



# Social Media for Makers

BUILDING A BRAND PEOPLE WANT TO BUY FROM IN 2026

**ACTIVATEVISION**  
SOCIAL MEDIA & CONTENT MARKETING STUDIO



## WHO WE ARE

# ACTIVATE VISION

A BOUTIQUE SOCIAL MEDIA & CONTENT STUDIO



We help brands tell their story in a way that **connects, inspires** and **converts**.



We've worked with **Irish brands, designers** and **events** across a variety of industries.



We combine creative **storytelling** with **social-first content** that gets results.



Proud to work with



WHAT THIS TRAINING WILL

# COVER

Everything you need to create content that connects and sells.



THE BIG

# MINDSET SHIFT

SOCIAL MEDIA IS NO LONGER  
ABOUT **POSTING PRODUCTS.**

It's about storytelling,  
connection & trust.





# WHY SMALL BRANDS ACTUALLY HAVE AN ADVANTAGE



**Big brands can't feel personal.**

They're built to scale, not to connect.



**Makers already have story, process and personality.**

That's something big brands can't replicate.



**People WANT handmade, human and real.**

It's what builds trust and loyalty.

This is where confidence begins.



**Your process is powerful.**



**Every order tells a story.**



**Your creativity is unique.**



**Your behind the scenes builds connections.**



**Your presence creates impact.**

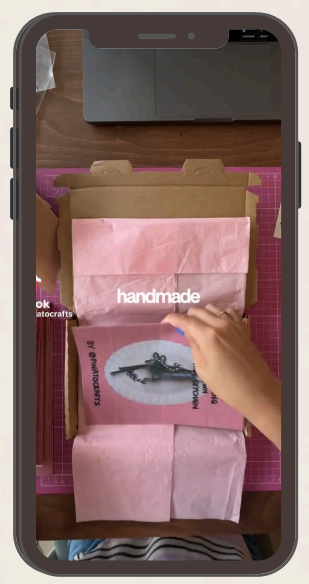
**YOUR STORY IS YOUR STRONGEST MARKETING TOOL.**

You don't need to be bigger.  
You just need to be more YOU.



# THE 6 CONTENT PILLARS

Each pillar serves a purpose. Together, they build a brand people remember.



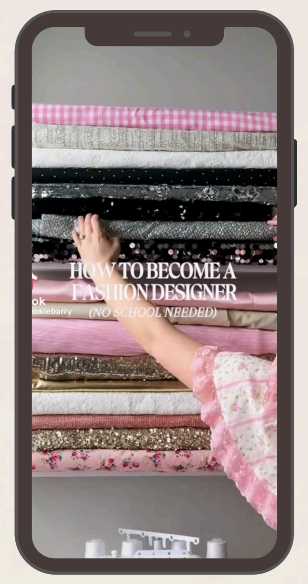
## BEHIND THE SCENES

- Builds trust
- Satisfying to watch
- Shows craftsmanship
- Makes products feel valuable
- Creates emotional connection



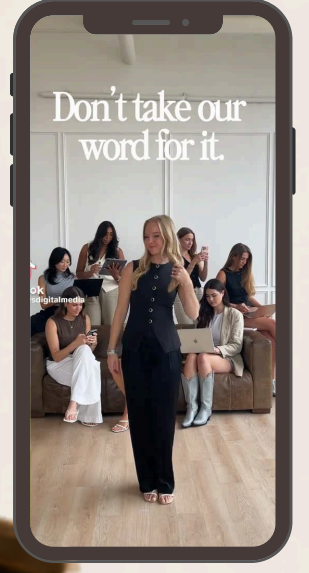
## YOUR STORY

- Humanises your brand
- Creates emotional connection
- Makes people root for you
- Helps customers remember you
- Differentiates you from bigger brands



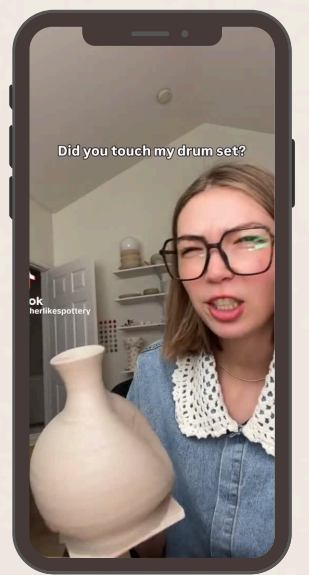
## EDUCATIONAL

- Builds authority
- Positions you as an expert
- Creates trust before selling
- Provides value
- Encourages saves & shares



