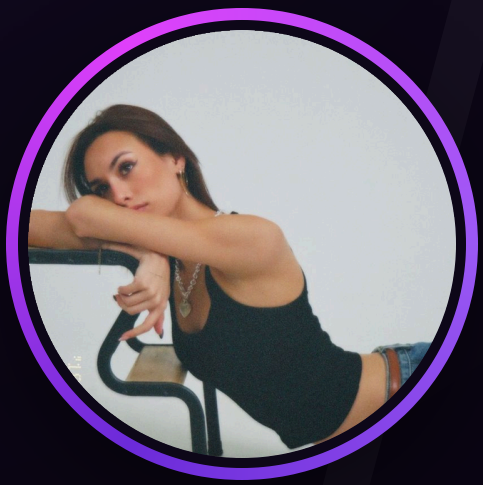
CLIENT PLAYBOOK

Content *Strategy*



Mafe Anzures

I Missed Me Podcast · Viral Nation Talent

612,300 TikTok followers today

55.2M TikTok likes

43.5M reel plays in 12 months

CONTENT STRATEGY

What Is *Inside*

Mafe Anzures · I Missed Me Podcast · Viral Nation Talent

01 **The Brand** — Who Mafe is, what the content does, and where it lives — 02

02 **The Numbers** — September 23, 2025 to June 8, 2026 on YouTube — 04

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01

Content Strategy

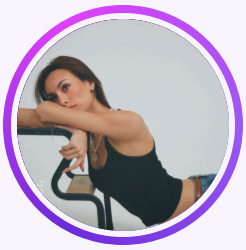
The Brand

Who Mafe is and why her audience stays

THE BRAND

Short form attention, podcast *trust*

Who Mafe is, what the content does, and where it lives



Mafe Anzures is a creator with 612,300 TikTok followers today and 55.2M likes on the platform. She is converting short form attention into a durable podcast brand, I Missed Me. The content moves her audience from TikTok reach into YouTube, where long form episodes build the trust that a healing and self growth brand runs on.

We mapped 70 of her YouTube videos, published between September 23, 2025 and June 8, 2026, and built this playbook from what they show. Every asset points back to one action: listen to I Missed Me on all streaming platforms. Shorts carry discovery and the weekly episode carries depth, and the numbers show the channel peaked only when both ran together.

Positioned as a healing and self growth voice for women navigating growth seasons, with the I Missed Me podcast as the destination every short points to.

WHERE THE BRAND LIVES ONLINE

612,300
TikTok · followers today, the reach

203,201
Instagram · followers today

9,630
YouTube · subscribers today, episodes and shorts

223,400
I Missed Me · followers on the podcast TikTok today, show on all streaming platforms

The identity system

Deep plum	Signal pink	Soft lilac	Paper white
#2A102E	#F06292	#E8C9F0	#FCFBF7

Voice: Warm, direct and permission giving. Titles frame a social tension in caps, such as BE A BETTER FRIEND and YOU ARE NOT BEHIND. Captions carry the emotional hook before a word is spoken, and every clip is edited native to the feed it lives on.

02

Content Strategy

The Numbers

Read from the posting data, not a claim

THE NUMBERS

70 videos, one clear *pattern*

September 23, 2025 to June 8, 2026 on YouTube

Before

64 to 200

views on most episodes before shorts, Sep to Dec 2025

After

3,000

views on BE A BETTER FRIEND with daily shorts running, Feb 2026

54,422

YouTube views across 70 mapped videos

969 vs 522

average views, shorts vs long form

39 in 37

shorts in 37 days at the peak

1,360

average views per Relatable POV video

WHAT THE NUMBERS SAY

- Shorts outperform per video: 40 shorts pulled 38,751 views (avg 969) against 15,671 views across 30 long form episodes (avg 522).
- Relatable POV is the most efficient pillar: 7 videos, 9,517 views, about 1,360 per video, 2.6x the long form average.
- Comparison and friendship titles win long form: BE A BETTER FRIEND (3,000), GROWING MEANS LEAVING PEOPLE BEHIND (2,900), YOU ARE NOT BEHIND (2,400).
- Every view spike sits inside January 21 to March 2, when shorts and episodes ran together. Once shorts stopped, long form averages fell under 150 by May.

