MARKETING | CHANNEL STRATEGY

Instagram Strategy for Ravon Sage

How the account earns credibility with data sensitive organisations in Turkey and the United Kingdom, what it publishes, and what it deliberately does not.

PREPARED	July 2026
PURPOSE	Operating strategy for the Ravon Sage Instagram account
OWNER	Marketing and sales operations
REVIEW POINT	Ninety days from first post
EVIDENCE BASE	Platform benchmark research, competitive creative analysis, Sage product positioning

Important: this is an operating plan for a marketing channel. Audience and platform figures cited are third party estimates and should be re verified before they are quoted externally.

Contents

01 What this account is for

02 The audience and why the channel is defensible

03 What the category is actually doing

04 Positioning and content pillars

05 Format strategy and cadence

06 Attention mechanics and persuasion

07 Hooks, captions and calls to action

08 The post bank

09 Production system

10 Measurement

11 Claims discipline and brand safety

12 Idea space, held for when capacity allows

13 The first ninety days

SECTION 01

What this account is for

Almost every published Instagram strategy optimises for audience growth, because for most companies an audience is the asset. For Sage it is not, and building against that default would produce a healthy looking account that generates nothing.

Sage does not need an audience. It needs a defined group of perhaps forty to eighty people, the operations directors, IT and security decision makers, finance leads and general managers who control information inside data sensitive organisations in Istanbul and London, to recognise the name and form the impression that this is a serious operation before a commercial conversation begins. Two hundred correct followers are worth more than twenty thousand incorrect ones, and every structural decision in this document follows from that.

The channel does three jobs, in order of value.

- **Recognition before the meeting.** Prospects who have met the company, or who receive an introduction through a partner, will look the company up before they sit down. What they find should make that meeting easier rather than neutral. This is the highest value job and it is achieved with a small number of excellent pinned posts, not with volume.
- **Proof that can be shown rather than asserted.** The proposition is grounded, contained and traceable. Those three words are inert in a sentence and convincing in a five second screen recording. This is the only content type that no competitor in the category can copy, because almost none of them run inside the client estate.
- **Credibility for the channel.** An integrator considering reselling the product checks whether the company exists in public. This check happens quietly and it is cheap to pass.

> **The account is a credibility surface, not a discovery engine.** Nobody discovers an on premise enterprise AI platform on Instagram and buys it. They discover it elsewhere, then use Instagram to decide whether the company is real.

Two consequences follow immediately. Follower count is not a headline metric and should not be reported as one. And the grid matters more than the feed, because an evaluator arriving at the profile sees nine posts at once and forms a judgement in about four seconds.

SECTION 02

The audience and why the channel is defensible

There is one strong argument for Sage being on Instagram at all, one weak argument, and a clear split between the two markets the company operates in.

The Turkish case

Turkey has among the highest Instagram penetration of any country in the world. Third party estimates from platform advertising data put Instagram reach at roughly three quarters to nine tenths of the Turkish population depending on methodology, while LinkedIn's registered membership in Turkey sits at roughly a quarter of the population. That gap is the single most important fact in this document. For Turkish mid market organisations, the family controlled manufacturer, the regional financial services group, the mid size professional firm, the person who signs the contract is genuinely on Instagram and frequently is not meaningfully active on LinkedIn.

This is a structural reason rather than a marketing rationalisation, and it is why the account is worth building at all.

The United Kingdom case

Much weaker, and it should be treated as such. A London operations director is not evaluating on premise AI infrastructure on Instagram. In the United Kingdom the account is a credibility surface only, the place someone lands after an introduction to check the company is real. Content should not be written for the London buyer. The London buyer is a beneficiary of content written for Istanbul.

The account has no industry focus, and that is deliberate

The market is defined by one axis and it is not sector. It is data sensitivity and regulatory exposure. An organisation belongs in it when its material is confidential enough, and its supervision strict enough, that the ordinary versions of AI are not available to it. A smaller organisation carrying highly sensitive data is closer to the target than a larger one carrying nothing sensitive.

