Power Play!

The PlayBook

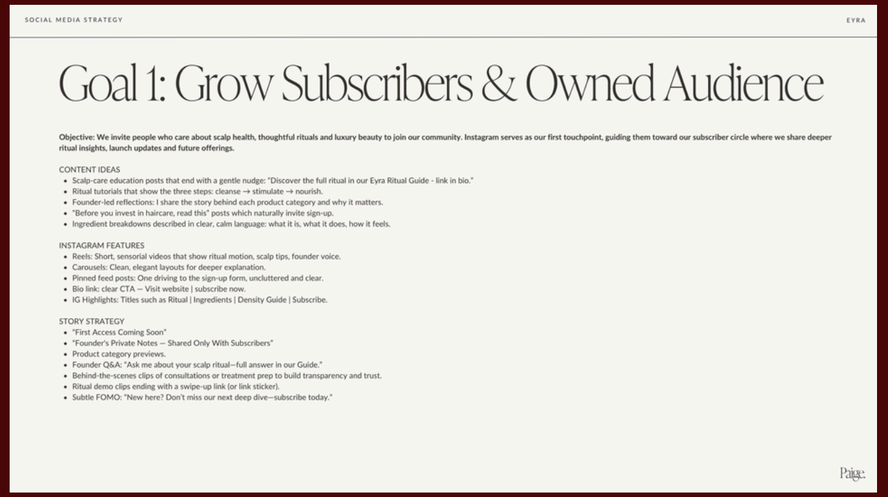
MEMBERSHIP

SOCIAL MEDIA | POWER PLAY BONUS LESSON

Build a Strategy

Setting Goals

SOCIAL MEDIA ONLY DOES 3 THINGS FOR A BUSINESS



SOCIAL MEDIA STRATEGY EYRA

Goal 1: Grow Subscribers & Owned Audience

Objective: We invite people who care about scalp health, thoughtful rituals and luxury beauty to join our community. Instagram serves as our first touchpoint, guiding them toward our subscriber circle where we share deeper ritual insights, launch updates and future offerings.

CONTENT IDEAS

- Scalp-care education posts that end with a gentle nudge: "Discover the full ritual in our Eyra Ritual Guide - link in bio."
- Ritual tutorials that show the three steps: cleanse → stimulate → nourish.
- Founder-led reflections: I share the story behind each product category and why it matters.
- "Before you invest in haircare, read this" posts which naturally invite sign-up.
- Ingredient breakdowns described in clear, calm language: what it is, what it does, how it feels.

INSTAGRAM FEATURES

- Reels: Short, sensorial videos that show ritual motion, scalp tips, founder voice.
- Carousels: Clean, elegant layouts for deeper explanation.
- Pinned feed posts: One driving to the sign-up form, uncluttered and clear.
- Bio link: clear CTA — Visit website | subscribe now.
- IG Highlights: Titles such as Ritual | Ingredients | Density Guide | Subscribe.

STORY STRATEGY

- "First Access Coming Soon"
- "Founder's Private Notes — Shared Only With Subscribers"
- Product category previews.
- Founder Q&A: "Ask me about your scalp ritual—full answer in our Guide."
- Behind-the-scenes clips of consultations or treatment prep to build transparency and trust.
- Ritual demo clips ending with a swipe-up link (or link sticker).
- Subtle FOMO: "New here? Don't miss our next deep dive—subscribe today."

Paige.

Social media only does 3 things for a business:

1. Builds awareness (Reach, impressions, followers)
2. Builds trust (Saves, shares, comments, watch time)
3. Drives action (sales, leads, bookings, link clicks, DMs)

How to get the goals

On a client call:

Don’t Ask “What Are Your Goals?”

That question is too broad.

1.“What is the main priority for the business in the next 3 months?”

Options might be:

- Launching a new product
- Increasing recurring revenue
- Growing brand awareness
- Filling appointments
- Clearing old inventory
- Entering a new market
- Drive website traffic

How to get the goals

On a client call:

Don’t Ask “What Are Your Goals?”

That question is too broad.

2.“How does Instagram currently support the business?”

This reveals gaps.

Maybe:

- It doesn’t.
- It’s just for aesthetic.
- It drives website traffic.
- Positions me as the expert.
- It brings inbound DMs.

