

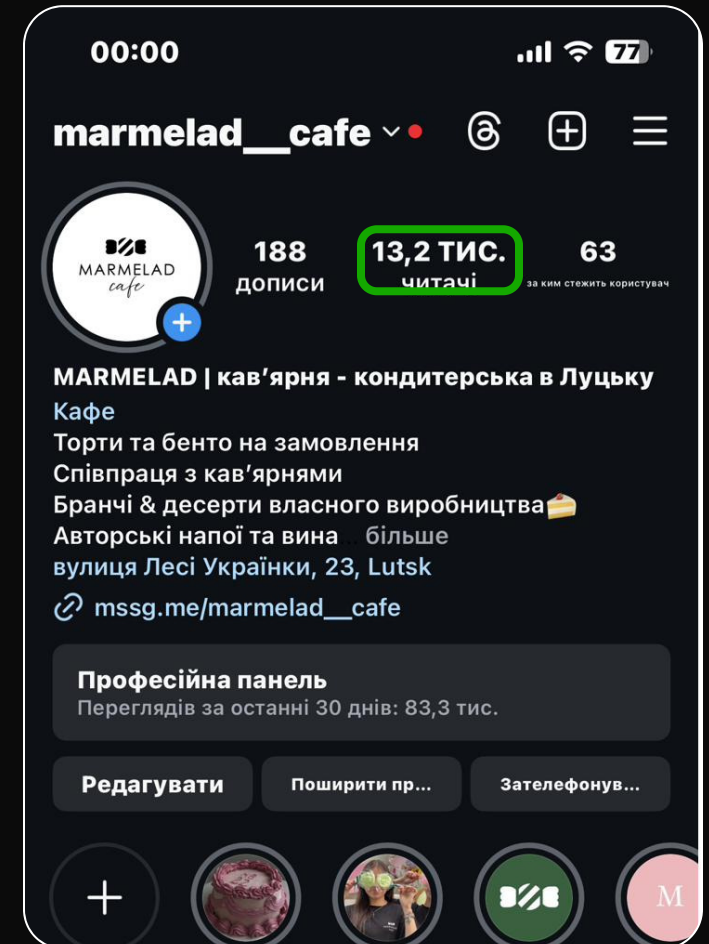
SOCIAL MEDIA MARKETING

Marmelad Café

COFFEE SHOP · LUTSK, UKRAINE

200%

AVERAGE CHECK · CLIENT-REPORTED
RECORD REVENUE, DEAD SEASON



AT KICKOFF

Thirty days of
content reached
823 accounts.

INSTAGRAM · BEFORE WE STARTED

TikTok did not exist.

POINT A · THE PROFILE BEFORE

Day one.

