DOCTOR SKITS

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**Campaign characters evolved** into an ongoing, engagement-focused social content series



# CRASH TESTS

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**10x** growth  
in reach and engagement  
via a Signature Crash-Test Series