

Bilingual content. Clear direction.

Life Vault Business | Proposed social media campaign | October 2026



THE PROJECT

A coordinated campaign for my own small business support brand.

Audience: small business owners who need help with content, their online presence and practical AI tools.

Goal: explain the services, offer useful examples and invite relevant enquiries.

PROJECT SCOPE

One service introduction, a five-slide educational carousel, one promotional graphic, bilingual captions and a proposed weekly content calendar.

CREATIVE APPROACH

The campaign follows the supplied Life Vault Business brand board: cream, teal, charcoal and gold, with a clear type hierarchy and welcoming language.

PROCESS & STATUS

Developed with ChatGPT assistance for copy, planning and generated visuals. The existing brand board provided the visual direction. This is a proposed campaign; publication and performance results have not been verified.

From a problem to a next step.

Promotional creative | Social Media Rescue



THE HOOK

**“Tu ne sais plus
quoi publier?”**

The opening names a familiar problem in simple language.

THE OFFER

A review of the current presence, relevant ideas and a clear content plan.

WHY THIS DESIGN

Teal highlights the customer’s question and the action. Outline icons make the service themes easy to scan. A warm desk scene gives the message an approachable, practical feel.

THE ACTION

The keyword “CONTENU” gives readers a simple way to start a private conversation. The creative avoids prices or results claims that have not been established.

Portfolio skills: message hierarchy, brand consistency, service positioning and calls to action.

Teach before asking.

Educational carousel | Slides 1 and 2 of 5



LIFE VAULT BUSINESS
SMARTER TOOLS FOR SMALL BUSINESS.

3 tâches que l'IA peut t'aider à simplifier.

Moins de temps sur les tâches répétitives.
Plus de place pour ton entreprise.

LIFE VAULT BUSINESS Fais défiler → 1/5

01 / THE COVER

A specific promise: three everyday tasks AI can help simplify. Familiar icons make the topic accessible to business owners.

FORMAT CHOICE

One idea per slide keeps the sequence easy to follow. Each example moves from the task to a prompt, then to the reader's next decision.



LIFE VAULT BUSINESS
SMARTER TOOLS FOR SMALL BUSINESS.

01 • COURRIELS

Préparer tes réponses.

Transforme tes notes en un premier brouillon clair, adapté au ton de ton entreprise.

Exemple
« Rédige une réponse chaleureuse à une demande de devis. »

Tu vérifies les détails avant l'envoi.

LIFE VAULT BUSINESS 2 / 5

02 / EMAIL DRAFTS

A practical use case with a sample prompt. The reminder to check details makes the owner's role clear.

PROMPT EXAMPLE

« Rédige une réponse chaleureuse à une demande de devis. »

Make the advice usable.

Educational carousel | Slides 3 and 4 of 5



02 • CONTENU

Trouver quoi publier.

Pars de tes services et des questions de tes clients pour préparer des idées de publications.

Exemple

« Propose 5 idées de posts pour présenter mon service de rénovation. »

 Tu ajoutes ta voix et tes exemples.

LIFE VAULT BUSINESS 3 / 5



03 • ORGANISATION

Mettre de l'ordre dans tes idées.

Transforme une liste de notes en tâches, en priorités et en prochaines étapes.

Exemple

« Classe ces notes en tâches à faire cette semaine et idées pour plus tard. »

Tu choisis les priorités qui comptent.

LIFE VAULT BUSINESS 4 / 5

03 / CONTENT IDEAS

Connect the tool to services and real customer questions. Encourage the owner to add their voice and examples.

PROMPT EXAMPLE

« Propose 5 idées de posts pour présenter mon service de rénovation. »

CONTENT PRINCIPLE

Useful examples build understanding. The campaign presents AI as a tool for first drafts and organization, with the business owner reviewing the output.

04 / ORGANIZE NOTES

Turn scattered notes into an initial task list. The owner chooses the priorities that matter.

PROMPT EXAMPLE

« Classe ces notes en tâches à faire cette semaine et idées pour plus tard. »

Turn interest into a conversation.