Now you know if you’re fixing, scaling, or building from scratch.

How to get the goals

On a client call:

Don’t Ask “What Are Your Goals?”

That question is too broad.

3.“If Instagram worked perfectly in 90 days, what would be different?”

Clients say things like:

- “We’d have more of the right followers.”
- “We’d be seen as experts.”
- “People would trust us more.”
- “We’d get more website traffic.”
- “More brand awareness in the right countries.”

That’s your raw material. You then translate.

Social media only does 3 things for a business:

Builds awareness - Builds trust - Drives action

Awareness Clues:

- “We need more exposure.”
- “People don’t know about us.”
- “We want to reach more people.”
- “We need brand visibility.”

Trust / Authority Clues:

- “People don’t get what we do.”
- “We need to educate our audience.”
- “We’re not seen as experts yet.”
- “Engagement is low.”

Conversion Clues:

- “We need more sales.”
- “We want more bookings.”
- “Traffic isn’t converting.”
- “Instagram isn’t bringing revenue.”

Awareness Metrics:
Reach
Impressions
Followers
Reel views
Profile visits

Trust / Authority Metrics:
Engagement rate
Saves
Shares
Comments
Watch time
Story replies

Conversion Metrics:
Website clicks
Landing page views
DMs
Bookings
Purchases

Meet your client

Part 1 - Ask the questions

1.“What is the main priority for the business in the next 3 months?”

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- Growing brand awareness
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- Clearing old inventory
- Entering a new market
- Drive website traffic

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- “More brand awareness in the right places.”

Meet your client: Paige (PlayBook)

key for understanding target number

- *Small accounts (under 10k): 30–50% growth targets*
- *Mid accounts (10k–50k): 20–40%*
- *Larger accounts: 15–25%*

Part 2 - Set the Goals (Tool used: Instagram data/modash)

GOAL 1 – USA Growth

Increase USA-based followers from 18% to 23% in 90 days to support expansion of PlayBook in the US market.

Instagram analytics or Modash

GOAL 2 – Brand Awareness

Increase monthly reach from 14.6% to 20% within 90 days to strengthen brand visibility in UK, AUS, and USA.

Instagram analytics or Modash

GOAL 3 – PlayBook Traffic

Increase landing page views from Instagram from 3,791 to 5,000 per month within 90 days to drive PlayBook membership growth.

Google Analytics or Link in Bio Tool

Every goal must contain:

Action word - Specific metric - Current baseline - Target number - Business reason

Meet your client

Part 3 - Action plan to hit the Goals

GOAL 1 – USA Growth

Increase USA-based followers from 18% to 23% in 90 days to support expansion of PlayBook in the US market.

- **Content- create 3 reels per week speaking directly to online business owners.**

-Use Us relevant examples so usa pricing, us launch culture, usa slang, usa holidays/trends.

- **Copy- usa spelling, reference the usa market, slang, hooks (mentioning usa - if you're building a business in the usa, you need this)**
- **Profile- bio, "for usa creatives", pinned post -targeting usa, with a map to show where members are from. Optimising story highlights, with a location highlight.**
- **Distribution- posting at a USA posting time. Geo tagging major cities or states in the usa.**
- **Engagement-engaging with other usa entrepreneurs, reposting usa entrepreneur, reposting content from usa founders.**

Creating a Customer Persona

I RECOMMEND CREATING 3 - ONE SUITED TO EACH GOAL

SOCIAL MEDIA STRATEGY EYRA

ABOUT

Sarah Delaney: The Ritual-Driven Beauty Enthusiast
Age: 32
Occupation: UX Designer
Income Level: Upper-middle income
Lifestyle:
Lives in Dublin, wellness-centric, loves skincare routines, Pilates, and slow mornings. Buys products that feel intentional and aesthetically pleasing. Follows Crown Affair, Augustinus Bader and Maurice Skincare.

Goals:
- Build a calming, sensory self-care routine.
- Maintain healthy, glossy hair with minimal salon reliance.
- Use products that feel luxurious but grounded in real expertise.

Pain Points:
- Dry, tight scalp especially in winter.
- Overloaded by marketing fluff and wants clear explanations.
- Feels most haircare lacks the "ritual" element skincare gives her.

