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## Product Launch on Social Media

Background: International Broker owned Prop firm wanted to do a product re-launch on social media to generate virality and brand awareness.

Scope: Conceptualisation, video storyboarding and scripting.

Channels: YouTube, FB, IG, X


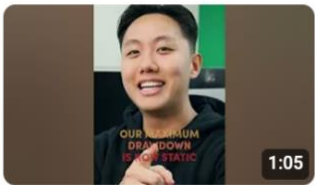


Challenge:

Understanding the product and complex concepts within a short time Coming up with interesting story-telling style videos to attract an international audience of male between 20- 40 years old.

Delivery:

Series of short videos to explain the new product with bold / vibrant style which attracted 500% more views and 50% more new customers.

### Challenge overview ▶ Play all

			
Our 5% profit target is the lowest two-step Challenge ...	Welcome to prop trading, designed for YOU!	The prop firm Challenge, perfected for YOU	Our static maximum drawdown makes your...

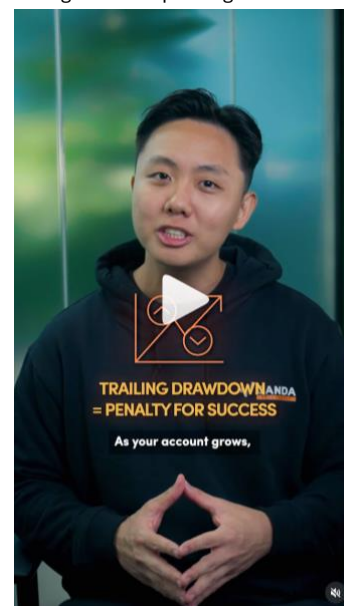
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[instagram.com/p/DRJtgSeFJKX/](https://www.instagram.com/p/DRJtgSeFJKX/)



## Social Media Sweepstake Campaign

Background: International Broker owned Prop firm wanted to grow followers and engagement through a luck draw on social media.

Scope: Conceptualisation, mechanics and parameters of sweepstake. Copy writing, design ideation

Channels: FB, IG

Results:

Sweepstake Campaign was run over a period of 3 weeks. Generated 8.6k views. Increase in engagement by 223.3% and followers by 134.7%.

