

HOW CRYPTO VIC BUILT CONSISTENT VIEWERSHIP AND A **98K+ ORGANIC** COMMUNITY IN 5 MONTHS.

We refined Crypto Vic's presence across YouTube, Instagram, and key social platforms, boosting content clarity, strengthening engagement, and converting viewers into a consistent, growing community.



BEFORE THE SHIFT

THE CURRENT REALITY

Crypto Vic had expertise and content volume, but his presence across socials lacked direction. Inconsistent engagement and unstructured content limited viewer retention and community growth.

before sept 2024



OBJECTIVES OF THE CLIENT

Growing Crypto Vic's presence wasn't just about increasing views or followers
it required a structured content system, strong visual clarity, and a clear strategy designed to convert attention into consistent viewership and a loyal crypto community.



CONSISTENT ORGANIC GROWTH

Build a system for sustainable, organic growth across socials — without relying on paid promotion or short-term spikes.



COMMUNITY-DRIVEN ENGAGEMENT

Create content that encourages interaction, builds trust, and converts viewers into an active, long-term crypto community.



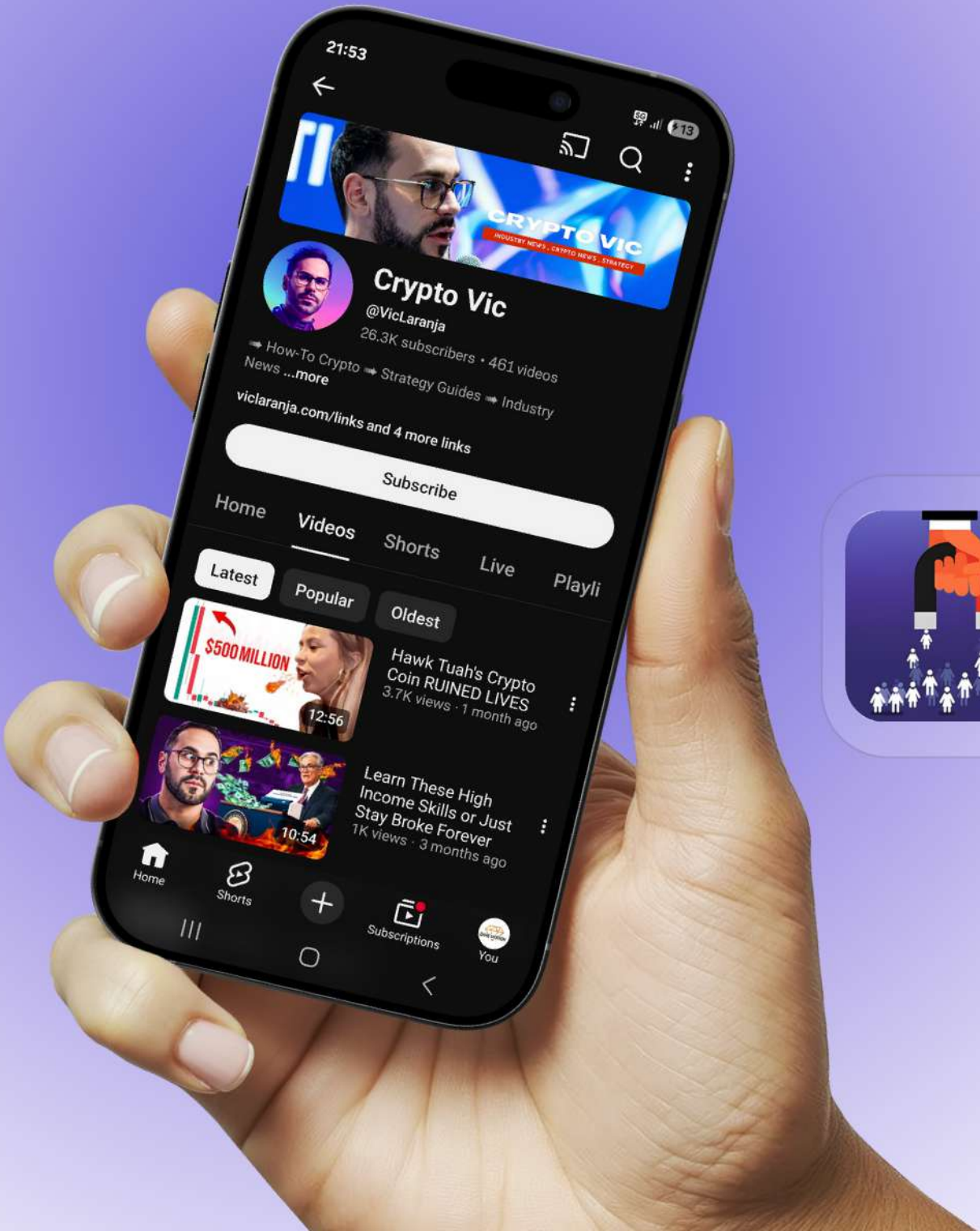
CLEAR CONTENT DIRECTION

Establish a focused content structure and posting direction that aligned with Crypto Vic's expertise.



HIGH-RETENTION CONTENT

Improve content pacing, hooks, and format to increase viewer retention and encourage repeat viewership.





OUR OBJECTIVE

Turn **Crypto Vic's** scattered content into a streamlined, high-retention content system that builds **narrative trust**, drives **consistent viewership**, and converts attention **into a loyal organic community** — **without compromising speed or quality.**





Growth & Conversion Blueprint



Content Overview

We aligned Crypto Vic's knowledge and trading strategies with audience expectations to define clear content value.

Audience Research

We analyzed viewer behavior across socials to identify attention drivers, drop-offs, and top-performing formats.

Content structure

We established clear content pillars to deliver consistent value with every post.

Clarity-First Editing

We simplified complex crypto ideas through clean editing, improved pacing, and visual clarity.

Retention & Engagement Optimization

We refined hooks, pacing, and CTAs to increase watch time and repeat engagement.



Community Growth System

We converted consistent viewership into a trust-driven, long-term crypto community – organically.

**Content
Overview**

**Audience
Research**

**Content
structure**

**Clarity-First
Editing**

**Retention & Engagement
Optimization**

**Community Growth
System**

The First Signal of Credibility

From the moment someone lands on Crypto Vic's profile, they need to instantly understand his credibility, expertise, and value in the crypto space. We optimized every touchpoint to communicate clarity, trust, and authority within seconds.