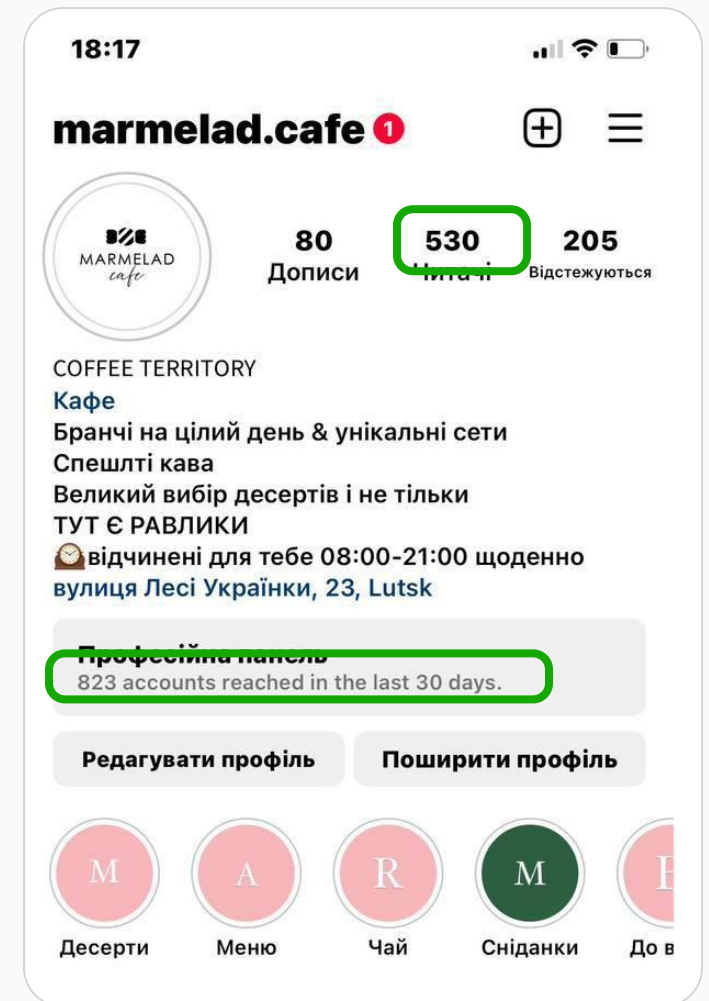
530

INSTAGRAM
FOLLOWERS

823

ACCOUNTS
REACHED
IN 30 DAYS

80 posts published. Nobody
was watching.



THE CONSTRAINT

One room. The **dead season**.

No terrace. No
seasonal drinks.

One venue capped
how many guests
could seat.

PLAN BUILT A MONTH AHEAD, AGAINST THE ROOM WE HAD

THE SYSTEM

Every video had a job.

