

SOCIAL MEDIA MARKETING

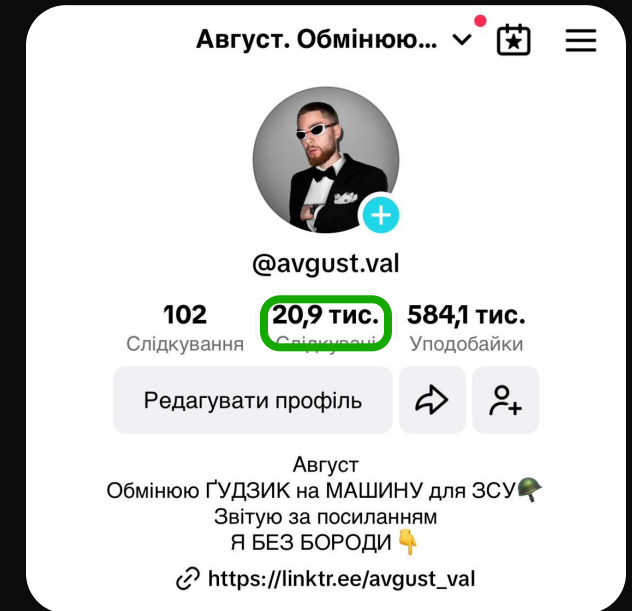
Valentyn Avgust

FOUNDER BRAND · TIKTOK · UKRAINE

10M

ORGANIC VIEWS IN 60 DAYS

MY OWN ACCOUNT · NOT A CLIENT'S



TIKTOK PROFILE
AT THE PEAK

THE OBJECTION

Then run it **on**
yourself.

WHY BELIEVE A STRATEGIST WITH NO OWN AUDIENCE

So I ran the system on my own name, on
camera, in public.

POINT A · 1 AUGUST 2023

Day one of the format.

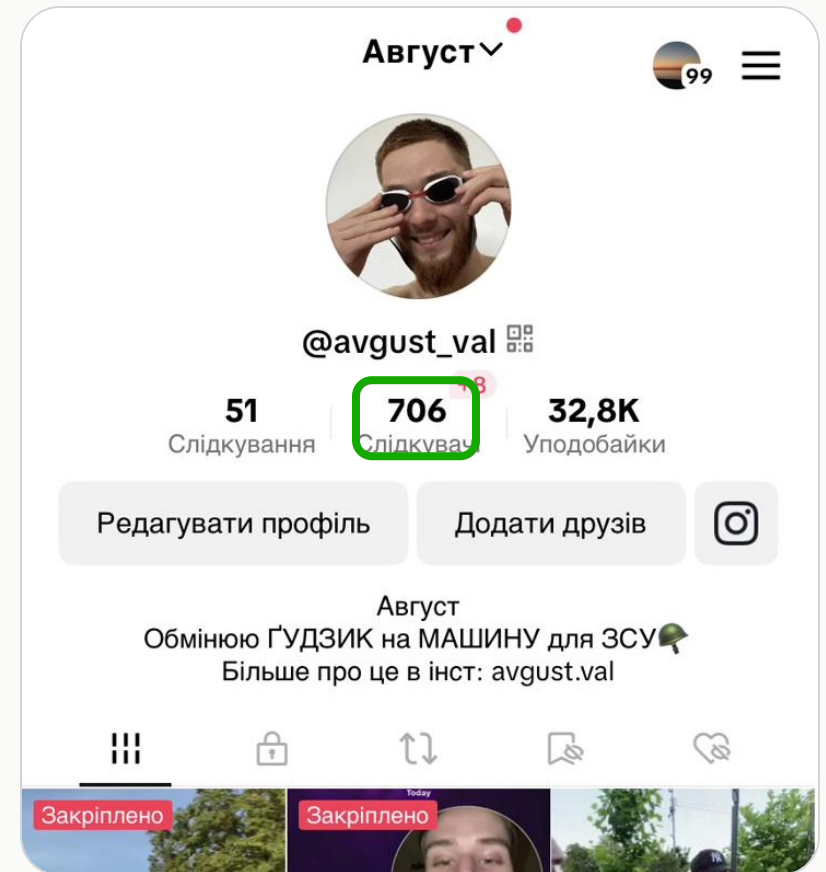
706

TIKTOK
FOLLOWERS

32.8K

LIKES
ALL TIME

Before this: talking heads,
no goal, no strategy.



