

Facebook Content Plan – 6 Months

Objective: Grow page followers, boost engagement, and increase brand visibility through consistent, strategic content.

Audience: Generic target audience relevant to the niche.

Posting Frequency: 3–5 posts per week (images, videos, carousel posts, short-form videos).

Approach: Combination of organic posting and paid campaigns, designed to maximize reach and engagement while keeping the audience engaged.

1. Content Categories & Goals

Content Type	Format	Purpose	Example Topics (Generic)
Product/Service Highlights	Image / Video	Showcase offerings and their key features	“Highlight feature of our product/service”
Educational / Tips	Carousel / Post	Provide value and position the page as a helpful source	“5 Tips to improve X”
Short-Form Video / Reel	Video / Reel	Capture attention, boost reach and engagement	“Quick tutorial / behind-the-scenes look”
Community Engagement	Poll / Question	Drive conversations and comments	“Which option would you choose?”
User-Generated Content / Testimonials	Image / Video	Build trust and credibility	“Customer feedback / success story”
Promotions / Offers	Image / Video / Carousel	Encourage conversions or inquiries	“Limited-time offer / special deal”

Why this works: This mix keeps the audience interested, balances value with promotion, and encourages real interaction rather than passive scrolling.

2. Weekly Posting Rhythm

Day	Content Type	Notes
Monday	Product/Service Highlight	Early morning posting works well for reach
Tuesday	Educational / Tips	Midday posting keeps engagement steady
Wednesday	Short-Form Video / Reel	Evening posting catches casual scrollers
Thursday	Community Engagement (Poll/Question)	Encourage comments and interaction
Friday	User-Generated / Testimonials	Showcase trust and credibility
Saturday	Promotions / Offers (Optional)	Can boost with paid promotion if needed
Sunday	Recap / Light Content	Keep page active without overwhelming followers

Tip: Consistency beats quantity—better to have 3–4 strong posts a week than 7 average ones.

3. Organic Growth Strategy

- Respond to comments and messages daily—real interaction matters.
- Share posts in relevant, generic groups to expand reach.
- Schedule posts at peak engagement times based on audience behavior.
- Track which posts get the most engagement and create more content in that style.

Tip: Think of this as having a conversation with your audience, not just pushing content.

4. Paid Promotion Strategy

- Monthly budget: \$200 USD (adjustable for future projects).
- Boost top-performing posts to reach a larger audience.
- Target audience: generic interests and demographics relevant to the niche.
- Review ad performance weekly and tweak campaigns as needed.

Tip: Paid promotion is like giving your best posts a megaphone—use it selectively, not everywhere.

5. Key Metrics to Track

Metric	Goal / Benchmark
Follower Growth	+2,000–3,500 per month (based on previous 6-month results)
Post Reach	20–30% month-over-month increase
Engagement Rate	5–10% or higher
Click-Through Rate (if paid)	Track improvements monthly

Tip: Don't obsess over numbers daily—look for trends over time.

6. Recommendations

- Stick to the content mix: value + visual + engagement + promotion.
- Maintain sharp, consistent visuals aligned with the brand style.
- Experiment with short-form videos and carousel posts—they consistently perform well.
- Focus more on content types that spark conversations.
- Amplify your best-performing content with paid promotion, not everything.

Final Thought: The best content strategy balances creativity, consistency, and understanding your audience. Keep listening to what works, and adapt—not just repeat.