

Lilith's Rebrand

Creating a Profitable Goth GF

Case Study by Vic, Founder of [secretgfdiary](#)

Overview

Client	Services	Year
Lilith*	Brand Development, Content Strategy, Sales Campaigns	2025

*Note: "Lilith" is a pseudonym to keep the client's identity and OnlyFans persona anonymous. It is neither the actual name of the client nor her persona.

Timeline

Month	Event
February 2025 (Start)	I started managing Lilith's pages and established a new brand voice for her communications.
March-April 2025	I updated Lilith's visual identity through changes in her makeup, clothing, and color grading in her content.
April-May 2025	Lilith's VIP Page was put on a temporary hiatus through June 1, 2025 to focus on her Free Page's Easter campaign.
June 2025	I switched over to work solely on Lilith's VIP Page for her Birthday campaign. The Free Page was then put on an indefinite hiatus during this time.

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Introduction

In late January 2025, I received a message with the opening line: “*Hey, I need your help.*” Intense, but straightforward, so I kept reading.

The sender was Lilith, an OnlyFans creator who had seen my post on a job board for chatters, managers, and agencies. In the message, Lilith introduced herself, explained her situation, and pitched herself as a candidate for my services. After I finished reading her message, I audited her Reddit and OnlyFans pages.

My professional opinion: **they were really bad.** She needed a lot of help and it was very clear from the state of her pages. In spite of this, however, I saw potential. So after a few weeks of back-and-forth communication, we started working together for a major rebrand.

About the Client

Lilith is an American woman in her mid-30s. She’s chubby, wears gothic makeup, and has a sarcastic personality. On her pages, she sells solo and custom content.

Being chubby *and* goth, Lilith is fully aware that she doesn’t fit conventional beauty standards. But this isn’t a problem because her audience largely consists of North American Redditors who find her through NSFW subreddits for goth/alt girls and fat fetishes.

Additional Facts

- She has been a creator since 2023, working with multiple agencies and chatters through all the years.
- She has two OF pages: 1 VIP Page (\$5/mo) + 1 Free Page (\$0/mo)

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The Client's Reasons to Rebrand

Very soon after Lilith created OnlyFans accounts in 2023, she handed them off to be managed by different agencies.

Constantly switching managements posed the following problems:

- Every time Lilith changed managements, her pages' outward communications also changed. This created visibly inconsistent writing styles in her post captions, mass messages, and private messages with fans.
- None of the previous managements' writing styles represented Lilith's unique traits. She's an American goth woman in her mid-30s with an interesting personality, yet none of the agencies incorporated any signifiers of that in their work.

It became too obvious that there were multiple, foreign parties running her pages, which shattered the illusion for fans who genuinely wanted to interact with the real her. This broke the trust of her already-existing fans and made it nearly impossible to build any rapport with new ones. Very few fans converted to buyers, so Lilith's sales suffered as a consequence of this mismanagement.

How I Successfully Rebranded the Client

The work I did for the client had two objectives: to repair Lilith's reputation, and reinvent her to become the ultimate chubby goth GF she was meant to be. Her personality and distinctive look would become her strongest assets for the rebrand.

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I. Brand Voice Establishment

The first thing I did for Lilith's rebrand was establishing a brand voice that actually matched her personality: **witty, flirty, and colloquially American**. The new writing style replaced the generic "agency-speak" that the previous agencies put in her bios, post captions, and messaging.

Old Post Caption by Previous Management

Views: 78 Likes: 0

Let's create some unforgettable memories together! Check your DMs! You might have been missing a lot. 😊💋

New Post Caption by secretgfdiary

Views: 121 (+55%) Likes: 7 (+700%)

Looking for trouble? She's standing right here 😈

I chose this particular brand voice because overall, it sounds authentic. It leads with personality and resonates much better with Lilith's fans. The previous agencies' writing style was generic and unnatural. Instead of channeling a desirable goth girl, it made her sound either like a bot or like a foreign customer representative.

Results

Within two weeks of implementing the new voice, Lilith's pages started generating revenue again. By the end of March, her earnings nearly tripled from the beginning of the year.

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Lilith's net earnings before and after updating her online voice (January 1-March 31, 2025).

II. Visual Identity Alignment

Another issue I found in Lilith's brand was her look: she was a chubby goth creator, but her content lacked the visual cues needed to succeed in those niches.

