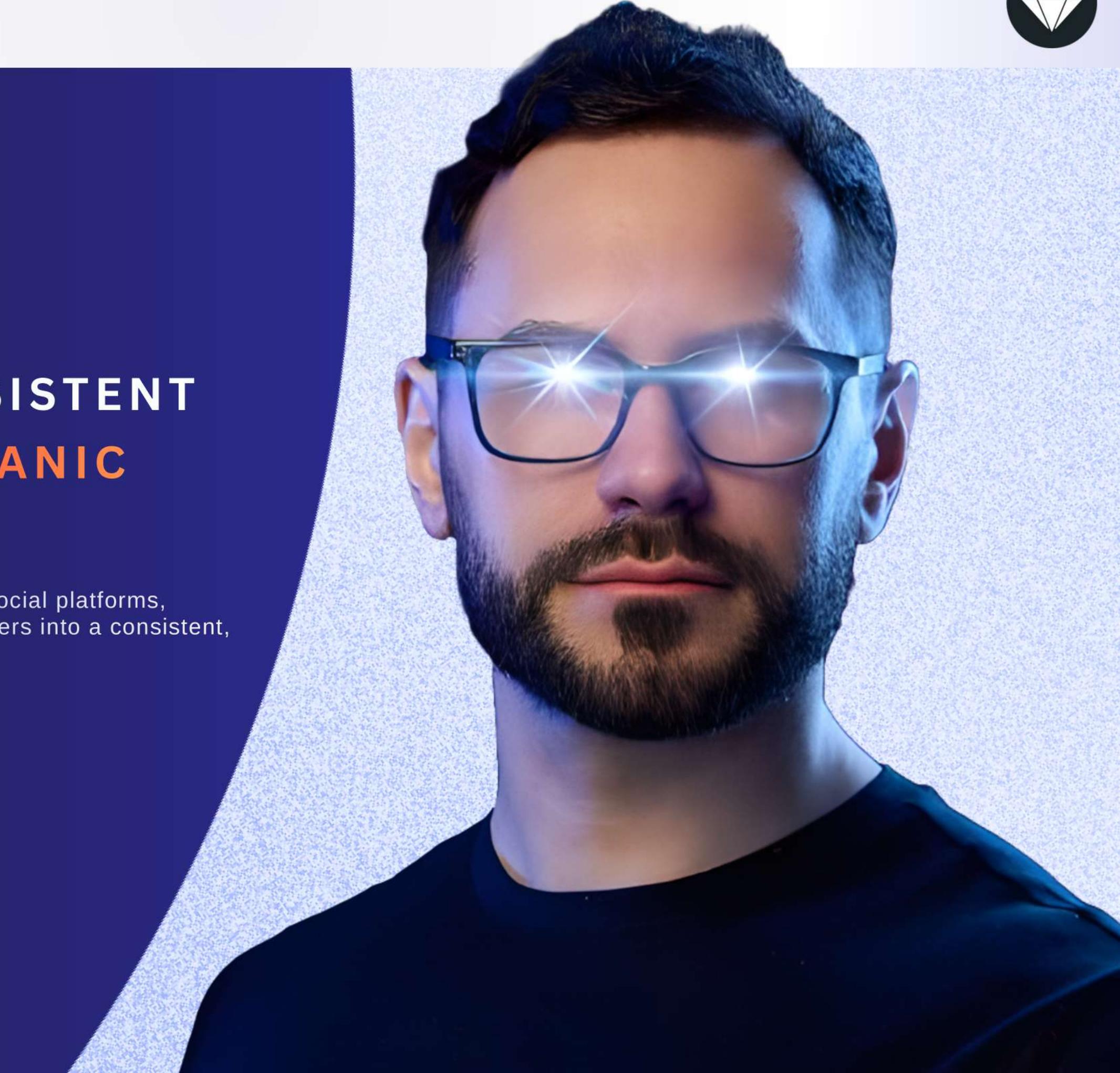




HOW CRYPTO VIC BUILT CONSISTENT VIEWERSHIP AND A **98K+** ORGANIC COMMUNITY IN 5 MONTHS.

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.

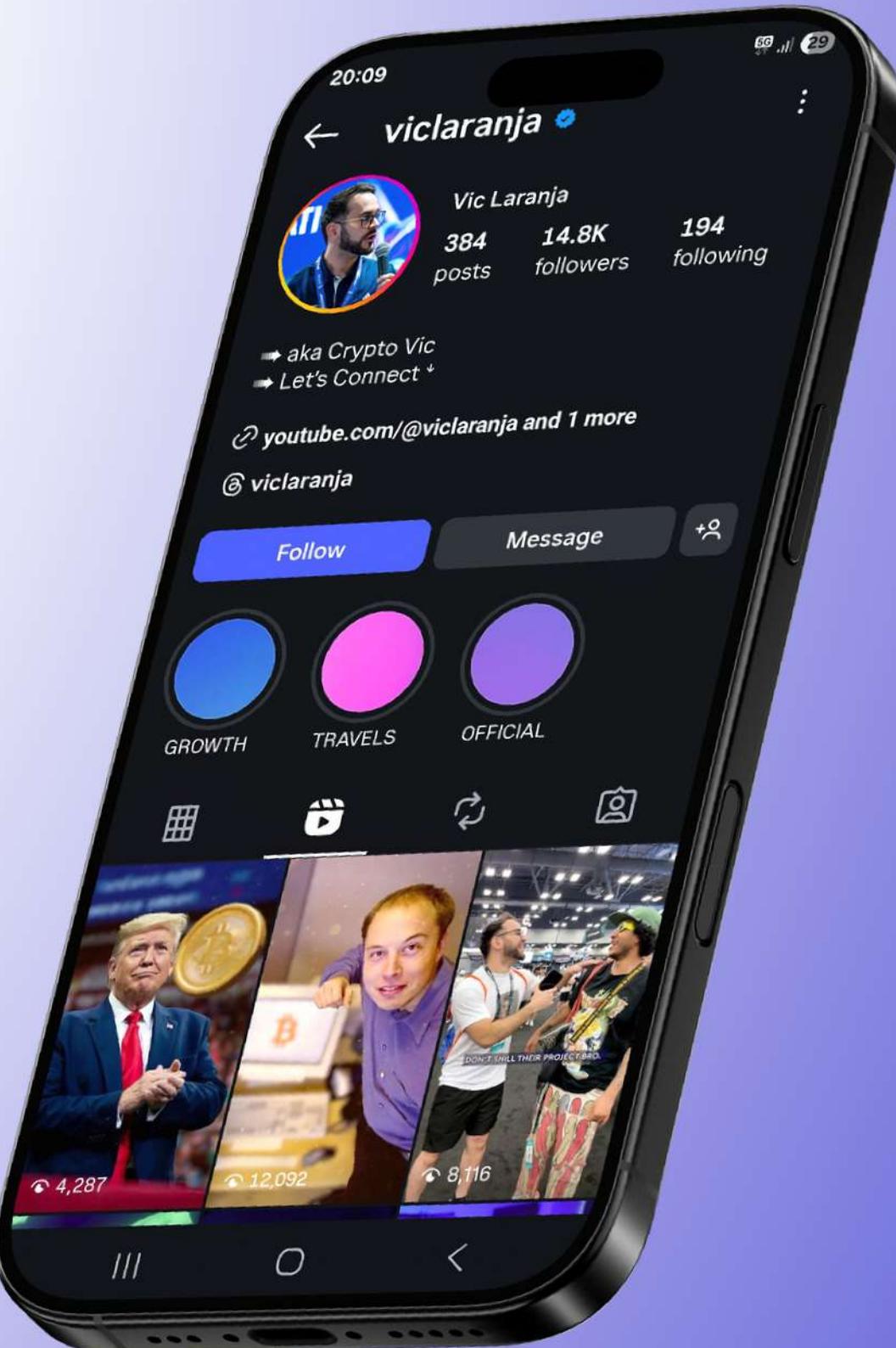


BEFORE THE SHIFT

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.



