



**Social Media Case Study**

# Quote Testimonial

# Background

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

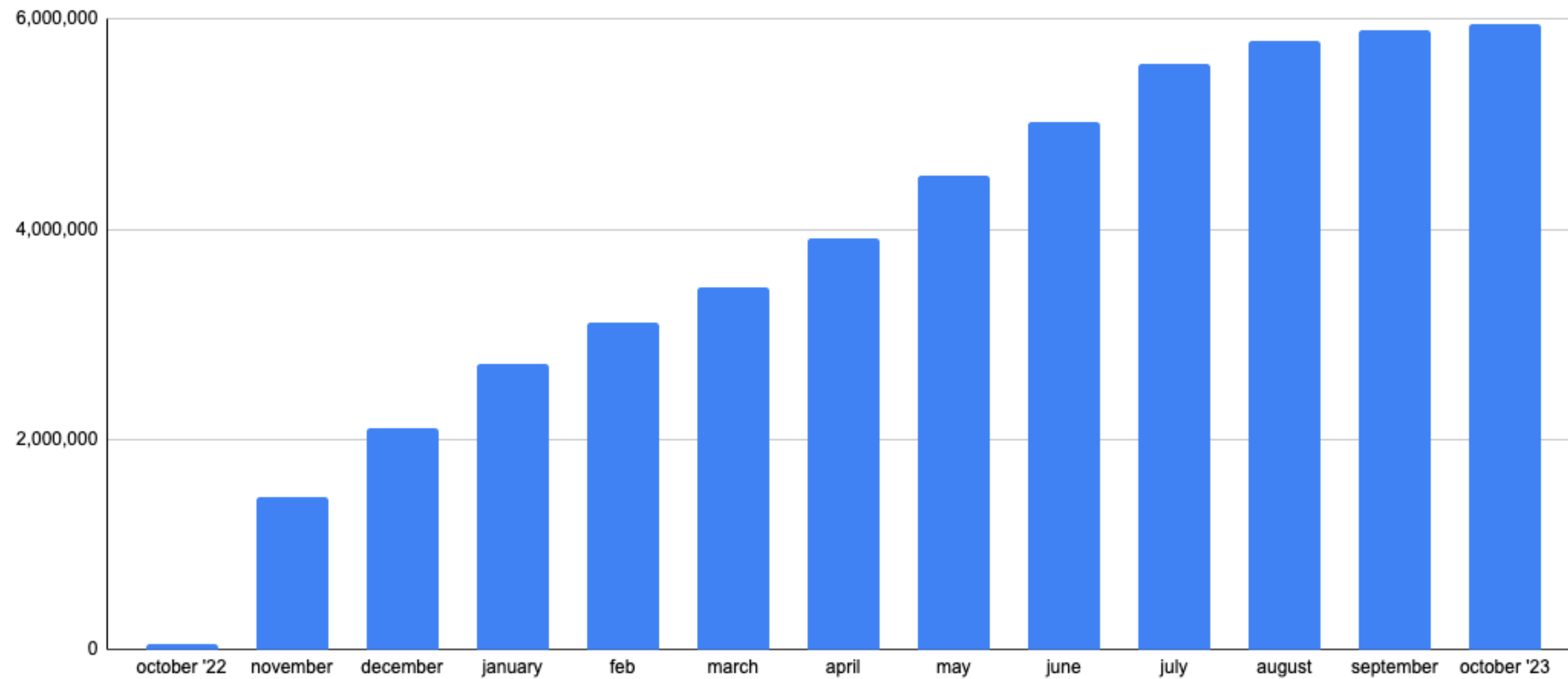
# Strategy

- **4 High-value threads/month**
- **Daily engagement**
- **2-5 short posts/week**

# Impressions

Up 1,000% from start date

## Cumulative Impressions



# Link Clicks

Up 1,000%

# Monthly Active Users

Up 300%



# Examples

- **Viral**
- **Product**
- **Meme**



# Examples