The background features a light blue grid. Overlaid on this are several stylized, overlapping illustrations of social media posts and analytics charts. One post shows a profile picture, a name, and a landscape image. Another shows a bar chart with pink bars. A third shows a post with a heart icon, a comment bubble, and a share arrow. The text is centered over these elements.

# **SOCIAL MEDIA WITH STRATEGY**

**HOW TO CREATE CONTENT PEOPLE ACTUALLY REMEMBER**

# CONTENT



03

ABOUT ME

---

CUSTOMER JOURNEY

---

WHAT TO POST

---

CONSISTENCY

---

SPEAKING TO YOUR AUDIENCE

---

CONTACT

---

2025

Social Media with Invest Sefton



# ABOUT ME

- I run local a local magazine
- I work directly with Southport businesses
- I see what gets attention locally
- I see where businesses miss easy opportunities
  
- Today is not influencer advice
- Today is about practical visibility thinking

*“Southport already gives businesses content. The problem is most businesses do not realise they are sitting inside it.”*



# WHY?

A hand is pointing at a laptop screen. The screen displays a grid of several small images, possibly a gallery or a set of data. The background is dark with a blue and purple glow, suggesting a digital or tech environment.

Most businesses do not have a posting problem first. They have a clarity problem.

2026

# SOUTHPORT

*Elegantly eccentric*

27+

EVENTS



Keeping an eye on what's going on can really help, for example the football club, rugby clubs etc plus victoria park hosting events, local bigger festivals or sold events events at the atkison or little theatre.

“Every one of these events changes customer behaviour before they arrive, while they are here, and after they leave.”

# THE STATS

This means customers often decide before they reach your front door.

74%

of people use social media to help decide where to eat

75%

of diners say photos influence restaurant choice

63%

of UK reservations now happen online through digital tools

The image features a silhouette of a human head in profile, facing right. Inside the head, a brain is depicted with a bright red and white glow, surrounded by blue and yellow light. The background is a vibrant, abstract pattern of red, orange, and yellow wavy lines, resembling a stylized sun or a digital effect, set against a dark blue background with small white stars. The text "WHAT STOPS YOU POSTING?" is overlaid in large, bold, white capital letters across the center of the image.

**WHAT STOPS YOU  
POSTING?**



# REALITY CHECK!



Strategy reduces decision fatigue.

# HOW SOCIAL MEDIA PLATFORMS ACTUALLY WORK





# WHAT'S YOUR GOAL?

GOAL | CONTENT TYPE

Trust → Educational posts

Awareness → Reels

Sales → Testimonials

Community → Stories

Authority → Thought leadership

**“IF SOMEONE LANDED ON YOUR  
PAGE TODAY, WOULD THEY  
INSTANTLY UNDERSTAND WHAT  
YOU DO?”**

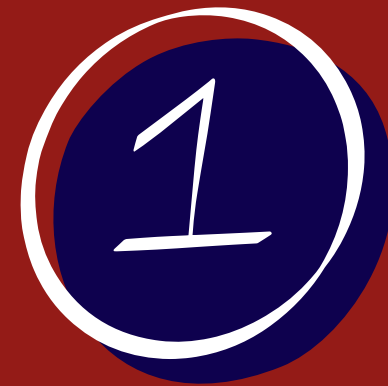
# CUSTOMER CLARITY

10 PERSONS



**ACTIVITY ELEVATOR  
PITCH & CLARITY  
WORKSHEET**

# STRATEGY



## DEFINE THE OUTCOME

- What are you trying to achieve?
- Awareness
- Leads
- Sales
- Trust
- Community
- Authority

# DEFINE THE AUDIENCE



- Who are they?
- Pain points
- Desires
- Consumer viewpoint
- Search behaviour
  - Content behaviour

**Stop posting from your perspective only.**

# CUSTOMER JOURNEY

Think of social media as your working cycle, helping customers to your door. You need to think about the customer journey. What do they NEED to know?

## Remove uncertainty

### Examples:

- stick to your content style
- who is your ideal client
- what type of customer suits you



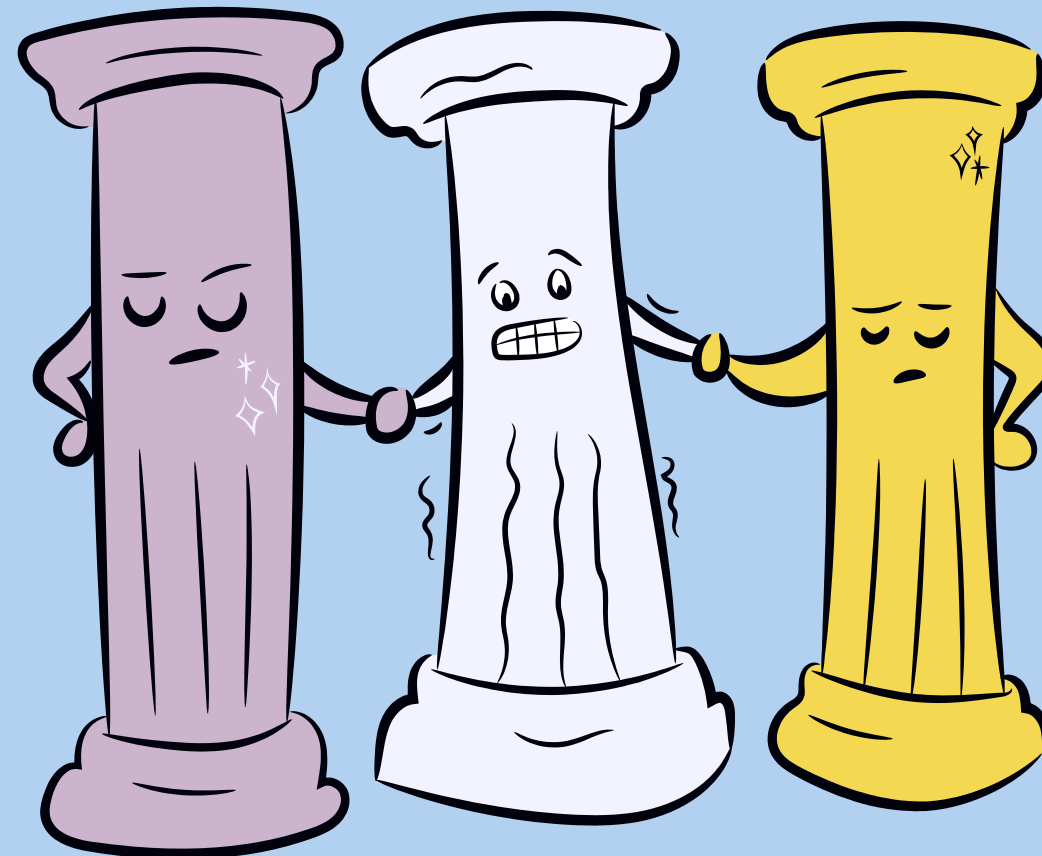


**Most businesses  
struggle with content**

# CONTENT PILLARS

## CONTENT PILLARS

- 3 to 5 repeatable themes
- Why pillars matter
- Training the audience
- Training the algorithm
- Stopping panic posting