01

Positioning

02

Offer

03

Packaging

04

Content

05

Interaction

06

Visit

REACH · TRUST · ACTIVATION · VISIT

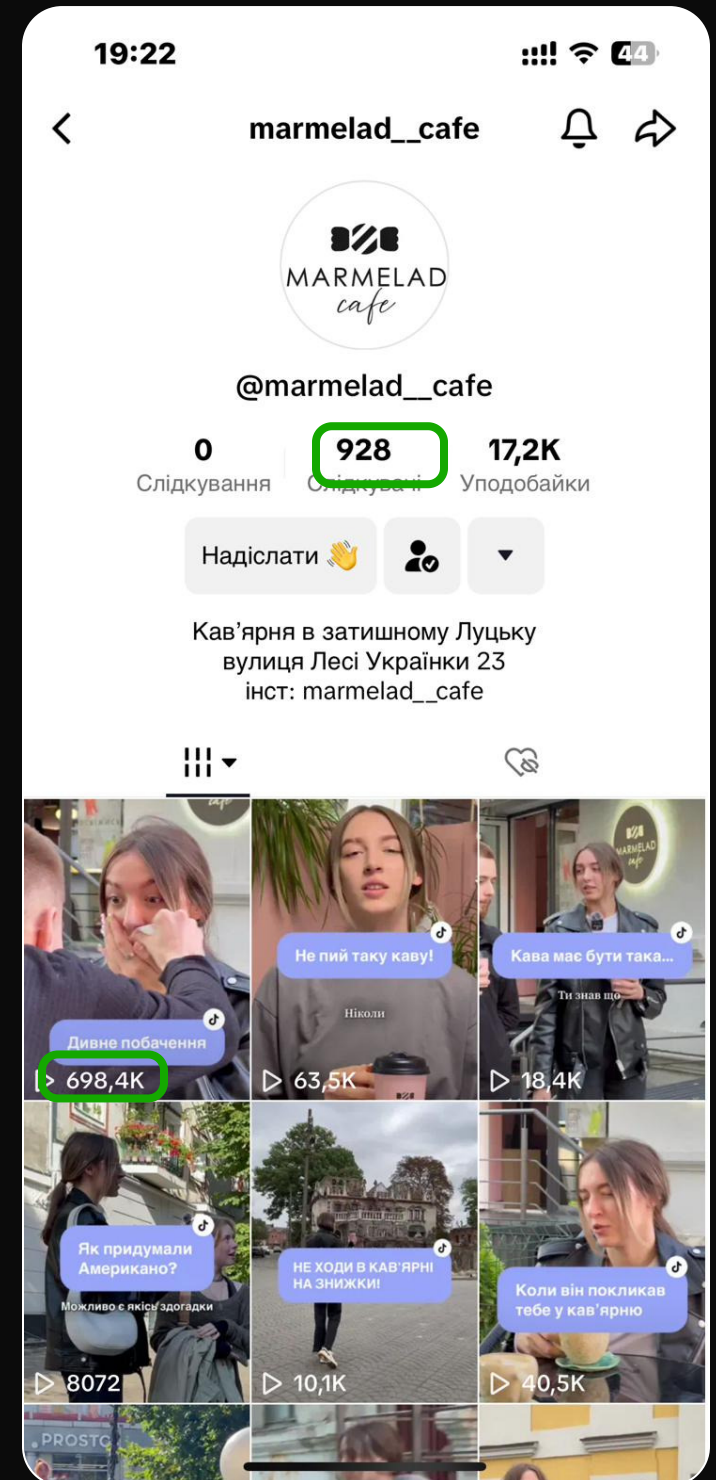
FIRST TRACTION · TIKTOK

698.4K

VIEWS ON ONE VIDEO

The account had 928 followers at the time.

FULL SCREENSHOT, NOT RETYPED



THE FEED · TIKTOK

Not one lucky video.