Product Appeal:
- The sensory ritual.
- Scalp-first approach that feels like an extension of skincare.
- Founder expertise and transparency.
- Premium, minimal packaging crafted in Italy.

PURCHASE PATH

Awareness
- Discovers Eyra through a scalp education Reel.
- Sees ritual-focused content that mirrors her skincare routine.
- Notices the premium visual identity and the founder's professional experience.

Consideration
- Watches tutorials for cleanse and stimulate steps.
- Saves density guide and reads ingredient breakdowns.
- Subscribes to the email list to get the ritual guide and early access.

Decision
- Chooses products based on density guidance.
- Buys shampoo + conditioner set to replace current routine.
- Shares her unboxing or ritual on Stories.

Customer Persona #1

Paige.

Part 4 - Building Customer Personas

- **Identity**
- **Lifestyle**
- **Goals**
- **Pain Points**
- **Buying Behaviour**

Identity

- Age range
- Location
- Job / industry
- Income level (rough estimate)

Modash

Lifestyle

- What does their day look like?
- What brands do they follow?
- What do they value?
- What do they spend money on?
- What kind of content do they engage with?

Instagram deep dive

Goals

What are they trying to achieve?

Examples:

- Grow their business
- Build authority
- Learn more
- Increase revenue

Answer The Public

Pain Points

What frustrates them?

Examples:

- Overwhelmed by information
- Posting without results
- Low engagement
- No conversions

Answer The Public / Reddit / Instagram Comments

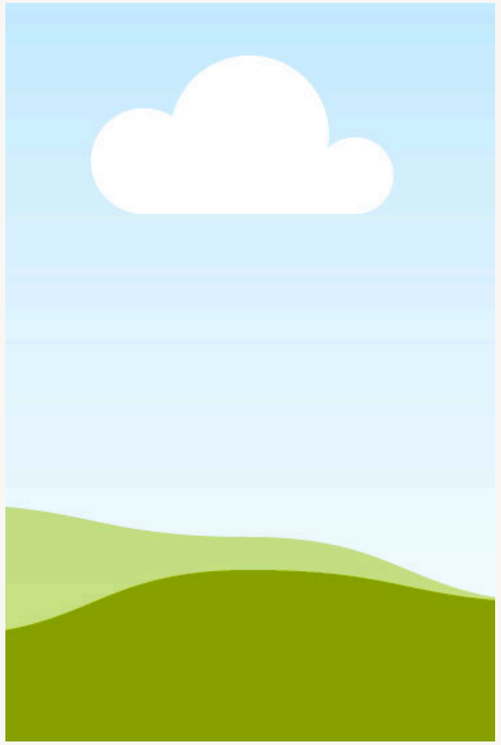
Buying Behaviour

- What makes them trust someone?
- Do they need proof?
- Do they need education first?
- Do they impulse buy?
- Do they research heavily?

Competitor Reviews

Meet your client

Part 4 - Building Customer Personas (Tool used: Google Search / Instagram search)



- Identity:

26-38
usa
social media manager, service provider, creative
$60k - 80k

- Lifestyle

consume business content
invest in courses and education
work online
solo / small team
want structure not trends.

- Goals

strong content system
strengthen authority
increasing revenue
reducing burnout

- Pain Points

confused about conflicting advice
attracting wrong audience
not sing enough clients
how to scale properly

- Buying Behaviour

saves on educational posts
research heavy
need proof before investing

Competitor Analysis

YOU'RE GOING TO ANALYSE 3 COMPETITORS

Competitor Analysis

STRENGTHS

1. Strong Brand Personality
Their voice is fun, relatable and instantly recognisable.
It makes people comment, laugh and tag friends.

2. High Entertainment Value
Memes, jokes and pop culture moments keep the account relevant and shareable.

3. Relatability + Luxury Blend
They show premium product visuals but balance it with real life, personality and humour.
This makes luxury feel approachable.

4. Community Integration
Lots of UGC, customer moments and creator features.
It builds trust and social proof.

5. Campaign Moments Are Well Executed
Travel launches (like Paris or Sephora activations) feel elevated but accessible.
Content feels like you're following a cool friend, not a corporate brand.

6. Consistent Posting
Frequent feed content and Stories keep the brand front-of-mind.

WEAKNESSES

1. Limited Education
Captions and visuals rarely explain the "why" behind products.
If someone wants real learning or guidance, they won't get it here.

