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 **DIRTEA**

The Mushroom Success of **Dirtea** with **Young With Solutions**



**350k**

Followers on TikTok



**120k**

E-mail Subscriber List



**7 Million**

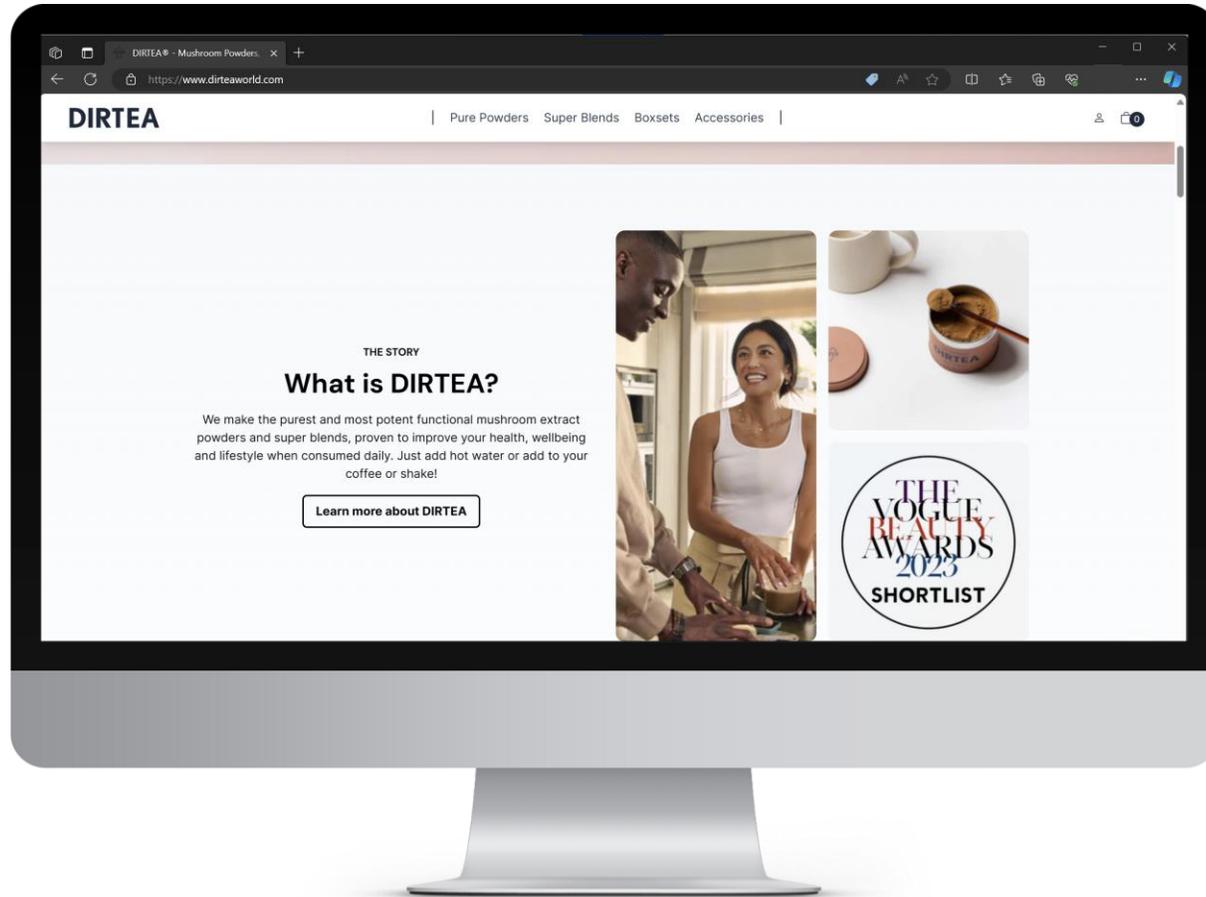
Views Accumulated Globally

How **Young With Solutions** Helped **Dirtea** Grow Effectively

In the dynamic landscape of digital marketing, social media platforms have emerged as powerful tools for brands seeking to broaden their online footprint and reach diverse audiences. This case study explores the remarkable journey of **Dirtea**, an innovative company specializing in mushroom-based products, and the pivotal role that **Young With Solutions** played in harnessing the potential of TikTok to drive the company's unprecedented growth.



