



# *SOCIAL MEDIA / BLOG STRAT PLAN*

2017

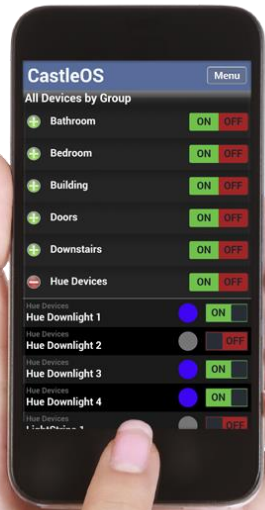


# *BACKGROUND*

TPC has been around for almost 15 years. We are known in the portrait photography industry and we are continuously offering new packages and new services (Ampersand, TGC, The Story Company). However, only a select few are aware of our great products and the value of who we are and what we offer.

In this digital age, where most, if not all, people are getting information via the internet and social media, and where more and more people are aware of the many options they have in the industry, it has become more challenging for us to make our brand's value known and make people become aware of what we offer.

TPC aims to change that. With a headstrong digital marketing plan, we aim to place TPC at the top of the baby studio photography business, as well as change public perspective on the value of printed portraits.





# *MARKET DEMOGRAPHICS*

## *Moms*

- 25 to 40 year-old females, moms, new moms, new families.
- Double income with husband.
- They reside in central business districts – condos, Ortigas, Ayala Alabang, Makati, Shang, Fort.
- Gadget: Mobile device, Desktop
- Frequency of internet use – Wednesdays, Fridays, and weekends, 12nn and 6pm
- They are strong mobile and internet users. They have a lot of options on the internet. They are strong online shoppers and they frequently search for information online. Women watch online video more than men.
- They like reading info that is both useful and interesting. They want interaction with things they find online.

Source: <https://go.forrester.com/>, eMarketer, Clau's Market Research



# *MARKET*

## *General Info*



- Those who haven't tried TPC
- Those who are looking for something new
- Those who have tried us but have stopped
- People who aren't creative, can't control their babies

A smiling woman with blonde hair is talking on a mobile phone while holding a baby in a high chair. The background is a blurred indoor setting.

