CLARK & NICK’S FRESHLY SQUEEZED LEMONADE | *FORMULA/ CONTENT (EXAMPLE)*

**Platforms:** Instagram + Facebook

**Frequency:** 3x a week

**Target Audience:** Families with young kids

**Goal:**Instagram: The goal of Clark and Nick’s Instagram is to showcase the fun, exciting atmosphere of the lemonade stand through vivid and bright-colored imagery.

Facebook: The goal for Facebook is to invite and encourage parents to take their kids to the lemonade stand.

**Strategy:**

Instagram: To showcase the energy and excitement surrounding the homemade, freshly squeezed lemonade that is made with love. The Instagram is to get the kids excited and wanting to beg their parents to take them.

Facebook: To highlight the home-town, local feel of the lemonade stand where everyone is welcome. It will show parents that the lemonade stand is kid-friendly and is an enjoyable experience for all.

*CONTENT FORMULA*

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| **Formula 1:** Company Culture/Lifestyle Showcase   * Show bright colored pictures of the lemonade stand, Clark and Kent and people having fun. Capture smiles, kid faces and people actively having fun. Show why it is more than a lemonade stand. Walk through personal story.   **Formula 2:** Fun Facts / Jokes   * Showcase the history of lemonade, how it got its name, where it originated, etc.   **Formula 3:**  The Process   * Showcase the step-by-step of the fresh-squeezed lemonade process. Highlight the differences/unique aspects.   **Formula 4:** Stories   * Giveaways, “ask me a question,” day of events, story take-over, behind the scenes, team culture.   **Formula 5:** Coming up events/ News   * Post where you are setting up, change locations for new customers, go to local events happening in the area.   **Formula 6:** Customer Reviews   * Showcase a customer review by quoting their kind words about the lemonade stand.   **Formula 7:** Days of the Year Highlight   * Post national days of the year and how your team is celebrating. Or, thank/honor the people that are being celebrated that day. #nationallemonadeday, all things summer, kid-friendly   **Formula 8:** Content (Filler)   * Post facts from articles, key suggestions, how-tos, audience-focused questions, ask customers to comment/tag on posts, or re-posts. |

**Hashtags:**

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| Brand | #clark&kent #lemonadestandbusiness #sweetnsour #freshsqueezed #homemade #lemonade #granbury |

*CONTENT*

### September

**Facebook**

|  |  |
| --- | --- |
| #1  9/18 |  |
| #2  9/23 |  |
| #3  9/25 |  |

**Instagram Post**

|  |  |
| --- | --- |
| #1  9/18 |  |
| #2  9/23 |  |
| #3  9/25 |  |

**Instagram Story**

|  |  |
| --- | --- |
| #1 |  |
| #2 |  |
| #3 |  |
| #4 |  |
| #5 |  |
| #6 |  |
| #7 |  |
| #8 |  |
| #9 |  |
| #10 |  |

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