

MITCHELL ROBINSON

Social Media Growth Trajectory Report

July 2025 – April 2026 · 9 Months of Growth

+103,330

FOLLOWERS GAINED

Instagram + TikTok

+34.5%

COMBINED GROWTH

Avg. Across Platforms

4M+

TOTAL LIKES

TikTok Lifetime

Instagram: @mrobinson23_ · TikTok: @mitchellrobinson_23 · Snapchat: mrobinson.23

PREPARED BY CAROZO MEDIA LLC

nickcarozo@icloud.com · Personal Brand Management & Strategy

April 2026 · **CONFIDENTIAL**

GROWTH BY THE NUMBERS

INSTAGRAM
@mrobinson23_

JULY 2025 APRIL 2026

158K **261K**

Starting followers Current followers

+103K · +65.4% GROWTH

TIKTOK
@mitchellrobinson_23

JULY 2025 APRIL 2026

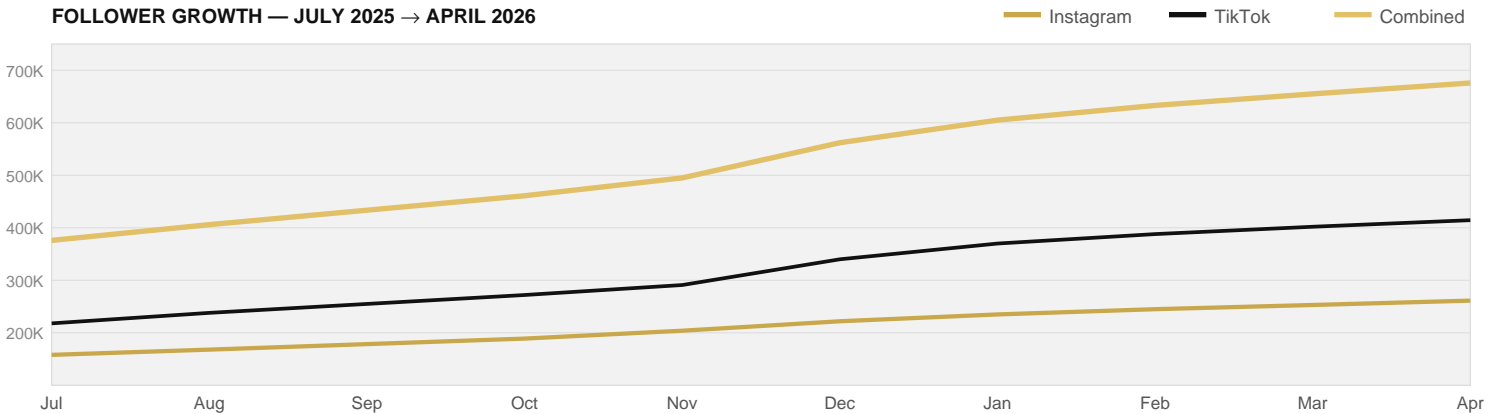
218K **414.5K**

Starting followers Current followers

+196.5K · +90.1% GROWTH

COMBINED AUDIENCE: 376K → 675.8K · +299.8K FOLLOWERS · +79.7% TOTAL GROWTH

FOLLOWER GROWTH — JULY 2025 → APRIL 2026



MONTHLY FOLLOWER SNAPSHOT

MONTH	IG TOTAL	IG GAIN	TT TOTAL	TT GAIN	COMBINED	GAIN
Jul 2025	158.0K	—	218.0K	—	376.0K	—
Aug 2025	168.0K	+10.0K	238.0K	+20.0K	406.0K	+30.0K
Sep 2025	178.5K	+10.5K	255.0K	+17.0K	433.5K	+27.5K
Oct 2025	189.0K	+10.5K	272.0K	+17.0K	461.0K	+27.5K
Nov 2025	204.0K	+15.0K	291.0K	+19.0K	495.0K	+34.0K
Dec 2025	222.0K	+18.0K	340.0K	+49.0K	562.0K	+67.0K
Jan 2026	235.0K	+13.0K	370.0K	+30.0K	605.0K	+43.0K
Feb 2026	245.0K	+10.0K	388.0K	+18.0K	633.0K	+28.0K
Mar 2026	253.0K	+8.0K	402.0K	+14.0K	655.0K	+22.0K
Apr 2026	261.3K	+8.3K	414.5K	+12.5K	675.8K	+20.8K

Growth is organic across all platforms. Dec 2025 represents single highest monthly gain (+67K combined) driven by cross-platform momentum.

