

# INSTAGRAM MARKETING FREQUENCY

Small Business Strategy Guide Week of: \_\_\_\_\_

CONTENT TYPE	FREQUENCY	STRATEGY GOAL	WEEKLY TRACKER
<b>REELS</b> <b>Short-form Video</b>	3 - 5x Weekly	Reach new audiences & discoverability via the Explore page.	M T W T F S S
<b>STORIES</b> <b>Behind the Scenes</b>	Daily (3-10 clips)	Nurturing current followers & building brand personality.	M T W T F S S
<b>CAROUSELS</b> <b>Educational Post</b>	1 - 2x Weekly	Saves & shares. Providing deep value or "how-to" content.	M T W T F S

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<b>DM / ENGAGE Community Management</b>	15 Min / Daily	Responding to comments and engaging with target accounts.	M T W T F S S

**Weekly Notes & Results:**