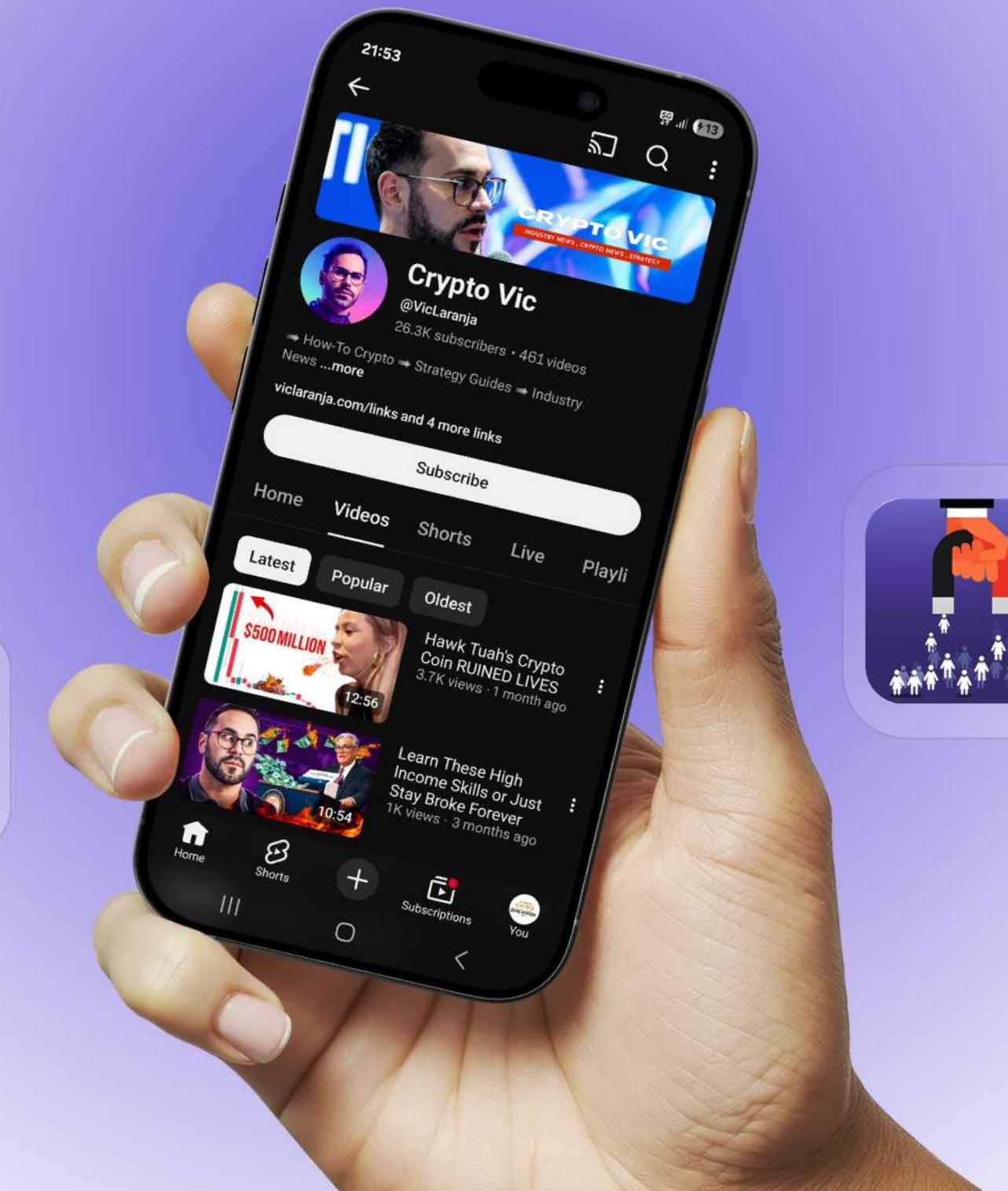
CONSISTENT ORGANIC GROWTH

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**

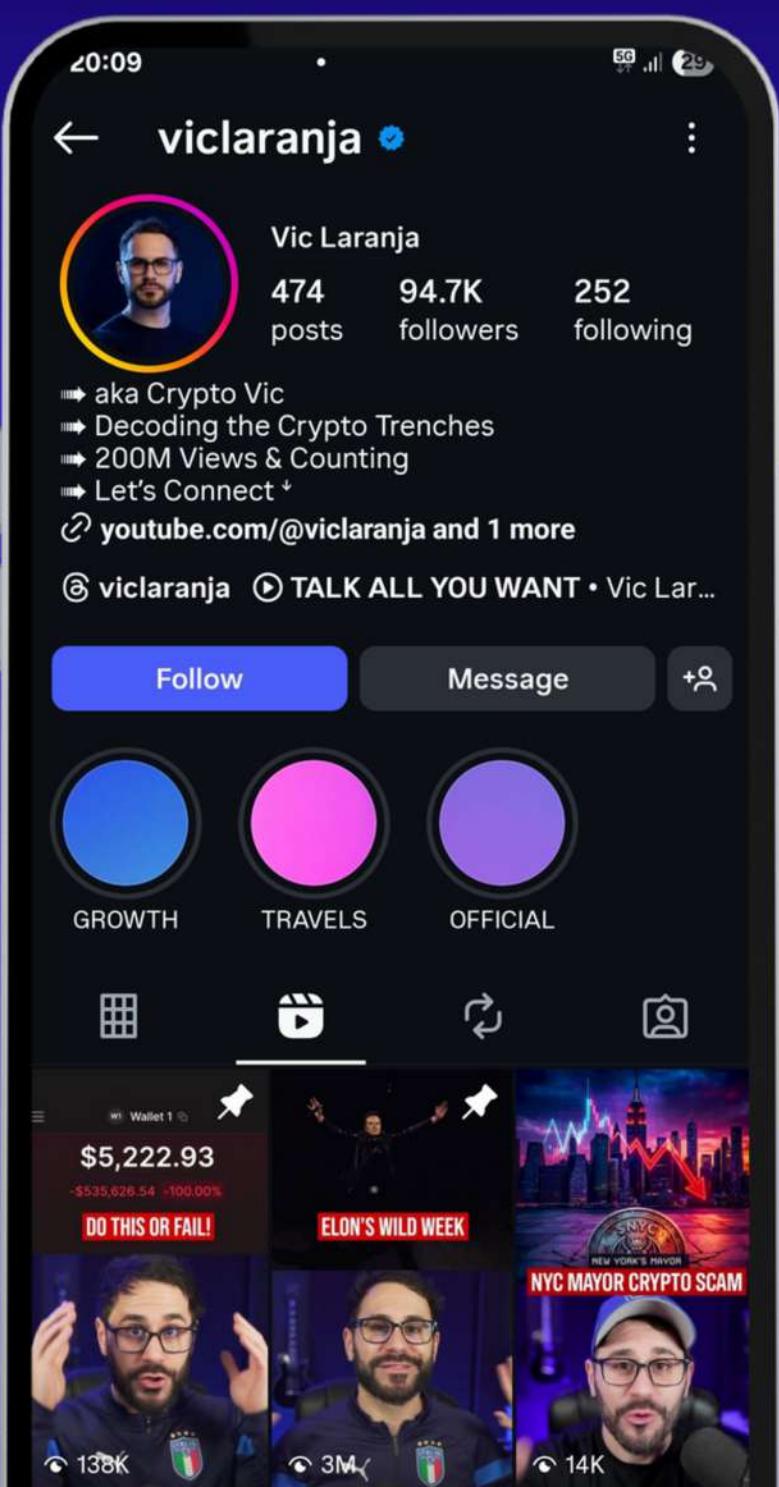
**Community Growth
System**

Profile & Bio Optimization

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

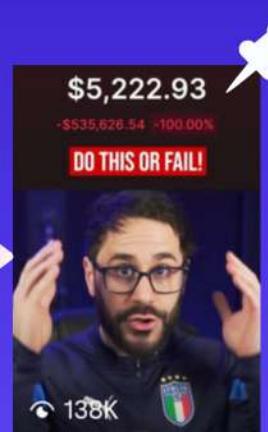
The First Signal of Credibility

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.



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.

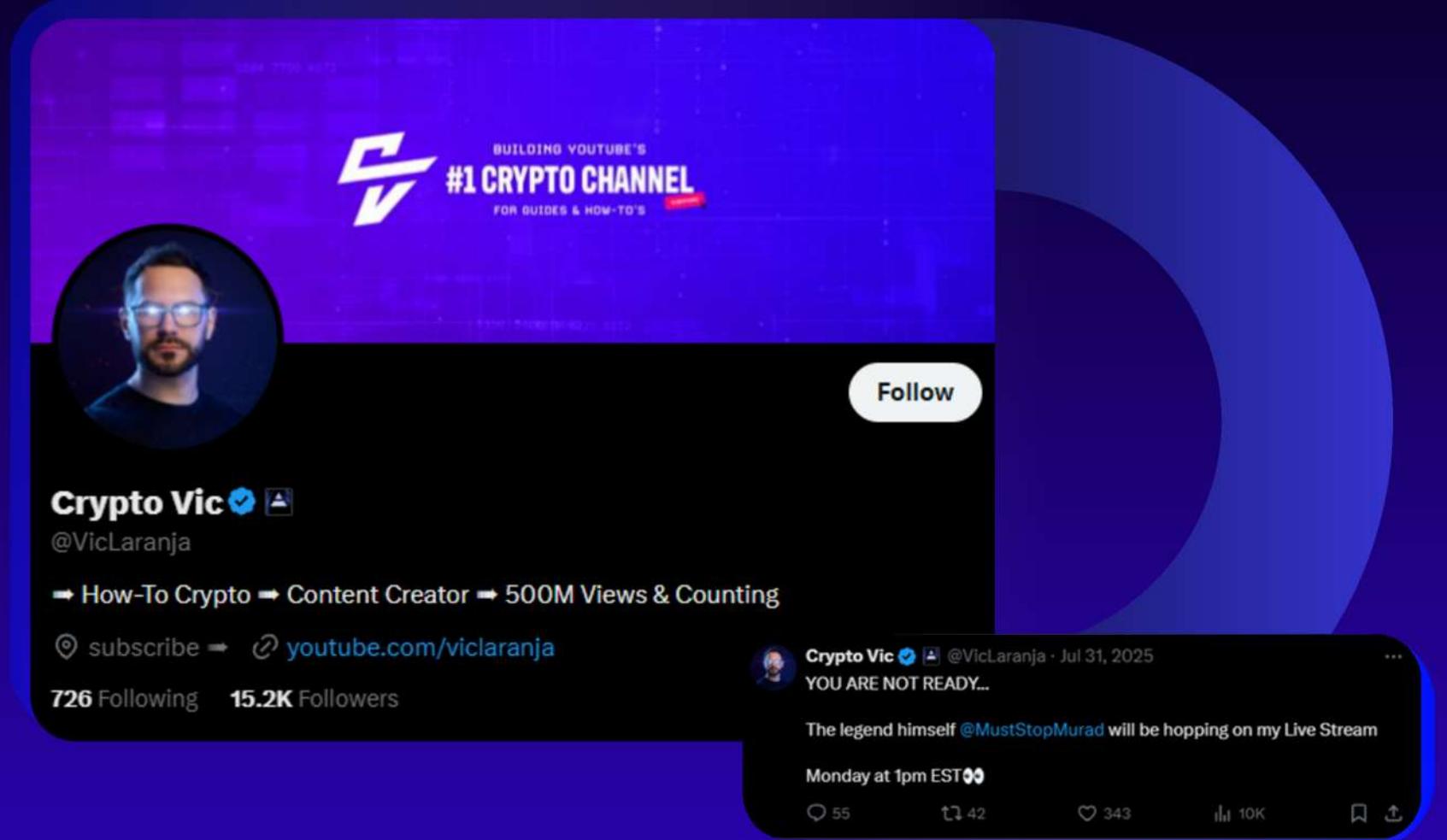
The image shows a composite of two screenshots. On the left is Vic Laranja's LinkedIn profile page, featuring a circular profile picture of him, his name 'Vic Laranja' with a verified checkmark, and the text 'He/Him · 3rd'. Below this is a bio: 'I create video content about Crypto & other things I'm into — now with over 400,000 followers online'. A callout box points to this bio with the text 'Long-term brand value was built organically'. On the right is a grid of 12 video thumbnail images, each with a timestamp and a caption related to crypto news and analysis. A callout box points to this grid with the text '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

