

SOCIAL MEDIA MARKETING

Dropshipping store

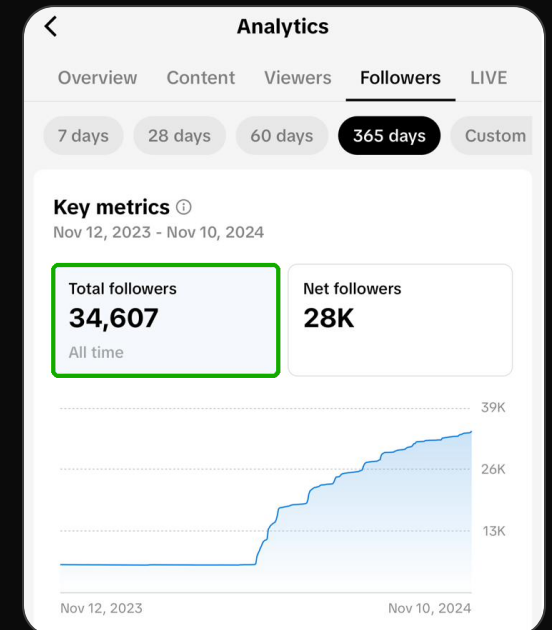
E-COMMERCE · UKRAINE

+300%

TOTAL SALES GROWTH · 12 MONTHS

CLIENT-REPORTED · 10M ORGANIC TIKTOK VIEWS

BRAND WITHHELD AT THE CLIENT'S REQUEST



TIKTOK
FOLLOWERS
AT HANDOVER

AT KICKOFF · THE CATEGORY

Ads could not carry this.

Paid promotion is heavily restricted in this product category.

Organic content had never produced stable sales.

CLIENT-STATED AT THE START OF THE PROJECT

POINT A · DAY ONE

Day one.

~2,000

FOLLOWERS ACROSS THE ACCOUNTS

No repeatable organic sales. No paid channel to lean on.

CLIENT-STATED · APPROXIMATE FIGURE FROM THE BRIEF

THE CONSTRAINT

Reach had to be earned, not bought.

NO PAID REACH

Paid reach was restricted and could not be relied on.

REAL STOCK

One video that worked could empty a product line.

THE SYSTEM

Every video had a next step.

01

Positioning

02

Offer

03

**Profile
packaging**

04

Content

05

Funnel

06

Sale

REACH, TRUST, FUNNEL, SALE — FOUR CONTENT JOBS

THE FEED · TIKTOK · ONE SCREEN

**Not one
lucky video.**

4.8M



VIDEWS ON THE TOP VIDEO

1.3M

998K

778.5K

693.1K

572.6K

433K

1.2M

897.3K

616.1K

479.6K

381K

365.4K

TWELVE VIDEOS ON ONE SCREEN OF THE PROFILE

ONE FUNNEL · ONE PRODUCT LINE

**A line the shop
could not move
sold out.**

Carousels, posts and organic video fed the
same funnel.

