



How Luke Davis grew to **151K followers** in 5 months with a steady flow of new SaaS users, all organically.

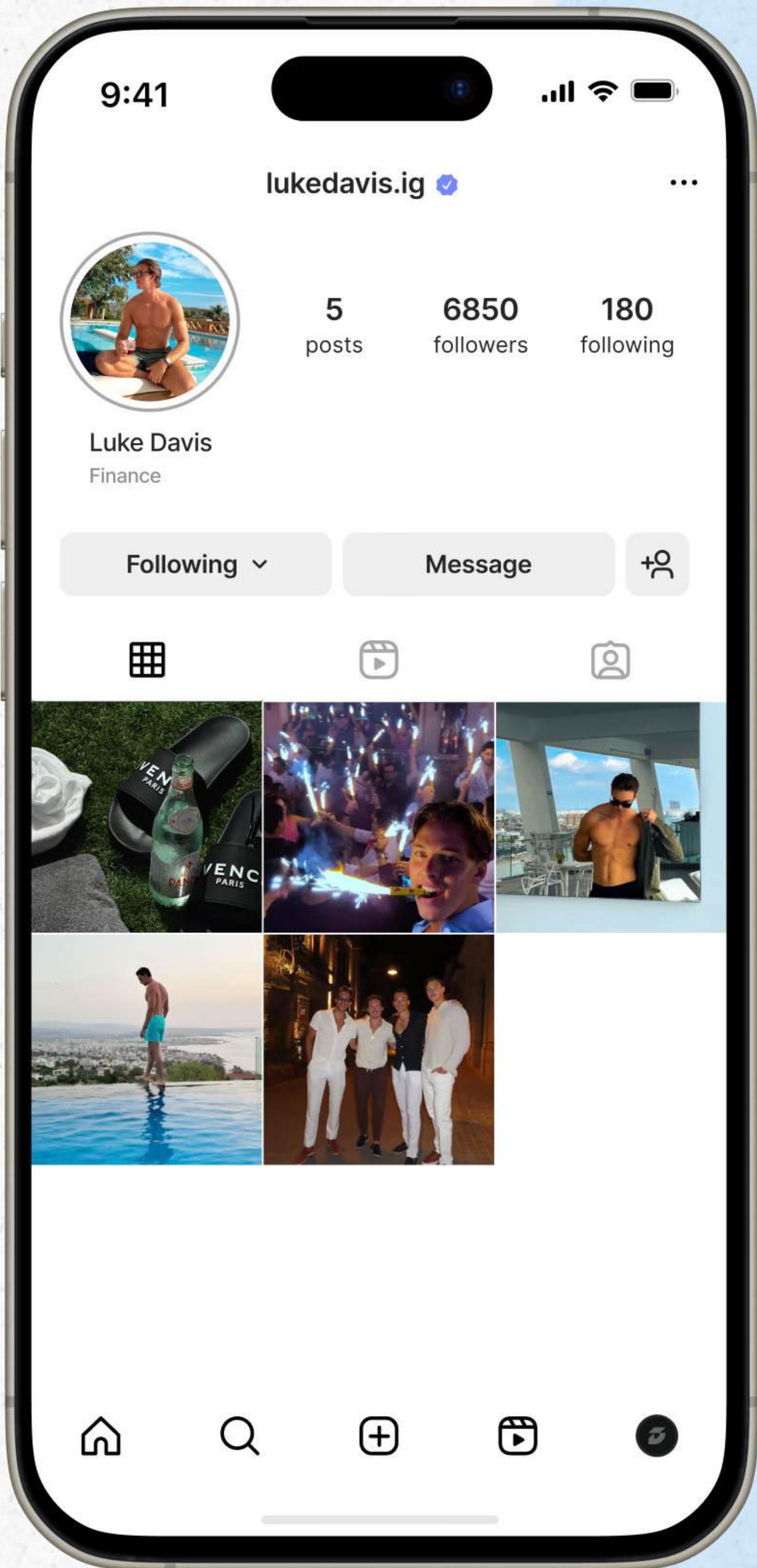
We transformed Mark's Instagram from a cluttered feed into a clean, compelling brand presence—boosting engagement, building trust, and turning casual scrollers into loyal followers.



The Current Reality

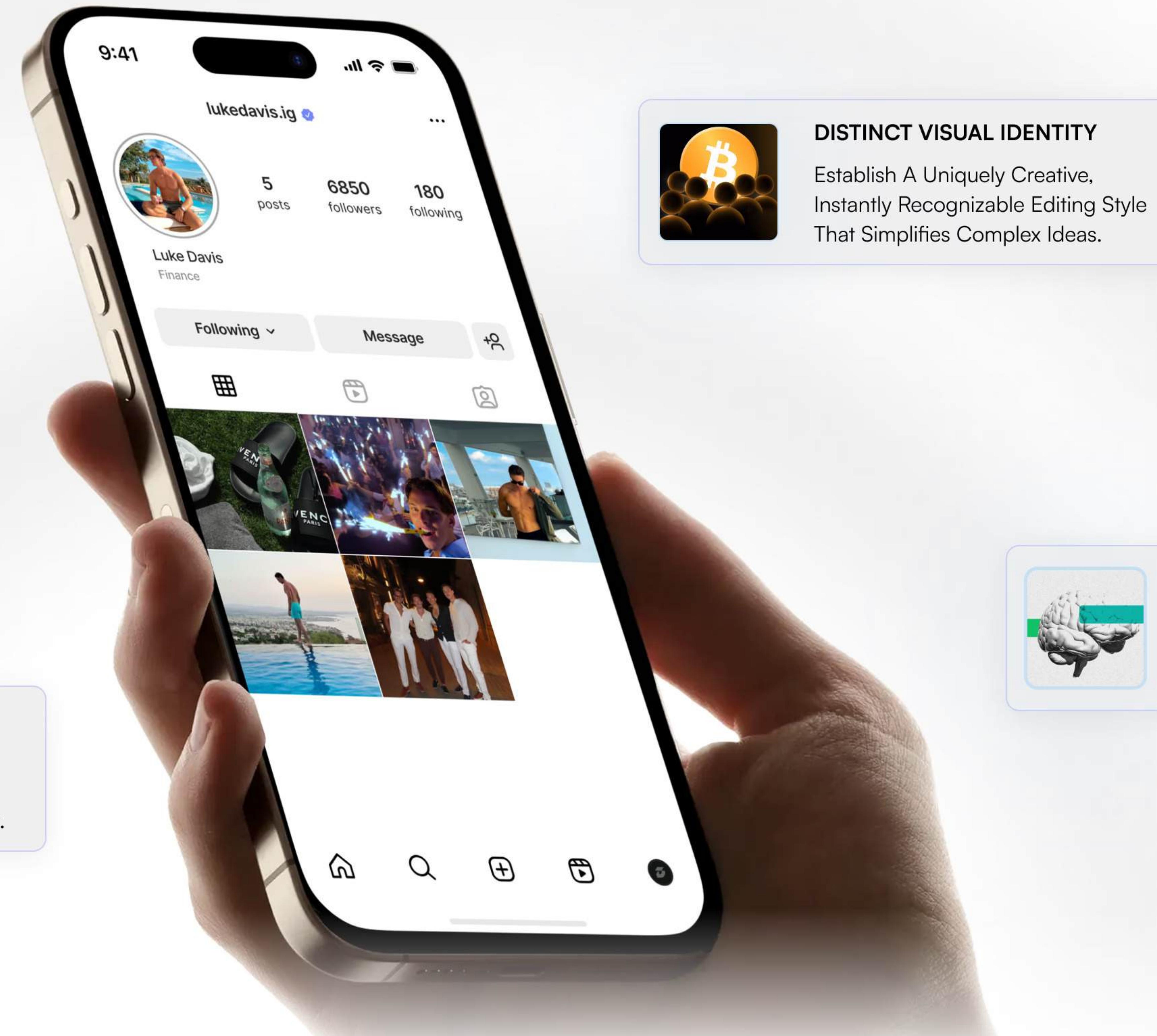
Luke had insights and a solid product—but his Instagram lacked direction. Low engagement, no clear message, and missed chances to convert followers into users.

before Feb 2024



Objectives of the Client

Growing Luke Davis's presence wasn't just about increasing followers—it required strategic storytelling, strong visual clarity, and content designed to convert attention into SaaS users.



