



Content Trap

Volume vs Quality by Category

The industry Secret Marketers
Can't Afford to Ignore



Quick Answer:

Brand Authority relies on **quality content**. The strategy of publishing many posts at once will **generate better reach** but it will only work if each post maintains its value.



Best Strategy:

Consistent quality
at a sustainable pace

Volume vs Quality

What You Gain (and Risk)

	High Volume	High Quality
Reach	Wider	Viral if strong
Engagement	Often diluted	Deeper, more focused
Brand Perception	Can feel spammy	Builds credibility
Algorithm	Loves frequency	Loves saves & shares
Resources	High output needed	Requires strategy

Just starting out?

- Post 3-4x/week
- Focus on bite-sized value
- Repurpose one idea into 3-4 formats

Already established?

- Focus on distinctive POVs
- Prioritize thought leadership

Even one to two weekly high-quality posts deliver better results than posting five generic posts each week.

HubSpot, LinkedIn, Hootsuite, Later:

- Daily posting of content with no value leads to decreased audience participation.
- 3–5x/week = best growth for LinkedIn & IG
- Short-form video (Reels, TikToks) flops if quality is low
- 43% of marketers: “Less is more when content is sharp.”

What's the Sweet Spot?

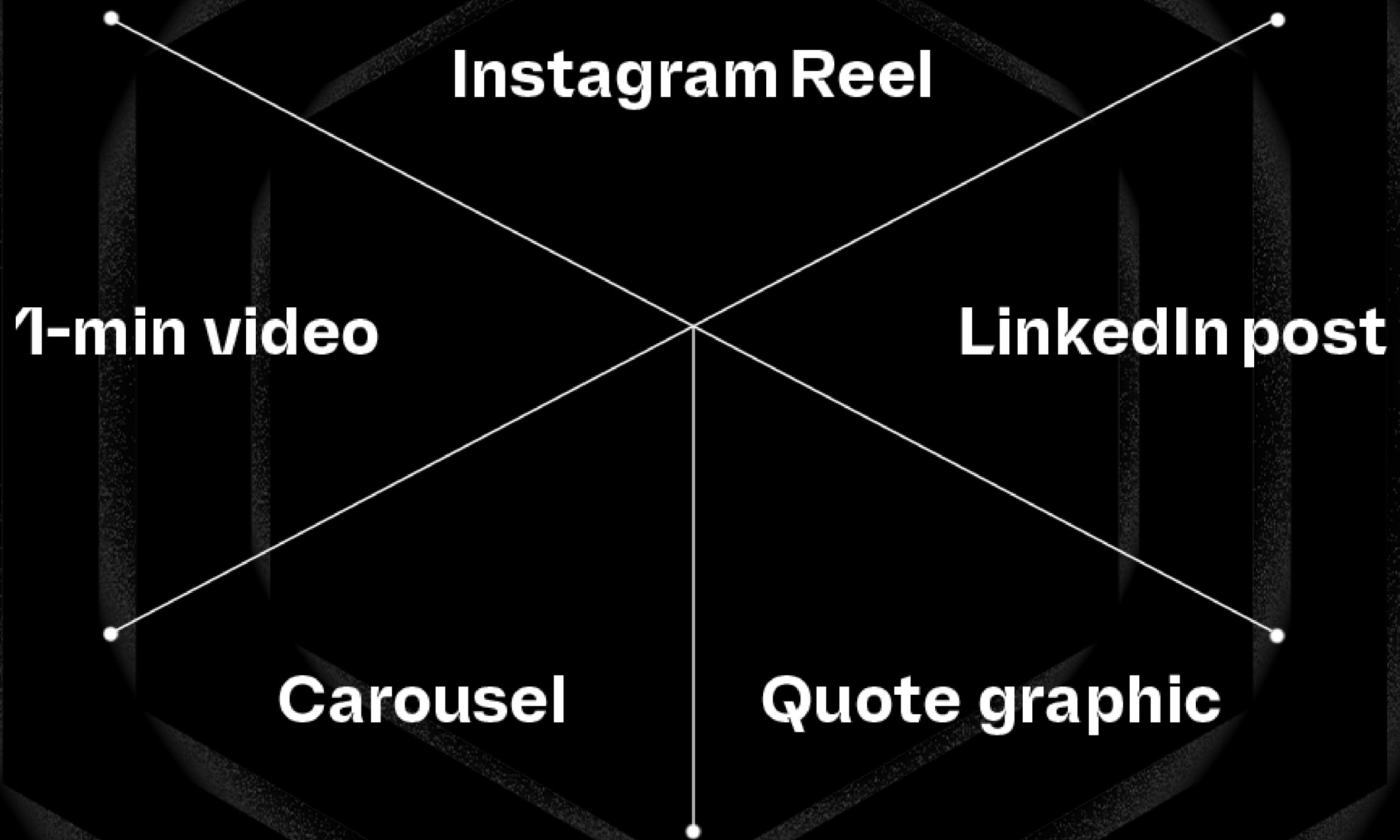
The optimal frequency for posting high-quality content should be 2–3 times per week.

Each should deliver:

- **A clear message**
- **A distinctive brand voice**
- **Real value**
(educational, emotional, or entertaining)

Stretch the Value

One idea = Multiple formats:



Maximize value — repurpose, less recreate

Platform

LinkedIn

Instagram

Tiktok

Youtube Shorts

Frequency

2-5x/week

3-5x/week

3-7x/week

2-4x/week

What Works

POV, Finsights,
Stories

Reels + Carousels
+ Stories

Trends + Value
+ Retention

Watch-through >
Quantity

Want a content calendar **tailored** to your company?

TBWA\Indonesia can help you craft the right cadence, tone, and formats.



Follow TBWA Indonesia



www.tcptbwa.id



Get our Monthly Edges:

Emerging Trends

growth@tcptbwa.com