

AI DIGITAL FARM

60-Day Social Media Content Calendar

This calendar is designed to help you stay consistent on Instagram, TikTok, and YouTube Shorts while promoting your digital products. Each post should follow the Hook-Value-CTA structure.

Week 1 – Niche & Authority

- **Day 1:** Hook: 'Ever feel like your niche is too crowded?' > Share 3 tips to stand out.
- **Day 2:** Your story: How you chose your niche.
- **Day 3:** Behind the scenes: Creating your first product in Canva.
- **Day 4:** Quick Tip: One thing every niche product needs to succeed.
- **Day 5:** CTA Post: Invite followers to DM you for a niche checklist.

Week 2 – Product Teasers

- **Day 6:** Tease your ebook/template with a page flip or preview.
- **Day 7:** Show a time-lapse of you creating it in Canva.
- **Day 8:** Hook: 'This one template saved me 5 hours a week!' > Show how.
- **Day 9:** Before & After using your product (e.g., planner or post makeover).
- **Day 10:** CTA Post: 'Want this? Link in bio!' or 'Comment 💡 for the link'.

Week 3 – Education & Value

- **Day 11:** 3 mistakes beginners make in your niche.
- **Day 12:** Step-by-step: How to solve a micro problem your product addresses.
- **Day 13:** Listicle: '5 tools I use every day to create content'.
- **Day 14:** Hook: 'Struggling to stay consistent online?' > Share your planning routine.

- **Day 15:** Live Q&A or AMA (Ask Me Anything) – use Stories or Live.

Week 4 – Social Proof & Sales

- **Day 16:** Testimonial screenshot or review reading.
- **Day 17:** User-generated content (if applicable).
- **Day 18:** Hook: 'Here's what happened after 30 people downloaded my guide' > Show transformation.
- **Day 19:** Offer spotlight: Run a mini flash sale or bundle offer.
- **Day 20:** CTA Post: Direct pitch with urgency ('Only 10 spots left!').

Week 5 – Niche & Authority (Deeper Dive)

- **Day 21:** Hook: 'Think you know your audience?' > Share 3 questions to ask yourself to truly understand them.
- **Day 22:** Share a success story from someone in your niche (without revealing personal details if needed).
- **Day 23:** Behind the scenes: Researching trends in your niche for future product ideas.
- **Day 24:** Quick Tip: The importance of niching down even further.
- **Day 25:** CTA Post: Offer a free mini-guide on identifying your ideal customer within your niche.

Week 6 – Product Teasers (Highlighting Benefits)

- **Day 26:** Create a short video showcasing the top 3 benefits of your product.
- **Day 27:** Show a creative way your product can be used in an unexpected scenario.
- **Day 28:** Hook: 'Tired of [common pain point]? My [product] can help!' > Show a quick demo.
- **Day 29:** Share a personal anecdote of how your product solved a problem for you.
- **Day 30:** CTA Post: Run a contest or giveaway for your product.

Week 7 – Education & Value (Advanced Tips)

- **Day 31:** Share 3 advanced strategies for [the problem your product solves].
- **Day 32:** Step-by-step: A more complex way to use your product to achieve a specific result.
- **Day 33:** Listicle: '5 *free* resources that complement my digital product'.
- **Day 34:** Hook: 'Feeling overwhelmed by [a common challenge in your niche]?' > Share your top productivity hack.
- **Day 35:** Host a live workshop or webinar preview on one key aspect of your product.

Week 8 – Social Proof & Sales (Building Trust)

- **Day 36:** Share multiple testimonial snippets in a carousel or montage.
- **Day 37:** Feature a case study of a successful customer using your product.
- **Day 38:** Hook: 'Don't just take my word for it!' > Share a video testimonial.
- **Day 39:** Offer spotlight: Create a limited-time discount code or bonus for your product.
- **Day 40:** CTA Post: Address common objections to purchasing your product and offer solutions.

Week 9 – Niche & Authority (Community Focus)

- **Day 41:** Hook: 'Want to connect with others in this niche?' > Promote a community you've built or recommend relevant ones.
- **Day 42:** Share an interview or collaboration with another creator in your niche.
- **Day 43:** Behind the scenes: Engaging with your audience and responding to comments/DMs.
- **Day 44:** Quick Tip: How to build genuine connections within your niche.
- **Day 45:** CTA Post: Ask your audience what topics they'd like you to cover next.

Week 10 – Product Teasers (Behind the Design)

- **Day 46:** Show the evolution of your product design or features.
- **Day 47:** Share your inspiration behind creating the product.
- **Day 48:** Hook: 'Curious about the process behind my [product]?' > Give a sneak peek into your workflow.
- **Day 49:** Highlight a specific feature of your product and explain why it's valuable.
- **Day 50:** CTA Post: Offer a free sample or trial of your product (if applicable).

Week 11 – Education & Value (Problem Solving)

- **Day 51:** Identify a common misconception in your niche and debunk it.
- **Day 52:** Step-by-step: How to troubleshoot a common issue related to your product's topic.
- **Day 53:** Listicle: '5 things I wish I knew when I started [doing what your product helps with]'.
- **Day 54:** Hook: 'Feeling stuck with [a specific problem]?' > Offer a quick win or actionable tip.
- **Day 55:** Run a poll or quiz related to your niche to engage your audience.

Week 12 – Social Proof & Sales (Reinforcing Value)

- **Day 56:** Share a compilation of positive feedback or thank you messages.
- **Day 57:** Ask a customer to share their experience with your product in a short video.
- **Day 58:** Hook: 'Still on the fence? Here's what you're missing out on!' > Highlight the key benefits again with social proof.
- **Day 59:** Offer spotlight: Create a bundle with complementary products or services.
- **Day 60:** CTA Post: Final reminder for a limited-time offer or discount.