EFFORTLESS GROWTH

Build Luke's Social Presence Organically, Without Significant Time Spent Filming.

DATA-DRIVEN HOOKS

Use Analytics-Backed Hooks To Instantly Capture Audience Attention And Boost Engagement.

DISTINCT VISUAL IDENTITY

Establish A Uniquely Creative, Instantly Recognizable Editing Style That Simplifies Complex Ideas.

CONVERSION-FOCUSED CONTENT

Craft Strategic Posts And Thumbnails Designed Specifically To Drive SaaS User Sign-Ups.

OUR OBJECTIVE

Turn **Luke's** scattered insights into a streamlined content system
that builds **narrative trust** and drives **qualified SaaS adoption**—
without needing him on camera daily.

Growth & Conversion Blueprint

Growing Luke Davis's presence wasn't just about gaining followers; it required creatively simplifying complex SaaS ideas, showcasing his expertise authentically, and consistently converting interest into active users.

Strategic, Subtle CTAs

We seamlessly embedded CTAs into his content, guiding followers toward meaningful actions without feeling pushy.



Iterative Insight Loops

By closely tracking each video's performance, we doubled down on exactly what resonated, driving continuous improvement and SaaS sign-ups.



Creative Editing, Minimal Filming

Luke spent less time filming. We turned his basic phone footage into visually compelling stories, clearly simplifying even the most complex SaaS topics.



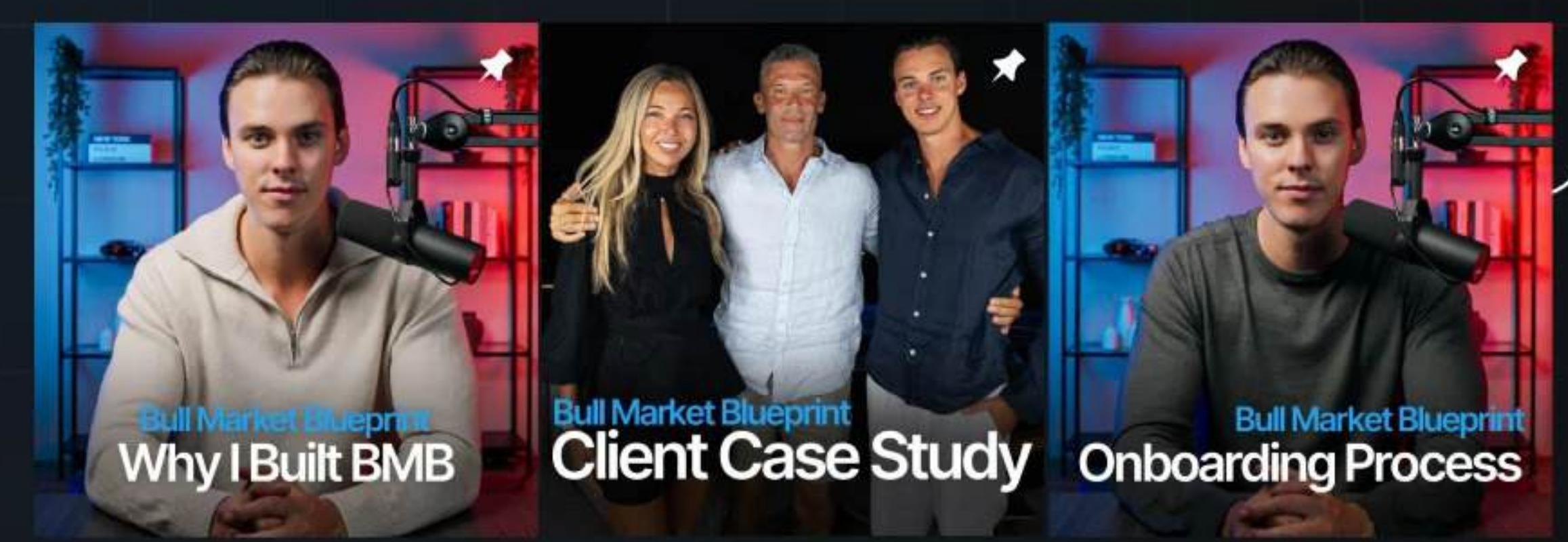
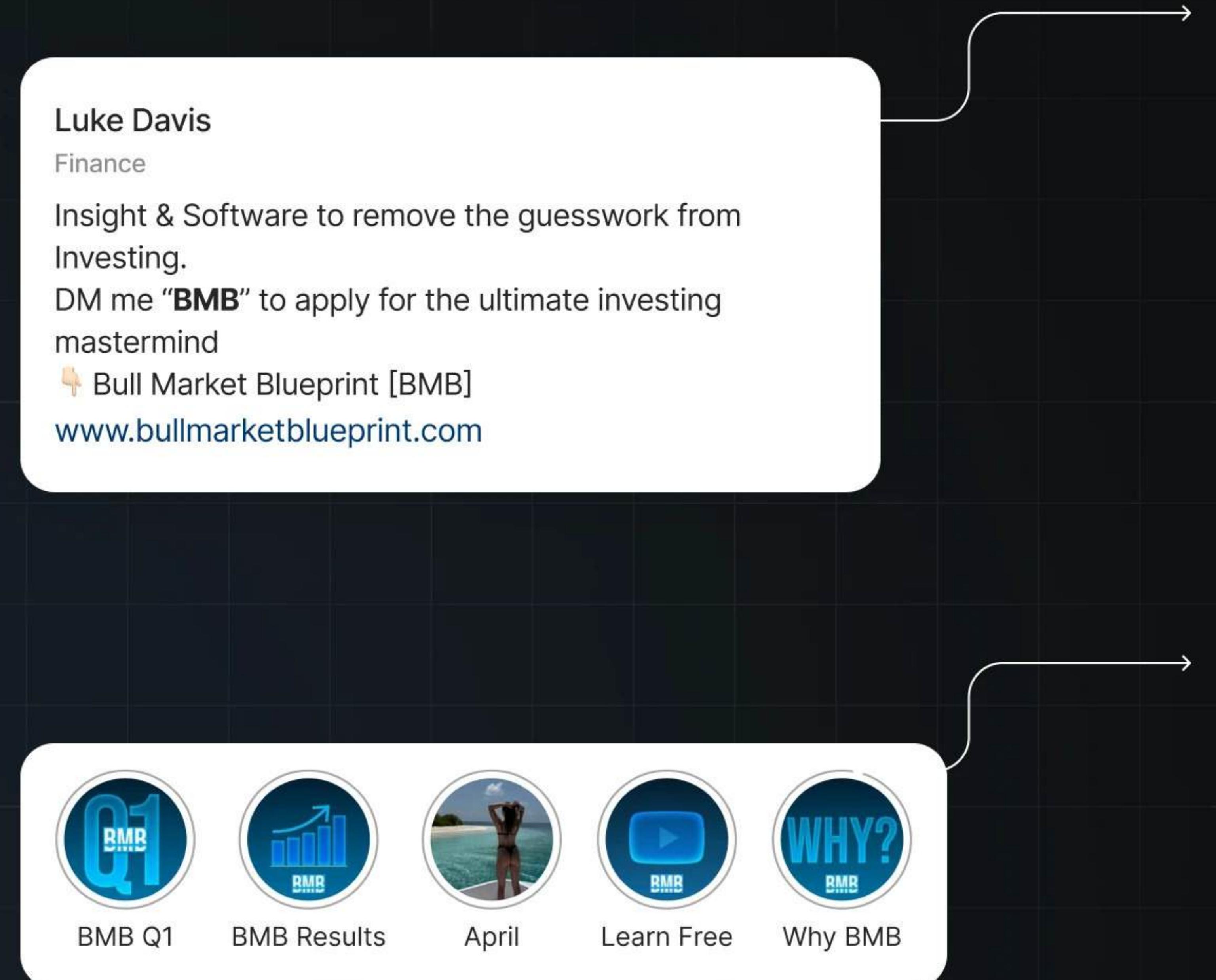
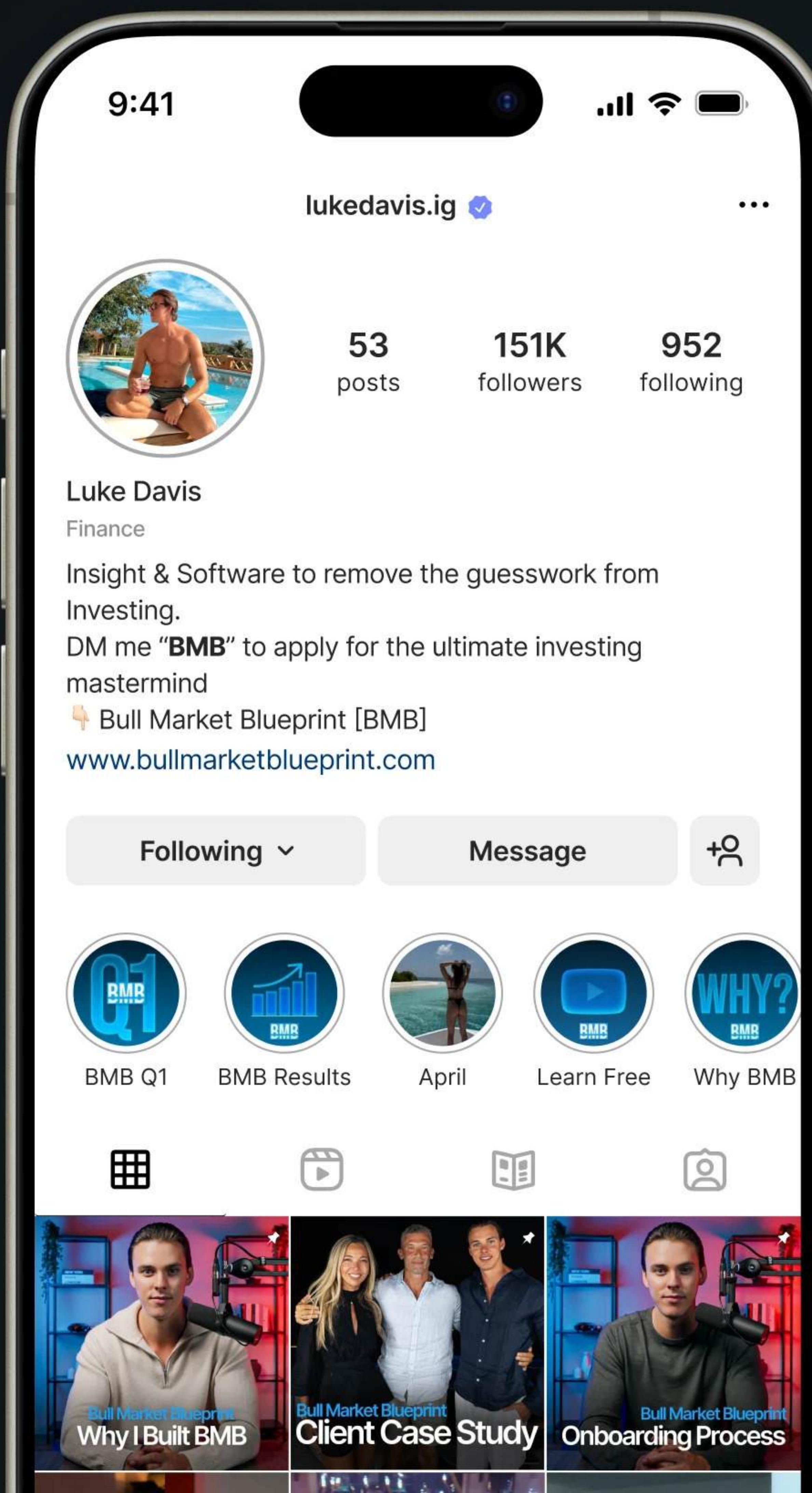
Data-Backed Hooks

