

CONTENT CREATION & MANAGEMENT

# Consistent content, built around a strategy — not just a posting schedule.

Content planning, creation, and publishing for brands that need a real presence on Instagram and Facebook — no paid ads, just a content system that compounds over time.

- **Template:** this deck is built with placeholder content and sample metrics. Real client screenshots, growth numbers, and post examples will replace these sections once available.

**3-5×**

Weekly posting  
cadence per platform

**4**

Content pillars  
per brand

**100%**

Organic — no paid  
media required

**2**

Platforms covered —  
Instagram & Facebook

**THE APPROACH**

# Content That Follows a Plan, Not a Mood

Most accounts post when inspiration strikes, which is why most accounts stall. The approach here is structural: defined content pillars, a real calendar, and consistent creative — so growth comes from a system, not luck.

**SERVICE**

Content Creation & Management

**PLATFORMS**

Instagram & Facebook

**GOAL**

Organic reach & engagement

# Content Pillars

Every brand's content is organized around a small set of repeatable pillars — this keeps posting consistent without it feeling repetitive, and gives every piece of content a clear job to do.

01

**Education**  
Tips, how-tos, and behind-the-scenes knowledge that builds authority

02

**Social Proof**  
Testimonials, results, and reviews that build trust with new visitors

03

**Product / Offer**  
Direct promotion of services or products, without overselling

04

**Brand & Culture**  
Personality-driven content that makes the brand memorable

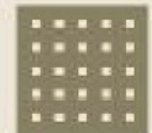
## Why Pillars Matter

- Removes the daily "what should I post" guesswork — every slot already has a purpose
- Keeps a healthy mix so the page doesn't feel like one long sales pitch
- Makes performance easier to read — if Education consistently outperforms Offer, the plan adjusts

## How Pillars Map to Formats



**Reels**  
Best for Education & Brand pillars — highest reach potential



**Carousels**  
Best for Social Proof & step-by-step Education content



**Single Posts**  
Best for quick Offer announcements and quote-style content



**Stories**  
Best for daily Brand & Culture moments, polls, and Q&A

# Content Calendar

• SAMPLE WEEK — PLACEHOLDER CONTENT

A real weekly schedule, planned in advance rather than improvised day-to-day. Each post is tagged to a content pillar so the mix stays balanced across the week.

| MON                                                       | TUE                          | WED                                                            | THU                                                                | FRI                                                      | SAT                                                           | SUN                          |
|-----------------------------------------------------------|------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|------------------------------|
| <div>EDUCATION</div> <div>Reel — tip or tutorial</div>    | <div>No post scheduled</div> | <div>SOCIAL PROOF</div> <div>Carousel — client result</div>    | <div>BRAND</div> <div>Story — behind the scenes</div>              | <div>OFFER</div> <div>Post — service highlight</div>     | <div>EDUCATION</div> <div>Reel — quick tip</div>              | <div>No post scheduled</div> |
| <div>OFFER</div> <div>Carousel — new service launch</div> | <div>No post scheduled</div> | <div>EDUCATION</div> <div>Reel — common mistake to avoid</div> | <div>SOCIAL PROOF</div> <div>Post — client testimonial quote</div> | <div>BRAND</div> <div>Story — team Q&amp;A session</div> | <div>EDUCATION</div> <div>Carousel — step-by-step guide</div> | <div>No post scheduled</div> |

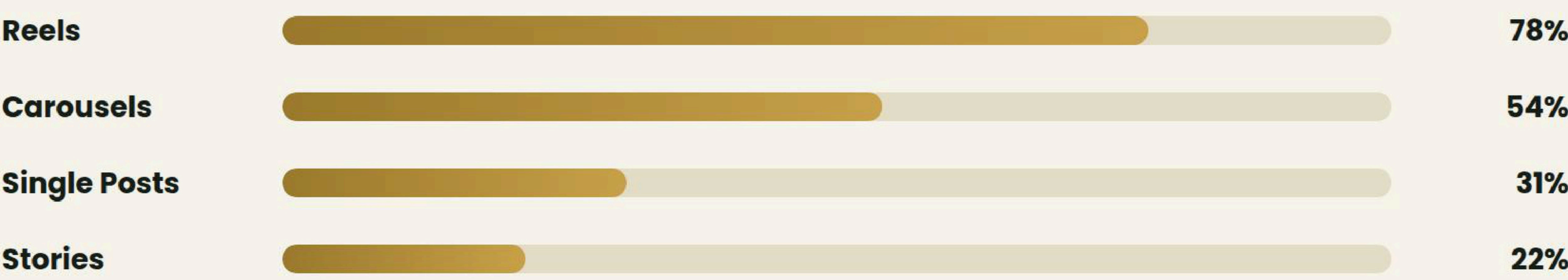
## How This Gets Built

- Calendar planned 2-4 weeks ahead, so content is never created same-day under pressure
- Captions, hashtags, and posting times prepared in advance and reviewed before publishing
- Posting frequency adjusted based on what the data shows is actually working

# Engagement Breakdown

• SAMPLE DATA — REPLACE WITH REAL ENGAGEMENT SPLIT

A breakdown of how the audience engages by content type — this is what guides which content pillar gets more weight in future planning.



## Why This Matters for the Plan

- If Reels consistently outperform other formats, the calendar shifts toward more video
- Low-performing formats aren't abandoned outright — they're tested with a different angle first
- This data becomes the monthly report sent to the client, showing real movement, not vague "we posted content" updates

## Best Times to Post — Sample Pattern

**7-9 AM**

**Morning Scroll**

Good for Education content — audience planning their day

**12-1 PM**

**Lunch Break**

Good for quick Reels and entertainment-style content

**7-9 PM**

**Evening Peak**

Highest engagement window — best for key weekly posts

LET'S TALK

# Let's build a content system your brand can grow on.

No paid ads required — just a clear content plan, consistent execution, and reporting that actually shows what's working. This template will be updated with real client results as soon as they're available.

| COMPANY            | WEBSITE             | SERVICES                    |
|--------------------|---------------------|-----------------------------|
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