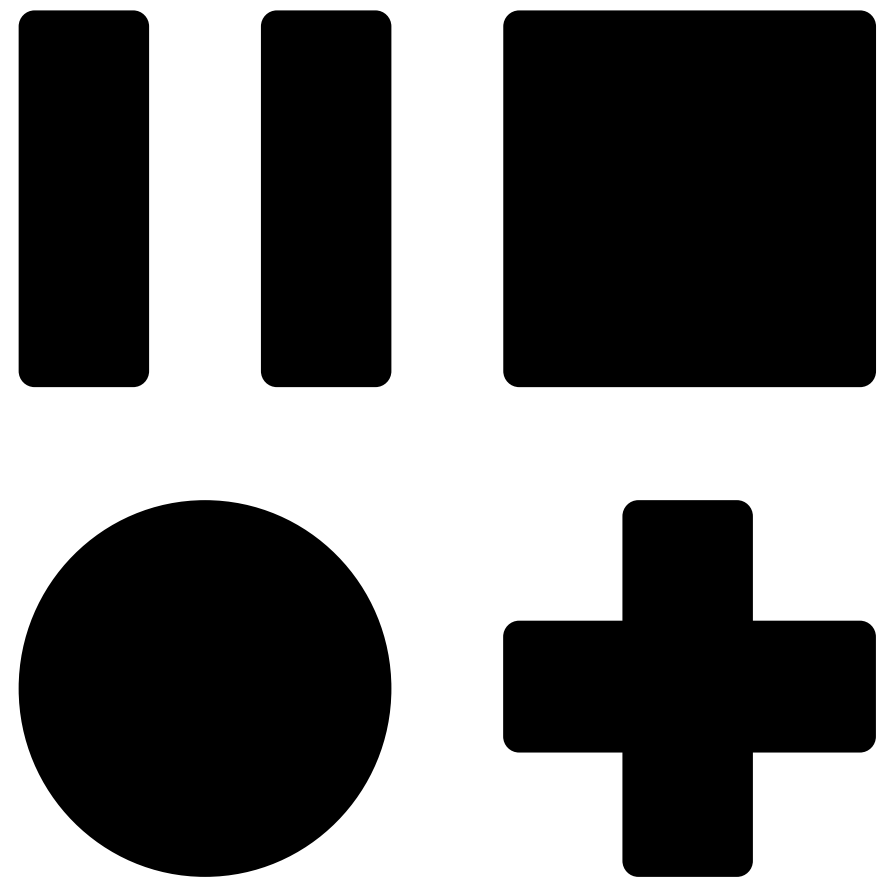


+8.5k followers
+6M impressions



Torq

Case Study

Testimonial



Henrik Skogstrøm
Founder & CEO, Torq

“Jack has a unique ability to take complex, technical topics and turn them into clear, concise, and engaging content.”

“I have had the pleasure of working with Jack Sweeney for the past year as our communications consultant. His exceptional communication skills were evident from the start, and he has truly had a positive impact on our team at Torq. His writing has not only helped to demystify complex subjects for our audience but has also played a crucial role in enhancing our brand's image and credibility. I cannot recommend Jack enough. His expertise, combined with his professional and positive approach, makes him an invaluable asset to any team or project. We are grateful for the contributions he has made to Torq and look forward to continuing our work together in the future.”

Client Background

- **Enterprise SaaS**
- **Highly technical audience**
- **Bitcoin/Lightning niche**