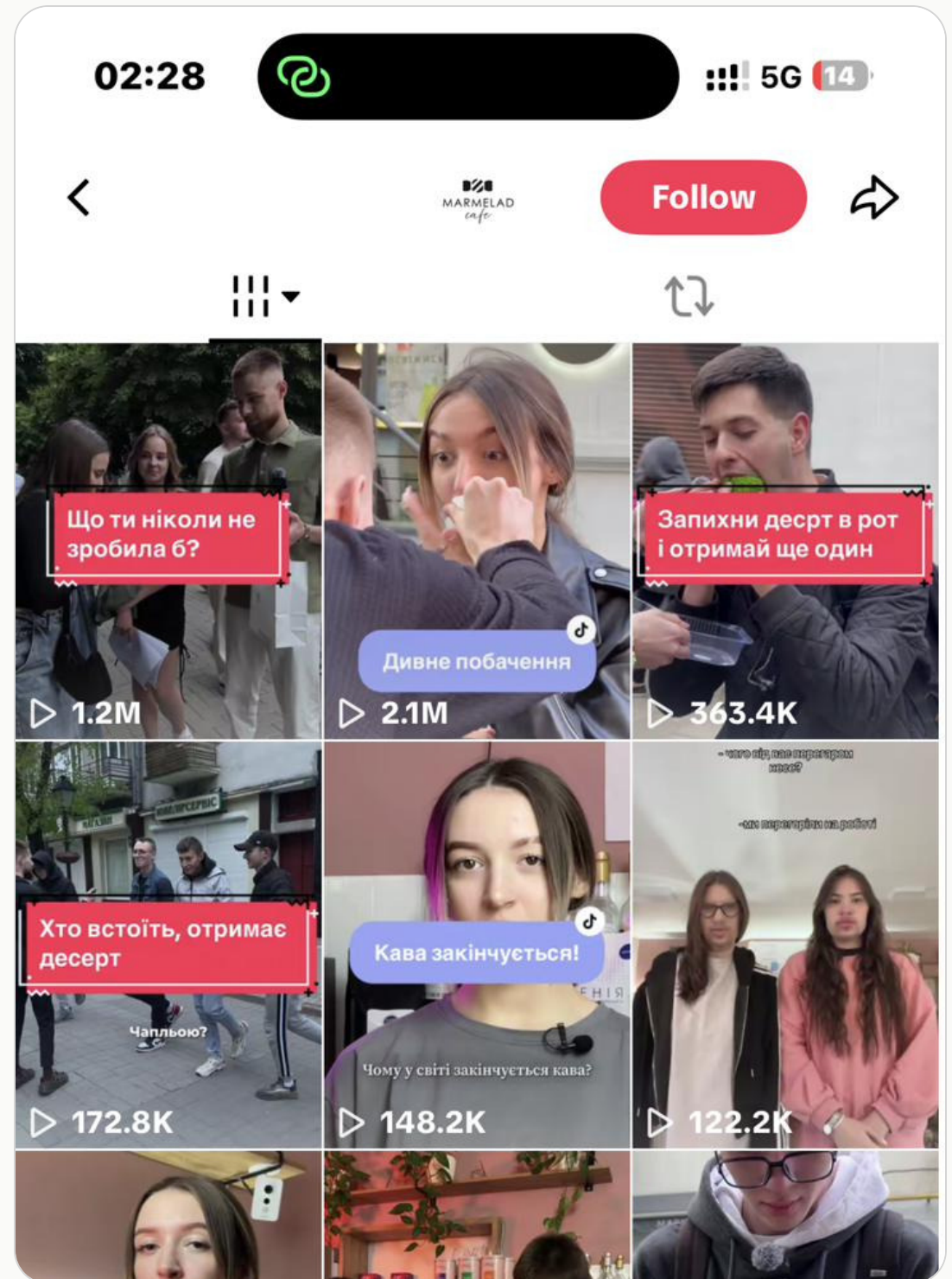
2.1M 1.2M 363.4K

233K 172.8K 148.2K

122.2K 108.5K 89.9K

84.2K 72.5K 59.3K

VIEWS ON ONE SCREEN
OF THE PROFILE



POINT B · THE COMMERCIAL RESULT

200%

AVERAGE CHECK · CLIENT-REPORTED
RECORD REVENUE IN THE CAFÉ'S WEAKEST SEASON

15,574

TIKTOK
FOLLOWERS

13,237

INSTAGRAM
FOLLOWERS

2.1M

BEST VIDEO

AUDIENCE MEASURED 17 NOV 2024 · SCREENSHOTS FOLLOW

