

SOCIAL MEDIA MARKETING · CASE STUDY

Cantora Group

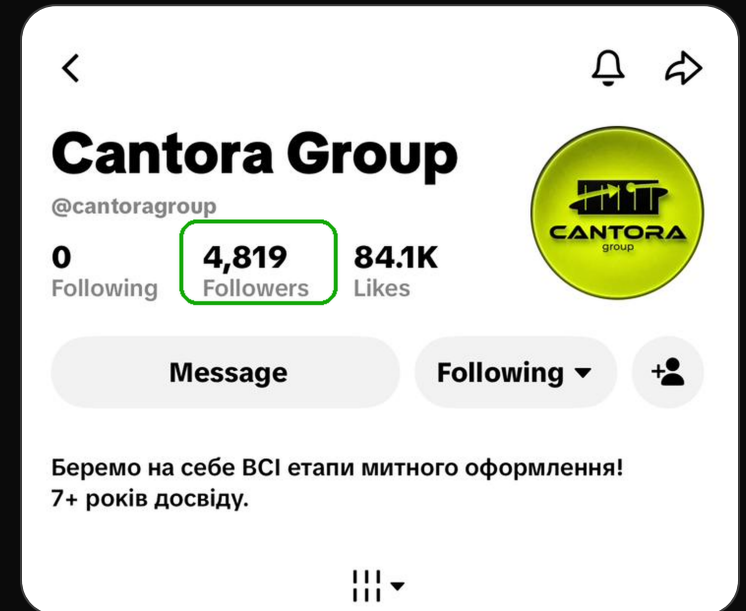
AUTOMOTIVE IMPORT · UKRAINE

6M

IEWS IN 3 MONTHS

INSTAGRAM + TIKTOK

ONGOING SINCE 25 MAY 2026



TIKTOK TODAY ·
4,819 FOLLOWERS

AT KICKOFF

Three teams had run this page before us.

April 2026, the month before we started:
1,460 views and 242 accounts reached.

CLIENT-STATED · BASELINE FROM INSTAGRAM INSIGHTS

POINT A · APRIL 2026 · BEFORE US

Day one.

