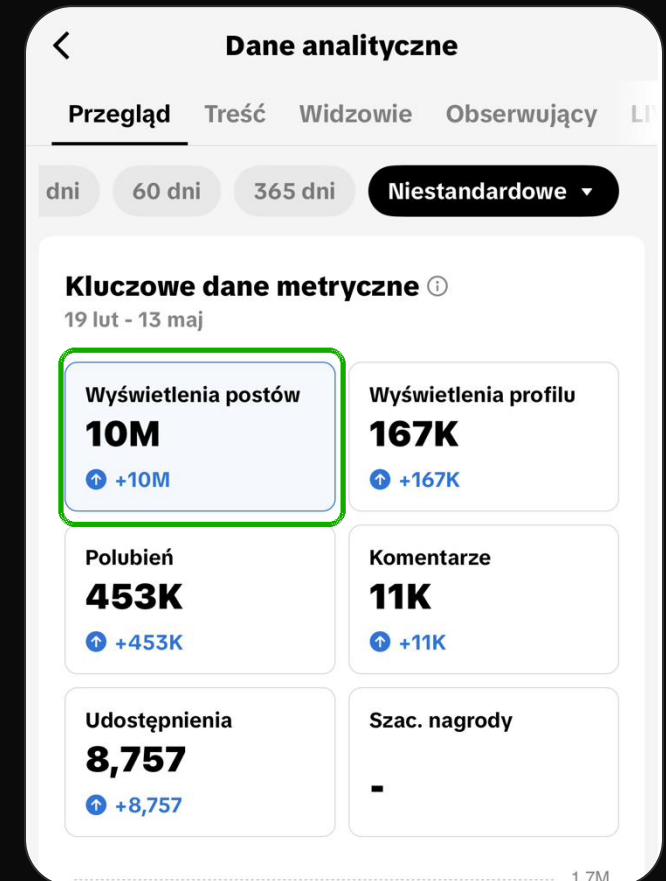


SOCIAL MEDIA MARKETING

Imperial Barbershop & Academy

KRAKÓW, POLAND

10M



ORGANIC VIEWS · TIKTOK FROM ZERO · 3 MONTHS

AT KICKOFF · THE OWNERS

**They did not believe
short-form worked
in Europe.**

Even **10,000** views on one video looked hard.

POINT A · 19 FEB 2025

Day one.

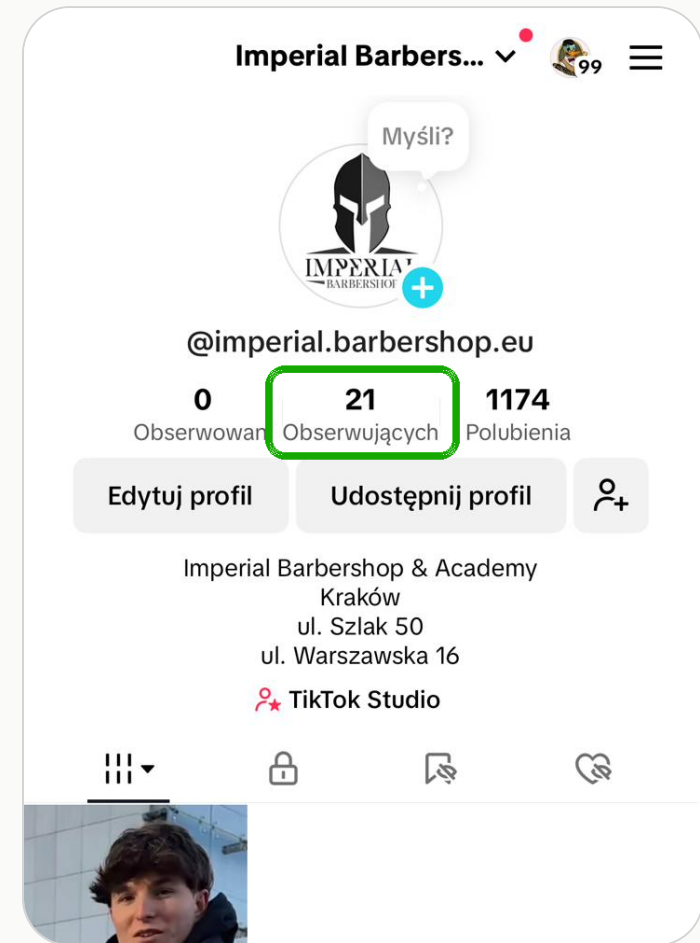
21

TIKTOK FOLLOWERS

0

INSTAGRAM, YOUTUBE, FACEBOOK

Several SMM specialists before me. No traction.