FULL SCREENSHOT,
NOT RETYPED

THE CONSTRAINT

Every episode needed a stranger to say .

Filmed on the street,
unscripted, no second
take.

No client brand to hide
behind. My face in
every video.

ONE RUNNING FORMAT · PART 1 THROUGH PART 39

THE SYSTEM

Every video had a job.

01

Positioning

02

Offer

03

Packaging

04

Content

05

Interaction

06

Inbound

REACH · RECOGNITION · TRUST · INBOUND

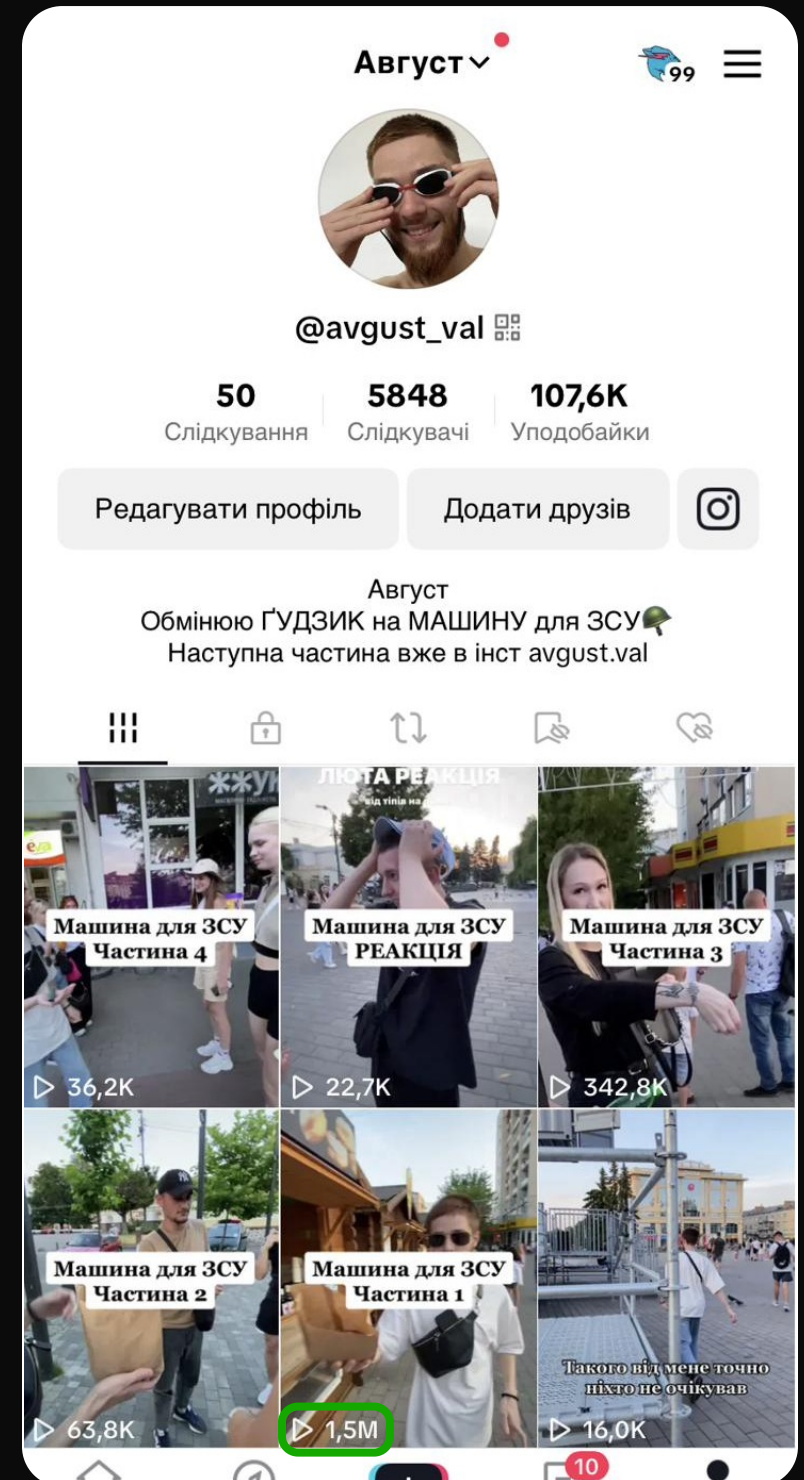
FIRST TRACTION · TIKTOK

1.5M

VIEWS ON PART ONE

The account had 5,848 followers that day.

