

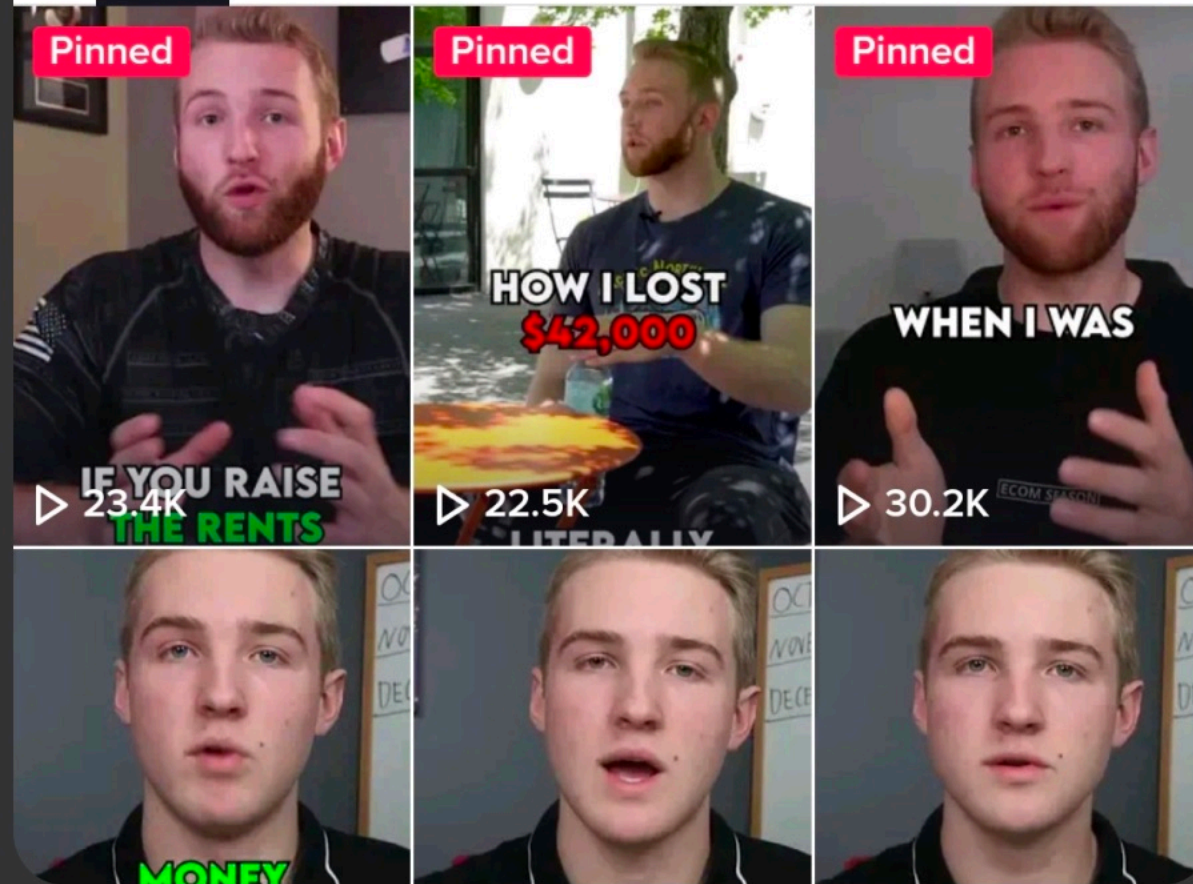


# **HOW WE HELPED HAYDEN BOWLES (CASE