TIKTOK · 19 FEB 2025

THE CONSTRAINT

Reach had to land in one city.

WARSAW 12.2%

KRAKÓW 9.2%

POZNAN 3.7%

WROCLAW 3.4%

Kraków was 9.2% of the audience.

The rest could not book a chair.

INSTAGRAM · TOP CITIES · 8 APR – 7 MAY 2025

THE SYSTEM

One chain, end to end.

01

Positioning

02

Offer

03

Profile
packaging

04

Content

05

Funnel

06

Booking

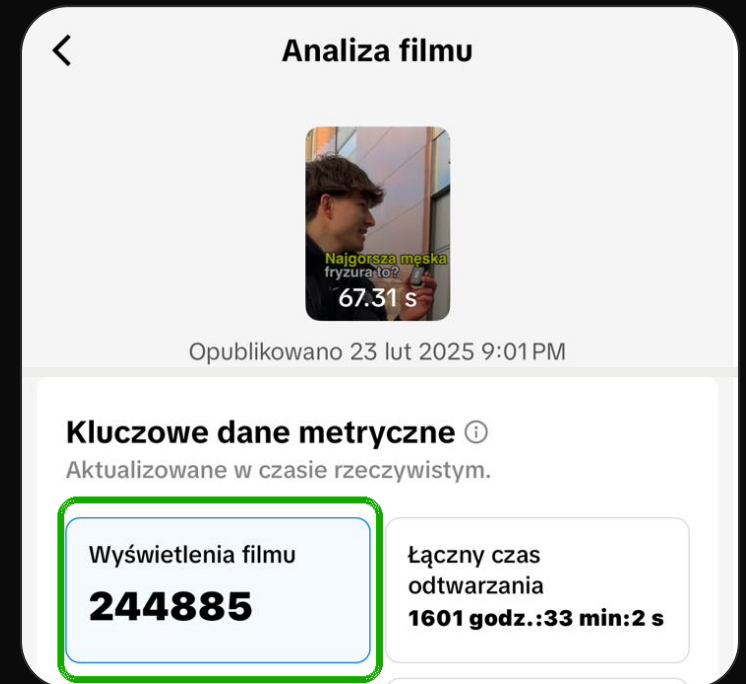
DAILY PUBLISHING · BATCH SHOTS · 3 PLATFORMS

FIRST RESULT · 23 FEB 2025

244K

VIEWS ON ONE VIDEO

244,885 views.
Day five of the account.



