**I-Chef**

**Content Strategy and Calendar**

* **Instagram Content Strategy**

**Objectives:**

1. **Follower Growth & Lead Generation:**

* **Lead Magnets:** Offer free AI-generated meal plans or grocery lists in exchange for engagement.
* **Interactive Content:** Run recipe quizzes, polls, and challenges to capture leads while using hashtags:
* #شيف\_في\_جيبك
* #أكل\_بفكرة
* #جربناها\_لكم
* #مساعد\_المطبخ\_الذكي
* #سر\_الأكلة
* #جرب\_معانا
* **Social Media Engagement:** Host live Q&A sessions or cooking demos to attract sign-ups.
* **Referral Program:** Encourage users to invite friends for exclusive AI-powered recipes.
* **Influencer Collaborations:** Partner with famous Egyptian food bloggers like:
* Mon3sh
* Heba Abo Elkheir
* Mai Maher
* Fatma Abu Haty

to drive traffic to app.

1. **Highlight I-chef's AI Features:**  
   Showcase the app’s innovative AI that generates creative, personalized recipes—from unique twists on classics to entirely new combinations.
2. **Local Relevance & Content Recycling:**  
   Create and remix content from local Egyptian creators (with proper credit) that aligns with current food trends.
3. **Collaborations with Famous Egyptian Chefs:**  
   Leverage partnerships with renowned Egyptian chefs to build credibility and extend reach.

**Key Themes:**

1. **Showcasing AI-Driven Recipe Innovations:**
   * Demo reels/screen recordings showing the AI in action.
   * Before-and-after posts comparing traditional recipes with AI-generated twists.
   * Interactive posts where followers suggest ingredients and see the AI’s output.
2. **Creative Recipe Creations (Beyond Ramadan):**
   * Posts featuring inventive recipes as examples of what the app can do.
   * Carousels that break down the creative process.
3. **Collaborations with Famous Egyptian Chefs:**
   * Reels/IGTV sessions featuring chefs using I-chef.
   * Behind-the-scenes content from collaborative cooking sessions.
4. **User feedback & Content Recycling:**
   * Feedback from friends and early adopters.
   * Remixed trending local food content with your unique AI angle.

**Content Formats:**

* **Feed Posts:** Static posts, carousels, reels, and IGTV sessions (3 times per week).
* **Stories:** Daily behind-the-scenes, polls, Q&As, and interactive elements.
* **Language:** All captions and on-screen text in local Arabic with culturally relevant hashtags.

**Instagram 3-Week Content Calendar Sample**

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| **Week** | **Day** | **Content Theme & Details** | **Stories**  **(Additional Engagement)** |
| **1** | Monday | Launching AI-Powered Recipe Demo showcasing I-chef AI generating an innovative recipe | Behind-the-scenes demo clips; interactive poll. |
| Wednesday | Collaboration teaser with a friends | Short chef session clips, BTS snapshots, Q&A sticker. |
| Friday | Content recycling and stitch | Reposts of user-generated content; poll. |
| **2** | Monday | Tutorial AI feature & recipe showcase | Quick tutorials; BTS snaps of recipe creation; interactive poll. |
| Wednesday | Content Recycling with Local Twist. | Snippets from original posts with added commentary; opinion poll. |
| Friday | Behind-the-scenes team vibe | Team snapshots; mini-interviews; candid moments. |
| **3** | Monday | Collaboration Spotlight | Teasers from the collaboration; BTS prep clips; “Ask the Chef”. |
| Wednesday | Local culinary trends & AI innovation. | Quick facts about local trends; interactive quizzes; polls. |
| Friday | Recap & Call-to-Action. | Recap stories; thank-you messages; final poll/Q&A. |

* **YouTube Content Strategy**

**Objectives:**

1. **Deep dive into AI functionality:**  
   Explain and demonstrate the app’s AI features with detailed, educational videos.
2. **Behind-the-scenes storytelling:**  
   Provide longer-form content that shares the I-chef journey from concept to creation.
3. **Expert collaborations:**  
   Feature interviews with famous Egyptian chefs and local dietitians to build authority and trust.

**Key Themes:**

1. **AI-Powered Recipe Demos & Tutorials:**
   * Detailed tutorials showing how the AI works.
   * “Recipe of the week” features.
2. **Behind-the-Scenes & Team Vlogs:**
   * Vlogs covering the development process and creative brainstorming sessions.
3. **Collaborative Series with Famous Egyptian Chefs & Dietitians:**
   * Interview series discussing culinary trends and the fusion of tradition with technology.
4. **Local Culinary Trends & Cultural Integration:**
   * Videos exploring current local food trends and demonstrating how I-chef adapts these trends with a modern twist.

**Content Formats:**

* **Long-Form Videos:** 8–15 minute tutorials, vlogs, and interviews (3 times per week).
* **Shorts & Community Posts:** Daily snippets, teasers, and interactive polls to maintain viewer engagement.
* **Language:** Videos and community posts in local Arabic to ensure cultural resonance.

**YouTube 3-Week Content Calendar Sample**

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| **Week** | **Day** | **YouTube Video Content** | **Additional Engagement (Shorts/Community Posts)** |
| **1** | Monday | I-chef AI Demo showcasing its features. | Teaser clip on Shorts; community poll. |
| Wednesday | Behind-the-Scenes: Building I-chef. | BTS snippet on Shorts; community poll. |
| Friday | Interview with Famous Egyptian Chef (Part 1). | Teaser clip from the interview; community Q&A. |
| **2** | Monday | I-chef Recipe Demo. | Quick recipe tip on Shorts; poll on which recipe demo to feature. |
| Wednesday | Team Vlog: The Creative Process. | BTS clip on Shorts; community question. |
| Friday | Interview with Famous Egyptian Chef (Part 2). | Highlight snippet on Shorts; community poll. |
| **3** | Monday | Dietitian’s Corner interview. | Teaser clip on Shorts; poll on nutrition tips. |
| Wednesday | Exploring Egyptian Culinary Trends. | Quick local trend fact on Shorts; community poll. |
| Friday | I-chef Highlights recap video. | Recap highlight clip on Shorts; community poll. |