MIA SKELSON,
TUCKSHOP

10.11.26

ONE SERIES RULES THEM ALL

HOW TO GET FAMOUS ON SOCIALS

Hi i’m Mia and I date people on Linkedin.

Mission: speed date 100 marketeers

















































And it got noticed.

New Job



Newsletters



Podcasts





Newsletters





So how can YOU do the same?

How can YOU become famous in a niche space?

We often overcomplicate socials.

ENDLESS CONTENT BUCKETS

Thinking quantity and variety will beat one high quality content bucket...

FOCUSING ALL ON THE 4 E'S

Trying to tick every box - educating whilst entertaining, engaging whilst empowering.

BEING EVERYTHING FOR ANYONE

Not knowing or focusing on one target persona.

STUCK ON VIRALITY

Thinking fame is a one-hit wonder and millions of views.

So WHAT IF we scrapped all of it?

Views are not the same as fame.

You might be ticking along with average views, engagement, reach - BUT is the content too varied for brand recognition? Is there ANY consistent messaging?

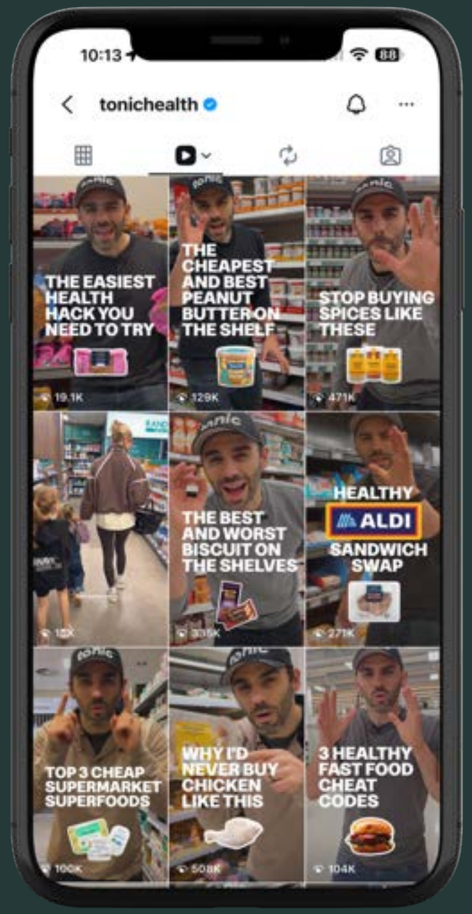
The one's we ACTUALLY remember? The consistent ones.

1. Same hook
2. Same visuals
3. Same structure

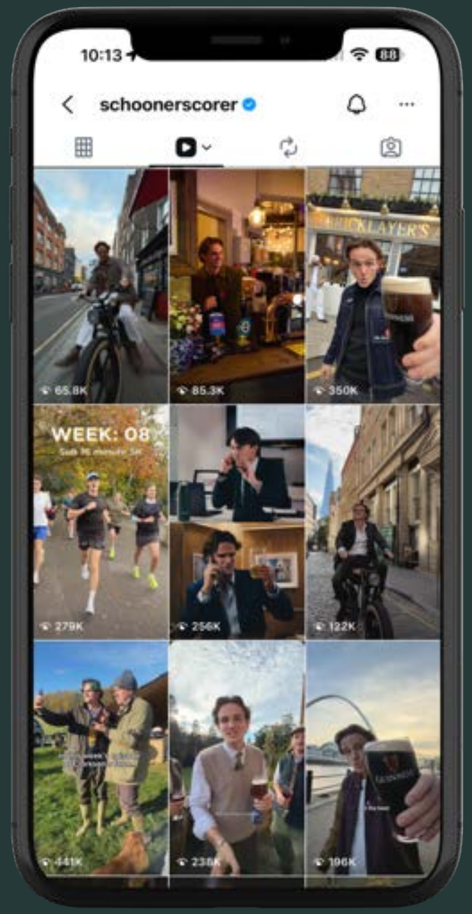
FORGET VIRAL VIDEOS

Fame = Consistency

MIA SKELSON,
TUCKSHOP



Tonic Health



Schooner Scorer



The Raffle Kid



Career Ladder

But *why* do they work?

THEY HAVE A BRAND IDENTITY

The same thumbnail, the same fonts, the same tone of voice, they show up more as a brand that a single piece of content.

SOCIAL-FIRST ALWAYS

People know what they're gonna get every time and follow once they're hooked into the series. The value is established from the start.

A REPETITIVE NATURE

They post consistently, film in the same way, and focus on one series as their social strategy so become instantly recognisable.

So here’s how to do it for YOUR brand...

STEP ONE:

Choose an idea that focuses on your niche value to your audience.

STEP TWO:

Can you describe it in one bold sentence that’s PR-able enough to travel?

STEP THREE:

You need a brand identity for this series alone to make it memorable.

STEP FOUR:

Commit to the repeat. Show up again and again in the same way.

Want to be famous?

FIND ONE REPEATABLE CONTENT FORMAT SERIES & STICK TO IT.