CASE STUDY 02

EVENTS / ENTERTAINMENT

Human-led content that turned attention into bookings.

RECURRING MONTHLY
Ongoing content partnership

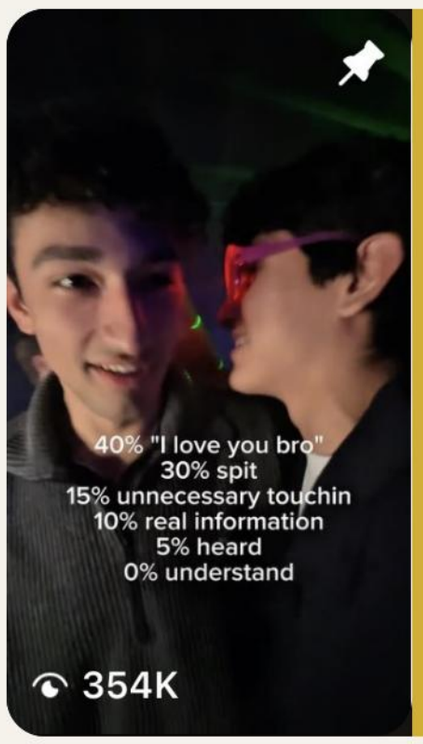
1.3M+	131K+	20	3
ACCOUNT VIEWS IN 90 DAYS	INTERACTIONS IN 90 DAYS	SERIOUS INQUIRIES	CONFIRMED BOOKINGS



TOP REEL / JUL 9

CONFIRMED ORGANIC

753K+ views



TOP REEL / JUL 20

CONFIRMED ORGANIC

354K+ views

THE CHALLENGE

AI-heavy social content was drawing negative audience reactions and missing the real experience.

THE STRATEGY

Shift to human, personality-driven and culturally relevant short-form built around shareability, discovery and the actual nightclub experience.

THE COMMERCIAL PROOF

90 days: 1.3M+ account views
131K+ interactions
752K+ viewers / 1.2M Reel views
20 inquiries / 3 bookings (2 VIP + 1 Classic)

CLIENT WORDS

“There’s never a need to oversee or follow up.”

COLE R. / OWNER

SOCIAL MEDIA STRATEGIST + CONTENT CREATOR / CREATIVE DIRECTION

malikawada.com

MONTHLY CLIENT