SOCIAL MEDIA MARKETING · CASE STUDY

Vacuvia

BODY-CARE DTC · E-COMMERCE

+62%

STORE CONVERSION · 0.8% → 1.3%

99% COLD ORGANIC TRAFFIC

ONGOING SINCE 6 MAY 2026



INSTAGRAM · 72.5K FOLLOWERS

AT KICKOFF · THE BRIEF

They asked for more views.

And for paid traffic on top.

THE AUDIT FOUND THE LEAK FURTHER DOWN

POINT A · MAY 2026 · AGREED AFTER AUDIT

Views came in.
No one answered.

0.8%	0	0
STORE CONVERSION	COMMENTS AND DMS ANSWERED	STORIES POSTED

THE CONSTRAINT

The owner presses publish.

Every change ships on the owner's call.

99% of store traffic arrives cold.

DIAGNOSIS · PRODUCT, MARKET, OFFER

One product, three lenses.



THE SYSTEM

Views got a path to the store.

Positioning
Product and market

Offer
Bundles and gifts

Profile
Bio and highlights

Content
91+ videos, 31 ads

Funnel
Stories and DMs

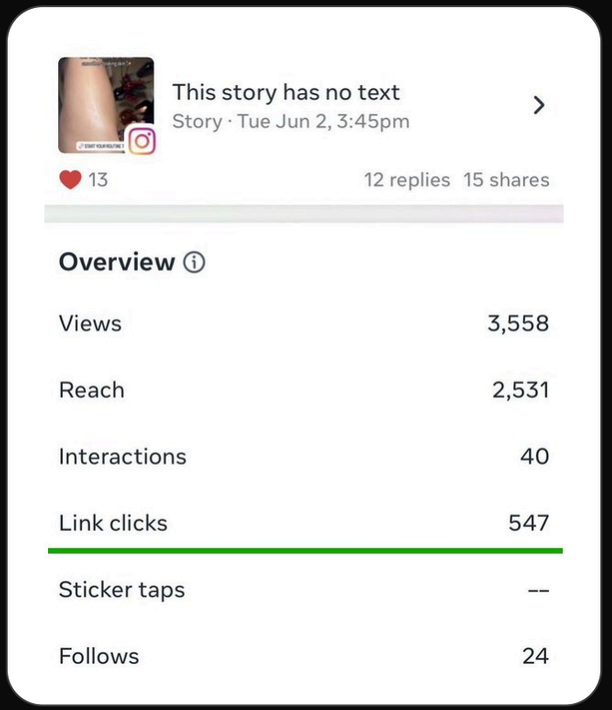
Sale
16 new store photos

FIRST TRACTION · 2 JUNE 2026

547

LINK CLICKS FROM ONE STORY

The account's first story ever.



INSTAGRAM STORY INSIGHTS · 3,558 VIEWS

POINT B · STORE CONVERSION

1.3%

PURCHASES FROM ALL STORE VISITS



AFTER THE REBUILD · 99% COLD ORGANIC TRAFFIC

STORE · 16 PHOTOS REPLACED

The main photo.



BEFORE



AFTER

STORE · BEFORE · OLD GALLERY

Old gallery.















One layout, seven times.

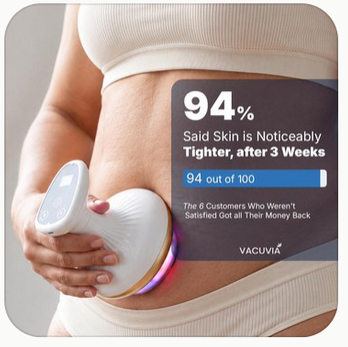
STORE · AFTER · NEW GALLERY

New gallery.

Each photo answers one question.







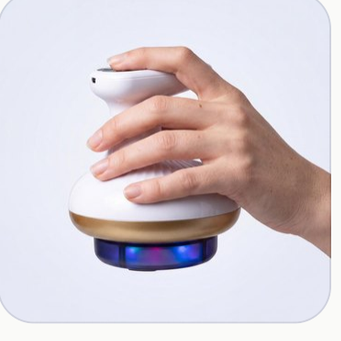












STORE · AFTER · WHAT EACH PHOTO ANSWERS

Before they ask.



Does it work?



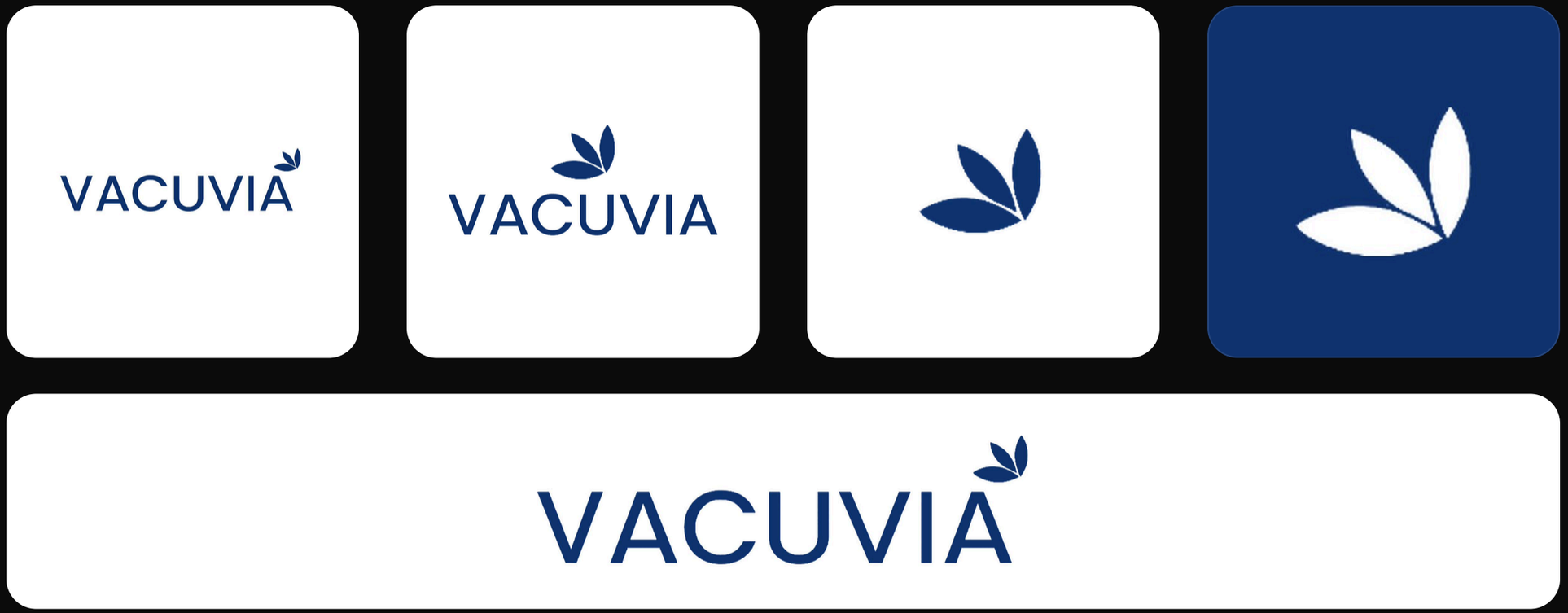
What if it doesn't?



