

MONTHLY CONTENT PLAN

BONJOUR MUNICH

NOVEMBER 2023



Service Package at a Glance

3 Month Package Deal

- Community management
- Social media paid ads
- UGC content creation (Instagram)
- Monthly social media performance report (x3 total)

Service Price: xxx €

Instagram Ads: xxx €

Outsourced Photographer: xxx €

Bought Assets: xx €

Total: xxxx €

Total Working Hours: xxx H

01

Community Management & Content Creation

Community and account management, and content creation for social media platform Instagram (including Facebook) of Bonjour Munich.

02

Social Media Paid Ads

Sponsoring the most successful Instagram post with a budget of 120€ to reach a wide audience focused on the b2b sector.

03

Monthly Media Performance Report

A monthly social media (Instagram) performance report, summarising the traffic and engagement of the month's posted organic and paid content.

A list of key takeaways from each month's overall content performance will be showcased for the Bonjour Munich's future posting strategy.

Posting Schedule November

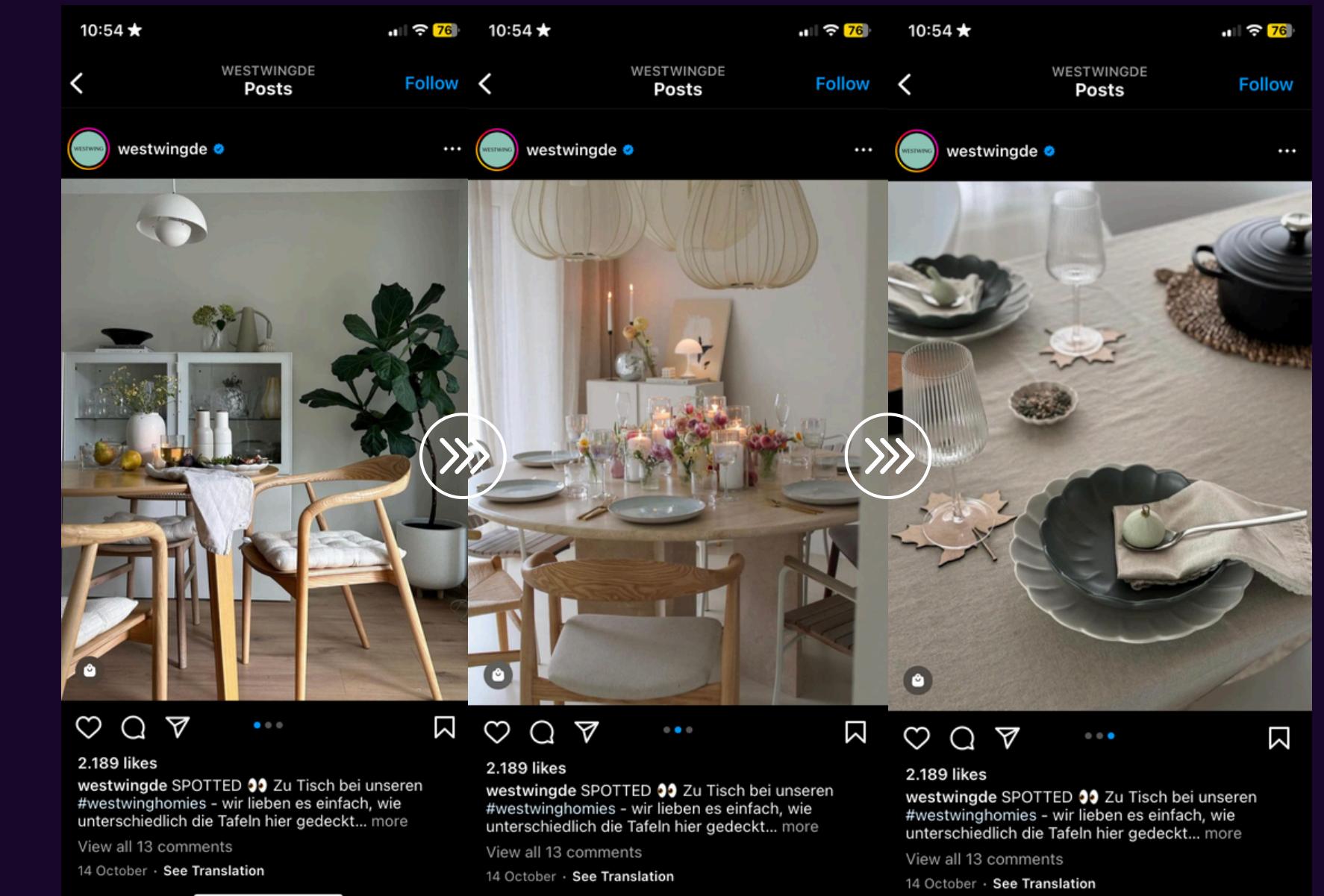
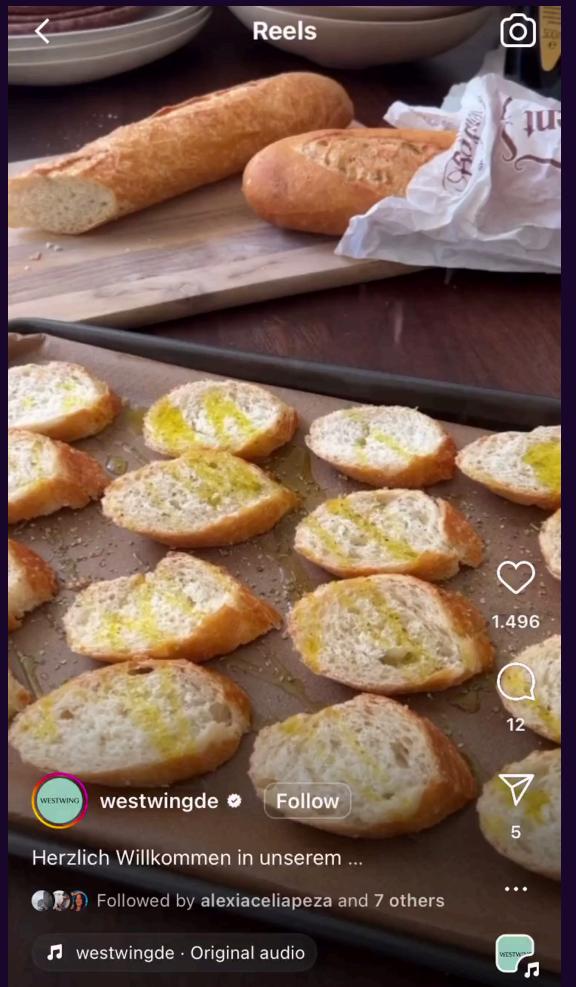
FOLLOWING THE BEGINNER POSTING SCHEDULE

