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This is a client success story of an international broker who just started their prop trading business and wanted to raise awareness, engagement and sales through online, social media content, and community.

The general challenge:

Understanding the product and complex concepts. Coming up with engaging content and contests to attract an international audience of male between 20- 40 years old.

Overall results over 1 year:

We launched a proprietary community platform and mobile app, which grew from 0 to over 10,000 members in 9 months, contributing over \$10,000 sales revenue monthly.

We achieved impactful results for their social media platforms: followers growth by 80%, engagement by 250%, and clicks by 570%.

## 1.Influencer Campaign

Background: 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

In a 3-month campaign, 9 influencers created 24 posts, generating a total of

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

#### TAIWAN YOUTUBE PERFORMANCE OVERVIEW.



Number of posts

**6**

Number of influencers

**4**

TOTAL FOLLOWERS

**462,900**

TOTAL POST IMPRESSIONS

**358.5K**

TOTAL POST LIKES

**1,124**

TOTAL COMMENT

**228**

TOTAL VIDEO VIEWS

**24,500**

TOTAL ENGAGEMENT

**26K**

#### THAILAND YOUTUBE PERFORMANCE OVERVIEW.



Number of posts

**18**

Number of influencers

**5**

TOTAL FOLLOWERS

**425,300**

TOTAL VIEWS

**168,553**

TOTAL LIKES

**8,670**

TOTAL COMMENTS

**108**

TOTAL SHARES

**448**

TOTAL SAVES

**988**

AVERAGE WATCH-THROUGH RATE (%)

**5%**

TOTAL CLICK SESSIONS

**10,388**

AVERAGE WATCH TIME (S)

**14.5**

Top influencers' performances

USERNAME


@THINKRICH.99

PLATFORM

YOUTUBE

NICHE

FINANCE



TOTAL FOLLOWERS

275K

TOTAL VIEWS

21.9K

TOTAL IMPRESSIONS

244.5K

TOTAL ENGAGEMENT

22.2K

USERNAME


@HAMSTRADE

PLATFORM

TIKTOK

NICHE

FINANCE  
EDUCATION



TOTAL FOLLOWERS

275K

TOTAL VIEWS

98,747

TOTAL LIKES

6,675

TOTAL COMMENTS

65

TOTAL SHARES

375

TOTAL SAVES

501

AVERAGE WATCH-THROUGH RATE (%)

