

**FASHION DESIGNERS**

**MASTERCLASS**

# **SAMPLE CONTENT POSTING**



**October 2023**

## YOUR INSTAGRAM BIO SHOULD HAVE THE FOLLOWING

- Your brand definition
- Your Niche
- Access Link to all your services
- Your Name on IG – should go this way (Your Brand – Your Niche) e.g  
“Nissim Fashion – Bridal and casuals”

## SAMPLE CONTENT POSTING IDEA FOR INSTAGRAM

The goal of your content is to attract, Nurture and Convert.

	Morning	Noon	Evening
Monday	<b>Product Display</b> (Use your caption to tell how the attire came up) #yourbrandname		<b>Product Carousel Display</b> (Sales) – Photo & Video <i>Prefered</i> #yourbrandname
Tuesday		<b>Product/Service Display</b> (Sales) - Reels #yourbrandname	<b>Memes with your brand(Optional) - Reels</b>
Wednesday	<b>Review/Testimonial/ Unboxing (Reels)</b>		<b>Product Display</b> (Use your caption to tell how the attire came up) #yourbrandname
Thursday	<b>BTS - Reels</b>	<b>Product/Service Display</b> (Sales) #yourbrandname	<b>Go live (Yes Go live with your brand on i.G)</b>
Friday	<b>Insight/Educational Content</b>	<b>Product/Service Display</b> (GAMES; This or That) #yourbrandname	<b>Product/Service Display</b> (Sales) #yourbrandname
Saturday	<b>Special Content</b> (Give your audience something more unique) <b>OR</b> (Name the day after your brand name) e.g. Nissim Vogue Saturday	<b>Insight/Educational Content</b>	<b>BTS – Reels</b>

## CONTENT POSTING IDEA FOR TIKTOK

The goal of your content is to attract, Nurture and Convert.

	Morning	Noon	Evening
Monday	<b>Product Display (Video)</b> (Use your caption to tell how the attire came up) #yourbrandname		
Tuesday		<b>Product/Service Display</b> (Sales) - Reels #yourbrandname	<b>Memos with your brand (Optional) - Reels</b>
Wednesday	<b>Review/Testimonial/Unboxing (Reels)</b>		<b>Product Display</b> (Use your caption to tell how the attire came up) #yourbrandname
Thursday	<b>BTS - Reels</b>	<b>Product/Service Display</b> (Sales) #yourbrandname	
Friday	<b>Insight/Educational Content</b>	<b>Product/Service Display</b> (GAMES; This or That) #yourbrandname	<b>Product/Service Display</b> (Sales) #yourbrandname
Saturday	<b>Special Content</b> (Give your audience something more unique) <b>OR</b> (Name the day after your brand name) e.g. Nissim Vogue Saturday		<b>BTS – Reels</b>

## YOUR ENGAGEMENT STRENGTH

Your engagement strength will come from the quality and intentionality of your content.

Have fun  
Nissim