

CONTENT STRATEGY PLAN

4-Week Social Media Content Strategy • Sample Deliverable

1. Content Pillars

Educate — useful tips, tutorials and quick answers.

Entertain — relatable, trend-based and engaging short-form content.

Inspire — stories, results, lessons and behind-the-scenes moments.

Promote — products, services, offers and clear calls to action.

2. Target Audience

Audience	Creators, small brands and online businesses
Interests	Social media, content creation, marketing and growth
Platforms	Instagram, TikTok and YouTube Shorts
Goal	Increase reach, engagement and qualified leads

3. Strategy Overview

Each week combines educational, entertaining, inspirational and promotional content. Every post is built around a clear hook, format, CTA and suggested posting time.

4. Week 1 — Full Sample Calendar

Below is a complete, ready-to-post example of one full week, showing the level of detail included for every post in the final 4-week deliverable.

Day	Pillar	Format	Hook	Caption	CTA
Mon	Educate	Reel (20s)	"3 mistakes killing your reach"	You're not posting less content — you're posting the wrong content. Here's what to fix first.	Save this
Wed	Entertain	Trend Reel	POV: your content finally works	When the algorithm finally gets it — tag someone who needs this energy.	Tag a friend
Fri	Promote	Carousel (5 slides)	This changed how I plan content	Swipe to see the exact system behind this week's growth — link in bio to get yours.	Link in bio

Hashtags (used across the week): #ContentStrategy #SmallBusinessTips #SocialMediaGrowth #CreatorTips #ReelsStrategy #MarketingTips #GrowYourBrand

5. Repurposing Strategy

One strong idea can become an Instagram Reel, a TikTok with a faster hook, and a YouTube Short with a concise title and CTA.

6. Metrics to Track

Reach • Watch time • Saves • Shares • Comments • Profile visits • Leads

Sample document created to demonstrate the quality and structure of the final deliverable. The full 4-week package includes this level of detail for every post.