VIDEO ANALYTICS

POINT B · 13 MAY 2025

Bookings running weeks ahead

CLIENT-REPORTED

10M

TIKTOK VIEWS · 19 FEB – 13 MAY 2025

68,040

FOLLOWERS

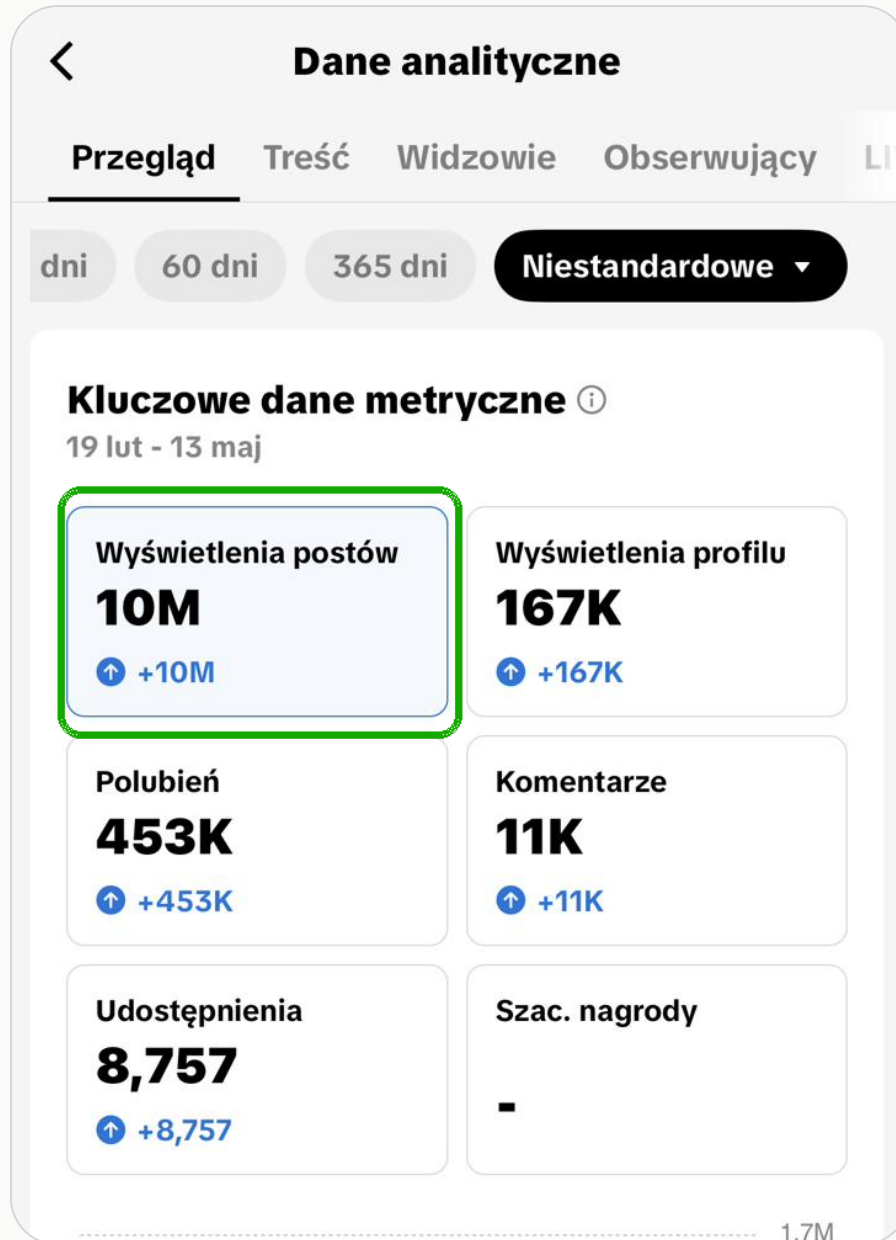
167K

PROFILE VIEWS

453K

LIKES

PROOF · TIKTOK ANALYTICS, FULL SCREEN



10M

POST VIEWS

19 FEB – 13 MAY 2025

453K likes. 11K comments.
8,757 shares. 167K profile
views.

