

Content strategy guide

Positioning, voice, pillars and hooks — the four things we settle before anyone opens the design file.

Where most feeds go wrong

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|----|---|--|
| 01 | Posting without a point | Frequency isn't a strategy. Twelve unrelated posts a month read as noise, not as a brand. |
| 02 | Sounding like everybody else | If your caption could be pasted onto a competitor's post and nobody would notice, it isn't your voice yet. |
| 03 | Designing for the grid, not the scroll | A tidy nine-tile grid is worth nothing if the first line and first frame don't earn a stop. |
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CHAPTER ONE

Audience and positioning

Three questions, one sentence each. Everything downstream — pillars, tone, hooks — is an answer to these.

WHO

One person, named

Not "small businesses." A founder of a six-person studio who edits her own posts at 11pm.

WHAT

The job you do

The specific problem you remove. Written the way a client would say it out loud, not as a service list.

WHY YOU

The uncopyable part

Your method, your standards, your taste. If a competitor could claim it too, keep digging.

FILL IN THE BLANKS

The positioning sentence

We help [who] get [outcome] without [the thing they dread] — because we [the uncopyable part].

ILLUSTRATIVE

"We help independent studios look established online without hiring a marketing team — because we design and run the whole feed, not just the logo."

CHAPTER TWO

Your voice comes from your identity

You don't pick a tone off a moodboard. You describe who the company already is, then write like that — every caption, every reply, every story.

Name three traits

Direct, warm, allergic to jargon. Three adjectives you'd defend in a meeting.

Steal from real conversations

The way your team explains the work on a call is usually better than anything written for the feed.

Write the anti-traits

"Never corporate, never salesy, never hustle-guru." The nos define the voice faster than the yeses.

Keep one recurring quirk

A signature sign-off, a running series, one word you always use. Recognition is repetition.

tone, continued

When humor works

Humor earns attention when it proves you understand the reader's day. It costs you credibility when it's there to fill space.

USE IT

On the shared frustration — the brief that changed five times, the "make it pop" email.

On yourself, gently. Self-aware beats clever.

In the small places: captions, replies, the last frame of a carousel.

SKIP IT

When the joke needs explaining, or only works for people already inside the joke.

At a client's, a competitor's, or a customer's expense.

On trust posts — pricing, process, results, anything someone reads before paying you.

CHAPTER THREE

Four content pillars

Every post belongs to one of them. If an idea fits none, it isn't a post — it's a whim.

01

Proof

Work, before-and-afters, client outcomes. The reason to believe you.

02

Teaching

One useful idea, explained plainly. Saves and shares live here.

03

Opinion

What you'd argue about. Where humor and personality do the most work.

04

People

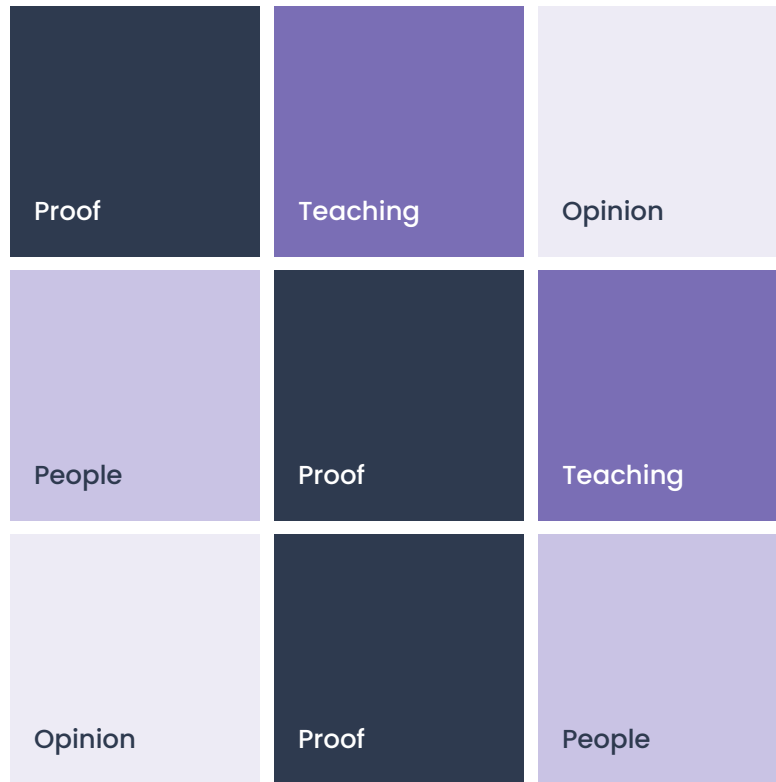
Faces, process, the studio. Turns a service into someone you know.

NINE POSTS

Pillars on the grid

Rotate, don't cluster. Three weeks of posting where no pillar repeats back to back, and proof sits where a new visitor lands first.

Plan the grid as a set of nine, not as nine separate decisions.



CHAPTER FOUR

Hooks and headlines

Same idea, two openings. The difference is specificity — a number, a name, a real moment.

VAGUE

"Branding is important for your business."

"Here are some social media tips."

"Check out our latest project."

SHARPER

"Your logo isn't the problem. Your fourth-favourite font is."

"We rewrote one caption and the post got three times the saves. Here's the edit."

"The client asked for 'clean and premium.' Here's what that meant in practice."

WHERE TO START

Write three posts, one per pillar

One proof, one teaching, one opinion. Same voice across all three. Then look at which one people actually saved — that's your next month of content.

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