FULL SCREENSHOT, NOT RETYPED



POINT B · 60 DAYS TO 16 AUG 2023

10M

VIDEO VIEWS · TIKTOK

MEASURED IN TIKTOK ANALYTICS

299K

PROFILE VIEWS

411K

LIKES

20.9K

FOLLOWERS

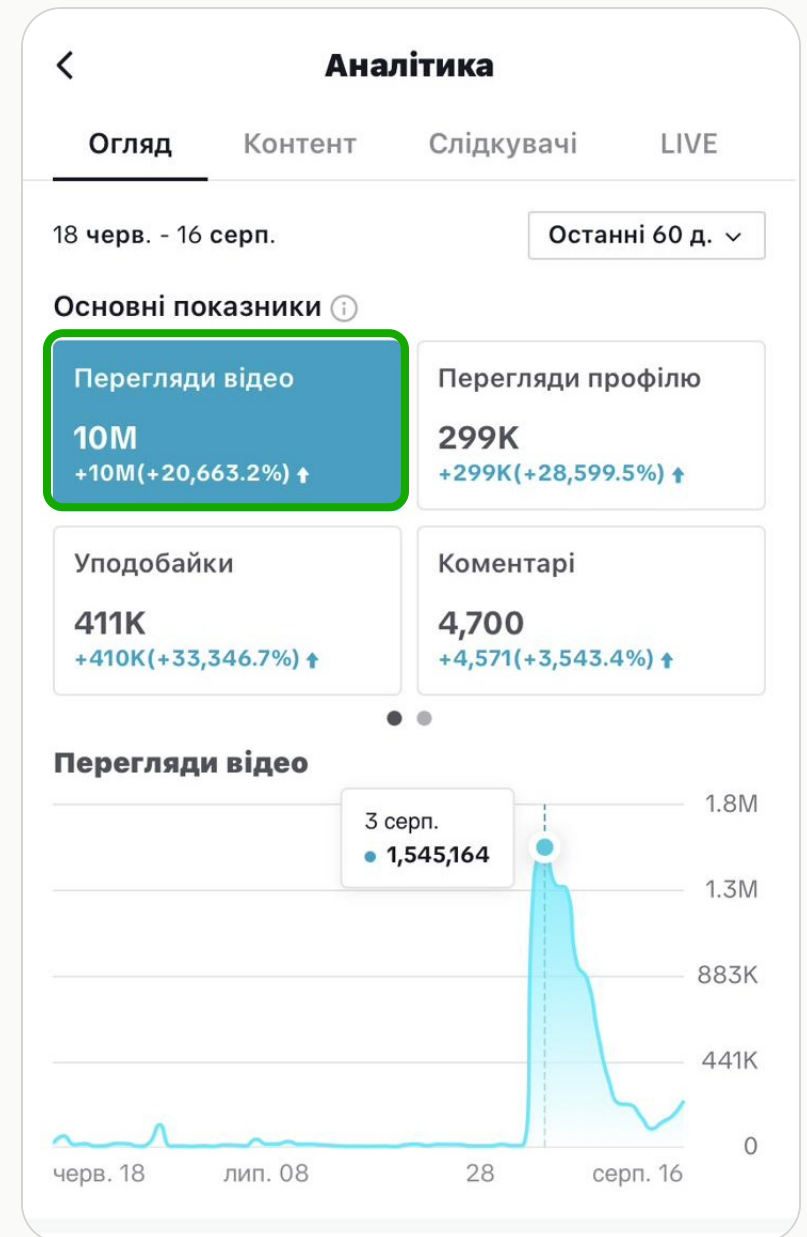
PROOF · TIKTOK ANALYTICS

+20,663%

VS THE PREVIOUS 60 DAYS

One day alone did
1,545,164.

