

Detailed Social Media Marketing Plan

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	<p>Instagram: Post a popping image of color palette to create a buzz around it. Timing: 7:30 pm</p>	<p>Instagram: Post a reel of 5-7 seconds with quick shots of Alpaca wool through rotating angle. Should be in bright colors Timing: 7pm</p>		<p>Instagram: Post an image with text giving a hint towards the new products launch Timing: 7:30 pm</p>	<p>Instagram: Post the same reel but with colors. Shouldn't show much but give a glimpse into the products Timing: 7 pm</p>	
	<p>Instagram: Post a picture of scenery in winters. The caption must read something along the lines "Winterland magic calls for cozy and sustainable wear" The hashtags should give an idea of a new product launch in future Timing: 7:30 pm</p>	<p>Instagram: Post a reel of 7 seconds showing the snippet of behind-the-scenes of the making of Alpaca wool Timing: 7pm</p>		<p>Instagram: Post an image of a color pallet of four Alpaca wool articles. The colors should be in trends and may are said to be dominating the Winters of 2024 Timing: 7:30 pm</p>	<p>Instagram: Post a reel of the making of Alpaca product. The reel can be around 10 seconds long. Timing: 7 pm</p>	
	<p>Instagram: Post an image of Alpacas with a brief introduction of what Alpaca Wool is in the caption. Timing: 8 pm</p>	<p>Instagram: Post a reel of a color pallet but a kid (preferably toddler) should be in the frame, wearing at least one article of Alpaca wool. Timing: 7 pm (Posts with kids get maximum engagement)</p>		<p>Instagram: Post an image of one of the knitters with their story. The caption should read as "Series: The Life of Alpaca Wool Knitters" Timing: 7:30 pm</p>	<p>Instagram: Post a short reel of bunch of kids playing around with Alpaca in snow. Timing: 7 pm</p>	

	<p>Instagram: Post a behind the scenes image of Alpaca wool knitters working together Timing: 7:30 pm</p>	<p>Instagram: Post a transition reel of Alpaca wool making. It should be 5-6 seconds long. Timing: 7 pm</p>		<p>Instagram: Post another image of one of the knitters with their story. The caption should read as "Series: The life of Alpaca Wool Knitters" Timing: 7:30 pm</p>	<p>Instagram: Post a reel of the early days of Alpaca wool with some vintage filter/effect and camera cuts. Timing: 7 pm</p>	
	<p>Instagram: Post a color palette of 5 Alpaca Wool articles in the most high-in demand colors. Timing: 7: 30 pm</p>	<p>Instagram: Post a behind the scenes reel of 10 seconds showing the making of Alpaca Wool. Timing: 7 pm</p>				