

CHIRPY

The Agency Content Production Playbook

For Marketing & Social Media Agencies

Seven production systems. A Brand Kit framework for multiple clients.

A batching workflow that halves your production time.

More output per client. Consistent voice. Less tool chaos.

7 Client Systems

Brand Kit Framework

Batching Workflow

Free Trial CTA

- Seven systems covering Brand Kits to scheduling — each with a framework and example.
- ⇒ ■ A Brand Kit structure that keeps every client's voice consistent across your team.
- A batching workflow to produce a month of client content in a single afternoon.
- How to automate multi-client scheduling with Chirpy's agency workspace.

Work through one system at a time. Apply each one to your most complex client account.

chirpy.me

Welcome.

Seven systems to help your agency produce more — without adding headcount.

Most social media agencies hit a ceiling around 8–10 clients. Not because demand drops — but because the workflow breaks. Manual rewriting, brand drift between accounts, five tools per client, account managers spending 40% of their time on admin. This is a systems problem, not a capacity problem.

This playbook gives you seven production systems — each one directly applicable to your client accounts. Work through them in order, or jump to the system most relevant to your current bottleneck.

What's inside

-  **Seven Systems**
One per chapter — Brand Kit setup, content pillars, batching, remixing, scheduling, approval workflows, and reporting.
-  **Brand Kit Framework**
A structured approach to capturing and storing client voice so every team member writes consistently.
-  **Batching Workflow**
A step-by-step session format to produce a month of client content in a single afternoon.
-  **What's Next**
How to bring these systems together in Chirpy's agency workspace.

How to use this playbook

Apply each system to one client account before moving to the next.

The Brand Kit and Batching systems (1 and 3) deliver the fastest ROI — start there if you're pressed for time.

Share this playbook with your team — every system is designed to be handed off, not gatekept.



The Seven Systems

One system per client per month. Build the workflow. Automate the rest.

SYSTEM 1 — BRAND KIT SETUP

WHAT IT SOLVES

Before writing a single caption for a new client, build their Brand Kit. Capture voice, tone, vocabulary, banned phrases, and content themes. This is the 30-minute investment that saves hours across every piece of content you produce for them.

THE SYSTEM

[Brand voice in 3 adjectives] + [2 sentence tone guide] + [5 vocabulary/phrase examples] + [3 banned phrases] + [4 content pillars]

EXAMPLE:

"Voice: warm, direct, local. Tone: we talk to customers like a trusted friend — not a corporate brand. Use: neighbourhood, handmade, seasonal. Avoid: world-class, solutions, leverage."

SYSTEM 2 — CONTENT PILLAR MAPPING

WHAT IT SOLVES

Every client account needs 4 content pillars — the recurring themes that give your team a brief for every post without starting from scratch. Map pillars once per client, review quarterly.

THE SYSTEM

[Pillar 1: Product/Service] + [Pillar 2: Education/Tips] + [Pillar 3: Community/Story] + [Pillar 4: Brand/Values]

EXAMPLE:

"For a premium gym client — Pillar 1: Classes & results. Pillar 2: Training tips & nutrition. Pillar 3: Member stories & milestones. Pillar 4: Trainer profiles & brand ethos."

■ AGENCY TIP

Build your Brand Kit template once, then clone it for every new client. The structure stays the same — only the client's voice, pillars, and vocabulary changes.



SYSTEM 3 — THE BATCHING SESSION

WHAT IT SOLVES

Block one 90-minute session per client per month. In that session: review the calendar, assign posts to pillars, draft all captions using the Brand Kit, attach visuals, and schedule. Do not context-switch between clients during a session.

THE SYSTEM

[15 min: review calendar + flag dates] + [45 min: draft all captions in Brand Kit voice] + [20 min: attach visuals + schedule] + [10 min: review + approve]

EXAMPLE:

"For an 8-client agency: 8 × 90-min sessions = 12 hours. Block one full working day per month. Every client account is fully scheduled before the month starts."

SYSTEM 4 — CROSS-PLATFORM REMIXING

WHAT IT SOLVES

One approved post idea should never produce just one post. Remix every approved concept across platforms using the Brand Kit to adapt tone. One concept = 3–5 platform-native posts.

THE SYSTEM

[Core idea approved] → [Instagram caption: visual-first, shorter] → [LinkedIn version: context-led, longer] → [Facebook version: community tone] → [Story/Reel hook if relevant]

EXAMPLE:

"Client launches new product → Instagram: punchy launch hook + product shot + link in bio. LinkedIn: story behind the product + business context. Facebook: community-first framing + comments invite."

■ TIME SAVER

Batching works best when you stay in one client's Brand Kit for the full session. Context-switching mid-session is where brand voice drifts — and where time goes.



SYSTEM 5 — CLIENT APPROVAL WORKFLOW

WHAT IT SOLVES

Approval bottlenecks kill batching momentum. Build a frictionless review process: send scheduled content 5 days ahead in a single consolidated view, give clients a simple approve/edit/reject mechanism, and set a 48-hour response SLA.

THE SYSTEM

[Batch drafted] → [Consolidated preview sent D-5] → [Client reviews with 48-hr SLA] → [Edits made same day] → [Scheduled on approval]

EXAMPLE:

"Send Monday. Client responds Wednesday. Edits Thursday. All posts scheduled Friday for the following week. No last-minute scrambles, no missed publish windows."

