

A SOCIAL MEDIA CONTENT STRATEGY

Social Media Content Strategy

A town worth coming home to. The plan to fix a quiet reach
without touching what her readers already love.

*Anonymised sample deliverable. The author, series, and titles are fictional; the
structure, depth, and thinking are exactly what a real social strategy contains.*

WHAT THIS DECK COVERS

The Read in One Line

THE READ IN ONE LINE

Marisol has loyal readers and a quiet reach. This deck fixes the reach without touching what her readers already love.

THE MAP

What's Inside

01 The Reader
Who reads Marisol, and how she finds her next book

02 Brand Positioning
Where the brand sits, and where the room to grow is

03 The Brand Promise
The one thing every post has to protect

04 Content Pillars
Four content lanes, each with a job to do

05 Platform Strategy
Where to spend the effort, and what to measure

06 Priority Actions
The three moves that come first

01

The Reader

The whole strategy answers to one person. Draw her clearly and every later decision gets easier.

Who She Is

The primary reader, drawn as a person.

Danielle, 38

WHO SHE IS

Works part-time, runs a busy household, reads to come down at the end of the day. She reads for comfort, not adrenaline. A book with cruelty in it, or a cliffhanger that leaves her raw at 11pm, is a book she puts down and does not pick back up.

WHY SHE IS LOYAL

When she finds an author who feels safe, she reads the whole series, then waits for the next one and tells her friends while she waits.

Behavioural markers

- Reads for regulation: a soft landing she can count on, not a thrill.
- Buys by trust: a friend's rec or a group she belongs to, rarely an ad.
- Commits to series: one good book earns the next three.

What she is quietly tired of

Blurbs that promise cosy and deliver angst. She wants to know before she buys that the book will treat her gently. That certainty is exactly what Marisol can promise and mean.

How She Discovers & Buys

Ranked by trust, not by reach. The high-trust channels are where the sale actually happens, and they are where Marisol is currently quietest.

The channels, ranked by trust

Facebook reader groups, high trust	Where she asks for and takes recommendations from people whose taste matches hers.
Newsletter recs, high trust	An author or friend she has chosen to hear from. A rec here converts because she opted in.
Instagram and TikTok, medium trust	Discovery and mood. She finds vibes here, then goes elsewhere to decide.
Amazon also-boughts, medium trust	Works once she is already reading a comp author. Passive, but real for a wide catalogue.

THE TAKEAWAY

Effort should follow trust. Marisol's growth sits in the two high-trust channels she under-uses, not in chasing reach on the two where the decision does not get made.

A Day in Her Life

When and where she reads tells you when and where to show up. These are Danielle's real reading windows, illustrative of the pattern.

6:40, coffee before the house wakes

Twenty quiet minutes and a chapter on her phone. Soft, warm content lands here. A cliffhanger does not.

12:30, the lunch-break scroll

She opens her Facebook reader group, reads what people are recommending, and screenshots a title to buy later. This is the window a group post has to be in.

3:15, the school pickup line

Fifteen minutes in a parked car with the Kindle app. Series reading happens here, one book rolling into the next.

9:30, wind-down, then one-click

She finishes a book in bed and buys the next in the series on the spot, if the series makes that easy.

02

Brand Positioning

What Marisol stands for, who she shares readers with, and where the growth is hiding in plain sight.

Brand at a Glance

POSITIONING STATEMENT

Marisol Vega writes the small-town romance you read to feel safe: slow-burn second chances in a town you would move to, with a found family that feels like coming home.

FOUND-FAMILY WARMTH

The ensemble around the couple is the reason a four-book series holds.

COMFORT YOU CAN TRUST

Low-angst, no cruelty, a soft landing every time. The reader promise she can make and keep.

A PLACE, NOT JUST A PLOT

The town is the draw. Readers return for the setting as much as the couple.

The Comparable Author Landscape

Comps name the neighbourhood Marisol already lives in. They are where her readers browse next, which makes them the map for discovery, not a ranking.

All three below are sample comps, fictional, chosen to map the lane.

Della Rae Whitman

SHARED READER Second-chance contemporary with cosy heat.

**WHERE MARISOL
DIFFERS** Marisol keeps the heat while holding the angst lower.

Josie Hartwell

SHARED READER Small-town found-family, low-angst comfort reads.

**WHERE MARISOL
DIFFERS** Marisol's town has a stronger sense of place readers return for.

Nan Okafor

SHARED READER Ensemble-town romance, gentle pacing.