# *Budget Info*

**Budget for ads:** 40,000 per month or 120,000 per quarter

**Projection:** P 1.5 M per quarter / 500,000 per month

**Percentage to sales:** 10% of sales (quota – expense)

**Profit:** 460,000 per month



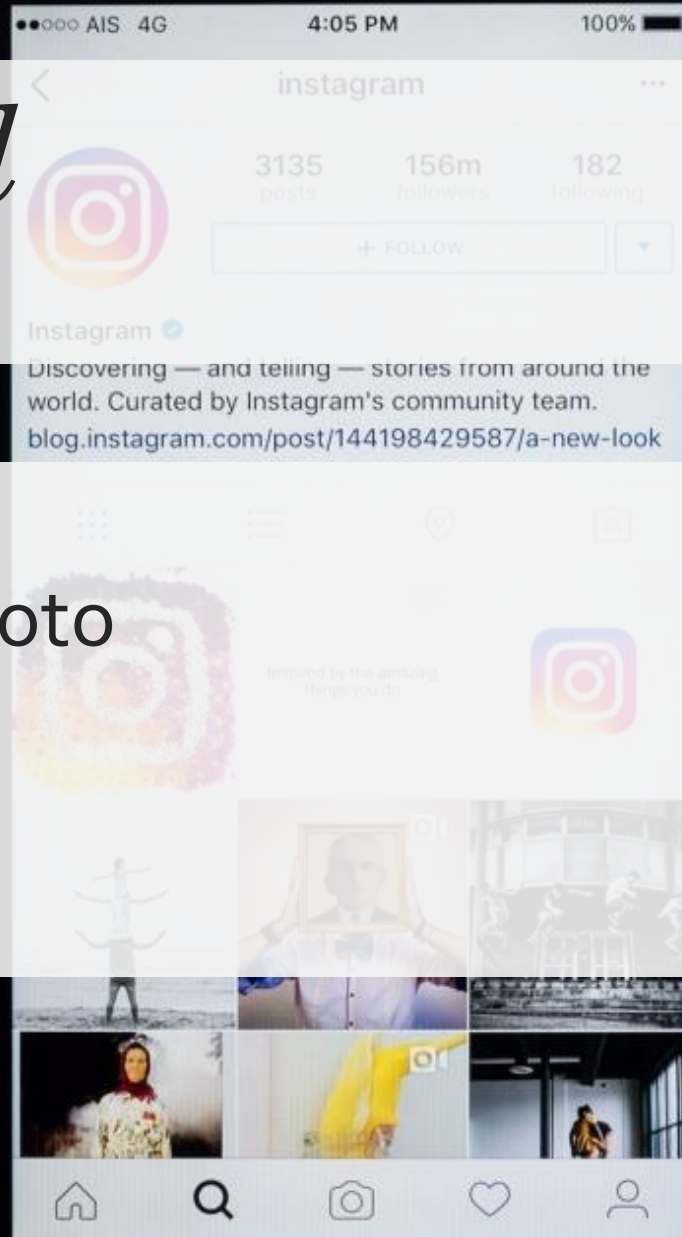
# *What worked*

## *Facebook*

- Posting FB ads on time basis (12nn, 6pm)
- Posting FB ads with a related story -- e.g. On Christmas, I boost post Buy 1 take 1 on Family Portraits GC
- Posting our products - GCs, Frames, Cash Voucher on "SHOP" column - people are willing to buy and reserve online
- Posting client reviews on regular basis - it made TPC G4 page's in top search bar
- Replying to inquiries within an hour - they reply fast and makes decisions fast
- Active FB pages of all stores posting 2 photos everyday with strong call to action
- Using rich media ads

# *What worked Instagram*

- Sponsored ad – photo
- Using hashtags



# *Metrics*

## **RESULTS**

1. Gather minimum of 50 inquiries / week
2. Inquiries must be converted to bookings every week
3. Produce 100k sales from GCs/Frames/Cash Vouchers every month

## **ADS**

1. Produce 1 static ad per day
  2. Produce 1 gif ad per day
  3. Boost post an album per day
  4. Produce 1 boomerang featuring our photogs per week
  5. Produce 3 client testimonials per week
-



# *What didn't work*

- Posting a video ad and not engaging client within the first 3 seconds
  - Posting an ad with too many texts - when I boost post it, i get low engagement rate
-

# *What we can do better*

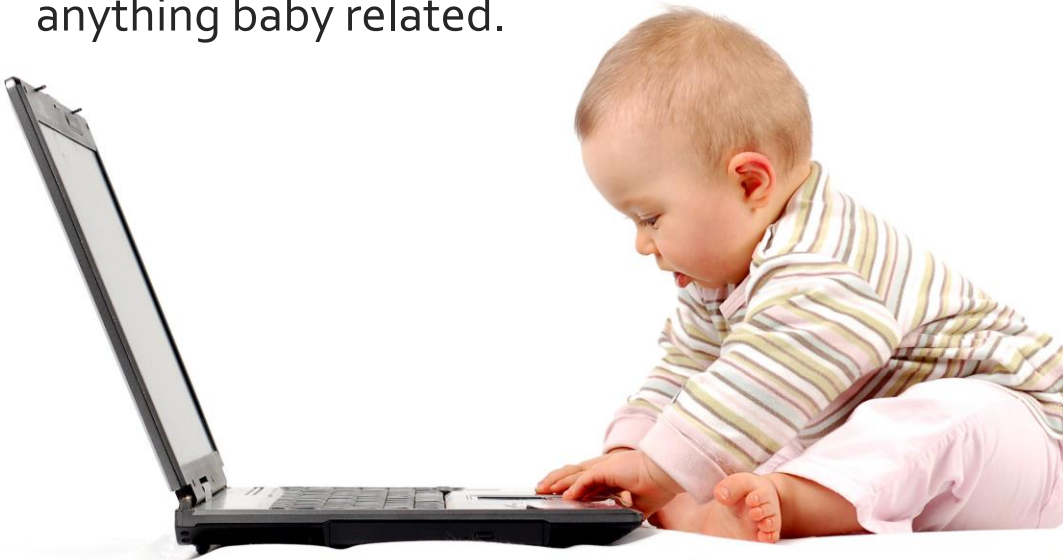
1. Repost client testimonials
  2. Post more albums targeting family “creative/classic”
  3. Re-post the Family Portrait Guide album - what clothes to wear, etc
  4. Release ads as to what clients will expect on their 2nd year of membership
  5. Advertise our clean and safe studios for babies -- we laundry every week
  6. Advertise our photographers - expert in handling babies
  7. Advertise that babies are safe in our studio even if the nanny will bring the baby
  8. Create an instant link of our portfolio - Pinterest or an FB album that shows classic portraits for moms to share with her friends
  9. Comfort the reluctant moms by ensuring we shoot newborn in the morning where the mall is not crowded yet.
  10. Advertise on other website - e.g. Baby Center
  11. Blog about TPC experience written by a blogger or blog site - When in Manila
-



