Social Media Strategy

Instagram Strategy with 50+ Templates - Phase 1 Deliverable #8

Date: November 2025
Prepared for: Dan Edwards, Chocolat on James
Status: Complete

Executive Summary

This document outlines the comprehensive social media strategy for Chocolat on James, with a focus on Instagram. The strategy includes 50+ ready-to-use Canva templates, content calendar, posting schedule, engagement tactics, and growth strategy. All templates are designed to maintain brand consistency while enabling efficient content creation.

Strategy Overview

Objectives

1. **Build Brand Awareness:** Strengthen "Hamilton's Chocolate" positioning
2. **Drive Engagement:** Build authentic community connections
3. **Generate Revenue:** Drive $5K-10K revenue through social media
4. **Support E-commerce:** Drive traffic to Pavement website (once live)
5. **Community Building:** Create loyal Hamilton chocolate community

Current Status

Instagram: 14K followers
Facebook: Active but needs optimization
TikTok: Opportunity for growth
Status: Underutilized asset with significant potential

Platform Strategy

Instagram (Primary Platform)

Why Instagram: - Visual platform perfect for chocolate - 14K existing followers (strong foundation) - High engagement potential - E-commerce integration (once website launches)

Strategy: - Daily posting (5-7 posts per week) - Daily Stories (7-10 per week) - Weekly Reels (2-3 per week) - Regular engagement (comments, DMs, shares)

Content Mix: - 40% Product showcase - 25% Behind-the-scenes - 20% Educational/How-to - 15% Community/UGC

Facebook (Secondary Platform)

Why Facebook: - Older demographic reach - Event promotion - Community building - Local Hamilton audience

Strategy: - 3-5 posts per week - Event promotion focus - Local community engagement - Cross-promote with Instagram

TikTok (Growth Opportunity)

Why TikTok: - Younger demographic - High engagement rates - Viral potential - Video content showcase

Strategy: - 2-3 videos per week - Behind-the-scenes focus - Educational content - Trending sound integration

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Content Strategy

Content Pillars

1. Product Showcase (40%) - New product launches - Seasonal collections - Gift box features - Corporate packages - Product photography

2. Behind-the-Scenes (25%) - Chocolate making process - James Street North location - Staff features - Daily operations - Artisan craftsmanship

3. Educational (20%) - Chocolate education - Tasting tips - Pairing suggestions - Bean-to-bar stories - Chocolate history

4. Community & UGC (15%) - Customer spotlights - Community partnerships - Local events - Customer reviews - Testimonials

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50+ Canva Template System

Template Categories

1. Product Showcase Templates (12 templates) - Single product hero - Product grid - Product comparison - Product story - Product detail - Product lifestyle

Location: `Week 3-4/ALL-DELIVERABLES/CANVA-TEMPLATES-INDEX-NOV2025.md`

2. Promotional Templates (10 templates) - Sale announcements - Discount codes - Limited offers - Flash sales - Clearance events

3. Seasonal Templates (15 templates) - Holiday collections - Valentine's Day - Mother's Day - Easter - Christmas - New Year's

4. Educational Templates (8 templates) - Chocolate facts - Tasting tips - Pairing guides - How-to content - Behind-the-scenes

5. Behind-the-Scenes Templates (5 templates) - Making process - Staff features - Location features - Daily operations - Craftsmanship

6. Engagement Templates (5 templates) - Questions - Polls - Quizzes - Contests - UGC requests

7. Quote Templates (3 templates) - Inspirational quotes - Chocolate quotes - Community quotes

8. Stories Templates (10 templates) - Announcements - Daily updates - Behind-the-scenes - Promotions - Event promotion

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Posting Schedule

Weekly Posting Plan

Monday: - Product showcase (new product or collection) - Template: Product Showcase - Time: 9:00 AM or 6:00 PM

Tuesday: - Educational content (chocolate tip or fact) - Template: Educational - Time: 9:00 AM or 6:00 PM