STUDY)**

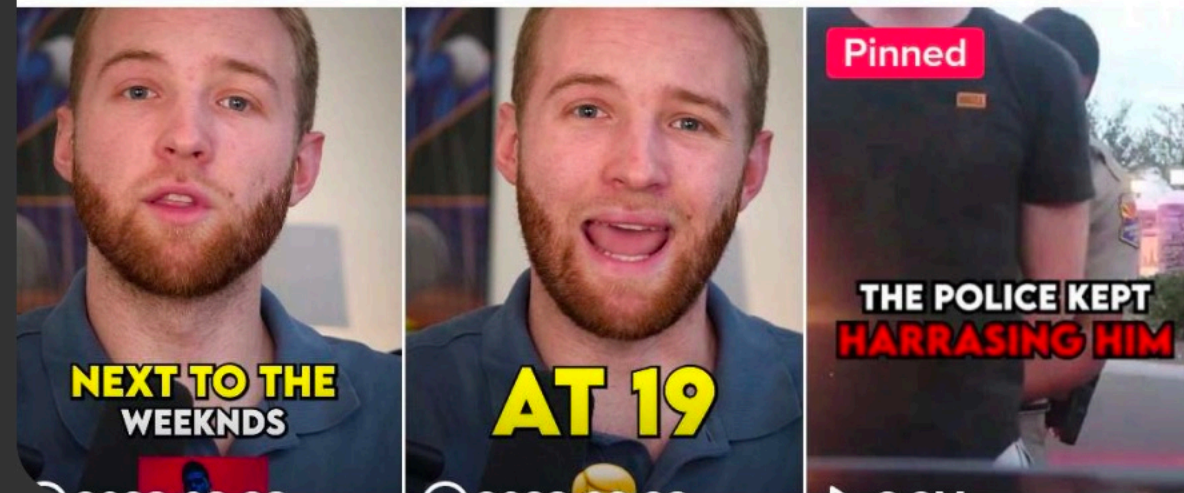
**40M+ VIEWS  
100K+ FOLLOWERS**