Why not a clinic?

BRAND · LOGOBOOK

One logobook.



LOGOS · ICONS · PDF LOGOBOOK

PACKAGING · 5 GIFT AND UPSELL ITEMS

Gifts, packaged.









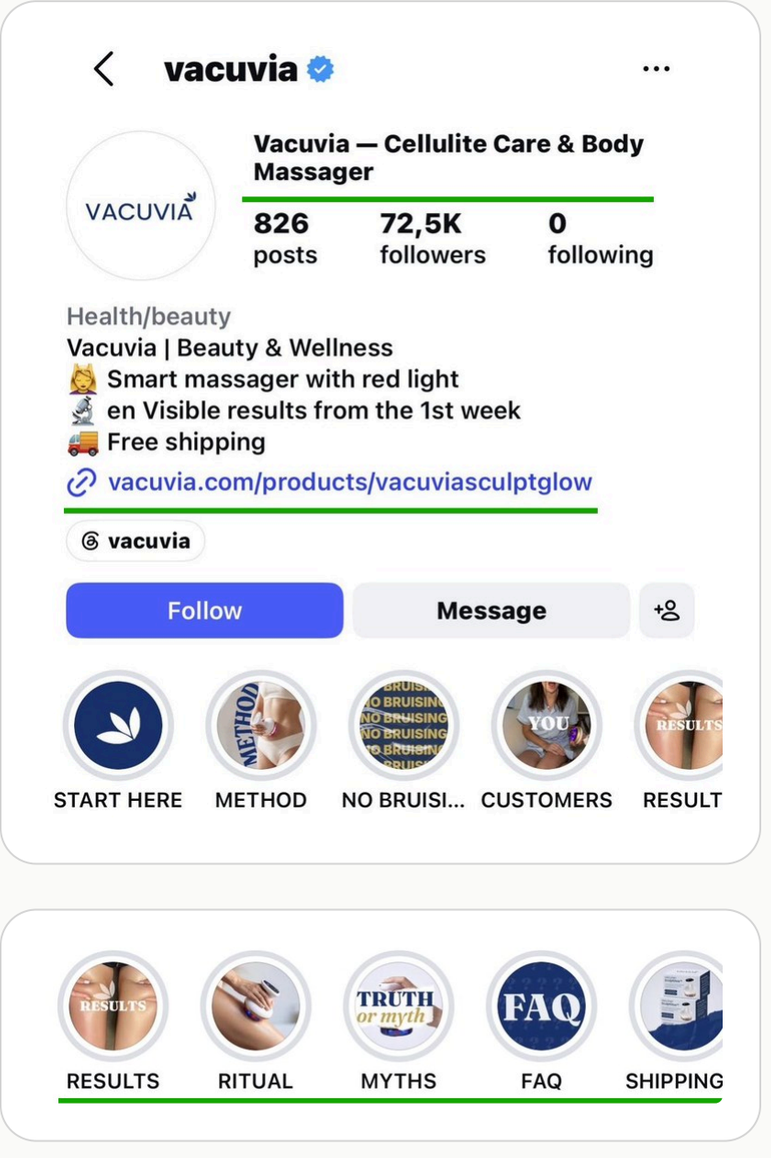




INSTAGRAM · PROFILE PACKAGING

Profile, rebuilt.

SEO name. One link.
Logobook avatar.



INSTAGRAM · HIGHLIGHTS IN FUNNEL ORDER

Nine highlights.



Start here



Method



No bruising



Customers



Results



Ritual



Myths



FAQ

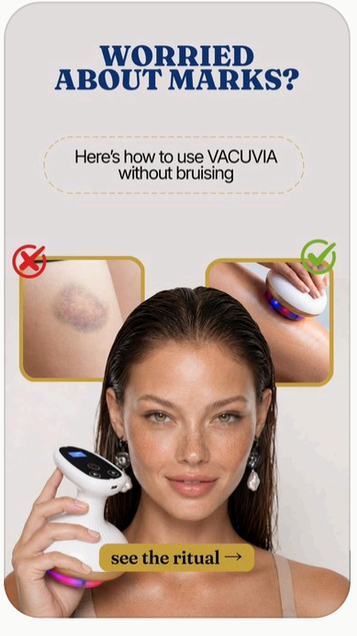


Shipping

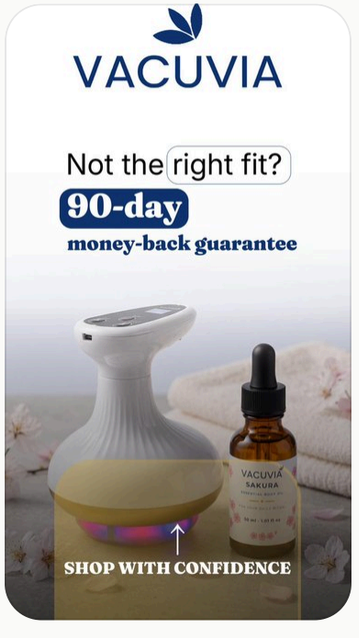
49 STORIES BEHIND NINE COVERS

INSTAGRAM · STORIES · OBJECTIONS

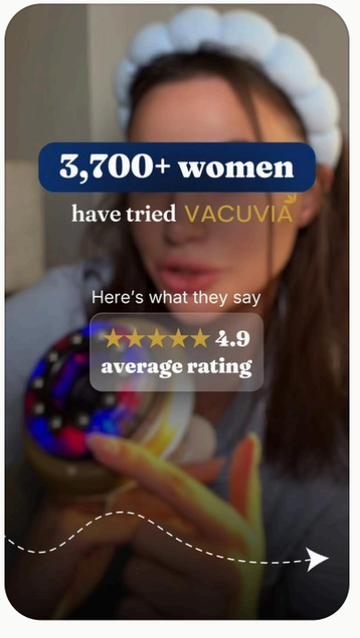
Doubts, answered.