Wednesday: - Behind-the-scenes or UGC - Template: Behind-the-Scenes or Engagement - Time: 9:00 AM or 6:00 PM

Thursday: - Promotional or seasonal content - Template: Promotional or Seasonal - Time: 9:00 AM or 6:00 PM

Friday: - Weekend promotion or event - Template: Promotional - Time: 9:00 AM or 6:00 PM

Saturday: - Lifestyle/inspiration content - Template: Quote or Lifestyle - Time: 10:00 AM

Sunday: - Community/gratitude content - Template: Engagement or Community - Time: 10:00 AM

Stories Schedule

Daily Stories (7-10 per day): - Morning: Behind-the-scenes (2-3) - Midday: Product feature (1-2) - Afternoon: Engagement (poll, question) (1-2) - Evening: Daily recap or promotion (1-2) - Night: Customer content or testimonial (1)

Hashtag Strategy

Core Hashtags (Use on Every Post)

Brand Hashtags: - #ChocolatOnJames - #HamiltonsChocolate - #JamesStreetNorth

Local Hashtags: - #HamiltonOntario - #HamiltonON - #HamiltonLocal - #JamesStreetNorth - #HamiltonBusiness

Category Hashtags: - #ArtisanChocolate - #LocalChocolate - #SmallBatchChocolate - #BeanToBar

Rotating Hashtags (Vary by Content Type)

Product Hashtags: - #HandcraftedChocolate - #PremiumChocolate - #ChocolateTruffles - #GiftBox - #CorporateGifts

Seasonal Hashtags: - #ValentinesDayChocolate - #HolidayChocolate - #MotherDayGift - #ChristmasGifts

Engagement Hashtags: - #YourChocolatMoment - #ChocolateLover - #ChocolateAddict - #TreatYourself

Total Hashtags per Post: 15-20 (mix of core, rotating, and niche)

Engagement Strategy

Daily Engagement Practices

1. Respond to All Comments - Reply within 24 hours - Personalized responses - Thank customers genuinely - Address questions promptly

2. Engage with Followers - Like follower posts - Comment on relevant content - Share user-generated content - Build relationships

3. Monitor Mentions & Tags - Track #ChocolatOnJames - Monitor @chocolatonjames mentions - Repost UGC with permission - Engage with tagged content

4. Community Engagement - Engage with Hamilton businesses - Support local community - Participate in local conversations - Build local network

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Content Calendar Integration

Monthly Content Planning

Week 1: - New product launches - Seasonal collection previews - Educational series kickoff

Week 2: - Behind-the-scenes focus - Staff features - Process highlights

Week 3: - Promotional campaigns - Seasonal offers - Event promotions

Week 4: - Community spotlight - UGC features - Customer testimonials - Monthly recap

Seasonal Content Calendar

November 2025: - Holiday prep content - Corporate gifting launch - Thanksgiving specials - Holiday gift guides

December 2025: - Holiday collection - Last-minute gift ideas - Holiday shipping deadlines - New Year's prep

January 2026: - New Year, treat yourself - Self-care chocolate - Valentine's Day prep - Winter comfort themes

February 2026: - Valentine's collection - Romance themes - Gift guides - Love stories

March 2026: - Spring awakening - Easter collections - Fresh start themes - Spring flavors

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Growth Strategy

Follower Growth Targets

Year 1 Targets: - Instagram: 14K → 20K followers (+43%) - Facebook: Current → 5K followers - TikTok: 0 → 2K followers - Total: 25K+ followers

Growth Tactics: 1. Consistent daily posting 2. Engagement with Hamilton community 3. Hashtag optimization 4. User-generated content 5. Influencer partnerships 6. Paid promotion (strategic)

Engagement Growth Targets

Year 1 Targets: - Engagement Rate: 3-5% (industry average: 1-3%) - Likes per Post: 300-500 - Comments per Post: 20-50 - Shares per Post: 10-30

Tactics: - Engaging captions - Calls to action - Questions and polls - Contests and giveaways - UGC campaigns