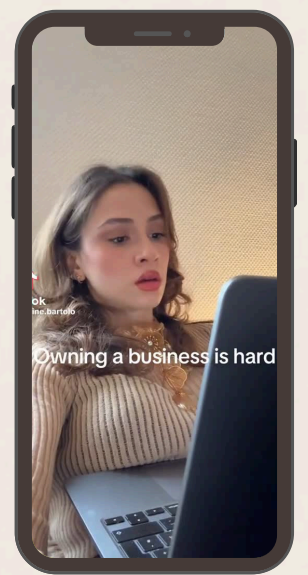
## SOCIAL PROOF

- Reduces buying hesitation
- Builds trust quickly
- Validates quality
- Customers trust, customers
- Creates credibility



## ENTERTAINMENT & PERSONALITY

- Makes people feel connected
- Increases engagement
- Makes your brand memorable
- Encourages shares
- People follow personalities



## EVOKE FEELING

- Emotional content performs best
- Creates aspiration & desire
- Makes people stop scrolling
- Strengthens brand identity
- Builds deeper connection

Different pillars, Different purpose. One goal: *connection*



# THE SIMPLE FORMULA

Great content doesn't need to be complicated.



Follow the formula. Make it you. Watch the engagement grow.



THE FIRST

# 3 SECONDS *Matter.*

Your hook decides  
if people stay or scroll.



## EXAMPLES OF HOOKS



"Pack a huge order with me"



"Pottery fail"



"What people don't realise about handmade....."



"Owning a business is hard....."

Stop the scroll.  
Spark curiosity.  
Make them  
want to know  
more.

# STORYTELLING VS SELLING

People don't buy products. They buy connection.



## CONSTANT PRODUCT PHOTOS

Looks like a shop.  
Easy to scroll past.



No story.  
No connection.  
No reason to remember.



## PROCESS/STORY/PEOPLE/EMOTION

Builds trust. Creates connection.  
Makes people feel something.



Tells a story.  
Builds connection.  
Creates loyal customers.

SHOW THE JOURNEY. SHARE THE REAL. SELL WITHOUT SELLING.

# You Do NOT Need To *Create More*

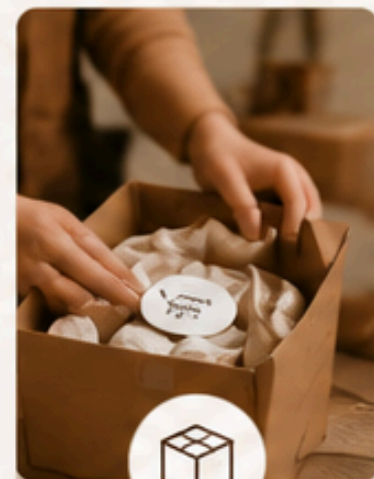
You need to **document** more of what you already do.

Your everyday work, moments and processes are already content.

JUST CAPTURE THEM

## EXAMPLES

All of these  
can become  
valuable  
content.



PACKING  
ORDERS



MAKING  
PRODUCTS



SKETCHING  
& DESIGNING



MARKET  
SETUP



PRODUCT  
PHOTOS



ANSWERING  
MESSAGES



PREPARING  
ORDERS



PLANNING  
& LEARNING

You don't need new content ideas

You need to see the content in your everyday

# FILM ONCE, USE MANY TIMES!

**1 FILMING SESSION = ENDLESS CONTENT**

**Capture once. Repurpose intentionally.  
Show up more, without creating more.**



Work smarter, not harder.



**ONE GOOD SESSION CAN FUEL YOUR CONTENT FOR DAYS (OR WEEKS)**  
Plan it. Capture it. Repurpose it. Keep showing up.

# BATCH FILMING

FILM ONCE. CREATE WEEKS OF CONTENT.

The secret?  
Plan it. Batch it. Show up consistently.

## 1 SET UP

Prepare your space, lighting & props. Get everything ready to go.



- ✓ Clear your space
- ✓ Set up good natural light
- ✓ Gather props & products
- ✓ Check your camera/phone
- ✓ Plan your shots

## 2 FILM MULTIPLE CLIPS

Capture a variety of shots, moments & actions. Keep your camera rolling!



- ✓ Wide shots
- ✓ Close-ups & details
- ✓ Hands in action
- ✓ Process steps
- ✓ Reactions & talking
- ✓ B-roll & texture shots

## 3 CHANGE ANGLES

Film the same thing from different angles & perspectives.