7.98%

AVERAGE WATCH TIME

17.38 SECONDS

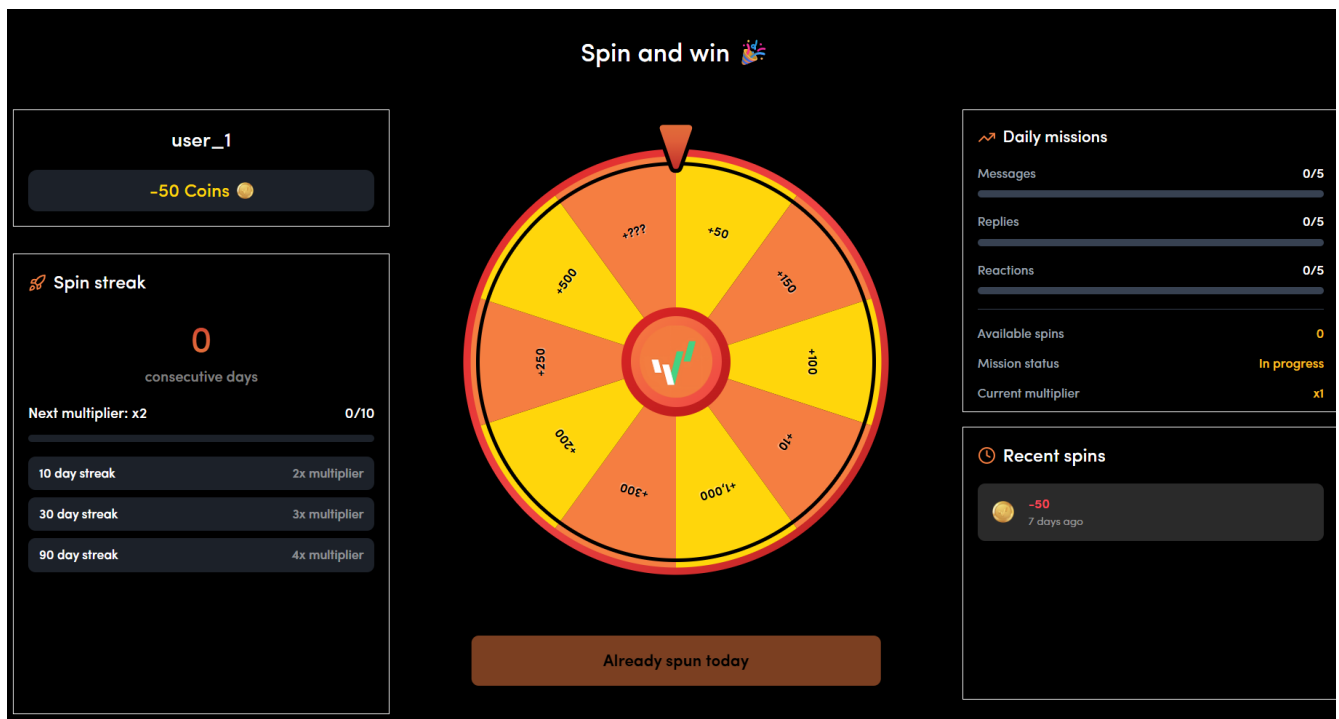
## 2. Community Building & Growth






Background: 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. Continual engagement through leaderboard competition, quests, member referrals, discounts.

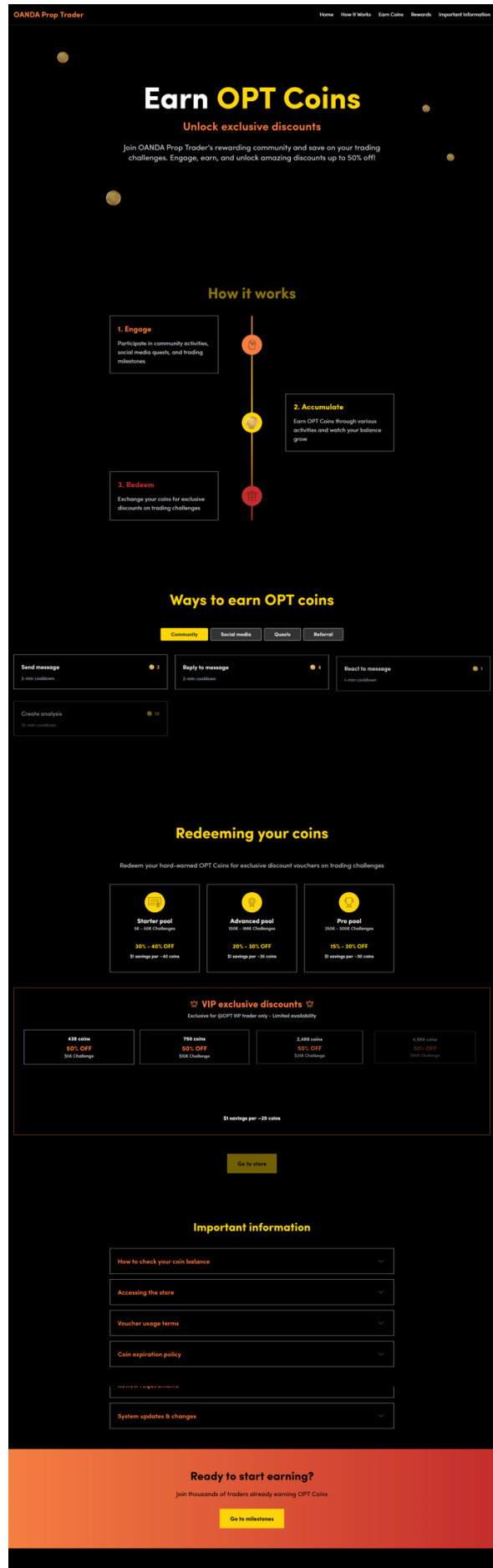
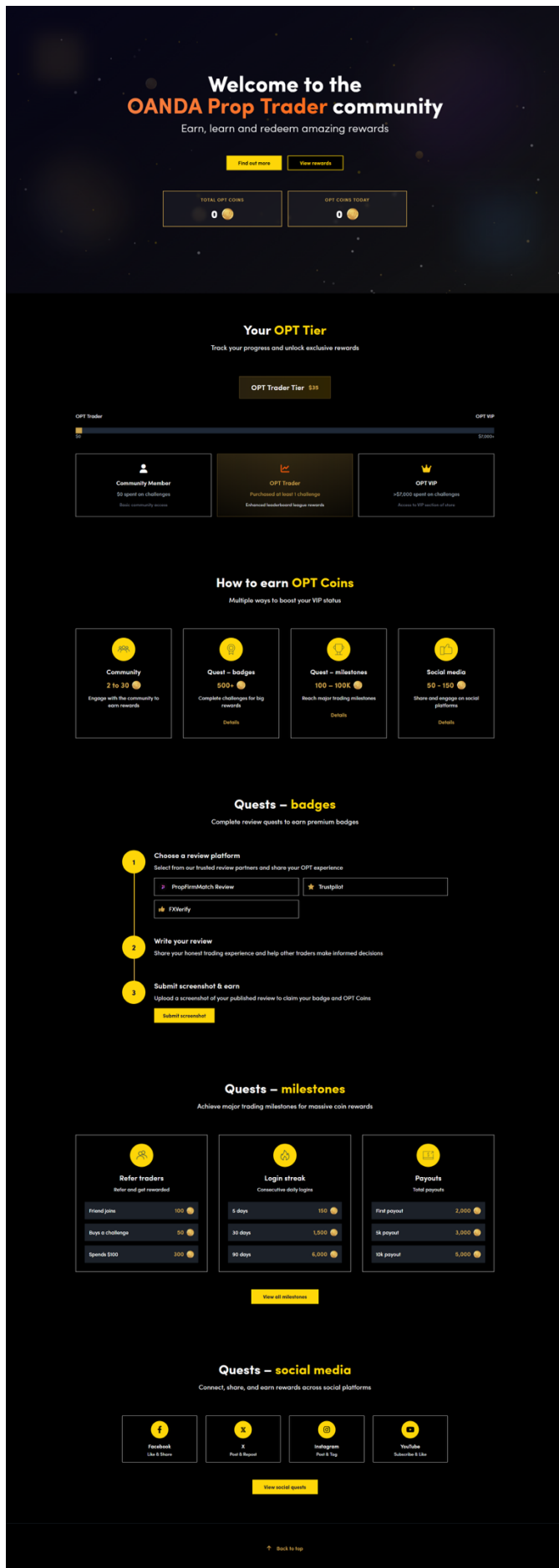
### Results:

