

Content Strategy

Client Playbook



Mafe Anzures

I Missed Me Podcast · Viral Nation Talent

588K TikTok followers

55.2M TikTok likes

70 videos mapped

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How attention becomes trust, then a podcast audience

01

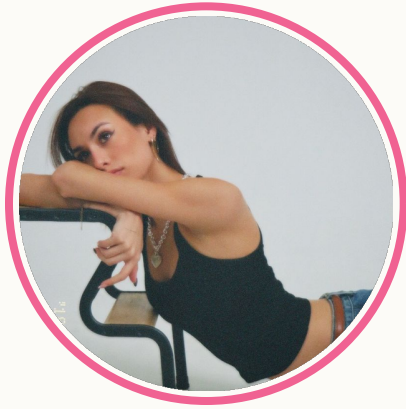
Content Strategy

The Brand

Who Mafe is and why her audience stays

Short form attention, podcast trust

Purpose, positioning, and channels



Mafe Anzures is a creator with 588K TikTok followers and 55.2M likes who is converting short form attention into a durable podcast brand, I Missed Me. The content moves her audience from scroll deep TikTok reach into YouTube, where long form episodes build the parasocial trust that a healing and self growth brand runs on.

Every asset points back to one action. Listen to I Missed Me on all streaming platforms.

WHERE SHE LIVES ONLINE

TikTok

588K followers · the reach

Instagram

179K followers

YouTube

episodes and shorts

I Missed Me

all streaming platforms

The identity system



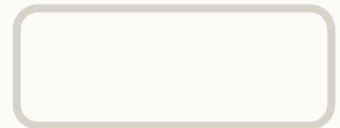
Deep plum
#2A102E



Signal pink
#F06292



Soft lilac
#E8C9F0



Paper white
#FCFBF7

Voice: warm, direct, permission giving. Titles frame a social tension in caps (BE A BETTER FRIEND, YOU ARE NOT BEHIND). Captions carry the emotional hook before a single word is spoken, and every clip is edited native to the feed it lives on, so a Mafe video feels like a friend, not an ad.

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Content Strategy

The Numbers

Read from the posting data, not a claim

70 videos, one clear pattern

September 23, 2025 to June 8, 2026 on YouTube

588K

TikTok followers

55.2M

TikTok likes

179K

Instagram followers

54,422

YouTube views, 70 videos

969 vs 522

avg views, shorts vs long form

39 in 37

shorts in 37 days at peak

What the numbers say

1 Shorts outperform per video.

40 shorts pulled 38,751 views (avg 969) against 15,671 views across 30 long form episodes (avg 522). Shorts are the discovery engine.

2 Relatable POV is the most efficient pillar.

7 videos, 9,517 views, about 1,360 per video, 2.6x the long form average. More of these, not just podcast promos.

3 Comparison and friendship titles win long form.

BE A BETTER FRIEND (3,000), GROWING MEANS LEAVING PEOPLE BEHIND (2,900) and YOU ARE NOT BEHIND (2,400) all frame a social tension. Early breakup topics did the worst.

4 Consistency is the multiplier.

Every view spike sits inside the January 21 to March 2 window when shorts and episodes ran together. When shorts stopped, long form averages dropped under 150 by May.

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Content Strategy

The Pillars

Five jobs, one audience

The five pillar mix

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

Podcast Clips

60 of 70 videos · 86%

The spine. All 30 long form episodes plus 30 clip shorts. Drives 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 efficiency king. Shorts like live for u (2,300 views) average the highest of any pillar, 2.6x the long form average. The pillar to scale next.

Lifestyle

3 videos · 354 avg views

Gratitude and presence shorts. Small so far, keeps the feed human between the heavier themes.

Storytime

0 videos so far

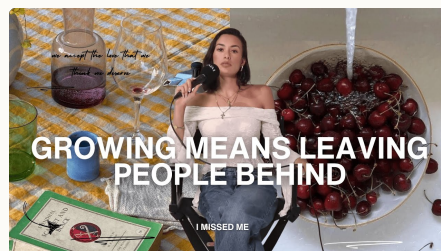
An open lane. Personal stories deepen the parasocial connection that turns viewers into listeners.

Trends

0 videos so far

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

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

Sep 23 to Dec 30, 2025

Foundation

Thirteen long form episodes, no shorts. Weekly episodes established the show voice around breakups, growth and letting go. Views were modest, most episodes between 64 and 200, with one breakout: GROWING MEANS LEAVING PEOPLE BEHIND at 2,900 views. Proof the format works when the hook hits.

PHASE 2

Jan 19 to Feb 26, 2026

Momentum

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

PHASE 3

Mar 2026 onward

Authority

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

Cadence that works: 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. One recording day feeds the entire engine.

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Content Strategy

The Clips

Cut to one emotional beat, packaged for the feed

A real hook, next to its real clip

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

CLIP SYSTEM · BE A BETTER FRIEND

The biggest episode of the run · 3,000 views

[CAPTION: "growing means leaving people behind"]

The caption carries the emotional hook before a single word is spoken. The viewer feels named, not sold to.

[ONE BEAT PER CLIP]

Each clip is cut around one emotional beat from the episode. Comparison, friendship, timeline anxiety. The proven tensions that drove the three biggest videos of the run.

Then: point to the exact episode...

Caption first hook, one beat, one pointer to the episode.



3,000 views on this episode

youtube.com/watch?v=woiEK0kh09o

The system behind every clip

One beat per clip

Caption first hook

Native per platform

Point to the episode

Zero ad energy

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

How scrolls become listeners

The machine under the content

ATTENTION

Daily Relatable POV and Trends shorts on TikTok (588K followers) and YouTube Shorts. Hooks built on the proven tensions: you are not behind, outgrowing people, comparison.

TRUST

Weekly Monday long form episodes of I Missed Me on YouTube. Each short points to the exact episode it came from. Storytime deepens the personal connection that turns viewers into listeners.

CONVERSION

Podcast subscriptions across streaming platforms first, then brand partnerships, a community for women navigating growth seasons, and live formats.

Built and run by Panche P., marketing consultant

Strategy, clips, editing, packaging and posting, delivered as one system.

panchepetrov.com

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Content Strategy

The Rollout

One episode, one week of feed

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 engine 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.

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.

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. Weight it heavier.

WEEK 9 TO 12

Layer the trends

Trend formats ride on top of the pillar system so the account catches waves without losing its identity.

ONGOING

Never go quiet

When shorts stopped, long form fell under 150 views by May. The daily layer is what keeps everything else alive.

One recording day feeds the entire engine

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