18 JUNE – 16 AUGUST 2023

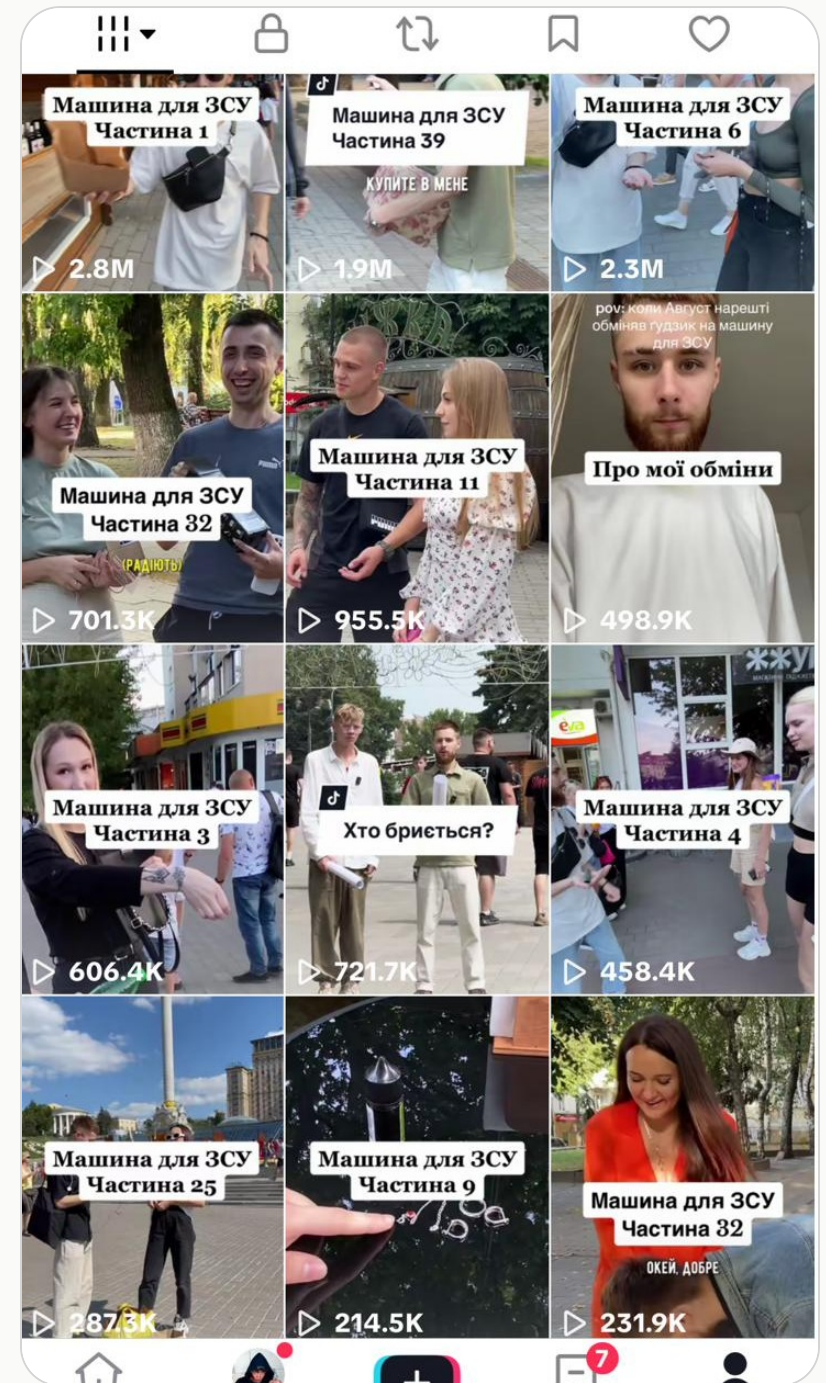


THE FEED · TIKTOK

Not one lucky video.

