

# Social Media Kit

CAMPAIGN: TRUTH IS THE NEW SAVINGS • SPRING 2026

## Official Campaign Hashtag

The primary hashtag for all campaign-related posts is:

### #TruthInEveryCloset

Use this hashtag across all social media platforms to unify the campaign and encourage user engagement. It reinforces the core message of honesty and transparency in our products and pricing.

## Content Pillars & Post Themes

This campaign is built on four key content pillars. Each pillar has a corresponding post theme with sample captions designed for Facebook, Instagram, and Google Ads.

### 01 — The Real Price

**Core Message:** No inflated discounts, just fair pricing.

*"We don't raise prices just to lower them later. No flash sales. Just fair pricing, every day. #TruthInEveryCloset"*

**Image Idea:** A calm, organized mudroom with the overlay text: "No games. Just great closets."

### 02 — Pittsburgh Built

**Core Message:** Local craftsmanship and community values.

*"Built by Pittsburgh hands. Priced with Pittsburgh honesty. #TruthInEveryCloset"*

**Image Idea:** A craftsman at work in the local shop, smiling and focused on their craft.

### 03 — Say Goodbye to Gimmicks

**Core Message:** Directly addressing competitor tactics.

*"Tired of the 40%-off song and dance? Closet Factory gives you the real number—first time, every time."*

**Image Idea:** A price tag being ripped in half, with the text overlay: "We don't do pricing theatre."

## 04 — Custom for Real Homes

**Core Message:** Honest solutions for unique Pittsburgh spaces.

*"Old homes. Tight spaces. Honest pricing. That's our thing. #TruthInEveryCloset"*

**Image Idea:** A before-and-after shot of a narrow or uniquely shaped Pittsburgh closet.

## Platform-Specific Guidance

### Instagram

Focus on high-quality visuals. Use the image ideas as a starting point and consider creating carousels for before-and-after posts. Instagram Stories can be used for Q&A sessions about our pricing philosophy.

### Facebook

Use slightly longer-form captions to tell a story. For example, for the "Pittsburgh Built" theme, you could feature a short bio of one of our craftsmen. Facebook is also a great platform for sharing testimonials from customers who appreciate our honest approach.

### Google Ads

The headlines for Google Ads should be direct and benefit-driven. Examples include:

- "Honest Closet Pricing - No Gimmicks"
- "Pittsburgh Custom Closets - Real Prices"
- "Tired of Fake Sales? Get a Real Quote."

## Final Recommendation

Consistency is key. By using the #TruthInEveryCloset hashtag and aligning all social media content with these four pillars, we will build a strong, unified brand message that resonates with Pittsburgh consumers who are tired of the pricing games and ready for a more honest and transparent experience.