

SOCIAL MEDIA MARKETING · CASE STUDY

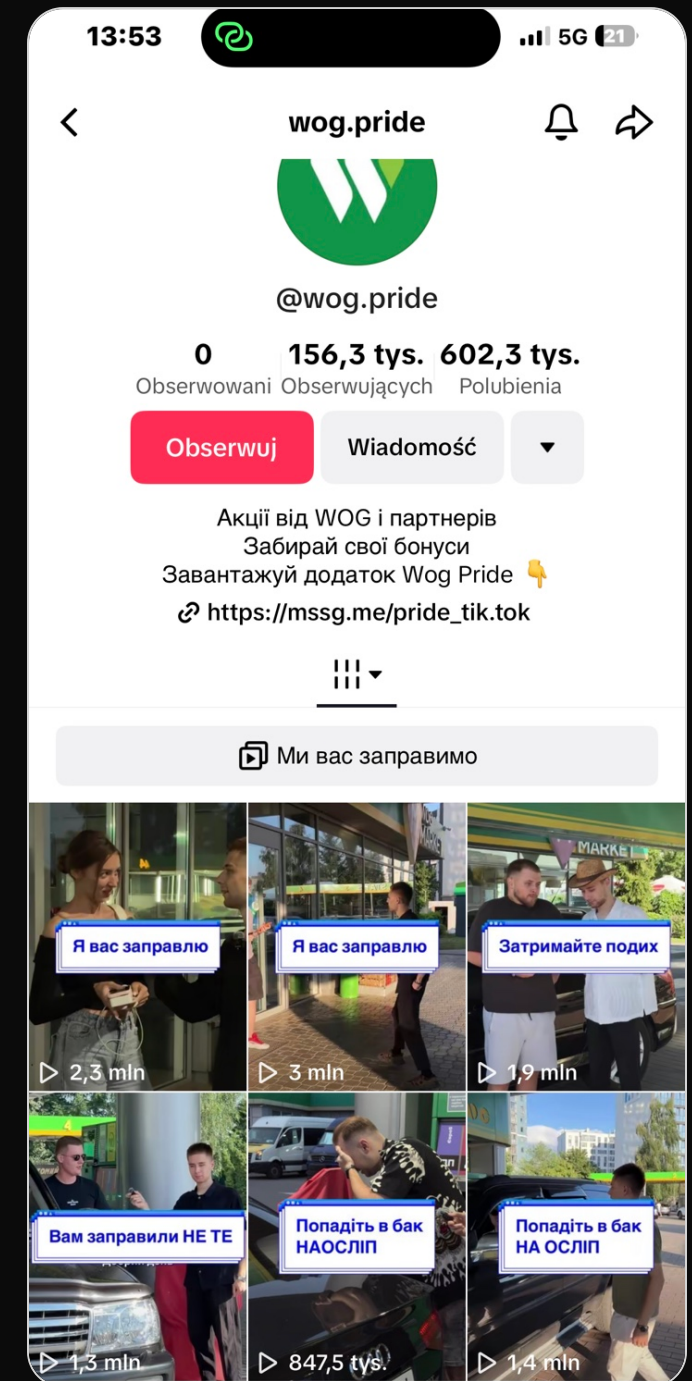
WOG

NATIONAL FUEL STATION CHAIN · UKRAINE

19M

ORGANIC POST VIEWS

153K NET FOLLOWERS · 41 VIDEOS · 0 PAID DISTRIBUTION



AT KICKOFF · THE OBJECTION

**A national chain
did not need more
noise.**

It needed app usage.

Inside a corporate approval chain.

OBJECTIVE: INCREASE USE OF THE COMPANY MOBILE
APPLICATION

The target was already high.

100K

TIKTOK
FOLLOWERS

100K+

AVERAGE VIEWS
PER VIDEO

MEDIA

REACH AT
COMPETITOR
LEVEL

STARTING BASELINE NOT SUPPLIED IN THE SOURCE MATERIALS

THE CONSTRAINT

**Enterprise
reach,
without
enterprise
shortcuts.**

LARGE CORPORATE BRAND · 0 PAID DISTRIBUTION FOR THE
CONTENT RESULT

Brandbook
constraints.

