

BOUTIQUE SOCIAL MEDIA PLANNER

CAMPAIGN: _____ MONTH: _____ FOCUS: _____

DAY	PLATFORM	CONTENT STRATEGY & VISUALS	OBJECTIVE
Monday	Instagram Feed	New Arrival Spotlight: Flat lay of the "Essential Collection" with lifestyle backdrop.	<i>Direct Sales</i>
Tuesday	TikTok / Reels	Behind the Scenes: Packaging orders with personalized notes and tissue paper.	<i>Brand Loyalty</i>
Wednesday	Stories	Poll: "This or That" featuring two different styling options for the same blazer.	<i>Engagement</i>
Thursday	Pinterest	Style Board: Transitional seasonal looks incorporating current inventory.	<i>Traffic</i>
Friday	Instagram Feed	User Generated Content: Repost a customer tag wearing the boutique pieces.	<i>Social Proof</i>

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Weekend	All Platforms	Flash Sale or Weekend Vibe: Aesthetic video of the storefront or showroom.	<i>Conversion</i>

MONTHLY GOALS & OBSERVATIONS