Content should therefore be written to the condition rather than to an industry. Sectors appear only as rotating illustrations of the same underlying problem, never as the frame. A post that leads with one industry tells every other reader that the product is not for them, which is the opposite of what this account is for at this stage.

Who the content is actually written for

Published segmentation for social media audiences usually divides by learning intent: beginners, working professionals, enthusiasts and evaluators. For a consumer or prosumer brand all four matter. For Sage only the last one does.

Segment	What they want	Priority for Sage
Evaluator	Proof of credibility, method, ethics and competence. Checks whether a claim survives scrutiny.	Primary. Every post should survive this person reading it.
Operator	Benchmarks, nuance, implementation reality. Feels the friction daily and is usually the internal advocate rather than the signatory.	Secondary. Worth serving because they carry content upward.
Beginner	Vocabulary, basics, where to start.	Low. Serve only where it also serves the evaluator.
Enthusiast	Inspiration, novelty, identity.	None. This segment will never buy and chasing it distorts the account.

The single best qualified prospect, in any industry, is an organisation that has already written an internal policy banning public AI tools. They have made the decision that creates the need, which means the persuasion work is already done and the conversation is much shorter. A meaningful share of content should be written as though speaking directly to that person, and several posts should be designed specifically to make them identify themselves in the comments or a poll.

SECTION 03

What the category is actually doing

Competitive creative analysis across horizontal enterprise AI, enterprise data platforms and workplace assistants produced four findings that shape the plan. None of these companies deploys inside the client estate, so this is evidence about creative mechanics rather than positioning that transfers directly.

The category sells relief to a person, not governance to an institution

The most active comparator runs almost entirely on individual level benefit. Time recovered, attention protected, friction removed, workplace frustration recognised. Its nearest angle to the Sage argument, workers assembling their own disconnected AI tools and losing time to the seams between them, exists but is a small share of output.

This is the most useful finding in the analysis. Sage's argument has been aimed at the organisation while the category earns attention by speaking to the person doing the work. Both are needed. The institutional argument closes the deal and the personal one earns the eight seconds in which the institutional argument can be made.

Nobody demonstrates the product

Across the comparator set, product demonstration is close to absent. The highest performing creative is customer voice, lifestyle framing and brand advertising. The reason matters more than the observation. Those companies sell capability, and in a capability market a demonstration is undifferentiating because every competitor demonstrates the same screen. Sage sells containment, which is the one claim that cannot be asserted credibly and can only be shown. The demonstration remains the correct differentiator here, but as proof rather than as the thing that earns attention.

The containment angle is unoccupied

Deliberate searches for data sovereignty, on premise deployment and residency compliance return cloud data platforms, workplace assistants and the frontier model labs. Not one vendor is running the argument that the organisation's material stays inside its own walls. This is not a crowded message being joined. It is a message almost nobody else is structurally able to make.

Volume in the category is bimodal, and currently near zero

One enterprise data platform produced over a thousand creatives in ninety days. Others produced roughly twenty, or none. Across almost every comparator examined, output falls away to nothing after the early summer. There is no middle and there is very little current competition for this attention. The cadence proposed here sits in a gap that no comparator occupies, which makes it a reasonable resourcing decision rather than an evidenced one, and it should be treated as a hypothesis to test at ninety days.

> **The one contradiction in the evidence, stated plainly**
>
> Paid advertising data shows carousels at close to zero across every serious enterprise advertiser examined. Organic benchmark research shows carousels as the strongest organic format for engagement and saves. Both are correct. Carousels underperform in paid because they demand commitment before the payoff, and perform in organic because the viewer has already chosen the account. This account is organic, so the organic evidence governs.

SECTION 04

Positioning and content pillars

The account should read as a sharp internal briefing for people who run complex, supervised organisations. Not a content machine, not a thought leadership page, and under no circumstances a hype account.

The positioning line, used to settle every content decision rather than published as a slogan, is that this is the account explaining where enterprise AI becomes real inside regulated organisations. If a post does not serve that sentence, it does not run.