CLIENT-REPORTED · NO SCREENSHOT FOR THIS ONE

POINT B · 12 NOV 2023 – 10 NOV 2024

+300%

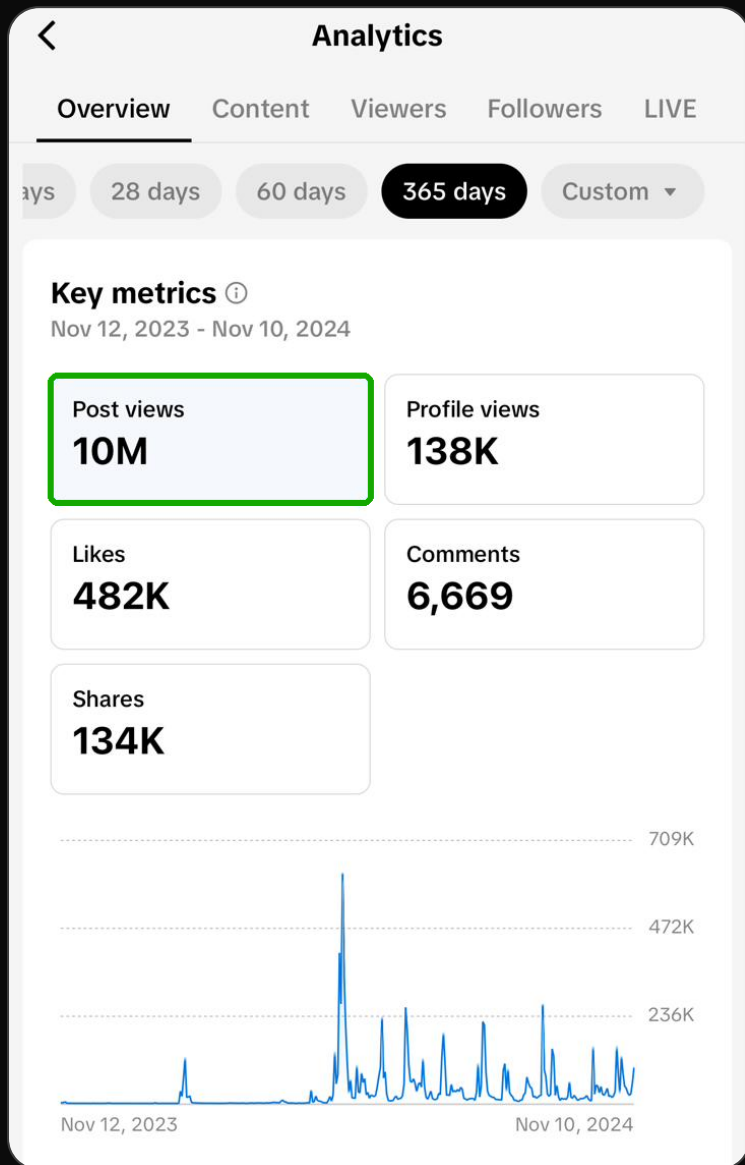


TOTAL SALES GROWTH, EVERY CHANNEL
CLIENT-REPORTED

10M	34,607	482K	134K
VIEWS	FOLLOWERS	LIKES	SHARES

REACH FIGURES FROM TIKTOK ANALYTICS

PROOF · TIKTOK ANALYTICS · 365 DAYS



10M

POST VIEWS

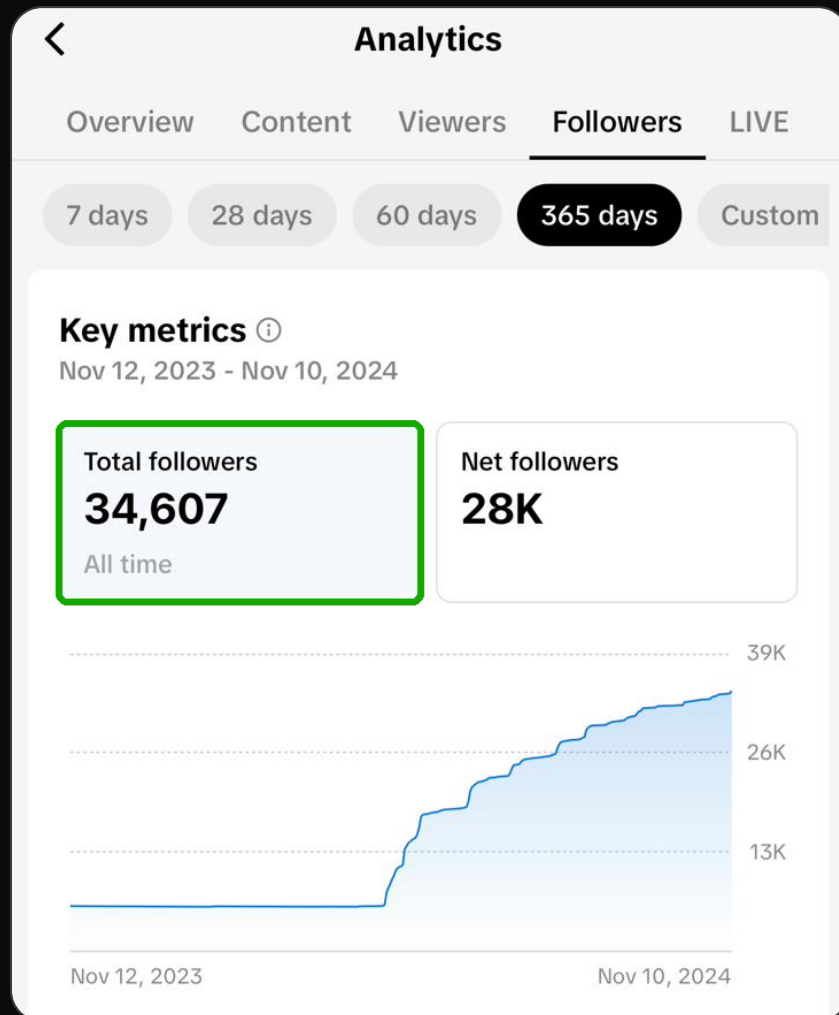
12 NOV 2023 – 10 NOV 2024

482K likes. 6,669 comments.
134K shares.

FOR YOU 83.0%