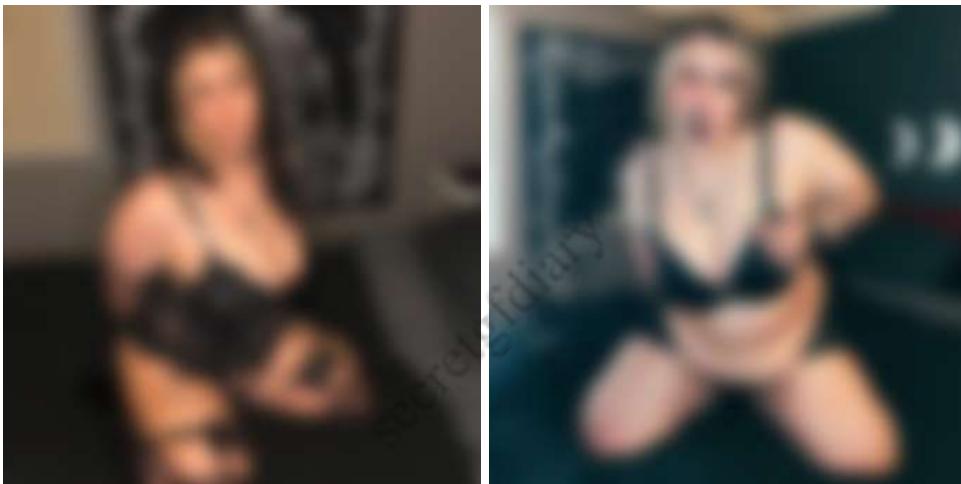
- She wore minimal makeup, which contradicts the gothic subculture's distinctly heavy makeup style.
- She often wore frilly, lace lingerie in her content, which doesn't match her sharp personality.
- She edited her photos with a warm-toned filter, which clashes with the subculture's traditionally moody and desaturated aesthetic.

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To amend these issues, I instructed Lilith to make three key changes, all of which were applied to both her OnlyFans content and her weekly traffic-generating posts on Reddit:

- Wear **heavy makeup** to look identifiably gothic
- Wear **casual clothes and underwear** to reflect her personal style and personality
- Apply **cool-toned color grading** to all content (new and old) to match the niche aesthetic and emphasize her makeup better



Lilith's aesthetic before and after updating her visual identity (2024 and 2025, respectively).

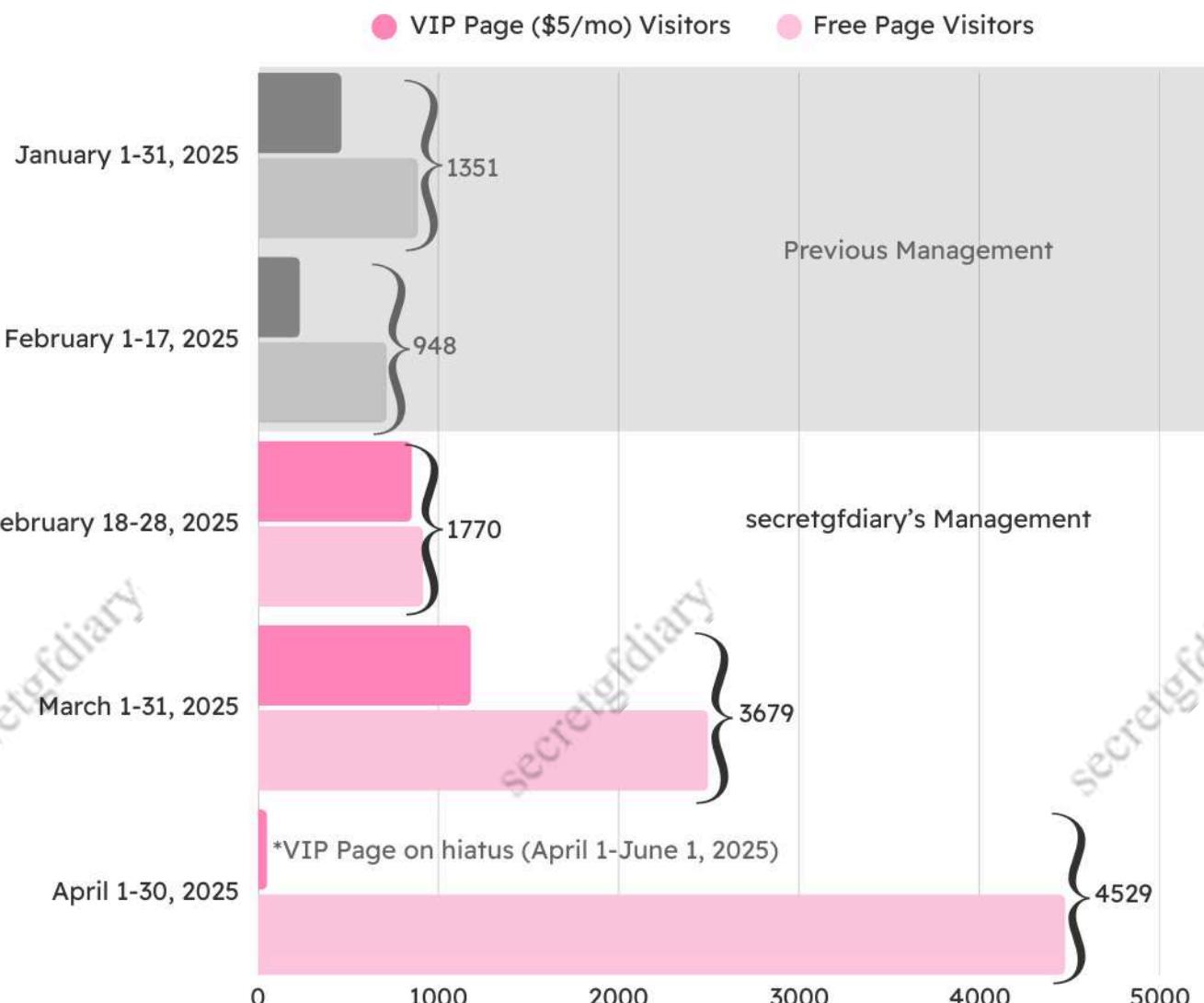
Images courtesy the client.