Entry argument → Demonstration → Accountable human → The work itself → Who we are

The five pillars

#	Pillar	What it covers and why it works	Share
1	**AI within your walls**	The entry argument. Regulated organisations are offered a deal where their most sensitive material leaves the building and they hope. Sage removes that trade off. This does most of the persuasive work and should recur monthly in different clothing.	25%
2	**Show, do not tell**	Silent demonstration. Sources resolving under an answer, the audit log, the system declining to answer outside its corpus, permissions changing the result. The only differentiated asset the account owns.	25%
3	**The accountable human**	Agents carry routine work while judgement stays with a named person. For a nervous profession this is reassurance, and it separates the account from every replacement narrative in the feed.	15%
4	**The work itself**	Concrete workflows shown at the level of the person doing them. Industries appear only as rotating illustrations of the same underlying problem, never as the frame. Ignored by most viewers and read closely by the few who matter.	25%
5	**Who we are**	The firm and the product distinguished honestly, the reasoning behind on premise deployment, process without identifiable client material.	10%

> **Write to the person, argue to the organisation.** The category earns attention with individual relief and Sage wins deals with institutional control. Open on the friction one person feels, then widen to what it costs the organisation. A post that starts at governance never gets read far enough to make the governance point.

The hidden cost frame is the strongest recurring device across all five pillars. Fragmented knowledge, unread institutional memory, adoption without evidence and the gap between sounding advanced and being useful are all operational versions of the hidden problem structure that performs reliably on the platform.

What the account never posts

- Accuracy percentages or performance figures that have not been measured.
- Compliance claims of any kind.
- A client name, logo or recognisable material without written permission.
- A feature that is not built and working today.
- Competitor names, whether praised or attacked.

If a post requires a number to work and that number does not exist, the post does not run. This constraint is more commercially useful than it looks, because the whole proposition is trustworthiness sold to people whose profession is detecting overstatement.

SECTION 05

Format strategy and cadence

Format is chosen by the job it performs, not by which one currently reports the best average engagement. Reels earn reach from people who do not follow the account. Carousels earn saves and depth from people who already do.

The mix

Format	Role	Share
Carousel	Core teaching and saving asset. Frameworks, checklists, teardowns, workflow breakdowns, myth against reality. Six to eight slides. This is the workhorse and it is also the cheapest format to produce well without a camera.	50%
Reel, silent or voiceover	Discovery and proof. Screen recordings, animated diagram builds, annotated captures, document camera walkthroughs. No face required, which suits both the team and the subject matter.	30%
Single image	One statement, one chart, one distinction. Organic performance of single images has weakened materially, so use it for weight rather than volume.	12%
Story sequence	Distribution of the feed post, polls, question boxes, reminders. Three to five frames, one action per frame. Not a growth engine.	8%

Cadence

Two committed feed posts per week, Tuesday and Thursday, with an optional third on Wednesday when a strong asset already exists. Two Story sequences per week, both attached to feed posts. No daily posting, no weekend posting, no pressure to fill a slot with weak material. A missed third post costs nothing. A weak post that an evaluator sees costs a meeting.

Starting time windows, to be replaced by account specific data after four to six weeks. Tuesday late afternoon into early evening. Wednesday around midday or early evening. Thursday morning. All in Istanbul local time, because that is where the audience that justifies the channel sits.

Length discipline

- **Twelve to eighteen seconds.** A single demonstration with no narration. The strongest format the account has.
- **Twenty to thirty five seconds.** Animated explainer or diagram build with text on screen.
- **Thirty five to sixty seconds.** Voiceover over a screen recording, used when the sequence genuinely needs explaining.
- **Beyond ninety seconds.** Rare and only when the payoff is layered. Average watch time on the platform is measured in single digit seconds, so padding actively costs reach.

Hashtags

Three to five narrow tags only, and only where they sharpen relevance. Sector and geography tags rather than category giants. Recent platform research finds no positive association between heavy hashtag use and performance, and recommendation eligibility is driven by originality and relevance rather than tagging.

