Business Name: FitLife Studio

Business Description: FitLife Studio is a fitness studio located in a suburban shopping center. It specializes in offering a variety of group fitness classes such as yoga, pilates, HIIT, and spinning. The studio prides itself on having certified and experienced instructors and providing personalized fitness and nutrition plans.

Additionally, FitLife Studio hosts monthly wellness workshops and community events aimed at fostering a sense of community and promoting overall wellness.

Step 1: Define the Target Audience:

Demographics:

- Age range: _____

- Gender: _____

- Location: _____

- Income: _____

Interests and Behaviors:

- _____

- _____

- _____

- _____

- _____

Step 2: Select Social Media Platforms:

Example:

Platform: Instagram

Reason for Choice: Stay at home moms interested in health and wellness spend a lot of time on Instagram

Content Type: How to videos, healthy recipes, motivational quotes, etc

Platform 1: _____

- Reason for Choice: _____

- Content Type: _____

Platform 2: _____

- Reason for Choice: _____

- Content Type: _____

Platform 3 (Optional): _____

- Reason for Choice: _____

- Content Type: _____

Step 3: Create Content Strategy:

Content Ideas:

Example: 10-minute ab at home workout video, instructor spotlights

- _____
- _____
- _____
- _____
- _____
- _____
- _____

retail alliance

Sample Content Calendar for Platform 1

- Monday: _____
- Tuesday: _____
- Wednesday: _____
- Thursday: _____
- Friday: _____
- Saturday: _____
- Sunday: _____

Sample Content Calendar for Platform 2

- Monday: _____
- Tuesday: _____
- Wednesday: _____
- Thursday: _____
- Friday: _____
- Saturday: _____
- Sunday: _____

Sample Content Calendar for Platform 3 (Optional)

- Monday: _____
- Tuesday: _____
- Wednesday: _____
- Thursday: _____
- Friday: _____
- Saturday: _____
- Sunday: _____