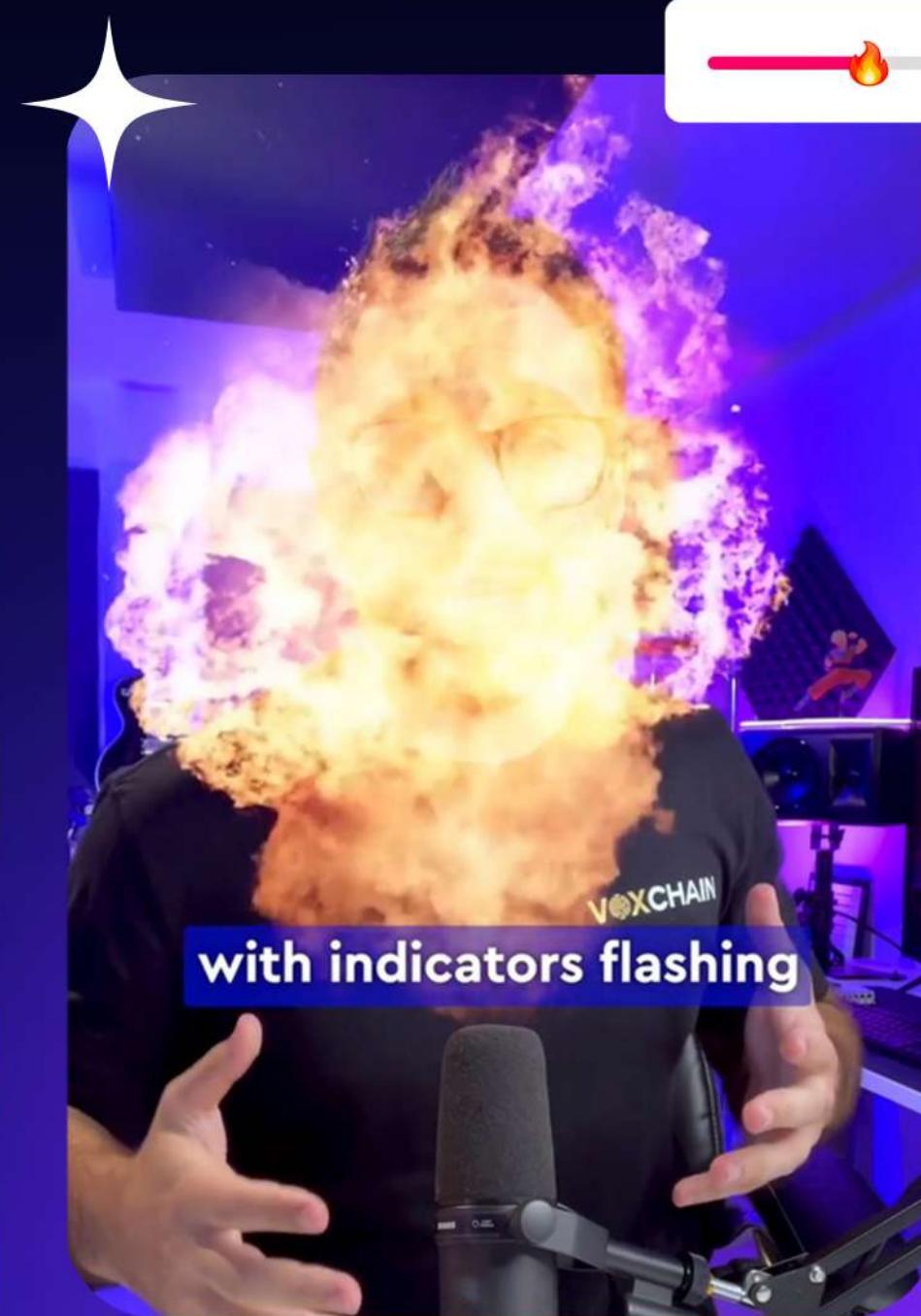
Clear, value-first scripts that simplify crypto strategies and insights ,



PREVIOUS EDITING APPROACH

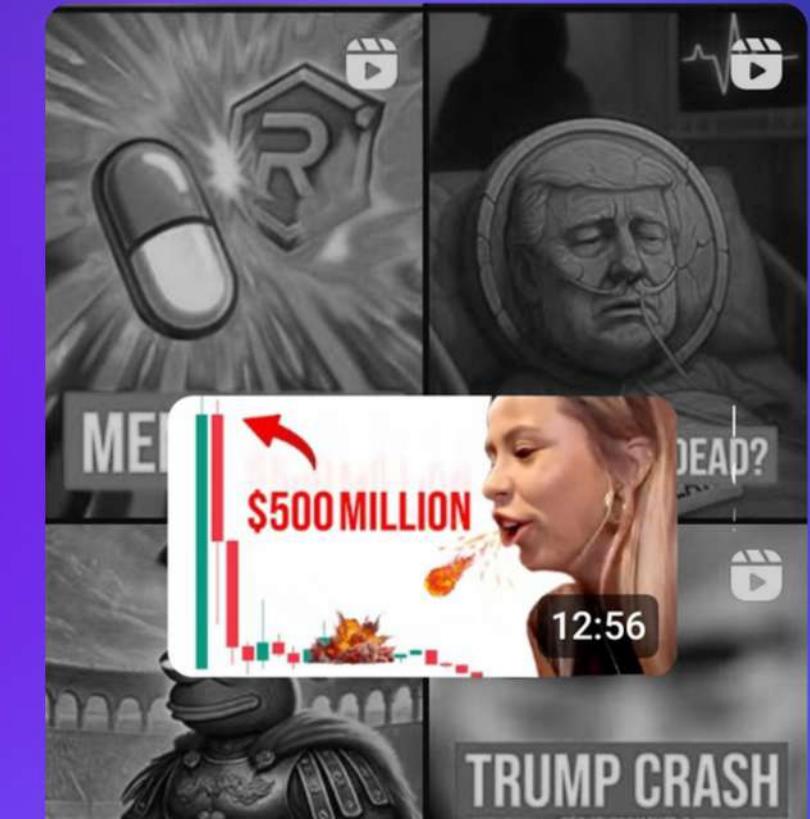
Crypto Vic's early content relied on simple, lightly edited clips. While informative, the pacing felt slow, visual emphasis was minimal, and complex ideas weren't clearly guided, resulting in lower viewer retention and early drop-offs.

