How to Lead Your Socials and How Blaze Supports You

by Blaze Experts, LLC

At Blaze Experts, your brand always comes first!

Everything we do begins with your brand. It helps you attract the people you love to serve so your impact reaches far and wide. Social media is a big part of that connection. It's where your brand comes alive in real time and where people see, feel, and trust who you are!

Blaze will plan, shape, and strengthen your brand voice across social media, but your socials are YOU. We're your branding agency first and foremost. Are we badasses at marketing? Of course. But marketing works when it's powered by a strong brand, and that starts with you showing up.

Purpose

This guide will help you understand how Blaze supports your social media strategy, what's expected from you as the face of your brand, and how to lead your socials without feeling overwhelmed. Think of us as your stage crew! We design the set, adjust the lighting, and make sure the sound is perfect. But when the curtain rises, you're the one with the mic.

Our Role vs. Your Role

If You're Starting with a Brand or Website Project Only

- If we're creating your brand or website (and not yet running a marketing plan), Blaze will set you up with a strong foundation so your visuals, voice, and messaging will all be ready to show up online.
- If you'd like to take it further, you can add a 90-Day Social Media Marketing Plan at any time. It's a focused, guided rollout that helps you launch your brand voice into the world with strategy, direction, and content built for engagement and thought leadership. Just let your Blaze team know, and we'll help you get started.

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Blaze's Role (That's Us) During Your 90 Days:

- We create your social media strategy based on your brand voice, audience, and goals.
- We design your content plan and visuals that align with your brand identity.
- We make sure your messaging is consistent, professional, and true to your values.
- We help you understand how to show up, when to post, what tone to use, and how to stay on-brand.

Your Role (That's You) After Your 90 Days :

- You're the voice and face of your brand online.
- You engage by responding to comments, answering DMs, tagging partners, sharing stories, and celebrating wins.
    - 🔥Hot Tip: Organic photos and videos always perform best. You don't need the perfect setup or lighting. Just pick up your phone, capture the moment, and post. Authentic always wins!
- You stay active and authentic because your followers need to feel your energy, not just see your content.
- You use your social platforms as your community, not just a billboard or trying to get sales.

Example:
If we post a great brand story and someone comments, "This is amazing!" that's your cue to jump in. Don't just "like" the comment. Respond by acknowledging their comment and keeping the energy going. A simple, "Thanks! We're so proud of how this turned out and can't wait to share what's next," invites more interaction and keeps your feed alive.

Step-by-Step: How We Collaborate

During your 90 days

- **Blaze sets the plan and the pace.** We finalize your content pillars, calendar, themes, and visual system.
- **Blaze posts and engages.** We publish scheduled content and handle day-to-day engagement within scope, things like liking, quick replies, and triaging DMs and comments that need your voice. If you prefer, we'll notify you any time there's a message or comment that's out of our wheelhouse, so you can jump in fast and keep the conversation real (see below).

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- **You show up where it matters.** When a reply needs your expertise or personal touch, we flag it and hand you a ready-to-post response so you can jump in fast.
- **Monthly check-in.** Short, focused report for you to review what's working, what is performing best, what needs improvement, what is next, and any approvals or updates.
- **Quality control.** We keep your tone, visuals, and captions on brand so everything feels cohesive.
- **Performance pulse.** Light tracking on reach, saves, and comments so we can double down on what works.

After your 90 days

If you decide to take the reins and handle your own social media after your 90 days, great! You're already set up for success. You have your strategy, your voice, your visuals, and your rhythm. Now it's about staying consistent and visible.

- **Post regularly.** Aim for 3–4 times a week. Consistency builds trust and keeps your brand top of mind — even if people aren't ready to buy yet, they'll remember you when they are.
- **Engage daily.** Reply to comments and DMs, like and comment on posts from your community, and tag clients, partners, and collaborators. The more genuine engagement, the more visibility you earn.
- **Share a mix of content.** Show your work, your process, your people, and your wins. Remember, people connect to humans, not just services.
- **Stay true to your brand.** Keep your tone, visuals, and message aligned with what Blaze built for you. If it doesn't feel like your brand, skip it.
- **Keep it real.** Don't wait for perfection, just be authentic, just post.
- **Track engagement**. Notice what people respond to and build on that.

Example:

✅ Great post: "We just wrapped our biggest project yet! Couldn't be prouder of our team and our amazing clients."

❌ Not great post: "Check out our services. Link in bio."

🔥Hot Tip. Know what each post is working for.

- Stories are for nurturing your existing followers, the people already in your circle. Keep them personal and real.

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- Reels, carousels, and short-form videos are your growth engines. They reach far beyond your current audience and pull new eyes to your brand.
- Feed posts build authority, so think of them as your brand's storefront.

When you understand the "why" behind each type of post, every piece of content works harder for you.

Your Checklist

Before posting or engaging, ask yourself:
☐ Does this sound like my brand voice?
☐ Does it connect with my audience emotionally or visually?
☐ Have I replied to comments and DMs?
☐ Did I post something real this week and not just promotional?
☐ Does my feed look and feel cohesive?
☐ Have I celebrated my wins and shared something human?

If you can check off most of these, you're doing it right.

Need More Support?

After your 90-day plan, Blaze can continue managing your social media for awareness and engagement, keeping your brand voice consistent and your content visually on point. You can still lead the conversation; we'll keep the stage set.

If you're ready to run paid ads, we don't handle that directly, but we'll connect you with a trusted partner and help guide the direction so it aligns with your brand strategy.

Your brand deserves to be seen, and when we work together, the world won't just see your light; they'll feel your fire! 🔥

Blaze On!

The Blaze Experts

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