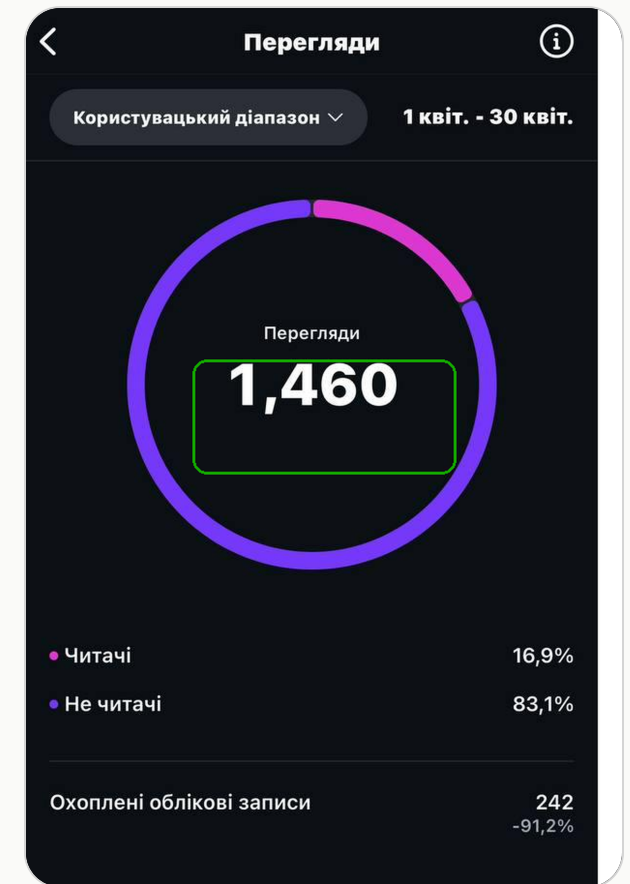
1,460

VIEWS IN THE MONTH

242

ACCOUNTS REACHED

INSTAGRAM INSIGHTS · TIKTOK DID NOT EXIST



1-30 APRIL

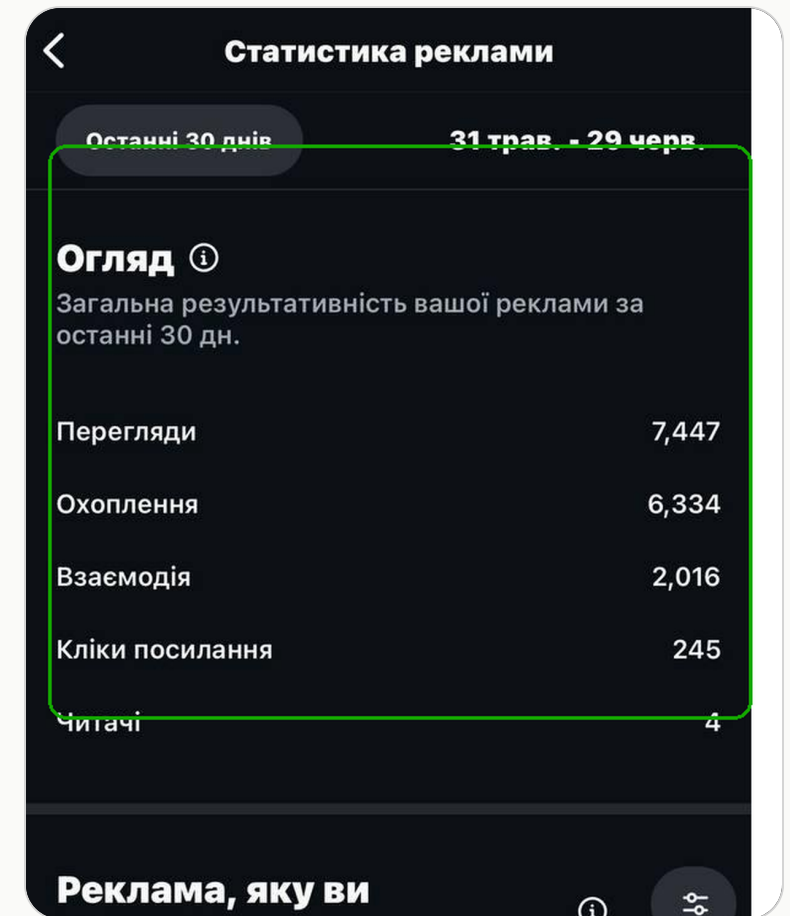
MONTH ONE · PAID PROMOTION

I ran the ads as well.

\$593 of promotion in month one, set up and managed by me — 85.1% of that month's views.

Engagement by reach fell from 12.0% to 1.9% as cold reach scaled.

PAID SETUP AND MANAGEMENT ARE PART OF THE SERVICE



ADS MANAGER · JUNE

THE SYSTEM

Every video had a next step.

01

Format

02

Series

03

Cross-post

04

Hook

05

Profile

06

Link

FIRST TRACTION · MONTH 1 · 36 DAYS

x90.6

ACCOUNTS REACHED · 242 → 21,926

Views 1,460 → 35,292.

Profile visits 87 → 644.



