



# CONTENT STRATEGY FLOW CHART

WHAT IS THE PRIMARY GOAL OF THIS VIDEO?  
(CHOOSE ONE)



**SALES**

FOOT TRAFFIC



**LEADS**

APPOINTMENTS



**BUILD AUTHORITY**

LOCAL CREDIBILITY



**ENGAGE LOCAL**

AUDIENCE / COMMUNITY

## SALES / FOOT TRAFFIC

- Educational content  
Tips to solve local problems  
e.g., "5 Winter Decor Tips to Make Your Home Look Amazing" (or a home decor store)
- Promotional content  
Special offer, limited-time deal, or service highlight

## LEADS / APPOINTMENTS

- Educational content  
How-to, tips, quick guides
- Authority content  
Showcase results or transformations
- Soft CTA  
"Book your appointment today!" or "DM for a free consult"

## AUTHORITY / LOCAL CREDIBILITY

- Share behind-the-scenes
- Local tips / industry insights
- Testimonials from local customers
- Soft CTA  
"Book your appointment today!" or "DM for a free consult"

## ENGAGEMENT / COMMUNITY

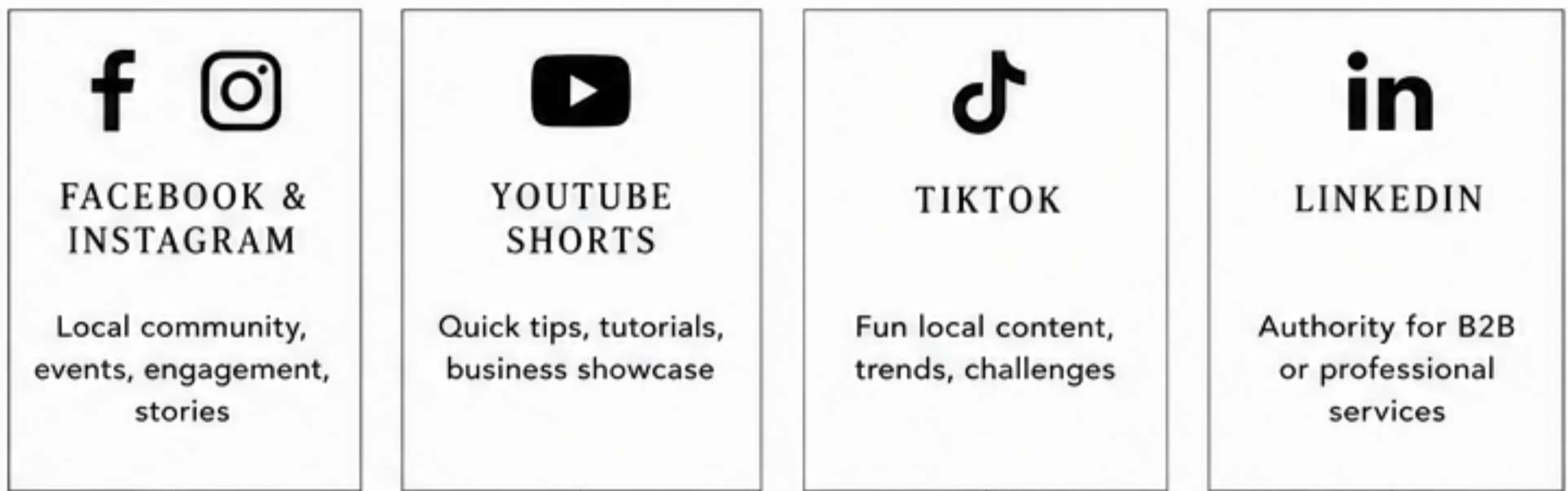
- Share stories about your team or customers
- Highlight local events or collaborations
- Fun, relatable content: polls, challenges, local trivia

## WHO IS YOUR AUDIENCE & PAIN POINT?

FOCUS ON LOCAL PROBLEMS:

- What keeps your customers up at night?
- What solutions can you provide quickly & effectively?

## WHERE WILL YOU POST?



## POSTING FREQUENCY?

1-2x / WEEK  
BUSY

3-4x / WEEK  
MODERATE

DAILY OR BATCH  
CONSISTENT

## END RESULT

- ✓ CLEAR GOAL
- ✓ RIGHT CONTENT TYPE
- ✓ BEST PLATFORM
- ✓ REALISTIC SCHEDULE

**READY TO RECORD!**