

CONTENT KIT

# Social Media Copy

Ready-to-post copy for Instagram and LinkedIn. Customize as needed — swap in client testimonials, project photos, or seasonal offers.

BRAND AWARENESS

INSTAGRAM

LINKEDIN

## Post 1: What We Do

Your website shouldn't just look good — it should work as hard as you do.

At Blue Haven Studio, we design websites and brands for established professionals who are ready to show up online with intention.

Custom Squarespace sites. Cohesive branding. Lead systems that actually convert.

If your website isn't bringing in the right clients, let's fix that.

#WebDesign #BrandIdentity #SmallBusinessWebsite #SquarespaceDesigner  
#BlueHavenStudio

Pair with: portfolio screenshot or before/after website mockup

INSTAGRAM

## Post 2: Behind the Brand

Three things I believe about web design:

1. Your website is a marketing tool, not a digital business card.
2. Beautiful and functional are not mutually exclusive.
3. You shouldn't need a computer science degree to update your own site.

That's why every site we build is designed to convert, easy to manage, and backed by real support.

What would you add to this list?

#WebDesignTips #SmallBusinessOwner #BrandStrategy #BlueHavenStudio

Pair with: flat-lay desk photo or brand color swatch graphic

LINKEDIN

### Post 3: Thought Leadership

Most small business websites have the same problem:

They were built once and never touched again.

No updated copy. No SEO adjustments. No strategy behind what the visitor sees first.

Your website is a living asset. It should evolve as your business grows, your services sharpen, and your audience shifts.

At Blue Haven Studio, we don't just build and disappear. Every client gets ongoing support options because a great website deserves ongoing attention.

If your website hasn't been updated in 6+ months, it's time for a check-in.

Pair with: website analytics screenshot (blurred) or "then vs. now" comparison

SERVICE PROMOTION

INSTAGRAM

LINKEDIN

## Post 4: Haven Launch System

Introducing the Haven Launch System — everything you need to go from "I need a website" to "my website is generating leads."

Here's what's included:

- Custom 3–5 page website
- Mini brand package (logo, colors, fonts)
- Lead capture setup
- 3–5 welcome emails, written for you

One investment. One system. Built to grow with you.

DM us "LAUNCH" or visit [bluehavenstudio.com](https://bluehavenstudio.com) to learn more.

#HavenLaunchSystem #WebsiteLaunch #LeadGeneration #BrandDesign  
#BlueHavenStudio

Pair with: branded mockup showing website + email on devices

INSTAGRAM

## Post 5: Monthly Support

Your website shouldn't be something you worry about.

That's why we offer monthly support plans — so your site stays updated, secure, and working for you while you focus on running your business.

What's included:

- ✓ Regular content updates
- ✓ Strategy check-ins
- ✓ Priority support when you need it
- ✓ Starting at \$99/month

Because building a great website is just the beginning.

#WebsiteMaintenance #MonthlySupport #SmallBusinessTips #BlueHavenStudio

Pair with: calm workspace photo or "peace of mind" themed graphic

## SOCIAL PROOF

INSTAGRAM

LINKEDIN

## Post 6: Client Win / Testimonial

"[Client testimonial quote here — keep it specific and results-focused]"

— [Client Name], [Business Name]

Every project starts with a conversation about where you are and where you want to go. Then we build the brand and website to get you there.

Curious what we could do for your business? Link in bio or DM us to start the conversation.

#ClientLove #WebDesignResults #Testimonial #BlueHavenStudio

Pair with: client website screenshot or project mockup with testimonial overlay

INSTAGRAM

## Post 7: Values / Culture

Our approach to web design in 4 words:

Collaboration over complication.

We don't disappear after your site launches. We don't use jargon to make things feel harder than they are. And we don't believe in one-size-fits-all templates.

Your business is unique. Your website should be too.

#BrandValues #CollaborationOverComplication #WebDesignPhilosophy  
#BlueHavenStudio

Pair with: text-on-brand-color graphic or team/workspace photo

## Usage Notes

- Post 2–3x per week for consistent visibility
- Rotate between brand awareness, service promotion, and social proof
- Always include a clear CTA: DM, link in bio, or email
- Use BHS brand colors in any custom graphics (#9DC8CB teal, #22211E charcoal, #F9F8F3 cream)
- Hashtag strategy: mix branded (#BlueHavenStudio) with discovery tags (#SmallBusinessWebsite, #SquarespaceDesigner)

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