



# HIGHKEY

## SOCIAL MEDIA CASE STUDY





## Welcome to HighKey Agency's Social Media Case Study!

We are thrilled to share this amazing case with you. To give some context, our client started with under 1000 followers on all platforms and throughout our 3 month journey has at least 10x their brand to boasting 10-20K followers. Matt Bell's mission was truly inspiring and we are proud to have shared his message to addicts and loved one's on a global scale.

Let's dive into the success story that is our collaborative work with Matt!



# ANALYTICS REPORT



# MATT BELL

JUL  
**15**  
2023

SEP  
**1**  
2023



# INSTAGRAM

IMPRESSIONS GAINED

**2.8M**

**2.3M**

ACCOUNTS REACHED

**2.2M**

NON-FOLLOWERS REACHED

**6.2K**

FOLLOWERS GAINED

**8.3K**

TOTAL FOLLOWERS

**273K**

CONTENT REACH

**225K**

ACCOUNTS ENGAGED







# BEST PERFORMING REELS...



**2.3M VIEWS**



**260K VIEWS**



**240K VIEWS**



**68.2K VIEWS**



**62.1K VIEWS**



**45.5K VIEWS**



# FACEBOOK



ACCOUNTS REACHED

**1M**

INTERACTIONS

**70K**

FOLLOWERS GAINED

**4.3K**

# TIKTOK



VIDEOS VIEWS

**3.4M**

**2.9M**

UNIQUE VIEWERS

**304K**

LIKES

**42K**

SHARES

**12K**

COMMENTS

**11.5K**

FOLLOWERS GAINED

**18K**

PROFILE VIEWS





HERE'S WHAT WE WERE  
ABLE TO DO **IN ONE WEEK**  
DURING MONTH 3!

INCREASE IN VIDEO VIEWS

**10,222%**

INCREASE IN PROFILE VIEWS

**2432%**

INCREASE IN FOLLOWERS GAINED

**1124%**





# BEST PERFORMING VIDEOS BY VIEWS

- 1 HOW TO BE A GOOD DAD | 1.1M VIEWS
- 2 PARENTS MUST KNOW THIS | 960K VIEWS
- 3 WHY ARE DRUGS THE ANSWER? | 746K VIEWS
- 4 COCAINE ISN'T SEXY | 400K VIEWS
- 5 ALMOST TOOK MY OWN LIFE | 301K VIEWS
- 6 UBER DRIVER SOLD REAL ESTATE | 298K VIEWS
- 7 GIVING UP WILL SAVE YOU | 140K VIEWS



# YOUTUBE



**220K**

SHOWN IN FEED

**800**

WATCH TIME (HOURS)