- 1K VIEWS/DAY
- 100K VIEWS/MONTH

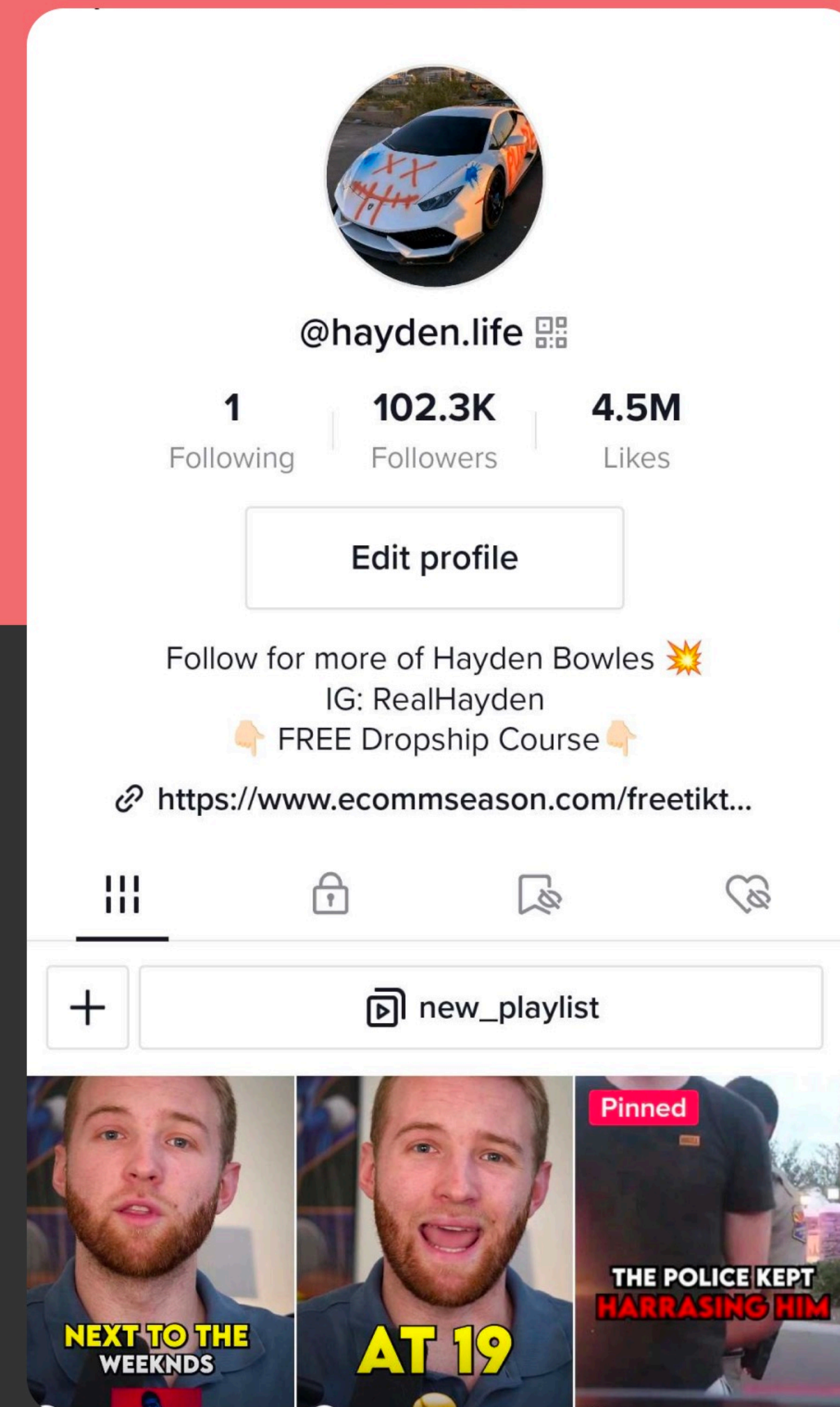