Profile & Bio Optimization

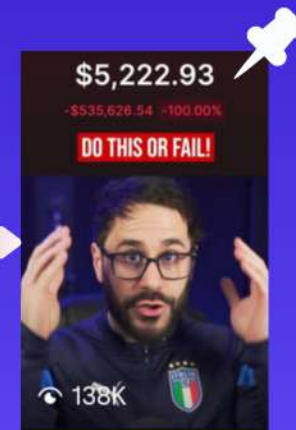
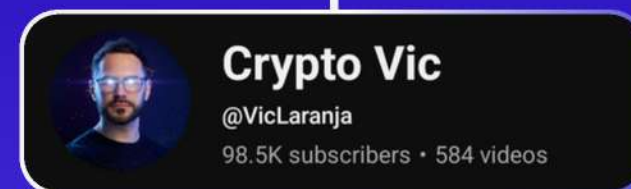
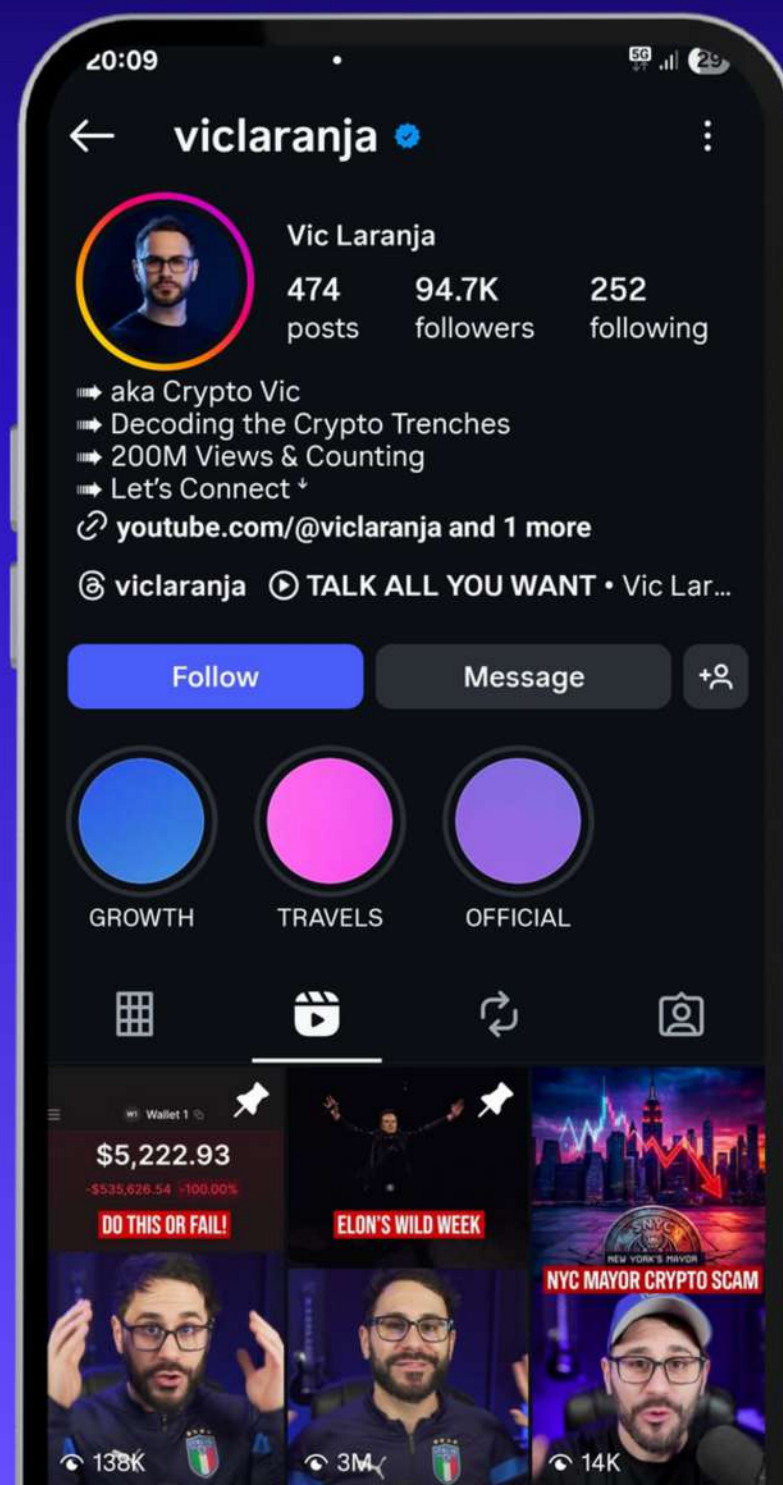
Short-form viewers were strategically guided from Reels into long-form YouTube content, converting casual scrollers into consistent subscribers.

Instant Credibility Signals

Key information was structured for clarity and impact, recognizing that first impressions are formed in seconds. The result: less friction, more trust at first glance.

Proof-Driven Presentation


High-value posts were curated and pinned to immediately showcase Crypto Vic's knowledge and approach — helping new viewers grasp his expertise and confidently hit follow



Content was presented with clear hierarchy and intent, reinforcing authority while making it effortless for viewers to engage without unnecessary scrolling.

Where Conversations Became Credibility

Crypto Vic's presence on Twitter and LinkedIn was positioned around authority, clarity, and credibility — shifting the narrative from short-form hype to long-form trust.




DECODING
CRYPTO · AI · FINANCE


Vic Laranja ✓ He/Him · 3rd

I create video content about Crypto & other things I'm into — now with over 400,000 followers online


Posts Videos




NYC Mayor Eric Adams, just pulled off a MASSIVE crypto scam




Memecoin Volume Hits ALL TIME HIGHS ??? #memecoins




They leaked their Crypto User Data AGAIN... Ledger really...




Why Quantum Computing is the Bitcoin KILLER... The real reason...



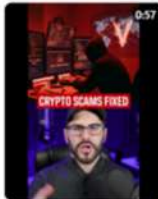
AI Predicts the Price of Bitcoin 2026 #crypto #bitcoin #2026



I've been in the industry for 5 years now, & 2025 was by far...