2.8M	2.3M	1.9M
955.5K	721.7K	701.3K
606.4K	498.9K	458.4K
287.3K	231.9K	214.5K

VIEWS ON ONE SCREEN
OF THE PROFILE



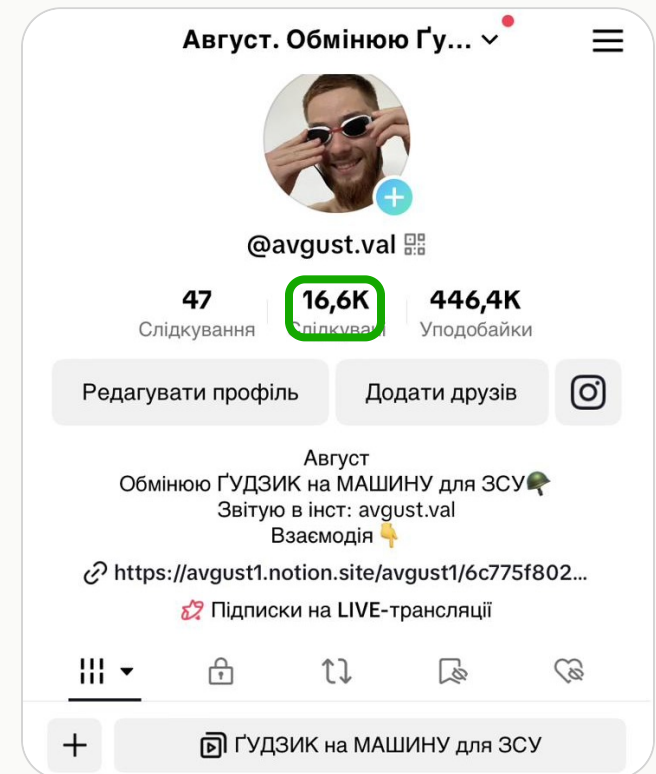
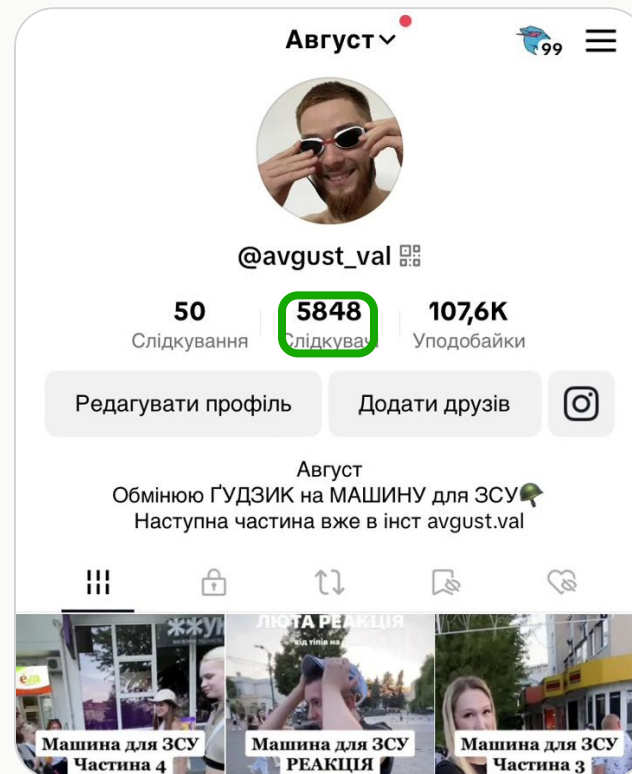
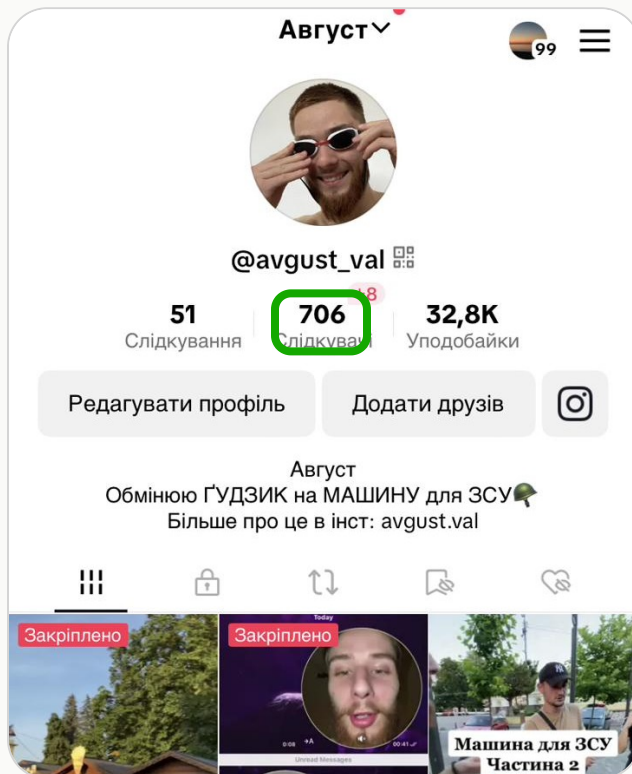
PROOF · THE SAME PROFILE