25 MAY – 29 JUNE

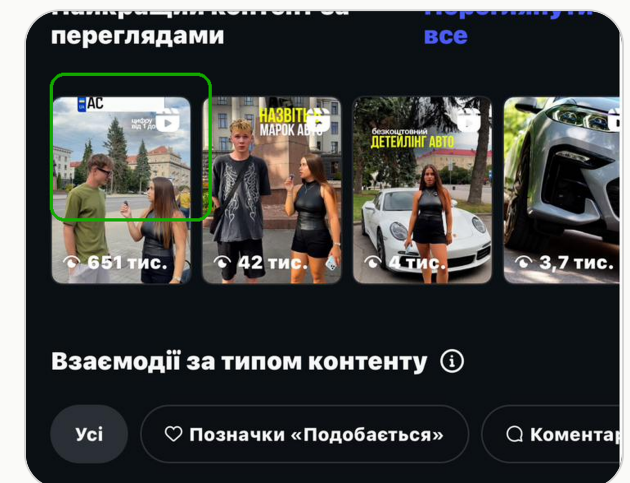
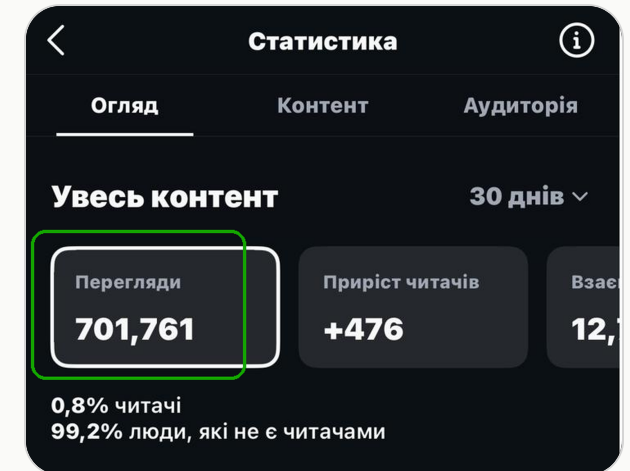
ORGANIC CONTENT PLUS THE PAID LAYER I MANAGED

PEAK MONTH · AGAINST APRIL

x481

MONTHLY VIEWS · 1,460 → 701,761

Accounts reached went from 242 to 465,406 in the same month.



TOP POST 651K

NO PROMOTION BUDGET IN THIS MONTH

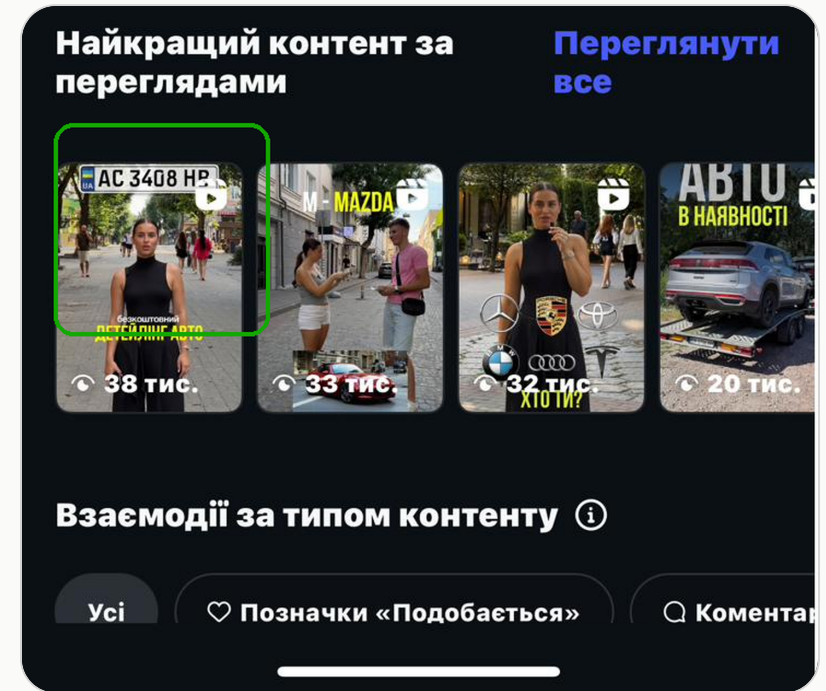
WEAKEST OF THE THREE MONTHS · AGAINST APRIL

x344

MONTHLY VIEWS · 1,460 →
501,679

Reach 242 → 275,118.
Interactions 29 → 8,700.