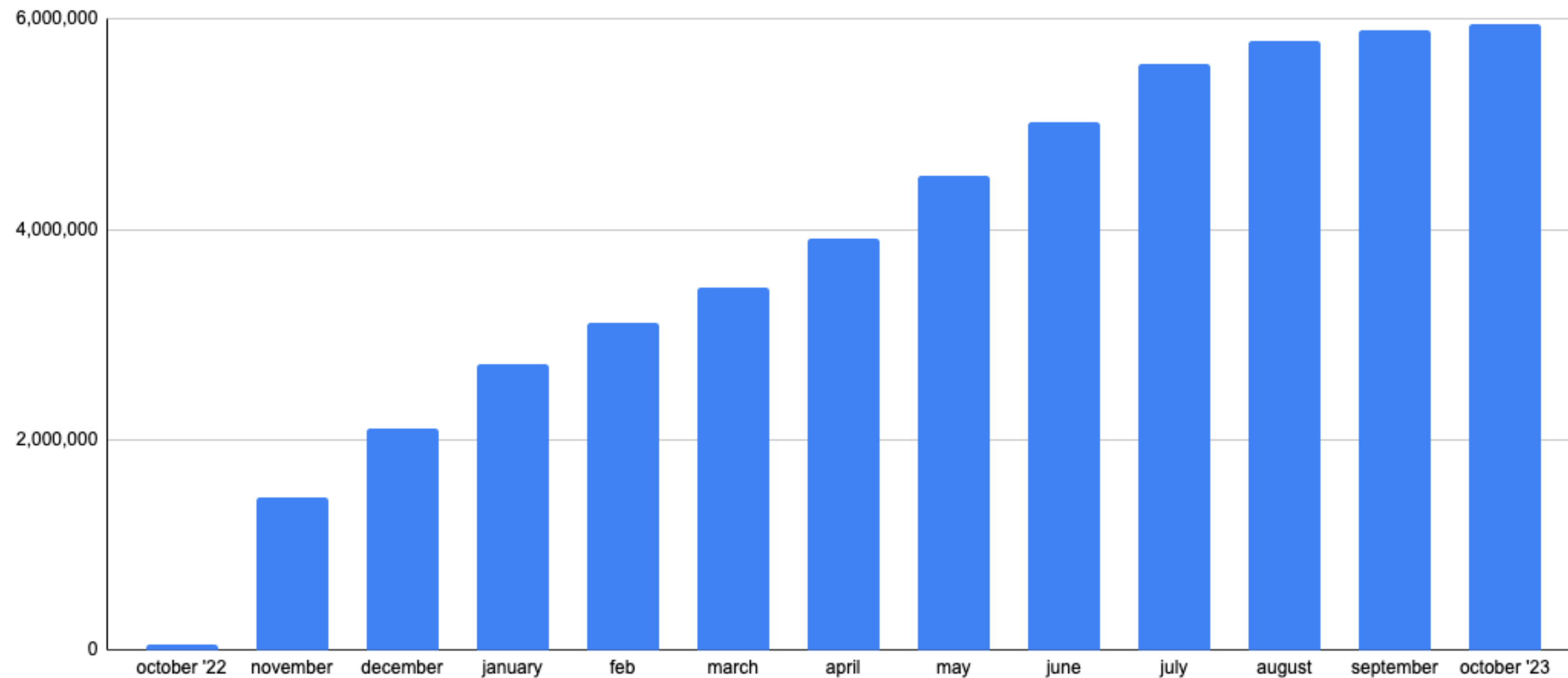
X - Strategy

- **4 high-value threads/month**
- **2-5 short posts/week**
- **Daily engagement**
- **Demo videos & tutorials**