Bruising



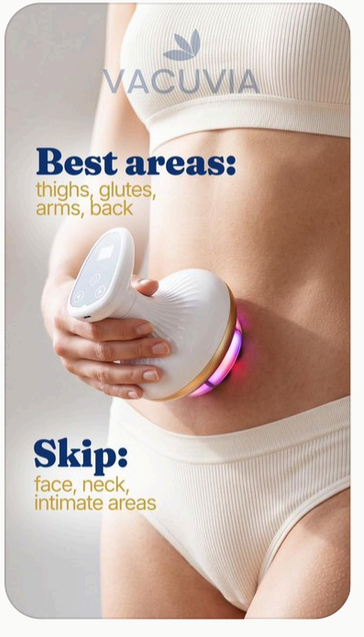
Risk



Social proof



Results



Where to use

INSTAGRAM · STORIES · CALLS TO ACTION

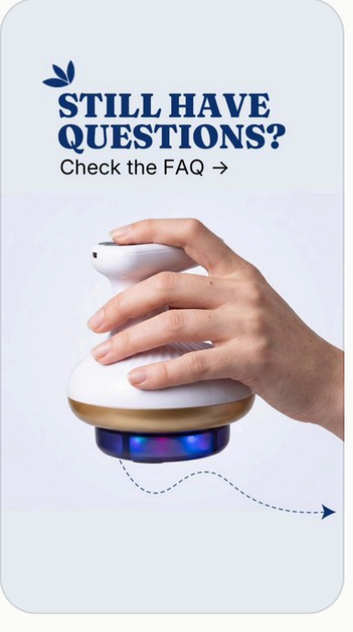
Next steps.



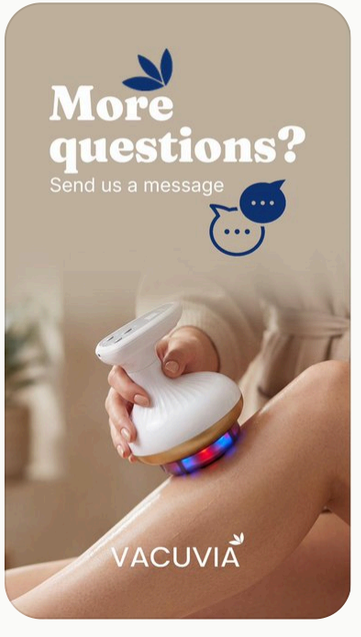
How it works



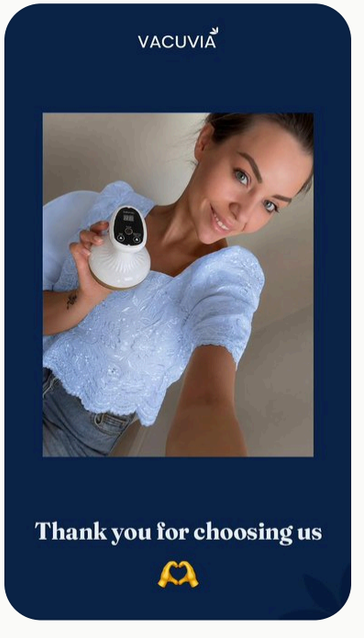
The ritual



FAQ



Message us



Thank you

EVERY CHANNEL · ONE STORE LINK

One store link.

Instagram



Facebook



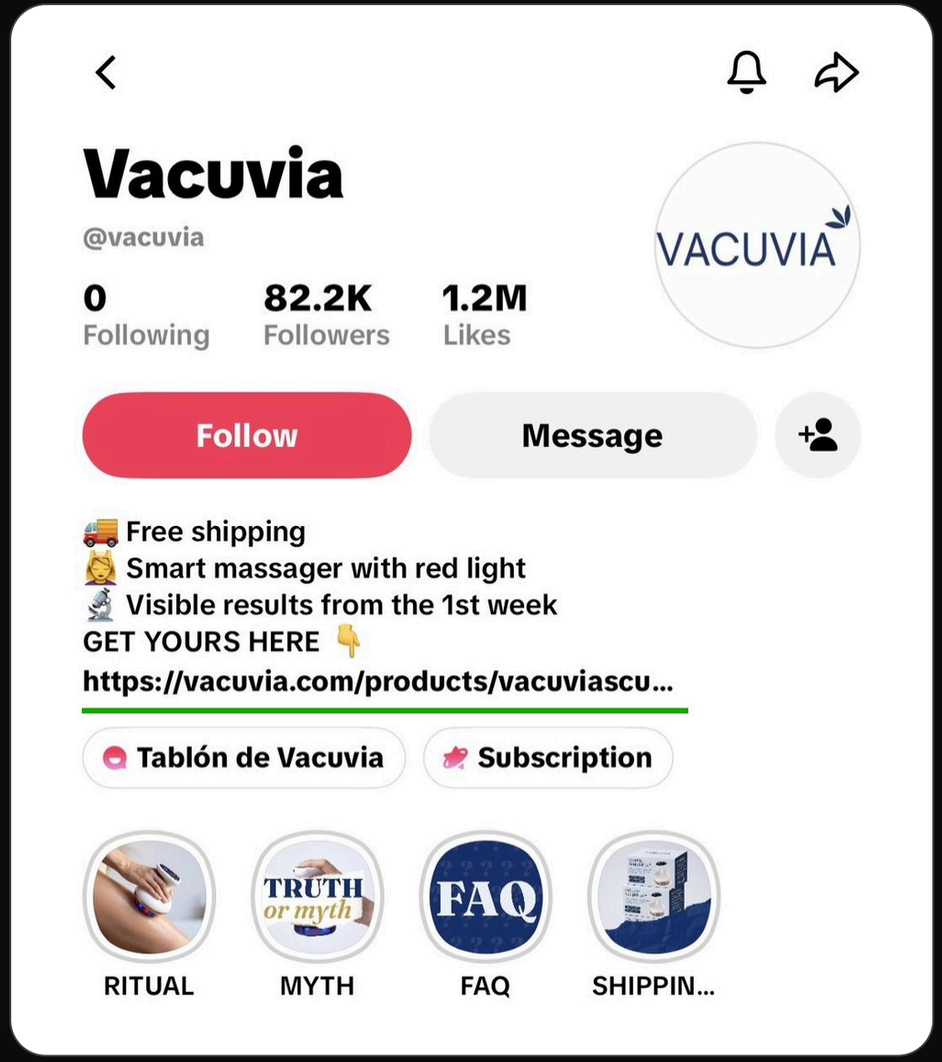
TikTok



TIKTOK · SAME SYSTEM

TikTok, same system.

Same link.
Same covers.



COMMENTS AND DMS

Every comment gets an answer.