GREEN BOX MARKS THE
QUOTED NUMBER

SAME ACCOUNT · 19 FEB TO 13 MAY 2025

21

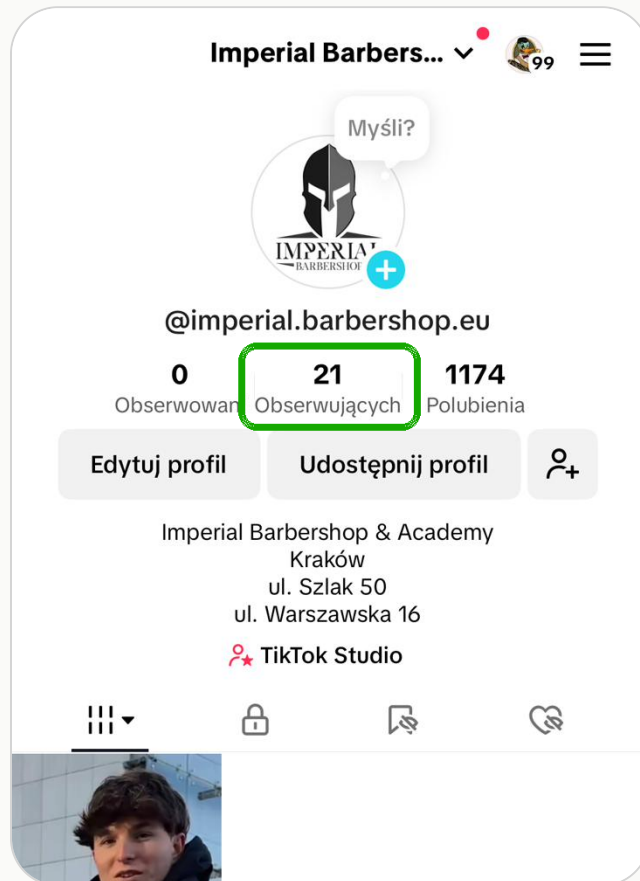
DAY ONE

68,040

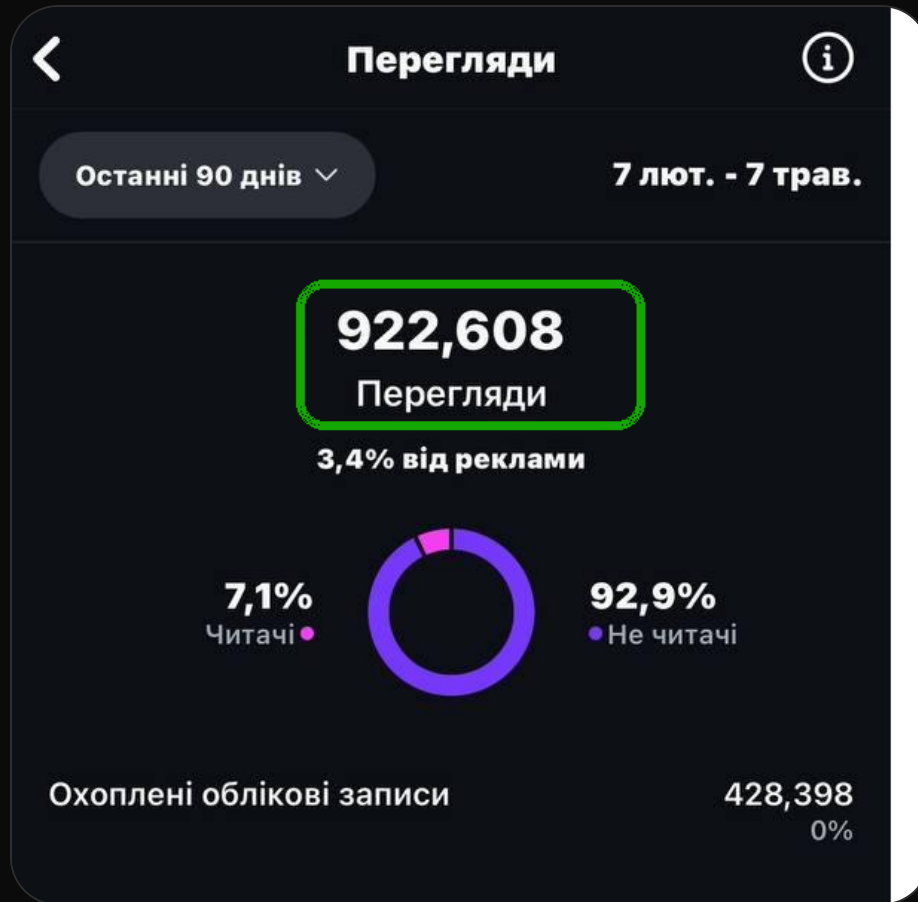
13 MAY 2025

The curve is the engagement, day by day.

ALL TIME



INSTAGRAM · SAME SYSTEM · 7 FEB – 7 MAY 2025



922,608

VIEWS IN 90 DAYS

428,398 accounts reached.

3.4% of these views came from paid promotion. Everything else in this case is organic.

23 лютого 2025

Привіт, хотів ще раз написати про такий крутий початок, очікував результатів з вашим підходом, але так з першого відео, на пустому акаунті без аудиторії, це дійсно дуже міцна робота



"...from the very first video, on an empty account with no audience, this is really solid work."

IN THEIR WORDS · CONTINUED

**Мене здивувала кількість того скільки
пересилають і додають в вибрані** 17:46

"I was surprised how much people forward it and save it."

**Ну ви вже зробили те що уявити
складно було** 18:40

"You have already done what was hard to imagine."

HOW WE WORKED

Weekly and monthly. In writing.

EVERY WEEK

What shipped this week.

What ships next week.

EVERY MONTH

Numbers and audience actions.

Booking-link tracking.