Cluttered on-screen visuals

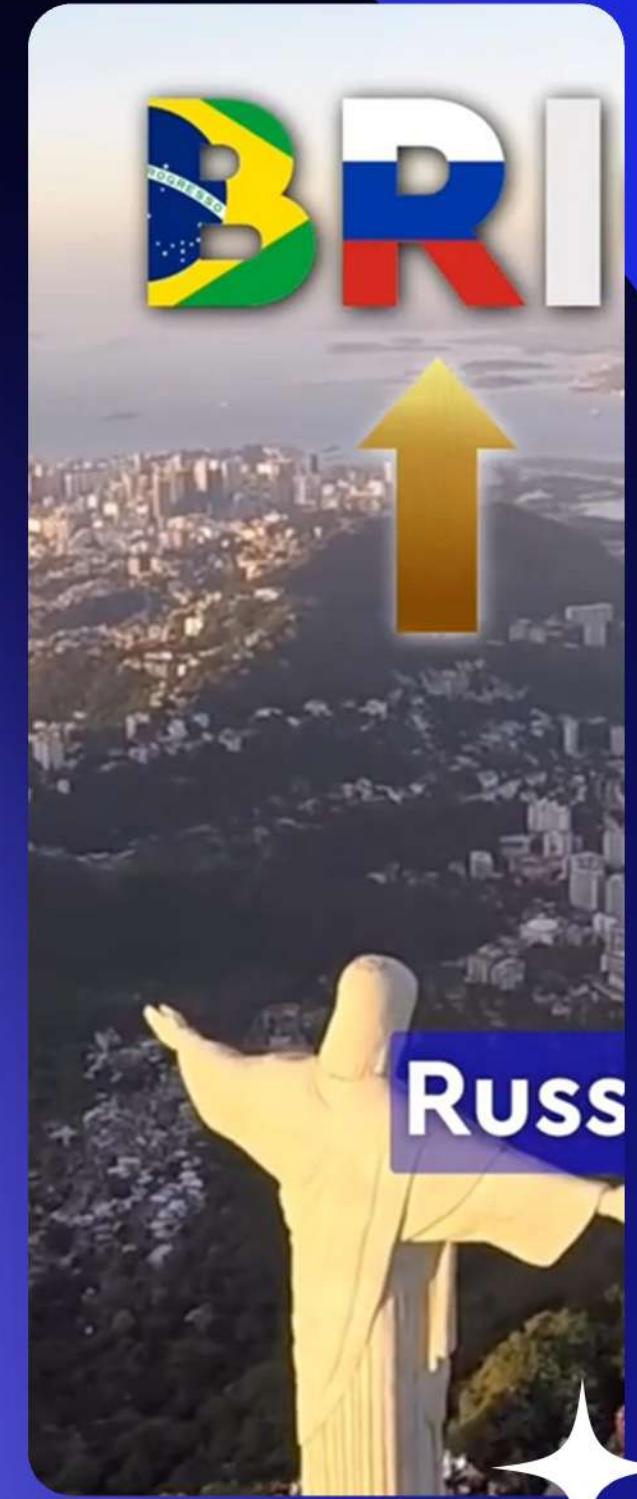


Messy overall presentation

Unclear thumbnails



Rough animations



TRUMP CRASH

Youtube

A/B Testing

(Before)

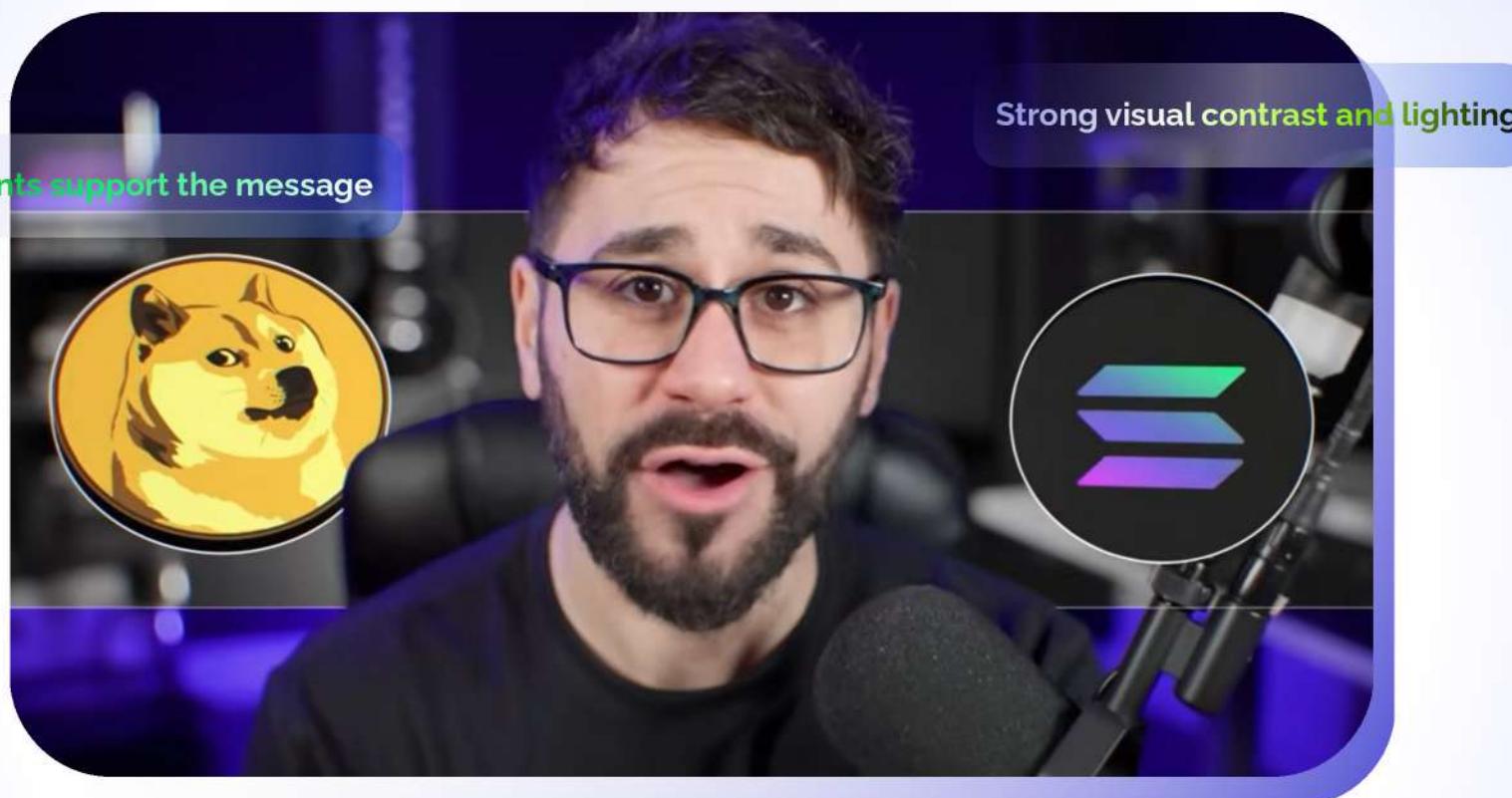


✗ Unclear message

✗ Cluttered visuals

✗ Visual conflict

(After)



