

SIMPLIFY
———your socials

SOCIAL MEDIA **for Interior Designers**

A LITTLE ABOUT ME

Gina Ludwig

Started My First Business Over 30 Years Ago

Built multiple 6-figure businesses over that time.

Spent the last 20+ years helping businesses grow, refine, and scale.

Business Strategist | Branding & Marketing Specialist

Social Media Specialist | Published Author

SIMPLIFY YOUR SOCIALS

For small business owners who would rather do *literally* anything else.

WHAT WE WILL GO OVER

FIVE-POINT FRAMEWORK

Simple social media principles & guide.

SOCIAL MEDIA MINDSET

Changing the way you approach and think about social media.

STEP BY STEP ACTION PLAN

So you can start implementing right away.

I will not....

Be showing you how to “hack” the system.

The “experts” that tell you this is possible are lying!

AFTER THE WEBINAR

DIY SOCIAL MEDIA SYSTEM

Built from the exact system our social media team uses.

DONE FOR YOU SOCIAL MEDIA

A low cost alternative to high-priced agencies.

SPECIAL PRICING FOR ATTENDEES

THE FIVE-POINT FRAMEWORK

Post Content You are Proud Of

That reflects your business and resonates with your ideal clients.

Optimize it

Using keywords, hashtags, tags, and collaborations to increase visibility.

Show up Consistently

At a pace that's realistic and sustainable for you.

Trust the Process

Understanding that meaningful growth takes time.

Stop Chasing

Trends, likes, followers, and endless advice.

STOP CHASING

There Is No Secret Hack. PERIOD.

There are more than 30k social media “experts”.

If there were truly a secret formula for going viral or getting likes and engagement, wouldn't everyone be using it by now?

The truth is not exciting or sexy and it doesn't sell services...

but accepting the truth about what social media is and isn't will save you a lot of time, money, and unnecessary stress.

TRUST THE PROCESS

Organic Social Media Takes Time

Social Media is the one area where the metrics will mislead you!

You cannot rely on likes, comments and follows to tell if it's working.

You will not get the validation you're looking for.

That doesn't mean it's not working

You have to trust yourself and the process.

**You will not get the validation
you're looking for.**

That doesn't mean it isn't working.

THERE ARE A LOT MORE EYES

on your social media than you realize.

Potential clients may not be following, commenting or liking...
but they are watching and vetting.

Deciding whether they trust you enough to book!

STOP focusing on the algorithm and vanity metrics.

AND FOCUS ON THOSE PEOPLE

SHOW UP CONSISTENTLY

CONSISTENT does not mean CONSTANT

Decide what consistency looks like for you.

You would not go to the gym for a month, take the rest of the year off, and expect to stay in shape.

Social media works the same way. Small, steady effort gets the best results.

**Start with a pace you can maintain, build the habit,
and increase from there.**

**Slow and steady really does
win the race.**



sagainteriors  ...

