

AI THAT USES PSYCHOLOGY TO HELP WITH YOUR MARKETING STRATEGY

FOUNDATIONAL PSYCHOLOGY & AUDIENCE ENGAGEMENT

First educational, entertaining and then talk about yourself, people won't listen unless they benefit from you then you make a reputation and then you can talk about yourself to people and people want to get to know you

People watch you usually if you are: Educational, helpful, informative Entertaining, funny, witty (we watch social media to relax often from job, school, stresses of life, so we attracted to also "light, funny, hilarious videos" Inspirational, aesthetic, wanna be like you, relatable, see themselves in you - aesthetics in life or internet, people like things that look good, clean and presentable and when they are inspired by something

Emotions that you cause in people on social media: anticipation, curiosity loops, progression, built up to something, intensity

People want to watch what others also want to watch, so by building anticipation you are building that pool of people that are ready to watch what ever you are revealing (music, brand, business, podcast etc.)

PLATFORM-SPECIFIC STRATEGIES

Use social media properly Tiktok - short format, for raw and real unfiltered content Instagram - photos and stories You cannot post too often on insta as much as you could on tiktok Youtube - long format X - for quick thoughts throughout the day Snapchat - daily (america mostly)

For instagram, have a square 3:4 horizontal video, statistics show that skinny 16:9 horizontal videos tend to get less engagement Make sure for instagram and tiktok the formatting is good so that it the text or image for example is not covered by the like and comments icons

CONTENT STRATEGY & TYPES

Content strategy will go like this: Trends quick videos (5-15 seconds) videos scripted and prepared low effort videos high effort videos

Use trends and trending sounds: find trends in your niche and copy paste them (possible with a little modification of YOU) - all to boost and accelerate your progress, all of those videos are on the same background. Then make your own videos (in the same background) to build awareness and visibility of you

Have scripted planned videos and unscripted quick raw videos that you record spontaneously

Make videos less than 10 seconds or even less at first or consistently a lot of them

20 / 80 rule, minimum effort maximum output

NICHE & CONTENT EVOLUTION

Best niche is no niche, YOU are the niche, but to get there you start with a specific niche and then diversify grow until it no longer defines you

It's okay for your content to evolve as you evolve as a person and individual

POSTING FREQUENCY & TIMING

There is no specific time for when or how often you post, the best answer is to post, but the frequency and quality depends on what stage you are at

The key is to post and see what content works and get views and then from there post more of that style of content, same with frequency

Make different videos then use what works

Consistency is key Find a way to be consistent

PERFECTION VS. EXECUTION

Effort over perfection, because perfection doesn't exist, better done than perfect. If you don't post because it wasn't "perfect" enough, what's the point of caring if it is good enough or not, if you don't end up posting it at all? Find the best way to get it done. Use a binary system to help with it "1 - perfect" "0-imperfect", where 1 is done and 0 is not done, so if it is done it is perfect

Effort over perfection

One of the answers to deal with perfection and all the rules that might be overwhelming is minimalism - clean and consistent

DEALING WITH METRICS & MINDSET

Get over the aesthetic of the numbers, if you want a certain number of likes or views, get over it and just keep posting, learn from every "failed" post a little and do a little better every time

Find an outlet for every style and type of video and stick with it for you creativity to flow, without worrying of views or likes

VISUAL CONSISTENCY & BRANDING

Find and make a spot in the room or a car that has the same background or style for people to remember you, they love familiar things

Keep the same background, filter, style, camera

Use the same font for all videos, pick something simple minimalistic and cute

PRODUCTION & WORKFLOW

If you are a business or an artist, 5 quality videos to promote a song / product from different angles and styles from a single shoot to maximise the momentum

Organization of editing. For example, I record whatever I find aesthetic when I want to, as I live my life, then I put it all in my capcut in few days, then I edit it in few days, whenever I get the urge aligned with usual times I discipline myself to edit, then I can edit and come back to it in a day or two to see if I want to change something then post (high effort content)

Quality and hooks. Don't think you are special or better than everyone and can get away with camera angels and quality, improve those skills

TECHNICAL OPTIMIZATION

Have captions on your videos Move your video to 1.1 speed in capcut Your on screen text and captions should be from the heart not like a robot and the people will relate and read, aka speak to the people

HANDLING PLATEAUS & GROWTH STAGES

Plateau - less frequency, higher quality to reengage the existing following

If they are a bigger creator whose face and videos went big and viral, you now have to increase your content quality, less frequent but high quality, to reengage your existing community (professional camera, studio level)

If you are a smaller creator that never went hugely viral but you hit a plateau, increasing quality of content and decreasing frequency, not the answer necessarily, but hoping on more trends and posting different type or style

SCALING & MONETIZATION

There is levels to growing on social media, once you get views and start going viral it's always good to reflect on your content and your future and see how you can use your current traffic to sustain yourself financially in the future through diversification or scaling:

For example, starting a podcast, a clothing brand, music, writing a book, streaming, digital products etc. (generate business ideas). Think of what you always wanted to do

When is the right time? If you are independent, brand deals might not seem as consistent so using your exposure for several sources of income is one of the ways to ensure that

That can allow you to go to the next level from an "influencer" into an artist, founder, host etc.

CURRENT TRENDS & AUTHENTICITY

Current wave: valuing authenticity New wave: authenticity Scripted PR, black PR - faking pregnancy, scripting or acting out for a boost

SUGGESTED DASHBOARD FEATURES

Do trends analysis section for the monthly subscription for changes in the social media, for example now streaming is the new cool and authenticity vs scripted

Have a dashboard section for mental health and psychology of internet and about the perceived and being perceived, mental health, attention psychology, cyber bullying

Have an astrology section

Have a perfectionism section for reminding on execution and doing over perfection, or the right moment, have an audio section

Learn marketing for the ones who pay, some chapters, trends, etc.