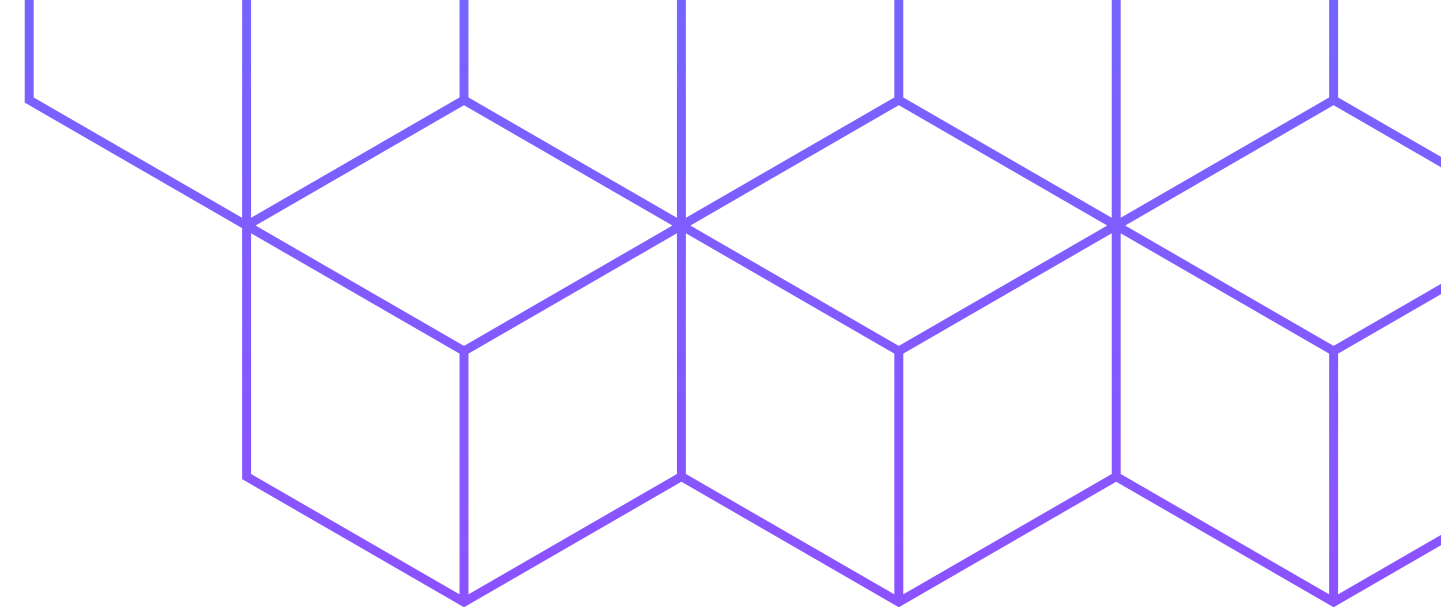




Stock Market Coach Case Study

Presented by: Shantanu Anand

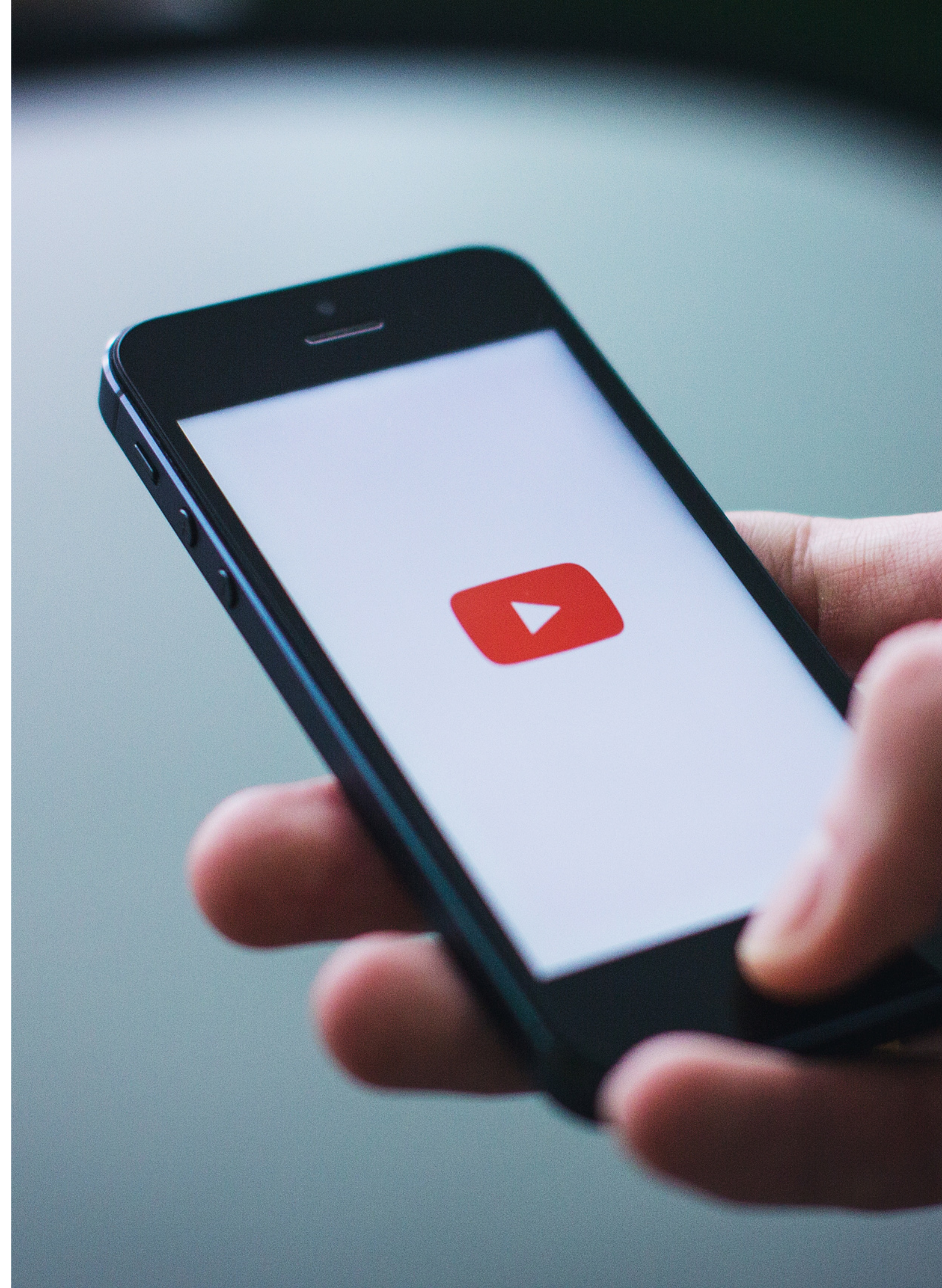


Client Overview

- **Client:** Stock Market Coach.
- **Goal:** Grow a new trading community + drive physical events across India.
- **Challenge:** Low brand awareness + limited ad budget during launch phase.

What Worked?

