



THE CONTENT MACHINE

Every week, something new. I scripted the TikToks, directed the shoots, edited everything and posted across Instagram, Facebook and TikTok consistently for over a year. There was also a newsletter running in parallel. The brand had big ambitions and the content had to keep up with that energy without ever feeling forced or corporate.

THE NUMBERS

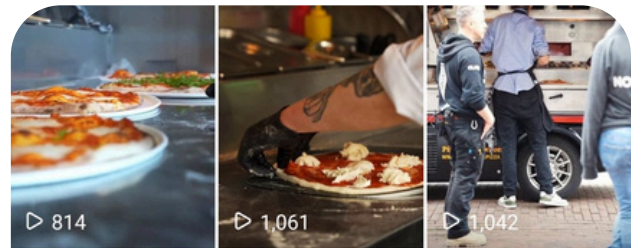
Instagram reach went from 13k in May to 57k by August. That same period we gained 1,490 new followers, a 368% increase. Paid impressions hit 231,000 with a reach of 111,360, up 904%. We ended the run at 5k followers. I also designed the paid traffic graphics and built the audience scopes manually, using location clusters and competitor traffic data to keep targeting sharp and relevant.

THE STRATEGY BEHIND IT

Brand credibility was always the priority over vanity metrics. We mixed organic and paid content deliberately, kept a close eye on what format performed best and adjusted accordingly. Lives, carousels, reels, each had a role. I reported everything back to the team in monthly dashboards so decisions were always backed by actual data.



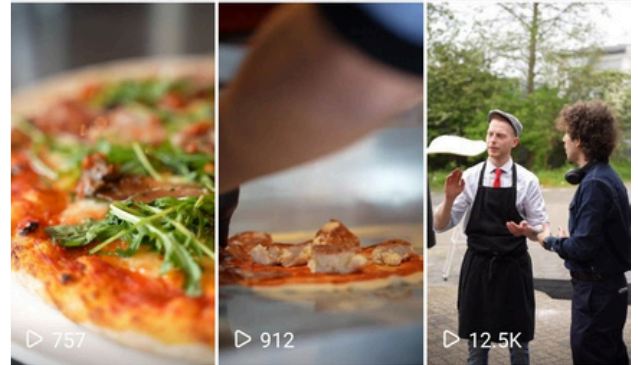
@holymoly.pizza



▶ 814

▶ 1,061

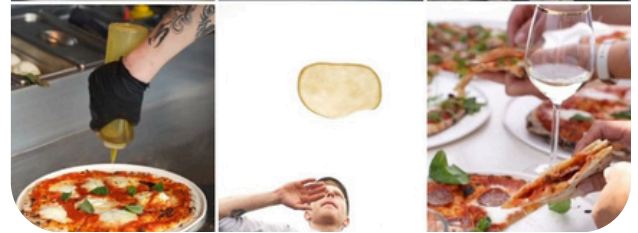
▶ 1,042



▶ 757

▶ 912

▶ 12.5K



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• Completed



Publicação: "PIZZA TONNO | Bijzondere variant met ui, olijf,..."

277

Post engagements

R\$0.22

Cost per Post engagements

R\$60.83

Amount spent