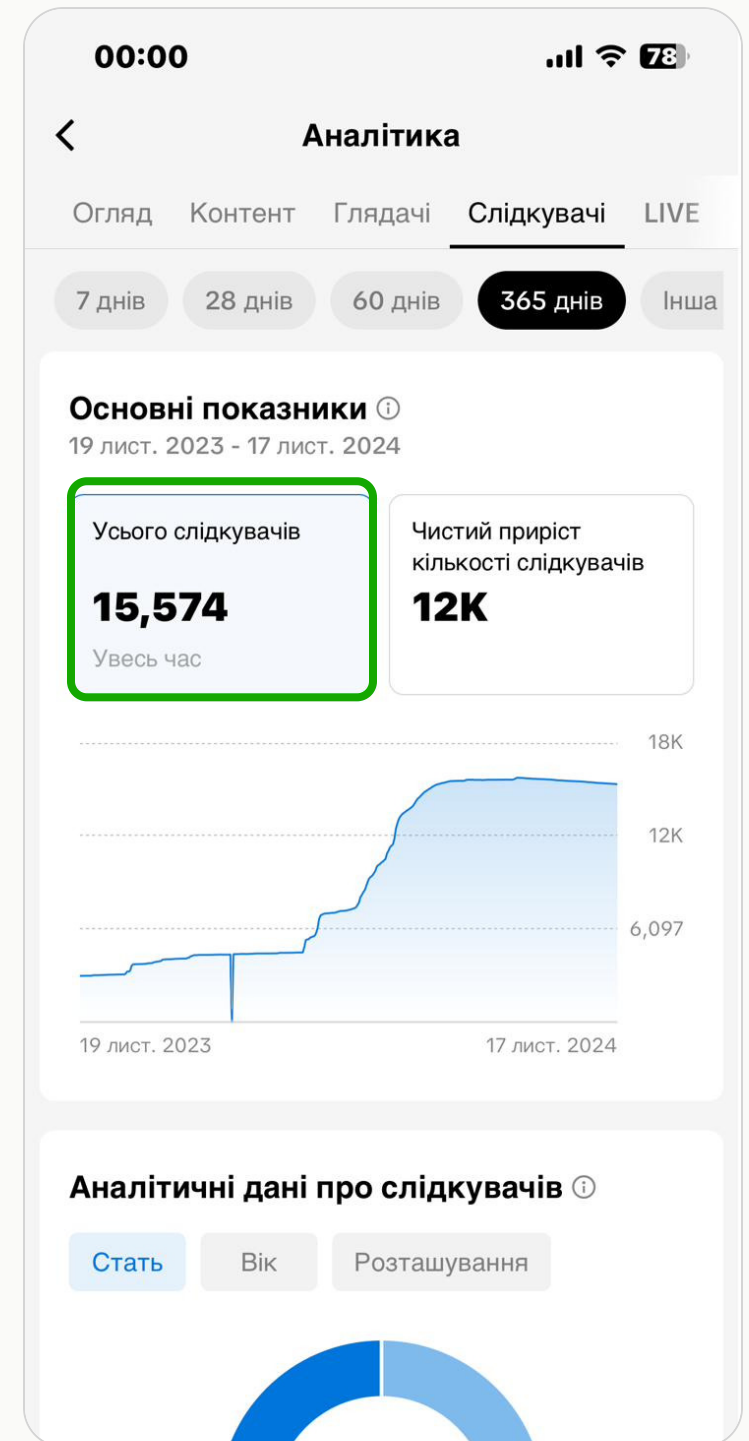
PROOF · TIKTOK ANALYTICS

15,574

FOLLOWERS, ALL TIME

Net +12,000 in the year
to 17 November 2024.

NEW ACCOUNT, FROM ZERO





PROOF · INSTAGRAM · 90 DAYS

244,466

VIEWS · 20 AUG – 17 NOV

81.7% came from people who already followed the café.

1.5% OF THESE VIEWS WERE PAID

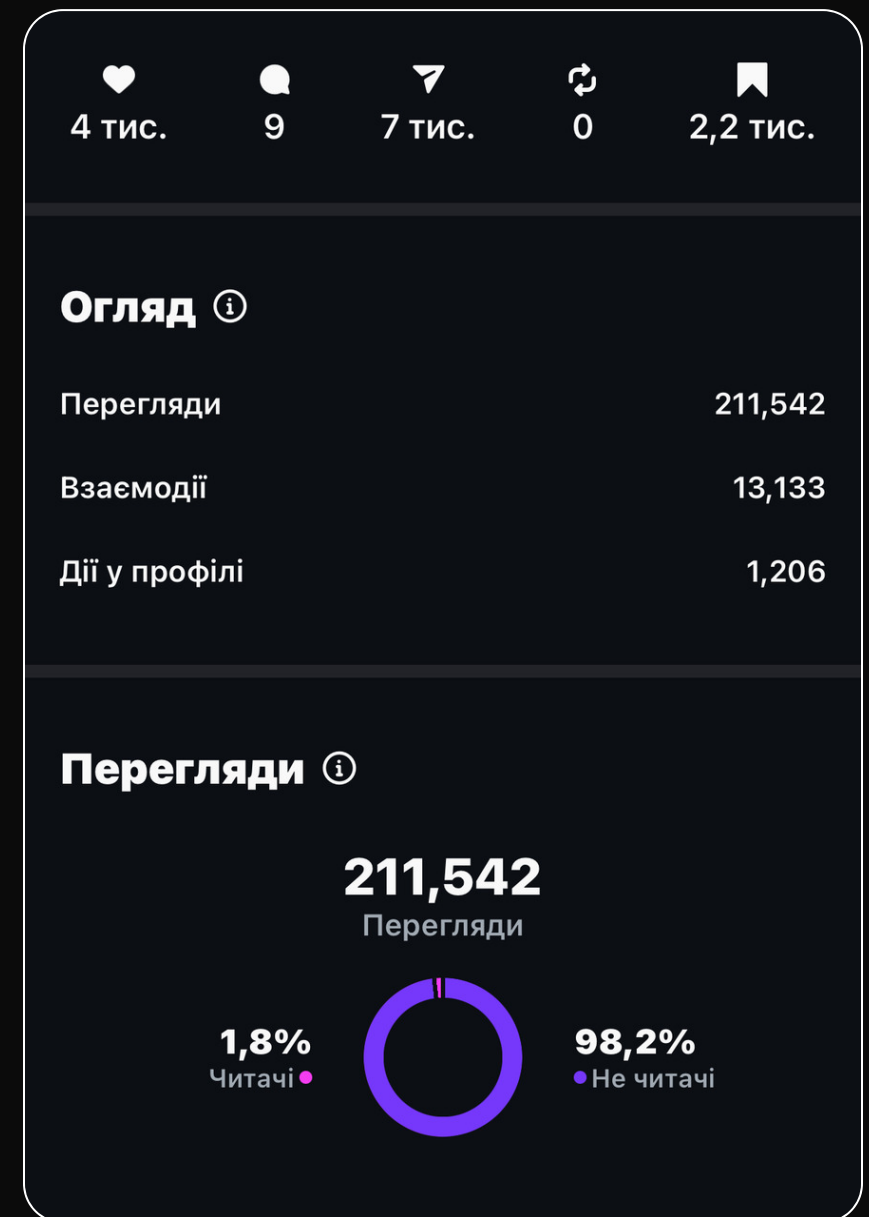
ONE INSTAGRAM POST

Shared 7,000
times.