Instead of guessing, we analyzed audience metrics to craft scroll-stopping hooks—consistently capturing viewer interest.



The Impact of First Impressions

From the moment someone lands on Luke's page, they need to know his SaaS is credible—and worth their time. We engineered every touchpoint to reflect professionalism and expertise.



We optimized Luke Davis's profile and bio to instantly convey credibility—key, as users form opinions in **7 seconds**.

We designed and structured Instagram Highlights for **instant credibility**.

Proof shows that **75% of users** judge a brand's credibility based on its profile, and **58% prefer** easily accessible content before engaging.

Curated three pinned Reels—**a feature walkthrough**, a **user testimonial**, and a **"how-to" snippet**—so newcomers learn his product instantly, no scrolling required.

Our Execution Focus

Visual Hooks

People scroll fast. You have less than **3 seconds** to stop them.

CTA

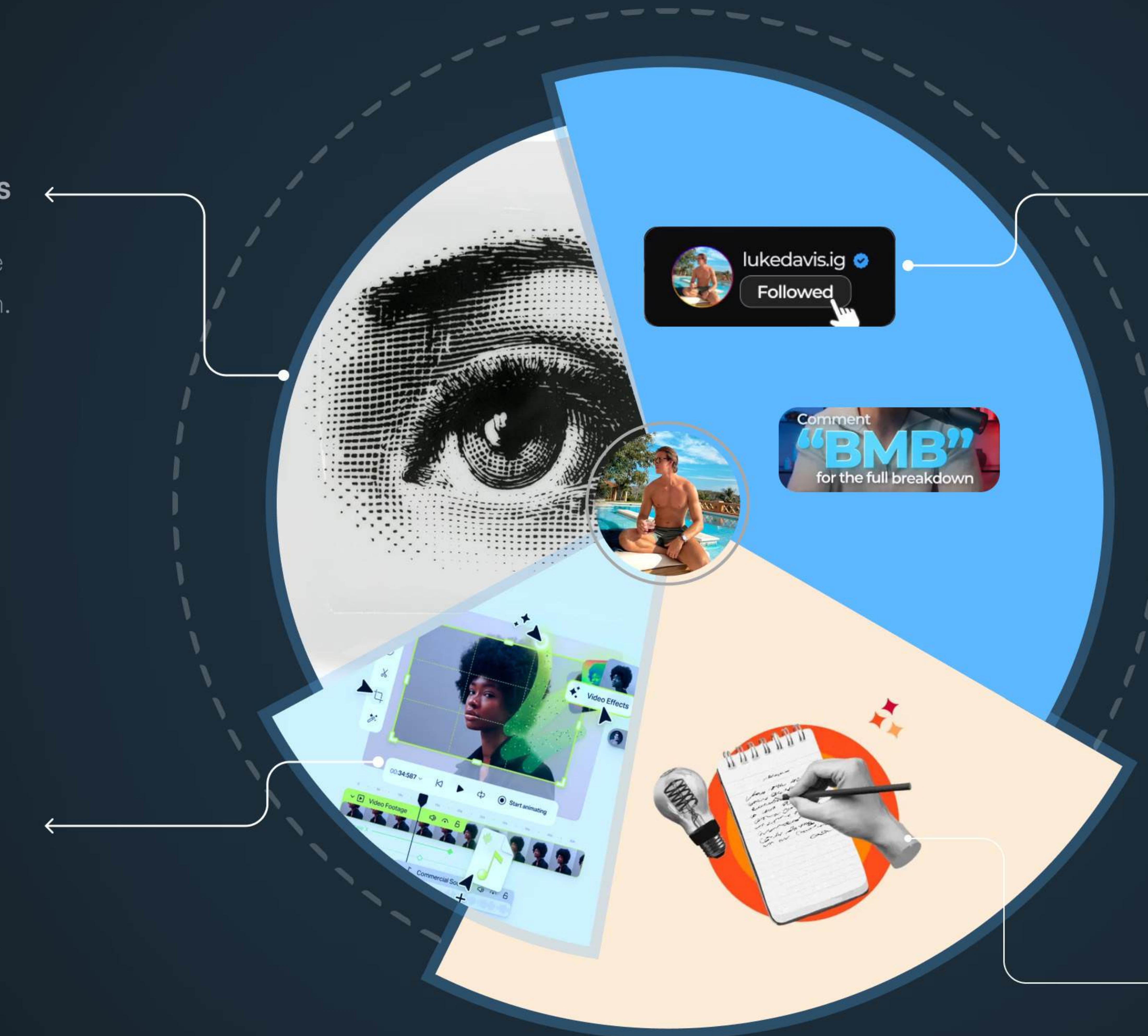
Your **CTA** turns attention into action — followers, sales, signups, or shares.

