

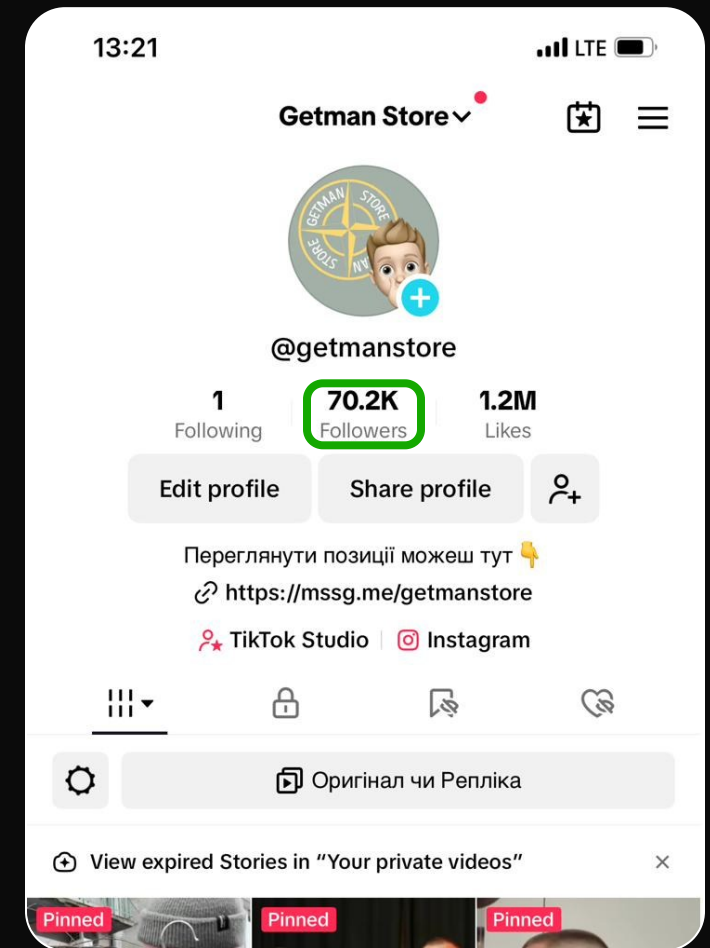
SOCIAL MEDIA MARKETING

Getman Store

MENSWEAR E-COMMERCE, UKRAINE

75%

ORDERS FROM ORGANIC VIDEO
12 MONTHS · WAS PAID-ONLY



AT KICKOFF

Paid ads were the
only
thing that sold.

EVERY NEW CUSTOMER CAME FROM ADS

Organic content had never brought a customer.

POINT A · NOVEMBER 2023 · CLIENT-STATED

Day one.

~10,000

INSTAGRAM FOLLOWERS

0

TIKTOK

0

YOUTUBE

Two of the three channels did not exist.

THE CONSTRAINT

**We could only sell
what could be
restocked.**

The month's plan was
built around stock.

A video that worked
emptied a line in days.

THE SYSTEM

Every video had a job.

01

Positioning

02

Offer

03

Profile
packaging

04

Content

05

Funnel

06

Sale

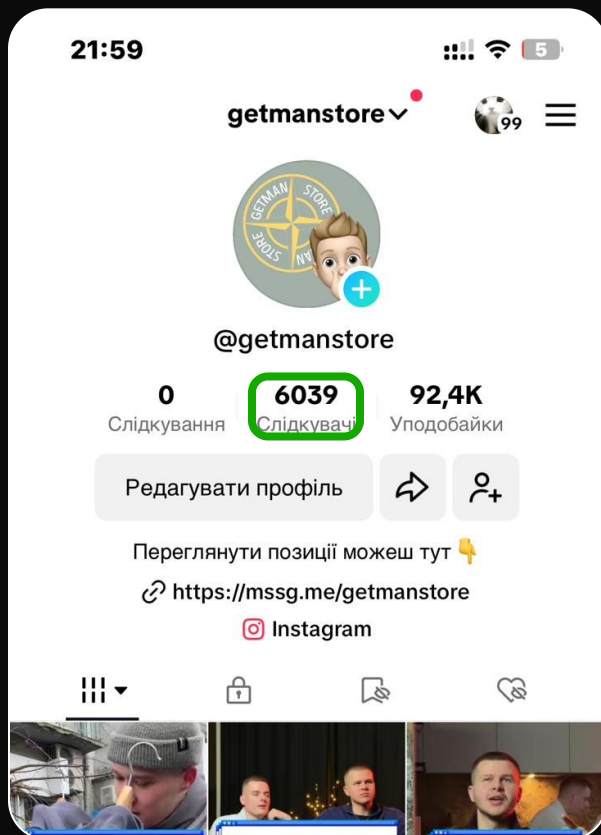
REACH · TRUST · REVIEW · SELL

FIRST TRACTION · TIKTOK · ONE NIGHT

Six hours.

