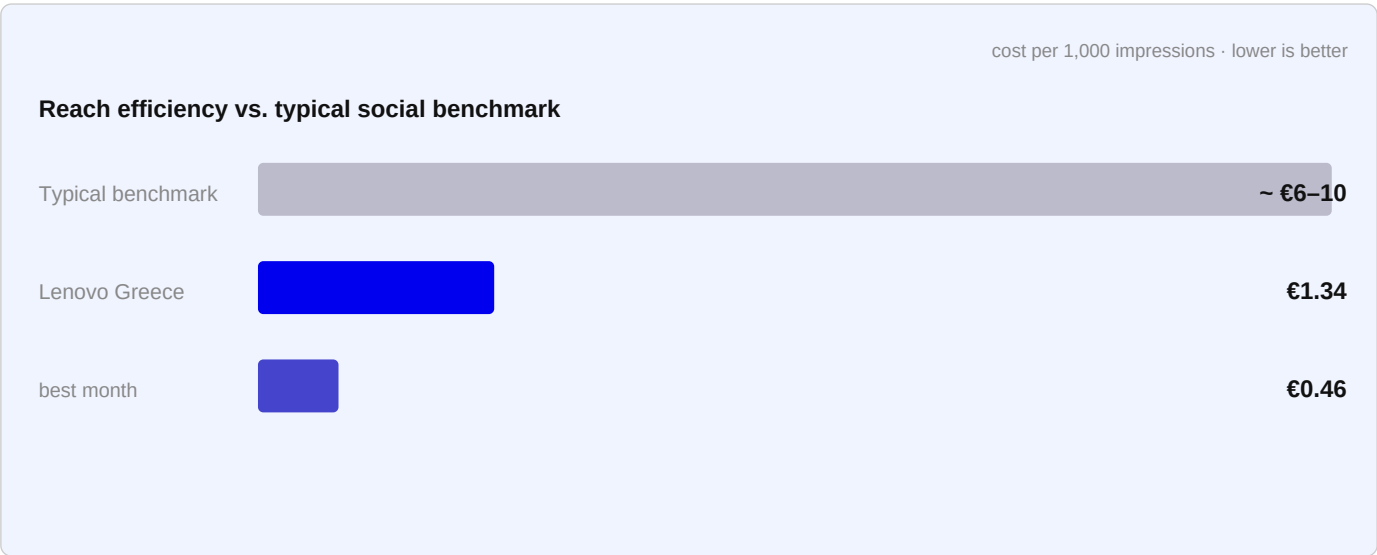


CLIENT CASE STUDY

A small market just out-performed the giants.

How Lenovo Greece ranked No.1 in a global campaign — through careful planning and consistent optimisation. This case study documents the approach developed and executed by Konstantinos Doukakis, Strategist and Campaign Manager at Social Handlers, Athens.



No.1
MARKET IN THE CAMPAIGN

1.28M
VIDEO VIEWS

2.7M
PEOPLE REACHED

Prepared by Konstantinos Doukakis, Social Handlers · Performance figures sourced from Meta Ads Manager. Benchmark shown is an illustrative industry reference range.

No.1 across every market in the campaign.

During a global football-tournament promotional cycle, Lenovo coordinated social media activity across its markets worldwide. Greece finished first.

No.1

MARKET IN THE CAMPAIGN

2.7M

PEOPLE REACHED

1.28M

VIDEO VIEWS

Lenovo's worldwide marketing organisation recognised the Greek market as the strongest performer in that campaign and invited the team at Social Handlers to present their approach to the broader organisation.

The result was not the product of a larger budget or a single viral moment. It came from a structured operating model — consistent planning and regular optimisation applied to every piece of content throughout the campaign, developed and managed by Konstantinos Doukakis at Social Handlers.

The pages that follow set out the method behind those results and how the same approach can be applied at different budget levels.

The real constraint isn't budget. It's discipline.

Local teams within multinationals are typically held to global benchmarks. When performance falls short, the instinct is to ask for more budget. But additional spend without a structured approach tends to produce the same results at higher cost.

Most social programmes run into the same issues regardless of budget: limited pre-campaign planning, heavy reliance on organic reach, and little or no optimisation once content goes live. Those are the points where performance tends to fall short.

A common approach is to concentrate spend on a small number of posts and leave the rest to run without support. This limits reach, provides little audience data, and generally underperforms against industry benchmarks.

The approach taken at Social Handlers starts from a different position: that careful planning and consistent optimisation are the primary drivers of performance, and that this holds true whether the budget is modest or large.

"When people don't have much, they get creative."

— Konstantinos Doukakis, Social Handlers

Six principles. One operating system.

The results came from applying six straightforward principles consistently across every piece of content — not from any single tactic or large spend.

01

Amplify the global, localised properly

Every global asset was translated and approved before going live. Local-language content reliably outperforms — and this step is often skipped.

02

Nothing runs purely organic

Every post, Reel and Story carried paid amplification — not for reach alone, but for the audience targeting that paid placement makes possible.

03

Reach the closest audiences first

Priority went to people already familiar with the brand, rather than spending budget reaching cold audiences from scratch each time.

04

Build custom audiences throughout

Top fans, recent viewers and site visitors were captured into custom audiences. This asset compounds over time and brings cost down with each campaign.

05

Lead with video

Video receives preferential treatment from platforms competing with YouTube and TikTok, which translates into more reach per euro spent.