SECTION 06

Attention mechanics and persuasion

The accounts that dominate attention in the psychology and influence niches do so through a small set of repeatable structural moves. Those moves are neutral tools. They work equally well on serious enterprise subject matter, and using them is the difference between a correct post and a read post.

The distinction that matters is between persuasion mechanics and manipulative intent. The mechanics below should be used deliberately and often. The exclusions at the end of this section are excluded for commercial reasons rather than squeamish ones, because the buyer is a person whose profession is detecting overstatement and a single caught exaggeration costs more than a year of good posts wins.

Use these, deliberately

#	Mechanic	How it works and how Sage uses it	Mode
1	**Curiosity gap with a specific payoff**	Withhold the answer, but promise a concrete one. Three questions IT asks, not you will not believe this. Specific curiosity converts. Vague curiosity burns trust on the second exposure.	**Use freely**
2	**Contrast framing**	What people think against what actually matters. The single most reliable structure for this brand because the entire proposition is a correction of a widely held assumption.	**Use freely**
3	**Specificity as authority**	Named workflows, real constraints, exact behaviours. Precision reads as competence in a category saturated with abstraction. A post that names the ethical wall problem outranks ten posts about transformation.	**Use freely**
4	**Pattern interruption**	Open by conceding something the audience expects you to argue against. Your firm was right to ban it. The concession buys the next eight seconds.	**Use freely**

#	Mechanic	How it works and how Sage uses it	Mode
5	**The open loop**	End a post on the question rather than the resolution, and answer it in the next one. Builds return behaviour without demanding a follow.	**Use freely**
6	**In group identity**	Write for the people who already banned public AI tools. Naming a group precisely makes its members identify themselves, and those are exactly the qualified prospects.	**Use freely**
7	**Compression into rules**	Three mistakes, five checks, the two questions. Compression is what makes a post saveable and sendable, which are the two metrics that matter most here.	**Use freely**
8	**Asymmetry of knowledge**	Position the content as what the vendor knows and the buyer usually does not. This is honest in this category because the information asymmetry is genuine.	**Use freely**

#	Mechanic	How it works and how Sage uses it	Mode
9	**Loss aversion**	Frame around operational risk, wasted procurement cycles and the cost of a failed pilot rather than around gain. Effective, and it must stay proportionate rather than becoming alarm.	**Use with care**
10	**Naming an enemy**	The enemy is a condition rather than a competitor. Hope based security. Adoption without evidence. Never a named company, because attacking one makes the account look small.	**Use with care**
11	**Social proof**	Powerful and currently constrained, because there is no permitted named reference. Use structural proof instead, method, process and the audit trail, until a reference exists.	**Use with care**
12	**Scarcity and urgency**	Only where the constraint is real, such as limited delivery capacity under a senior only model, which is a true statement. Invented deadlines are the fastest way to lose this specific buyer.	**Use with care**

Excluded, for commercial reasons

- **Fabricated testimonials, cases or conversations.** Legally exposed and fatal with a buyer who verifies.
- **Invented or unmeasured figures.** The one category of claim that a technical evaluator will check first.
- **Fear escalation.** Breach imagery and regulatory doom read as vendor pressure to a compliance officer, who has seen it many times.

- **Parasocial dependency plays.** Off brand for an enterprise relationship and corrosive to the seriousness the account is trying to establish.
- **Edgy or provocative framing borrowed wholesale from the influence niche.** It carries recommendation and brand safety risk and it is misaligned with the buyer.

> **Borrow the packaging of high performing persuasion accounts and none of their posture.** The account should feel like a premium briefing written by someone who has already done the reading, not like a page trying to win an argument.

SECTION 07

Hooks, captions and calls to action

The cover slide and the first line of the caption do most of the work. Everything after them is read only by people the hook already convinced.

Cover discipline

Three to six words carrying one promise or one tension. Centred with generous margins so it survives grid cropping. High contrast. One idea per cover, never two.

