

HOKKAIDO — Instagram 30-Day Content Calendar

This document contains a calm, luxury-focused 30-day Instagram content plan designed specifically for the HOKKAIDO brand. Follow this system exactly to maintain premium brand perception.

Week 1

- Day 1: Bouquet close-up — Some moments deserve softness.
- Day 3: Mother holding bouquet — She never asked. She always gave.
- Day 5: Ribbon & tag detail — Prepared slowly. Wrapped with care.
- Reel: Tying ribbon slowly (natural sound).

Week 2

- Post 1: Quote — Not just flowers. A feeling.
- Post 2: Bouquet on table — Quiet luxury for meaningful days.
- Post 3: Hands holding bouquet — When words feel heavy, flowers help.
- Reel: Wrapping paper fold.

Week 3

- Post 1: Mother bouquet — For the first woman we loved.
- Post 2: Black statement — Gratitude.
- Post 3: Paper texture detail — Every detail matters.
- Reel: Handing bouquet to mother.

Week 4

- Post 1: Bouquet close-up — Soft colors. Strong emotion.
- Post 2: Quote — Some thank yous need flowers.
- Post 3: Lifestyle bouquet — Moments, gently remembered.
- Reel: Tag card close-up.