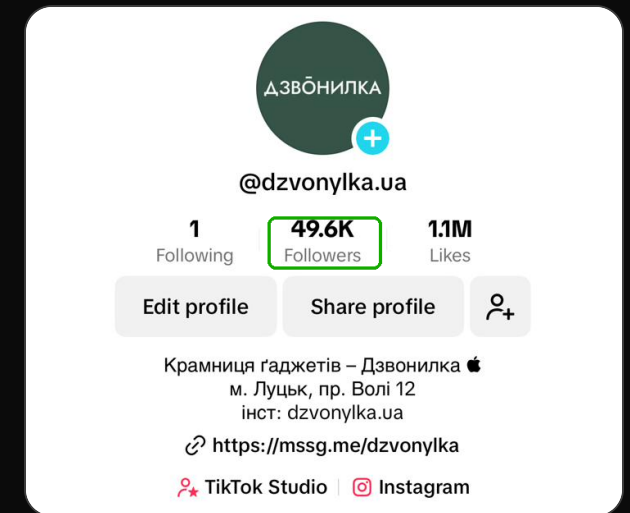


SOCIAL MEDIA MARKETING

Dzvonylka

APPLE TECH RETAIL · UKRAINE



TIKTOK AT
HANDOVER
49.6K
FOLLOWERS

150%

REVENUE GROWTH · 12 MONTHS · CLIENT-REPORTED
29M ORGANIC VIEWS · TIKTOK FROM ZERO

AT KICKOFF · THE OWNER

**He did not believe
content would bring
customers.**

He expected about **5,000** views a video.

POINT A · NOVEMBER 2023

Day one.