Cover line	Mechanic it uses
Your firm was right to ban it	Pattern interruption through concession.
Where the document actually goes	Curiosity gap with a concrete payoff.
Security is the product	Contrast against the category assumption that security is a feature.
Most firms adopted without proof	Hidden problem plus mild status tension.

Cover line	Mechanic it uses
Watch it refuse to answer	Pattern interruption. Nobody advertises a system declining.
Three questions IT asks first	Compression into rules plus asymmetry of knowledge.
The answer exists. Nobody can find it.	Hidden cost framing, operational rather than emotional.

Cover line	Mechanic it uses
Your AI is answering from one system	Specific accusation the reader can immediately test.
What we will not automate	Reverse positioning. Restraint as a credibility signal.
Five checks before a vendor sees your files	Utility plus in group identity.

Caption structure

Four parts, in order. A hard first line that stands alone before the platform truncates it. One or two sharply phrased insights. A proof point or an implication. One call to action. Long captions only when the length is earned, which is rare.

Tone is calm, exact, mildly contrarian and institutional. No exclamation marks, no motivational language, no emoji beyond the occasional structural marker. The account should sound like a sharp analyst rather than a vendor, and like someone who has already done the reading rather than someone still forming a view.

Calls to action

Generic follow prompts are wasted. Every call to action should map to a metric that matters and to a plausible action for a cold professional viewer.

- Save this before your next internal AI discussion.
- Send this to whoever is still calling cloud AI secure enough.
- Comment with your sector and we will build the version for it.
- Message us for the vendor question list as a document.
- If your organisation already has a policy on this, we would like to know what it says.

The last of these is the most valuable line in this document. Anyone who answers it has identified themselves as a qualified prospect, and the reply arrives in a private channel.

SECTION 08

The post bank

Enough material for roughly six months at the proposed cadence. None of these requires a face on camera, a named client, an invented figure or an unbuilt feature.

Pillar 1, AI within your walls

- **Where the document actually goes.** Carousel. Three diagrams in identical visual grammar, public tool, enterprise cloud, on premise. The third lands without argument.
- **Your firm was right to ban it.** Carousel. Open by agreeing with the ban, then name what the ban left unsolved.
- **Three questions IT asks before approving anything.** Carousel. Most tools fail the first. No competitor named.
- **Unplug it.** Reel, fifteen seconds, silent. Disconnect the network, ask a question, receive an answer. The caption carries the explanation.
- **Hope is not an architecture.** Single image. One statement, high contrast.
- **The quiet cost of waiting.** Carousel. The real competitor is the organisation that defers. Hold this until trust exists, because it lands badly early.

Pillar 2, show do not tell

- **Sources under the answer.** Screen recording. Citations resolving to the organisation's own documents. The single highest value clip the company can produce.
- **The log.** Screen recording of the audit trail, every query and action against a name. Nobody posts this and it is what compliance actually asks about.
- **Watch it refuse.** Ask something outside the corpus and show the system decline rather than invent. Counterintuitive and the most trust building post available.
- **Same question, different permissions.** Two access levels, two result sets. Makes the ethical wall concrete in eight seconds.
- **Folder to answer.** Time lapse of a document set being connected and then queried.
- **Company style, not model style.** A generated document matching an organisation's existing house format.

Pillar 3, the accountable human

- **What we will not automate.** Carousel. Anything leaving the organisation, binding a client or carrying professional liability stays with a named person. Post this proudly rather than apologetically.
- **Where the human sits.** Diagram of a review workflow with the approval gate marked in a contrasting colour.
- **Answer engine, not decision maker.** Voiceover Reel on why that distinction is what makes the system adoptable at all.
- **Will it replace juniors.** Carousel. Answer honestly, including what it does not change. Invite disagreement, because this post earns replies.