instagram.com/p/DM\_vrMXuhv8/



## Community Building & Growth

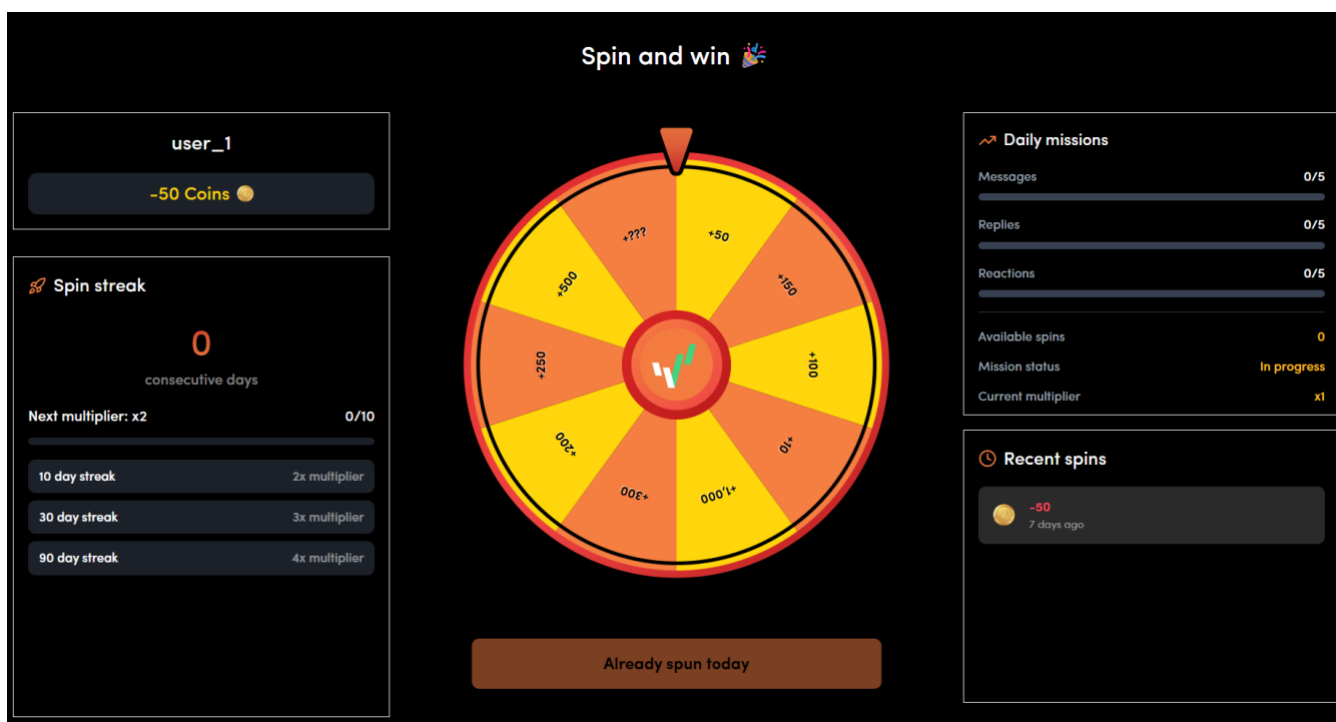
Background: International Prop firm wanted to grow a community of traders and build brand loyalty on a proprietary platform instead of Discord.






Scope: Strategies, content, launch & engagement of a traders' community.

