

MULTI-AUDIENCE CONTENT STRATEGY - AGENCY BRIEF

Overview

This strategy outlines 20 specific content pieces across three audience segments. Each piece has clear psychological intent to guide creative execution. Focus on creating emotional journeys that lead to specific actions.

Series 1: LinkedIn Professional Content (5 Pieces)

► 1. "The Death of Speed-Based Trading"

Content: Data showing why latency wars are pointless for retail traders. Focus on quality of insight over speed of execution.

Psychological Intent: Relieve anxiety about competing on speed. Readers should feel validated that their "slowness" isn't the problem - their lack of comprehensive analysis is. Creates openness to new solutions.

► 2. "Why Your 100 Indicators Are Making You Poorer"

Content: Analysis of information overload in trading. Show how more data \neq better decisions with real examples.

Psychological Intent: Create “aha moment” about current approach. Readers should question their complex setups and feel sophisticated for understanding that simplicity (with depth) beats complexity.

▶ 3. “The Loneliness Epidemic in Trading”

Content: Address the isolation traders face. Share data on mental health impacts and the cost of having no one who understands your wins/losses.

Psychological Intent: Deep emotional resonance. Readers should feel seen and understood, creating strong connection with our brand as one that “gets” the human side of trading.

▶ 4. “Democratizing Institutional Alpha”

Content: Expose the tools gap between retail and institutional traders. Show specific examples of advantages institutions have.

Psychological Intent: Trigger sense of injustice. Readers should feel angry about unfair advantages and see us as champions leveling the playing field. Creates desire to be part of the revolution.

▶ 5. “The Pattern Recognition Revolution”

Content: How AI can see patterns humans physically cannot - using examples from other fields (medical diagnosis, chess, aviation).

Psychological Intent: Shift from fear to excitement about AI. Readers should move from “AI will replace me” to “I need AI to compete.” Creates urgency to be early adopters.

Series 2: Twitter/X Technical Content (5 Pieces)

▶ 6. “We Process 114 Market Variables in Real-Time. Here’s Why That Matters”

Content: Technical deep dive into our processing capabilities. Show the math and complexity handled.

Psychological Intent: Establish technical credibility. Developers should be impressed by the scale and want to learn more. Traders should feel FOMO about missing these insights.

▶ 7. "The Architecture of Trust: Building AI Traders Actually Use"

Content: Our approach to explainable AI and transparency. Show how we make complex calculations understandable.

Psychological Intent: Address skepticism about "black box" AI. Technical audience should appreciate our thoughtful approach. Creates trust through transparency.

▶ 8. "From 0 to 1M Calculations/Second: Our Tech Stack Revealed"

Content: Share our technology choices and why we made them. Be specific about trade-offs and decisions.

Psychological Intent: Attract top engineering talent. Developers should think "these people know what they're doing" and want to work with/for us. Also shows we're confident enough to share.

▶ 9. "The Math Behind Market Microstructure"

Content: Explain velocity signatures, acceleration patterns, and multi-dimensional correlations we track.

Psychological Intent: Demonstrate deep quantitative expertise. Audience should feel we're operating at a different level than "simple indicator" platforms. Creates technical moat perception.

▶ 10. "Open Office Hours: Building in Public"

Content: Weekly thread where we answer technical questions and share development updates.

Psychological Intent: Build community and trust. Developers feel we're accessible and authentic. Traders feel included in the journey. Creates loyalty through transparency.

Series 3: Cross-Platform Universal Content (10 Pieces)

▶ 11. "Markets Aren't Fair. Neither Are We."

Content: Bold statement about accepting market reality and using every legal advantage available.

Psychological Intent: Attract serious traders, filter out complainers. Readers should feel energized by our unapologetic stance. Creates "us vs them" mentality with our community.

▶ 12. "You're Not Trading. You're Gambling. Here's the Difference"

Content: Tough love about what separates trading from gambling. Focus on process vs outcome.

Psychological Intent: Create uncomfortable self-reflection. Readers should question their approach and want to evolve. Positions us as the path from gambling to professional trading.

▶ 13. "Confessions of a Reformed Revenge Trader"

Content: Founder's personal story about emotional trading disasters and the journey to systematic approach.

Psychological Intent: Vulnerability creates connection. Readers see we've been where they are. Builds trust through authenticity and shows transformation is possible.

▶ 14. "The Hidden Cost of Free Trading Advice"

Content: Expose the guru economy and why most trading education fails. Show the misaligned incentives.