3,000 Crypto Wallets DRAINED in Crazy Exploit 'Trust Wallet'



Never Get Scammed by a Crypto Platform AGAIN...

Long-term brand value was built organically

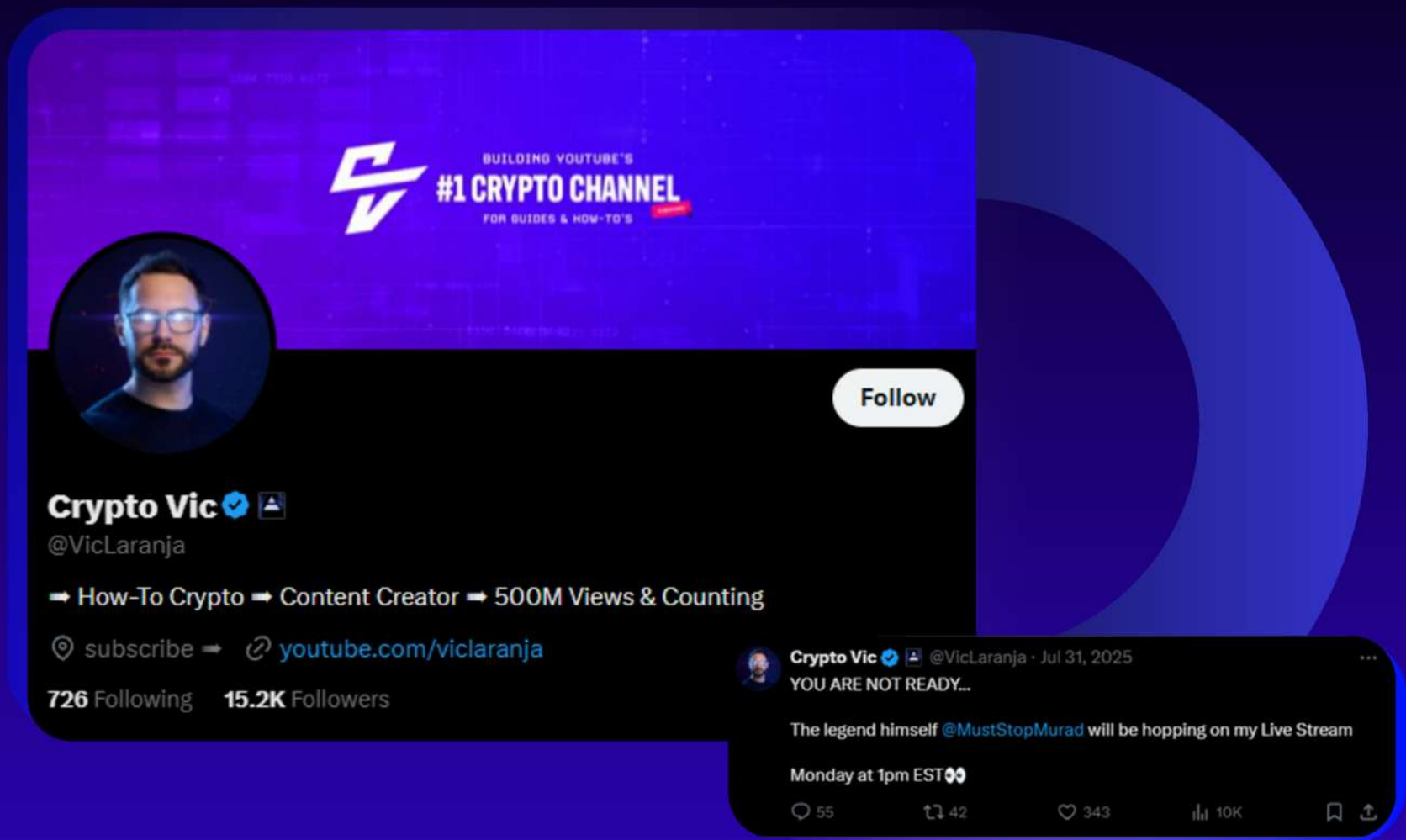
Rather than chasing virality, content focused on education, context, and clarity, attracting a high-quality audience that valued understanding over hype.



On these platforms, the goal wasn't virality alone, but thought leadership in the crypto space.



We positioned Twitter as a key relationship-building platform for Crypto Vic not for broadcasting, but for strategic participation within the crypto market .



Market-Level Conversations

By interacting with other crypto voices, analysts, and industry figures, Twitter became a space where credibility was built through dialogue — not self-promotion.

Trust Through Visibility

Consistent presence in crypto discussions helped followers repeatedly see Crypto Vic’s perspective — reinforcing familiarity, trust, and authority over time.

Peer-to-Peer Credibility

By interacting with other crypto voices, analysts, and industry figures, Twitter became a space where credibility was built through dialogue — not self-promotion.



THE EXECUTION FRAMEWORK

OUR EXECUTION OVERVIEW

CTA

Natural calls-to-action that turn attention into follows, engagement, and return viewers.

VIDEO EDITING

Clean, paced editing to make complex crypto ideas easy to follow and engaging.

VISUAL HOOKS

Clean, paced editing to make complex crypto ideas easy to follow and engaging.

SCRIPT

Clear, value-first scripts that simplify crypto strategies and insights.