12. Utilize Carousel Ads
  13. Use my marketing mix to inspire conversations
  14. Advertise our packaging (out of the box experience - e.g. Apple phone)
  15. Utilize LCD ads in the malls/stores -- Research says 61% of respondents like to look ads in LCD screens
  16. Turn to ads all the pains i gather in my market research every week
  17. Produce more interesting things to tickle their curious minds (e.g. How do you take a baby's portrait the TPC Way?)
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# *OBJECTIVES*

Become **baby experts online**, the go-to source of authoritative information on anything baby related.



Convert followers to sales.





Get people to care about TPC. Re-establish the perceived value that our brand is something that people ASPIRE for.

*“We go beyond photography.”*

behind every  
**SMILE**  
there's a **STORY** to tell

#whatsyourstory?



# Make TPC



*MAIN GOAL*

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# *DIGITAL PLATFORMS*



Blog



FB



Instagram



Email





# *TPC 15 Years and TIME*

## *CONCEPT OF THE YEAR*

2017 is the 15<sup>th</sup> year of TPC. This is OUR year.

We have been around for 15 years, making us one of the experts in baby photography. We will show clients the reason how we have lasted this long, how we became who we are, why we have become experts in baby photography.

It's all about being baby experts.

When we capture portraits, we capture the relevance time in memories. Portraits are the only memories we can hold on to when time has run out. We highlight time and how we hold time in our hands through portraits.

# *EXECUTION*

Build Trust / Informing

- February, March, April

Informing / Delighting  
Customers to Become  
Loyal Advocates

- April, May, June, July,  
August, Sept, Oct, Nov,  
Dec



# *Building Trust*

*We can't immediately be perceived as baby experts online. First, we have to build trust.*

