

Fitness Reels Content Strategy & Execution

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Project Overview

The objective of this task was to plan, create, and edit a 3-part themed fitness reel series while maintaining consistent branding, engagement strategy, and efficient batch editing workflow tailored for short-form platforms like Instagram Reels and TikTok.

Target Audience

- 18–25
- Beginners
- Students
- Busy lifestyle
- Interested in home fitness



Content Calendar

Day	Topic	Goal	CTA
Monday	Fat Burn Workout	Increase Saves	Save this
Wednesday	Weight Loss Mistakes	Increase Comments	Comment START
Friday	Healthy Food Tips	Increase Shares	Share with a friend

**Thank you
very much!**