SYSTEM 6 — SCHEDULING & HANDOFF

WHAT IT SOLVES

Scheduling is the last step — but it should also be the most automated. Once approved, posts should flow directly into your scheduler without manual re-entry. Build a handoff checklist your junior team can own.

THE SYSTEM

[Approved content] → [Platform-specific formatting check] → [Upload to scheduler] → [QA review by account lead] → [Activate schedule]

EXAMPLE:

"Junior account exec owns scheduling for all clients. Account lead does a 10-min QA pass Friday afternoon. Everything live for the week before 5pm Friday."

■ PROCESS TIP

Document your approval workflow as a one-pager and share it at client onboarding. Clients who understand the process respond 2× faster.



SYSTEM 7 — MONTHLY REPORTING

WHAT IT SOLVES

Reporting closes the loop and opens the next brief. A 10-minute monthly report per client — covering reach, engagement, top posts, and next month's direction — turns data into a growth conversation rather than a time-consuming admin task.

THE SYSTEM

[Top 3 posts by engagement] + [Reach vs last month] + [Engagement rate trend] + [1 insight + 1 recommendation] + [Next month direction]

EXAMPLE:

"Top post: behind-the-scenes Reel (4.2% engagement). Reach up 18% month-on-month.

Recommendation: increase Reels frequency from 2 to 3 per week. Next month: focus on product launch content for the new line."

The Brand Kit Framework

Every client Brand Kit should capture five elements:

1

VOICE & TONE

3 adjectives + 2-sentence tone guide. This is the filter every caption passes through.

"Warm, direct, local. We write like a trusted neighbour, not a corporate brand."

2

VOCABULARY

5 words/phrases the client uses. 3 words/phrases they never use.

"Use: handmade, seasonal, neighbourhood. Avoid: world-class, solutions, synergy."

3

CONTENT PILLARS

4 recurring themes. Every post maps to one. No pillar = no post.

"Product. Education. Community. Brand story. Rotate evenly across the month."

4

VISUAL DIRECTION

Colour palette, image style, logo usage rules, font notes.

"Natural light photography, muted tones, no stock images, always include the brand mark."

5

POSTING CADENCE

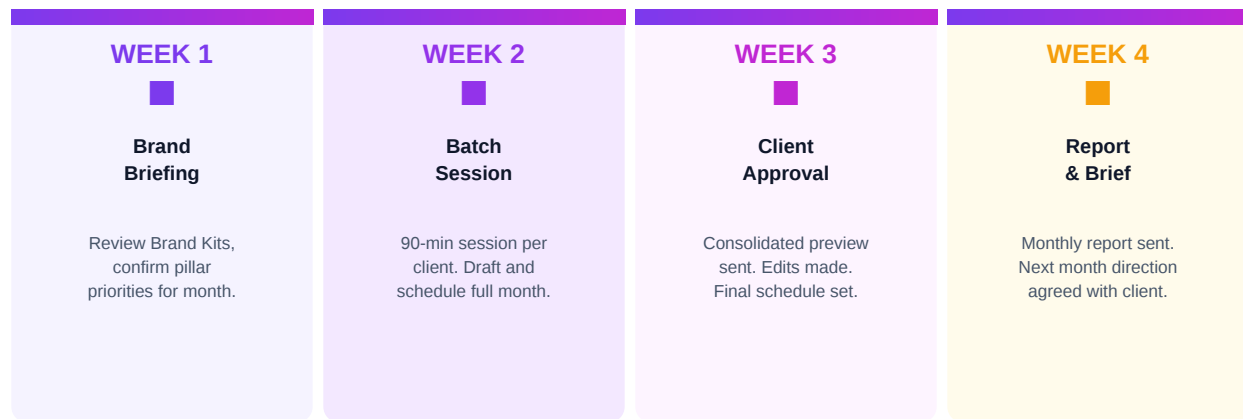
Platform, frequency, best times. Updated per platform per quarter.

"Instagram 4×/week (Tue, Wed, Fri, Sun). LinkedIn 2×/week. Facebook mirror Instagram."



The Monthly Agency Workflow

Batch once. Schedule everything. Review weekly.



MONTHLY BATCHING WINDOW — ONE DAY PER MONTH

Run your Batch Session (Week 2) as a dedicated block — no client calls, no interruptions. One client account per 90-m. By Week 3, every client account should be fully approved and scheduled. Week 4 is strategy and reporting only.

The 5 Client Content Pillars

-  **Product & Service**
Launches, features, offers, seasonal items — what the client sells.
-  **Education & Tips**
Useful content that positions the client as the category expert.
-  **Community & Story**
Customer stories, behind the scenes, team moments, local connections.
-  **Brand & Values**
Why the client does what they do — the human side of the business.
-  **Results & Proof**
Reviews, case studies, before/after, milestones — social proof.



YOU'VE COMPLETED SYSTEM 7

You now have a production system built for agency scale.

Seven systems. A Brand Kit framework. A batching workflow that survives your busiest months.

Chirpy takes this further.

Chirpy's agency workspace gives every client their own Brand Kit — voice, pillars, vocabulary — so every team member writes in the client's voice without briefing from scratch. Batch, remix, and schedule across platforms from one command center. More output per client. No extra headcount.

Brand Kit per client — stored, not rebuilt

Batch a month of content in one session

Multi-client workspace in one place

No AI prompts to manage per client

Start Your Free Trial at chirpy.me →

No credit card required · First client Brand Kit set up in 10 minutes

Helping agencies produce more — without growing the team.

chirpy.me