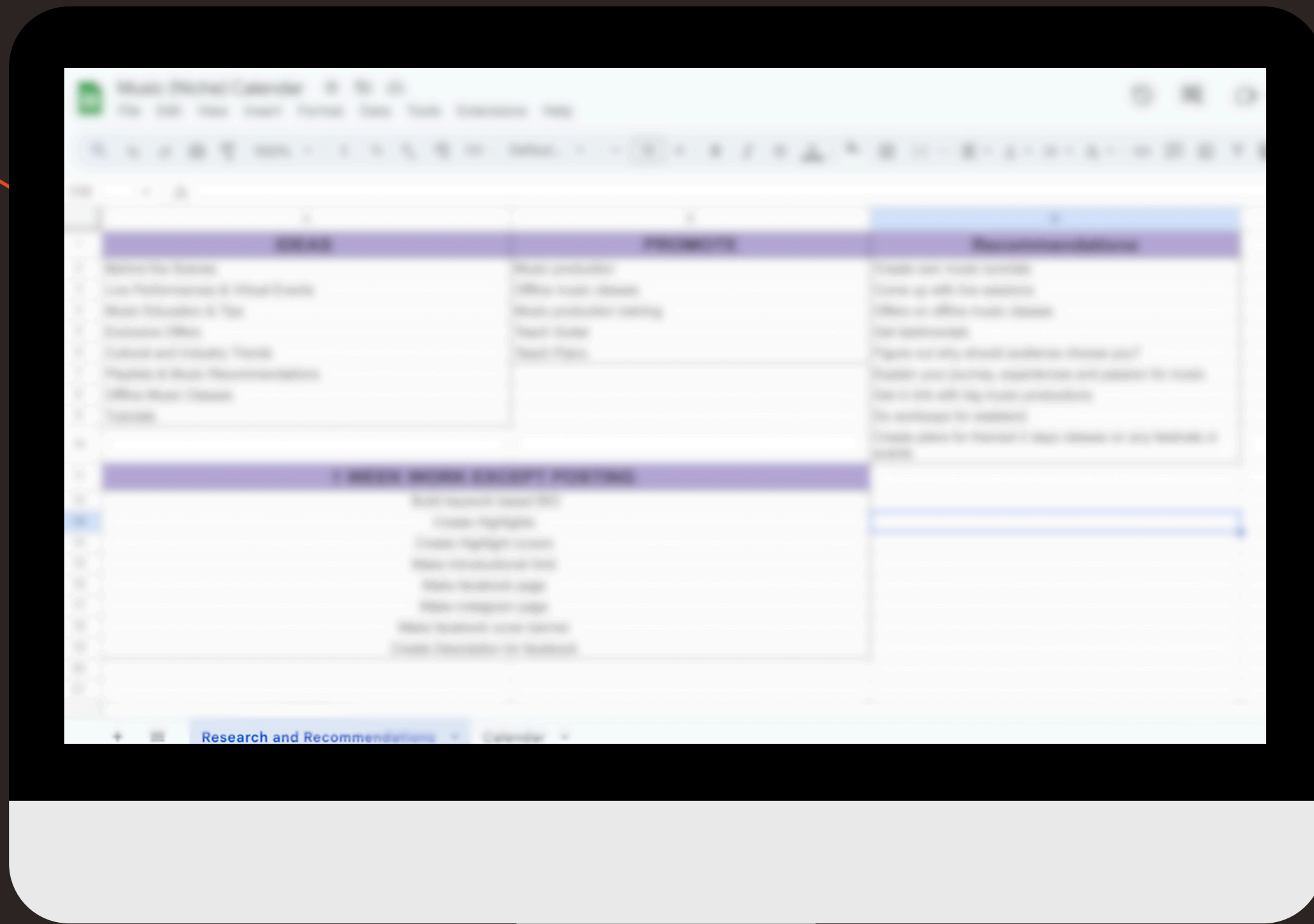




CONTENT CREATION



STRATEGY



	A	B	C
1	IDEAS	PROMOTE	Recommendations
2	Behind the Scenes	Music production	Create own music tutorials
3	Live Performances & Virtual Events	Offline music classes	Come up with live sessions
4	Music Education & Tips	Music production training	Offers on offline music classes
5	Exclusive Offers	Teach Guitar	Get testimonials
6	Cultural and Industry Trends	Teach Piano	Figure out why should audience choose you?
7	Playlists & Music Recommendations		Explain your journey, experiences and passion for music
8	Offline Music Classes		Get in link with big music productions
9	Tutorials		Do workshops for weekend
10			Create plans for themed 2 days classes on any festivals or events
11	1 WEEK WORK EXCEPT POSTING		
12		Build keyword based BIO	
13		Create Highlights	
14		Create Highlight covers	
15		Make introductional Grid	
16		Make facebook page	
17		Make instagram page	
18		Make facebook cover banner	
19		Create Description for facebook	
20			

A	B	C	D	E	F
Chai Nagri					
Sr no.	Strategy	Colour Scheme	Colour Scheme	Ideations	
1	- Select specific colour scheme for the page	Brown		Use specific colour scheme to get audience attention.	
2	- Maintain highlights and highlight covers	Brown	Yellow	Focus on real content then posting graphical things.	
3	- Make graphical reels to get instant response	Yellow		Content needs to get upgraded.	
4	- Write a compelling and informative bio that includes keywords related to your business.		Brown	Description is weak.	
5	- Include a link to your website in your bio.		Yellow	Update office videos to let people know your activities.	
6	- Post at optimal times when your target audience is most active.	Brown	Yellow		
7	- Invest in paid advertising to reach a broader and more targeted audience.	Brown			
8	- Host giveaways, contests, or polls to encourage interaction.		Yellow		
9	- Always use CTA (Call to action) on every post or reel.	Brown	Brown		
Offers for Diwali					
Create special Diwali-themed combo packs that include a variety of your best-selling products at a discounted price. This encourages customers to try new items while also increasing the average transaction value.					
Curate exclusive Diwali gift hampers featuring a selection of your products, beautifully packaged and ready for gifting. Offer these at a slightly discounted price to entice customers looking for thoughtful presents for their loved ones.					
Create urgency by introducing limited-time offers that are available only during the Diwali period. This could include flash sales, hourly deals, or daily specials to keep customers coming back for more.					
Offer complimentary personalization services for select products, such as engraving or custom packaging, to add a special touch to Diwali gifts without significant additional cost.					