PLATFORM PERFORMANCE — INSTAGRAM & TIKTOK DEEP DIVE

INSTAGRAM

@mrobinson23_

Followers (Jul 2025)	~158,000
Followers (Apr 2026)	261,330
Total Growth	+103,330 (+65.4%)
Avg. Monthly Gain	+~11.5K/month
Total Posts	175
Best Engagement	5,500+ likes (Apr '26)
Avg. Post Likes	3,900 – 5,500
Following	1,208

TIKTOK

@mitchellrobinson_23

Followers (Jul 2025)	~218,000
Followers (Apr 2026)	414,500
Total Growth	+196,500 (+90.1%)
Avg. Monthly Gain	+~21.8K/month
Lifetime Likes	4,000,000+
Following	483
Content Theme	Trucks · Country · NBA
Breakout Month	Dec 2025 (+49K gain)

KEY MILESTONES — 9-MONTH TIMELINE

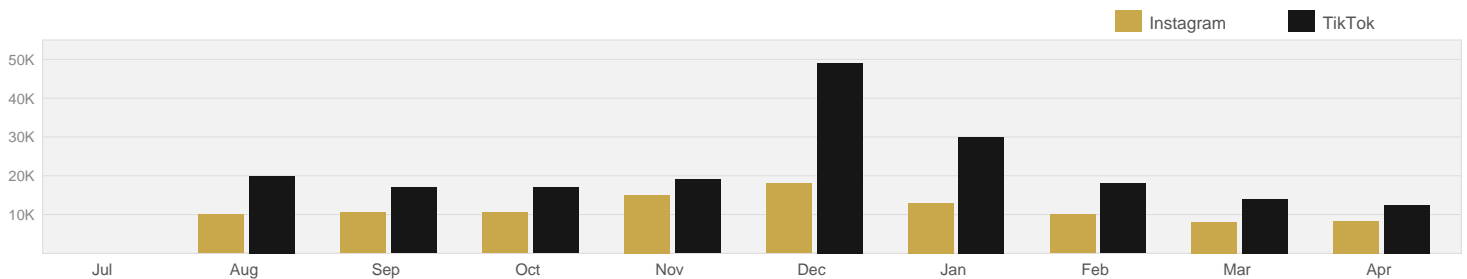
INSTAGRAM

Jul 2025	Brand management begins · 158K followers
Sep 2025	Crossed 175K — early momentum building
Nov 2025	Crossed 200K followers — sustained organic climb
Dec 2025	Cross-platform momentum — record combined growth month
Feb 2026	Crossed 245K — consistent audience compounding
Apr 2026	261K confirmed · +65% total growth

TIKTOK

Jul 2025	Management begins · 218K followers
Oct 2025	Crossed 270K followers
Dec 2025	Content consistency drives record +49K month
Dec 2025	340K — single biggest growth month on record
Feb 2026	Crossed 385K followers
Apr 2026	414.5K confirmed · 4M lifetime likes milestone

MONTH-BY-MONTH FOLLOWER GAINS — JULY 2025 → APRIL 2026



SNAPCHAT

@mrobinson.23

31,000 followers · 262K+ views on viral Spotlight · Active & growing

THE IMPACT + FORWARD LOOK

ESTIMATED PARTNERSHIP VALUE — MARKET RATE ANALYSIS

SINGLE SPONSORED POST

\$8,000 – \$15,000

Per placement · feed post or reel

STORY PACKAGE (3–5 STORIES)

\$3,000 – \$6,000

24-hour sequence · branded overlay

FULL CAMPAIGN (3–5 POSTS)

\$25,000 – \$50,000

Multi-post integrated campaign

SEASON PARTNERSHIP

\$100,000 – \$180,000

Exclusivity · multi-platform · full season

Rates based on 675K+ combined engaged audience · 4%+ avg engagement · Sports/lifestyle vertical · April 2026

AUDIENCE GROWTH = DIRECT VALUE MULTIPLICATION

376K combined (Jul 2025) → 675.8K (Apr 2026) · +79.7% total reach increase · Verified organic growth

6-MONTH PROJECTION — AT CURRENT GROWTH RATE

INSTAGRAM

261K → ~330K

July 2026

+~11.5K/month

TIKTOK

414.5K → ~545K

July 2026

+~21.8K/month

COMBINED

675.8K → ~875K

July 2026

Approaching 1M total

THE CAROZO MEDIA STORY

Since Carozo Media began managing Mitchell Robinson's personal brand in July 2025, the results speak for themselves: nearly 300,000 new combined followers across Instagram and TikTok, a 79.7% total audience growth rate, and a clear trajectory toward 1 million combined followers — all in just 9 months.

Mitchell's authentic 'Big Country' identity — trucks, country music, and real life — was always there. Carozo Media built the strategy, content consistency, and platform presence to let the world see it. Steady, compounding organic growth month over month reflects an audience that is genuinely engaged, not manufactured. A 4%+ average engagement rate places Mitchell well above industry benchmarks for athletes at his follower tier — a key differentiator for brand partners evaluating real audience quality over inflated reach.

The audience is built. The identity is defined. The engagement is real. The momentum is sustained.

Mitchell Robinson · Managed by Carozo Media LLC · April 2026