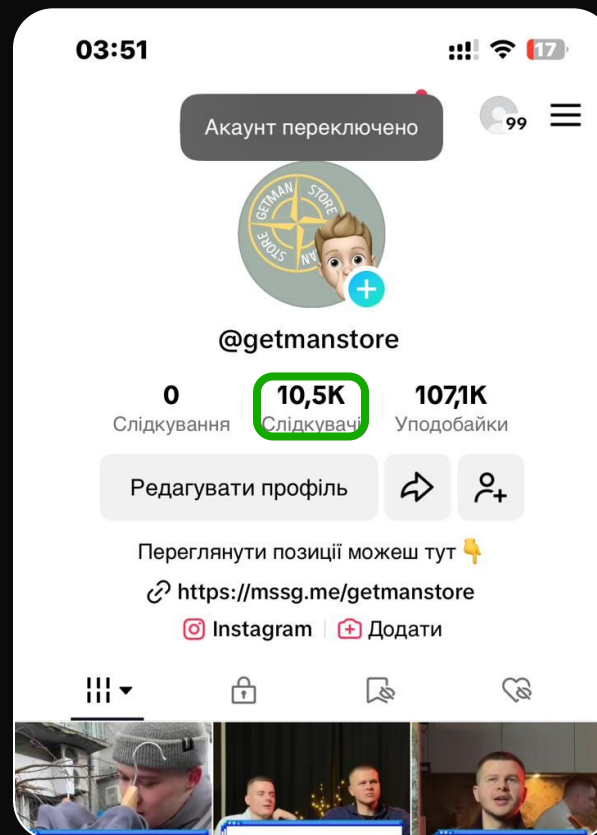
6,039

FOLLOWERS ·
21:59



10.5K

FOLLOWERS ·
03:51



The same video
went from 209.7K
to 647.6K views
that night.

ONE VIDEO · PRODUCT REVIEW

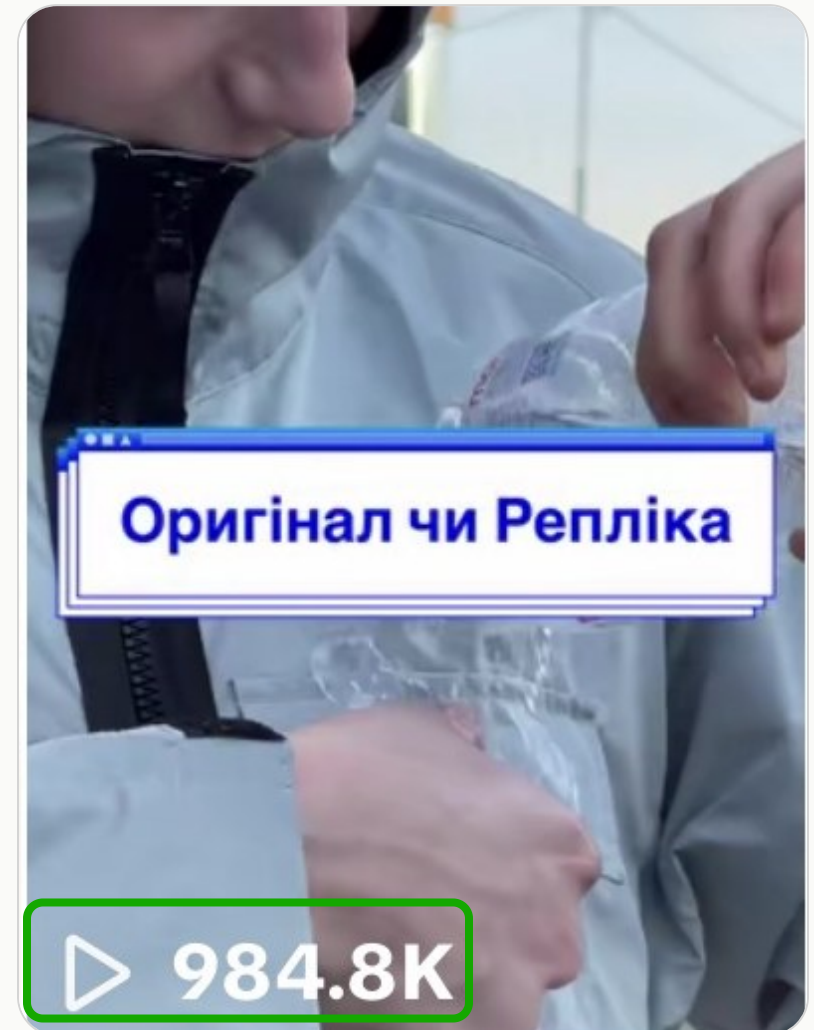
One review
emptied
the line.

