

# BARE CANVAS CONTENT STRATEGY FRAMEWORK

*Professional Reference Document*

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## EXECUTIVE SUMMARY

This framework outlines Bare Canvas's strategic approach to content creation across all platforms. Our content strategy focuses on four core pillars: Education & Expertise, Client Experience, Brand Building, and Promotional Content. Each piece of content should serve our primary goal of building trust with professional women in the Pearland area while positioning Bare Canvas as the premier waxing destination.

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## CONTENT PILLARS OVERVIEW

### Pillar 1: Education & Expertise (40% of content)

**Purpose:** Establish credibility and build trust through valuable information **Focus:** Waxing tips, skin health, preparation and aftercare guidance **Goal:** Position Bare Canvas as the expert resource clients can trust

### Pillar 2: Client Experience (25% of content)

**Purpose:** Showcase real results and build social proof **Focus:** Testimonials, transformations, comfort-focused messaging **Goal:** Reduce anxiety and demonstrate quality outcomes

### Pillar 3: Brand Building (20% of content)

**Purpose:** Humanize the brand and showcase professionalism **Focus:** Behind-the-scenes, owner spotlight, professional environment **Goal:** Build personal connection while maintaining professional credibility

### Pillar 4: Promotional Content (15% of content)

**Purpose:** Drive bookings and highlight service offerings **Focus:** Services, special offers,

seasonal campaigns, booking reminders **Goal:** Convert awareness into appointments

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## CONTENT PILLAR BREAKDOWN

### PILLAR 1: EDUCATION & EXPERTISE

#### Content Categories:

##### Waxing Education

- **First-time client anxiety relief** (high priority based on testimonials)
- Pre-wax preparation guidelines
- **Step-by-step process explanations** (clients value knowing what to expect)
- Post-wax care instructions
- Hair growth cycle explanation
- Service selection guidance
- **Pain management and comfort techniques** (frequently mentioned)
- Common myths vs. facts

##### Skin Health & Care

- Exfoliation best practices
- Ingrown hair prevention
- Skin sensitivity management
- Product recommendations
- Seasonal skin care adjustments
- Professional vs. at-home care

##### Service-Specific Education

- Brazilian wax preparation and expectations
- First-time waxing guidance

- Service customization options
- Maintenance scheduling
- Combination service benefits

## **Content Formats:**

- Educational carousel posts
- Video demonstrations (prep techniques)
- Blog posts with detailed guides
- FAQ story highlights
- Step-by-step infographics
- Email educational series

## **Sample Content Topics:**

- "5 Things to Do Before Your First Brazilian"
  - "Why Professional Waxing Lasts Longer Than DIY"
  - "The Real Truth About Waxing Pain Levels"
  - "How to Prevent Ingrown Hairs After Waxing"
  - "Brazilian vs. Bikini: Which Service Is Right for You?"
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# **PILLAR 2: CLIENT EXPERIENCE**

## **Content Categories:**

### **Testimonials & Reviews**

- Written client testimonials
- Video testimonials
- Before/after transformations (appropriate areas)
- Client journey stories

- Comfort experience highlights

## **Social Proof**

- Google reviews showcased
- Client retention statistics
- Professional recognition
- Years of experience highlights
- Specialized training credentials

## **Experience Insights**

- What to expect during service
- Comfort measures explanation
- Professional environment tours
- Client consultation process
- Personalized service approach

## **Content Formats:**

- Quote graphics with testimonials
- Video client interviews
- Story highlights of reviews
- Professional environment photos
- Process explanation videos
- Client comfort demonstration

## **Sample Content Topics:**

- "Sarah's First Brazilian Experience at Bare Canvas"
- "Why Clients Choose Bare Canvas for 5+ Years"
- "What Makes Our Brazilian Service Different"

- "Real Client Results: 6 Weeks Later"
  - "How We Ensure Your Comfort During Sensitive Services"
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## **PILLAR 3: BRAND BUILDING**

### **Content Categories:**

#### **Owner & Professional Spotlight**

- Priscilla's expertise and background
- Professional training and certifications
- Personal approach to client care
- Business philosophy and values
- Professional development activities

#### **Behind-the-Scenes**

- Clean, professional workspace
- Preparation and setup process
- Professional products and tools
- Hygiene and safety protocols
- Continuing education activities

#### **Community Connection**

- Pearland business community involvement
- Local partnerships
- Professional associations
- Client appreciation events
- Community support initiatives

## **Content Formats:**

- Professional headshots and workspace
- Behind-the-scenes videos
- Personal story posts
- Professional achievement posts
- Community involvement highlights
- Values-driven content

## **Sample Content Topics:**

- "Meet Priscilla: Your Professional Waxing Expert"
  - "Behind the Scenes: How We Maintain Our Standards"
  - "Why I Chose to Specialize in Professional Waxing"
  - "Continuing Education: Always Learning for You"
  - "Our Commitment to Hygiene and Safety"
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## **PILLAR 4: PROMOTIONAL CONTENT**

### **Content Categories:**

#### **Service Highlights**

- Featured services of the month
- Service package combinations
- Seasonal service recommendations
- New service introductions
- Service education and benefits

#### **Booking & Availability**

- Appointment availability updates

- Booking reminder posts
- Online booking promotion
- Consultation availability
- Seasonal booking preparation

## **Special Offers & Campaigns**

- First-time client specials
- Referral program highlights
- Seasonal promotions
- Package deals
- Loyalty program benefits

## **Content Formats:**

- Service showcase graphics
- Booking call-to-action posts
- Promotional graphics
- Limited-time offer posts
- Package deal explanations
- Availability announcement posts