7

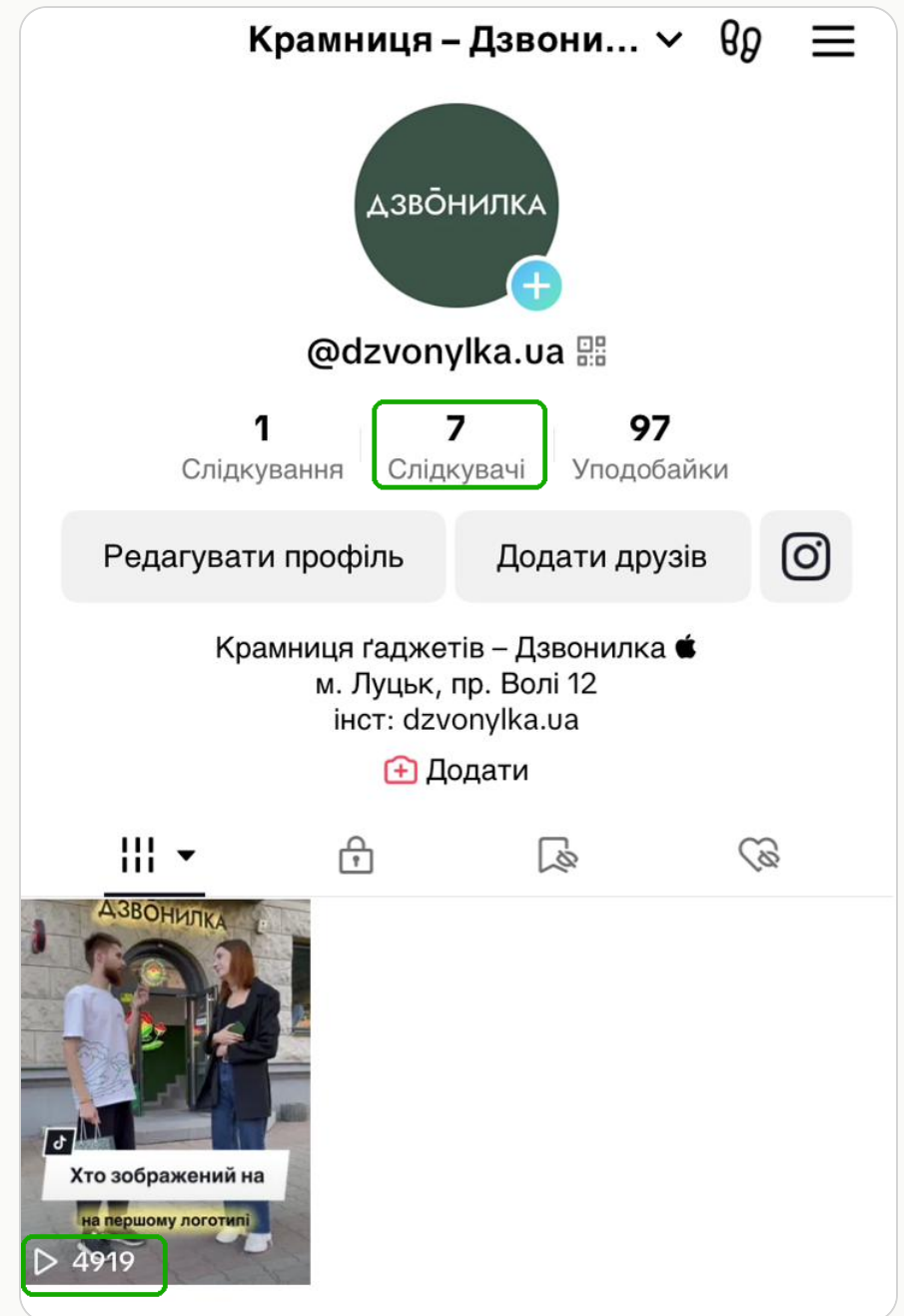
TIKTOK FOLLOWERS

4,919

VIEWS ON THE ONLY VIDEO

Instagram sat near 1,200.
TikTok did not exist.

CLIENT-STATED



TIKTOK · DAY ONE

THE CONSTRAINT

One store. Stock decided the plan.

Built around what we could restock.

Premium Apple tech is a considered purchase.

Trust had to be built before anyone paid.

RETAIL · ONE CITY · ORDERS SHIPPED BY POST

THE SYSTEM

Every view had a next step.

