AI AUTOMATION X CINEMATIC MEDIA

Oluremi Skin

From celebrity reach to a revenue engine in 60 days

How M.O.B Agency took a founder-led skincare brand from a standing start to eleven million monthly views, a proven content formula, and a five-figure storefront - in its first two months of operation.

11M	+220%	$15.2K	+59%
MONTHLY VIEWS	INTERACTIONS	STORE SALES	TRAFFIC GROWTH
all channels, August	77.5K brand engagements	first 60 days, 138 orders	month one to month two

Client: Oluremi Skin | Founder: Mimi Faust | Engagement period: July 1 - August 31, 2026

Scope: Content production, social strategy, automation, and full-funnel attribution

01 / THE CHALLENGE

Fame without a funnel

Oluremi Skin launched with an asset most brands never get: a founder, Mimi Faust, with over 1.5 million followers and a loyal television audience. What it didn't have was a system. Posting was sporadic, the brand account was a fraction of the personal page's size, the new Shopify store had no traffic engine behind it, and there was no way to tell which content - if any - produced a sale.

The mandate to M.O.B: turn celebrity reach into a repeatable commercial machine - production, distribution, automation, and measurement - without burning out a founder who runs the business day to day.

02 / THE APPROACH

Build the engine, then measure everything

- **Production system.** One shoot day per week, batched into a month of content. Output scaled 51% to 157 posts across five accounts in August - without adding shoot days.
- **Founder-led story formula.** Every hero concept built around Mimi on camera: generational mother-daughter reels, values-driven storytelling, humor skits, and founder-authority pieces. Product-only creative was retired after testing confirmed founder content outperforms it roughly 10 to 1.
- **Automation layer.** ManyChat keyword funnels (ROUTINE, GLOW) built to turn comments into DM conversations and DM conversations into store visits - engineered for the brand's highest-engagement surface.
- **Full-funnel attribution.** Metricool across all social accounts wired against Shopify's growth and attribution reporting, so every monthly review connects views to sessions to orders to dollars - and strategy decisions are made on revenue, not vanity metrics.
- **Format testing at production speed.** Five distinct formats shipped and scored monthly by engagement rate, follower conversion, and downstream traffic. Winners get next month's budget; losers get cut.

THE OPERATING PRINCIPLE

"Reach is rented. The store, the list, and the system are owned.
We build what the client keeps."

03 / THE RESULTS

Sixty days from zero

All figures per Metricool, Instagram Insights, and Shopify attribution, July 1 - August 31, 2026.

$15,237
STORE SALES
138 orders · ~$69 AOV

4.09M
BRAND IMPRESSIONS
+84% month over month

77.5K
BRAND INTERACTIONS
+220% month over month

+115%
IG STORE SESSIONS
1,966 sessions in August

451.8K
TOP REEL VIEWS
mother-daughter format

6.86M
PERSONAL PAGE VIEWS
feeding the discovery funnel

MONTH ONE VS. MONTH TWO

METRIC	JULY	AUGUST	CHANGE
Store sessions	~2,327	3,695	+59%
Total store sales	~$6,572	$8,665	+32%
Instagram sessions	~915	1,966	+115%
Instagram revenue	~$1,190	$1,763	+48%

THE FUNNEL WE BUILT

~11M VIEWS > **3,695** SESSIONS > **73** ORDERS > **$8,665** REVENUE

August alone: $8,665 in sales, with $3,780 directly marketing-attributed. Instagram supplies 53% of all store traffic, while Google Search - demand the content created - converts it at 4.5%, four times the social average. The next build phase closes the view-to-click gap, the single number every other metric follows.

04 / WHAT WE LEARNED

Three insights any founder-led brand can bank

- **Founder on camera beats product-only, 10 to 1.** No product-only asset placed in the month's top six. The winning formats - generational reels, values storytelling, humor, founder authority - all put the founder's face and voice first. The product closes; the person opens.
- **Content plants the demand. Search harvests it.** Google Search delivered the highest conversion rate of any channel on a third of Instagram's traffic - people watch a reel, remember the name, and search later. Judging content ROI by social metrics alone understates it badly. Full-funnel attribution is what makes the case.
- **Reach without a click path is a stage without a door.** Millions of impressions on legacy channels produced zero dollars because no buying path was connected. The fix isn't more content - it's UTM discipline, keyword automation, and a link everywhere attention lands. That is the September build.

05 / WHAT'S NEXT

September moves from reach to conversion: a full UTM and tracking protocol, ManyChat keywords live on every reel, a founder-content slate concentrated on the proven formats, an anniversary campaign anchored to the brand's first milestone, and the brand's first external media placement - a produced commercial running with Carlos King, supported by a primed landing path so borrowed reach lands on owned ground.

M . O . B A G E N C Y

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