

01

Table of Contents

01 Content Pillar Framework 3

02 90-Day Content Calendar 5

03 Caption Formula Templates 9

04 Platform Posting Guide 11

05 Next Steps 12

Content Pillar Framework

A balanced content mix keeps your audience engaged without feeling like every post is a sales pitch. Use these five pillars to plan your weekly content. The percentages show how much of your total content should fall into each category.

Educational

40%

Tips, how-tos, industry insights, and tutorials that position you as the go-to expert in your field.

Share actionable knowledge your audience can use immediately. Answer FAQs, break down complex topics, and provide step-by-step guides. This builds trust and authority.

Behind-the-Scenes

20%

Team culture, workspace tours, creative process reveals, and day-in-the-life content.

People buy from people. Show the humans behind your brand, your workspace, how you make decisions, and your daily routines. Authenticity drives connection.

Social Proof

15%

Client testimonials, case studies, before-and-after results, and milestone celebrations.

Let your results and happy clients do the selling. Share screenshots of positive feedback, project outcomes with real numbers, and client transformation stories.

Promotional

15%

Products, services, special offers, launches, and direct calls-to-action.

This is where you sell, but because it is only 15% of your content, it never feels pushy. Highlight your offerings, share pricing, announce launches, and drive conversions.

Engagement

10%

Questions, polls, hot takes, trending topics, and conversation starters.

Boost your reach by encouraging interaction. Ask questions, run polls, share opinions on industry trends, and respond actively to build community.

90-Day Content Calendar

A ready-to-use 12-week content plan with 5 posts per week. Customize the topics to fit your brand and industry. Each post is tagged with a content pillar and suggested platform.

W K	DA Y	PILLAR	POST TOPIC / IDEA	PLATFORM
1	Mon	Educational	3 signs your brand needs a refresh	Instagram
1	Tue	Behind-the-Scenes	Morning routine at the office	Instagram Stories
1	Wed	Engagement	Poll: What matters most in a brand?	LinkedIn
1	Thu	Social Proof	Client spotlight: Website redesign results	Instagram
1	Fri	Promotional	Intro to your core service offering	LinkedIn
2	Mon	Educational	How to choose the right fonts for your brand	Instagram
2	Tue	Behind-the-Scenes	Meet the team: Designer spotlight	TikTok
2	Wed	Educational	5 website mistakes killing your conversions	LinkedIn
2	Thu	Engagement	Question: What is your biggest marketing challenge?	Instagram Stories
2	Fri	Social Proof	Client testimonial quote card	Instagram
3	Mon	Educational	The psychology of color in branding	Instagram
3	Tue	Promotional	Service deep-dive: UI/UX Design	LinkedIn
3	Wed	Behind-the-Scenes	How we brainstorm new project ideas	TikTok
3	Thu	Educational	SEO basics every business owner should know	LinkedIn
3	Fri	Engagement	This or that: Minimalist vs. bold branding	Instagram Stories

90-Day Content Calendar — Weeks 4-6

W K	DA Y	PILLAR	POST TOPIC / IDEA	PLATFORM
4	Mon	Educational	How to write a brand positioning statement	LinkedIn
4	Tue	Social Proof	Before and after: Client brand transformation	Instagram
4	Wed	Behind-the-Scenes	A day in the life of our developer	TikTok
4	Thu	Educational	Content batching: How to plan a month in 1 day	Instagram
4	Fri	Promotional	Free resource: Download our brand checklist	LinkedIn
5	Mon	Educational	Why your logo is not your brand	Instagram
5	Tue	Behind-the-Scenes	Our favorite tools for project management	LinkedIn
5	Wed	Engagement	Hot take: Stock photos are hurting your brand	TikTok
5	Thu	Social Proof	Case study: How we increased client leads by 40%	LinkedIn
5	Fri	Educational	Social media image sizes cheat sheet	Instagram
6	Mon	Promotional	Service deep-dive: Web Development	LinkedIn
6	Tue	Educational	How to create a brand mood board	Instagram
6	Wed	Behind-the-Scenes	Studio tour and workspace setup	TikTok
6	Thu	Engagement	Poll: How often do you post on social media?	Instagram Stories
6	Fri	Social Proof	Client video testimonial	Instagram

90-Day Content Calendar — Weeks 7-9

W K	DA Y	PILLAR	POST TOPIC / IDEA	PLATFORM
7	Mon	Educational	The difference between branding and marketing	LinkedIn
7	Tue	Behind-the-Scenes	How we onboard new clients	Instagram
7	Wed	Educational	5 free tools to improve your social media	TikTok
7	Thu	Promotional	Limited-time offer or seasonal promotion	Instagram
7	Fri	Engagement	AMA: Ask us anything about branding	Instagram Stories
8	Mon	Educational	How to audit your own brand in 30 minutes	LinkedIn
8	Tue	Social Proof	Project showcase with measurable results	Instagram
8	Wed	Behind-the-Scenes	Team lunch and culture moment	TikTok
8	Thu	Educational	Email marketing basics for small businesses	LinkedIn
8	Fri	Engagement	Caption this photo challenge	Instagram
9	Mon	Educational	How to create a content calendar (meta!)	Instagram
9	Tue	Promotional	Service deep-dive: Digital Marketing	LinkedIn
9	Wed	Behind-the-Scenes	Design process: From sketch to final	TikTok
9	Thu	Social Proof	Client milestone celebration post	Instagram
9	Fri	Educational	Hashtag strategy that actually works	Instagram

