

Content, Social Media & Performance Marketing

Operations Playbook – Paudelmar × Yaksok

This document defines how the marketing engine operates. It covers ownership, the production cycle, deliverables, workflow, brand voice, schedule, and reporting.

Use this as the reference for any "who does what," "when does this happen," or "what's expected" question.

1. The Team

Role	Person	Owns	Reports to
CMO / Creative Director	Paula (Paudelmar)	Strategy, creative direction, briefs, approvals, client interface	Founder (Ani)
Brand & Content Producer	Vivi	Calendar, storyboards, on-shoot execution, social posting, community, monthly metrics	Paula
Editor / Designer	Polina	Editing organic + paid creatives, design, final exports	Paula
Performance Marketing Lead	Anthony (Block5)	Paid strategy, media buy, creative briefs, paid reporting	Paula
CRM / Email	Luke	Klaviyo flows, email broadcasts, segmentation	Paula
Production Partner	Egami / Barrio / Susi	Photo + video shoots, on-day art direction, selects delivery	Paula

Rule: Ani does not give direct briefs, approvals, or feedback to any team member. All communication flows through Paula.

2. The Monthly Production Cycle

The engine runs in 4-week cycles. **Each month's content is produced the month before.**

Week 1: Brief, direction, storyboard

- Paula writes content production brief (organic + performance)
- Anthony defines performance angles, hooks to test, creative requirements
- Vivi turns brief into shot lists, scene breakdowns, storyboards
- Pre-production: casting, locations, props, schedule locked
- Production company books shoot day

Week 2: Production

- Single shoot day mid-week (1 day standard, 2-3 days for major campaigns)
- Vivi runs the day on the ground (call sheet, styling, props, BTS capture)
- Production company delivers selects to Polina by end of week
- Polina begins editing immediately

Week 3: Editing

- Polina edits 12 organic assets (mix of Reels, carousels, statics)
- Polina edits 12 paid creatives + hook variants (~25-30 final files)
- Polina designs 10-15 story templates + highlight covers
- Paula does quality review and revisions
- Final assets delivered by end of week

Week 4: Approve, caption, schedule

- Vivi writes all captions in EN + ES
- Paula approves all content before scheduling
- Vivi schedules everything in Later or Planoly
- **All content locked 2 weeks before posting month begins (1 week absolute minimum)**
- Next cycle begins

Shoot frequency

- **1 standard production day per month**
- **1 bigger production (2-3 days) every 6 months** for major campaigns

- **October: launch campaign** – heavier production, included in the plan
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3. Monthly Output

Organic content (Vivi + Polina)

- 12 finished assets per month: mix of Reels, carousels, statics
- Day-of-week cadence (which days for which format) defined with Vivi at start
- 10-15 designed story templates + highlight covers
- ~30 daily Stories (reactive, on-brand)
- Pinterest: 10-15 pins per week (curation + originals)
- TikTok: activation TBD based on data

Paid content (Anthony + Polina)

- 12 base paid creatives per month
- 2-3 hook variants per base creative (~25-30 final exported files)
- Mix of static, animated static, short-form video
- New paid creative cycle every 7-14 days for testing

Email (Luke)

- 9 Klaviyo flows always-on
 - 1-2 broadcast campaigns per week
 - Studio waitlist flow running continuously
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4. Workflow & Handoffs

Brief → Storyboard

1. Paula writes content production brief for the month
2. Anthony adds performance angles + hooks to test
3. Vivi turns inputs into shot list + storyboard
4. Paula approves before pre-production starts

Shoot → Editing

1. Production company delivers selected footage to Drive
2. Polina retrieves source files, edits to spec
3. Polina delivers in Figma (working files) + final exports
4. Vivi reviews and uploads to asset library

Editing → Posting

1. Polina hands off edited assets to Vivi
2. Vivi captions in EN + ES
3. Paula approves
4. Vivi schedules in Later or Planoly
5. Content goes live on schedule

Performance → Iteration

1. Anthony monitors paid daily
 2. Anthony identifies winners and underperformers
 3. Underperformers killed within 72 hours of clear negative signal
 4. Winners drive next month's creative brief
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5. Brand Voice & Quality Standards

Voice reference

- Cereal Magazine, The Gentlewoman, Alo Europe with Mediterranean warmth
- Silent luxury, editorial, considered
- The customer is recognized, not flattered

What we never do

- Discount language ("save," "off," "deal")
- Urgency timers, FOMO ("last chance," "ending soon")
- "You deserve this" flattery
- Anti-aging anxiety
- Before/after imagery or language
- Korean idol / K-pop aesthetic