984.8K

VIEWS

Sold out in three days. The
rest went to preorder.

CLIENT-REPORTED SELL-OUT

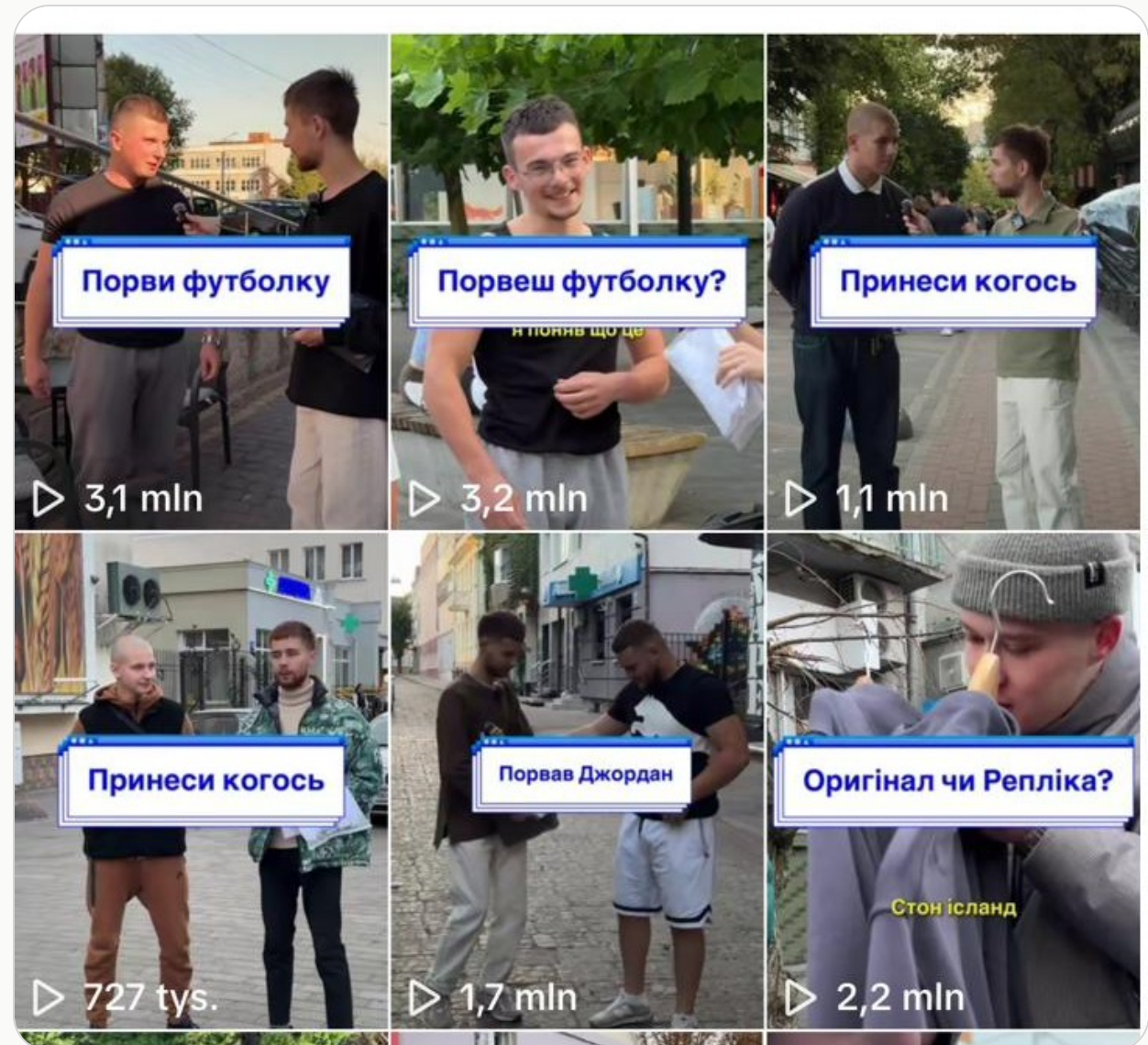


THE FEED · TIKTOK

Not one lucky video.