Results

After updating her visual identity, Lilith's content got more users' attention on and outside of OF. More Reddit users visited Lilith's pages and became subscribers. With more subscribers, there were also more buyers, leading to more sales and higher earnings in March and April.

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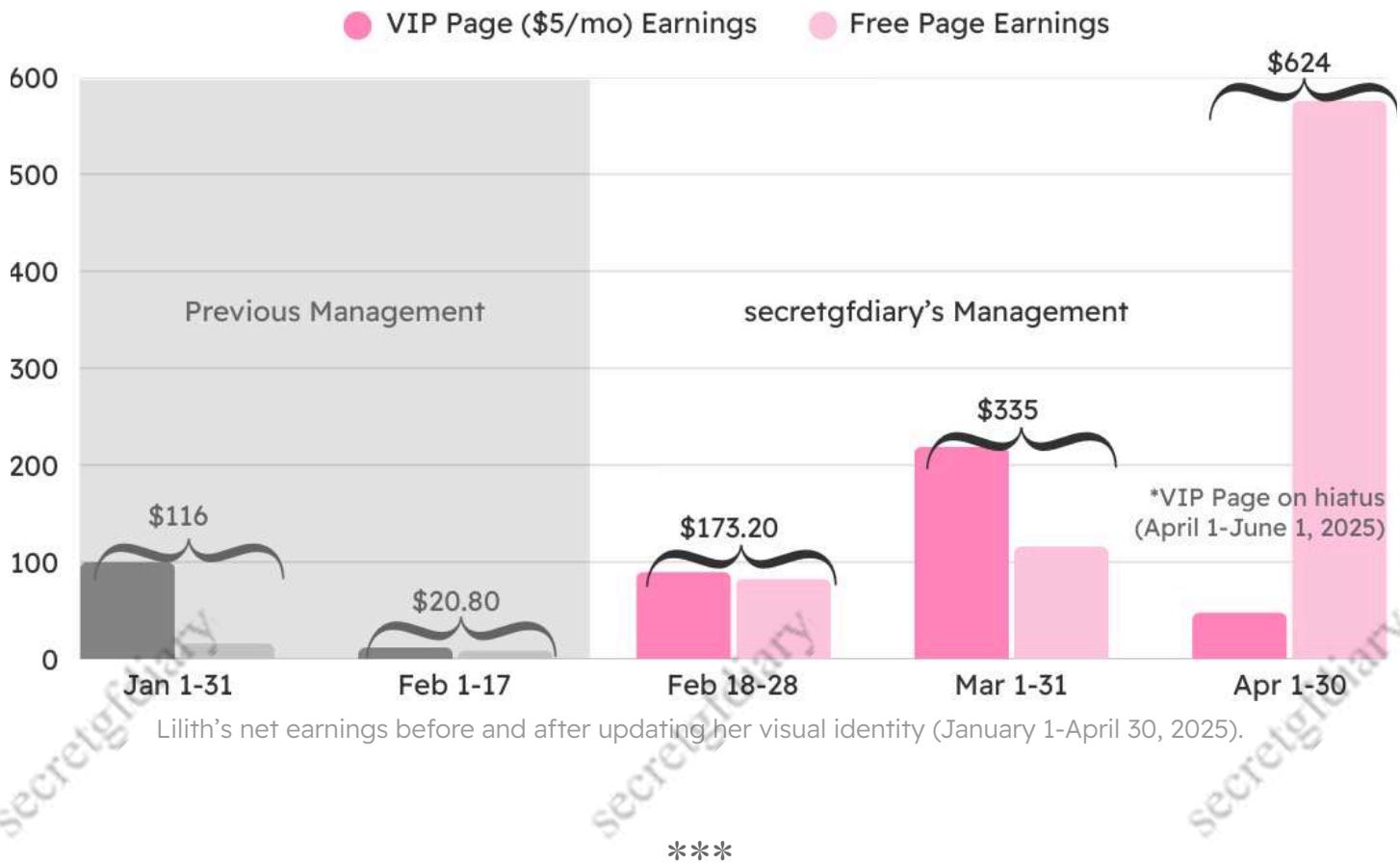
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Lilith's profile visitors before vs. after updating her visual identity (January 1-April 30, 2025).