# CONTENT PILLARS



# CONTENT TYPE

- Talking head
- Voiceover
- Carousels
- Photos
- Stories
- Educational posts
- Behind the scenes



## LOW-PERFORMING HOOKS

Usually:

- Too vague
- Too slow
- No curiosity
- No emotional connection
- No audience relevance
- Sound overused
- Prioritise politeness over attention
- Explain instead of intrigue



## HIGH-PERFORMING HOOKS

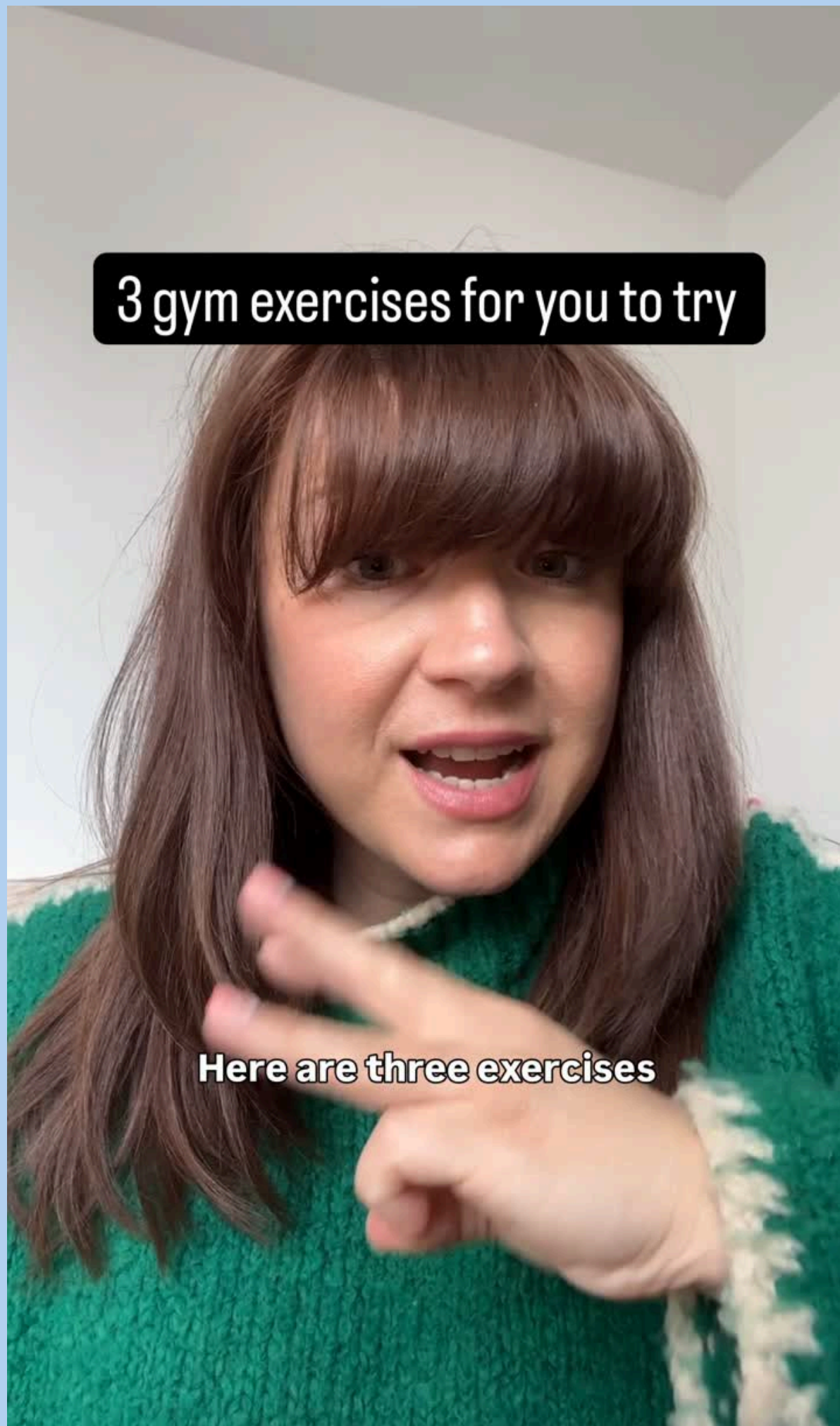
Usually:

- Specific
- Clear
- Emotion-led
- Problem-led
- Curiosity-driven
- Fast to understand
- Audience-focused
- Creates recognition or tension

