

Table of Contents

1. Influencer Campaign.....	2
2. Community Building & Growth	4
3. Social Media Sweepstake Campaign.....	6
.....	6
4. Product Launch on Social Media.....	7

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

TOTAL FOLLOWERS

462,900

TOTAL POST IMPRESSIONS

358.5K

Number of influencers

4

TOTAL POST LIKES

1,124

TOTAL COMMENT

228

TOTAL VIDEO VIEWS

24,500

TOTAL ENGAGEMENT

26K

THAILAND YOUTUBE PERFORMANCE OVERVIEW.



Number of posts

18

TOTAL FOLLOWERS

425,300

TOTAL VIEWS

168,553

Number of influencers

5

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

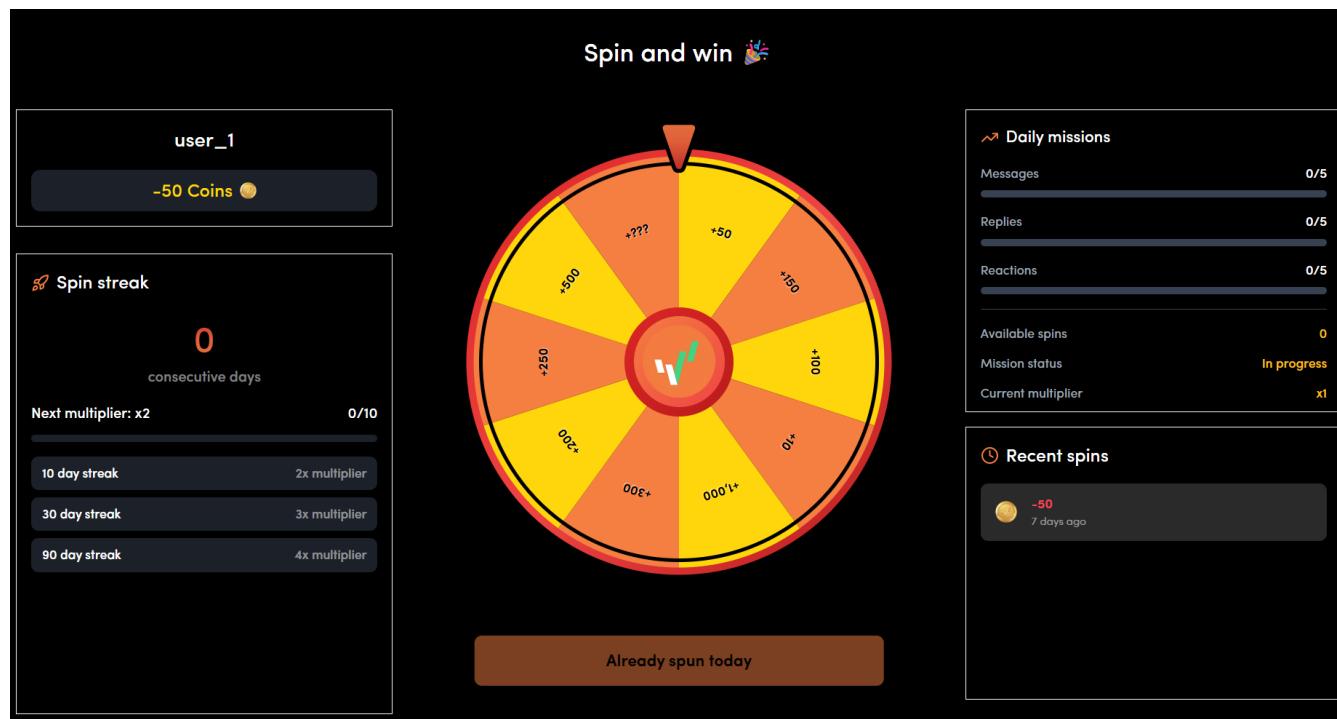
2. Community Building & Growth

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	all Community Member +2 OPT Trader +2	16,280
2	 I Nyoman Sudiana	I Nyoman	all Community Member +2	8,345
3	 Hamoud	Issam	all Community Member +2 OPT Trader +2	7,369
4	 nguyenphucuong14111999	Cường	all Community Member +2 OPT Trader +2	7,120
5	 alaentw	Alaen	all Community Member +1 OPT Trader +1	2,280

Welcome to the OANDA Prop Trader community

Earn, learn and redeem amazing rewards

[Find out more](#) [View rewards](#)

