



Precision & Growth: The Formula for Sustainable Branding

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Digital Group LLC.

This deck introduces a scalable social + paid system designed to increase visibility, generate qualified leads, and create predictable growth.

High-Velocity Growth Roadmap



A 6-month total of 1.34 million impressions and 675 qualified leads.

Month 1

70,000 Impressions
10 Qualified Leads

Month 3

180,000 Impressions
80 Qualified Leads

Month 6

400,000 Impressions
240 Qualified Leads

The 2-Pronged System

This system transforms a single shoot day into a full quarter of content.



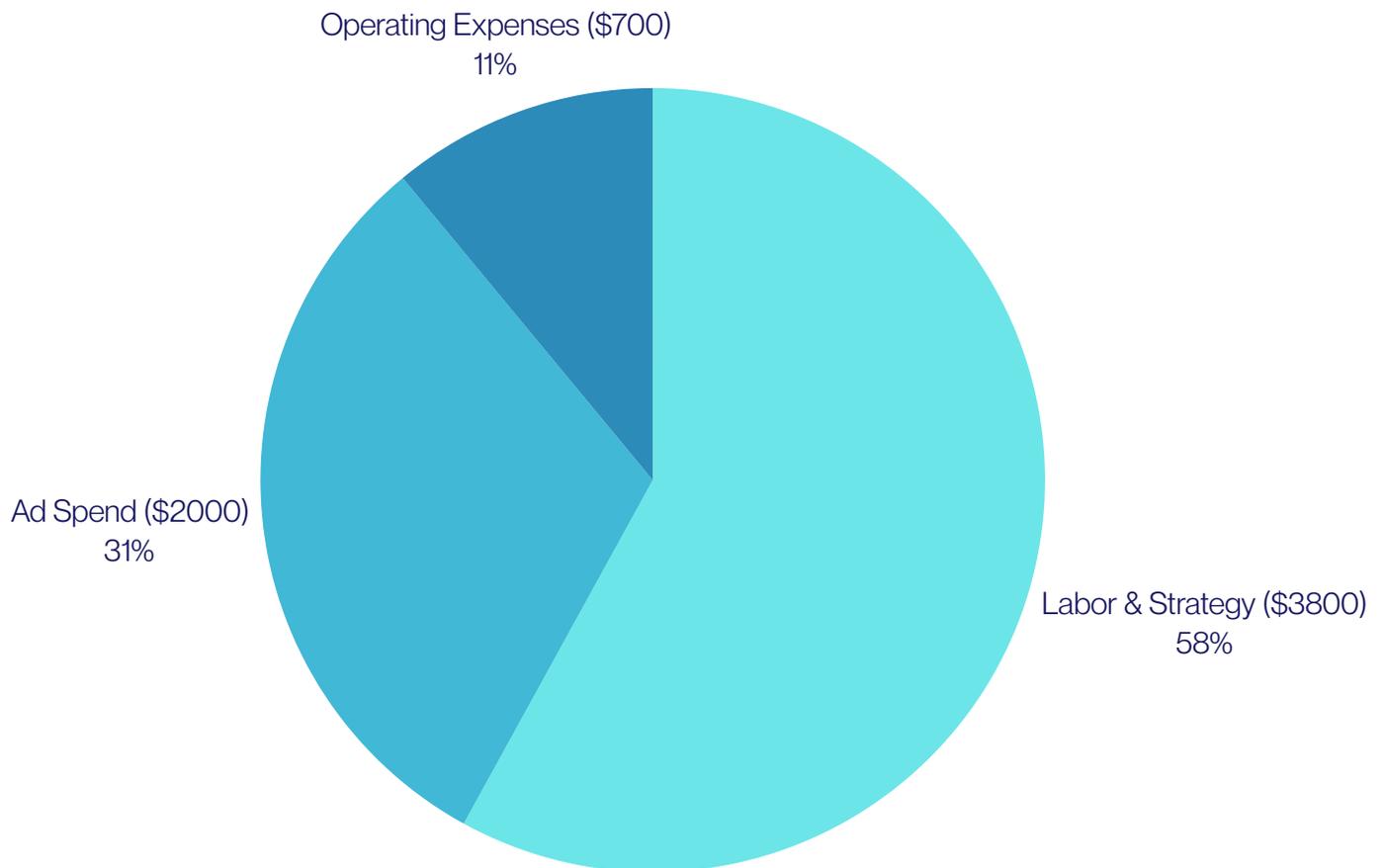
01 High-Volume Organic

- **Output:** 50–60 unique video clips per quarter (240 per year)
- **The Efficiency Hack:** All content is captured in one single shoot day (3–4 hours) per quarter
- Strategy led by Media Strategist, content days executed by Videographer

02 Strategic Paid

- **Strategy:** We recycle high-performing organic posts into paid ads to drive traffic
- **Budget:** \$2,000/month dedicated strictly to Meta & TikTok ads to minimize CPLs.