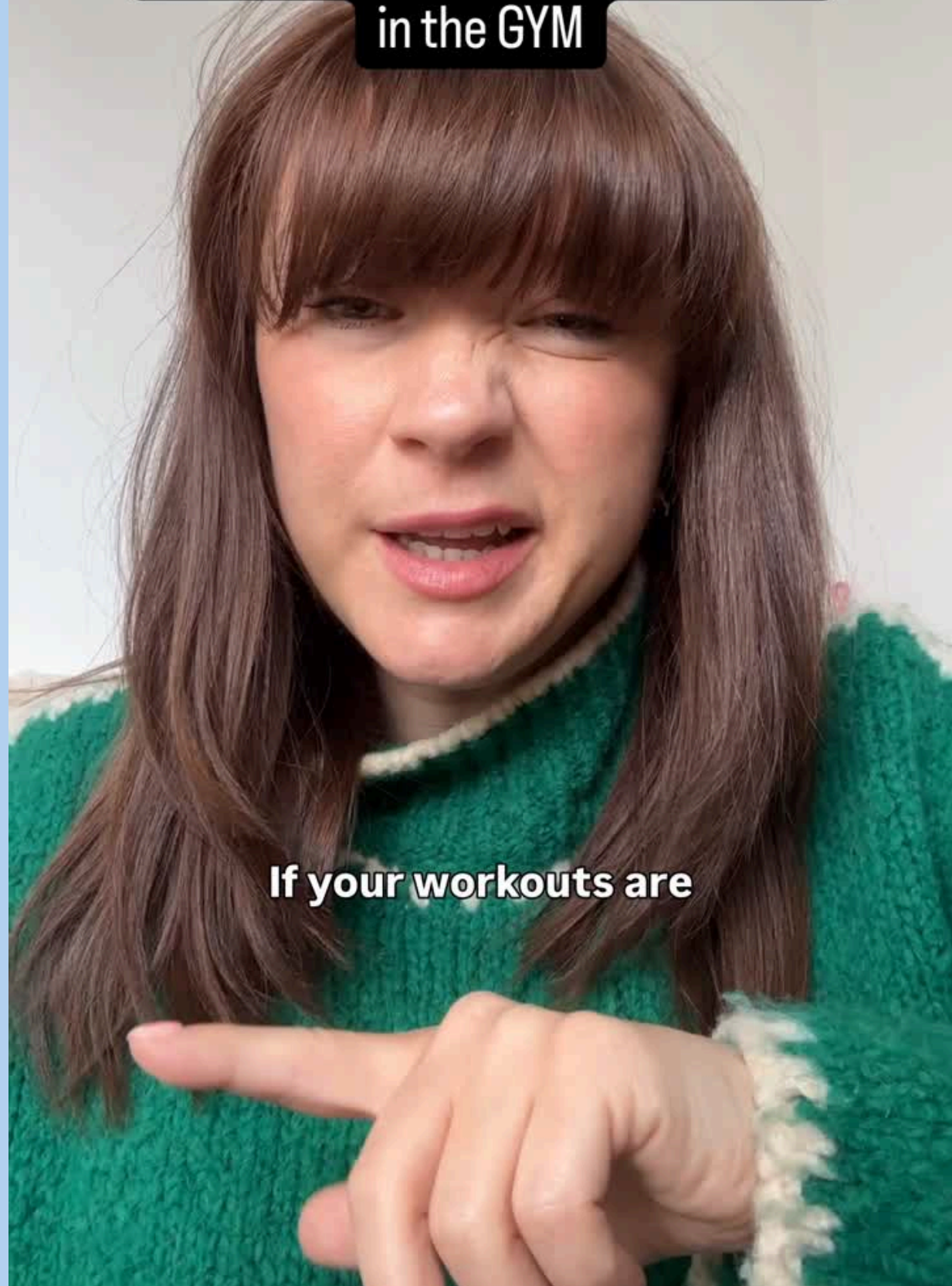


**3 gym exercises for you to try**

**Here are three exercises**



**How to STOP wasting your energy  
in the GYM**



**If your workouts are**

**CONFIDENCE ON**

**CAMERA**





talking head video to show how to get confident on camera

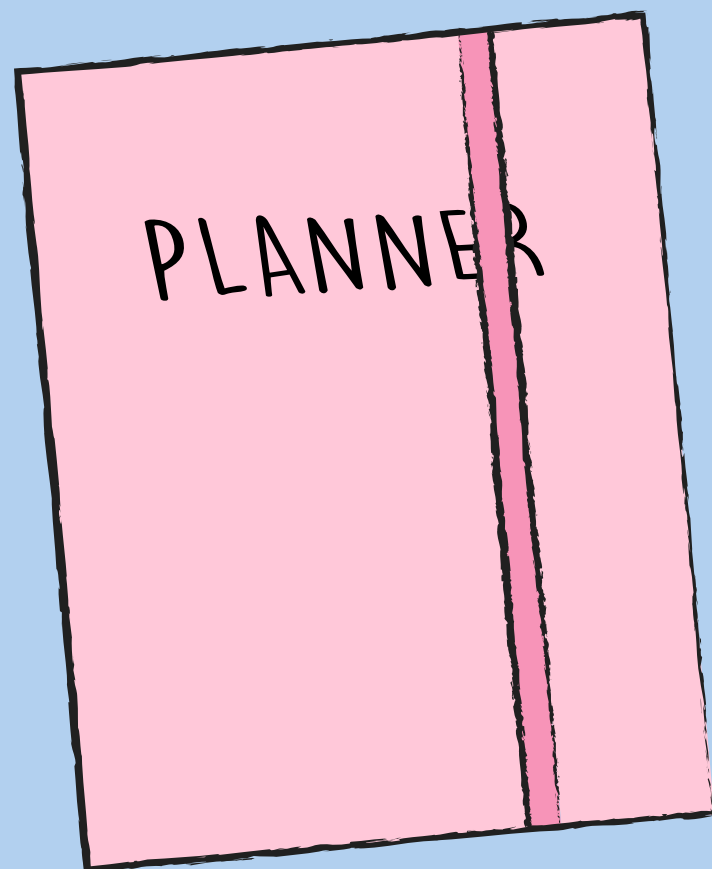
# EXECUTION



- Batch filming
- Scheduling
- Repurposing
- Consistency
- Realistic posting
- Distribution strategy
- Cross-platform posting



# SCHEDULE



- **buffer**
- **meta**
- **many chat**
- **opus clip**

# FEEDBACK LOOP & ANALYTICS



- What is working?
- What is not?
- Watch time
- Saves
- Shares
- Reach
- Audience behaviour

The numbers tell you what the audience values.

# WHAT IS CHANGING?

- Instagram carousel updates
- 20 slide carousels
- Second carousel push
- Saves and sends matter more
- Meta moving toward community
- Less infinite-scroll behaviour
- Threads and broadcast channels
- Product tagging and monetisation
- Shift away from vanity metrics