**123K**

UNIWUE VIEWERS

**3.1K**

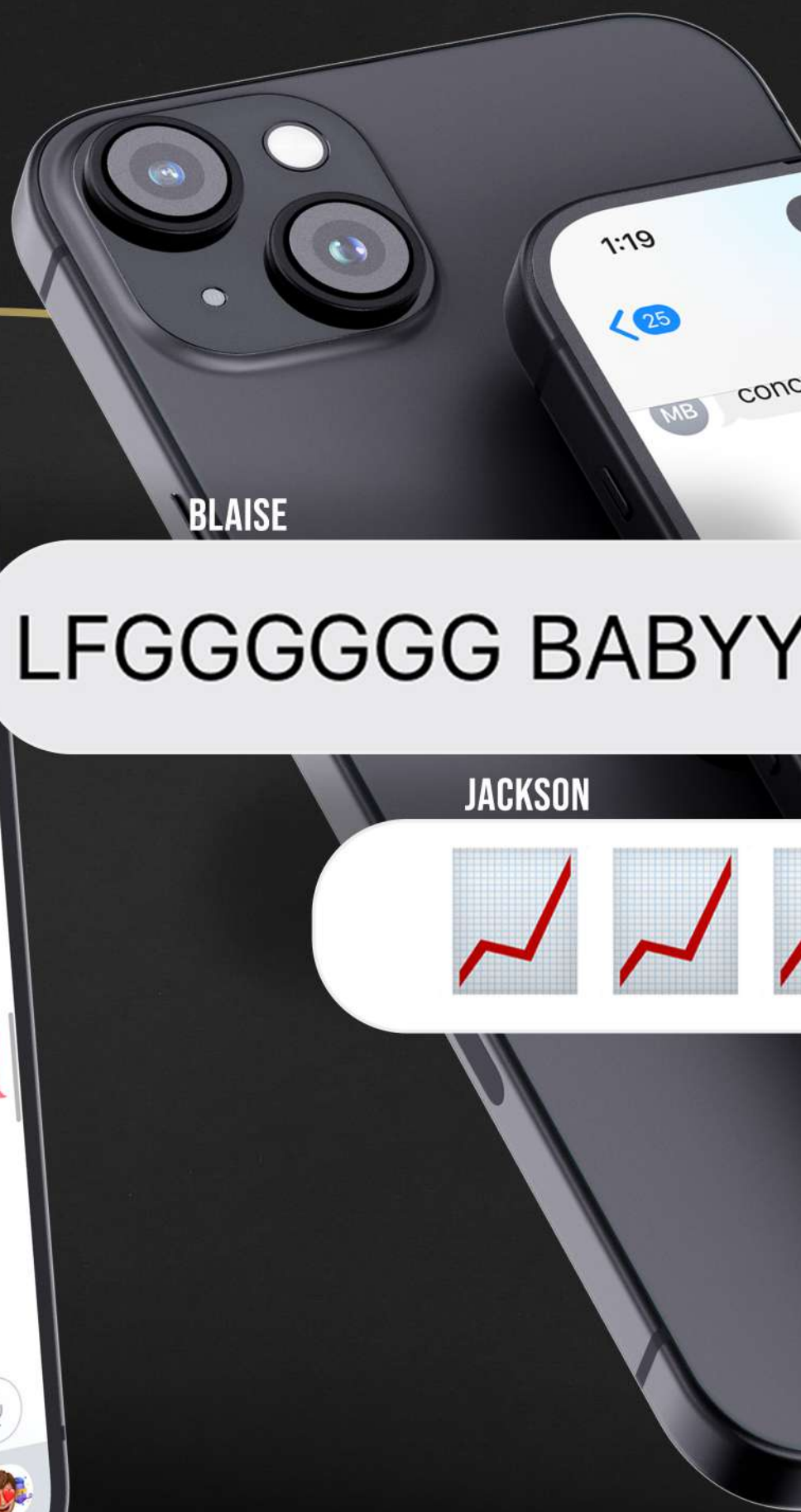
