

BLACKHOUND SOCIAL MEDIA STRATEGY

The Digital Handshake

a timeless organic framework connecting people, spaces, and nature

Brand positioning & essence

01 | Brand essence & vision

The meaningful space the brand occupies in the minds of your customers, defined by your exact strengths:

what you do / how you do it / why you do it (drive).

To enhance the lives of individuals by seeking creative methods to effectively link people, spaces, and the natural environment.

Thereby adding value to the world we all share.

02 | Brand positioning & goal

The core soul and DNA of the brand distilled into a single, unchangeable concept:

connecting people, spaces, and nature.

We want to grow our audience and potential client base by positioning blackhound as a brand that **occupies meaningful space in the hearts and minds of customers** while showcasing expertise in architectural design and rendering.

Client segmentation

1/2

smallest viable audience (SVA)

Category	Who they are	What we do	Their core metric
01 The visual	Clients wanting architectural renders, or companies needing photorealistic product visuals.	Pure high-end photorealistic rendering and 3D visualization. *No technical site drawings.	Flawless aesthetics & realism: They need a portfolio-grade image that looks 100% real for marketing or design sign-off.
02 The remote / overseas investor	Clients buying property from abroad needing design help.	Space planning, 3D visualizations, and technical design for major revamps.	Trust & distance control: They/you can't physically be there. They rely on your 3D renders to manage their investment safely.
03 The developer / commercial client	Local developers or agents handling new estates, complexes, or brochures.	High-quality plan renders, 3D visualizations, and marketing materials. *No technical drawings.	Speed & sales: They need visuals quickly to sell units off-plan before/after construction finishes.
04 The compliance homeowner	Local homeowners needing municipal approval for small additions or outdated plans.	Site measuring, updating council plans, and basic drafting. *No 3D visuals.	Convenience & bureaucracy: They just want the legal headache solved quickly so they can build or sell.
05 The component / sub-contractor	Fitters, fabricators, or businesses needing specialized execution drawings.	Specialized shop drawings, space planning, and quick drafting projects.	Precision & technical accuracy: They need exact measurements so manufacturing goes smoothly.

Client segmentation

2/2

smallest viable audience (SVA)

Category	What they say	What they need (the psychology behind it)	Marketing hook
01 The visual	I need a photo-realistic 3D render, space planning, or a product layout.	Certainty, risk elimination, and emotional safety.	Don't just show the final render. Show the meticulous process, the texture accuracy, and how BH's technical backend makes sure the reality matches the concept exactly.
02 The remote / overseas investor		Psychology: they're aware of how expensive a mistake is. They don't just want a pretty picture; they want an insurance policy that guarantees their vision works before capital is spent.	
03 The developer / commercial client	I need marketing brochures / 3ds and estate renders.	Speed, momentum, and cash flow. Psychology: they have capital tied up in projects, need a team that is fast, hyper-professional, and understands the commercial drive	Showcase efficiency, how quickly BH can turn architectural layouts into high-end marketing packages and success examples.
04 The compliance homeowner	I need municipal plans, council updates, or exact shop drawings.	Frictionless convenience and expert authority.	Educational snippets showing BH on-site measuring up spaces or breaking down complex technical drawings into simple terms. This positions BH as the ultimate local authority who knows the rules inside out.
05 The component / sub-contractor		Psychology: local bureaucracy, red tape, tight manufacturing timelines are stressful, want an absolute expert who will "just handle it."	

The word-of-mouth loop

1. The spark (the referral):

a referral by a past client is made. The prospect has basic intent but also high skepticism, they want to protect their money and time.

2. The audit (risk elimination):

The prospect searches for BH online. BH's bio, pinned post & grid must shout premium. If the grid is messy or purely corporate, the referral loop breaks.

3. The hook (occupying mind space):

They look past the portfolio, they look at stories, reels, past posts. This is where they see the team collaboration, attention to detail and process.

4. The contract (the validation):

The prospect contacts you with intent (in an ideal case) because social media validated word of mouth. They enter the first meeting already trusting BH already the 'ideal' client.



B2B Organic distribution



1. The tagging ecosystem:

When showcasing a 3d visualisation or technical project, tag the premium local suppliers, engineering firms, or high-end estate groups involved.

2. The reciprocal share:

When a local contractor or supplier sees a photorealistic render of their product or structural framework looking like high art, they WILL share it to their own audience.

The seasonal funnel

Market behaviour:

Year kicks off with energy, developers are launching, property transfers from festive season are clearing, clients have high intent and active budgets.

Marketing objective:

Archive & showcase.

Content action:

(Archive) Main task is gathering raw material – screen record process, take BTS, capture site-visits. (Showcase) On the feed keep a steady cadence of completed visuals for CAT 01 and 02 to ride the wave.

Market behaviour:

Coastal winter hits. Municipal approval slows, construction hits weather delays, incoming inquiries naturally drop.

Marketing objective:

Occupy headspace & planting the seed.

Content action:

Edit, produce and schedule. Pull from archive built from Jan→June. Heavy education "How 3D visualizations eliminate risk for overseas property buyers before construction starts." and human connection BTS. This plants the psychological seed.