3.1M 3.2M 1.1M
727K 1.7M 2.2M
2.0M 1.0M 969K

VIEWS ON ONE SCREEN
OF THE PROFILE

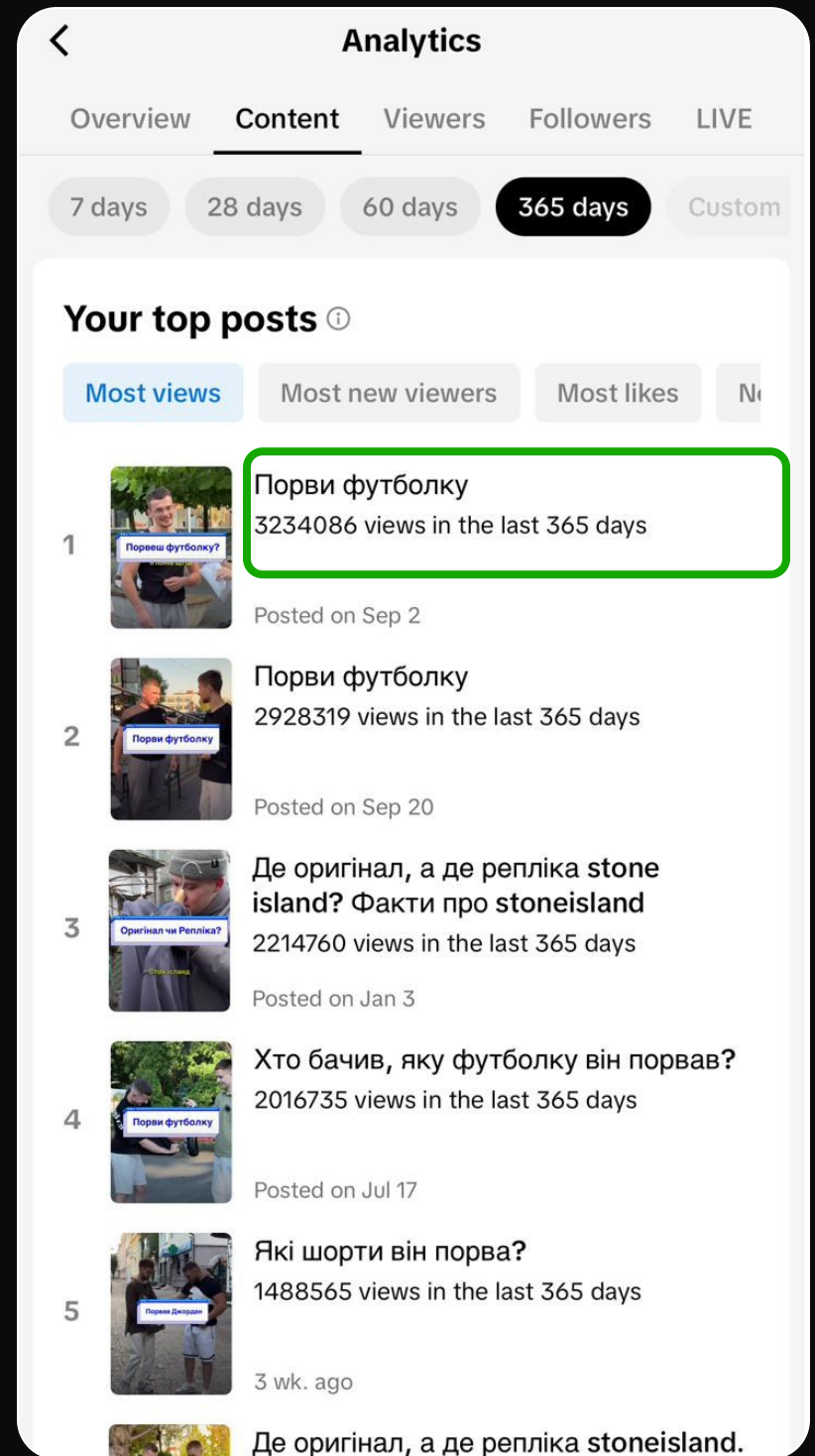


TOP POSTS · LAST 365 DAYS

Six videos
over a million.