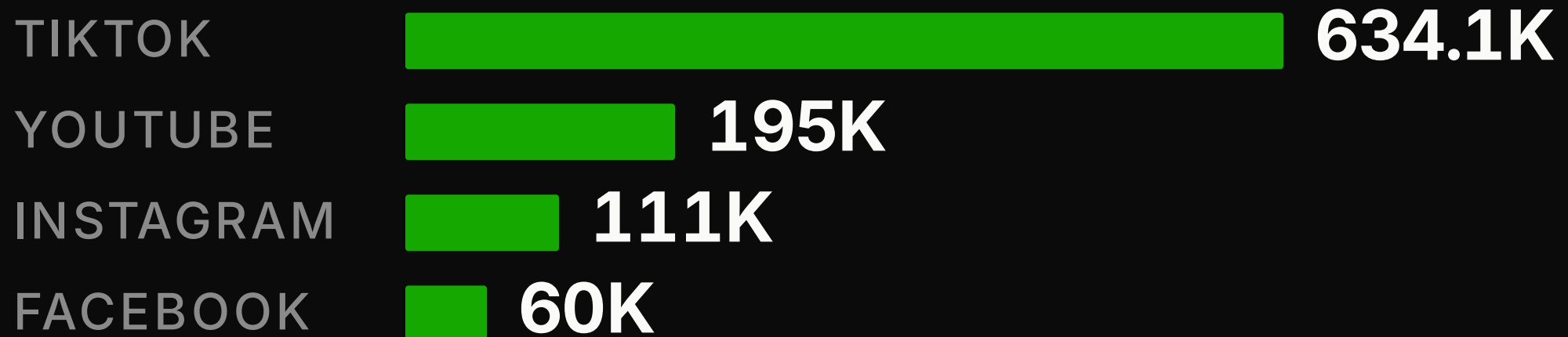
Shoots done and scheduled.

Formats running and next.

What worked, what did not.

AFTER I LEFT · OUTSIDE MY 3-MONTH SCOPE

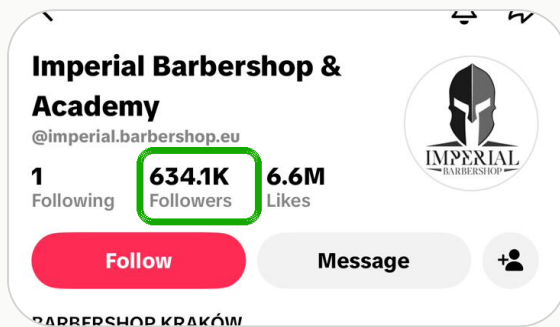
**Launched from zero. I trained
the person who still runs it.**



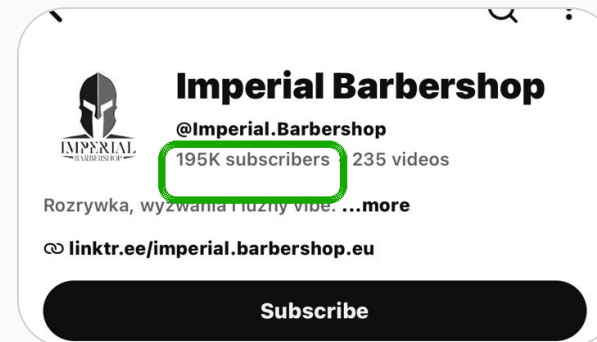
Prices raised on demand. Academy: 350+ students.

THE ACCOUNTS TODAY · 2026 SCREENSHOTS

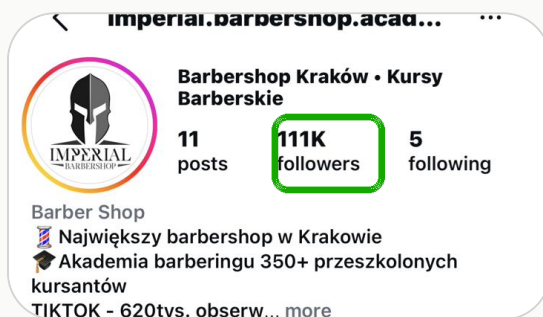
The system outlived the engagement.



634.1K
TIKTOK



195K
YOUTUBE



111K
INSTAGRAM



60K
FACEBOOK

1.0M+ followers across four platforms.

NEXT

Press **INVITE**

I'll show you where your social is losing bookings — before either of us commits.

IN THE FIRST 30 DAYS

Audit and positioning.

Packaging and offer.

First content batch.

Weekly micro-reports.