

# GOD In US

Brand Strategy · Social Media · Paid Advertising · Creative Direction

REVENUE GENERATED	TOTAL ORDERS	FOLLOWERS GROWN	TIMELINE
<b>\$210,129</b>	<b>1,430</b>	<b>0 → 17K</b>	<b>3 Months</b>

## OVERVIEW

GOD In US came to Mcast Studios with a name that demanded a bold brand identity — faith-forward, culturally resonant, unapologetically loud. They had a vision. They needed a voice. We built both from the ground up, growing their social media presence from **zero to over 17,000 followers** while turning a clothing brand into a creative movement that drove **\$210,129 in sales and 1,430+ orders within just 90 days**.

## WHAT WE DID

### Brand Positioning & Identity

We defined GOD In US not just as a clothing brand, but as a statement of purpose — grounded in faith, fueled by culture. Every visual, caption, and campaign built around a single north star: wearing your belief.

### Creative Movement Strategy

We built community, not just content. Through curated storytelling, drop-culture urgency, and authentic lifestyle visuals, we positioned GOD In US as a movement people wanted to be part of — not just a brand they shopped from.

### Social Media Management

We took full control of content creation and publishing across platforms — developing a consistent aesthetic, tone of voice, and posting cadence that grew both following and brand equity simultaneously.

### Paid Advertising & Campaign Production

From scripting to final cut, we produced high-converting ad creative tailored to Meta and Instagram placements. We managed spend, tested audiences, and optimized relentlessly — scaling winning creatives to maximize return throughout the 90-day window.

## Video Production

We produced cinematic brand content and short-form video that felt editorial — not transactional. Each piece was designed to stop the scroll, communicate the brand's identity, and drive action without losing the movement's authenticity.

### THE NUMBERS



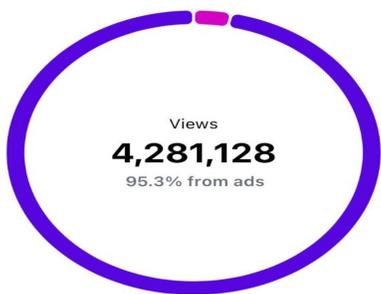
Shopify — \$210,129 Total Sales · 1,430 Orders



Instagram — 17,076 Followers · +64% Growth (30 days)

< **Views** ⓘ

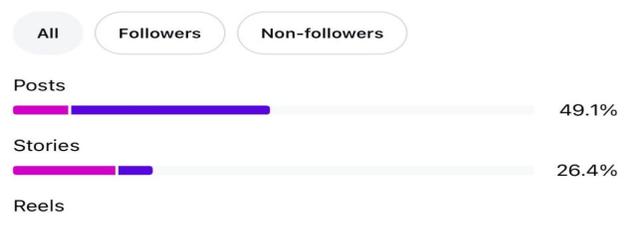
Last 30 days ▾ Feb 8 - Mar 9



• Followers	2.8%
• Non-followers	97.2%

Accounts reached **1,168,811**  
+64.0%

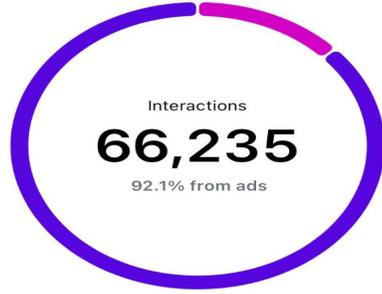
**By content type**



Instagram — 4.28M Views · 1.17M Accounts Reached

< **Interactions** ⓘ

Last 30 days ▾ Feb 8 - Mar 9



• Followers	13.4%
• Non-followers	86.6%

**By content type**



Instagram — 66,235 Interactions · 92.1% from Ads

THE RESULT

In 90 days, GOD In US went from an emerging label to a brand with real momentum — a loyal community of 17,000+ followers, 4.28 million content views, 66,000+ interactions, and high-performing ad campaigns that turned browsers into buyers. The \$210,129 in verified sales across 1,430+ orders wasn't just a number. It was proof that brand-first thinking, paired with sharp creative execution, converts.