Organic Impressions

Up 10,000% from October '22

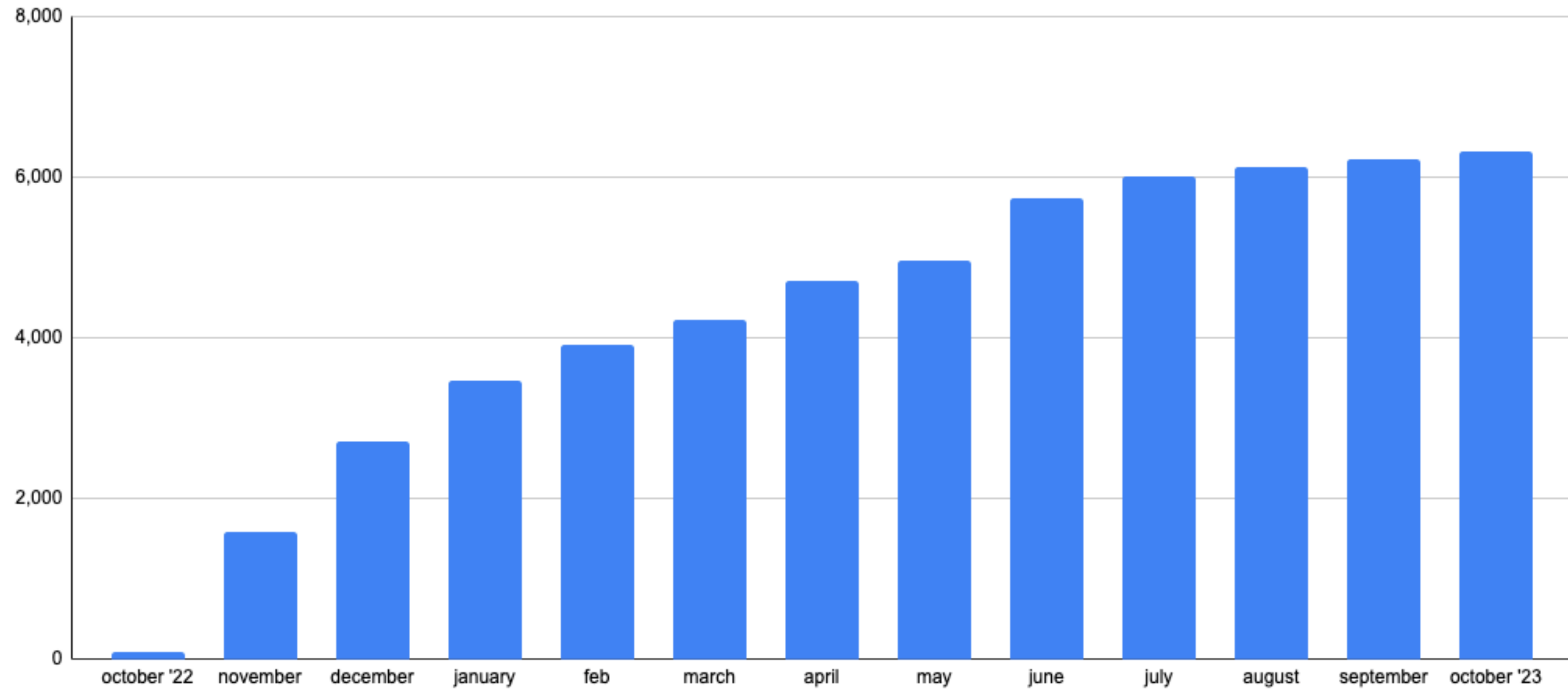
Cumulative Impressions



