

Romanticizing Your Life Is the Most Underrated Marketing Strategy

What TikTok trends get wrong about soft girl habits—and how tapping into your main character energy can actually build your brand.

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Written by Gianna Ortega, a copywriter and brand strategist obsessed with helping creatives build scroll-stopping identities. When she's not writing, you'll find her drinking cherry lemonade or organizing her life in Notion.

Romanticizing ≠ Delusion

Romanticizing your life does not make you delusional – it makes you a genius. You're not just sharing life through rose-colored glasses like some may perceive, you're creating a personal brand identity that makes you marketable.

Tik Tok and Instagram have created a platform that allows for Gen-Z to broadcast details of their lives. From morning coffees to get-ready-with-me videos, girls across the globe market their lives through blue light screens, creating a community. This community, the Soft-Girl lifestyle, has skyrocketed since the pandemic and the aesthetic bar keeps rising.

These creators have taken life and made it brandable.

Why Storytelling Sells – Even in Real Life

Everyone loves a story, especially one that feels relatable.

When you're opening your phone to doom scroll, a video of someone doing their night time routine is the first thing that pops up.

One night, you're making note of every product they're using, and the next week, you've adopted the same routine. Without consciously realizing it, you were just sold on a new lifestyle. This real-world content has created a phenomenon that directly ties into how marketing yourself can open a whole world of opportunity.

Recommendations take precedence to a traditional ad in the age of social media. People want things that feel real, personal, and reflective of their own lives and habits.

Main Character Energy is Just Good Brand Strategy

Content creators found a goldmine in marketing by just filming their everyday lives. By romanticizing aspects of the day that some would find boring, they created their own brand identities.

Every popular content creator has something that people can recognize about them: Alix Earle has chaotic outfit checks for the party girls, TooTurntTony's comedy sketches and alcohol brand reel in all of the frat bros, and Nora Smith is the original tradwife for the soft girls.

Their content varies, but the playbook doesn't. These creators have all done the same thing: branded aspects of their lives to give people something interesting to watch. When people can recognize you by your vibe, a slogan, or even your Starbucks drink – you've built more than just a fanbase, you've built brand equity.

Main character energy isn't just a trend, it's the blueprint to effective brand building.

Meta Description:

What does your nighttime routine have to do with marketing? Everything. This blog breaks down how romanticizing your life on social media isn't delusion—it's branding strategy.

Primary Keywords

- romanticizing your life
 - personal brand identity
 - soft girl lifestyle
 - TikTok
 - Instagram
 - content creators
 - main character energy
 - marketing yourself
 - brand equity
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Secondary or Implicit Keywords

- brand strategy
 - social media trends
 - aesthetic standards
 - relatable content
 - everyday life content
 - lifestyle branding
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Long-Tail Keywords

- “recommendations beat ads” → why recommendations work better than ads
- “sold on a new lifestyle” → how content sells a lifestyle
- “chaotic outfit checks” → personal style branding
- “blue light screens” → scroll-stopping content or screen-time habits