Transparent Monthly Allocation: \$6,500



- 58% Labor & Strategy (\$3,800)**
Media Strategist, Content Editors, Ad Management
- 31% Ad Spend (\$2,000)**
Paid directly to Meta & TikTok for growth
- 11% Operating Expenses (\$700)**
Scheduling tools, stock footage, overhead

Content That Converts

Social Media Campaign + SEO

Client: La Herradura (Music & Entertainment Venue)

www.laherraduradejoliet.com

Challenge:

Competing in Chicago's crowded music scene with a weak online presence.

SEO Approach:

Hyper-local keyword optimization, backlink campaigns, website UX improvements, focus on transactional/navigational keywords, schema markups

Total SEO Growth:

• 704% traffic growth (2,400 → 17,000+ monthly visitors) • 438% boost in direct Google traffic • 1,100+ new subscribers • Stronger local rankings.

Social Media Approach:

Live video content at events, showcasing dancing and style of music that targets their main demographic, dance trends, music trends - infused into content

Total Social Media Growth:

- Instagram & Facebook **grew 10.1k followers each** throughout the season
- Across Instagram & Facebook an increase to **75k+ followers**
- **3 million plus views in 2025** over video content
- Retargeting campaign sent an average of 3500 visitors per month to website through social media



High Quality Content

Videographer

Partnered with Bianco Productions

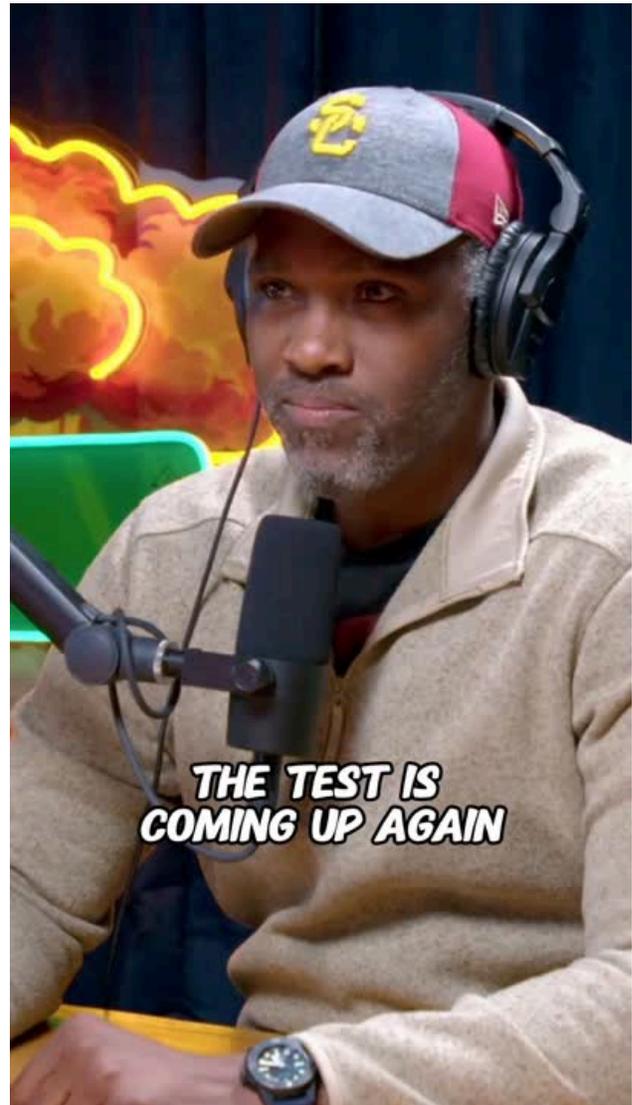


Regenesis Lake Forest partnered with Bianco Productions for a full-service video campaign – from concept development and casting to filming, audio, lighting, editing, and post-production. By sequencing the same experience across multiple actors and age groups in a single shoot day, Bianco captured natural, relatable performances efficiently and at scale. The result was a game-changing campaign that helped Regenesis acquire **70 new clients in just three months.**

Content That Converts

Media Strategist

Once we shoot your content, layering the right filters, edits, and trends within the algorithm are vital ways our media strategy team push your content organically.



Strategic podcast content repurposed into high-performing short-form assets.

Partnered with Augti Media.



Ready to build a system that works
even when you're **not**?



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