Comment
Question

Auto-reply
How to order

DM
Answered

Store
One link

BEFORE: EVERY COMMENT AND DM IGNORED

CONTENT · VOLUME

Built in volume.

91+
VIDEOS

31
AD CREATIVES

49
STORIES

57+
AI CLIPS

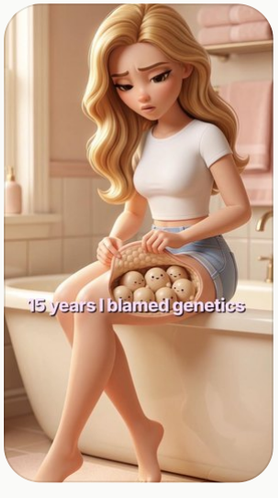
39+
AI PHOTOS

16
STORE PHOTOS

PLUS A TUTORIAL VIDEO IN 16:9 AND 9:16

CONTENT · FORMAT TESTS

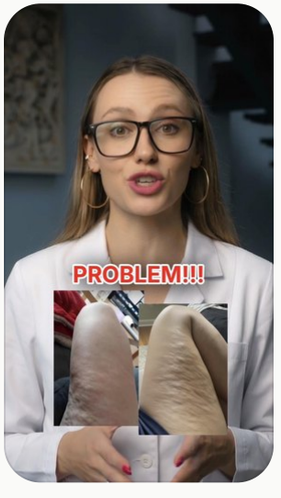
Formats tested.



AI movie



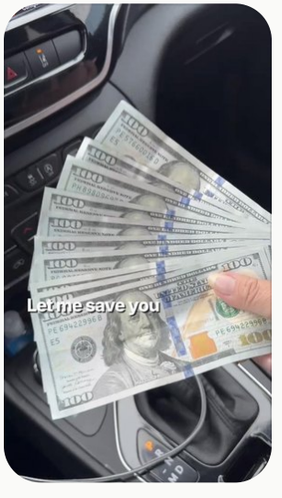
AI people



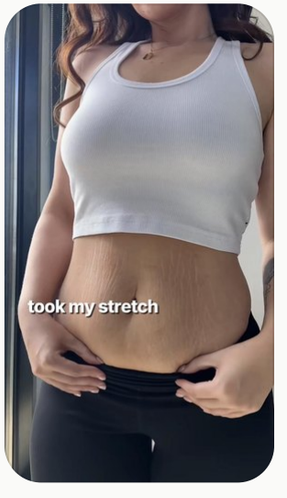
AI avatar



UGC



Benefit



Problem

SIX FORMATS FROM THE 91+ VIDEOS

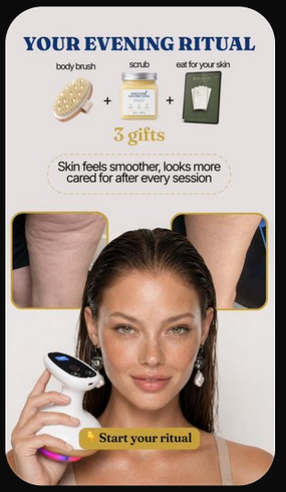
PAID · AD CREATIVES

31 ad creatives.













SIX OF THE 31 SHOWN · BUILT FOR PAID ADS

AI · PRODUCT PHOTOS

AI studio shots.













39+ photos,
shoot style.

AI · CONTENT ADAPTATION

Recast with AI.