# The Company: DIRTEA



**Dirtea** is an innovative company with a unique product line focusing on mushroom-based offerings. They offer a variety of products that utilize the power of mushrooms for various health and wellness benefits. Despite the potential of their products, **Dirtea** faced a challenge in establishing their brand presence and reaching a wider audience.

# The Challenge:

## Navigating TikTok's Uncharted Waters

**Dirtea**'s main challenge was to increase brand awareness and engage with their target demographic effectively. Like many businesses, they were striving to reduce their Cost Per Acquisition while expanding their reach. They recognized the potential of TikTok as a marketing platform but lacked the expertise and experience to make it work for their brand.



Brand Recognition



Market Entry Strategy



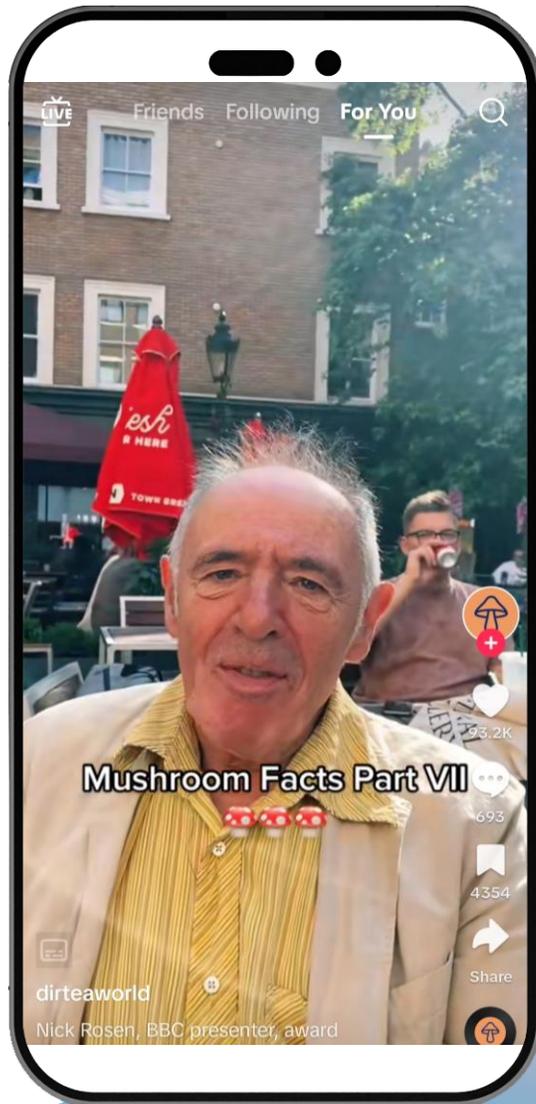
Marketing & Outreach

# The Breakthrough: The First 16 Weeks

During the initial 16 weeks of collaboration with Young With Solutions, **Dirtea** experienced a remarkable surge in TikTok success. Notable achievements included the creation of the "**Mushroom Facts**" series that went viral, accumulating over

