

Content Strategy

Prepared by

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Overview

Example Company (EC) is a full service media company offering commercial photography, videography, drone services, and post production. The company specializes in corporate storytelling. This strategy is designed to unify brand messaging and position EC as the go to visual partner in the Southeast.

Content Audit (Current State)

(With platforms on Instagram, Facebook, Google, Tiktok, and a Website)

- Strengths: High-quality visuals, strong food photography
- Weaknesses: Fragmented messaging, unclear niche, inconsistent brand story, only showcases food photography
- Gaps: Behind-the-scenes storytelling, client success features, CTAs.

Brand Positioning Framework

Suggested Core Promise:

At EC, our promise is to provide our clients photos and videos that make consumers stop the scroll.

EC's Business Goals Over the Next 12 Months

1. **Scale Up** – Hire a full-time videographer and project manager to cover 50% more shoots, especially for multi-location restaurant groups.
2. **Shift to Recurring Revenue** – Launch tiered photo-video packages for hospitality, real estate, and corporate clients, targeting 8–10 retainer clients.
3. **Streamline & Automate** – Build a branded client portal for proofs, invoicing, and downloads, creating a seamless professional experience.

Content Goals

- Increase brand awareness and authority across target industries.
- Post consistently 2x per week with a unified voice.
- Grow engagement and leads
- Add Stories on Instagram for increased touch points.

Audience Profile

Primary Segments:

- Corporate Teams & Agencies
- Marketing Directors & Brand Managers

Psychographics:

- Growth-oriented, brand-focused, professional decision-makers.
- Value high-quality storytelling and ROI.
- Want creative partners, not just vendors.

Pain Points:

- Inconsistent or generic visuals.
- Slow turnaround and lack of scalability.
- Visuals that don't align with brand values.
- No emotional resonance and connection with content from consumers.

Content Pillars

1. In Action

- Purpose: Show the artistry, detail, and professionalism behind EC's work.
- Content Types:
 - BTS footage of shoots (setting up, talking to the camera about the vision for the shoot, filming creative decisions in real time, and just working in general).
 - Before edits/After edits, The set up vs final photos
 - Stills and reels that highlight craftsmanship (pics of team working)

2. Result Stories

- Purpose: Prove that EC's visuals don't just look good, they deliver **impact**.
- Content Types:
 - Carousels or videos that highlight client case studies with measurable outcomes (if possible) (restaurant sales, corporate visibility, leads, bookings).
 - Testimonial reels and success stories discussing the joy of working with the team and/or the results of the work
 - Explainer carousels (why video sells, how branding grows with visuals).

3. People & Partnerships (connection focused)

- Purpose: Humanize the brand and spotlight the relationships at the heart of EC's work.
- Content Types:
 - Team highlights, day-in-the-life, funny relatable reels.
 - Candid photos and videos of the clients and/or crew connecting

3. Education

- Purpose: Position EC as a leading expert voice
- Content Types:
 - Tips & Tutorials
 - Creative Strategy Insights
 - Myth Busting: Address common misconceptions

Caption Writing

Voice Anchors:

- Tie every post back to values (**authenticity, craftsmanship, and connection**) in an approachable, natural voice.
- Keep copy broad enough for all industries and end with a clear CTA.

Themes that should be in every post:

- Craftsmanship – attention to detail, quality, and polished.
- Connection – spotlight the people, stories, and relationships behind every project.
- Impact – media that doesn't just look good but drives recognition, sales, and/or influence.

Audience Feeling Goal:

- EC's content should make the audience feel confident, inspired, and understood knowing they've found a creative partner who delivers quality, listens to their vision, and makes the process seamless.

Measurement & Optimization

Success Metrics (KPIs)

- Visibility: follower growth, reach, profile visits.
- Engagement: saves, shares, DMs, CTA clicks.
- Leads: inbound inquiries, booked calls, signed retainers.

Optimization

- Test this strategy → track performance → refine
- Amplification: Use paid ads on best content, tag partners/clients, repurpose across platforms.

Repurposing

Repurposing Framework

- IG Reel → TikTok → Youtube → LinkedIn clip → Website portfolio → Email newsletter
- Carousel → LinkedIn post → Insta → Website blog → Pinterest

This multiplies reach without extra work!

Engagement & Community Strategy

Objective: Build community online

- Reply to all DMs within 24-48 hours
- Comment on 5-10 industry relevant posts weekly
- Reshare posts from clients and partners that EC has been tagged in
- Use Instagram Stories for quick updates, polls, and lighter behind the scenes (Best = everyday, Good = every other day)