ORIGINAL



AI VERSION



ORIGINAL



AI VERSION

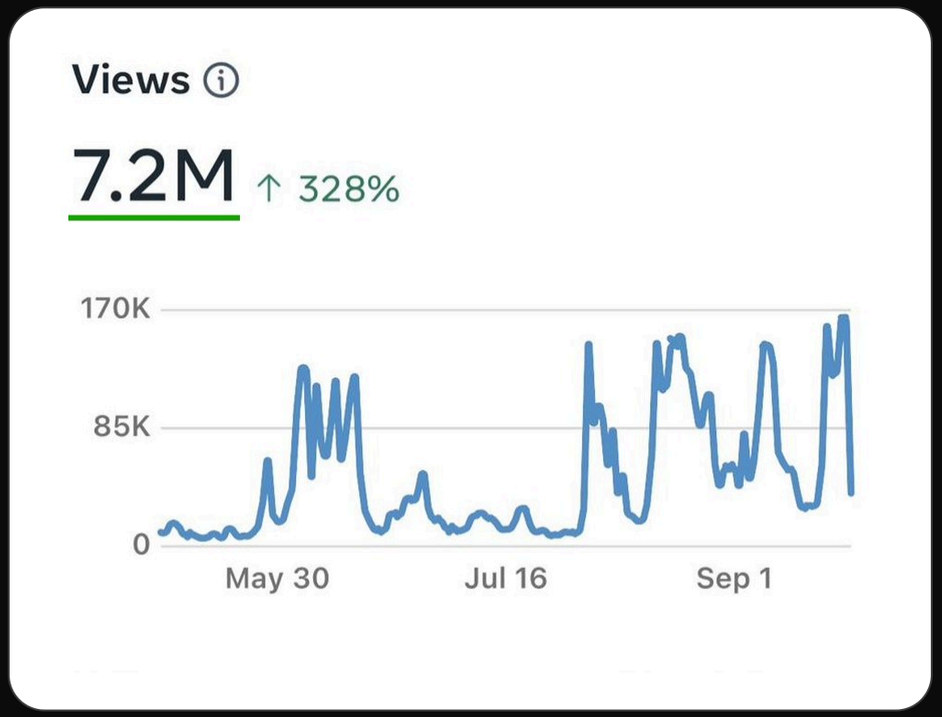
PROOF · FACEBOOK · MAY–SEPT 2026

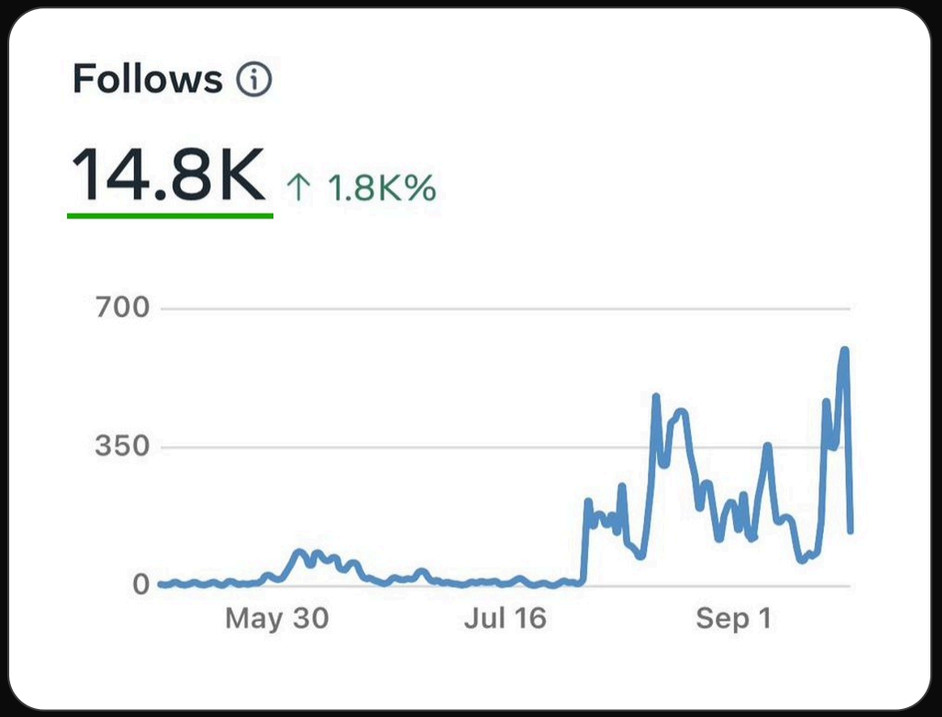
7.2M

VIEWS

14.8K

NEW FOLLOWS





META INSIGHTS · PAID AND ORGANIC NOT SPLIT

PROOF · FACEBOOK · SAME WINDOW

44.0K

INTERACTIONS

560

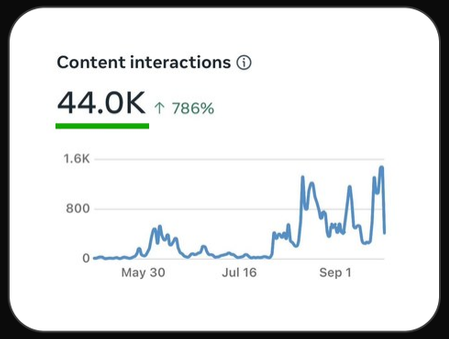
DAYS OF WATCH TIME

3.4M

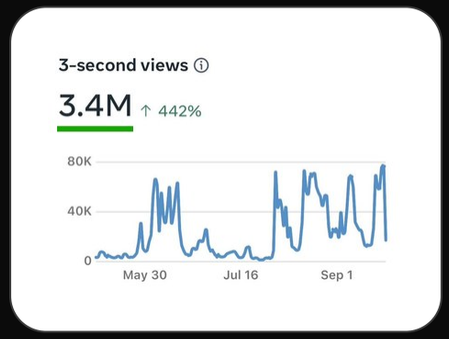
3-SECOND VIEWS

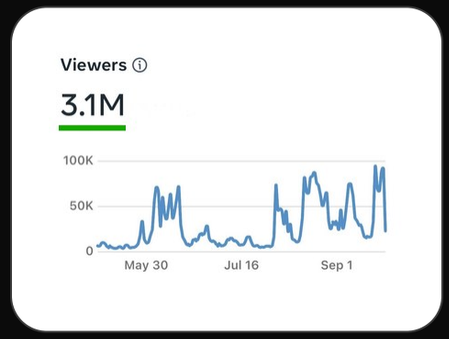
3.1M

VIEWERS









META INSIGHTS · PAID AND ORGANIC NOT SPLIT

PROOF · INSTAGRAM · SAME WINDOW

23.7M

VIEWS

11.3M

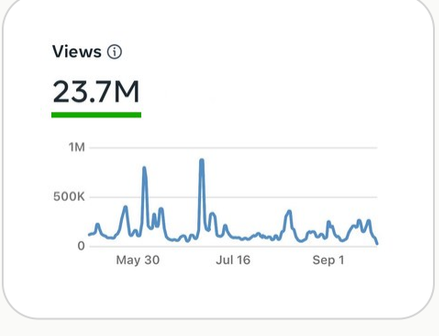
REACH

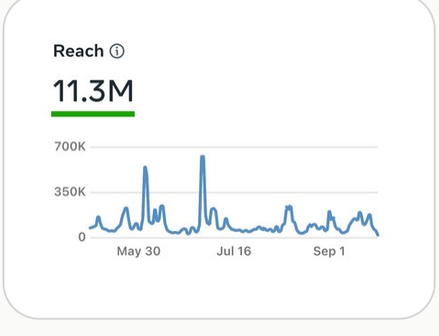
569.4K

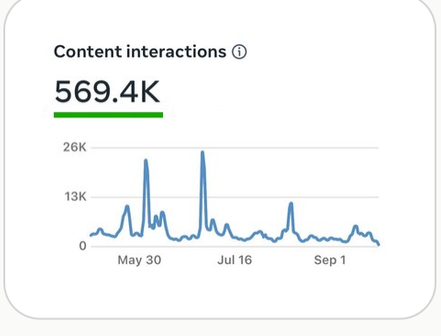
INTERACTIONS

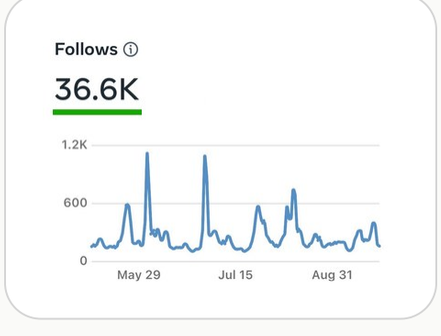
36.6K

NEW FOLLOWS









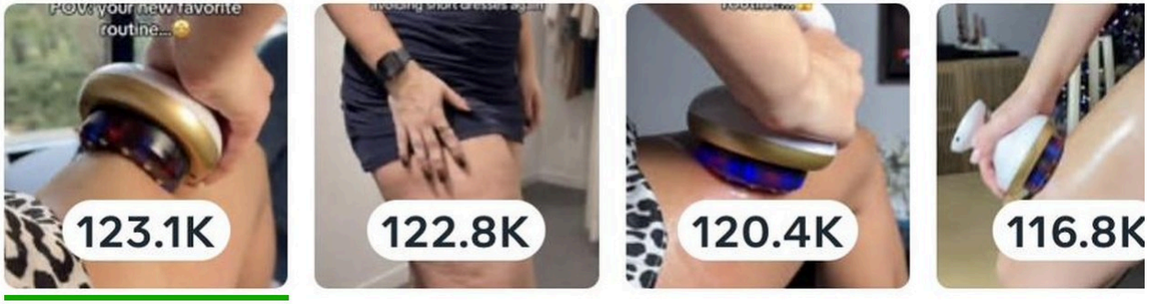
META INSIGHTS · PAID AND ORGANIC NOT SPLIT

PROOF · TOP POSTS · SAME WINDOW

No single hit.