Pillar 4, the work itself

- **The answer exists. Nobody can find it.** Carousel. The document, the email, the procedure and the decision all exist in different systems and nobody sees them together in time. The most universal problem the product solves.
- **How long it takes to answer one question.** Reel. Trace a single ordinary internal question across the systems it currently has to cross.
- **Five checks before a vendor touches your files.** Carousel. High save value, and it positions the company as setting the standard rather than selling against one.
- **What happens when the person who knew leaves.** Carousel. Institutional memory as an operational risk rather than a human resources one.
- **Walls inside the organisation.** Carousel. What a restricted corpus means when two parts of a business must not see each other's material. Applies to a professional firm, a bank and a manufacturer with equal force.
- **Adoption without evidence.** Carousel. The gap between organisations reporting AI adoption and organisations able to demonstrate a result.
- **One workflow, four industries.** Recurring series. Take a single workflow, such as answering an inbound query from a defined record set, and show it in a different industry each month. Sector as illustration, never as frame.

Pillar 5, who we are

- **The firm and the product.** Carousel. Ravon Group carries the track record. Sage went live in July 2026 and is deliberately taking early clients. Saying this plainly is itself a credibility post and it prevents someone discovering it and drawing a worse conclusion.

- **Why we deploy on your hardware even though it is harder for us.** Reel or carousel. Honest about the operational cost of the choice.
- **Inside a deployment.** Process only, nothing identifiable.

Story sequences

- Question box asking what an organisation's current AI policy actually says.
- Poll on whether a policy has been written at all. Anyone answering that a ban is in place has raised their hand as a qualified prospect.
- Which sector should be broken down next.
- One slide pulled from the week's carousel with a link to the full post.

> **Pin three posts permanently.** Sources under the answer, watch it refuse, and what we will not automate. For an evaluator arriving cold, those three answer the credibility question before they scroll.

SECTION 09

Production system

Instagram is an editorial packaging layer sitting on top of thinking the company has already done. The work is repackaging rather than inventing, which is what makes the cadence achievable for a small team.

Source asset → One angle → Hook and promise → Draft → Design → Claims check → Schedule → Publish → Reply window → Log

#	Step	What happens in practice	Owner
1	**Source selection**	Pull one claim, diagram, workflow or question from existing company material. Briefings, one pagers, the FAQ and real client questions are the richest sources.	**Founder.** Chooses the angle.
2	**Copy drafting**	Generate three hook options, one slide script and one caption. Select rather than accept.	**Marketing.** Drafts, founder selects.
3	**Design**	Fixed template family. One carousel system, one statement card system, one Reel cover system. Templates are built once and then only filled.	**Marketing.** Owns fully.
4	**Claims check**	Every post passes the exclusions in section 04 before scheduling. No exceptions, including for a post that is already designed.	**Founder.** Sole approver.

#	Step	What happens in practice	Owner
5	**Schedule**	Batch a fortnight at a time. Native scheduling is sufficient at this volume.	**Marketing.** Owns fully.
6	**Reply window**	Twenty to thirty minutes of genuine replies after publishing. Pin the best comment. Reply to a message only when someone asks for something concrete.	**Marketing.** Escalates buying signals.
7	**Log**	Record results at twenty four hours, seventy two hours and seven days in one sheet.	**Marketing.** Owns fully.

The one thing that cannot be produced in London

The demonstration clips require product access and cannot be made by the marketing function alone. Six clips filmed in a single session carry roughly six months of the highest value content in this plan. Until that session happens, pillar two cannot run and the account loses its only genuine differentiator.

There is a second, softer version of the same constraint. The person executing this sits in London and the audience that justifies the channel sits in Turkey. Production capacity in London is sufficient, but market context has to come from Istanbul or the content will be technically correct and land flat.

Weekly time budget

- **Founder.** Roughly forty five minutes. Angle selection and the claims check. Nothing else requires founder time.
- **Marketing.** Roughly four to five hours, batched into one block rather than spread across the week.
- **Product access.** One filming session per quarter.

SECTION 10

Measurement

Follower count is not reported. It is a lagging vanity figure that would tell the team the wrong thing about whether this is working.