In 6 months, the Community grew to 11,000 members, with 300 active members daily and 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





### 3.Social Media Sweepstake Campaign

Background: Firm wanted to grow followers and engagement on social media.

Scope: Conceptualisation of campaign (sweepstake), mechanics, parameters, rules.

Copy writing, design ideation.

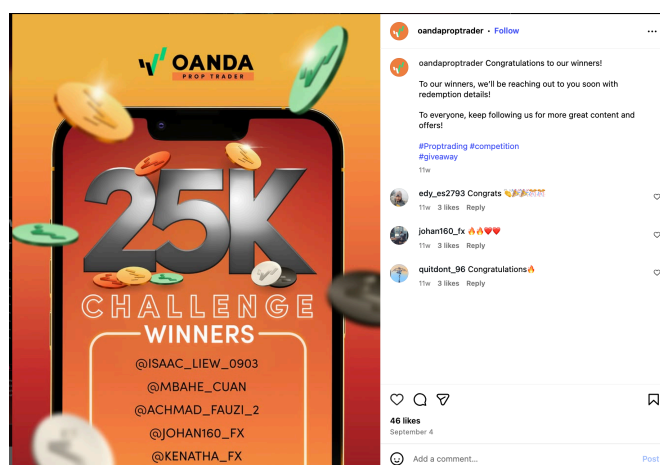
Channels: FB, IG

#### Results:

**Over 3 weeks, the Sweepstake Campaign generated 8.6k views on FB & IG.**

**Engagement increased by 223.3% and followers increased by 134.7%.**

instagram.com/p/DM\_vrMXuhv8/



## 4.Product Launch on Social Media

Background: Firm wanted to do a new product launch to generate virality and sales.

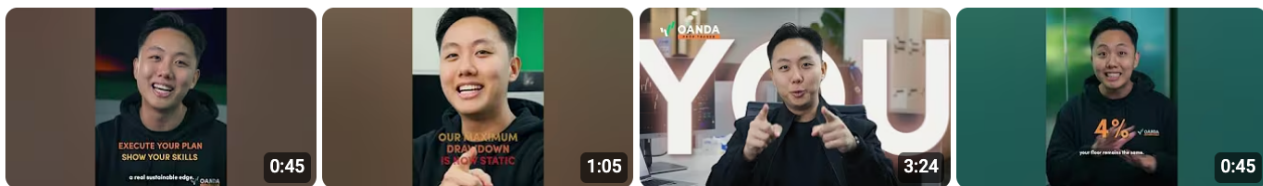
Scope: Conceptualisation, video storyboarding and scripting.

Channels: YouTube, FB, IG, X

### Delivery:

**Despite the challenge of understanding the complex product within a short time, a series of videos was produced to explain the new product with a 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!

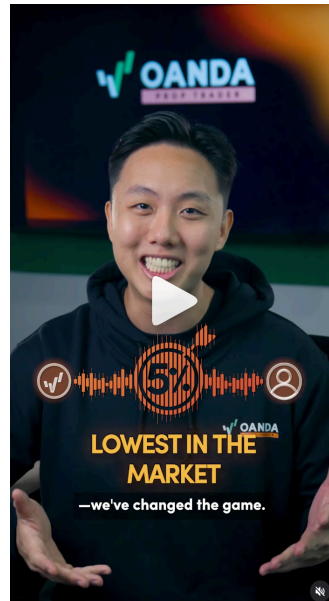
The prop firm Challenge, perfected for YOU

Our static maximum drawdown makes your...

[instagram.com/p/DQmCJZ8ifx](https://www.instagram.com/p/DQmCJZ8ifx)



[instagram.com/p/DQ3rlvZCVC](https://www.instagram.com/p/DQ3rlvZCVC)



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