



# Analytics Report



Produced for  
Elliot Castle

Reporting Period  
16 April to 16 May 2026




✉

# Lessons from **£1Billion+** of property trades





Castle Property Group   We Buy Any Home   sold.co.uk


**Elliot Castle**  · 2nd

£1Billion of Property Traded | Owner, Castle Property Group, We Buy Any Home, Sold.co.uk | Bank of England Decision Maker Panel | Making Deals Happen for JV Partners

Greater London, England, United Kingdom · [Contact info](#)

1,688 followers · 500+ connections

  Castle Property Group

 Chigwell School

# Table of Contents

- 02 Table of Contents**
- 03 Top Performing Posts on LinkedIn**
- 04 Lowest Performing Posts on LinkedIn**
- 05 LinkedIn Performance & Audience Insights**
- 06 Top Performing Posts on Instagram**
- 07 Instagram Performance & Audience Insights**
- 08 Top Performing Posts on TikTok**
- 09 TikTok Performance & Audience Insights**
- 10 Top Performing Posts on YouTube**
- 11 YouTube Performance & Audience Insights**
- 12 KPIs and Success Metrics**
- 13 Content Strategy & Recommendations + Future Vids**
- 14 Inbound Messages & Opportunities**

# Top Performing Posts On LinkedIn



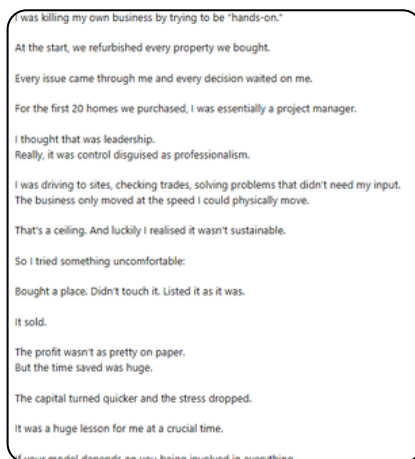
## POST 1

### Keep Property Simple

Impressions	11.3K
-------------	-------

Reactions	96
-----------	----

Comments	18
----------	----



## POST 2

### Chasing Repeatability

Impressions	8.8k
-------------	------

Reactions	110
-----------	-----

Comments	28
----------	----



## POST 3

### Questions for JV Partners

Impressions	6.5k
-------------	------

Reactions	57
-----------	----

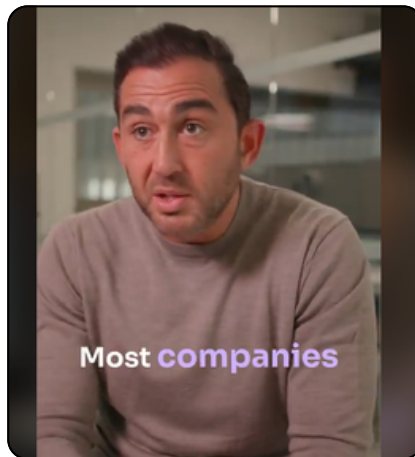
Comments	10
----------	----

The strongest-performing LinkedIn posts this month focused on practical business lessons, scalability, and experience-led property insights. Posts such as “Keep Property Simple,” “Chasing Repeatability,” and “Questions for JV Partners” performed particularly well, generating over 26K combined impressions, 260+ reactions, and 50+ comments.

One clear pattern across the top posts is that direct, opinion-led content continues to perform strongly with LinkedIn audiences. Content focused on operational thinking, business decision-making, and real industry experience worked well because it encouraged professional discussion and positioned Elliot as an experienced operator rather than simply sharing generic property advice.

The audience engaging most with the content included founders, managing directors, and professionals within the Real Estate industry, particularly in the London area. This is significant because it shows the content is reaching commercially relevant decision-makers and experienced operators.

# Lowest Performing Posts On LinkedIn



## **POST 1**

### **Salford Site Regeneration**

<b>Impressions</b>	<b>3.1K</b>
<b>Reactions</b>	<b>86</b>
<b>Comments</b>	<b>8</b>

## **POST 2**

### **Do Your Research**

<b>Impressions</b>	<b>2.3k</b>
<b>Reactions</b>	<b>44</b>
<b>Comments</b>	<b>2</b>

## **POST 3**

### **Reputation in Property**

<b>Impressions</b>	<b>2.2K</b>
<b>Reactions</b>	<b>69</b>
<b>Comments</b>	<b>11</b>