Indicator	Why it matters	Signal at ninety days
Saves on workflow posts	The single best leading indicator here. A save on a workflow carousel is someone intending to show it to a colleague internally.	Workflow posts consistently top the format for saves.
Sends and shares	Proxy for whether the content survives being forwarded to a superior.	Best posts are visibly sendable rather than merely likeable.
Profile visits from Turkey	Tests the geographic thesis the whole channel rests on.	A clear majority of profile visits originate in Turkey.
Non follower reach	Whether recommendation surfaces are working at all.	At least a third of reach on winning posts from non followers.

Indicator	Why it matters	Signal at ninety days
Qualified inbound messages	The only direct commercial signal available on this channel.	A small number of relevant enquiries beats a large number of casual ones.
Unprompted mention in meetings	Tests the recognition job, which is the account's primary purpose and is invisible in platform analytics.	At least one prospect references the account without being asked.
Watch through on demonstrations	Whether the proof content holds attention or merely exists.	Demonstration clips outperform the account average.

Review at ninety days rather than weekly. At two posts per week, weekly data is noise and reacting to it will produce worse decisions than ignoring it. Check individual posts at twenty four hours, seventy two hours and seven days for the log, but change nothing until the quarter is complete.

At the ninety day review, take the three best posts by saves and non follower reach and build one derivative of each. That is how a low volume account compounds without becoming a content operation.

> **The honest test at ninety days**
>
> If no Turkish prospect has mentioned the account, and no qualified message has arrived, the channel thesis is wrong and the effort belongs elsewhere. Write that condition down now, while it is still cheap to act on, rather than arguing about it later.

SECTION 11

Claims discipline and brand safety

The proposition is trustworthiness. That makes claims discipline a commercial control rather than a compliance formality, and it is the reason a single approver exists.

The approval gate

Every post passes one named approver before it is scheduled, and that approver is the founder. The gate exists because the marketing function can produce excellent content and is not positioned to know which technical statement is currently true. Four questions settle it.

- Does this post contain a number, and if so where did the number come from.
- Does this post describe a capability that exists and works today.
- Could any organisation in this post be identified without having given permission.
- Would a technical evaluator reading this find anything to correct.

Recommendation health

Non follower reach depends on the account remaining eligible for recommendation. Keep the account public, keep material original rather than reposted, and avoid the provocative framing that performs in adjacent niches and carries platform risk. Check account status periodically rather than assuming.

> **One overstated claim costs more than it wins.** The deeper argument, that most enterprise AI never reaches production, is held back for buyers who have already tried something and failed. It is too strong for a cold audience and it converts extremely well with a warm one.

SECTION 12

Idea space, held for when capacity allows

Everything in this section is currently out of reach because of team size, budget or the absence of a permitted reference client. None of it is rejected. Each item is recorded with the condition that would unlock it, so that when the condition changes the idea is already specified rather than needing to be reinvented.

#	Idea	What it involves	Unlock condition
1	**Named client on camera**	The dominant angle in the category. A named client describing the problem and the change in their own words. Outperforms every other creative type in comparable accounts.	One client granting written permission to be named and filmed.
2	**Founder to camera**	Short interpretation clips, forty five to sixty seconds, giving the account a human presence and a recognisable voice. Builds trust faster than any other format.	Willingness and time to appear on camera regularly.
3	**Recognised industry figure**	A respected sector name as a recurring voice or interview subject. Borrows credibility rather than building it slowly.	Budget or a relationship strong enough to ask.
4	**Celebrity or public face**	The approach taken by the best funded competitor in the category. Extremely effective for recall and entirely inappropriate at current stage and budget.	A funding round and a mass market objective, neither of which currently applies.

