CLIENT PLAYBOOK

Content *Strategy*



Dylan Kinder

DataCose · AI Employees · Digital HQ

4,886 views in 28 days

52 videos in 11 weeks

4.8x the niche benchmark

CONTENT STRATEGY

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Dylan Kinder · DataCose · AI Employees · Digital HQ

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01

Content Strategy

The Brand

The operator who already built it

THE BRAND

The founder who ships AI *employees*

Purpose, positioning, and channels



Dylan Kinder is the founder of DataCose. He builds AI employees and Digital HQ systems for service businesses that have outgrown manual operations. We position him as the operator who has already built these systems for real clients. Every example on camera is a system he has delivered, so a founder watching sees working proof before any argument.

Every video has one job: move a service business founder from scrolling to booking a build. The scripts show proof, the systems behind it, and the cost of staying manual. The viewer is the founder of a 1.5M dollar service business who still approves every order, chases every update, and cannot take a vacation without the business slowing down.

The operator who has already built AI employees and a Digital HQ for real service businesses, talking like the engineer who did the work.

WHERE THE BRAND LIVES ONLINE

2,738 followers today

LinkedIn · 26 native videos. The platform that carried the audience.

525 followers today

TikTok · 52 videos. Same shorts pull nearly double the YouTube Shorts reach.

50 videos, shorts plus long form

YouTube · 43 videos in the tracked year hold 7,372 views today.

The offer behind it all

DataCose · AI employees and a Digital HQ for service businesses that have outgrown manual operations.

The identity system

Carbon black	Terminal green	Steel	Paper white
#131313	#57E38A	#9BA8B5	#FCFBF7

Voice: Direct, technical, contrarian. Hooks challenge how service businesses hire and scale, every title leads with a concrete number or a client story, and the look is clean tech: carbon black, terminal green, and a founder on camera who talks like an engineer.

02

Content Strategy

The Numbers

Read from the performance report and the channel export

THE NUMBERS

4,886 views. 28 days.

The performance report and the channel data behind it

Before

4,886

YouTube views in the 28 day report window

After

7,372

views today across the 43 videos in the tracked year

4,886
YouTube views in 28 days

4.8x
the niche benchmark

25%
peak click through rate

358
average views per TikTok post

WHAT THE NUMBERS SAY

- Digital HQ and Systems is the growth engine: 419 average views per video, roughly four times the AI Employees average.
- Short form carries the channel: 45 shorts average 217 views while 7 long form videos average 64. Shorts discover, long form converts.
- TikTok beats YouTube Shorts on reach: 8 TikTok posts average 358 views against 186 for the 37 YouTube shorts, same scripts.
- Numbers in the title win: 971 for the one million dollar lesson, 904 for the employee fire story, 785 for billionaire leverage, 770 for the 4 week system.

Performance report, 28 day window, plus the channel export covering April 16 to July 3, 2026. Figures marked today were pulled from the live channel on October 5, 2026.

03

Content Strategy

The Pillars

Five jobs, one channel

THE PILLARS

Five pillars, one *channel*

Observed across 52 videos, April 16 to July 3, 2026

Digital HQ and Systems

8 videos · 419 avg views

The clear winner. 3,354 total views, more than triple any other pillar. Strangers watch the systems story, so the calendar leans here.

AI Employees

9 videos · 110 avg views

The core thesis. AI employees compared with traditional hiring, explained through the operations pain a founder already feels every week.

Founder Bottlenecks

8 videos · 197 avg views

The mirror. You cannot take a vacation, the invisible cap, still the bottleneck in your own business. Viewers recognise themselves in the title.

Client Results

5 videos · 199 avg views

The proof layer. 255 invalid orders cut to 3, the platform that scaled 382 percent, the 4 week delivery system.

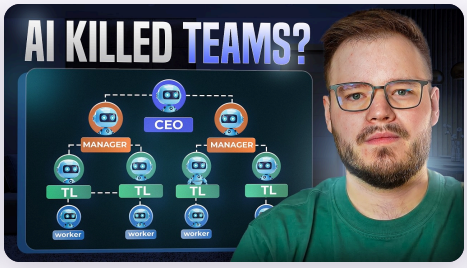
Scaling and Leverage

5 videos · 98 avg views

The big picture. Billionaires just have bigger levers, the leverage equation, why hiring more people destroys margins.

