

Step-by-Step Action Plan for Indian Businesses

Week 1: Set the Foundation

- Update your Facebook bio with a friendly intro & WhatsApp link
- Post a video introducing yourself
- Share your brand story in 2-3 short posts

Week 2: Create Community

- Ask engaging questions (polls, preferences)
- Go live with behind-the-scenes or product demos
- Share 1 customer photo or story

Week 3: Festive Connections

- Plan 2-3 posts around upcoming Indian festivals
- Launch a small giveaway or quiz
- Post testimonials or reviews in a creative way

Week 4: Keep the Conversation Going

- Follow up in Messenger/WhatsApp (politely)
 - Post user-generated content
 - Thank your top fans in a post or story
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