123.1K

Facebook top post,
by viewers



587.7K

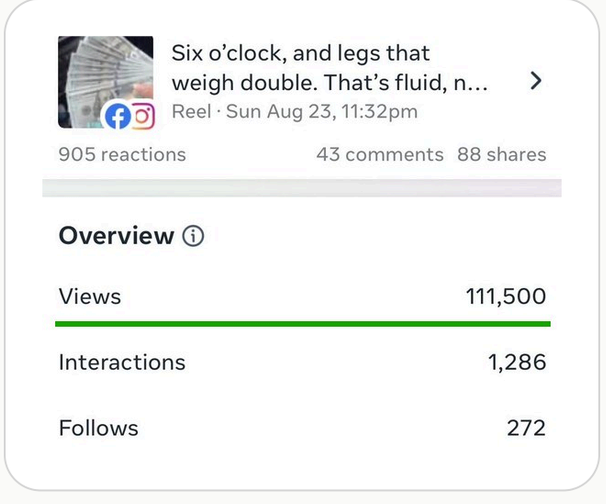
Instagram top post,
by reach

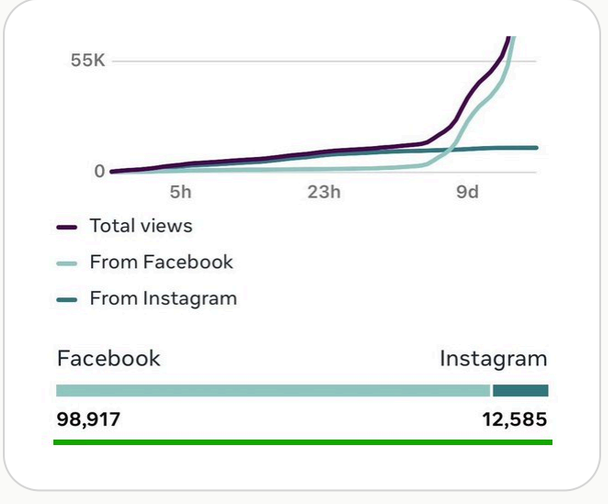


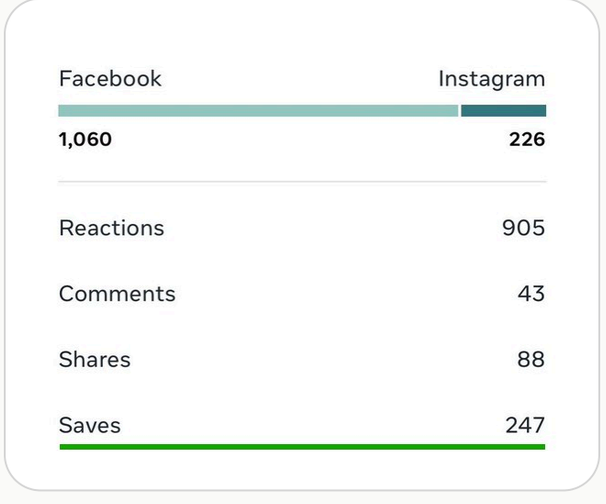
PROOF · ONE REEL · 23 AUGUST 2026

111,500

VIEWS · 272 FOLLOWS · 247 SAVES







FACEBOOK 98,917 · INSTAGRAM 12,585

VIEWS · YOUTUBE SHORTS

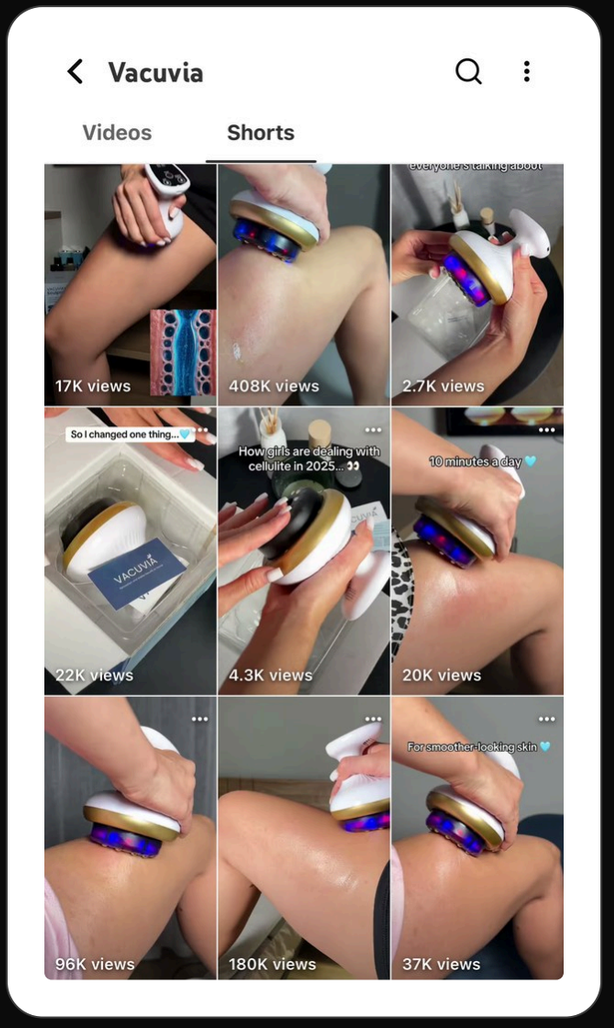
9.2M

VIEWS ON
ONE SHORT

NEXT BEST

549K
540K
408K





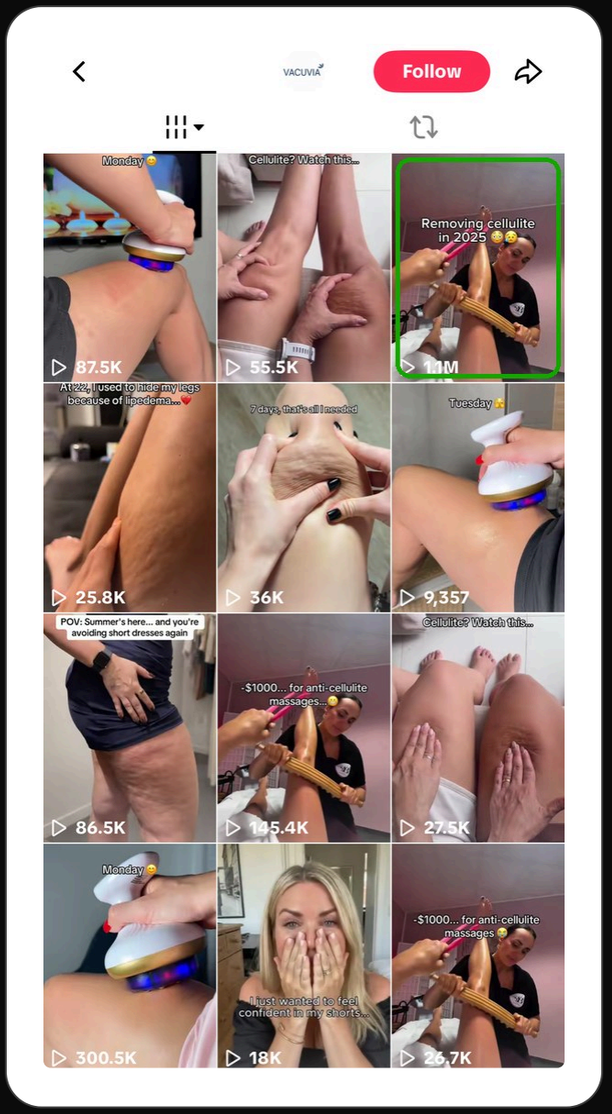
VIEWS · TIKTOK