TOTAL OPT COINS 0

OPT COINS TODAY 0

Your OPT Tier
Track your progress and unlock exclusive rewards

OPT Trader Tier \$35

OPT Trader

Community Member 50 spent on challenges
Basic community access

OPT Trader Purchased at least 1 challenge
Enhanced leaderboard league rewards

OPT VIP \$7,000 spent on challenges
Access to VIP section of store

How to earn OPT Coins
Multiple ways to boost your VIP status

Community 2 to 30
Engage with the community to earn rewards

Quest - badges 500+
Complete challenges for big rewards
[Details](#)

Quest - milestones 100 - 100K
Reach major trading milestones
[Details](#)

Social media 50 - 150
Share and engage on social platforms
[Details](#)

Quests - badges
Complete review quests to earn premium badges

1 Choose a review platform
Select from our trusted review partners and share your OPT experience
[PropFireMatch Review](#) [Trustpilot](#)

2 Write your review
Share your honest trading experience and help other traders make informed decisions

3 Submit screenshot & earn
Upload a screenshot of your published review to claim your badge and OPT Coins
[Submit screenshot](#)

Quests - milestones
Achieve major trading milestones for massive coin rewards

Refer traders
Refer and get rewarded

Friend joins	100
Buy a challenge	50
Spends \$100	300

Login streak Consecutive daily logins

5 days	150
30 days	1,500
90 days	6,000

Payouts Total payouts

First payout	2,000
5k payout	3,000
10k payout	5,000

[View all milestones](#)

Quests - social media
Connect, share, and earn rewards across social platforms

Facebook Like & Share

X Post & Report

Instagram Post & Tag

YouTube Subscribe & Like

[View social quests](#)

[Back to top](#)

OANDA Prop Trader

[Home](#) [How It Works](#) [Earn Coins](#) [Rewards](#) [Important Information](#)

Earn OPT Coins

Unlock exclusive discounts

Join OANDA Prop Trader's rewarding community and save on your trading challenges. Engage, earn, and unlock amazing discounts up to 50% off!

How it works

1. Engage
Participate in community activities, social media quests, and trading milestones

2. Accumulate
Earn OPT Coins through various activities and watch your balance grow

3. Redeem
Exchange your coins for exclusive discounts on trading challenges

Ways to earn OPT coins

Community **Social media** **Quests** **Referral**

Send message 2
2-min cooldown

Reply to message 4
2-min cooldown

React to message 1
3-min cooldown

Create analysis 10
10-min cooldown

Redeeming your coins

Redeem your hard-earned OPT Coins for exclusive discount vouchers on trading challenges

Starter pool 64 - 104 Challenges
30% - 40% OFF
\$1 savings per - 10 coins

Advanced pool 104 - 164 Challenges
20% - 30% OFF
\$1 savings per - 10 coins

Pro pool 204K - 300K Challenges
15% - 20% OFF
\$1 savings per - 10 coins

VIP exclusive discounts
Exclusive for @OPT VIP trader only - Limited availability

4.8k coins 50% OFF
\$100 Challenge

7.9k coins 50% OFF
\$100 Challenge

3.48k coins 50% OFF
\$100 Challenge

4.84k coins 50% OFF
\$100 Challenge

\$1 savings per - 25 coins

[Go to store](#)

Important information

[How to check your coin balance](#)

[Accessing the store](#)

[Voucher usage terms](#)

[Coin expiration policy](#)

[System updates & changes](#)

Ready to start earning?

Join thousands of traders already earning OPT Coins

[Go to milestones](#)

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/](https://www.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.

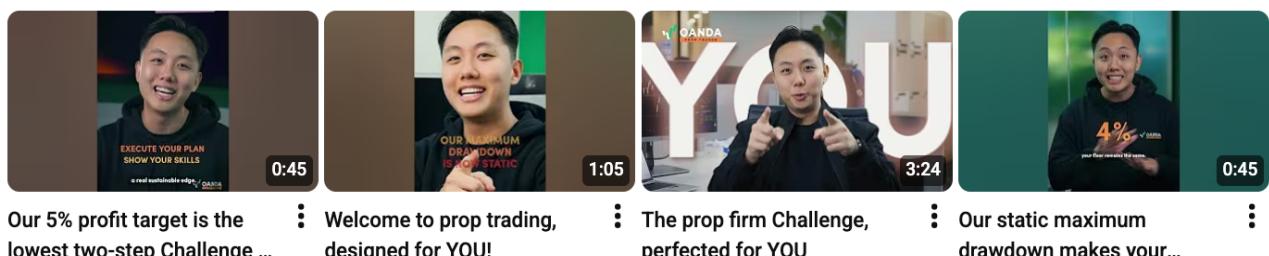
Scope: Conceptualisation, video storyboarding and scripting.

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



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



instagram.com/p/DQ3rlvZCVC



instagram.com/p/DRJtgSeFJKX/

