

Tailored Spaces

Type of Posts that can be done

1. Before & After Posts –
 - Show the room before and after transformation. These are meant to be visually striking so viewers can see exactly what all changes were made. It also demonstrates TS teams' expertise.
2. Functional Design Aspects –
 - Show the practicality of the design and explain why you chose it to be in a certain way
 - i. For example, a small kids room may have a bunk bed with a workstation instead of a bottom bunk. That leaves more space for a small play area on the other side of the room. Or the way the stairs for the bunk were designed.
3. Project Walkthroughs –
 - Can be a short video or multi-pic post detailing the design process and what elements were used.
 - i. You can make a video talking about how maybe the empty space on the side of a room was used by adding a chest of drawers, etc.
4. Step-by-step Transformation –
 - It's a series of pics showing each stage of a project.
 - i. Design planning (blueprints of how the room was envisioned)
 - ii. Step-by-step actual designing of the room
 - iii. Final room design
 - This would require effort for you to make the video and maybe edit it so that they can see the old space and how it was converted into the new design
5. Room-by-room –
 - Highlight each room individually in a large project. Discuss specific design choices (lighter ceilings to give the room a more larger look)
 - This will make you look like you have done more projects
6. Time-Lapse –
 - You can make a timelapse of specific stages in designing the room
 - i. Timelapse of furniture installation
 - ii. Setting up lighting
 - iii. Décor placement
 - This kind of posts are satisfying and drive engagement up
 - This is a good filler post – When you haven't completed a project but need to post something, these timelapse videos are perfect as you don't have to show the entire process but only a part of it.
7. Client Testimonials –
 - Get clients to talk about their experience with you and how you helped them.
 - i. How their ideas/vision were perfectly designed by you
 - ii. Ease of process
 - iii. Timely work done
 - iv. How last min wants were also incorporated
 - You can add a video along with some pics of the room to make people understand what is being said
8. Team Introductions –
 - Show your team and how each person has an integral part in the process of designing the house

- You can also showcase the talent in your team. This will give more credibility to what you are doing
9. Personal Introduction –
 - Post a pic of yourself preferably a professionally taken one. Talk about who you are and explain why you started the business
 10. Magazine Features –
 - These kinds of posts should always be pinned.
 - They give full validation to customers seeing your page. The first thing they would see is that you are a legit business as you were mentioned in a magazine.
 - Provides external Validation

Types of Captions

1. Descriptive Captions –
 - Provide detailed descriptions of the project, design choices and maybe even materials used.
 - You can talk about why you chose a certain art piece over another or a key piece of the room
2. Storytelling Captions –
 - Paint a picture of the clients vision and the viewers can see how you made it come to life
 - It provides an instant gratification to the viewers that you know what you are doing and can make their ideas come to life
3. Educational Captions –
 - Provide insights on why a certain thing was done in that way.
 - i. For Eg – we used a darker paint on the ceiling to make the room feel more cosy