

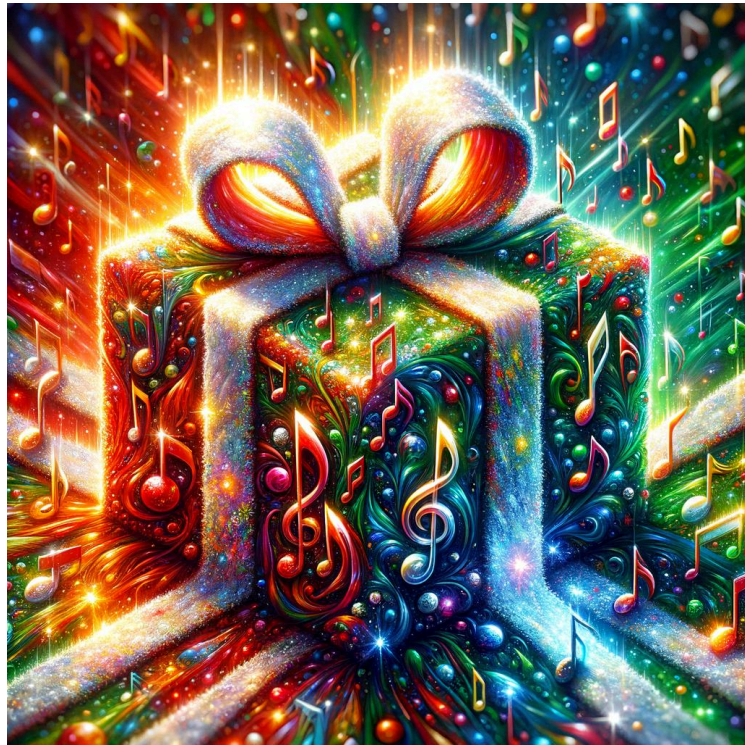
SMM-Lyfe Marketing (December, 2024)

[ADD COMPANY LOGO HERE]

Brand Guide	Size	Font Name				
Font Heading (Large)	PT Large	Specific or Best Practices [Use the Google extension WhatFont to find, hover over the client’s website with the extension activated]				
Subhead (Med)	PT Medium	Specific or Best Practices [Use the Google extension WhatFont to find, hover over the client’s website with the extension activated]				
Text (Small)	PT Small	Specific or Best Practices [Use the Google extension WhatFont to find, hover over the client’s website with the extension activated]				
Color	Hex #1	Hex #2	Hex #3	Hex #4	Hex #5	Hex #6
	#EA9999	#274E13	#003C7C	#94533A	#CC0000	#
Content Library [CLIENT FOLDER]	<<Insert Link>>					
Client Page URLs	WEB	FB	INST	LINKEDIN	TIK TOK	OTHER
	<<Insert Link>>	<<Insert Link>>	<<Insert Link>>	<<Insert Link>>	<<Insert Link>>	<<Insert Link>>
Topics						
Tone						
Campaign Objective						

Post Examples: [Insert images of ads/posts the client would like or would be best practice]





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Notes: [Add notes relevant to the client (ex., They do not want to include specific wording, the client asks for specific requests for the posts)]

- Aspect Ratio:
- Default Hashtags:
- Vid Min Length:
- Vid Max Length:
- Post Cadence:

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Day	Date	Theme	Copy	Instruction	Post Image	Notes
Mon	12/2/2024	Holiday Kickoff 🎉	Happy December, everyone! ❄️ Let's get this holiday season rolling! Drop one word in the comments that sums up your holiday vibe! 🌲🧡	Share a post asking everyone to share one word that describes how they feel about the holiday season.		
Tues	12/3/2024	Favorite Holiday Movie 🍿	It's movie night – holiday style! 🎬 Cast your vote in our poll for the BEST holiday movie ever! Let's see which one takes the crown 🏆!	https://forms.gle/uNAHjed3UyPukYhR6		
Wed	12/4/2024	Holiday Playlist Creation 🎵	What's a holiday without music?! 🎧 Add your favorite holiday jams to our team playlist. Let's make a soundtrack to get everyone in the spirit! 🌲🎵	https://open.spotify.com/playlist/7tX9scTcsSRZQjnHN8jUVF?si=23c808b6a33f4ee5&pt=29beee0330239ae440ad6366437dfef		
Thurs	12/5/2024	Riddle of the Day 🧩	Holiday riddle time! 🌲 What do snowmen eat for breakfast? 🧊❄️ Guess below, and I'll reveal the answer by end of day!	Post the riddle in the morning and reveal the answer in the evening.		


