

PROPERTY BY KAZY

BRIEF

Property developer and investor **Kazeem Alli Balogun** approached our agency with the goal of enhancing his personal brand. Delvearc successfully helped him achieve these objectives by implementing his own signature of what his brand would look like from a digital perspective & implemented strategies that would increase his viewership & engagement across his social media platforms.



SWIPE FOR MORE



KAZEEM ALLI-BALOGUN

YOUTUBE GROWTH

(ORGANIC GROWTH)

Delvearc actively repositioned the creative direction and strategy of Kazeem's YouTube channel to ensure that the content and production aligned seamlessly with Kazeem's targeted audience. We successfully refined his brand messaging by enhancing his visual storytelling.

BEFORE

19.3K VIEWS 3.4K WATCH TIME 6.5K SUBSCRIBERS

AFTER 5 MONTHS

401.7K+ VIEWS
1,981%

40.5K+ WATCH TIME
1,091%

13.4K+ SUBSCRIBERS
106%

SWIPE FOR MORE

PODCASTS



28K 572 42

PODCASTS



10K 183 23

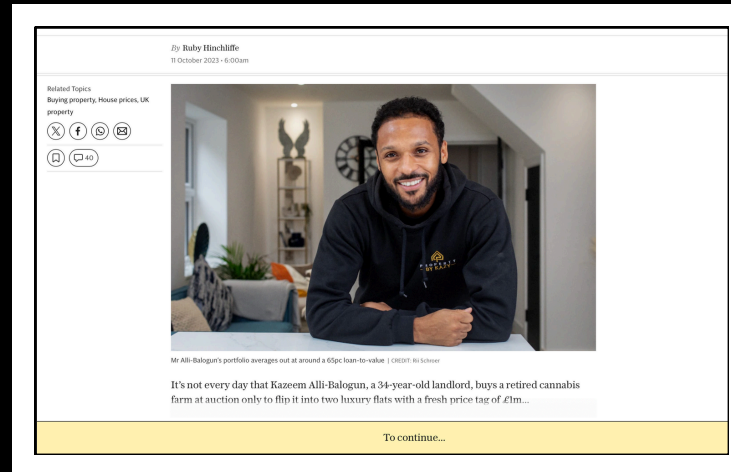
HOUSE TOURS



4.2K 127 40

PRESS RELEASES

We collaborated closely with Kazeem to refine his outreach strategy, identifying the most impactful editorial opportunities to enhance his visibility as a property expert.



AS SEEN ON
THE Sun

MyLondon

UK
BLACK
BUSINESS
SHOW

The Telegraph

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LINKS ABOVE

PBK COMMUNITY

WHAT IS THE PBK COMMUNITY?

Based on the brief Kazeem wanted to create an exclusive members club that helps investors with their investment journey that can be monetised. Delvearc developed a strategy that would convert his followers over to his paid membership. The strategy consisted of producing community focused content across his social platforms, giveaways, & implementing membership events in order to cultivate that familial feeling.

KENDRA S.

"So grateful for all the useful information that is sent. It helped me get my first deal over the line."

MATT M.

"I'm learning so much and connecting with so many more people in the industry"

JERMAINE D

"Just what I needed. The experts have been incredible"