Educational carousel | Slide 5 of 5 | Campaign sequence

The slide features the Life Vault Business logo at the top, which includes a stylized bar chart icon. Below the logo, the main heading "Par où commencer dans ton entreprise?" is displayed in a large, bold font. Underneath the heading, a paragraph of text explains the purpose of the slide: "Je t'aide à choisir une tâche utile, un outil adapté et une façon simple de l'intégrer à ton quotidien." Below this text are three icons: a checklist for "UNE TÂCHE UTILE", a laptop for "UN OUTIL ADAPTÉ", and a gear for "UNE FAÇON SIMPLE". At the bottom of the slide, there is a dark teal button with a speech bubble icon and the text "Écris-moi « IA » en message privé." The footer of the slide includes the text "LIFE VAULT BUSINESS • Accompagnement IA" and the slide number "5/5".

Par où commencer dans ton entreprise?

Je t'aide à choisir une tâche utile, un outil adapté et une façon simple de l'intégrer à ton quotidien.

UNE TÂCHE UTILE | UN OUTIL ADAPTÉ | UNE FAÇON SIMPLE

Écris-moi « IA » en message privé.

LIFE VAULT BUSINESS • Accompagnement IA 5/5

A SIMPLE NEXT STEP

Choose one task, one suitable tool and a practical way to use it.

“Écris-moi « IA » en message privé.”

The invitation continues the educational message and introduces the guidance service.

HOW THE CAMPAIGN FITS TOGETHER

INTRODUCE

Explain the services and who they are for.

EDUCATE

Give readers three concrete ways to begin using AI.

INVITE

Offer help with a specific content or AI need.

The intended outcome is relevant enquiries. Results will depend on publication, audience response and follow-up.

One message. Two languages.

Selected caption copy | French and English adaptations

MONDAY / INTRODUCE

FR

Tu connais ton entreprise. Je t'aide à la faire connaître.

Contenu bilingue, médias sociaux, sites web et accompagnement IA : je t'aide à avancer avec des idées claires et des outils adaptés à tes besoins.

Un projet en tête? Écris-moi. On en parle.

EN

You know your business. I help you get the word out.

Bilingual content, social media, websites and AI guidance: I help you move forward with clear ideas and tools that fit your needs.

Have a project in mind? Send me a message.

WEDNESDAY / EDUCATE

FR

L'IA dans ton entreprise, ça peut commencer petit.

Préparer un courriel, trouver des idées de posts ou organiser tes notes. Une tâche à la fois, avec toi qui gardes le dernier mot.

Tu veux un coup de main? Écris-moi « IA » en privé.

EN

Using AI in your business can start small.

Draft an email, brainstorm posts or organize your notes. One task at a time, with you making the final decisions.

Want help getting started? Message me "IA."

FRIDAY / INVITE

FR

Tu ouvres Facebook pour publier... puis tu le refermes parce que tu sais pas quoi écrire?

On peut regarder ce que tu as déjà, trouver des idées qui te ressemblent et préparer un plan clair. En français, en anglais ou les deux.

Écris-moi « CONTENU » en privé.

EN

You open Facebook to post... then close it because you don't know what to say?

Let's look at what you already have, find ideas that sound like you and build a clear content plan. In French, English or both.

Message me "CONTENU." Let's work through it together.

Adaptations retain the same purpose and welcoming tone while using natural phrasing in each language.

A plan that can be measured.

[Proposed weekly calendar](#) | [Evaluation](#) | [Contact](#)

DAY	CONTENT	PURPOSE / ACTION
Monday	Service introduction	Explain the offer / Message about a project
Wednesday	Five-slide AI carousel	Teach practical uses / Message “IA”
Friday	Social Media Rescue	Connect with a content need / Message “CONTENU”
Sunday	Optional Story poll	Ask what takes most time: emails, content or planning / Vote or reply

WHAT TO TRACK AFTER PUBLICATION

Reach: how many people saw each piece.

Saves and comments: which educational topics prompted interest.

Qualified messages: which enquiries match the services offered.

Follow-up: which conversations lead to a suitable next step.

Use an initial week as a baseline, then compare similar posts over time. Ask enquiries which post prompted their message. No performance figures are included in this case study.

SOLANGE BEZEAU

Bilingual Content & Digital Marketing Specialist

bezeausolange@gmail.com