

SMALL BIZ SOCIAL SCHOOL

4-DAY INSTAGRAM CHALLENGE

Day 3: Developing Your Content Strategy

First, break out your calendar and start filling it in with key dates in BOTH your business and personal life. This will help to inform your content strategy as you move forward through the month or quarter.

Identifying Your Goals

Building Hype: What are you working on (but not ready to promote) and want to build up some hype for? *Note: Stories are great for sneak peeks to your most engaged followers!*

Promote: What are you promoting this month/quarter?

Collaborate: Are there any community collaborations coming up (or that you want to plan) this month/quarter?

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Mission-driven Content: What personal insights have you had this month based on your values as a business owner?

Content Pillars & Content Planning

Make a list of content ideas based off of the following content pillars (extra space to add more if you have more)!

Expertise: *What can you share that focuses on your expertise?*

Pain Points/Positive Impact: *What can you solve for your customers/audience?
What positive impact does what you do give to your ideal customer?*

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Offers/Sales: *What products/services do you want to highlight this month/quarter?*

Personal Perspective/Insight: *What unique perspective can you share about what you do/how you do it? What insights can you impart on your audience that will help them?*

How can you replicate/re-use your top performing content?

Content Planning Resources:

Design (free or \$12.95/month for Pro): [Canva](#)

Project Management Software (free): [Airtable](#), & [Asana](#)

Content Scheduler (free trial, \$15/month): [Later](#)