

Launching Helena. 3.6M views on X.

How we orchestrated Enrich Labs' autonomous AI marketer to be the largest launch in its category.





About Enrich Labs

Enrich Labs builds autonomous AI marketers for lean teams.

Helena, Angela, Kai, and Sam handle SEO, email, social, and analytics.

Founded by Seijin Jung and Yunfeng Bai.

Helena

SEO

Angela

EMAIL

Kai

SOCIAL

Sam

ANALYTICS

The four chapters.

I	Problem	Why most launches don't move the business
II	Objectives	What Enrich engaged us to deliver
III	Strategies	Seven plays that engineered the outcome
IV	Results	What 3.6M views translated into

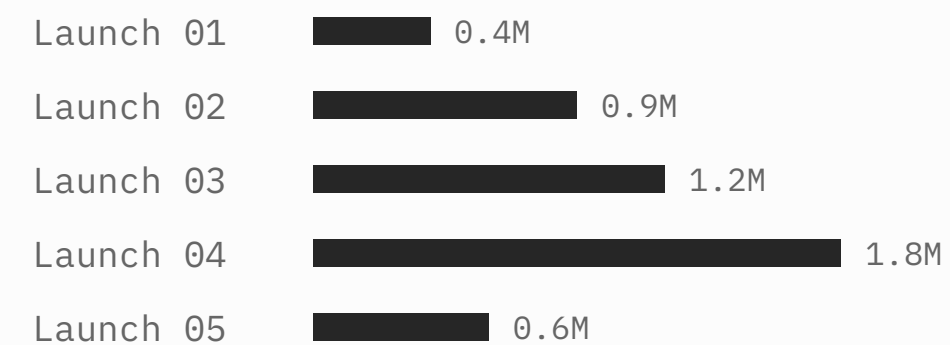
Chapter I

Problems

OI

Too many launches...

X was getting 4+ product launches a day, with almost none crossing the 2M+ view mark.



2M threshold -----

/ illustrative - no day above the line

02

Views alone don't move the business.

Seijin noticed competitors in his space spending millions on launches that hit big numbers but didn't convert.

SPEND	\$\$\$\$
VIEWS	↑ Big numbers
PIPELINE	≈ Flat
MEMORY	None

03

The default category frame was a trap.

"AI CMO" was the shorthand the entire space was defaulting to, and it was actively repelling the buyer (CMOs themselves) and inviting skeptics over customers.

The category framing		The reaction it triggered
"AI CMO"	→	Replacement threat
Targeted at CMOs	→	Repels the buyer
Sci-fi promise	→	Invites skeptics

04

A finished video isn't a launch.

Seijin had the video and the date finalized, but no platform-native distribution plan, no hook engineered for X retention, and no influencers.

Finished video	READY
Launch date	READY
X-native hook	MISSING
Distribution plan	MISSING
Influencer lineup	MISSING
War-room ops	MISSING

A space shuttle is shown launching, ascending vertically against a dark blue sky. The shuttle is white with a large orange external tank and two white boosters. A massive, billowing plume of white smoke and steam surrounds the shuttle, extending from the launch pad to the top of the frame. The launch pad structure is visible at the bottom of the image.

Chapter II

Objectives

OI

Be remembered, not just seen.

"Fine wasn't going to cut it. Helena had to be remembered by people."

— SEIJIN JUNG, ENRICH LABS

O2

Convert views into business outcomes.

Seijin engaged with us for signups, paying customers, and inbound.

Views were the trigger, not the KPI.

TRIGGER

Views on X

KPI 01

Signups

KPI 02

Paying customers

KPI 03

Inbound

Chapter III

Strategies



OI

STRATEGY

Repositioned the category.

Killed "AI CMO" and anchored Helena as the first autonomous AI marketer, pulling the narrative away from "replacement threat" toward "execution layer".

