

CASE STUDY ... UGC CAMPAIGN

# onGhost.com *x Stephanie Joy*

*Hired November 2025 ... Campaign Active and Ongoing*

CLIENT	CREATOR	PLATFORMS	STATUS
onGhost.com	Stephanie Joy	TikTok and Instagram	Active and Growing

**869K+**

TOTAL VIEWS

*TikTok and Instagram*

**539**

POSTS CREATED

*Combined TT and IG*

**77%**

TOP RETENTION

*Industry avg: 30-40%*

**128K**

TOP VIDEO VIEWS

*and still climbing*

## THE BRIEF

# Simple Deliverable. Real Results.

onGhost.com is an AI-powered email pitching tool built specifically for UGC creators. They needed organic social content that would reach their core audience... aspiring and active content creators who want to land brand deals. The deliverable was simple on the surface: b-roll video content paired with on-screen hooks and branded hashtags, posted to TikTok and Instagram. No elaborate production. No studio. Just authentic, scroll-stopping short form content that felt completely native to the platform.

Stephanie was brought on with brand new accounts. Zero followers. Zero history. Zero algorithmic momentum. Built entirely from scratch.

# Strategy Behind the 5 Second Video

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onGhost runs a structured creative process. Their team monitors trends weekly, adapts them to fit the campaign, then deploys a new hook direction for creators to run that week. The b-roll is intentionally mundane... applying chapstick, walking, a smile at the camera, manatees swimming in the gulf. The content is not the point.

## The hook is the point.

The goal is to make someone stop scrolling, start reading, and keep reading until the video ends. Every video averages just 5.2 seconds.

### THE STAGGERED HOOK FORMAT

- 01 Hook 1 runs at the top of the screen for the entire video duration
  - 02 Hook 2 drops at approximately 1.7 seconds in... timed to the music
  - 03 Hook 3 drops approximately 1.7 seconds after that
- All text centered, white font, black outline... readable on any background

### THE TURNING POINT

# Testing, Iteration, and Knowing When to Push

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In late January 2026, one hook direction significantly outperformed everything that had come before it. Rather than simply continuing to run it as-is, Stephanie brought a specific tweak to campaign manager RJ with a clear rationale... the angle was working but could be sharpened to drive even stronger watch time.

RJ approved it. That refined hook set has been running ever since across both platforms with consistent, measurable results.

**This is the difference between a creator who fills a brief... and a creator who improves one.**

## THE RESULTS

# November 2025 to March 16, 2026

METRIC	RESULT
Total Campaign Views	869,200+
TikTok Views	275,000+
Instagram Views	594,200+
TikTok Followers (from zero)	265
Instagram Followers (from zero)	159
Total Posts Published	539 across TikTok and Instagram
Top Performing Video	128,000 views and climbing
Top Video Retention Rate	77% through end of video
Second Top Video	51,700 views (posted previous night)
Second Video Retention	72% at 5-second mark
Average Retention (last 7+ days)	50%+ through end of video
Average Video Length	5.2 seconds
Industry Average Retention	30 to 40%

## WHAT THE NUMBERS MEAN

869K views from accounts that didn't exist when this campaign started. No paid promotion. No existing audience. Pure organic content with a tested, refined hook strategy.

**77% of viewers watching to the end of a video is nearly double the industry average. On a 5 second video that means people aren't just stopping... they're reading every word, watching it loop, and staying engaged long enough for the algorithm to push it further.**

The 51,700 view video was posted the night before this case study was written. The momentum is not slowing down... it's accelerating.

#### WHAT I BRING TO A CAMPAIGN

## More Than a Creator. A Strategic Partner.

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Working with onGhost wasn't just execution... it was collaboration. When an opportunity to improve performance appeared, a specific reasoned pitch went to the campaign manager. Not 'can I try something different' but 'here's what I want to change and here's why.'

The b-roll in these videos is a phone, a smile, a pair of feet walking. The results are 869K views and climbing.

**The creative strategy is the product... not the production value.**

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**Ready to get results like this for your brand?**

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