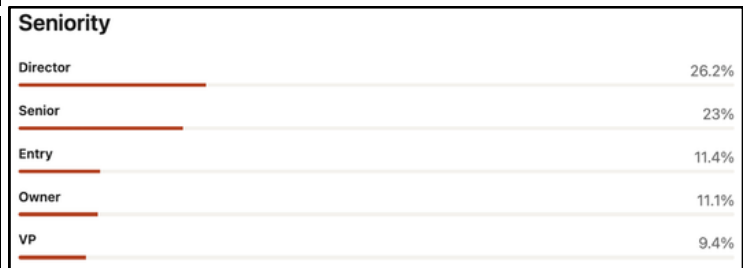
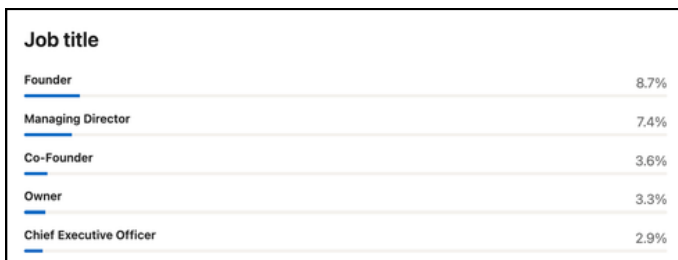
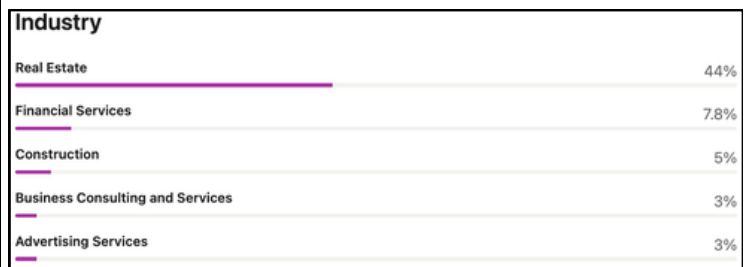
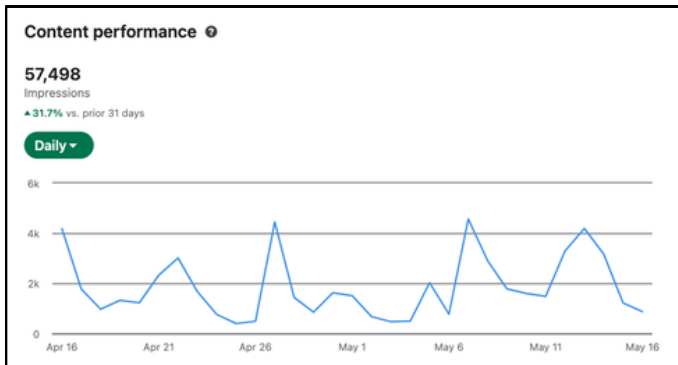
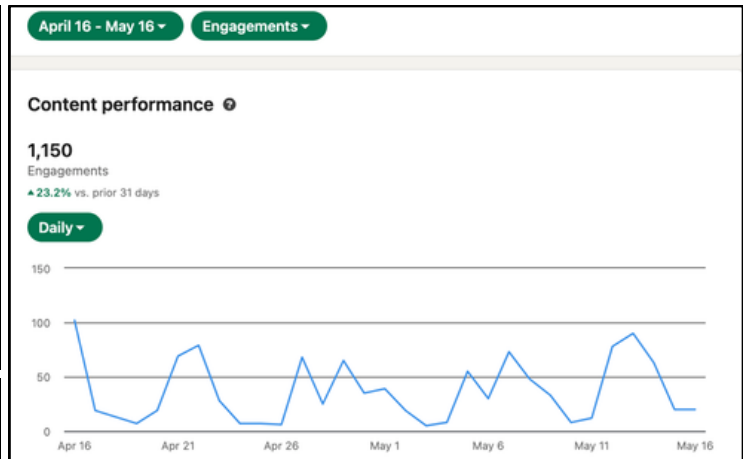
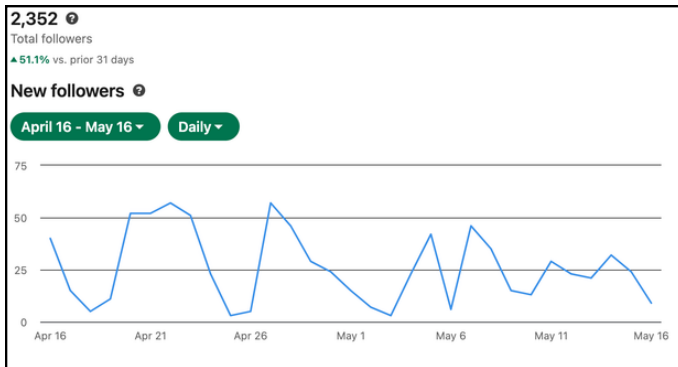
The lower-performing LinkedIn posts this month focused more on project updates, educational guidance, and reputation-focused messaging within the property space. Posts such as “Salford Site Regeneration,” “Do Your Research,” and “Reputation in Property” generated lower overall reach, with combined impressions of around 7.7K, although engagement from relevant industry audiences remained steady.

Compared to the top-performing LinkedIn content this month, these posts were more explanation-led and detailed in tone rather than opinion-led or experience-driven, which may have reduced immediate engagement while users were scrolling through business-focused content.

The audience engaging with the posts still included founders, managing directors, and professionals within the Real Estate industry, particularly in the London area. Across the three posts, the content generated nearly 200 reactions and over 20 comments, showing that commercially relevant audiences were still engaging despite lower visibility. Impressions are also encouragingly high for ‘low performing’ content.

The posts also continued driving profile activity, with "Salford Site Regeneration" generating 26 profile views and "Do Your Research" generating 22 profile views. Next time, starting with Elliot's personal take or a bold statement before getting into the detail should help these posts reach more people.

# LinkedIn Performance & Audience Insights



LinkedIn performance has continued to grow steadily over the period, with impressions reaching 57,498 (+31.7%) and total engagement increasing to 1,150 (+23.2%), showing continued audience activity across the platform.

Follower growth added 813 net new followers during the April 16 to May 16 reporting period, bringing the total to 2,352. The first two weeks were the strongest with 232 and 214 followers gained, it dipped to 120 in Week 3, bounced back to 182 in Week 4, and picked up a further 65 in the last few days.

For context, an account targeting a professional property and business audience would typically aim for around 800–1,200 net new followers per month alongside 40K–60K impressions at this stage, meaning follower growth remained strong this month despite slowing slightly compared to the previous reporting period.