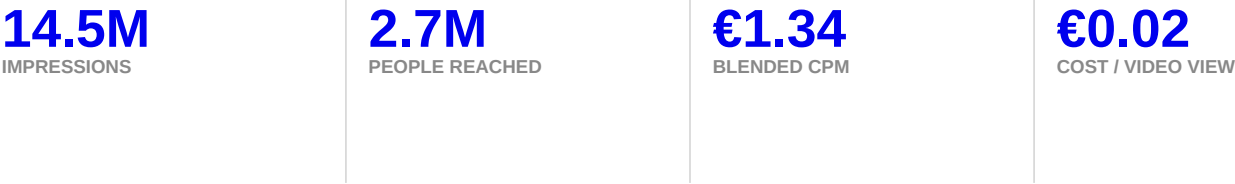
06

Treat every post as a campaign

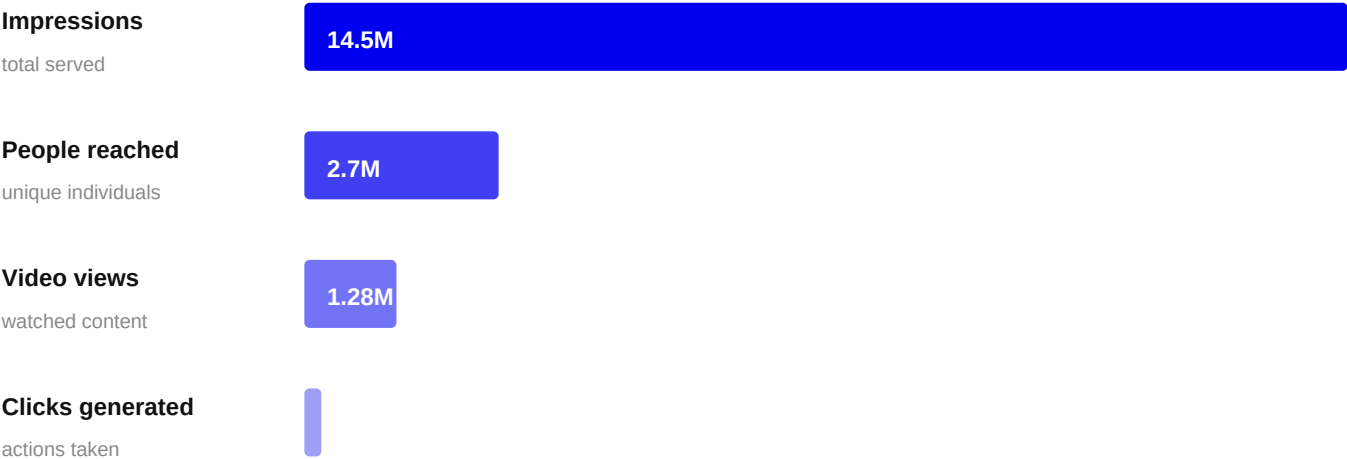
Each post — regardless of size — was set up with its own audience, structure and review. This consistency is what separates posts that reach a few hundred people from those that reach tens of thousands.

What consistent optimisation produces.

Figures drawn from Meta Ads Manager for the Lenovo Greece always-on social programme — the cumulative result of planning and reviewing every post.



From investment to outcomes — total figures returned across the programme period:



Bar widths are indicative of relative scale. Impressions count all deliveries; reach counts unique people; views and clicks are distinct actions — not stages of a single funnel.

Small budgets overperform. Bigger budgets go further.

The same approach — careful planning and daily optimisation — works at both ends of the budget scale. A modest budget, handled well, can outperform a larger one that isn't. And a larger budget, handled the same way, goes further still.

Every euro reaches further — reach delivered per unit of spend vs. benchmark



Based on a blended CPM of €1.34 against an illustrative €6–10 industry benchmark. Lower CPM means more reach for the same spend.

And it scales — reach per content day; efficiency holds as budget increases



Figures reflect specific high-performing posts from Meta Ads Manager. They illustrate the approach and are not a blended average across all activity.

When the method is consistent, reach scales with budget — and cost efficiency is maintained at every level.

Konstantinos Doukakis

Senior Performance Marketing Specialist · Social Handlers, Athens

Performance marketer with 10+ years running campaigns for global brands — LG, Lenovo, Dell, AWS, Microsoft — and enough technical range to build the tools most marketers can only ask for. The Lenovo Greece case documented here is one of many campaigns managed at Social Handlers since 2018.

10+

Years experience

5

Ad platforms

€200k+

Managed ad spend

50+

Campaigns run

PLATFORMS & TOOLS

Google Ads · Meta Ads · LinkedIn Ads · TikTok Ads · GA4 · GTM · Looker Studio

Python · Flask · HTML · WordPress · Docker · REST APIs · Ollama · ComfyUI

SELECTED CLIENTS

LG · Lenovo · Dell Technologies · AWS (EMEA) · Microsoft (EMEA) · Motorola · Logitech

BEYOND CAMPAIGNS

Outside client work, Konstantinos builds full-stack tools and AI systems — 12 apps shipped to date, including self-hosted media platforms, LLM pipelines, generative AI workflows, and 20 browser games. He sits at the overlap of strategist and builder.

Get in touch

To discuss how this approach could apply to your brand, connect on LinkedIn or explore the full portfolio.

[linkedin.com/in/konstantinos-doukakis](https://www.linkedin.com/in/konstantinos-doukakis)