

# 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