

LET'S TRANSFORM OUR NUMBERS!



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PITCH
DECK

PROBLEM

SHIFTING OUR CORE APPROACH FROM
BROADCASTING TO CONVERSING.

GHOST TOWN

The Metrics:

- ~2,100 followers vs. ~100 story views (4.7% view rate) and 14 – 32 likes per post.

The Culprit:

- The account **follows over 4,000+** profiles, skewing the ratio.

The Algorithm Diagnosis:

- Instagram tests posts on a **10% sample size**. Because **our base has past "dead weight"** (bots, dead accounts, old follow-for-follow), the initial test fails, and **Instagram stops distributing the content**.



OUR SOLUTION



ACTION 1:
TARGET GHOST FOLLOWERS: REMOVE 50 OBVIOUS BOTS/DEAD ACCOUNTS A DAY TO NATURALLY BOOST OUR INTERNAL ENGAGEMENT PERCENTAGE.

ACTION 2:
"OPINION ENTRAPMENT": STOP ASKING BROAD, OPEN – ENDED QUESTIONS. USE BINARY, SPECIFIC, OR SLIGHTLY CONTROVERSIAL AESTHETIC CHOICES TO FORCE COMMENTS.

ACTION 3:
THE STORY – TO – FEED BRIDGE: USE OUR HIGHLY LOYAL 100 STORY VIEWERS TO DRIVE FEED TRAFFIC USING POLL REVEALS.

ACTION 4:
USE DAILY INTERACTIVE SLIDERS, QUIZZES, AND POLLS. STORY ENGAGEMENT HEAVILY TRIGGERS FEED VISIBILITY.

OUTBOUND AFFILIATE PROGRAM

DOES IT MAKE SENSE?

The Risk:

- The catch is your conversion rate. If an influencer sends 1,000 people to your profile, and those people see an account with high "following" counts, low likes, and no active community discussion, they won't hit "Follow" or proceed through the funnel

The Solution:

- Start the program at least 3 – 4 weeks into cleaning up your account's "ghost town" look. You need the profile to look alive when their traffic arrives! Or after we are done with this phase.

Structure:

- Small, niche topic creators
- Digital nomads, remote tech workers, freelance designer



AFFILIATE MOTIVATION

The "Digital Coworker" Takeover (Audience Swapping)

- Creator who aligns with CL values
- They spend one day posting on your stories showing a **"Day in the life of a remote programmer in xyz."** In return, you post a beautiful **"Behind the scenes of restoring an ancient Italian villa"** on their stories.
- Motivation: Fresh content; exposure to new 2,100 followers, and costs them no money and little time

The "Digital Nomad Resource" Co-Creation

- "Useful guide" creators (e.g. "How to Find Cheap Flights while Remote Working").
- Pitch them a co – branded version: you add a few pages about the villa's future vision, put both your logos on it, and you both post it on your feeds as a **joint collaboration post**.
- Why they do it: They get a free marketing partner to push their guide to new audience.

FOR FREE!

Pre – Renovation "Founding Member" Lifetime Discounts

- If you can't give away free rooms right now, you can give away status
- Niche creators
- Share vision and documentation
- Offer: free **"Founding Member"** pass
- Lifetime discount 30% off each month long stays once the renovations are finished and the villa officially launches
- In return: Weekly story exposure, Monthly post – they visit CL and track progress of the reconstruction, sharing a count down to the opening!

AFFILIATE MOTIVATION

The "Workation" Barter (Free Stay)

- Free 3-to-7-night stay at the villa during your low or shoulder season (when you have empty beds anyway).
- The Requirement: In exchange, they must post a number of daily Stories/Reels across platforms during their stay

WITH BUDGET

Details:

- Meaningful cut: 10% cash commission on any booking that uses their code
- Give them social currency; **a unique code** (e.g., CREATORCL10) that gives their followers 10% off their first stay that is more than 30 days.



KPI TRACKING

IMPLEMENTATION WINDOW

6 TO 8
WEEKS

Primary KPI

- Story View Percentage: Elevate story views from 4.7% (~100 views) to 10%–12% (~200 – 250 views).

Secondary KPI

- Feed Comment – to – Like Ratio: Shift from low-interaction double taps to comments. Target a baseline of 1 comment for every 5 likes on interactive posts.

Health Indicator

- Profile Ratio Cleanup: Bring down the "Following" count from 4,000+ closer to a curated 1,000–1,500 over the 8-week period.



SUCCESS



Metric	Where You Are Today	The Success Pivot Point
Followers	around 2,100	This number might stay flat as you remove lurkers
Following	4,000+	1,000 to 1,500; follow accounts that interact
Story Views	around 100 (4.7% view rate)	300+ (15%+ view rate)
Post Engagement	14 – 32 likes / 0 comments	50+ likes / 1 comment for every 5 likes
Audience Mix	83% of interactions are already your own followers	Maintains high internal engagement + algorithm opens the pipe to non-followers

When to switch strategies?

- Do not launch affiliate codes or broad reach campaigns until you hit the **Success Pivot Point**

The Next Phase?

- Once reached, the algorithm delivery pipe is fixed.
- We can transition from the "Conversing" strategy to "Expansion & Acquisition"
- We will introduce **conversion – focused affiliate structures** and broader public discoverability campaigns

CONTENT PLAN

The Aesthetic Vote

Feed: Help design a villa space (Option A vs. Option B).

Story Bridge: 2-option poll sticker: "The team is literally arguing about this right now."

The Unfiltered Day-in-the-Life

Feed: Fast-paced, unglossed 30-second Reel of remote villa life.

Story Bridge: Countdown sticker or productivity slider leading to the drop.

The "Unpopular Opinion" Hot Take

Feed: Bold text graphic on controversial remote work habits (e.g., "Working from bed is a trap").

Story Bridge: Question box asking for user hot takes, leading into the post.

The Villa "Inside Joke" or Meme

Feed: Relatable shared-house moments (e.g., stolen oat milk, silent Zoom hours).

Story Bridge: Binary poll: "Have you ever stolen food from a shared fridge?"



CONTENT PLAN

The "Before & After" Restoration Journey

Feed: Carousel leveraging the historical charm and design updates of the villa.

Story Bridge: "Glow Up" slider sticker over the "Before" photo linking to the post.

Meet the Crew (Micro-Interview)

Feed: Rapid-fire 45-second resident Reel (What are you working on? Who cooks best?).

Story Bridge: Trivia quiz testing the audience on a random team fact.

The Local Hidden Gem

Feed: Visual guide to a secret local spot in Liguria being enjoyed by the team.

Story Bridge: "Add Yours" sticker template: "Show us your remote work view today."



CONTENT PLAN

The "Comment a Word" Resource Drop

**Feed: Carousel: "Top 5
Tools for Creative
Content Creation in
2026."**

**Story Bridge: Teaser
screenshot. Hook:
Comment "TOOLS" to
get the Notion link sent
to DMs.**

The Evening Table Ritual

**Feed: High-atmosphere
Reel/Photo of
community family
dinners and deep
conversations.**

**Story Bridge: Poll sticker:
"Are you the chef of the
house or the
dishwasher?"**

The Deep Friday Reflection

**Feed: Grounded, candid
thoughts on slower
living and balancing
work with lifestyle.**

**Story Bridge: Cozy
evening lighting photo
with a "Join the quiet
club" slider.**

