



Hegemonic Growth

CLUELY CASE STUDY

# How Cluely turns founder media into 25M views.

A Hegemonic Growth case study for Cluely clipping distribution: source material, campaign mechanics, view phases, dashboard reporting, and engagement levels.



FEATURED CAMPAIGN

Cluely

25M

VIEW TARGET

8K+

CLIPS

10K+

NETWORK

45d

PHASE

## THE MECHANISM

# Clipping distribution makes Cluely feel already in motion.

- The source is not random content. It is founder belief, product proof, demo moments, podcast clips, customer language, and market claims.
- The distribution does not rely on one company account. It moves through many surfaces: founder, company, niche, clipper, commentary, and reply accounts.
- The target map keeps the campaign aimed at buyers, investors, operators, creators, competitor audiences, and category accounts that already shape opinion.
- The output is repeated familiarity: the market keeps seeing the same company through different credible angles.



FEATURED CAMPAIGN

Cluely

Source

Assets

Accounts

Routes

WHERE IT WORKS

# Use it when Cluely's market perception changes the outcome.

## 01 Fundraise

Keep the round visible after the announcement and make operators see the company gaining heat.

## 02 Product launch

Turn a feature, demo, or AI/app release into a coordinated market event.

## 03 Founder media

Turn one podcast or recording into clips, posts, replies, follow-up, and investor notes.

## 04 Recruiting

Show ambition, taste, culture, and technical momentum to the people you want to hire.

## 05 Category push

Pressure the narrative around why this company should define the category.

## 06 Competitive map

Win attention around competitor audiences without sounding like a paid ad.

## CONTENT SOURCES

# The Cluely campaign begins with source material worth repeating.

A podcast appearance, demo, founder recording, launch note, or investor conversation can become a full market week when the strongest moments are cut, sequenced, and routed correctly.

### SOURCE MIX

- 01 Founder recording
- 02 Podcast appearance
- 03 Product demo
- 04 Customer proof
- 05 Launch claim