211,542

VIEWS · 1,206 PROFILE ACTIONS

98.2% of it landed on
people who did not follow
the café.



WHAT I DO NOT CLAIM

Ads ran too.

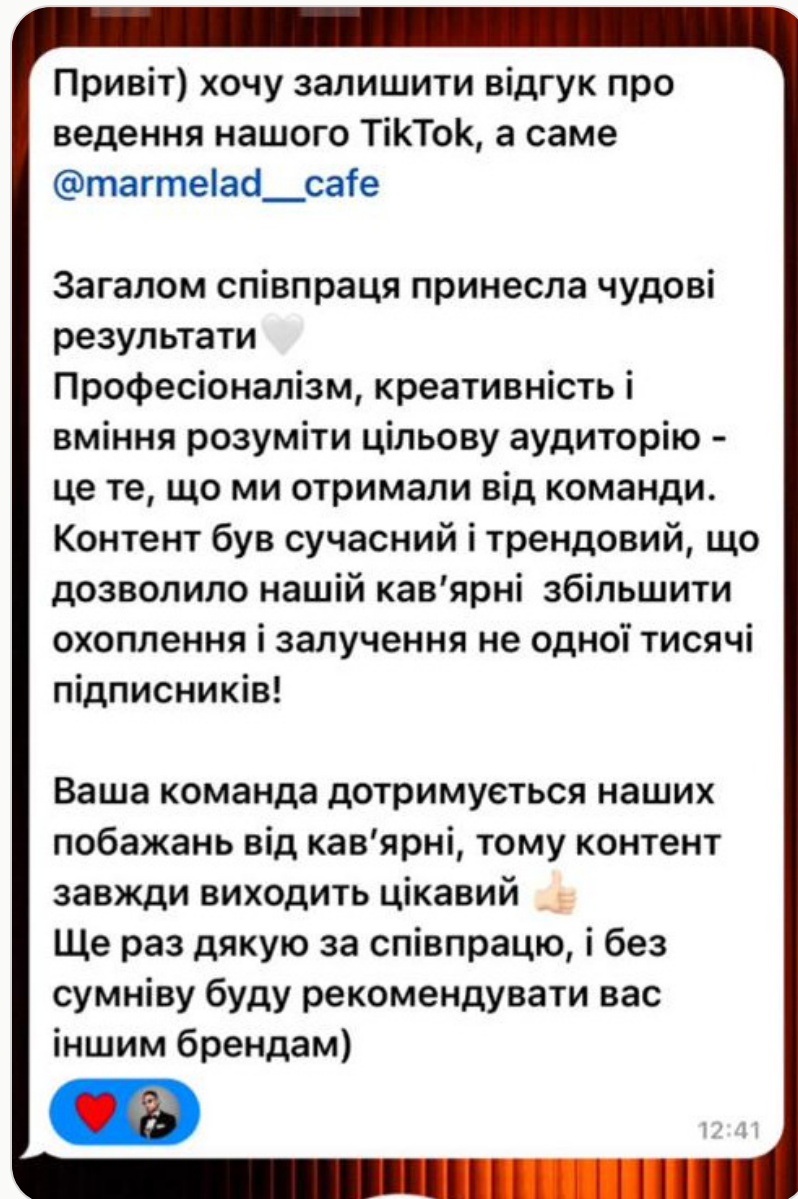
In the wind-down months
paid promotion carried
38.3% of Instagram views.

The +200% and the record
revenue are the owner's figures.
“#1 in the city” is her wording, not
an audit.

INSTAGRAM · FINAL MONTHS



IN THEIR WORDS · OWNER



“The content was current and on-trend, which grew our reach and brought in more than a thousand followers.”