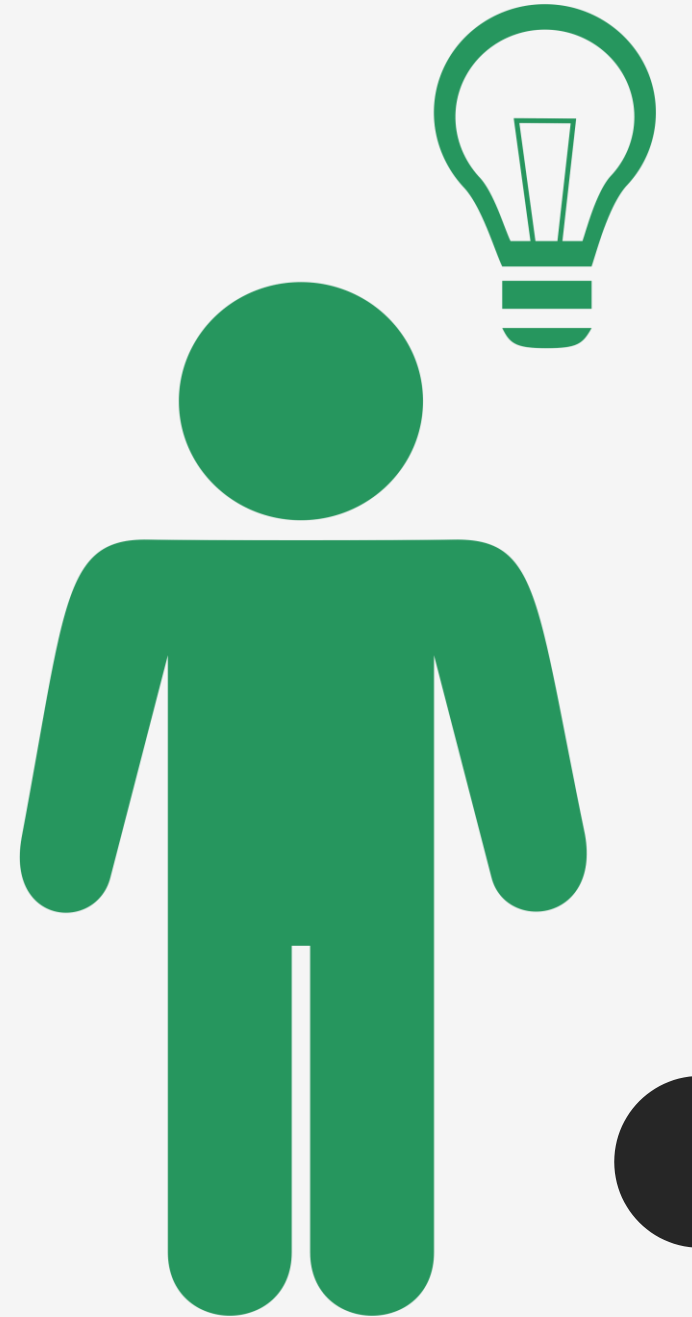
## WHAT WE DO TODAY and FLASHBACKS

- TPC Throwback / Company history
- Successes through the years
- What we want to celebrate
- What people liked in the beginning
- What's in it for the mom

# *Informing*

## SPECIFIC INFO ABOUT OUR EXPERTISE

- Photography techniques
  - Photography expertise
  - What makes us great
- 



# *Delighting Customers*

*We make them loyal advocates  
by wanting to see our pages  
regularly.*

We can start posting fun and creative links, photos, GIFs, quotes about babies, families, motherhood, photography





# *FEBRUARY (Building Trust / Informing)*

*THEME: Different kinds of love*

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
13	14	15	16	17	18	19

WEEK	FB and IG	BLOG	EMAIL
3	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"><li>• Pascual carousel</li><li>• Kamie carousel</li><li>• #TestimonialTuesdays</li><li>• TPC Babies in all hearts theme, red, etc</li><li>• Valentine love stories (Mom + Child, Dad+ Child, Grandmom + Grandchildren)</li><li>• Featured product of the month: Print on Canvas</li><li>• Baby of the week</li><li>• Baby's first valentine's portraits</li><li>• <b>FRIDAYS</b> – post blog link</li></ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li><li>• Article on stress</li><li>• How TPC was born (interview Joaquin because he's the reason why TPC was born)</li><li>• Feature Story: First clients</li></ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20	21	22	23	24	25	26

WEEK	FB and IG	BLOG	EMAIL
4	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>Remembering grandparents and their unconditional love</li> <li>Celebrating all kinds of love #lovewins</li> <li><b>FRIDAYS:</b> post blog link – how to take great iphone photos, teach yaya</li> <li><b>How TPC was born:</b> First portrait of joaquin in TPC studio</li> <li><b>Link BLOG:</b> Feature story - first clients</li> <li><b>Link BLOG:</b> feature story - first baby</li> <li>Testimonial of old TPC photogs</li> <li>First valentine portraits</li> <li>How we celebrate love in TPC</li> <li>Celebrating all kinds of love #lovewins</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li><i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li><i>Testimonials</i></li> <li><i><b>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</b></i></li> <li>Feature Story: First baby</li> <li>Old TPC photogs</li> <li>Baby Valentine Stories (First Valentine): daughter to dad, son to mom, kids to parents</li> </ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	1	2	3	4	5