✓ Strong contrast

✓ Higher retention

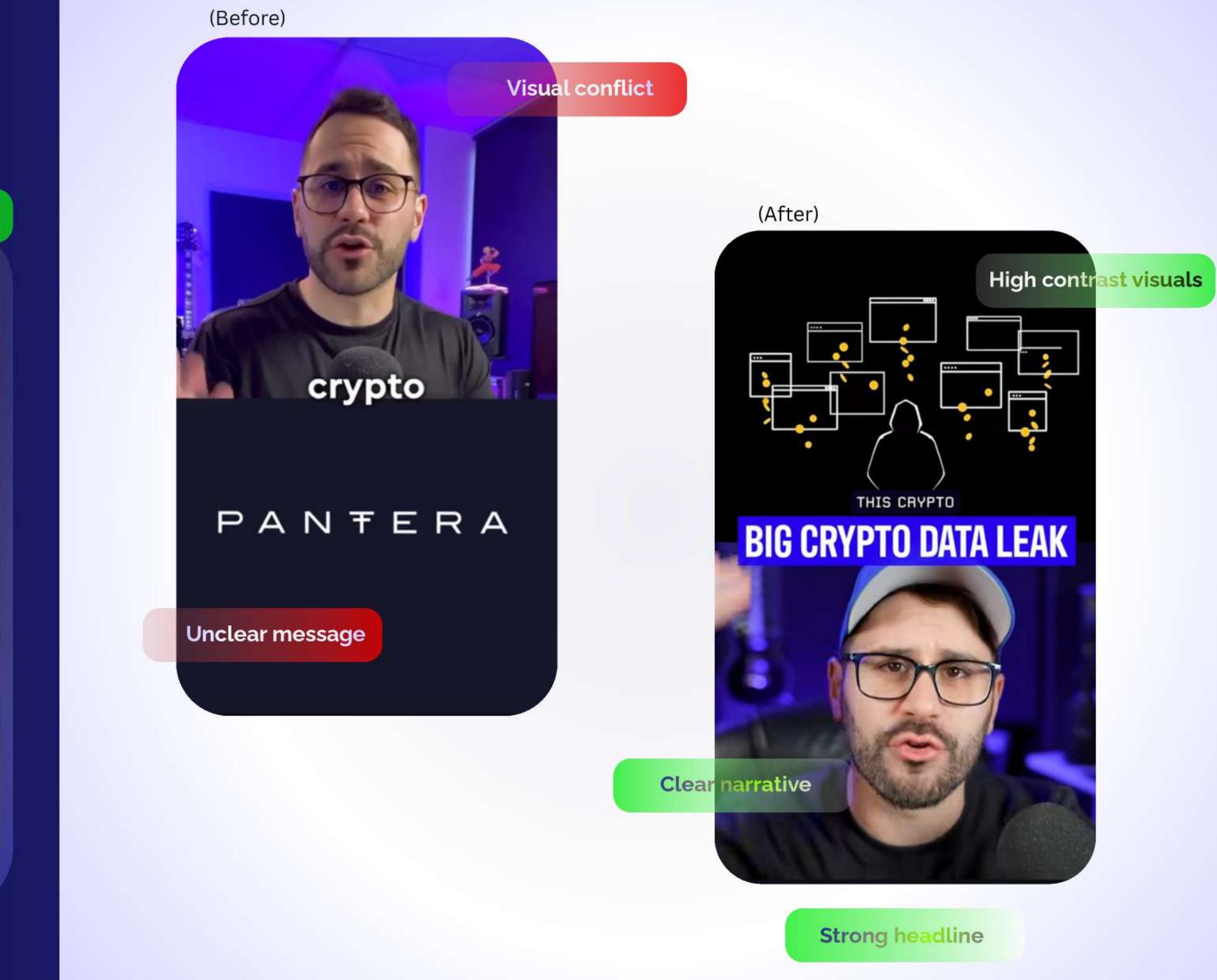
✓ Clear focal point

✓ Easy to understand

✓ Clean visuals

Instagram

A/B Testing





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

(Before)

Crypto Vic @VicLaranja · Jun 22, 2025
Me:
so what do you do for a living?
: reply guy

18 14 41 2.1K

(After)

Crypto Vic @VicLaranja · Jul 31, 2025
YOU ARE NOT READY...
The legend himself @MustStopMurad will be hopping on my Live Stream
Monday at 1pm EST

43 42 673 16.3K

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)

Vic Laranja 1y
In total, this scam coin

14

(After)

Vic Laranja 1y
Yesterday was the BIGGEST DAY in Bitcoin's ENTIRE HISTORY... but nobody here is talking about it!

76 · 2 Comments

date	open	close	daily move	rank
11/11/2024	\$80,427.00	\$88,770.73	\$8,343.04	1
2/9/2021	\$38,871.43	\$46,448.10	\$7,576.67	2
8/9/2024	\$37,110.00	\$39,561.44	\$2,451.44	3
11/11/2024	\$69,393.64	\$75,846.52	\$6,452.88	4
3/29/2024	\$61,922.57	\$67,858.80	\$5,936.23	5
2/28/2024	\$37,715.57	\$43,192.66	\$5,476.09	6
2/28/2024	\$57,077.08	\$62,518.90	\$5,441.82	7
3/4/2024	\$63,155.74	\$68,360.14	\$5,204.40	8
5/20/2024	\$66,260.04	\$71,432.17	\$5,172.13	9
4/26/2021	\$49,121.00	\$54,053.60	\$4,932.60	10

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



Content That Converts

The image displays four video thumbnails from a channel, arranged horizontally. Each thumbnail is set against a dark background and features a circular overlay with white text indicating the number of views.

- Thumbnail 1:** Shows a man with glasses and a beard speaking. **460K+ Views**. Subtitle: **Clear Explanations of Complex Topics**.
- Thumbnail 2:** Shows a man with glasses and a beard speaking in front of a Union Jack flag. **2.1M+ Views**. Subtitle: **Timely & Relevant Topics**.
- Thumbnail 3:** Shows a man with glasses and a beard wearing a NY Yankees cap. **3M+ Views**. Subtitle: **Crypto Life Style**.
- Thumbnail 4:** Shows a close-up of a microphone and a circular logo. **600K+ Views**. Subtitle: **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](#)

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



SEE MORE

(Before)

- Learn These High Income Skills or Just Stay Broke Forever 1K views
- The #1 Way to Stay Broke : GET DRUNK (\$ PROOF) 978 views
- How to Make a Free Habit Tracker with Google Sheets [pt 2] 1.9K views
- How to Make a Free Habit Tracker with Google Sheets [pt 1] 1.9K views

(After)

