



From Stressed by Social to Confident, Consistent, and Community-Driven

How Noah Social turned Sok-It's social presence into a system their team trusted and their audience loved.

Organic social across Instagram, TikTok, Facebook, and Pinterest.

Growing Brand. Lagging Social Presence.

Sok-It is a fast-growing consumer brand selling across DTC, wholesale, and Amazon. Internally, they had momentum, but their social media didn't reflect it.

Before working with Noah Social, Sok-It was:

- Posting inconsistently
- Lacking clear content systems
- Missing stories, UGC, and trend participation
- Working with an agency producing low-quality, error-filled content
- Without cohesive visual standards or product photography

Their social presence wasn't keeping up with the business they were building.



Social Became a Source of Stress

Behind the scenes, the impact went deeper than metrics.

Embarrassed

By how their brand showed up online

Wasting Money

Felt like their investment wasn't delivering results

Unsure

How to make content actually look good

Disconnected

From their audience and community

That frustration ultimately led Sara, Sok-It's Marketing Director, to search for a new partner on Breef. Not just another vendor, but a team they could trust.

A Full-Service Organic Social System

Noah Social stepped in to fully own Sok-It's organic social ecosystem, operating as an extension of their lean three-person marketing team.

Daily Content

Posting across all platforms

- Monday–Friday story posting
- 5+ frames per day
- Always-on trend participation

Creator Network

Authentic UGC at scale

- 10 UGC creator posts per month
- Quarterly giveaways
- Co-branded launches

Community Management

Full engagement ownership

- Daily outbound engagement
- Comments + DMs handled
- Monthly strategic reporting

As the partnership evolved, Noah Social also delivered 80+ product photography assets per month, website-ready imagery, on-camera team content, and co-branded campaigns.

📌 **Notably:** Sok-It does not approve posts. They trust the system — and the results.

The Strategy That Changed Everything



The biggest unlock wasn't "posting more."

It was **systemized performance tracking**.

Noah Social implemented a proprietary content reporting framework that analyzed:

- Every post
- Every format
- Every pattern

High-performing content was recreated and scaled week-over-week and month-over-month — turning social from a guessing game into a repeatable growth engine.

This level of insight and execution would not have been possible internally.

Measurable Growth. Real Confidence.

In under 10 months:

12K+

New Followers
On Instagram alone

100%+

Interaction Growth
Across all Instagram metrics

365

Days Posted
Consistent daily content

- Significant increases in website traffic from social
- Stronger performance during product launches
- Elevated brand perception internally and externally

But the most meaningful results weren't just numerical.



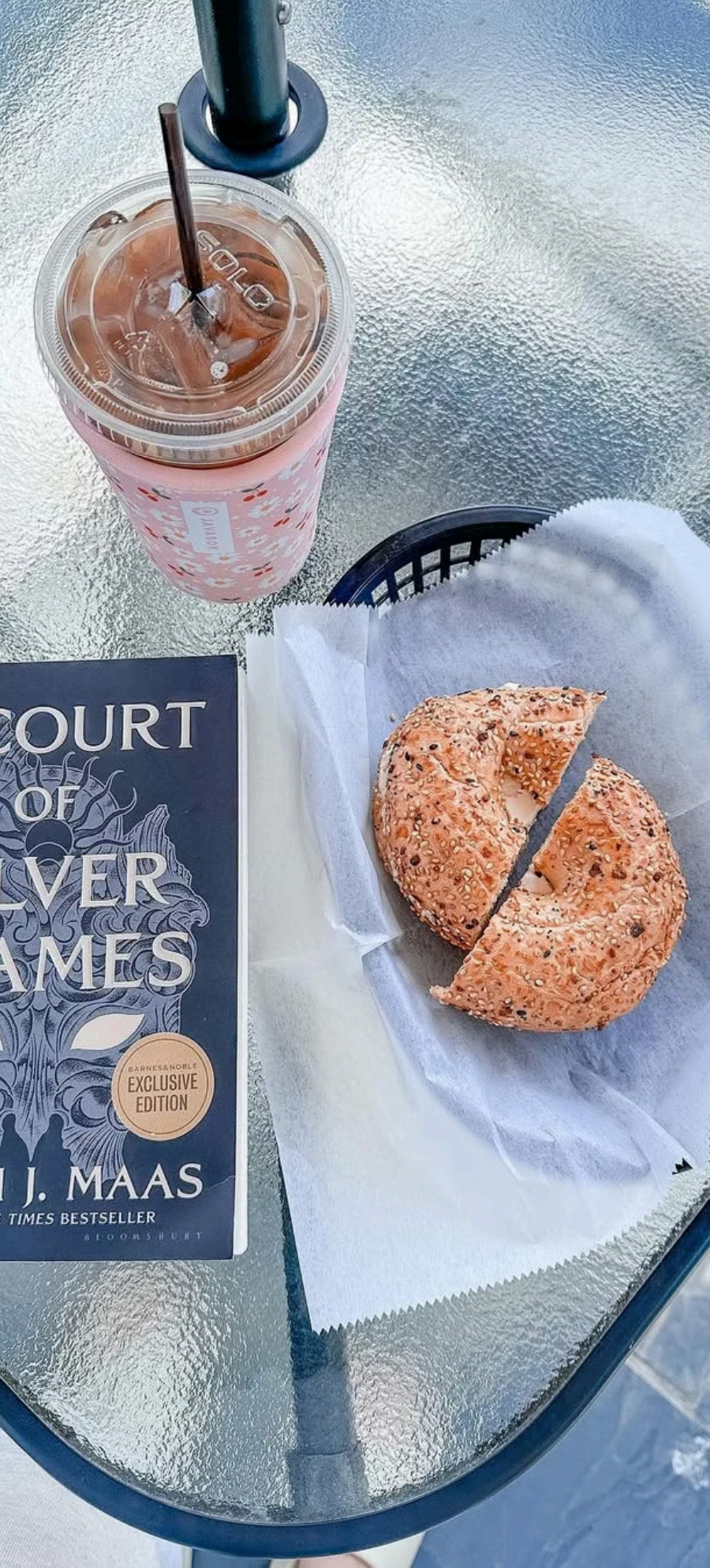
Why This Partnership Works

Sok-It didn't just gain content — they gained confidence.



"Everyone over here (and even my personal friends) have been gushing over our new look."

Today, Noah Social operates as a true extension of the Sok-It team — owning strategy, execution, and performance so their internal team doesn't have to think about social day-to-day.



The Takeaway



Systemized

Performance tracking and repeatable frameworks turn chaos into consistency



Trusted

When you can rely on execution, you free up mental space for strategy



Strategic

Data-driven decisions compound over time into real growth

When social media is systemized, trusted, and strategically executed, it stops being a burden — and starts becoming a growth engine.

For growing DTC brands like Sok-It, the right partner doesn't just manage social media — they transform it into a competitive advantage.