01

Positioning

02

Offer

03

Packaging

04

Content

05

Funnel

06

Sale

REACH · AUDIENCE · TRUST · SELL — FOUR CONTENT JOBS

FIRST TRACTION · TIKTOK

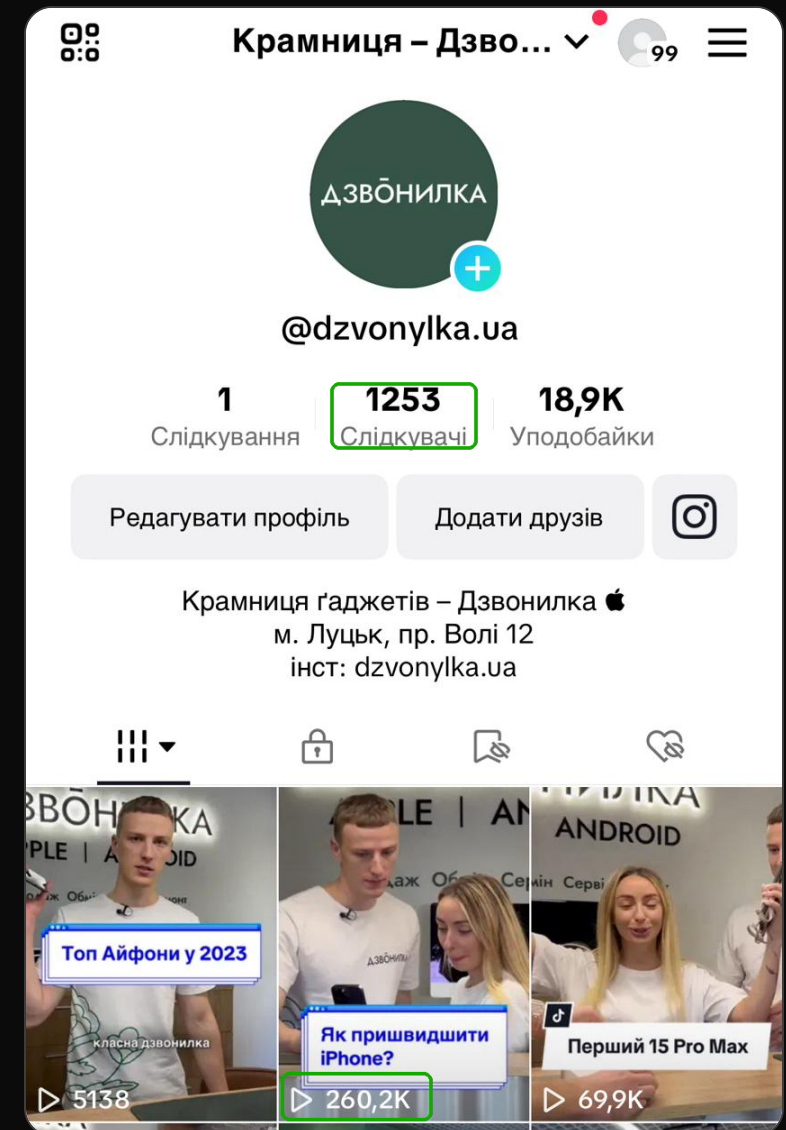
260,200

VIDEWS ON ONE VIDEO

The account had 1,253 followers at the time.

New customers from TikTok arrived in week one.

OWNER-REPORTED



TIKTOK · EARLY DAYS

POINT B · 12 NOV 2023 – 10 NOV 2024

Revenue up 150%+

CLIENT-REPORTED · PAID ADS RAN ALONGSIDE

29M

ORGANIC TIKTOK VIEWS · 12 MONTHS

49,619
FOLLOWERS

967K
LIKES

122K
SHARES

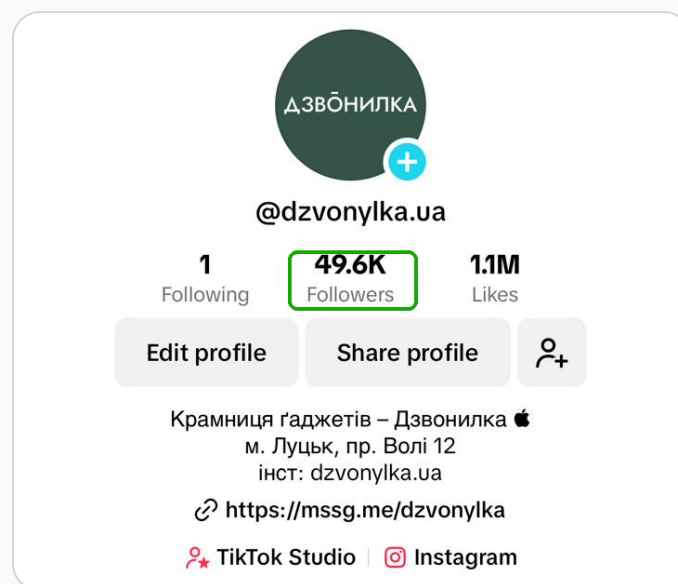
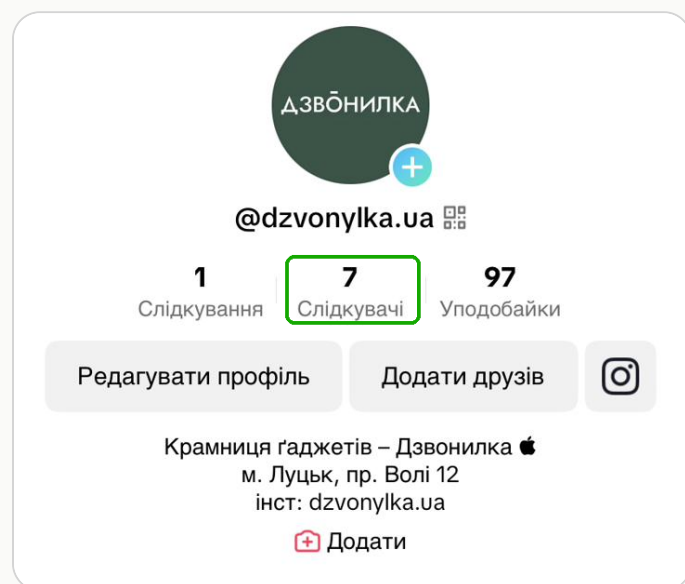
SAME ACCOUNT · NOV 2023 TO NOV 2024

7

DAY ONE

49,619

10 NOV 2024



Twelve months of publishing between these two screens.