FROM

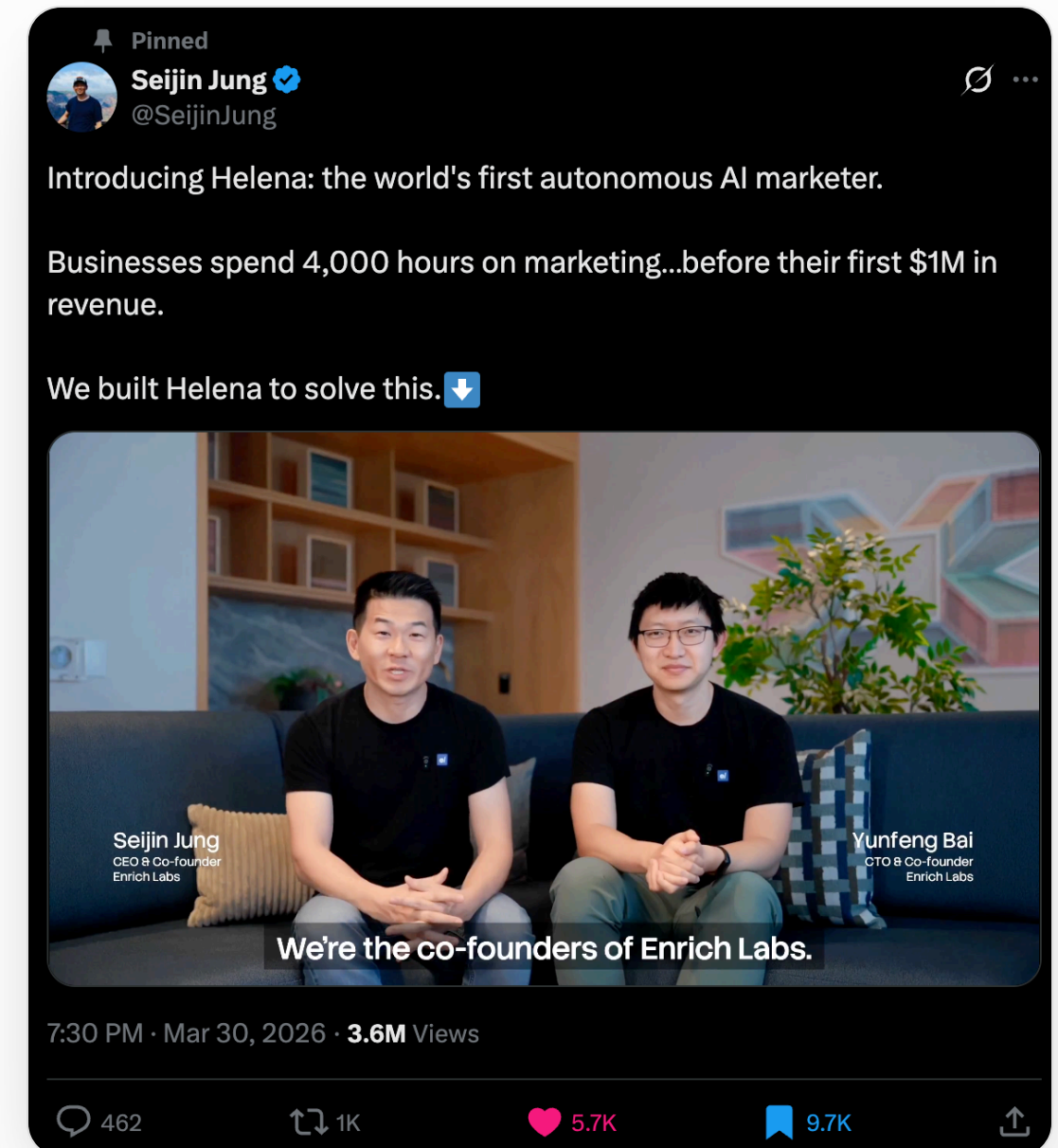
"AI CMO"

Replacement threat

TO

autonomous AI marketer

Execution layer



02

Rebuilt the hook.

Seijin came in with a finished script. We re-engineered the opening for X-native performance and amended lines of body copy, betting on authentic founder-forward delivery.

The feed was already drowning in motion-graphics launches.

~~/ original opening — motion-graphics product reveal~~
~~+~~



Founder, on-camera, first three seconds.
Authentic delivery, X-native pacing.