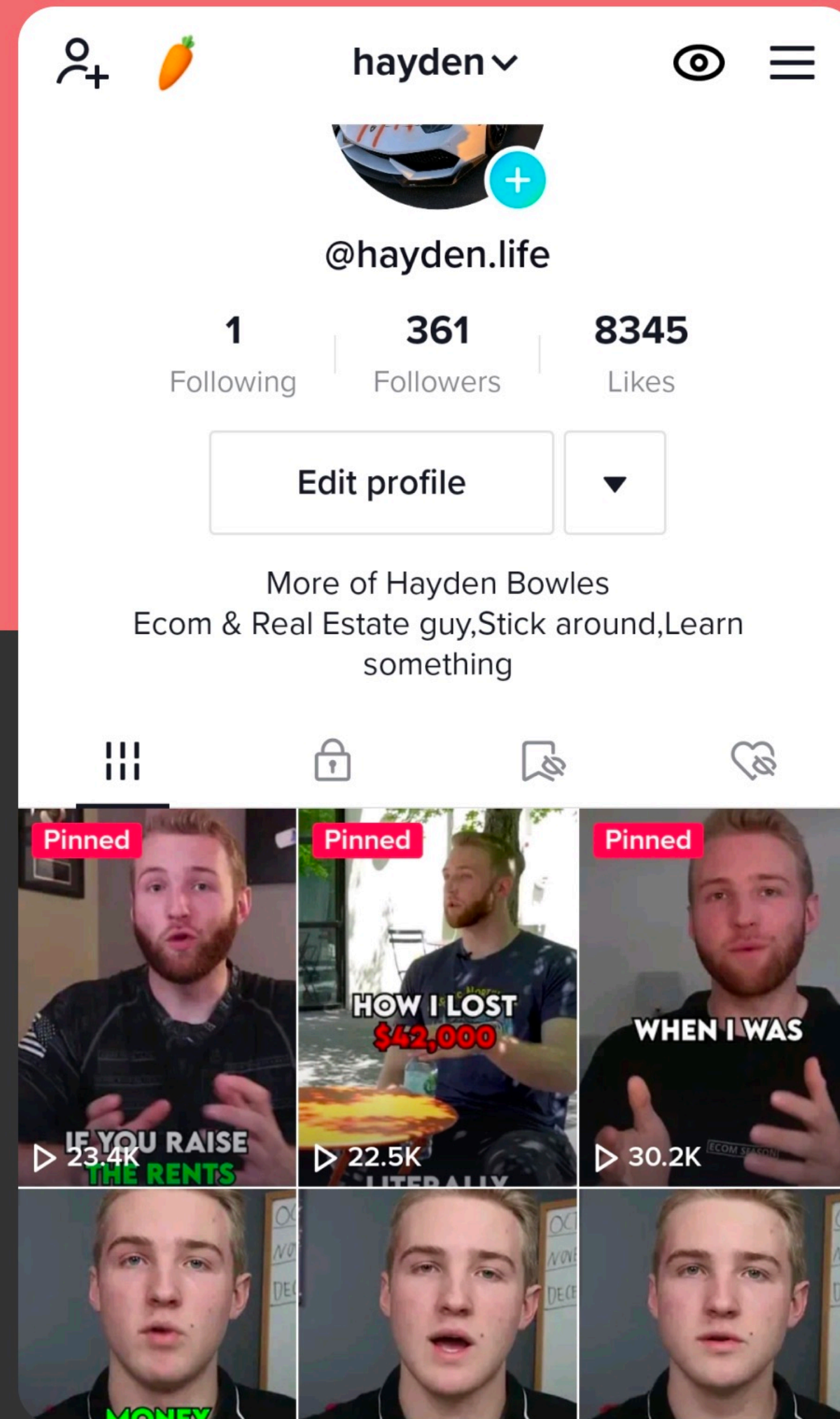
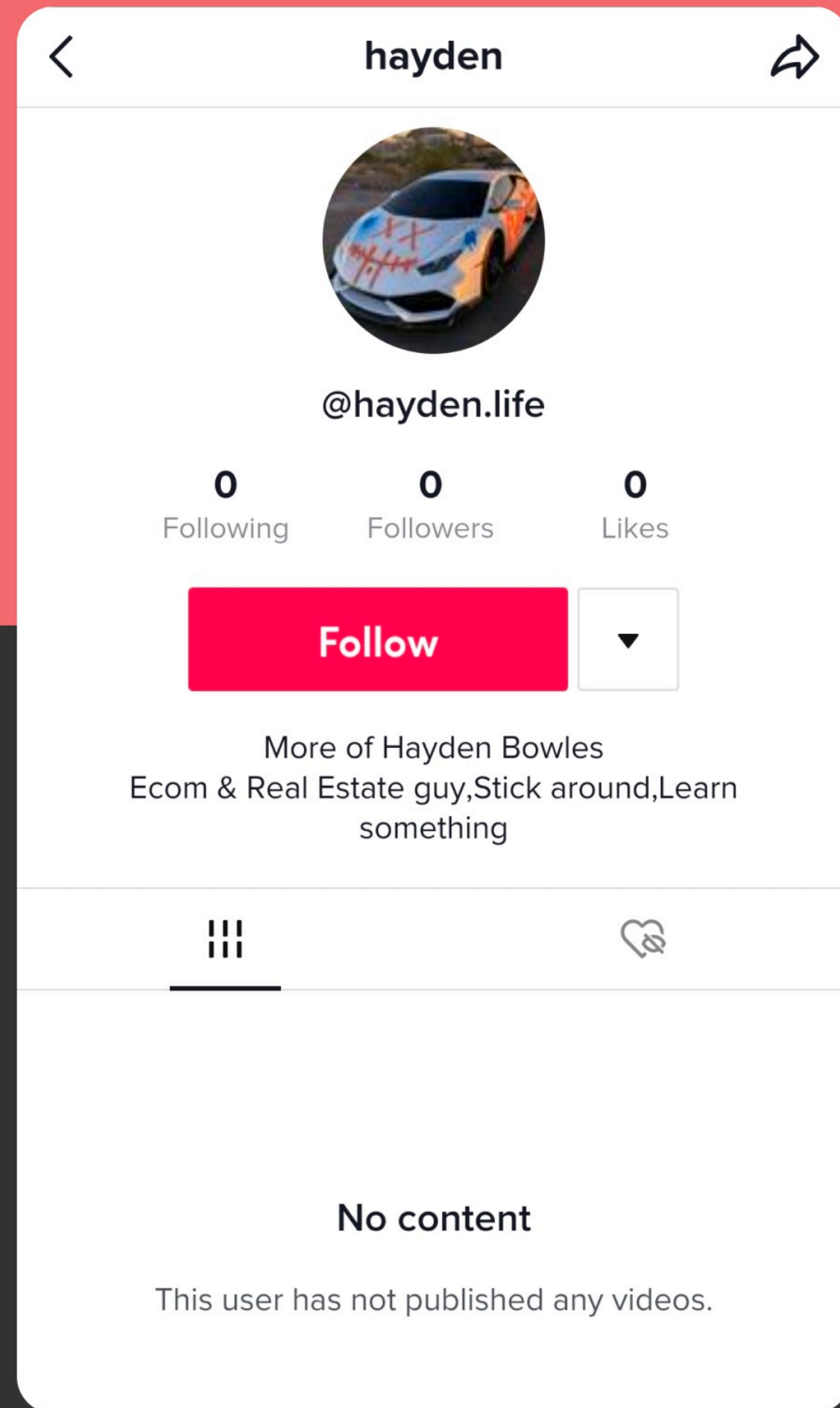