Saga Interiors | Bay Area Interior Designer

1,111 posts 10.5K followers 1,111 following

Interior Design Studio

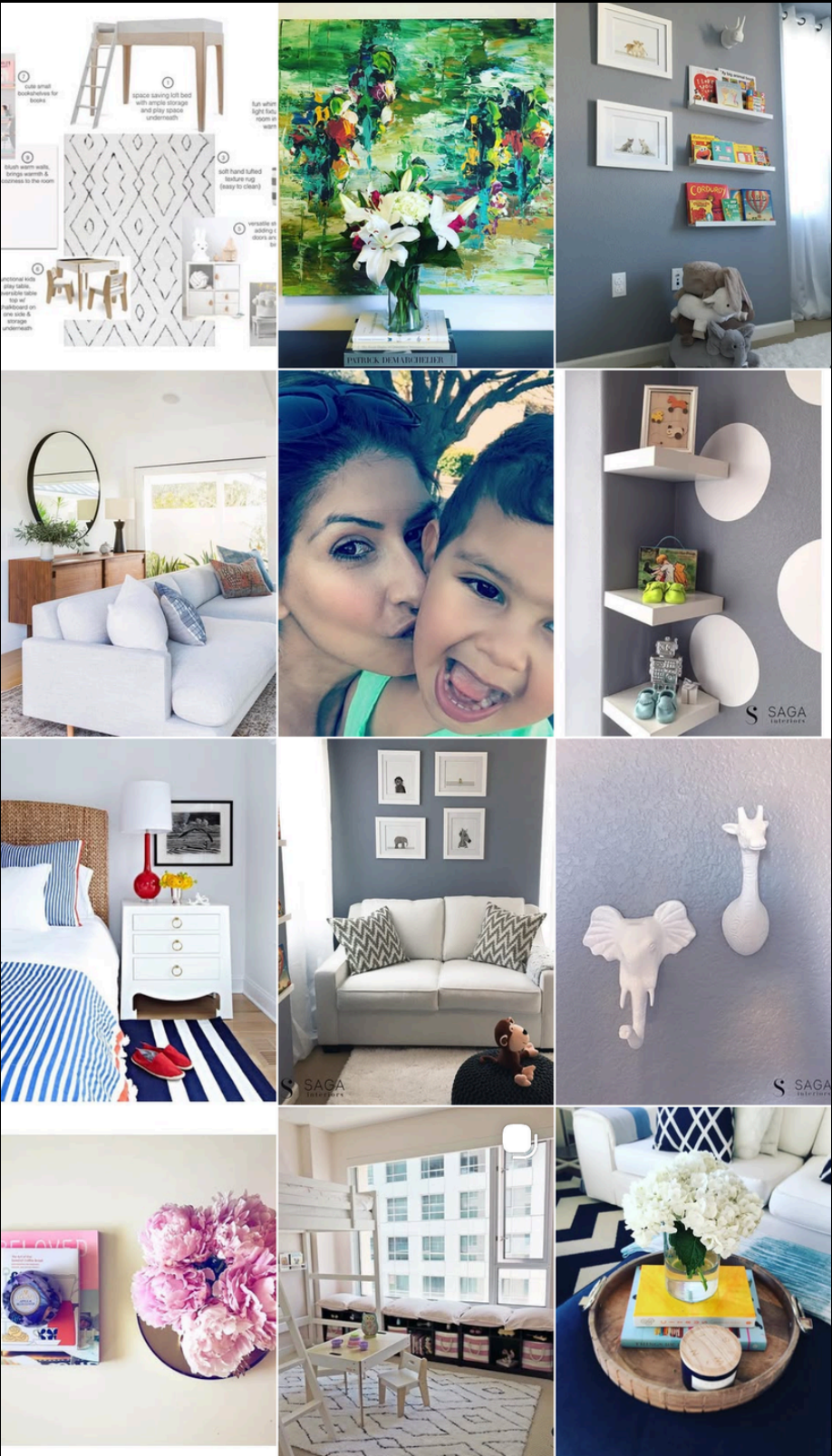
Mahsa Afsharpour ✨

Warm modern homes that hold your story
Persian × Scandinavian × California living 🌿

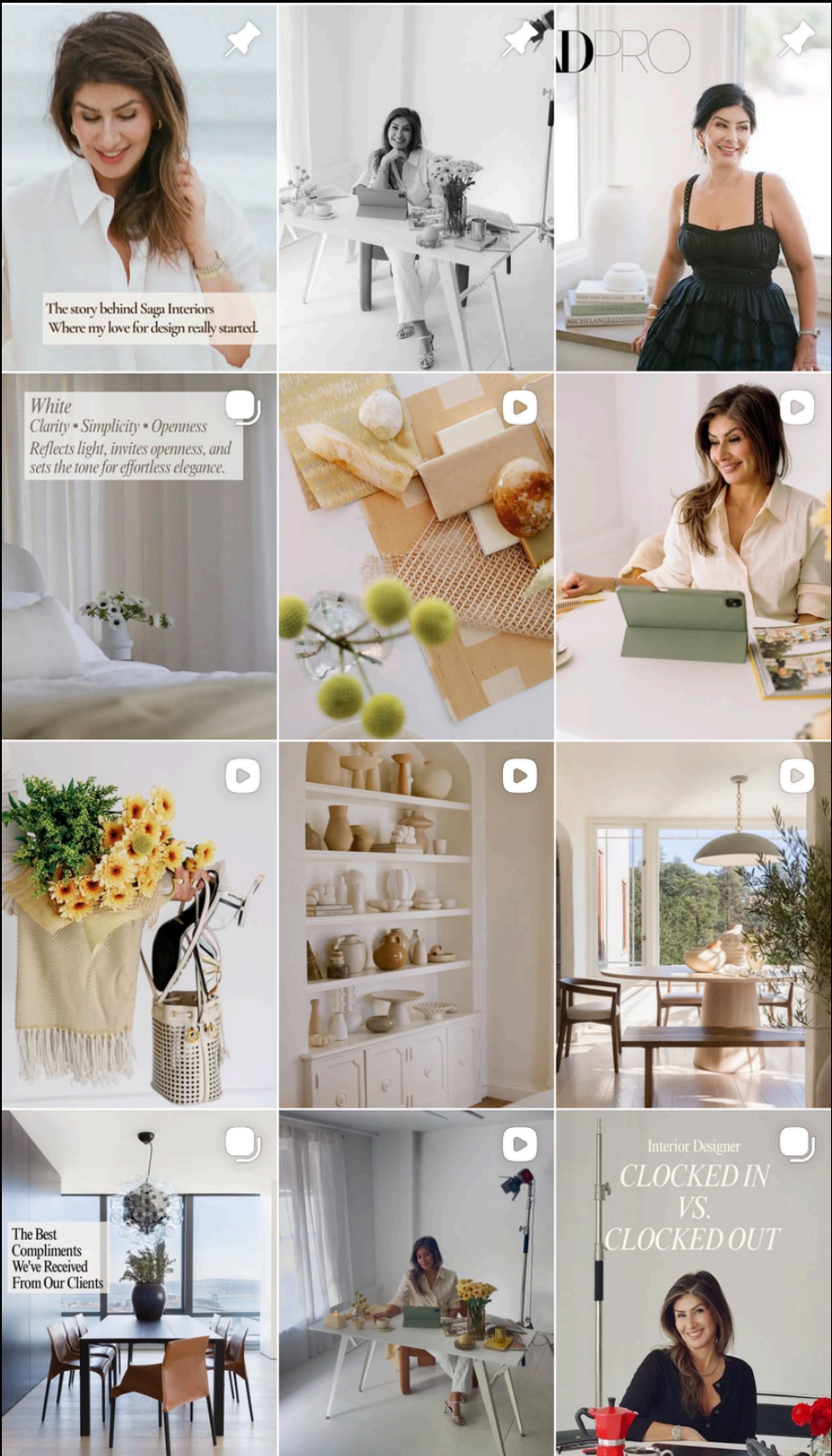
Full-service... more

linktr.ee/SagaInteriors and 1 more

[sagainteriors](#)



2017



TODAY

10.5K Followers

9 Years on Instagram

Average 2–3 Posts Per Week

Comment Rate: 0.14%



jeffreynaveinteriordesign ...