Link Clicks

Up 7,000%

Cumulative Link Clicks



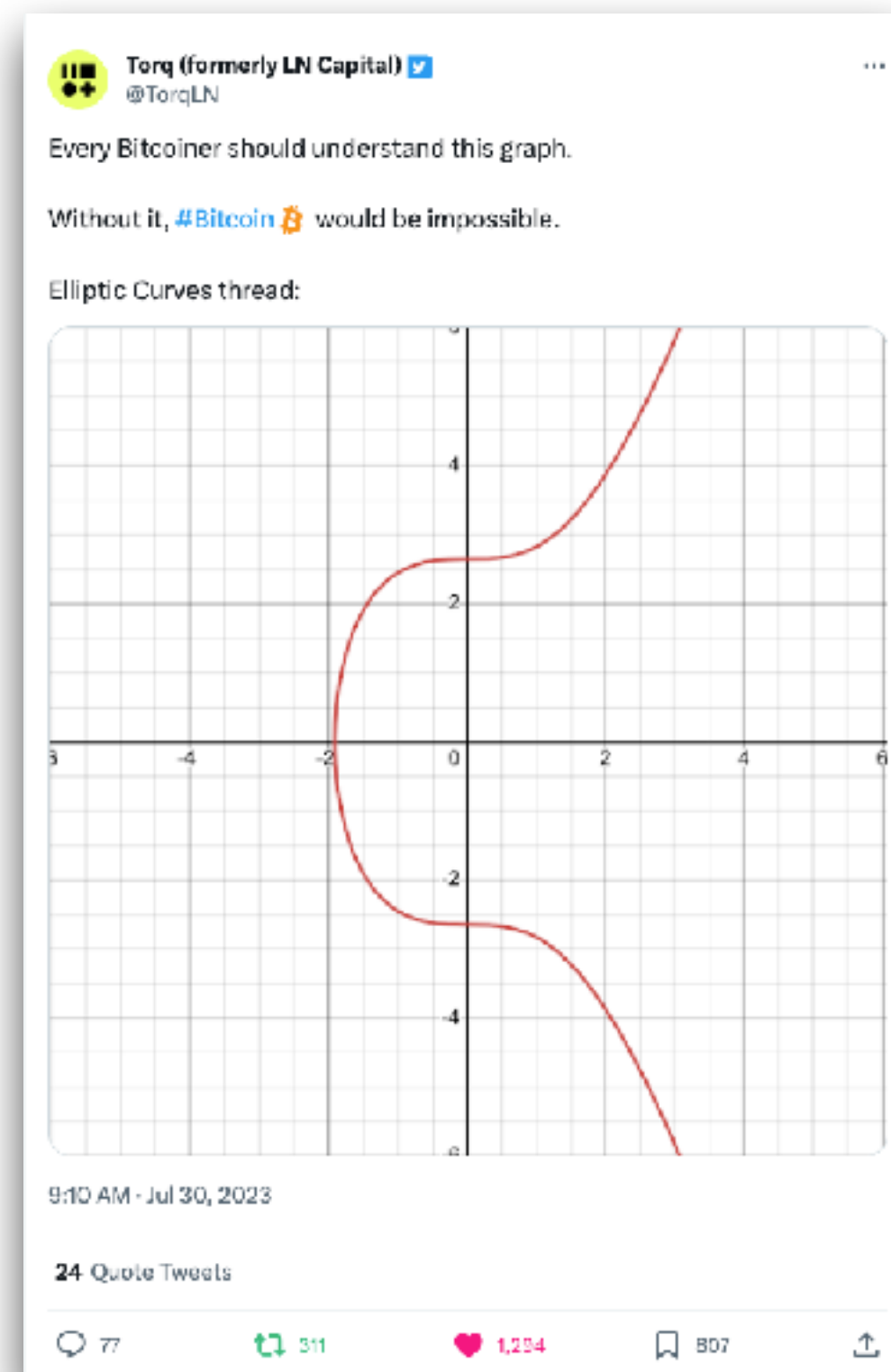