- 15K VIEWS/DAY
- 10M VIEWS/MONTH





# GROWTH





# ANALYTICS

OverviewContentFollowersLIVE

Feb 01 - Feb 28

Custom ▾

Engagement ⓘ>

▶ Video views

5.9M (-13.69%)

☰ Profile views

82K (-42.07%)

♥ Likes

642K (+18.3%)

💬 Comments

3,950 (+14.46%)

➦ Shares

2,549 (+4.47%)

Followers ⓘ>

99,465 in total

Net +10K in Feb 01 - Feb 28

Content ⓘ>

24 posts

←Analytics

OverviewContentFollowersLIVE

Oct 11 - Nov 07

Last 28 days ▾

Engagement ⓘ>

▶ Video views

14.8M (+2,653.12%)

☰ Profile views

292.6K (+3,847.23%)

♥ Likes

1.6M (+3,438.42%)

💬 Comments

9,153 (+1,366.83%)

➦ Shares

6,966 (+1,637.16%)

Followers ⓘ>

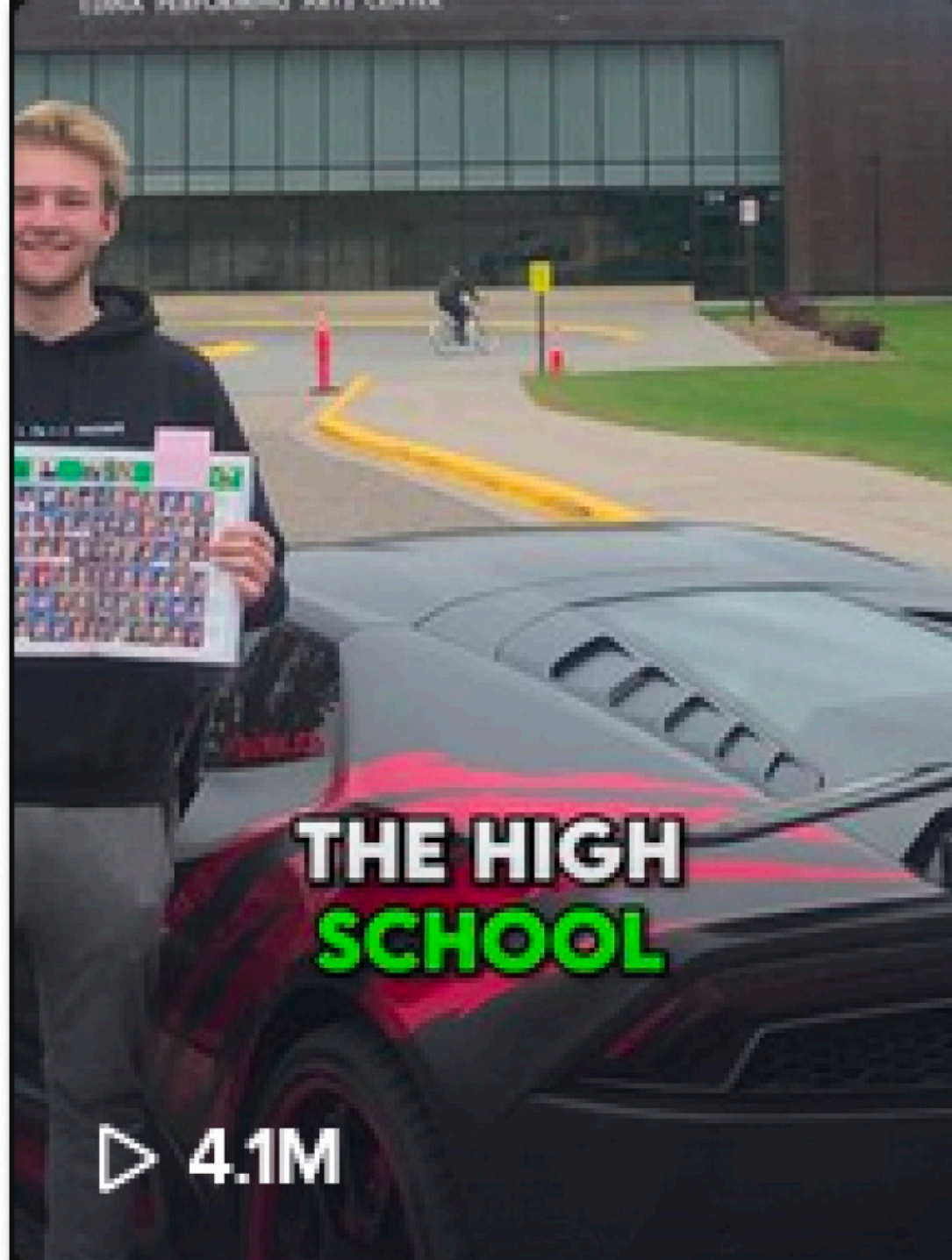