Jeffrey Neve Interior Design

858 posts 21.3K followers 1,645 following

Interior Design Studio

Award winning Interior Design firm specializing in Custom residential construction & Bespoke interiors in the Bay Area &... more

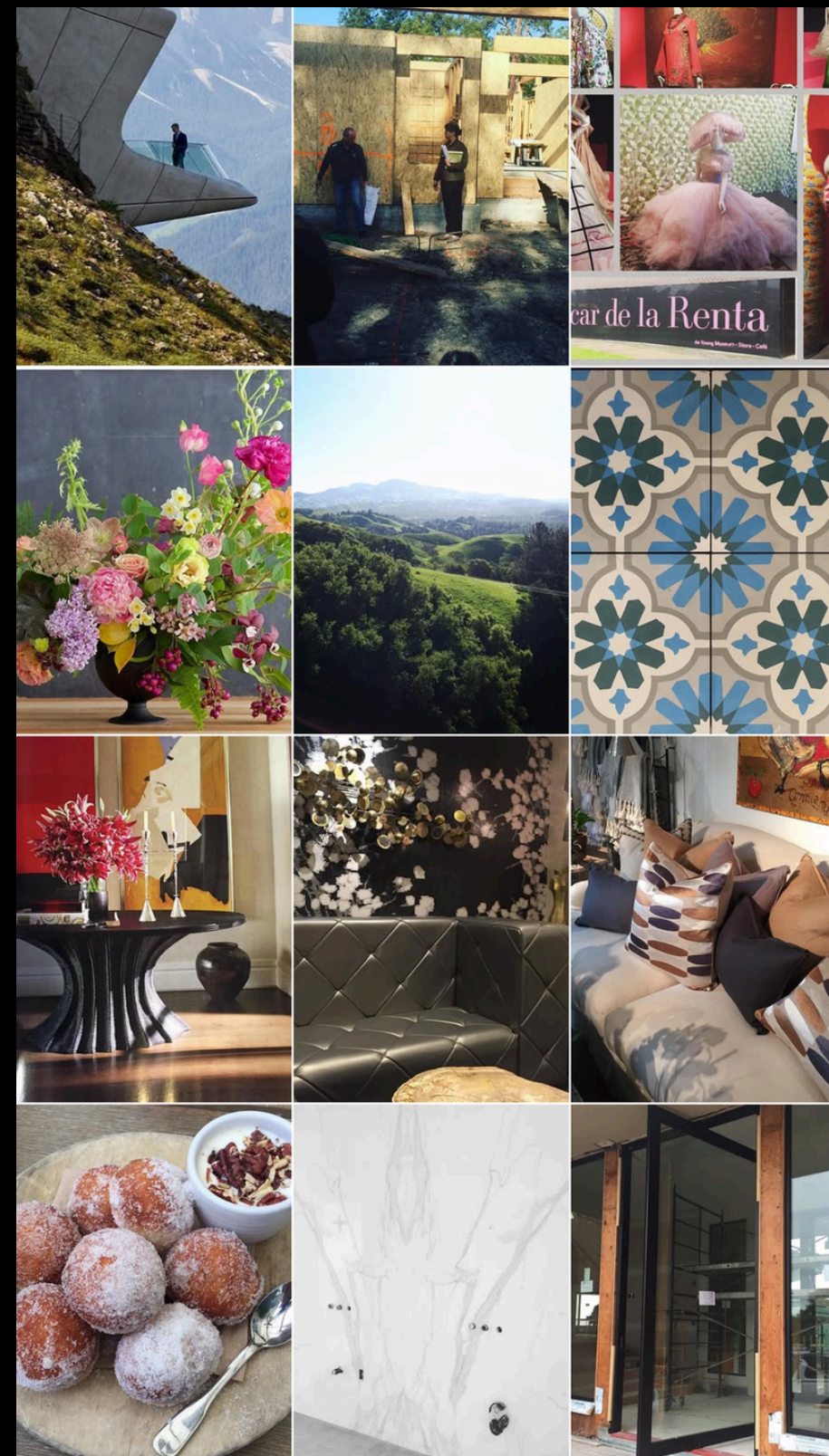
www.jeffreyneve.com/project-form
@ jeffreynaveinteriordesign