AUDIT

(30 September - 04 October)			
Day	Post Type	Tagline	Caption
Monday 30-September-2024	Post	Discover personalized security where cognitive intelligence and unique craftsmanship defend your digital world with unmatched accuracy.	Protecting your digital assets in a rapidly changing threat environment has never been more critical. Intruno provides one-of-a-kind, customized security that predicts areas of possible future threats and resolves them with non-maskable accuracy. Take control of your security today. Secure your future now. Contact us for a consultation.
Tuesday 01-October-2024	Post	In a world of shifting threats, choose Intruno for security solution tailored to anticipates and mitigates every risk.	With Intruno as your reliable security partner, you can rest assured in this unpredictable and uncertain digital domain. We provide the most appropriate solutions to protect your digital environment. Don't wait for a breach—ensure your data's safety beforehand. Find out how we can help you strengthen your defenses. Contact us now.
Wednesday 02-October-2024	Post	Don't Let 226 Days Become a Breach – Act Now, Secure Your Future.	Did you know the average time to identify a breach is 226 days? Do not let the vulnerabilities escalate into a disaster. Intruno is committed to delivering solutions that put security first in your interest. Join us in taking the necessary measures for protection now. Reach out to us now, and let's get started on your customized security assessment.
Thursday 03-October-2024	Reel	<ul style="list-style-type: none"> - Intruno – Orchestrating flawless security in healthcare. - A symphony of security – Intruno. - Where every behavior is a note in the melody of your EMR system. - Detecting discord, restoring harmony. - Get a Quote now! 	Imagine a security system that is like a perfectly choreographed performance, where every move counts toward flawless defense. Intruno translates complex security challenges into elegant solutions integrated with your healthcare requirements. Let's help you achieve the harmony you deserve. Find out more about our security services.
Friday 04-October-2024	Post	Step into the future of security. Intruno - Where proactive surveillance is not just a service but a finely tuned symphony designed exclusively for your Secured data.	Step into an ecosystem where security is no longer just a service; it's an art. Intruno provides you with proactive surveillance tailored uniquely to your data protection needs. Every potential danger will be resolved before it becomes a problem using our finely tuned approach, giving you peace of mind. Be part of the future of security with your personalized quote today.

