



Content:

Volume vs Quality by Category

**What works for B2C
could backfire in B2B.
Time to decode the rules**

(FMCG • Consumer Electronics • B2B + Automotive)

we have added Automotive based on request

Is short-form content strategy the same across industries?

Spoiler: No.

Each category needs a unique balance of volume, quality, and format.

What works:

- More volume, trend-reactive,
- visual consistency
- Top-of-mind = Top-of-cart

Best Formats:

- Product hacks
- Reels with seasonal relevance
- Quick usage tips

Ideal Frequency:

- 4–6 posts/week

Fast cycle > Frequent visibility > Faster conversion

What works:

- Balance depth with repetition
- Volume + Clarity = **Winning combo**

Best Formats:

- Explainer Reels
- How-to carousels
- UGC demvos
- Feature breakdowns

Ideal Frequency:

- 3–5 posts/week

Educate. Repeat. Sell.

What works:

- Fewer, sharper posts
- Build authority—not noise

Best Formats:

- POV from leadership
- Industry takes
- Case study carousels
- Thought-leadership snippets

Ideal Frequency:

- 2–3 high-value posts/week

One good post can drive weeks of inbound.

What works:

- Blend aspirational storytelling + product specs
- Sell the dream, then the details

Best Formats:

- Lifestyle Reels
- Feature spotlights
- Testimonial clips
- BTS stories

Ideal Frequency:

- 3–5 posts/week

Emotion + Function = Conversion journey

TL;DR — The Strategy Grid

Industry

FMCG

Consumer Electronics

B2B

Automotive

Volume Needed



Quality Needed



Industry

FMCG

Consumer Electronics

B2B

Automotive

Notes

VBe present and frequent

Educate + repeat with variety

Insight > frequency

Blend emotion with product logic

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built for your company?**

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you craft the right cadence,
tone, and formats.**

**Let's make your short-form
content actually drive business.**



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