9 REELS · 6 POSTS · 45 STORIES



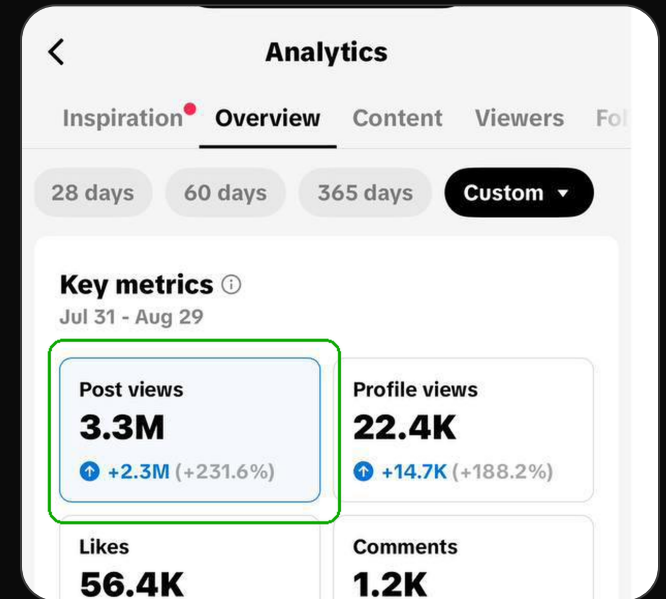
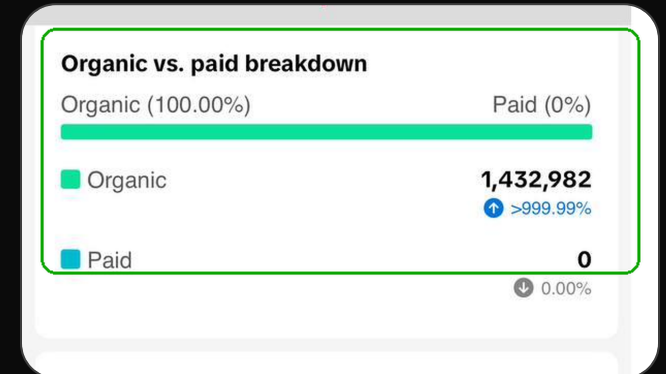
TOP POSTS · AUGUST

TIKTOK · THE CHANNEL DID NOT EXIST BEFORE

4.73M

VIEWS FROM ZERO · 0 PAID

1.43M in the first month on the platform, 3.3M in the second.



97.5% OF TRAFFIC CAME FROM RECOMMENDATIONS

POINT B · 25 MAY – 30 AUGUST 2026

3.80M

VIEWS IN ONE MONTH ACROSS TWO PLATFORMS

≈6.0M

THREE MONTHS

1,254

FOLLOWERS

×1,050

REACH VS APRIL

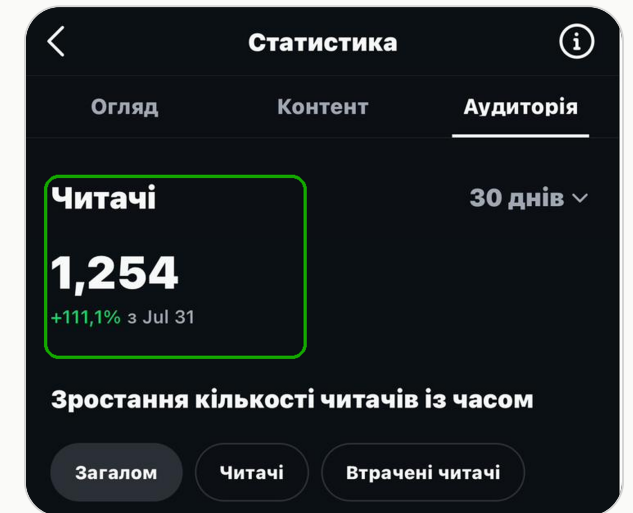
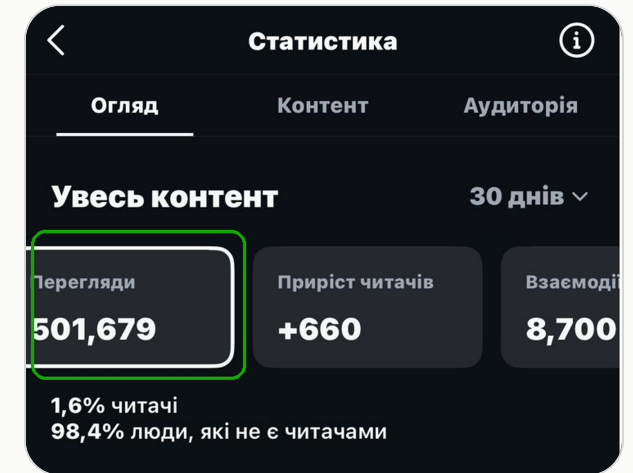
SUM OF TWO PLATFORMS, NOT UNIQUE VIEWERS

