



Creating and Scaling a Strategic Social Media Service

From concept to 50+ clients in under a year

The Gaps We Saw:



Slow Turnaround

Most content providers delivered work late. Time-sensitive posts often missed the moment entirely. Clients were left reacting instead of planning.

Lack of Innovation

Much of the content in this space lacked clarity, creativity, or cultural relevance. It didn't reflect the people it was meant to reach, and it didn't resonate.

Tight Budgets

Clients needed high-quality support, but limited budgets made it hard to commit. We had to show value early and clearly while keeping the service accessible.

My Role and Direction



Strategy

Clients were posting just to keep up, with no real goals or audience alignment. I focused on helping them think ahead, define what success looks like, and use content to actually say something that mattered.

Structure

Work needed to be consistent across clients, timelines established, and feedback loops built. I built the internal processes, templates, and review rhythms that gave the team a stable foundation to deliver well and deliver on time.

Scale

As we added clients, I made sure our systems could flex by client type while keeping quality high. I helped train new team members, adapt workflows, and protect creative standards as the service expanded.

System for Scaling

- Content calendars moved from reactive → 4–6 weeks ahead
- Built 24–48 hour turnaround systems for high-priority content
- Established shared templates and structure across clients
- Maintained space for customization by client type and team size
- Balanced speed with strategic depth

Strategy was the foundation for creativity.

SAMPLE PLANNING CALENDAR

FACEBOOK/INSTAGRAM - STORIES	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Sunday						
Monday	Sermon Quote as Thumbnail/Sermon Video	Sermon Quote	Take Away from Sermon w/ questions for reflection (give a space to answer)	Sermon Quote as Thumbnail/Sermon Video	Sermon Quote as Thumbnail/Sermon Video	Sermon Quote
Tuesday						
Wednesday	Pastor's or Staff's Favorite Book or Podcast (Ask for other suggestions to share)	Volunteer Highlight		Staff Highlight		Place to Donate (Partner Ministry or Give Online)
Thursday	Events: Share all on stories and turn into a highlight	Events: Share all on stories and turn into a highlight	Events: Share all on stories and turn into a highlight	Events: Share all on stories and turn into a highlight	Events: Share all on stories and turn into a highlight	Events: Share all on stories and turn into a highlight
Friday	Something fun (like staff's favorite candy)			Something Fun like a video reel of this or that		
Saturday		Worship with us			Worship with us	
FACEBOOK/INSTAGRAM - PAGE/GRID (Reels if Video)	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
HEADER FOR FB PAGE	Branded for the Season				Sermon Series	
Sunday						
Monday	Sermon Quote as Thumbnail/Sermon Video	Sermon Quote as a Carousel	Take Away from Sermon w/ questions for reflection (give a space to answer)	Sermon Quote as Thumbnail/Sermon Video	Sermon Quote as Thumbnail/Sermon Video	Sermon Quote as a Carousel
Tuesday						
Wednesday	Volunteer Spotlight	Pastor's or Staff's Favorite Book or Podcast		Place to Donate (Partner Ministry or Online Giving)	Staff Highlight	
Thursday	Events: Post one event or a list of events on a graphic branded for the church	Events: Post one event or a list of events on a graphic branded for the church	Events: Post one event or a list of events on a graphic branded for the church	Events: Post one event or a list of events on a graphic branded for the church	Events: Post one event or a list of events on a graphic branded for the church	Events: Post one event or a list of events on a graphic branded for the church
Friday	Something fun (like staff's favorite candy)			Something Fun like a video reel of this or that		
Saturday		Worship with us			Worship with us	

Marketing and Client Acquisition

Multi-Channel Marketing Strategy

Leveraged a multi-channel marketing strategy including a 36,000-member Facebook group, podcasts, one-day conferences in 20 cities, email campaigns, blogs, and company brochures to drive client acquisition while positioning the company as an industry expert and innovator.

VIDEO

Which Social Media Platforms Should We Use?

When choosing which social platforms to invest your energy in, consider your church's goals and intended audience.



By Zac Bernauer



By Zac Bernauer

Harnessing Social Media for Church Engagement

Social media isn't just a trend! With digital engagement becoming more crucial than ever, social media is an efficient way to let your community know you're here and what you offer, from youth groups to senior ministries. But it goes beyond just awareness. Social media allows you to bring your message directly to people's daily lives, extending your Sunday sermon's impact throughout the week. Don't wait for people to walk through your doors-meet them right where they are!



Client Outcomes

- Shifted from week-to-week chaos to planned, consistent content
- Had clear strategy docs that aligned voice, message, and goals to share with leadership and peers
- Gained time and space to lean into larger creative initiatives they did not previously have time for
- Able to adopt the process because it was visible and repeatable



KEY TAKEAWAYS:

WHAT MADE IT WORK

AND WHAT IT PROVED

This proved that creative work is stronger when the system beneath it is built to support people, not just output. Planning didn't limit us. It gave both the team and the client space to think clearly, act intentionally, and produce better work. We weren't just coaching or guiding — we were delivering. The offering was fully built around providing consistent, audience-aligned content with structure, strategy, and clarity at every step. Clients trusted the process because it worked, and the team could deliver at scale without losing quality.

CLEAR PLANNING

Clients gained breathing room, consistent planning, and content aligned with audience and goals.

OPERATIONAL STRUCTURE

Templates, workflows, and timelines gave the team consistency, speed, and creative alignment.

SUSTAINABLE GROWTH

As we scaled, we protected creative quality and client experience with systems built to endure.

HOLISTIC LEADERSHIP

I led across creative, operations, and relationships to build something clear, scalable, and human.