

# BRIGHTWING BRAND STRATEGY TEMPLATE

A complete framework for brand managers to research, strategize, and present a social media strategy to any client.

## PART 1: Introduction

### Philosophy:

Content is communication.

In order to communicate effectively on behalf of a business, we must deeply understand:

1. The business
2. The target audience
3. The industry and competitors

Only then can we create a strategy that resonates, converts, and outperforms.

This Brand Strategy document is built in two major phases:

- Phase 1: Research
- Phase 2: Strategic Direction

## PHASE 1: RESEARCH

The research phase ensures that the Brand Manager builds strategy based on reality, not assumptions.

# 1. Understanding the Business

**Objective:** Capture every essential detail about the client.

**Sources:** Kick-off call, intake questionnaire, website, brochures, previous content, any marketing assets.

## Include:

- Business overview
- Products / services
- Unique value proposition
- Vision / mission
- Brand story
- Tone of voice
- Brand personality (ex: authoritative, empathetic, humorous, technical)
- Key selling points
- Current social presence (platforms, posting habits, weaknesses)
- Challenges the business is facing
- Goals and KPIs

## Deliverable in the strategy:

A concise summary on “What they do, how they help, and how we should communicate in their voice.”

# 2. Understanding the Target Audience

**Objective:** Create 2 to 4 detailed buyer personas.

## For each persona, include:

- Name and role
- Age range
- Occupation / lifestyle

- Their goals
- Their pain points
- Their fears
- What motivates them to take action
- What prevents them from taking action
- What kind of content they respond to most
- Where they spend time online

### Deliverable in the strategy:

A table or section for each persona, focusing primarily on:

- Pain points
- Goals
- Fears

These three guide pillar creation later.

## 3. Understanding the Industry

### 3.1 Identify 10 relevant competitors

First, we build a **long list of 10 competitors** that are active on social media and relevant to Ghowiba's positioning (premium residential and commercial, design and build, turnkey, etc.).

For each of the 10 competitors, we collect:

- Platform presence (Instagram, Facebook, TikTok, LinkedIn, etc.)
- Follower count
- Posting frequency
- Most used formats (reels, carousels, single images, stories, talking head, etc.)
- General content pillars they seem to use
- Overall engagement level and consistency

This gives us a clear overview of the landscape before going deeper.

### 3.2 Select 3 priority competitors for deep analysis

From the 10 competitors, we shortlist **3 priority competitors** to analyze in detail based on:

- Relevance to Ghowiba's target segment and style
- Activity level and content variety
- Strong or growing presence on Instagram

These 3 accounts become our main benchmark set.

### 3.3 Deep content analysis using Sort

Using the Sort Chrome plugin, we extract each of the 3 competitors' **top performing posts** (minimum 3 posts per competitor, ideally 3 to 5):

For each top post, we analyze:

- Topic or main message
- Content pillar it falls under
- Any visible keywords or hooks in the caption or on-screen text
- The main **pain point** being addressed
- The main **goal or desire** being tapped into
- Format used
  - Reel, carousel, single image, talking head, voice over, faceless, etc.
- Engagement indicators
  - Likes, comments, saves, shares, and any visible patterns

This allows us to understand not just what they post, but what actually performs best and why.

# PHASE 2: STRATEGIC DIRECTION

This is where we present the plan for how the business should communicate.

## 4. Content Pillars

**Objective:** Organize communication into clear, strategic categories.

**For each pillar, include:**

- The pillar name
- The pillar purpose (what it communicates)
- Why this pillar was chosen (based on business goals + audience pain points)
- 1 to 3 example topics / hooks
- 1 competitor post related to the pillar (screenshot or link)
- Notes on how this pillar will emotionally connect to a persona
- How this pillar addresses buyer pain points or goals

**Example pillar layout:**

### **Pillar: Education / Authority**

Purpose: Build trust by showcasing expertise.

Why: Audience pain points revolve around lack of clarity and misinformation.

Example topics:

- “3 mistakes you’re making without realizing it”
- “Why most people fail at X and how to avoid it”

Example competitor reference: (Insert link or screenshot)

## 5. Format Recommendations

This section breaks down the **exact formats** we will use and **why**.

For each format include:

- Format name
- Description
- Purpose
- Why we recommend it
- Pros
- Cons
- Expected performance
- Requirements from client (if any)

## Example formats:

### **Talking Head Reels**

Purpose: Build authority and trust using direct communication.

Why recommended: Competitors perform extremely well using this format.

Pros: High trust, high engagement.

Cons: Requires client filming time.

### **Voice-over Reels**

Purpose: Create high volume content without client effort.

Pros: Fully handled by our team.

Cons: Slightly less personal.

### **Carousels (Animated / Static)**

Purpose: Deep educational content.

### **Trending Reels**

Purpose: Quick discovery and reach.

### **Faceless Reels**

Purpose: Low effort client-side, high scalability.

## 6. Buyer Journey Mapping

A table that visualizes how the content speaks to every stage of the consumer journey.

### Stages:

1. Awareness
2. Problem Aware
3. Solution Aware
4. Consideration
5. Decision

### For each stage include:

- 3 typical questions the audience asks in this stage
- What we need to do in this stage
- Which pillars target this stage
- What type of content performs best here

### Example:

Buyer Stage	3 Questions They Ask	What We Should Do	Relevant Pillars	Recommended Formats
Awareness	"What is this?" "Why should I care?" "Is this relevant to me?"	Grab attention, show problem awareness, share relatable content	Awareness Pillar, Problem Education	Trends, short reels, storytelling
Consideration	"Should I choose them?" "Can I trust them?" "Are they better than others?"	Build authority, share proof, highlight features	Authority, Social Proof	Talking heads, testimonials, carousels

## 7. Platform Strategy

Identify primary and secondary platforms.

## Include:

- Main platform(s) we focus on (example: Instagram + TikTok)
- Why we are choosing these platforms (audience behavior, competitor success, format compatibility)
- Secondary channels (example: Facebook, LinkedIn, YouTube Shorts)
- What we will repost and how often
- Platform KPIs

## Example layout:

### Primary Platform: Instagram

Reason: Best alignment with target persona and formats.

Focus: Reels, carousels, authority content.

### Secondary Platform: TikTok

Reason: Reach and discovery.

Focus: Reels repurposed content.

### Secondary Platform: Facebook

Reason: Owner has strong existing community.

Focus: Repurposed posts and carousels.

## End of Strategy

This completes the dynamic brand strategy document.

The client should finish reading this feeling:

- Understood



- Impressed
- Confident
- Ready to start

## Next Step

Do you want me to:

- A. Turn this into a polished, formatted template?
- B. Turn this into the official Brightwing Brand Strategy Document v1.0 including instructions for your brand manager?
- C. Create a Notion version ready for your workspace?