The top demographics of current followers are:

Directors (26.2%) and Founders (8.7%), primarily in the London Area, United Kingdom

A mix of industries, including Real Estate (44%), Financial Services (7.8%), Construction (5%), Business Consulting and Services (3%), and Advertising Services (3%)

Companies led by senior decision-makers, including Directors (26.2%), Senior professionals (23%), and VP-level audiences (9.4%)

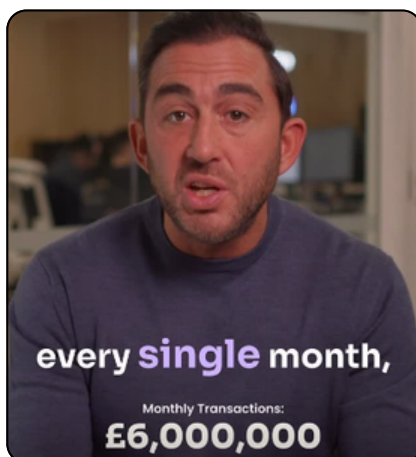
# Top Performing Posts On Instagram



## POST 1

### Property Operator Meetup

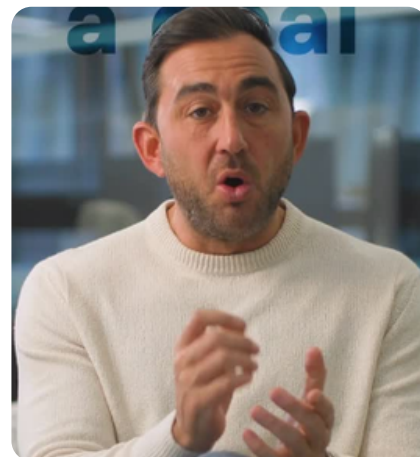
<b>Views</b>	<b>1.1K</b>
<b>Likes</b>	<b>43</b>
<b>Comments</b>	<b>7</b>



## POST 2

### Property Trading Myth

<b>Views</b>	<b>564</b>
<b>Likes</b>	<b>28</b>
<b>Comments</b>	<b>1</b>
<b>Avg Watch Time / View</b>	<b>17s</b>
<b>Total Watch Time</b>	<b>1h 53m</b>



## POST 3

### Scaling Through Partnerships

<b>Views</b>	<b>508</b>
<b>Likes</b>	<b>19</b>
<b>Comments</b>	<b>0</b>
<b>Avg Watch Time / View</b>	<b>10s</b>
<b>Total Watch Time</b>	<b>1h 8m</b>

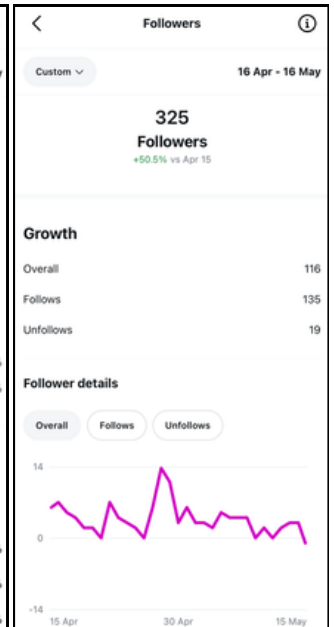
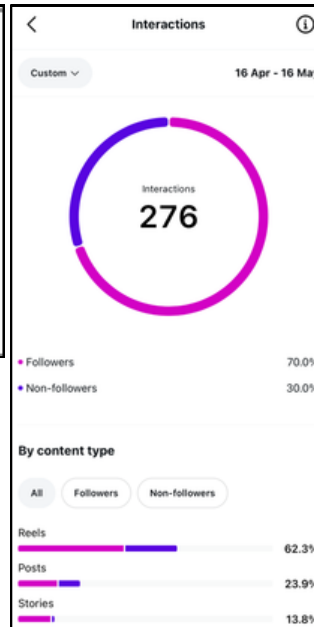
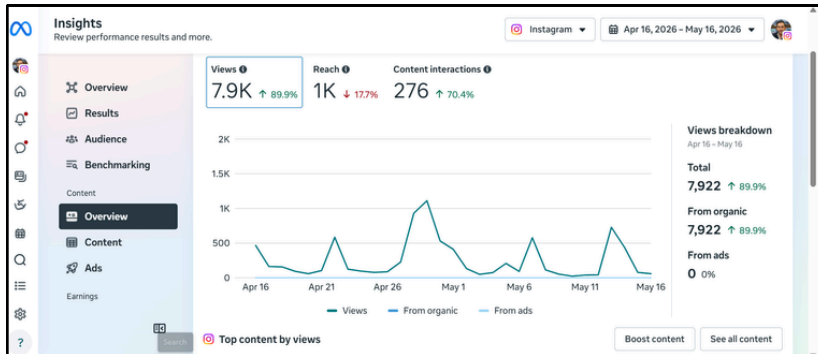
Instagram had a strong month and the pattern was pretty clear personal, conversational content outperformed everything else. "Property Operator Meetup" stood out most overall, generating 1.1K views, 43 likes, 7 comments, and 12 profile actions. This shows the benefits on engagement that tagging industry peers has.

"Property Trading Myth" generated the strongest retention with 17s average watch time per view and 1h 53m total watch time across all views, alongside a 54.8% skip rate. "Scaling Through Partnerships" generated 1h 8m total watch time, although the higher 64.3% skip rate suggests viewers dropped off faster. Both Reels reached over 63% non-followers through the Feed and Reels tab.

A clear pattern this month was that Instagram content performed best when it felt conversational and personality-led. Talking directly to camera, using subtitles, and mixing business advice with lifestyle content appeared to suit Instagram viewing behaviour well.

Going forward, we'll continue to produce face-to-camera Reels built around property insights and operator experiences, mixing in more interactive formats like the ones from the most recent shoot. The focus is on getting the hook to land in the first three seconds to bring the skip rate down further, as well as moving Elliot away from 'preaching' into more natural conversation.

# Instagram Performance & Audience Insights



Instagram performance continued to grow steadily over the period, with total views reaching 7.9K (+89.9%) and 276 content interactions (+70.4%). All views came organically, showing the content is gaining visibility without paid promotion. Reels remained the strongest content format, driving 62.3% of total interactions across the platform.

Follower growth was also strong, with the account gaining 135 new followers and reaching a net growth of +116 followers during the period. Total followers increased to 325, up +50.5% compared to the previous period.