#	Idea	What it involves	Unlock condition
5	**Higher cadence**	Four to five posts per week, which is where compounding genuinely accelerates. The current plan is deliberately conservative.	A second person, or a designer retained specifically for template production.
6	**Paid amplification**	Targeted promotion of the strongest organic posts to a defined professional audience in Istanbul. Cheap to test, and the category is close to dormant on paid.	A modest budget and at least three posts with proven organic performance.
7	**Live sessions**	A recurring scheduled question hour, used as an office hour rather than a performance. Strong for trust with an already warm audience.	An audience large enough that a live session is not an empty room.
8	**Event and conference content**	Footage from sector events, panels and roundtables. The category leader relies heavily on this and it doubles as sales presence.	A speaking slot or a sponsored presence at a sector event.

#	Idea	What it involves	Unlock condition
9	**Partner co marketing**	Joint content with an integrator channel partner, which borrows their established credibility in the market and reaches their audience.	A signed and certified channel partner willing to co brand.
10	**Filmed case study**	A short documentary treatment of one deployment, from the problem through to daily use. The strongest single asset a company at this stage could own.	A completed deployment in production plus permission and a production budget.
11	**Original research release**	A small annual survey of AI policy inside regulated organisations in a defined market. Generates repeatable proprietary content and press interest.	Research capacity and a sample large enough to be defensible.

#	Idea	What it involves	Unlock condition
12	**Second account by market**	Separate accounts serving the two markets with different content weightings rather than one account compromising between them.	Enough volume that splitting does not halve the quality of both.
13	**Workflow series as a lead magnet**	Carousel series converted into gated documents, with the account driving structured capture rather than only messages.	A landing page and a functioning follow up process.
14	**Employee voices**	Delivery and engineering staff explaining what they see inside client organisations. Adds texture and doubles as recruitment content under a senior only model.	Team size and individual willingness to appear.

Two of these are worth watching more closely than the rest. Item one converts a sales milestone into the single most valuable marketing asset available, which is a reason to raise permission early in a client relationship rather than after delivery. Item six is unusually cheap and the competitive picture suggests the paid airspace in this category is close to empty.

SECTION 13

The first ninety days

Sequenced so that the assets which cannot be produced by the marketing function alone are captured first, before anything depends on them.

#	Phase	What happens	Output
1	**Week one, capture**	One filming session producing six demonstration clips. Sources under the answer, the refusal, the audit log, permissions, folder to answer, company style output. Nothing else in the plan proceeds until this exists.	**Founder.** Requires product access.
2	**Week one, profile**	Handle, name carrying the category, bio stating product, audience and differentiator, one link to a page with a real next step, readable mark at mobile size.	**Marketing.**
3	**Week two, templates**	Build the three template systems once. Carousel, statement card, Reel cover. Fixed typography, narrow palette, repeating layout so the grid reads as one brand.	**Marketing.**
4	**Weeks two and three, bank**	Produce the first eight posts before publishing any of them, so the account never runs from a standing start.	**Marketing.** Founder approves each.

#	Phase	What happens	Output
5	**Week four, launch**	Publish the three pinned posts first, then begin the Tuesday and Thursday rhythm.	**Marketing.**
6	**Weeks five to twelve, run**	Two posts weekly, two Story sequences, twenty to thirty minute reply window, log at three intervals. Change nothing structural during this period.	**Marketing.**
7	**Week thirteen, review**	Test the thesis against the indicators in section 10. Build one derivative from each of the three best posts. Decide on the third weekly slot and on paid amplification.	**Founder.** Decides continue or stop.

What would change this strategy

Named so that a change of direction is a decision rather than a drift.

- **If a client grants filming permission.** Customer voice becomes the primary pillar and the format mix shifts materially toward video.
- **If Turkish profile visits fail to materialise.** The geographic thesis is wrong and the channel should be reduced to a static credibility page rather than an active account.
- **If a competitor begins running the containment argument.** The unoccupied position closes and differentiation has to move to workflow depth and delivery instead.
- **If demonstration clips underperform the account average.** The assumption that containment must be shown rather than told is wrong, and the pillar weighting should move toward sector depth.

Document control: prepared July 2026. Platform behaviour, benchmark figures and competitive creative move quickly. Re verify audience and platform statistics before external use and review this document at the ninety day mark.