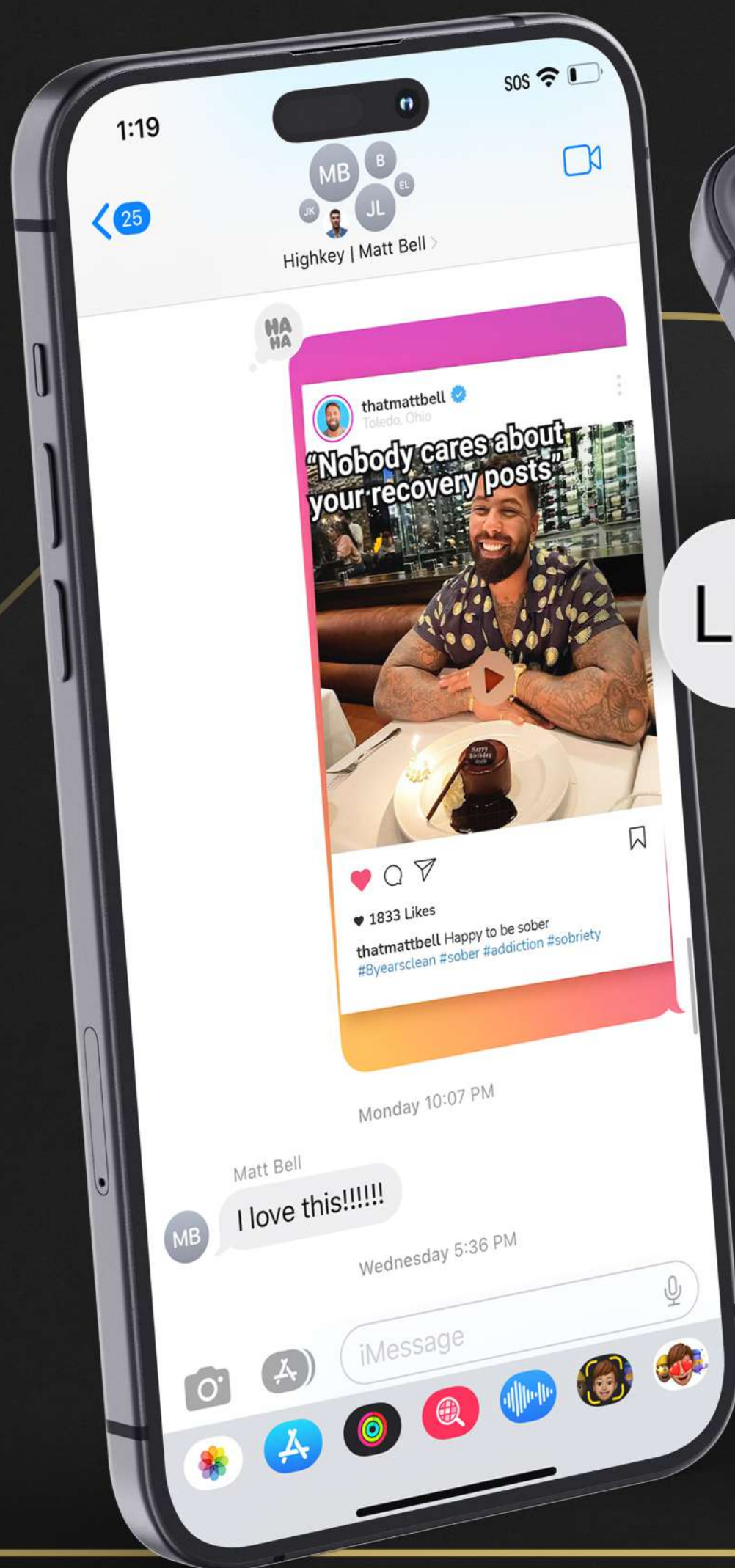
LIKES