WIDE SHOT      SIDE ANGLE      CLOSE UP

- ✓ Move closer & further
- ✓ Try high, low & side angles
- ✓ Capture details & textures
- ✓ Get different compositions

## 4 SAVE DRAFTS

Organise your clips, save drafts & start turning them into content.



- ✓ Save & organise your clips
- ✓ Name files clearly
- ✓ Create folders by content type
- ✓ Use drafts for future posts
- ✓ Turn into content over time

BATCH FILMING = MORE CONTENT, LESS STRESS.

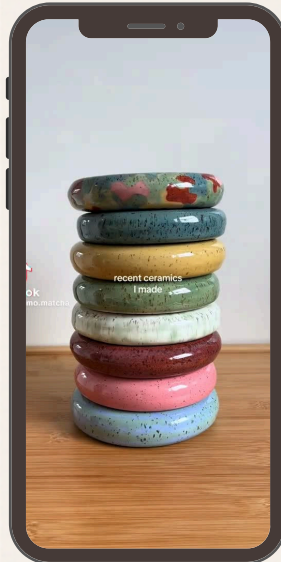
WORK ONCE. SHARE FOR WEEKS.

# TRENDS TO WATCH

## AND WHY THEY WORK

These trends aren't just popular they connect & here's why.

### 1 Comfort Trends

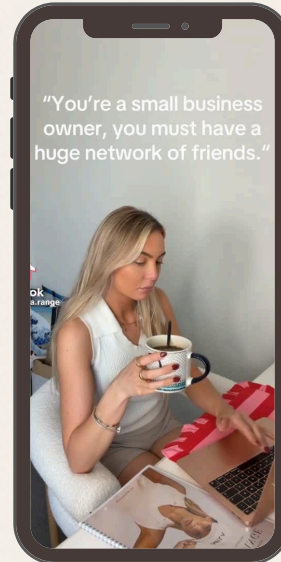


"Make this cozy moment even cooler"

#### WHY THIS WORKS

People seek comfort online. Your content provides that feeling.

### 2 Relatable Business Owner Content



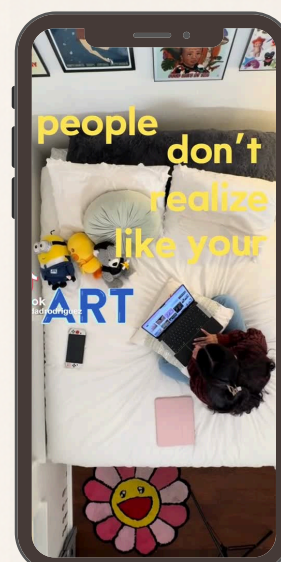
"You're a small business owner, you must have a huge network of friends."

"Owning a business is hard,"

#### WHY THIS WORKS

Relatability builds trust. People connect with real, not perfect.

### 3 Voiceover Storytelling



people don't realize like your ART

"What people don't realise about handmade."

#### WHY THIS WORKS

Voiceovers create curiosity and keep viewers watching.

### 4 Process Videos

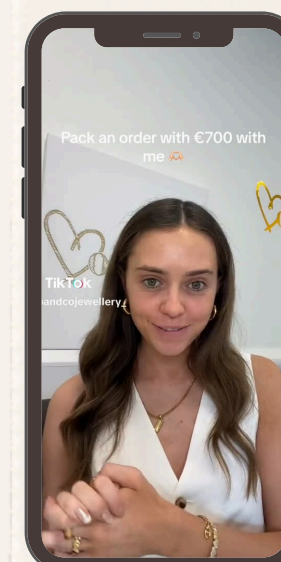


"Watch this come to life"

#### WHY THIS WORKS

Satisfying to watch = higher retention and shares.

### 5 Packaging Videos

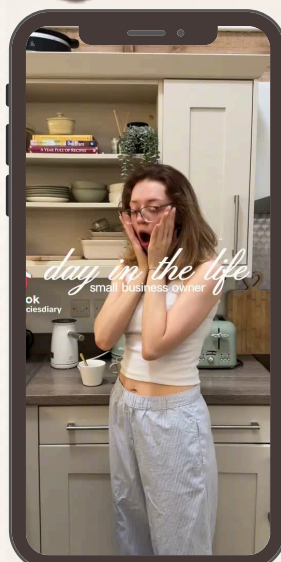


"Pack a huge order with me"

#### WHY THIS WORKS

Viewers love order satisfaction & feels being included.