IDENTICAL CROPS · UNTOUCHED SCREENSHOTS

ONE ACTIVATION · STORE BIRTHDAY

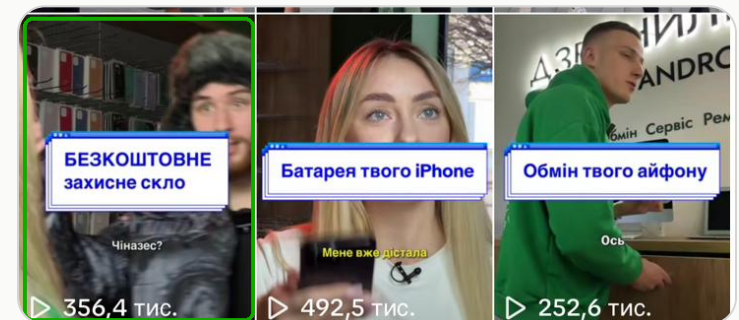
The queue ran into the street.

356,400

VIEWS ON THE DRIVER VIDEO

Hundreds of new people entered the customer base.

OVER 40% BOUGHT WITHIN 3 MONTHS · OWNER DATA



PROFILE GRID

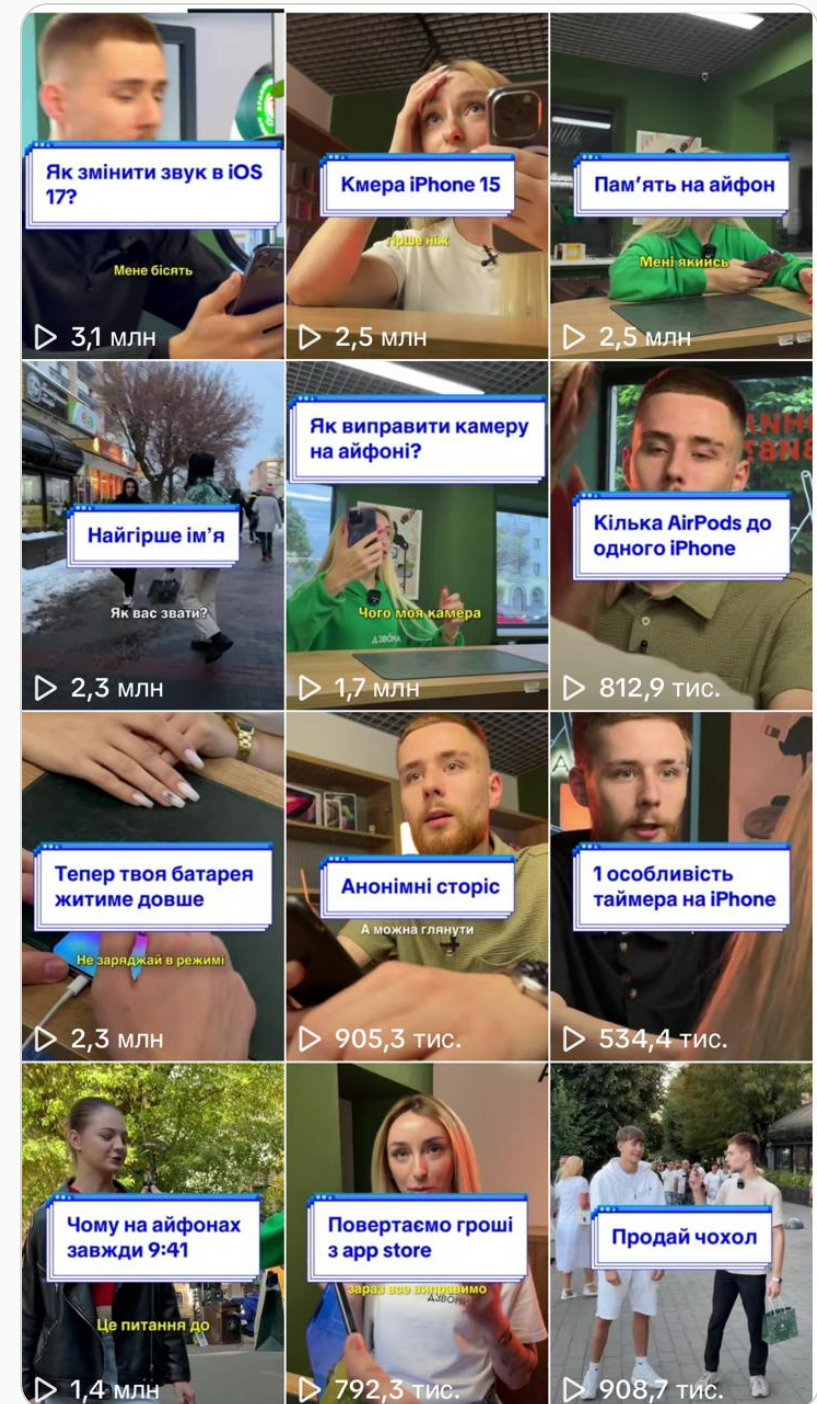
ORGANIC DROVE IT ·
A META CAMPAIGN
RAN TOO