Founder POV

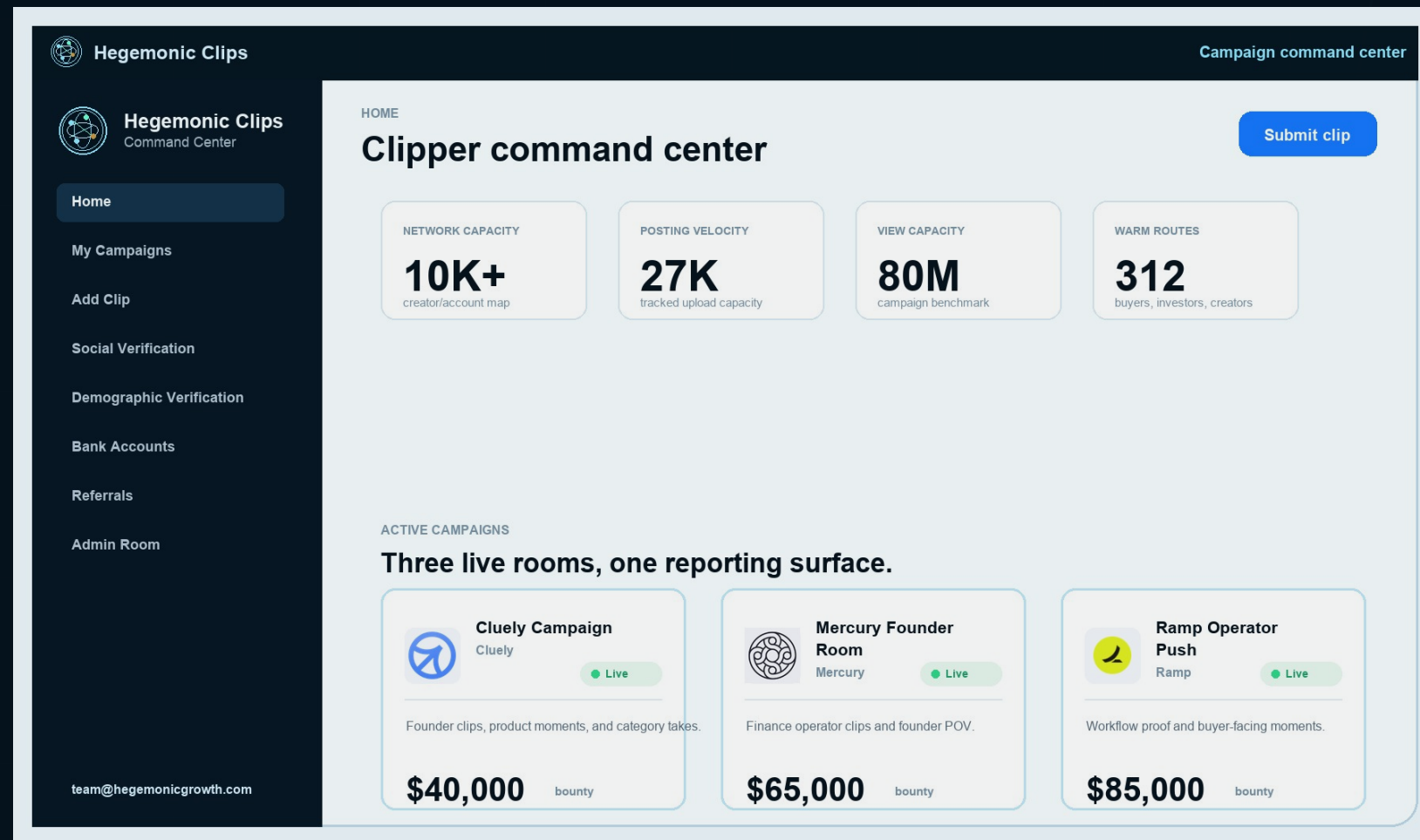
Demo proof

Customer language

Market claim

Investor signal

# The operating layer makes Cluely distribution measurable.



**10K+**  
NETWORK CAPACITY

**80M**  
VIEW CAPACITY

**312**  
WARM ROUTES

CAMPAIGN PHASES

# First prove the hooks. Then compound the winners.

PHASE ONE

**8.9M views in 11 days**

Test source angles, account types, platforms, geographies, and buyer signals. Keep what pulls.

PHASE TWO

**12.7M+ added views**

Increase volume around the hooks, formats, and target clusters already showing proof.

**8K+**

CLIPS

**3+**

PLATFORMS

**25M**

TARGET

**45d**

WINDOW

ACCOUNT-NETWORK PROOF

# Proof clips reach beyond the follower base.

These snapshots show why the clipping room is priced around distribution capacity: account networks can push proof clips into non-follower audiences and create measurable reach before paid spend is even considered.

**80.8M**

MONTHLY VIEWS

April 1-30

**21.3M**

ACCOUNTS REACHED

99.8% non-followers

**2.67M**

SINGLE ACCOUNT VIEWS

1.61M reached

**436K**

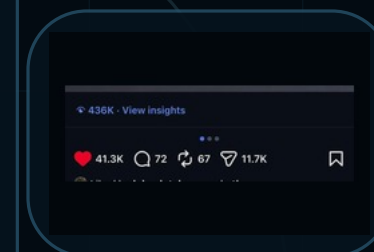
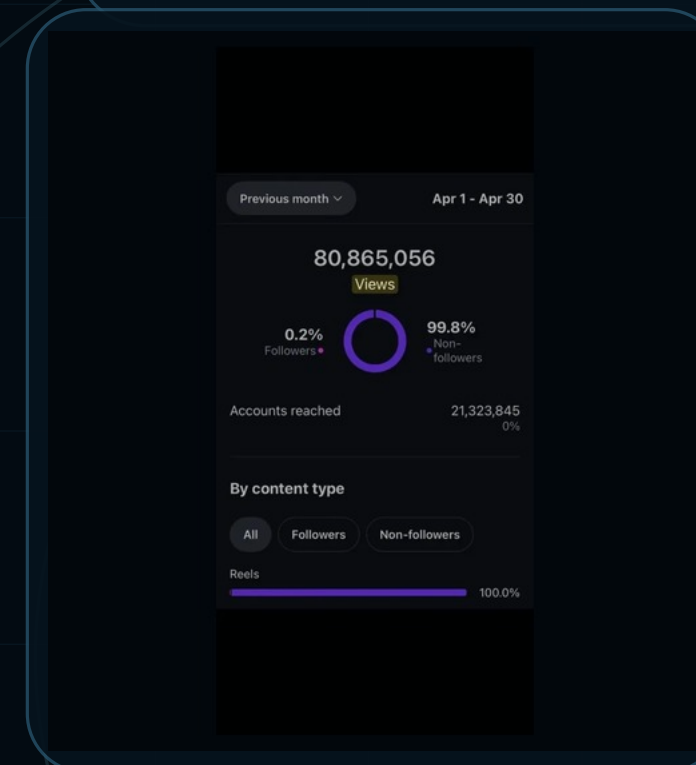
POST VIEWS

41.3K likes / 11.7K sends



FEATURED CAMPAIGN

**Cluely**



WHAT THE MARKET SEES

# The market should keep seeing Cluely from different angles.

FOUNDER POV

**1.4M**

VIEWS

DEMO PROOF

**840K**

VIEWS

MARKET CLAIM

**2.0M**

VIEWS

BUYER ANGLE

**351K**

VIEWS

REPLY ASSET

**9.8K**

SAVES

LAUNCH CUT

**72**

WARM ROUTES

The market does not need one perfect post. It needs a series of credible moments that make the company hard to ignore.

ENGAGEMENT LEVELS

# Pricing follows the amount of pressure Cluely needs.

**\$30K**

## Clipping Trial

10M-view target after feasibility approval. Built from existing podcast, founder, or demo content.

**\$100K**

## Viral Startup Sprint

45-day launch/clipping push with source extraction, 150-250 assets, account network, and warm routing.

**\$100K-\$200K/mo**

## Omnipresence Room

Standing room for founder media as a core GTM channel with daily distribution and weekly reporting.

**\$500K**

## Portfolio Viral Room

90-day distribution push across 3-5 companies, useful for funds and studios.



Hegemonic Growth

NEXT STEP

# If repeated market visibility changes the outcome, book the room.

Bring the Cluely launch date, founder channels, existing source material, target market, competitor list, and the outcome that would justify the campaign. The call maps whether clipping distribution is worth scaling now.



FEATURED CAMPAIGN

Cluely

BOOK THE FIT CALL

**30 minutes**

[calendly.com/hegemonic/30min](https://calendly.com/hegemonic/30min)

[hegemonicgrowth.com](https://hegemonicgrowth.com)

[hello@hegemonicgrowth.com](mailto:hello@hegemonicgrowth.com)