- "Yaksok believes / Our mission / We stand for"

Approval flow

- Organic content: approved by Paula before scheduling
 - Paid creative: approved by Paula before launch
 - Stories: Vivi posts within voice guide, Paula does spot checks
 - Captions: approved by Paula in the scheduling tool before publish
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6. Performance Marketing Integration

Performance content is purpose-built, not recycled

- Performance creatives are produced alongside organic during the same shoot
- Briefed separately by Anthony with specific hooks, angles, conversion goals
- Edited by Polina to performance specs (1:1, 9:16, hook variants for A/B testing)

Targets (industry benchmarks, to be re-baselined after 30-60 days)

Metric	Target
CAC (blended)	€30
ROAS (blended)	3.0x+
Conversion rate (paid traffic)	2%+
Email revenue as % of total	20-30%
Creative refresh rate	Every 7-14 days

Anthony's deliverables

- Weekly: paid performance report
 - Bi-weekly: new creative briefs into the next cycle
 - Monthly: full attribution analysis
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7. Social Media Specifics

Channel priority

- **Primary:** Instagram (feed, Reels, Stories)
- **Secondary:** TikTok
- **Tertiary:** Pinterest
- **New channel activation:** only with data justification

Posting rhythm

- Day-of-week cadence (which days for Reels vs carousels vs statics) defined with Vivi when she starts
- 12 finished posts per month, distributed across the month
- Stories: daily (1 minimum)
- Pinterest: 10-15 pins per week

Lead time rules

- All content for the upcoming month approved and scheduled **2 weeks before the start of the posting month**
- **1 week minimum, no exceptions**
- Daily reactive Stories exempt from this rule

Community management

- Comments and DMs responded to within 24 hours (48 hours on shoot days)
- Crisis comments escalated to Paula immediately
- Tone: warm, considered, never canned, never apologetic

8. Schedule Rhythm

Daily

- Stories posted (Vivi)
- Community management (Vivi)
- Paid campaigns monitored (Anthony)
- Email flows running (automated)

Weekly

- **Monday:** KPI snapshot from Paula to Ani
- **Tuesday:** Anthony's week-ahead paid plan
- **Wednesday:** Vivi's week-ahead social plan
- **Friday:** Weekly performance sync (Paula + Anthony, async or 15 min call)

Monthly

- 4-week production cycle (above)
- **1st of month:** monthly performance report to Ani
- **Mid-month:** paid creative iteration check-in

Quarterly

- Strategic review with Ani (60-90 min)
 - Channel mix re-evaluation
 - Production planning for next 3 months
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9. Reporting

Weekly KPI snapshot

- Revenue, CAC, ROAS, top campaign, top product, key learning
- Format: Slack message or email
- Sent: Friday by Paula
- Recipient: Ani

Monthly performance report

- Full channel breakdown, cohort data, learnings, next month plan
- Format: written document or deck
- Sent: 1st of month by Paula
- Compiled from: Anthony (paid), Luke (email), Vivi (social)

Per-shoot reporting

- Shoot brief signed off pre-production
- Selects reviewed and approved within 7 days

- Final assets delivered within 21 days
 - Post-shoot debrief: what worked, what to improve
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10. The Year Ahead

Month	Focus
June	Build + first cycle (extended to 6 weeks for breathing room)
July	First full 4-week cycle, engine in motion
August	Pre-launch ramp, possibly bigger shoot
September	Launch month – store opening, heavier production
October	Scale + launch campaign rollout
November	6-month proving review, planning Year 2

11. What's Out of Scope (Until Growth Engine Sustains)

Until we have a sustainable, repeatable growth mechanism in place:

- Brand events
- Community building activities (Soho House, dinners, networking as marketing spend)
- Sponsorships
- Non-targeted PR
- Influencer programs at scale (light testing OK in later months)
- Any spend not tied directly to a measurable result

Revisit when sustainably at €20K/mo+ in revenue.

12. Tools & Where Things Live

Function	Tool
Source files, brand assets	Google Drive (Paudelmar shared folders)
Editing working files	Figma (Polina), Canva (Vivi for reactive)
Email building	Klaviyo (Luke)
Social scheduling	Later or Planoly
Paid management	Meta Ads Manager, Google Ads
Performance tracking	KPI Dashboard (Excel/Sheets), GA4, Shopify, Klaviyo
Team communication	Slack (paudelmar.slack.com)
Formal documents, deliverables	Email to hi@paudelmar.com