Video Editing

A Good Edit tells a story fast: through **Energy, Emotion, or Transformation.**

Script

A **Good Script** gives value fast: through emotion, insight, or transformation.

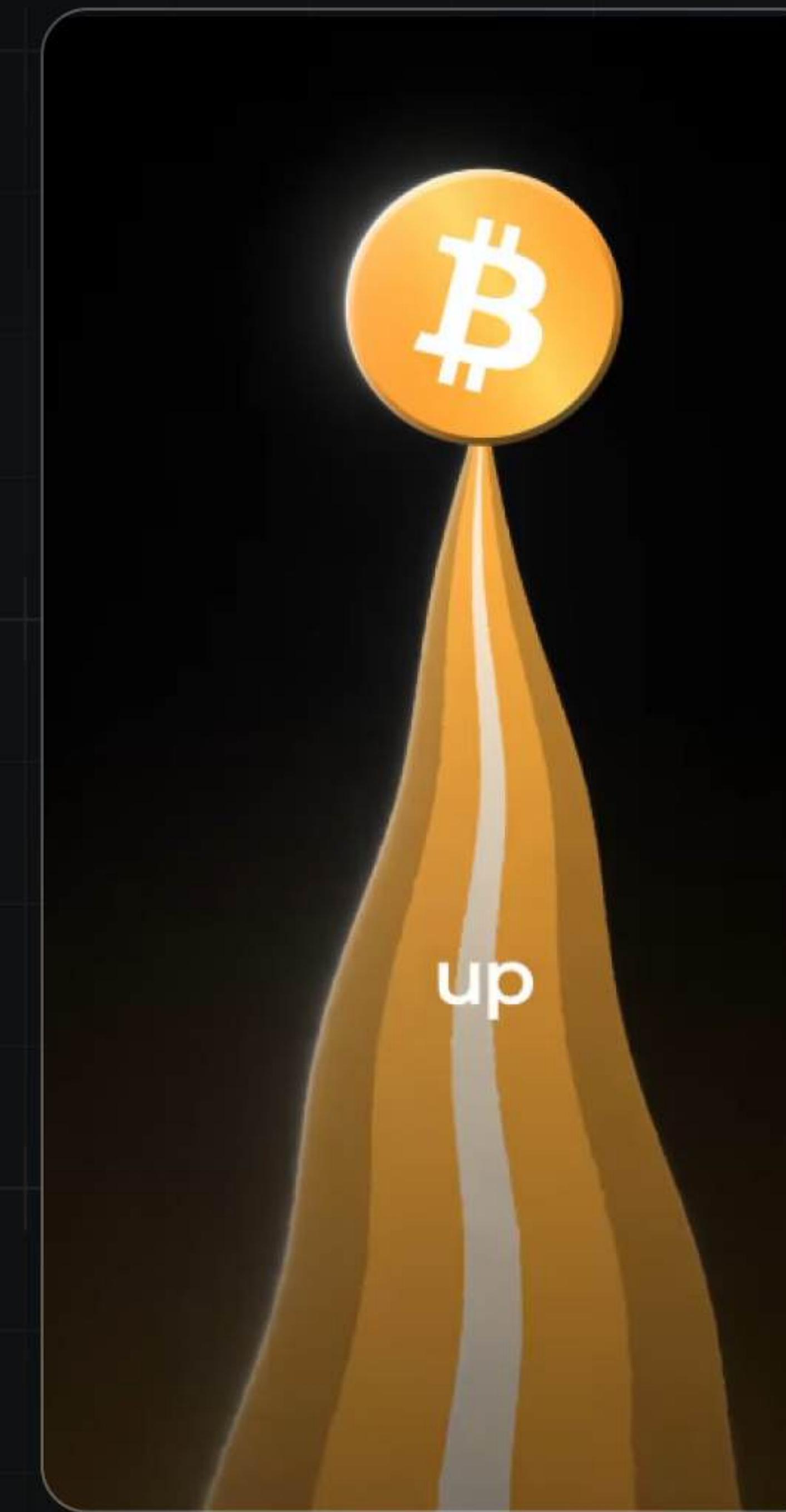


Editing style

Luke shot simple clips—we turned them into clear, high-converting content.

Through bold overlays, motion cues, and consistent styling, we made complex ideas feel effortless and on-brand.