### 6 Day In The Life



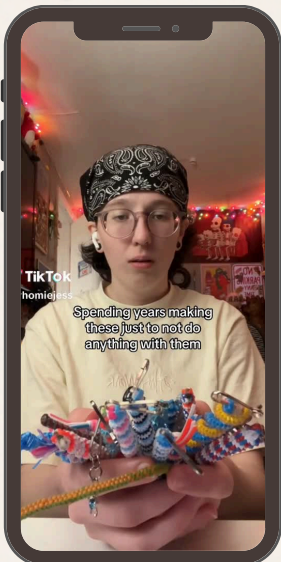
#### HOOK EXAMPLE

"When you think you're productive but..."

#### WHY THIS WORKS

People love peeking behind the scenes of real lives.

### 7 Humour / Self-Awareness



#### HOOK EXAMPLE

"When you think you're productive but..."

#### WHY THIS WORKS

Humour builds connection and makes you memorable.

### 8 Reply-To-Comment Videos



#### HOOK EXAMPLE

"Replying to @anna's question.."

#### WHY THIS WORKS

Personalised content builds community and engagement.

### 9 Looped Videos



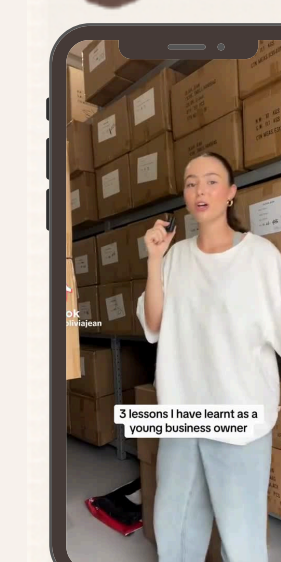
#### HOOK EXAMPLE

"CAN'T STOP WATCH THIS LOOP"

#### WHY THIS WORKS

Loops increase watch time and boost reach.

### 10 Educational Mini Content



#### HOOK EXAMPLE

"3 glazing tips you NEED to know"

#### WHY THIS WORKS

Value-packed content saves people and gets shared.



# 5 BIG MISTAKES

THAT SLOW YOUR GROWTH



## 1 POSTING ONLY PRODUCTS



### WHY IT HURTS

It's boring, not relatable, and it doesn't build a connection.

**SHOW THE PERSON, NOT JUST THE PRODUCT.**

## 2 INCONSISTENT BRANDING

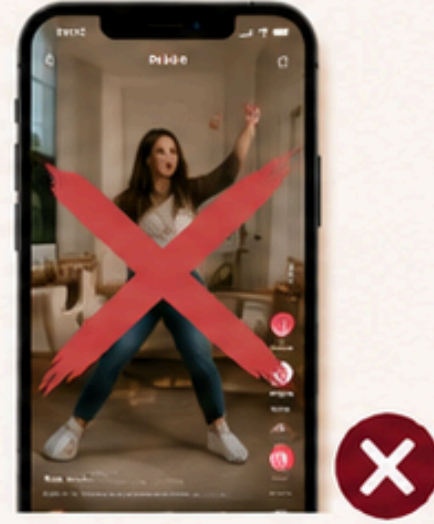


### WHY IT HURTS

It confuses people and makes your brand forgettable.

**CONSISTENCY = RECOGNITION + TRUST.**

## 3 COPYING TRENDS BLINDLY



### WHY IT HURTS

It looks inauthentic and attracts the wrong audience.

**TRENDS COME AND GO. YOUR VOICE STAYS.**

## 4 QUITTING TOO EARLY

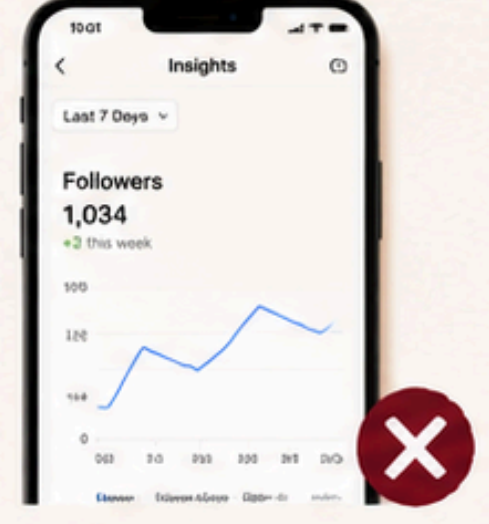


### WHY IT HURTS

Growth takes time. Most people quit right before it works.