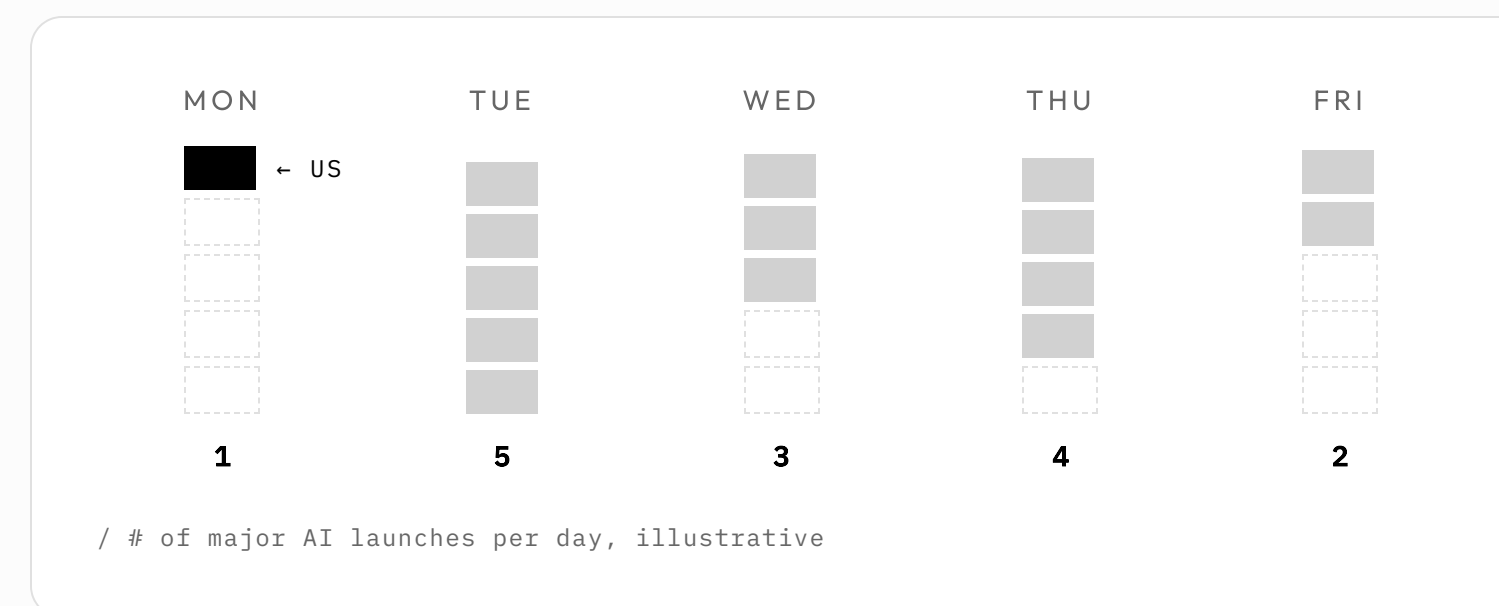
03

STRATEGY

Picked the contrarian launch window.

Pulled the launch from the default Tuesday 7am PT slot to Monday 7am after hearing about other major launches.

Pushed back hard on the Enrich team when they resisted ("nobody's awake on a Monday") because a less crowded feed beats a peak feed you can't stand out in.



04

Curated influencers in tiers.

Split ~300 engaging accounts across three tiers, each doing different work:

~30 accounts

The legitimizing layer

WHO

Top-tier industry voices

DOES

Independent quote-tweets and threads

~90 accounts

The reach layer

WHO

ICP-adjacent mid-tier voices

DOES

Quote-tweets and substantive comments

~180 accounts

The momentum layer

WHO

Wider-network accounts

DOES

Likes and reposts to sustain momentum

05

STRATEGY

Planted competitive comparison content.

Briefed a handful of influencers to directly compare Helena against the notable launches of the quarter. First time we'd run this play.



06

STRATEGY

Pre-loaded the first hour.

Set up a Google Calendar invite with Enrich's investors, founder friends, and key stakeholders to coordinate engagement in the first 60–90 minutes.

This fed the algorithm strong early signal from high-quality, non-influencer accounts.

Mon · 7:00 AM PT

+00m

Founder posts

Launch tweet live

+05m

Investor circle

Quote-tweets / replies

+15m

Founder friends

Substantive comments

+30m

Tier 1 influencers

Independent QTs

+60m

Tier 2 + Tier 3

Reach + reposts

07

STRATEGY

Ran a 24/7 Slack war room.

Dedicated channel from pre-launch through post-launch day.

CHANNEL

#helena-launch

WINDOW

Pre → Post launch

● # HELENA-LAUNCH · LIVE

07:00	founder	Tweet live. Going.
07:04	tlvc	Investor circle wave dispatched.
07:18	tlvc	T1 QTs landing – see thread →
07:42	founder	Engagement is hot. Velocity ↑.
08:30	tlvc	Comparison content greenlit. Releasing.
10:15	tlvc	1.0M crossed.
14:50	founder	🚀 2.0M.
+1d	tlvc	3.6M. Decay curve flat. Holding.

Chapter IV

Results



Result 01

3.6M

/ 360% of stated target

Target was 1M.