Psychological Intent: Create skepticism about current information sources. Readers should question who they trust and why. Positions us as the honest alternative with aligned interests.

▶ 15. "Your Daily Routine is Killing Your Trading"

Content: Walk through a typical trader's day and show all the cognitive/emotional mistakes built into their process.

Psychological Intent: Recognition creates openness to change. Readers see themselves and realize they need systematic help. Makes our solution feel necessary, not nice-to-have.

▶ 16. "The \$50K Trading Education That Failed You"

Content: Break down why traditional trading education doesn't work - from courses to mentors to signals.

Psychological Intent: Validate frustrations with past investments. Readers feel understood about wasted money/time. Creates desire for fundamentally different approach.

▶ 17. "What Chess Grandmasters Know That Traders Don't"

Content: Pattern recognition insights from chess AI collaboration. Show how human+AI beats both alone.

Psychological Intent: Make AI augmentation feel proven and safe. Readers should see AI as enhancement tool used by the best, not threat. Reduces adoption anxiety.

► 18. "The 4 AM Wake-Up Call That Changed Everything"

Content: Story about market volatility catching traders unprepared. The anxiety of not knowing what happened overnight.

Psychological Intent: Trigger memory of stressful experiences. Readers relive the panic and exhaustion. Creates strong desire for solution that provides peace of mind.

► 19. "Building the Trading Community We Wished We Had"

Content: Vision for solving trader isolation. Preview community features and shared learning approach.

Psychological Intent: Create anticipation and belonging. Readers should feel excited about joining something bigger. Transforms product into movement.

► 20. "The Metric That Matters: Time to Consistency"

Content: Reframe success from profits to sustainable consistency. Show why most traders quit before reaching proficiency.

Psychological Intent: Shift success definition. Readers stop chasing quick wins and commit to mastery journey. Attracts serious traders who will stick with platform long-term.

Content Execution Guidelines

► Psychological Journey by Platform

LinkedIn Journey: Curiosity → Validation → Indignation → Hope → Action

- Start with industry insights that challenge assumptions
- Validate their struggles and frustrations
- Highlight unfairness in current system
- Present vision for better future
- Drive toward joining the movement

Twitter/X Journey: Skepticism → Respect → Fascination → Desire → Engagement

- Prove technical competence immediately
- Earn respect through depth and transparency
- Fascinate with capabilities they didn't know were possible
- Create desire to be part of it
- Convert to active community members

Cross-Platform Journey: Recognition → Discomfort → Hope → Trust → Commitment

- Mirror their experiences back to them
- Make them uncomfortable with status quo
- Show transformation is possible
- Build trust through consistency
- Convert to loyal users

► Content Formats

LinkedIn:

- 1200-1500 character posts with strong hooks
- Data visualizations and charts
- Professional but slightly provocative tone
- Tag relevant thought leaders for reach

Twitter/X:

- 5-8 tweet threads with technical details
- Code snippets and architecture diagrams
- Live-tweeting development updates
- Quote tweet discussions with community

Cross-Platform:

- Short-form videos (60-90 seconds)
- Carousel posts breaking down concepts
- Story-driven content with emotional hooks

- User testimonials and transformations

► Publishing Calendar

Week 1-2: Foundation (Pieces 1, 6, 11, 13) **Week 3-4:** Deep Insights (Pieces 2, 7, 12, 15, 17) **Week 5-6:** Community Building (Pieces 3, 10, 16, 19) **Week 7-8:** Vision & CTA (Pieces 4, 5, 8, 9, 14, 18, 20)

Key Success Metrics

1. **Engagement Quality** > Engagement Quantity

- Track meaningful comments, not just likes
- Monitor sentiment and conversation depth

2. **Audience Evolution**

- Track if followers are moving from “curious” to “committed”
- Measure repeat engagement across content pieces

3. **Cross-Platform Flow**

- Users discovering on one platform and following on others
- Content being shared across platforms organically

4. **Conversion Metrics**

- Content → Website → Waitlist conversion rates
 - Which pieces drive highest quality signups
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Final Notes for Agency

Remember: We're not just marketing features. We're changing how people think about trading. Every piece should challenge, inspire, or transform. Be bold but authentic. Be technical but accessible. Be honest about problems while confident about solutions.

The goal is to build a movement of evolved traders who see Draconic not as a tool, but as their edge in an unfair game.

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Markets aren't fair. Neither is Draconic.