

# 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?” “Should I choose them?” “Can I trust them?” “Are they better than others?”	Grab attention, show problem awareness, share relatable content	Awareness Pillar, Problem Education	Trends, short reels, storytelling
Consideration		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?