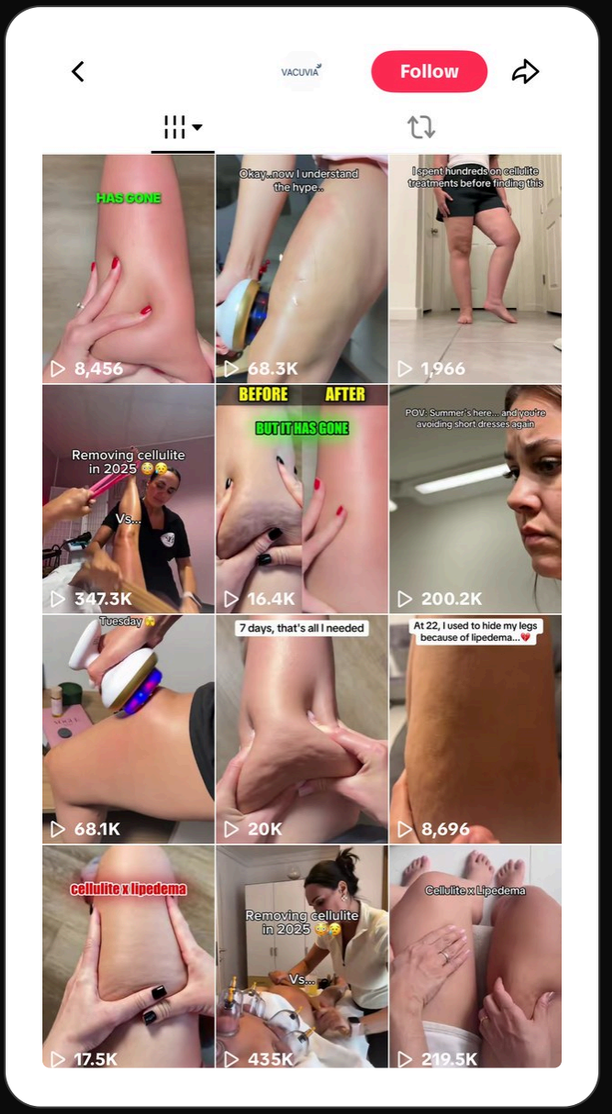
1.1M

VIEWS ON
ONE VIDEO

NEXT BEST

435K
347.3K
300.5K





VIEWS · INSTAGRAM REELS

266K

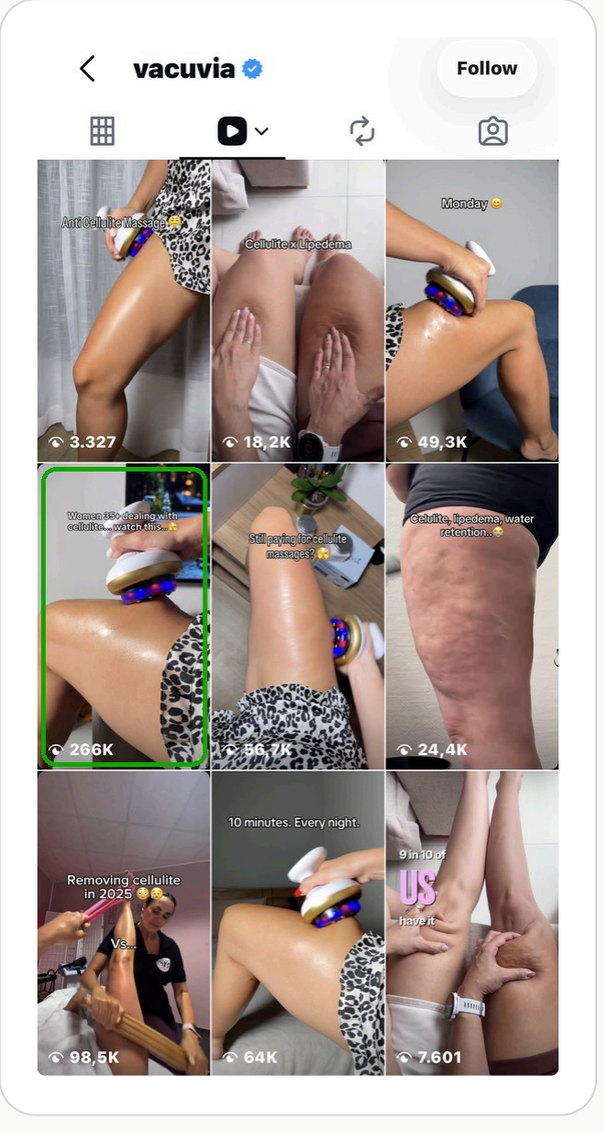
VIEWS ON
ONE REEL

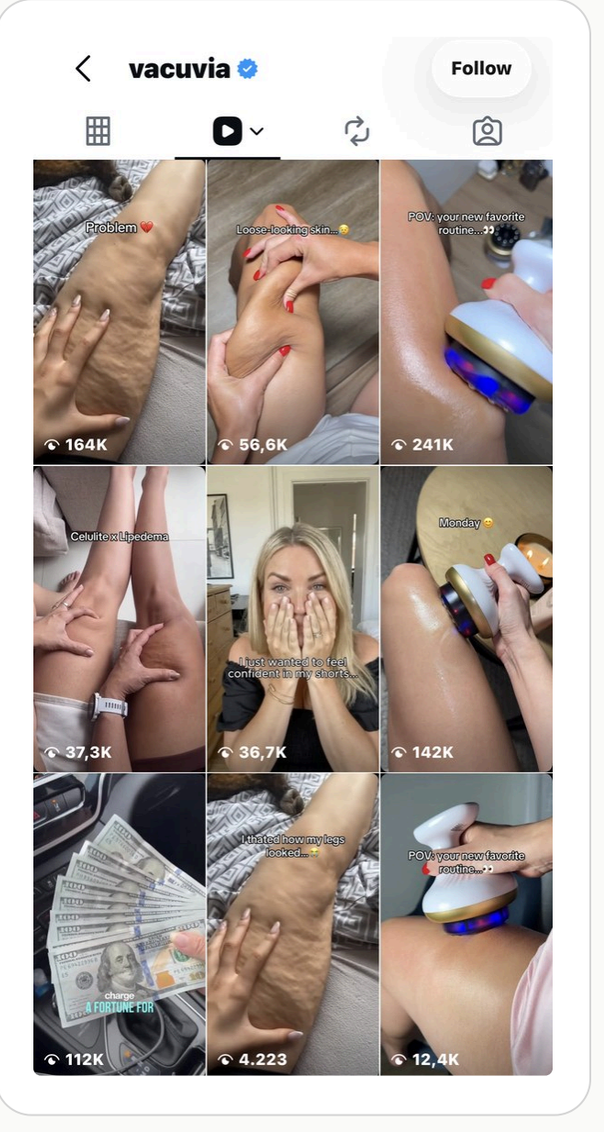
NEXT BEST

241K

164K

142K





VIEWS · FACEBOOK REELS

192K

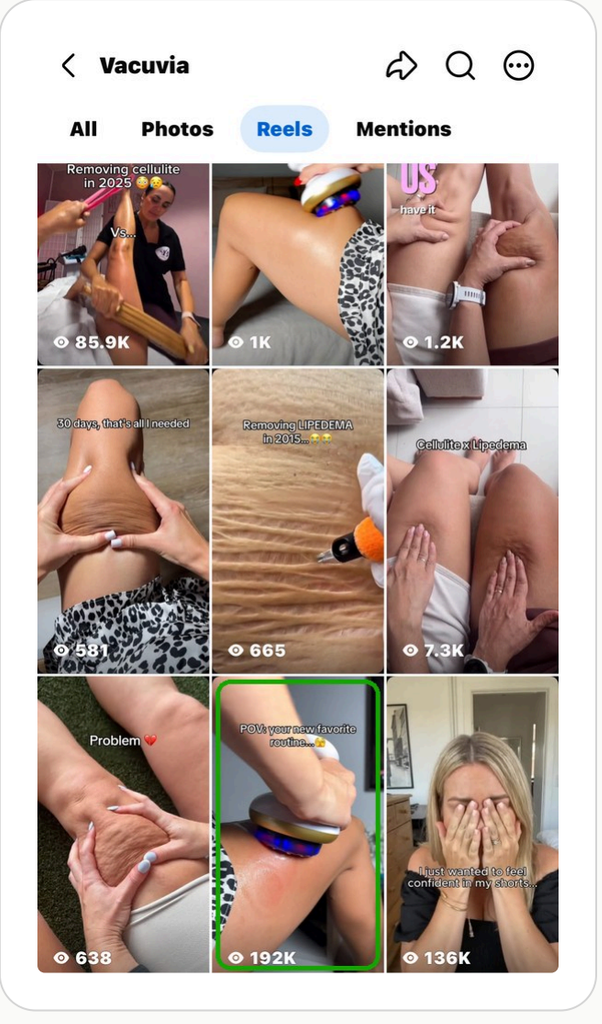
VIEWS ON
ONE REEL

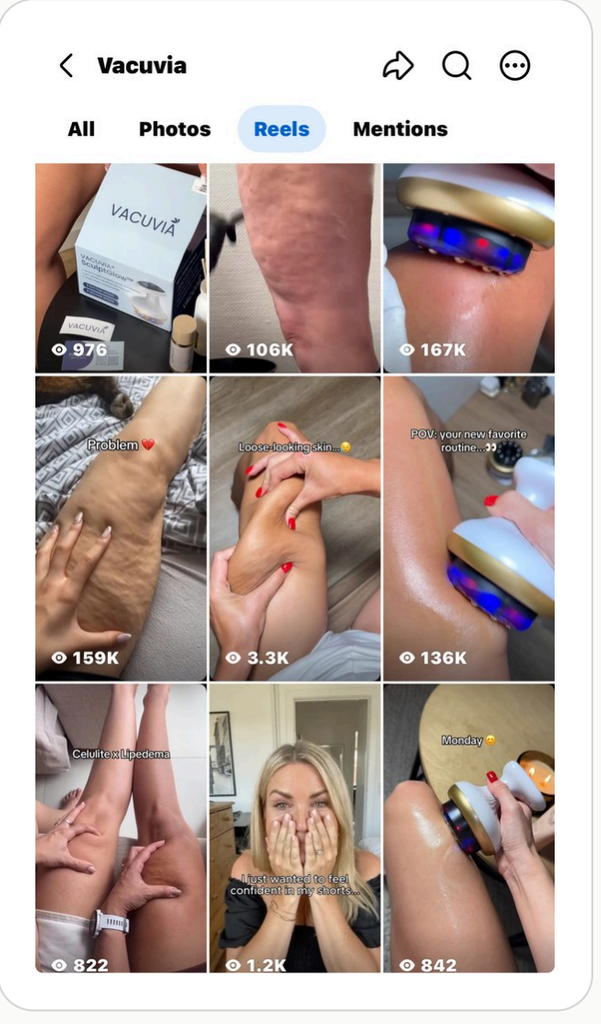
NEXT BEST

167K

159K

136K





HOW WE WORK · PART-TIME SINCE 6 MAY 2026

Weekly call.
Monthly report.

YOUR SIDE

Approve, then publish.

MY SIDE

Strategy, content, store assets.

DAY TO DAY: WE TALK IN CHAT

WHAT STAYS WITH THE BRAND

Yours to keep.

PROMPTS	AI photo and video system.
BRAND	Logobook, logos, icons.
UGC	Strategy and scripts.
VIDEO	Tutorial, 16:9 and 9:16.

OWNER CHOSE AI CONTENT OVER UGC, FOR NOW

NEXT STEP · FIRST 30 DAYS

Press Invite

I'll find where your traffic leaks first.

Audit
Profile, DMs and store

Funnel
Profile and stories

Replies
Comments, one link

Content
First batch