Viral Content Schedules		
Beginner		
M	1 Reel	Advanced
T	---	1 Reel 1-3 Stories
W	1 Single Image	Professional
T	---	1 Reel 1-3 Stories 1 Carousel 3-7 Stories
F	1 Carousel	1 Reel 1-3 Stories 1 Single Image 3 Stories 1 Reel 1 Reel 3+ Stories 1 Carousel
S	1-3 Stories	1 Reel 1-3 Stories 1 Carousel 1-3 Stories 3-7 Stories 1 Reel 3-7 Stories
S	1-3 Stories	1 Reel 1-3 Stories

Mon	Tue	Wed	Thu	Fri	Sat	Sun
6 reel	7	8 1 Photo	9	10 1 Carousel croissants plate toursade 18:00	11 1-3 Stories croissant reel	12 1-3 Stories interactive sweet or salty questionnaire story
13 reeel apple pie reeel 18:00	14	15 1 Photo apple pie 18:00	16	17 1 Carousel of the quiche (salty series begins) 15:00	18 1-3 Stories (week recap)	19 1-3 Stories (week recap + questionnaire + sneak peek into next weeks products)
20 soup reell	21	22 canapees 1 Photo	23	24 1 Carousel	25 1-3 Stories breakfast story jogurts and croissants	26 1-3 Stories
27 reel (nothing)	28	29 corporate 1 Photo + delivery reel	30	1 DEC 1 Carousel corporate photo 2 Content Creation Pierre Frey		