A noticeable Instagram trend this month was stronger engagement from existing followers, who accounted for 70% of interactions, while non-followers contributed 30%. Content combining talking-to-camera Reels, subtitles, lifestyle imagery, and practical property insights appeared to perform best with the current audience.

Overall, Instagram content performed strongest when it felt more personal, conversational, and visually engaging rather than overly polished or corporate.

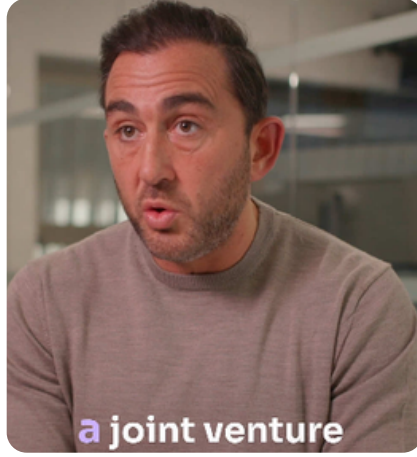
# Top Performing Posts On TikTok



## POST 1

### £50K Property Strategy

Views	962
Likes	16
Comments	3
Avg Watch Time / View	8.7s
Total Watch Time	2h 21m



## POST 2

### 3 Reasons Property Partnerships Fail

Views	428
Likes	9
Comments	1
Avg Watch Time / View	7.3s
Total Watch Time	53m



## POST 3

### Scaling Through Partnerships

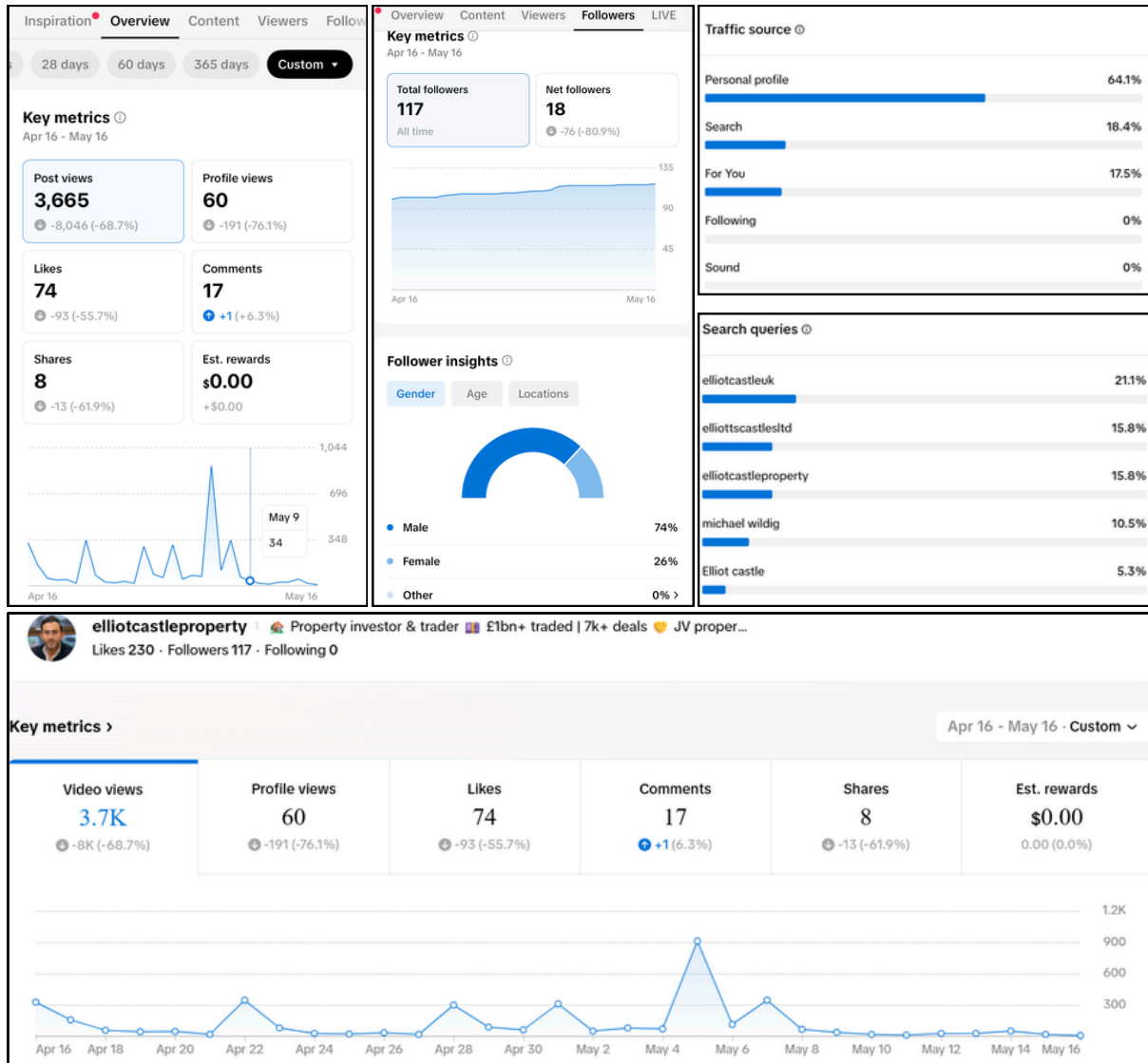
Views	335
Likes	10
Comments	2
Avg Watch Time / View	8.6
Total Watch Time	49m

On TikTok, the content that cut through was direct and got to the point immediately, money, business, and scaling hooks that didn't waste the first few seconds. "£50K Property Strategy," "3 Reasons Property Partnerships Fail," and "Scaling Through Partnerships" generated over 1.7K combined views and more than 4 hours of total watch time across all views, with most traffic coming through the For You page.

