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Social Media Strategy

**AND STRATEGY
IMPLEMENTATION ADVISORY**

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6-MONTH SOCIAL MEDIA GROWTH ROADMAP

- Clear platform roles and priorities
- Content → demand → sales funnel
- Monthly focus and success metrics
- Authority and audience growth strategy
- Launch and evergreen integration
- Defined KPIs and resource allocation

STRATEGIC OUTCOME

You receive a complete, scalable social media ecosystem that:

- turns content into a consistent sales and revenue driver
- eliminates random posting and replaces it with performance-led execution
- positions your brand as the authority in its category
- builds a structured customer journey from discovery to conversion
- aligns organic, paid, and creator content into one growth system



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SCOPE OF SERVICE

1. SOCIAL MEDIA AUDIT & PERFORMANCE DIAGNOSIS

- Current platform performance and growth dynamics
- Content effectiveness and conversion role
- Audience quality and behavioural patterns
- Positioning and differentiation analysis
- Identification of growth constraints

2. BRAND POSITIONING & AUTHORITY STRATEGY

- Category positioning within social landscape
- Perception and messaging direction
- Founder / brand authority framework
- Trust- and demand-building content themes
- Cultural relevance and visibility strategy

3. CONTENT STRATEGY & REPEATABLE PRODUCTION ENGINE

- Content strategy and content ideas with references
- Content pillars aligned with business goals
- Storytelling frameworks and content to go viral
- Batch production and scalability model
- Resource and workflow structure

4. CONTENT STRATEGY & REPEATABLE PRODUCTION ENGINE

- Strategic visual direction for a recognisable social presence
- Translation of brand identity into a scalable content aesthetic
- Creation of a brand world people want to be part of
- Balance between editorial content and UGC for impact
- Art direction for culturally relevant, shareable visuals
- Feed and profile as a cohesive authority environment

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SCOPE OF SERVICE

5. SOCIAL MEDIA AS A CONVERSION CHANNEL

- Content journey from discovery to purchase
- Offer integration and product storytelling
- Lead generation mechanics
- DM, link-in-bio, and landing flow logic
- Launch and evergreen sales integration

6. ORGANIC GROWTH & AUDIENCE DEVELOPMENT SYSTEM

- Reach and visibility strategy
- Algorithm leverage and distribution mechanics
- Community building and retention
- Shareability and save-driven content logic
- Audience quality vs. vanity metrics framework

7. PERFORMANCE & SCALING FRAMEWORK

- KPI system by platform and content type
- Testing and optimisation roadmap
- Performance feedback loops
- Scaling what works across channels
- Long-term growth infrastructure

8. CHANNEL ARCHITECTURE AND ROLE OF SOCIAL MEDIA IN THE GROWTH FUNNEL

- Role of social within the full customer journey and revenue system
- Organic → funnel → sales alignment
- Demand creation vs. demand capture strategy
- Platform selection and channel roles
- Reach → nurture → conversion flow across platforms

STRUCTURE

Phase 1 - Strategic Deep-Dive

90-minute session to define vision, objectives, growth stage, and analyse all current platforms and assets.

Phase 2 - Strategy Development

Full ecosystem build-out, content architecture, and growth system design.

Phase 3 - Strategy Presentation

90-minute working session with a clear roadmap, priorities, and implementation sequence.