21.3k Followers

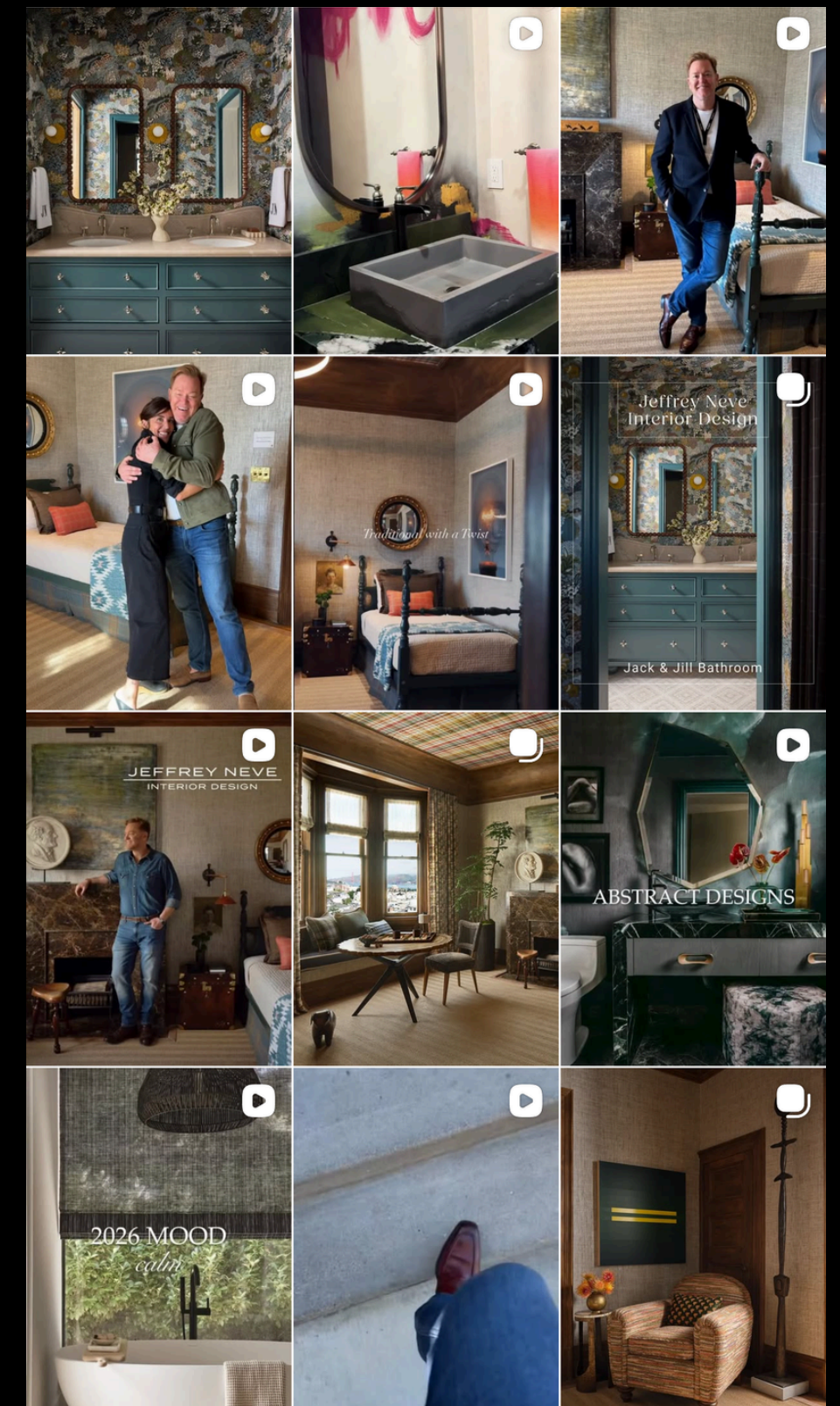
12 Years on Instagram

Average 2 Posts Per Week

Comment rate: 0.02%



2014



TODAY



evasonaïke ...

Eva Sonaïke • Interior Textiles & Soft Furnishings

1,516 posts 23.2K followers 4,531 following

Home decor

Colour-rich fabrics and soft furnishings for the vibrantly elegant. Rooted in African heritage, designed for global... more

www.evasonaïke.com and 1 more

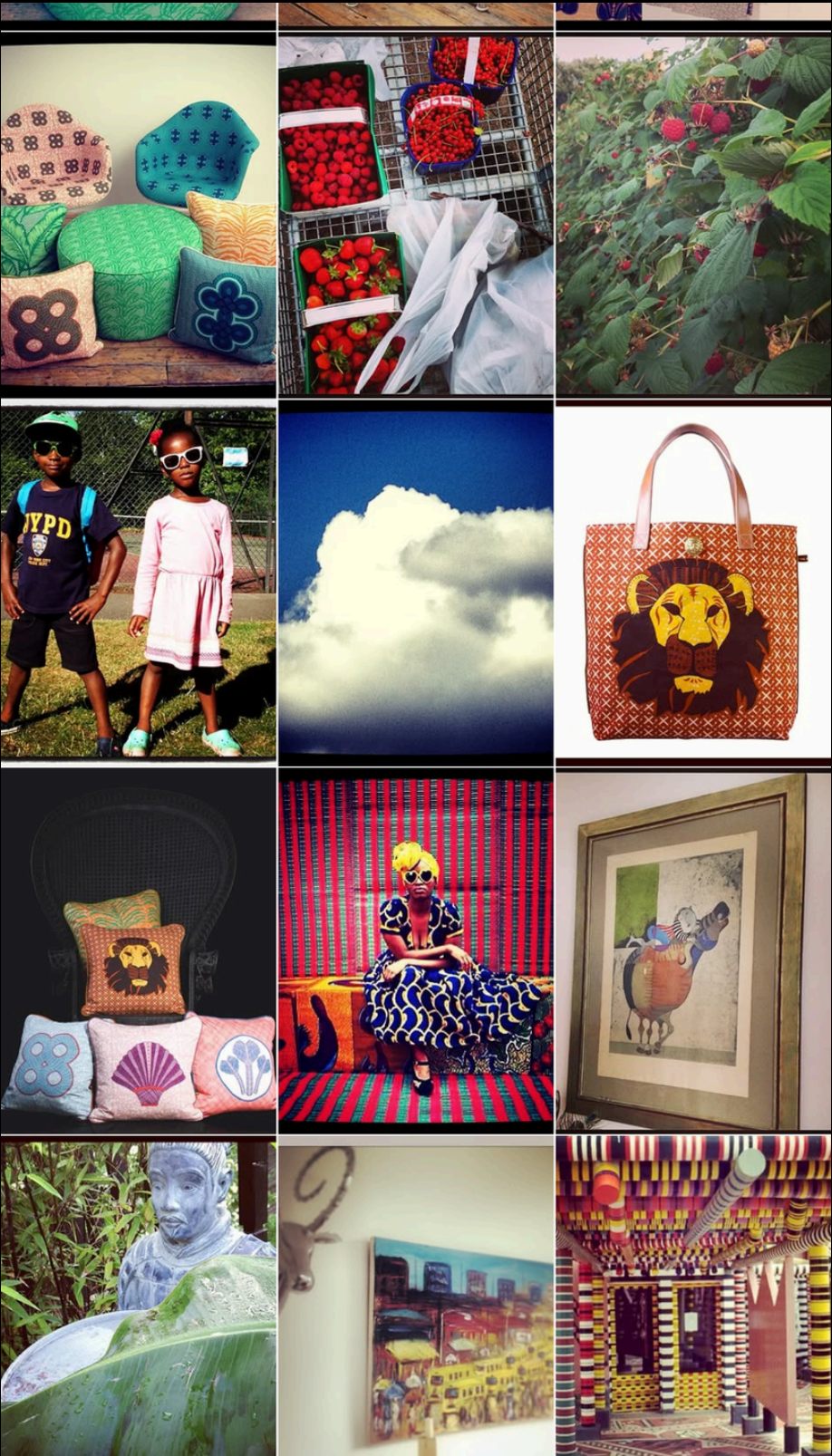
[evasonaïke](#)