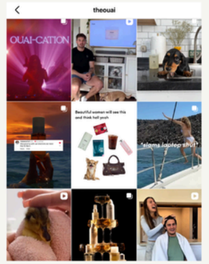
2. Heavy Reliance on Trends
A lot of their humour and post formats rely on what's trending.
This can date quickly and dilute brand depth.

3. Broad Personality, Less Niche Positioning
The playful tone works, but it doesn't carve out a strong expert voice.
There is little emphasis on scalp science, ingredients or professional experience.

4. Visual Repetition
Many product shots and setups look similar (bathrooms, flatlays).
Without strong educational depth, the feed can feel "samey."

5. Not a Ritual-Focused Brand
Their brand experience is more "fun lifestyle" than "intentional beauty ritual."
This is a gap Eyra can own.

6. Inconsistent Founder Presence
The founder appears sometimes, but not enough to build trust or authority.
Eyra can leverage 15 years of hair expertise as a clear differentiator.



@theouai

Paige

How to find them

🔎 1. Instagram Search

- Search keywords in your niche
- Look at suggested accounts
- Check who appears consistently
- Look at “Suggested for You” under similar profiles

This is the fastest method.

🔎 2. Google Search

Search:

- “Best [your niche]”
- “[Your niche] for small businesses”
- “[Your niche] membership”

Who ranks on page 1?

Those are competitors.

🔎 3. TikTok Search

- Search your niche.
- See who consistently appears.
- Strong creators often become competitors.

🔎 4. Meta Ad Library

Search brand names.

Use: Meta Ad Library

If they’re running ads consistently, they’re serious competitors.

What to look for:

Positioning

- Who are they for?
- What do they stand for?
- Are they premium? Beginner-friendly? Aggressive? Minimal?
- Look at:
- Bio
- Website headline
- Pinned posts
- Brand visuals

Content Patterns

- What formats do they use most? (Reels, carousels, talking head)
- What topics repeat?
- What performs best?
- How often do they post?

You’re looking for patterns.

Strengths

Examples:

- High engagement
- Clear messaging
- Strong branding
- Clear niche
- Authority positioning
- Consistent CTAs

Weaknesses

Examples:

- Generic captions
- No differentiation
- Weak hooks
- Inconsistent posting
- No clear funnel
- Low engagement despite large following

Weaknesses reveal opportunity.

There are 3 types:

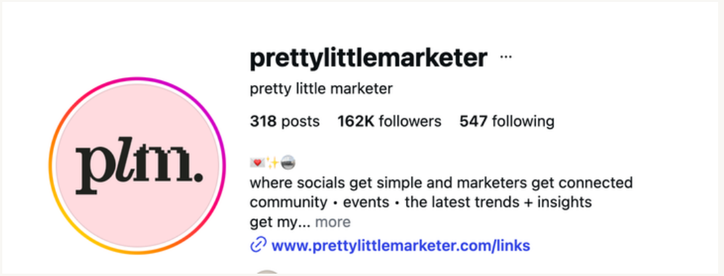
- Direct competitors: Same service/product, same audience.
- Indirect competitors: Different offer, same audience.
- Aspirational competitors: Bigger brand, same positioning style.

You’re going to choose 1 from each

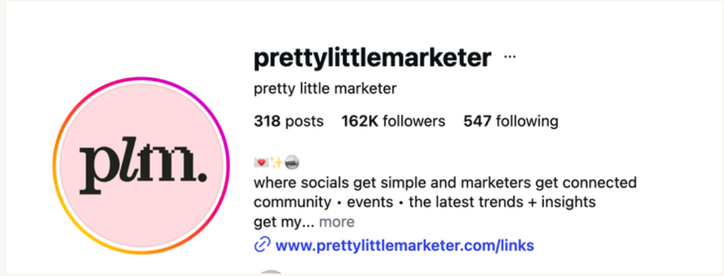
Meet your client

Examples

- Direct competitors: @prettylittlemarketer
- Indirect competitors: @juliabroome
- Aspirational competitors: @masterclass



Meet your client



- Direct competitors: @prettylittlemarketer

- Positioning

female focused, educational focused, community driven, feminine membership focused.