WEEK	FB and IG	BLOG	EMAIL
5	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>• <b>Throwback:</b> Video of old clients, interviews</li> <li>• <b>Photo:</b> clients who have grown with us, then and now pics</li> <li>• Throwback of old TPC photos</li> <li>• <b>COPY:</b> Kids grow so fast. Don't wait until photos are all you have left</li> <li>• <b>COPY:</b> From studios to your home. The Picture Company on-location.</li> <li>• <b>COPY:</b> We have photographers that care</li> <li>• <b>FRIDAYS</b> – post blog link</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li>• <i>Testimonials</i></li> <li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li> <li>• How we celebrate love in TPC</li> <li>• Celebrating all kinds of love #lovewins</li> <li>• What you can expect from TPC</li> <li>• What you get upon signing up for membership</li> </ul>	



# MARCH (Building Trust / Informing)

THEME: Graduating #TPCBabies Graduates

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	1	2	3	4	5

WEEK	FB and IG	BLOG	EMAIL
1	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"><li>• <b>COPY:</b> We go beyond photography</li><li>• <b>COPY:</b> The Picture Company on-location Premium, lifestyle photography service in the comforts of home</li><li>• <b>COPY:</b> Your kids are growing. One moment, they're in your house. The next moment, they're gone. Take as many pictures as you can.</li><li>• <b>COPY:</b> We believe in growth charts and that children never stop growing.</li><li>• <b>COPY:</b> We believe in beginnings, growth, and goodbyes. We believe in family.</li><li>• What you can expect from TPC</li><li>• What you get upon signing up for membership</li><li>• <b>FRIDAYS</b> – post blog link</li></ul> <p><b>PROMOS</b></p> <ul style="list-style-type: none"><li>• 10+10 digital files</li><li>• Ampersand travel books 11x8.5</li></ul>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li><li>• Photography techniques TPC uses in the studio</li><li>• How we take great baby portraits</li><li>• Expertise of TPC photogs / photogs that families love (kern, crystal, ishee)</li></ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6	7	8	9	10	11	12

WEEK	FB and IG	BLOG	EMAIL
2	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>• <b>PHOTO:</b> Clean props <b>COPY:</b> Cleanliness guaranteed. We do laundry every week.</li> <li>• <b>PHOTO:</b> TPC photo <b>COPY:</b> Newborn portrait sessions are scheduled during mornings, when there is low traffic in the mall. We take baby safety seriously.</li> <li>• Testimonial Tuesdays</li> <li>• Feature TPC portraits taken inside a house</li> <li>• Pwedeng fake: everything's in a cloud</li> <li>• <b>PHOTO:</b> kid who has grown holding sintra</li> <li>• <b>Link BLOG:</b> photography techniques TPC uses in the studio</li> <li>• <b>FRIDAYS</b> – post blog link</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li>• <i>Testimonials</i></li> <li>• <i><b>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</b></i></li> <li>• Stories – graduating from being an only child to welcoming sibling</li> <li>• Stories – graduating from first tooth</li> <li>• History of Pictures and printed portraits</li> </ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
13	14	15	16	17	18	19

WEEK	FB and IG	BLOG	EMAIL
3	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>How we take great baby portraits</li> <li>Link Blog, Photo or Video: Expertise of TPC photogs / photogs that families love (Kern, Crystal, Ishee)</li> <li><b>PHOTOGRAPH FEATURES (crystal, chiqui, aela):</b> Photog with grown baby, "i've been shooting this baby for years"</li> <li><b>COPY:</b> We believe in the miracle happening inside a preggy tummy. We believe in miracles.</li> <li><b>COPY:</b> We believe in smiles, tears, jumping for joy, hugs, and kisses.</li> <li>TPC Babies in graduation theme - graduated first tooth, first lemon, etc.</li> <li><b>FRIDAYS</b> – post blog link</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li><i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li><i>Testimonials</i></li> <li><i><b>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</b></i></li> <li>Baby tips: How to change your first diaper</li> <li>April Fools: Funny Stories of Old Clients</li> </ul>	