PROOF · INSTAGRAM INSIGHTS · AUGUST

501,679

VIEWS · 1–30 AUGUST

+660 new followers in the month.
Base grew to 1,254.



GREEN BOX MARKS THE QUOTED NUMBER

THE FUNNEL · APRIL 2026 → AUGUST 2026

Every step of the funnel moved.

x7.2

LINK CLICKS 6 → 43

x35.8

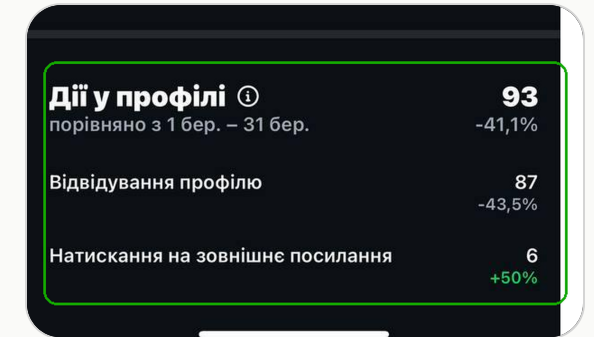
VISITS 87 → 3,118

x300

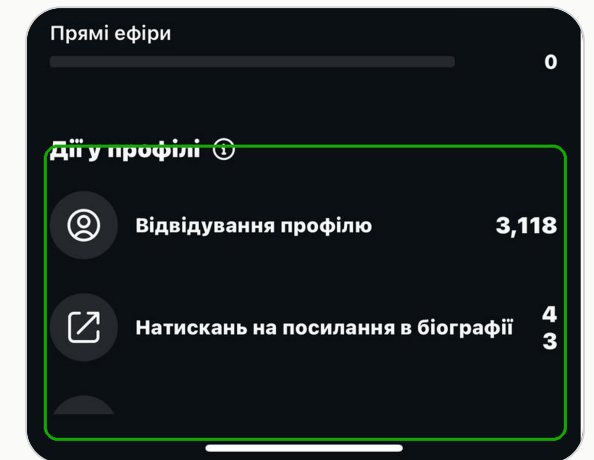
INTERACTIONS
29 → 8,700

1,254

FOLLOWERS IN
BASE



APRIL



AUGUST

THE FEED · ONE SCREEN OF THE PROFILE

Not one lucky video.

3.6M	720.5K	137.2K
25.1K	9,817	7,033



VIEWS ON SIX PUBLISHED VIDEOS · TIKTOK

WHAT I DO NOT CLAIM

Paid ran in month one.

\$593

of promotion I ran — 85.1% of the views.

No revenue

Sales impact is not documented yet.

36 / 30 days

Month one ran longer than the others.

MONTHS 2 AND 3 · NO BUDGET · TIKTOK 0 PAID

HOW WE WORKED

Monthly plan. Written report.

EVERY MONTH

15 publications
and 41–45
stories. Batch
shoots.

EVERY REPORT

Reach, funnel,
audience. What
worked and what
did not.

EVERY TARGET

KPI plan against
fact. August goal
hit at 80%.

THREE MONTHLY REPORTS · MAY, JULY, AUGUST 2026

NEXT

Press Invite

I will show which content should be selling your stock.

IN THE FIRST 30 DAYS

Audit and positioning.

Offer and profile packaging.

First content series built to your inventory.

Monthly written report with plan against fact.