

# 5 Steps to grow fast on Social Media

ART & MORE



## Define your Goals

Before you start posting, take some time to define your goals. What do you want to achieve with your social media presence? Do you want to build a business, grow a following or are you here just for fun? Write down your main goal.

## Your Notes ✨

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## Know your Audience

It's important to know who you are talking to on social media. Write down 5 characteristics of your target group. Where do they live, how old are they, do they have kids, what are their interests etc.?



## Create a Content Calendar

A content calendar will help you plan and schedule your posts in advance. Write down 3 - 5 content pillars on which you'll build your social media presence.



## Create EMI Content

Scroll through Tiktok & Instagram and analyze the different kind of content other creators make (and do well). Use the EMI-rule: content should be Educational, Inspiring or Motivational. Write down the content ideas and concepts that you've found.



## Monitor your Analytics

Have a look at your analytic tools. When is your audience most active? Post only at this specific time if possible. Don't forget to analyze your posts in the past. Write down why in your opinion some of your posts performed well and why others didn't. Be honest with yourself or ask a friend to be honest with you :) Don't repeat what didn't work in the past, instead try new things.



# Social Media Content Calendar

This content calendar will help you getting organized and structured. In the first 30 days I highly recommend posting 1 reel daily. Based on your content pillars write down your reel ideas during the week and shoot & edit on 1 day in the week. If this is a lot for you, try to post every second day or every third day but stay consistent and you will see results pretty soon.



|   |   |  |  |  |   |  |
|---|---|--|--|--|---|--|
| Day 1: Reel<br>Show your workplace - use different shots and combine them   | Day 2: Reel<br>Show how you do your craft and use an inspirational audio                                  | Day 3: Reel or post<br>Show your (art) supplies and add some valuable info (Their cost, how to use...) | Day 4: Reel<br>Use some b-roll and share a useful tip with your audience   | Day 5: Reel<br>Show the process of a new artwork - keep it under 10 seconds if possible                        | Day 6: Reel<br>Show an average day in your life - make short shots as you go through the day and combine them                   | Day 7: Post<br>Share some still pics of your past week and give a life update in the captions                        |
| Day 8: Reel<br>Share your 5 main experiences in your craft - combine b-roll with an nice audio and use text               | Day 9: Reel<br>Show how you prepare your work space - maybe add some nice aesthetics like candles, tea... | Day 10: Reel<br>Share and combine some b-roll and use a motivational quote                             | Day 11: Reel<br>Introduce yourself - film yourself and use text to share 5 things about you                        | Day 12: Reel<br>Show the process of a new artwork - keep it under 10 seconds if possible                       | Day 13: Reel<br>Use some b-roll and use text "How I...." and share some experience or change you've made                        | Day 14: Post<br>Share some still pics of your past week and give a life update in the captions                       |
| Day 15: Reel<br>Show a short clip of yourself doing your craft and add text "The best decision of my life was...."        | Day 16: Reel<br>Share some productivity tips with your audience - how do you manage your time?            | Day 17: Reel<br>Share how you prepare your products for sale   | Day 18: Reel<br>Use some b-roll and use an motivational audio  | Day 19: Reel<br>Show the process of a new artwork - keep it under 10 seconds if possible                       | Day 20: Reel<br>Film your workplace and add a POV (look what other creators use as POV)   | Day 21: Post<br>Share some still pics of your past week and give a life update in the captions                       |
| Day 22: Reel<br>Use some b-roll and combine it with an inspirational audio  | Day 23: Reel<br>Share some insights from behind-the-scenes  | Day 24: Reel<br>Share how you came to do the craft you're doing - what's the story behind?             | Day 25: Reel<br>Show your favourite tool for your craft and how to use it - use text to explain or do a voice-over | Day 26: Reel<br>Show the process of a new artwork - keep it under 10 seconds if possible                       | Day 27: Reel<br>Use a simple b-roll shot like putting a candle, watering your plants etc. and use a motivational audio          | Day 27: Post<br>Share some still pics of your past week and give a life update in the captions                       |
| Day 29: Reel<br>Show all your artwork that you've made the past weeks - you can use photos or video shots here. Add a POV | Day 30: Reel<br>Share a relatable story where something has gone wrong in your business/your life         | Day 31: Reel<br>Use b-roll and share 5 things people didn't know about you (use text)                  | BONUS IDEAS:   | Show your lifestyle: where do you live, how is Nature there, what do you like about it as an artist, what not? | Instagram Growth: If after this month you have hopefully experienced some growth, share it with your audience. Use screenshots. | Business/craft development: If you see improvement in your life - share it. All of us love transformative stories :) |

Transformative  
 Motivational

About you  
 Behind the scenes

@stellaloeninger

Your Art/Product  
 Life Update

Useful tips  
 Bonus Ideas