Monthly Active Users

Up 300%

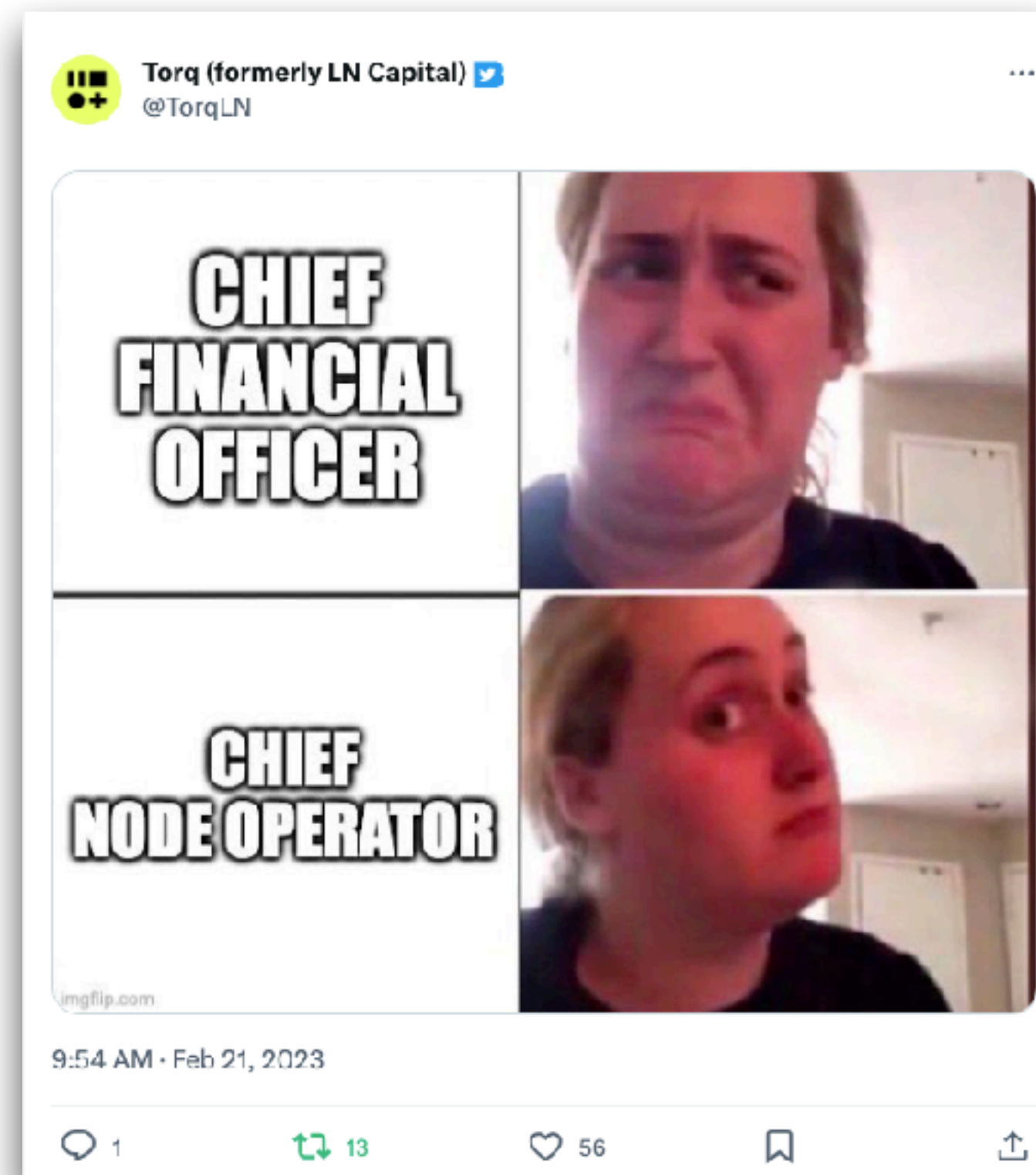


Examples

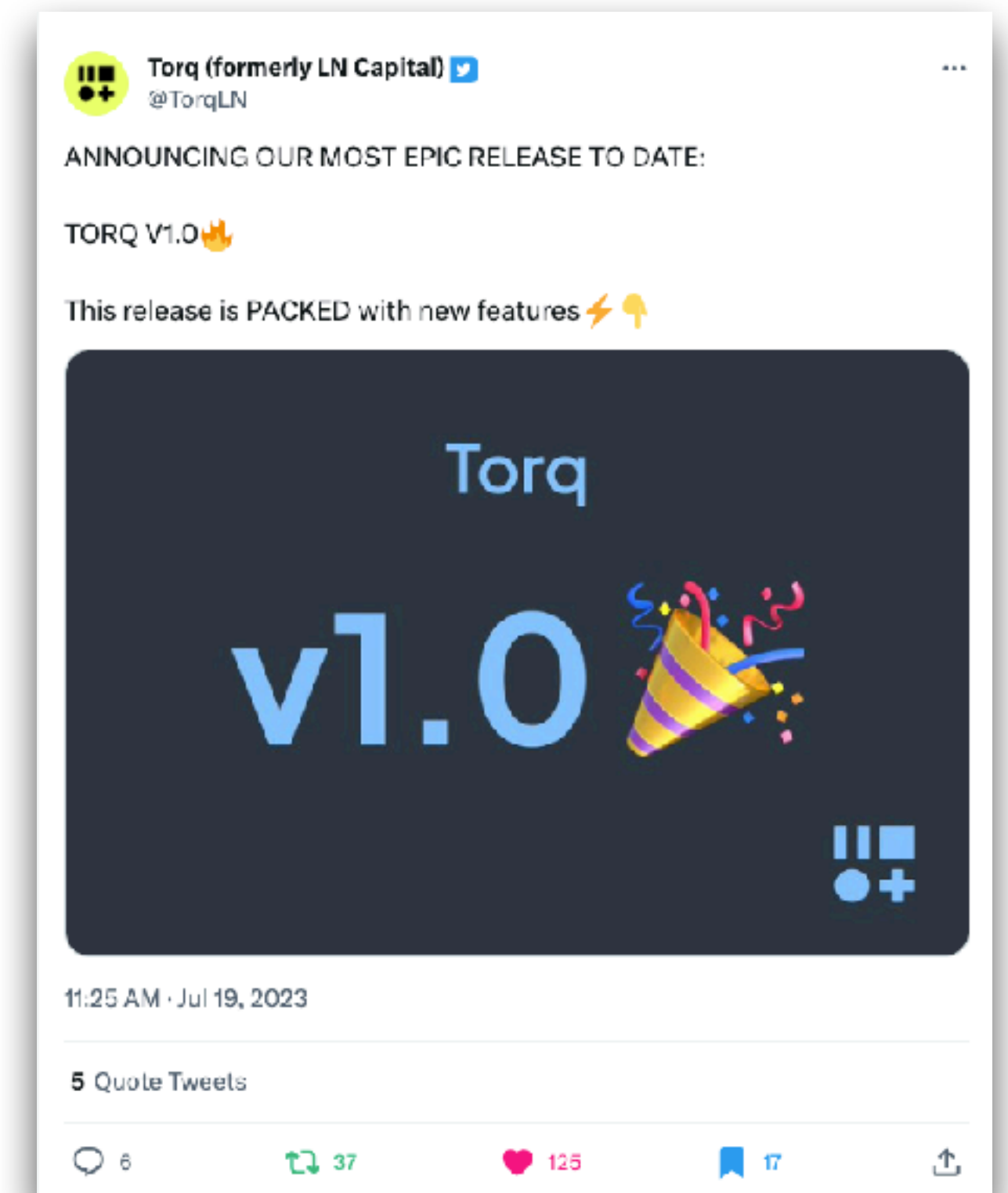