THE FEED · TIKTOK · ONE SCREEN

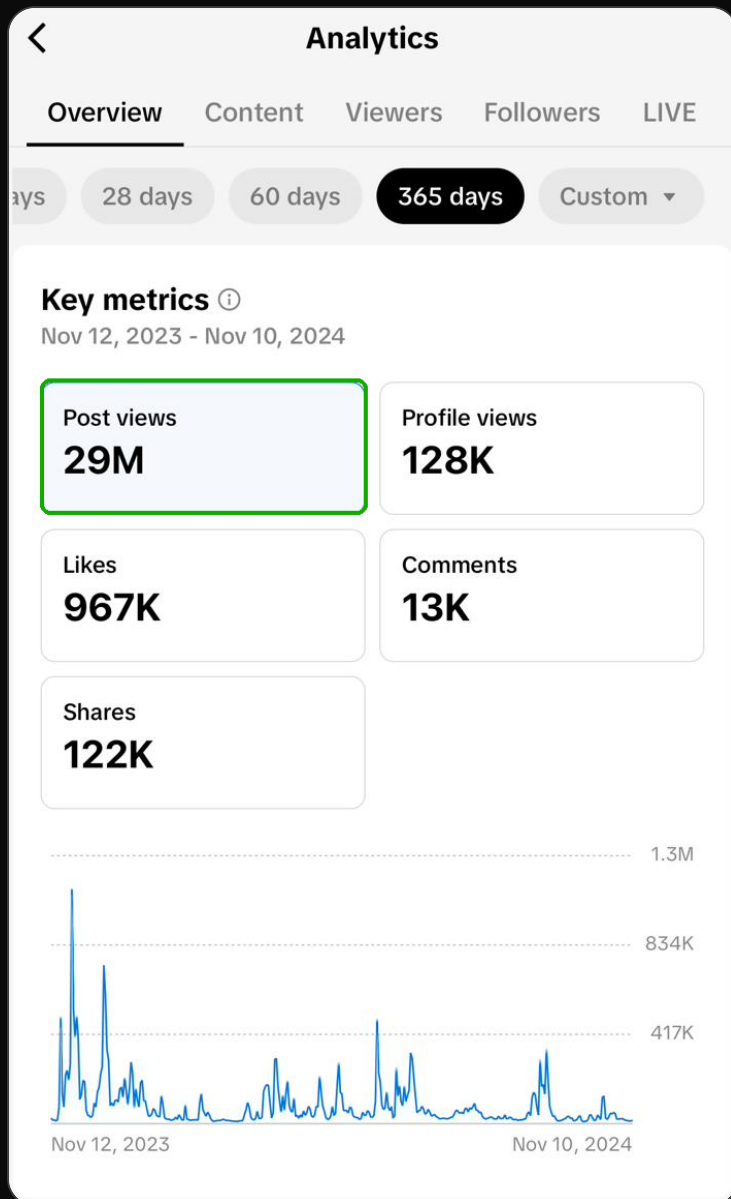
Not one lucky video.