"£50K Property Strategy" performed strongest with 962 views, 2h 21m total watch time, and 6 followers gained. Around 96.2% of traffic came from the For You page, with search terms like "50k portfolio" and "property trade" showing TikTok was indexing the content around property investing.

"Scaling Through Partnerships" achieved the strongest retention at 17% with 8.6s average watch time per view, while "3 Reasons Property Partnerships Fail" averaged 8% retention. Quicker pacing and faster visual payoff may help improve retention further.

# TikTok Performance & Audience Insights



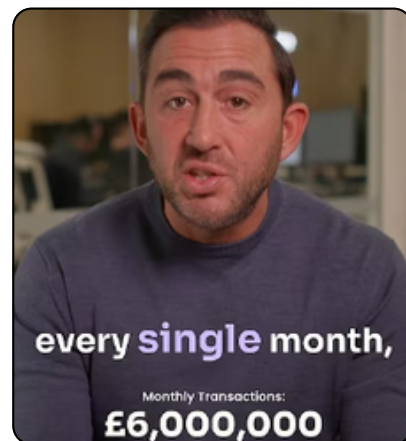
TikTok performance this month was driven mainly by discovery through the For You page and profile-based traffic around property and business content. The account generated 3.7K video views, 74 likes, 17 comments, 8 shares, and 60 profile views during the period.

Follower growth remained positive, with the account reaching 117 total followers. Audience insights also showed a predominantly male audience, with 74% male followers.

Traffic was driven mainly through the personal profile (64.1%), followed by Search (18.4%) and the For You page (17.5%). Search activity focused heavily on branded property terms such as “elliottcastleuk” and “elliottcastleproperty,” showing growing recognition around the Elliot Castle property brand.

A clear TikTok trend this month was that direct talking-to-camera videos focused on money, property investing, partnerships, and business scaling performed strongest, especially when the value proposition was explained quickly and clearly.

# Top Performing Posts On YouTube



## POST 1

### £50K Property Strategy

Views	346
Likes	1
Comments	0
Impressions	109
Avg Watch Time / View	34s
Total Watch Time	44 mins

## POST 2

### Genuine Cash Buyers

Views	202
Likes	0
Comments	0
Impressions	119
Avg Watch Time / View	26s
Total Watch Time	48 mins

## POST 3

### Property Trading Myth

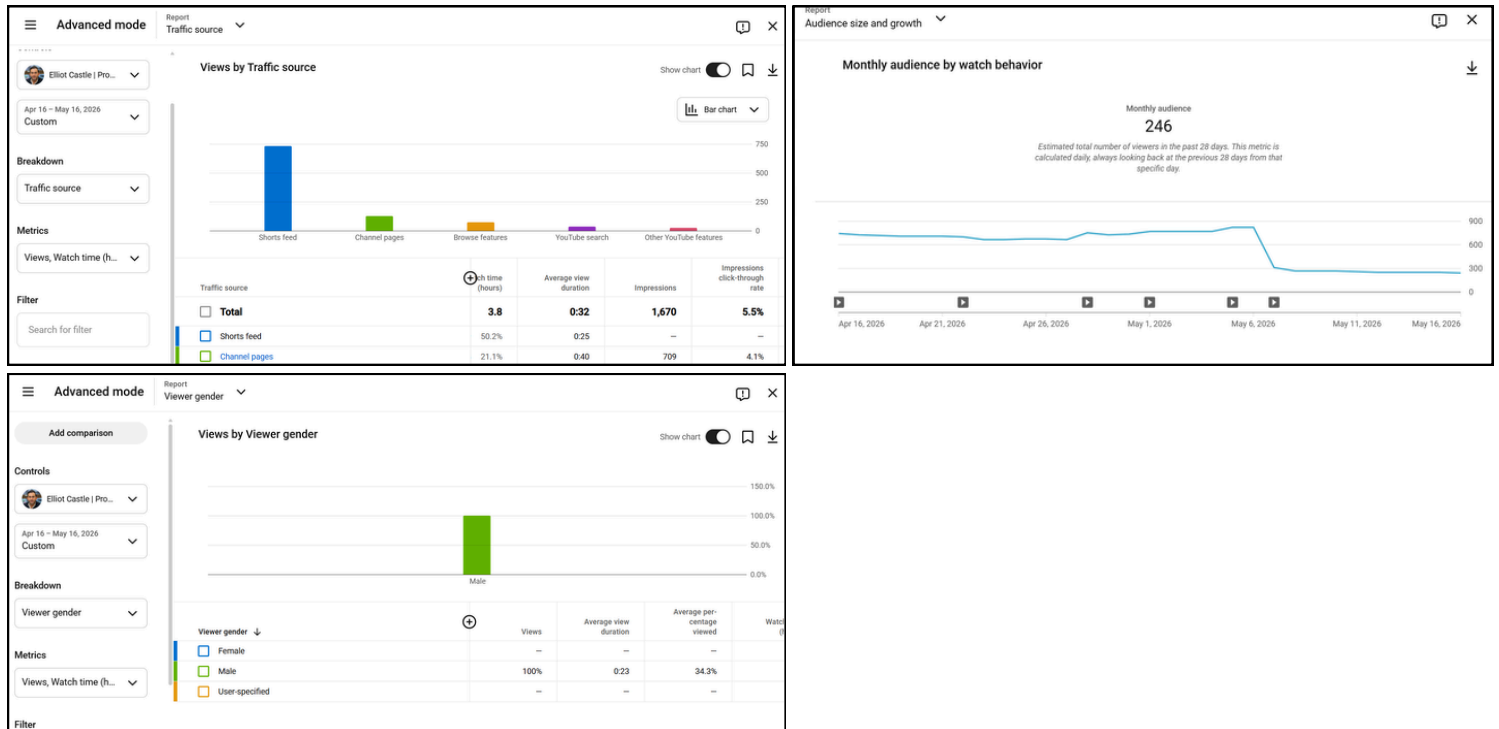
Views	133
Likes	1
Comments	0
Impressions	108
Avg Watch Time / View	28s
Total Watch Time	24 mins

YouTube Shorts rewarded content that led with the takeaway. Practical property advice delivered straight to camera with subtitles consistently held attention longer than anything else this month. "£50K Property Strategy," "Genuine Cash Buyers," and "Property Trading Myth" generated over 680 combined views and around 340 impressions.

