

7-Day Facebook Content Strategy for a New Bedsheet Business

Day 1: Introduction and Giveaway

- **Post:** Introduce your brand and its mission to provide high-quality, comfortable bedsheets.
- **Caption:** "Welcome to [Brand Name]! We're excited to bring you luxurious bedsheets that will transform your sleep. Stay tuned for our launch offer and a chance to win a free set!"
- **Giveaway:** Announce a giveaway for a free set of bedsheets. Require likes, shares, and comments to enter.

Day 2: Highlight the Benefits of Good Sleep

- **Post:** Share an infographic or blog post about the importance of sleep and how quality bedsheets can contribute to a restful night.
- **Caption:** "Did you know that [fact about sleep]? Invest in a good night's sleep with our premium bedsheets."

Day 3: Showcase Product Features

- **Post:** Create a visually appealing post highlighting the key features of your bedsheets, such as thread count, material, and durability.
- **Caption:** "Our bedsheets are crafted with [material] and [feature] to provide you with ultimate comfort and luxury."

Day 4: Customer Testimonial

- **Post:** Share a positive customer review or testimonial about your bedsheets.
- **Caption:** "Hear what our customers have to say about our bedsheets! '[Testimonial]'"

Day 5: Behind-the-Scenes

- **Post:** Give your followers a glimpse into your production process or company culture.
- **Caption:** "Take a peek behind the scenes at how we create our luxurious bedsheets."

Day 6: Limited-Time Offer

- **Post:** Announce a limited-time offer or discount on your bedsheets.
- **Caption:** "Don't miss out on our exclusive launch offer! Enjoy [discount] on all orders for a limited time."

Day 7: Call to Action

- **Post:** Encourage followers to visit your website or shop your products.
- **Caption:** "Ready to upgrade your sleep? Shop our collection now at [website link]."

Additional Tips:

- Use high-quality images and videos.
- Engage with your followers by responding to comments and messages.
- Run contests and giveaways to generate excitement.
- Consider using Facebook ads to reach a wider audience.
- Experiment with different post formats, such as carousels and stories.