23.3K Followers

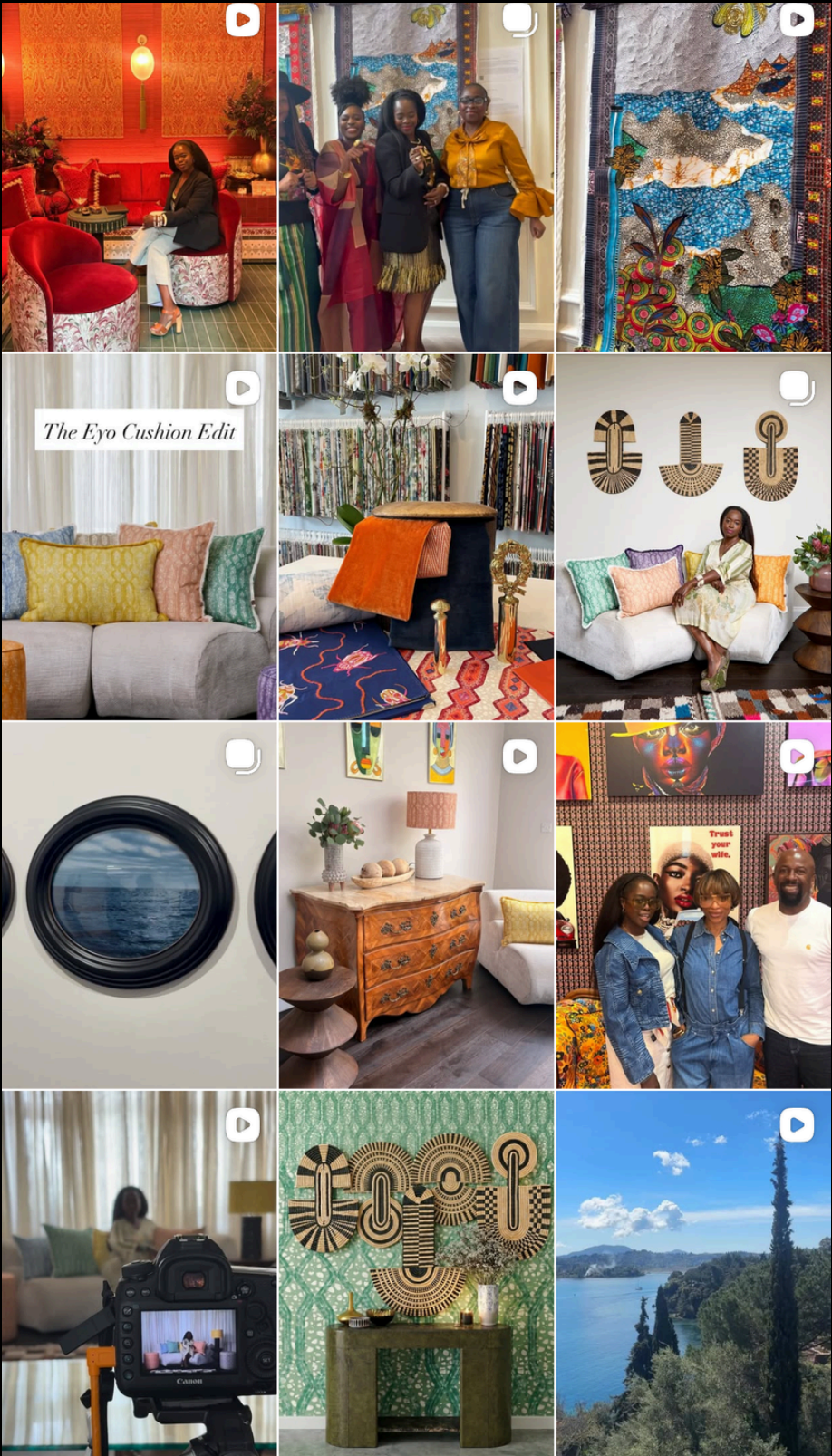
13 Years on Instagram

Average 2 Posts Per Week

Comment Rate: 0.05%



2013



TODAY

WHAT THEY HAVE IN COMMON

YEARS of Consistent Posting

Brand Evolution

Average .06% Comment Rate

Less than one comment per 1,000 followers.