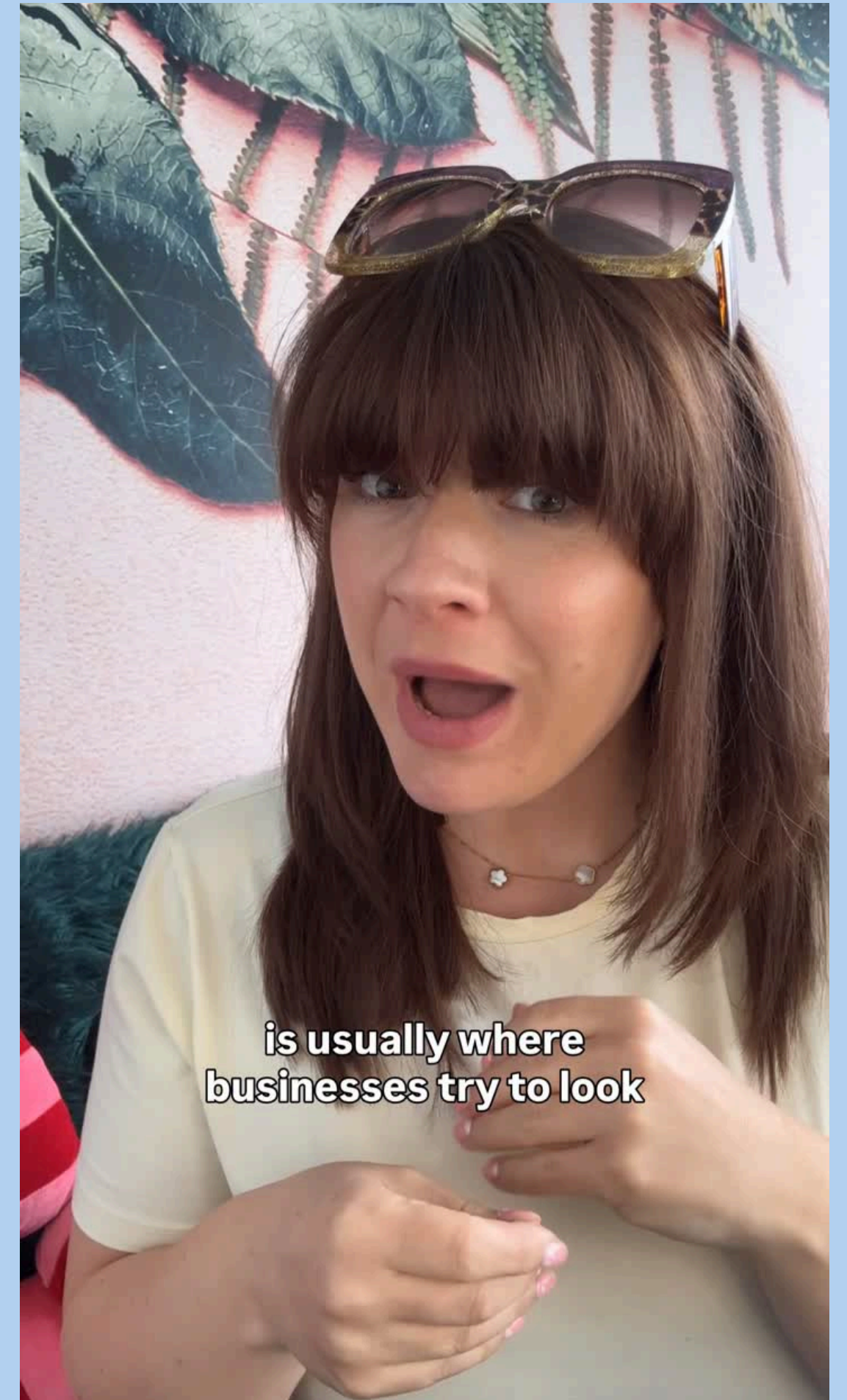
**TIKTOK V  
INSTAGRAM**

# INSTAGRAM

## Instagram:

- Followers first
- Relationship-based
- Timing matters
- Faster edits
- Premium visuals
- Short-form content
- Cleaner branding

Key words on screen are vital!

