

# 14-DAY

# INSTAGRAM

# PROMO GUIDE

by Wellness Stock Shop

WSS



SU	M	T	W	TH	F	S
			Optional Day	Warm Up	Warm Up	Warm Up
			IG LIVE	P: PSA	P: Unpopular Opinion	P: Objections
Warm Up	Warm Up	LAUNCH DAY	Promo	Promo	Promo	Promo
(Break)	P: Try This (Tip) P: Teaser A1-2 S: Teaser A1-3	P: Launch A1 P: Launch B1-4	P: IG LIVE A1-3 IG LIVE P: BONUS A1-3	P: Old vs. New Way S: BONUS A1-3 *BONUS ENDS TONIGHT*	P: Reminder	P: Results
Promo	Promo	Promo	FINAL DAY			
S: Q+A: Product	P: Common Objections S: Reminder	P: Testimonials	IG LIVE P: Last Day A1-2			

## NOTES:

This quick-look calendar outlines a possible timeline for your promotion.

I've outlined your daily posts (note some days have more than one), however, I've only added a few suggestions for the most important IG story graphics.

For the rest of the stories, you get to choose whether to align them with your daily posts, or mix them up. I've also included suggested dates to host IG Lives. Add more content as you wish, including reels!

**P** = IG Post

**S** = IG Story

**Break** = Take a break, or post a quote or something lighthearted



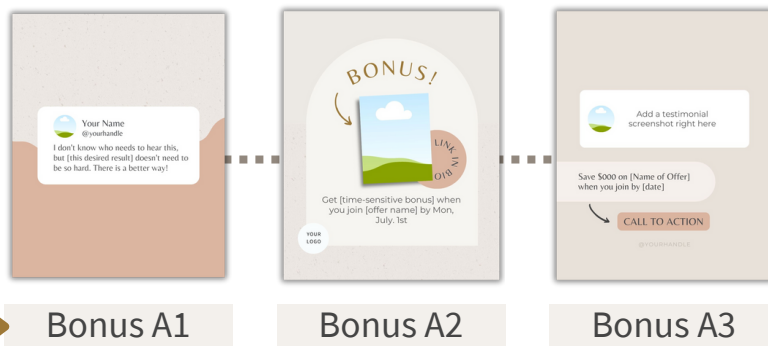
# USAGE GUIDE

- Graphics with number sequencing (i.e. A1, A2, A3, etc) are meant to be posted together as a stack or carousel.

- Download animated graphics as **MP4 files**. Still images can be downloaded as jpeg.

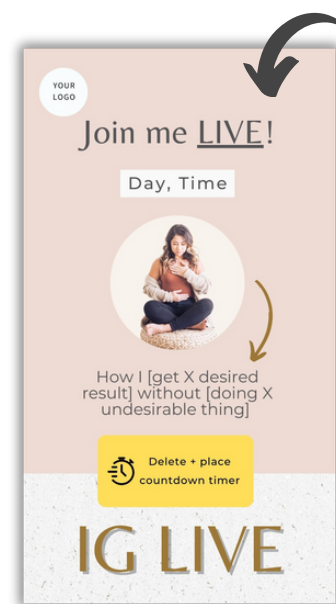
## CAROUSEL EXAMPLE

*Example of what to post as a sequence:*



**PRO TIP:** You can also switch things up and mix 'n' match posts and/or post each of these as an individual post.

## ENGAGEMENT STICKERS



I've included engagement sticker placeholders (highlighted in yellow) on some IG story graphics. Delete them before downloading your graphics.

# PRO TIPS

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## WARM UP

Begin seeding your topic as early as 1 month ahead of time to warm up your audience and get them thinking about the problem that you have a solution for (your offer).

This could mean you begin sharing tips, asking questions, pointing out frustrations, etc - all related to your offer topic.

**I've included a 5-day warm-up period for you in this promo plan, along with a bonus mix 'n' match graphic.**

## POST #

Remember, not everyone will see each of your posts. In fact, only a small fraction of your followers will.

It's important to post more often than you normally do during your promotion period. I've worked in a few days with several posts and sometimes an IG Live. Feel into what's right to you.

Also, don't be shy to re-purpose and re-post IG Stories. Especially testimonials + the ones that showcase your offer.

## IG LIVES

I recommend going live every week leading up to your promo to get followers used to showing up.

Continue through your promo period. There's nothing that connects better than going live to interact with your followers.

Share educational content in your Lives. The general idea is to share what the solution is, but not how to do it (show them how in your offer).

During launch week, share your offer (and bonus) details.

## EXTRAS

You might consider creating a relevant lead magnet to release the week before your promo launch.

Creating a freebie related to your topic can get your followers extra focused and excited about the topic, so they're ready to purchase your offer when you release it. (Plus it gets them on your email list!)

You can create beautiful lead magnets, fast, with our *Lead Magnet Creator Kits*.

# PRO TIPS

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## WEEKENDS

You choose whether or not to post on weekends. You might take a break on at least one day (I'd recommend Saturday, as people are likely to be checked-out. Or post only to stories.

If you choose to post on both weekend days, make sure Sunday is a light day that's not related to work or your offer.

Allow some breath by posting a funny quote, something personable, or perhaps a "Sunday mood" post.

## BONUS

Offering a special time-sensitive bonus for early enrollers is a great way to create urgency.

For this promotion outline, I worked in an "early bird" bonus which you'll showcase on the 2nd day of your promo launch - the same day as an Instagram Live - so you can emphasize the value of early enrollment before the bonus disappears.

The early bird bonus disappears on day 3.

## CTA

Remember to always include a CTA (Call To Action)!

I made a point to include a designated CTA slot on some graphics. You'll also want to drop a CTA in your IG Lives, as well as end your captions with CTAs (not all captions need to sell your offer. Instead, sprinkle this throughout your posts and be sure to remind readers of any time-sensitive dates.

Ideally, you'll want to send readers to your link in bio where they'll find a sales page with all your offer details.

## RE-USE

You can use these templates over and over again for multiple promotions throughout the year. (No one will remember you posted them before. If they do remember, they don't mind at all).

Change up the order of the templates you post and keep your promotions fresh by adding new templates from Wellness Stock Shop.

Add additional supplemental posts and content to the one in this kit as you wish.