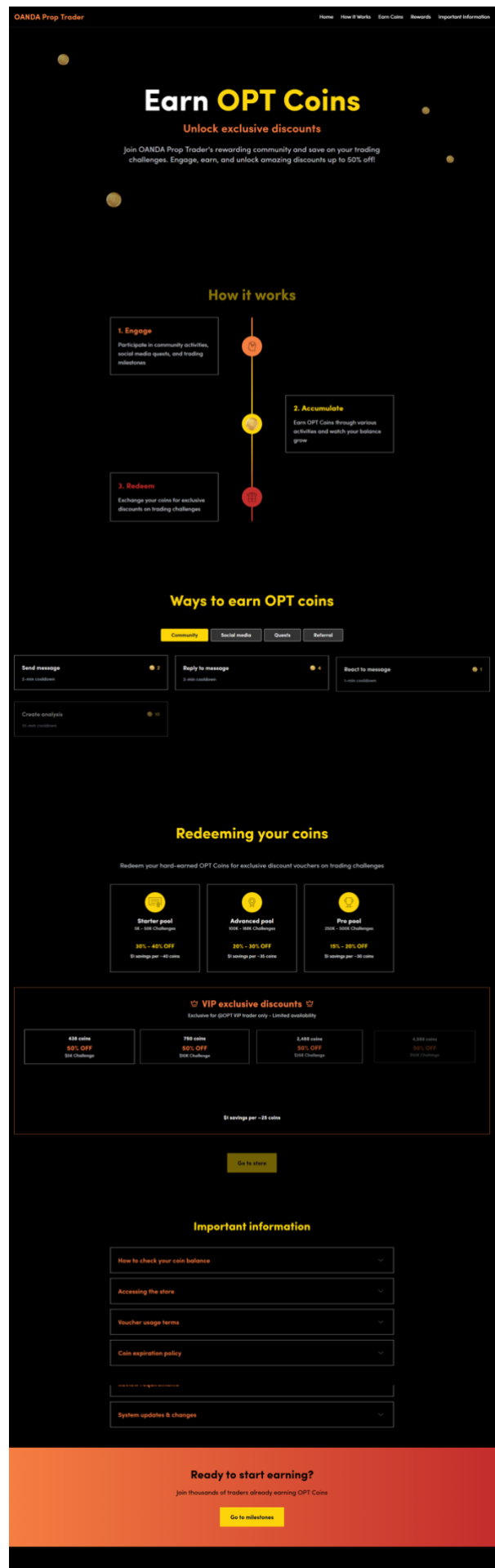
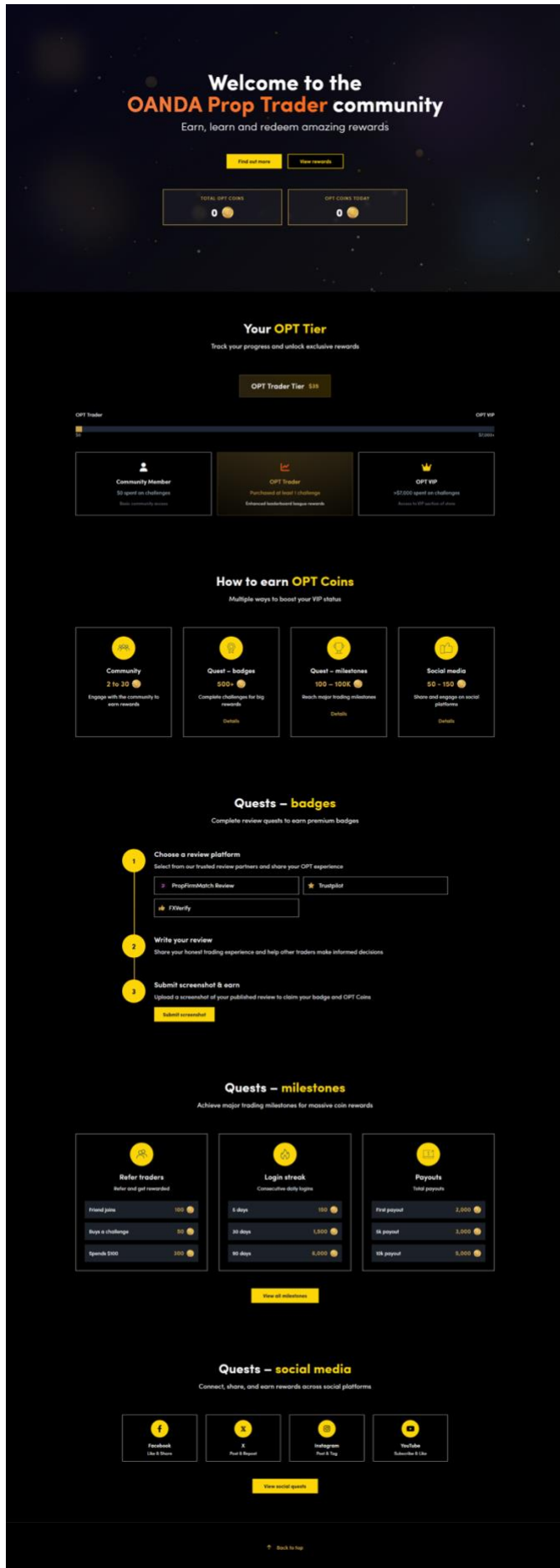
Results:

Monthly engagement through leaderboard competition, Spin the wheel game, member referrals, voucher discounts.

Six months later, the Community grew to 11,000 members, 300 active members daily and generated a monthly sales revenue of ~\$9,000.



Community Leaderboard: 8-15 Aug				
Rank	User	First Name	Role	XP
1	 maulik_bhuptani61	CA	<span>all</span> <span>Community Member</span> <span>OPT Trader</span> <span>+2</span>	16,280
2	 I Nyoman Sudiana	I Nyoman	<span>all</span> <span>Community Member</span>	8,345
3	 Hamoud	Issam	<span>all</span> <span>Community Member</span> <span>OPT Trader</span>	7,369
4	 nguyenphucuong14111999	Cường	<span>all</span> <span>Community Member</span> <span>OPT Trader</span>	7,120
5	 alaentw	Alaen	<span>all</span> <span>Community Member</span> <span>OPT Trader</span> <span>+1</span>	2,280



## Influencer Campaign

Background: International Broker owned Prop firm wanted to grow awareness, engagement and sales conversion through authentic, compelling content.