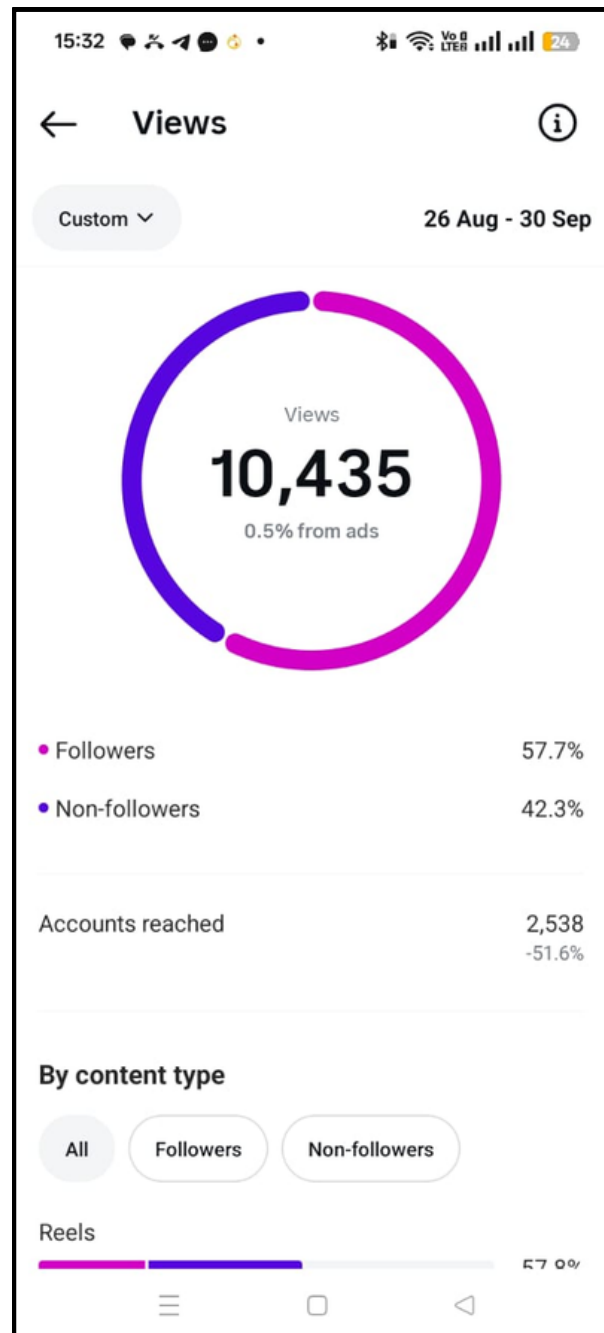
- Offline podcast collaborations across Mumbai
- Nano & micro-influencer partnerships to build buzz
- Consistent organic content on Instagram & YouTube
- Reels + podcast clips for multi-platform distribution



Instagram Growth (Before ➤ After)

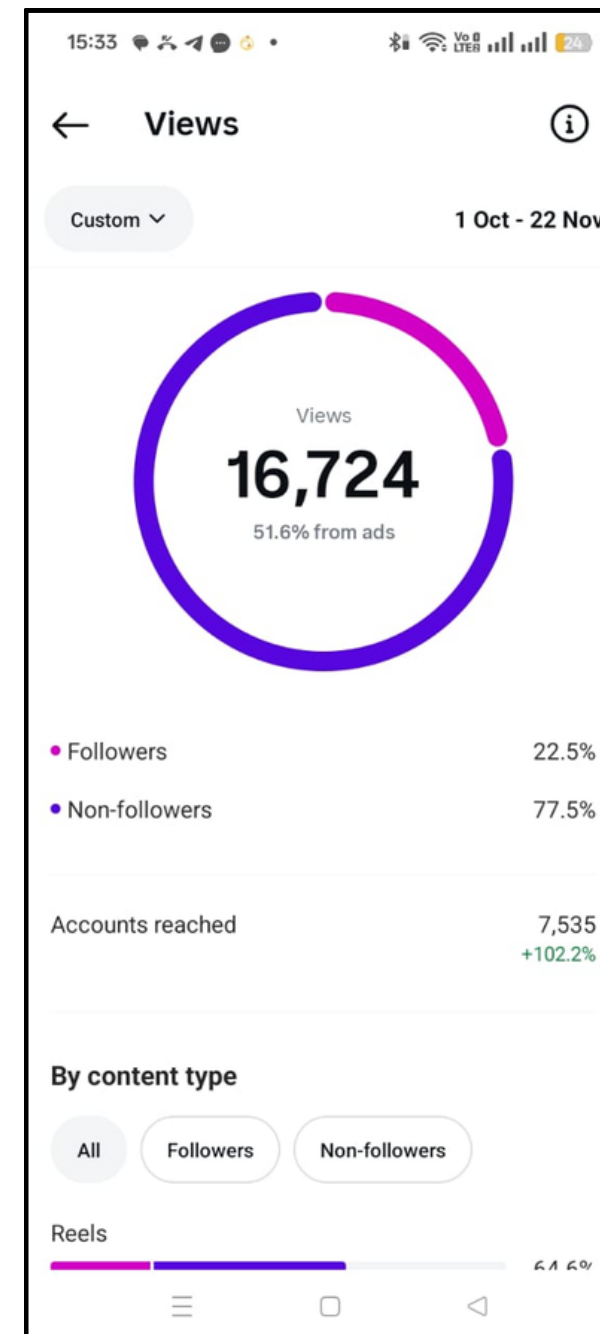
Summary:

- 3× increase in reach
- Strong non-follower visibility
- Growth driven organically with minimal ad spend



- Views: 10,435
- Reach: 2,538
- Non-followers: 42%

Before



- Views: 16,724
- Reach: 7,535
- Non-followers: 77%

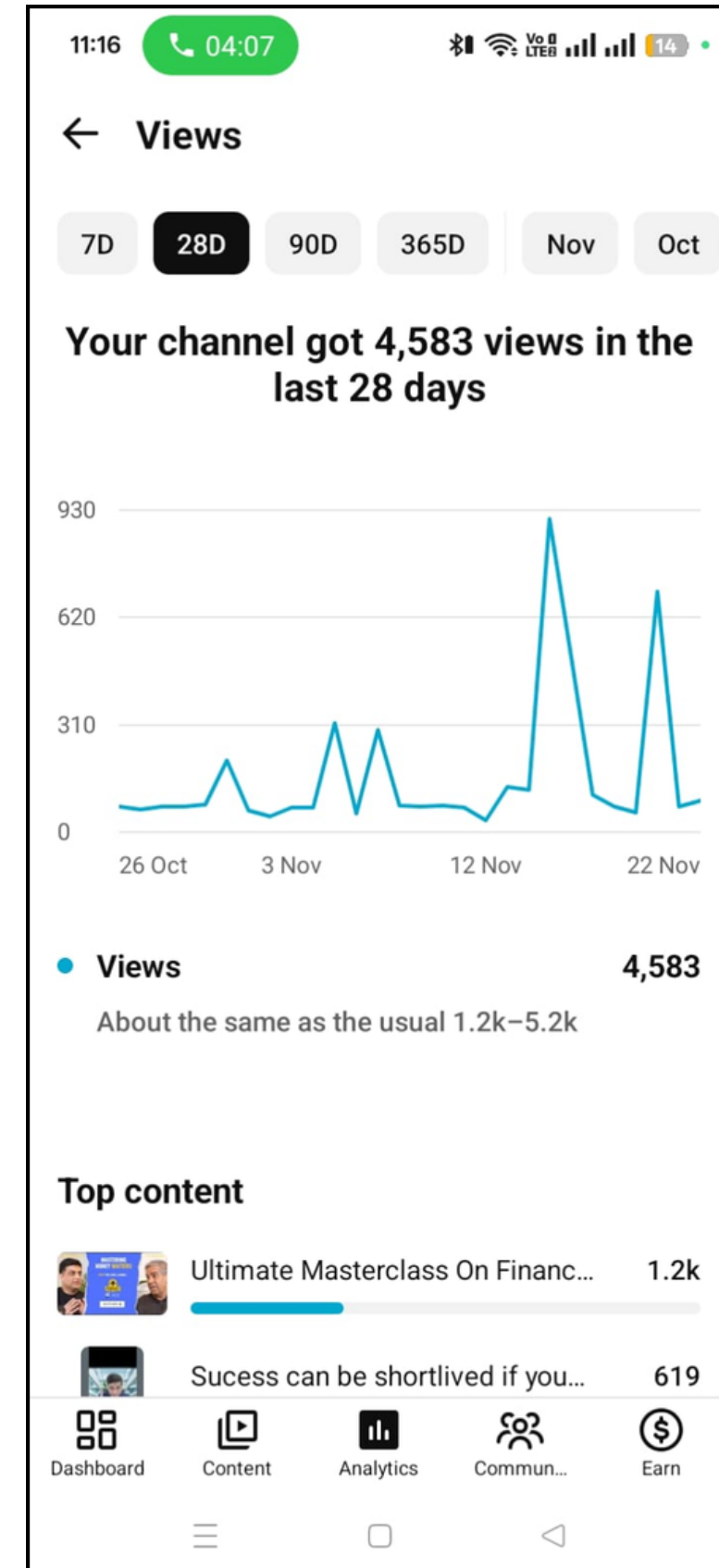
After

YouTube Growth

Before: Low visibility + irregular uploads

After:

- More frequent content
- SEO-focused titles & thumbnails
- Podcast clips repurposed into Shorts
- Growth in views, watch time & subscribers





Thankyou