**Started Out With Images and Eventually
Added in Reels and Carousels**

**We desire the outcome without
acknowledging the time &
commitment behind it.**

**Is it possible to achieve
fast results?**

**Yes, but you need to
understand what it takes.**



jennajamesinteriors 

Jenna James | Timeless Interiors + DIY & Thrifting

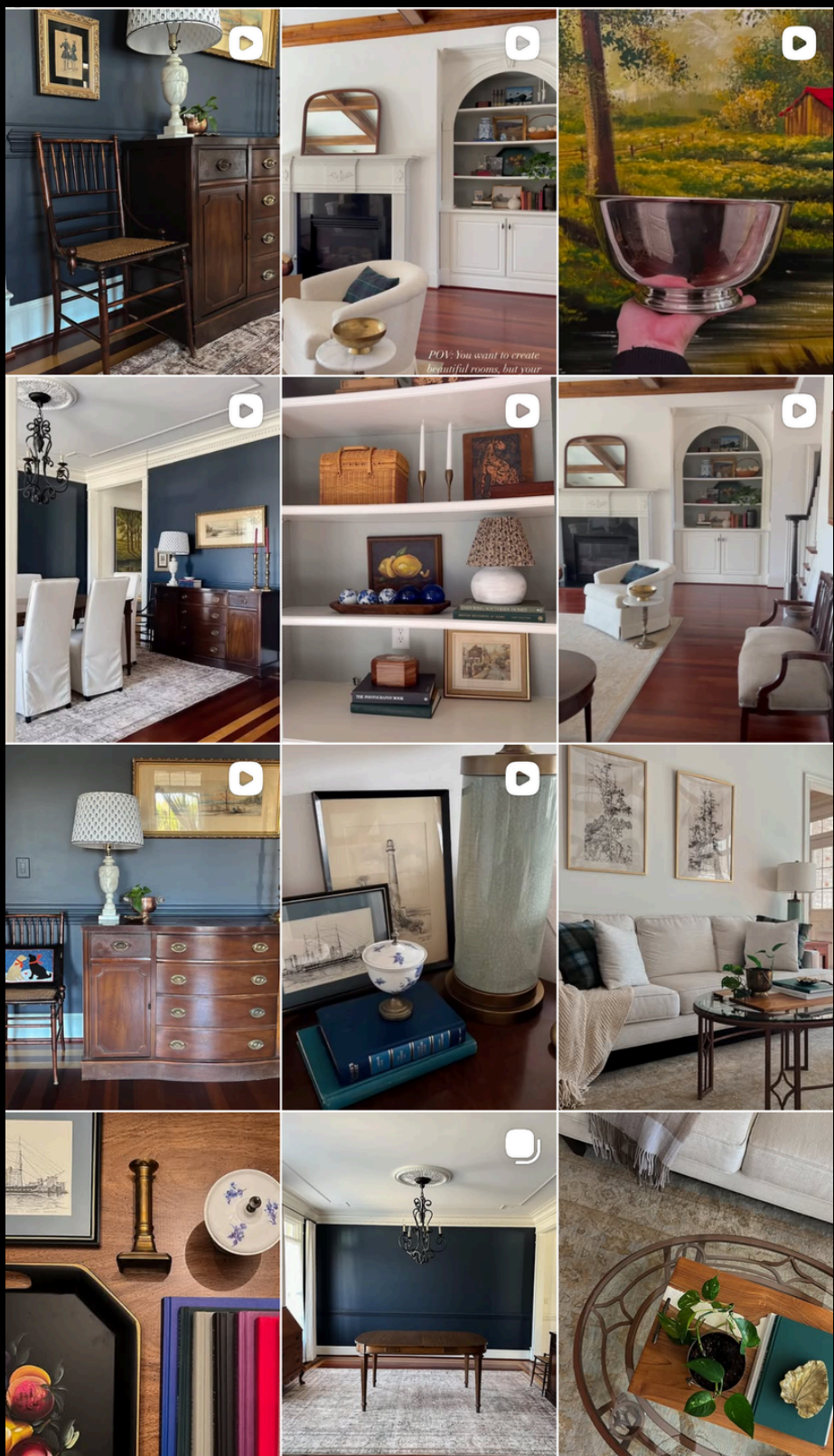
566 posts 27.7K followers 1,091 following

Home decor
Helping homeowners create a timeless collected home without a designer budget.
Thrift Finds • DIY projects • Classic... more

