



Kane K.

I help business owners scale faster with content (1B+ views) | Building sandcastles.ai | @kallawaymarketing on YouTube (322K+ subs)

32k followers • [View Profile](#)

2

POSTS / WEEK

3 PM, UTC

MAIN POSTING TIME

130

AVG REACTIONS
10 comments

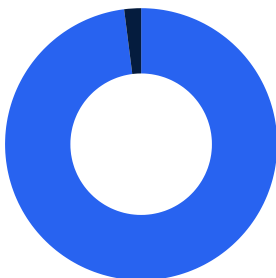
99%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns “wow, that’s crazy” tech moments into simple stories people can repeat, then adds a clear business or human takeaway so it feels worth sharing. His profile backs that up with heavy proof and a clear next-step menu, so the attention from those stories consistently turns into followers, DMs, and product demand without hard-selling in every post.

FORMAT BREAKDOWN



Video	98%	130 avg reactions
Image	2%	140 avg reactions

7 Tactics You Can Steal

01 [Start with a wild claim, then show one real detail](#)

02 [Teach one simple “cheat code,” not a long tool walkthrough](#)

03 Ask people to comment a word before you send the free thing

04 Use a real "would you do this?" question to trigger debate

05 Treat sponsored posts like real lessons, or they will flop

06 Sell by showing the workflow, then offer the tool as shortcut

07 Win by being consistent: same days, same time, every week

7 Tactics You Can Steal

1 Start with a wild claim, then show one real detail

He opens with a big, easy-to-repeat claim, then quickly gives one concrete detail so it doesn't feel made up. This style shows up across his highest-performing tech stories, and that pillar is his best performer overall (55 of 99 posts averaging ~3.41x relative engagement). To copy it: write your first line like a headline, then immediately add one specific "proof detail" (a price, a physical part, a constraint, or a number) before you explain the rest.

[Example 1 →](#)

[Example 2 →](#)

2 Teach one simple "cheat code," not a long tool walkthrough

His tool posts do best when they give one shortcut with clear steps, so the reader can try it in minutes. In his dataset, "prompting cheat codes" average about ~2.44x relative engagement, while deep feature breakdowns average ~0.75x. To copy it: pick one outcome (faster writing, better ideas, cleaner slides), give 3–5 steps, and end with one example someone can paste or follow.

[Example 1 →](#)

[Example 2 →](#)

3 Ask people to comment a word before you send the free thing

When he wants leads, he often says "comment X and I'll send it," usually with "must be following." These comment-gated posts are used in 11 of 99 posts (11.1%) and don't raise average engagement much (about 2.32x vs 2.41x), but they can create huge comment spikes (over 400 comments on some). To copy it: give real value in the post, then offer the full doc/template in DMs for a single keyword comment.

[Example 1 →](#)

[Example 2 →](#)

4 Use a real "would you do this?" question to trigger debate

A small set of posts end with a direct question that forces people to pick a side. He only does this in 5 of 99 posts, which keeps it from feeling spammy, and it works best when the topic is already a little uncomfortable or personal. To copy it: ask one clear question someone can answer in one sentence, and make sure it's about a real tradeoff (privacy vs convenience, time vs money, etc.).

[Example 1 →](#)

[Example 2 →](#)

5

Treat sponsored posts like real lessons, or they will flop

Sponsored posts average ~0.92x relative engagement, while non-sponsored posts average ~2.75x, so the bar is higher when money is involved. His best sponsored pieces still include real value (a demo, clear steps, or a strong reason to care), while low-context shoutouts are the weakest (some average ~0.47x). To copy it: keep the ad label, but write the post as a normal lesson first and make the brand/tool the "example," not the whole point.

[Example 1 →](#)[Example 2 →](#)**6**

Sell by showing the workflow, then offer the tool as shortcut

When he promotes a product or partner tool, he usually ties it to a workflow so the pitch feels like the next step, not a random ad. That fits his broader positioning of "installing content systems," which is more believable to business owners than vague hype. To copy it: teach the 3–4 steps first, then say "if you want this faster, here's the tool," and keep the link/CTA as the last line.

