

 EDITORIAL MARKETING VIDEO

Lanes used: **Editorial** (the articles) · **Marketing** (the social posts).

A six-desk food desk *for less than a coffee a month.*

A community app where people share what they cooked and where they ate. Its marketing problem was the usual one for an app: a website with nothing on it, and social accounts that only spoke when someone remembered. Omniposter's editorial lane turned the app's own users into the story.

May – September 2026 · four months

**Nearly
300**

articles published
every one about a real
user's dish

10 a day

social posts
across three platforms

6

researcher desks

Under \$2

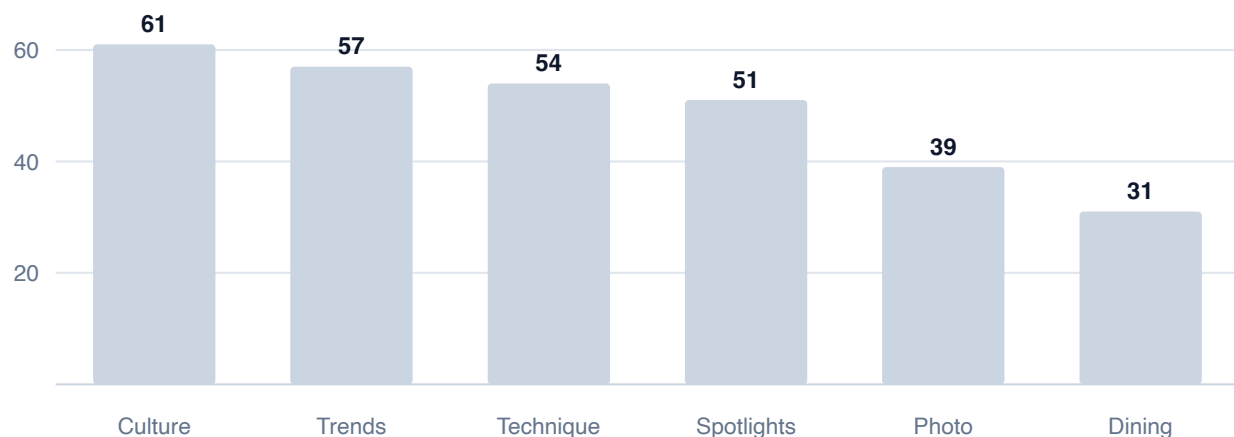
AI spend a month

THE ANGLE

The users are the content.

The editorial mission is specific: elevate the app's users — home cooks, food explorers, hometown restaurants — rather than perform expertise. So the desks were built around that. A community-spotlight desk profiles one user a week from their recent uploads. A culture desk takes a dish someone posted and writes the history of it — the diaspora that brought it, why the version we eat differs from the original. A technique desk turns a featured upload into the one thing that makes it work. A photography desk explains why a particular user's shot works and how to get the same on a phone.

Every article names the person and their city as they shared it on the platform, links back to the app, and follows hard rules: recipes accurate enough to cook from, no food snobbery, cultural respect over generalisation, no takedowns of small businesses, credit for every photo. The result reads like a local food section that happens to be about the app's own members.



Articles published per desk, lifetime.

MARKETING

Ten posts a day, each one learning.

Each article fans out as platform-native posts to Instagram, Facebook and LinkedIn — captioned separately for each, with the headline written onto the image for Instagram. The loop tags every caption by its opening shape, length, link, hashtags, image source and posting slot, then pools engagement by those features. On this account it has already found that **flat-statement openers outperform question openers 3.5 to 1 on Instagram**, that posts without a link engage at three times the rate of posts with one, and that evening posts beat night posts — and the caption writer is steered toward each finding on its next post.

This is the part of the story that is still early. The account's social reach is small and its engagement figures are thin; this page shows what the desk *produces* and what it *costs*, and holds the audience numbers until they mean something. The site is being indexed — nearly nine hundred search impressions in the last month, averaging just outside page one — and the highest-traffic articles are the ones about store-bought staples and specific regional dishes.