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III. Strategic Sales Campaigns

To monetize Lilith's rebrand, I executed targeted campaigns during select holidays. None of the previous agencies did this, and she had a lot of content that couldn't sell in the past, so this would be a precedent I set.

The campaigns I executed on her pages achieved three purposes, all of which were accomplished in the campaigns that took place in April and June:

1. Generate revenue from old content shot in 2023-2024
2. Reintroduce Lilith's new and improved identity to her target audience
3. Signal to fans that Lilith is a prolific creator who has a large library of unseen content

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Easter Egg Hunt wall game for Lilith's Free Page (April 1-30, 2025). Poster designed by secretgfdiary. Original image courtesy the client.

April's Campaign: Easter Egg Hunt

For the entire month of April, Lilith's Free Page focused on the holiday of Easter.

Central to this campaign was the **Easter Egg Hunt** wall game. Each “egg” was numbered and had a different bundle inside or a pinned fundraising post that had a target goal of \$300. To play, fans tipped \$15 on a pinned fundraising post to redeem their prize bundle. Fans could also submit multiple entries to redeem more prizes.

Pinned Post Caption (Excerpt)

Here, we celebrate Easter with a dark, dirty twist
😺 Inside each egg is a different surprise... which one will you choose?

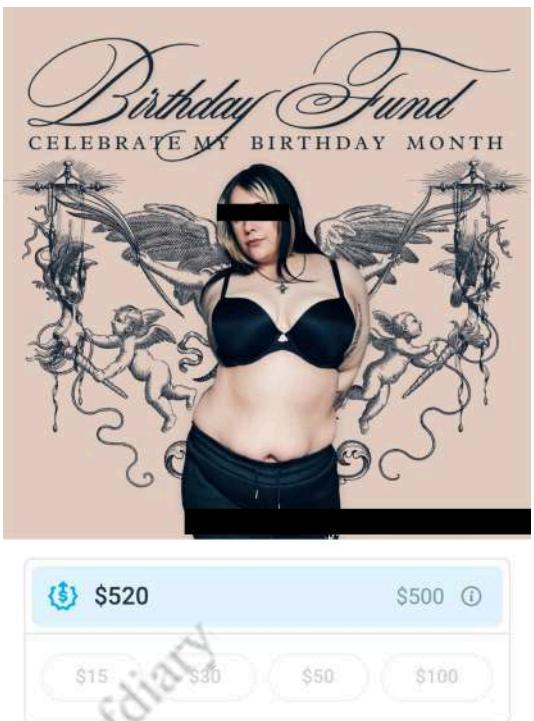
In addition to the wall game, I also posted on Lilith's Reddit profile once a week to get people to subscribe and participate in the Egg Hunt. All my posts focused on the campaign, emphasizing the fact that Lilith had lots of content waiting to be seen by these users.

