KnitCraft Labs - 30-Day Social Media Content Calendar

Week 1: Brand Introduction & Value Proposition

Day 1 - LinkedIn Post

Caption:
"Struggling to find manufacturers who accept orders under 1000 pieces?

At KnitCraft Labs, we specialize in LOW MOQ manufacturing starting from just 50 pieces.

Perfect for:
✅ Fashion startups testing new designs
✅ Small brands with limited budgets
✅ Nordic schools needing uniform updates
✅ Entrepreneurs launching their first collection

Why choose us?
• 15+ years manufacturing experience
• Ethical production in Bangladesh
• Private labeling & custom branding
• Express sampling in 7 days

Ready to bring your vision to life? DM us or visit knitcraftlabs.com

ApparelManufacturing #LowMOQ #FashionStartups #EthicalManufacturing"

Best Posting Time: 8 AM EST (peak B2B engagement)

Day 2 - Instagram Post

Caption:
"Behind the scenes at KnitCraft Labs 🧵

From computerized flat knitting to quality control, every garment is crafted with precision.

Our state-of-the-art facility in Bangladesh combines traditional expertise with modern technology.

👕 Custom sweaters, polos, uniforms
📏 MOQ starting from 50 pieces
🌍 Shipping worldwide
⚡ Sample development in 7-15 days

Swipe to see our production process ➡️

BehindTheScenes #ApparelManufacturing #MadeInBangladesh #QualityFirst #FashionProduction"

Visual Suggestion: Carousel showing knitting machines, quality control, packaging

Day 3 - Facebook Post

Caption:
"📣 Calling All Fashion Entrepreneurs!

Are you tired of manufacturers who demand minimum orders of 1000+ pieces?

KnitCraft Labs understands the challenges of starting a fashion brand. That's why we offer:

🎯 MOQ from just 50-300 pieces
💰 Transparent, competitive pricing
🏷️ Private label & custom branding services
🚀 Fast sample development (7-15 days)
🌱 Ethical & sustainable production

We've helped 50+ brands across 25 countries turn their ideas into reality.

Your success story could be next!

Get your free consultation: knitcraftlabs.com/contact

FashionStartup #SmallBatch #ApparelManufacturing #Entrepreneurship"

Week 2: Educational Content & Expertise

Day 8 - LinkedIn Post (Educational)

Caption:
"🧵 MANUFACTURING INSIGHT: What's the real difference between MOQ 50 vs 1000 pieces?

For fashion startups, this choice can make or break your business:

MOQ 1000+ pieces:
❌ High upfront investment ($15,000-50,000)
❌ Risk of overstock
❌ Limited design testing
❌ Cash flow challenges

MOQ 50-300 pieces (KnitCraft Labs):
✅ Lower risk investment ($2,500-15,000)
✅ Test market demand first
✅ Perfect for seasonal collections
✅ Sustainable growth approach

We've seen countless startups succeed by starting small and scaling smart.

What's your experience with MOQ challenges?

ManufacturingAdvice #StartupTips #FashionBusiness #MOQ #KnitCraftLabs"

Day 9 - Instagram Story Series (5 slides)

Slide 1: "Did you know? 🤔"
Slide 2: "The average fashion startup fails because of overproduction"
Slide 3: "Start with 50-100 pieces per style"
Slide 4: "Test the market before scaling"
Slide 5: "KnitCraft Labs makes it possible! Link in bio 👆"

Day 10 - Facebook Educational Post

Caption:
"🏫 NORDIC SCHOOLS: Uniform Procurement Made Simple

Planning for the new school year? Here's what you need to know about working with international manufacturers:

📋 CHECKLIST FOR SCHOOLS:
• Fabric requirements (durability, washability)
• Size range needs (age 6-18)
• Color specifications & school branding
• Delivery timeline requirements
• Budget per garment

🎯 WHY CHOOSE KNITCRAFT LABS:
✅ Experience with Nordic quality standards
✅ Express 7-day production available
✅ MOQ from 50 pieces per style
✅ Competitive pricing: $12-28 per piece
✅ Direct communication in English

Currently supplying schools in Sweden, Finland & Norway.

Need a quote for uniforms? Message us!

SchoolUniforms #NordicSchools #EducationalProcurement #QualityUniforms"

Week 3: Social Proof & Case Studies

Day 15 - LinkedIn Success Story

Caption:
"CLIENT SUCCESS SPOTLIGHT 🌟

Challenge: Swedish fashion startup needed 75 custom hoodies for their launch event. Other manufacturers required 500+ minimum order.