PREVIOUS EDITING APPROACH

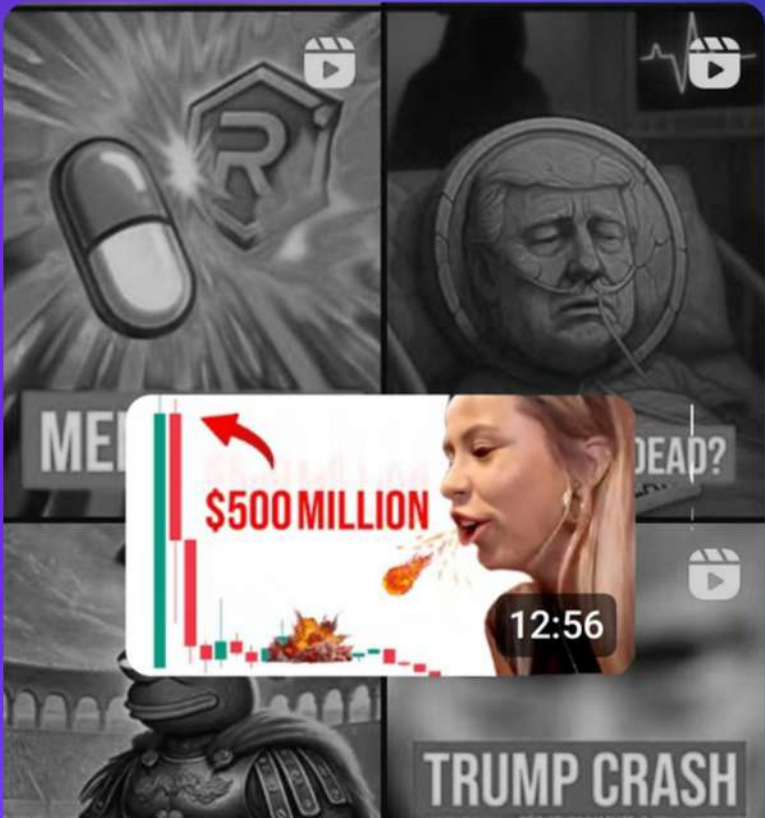
Crypto Vic's early content relied on simple, lightly edited clips. While informative, the pacing felt slow, visual emphasis was minimal, and complex ideas weren't clearly guided, resulting in lower viewer retention and early drop-offs.

Cluttered on-screen visuals

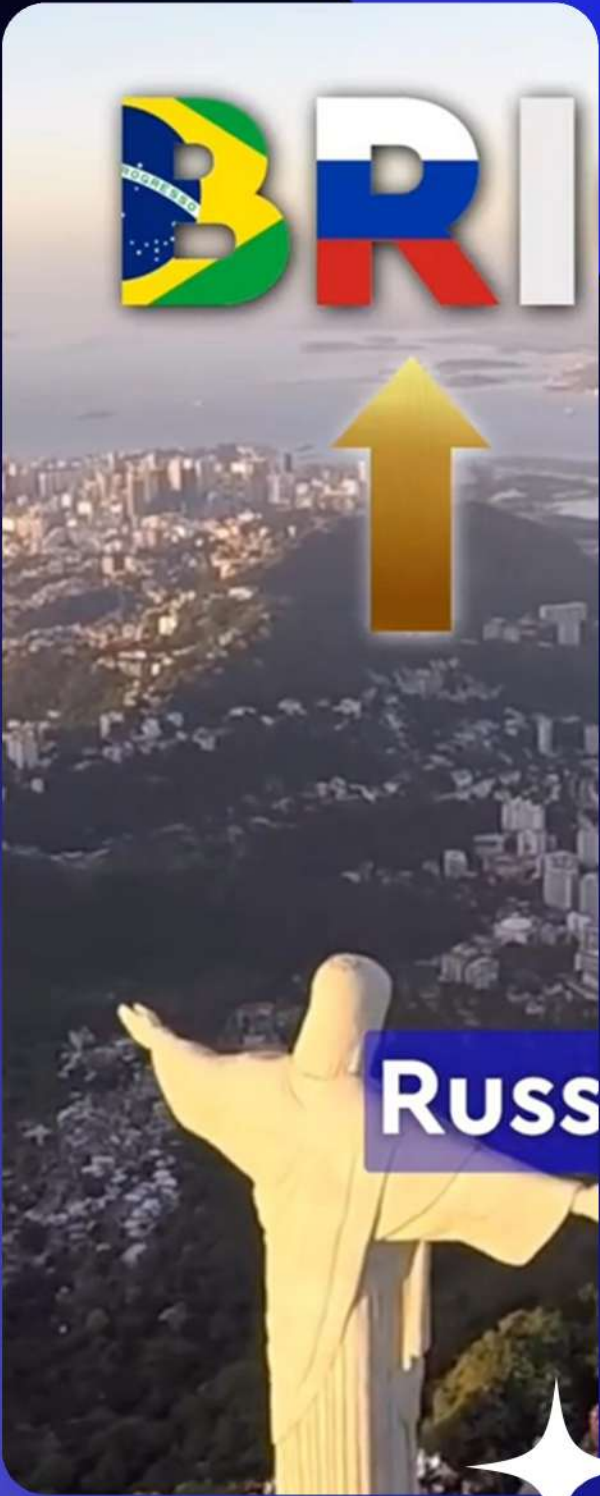


Messy overall presentation

Unclear thumbnails



Rough animations



Youtube

A/B Testing

(Before)



