



GreenHarvest Organics Visuals

Content Strategy Map:

- **Sustainable Agriculture Practices**→ Regenerative farming, composting tips, soil health
- **Organic Food Benefits**→ Nutritional facts, health impact, farm-to-table journeys
- **Gardening & DIY Growing**→ Home garden setups, seasonal planting guides
- **Eco-friendly Lifestyle**→ Reducing waste, eco-products, conscious consumerism
- **Community & Partnerships**→ Local farm stories, NGO collaborations, workshops



- Content Calendar Overview:
- 🌱 **Q1: January – March**
 - **Quarterly Campaign:** *Spring Planting Drive* [promote seed kits, planting guides, webinars]
 - **Blog [Every Monday]:** Focus on garden prep, soil health, regenerative agriculture
 - **Social Media:**
 - Instagram: Daily posts [planting tips, tool highlights, farm behind-the-scenes]
 - Facebook: 3x per week [how-tos, event promos, community initiatives]
 - X / LinkedIn: 2x per week [industry news, partnerships, sustainability insights]
 - **Newsletter:** First Friday each month [spring recipes, planting checklist]
- ☀️ **Q2: April – June**

- **Quarterly Campaign:** *Summer Harvest Stories* (celebrate early harvests, spotlight local farmers)
- **Blog (Every Monday):** Seasonal crops, organic pest control, water-saving tips
- **Social Media:**
 - Instagram: Daily (harvest photos, recipes, eco-lifestyle snapshots)
 - Facebook & X / LinkedIn: Same cadence as Q1, themed to harvest season
- **Newsletter:** Summer recipe specials, farm tour invites
- 🌿 **Q3: July – September**
 - **Quarterly Campaign:** *Fall Composting Challenge* (encourage composting, promote compost tools)
 - **Blog (Every Monday):** Composting guides, fall garden prep, soil regeneration
 - **Social Media:**
 - Instagram: Daily (compost tips, fall garden inspiration)
 - Facebook/X/LinkedIn: Composting and sustainability features
 - **Newsletter:** Composting hacks, fall garden planner
- ❄️ **Q4: October – December**
 - **Quarterly Campaign:** *Winter Eco-Holiday Guide* (green gift ideas, sustainable holiday practices)
 - **Blog (Every Monday):** Eco-holiday tips, winter garden care, indoor gardening
 - **Social Media:**
 - Instagram: Daily (DIY gifts, eco-decor, seasonal recipes)
 - Facebook/X/LinkedIn: Focus on conscious consumerism and end-of-year impact
 - **Newsletter:** Holiday offers, end-of-year reflections

Content Calendar: Quarterly Breakdown

Characteristic	Q1: January – March	Q2: April – June	Q3: July – September	Q4: October – December
Quarterly Campaign	Spring Planting Drive	Summer Harvest Stories	Fall Composting Challenge	Winter Eco-Holiday Guide
Blog (Monday)	Garden prep, soil health	Seasonal crops, pest control	Composting guides, fall prep	Eco-holiday tips, winter care
Social Media - Instagram	Daily: Planting tips, tool highlights	Daily: Harvest photos, recipes	Daily: Compost tips, fall inspiration	Daily: DIY gifts, eco-decor
Social Media - Facebook	3x/week: How-tos, event promos	Same cadence as Q1	Composting and sustainability features	Focus on conscious consumerism
Social Media - X / LinkedIn	2x/week: Industry news, partnerships	Same cadence as Q1	Composting and sustainability features	Focus on conscious consumerism
Newsletter	First Friday: Spring recipes	Summer recipe specials	Composting hacks	Holiday offers

- Engagement Funnel:
- **Attract** → Organic search, social media discovery, ads
- **Engage** → Blog articles, video content, polls, free resources

- **Nurture** → Email newsletter signups, downloadable guides, webinars
- **Convert** → Product purchases (seeds, eco-tools), workshop signups,
- **Advocate** → User-generated content, reviews, referral program

Customer Engagement Funnel