3.1M	2.5M	2.5M
2.3M	1.7M	812.9K
2.3M	905.3K	534.4K
1.4M	792.3K	908.7K

ONE SCREEN OF THE PROFILE



PROOF · TIKTOK ANALYTICS · 365 DAYS



29M

POST VIEWS

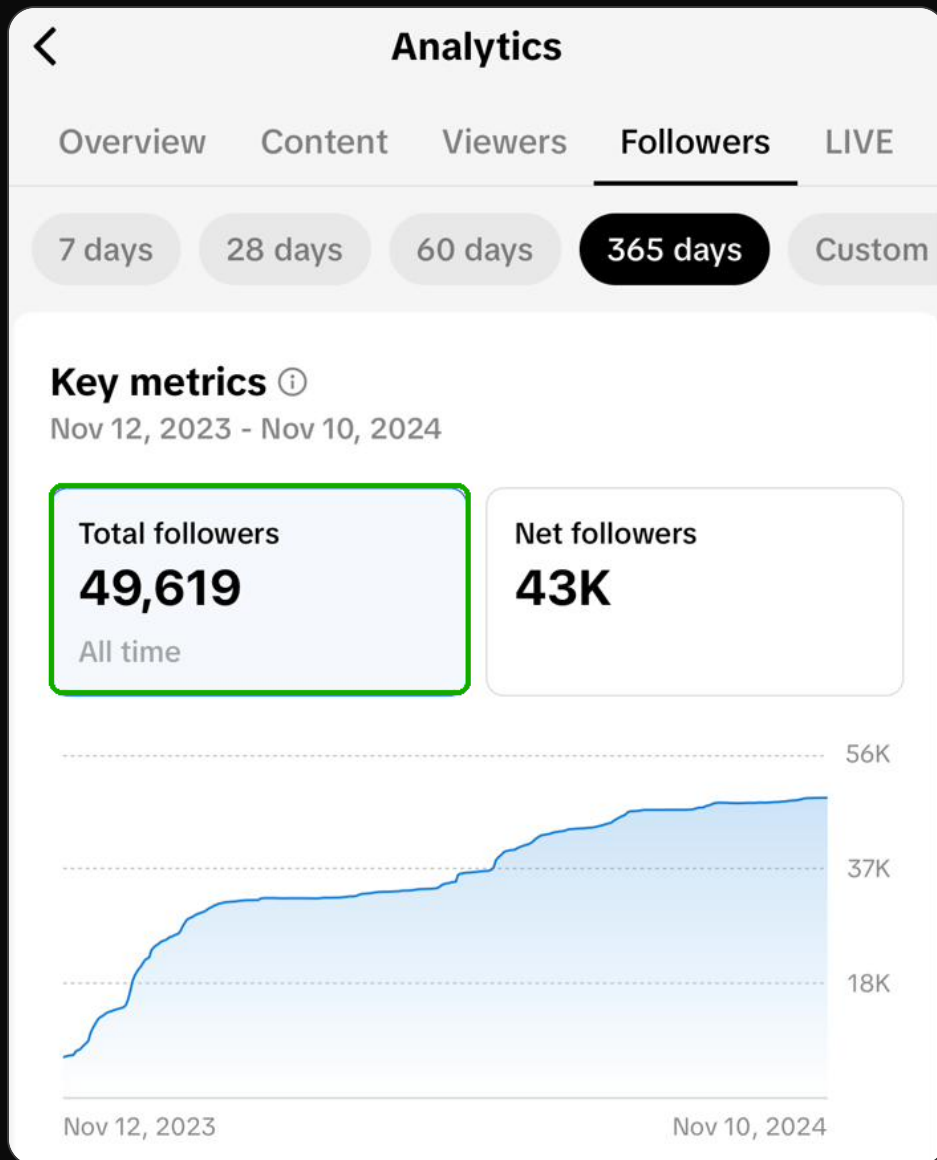
12 NOV 2023 – 10 NOV 2024

967K likes. 13K
comments. 122K shares.

FOR YOU 71.7%
SEARCH 20.7%

GREEN BOX MARKS THE QUOTED NUMBER

PROOF · TIKTOK FOLLOWERS



NET +43K IN THE PERIOD

49,619

FOLLOWERS, ALL TIME

The account started at zero in November 2023.

PUBLIC ACCOUNT ·
@DZVONYLKA.UA

WHAT I DO NOT CLAIM

Ads ran alongside.

