

CRED: 1-Week Social Media Strategy

Crafting a premium social media presence for CRED, balancing education, lifestyle, and wit.



I N S T A G R A M



S T O R I E S

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Competitor Analysis: Learning from the Best

PhonePe

High-frequency, mass-market visuals. Good for feature education, but not premium enough for CRED.

Paytm

Informative, trust-oriented. Avoid cashback-heavy tone; focus on CRED's premium appeal.

Slice

Trendy Gen-Z tone. Avoid being too casual; maintain CRED's luxury brand image.

Jupiter

Clean, educational finance content. Leverage clarity, but elevate with luxury aesthetics.

Fi Money

Smart, humorous content. Use wit, but avoid heavy meme reliance to keep it sophisticated.

7-Day Social Media Content Calendar for CRED

Posting Frequency:

- **Instagram:** 1 post/day (mix of reels, statics, carousels)
- **LinkedIn:** 1 post every other day (professional, insight-driven)
- **Twitter/X:** Daily short quips + 1 thread
- **Pinterest:** 3 Pins/week (Monday, Wednesday, Saturday)

Day 1: Seamless Bill Payments



Monday Reel

Platforms: IG, X, LinkedIn, Pinterest

Theme: Seamless Bill Payments

"Paying bills on CRED is so seamless, you'll start paying them just to feel something."



Day 2 & 3: Rewards & Credit Score



Tuesday: Rewards Carousel

Platforms: IG, X, Pinterest

"You did the bare minimum. We gave you rewards."



Wednesday: Credit Score Infographic

Platforms: IG, X, LinkedIn

"Financial responsibility is sexy."

Day 4: Luxury Lifestyle & Rewards

Thursday Reel + Thread

Platforms: IG, X

Theme: Lifestyle + Rewards

"Luxury isn't a place. It's a habit."



Image ID: 2A6K48Y
www.alamy.com



Day 5 & 6: CRED Protect & UX



Friday: CRED Protect

Platforms: LinkedIn, IG, X

"Spot hidden charges before they spot you."



Saturday: Bill Payment UX

Platforms: IG, Pinterest

"A 3-second ritual with 300% satisfaction."

Day 7: Auto-Pay Convenience



Sunday Quote Post

Platforms: IG, X, LinkedIn

Theme: Auto-pay

"Let technology handle the adulting."



Visual Guidelines: The CRED Aesthetic



Color Palette

Matte black, charcoal, gold, and teal accents.



Typography

Bold sans-serif + modern serif for a sophisticated look.



Visual Style

Cinematic lighting in reels, minimalistic static posts.



Tone of Voice: Premium, Intelligent, Witty

Premium

Elevating the user experience to a luxury standard.

Intelligent

Smart, insightful content that resonates with a discerning audience.

Witty

Engaging humor that avoids being overly casual or meme-reliant.

Rationale: Differentiating CRED

→ Balanced Approach

Combines feature education with premium lifestyle storytelling.

→ Unique Tone

Maintains CRED's witty voice while differentiating from competitors.

→ Aesthetic Consistency

High visual consistency across all platforms for a cohesive brand image.

→ Core Feature Coverage

Weekly flow ensures all key features are highlighted effectively.