 **65k**  **7 Million**  
TikTok Followers Views Worldwide

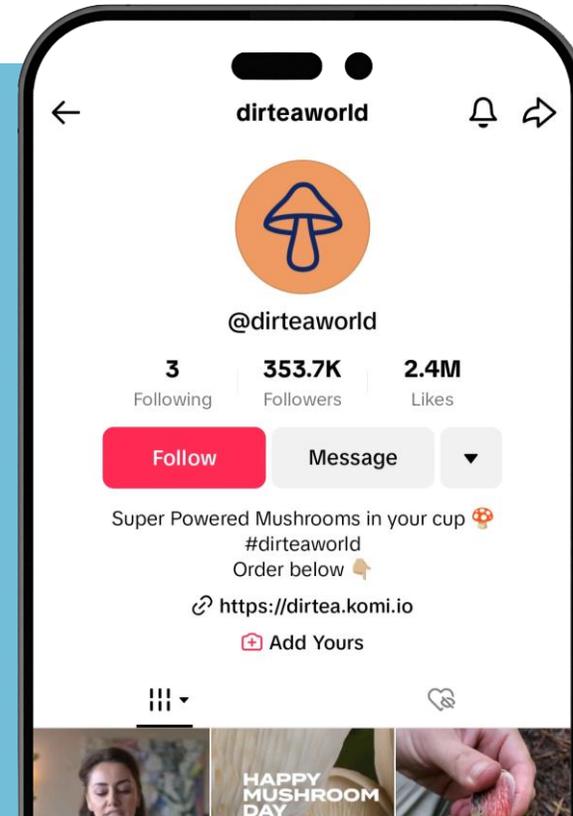
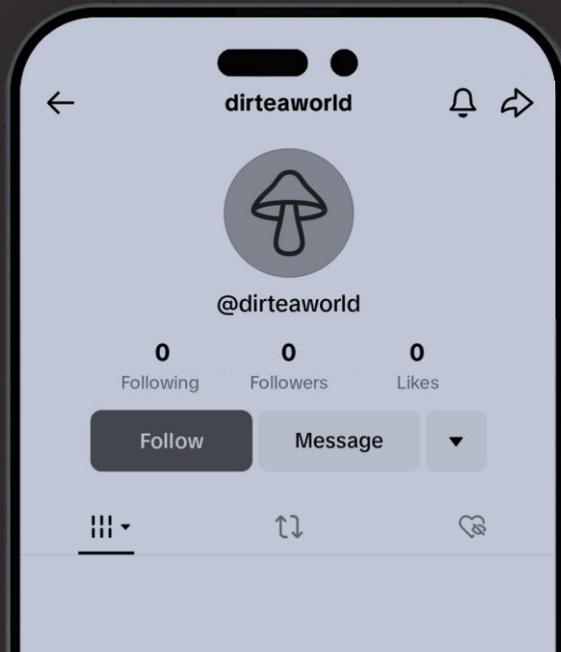
This period marked a transformative phase in Dirtea's TikTok journey.



# The Breakthrough: After 16 Weeks

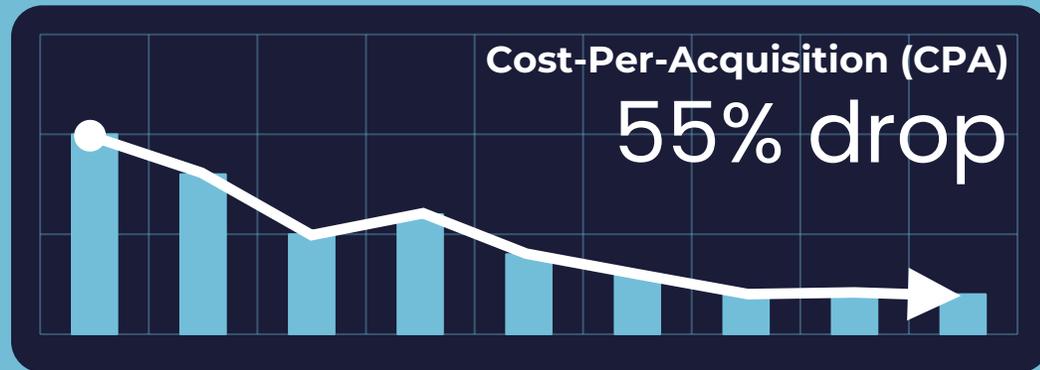
Subsequent to the initial 16 weeks, **Dirtea** and **Young With Solutions** continued to make strategic strides on TikTok. They shifted their focus to creating educational content in collaboration with the founders, which garnered significant engagement. The video titled "History of Mushroom" was particularly successful. This concerted effort led to the growth of Dirtea's TikTok account to an impressive **350,000 followers**.

350k  
Followers & Growing



# The Breakthrough: After 16 Weeks

Additionally, the repurposing of TikTok videos as creatives for advertising campaigns resulted in a substantial **55% decrease in Cost Per Acquisition (CPA)**. Moreover, the strategic approach led to a substantial increase in **Dirtea's email subscriber list, which expanded to 120,000 followers**.



This highlights the distinct phases of **Dirtea's** TikTok success, with notable accomplishments both in the initial 16 weeks and the subsequent period that collectively contributed to their remarkable growth.

# Transformative Partnership

This case study underscores the power of TikTok as a marketing platform when leveraged effectively. It also highlights the importance of expertise in digital marketing and content creation, as **Young With Solution**'s strategy played a pivotal role in achieving these outstanding results.

In an age where social media platforms continue to evolve, the success story of **Dirtea** and **Young With Solutions** serves as a testament to the potential of creative, data-driven marketing strategies to drive brand growth and achieve remarkable results in the digital landscape.