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20	21	22	23	24	25	26

WEEK	FB and IG	BLOG	EMAIL
4	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>• Kids/toddlers who graduated from recital, etc.</li> <li>• Summer themed portraits of babies - outdoor shoots</li> <li>• Featured product of the month: BagTags, diff size prints</li> <li>• TPC Baby Graduate</li> <li>• Baby of the week</li> <li>• Stories – graduating from being an only child to welcoming sibling</li> <li>• Stories – graduating from first tooth</li> <li>• <b>COPY:</b> We believe in special milestones, moments in a kid’s childhood, and preserving them.</li> <li>• <b>COPY:</b> We believe in wrinkles and the story behind each wrinkle.</li> <li>• History of Pictures and printed portraits</li> <li>• <b>LINK BLOG:</b> BABY TIPS – how to change your first diaper</li> <li>• <b>FRIDAYS</b> – post blog link</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li>• <i>Testimonials</i></li> <li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li> </ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1	2

WEEK	FB and IG	BLOG	EMAIL
5	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>• Interview with families</li> <li>• #WackyWednesdays</li> <li>• #TriviaThursdays</li> <li>• <b>COPY:</b> We believe in being sentimental about portraits.</li> <li>• <b>COPY:</b> We believe in tiny fingers and cute, stubby toes.</li> <li>• <b>April Fools:</b> Funny Stories of Old Clients</li> <li>• <b>COPY:</b> We believe in preserving the emotions behind portraits.</li> <li>• <b>COPY:</b> We believe in a little sibling anticipating the arrival of a precious addition to the family. We believe in love.</li> <li>• <b>COPY:</b> We believe in the value of family relationships.</li> <li>• <b>COPY:</b> We believe in fun experiences.</li> <li>• <b>FRIDAYS</b> – post blog link</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li>• <i>Testimonials</i></li> <li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li> </ul>	

# APRIL (*Building Trust / Informing*)

*THEME:*

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1	2

WEEK	FB and IG	BLOG	EMAIL
1	<p>SPONSORED</p> <p>REGULAR</p> <ul style="list-style-type: none"><li>• Outdoor portraits</li></ul> <p>PROMOS</p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
3	4	5	6	7	8	9

WEEK	FB and IG	BLOG	EMAIL
2	<p>SPONSORED</p> <p>REGULAR</p> <ul style="list-style-type: none"><li>• Outdoor portraits</li></ul> <p>PROMOS</p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	

Monday 10	Tuesday 11	Wednesday 12	Thursday 13	Friday 14	Saturday 15	Sunday 16
				Good Friday		

WEEK	FB and IG	BLOG	EMAIL
3	<p>SPONSORED</p> <p>REGULAR</p> <ul style="list-style-type: none"><li>Outdoor portraits</li></ul> <p>PROMOS</p>	<ul style="list-style-type: none"><li>Quick article on random thoughts (baby &amp; family-related)</li><li>Testimonials</li><li>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</li></ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
17	18	19	20	21	22	23
Easter Monday						

WEEK	FB and IG	BLOG	EMAIL
4	<div>SPONSORED</div> <div>REGULAR<ul style="list-style-type: none"><li>Outdoor portraits</li></ul></div> <div>PROMOS</div>	<ul style="list-style-type: none"><li>Quick article on random thoughts (baby &amp; family-related)</li><li>Testimonials</li><li>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</li></ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
24	25	26	27	28	29	30

WEEK	FB and IG	BLOG	EMAIL
5	<p>SPONSORED</p> <p>REGULAR</p> <ul style="list-style-type: none"><li>• Outdoor portraits</li></ul> <p>PROMOS</p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	



# MAY (Informing / Delighting Customers)

THEME:

Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6	Sunday 7
WEEK	FB and IG		BLOG		EMAIL	
1	<b>SPONSORED</b>  <b>REGULAR</b> <ul style="list-style-type: none"><li>• Outdoor portraits</li><li>• Mother's day</li><li>• Portraits with mom</li></ul> <b>PROMOS</b>		<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>			

<b>Monday</b> <b>8</b>	<b>Tuesday</b> <b>9</b>	<b>Wednesday</b> <b>10</b>	<b>Thursday</b> <b>11</b>	<b>Friday</b> <b>12</b>	<b>Saturday</b> <b>13</b>	<b>Sunday</b> <b>14</b>
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WEEK	FB and IG	BLOG	EMAIL
2	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"><li>• Outdoor portraits</li><li>• Mother's day</li><li>• Portraits with mom</li></ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
15	16	17	18	19	20	21