EVOLVE GYM				
Date	Day	Time of Visit	Post Type	Ideas
09-10-2023	Monday	PM	Post	Motivation
10-10-2023	Tuesday	AM	Reel	<ul style="list-style-type: none"> - Start with a clip of your warm-up routine. This could be dynamic stretches, jogging in place, or mobility exercises to get your body ready for a workout. - Showcase a variety of exercises, including weightlifting, bodyweight exercises, cardio, and functional training. Highlight exercises that have been particularly effective for you or that you enjoy the most. - Take a moment to demonstrate and explain proper form for key exercises. This can be especially helpful for viewers who are new to fitness.
11-10-2023	Wednesday	PM	Reel	The Power of Consistency - Ma'am speaking shot (Script I will give)
12-10-2023	Thursday	AM	Crousel	<ul style="list-style-type: none"> - The ABCs of Fitness - Picture of engaging in a physically challenging activity or exercise (Content "A is for Activity") - Side-by-side photo comparison of your body transformation (Content "B is for Body") - This could be a combination of unconventional exercises or a fun twist on a traditional workout. (Content "C is for Creative") READ CAPTION TO KNOW MORE
13-10-2023	Friday	AM	Post	Friday Flex: Work on your Weaknesses - High-quality image of empty gym showcase personal training
14-10-2023	Saturday	AM	Reel	- Fast-paced montage of workouts.
15-10-2023	Sunday		Post	- Sunday is not the day of rest; it's the day to reset your goals and crush your limits.

GALENDAR

(29 July to 2 August) POSTING

Week	Day	Post Type	Tagline	Caption
WEEK 1	Monday 29-July	Post	Meet TRINETRA HALDAR Who choose to live by her own terms, changing her sexuality from 'HIS' to 'HER' with pride. To know her life story check out the caption below!	Meet Dr. Trinetra Haldar Gummaraju. Born on June 17, 1997, in Bangalore, she grew up in a Telugu/Bengali-speaking family. Assigned male at birth, she lived as a boy for 20 years, struggling with gender dysphoria and feeling out of place. Her supportive family includes her father, an engineer, her mother, an architect, and her younger brother, a computer science engineer. Trinetra began presenting herself as female during college and came out as a transgender woman in 2018. She underwent sex reassignment surgery in 2019 in Bangkok. Despite facing gender incongruence and depression, she persevered and completed her M.B.B.S. in 2021, finishing her internship in 2023. During her medical internship, Trinetra shot for her acting debut in Amazon Prime's 'Made in Heaven 2.' In April 2023, she moved to Mumbai to pursue content creation and acting full-time. Her journey is a testament to resilience and courage, showing that with support and determination, one can live authentically and proudly. #MeetTrinetra #TransPride #LivingAuthentically #Resilience #SupportTransRights
	Wednesday 31-July	Post	Your identity is beautiful. Embrace it. Celebrate it and Support LGBTQIA2S+ proudly.	Your identity is beautiful. Embrace it, celebrate it, and support LGBTQIA2S+ proudly! 🌟 In a world that thrives on diversity, your authentic self is a gift. Together, let's champion inclusivity, honor every identity, and create a society where everyone is seen, heard, and loved. #Pride #LGBTQIA2S+ #InclusiveCommunity #CelebrateDiversity #ProudSupporter #AuthenticSelf
	Friday 02-August	Reel	Sometimes, our families don't understand Growing up, I never felt like I fit in. Everywhere I looked, there were messages about what a 'normal' person or family should be. The constant feeling of 'otherness' began to weigh me down. But then, my family... ...showed me that love comes in all forms. Rejection hurts. But acceptance can heal Together, we can create a world where love wins.	Sometimes, our families struggle to understand us. Growing up, I felt like I never fit the mold of 'normal.' Everywhere I turned, there were messages dictating what a 'normal' person or family should be. This constant feeling of 'otherness' weighed heavily on me. But then, something amazing happened—my family showed me that love knows no boundaries. Rejection stings, but acceptance can heal. Together, let's build a world where love always triumphs, where everyone is celebrated for their unique selves. #LoveWins #FamilySupport #EmbraceDiversity #HealingThroughLove #LGBTQIA2S+ #UnityInAcceptance"