Minimal cut life style video



Minimal 3d



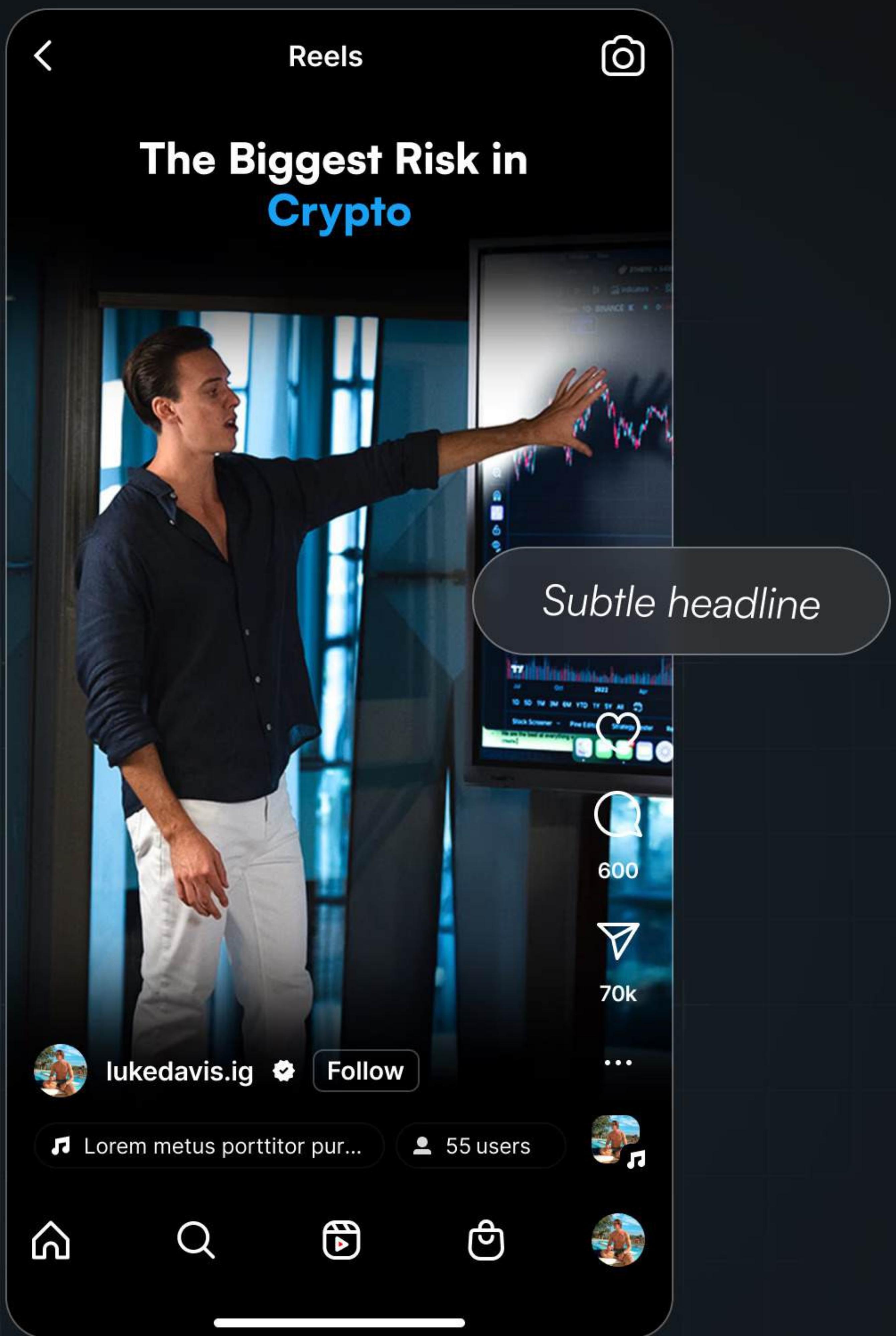
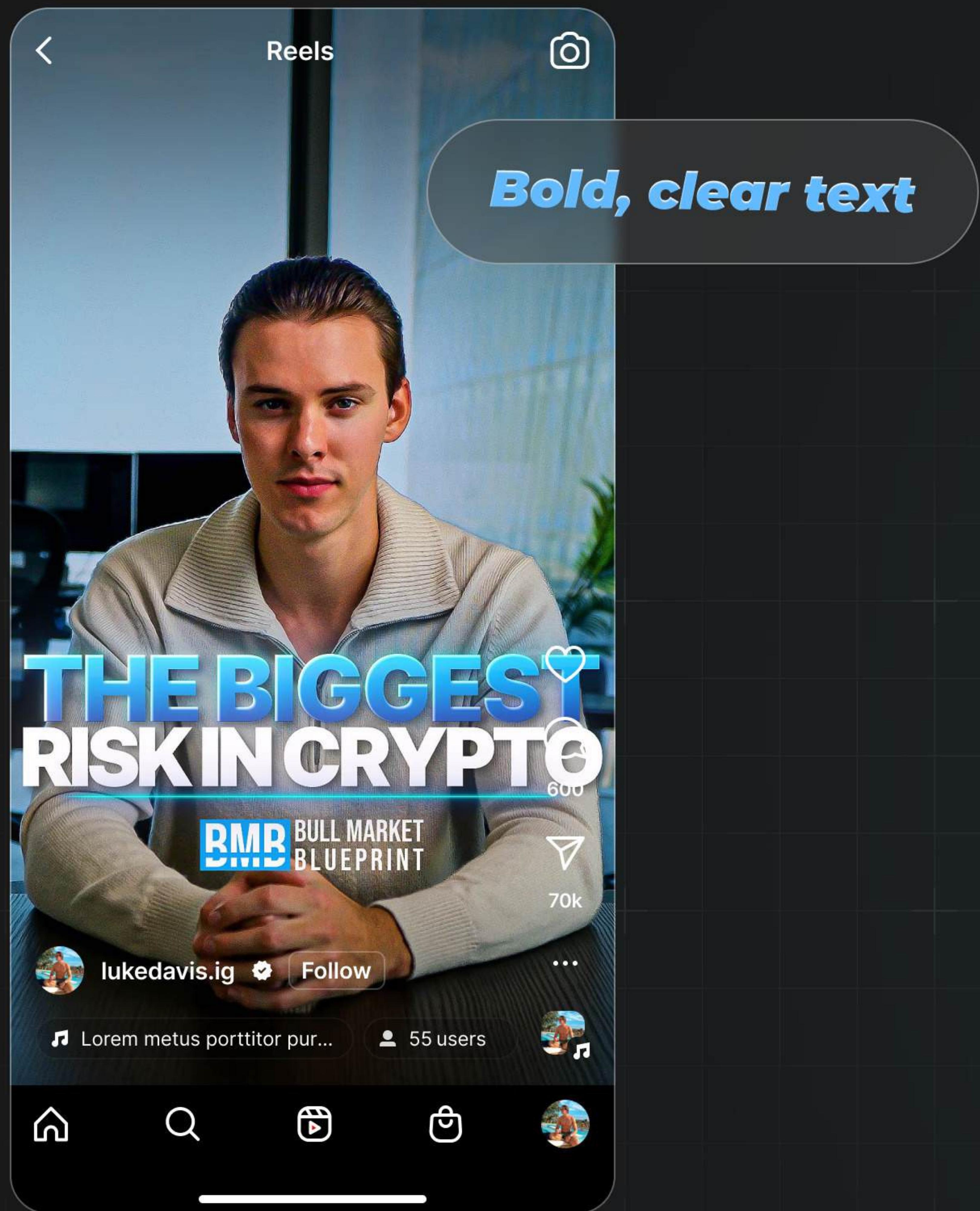
Emotion through illustration



