

Account : @wanderpawsofficial												
Content	Media Link	Intended Publish Date	Time	Goal of Post	Network	Stage	KPIs (ex: Engagements, Clicks, Shares)					
							KPI #1	KPI #2				
Post: Introduction to our WanderPaws brand on Instagram - who we are, what we stand for and why we exist (Logo as photo and introduction in caption with hashtags.)	https://www.instagram.com/p/DHZ...	3/19/2025	Afternoon	To inform and create awareness for our brand	Instagram	Published	5 likes	30 followers				
Post: Introduction to our WanderPaws brand part two - Here we say what we stand for and what we believe - with engaging hashtags.	https://www.instagram.com/p/DHbl...	3/20/2025	Afternoon	To inform and create awareness for our brand	Instagram	Published	6 likes	40 followers				
Post: Talking about car rides in particular and how it can be tricky, but a mention that wanderpaws will help you with that - with engaging hashtags.	https://www.instagram.com/p/DHgf...	3/22/2025	Afternoon	To inform, we are here to help	Instagram	Published	7 likes	45 followers				
Post: about traveling with your dog, and explaining how nice it is together, this post will also visualize what our brand stands for - with engaging hashtags.	https://www.instagram.com/p/DHnf...	3/25/2025	Afternoon	To get our brand vision across of our brand	Instagram	Published	7 likes	60 followers				
Instagram Reel: encouraging people with going on vacation with your dog, in a 'Meme' style to follow the trend of memes, which is a format our target audience likes - with engaging hashtags.	https://www.instagram.com/reel/DH...	3/26/2025	Afternoon	To get more engagement with audience	Instagram	Published	8 likes	68 followers				
Post: about our brand values, explaining what we stand for as a brand and what are values are - this time with no hashtags to see the difference in engagement.	https://www.instagram.com/p/DHtJ...	3/27/2025	Afternoon	To inform and to develop a relation with our audience	Instagram	Published	8 likes	75 followers				
User engagement post on Instagram stories and feed - 'Share a picture with your travel buddy and tag us! we will repost them' - with engaging hashtags.	https://www.instagram.com/reel/DH...	3/28/2025	Afternoon	To get more engagement with audience	Instagram	Published	9 likes	83 followers				
Post: about motivating people to travel with their dog, with a caption that aligns with our brand , ending with: 'tag your dog friends in the comments'- with engaging hashtags.	https://www.instagram.com/p/DH3f...	3/31/2025	Afternoon	To get our brand vision across of our brand, and to get engagement	Instagram	Published	9 likes	94 followers				
User engagement post: Q&A on Instagram stories - "what do you enjoy the most about traveling with your dog?"	Can be seen at Instagram Highlight	4/1/2025	Afternoon	To get more engagement with audience	Instagram	Published	10 likes	104 followers				
Post: about exploring the world with your dog, how amazing this is, encouraging this - a caption that aligns with our brand vision - with engaging hashtags.	https://www.instagram.com/p/DH3f...	4/2/2025	Afternoon	To get our brand vision across to our audience	Instagram	Published	10 likes	109 followers				
Post: on myth-busting, common misconceptions about flying with dogs, to explain that it is quite possible to travel with your dog - with engaging hashtags.	https://www.instagram.com/p/DH-s...	4/3/2025	Afternoon	To support the idea of people bringing their dog with them on vacation	Instagram	Published	11 likes	112 followers				
Post: about destination highlight - directing them to our website to find a pet friendly travelling way - with engaging hashtags.	https://www.instagram.com/p/DH-s...	4/4/2025	Afternoon	To support the idea of people bringing their dog with them on vacation	Instagram	Published	11 likes	119 followers				
Emotionally driven post. Talking about the beauty of traveling with dogs - with engaging hashtags.	https://www.instagram.com/p/DILv...	4/8/2025	Afternoon	To get our brand vision across of our brand	Instagram	Published	12 likes	127 followers				
Post: a fun fact about traveling with dogs, to showcase it is very much possible to travel with dogs, and to motivate people to travel with their dogs - with engaging hashtags.	https://www.instagram.com/p/DIOF...	4/9/2025	Afternoon	To support the idea of people bringing their dog with them on vacation	Instagram	Published	13 likes	139 followers				
Post: of 'the ultimate packlist' you should bring on vacation with your dog - with engaging hashtags.	https://www.instagram.com/p/DIRC...	4/10/2025	Afternoon	To get our brand vision across of our brand	Instagram	Published	13 likes	145 followers				
Instagram Reel: about traveling with dogs, in a 'Meme' style to follow the trend of memes - with engaging hashtags.	https://www.instagram.com/reel/DI...	4/11/2025	Afternoon	To engage with our audience, and to show the informality of our brand	Instagram	Published	14 likes	150 followers				