3.2M

BEST VIDEO · 3,234,086 VIEWS

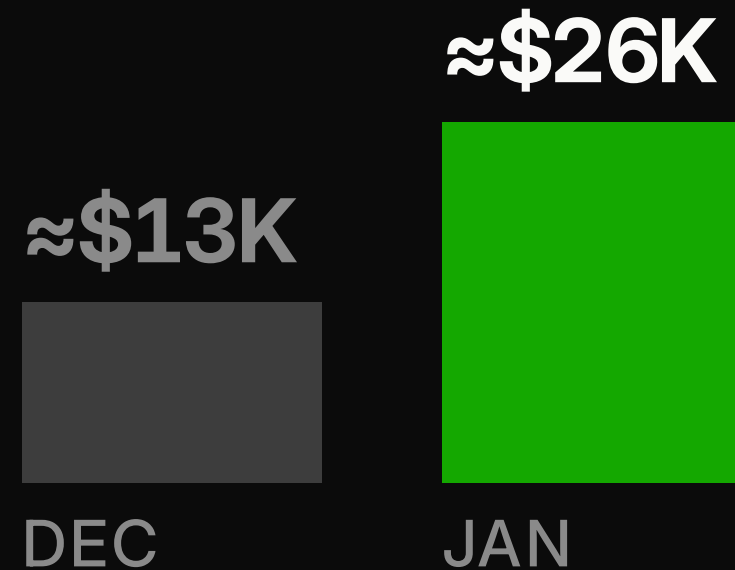


POINT B · DEC 2023 → JAN 2024

2x

MONTHLY REVENUE

~50% GROSS MARGIN



CLIENT-REPORTED · CONVERTED FROM UAH AT $\approx 38/\text{USD}$ ·
PAID ADS RAN ALONGSIDE

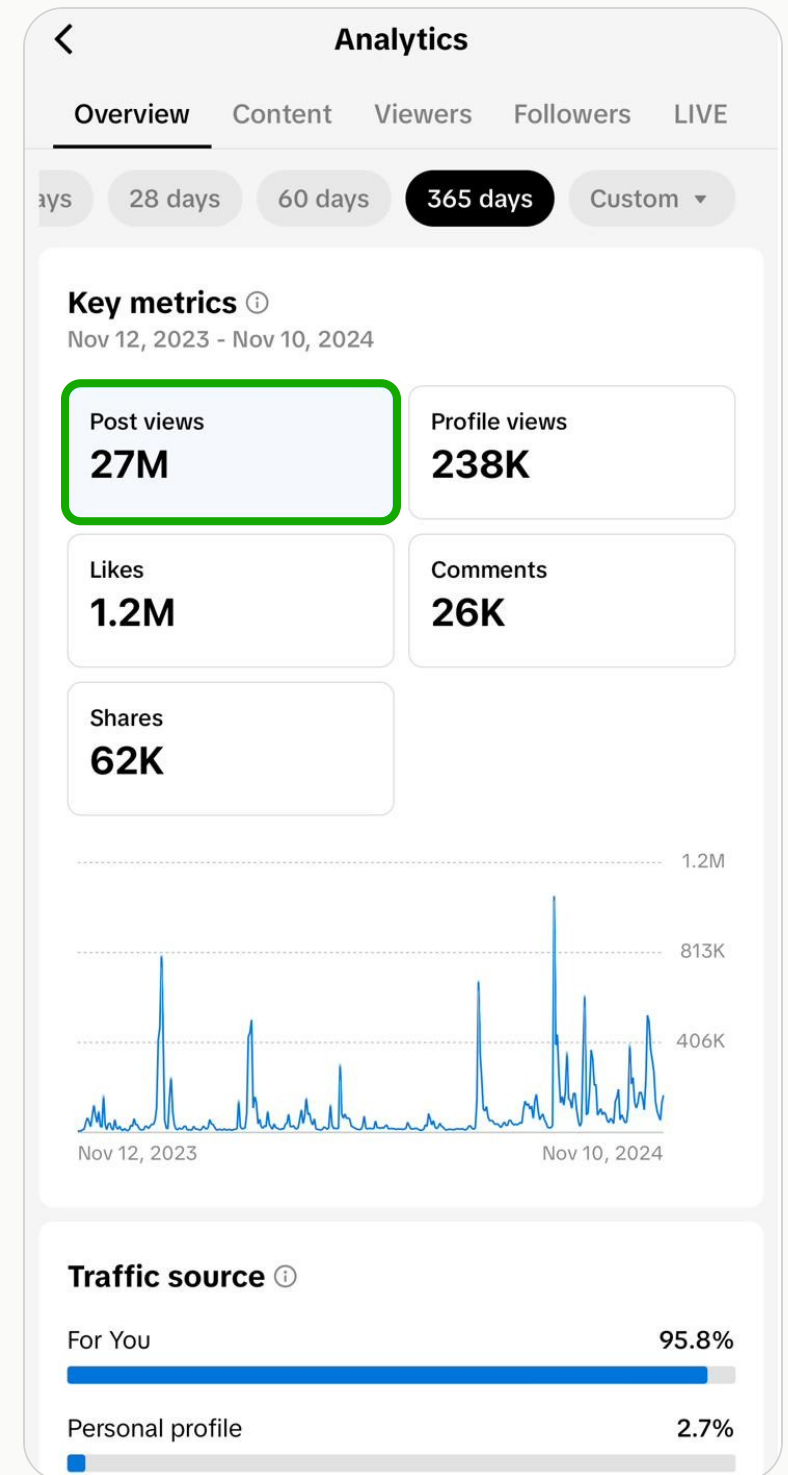
PROOF · TIKTOK ANALYTICS · 365
DAYS