- 870K+ Views in 3 videos
- 1K views
- 4.6 lakh views
- 2.1 lakh views

Crypto Vic
@VicLaranja
26.3K subscribers • 461 videos

BUILDING YOUTUBE'S #1 CRYPTO CHANNEL
FOR GUIDES & HOW-TO'S

Crypto Vic
@VicLaranja
98.5K subscribers • 584 videos

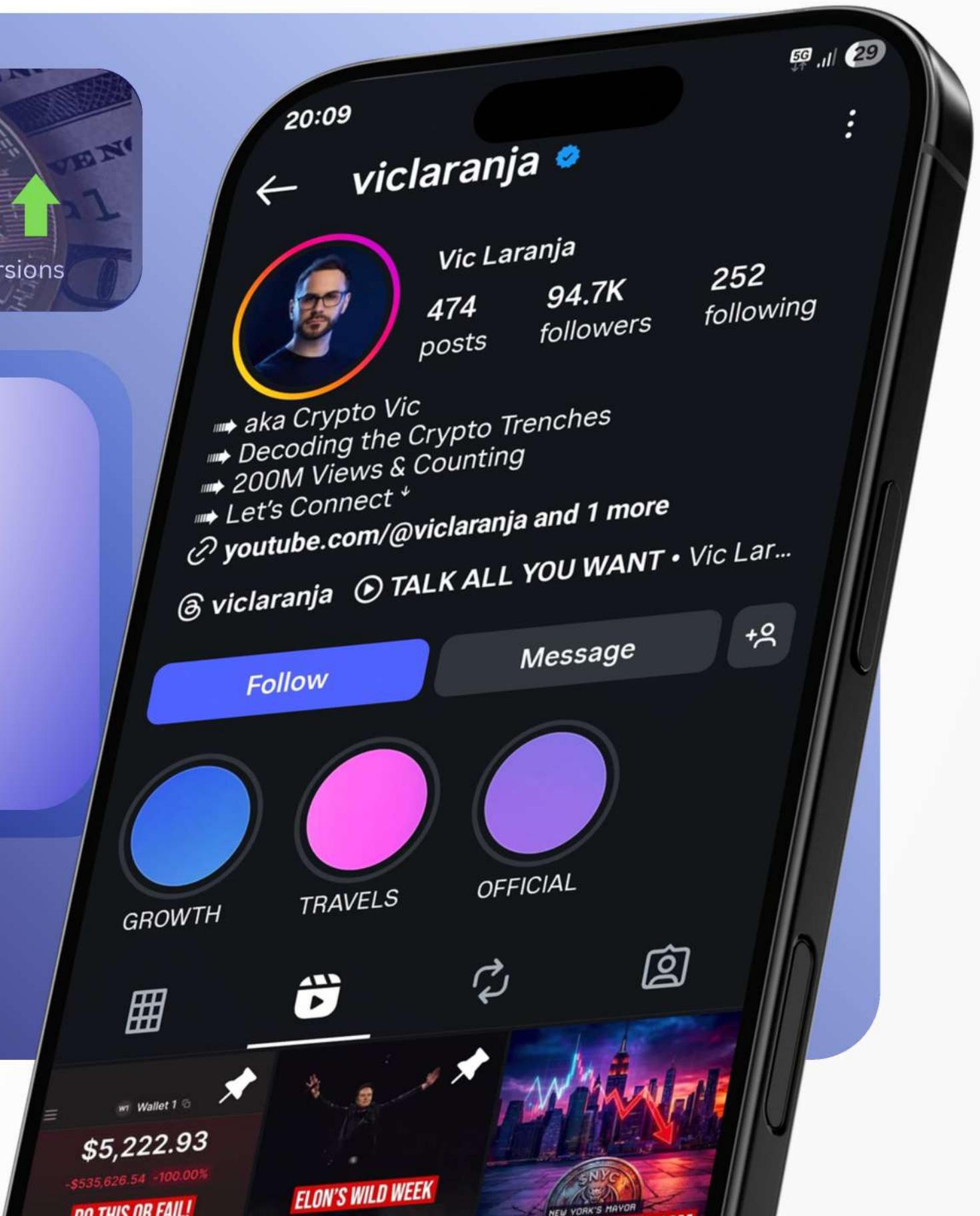
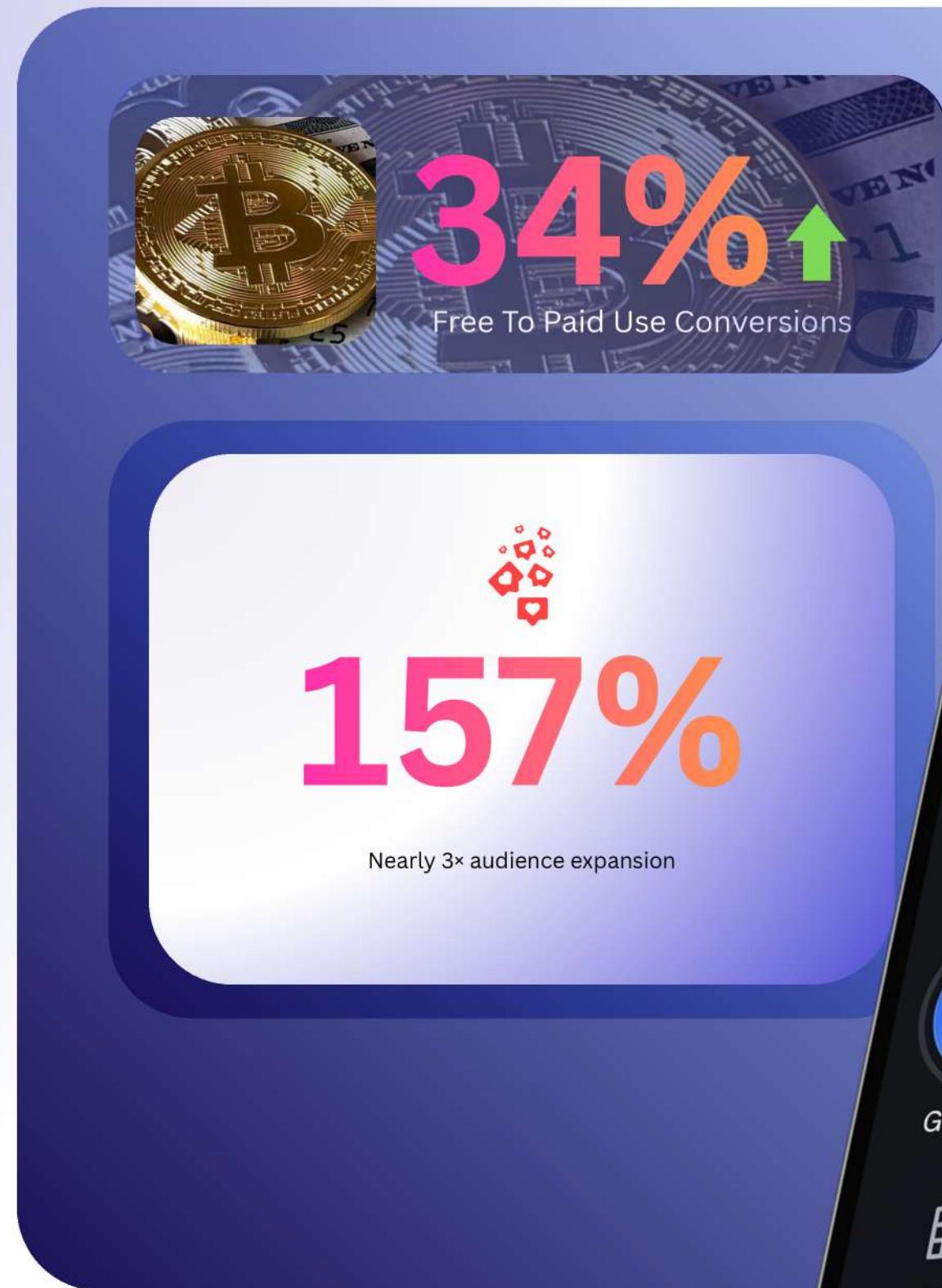
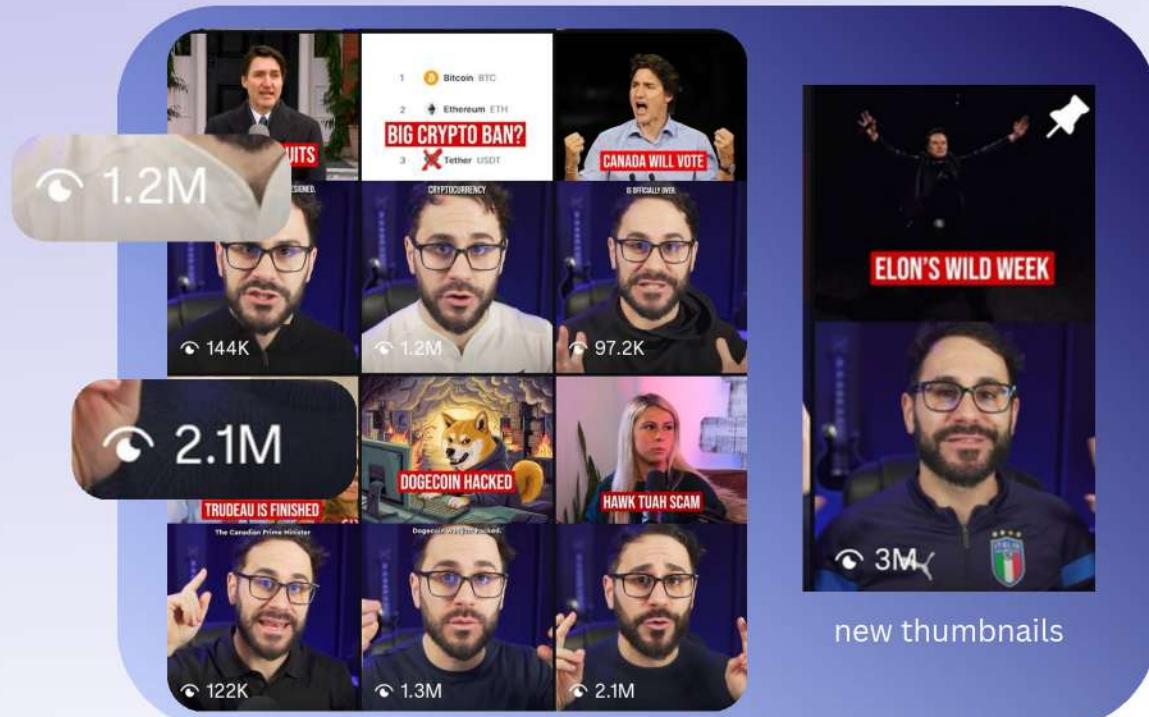
► How-To Crypto ► Strategy Guides ► Industry News ...more