Existing marketing
department.

Multi-step concept
approvals.

App conversion
figures under NDA.

THE SYSTEM

Every service mention needed a content reason.

01	02	03	04	05	06
Positioning	Offer	App hook	Format	Profile path	App action

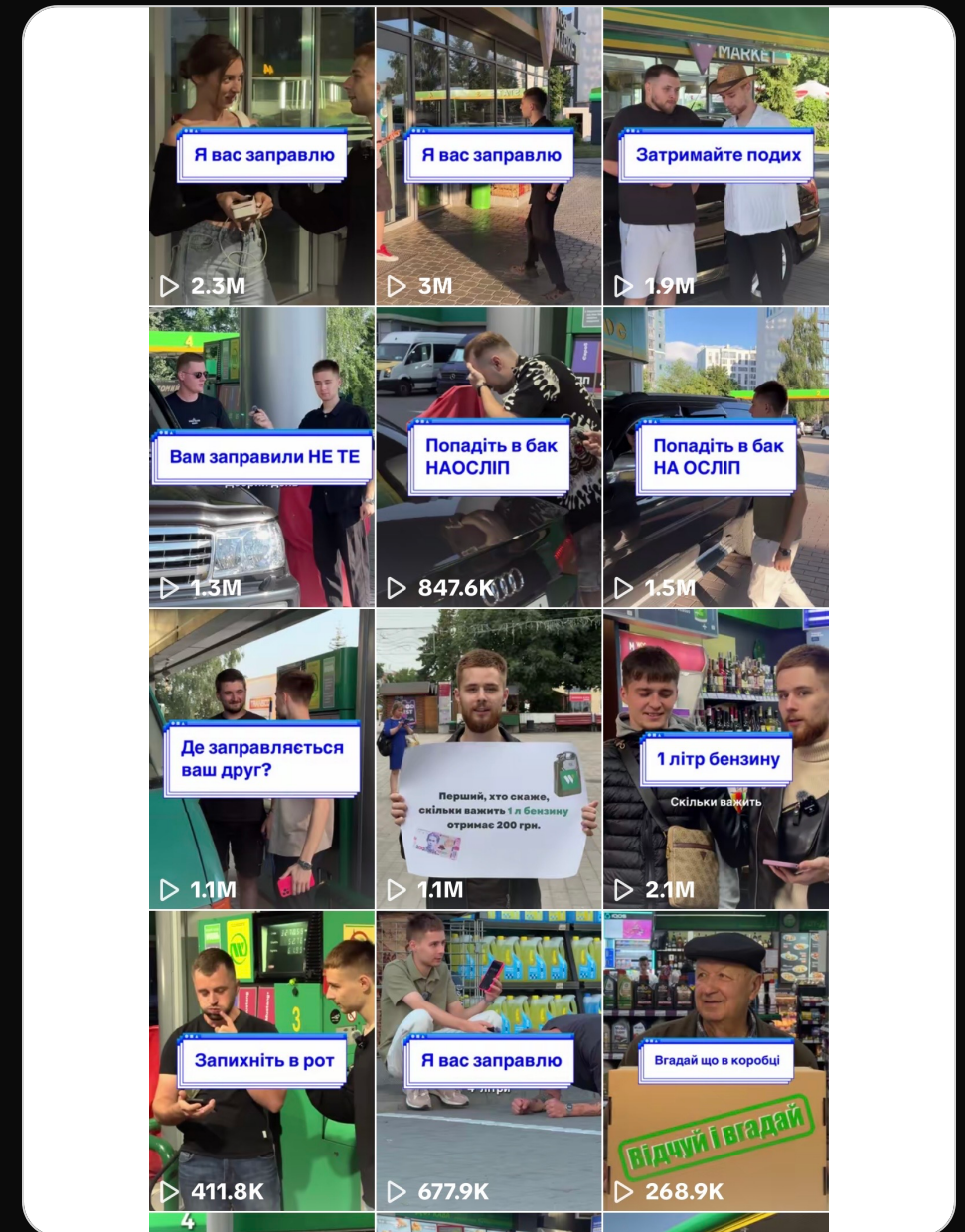
REACH · TRUST · SERVICE INTEGRATION · ACTION

FIRST SCALE · PROFILE GRID

Not one lucky video.