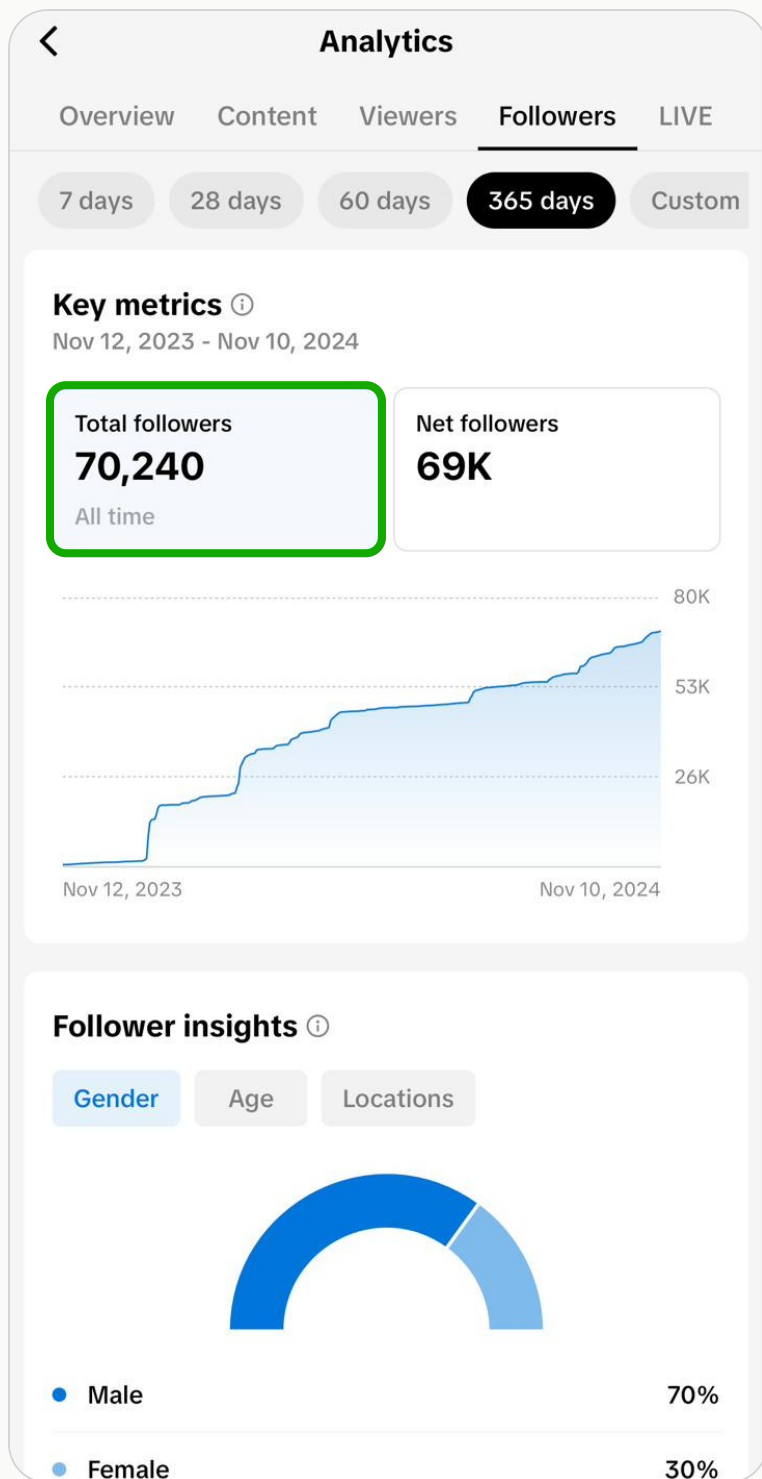
27M

POST VIEWS IN 365 DAYS

95.8% of them came
from the For You feed.

FULL SCREENSHOT, NOT RETYPED





PROOF · TIKTOK FOLLOWERS

70,240

FOLLOWERS, ALL TIME

The account started at
zero in November 2023.

PUBLIC ACCOUNT · TIKTOK
@GETMANSTORE

THE SAME SYSTEM · THREE PLATFORMS

Instagram and YouTube followed.