"£50K Property Strategy" performed strongest with 346 views and 34s average watch time per view, with 0.74h total watch time (approximately 44 minutes). "Genuine Cash Buyers" generated 202 views with 26s average watch time per view and 0.8h total watch time (approximately 48 minutes), while "Property Trading Myth" reached 133 views with 28s average watch time per view and 0.4h total watch time (approximately 24 minutes).

Strong opening hooks and straightforward property lessons based on real experience appeared to hold attention best, with combined total watch time across all three Shorts exceeding 1.9 hours.

# YouTube Performance & Audience Insights



YouTube Shorts continued to attract viewers mainly through the Shorts feed, which contributed just over 50% of total watch time during the period. The channel generated 3.8 hours of watch time, with a 32-second average view duration, alongside 1,670 impressions and a 5.5% click-through rate.

Around 21% of watch time came through Channel Pages, showing that some viewers continued exploring additional content after discovering a Short. The channel's monthly audience reached 246 viewers across the reporting period.

Audience behaviour on YouTube was noticeably more watch-time focused compared to TikTok or Instagram. Property and business Shorts performed strongest when the core takeaway was introduced early and delivered in a straightforward format. Viewer demographics also remained highly concentrated, with male viewers accounting for 100% of tracked views.

# KPIs and Success Metrics

LinkedIn was the strongest performer this month, with impressions up 27.8% to 57.5K and engagement climbing to 1.1K. Instagram also had a strong month with views nearly doubling to 7.9K and average watch time improving to 17 seconds, showing the content is holding attention better than before.

TikTok and YouTube both saw drops. TikTok views fell 69.2% to 3.7K, with average watch time dropping to 9 seconds, and YouTube views dropped 54.6% to 681. **We've already started addressing the TikTok decline by posting shorter, more varied content at a much higher frequency, which should show in next month's numbers.**

Followers dropped to 813 from 1,005 last month, while inbound messages remained stable at just over 20.

KPI	Month 1	Month 2	Change
LinkedIn Impressions	45K	57.5k	↑ +27.8%
LinkedIn Engagement	977	1.1k	↑ +17.7%
Followers Gained	+1,005	+813	↓ -19.1%
TikTok Views	12k	3.7k	↓ -69.2%
TikTok Average Watch Time	13s	9s	↓ Lower retention
Instagram Views	4.1k	7.9k	↑ +92.7%
Instagram Reach	1.8k	1k	↓ -44.4%
Instagram Average Watch Time	12s	17s	↑ Stronger retention
YouTube Views	1.5k	681	↓ -54.6%
YouTube Average View Duration	32s	32s	↔ Stable
Profile Visits	827	350	↓ -57.7%
Inbound Messages	30+	20+	↓ Lower volume

# Content Strategy & Recommendations

- LinkedIn is performing well, and the direction is clear. Opinion-led posts built around business lessons, JV partnerships, and operational property insights are consistently driving the strongest impressions and engagement with founders and directors. Keep building content around these themes and avoid detailed project updates or educational breakdowns, as the data continues to show lower engagement with this audience.
- Instagram remains the standout platform this month with views nearly doubling to 7.9K. Short, personal, talking-to-camera Reels focused on property insights and operator experience are driving 62.3% of all interactions. The hook needs to land within the first three seconds and the visual energy needs to match the message. We'll continue testing shorter edits, faster openings, and more conversational lifestyle/operator content moving forward.
- TikTok remains the biggest experimentation platform going into Month 3. Money, business, and scaling-related content is getting discovered through the For You page, but views dropped to 3.7K and average watch time fell to 9 seconds, meaning people are clicking away too quickly. The content direction is right, but the pacing needs to change with faster cuts, hooks in the first two seconds, and no build-up before the main point. Testing around shorter videos, more varied formats, and increased posting frequency has already started, with some days now reaching up to 3 posts daily.
- YouTube Shorts are holding steady with a 32-second average view duration and a 5.5% click-through rate. Practical property advice and direct business insights delivered straight to camera continue to perform best here. Slightly longer, more structured Shorts still suit the platform, but testing will now focus on stronger opening hooks, shorter delivery, and clearer business takeaways to improve early retention.
- Going into Month 3, the focus is shifting further towards platform-specific execution rather than reposting the same style of content everywhere. LinkedIn will continue leaning into opinion-led business posts, Instagram will prioritise conversational Reels and lifestyle-led operator content, TikTok testing will focus on speed and discovery, and YouTube Shorts will remain more structured and retention-focused. **Success will primarily be measured through improvements in average watch time, retention, and follower growth across each platform.**

# Future Videos

- • **Immersive & "Show, Don't Tell" Narratives:** Instead of Elliot sitting behind a desk explaining a concept, the camera will follow him in motion. Whether he is walking through an office, sketching a breakdown on a physical glass board, or reviewing a pitch deck in real-time, the visuals will match the energy of the script to keep eyes glued to the screen.
- **The "Double-Sided" Conversation Format:** To increase engagement and retention, we will structure scripts as a dialogue rather than a monologue. This involves Elliot interacting with an off-camera interviewer, debating a colleague, or even playing both "characters" (e.g., the skeptical client vs. the expert consultant) using quick jump cuts to keep the pace fast and gripping.
- **Platform-Agnostic "Atomised" Production:** Every long-form or mid-form video will be shot with micro-content in mind. This means embedding high-impact hooks, 30-second micro-stories, and sharp, contrarian soundbites directly into the main recording. The core asset can then be effortlessly sliced into high-frequency vertical videos for YT Shorts, IG Reels, and TikTok.
- **Dual-Engine Distribution (Playful vs. Insightful):** We will split the creative execution based on the destination platform. For TikTok/Reels, the tone will be high-energy, humorous, and trend-aware. For LinkedIn, we'll seek to produce content which carries more weight and insight, but still with personality — similar to the Joint Venture partnership video with Steve.

