

Mother's Day Content for Client [.....]

Mother's Day	5 Instagram organic posts	12 May 2024	
	2 Reels		
	2 Stories		
	>> Auto share on Facebook page		
When	7 days before 1 post	5 May 2024	
	5 days before 1 post + 1 reel	7 May 2024	
	4 days before 1 post + 1 story	8 May 2024	
	2 days before 1 post + 1 reel	10 May 2024	
	1 day before 1 post + 1 story	11 May 2024	
Time	10:00 AM - 10:30 AM Greece		
Language	English		
Goal	Sell 2 specific products for Mother's Day - Special Discount for 7 days -40%		ok
Audience	Female, Male, 16-35, Tech friendly, Social Media Savvy, looking for: Unique Mother's Day Gifts Handmade Mother's Day Gifts Personal Mother's Day Gifts		ok
Branding	Use all brand identity core guidelines	10 April 2024	ok

	Send from Client		
Texts	Short up to 30 words Warm, conversational, everyday language Keywords: products name, Mother's Day Gift	10 April 2024	ok
CATs	<p>She is your Mother. She deserves the best gift! Order now!</p> <p>You love your mother, right? Show her how much with a personal gift. Order now!</p> <p>We know what your mother would pick for herself. Surprise her with the perfect gift! Order now!</p> <p>Mother knows best. Now it's your turn to show her that she is absolutely right. This gift will make her proud of you. Order now!</p> <p>Come on, your lazy potato! It's Mother's Day, and you better give her the full spa day she has been dreaming of all year long. Order now!</p> <p>Visuals Add sticker 40% Promo Code: MothersDay</p>		
Images	From client	10 April 2024	ok
Graphic design Visuals	From us	12 April 2024	ok
Client's approval	First feedback	12 April 2024	ok
Client's approval	Final approval	16 April 2024	ok
Revisions limit	2 revisions		ok
Extra edits / revisions	20 euros per revision or edit plus 1 day delay of deadline		ok
Comments Messages	Handle by client		ok
Budget	xxxxxx		ok

Sensitive info	Non-religious reference		ok
Limitations	NO		ok
Client Contact Person Approvals	Kostas T.		ok
IDEADECO Approvals	Maria S.		ok