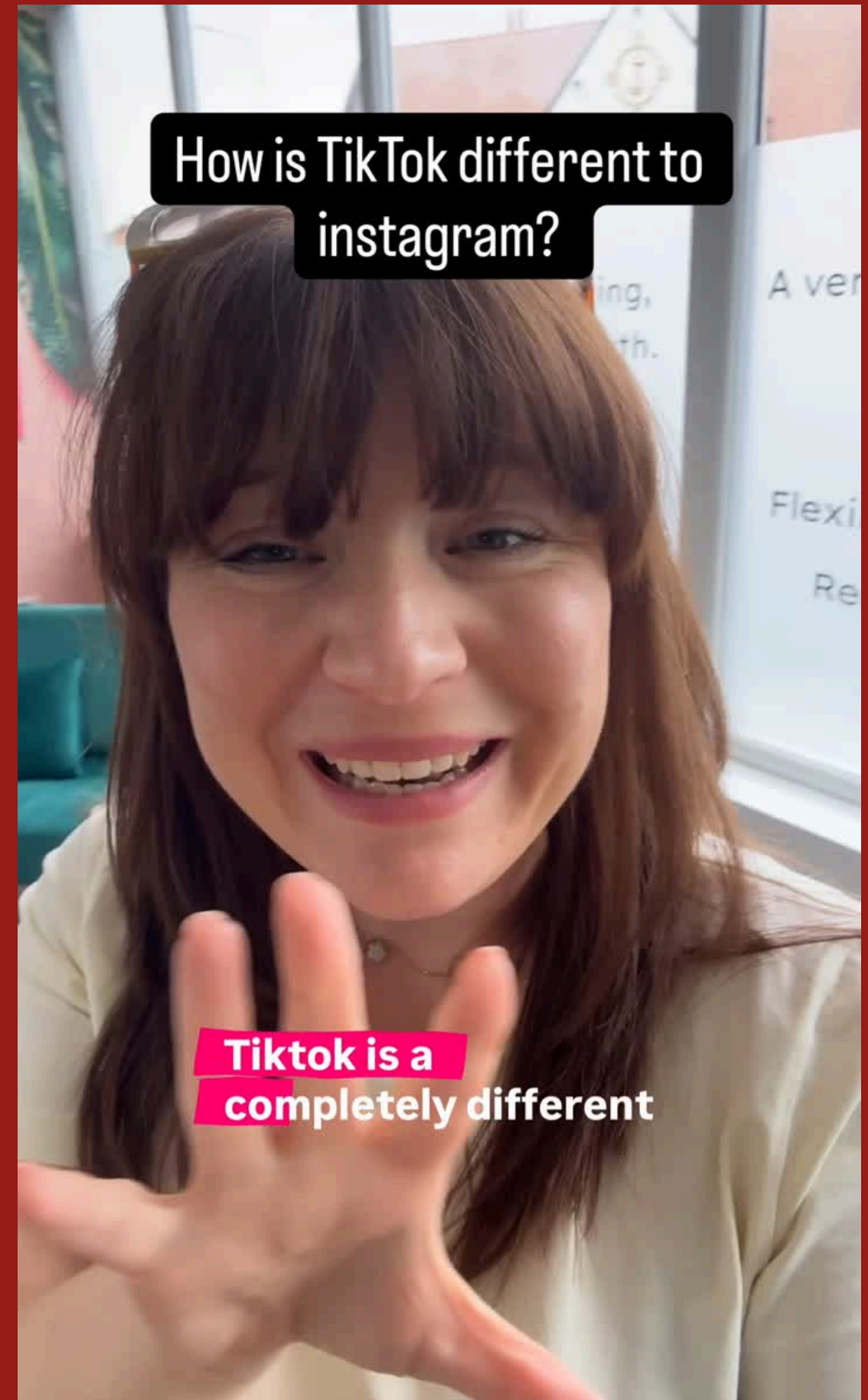


is usually where  
businesses try to look

# TIKTOK

- Stranger discovery
- Timing matters less
- Longer storytelling
- Less polished
- Human content
- Keywords matter heavily
- Conversational tone

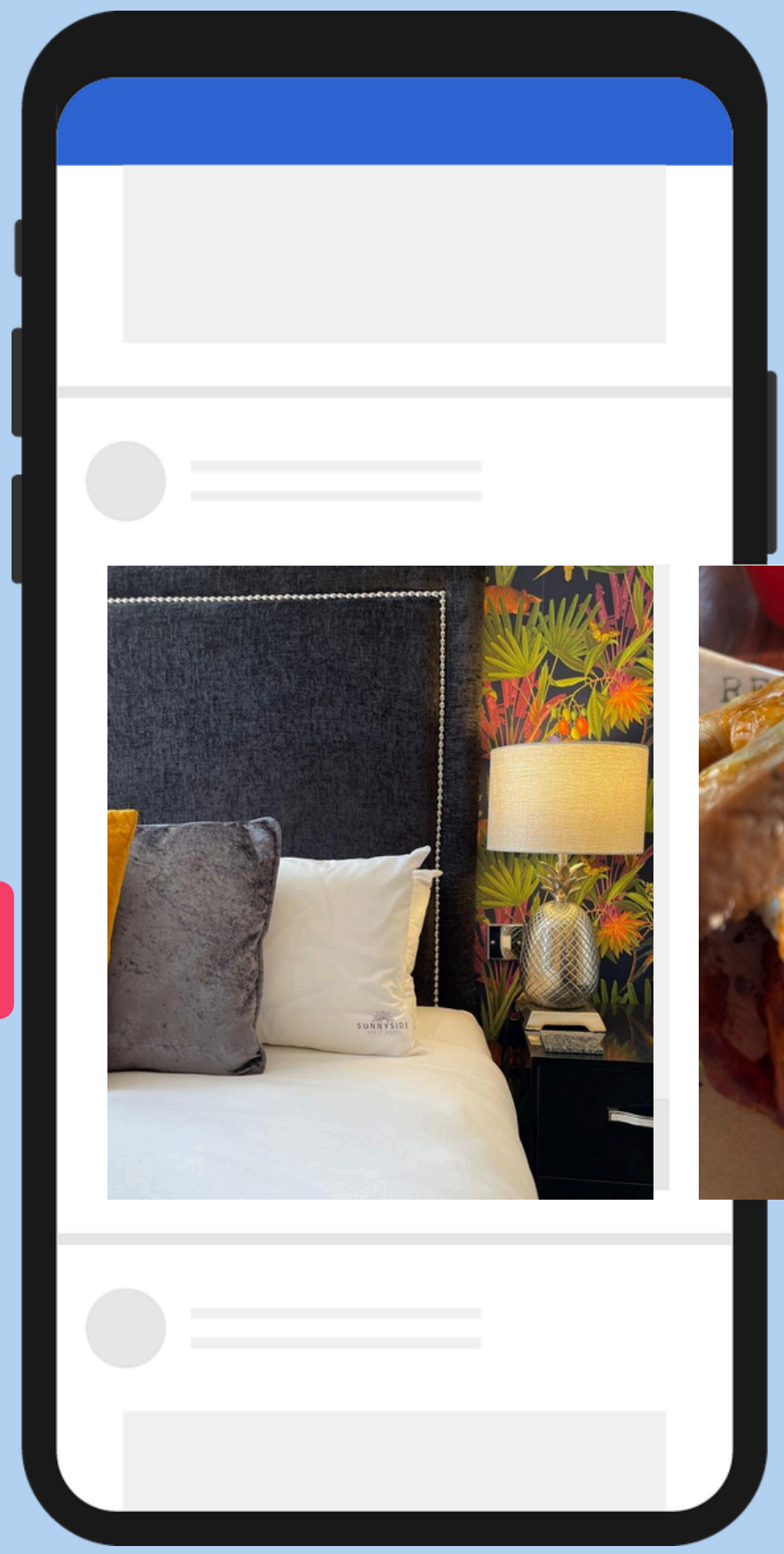
“TikTok rewards relevance over relationships.”



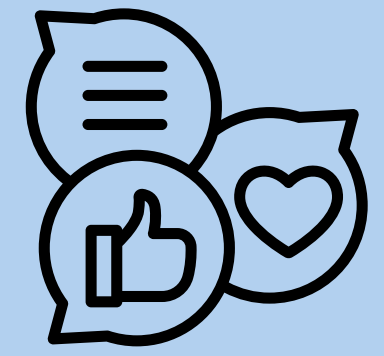
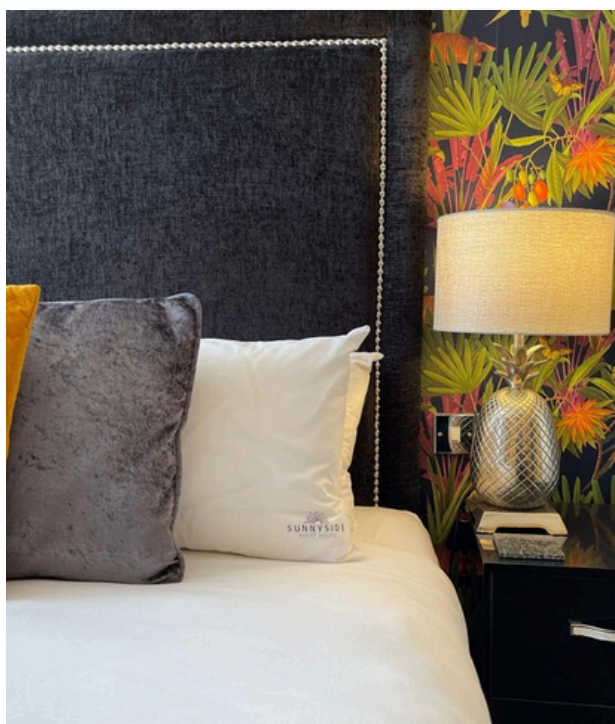
How is Tik Tok different to  
instagram?