# Inbound Messages & Opportunities

This month, Elliot received 21 direct inbound messages across LinkedIn and Instagram, breaking down as follows:

**JV & Partnership Discussions, 5 messages:** A Senior Investment Manager, a Founder and CEO, a property developer looking to JV, and two contacts exploring potential synergies and off-market deals. Most of these came through LinkedIn, and the "Questions for JV Partners" post likely played a big part in sparking these conversations.

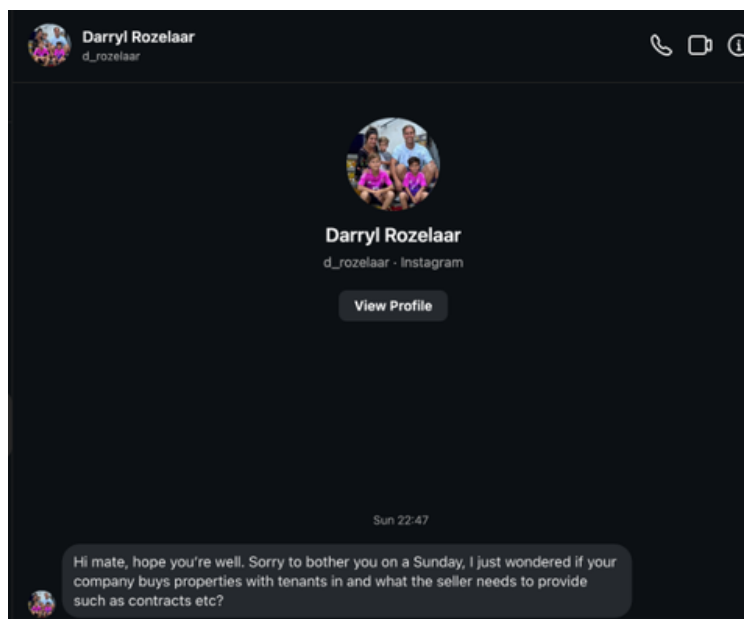
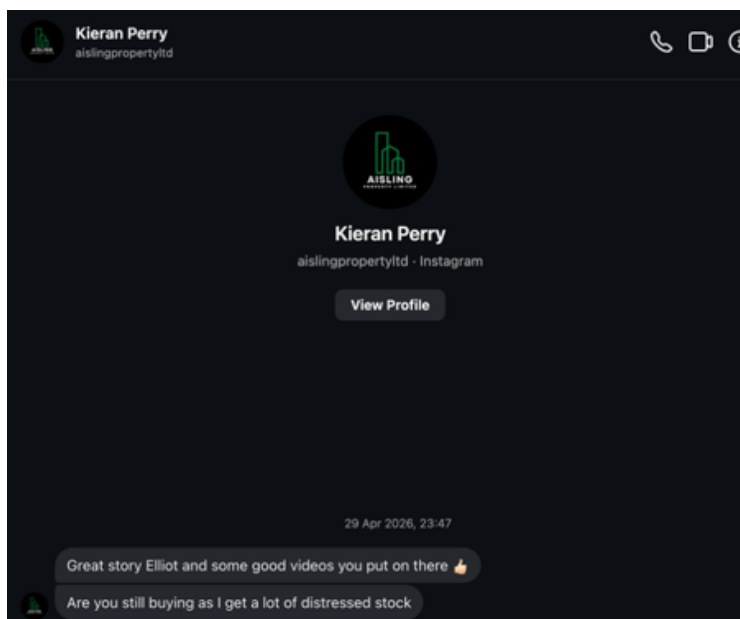
**Off-Market & Sourcing Opportunities, 4 messages:** Commercial asset disposals, mixed-use residential blocks in London, and two enquiries around tenanted and distressed stock. All came through LinkedIn.

**Investor Introductions, 3 messages:** A cash buyer active in East London and Essex, a sourcing contact, and a buyer with distressed stock who reached out via Instagram.


**Service & Trade Enquiries, 3 messages:** A trades network, a staging solutions company, and a sourcing list request. All came through LinkedIn.

**General Connection & Collaboration, 4 messages:** A debt advisory firm, a broker who aligns well with the company model, and two industry professionals looking to connect. All via LinkedIn.

The JV and off-market enquiries are the strongest signals for the pipeline and should be the priority for follow-up.




# Inbound Messages & Opportunities

**George Jones**  · 1st  
Senior Investment Manager @ DoorFeed | Master's in Real Estate | Initi  
Investor in TrueRights

---

APR 27

**George Jones**  · 6:54 PM

Hi Elliot,

Hope you are very well.

Are you around this week for a quick call/ coffee? I believe there are a number of avenues for us to partner up and would love to discuss them with you.

Do let me know when you have 15/30mins and will set it up.



**Mark Wells**  · 1st  
Founder and CEO at Invisible Homes We're Hiring!!

---


FRIDAY


**Mark Wells**  · 5:36 PM

Hi Elliot - thanks for the connect. We mostly work at the opposite ends of the market (you with vast success!), but I wondered if there's synergy somewhere. Let me know if you'd like a call to explore.

Kind regards

Mark



**Jake Clifton**  · 2:07 PM

Hi Elliot,

Saw you're active with property trading in London — thought I'd reach out.