706 to 16,600.

706

5,848

16.6K



THREE SCREENSHOTS · IDENTICAL CROP

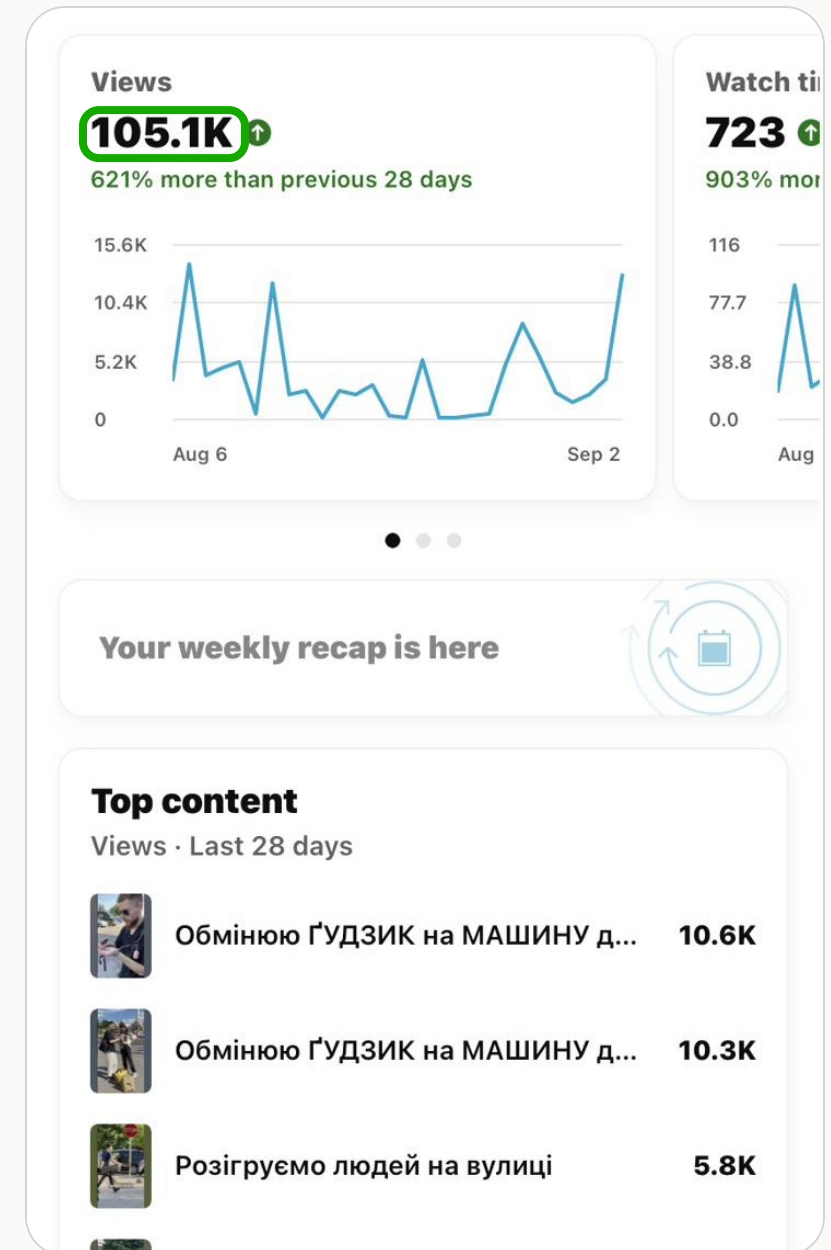
THE SAME FORMAT · YOUTUBE

105.1K

VIEWS IN 28 DAYS

621% more than the
previous 28 days.