No clear hierarchy

✗ Unclear message

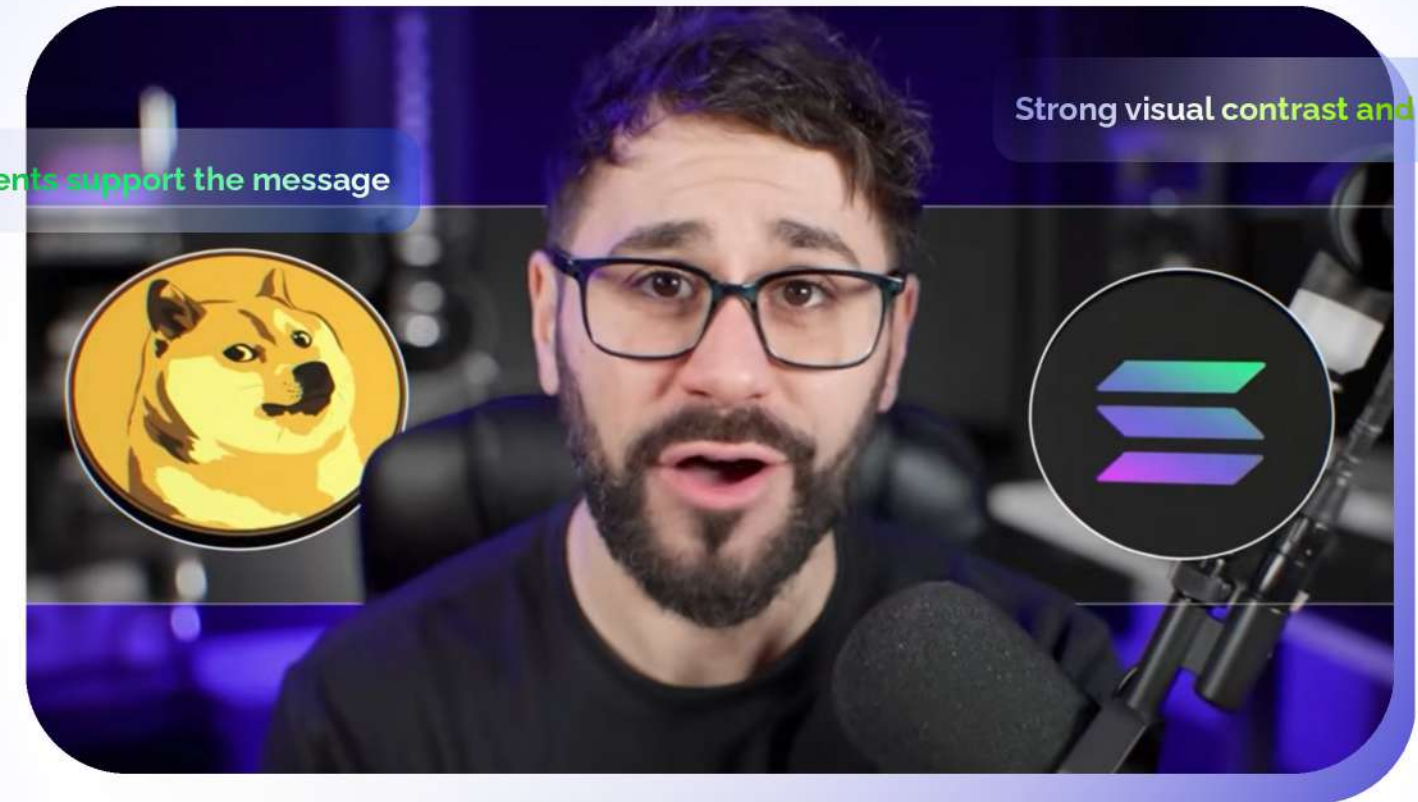
✗ Cluttered visuals

✗ Visual conflict

(After)

Visual elements support the message

Strong visual contrast and lighting



✓ Strong contrast

✓ Higher retention

✓ Clear focal point

✓ Easy to understand

✓ Clean visuals

Instagram

A/B Testing

(Before)



Attention scattered

Cluttered visuals

Visual conflict

(After)



Clear subject

Strong focal point

Balanced composition

(Before)



Visual conflict

Unclear message

(After)



High contrast visuals

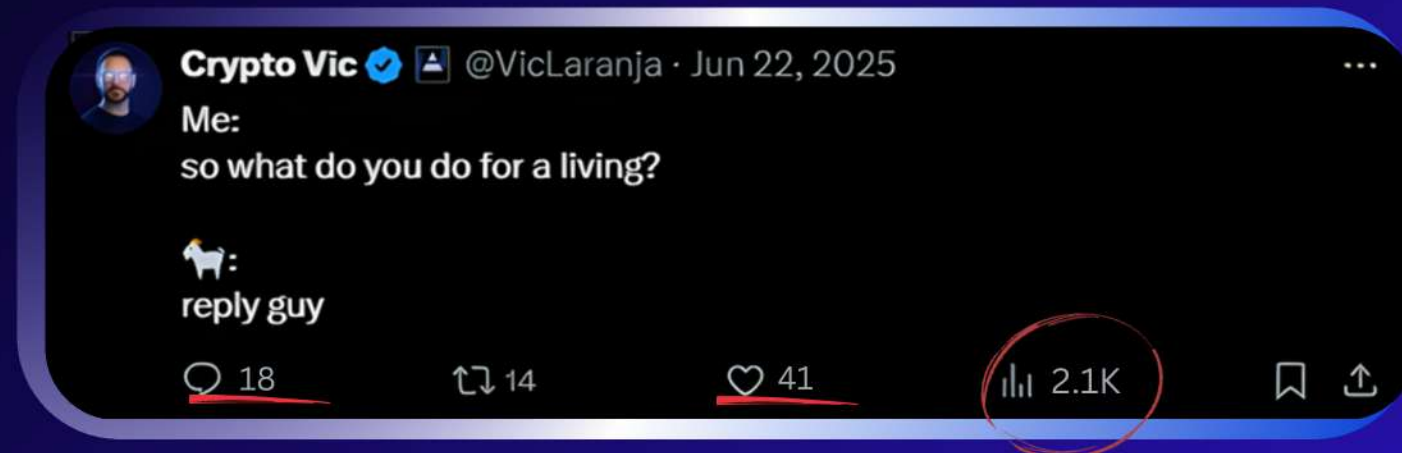
Clear narrative

Strong headline



Below, we contrast older low-engagement tweets with recent high-engagement tweets.

(Before)



(After)