[Example 1 →](#)[Example 2 →](#)[Profile →](#)**7**

Win by being consistent: same days, same time, every week

He posts about 2 times per week and is extremely consistent about timing: 78% of posts go out around 3 PM (UTC). Tuesday shows the highest median likes (263.5), and most posts are concentrated Tue–Thu (about 65%). To copy it: pick one main posting slot you can hit every week, then treat extra posts as a bonus, not the plan.

[Example 1 →](#)[Example 2 →](#)

Profile Breakdown

HEADLINE FORMULA

I help business owners scale faster with content (1B+ views) | Building sandcastles.ai | @kallawaymarketing on YouTube (322K+ subs)

I help [specific audience] get [clear outcome] with [simple method] ([hard proof: views/subs/revenue/users]) | Building/Running [product/company] | Find me on [main platform] ([audience size]). Why it works: it promises one business result, then instantly removes doubt with big numbers, and finally gives two obvious places to go next (product + channel) so the profile acts like a hub, not just a bio.

BANNER STRATEGY

Helping builders grow their businesses faster

Minimal, high-contrast banner with one big, readable line that repeats the same promise as the headline (who it's for + the outcome). Why it works: it's instantly readable on mobile and creates a 'north star' so a visitor understands the profile in one second before they scroll.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Tech/AI/science mini-documentaries with a business takeaway	56%	This is the main growth engine: 55 of 99 posts (55.6%) and the highest-performing pillar by far (about 3.41x relative engagement on average), and all of the top-performing cluster comes from this style. The repeatable winner inside this pillar is real-world robots/autonomy stories (10 posts averaging ~4.31x), because they're easy to picture and naturally create stakes. The weaker sub-type is "AI app/platform" updates without a big physical-world mechanism (5 posts averaging ~1.14x).	Post 1 Post 2
AI tools & workflow tutorials (especially non-sponsored)	18%	These posts work best when they teach one simple shortcut people can try immediately, not a long feature tour. In this category, "prompting cheat codes" outperform other tool content (3 posts averaging ~2.44x). Deep feature breakdowns of video-generation models tend to read like product updates and underperform (5 posts averaging ~0.75x).	Post 1 Post 2
Creator/business systems + proof-heavy personal updates	7%	This pillar is small but can spike when it's proof-first. The strongest version is a case study with specific numbers (2 posts averaging ~3.93x), because it gives founders something concrete to believe and copy. The weak version is direct self-promo or link-outs without a full story (3 posts averaging ~0.69x).	Post 1 Post 2
Sponsored / partner content	19%	On average, sponsored posts drag performance (19 of 99 posts average ~0.92x relative engagement vs non-sponsored posts averaging ~2.75x). The best sponsored posts still feel like real content—either a tangible demo or a strong interaction mechanic—lifting them to ~2.23x on average in that subset. Low-context partner shoutouts are the consistent bottom (3 posts averaging ~0.47x).	Post 1 Post 2

Conversion Strategy

Their Offer(s)

Sandcastles.ai (content workflow tool for short-form growth)

Short Form Academy

YouTube Academy

1:1 call (booking link)

Free resources: YouTube channel @kallawaymarketing, Viral Content Formula email course, WavyWorld community