Solution: KnitCraft Labs delivered exactly 75 pieces with:
• Custom embroidered logo
• Premium French Terry fabric
• Delivered in 18 days
• 40% cost savings vs competitors

Result: Successful launch event, sold out in 2 days, now planning larger production run.

This is why we exist - to help brands start smart and scale when ready.

What manufacturing challenge are you facing?

ClientSuccess #FashionStartup #CustomManufacturing #Sweden #StartupSuccess"

Day 16 - Instagram Before/After Post

Caption:
"TRANSFORMATION TUESDAY ✨

From sketch to finished product in just 18 days!

This custom polo design went through:
📐 Tech pack development
🧵 Sample creation
👕 Production (100 pieces)
📦 Quality control & shipping

The result? A happy client and beautiful garments ready for retail.

Ready to see your designs come to life?
👉 Get started: knitcraftlabs.com

TransformationTuesday #CustomApparel #DesignToReality #PoloShirts #ManufacturingPartner"

Week 4: Industry Insights & Thought Leadership

Day 22 - LinkedIn Thought Leadership

Caption:
"🌍 THE FUTURE OF ETHICAL MANUFACTURING

The fashion industry is changing, and consumers are demanding transparency.

Here's what we're seeing at KnitCraft Labs:

📈 RISING TRENDS:
• 67% increase in sustainability inquiries
• Growing demand for local vs fast fashion
• Smaller, quality-focused production runs
• Direct-to-consumer brand growth

🔄 OUR RESPONSE:
• Transparent supply chain documentation
• Worker welfare certification programs
• Eco-friendly material options
• Waste reduction initiatives

The brands succeeding today aren't just selling clothes - they're selling values.

What sustainability practices matter most to your customers?

SustainableFashion #EthicalManufacturing #FashionIndustry #Transparency #Bangladesh"

Day 23 - Instagram Educational Carousel

Slide 1: "5 SIGNS YOU NEED A NEW MANUFACTURER 🚨"
Slide 2: "1. They won't accept orders under 1000 pieces"
Slide 3: "2. Communication takes days/weeks"
Slide 4: "3. No flexibility on customization"
Slide 5: "4. Hidden fees appear later"
Slide 6: "5. Poor quality control standards"
Slide 7: "Ready for a better partner? KnitCraft Labs ✅"

Caption:
"Swipe to see the red flags! 👆

If any of these sound familiar, it might be time for a manufacturing partner who actually understands your needs.

At KnitCraft Labs:
✅ MOQ from 50 pieces
✅ 24hr response time
✅ Full customization available
✅ Transparent pricing
✅ Quality guaranteed

Ready to make the switch?

ManufacturingPartner #RedFlags #QualityFirst #Communication #Partnership"

Week 5+: Engagement & Community Building

Day 29 - LinkedIn Poll

Caption:
"QUICK POLL for fashion entrepreneurs:

What's your biggest challenge when working with manufacturers?

Vote below and share your experience in comments!

Your feedback helps us serve the industry better.

FashionBusiness #Manufacturing #Poll #Community"

Poll Options:
A) High minimum order quantities
B) Communication barriers
C) Quality control issues
D) Long production timelines

Day 30 - Instagram Live Announcement

Caption:
" 📱 GOING LIVE NEXT WEEK!

Join our founder for "Ask Me Anything About Manufacturing"

Topics we'll cover:
• How to calculate true cost per garment
• Red flags when vetting manufacturers
• Sample development best practices
• Q&A from the community

Set your reminders! 🔔

InstagramLive #AMA #Manufacturing #FounderTalk #Community"

CONTENT CALENDAR NOTES:

Hashtag Strategy:

Primary: #KnitCraftLabs #ApparelManufacturing #LowMOQ
Industry: #FashionStartup #EthicalManufacturing #CustomApparel
Geographic: #MadeInBangladesh #NordicSupplier #GlobalSupplier
Audience: #SmallBatch #PrivateLabel #StartupLife

Visual Content Needed:

- Behind-the-scenes factory photos
- Product showcase images
- Founder/team photos
- Process diagrams and infographics
- Customer testimonial graphics
- Educational carousel designs

Engagement Strategy:

- Respond to comments within 2-4 hours
- Like and comment on relevant industry posts
- Share user-generated content
- Cross-promote content across platforms
- Use Stories for real-time updates

Performance Tracking:

- Post engagement rates
- Website clicks from social media
- Lead generation from social campaigns
- Hashtag performance
- Best performing content types