Viral



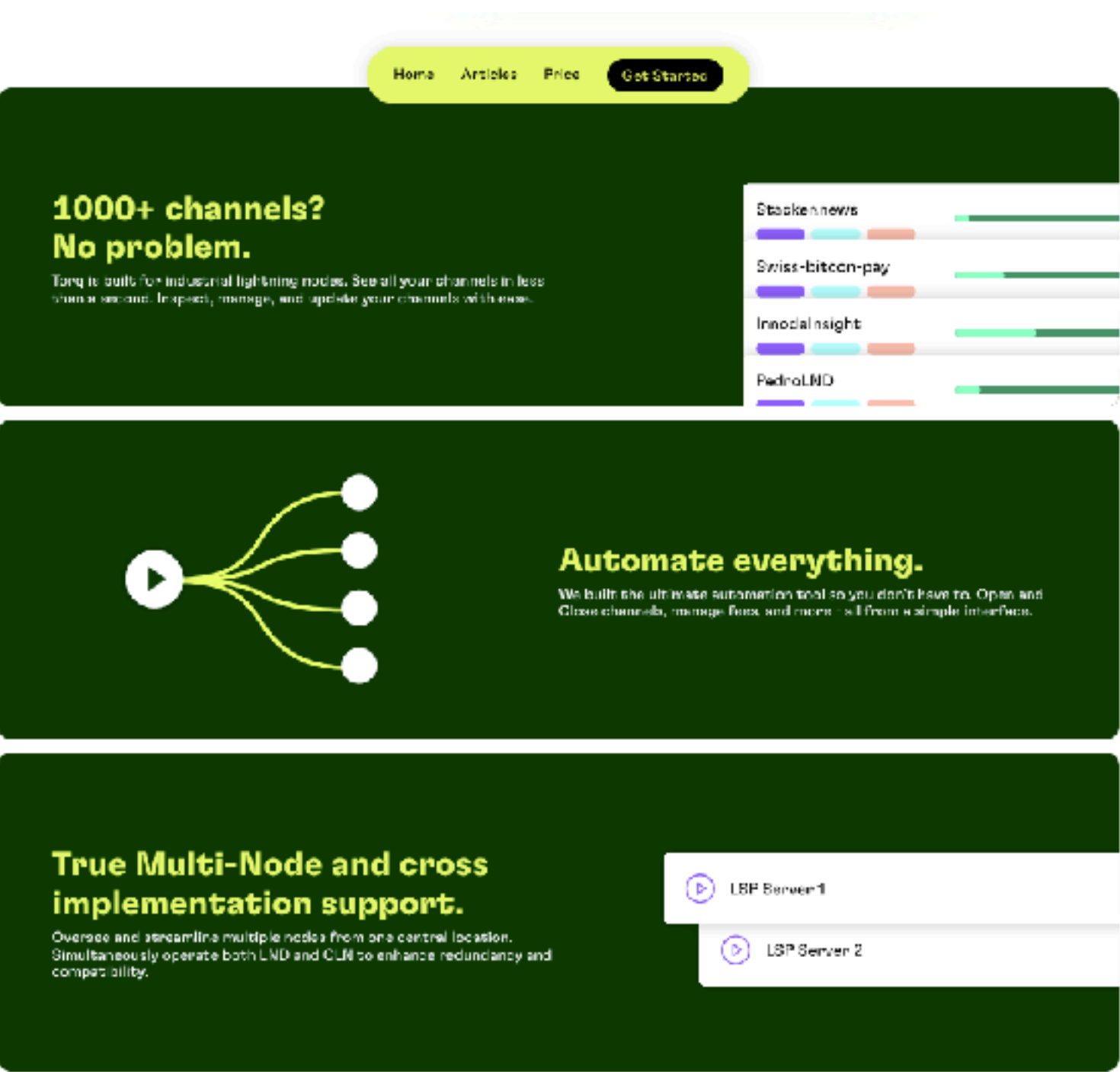
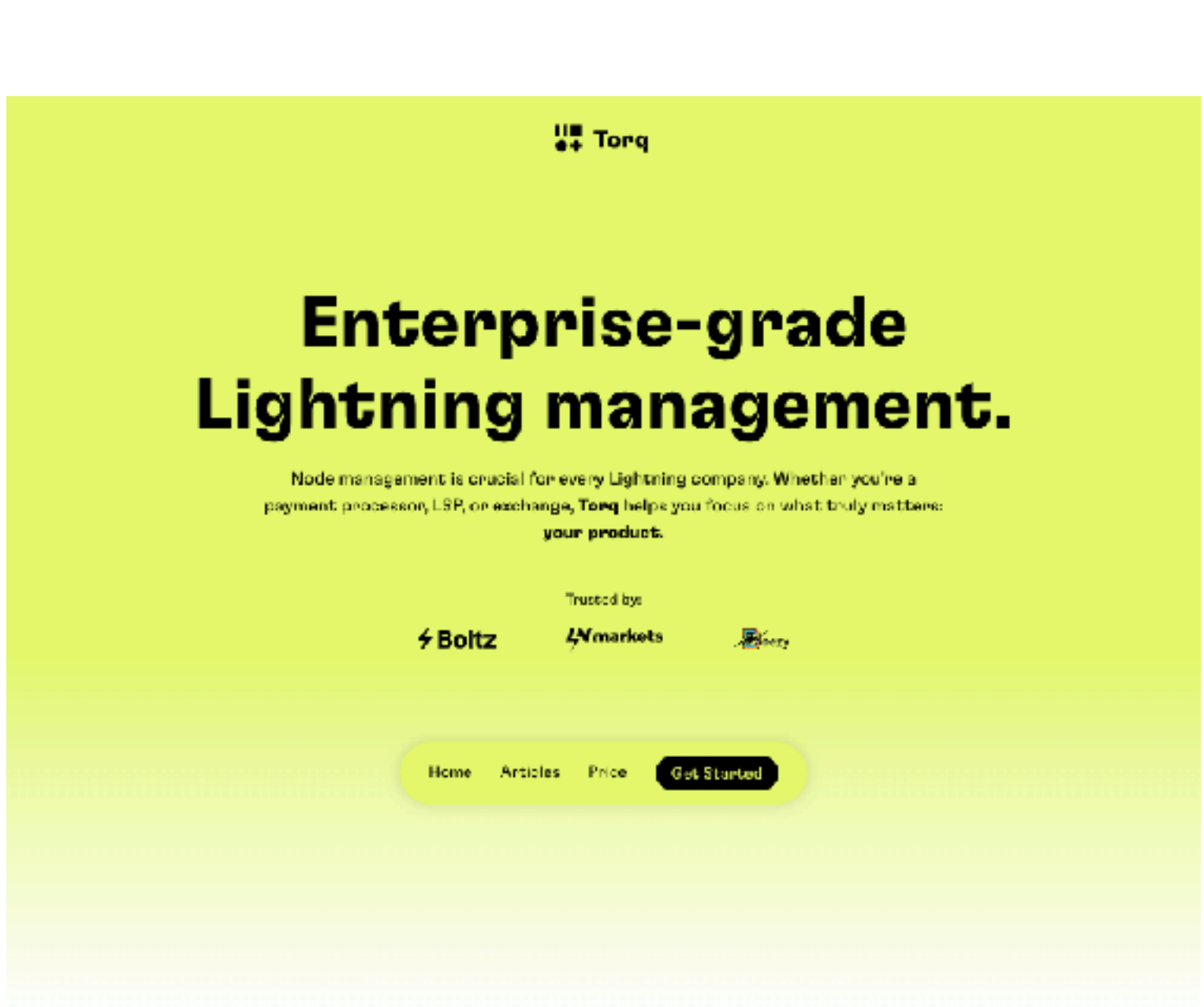
Meme



