
FRACTIONAL CMO PLAYBOOK

Content design drives social media reach

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THE STARTING POINT

A capable team, posting without a system

A consumer brand with a talented creative team, a steady posting schedule and fewer than 20,000 followers.

Posts went out. Some did well, most did not, and nobody could say why.

The team believed that was as large a base as they were going to grow. I did not change the team, the kinds of content or the posting frequency.

CHANGE ONE

KPIs that tell you what to do next

Views per 1,000 followers shows whether the platform distributes a post beyond your existing audience.

Median likes per post shows whether a typical post resonates, so one viral hit cannot hide a weak average.

Clicks show whether attention turned into intent. We added A/B tests on hooks, openings and calls to action.

CHANGE TWO

The same four parts in every post

01

Hook

Stop the scroll in the first second. A great post that does not capture attention will never be viewed.

02

Have a story

Establish the core idea the post is built around: a technique, a recipe or a moment.

03

Link it to the brand

Tie the story to the value proposition: the feature, capacity, design or quality that makes the brand the preferred choice.

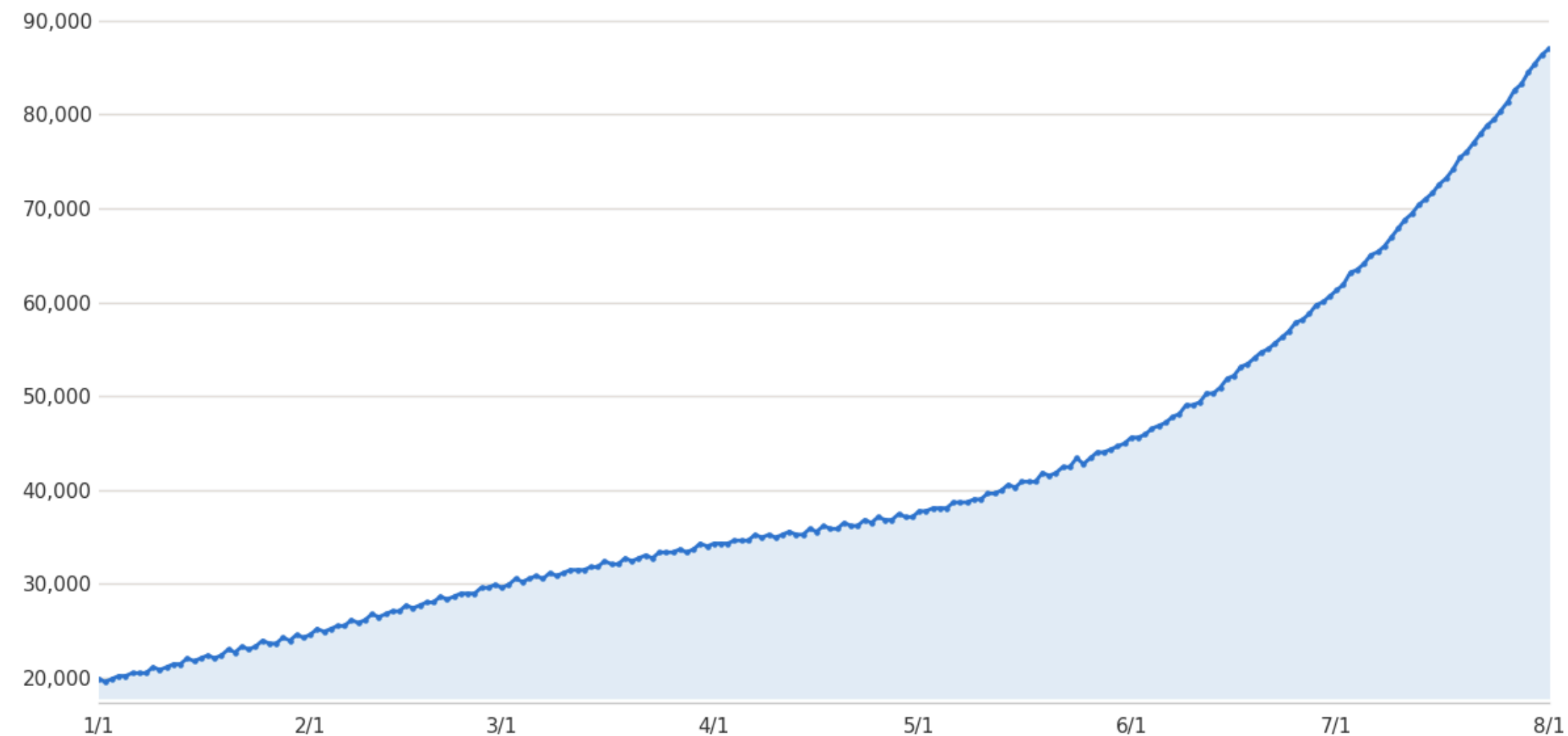
04

Call to action

Tell the viewer who the brand is and how to buy it. One clear action beats three vague ones.

THE RESULTS: AUDIENCE

Under 20K to over 90K followers in 10 months



+336%

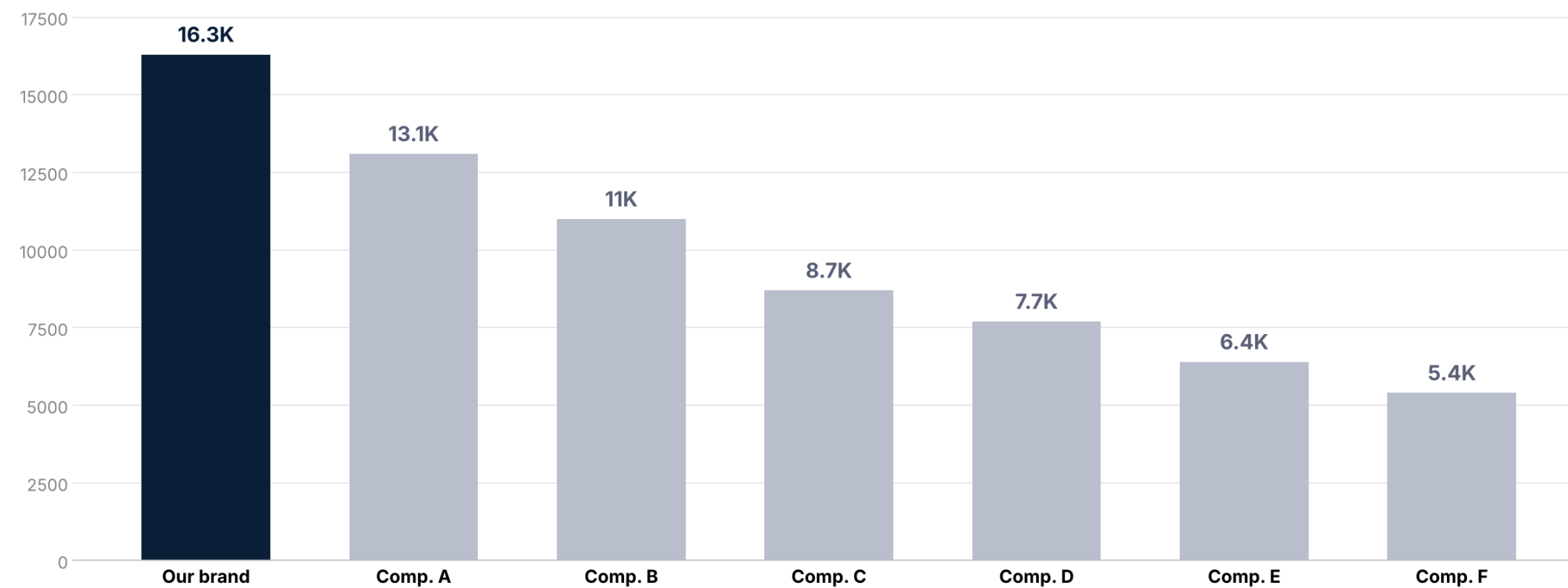
Audience growth, January 1 to August 1, 2026: 19,913 to 86,871 followers.