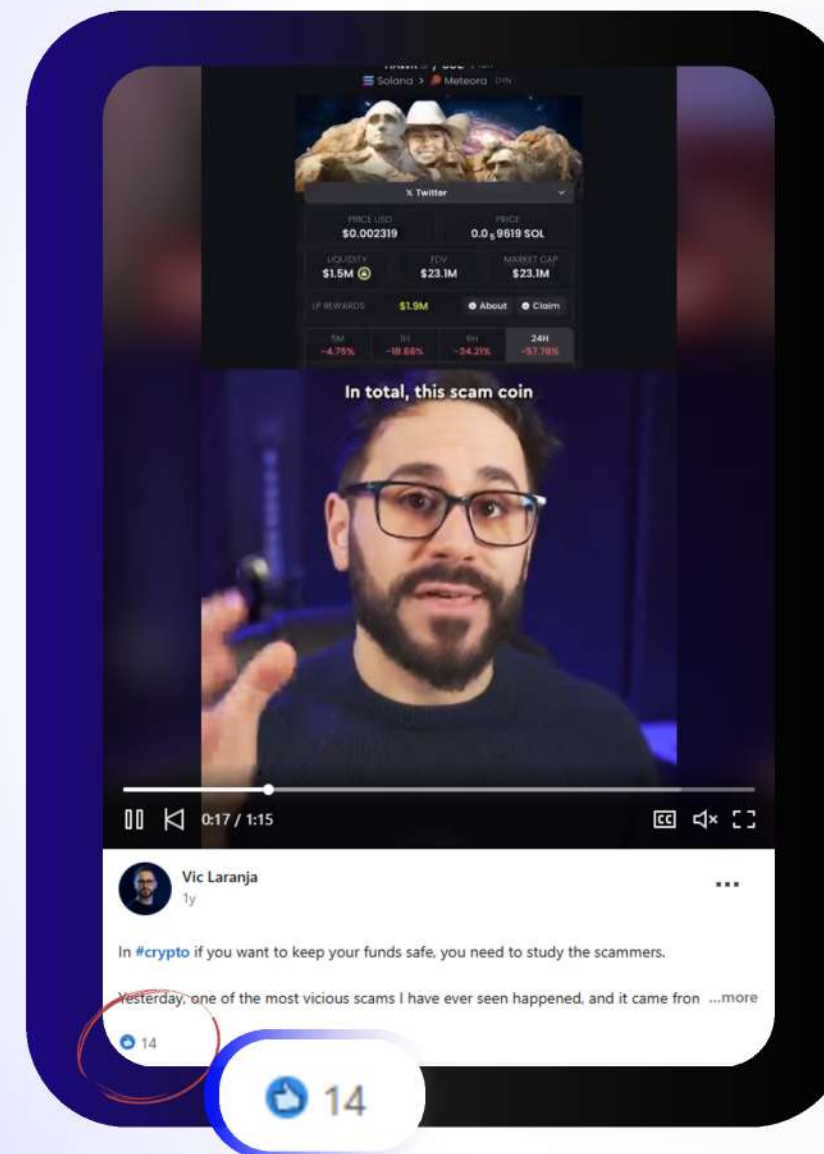


On X, Vic's evolution is clearly reflected in his content. His earlier tweets lacked structure and delivered limited engagement. In contrast, his recent posts are **strategically written**, **value-focused**, and drive significantly **higher impressions** and **engagement**.

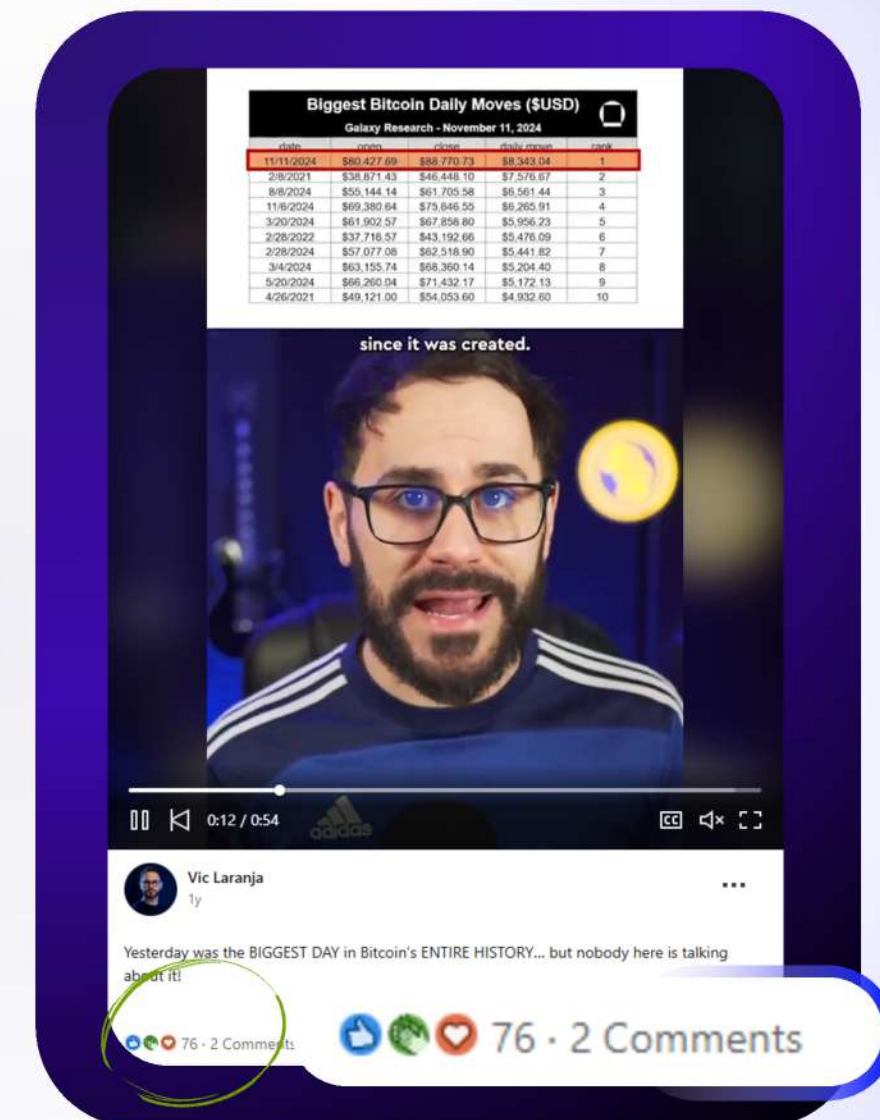


Below, we contrast older low-engagement tweets with recent high-engagement tweets.

(Before)



(After)



Vic's LinkedIn presence started with minimal activity and low engagement. By repurposing his top-performing X content and **refining** it for a **professional audience**, we drove steady growth—taking him from under 600 followers to several thousand, with consistently higher **impressions** and **meaningful engagement**.