3.0M 2.3M 1.9M

VISIBLE ON ONE PROFILE
SCREEN



POINT B · 12 NOV 2023 – 10 NOV 2024

19M

POST VIEWS IN 365 DAYS

153K

NET FOLLOWERS

85K

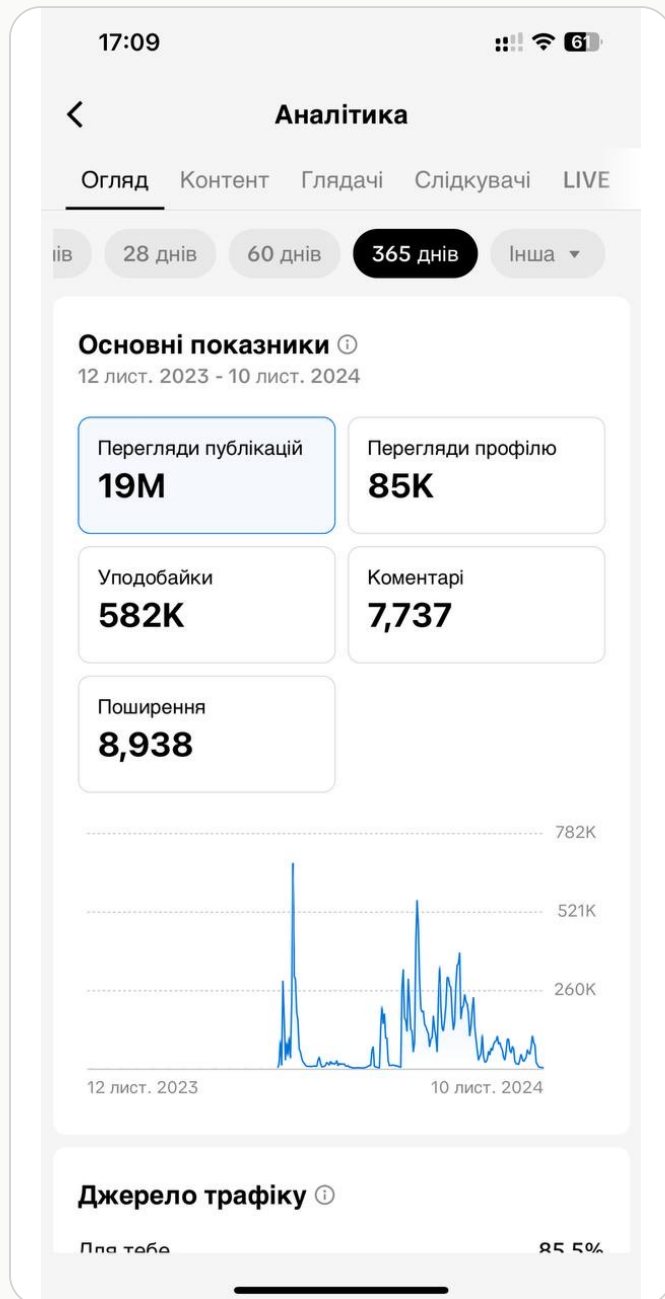
PROFILE VIEWS

582K

LIKES

7,737 COMMENTS · 8,938 SHARES

PROOF · TIKTOK ANALYTICS · OVERVIEW



19M

POST VIEWS

85K profile views.
582K likes.
7,737 comments.
8,938 shares.

