



# Internship Content Pillars + Strategy For Raegan Ford Interior Design

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## Analytic Takeaways

This account has low interaction, but in the last 30 days there has been an increase. There were 84 profile visits (3.7% increase), 3 external link taps (200% increase), and 9 new followers (0.5% increase). However, there was a decrease of 8.3% for accounts reached at 887.

In both interactions and views, posts perform significantly better than reels. In the last 30 days, there were 7 posts/carousels and 6 reels posted. Out of those posts, 57.4% of views came from posts and only 23.1% came from reels. The results were similar for interactions. The top performing posts were either professional showcase photos or design inspiration. I also noticed that the better performing posts are ones that include trending colors such as greens, neutrals, and wood tones.

## Inspiration Accounts:

1. [Jaime Rose Interiors](#) - direct competitor
  - This was an account that Raegan Ford listed in their new client questionnaire. I like that the designers are included in some of the photos. It helps the page feel more personable. I also like her informative reels about design strategy and principles.
2. [Altforliving](#) - indirect competitor
  - This was also an account that Raegan Ford listed in the questionnaire. I love that they do "TWF" (The Weekend Feature). Every weekend they post about a different design feature in a classy, professional reel. I like the consistency of this for followers to look forward to each week.
3. [Milkastyle](#) - similar audience
  - This is a fashion inspiration account. I know that for Raegan Ford, we need to get creative with reusing content. I like how this account embraced posting about the same thing but in a different way. For interior design, the same design could be posted multiple times, but from different angles. It might even be cool to do a series of posts that dive deep into the design.
4. [GT&B](#) - indirect competitor



- This is an interior design business based in Australia. I love the close up, simple photography on this account. The focus on design details is very interesting to look at.
5. [Yardzen](#) - indirect competitor/similar audience
- This is a landscape design business account. I love that this account showcases their landscape designs in use, as well as before and after posts. They also had a post dedicated to reviews, which looks good when using your social media as a portfolio.

## Content Pillars

1. Educate
  - Share parts of the design process, teach good design principles, and share what the process looks like when working with Raegan Ford.
2. Showcase
  - Share professional photographs of designed interiors to act as portfolio pieces.
3. Inspire
  - Share creative content about the design process, where to get inspiration, and how to apply it to an interior.

## Trends

### *Trend Ideas:*

- [“Cort-Vintage” Audio](#)
- [Runaway intro](#)
- Anything Olivia Dean like [this](#)
- Showcase photos that match the beat of the audio like [this](#)
- Before & afters like [this](#)
- Tips & tricks series like [this](#)
- Different rooms carousel like [this](#)
- Sorority house tour like [this](#) without the girls and voice over. Like the audio though.
- Sorority house showcase like [this](#)

## Post Ideas

Creative, Genuine, & Committed

### *#1: Educate*

- Materials matter carousel, close up photo of a certain material and then how it was used
- Tips & tricks, how to use lamps, color palettes, choosing quality furniture, etc.



- Steps to working with Raegan Ford carousel, call, meet, moodboards, timeline, etc.
- Why hire an interior designer? Q&A carousel
- Function meets fashion, a photo of a room with feature highlights

## #2: Showcase

- [This is our style](#)
- What we chose (specific item or material)... & how it turned out reel
- Before & after carousel, cover multiple rooms in one house
- Photos of a recent project to match the Runaway Intro audio
- Sorority house tour
- Photo of the team in the finished room

## #3: Inspire

- Color themed moodboard carousel, show how it can be used in a room (either real photo or online rendering/sketch)
- Moodboard based on one popular furniture item
- Photo of sketches and sample materials on a desk, spark creative process
- Our Pinterest currently... reel with short cuts of different pins, related to a current project
- Sneak peak design ideas for a specific sorority house project

## Monthly Strategy

### Week One

- Post 1: Materials Matter
  - Educate Pillar
  - Carousel of a close up photo of a certain material (wood, granite, etc.) and then a zoomed out photo of it in the design. [Use these images](#). Overlay white text that says “Materials Matter.” in the center of all the images.
  - Caption: Quality materials make all the difference
- Post 2: [This is our style](#)
  - Showcase Pillar
  - Reel of quick edits like the video linked. Include the text in the video as well that says “this is our style”. Use [these photos](#) in any order and make the video loop twice.



- Caption: Some of our favorite over the years OR This is the kind of quality you can expect when you work with us
- Post 3: Sorority Sneak Peak
  - Inspire Pillar
  - Carousel of sketches, moodboards, and renderings for a current sorority house project. Include the school's logo and name on the first photo of the post. We would need the client to send us these.
  - Caption: New projects and new designs

## Week Two

- Post 1: Before & After
  - Showcase Pillar
  - Carousel of before and after photos of rooms Raegan Ford designed. The before pictures could be the floorplan or renderings. Include text that says “before” and “after” on the corresponding photos. Use [these images](#).
  - Caption: From the drawing board to your home
- Post 2: Working with Us
  - Educate Pillar
  - Carousel with steps to the process when working with Raegan Ford. Have dark and slightly blurred design photos in the background of each slide with white text over with the information. Phases taken from [Client Welcome Packet](#).  
Phase 1: Co-create the vision for your home  
Phase 2: Produce detailed design drawings  
Phase 3: Bring your design to life
  - Caption: An introduction to our client focused approach to design
- Post 3: Currently on Pinterest...
  - Inspire Pillar
  - Reel with quick clips showing screenshots of pins Raegan Ford has saved lately for project inspo. This [audio](#). Use [these images](#).
  - Caption: Currently on Pinterest... (include link to Pinterest)

## Week Three

- Post 1: Design Process
  - Inspire Pillar
  - High quality photo of sketches, sample materials, and supplies arranged on a desk. Like [this](#).
  - Caption: A look into the design process



- Post 2: Function Meets Fashion
  - Educate Pillar
  - Carousel of photos of designs with call outs/highlights of the function of certain elements. Include a few examples. Focus on sorority house designs.
  - Caption: You don't need to sacrifice one for the other
- Post 3: Showcase
  - Showcase Pillar
  - Reel of photos/videos from a project that clip together to match the [Runaway audio](#). There will need to be 11 photos/images to match that audio. Videos are preferred - may need to ask for more from the client.
  - Caption: Recently...

## **Week Four**

- Post 1: Pink Sorority Designs
  - Inspire Pillar
  - Carousel of sorority homes with pink designs. Use some of [these](#).
  - Caption: Sorority homes bathed in pink.
- Post 2: Team Photo
  - Showcase Pillar
  - Single image post of a team photo in their new office. Need to ask for this photo.
  - Caption: The team behind the design
- Post 3: Why Interior Design?
  - Educate Pillar
  - Carousel that has darkened, blurred design photos in the background with white text over top.
  - Caption: In case you didn't know