

# ■ Social Media Marketing Campaign – Instagram (Mock Project)

## Objective

Create a 1-week Instagram content plan for a local photography service to increase followers, engagement, and leads.

## Content Calendar (1 Week)

Day	Content Type	Post Idea
Mon	Photo Post	Showcase 'Top 5 Wedding Shots' with caption + hashtags
Wed	Reel (15s)	Behind-the-scenes of a photoshoot
Fri	Carousel Post	Tips for Posing Naturally in Photos
Sun	Story + Poll	Ask audience: 'Which photography style do you prefer?'

## Sample Paid Ad

Creative: A photo collage of wedding shots (made in Canva)  
Caption: 'Book your wedding photographer today – Limited slots!'  
Hashtags: #WeddingPhotography #CandidShots #DelhiWeddings

## KPIs

Target: Reach 20,000+ people, Engagement rate >5%, Generate 10 leads via Instagram ads.