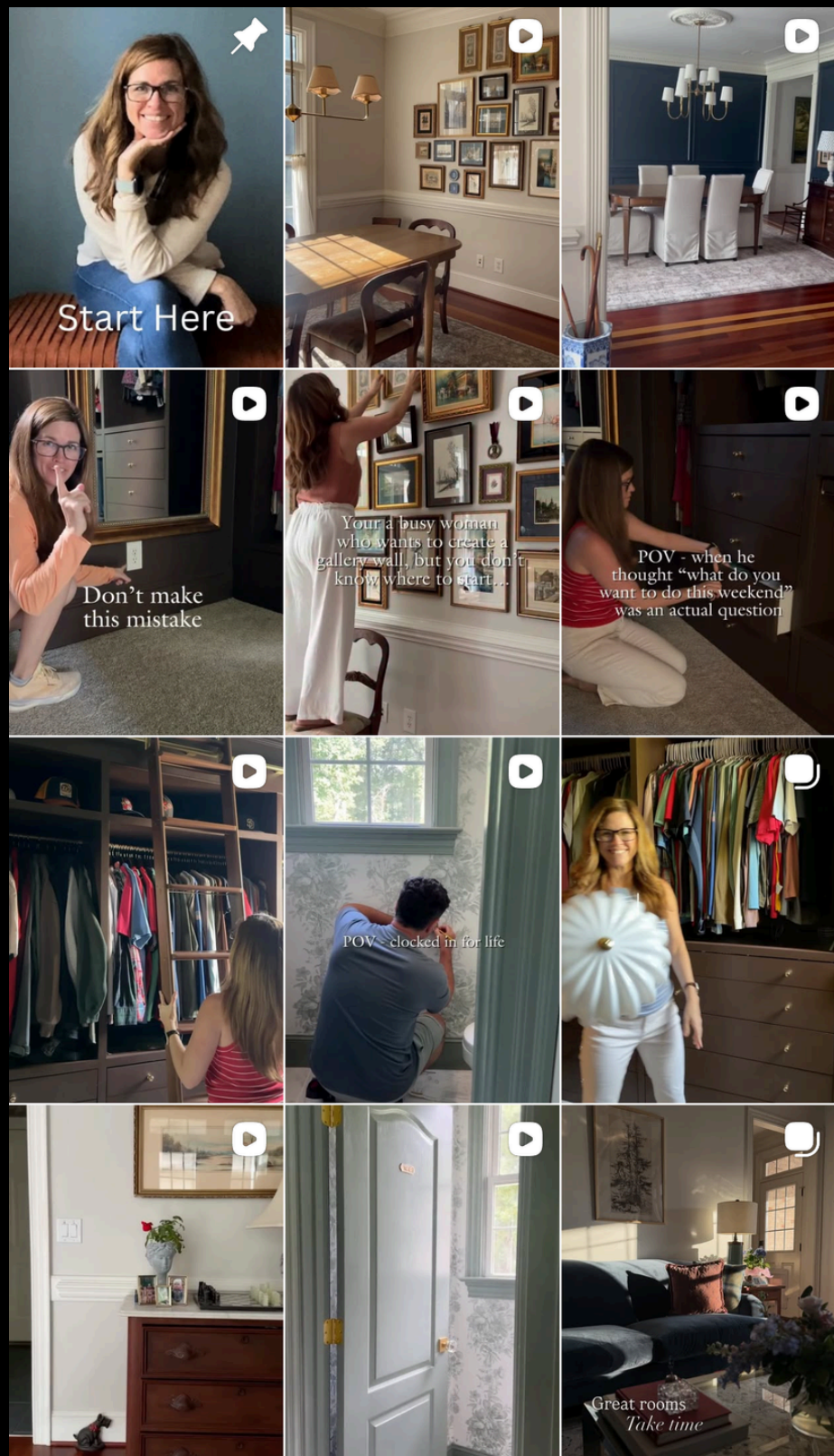
linktr.ee/jennajamesinteriors and 1 more



 Followed by homesweetretreat and hsrdesignco



2023



TODAY

27.7K Followers

2 Years & 7 Months on Instagram

Average 5 Posts Per Week

Carefully Planned Out and Highly Edited Reels & Carousels



ESSENTIAL
THRIFTING TIPS
FOR SUCCESS!



**You don't have to be a
content creator or
influencer to benefit from
social media.**

We're going to take a much more realistic approach but also give your content the best chance of getting found.

OPTIMIZE YOUR CONTENT

This is where a lot of the “hacks” and “tricks” come in.

There is a formula... it's just not magic.

META FOCUSES ON RELEVANCE

Who is this account? What is this post about? Who would care about this?

Name & Bio | Image or Video | Caption | Keywords | Account Tags | Location | Hashtags

**Make it obvious who you are, what you do, where you work,
and what each post is about.**

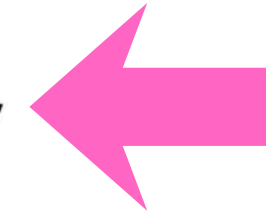
NAME & BIO

KEYWORDS | CLOUT | CONNECTION



sohointeriors.nyc

Interior Design Studio | New York City



1,114 posts 10.2K followers 1,221 following

Interior Design Studio

Full Service Interior Design in NYC & Beyond.

For clients who want polish without playing it safe.

Featured in [@elledecor](#) & [@housebeautiful](#)

[sohointeriorsnyc.com](#)

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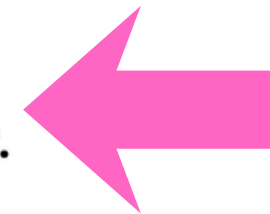
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Full Service Interior Design in NYC & Beyond.

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[sohointeriorsnyc.com](#)



CAPTIONS & KEYWORDS

Use the caption to articulate your brand voice.

Casual | Playful | Professional | Educational

Use keywords naturally and where relevant.



A Manhattan living room designed to make a statement without feeling overdone.

We loved pairing the strong architectural lines, custom wall molding, and dramatic marble fireplace with softer furnishings, layered textures, and sculptural lighting.

An elevated, cohesive interior that feels distinctly New York.

HASHTAGS

No... hashtags are not dead.

They are also NOT magic.

They are just one more way Meta helps categorize.
And, people do still follow and search using hashtags.



#luxurylivingroom (232k)
#contemporarydecor (143k)
#monochromaticdesign (6k)
#marblefireplace (42k)
#manhattaninteriors (4k)
#newyorkinteriors (97k)
#newyorkinteriordesigner (39k)

SECRET WEAPON

If there was one, this would be it.

TAGS, MENTIONS AND COLLABORATIONS

If you were to look at your followers right now,
I would guess that the majority are:

Real estate agents, builders, architects, contractors, stagers, photographers,
suppliers, local home brands and others who are interested in your industry.