Daily follower count, same team and same posting frequency.

THE RESULTS: REACH

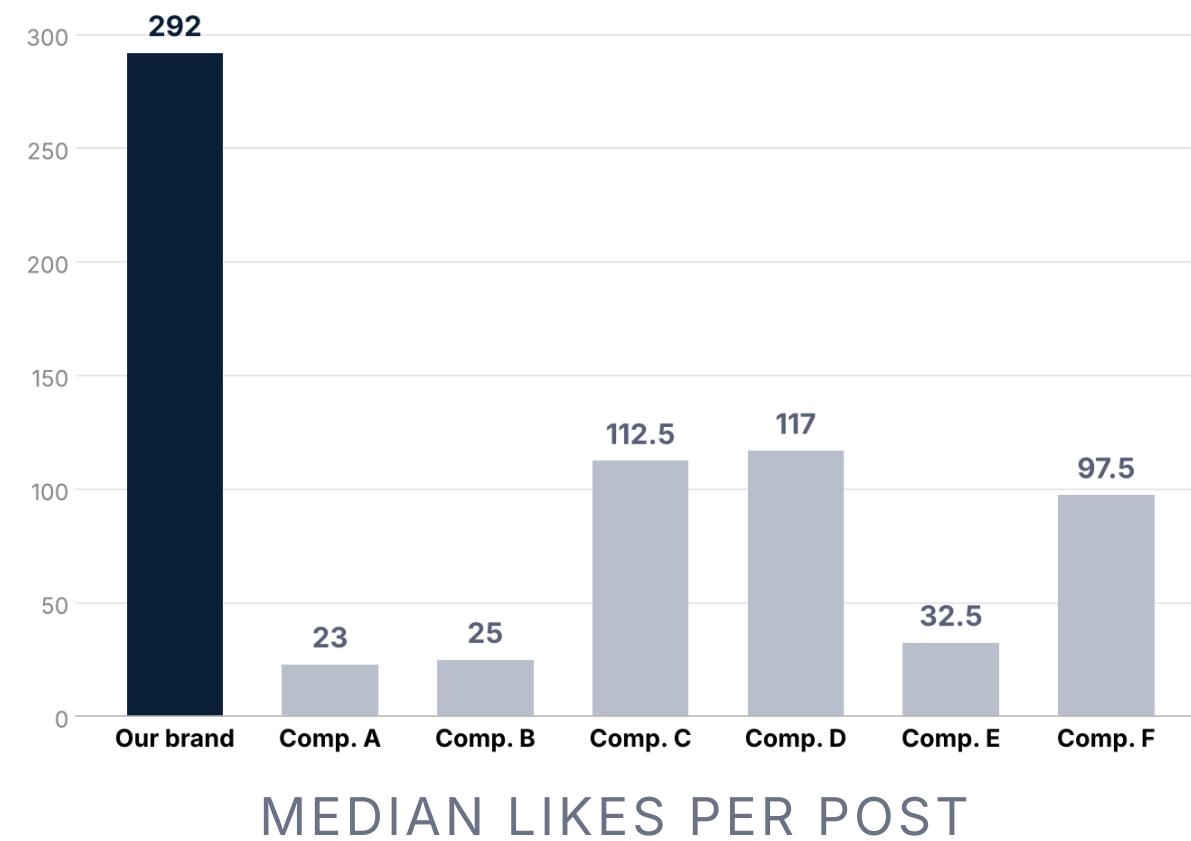
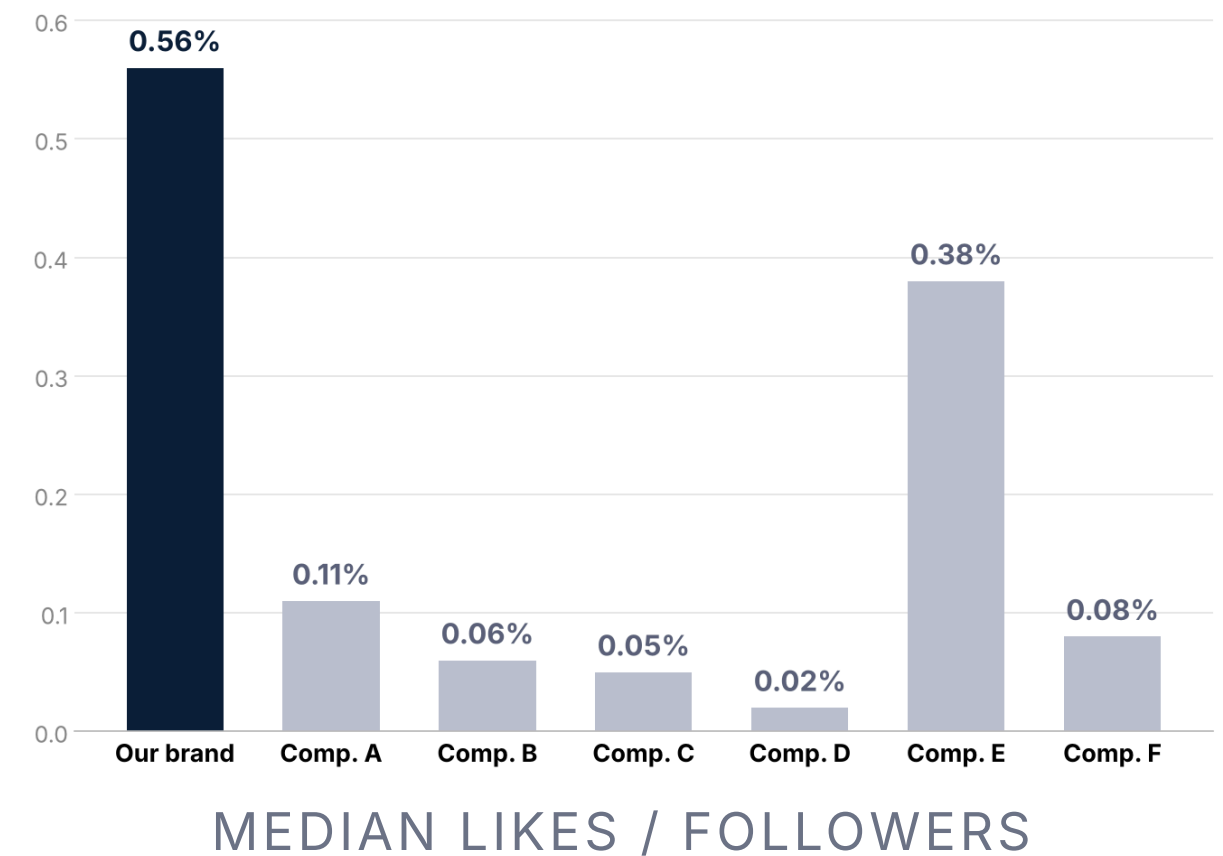
Our content earns more views per follower

Views per 1,000 followers, our brand vs. six competitors



THE RESULTS: ENGAGEMENT

Likes per post and likes per follower lead the category



Attention turned into relationships and clicks

899K

+189%

PLATFORM VIEWS

230K

+124%

ACCOUNTS REACHED

73.9K

+993%

INTERACTIONS

8.6K

+251%

CLICKS TO WEBSITE

Interactions grew nearly elevenfold. The content built relationships, not just reach. Platform analytics, year to date.

You do not need a bigger team or budget

- 1 Audit ten recent posts** against the four parts and mark what is missing.
- 2 Pick three KPIs:** one for reach, one for resonance and one for action.
- 3 Standardize the structure,** then test one part at a time.
- 4 Review weekly.** Keep what the data supports and retire what it does not.

TAKEAWAY

Structure and measurement beat volume. Design the content and reach follows.

Read the full article at marc-drucker.com/ideas