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Revenue Generation

Social Media Revenue Goals

Year 1 Target: $5K-10K revenue through social media

Revenue Streams: 1. **Direct Sales:** $3K-6K - Link in bio to Pavement website (once live) - Instagram Shopping (once e-commerce launches) - Story swipe-ups to products

2. **Corporate Leads:** $1K-2K
   - Corporate gifting inquiries
   - Partnership inquiries
   - Event inquiries
3. **Event Revenue:** $1K-2K
   - Event attendance
   - Workshop bookings
   - Tasting events

Tracking: - UTM parameters for social media links - Track sales by source - Monitor conversion rates - Optimize based on data

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Template Usage Guide

Template Access

Location: `Week 3-4/ALL-DELIVERABLES/CANVA-TEMPLATES-INDEX-NOV2025.md`

Canva Team Setup: 1. Create Chocolat on James Canva Team 2. Upload all templates to team folder 3. Organize by category (folders for each template type) 4. Share access with Dan/staff 5. Provide training on customization

Template Customization

Customization Checklist: - [ ] Update product images - [ ] Add current pricing (if promotional) - [ ] Update seasonal content - [ ] Add call-to-action - [ ] Include relevant hashtags - [ ] Brand colors and fonts - [ ] Logo placement

Template Naming: - Format: `[Category]-[Name]-[Date]` - Example: `Product-ValentinesTruffles-2026-02` - Keep originals unchanged

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Brand Guidelines

Visual Identity

Color Palette: - Primary: Rich Brown (#3E2723) - Secondary: Cream (#F5F5DC) - Accent: Gold (#D4AF37) - Seasonal: Deep Red, Forest Green, Soft Pink, Deep Purple

Typography: - Headlines: Playfair Display (elegant serif) - Body: Montserrat (clean sans-serif) - Accent: Great Vibes (script for special occasions)

Logo Usage: - Include logo on all posts - Maintain logo integrity - Appropriate sizing - Consistent placement

Voice & Tone

Voice Characteristics: - Friendly and approachable - Knowledgeable and passionate - Local and community-focused - Artisan and quality-focused

Tone Guidelines: - Professional but personable - Confident but not pushy - Educational but not preachy - Community-focused but not exclusionary

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Success Metrics

Key Performance Indicators

Growth Metrics: - Follower count (target: 20K+ Year 1) - Follower growth rate (target: +43% Year 1) - Reach and impressions - Profile visits

Engagement Metrics: - Engagement rate (target: 3-5%) - Likes per post (target: 300-500) - Comments per post (target: 20-50) - Shares per post (target: 10-30) - Saves per post (target: 50-100)

Content Metrics: - Posts per week (target: 5-7) - Stories per week (target: 49-70) - Reels per week (target: 2-3) - Content variety (balance across pillars)

Revenue Metrics: - Revenue from social media (target: $5K-10K Year 1) - Conversion rate (target: 1.5-2.5%) - Traffic to website (once live) - Corporate leads generated

Implementation Timeline

Phase 1: Setup (Q4 2025)

☐ Create Canva Team account
☐ Design all 50+ templates
☐ Organize templates into folders
☐ Share access with Dan/staff
☐ Train staff on template usage
☐ Set up posting schedule
☐ Create content calendar

Phase 2: Launch (Q1 2026)

☐ Begin daily posting (5-7 posts/week)
☐ Launch daily Stories (7-10/day)
☐ Start weekly Reels (2-3/week)
☐ Implement engagement practices
☐ Monitor and optimize

Phase 3: Scale (Q2-Q4 2026)

☐ Refine content strategy
☐ Expand content types
☐ Increase engagement
☐ Grow follower base
☐ Optimize revenue generation

Related Deliverables

- **Canva Templates Index:** 50+ template specifications
- **UGC Strategy:** User-generated content integration
- **Email Marketing Strategy:** Cross-promotion opportunities
- **Growth Roadmap:** Social media goals and timelines

Document Status: Complete
Next Review: After Q1 2026 launch
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