“Professionalism, creativity, and an understanding of the audience.”

DIANA P. · OWNER

ORIGINAL TELEGRAM MESSAGE
TRANSLATED FROM UKRAINIAN

HOW WE WORKED

Monthly plan. Written report.

EVERY MONTH

Plan built a month ahead.

Batch shoots, with me on camera.

EVERY REPORT

Reach, views, engagement.

What ran, what comes next.

YOUR TIME

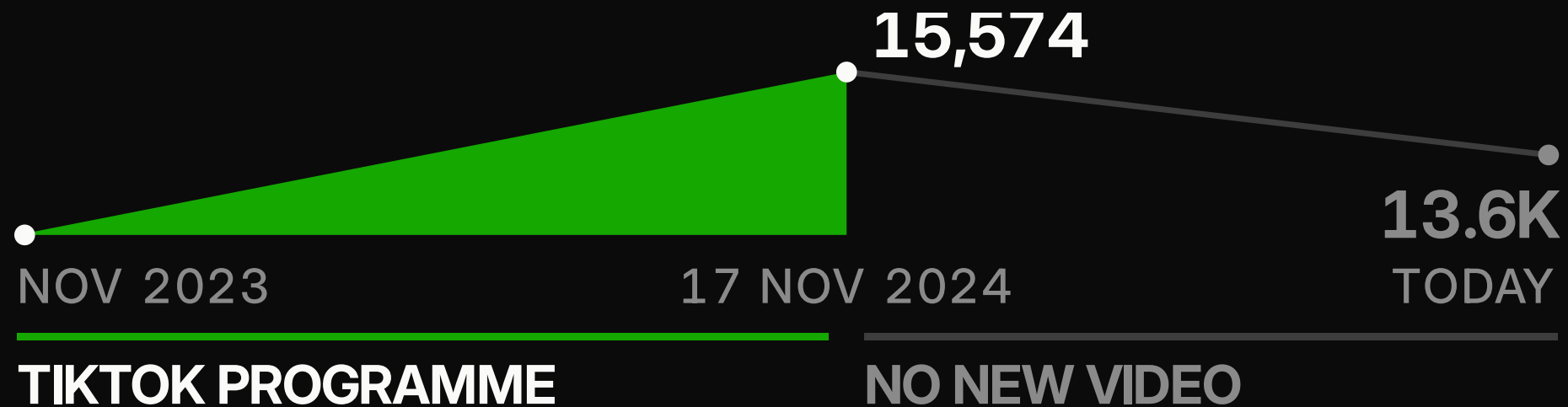
~6 hours a week on set.

Street and inside the café.

BARISTAS ON CAMERA · GUESTS TRUST STAFF, NOT ACTORS
SIX MONTHS OF VIDEO · INSTAGRAM TO SEPTEMBER 2025

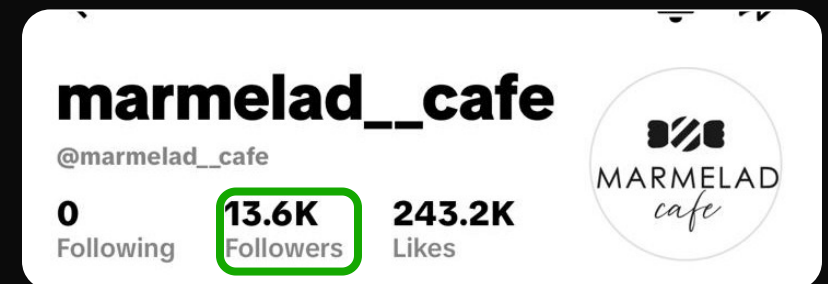
AFTER I LEFT · FULL HANDOVER SEPTEMBER 2025

The system left with me.



Then three cheaper teams. Growth stopped, then reversed.

TIKTOK TODAY



RECENT VIDEOS · 450–4,633 VIEWS

PLAYBOOK AND TRAINING NOW SHIP WITH THE WORK

NEXT

Press **Invite**

I will show which content brings people through your door.

IN THE FIRST 30 DAYS

Audit and positioning.
Offer and profile packaging.

Content plan built to your capacity.
Weekly written reports.