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Fri	12/6/2024	Cozy Recipe Share 🍪	Let's share the YUM! 😊 What's your go-to holiday recipe? Whether it's a family secret or a new favorite, we want to see it! 🧑🍳🍲	Encourage everyone to post recipes.		
Mon	12/9/2024	Holiday Scavenger Hunt 🕵️	"Ready to find some holiday treasures? Post pics of these items (No Getty Images, has to be in your home LOL): 🌲 Holiday Mug, 🎁 Christmas Tree, 🍭 Candy Cane, 🎅 Santa Hat. Let's see who can find them all!"	List items and encourage photos.		
Tues	12/10/2024	Holiday Bingo! 🎅	It's BINGO time! Can you mark off five in a row? Check the boxes and post if you've got a BINGO! Let's go! 🎉	Post a holiday Bingo card image with festive activities.		
Wed	12/11/2024	Ugly Sweater Day 🧥	Bring on the ugly sweaters! Snap a pic of your holiday sweater (the tackier, the better!) and post it here!! 🌲	Encourage everyone to participate by sharing pictures.		

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Thurs	12/12/2024	Favorite Holiday Treat 🍷	Sweet tooth check! 🍰 Vote for your favorite holiday treat, and we'll share recipes for the winning one once the votes are in! 🍪🍷	https://forms.gle/CG1bj3tPFep3pJN2A		
Fri	12/13/2024	Gift Exchange Story 📺	Gift memories! 📺 What's the most memorable holiday gift you've given or received? Let's hear those heartwarming stories! 💖	Ask for gift stories.		
Mon	12/16/2024	Mug Monday ☕	Show off your favorite holiday mug! Post a pic, and let's see who has the most festive drinkware! 🌲☕	Ask everyone to post photos of their mugs.		
Tues	12/17/2024	Holiday Joke Day 😄	It's a joke day! 🎭 Drop your best holiday jokes below! Example: What's Santa's favorite music? Wrap! 😄	Invite jokes in the comments.		

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Wed	12/18/2024	Holiday Charades 🎭	Let's get moving with holiday charades on Zoom! See you there for some laughs! 🎉	Schedule Zoom call for charades		Still need to create
Thurs	12/19/2024	Gratitude Share 💖	Let's reflect on what we're grateful for this holiday season. Share one thing you're thankful for! 🙏💖	Encourage gratitude-sharing.		
Fri	12/20/2024	Holiday "Would You Rather?" Game 🎄🤔	Let's play 'Would You Rather – Holiday Edition!' 🎄🤔 Would you rather have unlimited hot cocoa for life or never have to untangle holiday lights again? Drop your answers below!	Post a holiday "Would You Rather?" question, and let team members pick sides		
Mon	12/23/2024	Holiday Selfie Share 📸🎄	It's our last day before the holidays! 🎅🎄 Let's celebrate together! Post a holiday selfie – show off your festive outfits, your tree, or even your pets in holiday gear! 📸🐾	Encourage everyone to share a selfie or holiday photo.		

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Fri	12/27/2024	Holiday Leftovers Recipe Swap 🥪	Got leftovers? 🍗🥔 Let's get creative! Share your best leftover recipes (or any holiday snack ideas). Who has the tastiest creation?	Ask team members to share creative ways to use holiday leftovers.		
Mon	12/30/2024	Favorite Moments of 2024 ✨	What was a highlight of 2024 for you? ✨ Whether it's a big win, a fun memory, or something that made you smile, share it with us! Let's celebrate the moments that made this year special! 🥳	Encourage team members to share their resolutions (or anti-resolutions!) in the comments.		
Tues	12/31/2024	New Year Wishes ✨	It's time to say goodbye to 2024 and toast to 2025! 🥂 What's one thing you're looking forward to in the New Year? Let's share our hopes and dreams for an amazing year ahead! 🎆	Encourage sharing of hopes and wishes.		

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1. Introduction

2. Objectives

3. Target Audience

4. Marketing Strategy

5. Budget

6. Implementation

7. Evaluation

8. Conclusion

9. Appendix

10. References

11. Acknowledgments