WEEK	DAY	POST TYPE	POST COPY	CAPTIONS
WEEK 1	Monday	Post	Strategy + Creativity = TRIBE AND TALES (Use icons like paintbrush, lightbulb, sparkles, graphs, chess pieces, and arrows.)	What if strategy could dream, and creativity could execute? Welcome to Tribe and Tales, where the impossible becomes your brand's reality. 🌟 #tribeandtales #creativeagency #marketingagency #strategy #creativity #welcome
	Tuesday			
	Wednesday	Reel	(A time-lapse of the team brainstorming or working on a creative campaign.) CONTENT - Creativity in action! 🎥 Watch how ideas come to life. #CreativeAgency #BehindTheScenes	This is what creativity looks like in real-time! 🎥 #tribeandtales #agencylife #creativeagency #vieshoot #behindthescene #glimpse
	Thursday	Carousel	(INTRODUCE TEAM) Reveals the team with their names, roles, and fun photos (Silly poses or team moments).	INTRODUCING THE DREAM TEAM: Where Genius Meets Goofiness! 🤪 Meet the creative brains and caffeine-powered engines behind Tribe and Tales! 🌟🎨 We take strategy seriously—but never ourselves. Here's a sneak peek into the tribe that makes the tales come alive! #tribeandtales #team #teamfun #teamwork #officefun #dreamteam #sneakpeek
	Friday			
	Saturday	Reel	(A fun, relatable skit about common client struggles and how the agency solves them.) CONTENT - Client: 'We need it ASAP!' Us: 'Challenge accepted!' (Add work done recently.)	From 'ASAP' to 'Already Done' – That's How We Roll! YAYYYYY 🤪 #tribeandtales #client #clientwork #challenge #marketingagency #workdone

TRINETRA HALDAR

LAUNCH PLAN - WEEK 1			
WEEK	DAY	IDEA	CONTENT
WEEK 1	Monday	Social Media Teaser: Post a cryptic image or video hinting at the upcoming launch of a new institute.	
	Tuesday	Behind-the-Scenes Sneak Peek: Share behind-the-scenes photos or videos of the outlet's construction and preparation process on social media.	
	Wednesday	Countdown Timer: Start a countdown timer on the institute social media pages, building excitement for the grand opening.	
	Thursday	Exclusive Invitation: Send out exclusive invitations to people and ask them to share stories on social media.	
	Friday	Teaser Trailer: Release a teaser trailer or video advertisement highlighting the ambiance, offers, and unique features of the institute.	

LAUNCH PLAN - WEEK 2			
WEEK	DAY	IDEA	CONTENT
WEEK 2	Monday	GIVE ONE WEEK FOR BOOSTING OR ADS AND STAY FOCUSED ON STORIES.	
	Tuesday		
	Wednesday		
	Thursday		
	Friday		
	Saturday		

LAUNCH PLAN - WEEK 3			
WEEK	DAY	IDEA	CONTENT
WEEK 3	Monday	Pre-Opening Event: Host an exclusive pre-opening event for invited guests in which we take shots of what people think about trading what myths are there.	
	Tuesday	Tomorrow's the opening so last invite reel.	
	Wednesday		
	Thursday	Make reel for all highlights happend on event.	
	Friday		
	Saturday		

THEN COMES BASIC POSTING

STRATEGY

DCF

We're feeling the *L-O-V-E*
& we want to share it with you!

This Valentine's Day
DCF and Geetanjali Salon
will be pampering

THREE LUCKY WINNERS
and you could be one of them!

DCF

WINNER #1 will get

- An exclusive chocolate hamper from DCF
- A complimentary hair wash & blow dry from Geetanjali Salon

DCF

WINNER #3 will get

- A mini chocolate hamper by DCF
- A luxurious pedicure by Geetanjali Salon

DCF

WINNER #2 will get

- A delicious tea cake by DCF
- A relaxing head & foot massage from Geetanjali Salon

DCF

TO ENTER
Please complete the following by 11/02/2022

- Like this post
- Comment on this post and tag 5 friends
- Share any post by @divinechocolatefactory on your story, and tag us!
- Share any post by @geetanjalisalon on your story, and tag us!