GREEN BOX MARKS THE QUOTED NUMBER

PROOF · TIKTOK FOLLOWERS



34,607

FOLLOWERS, ALL TIME

Net +28,000 inside the
measured year.

TIKTOK ANALYTICS
ACCOUNT NAME WITHHELD

SCREENSHOT TAKEN ON THE DAY OF HANDOVER

THE SAME SYSTEM · INSTAGRAM

Instagram sales doubled.

2x **251,109**

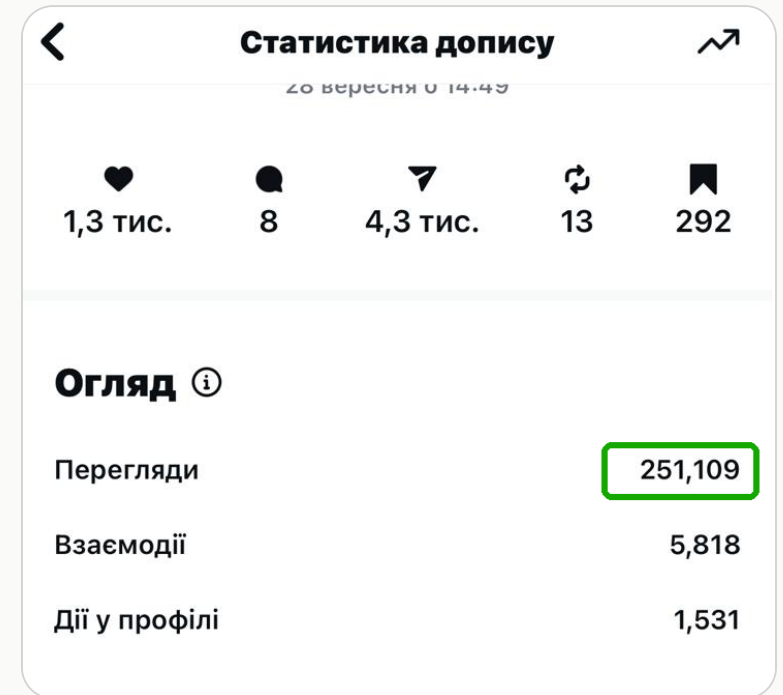
INSTAGRAM
SALES

VIEWS ON ONE
ORGANIC POST

4,300 shares. 1,531 profile
actions.

97% of viewers did not follow yet.