Content Inspiration

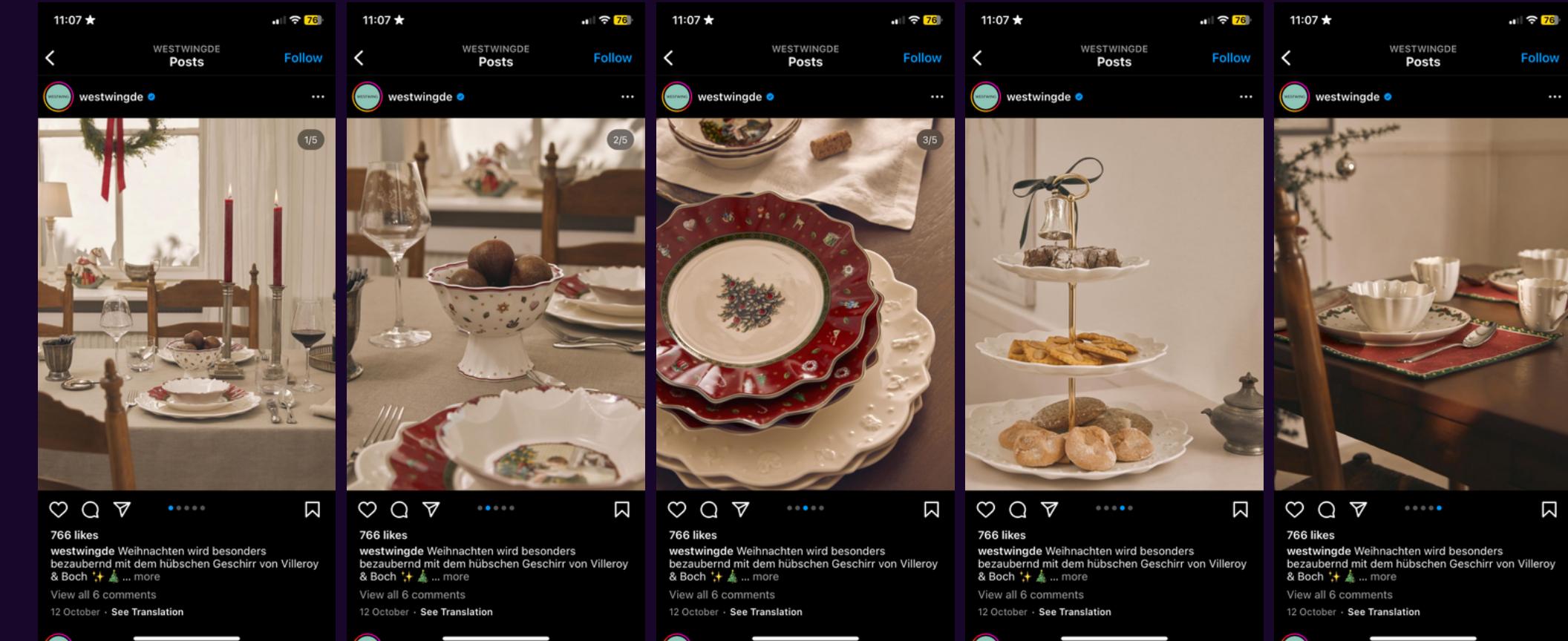
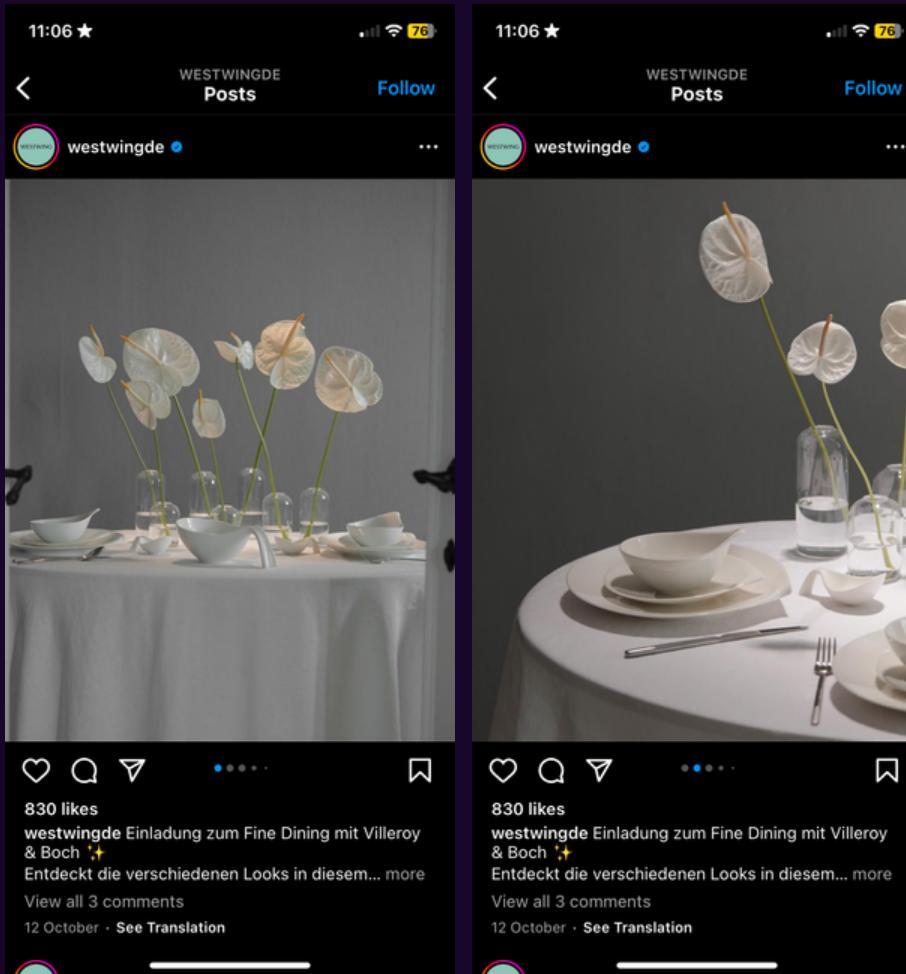
REELS