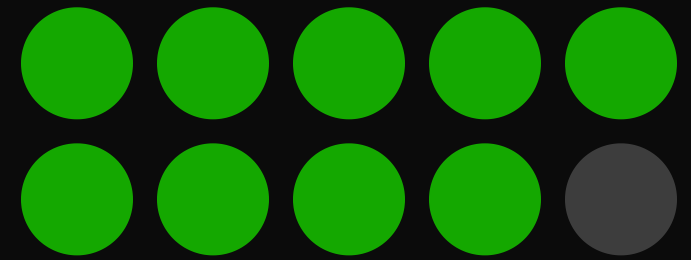
YOUTUBE STUDIO · 6 AUG – 2 SEP



WHY IT MATTERED

90%

OF MY CLIENTS CAME FROM HERE
MY OWN COUNT · NOT AN AUDIT



NINE IN TEN

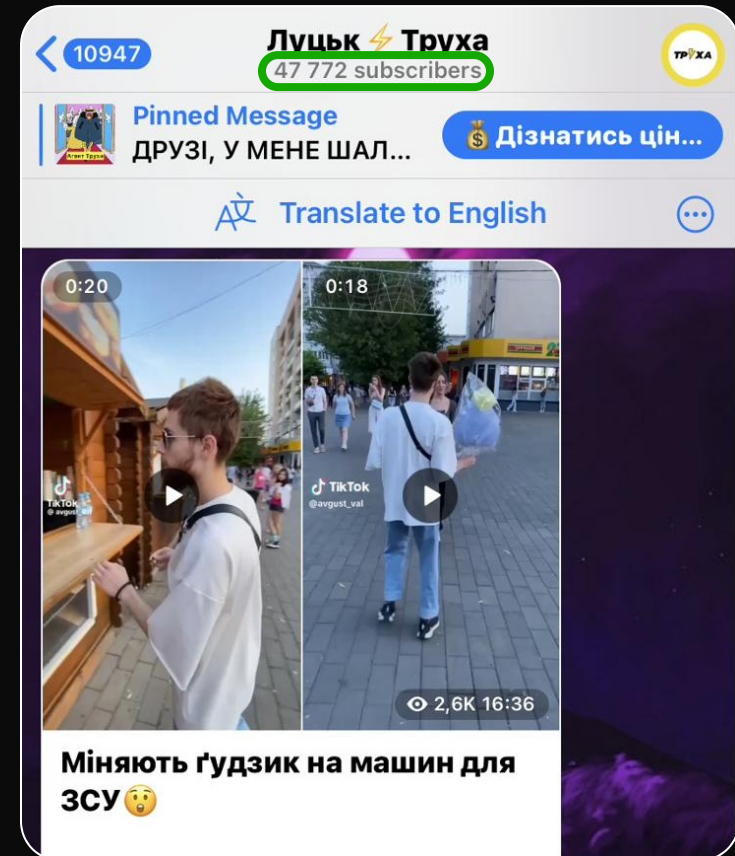
HOW THE WORK CAME IN

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COLD PITCHES IN THAT PERIOD

They had seen the numbers
before they wrote.

One exception: the barbershop,
pitched in person.



LOCAL CHANNEL
47,772 SUBSCRIBERS

WHAT I DO NOT CLAIM

I stopped posting.

10M is reach. It is not revenue.

From summer 2024 I filmed rarely. Client work took the focus.

TIKTOK TODAY



22,900 followers with nothing new published.

I NOW BUILD THE SAME SYSTEM BEHIND THE CAMERA

NEXT

Press **INVITE**

I'll show where your content stops short of a sale.



IN THE FIRST 30 DAYS

Audit and positioning.

Offer and profile packaging.

Content plan built to your capacity.

Weekly written reports.