Editing Breakdown

The Editing Shift



Motion Graphic



Minimal 3D



Strong Hook



Data driven



Clean Subtitle

Content That Converts

460K+ Views



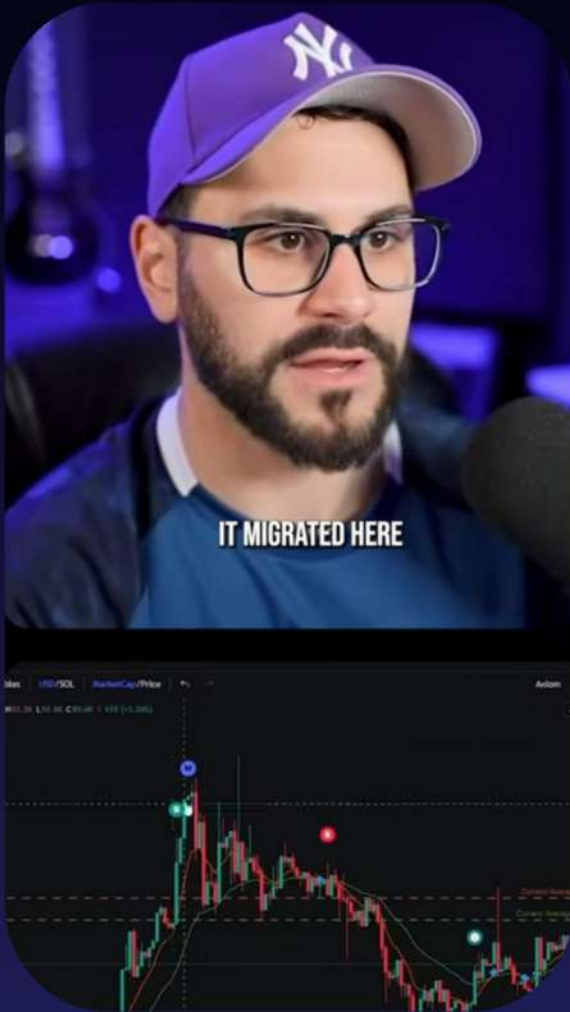
Clear Explanations of Complex Topics

2.1M+ Views




Timely & Relevant Topics

3M+ Views



Crypto Life Style

600K+ Views



Educational

We built a performance-driven content system for Crypto Vic that balanced education, credibility, and reach — turning high-interest crypto topics into consistent viewership and community growth.



Growth Tactics That Worked

We implemented practical, value-first growth tactics tailored to Crypto Vic’s crypto-education audience, focusing on interaction, relevance, and repeat engagement rather than gimmicks.



Comments

Search · Elon Musk's views on cryptocurrency

esong81 12w

What happens when the last bitcoin is mined

Reply

View 11 more replies

robbie_s_here 13w

How does it work when it's all mined ? Does it become worthless??!

Reply

View 11 more replies

waleed.vd 11w

Best explanation ever !

Reply



waleed.vd 11w
Best explanation ever !
Reply



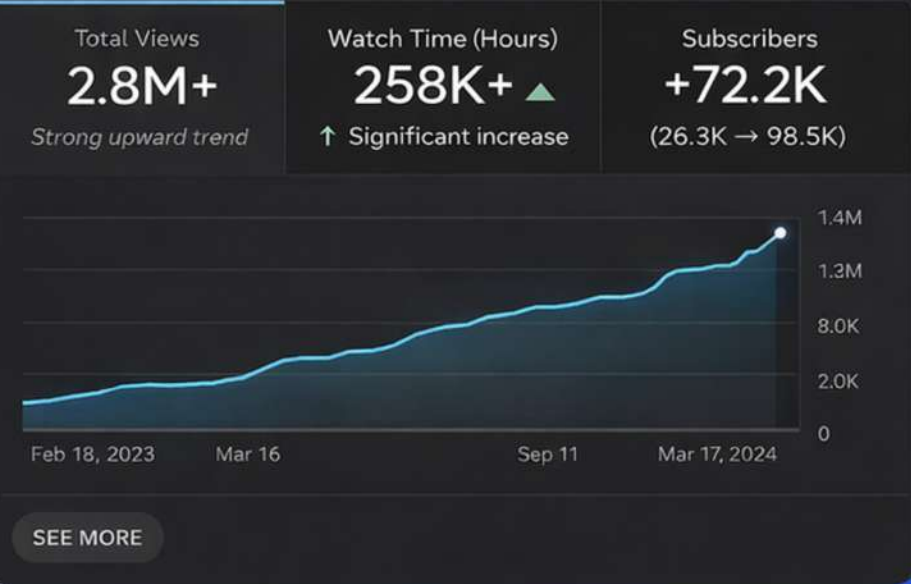
Responses like "Best explanation ever" and detailed replies from the audience acted as organic social proof, reinforcing credibility and authority.