Scope: Mechanics and content ideation/ draft with influencers

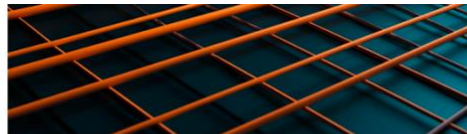
Channels: FB, IG, Tik Tok, YouTube

### Results

Within three months, nine influencers created 24 posts which generated a total of

- 600,000 views, 37,000 engagements.
- sales revenue of ~\$10,000 through their followers.

### TAIWAN YOUTUBE PERFORMANCE OVERVIEW.



# OF POSTS

**6**

TOTAL PARTICIPANTS

**4**

TOTAL FOLLOWERS

**462,900**

TOTAL POST LIKES

**1,124**

TOTAL VIDEO VIEWS

**24,500**

TOTAL CLICK SESSIONS

**103**

TOTAL POST IMPRESSIONS

**358.5K**

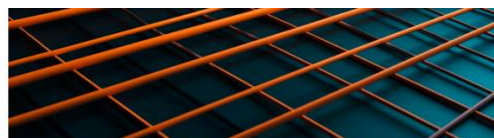
TOTAL COMMENT

**228**

TOTAL ENGAGEMENT

**26K**

### THAILAND YOUTUBE PERFORMANCE OVERVIEW.



# OF POSTS

**18**

TOTAL PARTICIPANTS

**5**

TOTAL FOLLOWERS

**425,300**

TOTAL LIKES

**8,670**

TOTAL SHARES

**448**

AVERAGE WATCH-THROUGH RATE (%)

**5%**

AVERAGE WATCH TIME (S)

**14.5**

TOTAL VIEWS

**168,553**

TOTAL COMMENTS

**108**

TOTAL SAVES

**988**

TOTAL CLICK SESSIONS

**10,388**





USERNAME

@**THINKRICH.99**

PLATFORM

**YOUTUBE**

NICHE

**FINANCE**



TOTAL FOLLOWERS

**275K**

TOTAL VIEWS

**21.9K**

TOTAL IMPRESSIONS

**244.5K**

TOTAL ENGAGEMENT

**22.2K**



USERNAME

@**THE.GOLDEN.RICH**

PLATFORM

**INSTAGRAM**

NICHE

**FINANCE**



TOTAL FOLLOWERS

**108K**

ACCOUNTS REACHED

**17.6K**

TOTAL IMPRESSIONS

**39K**

TOTAL ENGAGEMENT

**1K**



USERNAME  
**@HAMSTRADE**

PLATFORM  
**TIKTOK**

NICHE  
**FINANCE  
EDUCATION**



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performance insights](#)



TOTAL FOLLOWERS

**275K**

TOTAL LIKES

**6,675**

TOTAL SHARES

**375**

AVERAGE WATCH-THROUGH RATE (%)

**7.98%**

AVERAGE WATCH TIME

**17.38** SECONDS

TOTAL VIEWS

**98,747**

TOTAL COMMENTS

**65**

TOTAL SAVES

**501**



USERNAME  
**@THEINVESTMIN**

PLATFORM  
**TIKTOK**

NICHE  
**FINANCE  
EDUCATION**



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TOTAL FOLLOWERS

**51.5K**

TOTAL LIKES

**787**

TOTAL SHARES

**37**

AVERAGE WATCH-THROUGH RATE (%)

**2.68%**

AVERAGE WATCH TIME

**10.25** SECONDS

TOTAL VIEWS

**34,476**

TOTAL COMMENTS

**22**

TOTAL SAVES

**268**