**CONSISTENCY TODAY. RESULTS TOMORROW.**

## 5 OBSESSING OVER FOLLOWERS



### WHY IT HURTS

Followers don't pay bills. Engagement, trust and sales do.

**FOCUS ON IMPACT, NOT VANITY METRICS.**

FOCUS ON WHAT WORKS. AVOID WHAT DOESN'T. KEEP IT SIMPLE.

PRACTICE > PROGRESS

# TOOLS THAT MAKE IT EASIER

★ **Simple tools. Big impact.** *More time to create.*



## CANVA

Design beautiful content quickly and easily.

Use the new AI features.



## CAPCUT

Edit videos fast. Use Templates. Add effects, sound and more.



## EDITS

Create, edit and share content straight to Instagram. Made for IG creators.



## GOOGLE SHEETS

Plan, track and organise your content easily.



## TIKTOK CREATIVE CENTER | INSTAGRAM EXPLORE

Discover trends, hooks and top performing content.



## CHAT GPT

Brainstorm! Get help with your captions.



Use tools, not excuses.

THE RIGHT TOOLS SAVE TIME AND HELP YOU SHOW UP CONSISTENTLY.



# THIS WEEK'S

# Challenge

FOCUS. CREATE. SHOW UP.

Remember to use #madelocal



Small steps this week. Big impact over time.

THIS WEEK:



1

POST 2-3 TIMES



★ Be consistent. Show up in your audience's feed. Visibility creates opportunity.

2

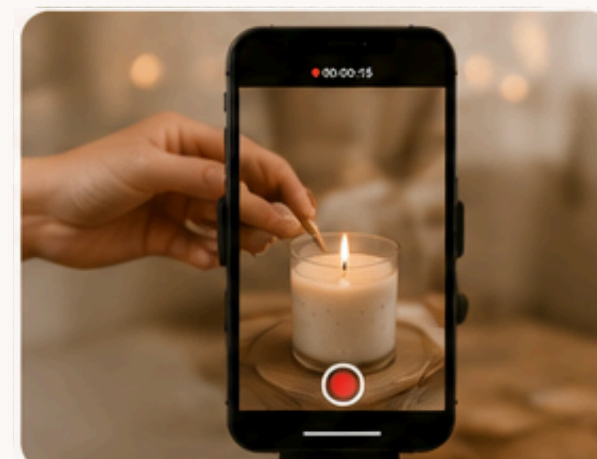
SHOW YOUR PROCESS



★ People connect with the journey, not just the final product.

3

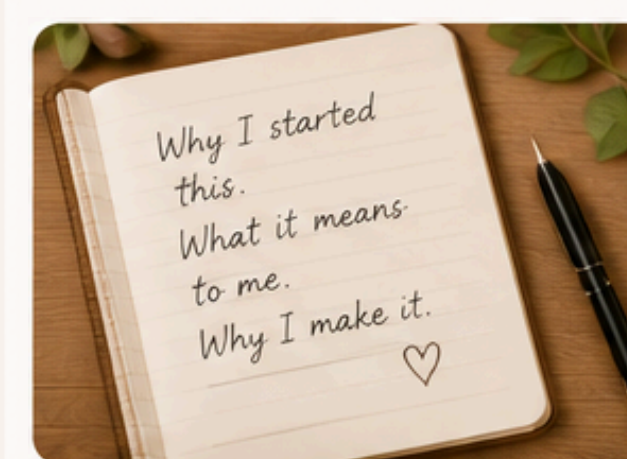
TRY ONE VIDEO



★ Video gets more reach, more trust, and more engagement.

4

TELL ONE STORY BEHIND YOUR PRODUCT



★ Stories build connection. Connection builds loyalty. Loyalty builds sales.



TAKE ACTION. TRACK YOUR PROGRESS. KEEP GOING.

## You've got this!

Pick your 1 priority

Take action this week

Review & improve next week

## Progress over perfection!

*Final thought*  
Your story is  
your **strongest**  
marketing tool.

You don't need more content **ideas**.

You need to show more of **what you already do**.

You've got the story.  
The world needs to see it.



THANK YOU FOR BEING HERE. NOW GO & SHARE YOUR STORY.

Show up.  
Share consistently.  
Help more people.

That's  
the real  
win.

CONSISTENCY  
BUILDS TRUST.  
STORIES BUILD  
CONNECTION.

You don't need  
to be perfect.

You just  
need to be

*You.*

