

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!