WHAT IT LOOKS LIKE IN THE FEED







04

Content Strategy

The Phases

How the machine was switched on

THE PHASES

Foundation, Momentum, Authority

The real rollout, read from the real posting dates

PHASE 1 — April 2026

Foundation

The channel launched April 16 on the core thesis: AI employees against traditional hiring, the buried knowledge problem, the founder bottleneck. 10 videos shipped in the first two weeks, including the long form blueprint and the two biggest early hits, 971 and 904 views.

PHASE 2 — May 2026

Momentum

Output doubled to 20 videos and proof content took over: the 4 week service delivery system (770 on YouTube, 760 on TikTok), the 255 invalid orders case study told three ways, the billionaire leverage short at 785. TikTok was added and outperformed immediately.

PHASE 3 — June 2026 onward

Authority

21 videos in June, with the mix shifting toward client stories and named systems: the founder platform that scaled 382 percent, the 3 AI employees breakdown, and repeated bottleneck narratives. Next: more Digital HQ proof content and turning view momentum into booked calls.

THE RHYTHM

Cadence today is 4 to 6 videos per week, effectively a short every one to two days, plus roughly one long form video per week. TikTok runs as a second distribution channel for the strongest shorts, with the same scripts pulling nearly double the views.

05

Content Strategy

The Franchise

One client story, told everywhere it can win

THE FRANCHISE

One story, *three* formats

The 255 invalid orders case study, the signature proof asset

FORMAT · CLIENT CASE STUDY, ONE RECORDING, THREE PLACEMENTS

604 views on TikTok, over 7x the Shorts cut

TITLE FORMULA

How We Cut 255 Invalid Orders to 3, long form	**YouTube · 101 views today**
The 255 Invalid Orders Story, 60 second cut	**YouTube Shorts · 80 views**
Same script, second platform	**TikTok · 604 views**

WHY IT WORKS

One recording, one script, three placements, zero extra founder time. Generic framing loses on this channel: the how to land more clients short sat at 27 views while the one million dollar lesson hit 971.

NEXT RUNS

Next runs: the 382 percent platform story and the 4 week delivery system, each told long, short and on TikTok.



The long form anchor

How We Cut 255 Invalid Orders to 3 · YouTube · 101 views today

WHAT EVERY PIECE SHARES

- Same founder, same build, same numbers
- One recording day covers all three cuts
- Number first hook in every placement
- One call to action: the DataCose build

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

One idea per video · Number in the hook · Real client proof · One CTA only

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

THE FUNNEL

How views become booked builds

The machine under the content

Attention STEP 1

Short form proof content on YouTube Shorts and TikTok, weighted toward Digital HQ and Systems with number driven story hooks. This is where cold service business founders first meet Dylan. The same script runs on both platforms, and TikTok averages 358 views against 186 for YouTube Shorts.

Trust STEP 2

Weekly long form breakdowns show the actual builds: the blueprint, the 255 orders case study, the 382 percent platform story. Client Results content turns curiosity into belief that DataCose has done this before, for a business that looks like the viewer's own.

Conversion STEP 3

Every piece points back to the same offer: DataCose builds your AI employees and Digital HQ so the business runs without you. Viewers who binge the proof book a call to get the same system built. The flagship conversion video is the destination every short drives toward.

BUILT AND RUN BY SCALE WITH CAM™

We run this brand end to end: strategy, scripts, editing, thumbnails and posting, delivered as one system. Dylan records. That is the whole ask.

scalewithcam.com

07

Content Strategy

The Rollout

Pain first, proof second

THE ROLLOUT

The first 90 days

What actually happens, week by week

WEEK 1

Name the bottleneck

Lead with the operational pain a 1.5M dollar service business feels daily. The pain is the hook, so the founder recognises himself before any system is introduced.

WEEK 2

Batch the systems pillar

Digital HQ and Systems pulls roughly 419 views per video, about 4 times the AI Employees average. Weight the calendar toward it and record the pillar in one sitting.

WEEK 3 TO 4

Publish to both platforms

Identical scripts, both channels. TikTok averages 358 views against 186 for YouTube Shorts, so the same work earns double reach.

WEEK 5 TO 8

Lead with client results

255 invalid orders cut to 3. A platform scaled 382 percent. Real operational numbers do the selling, so each result gets a long form, a short and a TikTok cut.

WEEK 9 TO 12

Point at the VSL

The flagship conversion video becomes the destination every short drives toward, with one link in every description.

ONGOING

Bridge to done with you

Systems content attracts founders ready to delegate, which is exactly the DataCose engagement. The calendar keeps feeding that bridge every week.

One recording day feeds the entire engine

We handle strategy, scripts, editing, thumbnails and posting end to end. You record. That is the whole ask.