90-Day Content Calendar — Weeks 10-12

W K	DA Y	PILLAR	POST TOPIC / IDEA	PLATFORM
10	Mon	Educational	Building trust online: 7 quick wins	LinkedIn
10	Tue	Engagement	Debate: Is TikTok worth it for B2B?	LinkedIn
10	Wed	Behind-the-Scenes	What we learned from our last project	Instagram
10	Thu	Educational	How to repurpose one piece of content 5 ways	TikTok
10	Fri	Social Proof	Year-in-review or quarterly recap graphic	Instagram
11	Mon	Promotional	Why businesses choose Lenka Studio	LinkedIn
11	Tue	Educational	Common branding mistakes and how to fix them	Instagram
11	Wed	Behind-the-Scenes	Packing and shipping client deliverables	TikTok
11	Thu	Engagement	Fill in the blank: My brand stands for ____	Instagram Stories
11	Fri	Educational	How to measure your social media ROI	LinkedIn
12	Mon	Educational	Planning your next quarter of content	LinkedIn
12	Tue	Social Proof	Compilation: Best client results this quarter	Instagram
12	Wed	Behind-the-Scenes	Reflecting on 90 days of content	TikTok
12	Thu	Promotional	Book a strategy call CTA post	LinkedIn
12	Fri	Engagement	Thank you post + ask for feedback	Instagram

Caption Formula Templates

Stop staring at a blank screen. Use these proven copywriting formulas to write captions fast. Each formula includes a structure breakdown and a real-world example you can adapt.

1. PAS — Problem, Agitate, Solution

Problem: State a pain your audience feels.

Agitate: Make them feel the weight of that problem.

Solution: Present your product/service as the answer.

Example: "Tired of posting on social media with zero engagement? You spend hours creating content, only to hear crickets. It feels like shouting into the void. Our Social Media Strategy service takes the guesswork out of content. We build a plan that gets your audience talking. DM us 'STRATEGY' to get started."

2. AIDA — Attention, Interest, Desire, Action

Attention: Hook them with a bold statement or question.

Interest: Share an interesting fact or insight.

Desire: Paint a picture of the outcome they want.

Action: Tell them exactly what to do next.

Example: "Your brand has 0.05 seconds to make a first impression online. Studies show that 94% of first impressions are design-related. Imagine a brand identity so sharp that customers remember you instantly. Tap the link in our bio to book a free brand audit."

3. Before-After-Bridge

Before: Describe the current pain or situation.

After: Paint the desired outcome.

Bridge: Show how to get from Before to After.

Example: "Before: Your website loads in 8 seconds, visitors bounce, and you lose leads every day. After: A blazing-fast site that converts visitors into paying customers within weeks. The bridge? A professional website redesign built for speed and conversion. Let us build yours. Link in bio."

4. Story Hook

Hook: Open with an unexpected or personal story.

Lesson: Share the insight or lesson learned.

Connection: Tie it back to your audience's situation.

Example: "Last year we almost lost our biggest client. They said our designs were 'nice' but not driving results. That feedback stung, but it changed everything. We rebuilt our entire process around data-driven design. Now every pixel has a purpose. If your brand looks great but is not converting, you might have the same problem."

5. List Post

Headline: Promise a specific number of tips/ideas.

List items: Deliver each point concisely.

CTA: End with a call to action or save prompt.

Example: "5 things killing your Instagram engagement: 1) Posting without a strategy. 2) Ignoring your analytics. 3) Using irrelevant hashtags. 4) Never engaging with your audience. 5) Inconsistent visual branding. Save this post and fix these this week."

6. Social Proof Post

Result: Lead with a specific, measurable outcome.

Context: Explain the challenge or starting point.

Method: Briefly describe what you did.

CTA: Invite others to get similar results.

Example: "We helped a Bali-based restaurant increase their Instagram followers by 300% in 90 days. They were posting randomly with no strategy and getting minimal engagement. We created a content plan, redesigned their visual identity, and ran targeted campaigns. Want results like this? Book a free strategy call. Link in bio."

Platform Posting Guide

Use this table as a guideline for how often and when to post on each platform. These are general best practices. Always check your own analytics to find what works best for your audience.

PLATFORM	FREQUENCY	BEST TIMES	CONTENT FORMAT
Instagram Feed	3-5 posts per week	Tue-Fri, 10am-1pm	Carousels, single images, infographics
Instagram Stories	5-7 per week (daily)	8-10am, 12-2pm	Polls, Q&As, quick tips, BTS clips
Instagram Reels	3-5 per week	Mon-Fri, 9am-12pm	Tutorials, trends, tips under 60s
LinkedIn	3-5 posts per week	Tue-Thu, 8-10am	Text posts, carousels, articles, videos
TikTok	3-7 per week	Tue-Thu, 10am-3pm	Trending sounds, tutorials, storytelling
Facebook	3-5 per week	Wed-Fri, 1-4pm	Videos, links, community posts
Twitter / X	1-3 per day	Mon-Fri, 8-10am	Threads, hot takes, replies, links

Pro Tips:

- Consistency beats frequency. It is better to post 3 great posts than 7 mediocre ones.
- Batch your content creation. Dedicate one day per week to plan and create content for the entire week.
- Engage before and after you post. Spend 15 minutes interacting with your audience to boost visibility.
- Repurpose across platforms. Turn a LinkedIn article into an Instagram carousel and a TikTok video.
- Review your analytics monthly. Double down on what works, drop what does not.