48,606 in total

Net +46.0K in Oct 11 - Nov 07

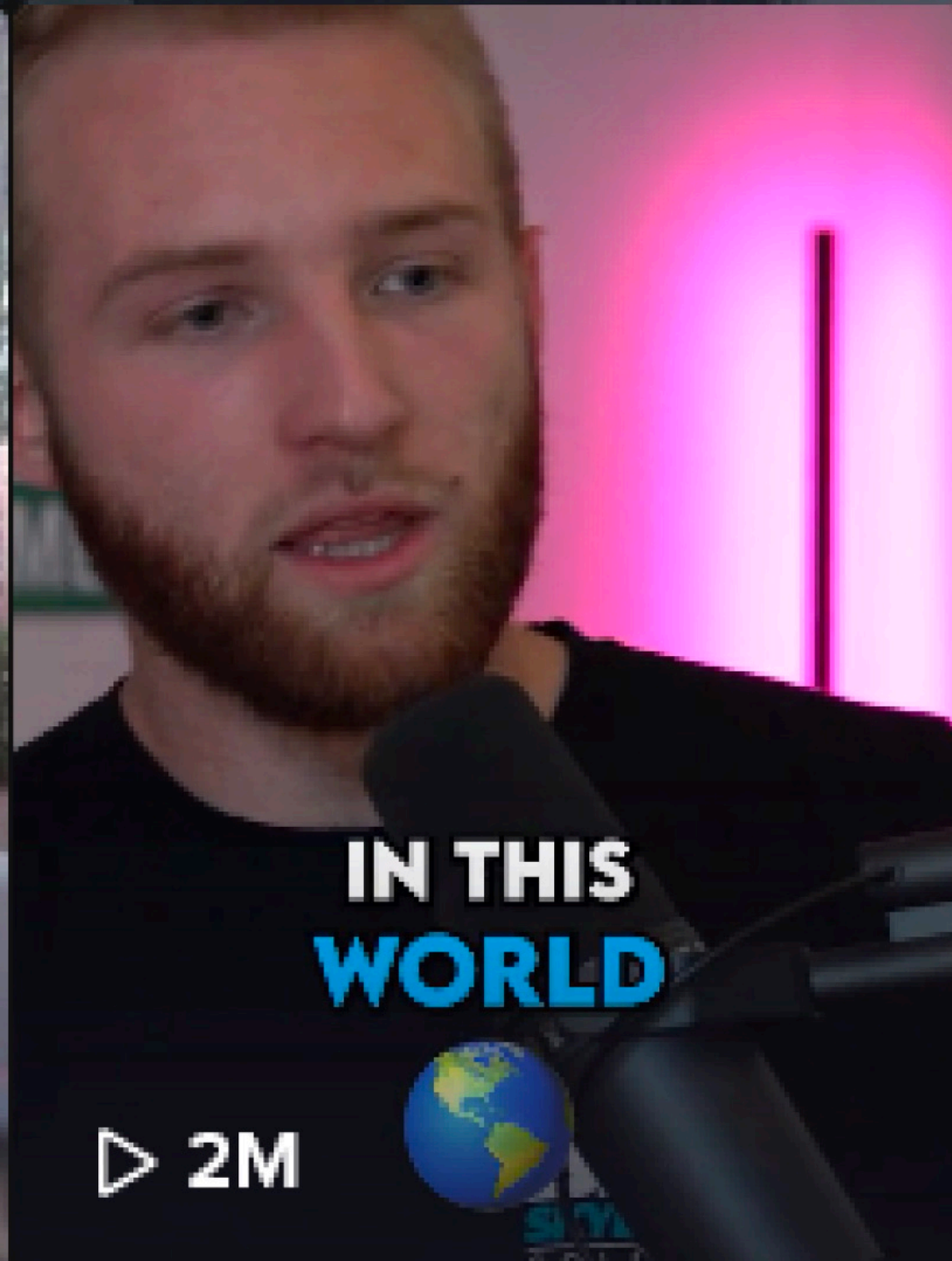
Content ⓘ>

22 posts





# 40 MILLION VIEWS IN 7 MONTHS





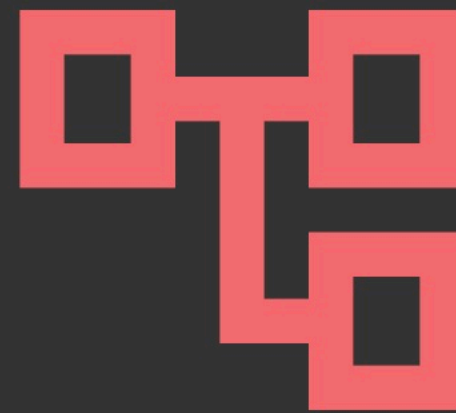
# HOW?



**HOOKS**



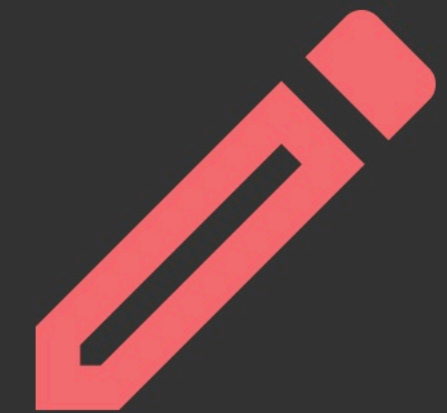
**QUALITY OF  
FOOTAGE**



**STRUCTURE**



**IDEAS**



**EDIT**