CONTENT HUB

Content Hub

Full content production system. Campaign briefs, script frameworks, platform formatting guides, and archive workflows.

dablock.com/playbooks

The Content Lifecycle

Every piece of content follows a lifecycle strategy, planning, production, post-production, review, publish, and archive. The real leverage comes from the bookends strategy before and archive after.

- Phase 1 Strategy goals, audience, message, KPIs, platform mix
- Phase 2 Planning calendar, resources, briefs, asset preparation
- Phase 3 Production shooting, recording, designing, writing
- Phase 4 Post-Production editing, color, audio, thumbnails, captions
- Phase 5 Review quality check, stakeholder sign-off, revisions
- Phase 6 Publish scheduling, metadata, optimization, engagement
- Phase 7 Archive performance tracking, lessons learned, asset reuse

Campaign Brief Template

- Campaign name and code for folder and file identification
- Client or brand for internal, partner, or client delivery
- Campaign goal awareness, consideration, conversion, retention
- Target audience demographics, platforms, content habits
- Key message the single sentence to remember
- Platform and format mix across YouTube, TikTok, Twitter, podcast
- Timeline from briefing through publish and post-analysis
- Success metrics views, retention, engagement, conversion

Script Structure Framework

- Hook 0-15 seconds bold statement or provocative question
- Problem 15-45 seconds identify audience pain or frustration
- Solution 45s-70% present with clarity and demonstration
- Social Proof 70-85% testimonials, data, case studies
- CTA 85-100% clear, specific, action-oriented next step
- Annotations for visual cuts, B-roll, and recording direction

Platform-Specific Formatting

- YouTube 8-20 min, SEO titles, chapters, thumbnail 1280x720
- TikTok Reels 15-60s, vertical 9:16, hook 2s, trending audio
- Twitter landscape or square, captions essential, text with media
- Podcast 20-60 min, timestamps, audio quality critical
- Newsletter 500-1500 words, scannable, one idea per issue

Content Calendar Strategy

- Theme mapping across weeks for narrative arcs
- Platform-specific scheduling for peak times and frequency
- Campaign integration with launches and events
- Recurring series for regular content slots
- 20% buffer for reactive content and emerging topics

Publishing Checklist

- Title and description with keywords and links verified
- Thumbnail uploaded with correct dimensions and readability
- Captions synced for accessibility and sound-off viewing
- Tags, categories, and playlist assignments complete
- End screens, cards, and CTAs configured and functional
- Post-publish verification on multiple devices

Campaign Archive System

- All assets archived with organized folder structure
- Performance report with key metrics per platform
- Lessons-learned document for every campaign
- Asset tagging by topic, format, platform, and performance
- Working files culled after 12 months finals kept indefinitely

Resources & Links

Full playbook with updates: dablock.com/playbooks/content-hub

DaBlock Academy: skool.com/dablock-creators-8717

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