Trustable Security Guards

Industry: Security Services

Platform: Instagram + Facebook

Duration: 1 Months

Services: Social Media Strategy

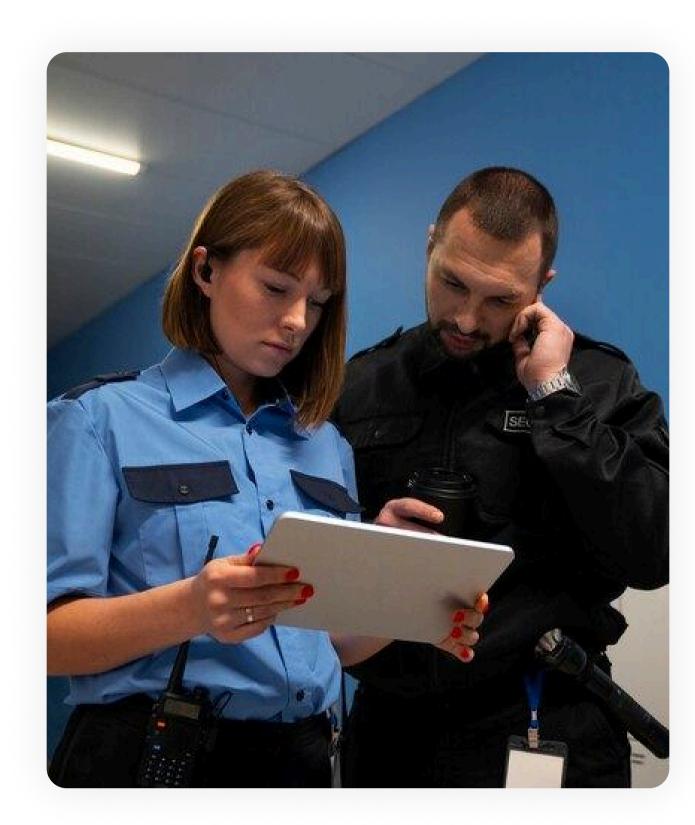
Content Creation Branding



The Goal

Trustable Security Guards approached us to build a cohesive and trustworthy digital presence that reflects their professionalism and reliability. With a limited online footprint, they needed a full strategy and high-quality content to jumpstart engagement and build authority.





The Strategy

We developed a custom Social Media Deck outlining:

- Their Unique Selling Points (USPs): Licensed, reliable, and community-first.
- * Clear Target Audience: Property managers, event organizers, and business owners.
- *Brand Colors & Fonts: Clean, bold, and authoritative.
- Posting Schedule: Balanced mix of education, promotion, and social proof.
- Tailored Campaign Ideas: Focused on trust, safety, and client testimonials.

The Execution

In just one month, we delivered a complete suite of content and branding assets:



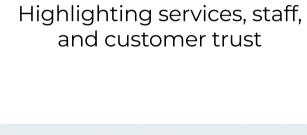
10 Basic Posts

Brand-forward, clean designs with valuable info

2 Reels

Dynamic, quick-hit videos

for attention and reach



1 Infographic

Breaking down services

clearly



5 Custom Posts

Captions SEO-friendly, CTA-driven copy



Optimized for local visibility



Real-time safety tips, FAQs, and interactive polls



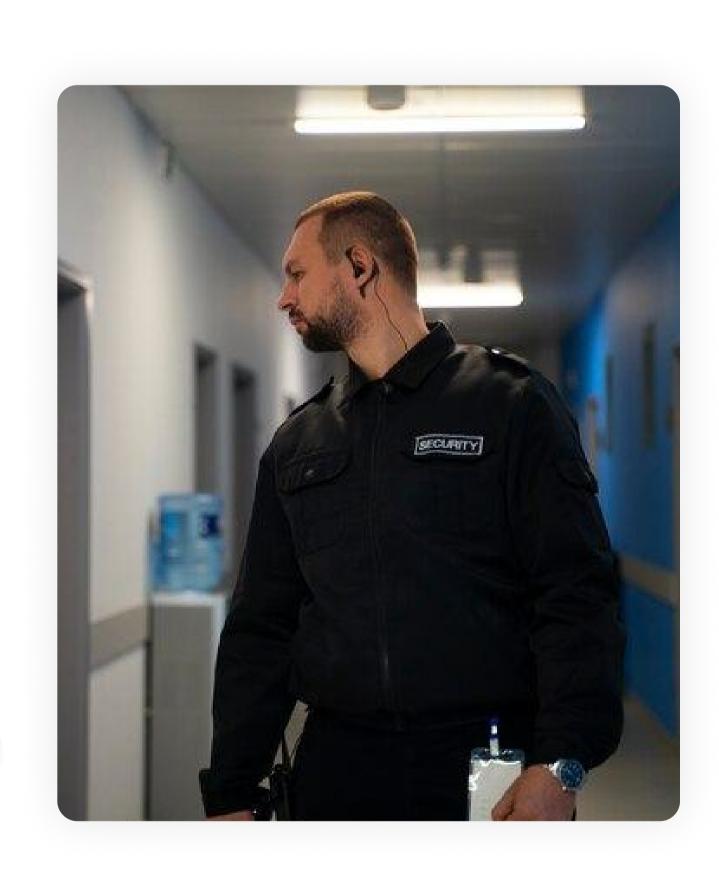
Banner Design A bold and branded cover image for their business

page

The Results

After just one month of content strategy and implementation, Trustable Security Guards saw impressive initial traction:

- * Engagement Rate increased by 10.31%
- * Enhanced visual identity across Facebook and Instagram
- Trong brand tone established across all content
- Built trust with potential clients through storytelling and design







The Takeaway

A consistent, well-branded social presence—paired with a smart content strategy—can make a big impact, even in just 30 days. Trustable Security Guards are now equipped with a content foundation that supports visibility, trust, and future growth.

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