



CONTENT PLAN

AGENDA

REINTRODUCE FLAVEN

spotlight flaven products with a post
showing everything flaven offers



DAY ONE



**FLAVEN IS
BACK!!!**

Post type: picture carousel
or reel by a graphic designer

Post content: *flaven is back
and better*

pictures of flaven products

Caption: Did you miss us?

CTA: tag someone who did

DAY TWO



Lip gloss personality of the day

Post type: video reel

Post content: different models dressed to match the vibe of their lip gloss e.g.. OG clear gloss with a minimalist look, Bloom gloss with a girly look.

Caption : which gloss are you today? soft? Bold? Clear? Flaven's got your shade

CTA: Comment your fave below



Lip balm is skincare!!!

Post Type: Reel or clean product shot

Caption: The balm your lips have been begging for.

Hydrating, non-sticky, everyday essential

CTA: Save this for your next skincare haul.



Lip combos are in

Post Type: Tutorial Reel or
Story

Caption: Pro tip: layer your
glosses for that lasting shine.
Here's how we do it at Flaven...

CTA: Try it and tag us



PRODUCT SPOTLIGHT: Hair Oil

Post Type: Texture
video / user demo

Caption: Shine doesn't
stop at your lips 🌿

Flaven Hair Oil =
moisture, growth & glow.

CTA: Would you try it?
Yes or YES?



Lip care tips

Post type: text carousel or video

Post Content: A step by step lip care routine featuring flaven lip care products

caption: 3 Quick Tips for Softer, Glossier Lips

CTA: Save this routine!