Results

- This month, Lilith's page had a total of **4,478 visitors** and gained **147 new subscribers** (**+79.3%** visits and **+86%** subscribers from March).
- The wall game generated a gross total of **\$375**, surpassing its target goal of **\$300**.
- The wall game resulted in a net total of **\$300**, which comprised **52.1%** of April's total earnings.

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Birthday Fund post for Lilith's VIP Page (June 1-30, 2025). Poster designed by [secretgfdiary](#). Original image courtesy the client.

Another component of the campaign was a **limited-time offer that granted both new and expired fans a free 1-month trial to Lilith's VIP Page**. The message included a call-to-action (CTA) for these fans to subscribe and celebrate Lilith's birthday with her. When this deal ended, the page reverted to its regular price of \$5/mo. And upon subscription, fans received an automated message with a free, non-nude photo of Lilith attached.

June's Campaign: Birthday Fund

Like April's campaign, June's was dedicated to a holiday and ran for the entire month. This month's holiday to celebrate was Lilith's 35th birthday.

At the heart of the campaign was the **Birthday Fund**, which took the form of a pinned fundraising post with a target goal of \$500. The post included a menu and tip options between \$15 to \$100, each of which granted a different bundle of heavily discounted content. Fans would tip the appropriate amount to receive the bundle of their choice. The higher the price, the more contents the bundles contained.

Pinned Post Caption (Excerpt)

Your goth gf is celebrating her birthday this month! I'll be sharing my hottest solo content with everyone who contributes to my Birthday Fund 🌹 Each bundle includes a different variety of pics + vids, so take your pick 👇

SUBSCRIPTION

Limited offer - Free trial for 30 days!

Offer ends Jul 1



Celebrate my birthday with me! 🎉

[SUBSCRIBE](#)

FREE for 30 days

Regular price \$5 /month

Lilith's subscription promo for her VIP Page (June 1-30, 2025).

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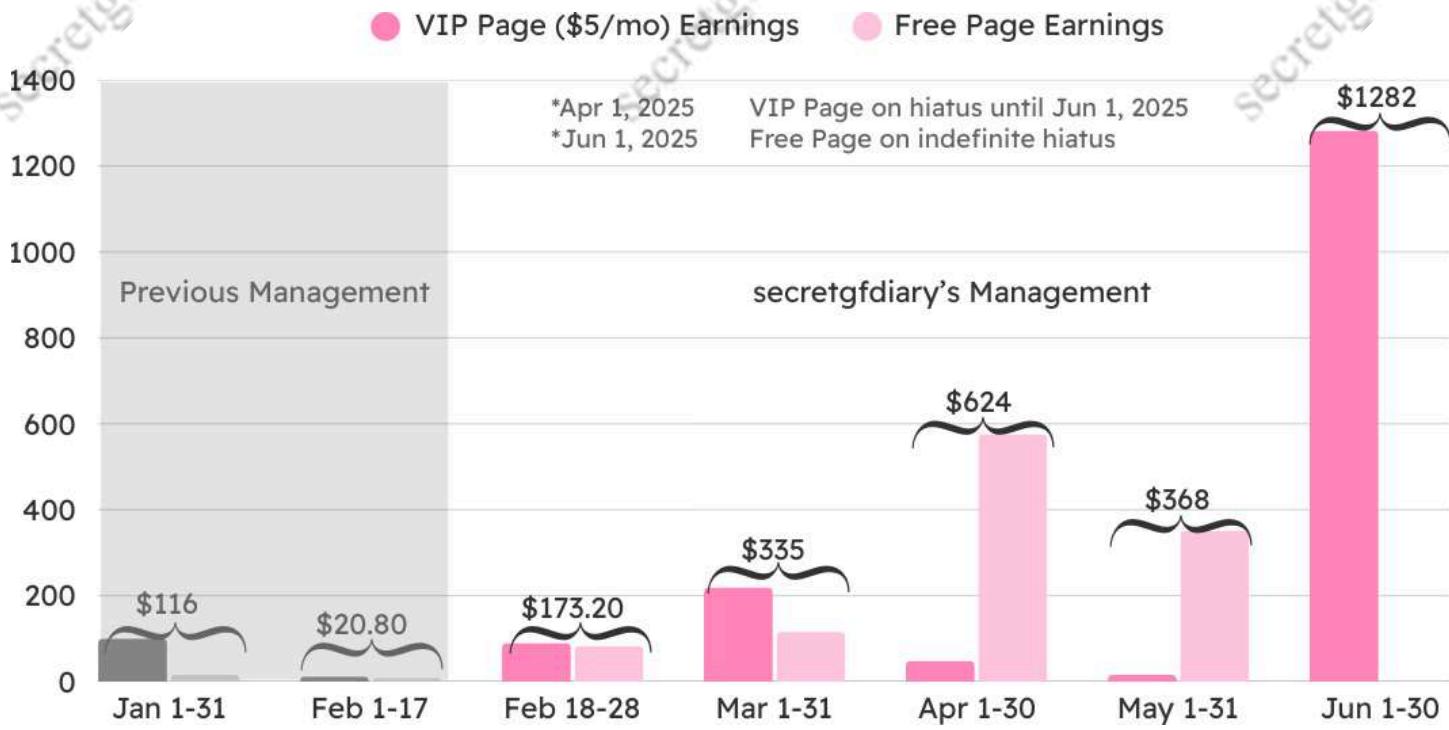
Welcome Message (Body)