WEEK	FB and IG	BLOG	EMAIL
3	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"> <li>• Outdoor portraits</li> <li>• Mother's day</li> <li>• Portraits with mom</li> </ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"> <li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li> <li>• <i>Testimonials</i></li> <li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li> </ul>	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
22	23	24	25	26	27	28

WEEK	FB and IG	BLOG	EMAIL
4	<p>SPONSORED</p> <p>REGULAR</p> <ul style="list-style-type: none"><li>• Outdoor portraits</li><li>• Mother's day</li><li>• Portraits with mom</li></ul> <p>PROMOS</p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	1	2	3	4

WEEK	FB and IG	BLOG	EMAIL
5	<p>SPONSORED</p> <p>REGULAR</p> <ul style="list-style-type: none"><li>• Outdoor portraits</li><li>• Mother's day</li><li>• Portraits with mom</li></ul> <p>PROMOS</p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	

# *JUNE (Informing / Delighting Customers)*

*THEME:*

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	1	2	3	4
WEEK	FB and IG		BLOG		EMAIL	
1	<b>SPONSORED</b>  <b>REGULAR</b> <ul style="list-style-type: none"><li>Christmas in June</li></ul> <b>PROMOS</b>		<ul style="list-style-type: none"><li><i>Quick article on random thoughts (baby &amp; family-related)</i></li><li><i>Testimonials</i></li><li><i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>			

# *JULY (Informing / Delighting Customers)*

*THEME:*

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	1	2
WEEK	FB and IG		BLOG		EMAIL	
1	<b>SPONSORED</b>  <b>REGULAR</b> <ul style="list-style-type: none"><li>• Outdoor portraits</li><li>• July – anniversary 15 years</li><li>• TPC 15 years book</li></ul> <b>PROMOS</b>		<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>			

# AUGUST (Informing / Delighting Customers)

THEME:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	1	2	3	4	5	6
WEEK	FB and IG		BLOG		EMAIL	
1	SPONSORED  REGULAR  PROMOS		<ul style="list-style-type: none"><li>• Quick article on random thoughts (baby &amp; family-related)</li><li>• Testimonials</li><li>• FRIDAYS: How to take great iPhone photos, how moms can teach yaya</li></ul>			

# SEPTEMBER (Informing / Delighting Customers)

THEME:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	31	1	2	3
WEEK	FB and IG		BLOG		EMAIL	
1	SPONSORED  REGULAR  PROMOS		<ul style="list-style-type: none"><li>Quick article on random thoughts (baby &amp; family-related)</li><li>Testimonials</li><li>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</li></ul>			



# OCTOBER (Informing / Delighting Customers)

THEME:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
25	26	27	28	29	30	1
WEEK	FB and IG		BLOG		EMAIL	
1	<b>SPONSORED</b>  <b>REGULAR</b> <ul style="list-style-type: none"><li>• Christmas promotions</li><li>• All about family portraits</li><li>• Reconnecting</li><li>• Creating new stories</li></ul> <b>PROMOS</b>		<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>			

# NOVEMBER (Informing / Delighting Customers)

THEME:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	1	2	3	4	5

WEEK	FB and IG	BLOG	EMAIL
1	<p><b>SPONSORED</b></p> <p><b>REGULAR</b></p> <ul style="list-style-type: none"><li>• Christmas promotions</li><li>• All about family portraits</li><li>• Reconnecting</li><li>• Creating new stories</li></ul> <p><b>PROMOS</b></p>	<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>	

# DECEMBER (Informing / Delighting Customers)

THEME:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	1	2	3
WEEK	FB and IG		BLOG		EMAIL	
1	<b>SPONSORED</b>  <b>REGULAR</b> <ul style="list-style-type: none"><li>• Christmas promotions</li><li>• All about family portraits</li><li>• Reconnecting</li><li>• Creating new stories</li></ul> <b>PROMOS</b>		<ul style="list-style-type: none"><li>• <i>Quick article on random thoughts (baby &amp; family-related)</i></li><li>• <i>Testimonials</i></li><li>• <i>FRIDAYS: How to take great iPhone photos, how moms can teach yaya</i></li></ul>			



*THE END.*