Source: 70 YouTube videos published September 23, 2025 to June 8, 2026, read from the public posting data. Figures marked today were fetched on October 5, 2026.

03

Content Strategy

The Pillars

Five content pillars and what each one does

THE PILLARS

Five jobs, one *audience*

Observed across 70 YouTube videos, September 23, 2025 to June 8, 2026

Podcast Clips

60 of 70 videos · 86%

The core of the channel. All 30 long form episodes plus 30 clip shorts, about 43,800 of the 54,422 total views, roughly 81%, including the three biggest episodes.

Relatable POV

7 videos · 1,360 avg views

The most efficient pillar. Shorts like live for u (2,300 views) average the highest of any pillar, 2.6x the long form average. The pillar we scale next.

Lifestyle

3 videos · 354 avg views

Gratitude and presence shorts. Small so far. These keep the feed personal between the heavier themes.

Storytime

0 videos so far

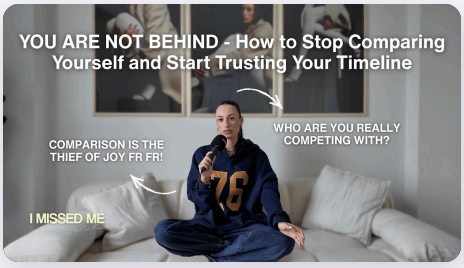
An open lane. Personal stories deepen the connection that turns viewers into listeners, and they cut straight from the episode recording.

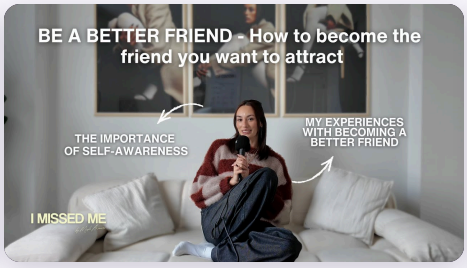
Trends

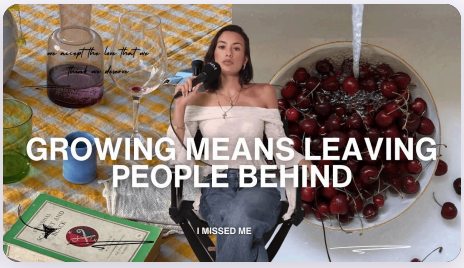
0 videos so far

An open lane. Trend formats delivered in her voice keep the account in the feed without losing identity.

WHAT IT LOOKS LIKE IN THE FEED







04

Content Strategy

The Phases

What each phase produced, dated from the posts

THE PHASES

Foundation, Momentum, *Authority*

The real rollout, read from the real posting dates

PHASE 1

Sep 23 to Dec 30, 2025

Foundation

Thirteen long form episodes, no shorts. Episodes set the show voice around breakups, growth and letting go. Most sat between 64 and 200 views, with one breakout, GROWING MEANS LEAVING PEOPLE BEHIND at 2,900, which showed the format works when the title names a tension.

PHASE 2

Jan 19 to Feb 26, 2026

Momentum

The relaunch. The 15 THINGS I LEARNED IN 2025 episode opened a daily shorts run: 39 shorts in 37 days alongside weekly Monday episodes, the two best months of the channel. BE A BETTER FRIEND hit 3,000 views and shorts averaged near 1,000 each.

PHASE 3

Mar 2026 onward

Authority

Weekly episodes continued (YOU ARE NOT BEHIND, 2,400 views) but the shorts run paused after February 26. This phase depends on restarting daily shorts, opening Storytime and Trends, and rebuilding hooks around the proven themes: comparison, friendship and timeline anxiety.

THE RHYTHM

One long form episode every Monday plus at least one short per day. The five week window where both ran together produced the peak of the channel, and one recording day feeds the whole week.

