Getting it seen

The first four documents get you a clip that doesn't read as fake and holds attention. This is the step where most people stop, because it stops being craft and starts being infrastructure.

One account is one roll

A video posted from one account gets one shot at the algorithm. One impression pool, one audience, one roll of the dice.

Whether it catches depends heavily on things you did not control: who that account's audience happens to be, what else went out that hour, whether the first forty or so viewers were the right ones for it.

Post the same clip from ten accounts and you get ten independent rolls. Not ten times the content, ten separate chances for the same content to land. The distribution of outcomes is completely different even though the video is identical.

That is the whole mechanic, and it's why volume beats polish past a certain quality bar.

Why new accounts start slow

A brand new account has no history, so the algorithm has no idea who to show its first post to. It guesses, usually badly, and a bad first guess follows the account.

An account with a clear identity — a profile, a bio, and a consistent run of posts in one niche — gives the algorithm something to go on. Over time its first impressions go to people who plausibly care.

Same video, different starting audience. This is why a fresh account and an established account are not comparable, and why anyone comparing content performance across accounts of different ages is measuring the accounts.

Why cheap bulk accounts die

You can buy accounts in bulk for a couple of dollars each. They share a device fingerprint, which means one flag drops all of them at once, usually in the first week.

The same logic applies to spam posting: the same upload pushed out unchanged from a pile of throwaway accounts is the most reliable way to get all of them flagged together.

Doing it properly means real brand accounts, each set up and operated on its own, posting varied content a person approved. That's not a trick, it's just work.

What it costs to do yourself

Ten accounts means ten setups, ten profiles, ten posting schedules, and enough varied content to feed all of them before you learn anything. Then a plan for when an account gets restricted, because some will, and your schedule stalls the day it happens.

None of that is hard to understand. It's just infrastructure, and it is a different kind of work from everything in the first four documents.

Some people build it. Most people who try give up somewhere around the content volume and the restricted accounts, because that's the part that never ends.

Where we come in

We run that layer: brand accounts we set up and operate for your app, set up before day 1, posting videos you approve.

You keep doing the first four documents. We do the fifth.

That's the honest shape of it: the craft is learnable and we just gave it to you, and the distribution is infrastructure, which is the part worth paying somebody for.