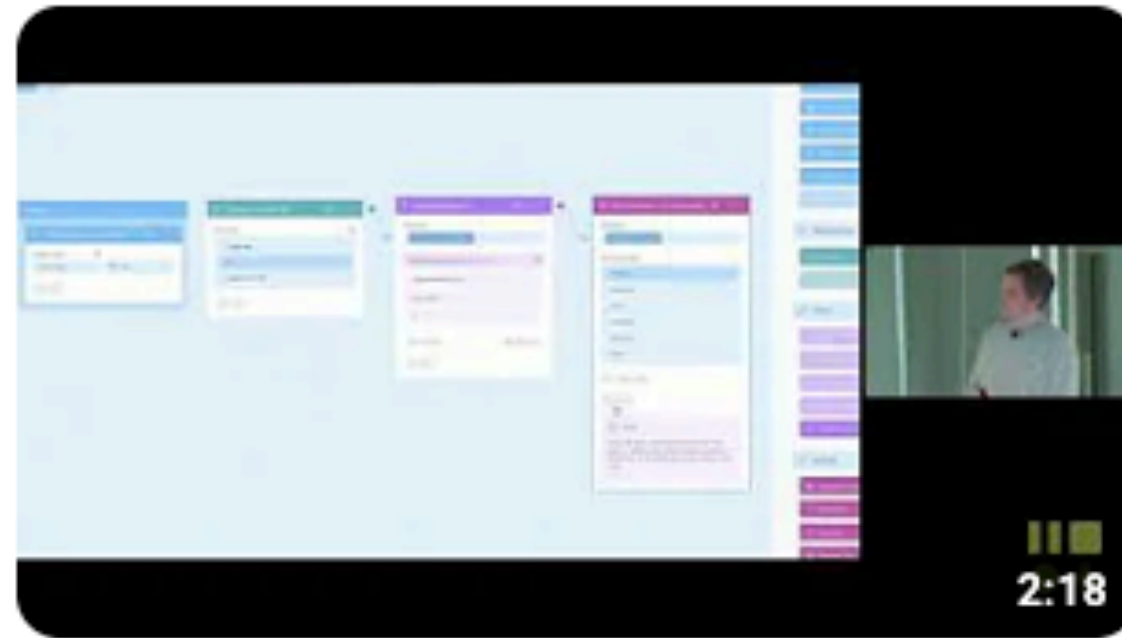
Product



Website Copy



Demo Videos



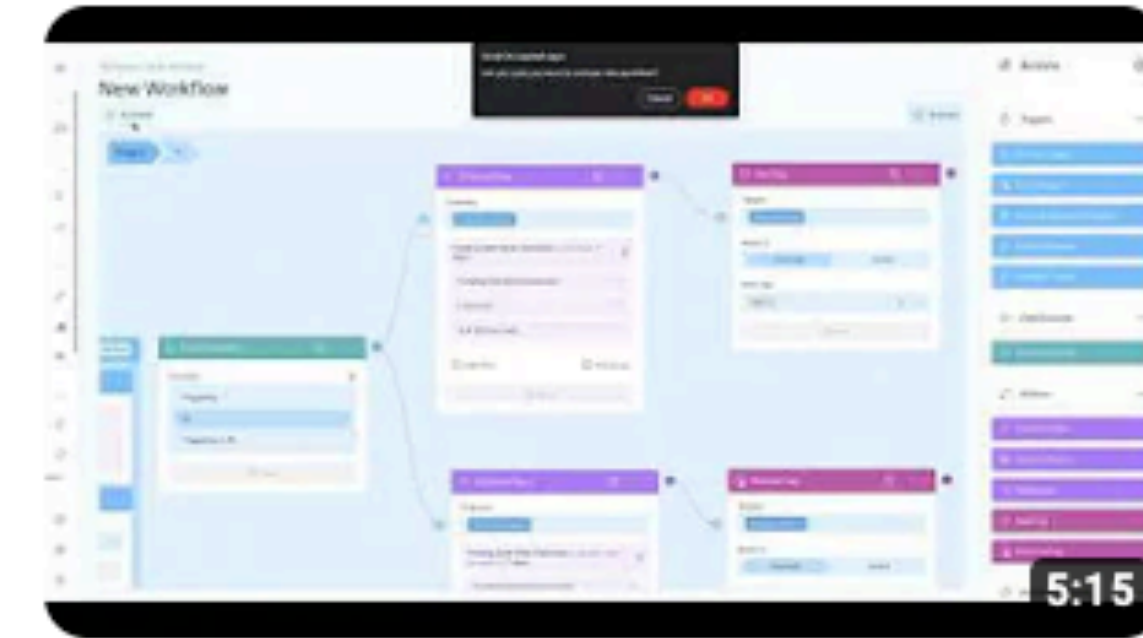
Torq Automation Demo

18 views • 3 weeks ago



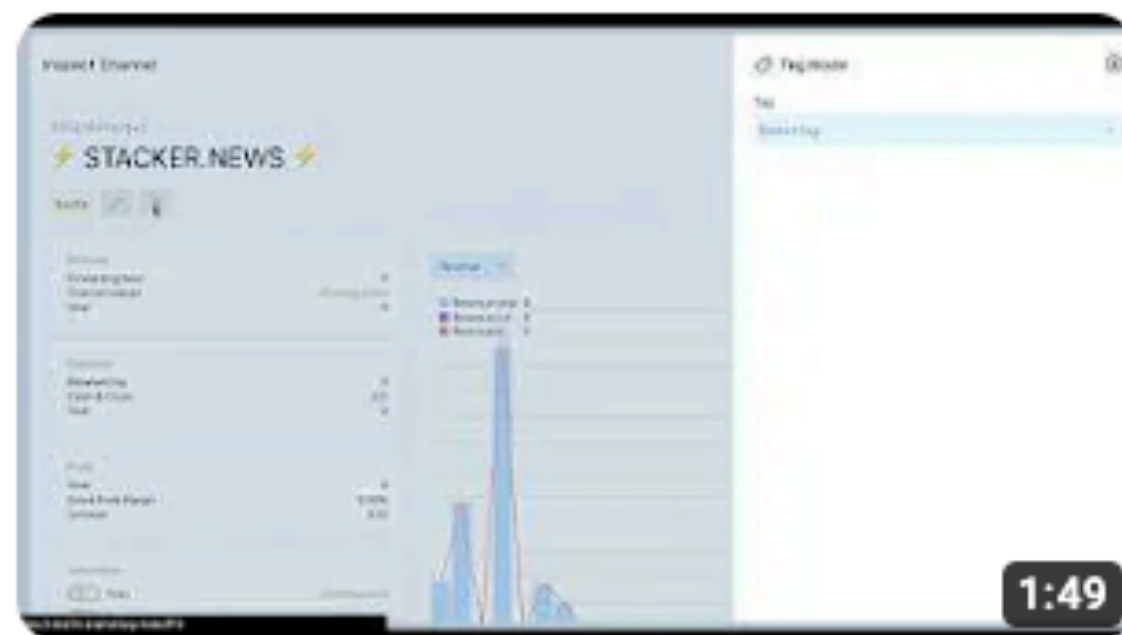
Torq Demo

87 views • 6 months ago



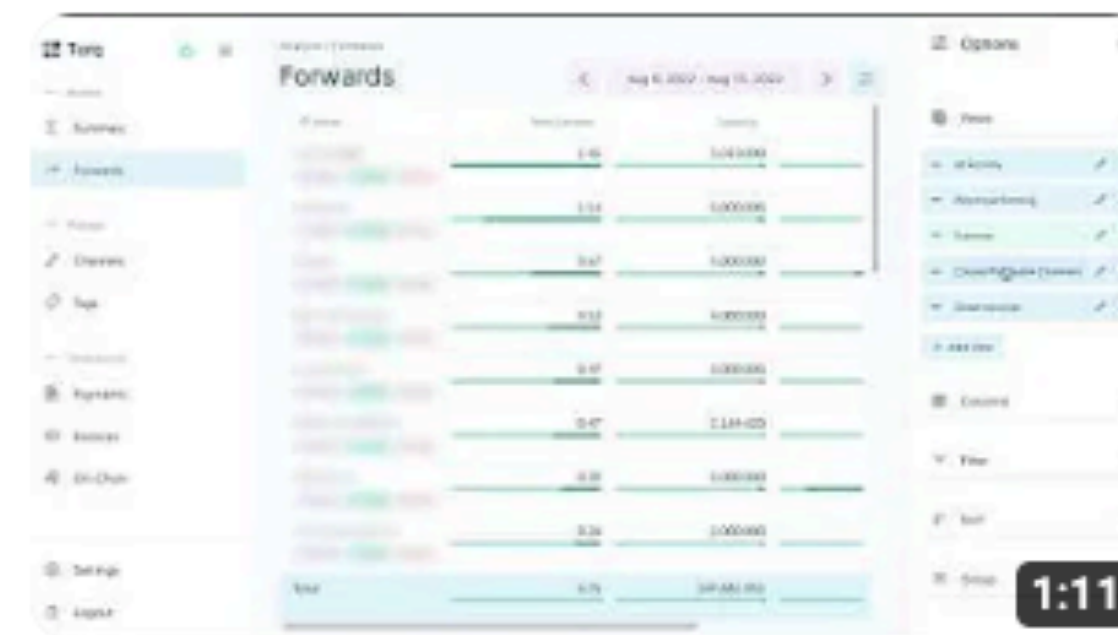
How to use Automation Workflows in Torq

493 views • 6 months ago



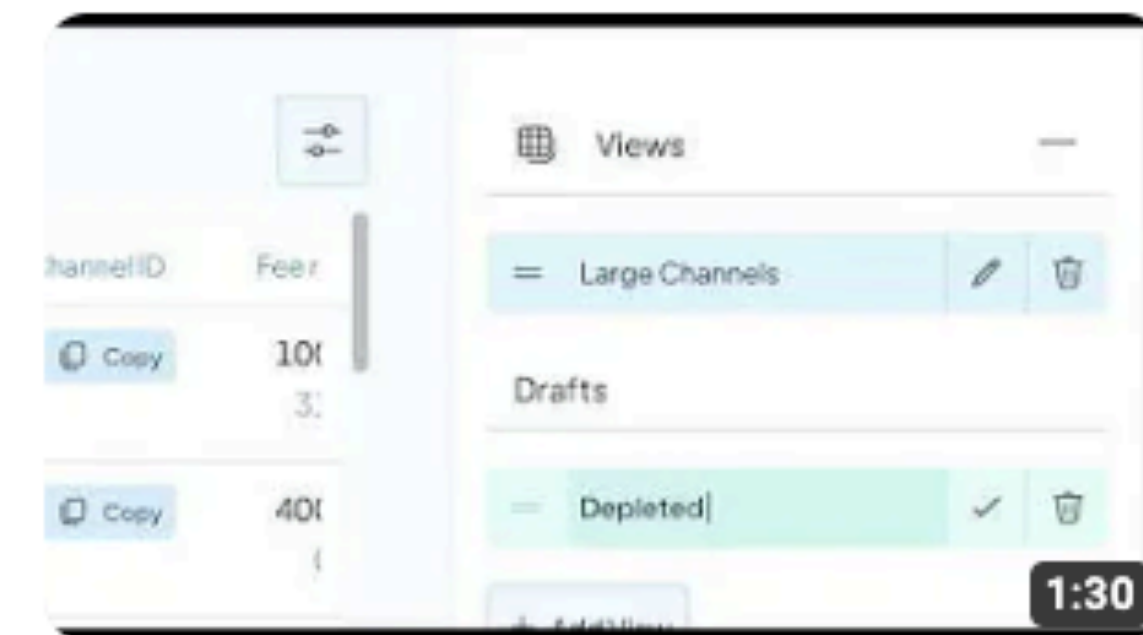
How to use Tags in Torq

89 views • 8 months ago



How to use the Forwards Tab in Torq

153 views • 8 months ago



Creating custom channel views in Torq

166 views • 8 months ago

Articles



The Infinite Divisibility of Bitcoin: A Deep Dive into Milli-Satoshis and the Lightning Network



Unlocking Bitcoin's Future: The Importance of Taproot and Key Aggregation



Lightning Service Providers: Pioneering the Future of Bitcoin for Billions



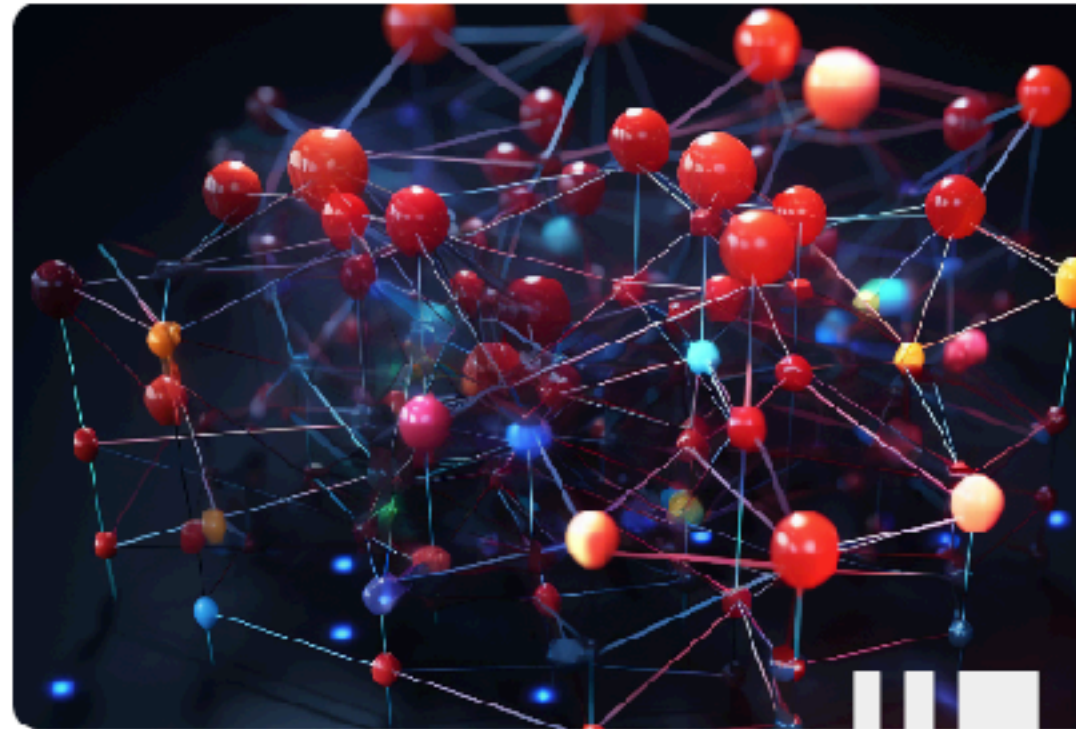
Running a Lightning Node: Essential Security Tips and Best Practices