3.6× the goal. Held by the comparison content well past the typical X decay curve.

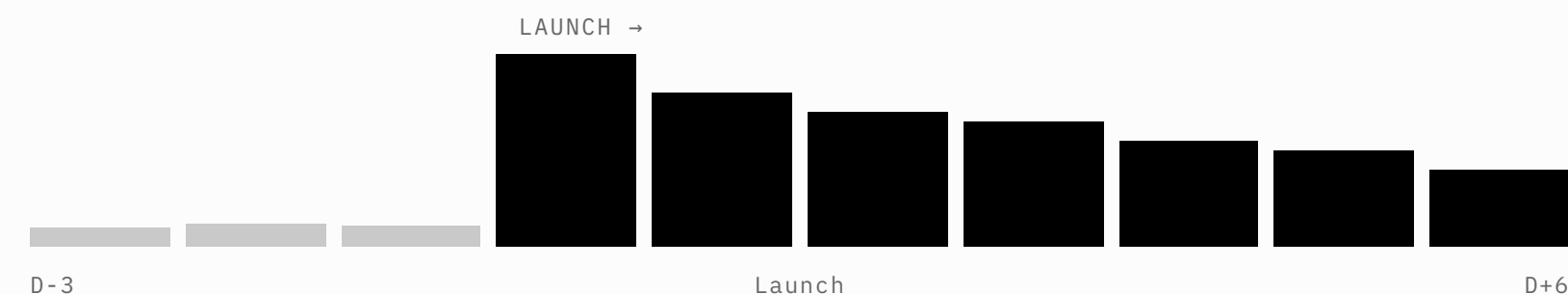
O2

IO_x

/ overnight, with extended launch-week tail

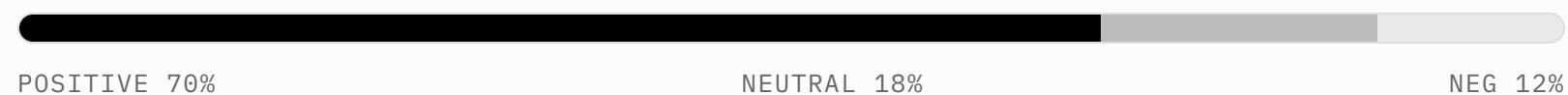
Homepage traffic, overnight.

Sustained an extended tail through launch week instead of decaying back to baseline by day two.



03

70%+



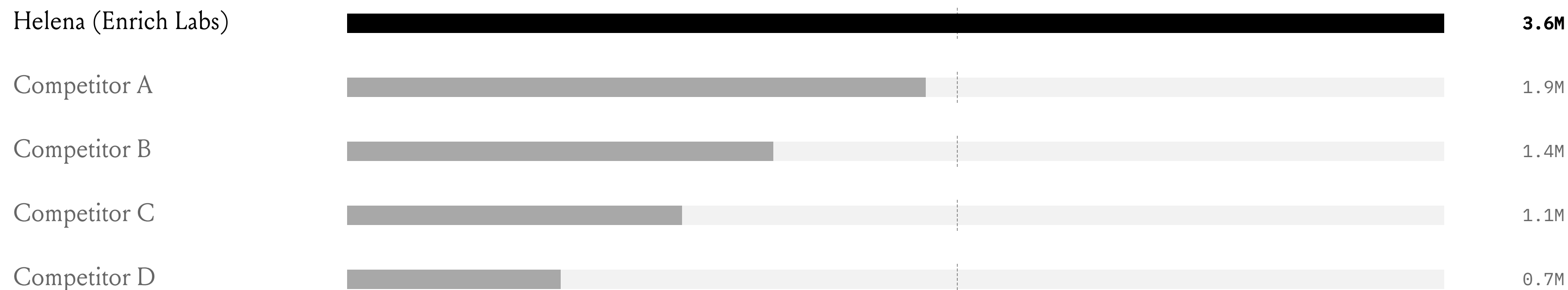
Positive sentiment on launch post responses.

The repositioning held. "Replacement threat" reactions were the minority.

04

Biggest launch of the week.

Every other launch in the same week capped under 2M views.



/ dashed line = 2M cap nobody else crossed

Result 05

Revenue followed traffic.



Views were the trigger. Revenue was the KPI. Both moved.

A finished video isn't a launch.
The other half is what we do.



We make launch videos.
And make them go viral.

READ MORE

launchvideo.com

*TLVC IS A PRODUCT OF ATOMIK GROWTH