

Case Study 1

From 0 Organic Reach to 30 Closed Sales

How Lotus Capital used short-form video to generate visibility, leads, and sales.

Social & Content Strategist | May 2022–May 2023

11,000

Views on first reel

1,308

Followers

30

Closed Sales

Challenge

Lotus Capital, a startup real estate firm, had no organic social presence and no inbound lead flow. Their brand wasn't reaching — or resonating with — their target buyers.

Results

Grew the brand's following from 0 to 1,308. The very first organic reel hit 49K views and went viral. Video-driven inbound interest helped grow closed sales from 2 to 30.

Solution

Built an organic, audience-first content strategy and produced short-form video content specifically designed to resonate with the target buyer segment — leading to viral reach on the first attempt.

Services Provided

- Social Media Strategy
- Short-Form Video Content
- Organic Growth Strategy
- Keyword Research
- Outbound Strategy