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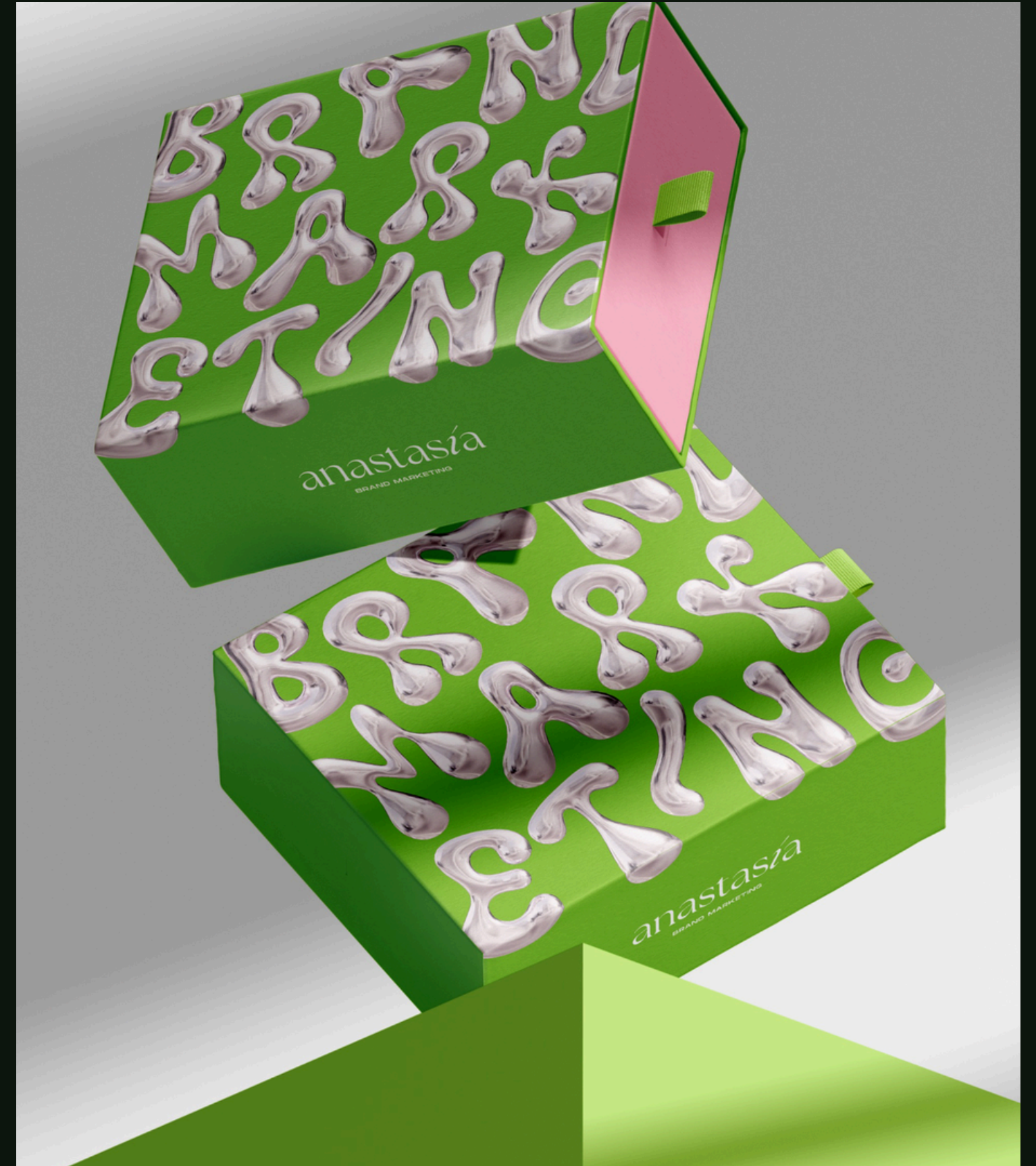
IMPLEMENTATION ADVISORY (OPTIONAL)

To ensure the strategy is implemented correctly and delivers its full potential, you may add an additional support layer.

Each session focuses on progress review, key decisions, performance-based optimisation, and clear next-step priorities. All progress is reviewed in advance to keep the conversation highly strategic and action-driven.

Available exclusively for strategy clients.