VIDEO VIEWES

**134K**



# TESTIMONIALS



ANEESHA  
Officially hit 1M 🔥

ANEESHA  
Finally hit 2 MILL 🎉

MATT BELL  
Thanks y'all  
Much appreciation

MATT BELL  
I love it!

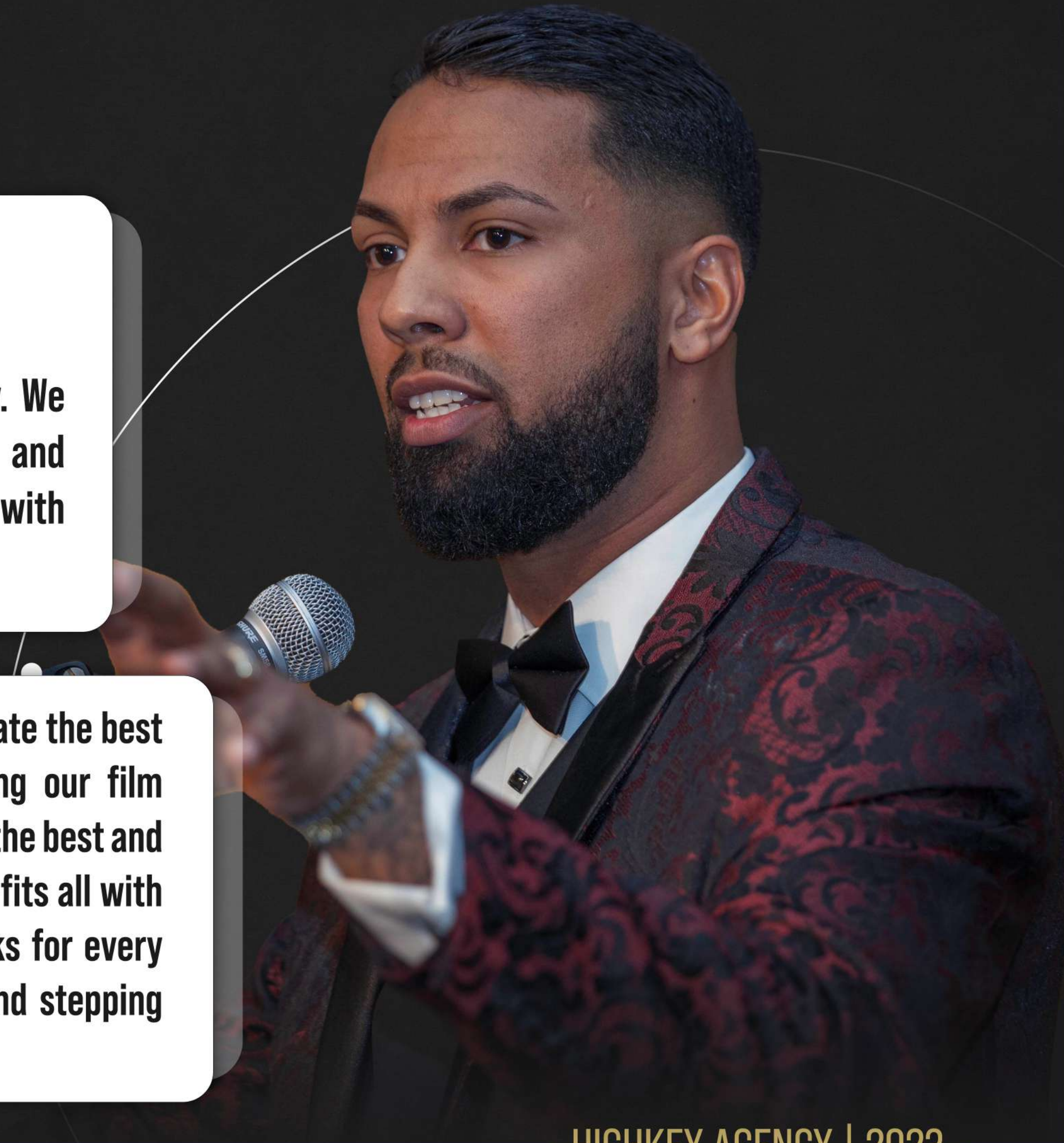


# CLIENT COLLABORATION

## Our Collaboration

With Matt Bell was instrumental in the success of this strategy. We provided coaching and guidance to help him create engaging and impactful videos, ensuring that every piece of content resonated with his audience.

After developing a deep relationship with Matt, we were able to curate the best content ideas and carefully guide him through each video during our film sessions. We tested different content pillars to see what performed the best and continuously adapted our strategy as we went. There's no one-size-fits all with any social media strategy but our team stays on top of what works for every single client. Matt was a great sport in adapting our strategies and stepping outside of his comfort zone to create the best videos!





# RISKS TO OPTIMAL PERFORMANCE

## CLIENT NON-COMPLIANCE

Success relies on mutual collaboration. Not following instructions or providing necessary resources can impact our ability to execute the strategy effectively.

## EARLY CONTRACT TERMINATION

Results are never immediate which is why we have a plan in place! Trust the process, trust the experts.

## RESISTANCE TO CHANGE

The landscape of social media is ever-evolving. Being unwilling to adapt to new trends and strategies will hinder our ability to stay competitive.

## INCONSISTENT CONTENT CREATION

A lack of regular and high-quality content can affect our ability to maintain a consistent posting schedule and engagement levels.

## NOT ADHERING TO FEEDBACK

Following feedback is essential for continuous growth.

## LACK OF COMMUNICATION

Effective communication between our teams is crucial. Miscommunication or delays in feedback can lead to misunderstandings and impact performance.



# CLIENT REQUIREMENTS



**1**

**10-12 HOURS A MONTH ON FILM SESSIONS, WEEKLY CONTENT CALLS, AND APPROVAL OF CONTENT.**

**2**

**HAS A FILMING LOCATION WITH NO INTERRUPTIONS**

**3**

**PROVIDE ACCESS TO SOCIAL MEDIA ACCOUNTS**



# STEPS FOR SOCIAL GROWTH

## OPTIMIZED POSTING FREQUENCY

CONSISTENTLY POSTING 3X A DAY TO MAINTAIN ENGAGEMENT AND INCREASE CHANCE OF GOING VIRAL.

## CONTENT PILLARS

WE UTILIZED FOUR CONTENT PILLARS TO CREATE A WELL-ROUNDED AND ENGAGING FEED:

- **EDUCATION:** PROVIDING VALUABLE INSIGHTS AND INFORMATION
- **ENTERTAINMENT:** DELIVERING ENTERTAINING AND VISUALLY APPEALING CONTENT TO CAPTIVATE THE AUDIENCE.
- **INSPIRATION:** SHARING MOTIVATIONAL AND UPLIFTING CONTENT TO RESONATE WITH THE AUDIENCE.
- **PERSONAL CONNECTION:** ESTABLISHING A PERSONAL CONNECTION THROUGH PERSONAL STORIES AND HUMOROUS TOPICS.

## ENGAGEMENT TACTICS

OUR CONTENT STRATEGY FOCUSED ON CREATING HIGH-PACED, WELL-EDITED VIDEOS THAT GRAB THE AUDIENCE'S ATTENTION. WE ADOPTED A VARIETY OF VIDEO FORMATS







THANK YOU

HIGHKEY AGENCY | 2023