40.2K

INSTAGRAM

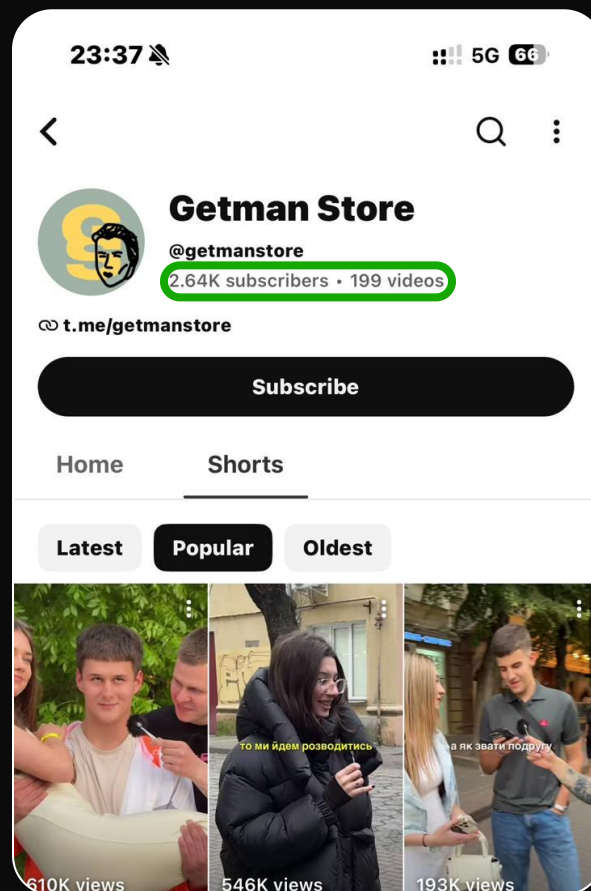
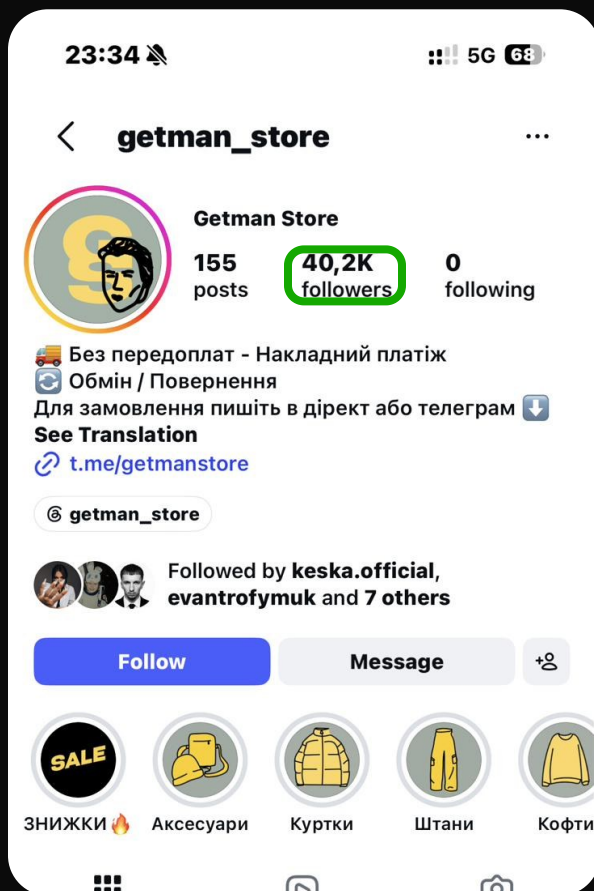
2.64K

YOUTUBE

Instagram started
near 10,000.

YouTube did not
exist, and now
carries 199 videos.