FULL SCREENSHOT KEPT FOR CONTEXT

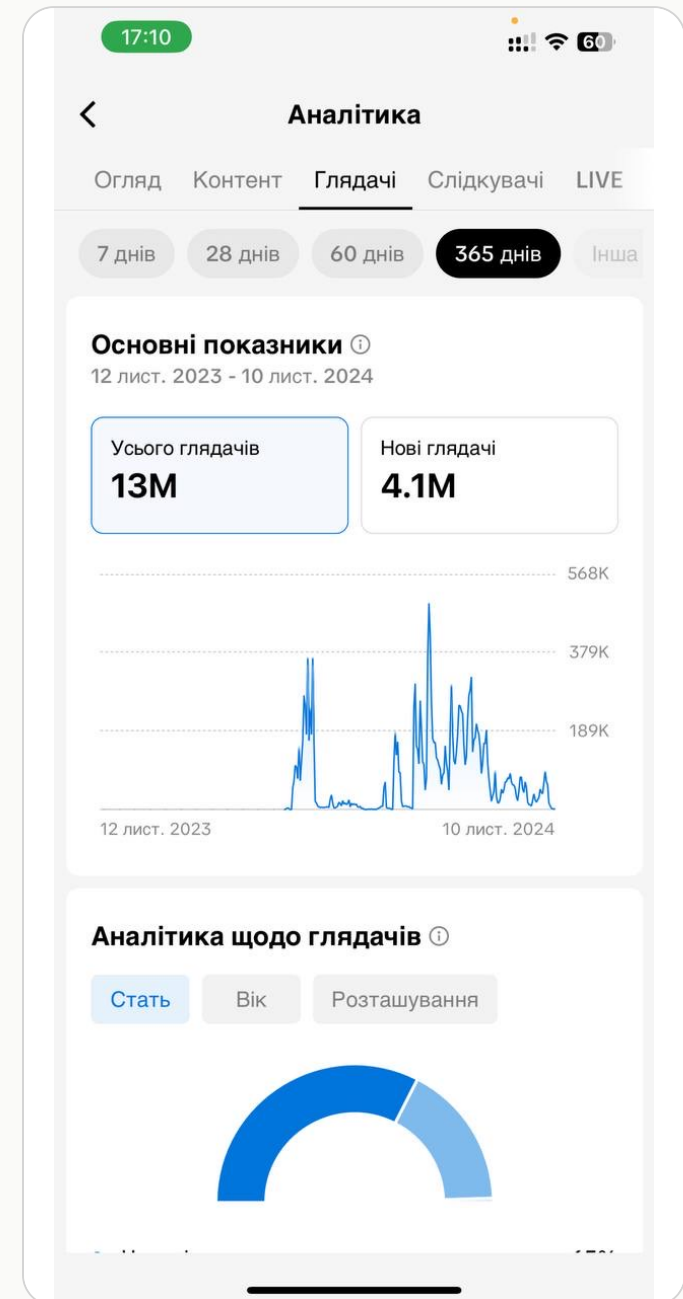
PROOF · AUDIENCE

13M

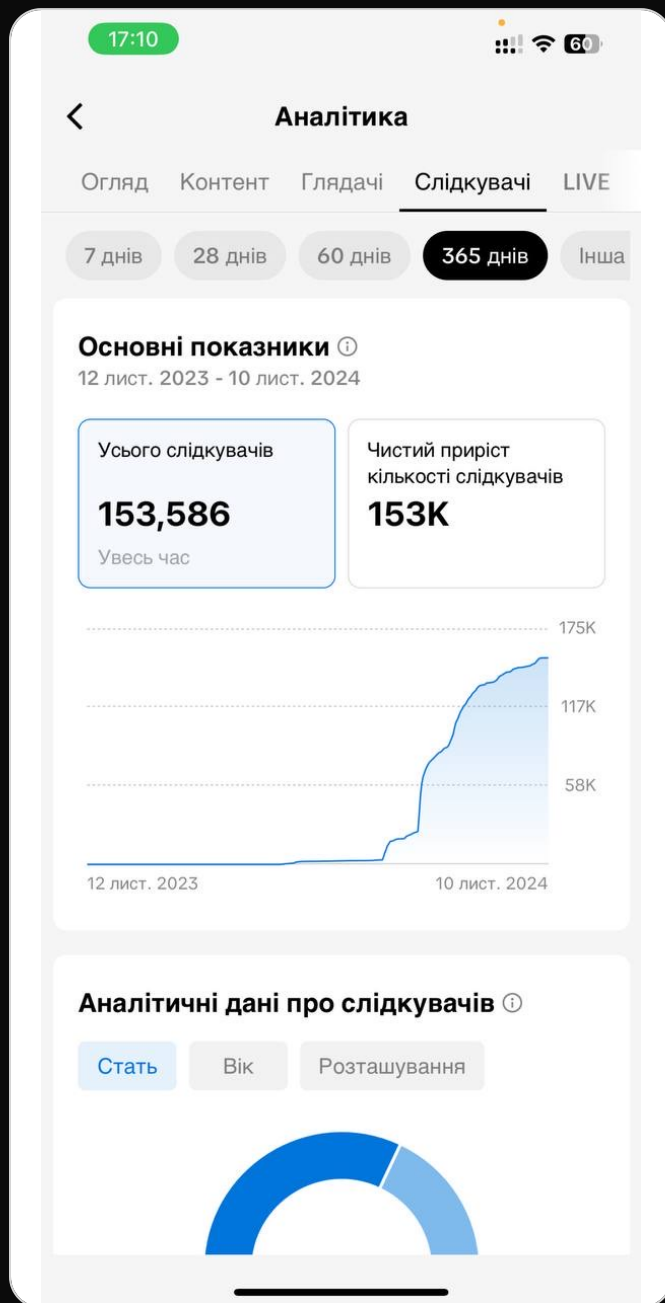
TOTAL VIEWERS

4.1M new viewers
inside the same 365-day
window.

12 NOV 2023 – 10 NOV 2024



PROOF · FOLLOWERS



153,586

TOTAL FOLLOWERS

153K net growth
in the measured period.