THIS IS A GREAT THING!

SHOUTOUTS

You can focus on the potential client...

**But those industry peers are the key to
consistent bookings.**

**Make sure you are consistently tagging,
mentioning and inviting collaborators.**

POST CONTENT YOU ARE PROUD OF

THERE ARE A LOT MORE EYES

on your social media than you realize.

Make sure that you are highlighting your best work.

QUALITY ALWAYS BEATS QUANTITY

Does this content resonate with my ideal client and build trust?

**Do you want to be an
influencer?**

**Do you want to convert
more design jobs?**

CONTENT THAT CONVERTS

INSPIRATIONAL

I want to do that. Maybe they can help me do that.

ASPIRATIONAL

I want to be that. Maybe they can help me be that.

RELATABLE

I can relate to that (or them). They are like me and understand me.

EDUCATIONAL

I didn't know that. What else don't I know that they can teach or show me.

This type of content converts because...
it creates trust.

Above everything else...
**trust is THE most important element
required to convert!**

Start Simple. Build From There.

STEP ONE

SINGLE IMAGES | OPTIMIZED | POSTED WEEKLY

Done consistently, this alone is enough to build trust & nurture relationships.

ORGANIZE YOUR CONTENT

USE CHATGPT EFFECTIVELY

BATCH AND SCHEDULE

Start Simple. Build From There.

STEP ONE

SINGLE IMAGES | OPTIMIZED | POSTED WEEKLY

Done consistently, this alone is enough to build trust & nurture relationships.

DIY SYSTEM

All the tools you need to do this effectively.

DONE FOR YOU

This is exactly what we do with our Signature Package for \$250 a month.

Start Simple. Build From There.

STEP TWO

ADD IN OCCASSIONAL REELS, STORIES & CAROUSELS

Reels and carousels increase visibility and engagement.

**AFTER YOU HAVE A SOLID FOUNDATION
IF YOU HAVE THE TIME, MONEY OR ENJOY IT
RESOURCES VS REWARD**

Start Simple. Build From There.

STEP TWO

ADD IN OCCASSIONAL REELS, STORIES & CAROUSELS

Reels and carousels increase visibility and engagement.

DIY SYSTEM

Additional tools to help you do this quickly & easily.

DONE FOR YOU

This is exactly what we do with our Signature Plus Package for \$350 a month.

Start Simple. Build From There.

STEP THREE

NURTURE RELATIONSHIPS

If there was a second “secret weapon” this would be it.

PEOPLE LIKE TO WORK WITH PEOPLE WHO LIKE THEM

STAY TOP OF MIND WITH INDUSTRY PEERS

SET IT UP AND SCHEDULE IT

Start Simple. Build From There.

STEP FOUR

ADD IN EDUCATIONAL CONTENT

Educational content helps build trust and set you apart as a leader.

IT MUST BE UNIQUE AND VALUABLE

USE TOOLS & SYSTEMATIZE IT

RESOURCES VS REWARD

Start Simple. Build From There.

STEP FIVE

ADD IN MORE HIGHLY EDITED CONTENT

Personal | Face-Forward | Timelapse | Before and After

**THIS CONTENT DOES VERY WELL ON SOCIAL MEDIA
BUT, IT IS NOT REQUIRED FOR RESULTS OR GROWTH**

RESOURCES VS REWARD

There is no right or wrong.

**What are you willing to
commit?**

Are you being realistic?

Step-by-Step Recap

Single image posts, optimized & posted consistently.

Add in occasional reels, stories & carousels.

Nurture Industry Relationships

Add in Educational Content

Add in More Highly Edited Content

Set Yourself Up for Success

Have a system to organize your content.

Use tools that make the process easier.

Systematize where possible.

Batch and Schedule Your Posts

Start with what you can realistically manage.

Set realistic expectations.

Get help when doing it all yourself is no longer realistic.

A SIMPLER WAY TO DIY

SIMPLIFY YOUR SOCIALS
COMPLETE SOCIAL MEDIA SYSTEM

\$50 a Month

30-Day Free Trial

20% Off For Attendees

CONTENT MANAGEMENT SYSTEM
CUSTOM AI CAPTION GENERATOR
SCHEDULING APP
CUSTOM AI CONTENT STRATEGIST
CANVA TEMPLATE LIBRARY
STOCK IMAGES
TUTORIAL LIBRARY
ONE-ON-ONE SUPPORT & TRAINING

AFFORDABLE DFY OPTIONS

SIMPLIFY YOUR SOCIALS
FULL-SERVICE SOCIAL MEDIA

ALL PACKAGES INCLUDE

Brand Strategy Session + Onboarding Call

Monthly Content Strategy & Planning

Visual Brand Styling + Feed Design

Caption Writing in Your Brand Voice

Tagging, Mentions & Collaborations

Post Optimization for Maximum Visibility

Easy Online Portal

Monthly Feed Preview

THE SIGNATURE PACKAGE

12 Single Image Posts a Month

6 PLATFORMS INCLUDED: Instagram, Facebook, Pinterest, Google Business Profile, Threads, LinkedIn

\$249 a Month (20% off for Attendees)

SIGNATURE PLUS PACKAGE

Everything Included in Signature Package Plus Carousels and Reels

8 PLATFORMS INCLUDED: Everything in Signature PLUS YouTube and TikTok

\$349 a Month (20% off for Attendees)

PREMIUM PACKAGE

15 Posts including Image, Carousels, Reels and Educational Content

\$599 a Month (20% off for Attendees)

www.SimplifyYourSocials.com

INTERIOR20