



## PRODUCT-BASED INSTAGRAM CONTENT PLANNER

BRAND NAME

DATE

### 01 / CLASSIC PRODUCT SHOTS

List your ideas for **simple product shots**. Are there specific colours you'll use for the backdrop, to tie in your brand colours, or lighting setups, etc.?

List your ideas for **styled product shots**. Are there any interesting backdrops or simple props you could incorporate into your shot?

## 02 / ASPIRATIONAL AND LIFESTYLE FOCUSED CONTENT

Identify who your target audience is, going into as much detail as possible.

What are some scenarios that would help you tell the story of the aspirational lifestyle your audience wants to be leading?

SCENARIO ONE:

PROPS/BACKDROPS:

SCENARIO TWO:

PROPS/BACKDROPS:

SCENARIO THREE:

PROPS/BACKDROPS:

03 / BEHIND THE SCENES

List your ideas for content that would take your audience behind the scenes:

04 / PLAN YOUR GRID
