



HUDACE GROWTH

Social media marketing

A steady publishing rhythm, on tone, on time, and measured against the business.

SERVICE OVERVIEW & DELIVERABLES



Run Smarter. Grow Faster.

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Why social has changed

Social succeeds on timing and tone, neither of which scales easily. Most teams either burn out producing or fall behind the conversation. The teams that win build a steady rhythm and let the data inform the calendar, not the other way round.

Running on calendars costs you

- Production cycles measured in weeks, not days.
- Posts that miss the moment they were planned for.
- Engagement reports without insight on what to do next.
- Brand voice drifting across channels and contributors.

What changes with Hudace

- A connected calendar informed by live engagement.
- On-brand drafts and variants ready for editorial review.
- Community management with clear SLAs.
- One brand voice profile applied across every channel.

The shift: from chasing the calendar to running a connected programme where craft, distribution, and measurement sit in the same place.

Our approach to social

We treat social as a steady operating rhythm rather than a series of one-off campaigns. Every engagement is grounded in audience, voice, and the business outcome we are moving.

1

Diagnose

Channel audit, audience and competitor mapping, and a clear-eyed view of where the brand sounds like itself.

2

Decide

A channel strategy and content pillars tied to the business, with measurable targets and a review cadence.

3

Deliver

On-brand production, distribution, and community management shipped on a continuing rhythm with the team your business needs.

What is in scope

Four capability areas cover the whole of modern social. We run them as one programme, on one platform, with one brand voice.

Strategy and calendar

Where the rhythm starts.

- Channel strategy by audience
- Content pillars and editorial line
- Quarterly calendar by channel
- Brand voice profile for social

Content production

Where the rhythm shows up.

- Static and motion assets
- Reels, shorts, and long-form
- Channel-native adaptation
- Editorial review built in

Community and creators

Where the rhythm earns trust.

- Community management with SLAs
- Influencer and creator briefs
- Crisis playbooks
- Sentiment monitoring

Paid social

Where the rhythm scales.

- Paid social campaign builds
- Creative testing programme
- Audience strategy and lookalikes
- Performance reporting on margin

Deliverables

Here is what you receive as part of a social engagement with Hudace Growth, in the first 30 days and on a continuing rhythm thereafter.

In the first 30 days

- Channel audit and competitor scan
- Audience and persona map
- Brand voice profile for social
- Content pillars and editorial line
- 90-day content calendar

On a continuing rhythm

- Monthly content calendar
- Static and motion assets per channel
- Reels and shorts production
- Community management (response SLAs)
- Influencer and creator briefs
- Paid social campaign builds
- Monthly performance and content scorecard

What you receive: a working social programme with the calendar, the assets, the community, and the paid layer all on one platform, on one brand voice.

The outcomes

When social runs on one connected programme with AI accelerating the routine work, the gains show up across audience and revenue.

3x

more on-brand variants
shipped per week

Show up consistently

A steady output that does not
burn the team and stays on tone.

Weeks

to a steady publishing
rhythm

Engage with intent

Community management with
clear SLAs and consistent voice.

One

brand voice across every
channel

Measure to revenue

Engagement, audience growth,
and paid social tied to pipeline.

Illustrative outcomes based on running social media marketing on Hudace Growth.

THE AI INSIDE

AI accelerates the work, your team owns the voice

AI runs across the routine layer of social so editors, designers, and community managers focus on the parts that need their judgement.

On-brand drafting

Drafts copy and variants on your brand voice profile for editor review.

Creative versioning

Adapts assets across channels and formats while respecting brand controls.

Audience and timing signals

Reads engagement signals so timing and topic decisions are informed, not guessed.

Sentiment and conversation

Surfaces what audiences are saying in plain language, so the team acts faster.

Built to be trusted: AI works on your governed data, respects brand and policy controls, and keeps a human in control.

Built for every role

Each role on your team gets the view that fits the work, on one connected platform.

Head of marketing

One view of audience growth, engagement, and pipeline.

Head of content

A connected calendar and asset library across channels.

Social and community lead

One place to schedule, engage, and report.

Performance partner

Paid social tied to audience and pipeline.

In practice

We went from chasing posts to running a programme. The calendar, the production, and the community are on the same page, and the brand sounds like itself across every channel.

Marketing leader, growth-stage business

3x

more variants shipped per week

50%

faster community response time

1

brand voice across channels

Illustrative outcomes based on running social media marketing on Hudace Growth.

Why Hudace

What sets Hudace Growth apart for social media marketing is not one feature, but the shape of the whole engagement: connected, intelligent, and built to fit how your team actually works.

- AI-native, not bolted on. AI runs across calendar, production, and community.
- One platform across organic, community, and paid social.
- Live in weeks, with the brand voice profile codified up front.
- Configurable to your channels, your voice, and your editorial controls.
- Built for the brand safety, accessibility, and review standards modern marketing requires.
- Measured against revenue and brand, not vanity, from day one.

See it in your business

Run social as a steady, measured rhythm, on one platform, with the brand voice intact across every channel.

Ready to see it on your marketing function?

Book a session and we will show Social media marketing on the way your team actually runs, with the deliverables, the milestones, and the measurement laid out.

[Book a session](#) · hudace.com/products/social-media-marketing



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