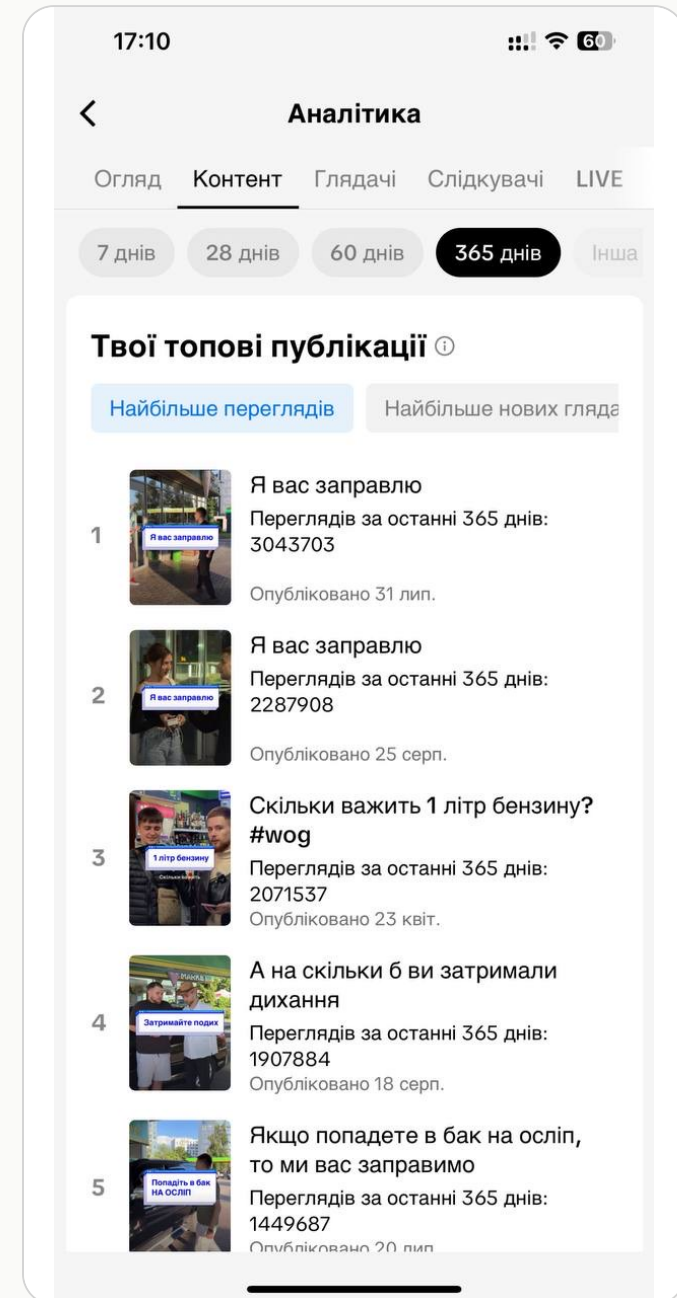
TIKTOK FOLLOWERS · ANALYTICS SCREENSHOT

PROOF · TOP POSTS · 365 DAYS

Five posts cleared 1.4M.

3,043,703
2,287,908
2,071,537
1,907,884
1,449,687

VIEWS IN THE LAST 365 DAYS



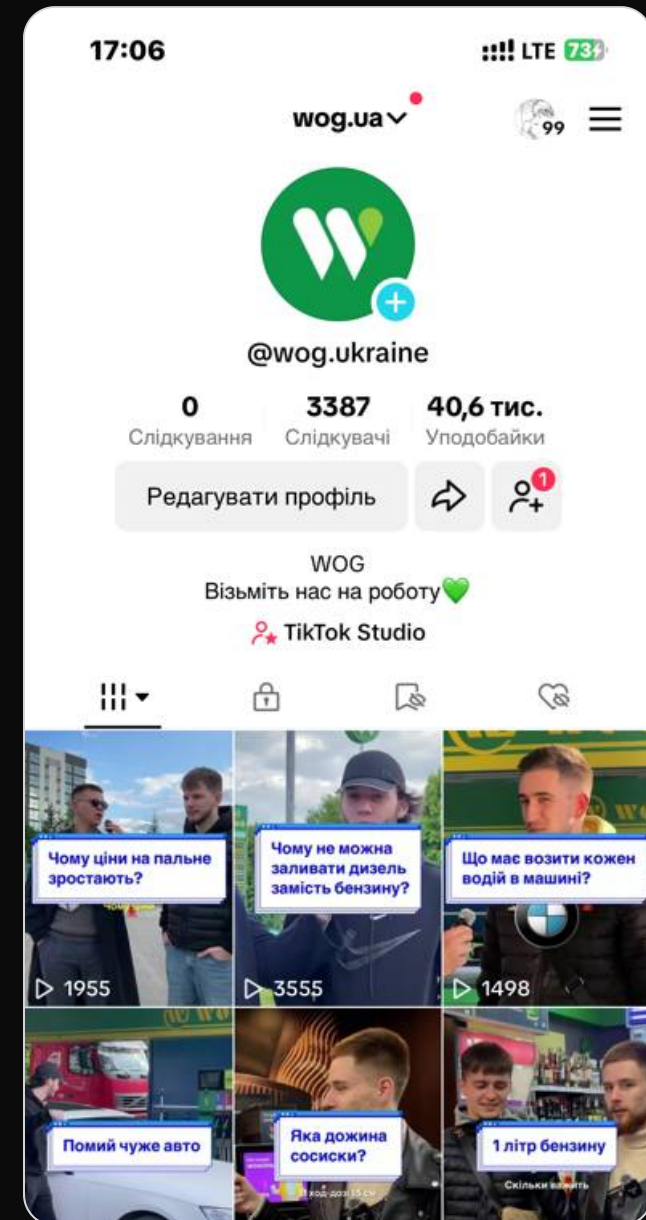
AFTER THE CAMPAIGN · PROOF LIMIT

The live link stopped being clean proof.

The account was later abandoned or renamed.

App-download and app-usage conversion figures stay confidential.

19M VIEWS ARE NOT APP-CONVERSION DATA



NEXT

Press Invite.

I will show where organic views
can become a commercial action.

Audit and positioning.

First content formats.

Offer and profile packaging.

Weekly written reports.

FIRST 30 DAYS · SOCIAL MEDIA MARKETING SYSTEM