Real time Data



A/B testing



Attention Grabbing

Little time to read

Clear Message

Not Grabbing Attention

No Visual Hierarchy

Clear Brand Identity

Clear Image

Editing Breakdown



CTA - To Improve Engagement



Minimal 3D



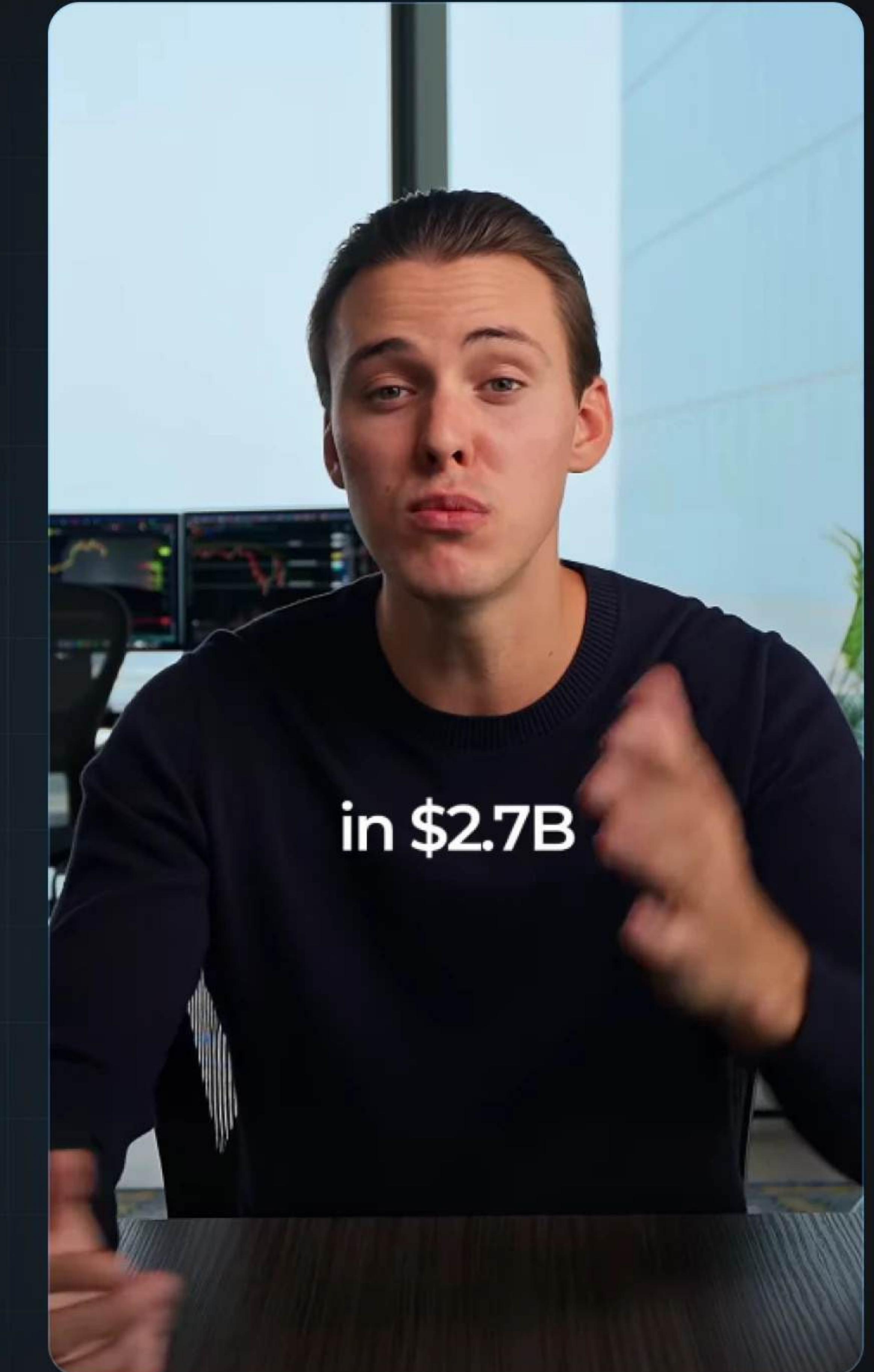
Motion Graphic



Data Driven



Strong Hook



Subtitle for video

Content That Converts

2.1M+ Views

800k+ Views

Bull Market Blueprint
Client Case Study

BMB BULL MARKET BLUEPRINT

Client Case study

Explanation video

5M+ 120k+ 70k+

250k+ 12k+ 7k+

22M+ Views

700k+ Views

The SEC has

Life style Videos

3M+ 100k+ 170k+

The goal:
To make enough money where a random Monday with the boys looks like this.

Podcast video

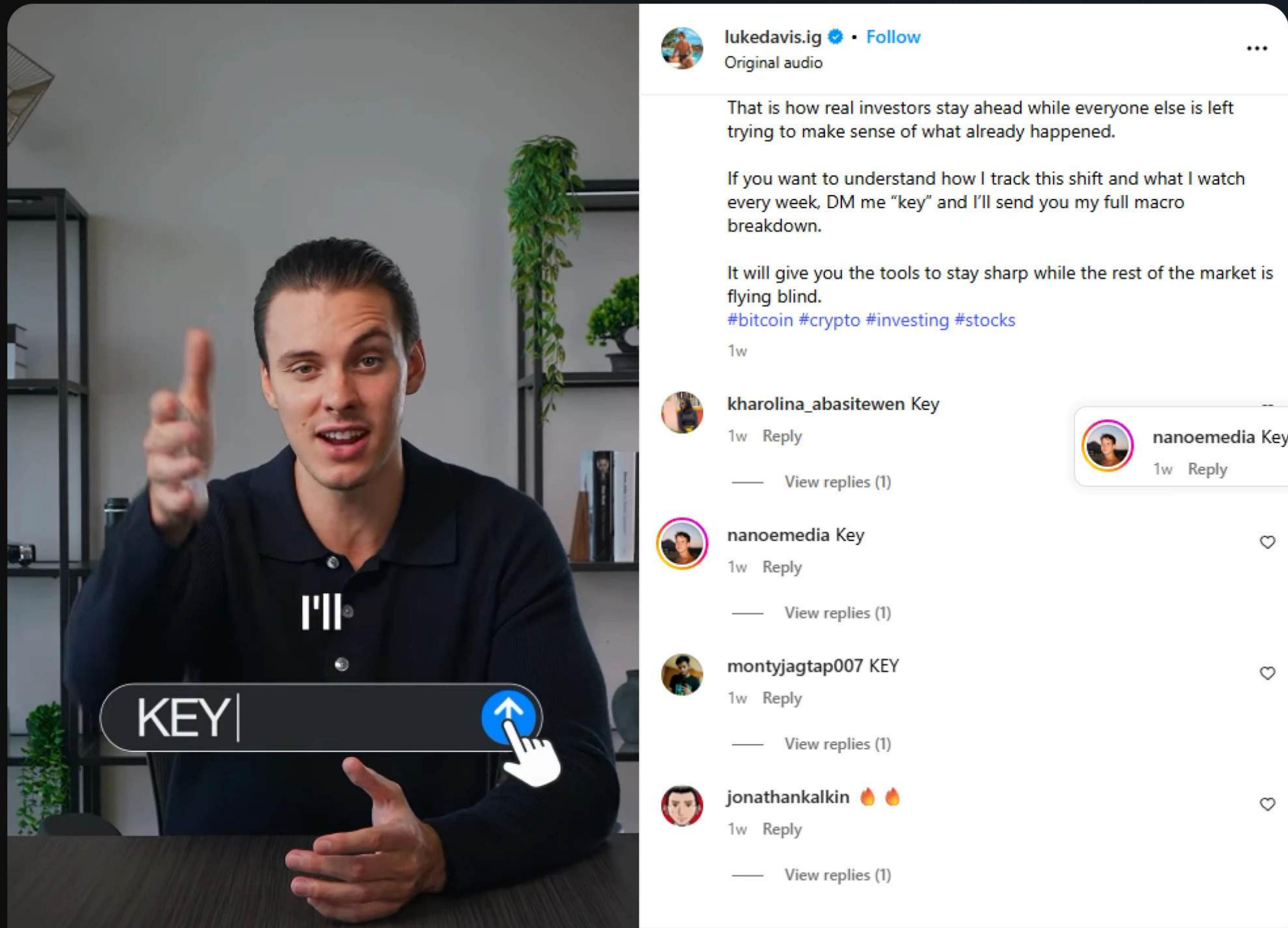
250k+ 12k+ 7k+

170k+ 12k+ 7k+

We crafted a high-impact content strategy for **Luke Davis**, using podcast-style conversations to build trust, explainer videos to simplify complex topics, and collaborations to expand reach. case study provided social proof, while targeted ads maximized **ROI**.