Splicing: The Future of Privacy in Lightning Network



Becoming a Lightning Node Operator: A Definitive Guide for Beginners



Unjamming the Lightning Network: A Comprehensive Solution to Channel Jamming Attacks



The Magic of the Lightning Network: A Deep Dive into HTLCs



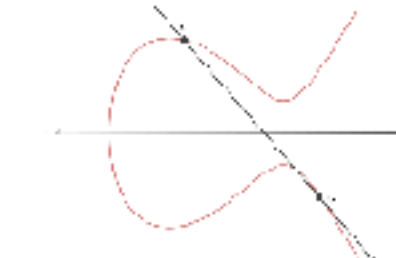
Pickhardt Payments: Supercharging the Lightning Network and Transforming the Economy



How SegWit Enabled the Lightning Network: Revolutionizing Bitcoin Payments



Bitcoin's Scripting Language: A Beginner's Guide



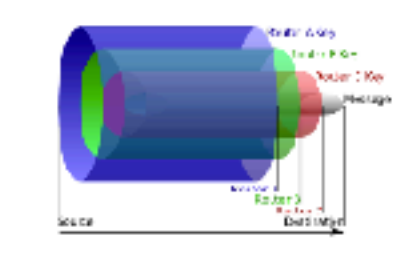
Elliptic Curves: The Foundation of Bitcoin's Cryptography



BOLT 12: The Sleeping Giant of Bitcoin's Lightning Network



Will the Lightning Network kill Bitcoin Mining?



Onion Routing: A Revolutionary Cypherpunk Technology in Bitcoin's Lightning Network



Channel Factories: The Potential Game Changer for Bitcoin Scalability

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