SALES FIGURE REPORTED BY THE OWNER



IN-APP POST
STATISTICS

WHAT I DO NOT CLAIM

Instagram ran paid.

In June 2025, 671,822 of 996,803
Instagram views came from ads.
Organic still grew 126%.

The +300% is the owner's figure for
total sales.

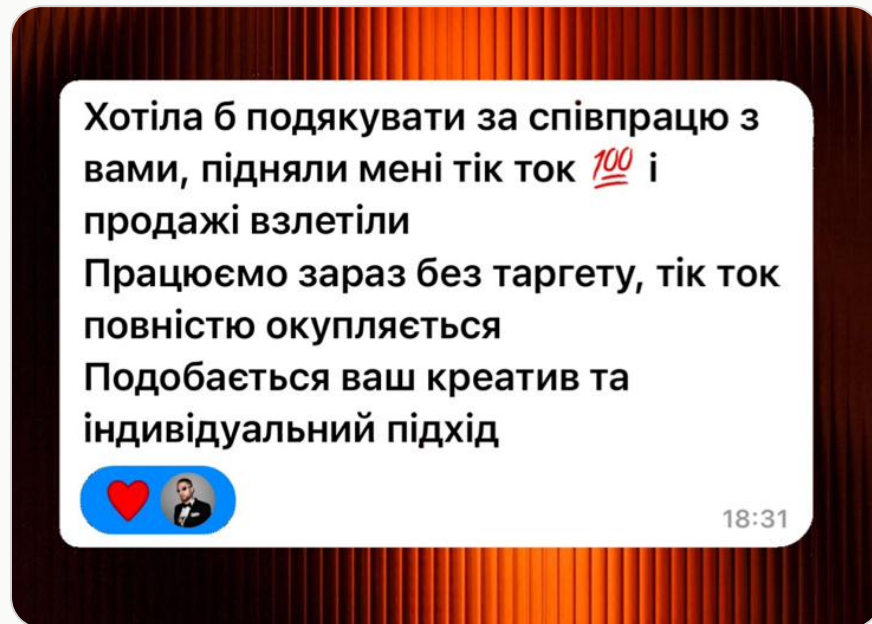
Leading on views is our own
competitor monitoring, not an audit.

TIKTOK RAN WITHOUT PAID PROMOTION AT ANY POINT



META BUSINESS
SUITE
INSTAGRAM · 1-30
JUNE 2025

IN THEIR WORDS · OWNER, TELEGRAM



ORIGINAL MESSAGE
UKRAINIAN

**"You lifted my
TikTok, and sales
took off."**

"We work without paid ads
now — TikTok fully pays for
itself."

THE OWNER

TRANSLATED FROM
UKRAINIAN

HOW WE WORKED

Monthly plan. Written report.

EVERY MONTH

Plan built to
your stock.
Batch shoots, I
was on set.

EVERY REPORT

Reach, views,
engagement,
profile activity,
link clicks.

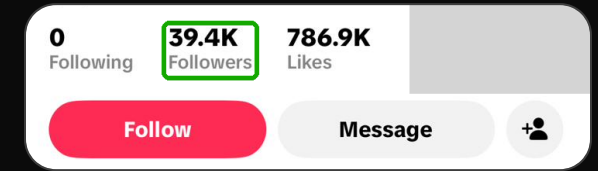
THE TEAM

Me on strategy
and set. My
deputy on
operations.

ABOUT 4,000 STORE-LINK CLICKS A MONTH

AFTER I LEFT · HANDOVER 10 NOV 2024

Growth slowed, then stopped.



TIKTOK TODAY ·
SEP 2026
ACCOUNT
NAME
REDACTED

No playbook. I
never trained
their team.

PLAYBOOK AND TRAINING NOW SHIP WITH THE WORK

NEXT

Press Invite

I will show you where your content is losing sales.

IN THE FIRST 30 DAYS

Audit and positioning.

Offer and profile packaging.

Content plan built to your stock.

A written report every month.