**WHERE MARISOL
DIFFERS** Marisol runs a warmer slow burn and a tighter series arc.

HOW TO USE THIS

These names belong in reader-group language and also-bought territory, framed as “if you loved this author, you will be at home in Maple Landing.” They locate her, they do not shrink her.

Where the Opportunity Lives

Four gaps, each one a place where loyal readers already exist and are not being reached. None of them asks Marisol to change the books.

The newsletter is asleep

A list she owns outright, mailed rarely, with no welcome sequence. The highest-trust channel she has is doing the least work.

The reader groups run without her

She belongs to the groups where Danielle asks for recs, but she is a member, not a presence. That is a room she can walk into.

Posting is sporadic

Content arrives in bursts, then goes quiet. Readers cannot build a habit around a schedule that does not exist.

No series-starter funnel

Book one is not set up as the easy front door to the series. A wide catalogue lives or dies on the gateway book being obvious and inviting.

03

The Plan

The promise every post protects, the pillars, the platforms, and the three moves that come first.

The Brand Promise

The single idea every post, caption, and letter has to protect.

The problem

Contemporary romance is crowded with high-angst, high-drama, dark-edged stories. Readers who just want a low-angst comfort read have to wade through content warnings to find one that will treat them gently.

The conviction

Marisol delivers slow-burn second chances with real warmth and no cruelty. Heat that stays tender, a found family that holds, a town that feels like home from the first page. She names the safe read out loud, so the reader who wants it knows she has found it before she buys.

THE PROMISE

When readers want a romance that feels like home, they reach for Marisol Vega.

Content Pillars

Every post belongs to one of these lanes, and every lane has a job. If a post does not sit in a pillar, it does not go out.

1

Life in Maple Landing

RECOGNITION

The town as a character. Small-business life, seasons, the diner, the porch. Goal: make the setting a reason to follow, not just a backdrop.

2

Slow-Burn Feels

DISCOVERY

The swoon and the tropes, framed as comfort. Second-chance moments, the low-angst promise stated plainly. Goal: pull new readers into the series.

3

The Front Porch

COMMUNITY

Reader-first conversation. Questions, comfort-read swaps, celebrating the found-family feeling. Goal: keep readers talking to each other in her rooms.

4

Behind the Page

LOYALTY

The writing life, honestly and warmly. Process, playlists, why a scene exists. Goal: turn readers into people who follow the author, not only the book.

Platform Strategy

Tiered by where Danielle actually decides. The two high-trust channels get the real effort; the rest are for discovery and testing, in that order.

Facebook groups

TIER 1

- ☐ Format: conversation starters, reader questions, comfort-read swaps.
- ☐ Measure: group engagement and clicks to the newsletter signup.

Newsletter

TIER 1

- ☐ Format: a voice-led monthly letter, plus a welcome sequence and series funnel.
- ☐ Measure: open rate, list growth, click rate to book one.

Instagram

TIER 2

- ☐ Format: reels and carousels built on the town aesthetic.
- ☐ Measure: saves, shares, and profile visits, not follower count.

TikTok

TIER 3, TEST

- ☐ Format: short reader-POV videos, low production.
- ☐ Measure: watch-through, and whether it earns the time it takes.

THE RULE

Tier 3 stays a test until it proves it deserves promotion. No channel gets more of Marisol's limited time on hope alone.

Priority Actions

Three moves, in order. Each names a target to steer by. Targets are benchmarks to aim at, not outcomes anyone can promise.

1

Wake the newsletter up

TARGET: A STRONG, STEADY OPEN RATE

Stand up a welcome sequence, commit to a monthly voice-led letter, and put book one at the end of the welcome. The list she owns should carry the most weight. Steer by open rate and a steady month-on-month list-growth rate.

2

Build the series-starter funnel

TARGET: RISING READ-THROUGH

Make book one the obvious front door: clear “start here” framing, a promo runway, and a clean path from book one into the rest of the series. Steer by a rising read-through rate from book one into book two.

3

Show up in the reader groups weekly

TARGET: A RELIABLE CADENCE

A consistent, reader-first presence in the groups where Danielle asks for recs. Conversation, not broadcast, on a rhythm she can rely on. Steer by a set weekly cadence, measured in group engagement and signup clicks.

Targets are benchmarks to aim at, not outcomes anyone can promise. A full engagement confirms the exact scope, cadence, and measurement against the current rate card.

“Keep the books. Widen the door.”

Marisol's readers already know what she is. The work now is helping the next Danielle find her before she scrolls past. Heart, heat, home.

This is a sample of how Literary Inspired positions an author. Ready when you are.