@GETMAN_STORE
@GETMANSTORE

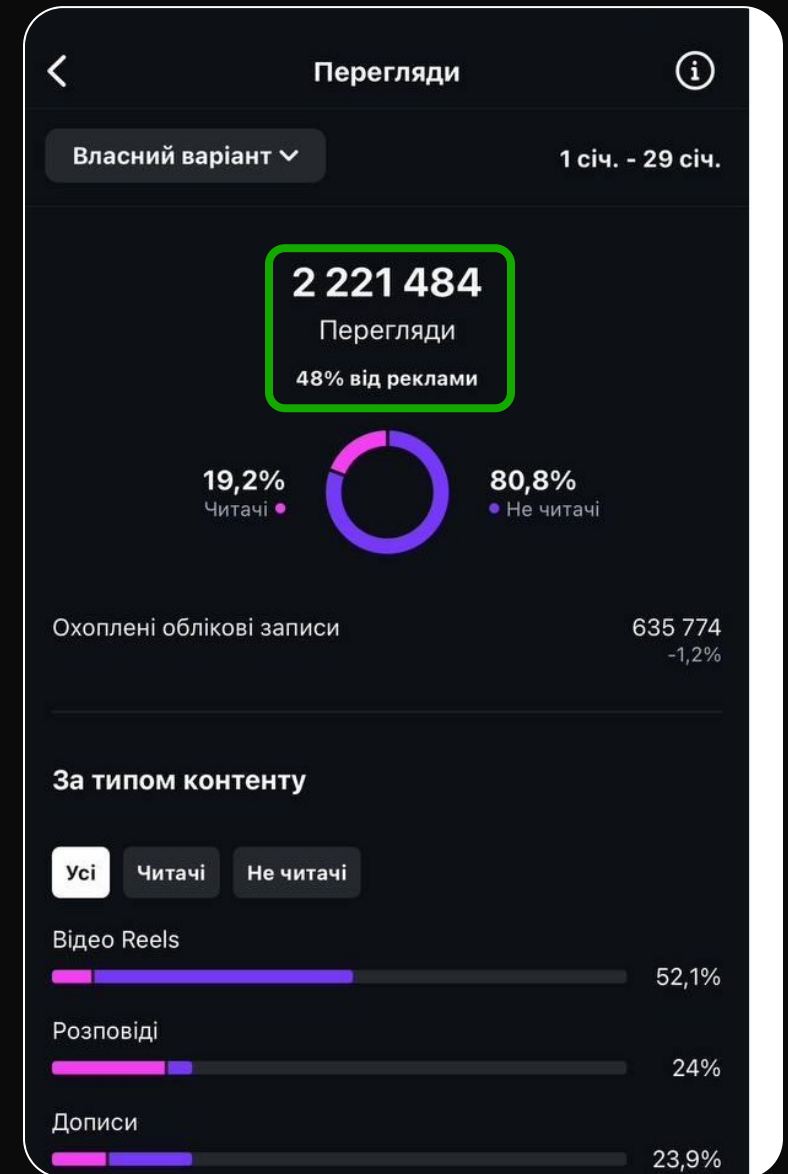


WHAT I DO NOT CLAIM

Ads never stopped.

They stopped being the only thing that sold.

INSTAGRAM · 1–29 JANUARY ·
48% OF VIEWS WERE PAID



IN THEIR WORDS · OWNER

Щодо відгуку. В першу чергу, окрім контенту, який ваша команда в принципі краще всіх в Луцьку тоді робила, ми отримали кращу медійність і впізнаваність бренду. За цей рік відбулась трансформація і коли людина чує «гетманстор», вона має конкретний образ у себе в голові. І це велика ваша заслуга.

Ви змогли розкрити такі теми у відео що ми б і не здогадалися з такого кута зняти контент. Ще й доповнюючи це якісною картинкою, крутим динамічним монтажем і великими переглядами - ну по моєму мрія для кожного бізнесу онлайн.

Дякую тобі і команді AVGUST Media Agency 🧑‍🤝🧑 🙌



змінено 07:58

“When someone heard ‘Getman Store’, they had a specific image in their head.”

“You found angles we’d never have thought to shoot.”

TARAS G. · OWNER

ORIGINAL TELEGRAM MESSAGE ·
TRANSLATED

HOW WE WORKED

Monthly plan. Written report.

EVERY MONTH

Plan built to
what you can
restock.

Batch shoots. I
was on set.

EVERY REPORT

Reach, views,
engagement.

Store-link
clicks. Next
formats.

YOUR TIME

6–12 hours a
week on set.

Street and
studio.

SHOOT HOURS DEPEND ON THE FORMATS RUNNING THAT
MONTH

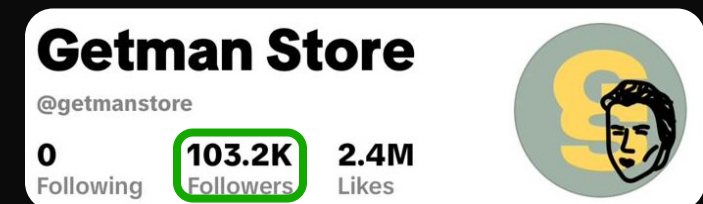
AFTER I LEFT · HANDOVER 10 NOV 2024

The system left with me.



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

TIKTOK TODAY



PLAYBOOK AND TRAINING NOW SHIP WITH THE WORK
THREE MEASURED POINTS · LINES DRAWN STRAIGHT

NEXT

Press

INVITE

I'll show which products your content should be selling.

IN THE FIRST 30 DAYS

Audit and positioning.

Offer and profile packaging.

First content batch, built to stock.

Weekly written reports.