Tiktok is a  
completely different

# POST



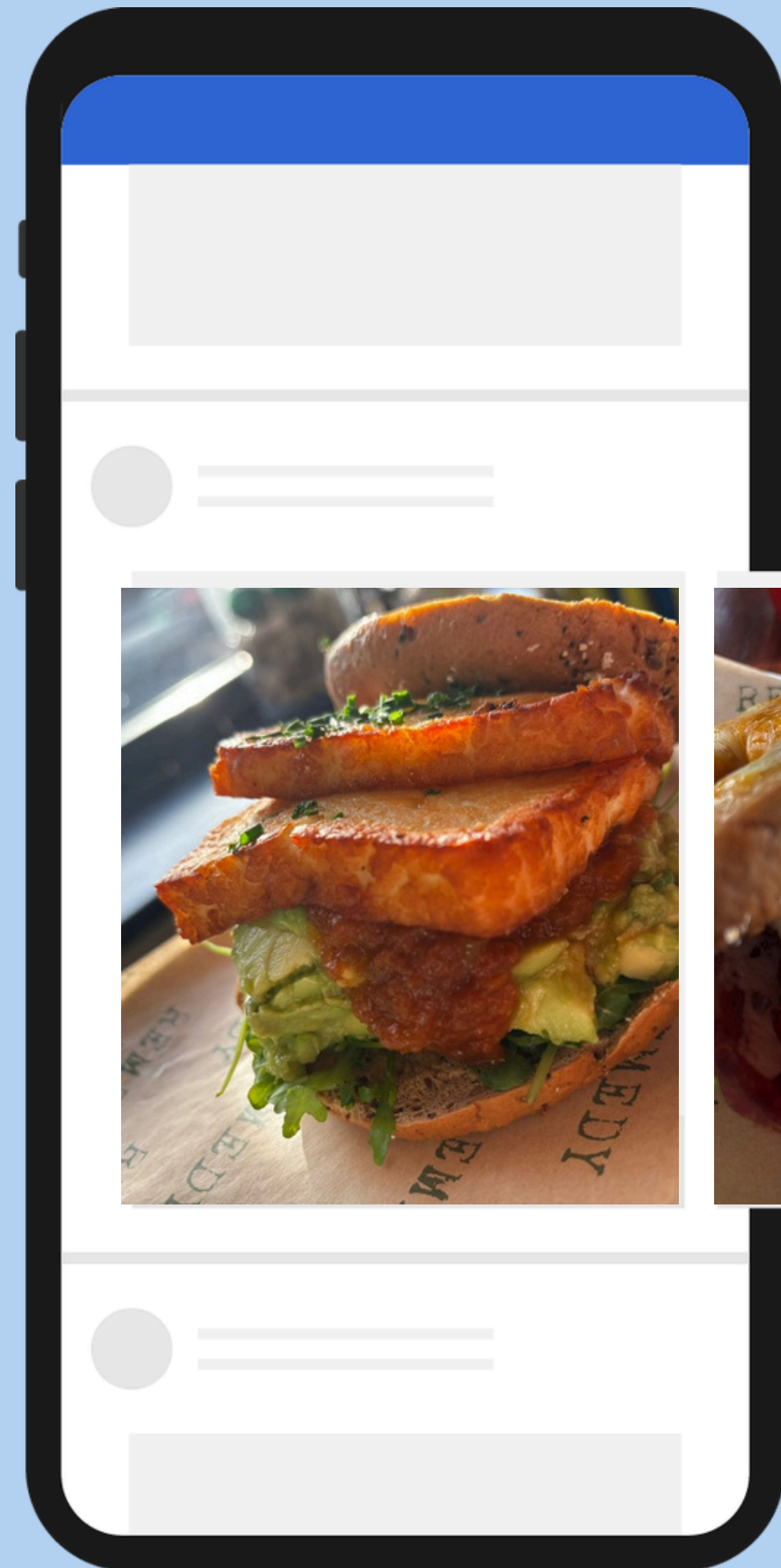
97 222 55





Yes, it's a bit cringe

# STORY



## Story 1

Use front door photo

Text:

If you are heading into town that weekend, this is exactly where to find us 📍

## Story 2

Use coffee pouring photo

Text:

First coffees start early here, especially on busy event mornings ☕

Add poll:

Early coffee or late breakfast?



Why carousel?  
Because people pause longer.  
Instagram currently rewards time spent.  
That matters.

# CAROUSEL

# GOLF



## THE PARTNER OR FAMILY MEMBER WHO IS NOT FULLY THERE FOR GOLF

They are often interested in:

- shopping
- cafés
- beauty appointments
- independent spaces
- quieter alternatives



## BUSINESS VISITOR / CORPORATE GUEST

Interested in:

- polished lunch spots
- clean coffee spaces
- reliable meeting points
- premium feel
- smooth service



## THE SERIOUS GOLF VISITOR

What they are interested in:

- breakfast before travelling
- quick lunch options
- easy coffee stops
- somewhere reliable after the day finishes
- places close to transport



## THE SOCIAL VISITOR

What they want:

- nice places to eat
- somewhere to sit longer
- wine, lunch, relaxed evening spots
- something that feels like part of the day out



# GOLF CHATGPT

My business is: [insert business type]

I am based in: [insert location]

Please write for this type of visitor:

[golfer / couple visiting / family member / day visitor / business guest]

The caption should explain:

- why this person may want to visit my business
- one practical reason to choose us during golf week
- one local detail that makes it relevant

Keep the tone natural, warm and easy to read.

Include one strong opening line and one simple call to action.

Then show one filled example underneath:

Write me one social media caption for my café during golf week in Southport.

I am based near Lord Street.

