

BLACKHOUND SOCIAL MEDIA IDENTITY

The Digital Handshake

a timeless organic framework connecting people, spaces, and nature

Brand positioning & essence

01 | Brand essence & vision

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.

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).

02 | Brand positioning

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.

connecting people, spaces, and nature.

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

03 | Marketing goal

To occupy meaningful space in the minds of potential clients by showcasing expertise, creativity, and the human thinking behind every project.

Client segmentation

smallest viable audience (SVA)

Category	Who they are	What they need	Motivation → Hook
01 The visual	Clients who need spaces, products, or concepts visually communicated. designers / developers / brands / homeowners	• Photorealistic renders. • SketchUp visuals. • Product lifestyle renders.	They want to experience & communicate the vision. ↓ ‘See your ideas before they’re built.’
02 The technical	Clients who need their existing spaces documented, updated, prepared. homeowners / renovation clients / businesses	• Updated plans. • Compliance. • Construction drawings. • Space planning.	They want clarity and a smoother path forward. ↓ ‘Transform existing spaces into accurate plans ready for the next step.’
03 The combination	Clients who need both visual and technical support. renovations / new builds / commercial spaces	(all of the above) A bridge between the idea and the final outcome.	They want someone who understands both the vision and the practical execution. ↓ ‘From first idea to final detail...’

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 (trust building):

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:

Developers launch, property transfers from festive season are clearing, active clients return.

Marketing objective:

New year, new clients or kickoff with recurring clients.

- Establish BH as a trusted design partner.
- Goal is not to educate, but validate.

Content action:

- Archive content for 'the dip'.
- Completed projects / outcomes / strongest work.

Market behaviour:

Financial year-end, construction seasonal delays, incoming inquiries naturally drop.

Marketing objective:

Potential clients aren't ready to enquire yet, they're researching.

- Occupy headspace & build familiarity.
- Goal is to make BH memorable.

Content action:

- Pull from archive.
- Culture / educational / 'how ideas become spaces' storytelling.

Market behaviour:

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

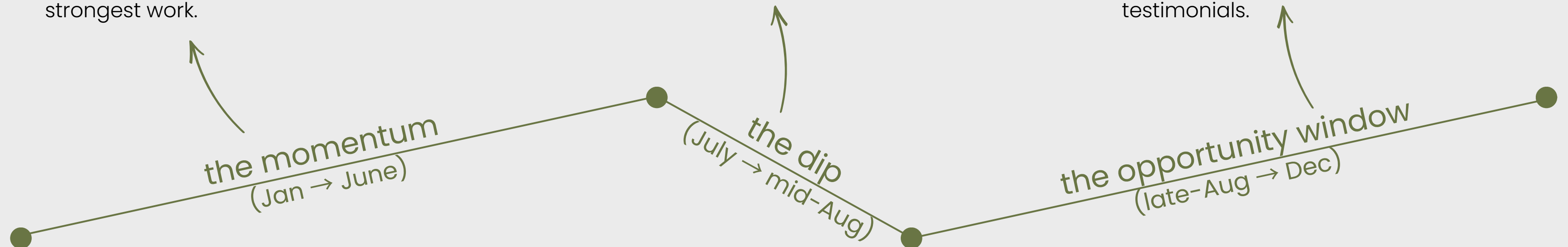
Marketing objective:

Audience has already seen BH during 'the dip', now needs validation for final decisions.

- Convert familiarity into conversations.
- Goal is to reassure that BH is the right fit.

Content action:

- Clear CTA's. → 'Have a project in mind? Let's bring the vision into view.'
- Service-focused / premium showcase / testimonials.



Our four content pillars

1/2

4 core topics that represent BH's brand's expertise & audience interests, preventing random posting.

01 | Product / service

Purpose:

Showcase BH's capability.

'Here is a beautiful render' →
'Here is the story, atmosphere,
and intention.'

To post:

- Photorealistic renders.
- Product visualisation.
- Technical design.
- Project presentations.
- Completed projects.

02 | Working process

Purpose:

Shows craft & thinking behind
final result.

'We prevent mistakes before
construction' → 'Every detail is
explored before the space
exists.'

To post:

- Sketch → render transitions.
- Modelling process.
- Design development.

03 | Industry insight

Purpose:

Builds trust by sharing design
knowledge and perspective.

'Here is what can go wrong' →
'Here is what makes a space
work.'

To post:

- Biophilic design tips.
- Spatial flow breakdowns.
- Material & light studies.
- Value of 3d visualisation.

04 | The culture

Purpose:

Shows people behind the work
and creates human
connection.

'A company update' → 'A
glimpse into the people
creating the spaces.'

To post:

- BTS office shenanigans.
- Relatable occurrences.
- Office human interactions.

BLACKHOUND SOCIAL MEDIA STRATEGY

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