WE WILL BE RANDOMLY SELECTING THE WINNERS & WILL SHARE THE RESULTS ON 12/02/2022

Call us: 0183-2503222

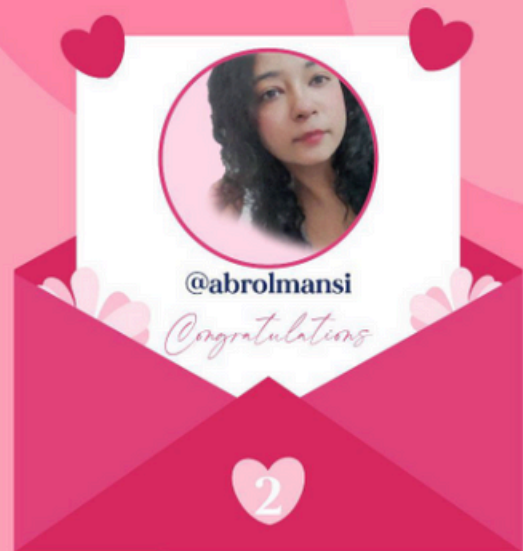
GIVEAWAY

Contest Winner 3



#divinechocolatefactory
#geetanjalisalon

Contest Winner 2

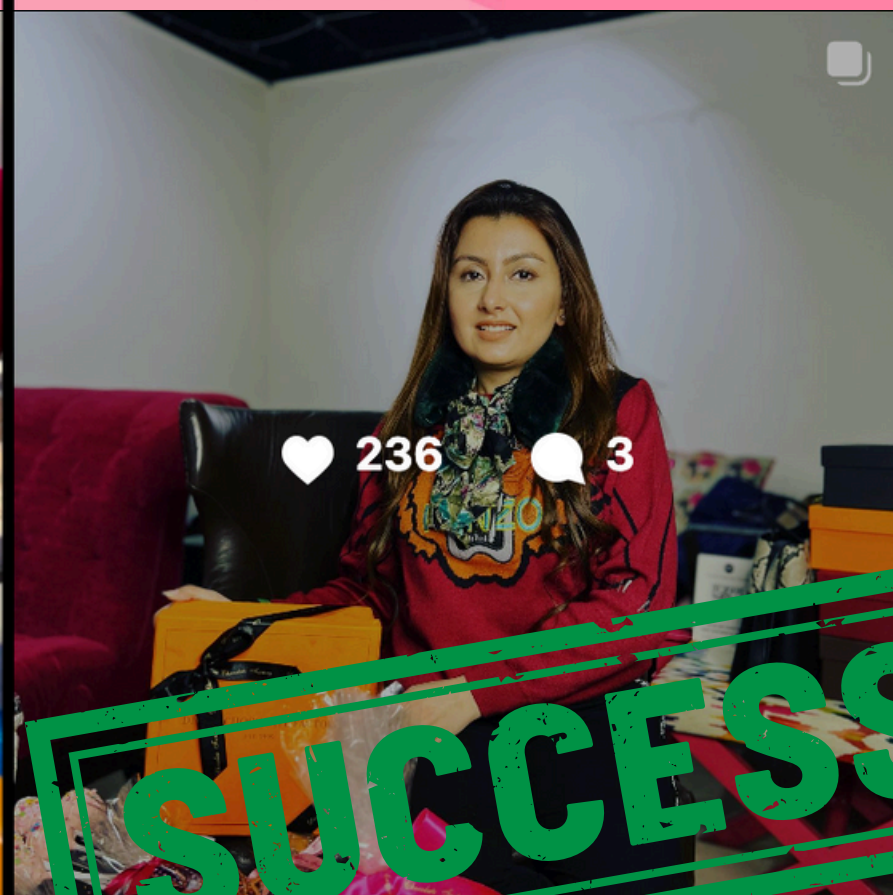


#divinechocolatefactory
#geetanjalisalon

Contest Winner 1



#divinechocolatefactory
#geetanjalisalon



GIVEAWAY



THANK YOU



saltwavesocial@gmail.com



saltwavesocial.com