viclaranja.com/links and 4 more links

67%
Followers Gained Through Crypto Educational content

8300+
Cross-Platform Conversion

+274%
Subscriber Growth



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!

From Mistakes To
MasterClass

[View Profile](#)

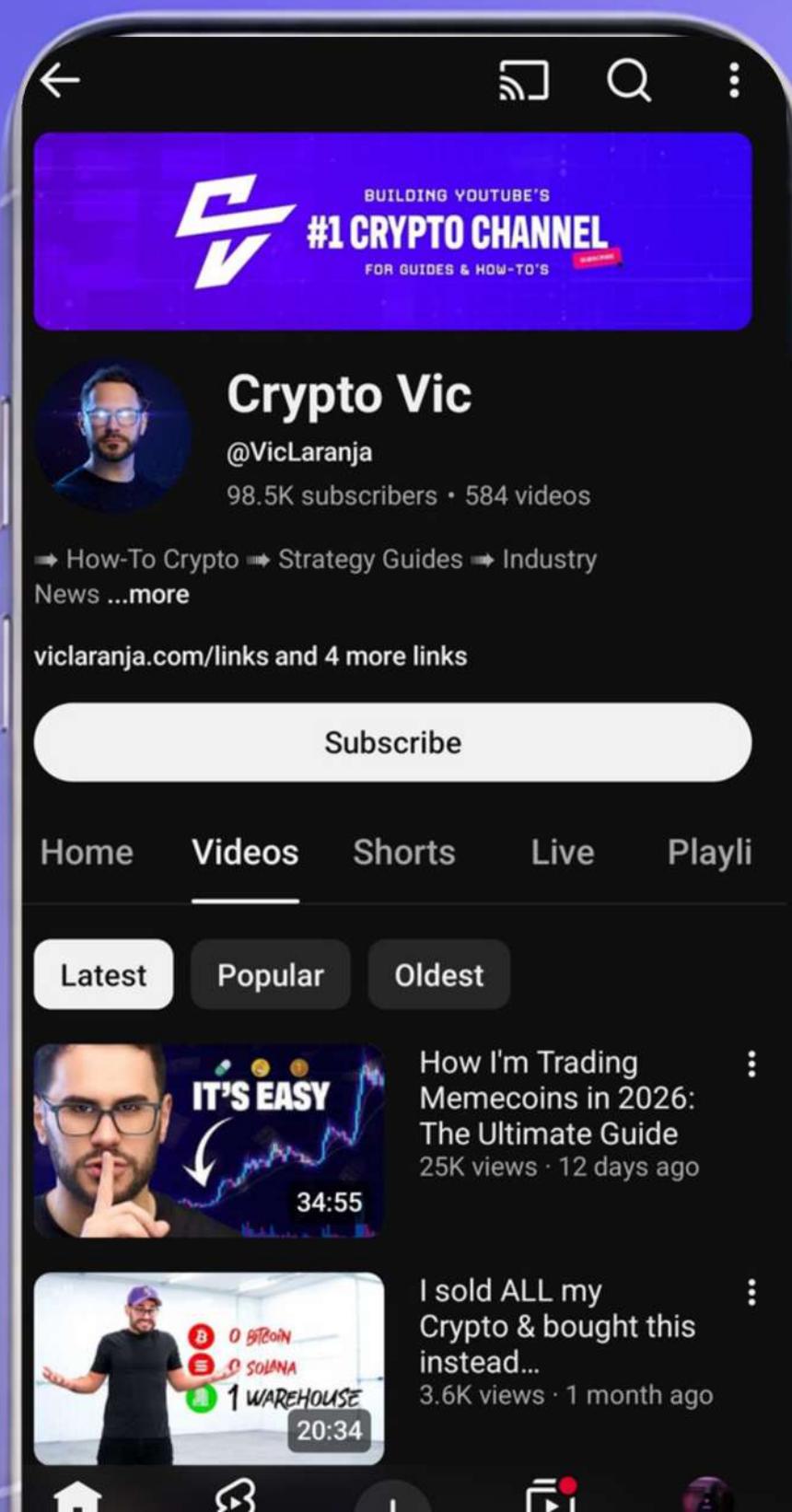


10000+

Cross-Platform Conversion



Growth Roadmap from here



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