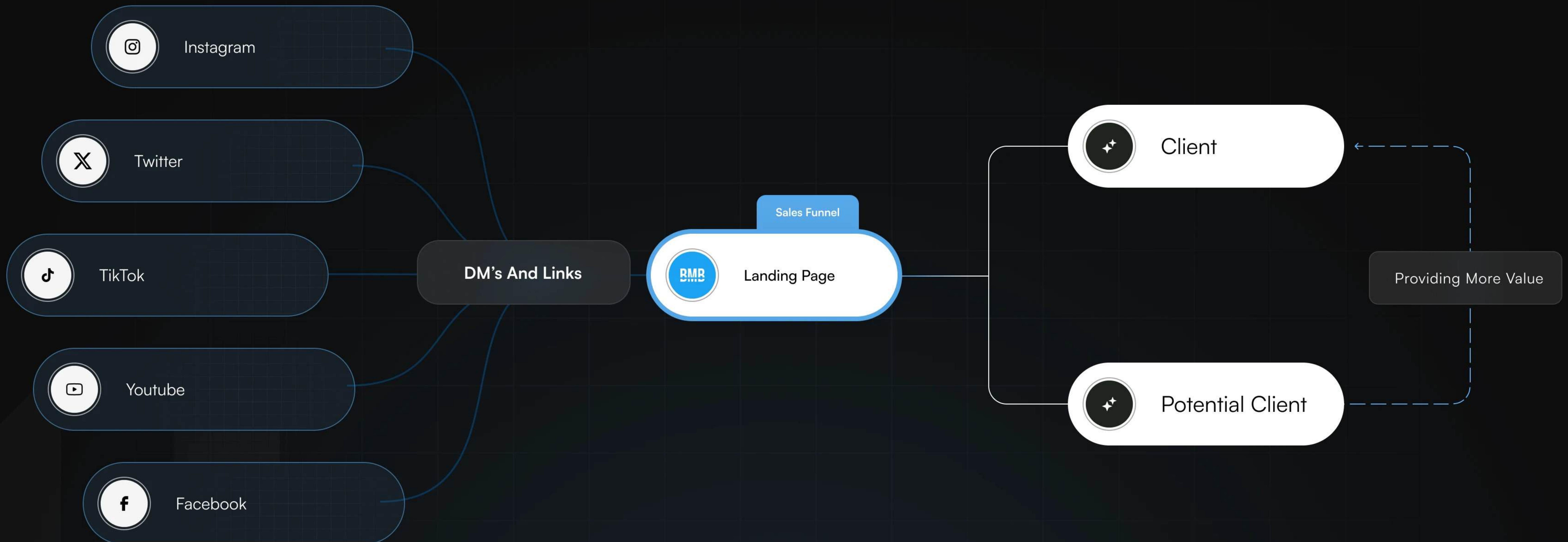
Growth Hacks That Work

We leveraged high-impact growth tactics, including strategic partnerships, influencer collaborations, and viral content strategies, to boost engagement. By focusing on data-driven experimentation, we identified what resonated best with the audience and doubled down on successful approaches.



We implemented a keyword-trigger system, encouraging followers to comment specific words (e.g., “Key” or “Tips”) to receive exclusive content. This tactic increased comment **engagement by 40%**, fostering more interaction and deeper audience connections.

Targeted Growth Roadmap: Capturing High-Value Clients



The Outcomes?



53
posts

151k
followers

952
following

Luke Davis

Finance

Insight & Software to remove the guesswork from Investing.

DM me "BMB" to apply for the ultimate investing mastermind

👉 Bull Market Blueprint [BMB]
www.bullmarketblueprint.com



12% ▼ in Bounce rate

82% ▲ in DM's

49% ▲ Saved content

1.9K ▲ demo requests

31% ▲
Free-to-paid user conversions

64%
Followers gained through Educational content

4800+ Sign Ups

Lessons & Iterations

We closely tracked Luke's content performance—here's what we learned and applied,

Fast Hooks Win

Data-backed intros (under 3 seconds) boosted watch-through by 68%.

Thumbnail Impact

A/B tested thumbnails improved click-through rate by over 40%.

Less is More (Filming)

Minimal footage, strategically edited, consistently outperformed complex setups.

Clear CTAs Drive Action

Subtle but specific calls-to-action increased demo requests by 30%.



