

Task:1 Instagram Post/Poster

Life Skills Build Confident Kids



Caption:

Life skills help children develop confidence, communication, and emotional strength from an early age. At Life Tree Academy, we focus on nurturing future-ready kids through practical learning and play-based growth.

Hashtags:

#LifeSkillsForKids
#ConfidentKids
#LifeTreeAcademy
#ChildDevelopment
#FutureReadyKids

TASK 2: 7-Day Instagram Campaign

Day 1

- **Content Type:** Post
- **Idea:** Introduction to Life Tree Academy and why life skills matter
- **CTA:** Follow us for parenting tips

Day 2

- **Content Type:** Reel
- **Idea:** Common challenges parents face with kids aged 6–14
- **CTA:** Comment “YES” if you relate

Day 3

- **Content Type:** Post
- **Idea:** Benefits of life skills like confidence, communication, and teamwork
- **CTA:** DM us to know more

Day 4

- **Content Type:** Story
- **Idea:** Quick poll: Which skill is important for your child?
- **CTA:** Vote in the poll

Day 5

- **Content Type:** Reel
- **Idea:** How life skills help kids perform better in school and life
- **CTA:** Share with other parents

Day 6

- **Content Type:** Post
- **Idea:** Introduction to online life skills classes
- **CTA:** WhatsApp us for details

Day 7

- **Content Type:** Story
- **Idea:** Parent testimonial or success message (text-based)
- **CTA:** Message us to enroll

TASK 3: Instagram Marketing Strategy

Primary Target Audience

Parents aged 28–45 who have children between 6–14 years and are interested in their child's personal growth and development.

Top 3 Goals of Instagram Marketing

1. Create awareness about the importance of life skills for kids
2. Build trust with parents through helpful content
3. Generate inquiries for online life skills classes

3 Types of Content (with examples)

1. Educational Content

Example: Posts explaining communication skills, emotional intelligence, or confidence-building

2. Parent-Focused Content

Example: Reels about parenting challenges and how life skills help

3. Promotional Content

Example: Posts or stories about online classes, enrollment, and benefits



Bonus – Creative Content Idea

Reel Idea:

A split-screen reel showing a child “before learning life skills” (shy, confused) and “after learning life skills” (confident, expressive).

CTA: DM us to enroll your child today