Well well.. good to see you here. Say hi and tell me your first impression upon seeing this pic 😺

Results

This month, Lilith's page experienced record high numbers:

- June's total net earnings reached **\$1282** (32.4% came directly from the pinned post, 4% came from subscription renewals and bundle purchases, and the remaining 63.5% came from PPV sales and tips, independent from the Birthday Fund).
- The page had a total of **7,469 visitors**. **278** of these visitors claimed the free trial offer, and **13 opted to renew their subscriptions** (+**1144.8%** visitors, +**2988.9%** offer claims, and +**550%** renewals from a free trial in August 2024).
- The pinned post generated a gross total of **\$520**, surpassing its target goal of \$500.



Lilith's net earnings before and after secretgfdiary's management (January 1-June 30, 2025).

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Takeaways

Authenticity sells.

A successful [re]branding prioritizes authentic and cohesive alignment.

The strategy behind Lilith's rebrand was holistic—it centered her existing, natural identity as an unapologetically chubby, goth American woman in her mid-30s. This was visually reinforced through her updated makeup, clothing, and content color-grading, all of which aligned with her target audience's expectations and restored the trust that was lost from previous mismanagement. In all, these results prove that **embracing a creator's unique qualities is the most effective strategy to profit on OnlyFans.**

Visual alignment is crucial.

On OnlyFans, a creator's "look" is a direct driver of success. To be successful, there must be visual alignment not just with a creator's online personality, but also within their target niche(s).

Updating Lilith's look resolved the aesthetic misalignments that contradicted her target audience's preferences. Making changes to her makeup, clothing, and content's aesthetic helped her perform better within the chubby, goth, and girl-next-door niches, resulting in greater audience interest, more page visits, and higher subscriber conversion rates.

Campaigns help you work smarter, not harder.

Executing sales campaigns comes with both operational and financial benefits for creators.

In Lilith's case, the Easter and Birthday campaigns were "revenue hacks" that monetized her old content, showcased her glow-up, and proved her standing as a prolific creator who's ready to serve her audience. The total net earnings for these months are also greater than the months that didn't have any campaigns. This shows that **campaigns are strong operational assets for creators to establish their authority and streamline their workflow.**

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Conclusion

My work for Lilith demonstrates the importance of branding for NSFW creators. Success on OnlyFans is rooted in having a strong identity and building an equally strong relationship with a target audience. Lilith's rebrand repaired the damage caused by prior mismanagement and restored her reputation within the chubby, goth, and girl-next-door niches. Repairing her reputation was crucial to the rebrand's success.

Inconsistencies in messaging, weak aesthetics, and poor reputation management can be destructive. But when creators put in the work to build (or repair) their reputation, they unlock a new level of earning potential.

About secretgfdiary

secretgfdiary is run by Vic, an independent consultant and manager who specializes in branding, content, and sales strategies for OnlyFans creators.

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