Market behaviour:

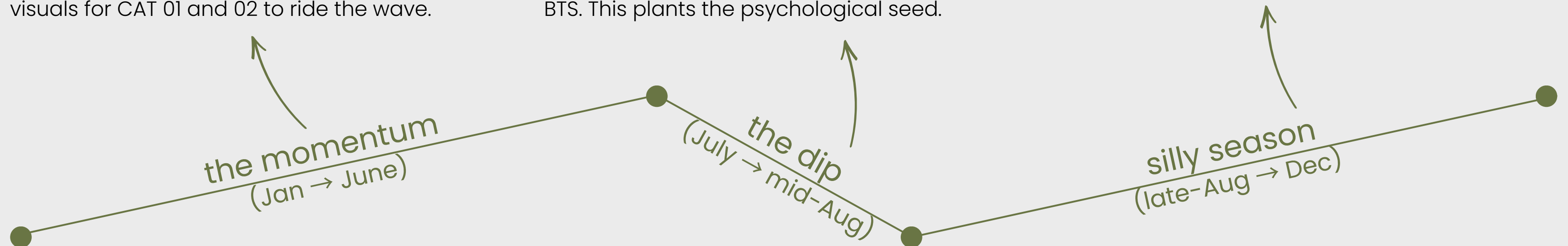
Floodgates open. Semigrants arrive, holiday home reno's rush, developers need marketing.

Marketing objective:

Frictionless conversion & premium validation.

Content action:

Instagram grid acts as digital brochure for BH. WOM loop is firing so referrals will be visiting profile constantly to audit credibility. Posting pure aesthetics and professional CTA's in captions "Let's bring your vision to life before the seasonal shutdown."



Our three content pillars

3 core topics / themes that represent BH's brand's expertise & audience interests. Serving as the foundation of content strategy, preventing random posting.

01 | Product / service

Objective:

Validates authority when WOM referral audits BH's profile.

To post:

- Photorealistic renders.
- Product renders.
- Graphic designs (brochures etc.)
- Completed projects paired with brief testimonials.

02 | Industry insight

Objective:

Occupies long-term head space. Differentiates from typical corporate firms.

To post:

- **Design thinking breakdown:** why a design was planned a certain way, how 'x' promotes 'a', 'b', and 'c' etc.
- Carousel Q&A on local compliance / explaining how 3d visuals act as insurance policies etc.

03 | Working process

Objective:

Builds trust & eliminates financial risk. This educates them on HOW BH works.

To post:

- Recording of drawings transitioning into final renders.
- Physical material boards explaining how choosing correct materials connects / promotes 'a', 'b', and 'c' etc.

04 | The culture

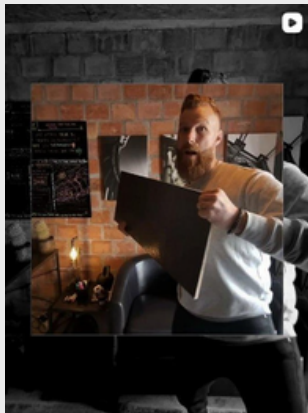
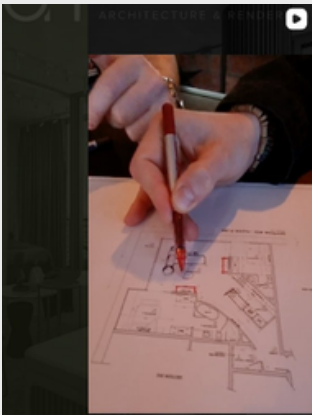
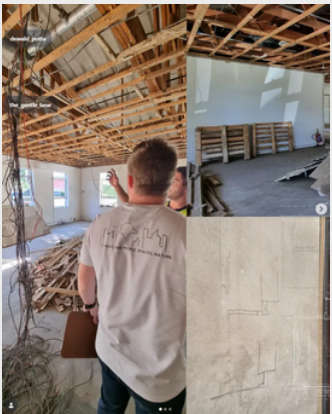
Objective:

Portrays what makes BH different. Drives human interaction & honest relational clients.

To post:

- **BTS:** Casual clips of team collaboration, sketching, planning, conducting site-visits.
- **Creativity:** glimpses of internal team building (staff + their pets) which showcases approachability & culture.

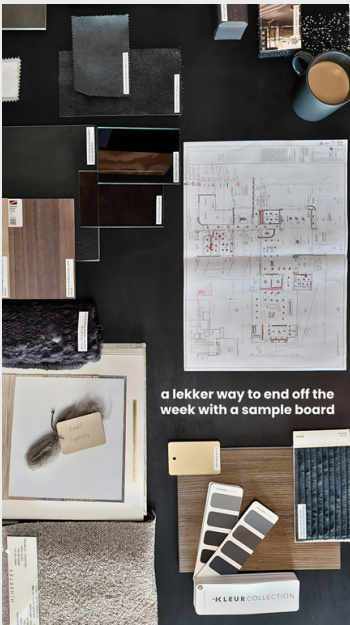
Content posting formula



04 | The culture
20%



01 | Product / service
40%



03 | Working process
20%



02 | Industry insight
20%



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