

content calendar designed for "Beauté et Femme" for a full week, with a focus on building brand trust, showcasing products, and engaging with the community.

Social Media Content Calendar Mock-Up: Beauté et Femme

Platform: Instagram, TikTok
Week of September 22-28, 2024

Day	Theme	Content Type	Post Caption & Call-to-Action (CTA)
Monday	New Week, New Look	Reel/Video: A short, upbeat video showing a quick and easy hairstyle using a "Beauté et Femme" wig.	"Monday mood: Effortlessly chic. ✨ Our Peruvian Loose Wave wig is the perfect way to start the week with confidence. What's your go-to style for a powerful Monday? Tell us in the comments! 🗣️ #BeautéetFemme #WigLife #MondayMotivation"
Tuesday	Product Spotlight	Carousel Post: High-quality, detailed photos of a specific wig (e.g., Brazilian Straight Lace Front). Show the cap, lace, and hair texture up close.	"Quality is our promise. 🌟 Take a closer look at our Brazilian Straight Lace Front wig. We use only 100% human hair for a natural look and feel. See why our wigs are an

			<p>investment you'll love. Tap the link in our bio to shop now!</p> <p>#HumanHairWigs #BeautéetFemme #HairQuality"</p>
Wednesday	Client Transformation	<p>Video/Photo Collage: A "before and after" video or photo collage featuring a client wearing a new "Beauté et Femme" wig.</p>	<p>"Major transformation! 💖 We love seeing our customers glow. This beautiful client chose our Deep Wave unit and the results are stunning! Your perfect hair day starts here. DM us your desired style for a personalized consultation. #ClientTransformation #HairGoals #CustomerLove"</p>
Thursday	Hair Care Tip	<p>Reel/Video: A short video from a stylist (or yourself, if applicable) on how to care for a specific hair type (e.g., "3 secrets to making your curly wig last").</p>	<p>"Protect your investment! 💡 Here's a quick tip on how to maintain your human hair wigs for long-lasting beauty. Want more expert advice? Our website features a full hair care guide. Link in bio! #HairCareTips #WigMaintenance #BeautyTips"</p>

Friday	Weekend Style Inspo	Carousel Post: Photos of different hairstyles and colours, like a "mood board" for weekend looks.	"Your weekend look is sorted! 🌈 From glamorous curls to a sleek bob, what's your vibe for this weekend? Swipe for some style inspiration and get ready to turn heads. Shop these looks via the link in our bio. #StyleInspo #WeekendReady #BeautéetFemme"
Saturday	Behind the Scenes	Reel/Video: A fun, quick video of the team packaging orders or showing the products being prepared for shipping.	"Packed with love and ready to ship! 📦 A little peek into our process. We are so grateful for your orders! Don't forget to tag us in your photos when your wig arrives. #BehindTheScenes #SmallBusiness #HairBusiness"
Sunday	Q&A/Engagement	Story Poll/Question Box: "What's the one wig you've always wanted to try?" or a poll with options like "Straight vs. Curly."	"Time for some Sunday talk! 💬 We're here to answer your top questions about wigs, hair extensions, and styling. Ask us anything in the question box! 🙋 #AskMeAnything #SundayQandA"

			#HairTalk"
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