Please write for this type of visitor:

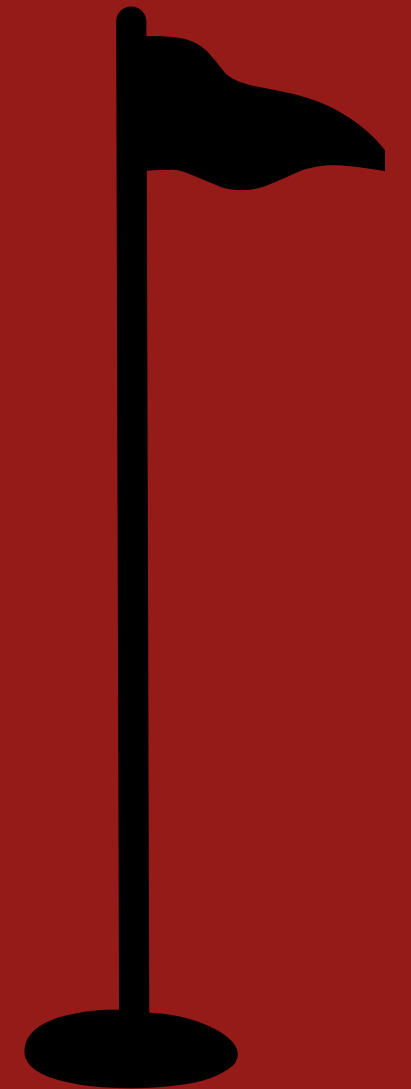
couples visiting for the day

The caption should explain:

- why this person may want to visit
- one practical reason to choose us during golf week
- one local detail that makes it relevant

Keep the tone natural, warm and easy to read.

Include one strong opening line and one simple call to action.



# KEY METRICS

## Views / Reach

- How many people saw the content
- Good for awareness
- Helps identify strong hooks
- High reach does not always mean strong content

## Shares / Sends

- One of the strongest metrics
- Signals:
  - Relevance
  - Emotion
  - Humour
  - Value
- Shared content spreads further

## Saves

- Signals value
- Educational/useful content performs well
- Means people want to return to it

## Look for patterns:

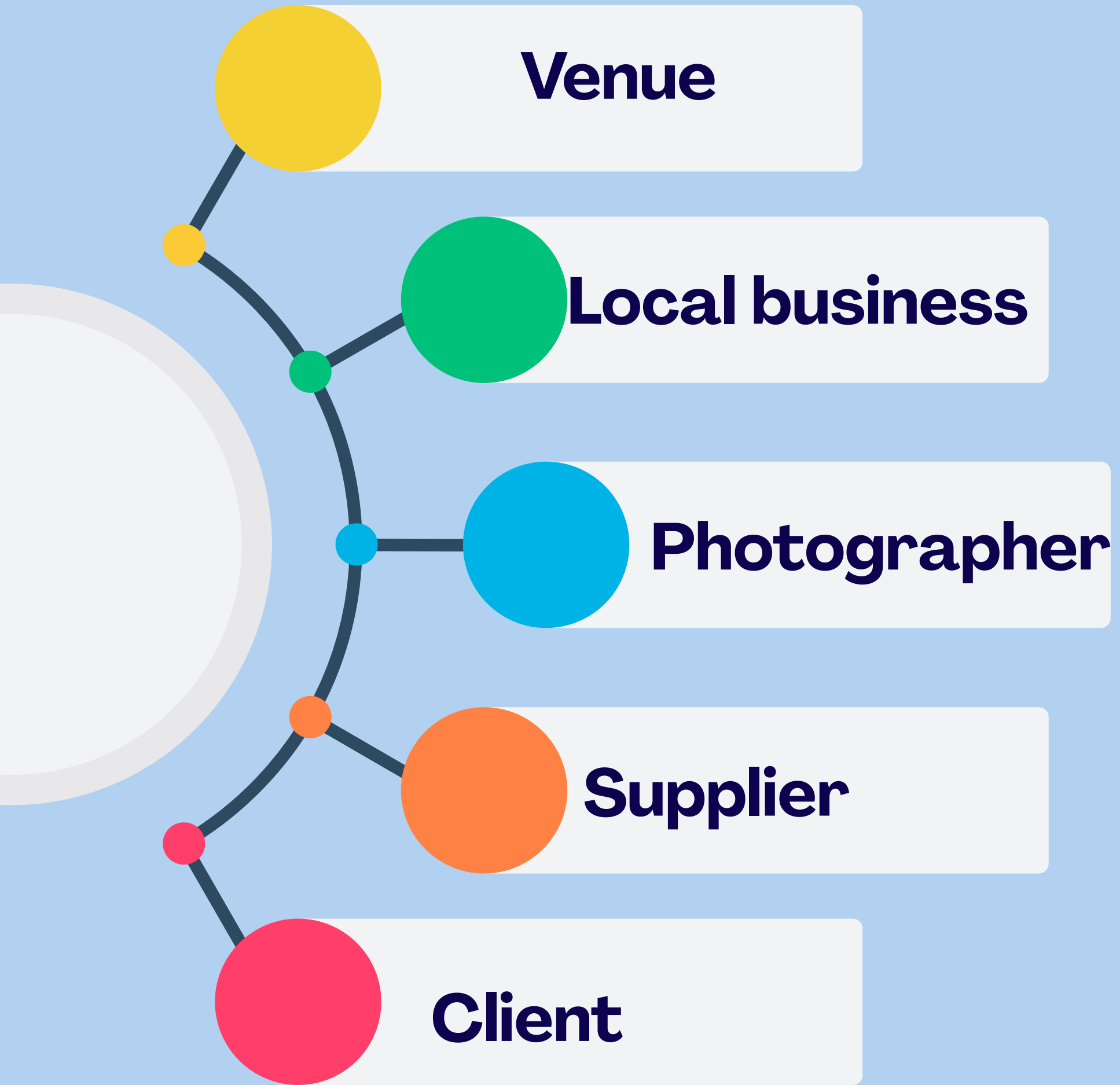
- Which posts got the most saves?
- Which posts got shared?
- Which topics held attention longest?
- Which hooks worked best?
- Which format performed best?
- Which content created profile visits?
- Which posts generated enquiries?

# THE POWER OF SOCIAL PROOF

People trust people before they trust businesses.