2 Million + income earned

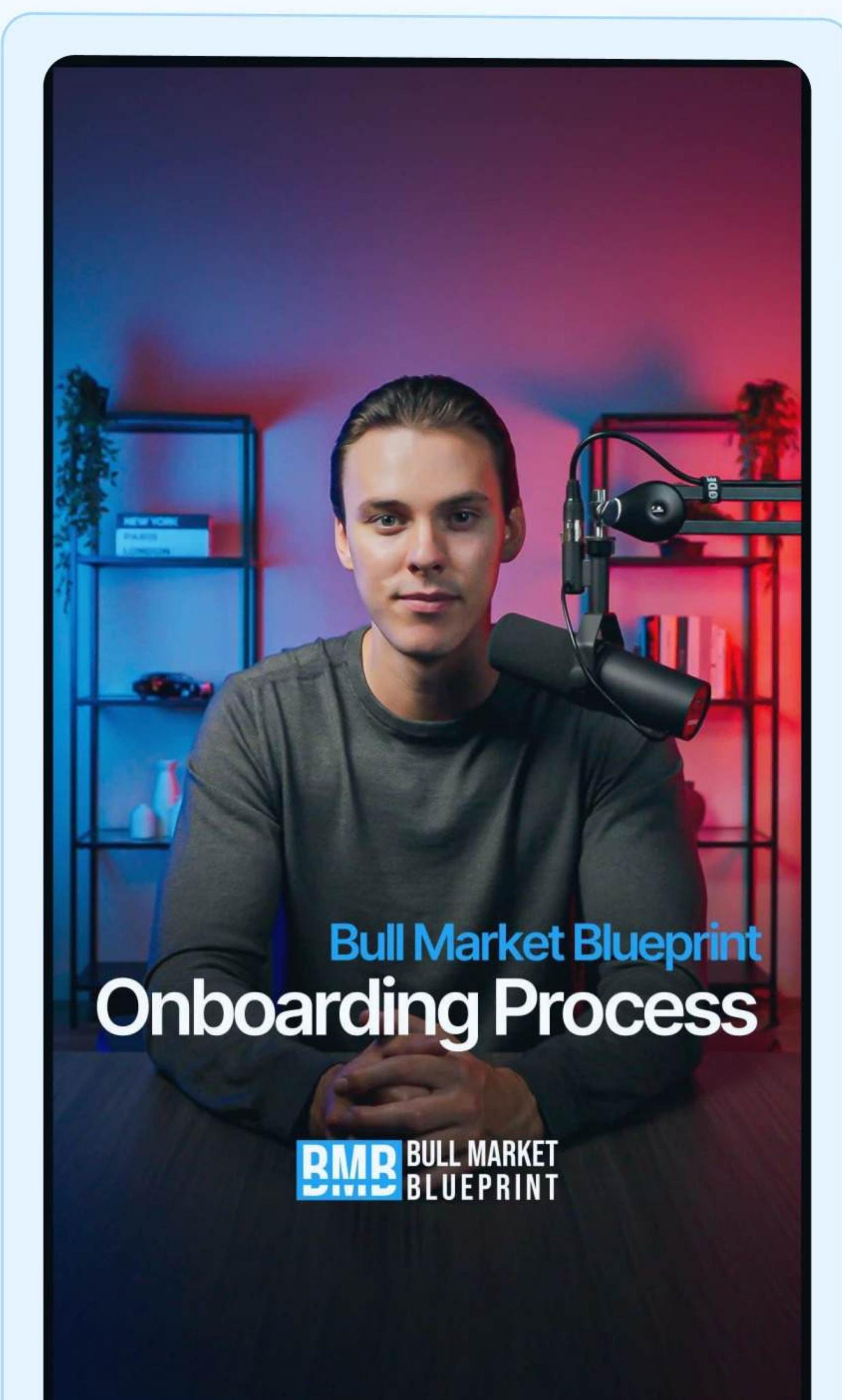
145k+ Followers gained

From Mistakes To Masterclass

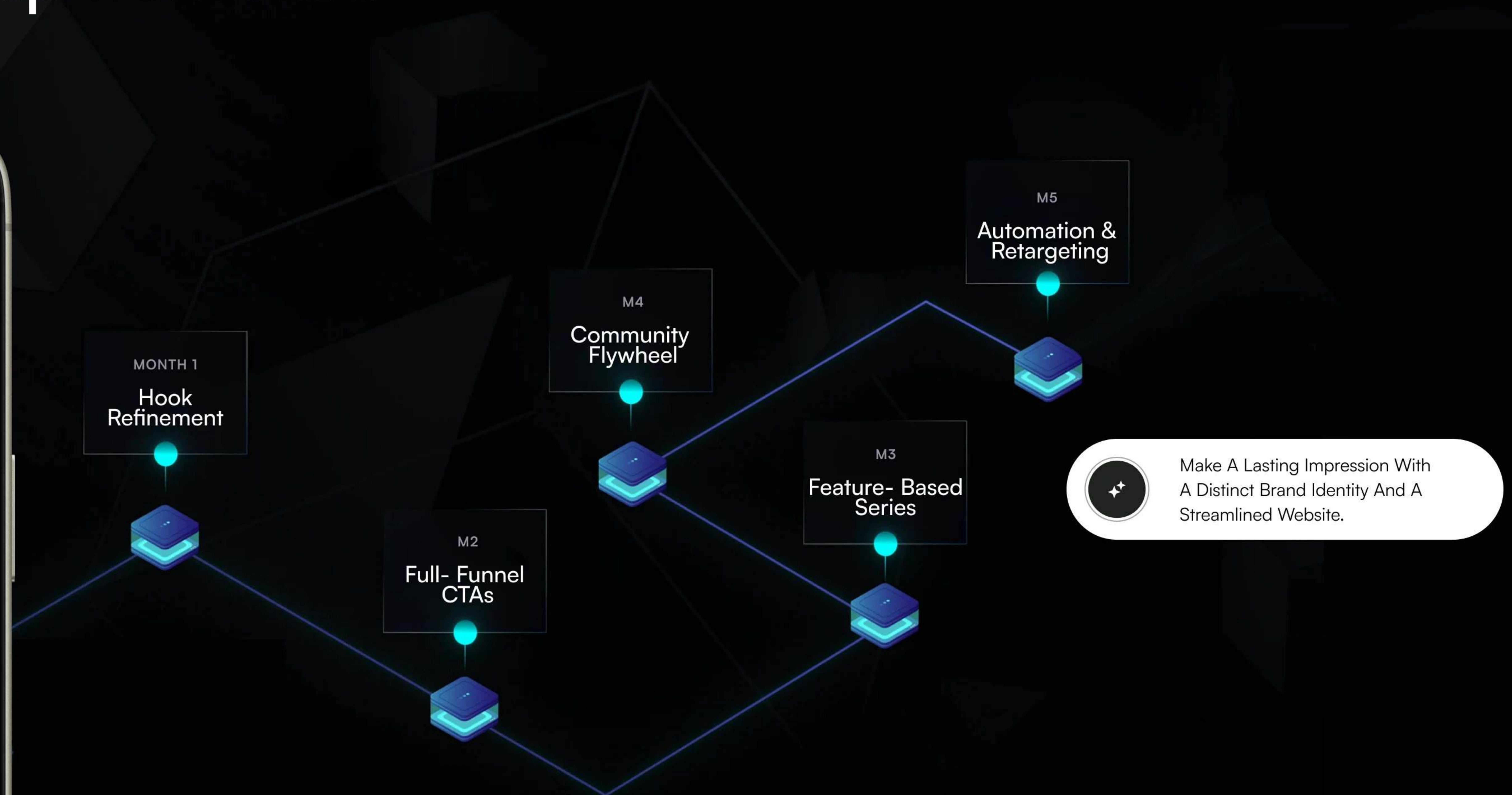
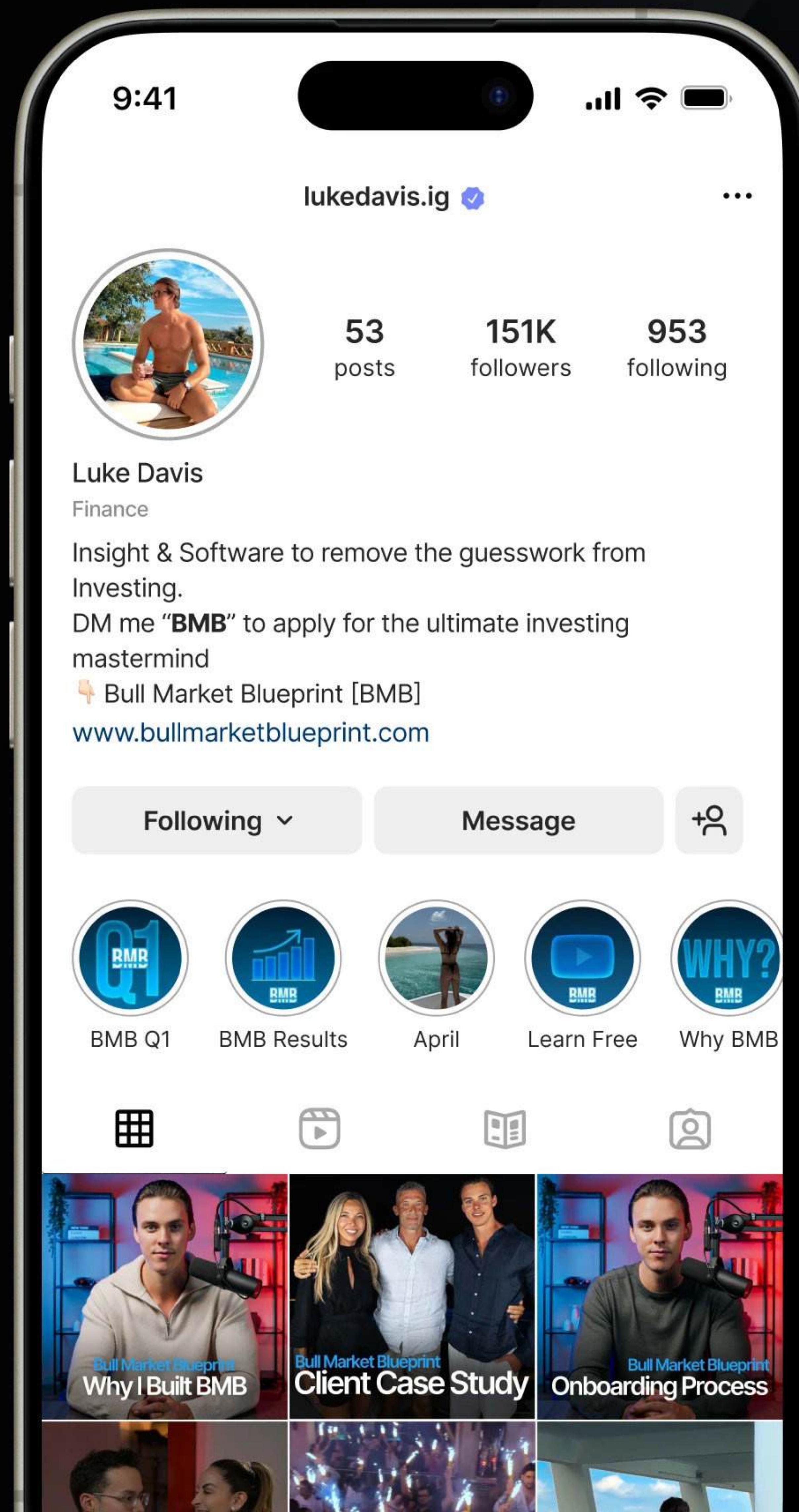
[View Profile](#)



10M Views Gained



Growth Roadmap from here



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