## **Sample Content Topics:**

- "New Client Special: 20% Off Your First Brazilian"
- "Book Your Pre-Vacation Waxing Package"
- "April Availability: Schedule Your Spring Refresh"
- "Refer a Friend and Both Save 15%"
- "Full Leg + Brazilian Package: Save \$25"

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## **PLATFORM-SPECIFIC STRATEGIES**

## **Instagram (Primary Platform)**

### **Feed Strategy:**

- 70% Education & Client Experience
- 20% Brand Building
- 10% Promotional

### **Stories Strategy:**

- Daily educational tips
- Behind-the-scenes content
- Q&A sessions
- Appointment reminders
- Client testimonial highlights

### **Content Calendar:**

- Monday: Educational content
- Tuesday: Client experience/testimonial
- Wednesday: Service spotlight
- Thursday: Behind-the-scenes/brand building
- Friday: Booking reminders/promotional
- Weekend: Lifestyle/self-care content

## **Google My Business**

- Weekly educational posts
- Service highlights with photos
- Client testimonial features
- Special offer announcements
- Professional updates and certifications



## **Website Blog**

- In-depth educational articles
- Comprehensive service guides
- Client success stories
- Seasonal preparation guides
- Professional expertise showcases

## **Email Marketing**

- Monthly educational newsletters
  - Appointment reminder sequences
  - Aftercare instruction follow-ups
  - Seasonal service recommendations
  - Client appreciation messages
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# **CONTENT CREATION GUIDELINES**

## **Visual Standards:**

- Clean, professional aesthetic
- Neutral color palette (tans, off-whites, browns)
- High-quality, well-lit photography
- Consistent branding elements
- Professional typography
- Minimal, uncluttered layouts

## **Photography Guidelines:**

- Professional workspace shots
- Clean, organized environment

- Appropriate before/after images
- Professional product displays
- Owner professional portraits
- Client comfort and privacy respected

## **Video Content Standards:**

- Professional lighting and audio
  - Clear, educational messaging
  - Appropriate length for platform
  - Professional appearance and setting
  - Educational value prioritized
  - Comfort and professionalism demonstrated
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## **CONTENT CALENDAR STRUCTURE**

### **Monthly Themes:**

- January: New Year, Fresh Start
- February: Valentine's/Self-Love
- March: Spring Preparation
- April: Spring Refresh
- May: Summer Preparation
- June: Wedding Season
- July: Summer Confidence
- August: Vacation Ready
- September: Back to Professional
- October: Self-Care Focus
- November: Thanksgiving Gratitude

- December: Holiday Preparation

## **Weekly Content Distribution:**

- **Monday:** Educational/Tips (Pillar 1)
  - **Tuesday:** Client Experience (Pillar 2)
  - **Wednesday:** Service Spotlight (Pillar 1 or 4)
  - **Thursday:** Behind-the-Scenes (Pillar 3)
  - **Friday:** Booking/Promotional (Pillar 4)
  - **Saturday:** Self-Care/Lifestyle
  - **Sunday:** Community/Appreciation
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## **PERFORMANCE METRICS BY CONTENT TYPE**

### **Education Content Metrics:**

- Save rate (Instagram)
- Share rate
- Comment engagement
- Time spent on page (blog)
- Email open rates (educational newsletters)

### **Client Experience Metrics:**

- Engagement rate
- Story completion rate
- Tag/mention rate
- Referral traffic from testimonials
- Booking conversion from experience content

## **Brand Building Metrics:**

- Brand awareness mentions
- Follower growth rate
- Profile visits
- Website traffic from social
- Direct booking inquiries

## **Promotional Content Metrics:**

- Click-through rate to booking
  - Conversion rate
  - Booking completion rate
  - Revenue per post
  - Cost per acquisition
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# **CONTENT OPTIMIZATION STRATEGIES**

## **A/B Testing Focus Areas:**

- Post timing and frequency
- Caption length and style
- Visual style preferences
- Call-to-action effectiveness
- Educational vs. promotional balance

## **Seasonal Adjustments:**

- Summer: Focus on vacation preparation
- Winter: Emphasize self-care and maintenance
- Wedding season: Highlight bridal services

- Back-to-school: Professional appearance focus

## **Audience Engagement Tactics:**

- Q&A sessions about services
  - Polls about service preferences
  - Educational quiz content
  - "Ask the expert" series
  - Client feature spotlights
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## **CRISIS COMMUNICATION PROTOCOL**

### **Negative Review Response:**

1. Acknowledge promptly and professionally
2. Express genuine concern for client experience
3. Invite private conversation to resolve
4. Follow up publicly on resolution when appropriate
5. Use as learning opportunity for service improvement

### **Service Issue Communication:**

1. Address concerns transparently
  2. Explain corrective measures taken
  3. Reinforce commitment to quality
  4. Provide clear path for affected clients
  5. Demonstrate ongoing professional standards
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# CONTENT CREATION WORKFLOW

## Planning Phase:

1. Monthly content calendar creation
2. Quarterly strategy review
3. Seasonal campaign planning
4. Content pillar balance assessment

## Creation Phase:

1. Educational content research and writing
2. Photography and video production
3. Graphic design and visual creation
4. Content review and approval process

## Publishing Phase:

1. Platform-specific formatting
2. Optimal timing execution
3. Cross-platform coordination
4. Immediate engagement monitoring

## Analysis Phase:

1. Performance metrics review
2. Engagement pattern analysis
3. Content effectiveness assessment
4. Strategy adjustment recommendations

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