CAROUSELS

Content Inspiration

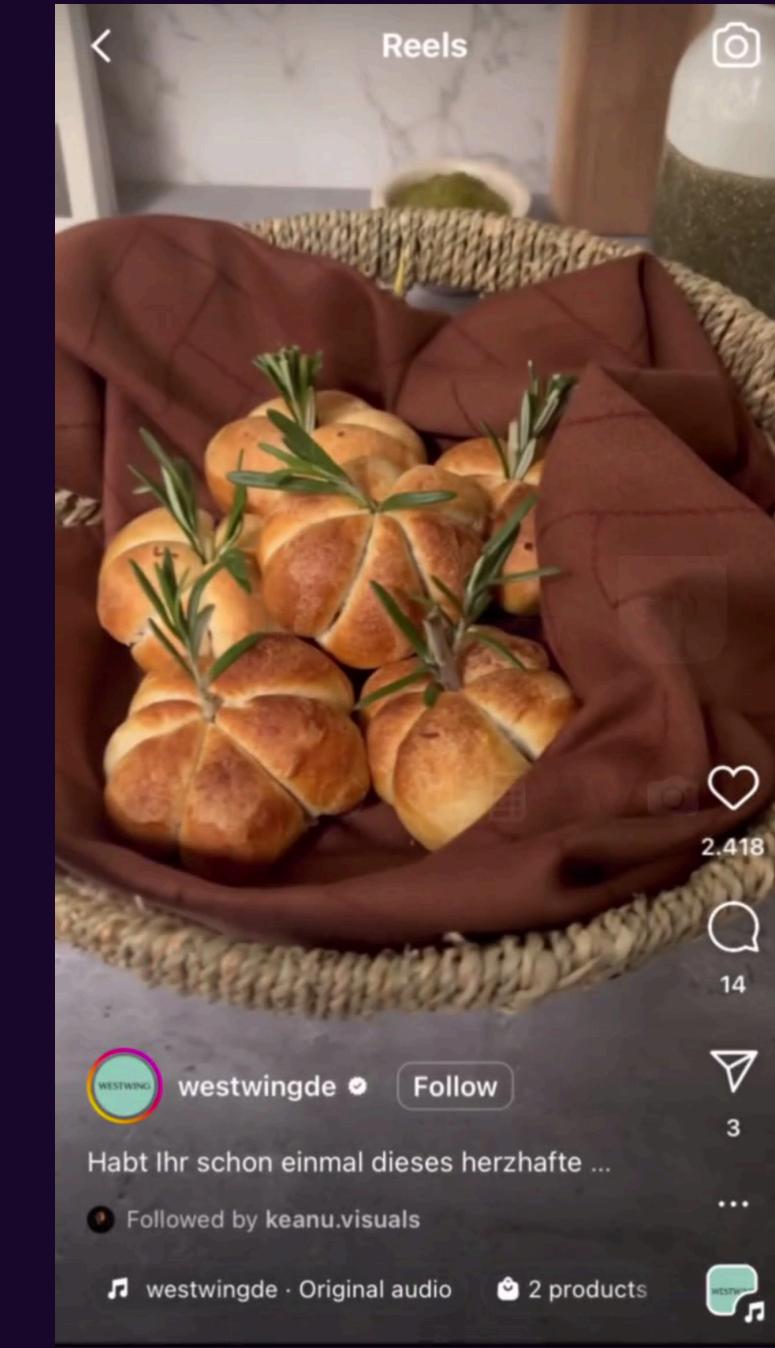
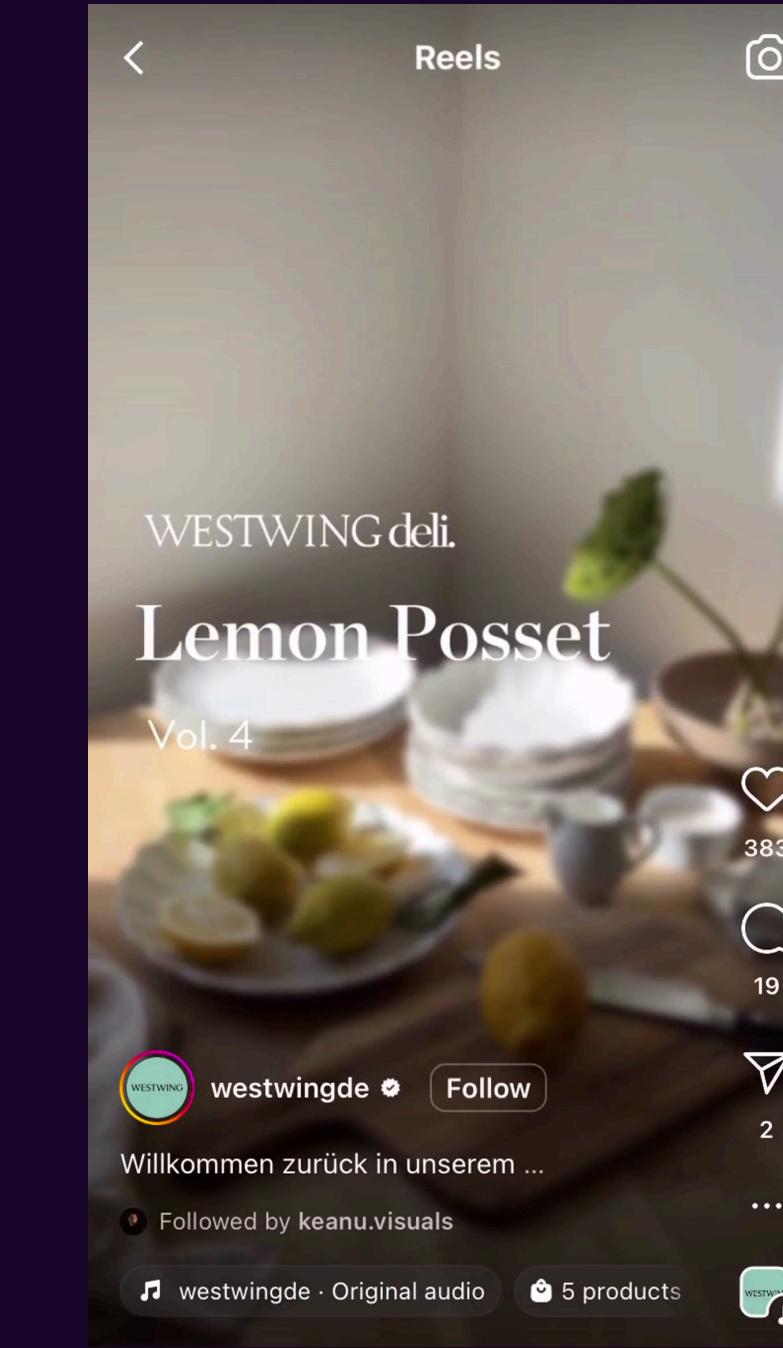
CAROUSEL INSPO





Content Inspiration

REELS INSPO



Photographers to Outsource



PHOTO
INSPO

