

Content Strategy

Client Playbook



Dylan Kinder

DataCose · AI Employees · Digital HQ

4,886 views in 28 days

52 videos in 11 weeks

4.8x the niche benchmark

What Is Inside

01

The Brand

Who Dylan is, what DataCose builds, and the identity system

02

The Numbers

Real results from the performance report and channel data

03

The Pillars

Five content pillars and what each one pulls

04

The Phases

Foundation, Momentum, Authority

05

The Story Engine

One client story, three formats, real view counts

06

The Funnel

How attention becomes trust, then booked builds

01

Content Strategy

The Brand

The operator who already built it

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. The content positions him as the operator who has already built these systems for real clients, not a commentator talking theory.

Every video moves a service business founder from scrolling to booking a build, by showing proof, systems, and the cost of staying manual.

WHERE HE LIVES ONLINE

YouTube

shorts plus long form

TikTok

542 followers · 2x reach

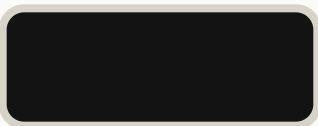
LinkedIn

2,654 followers

DataCose

the offer behind it all

The identity system



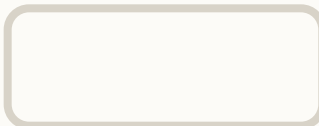
Carbon black
#131313



Terminal green
#57E38A



Steel
#9BA8B5



Paper white
#FCFBF7

Voice: direct, technical, contrarian. Hooks challenge how service businesses hire and scale. Titles lead with a concrete number or a client story, never a generic promise. The look is clean AI tech: carbon black, terminal green, and a founder on camera who talks like an engineer.

02

Content Strategy

The Numbers

From the performance report, not a claim

4,886 views. 28 days.

The performance report and the channel data behind it

4,886

YouTube views in 28 days

4.8x

the niche benchmark

25%

peak click through rate

358 avg

views per TikTok post

What the numbers say

- 1. Digital HQ and Systems is the growth engine.**
419 average views per video, roughly four times the AI Employees average. The systems story is what strangers actually watch.
- 2. Short form carries the channel.**
45 shorts average 217 views while 7 long form videos average 64. Long form converts, shorts discover.
- 3. TikTok beats YouTube Shorts on reach.**
8 TikTok posts average 358 views versus 186 for the 37 YouTube shorts. Same scripts, nearly double the pull.
- 4. 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.

The shorts the numbers come from



904 views



785 views



770 views

03

Content Strategy

The Pillars

Five jobs, one channel

The five pillar mix

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. The audience responds to the systems story.

AI Employees

9 videos · 110 avg views

The core thesis. AI employees versus traditional hiring, explained through real operations pain.

Founder Bottlenecks

8 videos · 197 avg views

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

Client Results

5 videos · 199 avg views

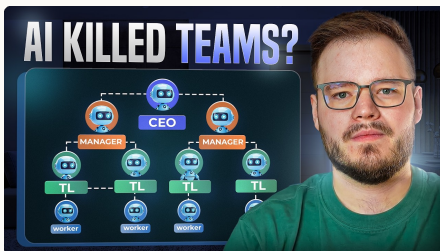
The proof layer. 255 invalid orders cut to 3, the platform that scaled 382 percent, the 4 week delivery system.

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

Foundation, Momentum, Authority

The real rollout, read from the real posting dates

PHASE 1

April 2026

Foundation

The channel launched April 16 with the core thesis: AI employees versus traditional hiring, the buried knowledge problem, and the founder bottleneck. 10 videos went out in the first two weeks, including the long form blueprint and the two biggest early hits at 971 and 904 views. Foundation established the voice and the pillar structure.

PHASE 2

May 2026

Momentum

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

PHASE 3

June 2026 onward

Authority

21 videos in June with the mix shifting toward named frameworks and client stories: the founder platform that scaled 382 percent, the 3 AI employees framework, and repeated bottleneck narratives. Next: double down on Digital HQ proof content and convert view momentum into booked calls.

Cadence today: 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 Story Engine

One client story, told everywhere it can win

One story, three formats

The 255 invalid orders case study, the signature proof asset

LONG FORM

How We Cut 255 Invalid Orders to 3

YouTube · 98 views

The full build breakdown. Depth for founders already comparing options.

SHORT

The 255 Invalid Orders Story

YouTube Shorts · 80 views

The 60 second version. Number first hook for the discovery feed.

TIKTOK CUT

Same script, second platform

TikTok · 604 views

The same story pulled 604 views on TikTok, over 7x its YouTube Shorts run.

One recording, one script, three placements. Zero extra founder time.



The long form anchor

youtube.com/watch?v=ooGi8dZ5Pvw

The system behind every video

One idea per video

Number in the hook

Real client proof

One CTA only

Zero fluff

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. Every script leads with a number, a build, or a real client outcome.

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

How views become booked builds

The machine under the content

ATTENTION

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.

TRUST

Weekly long form breakdowns (the blueprint, the 255 orders case study, the 382 percent platform story) show the actual builds. Client Results content converts curiosity into belief that DataCose has done this before.

CONVERSION

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.

Built and run by Panche P., marketing consultant

Strategy, scripts, editing, thumbnails and posting, delivered as one system.

panchepetrov.com

07

Content Strategy

The Rollout

Pain first, proof second

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, not with AI hype. The pain is the hook.

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.

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.

WEEK 9 TO 12

Point at the VSL

The flagship conversion video becomes the destination every short is quietly driving toward.

ONGOING

Bridge to done with you

Systems content attracts founders ready to delegate, which is exactly the DataCose engagement.

One recording day feeds the entire engine

Strategy, scripts, editing, thumbnails and posting handled end to end. You record. That is the whole ask.