I work with a small network of reliable painters and trades, helping investors get properties turned around quickly and ready for sale or rent without delays.

If you've got anything coming up that needs a quick refresh or refurb support, I can help get it sorted fast and keep things moving.

Happy to connect either way 🙌

Jake

**Israr Ahmad** (He/Him) · 1st  
Property Sourcer | Off-Market & BMV UK Deals | Connecting Investors with Profitable Opportunities

---


APR 28


**Israr Ahmad** (He/Him) · 9:51 AM

Hello

Hope You Are Doing Well We have good opportunities in London 1m to 115m 25% to 30% BMV


APR 21




**Nathan Priestley**  · 3:14 PM

Hi Elliot. We are disposing of some of our commercial assets this year. Offices, industrial and tenanted Aparthotel. I want it dealt with off market and direct with investors. Let me know what you are currently looking for and I can send you anything that suits

Nathan





**Will Elliott**  · 3:43 PM

Hi Elliot, hope you're well. I've really enjoyed your recent content - great to see something positive in the market right now.

I wanted to reach out to hear more about your model and explore a potential collaboration.

We provide flexible staging solutions, partnering with agents, investors, and companies like Flyp to help maximise sales values and reduce time on the market etc.



**Andy Court**  · 5:16 PM


Afternoon Elliot,


I just came across your details through a mutual contact, weirdly I believe we may have gone to the same school or crossed paths many moons ago!

Anyway, I'm working on multiple off market land and investment disposals which may have some alignment with what you are looking for. Maybe good if we can arrange a call to discuss in more detail about the type of sites you're after and what I have access to.

Secondly, I have a contract with an EV operator, looking for commercial sites for electric vehicle charge points if you have any assets that need such support.

Be good to discuss in more detail.



**Devraj Ray**  · 1:57 PM

By far and away the most honest commentator and proven operator in the property trading space. It's a pleasure to connect on here, Elliot.

My name is Dev, I own a small debt advisory firm that services mainly portfolio landlords and commercial investors.


If I was to hound you with the stubbornness of say, a parrot that won't leave a pub, what are the chances we could connect over a coffee in the next few weeks?

Would love to siphon as much knowledge out of you as possible!

# Inbound Messages & Opportunities

Capital Investments Group - WE Block Management - Property Investment - Property Developments - Property Management

APR 21

 **Sam Ahmed** · 4:56 PM


Hi Elliot.  
Thanks for connecting.  
We are very active in the East London/Essex regions. We have large cash funds and happy to purchase any flips that you may have and do not wish to complete on.  
I work with many agents and all transactions are kept discrete and confidential.

Would be great to catch up on a call if you have a few moments.

Thanks

Off-Market London Real Estate | Mixed-Use · Residential Blocks · Development Assets | Director, Calibre Acquire

MAR 31

 **Jake Benson** ✓ · 2:36 PM


Good morning Elliot,

I hope you're well.


I appreciate there's a lot of noise on LinkedIn, so it's a quick intro, if you think there's potential of working with one another, it would be great to hear from you.

We focus on disposing & acquiring mixed-use, unbroken residential blocks and Portfolios in London and the surrounding areas. Mainly off market.

I've attached our brochure with some examples of what we

 **Edward Jones** ✓ (He/Him) · 1st  
Property Developer

APR 30


 **Edward Jones** ✓ (He/Him) · 12:49 AM

Hi Elliot , got a few projects we own that we are looking to JV . Can I send you a quick summary email to start with a line on each one ?


SATURDAY

**Darryl Rozelaar** ✓ · 1st  
Corpay - EMEA Enterprise Relationship Manager/Senior Dealer

FRIDAY

 **Darryl Rozelaar** ✓ · 3:49 PM

Hi mate, hope you're well. Hope you can help me, but my father in law has just moved into a care home and his property has a few tenants in. Does your company by properties with tenants in and if so, what do we need to put in place with regards to the tenants for you to buy it?

 **Shelley Maria Yates | Property**

**Shelley Maria Yates | Property**  
@yatespropertysolutions  
1889 following · 15.3K followers

Follow back

24 Apr, 12:53 pm

Hi Shelley please us to your list . We buy 6 million + worth of property every month www.castleproperty.group

Seen

24 Apr, 8:08 pm  
Message request accepted. You can start chatting.


Heyy Elliot!

0:01

<https://thesourcingvault.co.uk/join?affiliateId=TheSourcingVault>

Share post Quick replies

Message...

 **Daniel McPeake**  
danielsofabroker

**Daniel McPeake**  
danielsofabroker  
2.8K followers · 134 posts  
Follows you

You both follow webuyanyhomeofficial and 2 others

View profile

5 MAY AT 13:20


I absolutely align with your company. This sector can only grow.

Tap and hold to react

Message...

Commercial Property & Insurance (Cert II) | Real Estate Investment & Development | Asset Management

TUESDAY

 **Richard Barth** ✓ · 9:06 PM

Hi Elliot,

Great to connect. We should get a call in the diary to see if we can work together.


Would 8th at 10am work for you?

Kind Regards,

Richard


Property buyer. Auctions.

APR 21


 **Katharine Woods** · 7:46 PM

Hello Elliot,  
Thank you for accepting my invite to connect.  
Kind regards,  
Katharine

APR 22

 **Elliot Castle** in · 2:32 PM

Thanks for connecting Katharine

 **Katharine Woods** · 2:35 PM

I contacted your office about sourcing for your company. I'm waiting to hear back from Hassan.

# Thank you!

**Elliot Castle**

**Reporting Period**

**16 April to 16 May 2026**

 [freddie@ingrained.digital](mailto:freddie@ingrained.digital)

 [maya@ingrained.digital](mailto:maya@ingrained.digital)

 [ingrained.digital](http://ingrained.digital)