Organic was not the only channel. We also ran paid.

The 150% is the owner's figure for the period.

Views and followers are screenshots, not estimates.

#1 IN THE NICHE IS THE OWNER'S WORDING, NOT AUDITED

IN THEIR WORDS · OWNER, TELEGRAM



ORIGINAL MESSAGE
UKRAINIAN

"At the start I did not believe the approach would work."

"By the first week it was clear we were wrong — new customers from TikTok only kept growing."

VOLODYMYR I. · 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.

What worked, what did not.

YOUR TIME

6–12 hours a week on set.

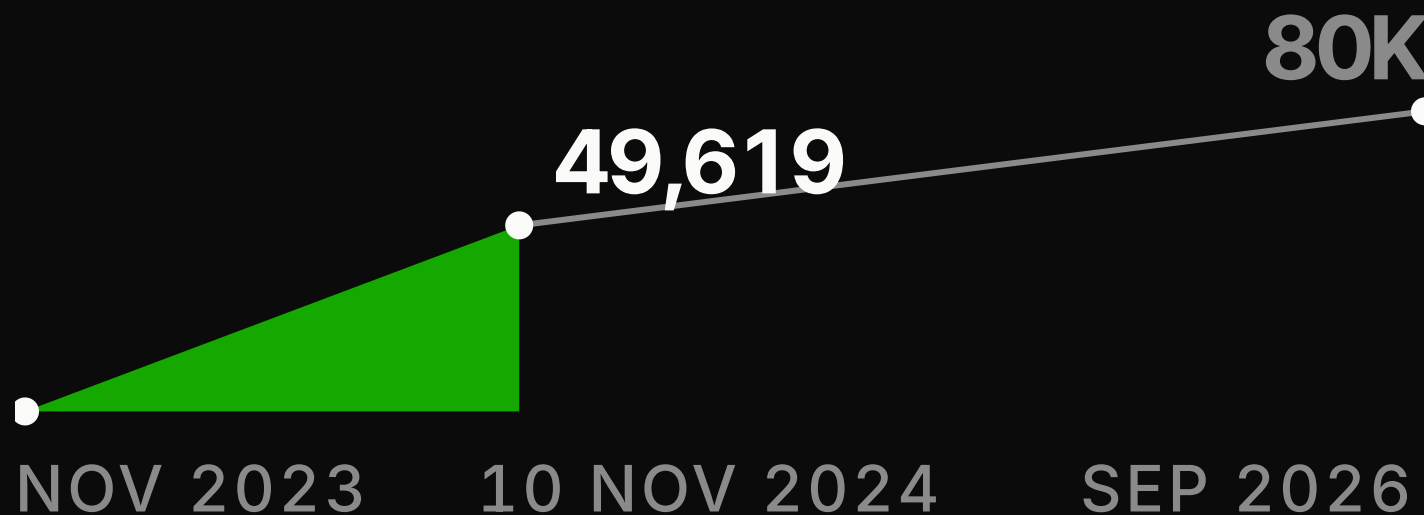
Street and store.

MANAGERS ON CAMERA · CUSTOMERS TRUST THEM MORE

AFTER I LEFT · HANDOVER 10 NOV 2024

The system left with me.

They kept shooting without the playbook. I never trained them.



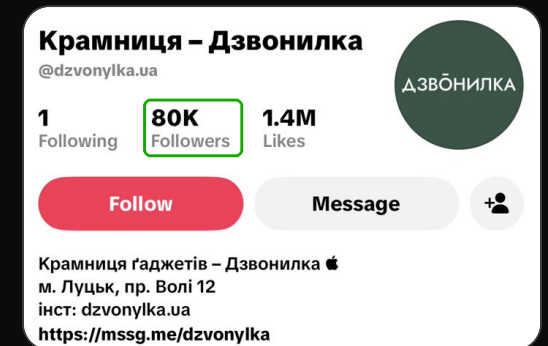
12 months

+4,135 A MONTH

22 months

+1,381 A MONTH

PLAYBOOK AND TRAINING NOW SHIP WITH THE WORK



TIKTOK TODAY
SEP 2026

INSTAGRAM
STAYED AT
11.7K

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.

Content plan built to your stock.

Weekly written reports.