Sponsored/partner tools and brand deals

How They Promote in Posts

Almost every post ends with some kind of CTA: 98 of 99 posts include at least one (so ~98.99%). Most of the time it's a low-friction "follow for more" CTA (93 posts), which keeps the content feeling complete even if you ignore the ask. For deeper conversion, he uses comment-to-DM lead magnets in 11 of 99 posts (11.1%); these slightly underperform on average (2.32x vs 2.41x relative engagement) but can create massive comment volume (over 400 comments on some). Promotional content (partners, lead magnets, direct "try/buy") shows up in 36 of 99 posts (36.36%), while direct self-offer promotion appears much more rarely (4 of 99).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The banner repeats the same simple promise as the headline (who it's for + the outcome), and the headline stacks hard proof (1B+ views, 322K+ subs) to remove doubt fast. The About section works like a routing page: free resources first (YouTube, email course, community), then paid paths (call + academies) plus Sandcastles, so visitors can self-pick the next step without needing every post to sell. The featured section keeps people on-platform long enough to build trust before they click out, but the specific featured item text isn't available here to confirm whether it's optimized as a single "start here" CTA.

[View Profile →](#)

Top 10 Posts

1 Nike just invented shoes that improve your focus as you wear them.

He breaks down a Nike shoe concept that's framed as improving focus while you wear it. The post quickly explains the physical mechanism (specific pressure-point-like elements) and then expands into how Nike may be building an entirely new category around "mental performance" gear.

♡ 2072 💬 61 ↻ 56

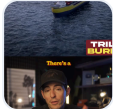
2 This company uses AI-powered drones to clean the ocean.



He explains an AI-driven system that finds and collects ocean trash using drones and an autonomous collection process. Midway, he reveals the surprising creator behind it and ends by tying it to a circular business model that turns collected waste into product inputs.

♡ 1632 💬 39 ↻ 74

3 There is a trillion dollar treasure sitting at the bottom of the ocean.



He frames deep-sea mineral nodules as a massive hidden resource critical to batteries, then unpacks the geopolitical and environmental tension around extracting them. He describes a specific mining approach and adds AI monitoring as part of the solution, ending with why control of these metals could shape the future.

♡ 1563 💬 44 ↻ 43

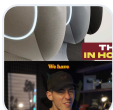
4 There is a secret Japanese tech city being built at the base of Mt. Fuji.



He introduces a real-world experimental smart city and explains how it's designed to test new technology with actual residents. The post highlights a few concrete layout choices (like different road types) and hidden infrastructure (like underground logistics) to make the city feel tangible.

♡ 1218 💬 30 ↻ 69

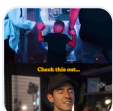
5 We have officially entered the era of the in-home robot.



He argues home robots have arrived by walking through a real product demo and a surprising operational detail about how it actually works in edge cases. The post balances the helpful, futuristic upside with an unsettling "behind the curtain" reality that raises questions.

♡ 1207 💬 56 ↻ 44

6 Tesla just launched a \$50M diner in LA.



He describes a highly detailed, on-brand physical experience tied to Tesla charging, then reframes it as a bigger business strategy rather than a gimmick. The post connects the idea to future driving habits and uses a comparable business example to ground the thesis.

♡ 1170 💬 61 ↻ 57

7



This is the most insane tech company in the world...ASML.

He explains why one company is a hidden linchpin of modern computing and walks through the extreme steps of how their core technology works. The post uses vivid sequences, awe-level numbers, and a plain-language recap to make a complex process understandable.

♡ 1105 💬 24 ↻ 52

8



This actress is causing major chaos all over the internet.

He introduces an online controversy around a new "actress," then reveals she's AI-generated and already being treated like real talent. He expands into a broader point about how audiences form attachment and how creative industry power structures may shift.

♡ 1001 💬 55 ↻ 62

9



This is the world's first AI-powered robotic vertical farm.

He breaks down an automated farming system with bold efficiency claims and a clear visual mental model for how robots move and optimize crops. He anchors it with mainstream distribution proof, then escalates to a future scenario about where this could go next.

♡ 946 💬 51 ↻ 50

10



Scientists just figured out how to reverse aging using AI.

He explains a science breakthrough story by grounding it in timeline markers and credibility cues, then adds an AI-driven "new chapter" that makes it feel current. He includes specific effectiveness stats and ends with what it could mean for future medicine.

♡ 858 💬 37 ↻ 61