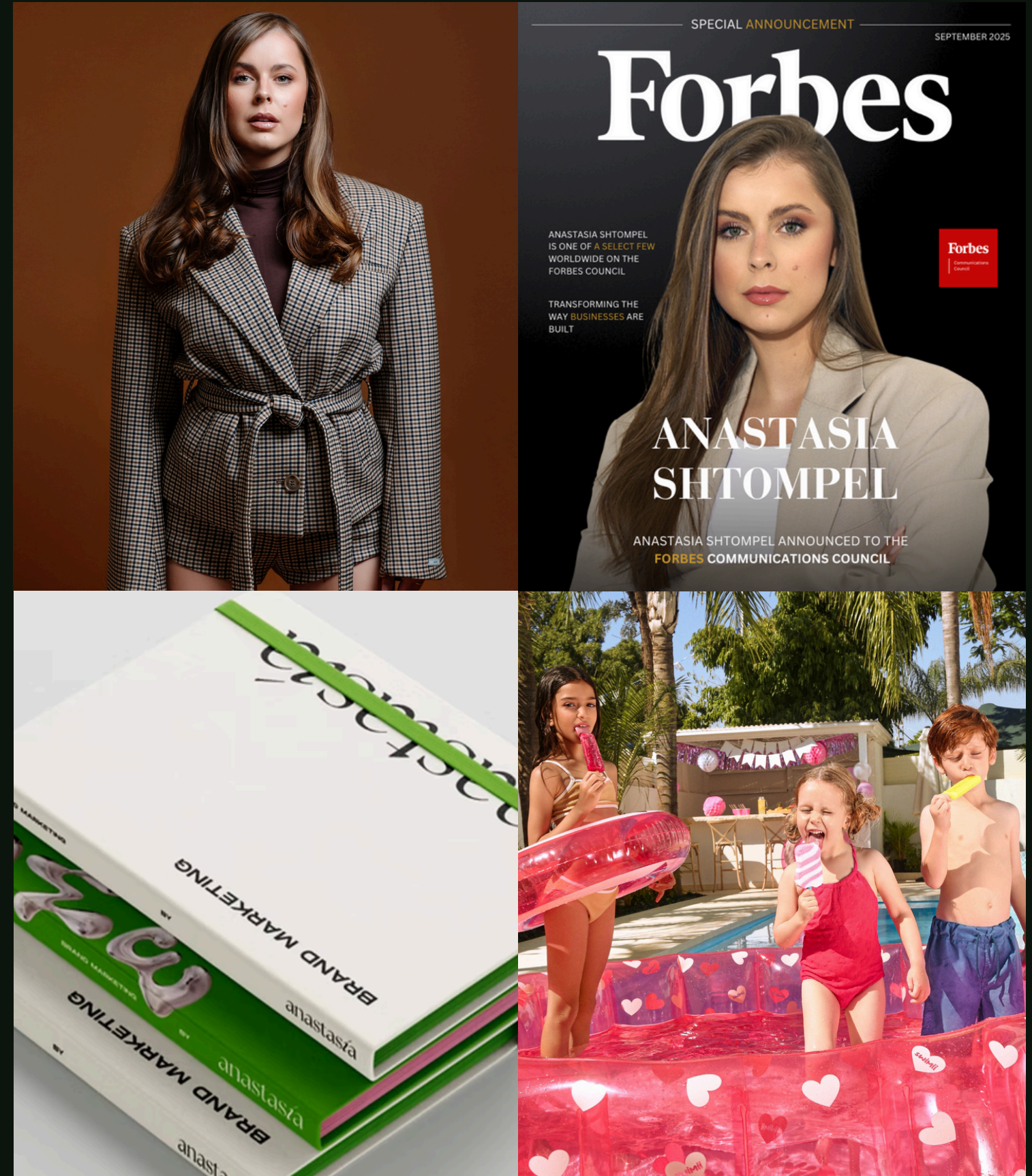
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ABOUT ME

- Entrepreneur, marketer, and founder of a marketing education app with nearly 9 years of experience
- Forbes Council Member
- Former Head of Marketing at multi-million-dollar company
- Built a premium DTC U.S. brand with clients including top luxury hotel chains
- Worked with many DTC industry leaders, including leading companies like Bali Body
- Marketing & business influencer and speaker with 130K+ followers and 31M+ monthly views, followed by entrepreneurs like Jessica Alba (Honest), Rosie Huntington-Whiteley, Jen Atkin (OUAI), Negin Mirsalehi (Gisou), Olivia Culpo, and other brands like Revolve, FWRD, Lola Blankets, and many others
- Executed high-profile collaborations with MasterClass, Kim Kardashian, and more

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Book an intro call

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