- Content patterns

educational reels and carousels, carousel breakdowns, speaking on reels, marketing tips, trend reports

- Strengths

clear niche, strong consistent branding, easy to understand and relateable content.

- Weaknesses

Engagement on reels, trends driven than systems driven

- Engagement

strong comments and communtiy (replies to them), connected to her audience (people look up to her)

Meet your client

- After reviewing 3–5 competitors, ask:
- What are they all doing?
- What are none of them doing?
- Where is the white space?
- What feels repetitive?
- What feels saturated?

This is where your differentiation comes from.

Final Step: Turn It Into Positioning

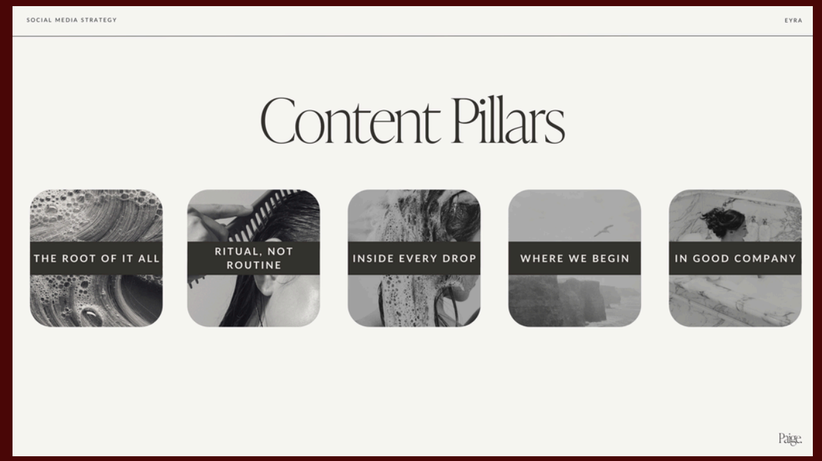
- “Based on my competitor research, I will position myself as more strategy led.”

For example:

- *More strategy-led*
- *More premium*
- *More beginner-friendly*
- *More educational*
- *More direct*

Creating your Content Pillars

WHAT TO TAKE FROM THESE PILLARS



Where Pillars Actually Come From

Content pillars come from 3 things:

- Your goals
- Your customer’s pain points
- Your positioning gap (from competitor analysis)

Not all of each section, just specific parts.

From Your Goals → You Take Direction

Goals tell you:
What needs to move.

Example:
Goal = Increase landing page visits
→ You need authority + conversion content.

Goal = Increase US reach
→ You need relatable + shareable + location-relevant content.

So from goals, you extract:

- The type of content needed (education, proof, reach, CTA-driven)
- The format direction (Reels, carousels, opinion-led)

Goals determine purpose.

From Your Customer Persona → You Take Topics

Persona gives you:

- Pain points
- Frustrations
- Desires
- Language they use
- What they value

That becomes the actual subject matter.

Example:
If persona pain point =
“Posting but not growing”

That becomes:

- “Why your content isn’t growing”
- “The 3 mistakes killing your reach”
- “You don’t need more content, you need strategy”

Persona = what you talk about.

From Competitor Analysis → You Take Differentiation

Competitor research tells you:

- What everyone else talks about
- What they ignore
- What feels repetitive
- What tone dominates the market

That tells you:
How you should talk about things differently.

Example:
If competitors are:

- Very beginner
- Very loud
- Very hype-driven

You position as:

- Calm
- Strategic
- Structured
- Long-term thinking

Competitor analysis shapes:
Tone, Angle, Depth

Goals decide WHY.
Persona decides WHAT.
Competitor analysis decides HOW.

Meet your client

Your Goals:

- Increase US reach
- Increase landing page visits

Your Persona:

- Business owner struggling with strategy
- Wants structure
- Feels overwhelmed

Your Competitor Gap:

- Market feels noisy
- Lots of surface-level tips

Pillars

Strategy Education
Deep, structured breakdowns.

Industry Truths
Opinion-led content that cuts through noise.

Behind-the-Scenes Authority
How you build strategies. Your frameworks.

PlayBook Proof + Invitation
What’s inside. Who it’s for. Results.

Turn the Paige

AND CHOOSE YOUR NEXT POWER PLAY