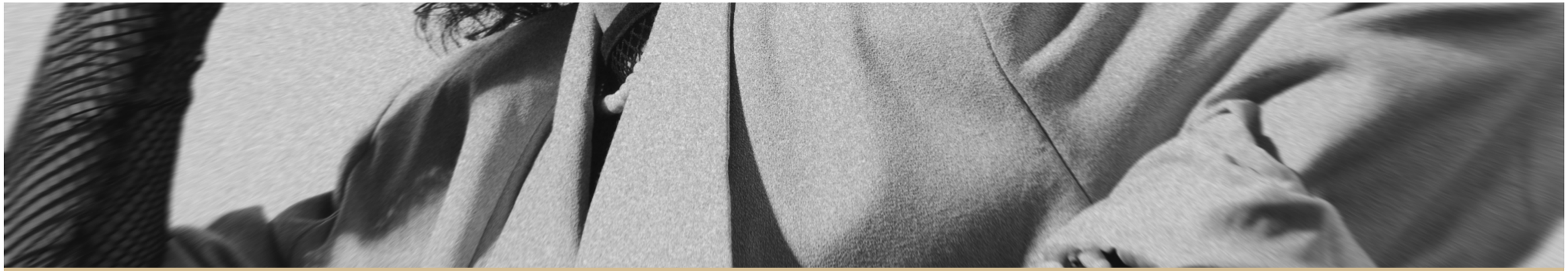
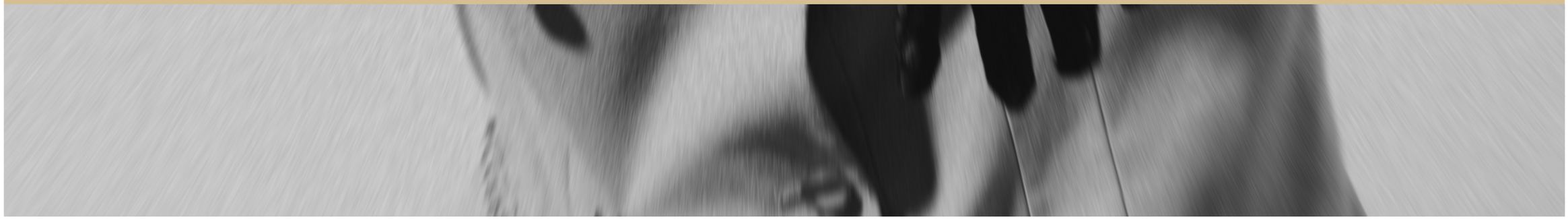


SEVEN DAY

SOCIAL MEDIA PLAN



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MONDAY

INTRODUCTION AND BEHIND-THE-SCENES

- Post a visually appealing image of your boutique with a welcoming message.
- Share a behind-the-scenes photo or video showcasing the process of selecting new arrivals or preparing for the week.
- Include relevant hashtags like #FashionBoutique, #NewArrivals, and #ShopLocal.

TUESDAY - PRODUCT SPOTLIGHT

- Choose a popular or unique product from your boutique and show someone wearing it.
- Write a compelling description highlighting the features, materials, and why it's a must-have item.
- Encourage followers to tag friends who might be interested and use hashtags like #FashionTrends, #OOTD, and #ShopSmall.

WEDNESDAY

CUSTOMER TESTIMONIALS

- Share positive customer testimonials or reviews about your boutique.
- Create visually appealing graphics using quotes or images with testimonials.
- Add a call-to-action encouraging others to leave reviews or share their own experiences.
- Use hashtags like #HappyCustomers, #ShopWithConfidence, and #TestimonialTuesday.

THURSDAY

STYLING TIPS AND INSPIRATION

- Post a photo or video featuring a styled outfit from your boutique.
- Offer styling tips and suggestions for different occasions or body types.
- Encourage engagement by asking followers to share their favorite styling tips or outfits.
- Use hashtags like #FashionInspiration, #StyleTips, and #OOTD.

FLASH SALE OR EXCLUSIVE OFFER

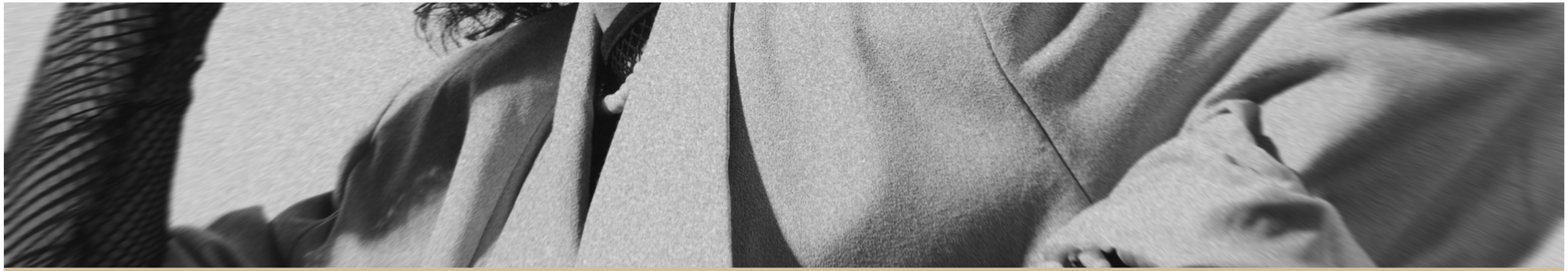
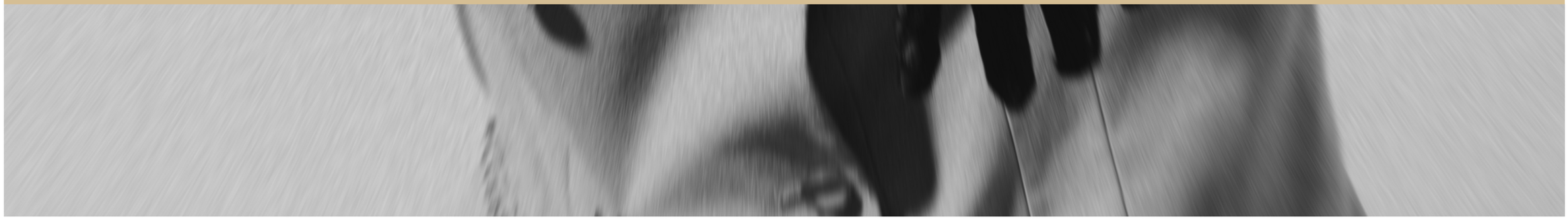
- Announce a limited-time flash sale or exclusive offer for your followers.
- Create eye-catching graphics with details about the discount, products included, and duration.
- Encourage followers to tag friends who might be interested.
- Use hashtags like #FlashSale, #LimitedTimeOffer, and #ShopNow.

INFLUENCER COLLABORATION

- Collaborate with a local fashion influencer or a micro-influencer.
- Share photos or videos of them wearing your boutique's outfits and tag them.
- Offer a special discount code or promotion linked to the collaboration.
- Use hashtags like #InfluencerCollab, #FashionInfluencer, and #ShopTheLook.

ENGAGE AND SHARE USER-GENERATED CONTENT

- Repost and share user-generated content that features your boutique's products.
- Encourage followers to use a specific hashtag when posting about your boutique for a chance to be featured.
- Engage with comments and thank users for sharing their experiences.
- Use hashtags like #ShopLocal, #CustomerLove, and #SundayFunday.



Stay consistent, engage with your followers, and track your analytics to measure the effectiveness of your social media efforts. Go to your professional dashboard or go to insights in your side menu. Look at the reach each of the posts had as well as the times your viewers are looking at you.