05

Content Strategy

The Franchise

The clip system with real examples

THE FRANCHISE

Cut to one emotional *beat*

From the published library, every clip paired with one emotional beat

FORMAT · PODCAST CLIPS

60 of 70 videos, about 43,800 of 54,422 views, roughly 81%

TITLE FORMULA

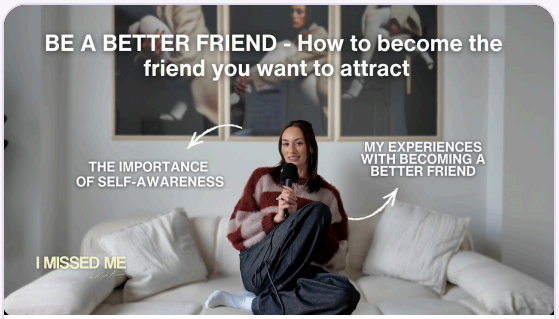
BE A BETTER FRIEND	3,000 views
GROWING MEANS LEAVING PEOPLE BEHIND	2,900 views
YOU ARE NOT BEHIND	2,400 views

WHY IT WORKS

Each title names a social tension in caps, so the viewer feels addressed before the episode starts. The caption carries the emotional hook before a word is spoken, and every clip is cut around one beat from the episode.

NEXT RUNS

Comparison, friendship and timeline anxiety episodes, each cut into daily clips that point back to the exact episode.



BE A BETTER FRIEND · 3,000 views

The biggest episode of the podcast run · youtube.com/watch?v=woiEK0kh09o

WHAT EVERY PIECE SHARES

- One emotional beat per clip, never a summary of the episode
- Caption first hook, so the viewer feels named before the audio starts
- Edited native to the platform it lives on
- A pointer to the exact episode at the end

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

One beat per clip · Caption first hook · Native per platform · Point to the episode

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

THE FUNNEL

How scrolls become *listeners*

The system under the content

Attention STEP 1

Daily Relatable POV and Trends shorts on TikTok, where she holds 612,300 followers today, and on YouTube Shorts. Hooks are built on the proven tensions: you are not behind, outgrowing people, comparison. Shorts average 969 views against 522 for long form, so this layer does the discovery.

Trust STEP 2

Weekly Monday long form episodes of I Missed Me on YouTube. Each short points to the exact episode it came from, so a viewer who felt named by a clip lands on the full conversation. Storytime deepens the personal connection that turns viewers into listeners.

Conversion STEP 3

Podcast subscriptions across all streaming platforms first. Then brand partnerships, a community for women navigating growth seasons, and live formats. Every asset ends with the same single pointer, listen to I Missed Me, so the audience is never asked for two things at once.

BUILT AND RUN BY SCALE WITH CAM™

Strategy, clips, editing, packaging and posting. We run it as one system, so she records the episode and the rest of the week is handled.

scalewithcam.com

07

Content Strategy

The Rollout

One episode, one week of feed

THE ROLLOUT

The first 90 days

What actually happens, week by week

WEEK 1

Set the podcast rhythm

A weekly Monday episode is the raw material. Everything downstream is cut from it, so the week never starts from zero.

WEEK 2

Build the clip system

Each episode yields podcast clips, storytime cuts and relatable POV moments. One recording becomes a week of posts across TikTok, Instagram and YouTube.

WEEK 3 TO 4

Daily shorts on

The five week window with daily shorts produced every spike this account has seen. Shorts average 969 views against 522 for long form, so the daily layer goes live here.

WEEK 5 TO 8

Lead with POV

Relatable POV is the most efficient pillar at roughly 1,360 views per video, 2.6 times the long form average. We weight it heavier in the weekly mix.

WEEK 9 TO 12

Layer the trends

Trend formats sit on top of the pillar system so the account reaches new viewers without losing its identity. Each trend is delivered in her voice and points back to the show.

ONGOING

Never go quiet

When shorts stopped, long form fell under 150 views by May. The daily layer holds the whole channel up, so it does not pause again.

One recording day feeds the entire week

We handle strategy, scripts, editing, thumbnails and posting end to end. The only task that stays with her is recording the episode.