Nearly 900

posts in three months

3

platforms, one approval

Instagram · Facebook ·
LinkedIn

3.5×

engagement, statement
vs question openers
on Instagram

#11

average Google position
just outside page one

THE ECONOMICS

What six desks cost.

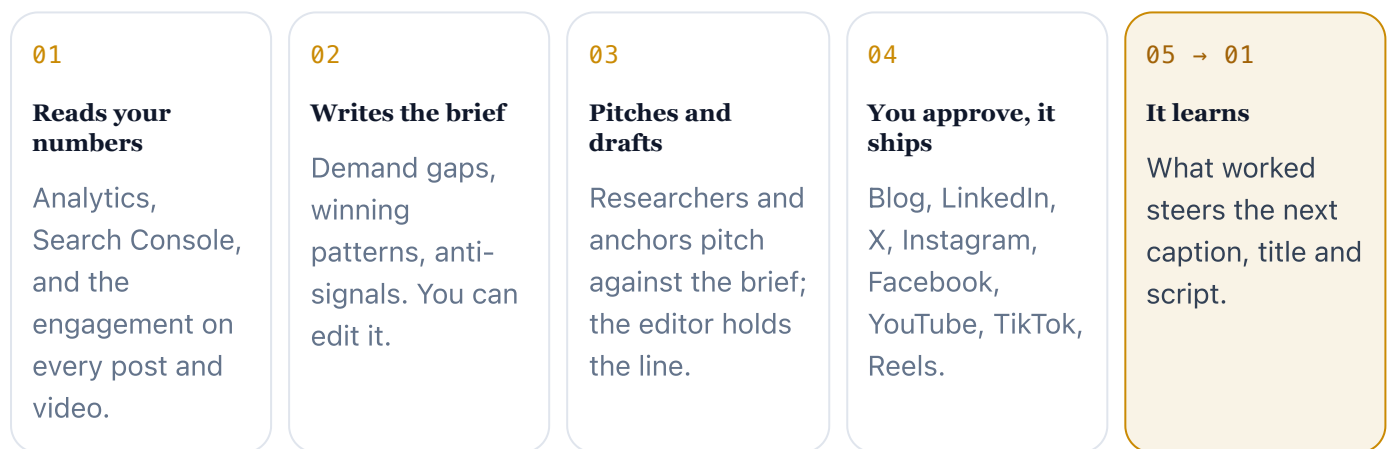
The AI spend for this account is under two dollars a month — six researcher personas, the editor that reviews them, a trend briefing every week, and ten captions a day. The platform subscription is the same flat price every customer pays. Against that, a single freelance food writer producing four articles a month is a four-figure line item, and would not caption nine hundred posts.

The honest version of this case is that the desk works and the audience is still being built. That is the right order — a publication with nearly three hundred well-sourced articles about its own community is an asset that compounds — and it is why this page reports output and cost rather than borrowing a growth curve it has not earned yet.

HOW IT RUNS

One loop. Use the lanes you need.

Every account gets the same machine: writers tuned to your archive, an editor holding your standards, a strategist reading your analytics every week, and publishing to your blog and every connected channel from one approval. Turn on editorial, marketing, video — or all three.



HOW WE MEASURED

- Article count is lifetime for the project (six desks created Apr 30, 2026). Per-desk counts are the platform's published_count per researcher on Sep 12.
- Post volume: 866 social posts published in the 90 days ending Sep 12, across Instagram, Facebook and LinkedIn.
- Caption findings are the platform's pooled-rate insights over 90 days: Instagram, 226 posts measured (flat-statement 1.4% vs question 0.4% engagement; no-link 2.0% vs link 0.6%; evening 2.5% vs night 0.0%). A bucket must contain at least three posts and 100 impressions before it counts.
- Search: Google Search Console, 30 days ending Sep 10. App registrations are not tracked by Omniposter and are not claimed here.

The customer is not named at their request. Every figure on this page was read from the Omniposter platform on Sep 12, 2026, and we will stand behind it if you ask.