

How we added \$65K in monthly recurring revenue for [MakeUGC](#) in 90 days



Summary

Company name: MakeUGC.AI

Industry: AI UGC

Main challenge: Low visibility and conversions on Twitter (x.com)

Results: \$65K in added recurring monthly revenue + 2.5M monthly views average added

Timeframe: 90 days

The Problem

MakeUGC was facing serious issues because of low views compared to competitors', the lead magnets and the conversion infrastructure was pretty good, but viewers' choice was affected by the more popular choice which was Arcads.AI

The Solution

When we started working with MakeUGC they only had 3 accounts posting for them on twitter; the two founders ([George](#) and [Cas](#)) and the official [MakeUGC](#) twitter account.

We've now added 11 accounts in 3 months for them, consisting of 4 cartoon accounts, and 7 made up guys; a cartoon account is an account that is officially related to the company it's posting for, like [Emma](#), while a "made up guy" is an account that always posts for the company but it's not officially related to the company, like [David](#) for example.

The Process

The process we followed is extremely easy, first of all we created one cartoon account, [Emma Carlton](#), we tested different kinds of tweets until we finally found a specific tweet that would always go viral, we doubled down on that tweet structure, and we reached 1K followers in just one week after creating the account.

We immediately started scaling the number of accounts and after 3 months as we have told you before we have reached over 10 accounts for the company, consisting of 4 cartoon accounts, and 7 made up guys.

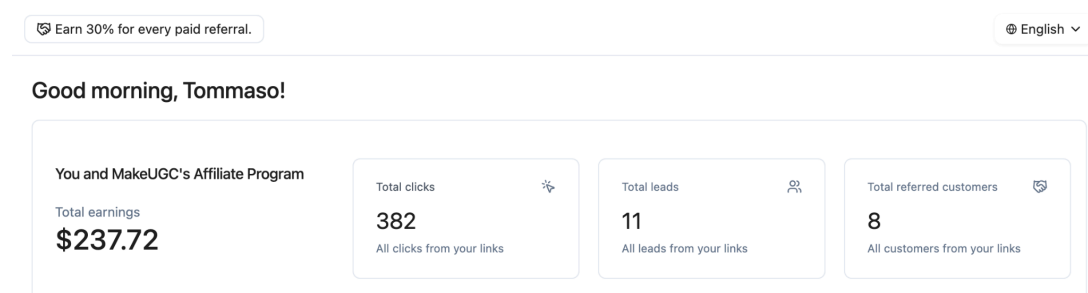
The sales we have generated come from lead magnets; for the majority of the tweets that we have posted for the company we added a CTA (call to action) at the end of each tweet; for example *“Retweet, like and comment the word **“guide”**, and we will send you a guide on how to do it”* if people interacted with the tweet as we had written, a software would’ve sent them the lead magnet which were files, guides and videos with the aim of selling something to the person who was interacting with it.

The Results

Money wise:
















For every 45K views we have reported an average of \$800 in revenue made. The dashboard below shows the results of a tweet which got 46K views in 3 days, keep in mind that this is only 30% of what it generated because it’s an affiliate link (multiply it by 3.3). We used an affiliate link because if we were to use tracking links on our lead magnets for each account we would spend an added \$2K on a monthly basis for Notion and management costs. we generated more than 4M views for them ($4M / 45K = 88.9 \rightarrow 88.9 \times 800 = \$71.1K$ we lowered the number just because of procedure)

In this time period when we’ve worked with MakeUGC they’ve reported \$90K in added monthly revenue, with 75% of the traffic generated by our agency.



Views wise:

We're not allowed to share all of the accounts we're managing for MakeUGC, but keep in mind that we have 11 under management and these 5 accounts have generated 2.8M views alone (look at the impressions). We have generated over 4M views for them in 3 months, and we're now averaging 2.5M views per month.

More Post	Verified followers  198 / 1.6K	Impressions 290.8K	Engagement rate 5.5%	Engagements 16K	Profile visits 2.5K
 Zack  @ZackHe_	Replies 2.4K	Likes 3.1K	Reposts 1.2K	Bookmarks 2.3K	Shares 52
More Post	Verified followers  441 / 3.9K	Impressions 792.8K	Engagement rate 5.7%	Engagements 45.6K	Profile visits 7.7K
 Emma  @EmmaCarlton_	Replies 6.6K	Likes 8.5K	Reposts 3.8K	Bookmarks 6.5K	Shares 148
More Post	Verified followers  232 / 1.7K	Impressions 269.4K	Engagement rate 6.5%	Engagements 17.7K	Profile visits 3.4K
 Lina  @LinaAlvarez_	Replies 2.5K	Likes 2.8K	Reposts 1.3K	Bookmarks 1.8K	Shares 49
More Post	Verified followers  493 / 4.1K	Impressions 889.7K	Engagement rate 6%	Engagements 54.2K	Profile visits 9.2K
 David  @davidfigeira	Replies 7.5K	Likes 9.2K	Reposts 4.3K	Bookmarks 5.8K	Shares 157
More Post	Verified followers  436 / 3.3K	Impressions 557.2K	Engagement rate 6.8%	Engagements 38.4K	Profile visits 6K
 Alessandro  @AlessandroLavis	Replies 5K	Likes 5.6K	Reposts 2.4K	Bookmarks 3.7K	Shares 106

Testimonials

“ One of the best partnerships we’ve ever done; they respond to messages instantly, they are now our company’s biggest revenue increase factor, I would recommend them to anybody.”

- George Stock, owner and founder of MakeUGC.ai

Book a [free discovery call](#) so that we can understand how we can help your business with our service

Book it here: <https://cartoonmarketing.io/contact>

Dear regards,

The Cartoon Marketing team