Delivered Impact



Your channel has 2.8M+ views so far



Crypto Vic
@VicLaranja
26.3K subscribers • 461 videos

26.3K subscribers



Crypto Vic
@VicLaranja
98.5K subscribers • 584 videos

How-To Crypto Strategy Guides Industry News ...more

viclaranja.com/links and 4 more links

98.5K subscribers

67%
Followers Gained Through Crypto Educational content

8300+
Cross-Platform Conversion

+274%
Subscriber Growth

870K+ Views
in 3 videos

1K views

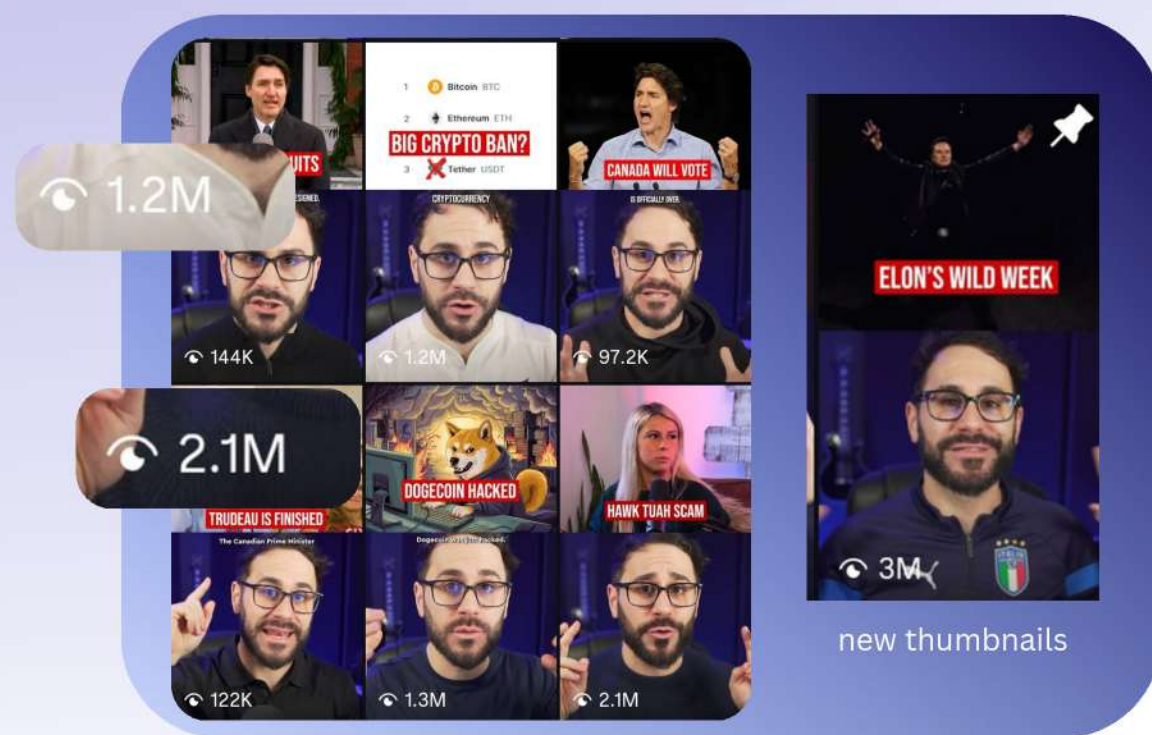
1.9K views

4.6 lakh views

2.1 lakh views

(Before)

(After)



Lessons & Iterations

We continuously analyzed Crypto Vic's performance across YouTube, Twitter, and LinkedIn to refine what drives attention, trust, and long-term growth.



Fast Hooks win

Clear, high-impact hooks in the first 3 seconds significantly improved retention in crypto explainer content.



Thumbnail Strategy

We redesigned thumbnails to remove clutter and focus on one clear idea per frame, making them instantly readable in fast-scroll feeds.



Clarity Beats Complexity

Simplifying charts, visuals, and language made advanced crypto topics easier to understand—and more shareable.



Smart CTAs Drive Cross-Platform Growth

Context-based CTAs helped convert short-form viewers into YouTube subscribers and long-term followers.

16M+

Views Gained!



10000+

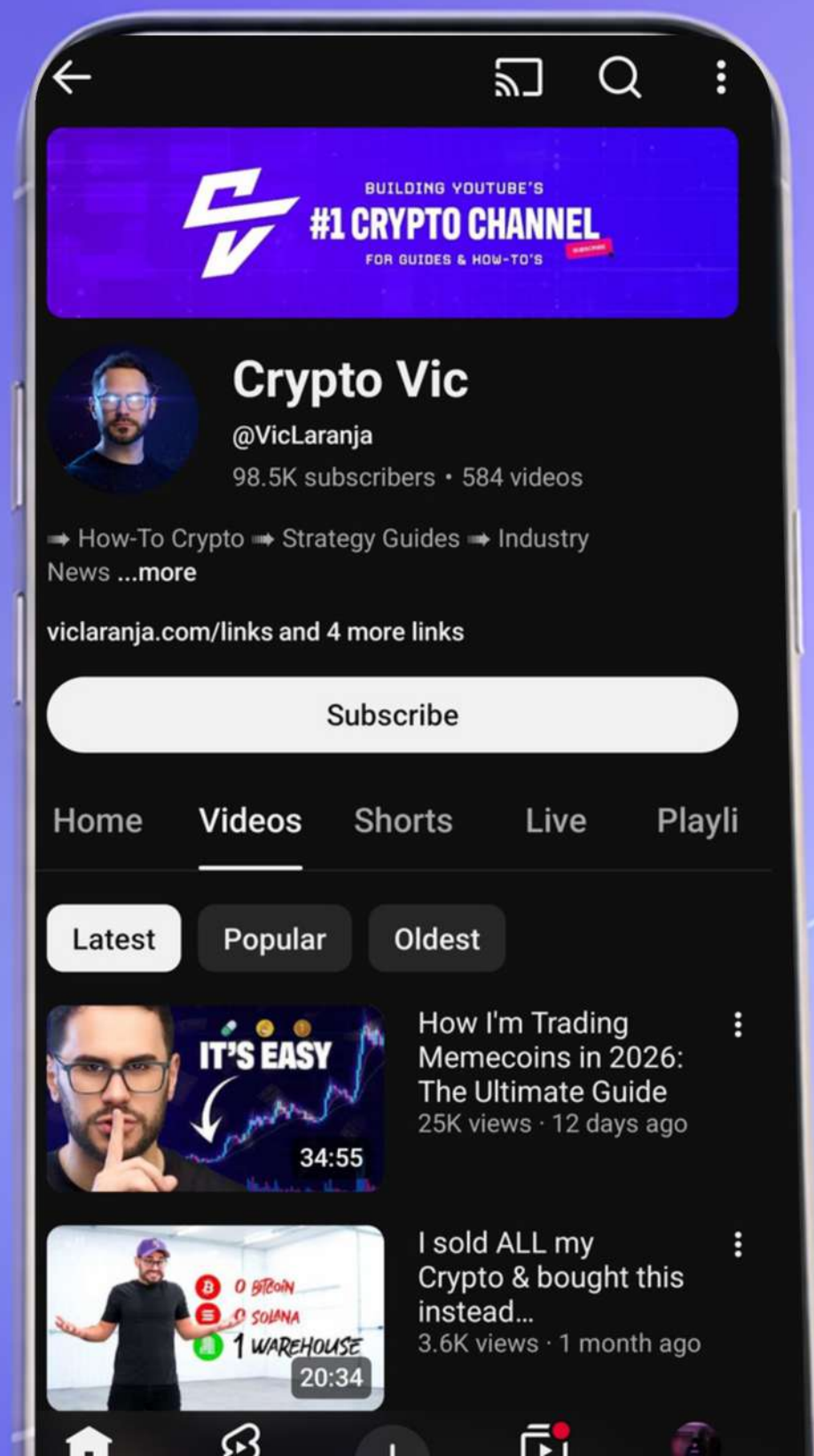
Cross-Platform Conversion

From Mistakes To
MasterClass

View Profile



Growth Roadmap from here



A sustainable growth system that compounds reach, strengthens trust, and converts attention into a long-term crypto audience across platforms.