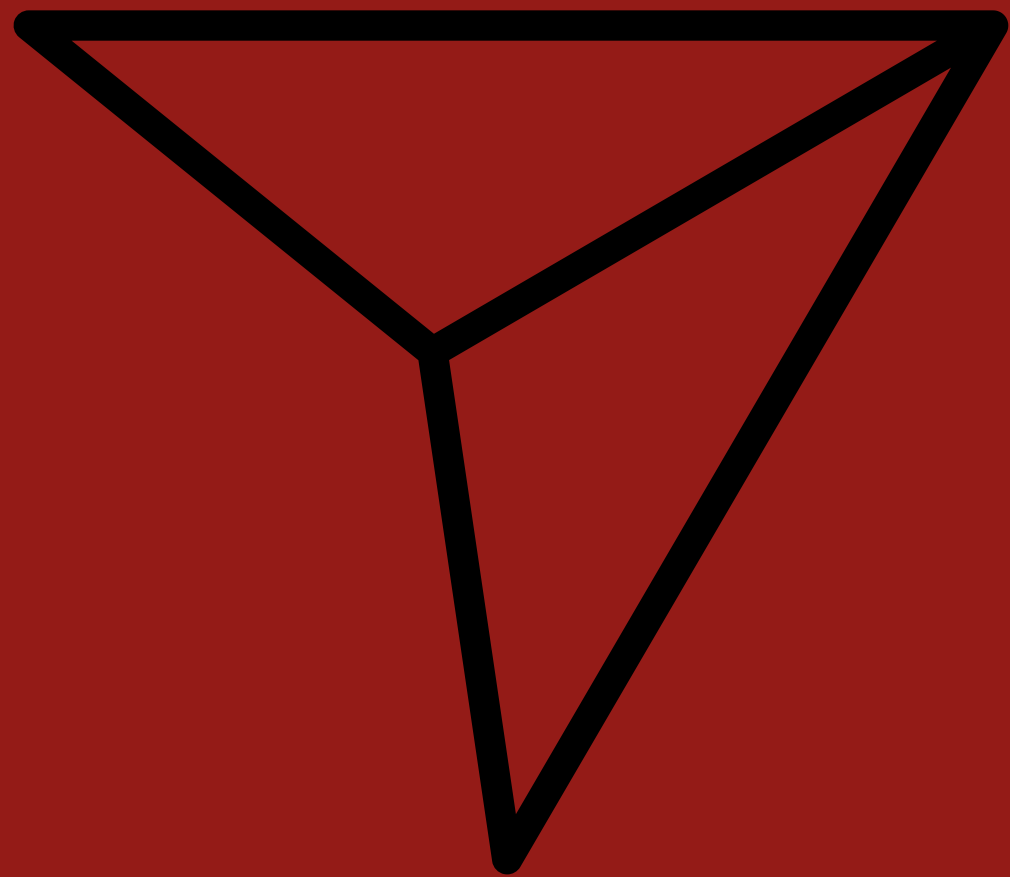
 97  222  55

The VALUE comes from interaction.



# TAG WHO?

# SHARE OR LIKE?



**“The first hour of engagement often matters more than vanity follower counts.”**

# PERSONAL BRANDING

- **Posting with intent**
- **Becoming known for something**
- **Audience perception**
- **Expertise positioning**
- **Personality vs randomness**
- **80/20 rule**
- **Why people follow people**

# WHY SHOULD I FOLLOW YOU?

**Does my content give value?**

**Is my content native to the platform?**

**Would someone share your content or save it for later?**

# CONSISTENCY

PEOPLE RARELY  
ACT THE FIRST  
TIME THEY SEE  
YOU.

Social media works best when people begin to recognise your business before they need you.  
A single strong post can help.  
A repeated pattern builds trust.  
What industry experts consistently report:



**CONSISTENCY DOES NOT MEAN  
POSTING CONSTANTLY. IT  
MEANS BECOMING  
RECOGNISABLE.**

- Carousel posts currently generate stronger engagement than single images because people spend longer interacting with them. A 2025 study of 1.3 million business posts found carousel content consistently outperformed static posts.
- Businesses posting consistently 3 to 4 times per week perform better than businesses posting in bursts and then disappearing.

# **SPEAKING TO YOUR AUDIENCE**

buffer

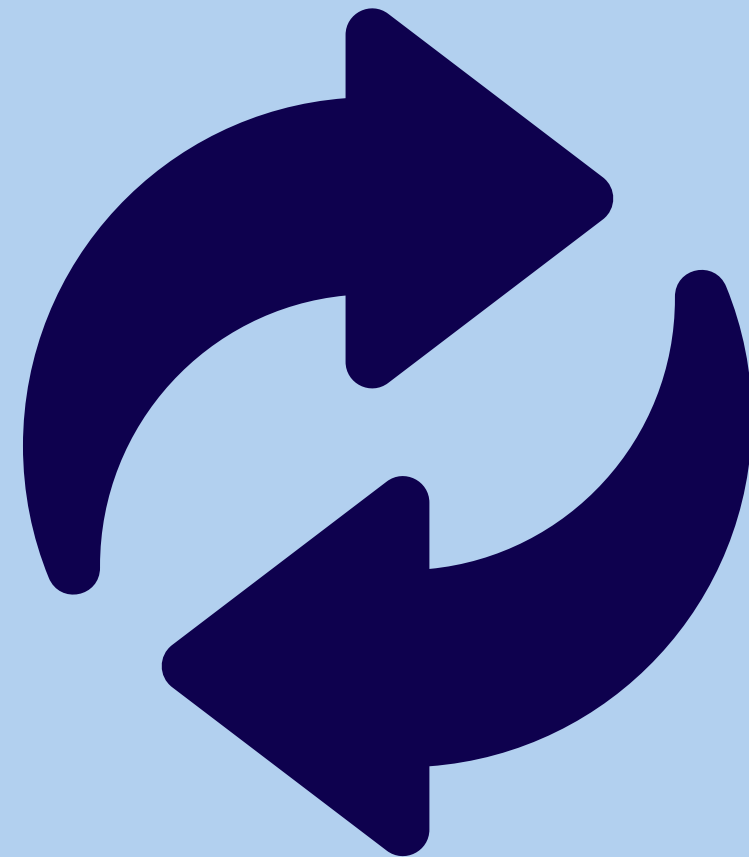
manychat

# FINAL TAKEAWAYS

- **Clarity beats cleverness**
- **Consistency beats intensity**
- **Repetition builds recognition**
- **Strategy reduces overwhelm**
- **Social media is behavioural psychology**
- **Growth comes from clearer signals**

# ONE CHANGE

- ONE THING YOU WILL CHANGE
- ONE THING YOU WILL STOP
- ONE CONTENT IDEA
- ONE PLATFORM IMPROVEMENT



# CONTACT

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**THANK YOU!**