

# Martha Jackson

## Silver Momentum:

How Young With Solutions Helped Martha Jackson Drive

300k+ Views

400+ Creators

Sales Growth

in 30 Days

COMPANY: MARTHA JACKSON

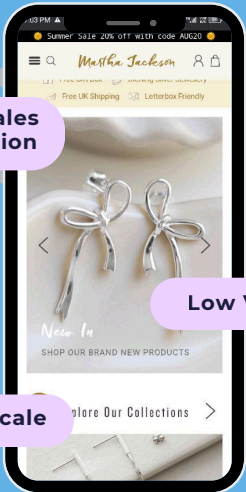
Martha Jackson is a high-style jewellery brand crafting timeless pieces from recycled silver — jewellery that doesn't cost the earth. But their TikTok presence lacked traction. Partnering with Young With Solutions, they set out to spark creator-led growth and turn sustainable style into viral sales.

### CHALLENGES

Weak Sales Conversion

Low Visibility

No Creator Scale



### REFINED STRATEGY, LASTING IMPACT

#### TIKTOK ADS

Built *data-rich campaigns*, *stabilized the algorithm*, and *optimized spend* for profitable scaling.

2+ ROAS  
and rising daily

£80  
Daily spend  
stabilized

280+ Orders generated

#### TIKTOK SHOP

Streamlined *free sample strategy*, onboarded targeted creators, and pushed affiliates to generate authentic, sales-driving content.

303K+ VIEWS REACHED  
+12,118% GROWTH

414 ACTIVE CREATORS  
+508% GROWTH

\$1.96K GMV  
+12,947% GROWTH

#### TIKTOK CONTENT

Published *consistent, relatable, and authentic videos* to test formats, spark engagement, and learn what resonates.

Consistent  
2K–9K VIEWS  
per video

34.9K VIEWS  
First video reached

27 VIDEOS POSTED  
in 4 weeks

“Everyone's doing such a great job with this... it's lovely to have hit upon such a lovely group of people who we've been able to really gel with and work with.”

MARTHA JACKSON TESTIMONIAL

### POLISHED FOR GROWTH

In just one month, Martha Jackson has moved from learning mode to measurable momentum across TikTok Ads, Shop, and Content. With scalable systems in place and creators driving sales, the foundation is set for even bigger growth ahead.

*This is just the beginning.*