SOCIAL PLAN

Three-Month Instagram Growth Plan for Hollow Tree Café

Turn followers into bean pre-orders with a $600 monthly boost strategy

PREPARED FOR
Hollow Tree Café (fictional)

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01

GROWTH TARGETS

Goals



Hollow Tree Café aims to grow Instagram followers and drive bean pre-orders through a focused $600 monthly boost strategy. Starting with 2,300 Instagram followers and no TikTok presence, the plan targets **4,000 followers by month-end** and **60 monthly bean pre-orders** by the end of the 3-month period.

KEY POINT

Consistent $600 monthly boosts will prioritize high-engagement content to convert followers into pre-orders, with KPIs tracked weekly for agile adjustments.

INSTAGRAM FOLLOWERS	GOAL: FOLLOWERS	GOAL: PRE-ORDERS
2,300	4,000	60
Starting point	3-month target	Monthly by month-end

Followers and pre-orders are tracked weekly against the $600/month boost budget, with all KPIs derived from the material's stated goals and current metrics.

02

PILLAR EXECUTION

Content Pillar Strategy

Map pillar themes to weekly Instagram/Facebook/TikTok posts with $200 boosts for high-engagement content.

- **Behind the Roaster (Week 1, 2, 3, 4):** Instagram: 2x roastery tours, 1x bean origin story. Facebook: 1x behind-the-scenes. TikTok: 2x roastery clips.
- **Regulars (Week 2, 3):** Instagram: 2x customer spotlights. Facebook: 1x community post. TikTok: 1x user-generated video.
- **Seasonal Drinks (Week 1, 3):** Instagram: 2x seasonal drink features. Facebook: 1x seasonal recipe. TikTok: 2x drink prep.
- **Neighborhood (Week 2, 4):** Instagram: 2x local partner features. Facebook: 1x neighborhood story. TikTok: 1x street scene.

> KEY POINT
> $200 boosts target high-engagement pillar posts to drive saves and clicks.

Boosts prioritize pillar posts with >3% engagement.

03

RESULTS TRACKING

KPIs and Budget Allocation

Monitor follower growth, saves, clicks, and pre-orders against $1,800 total boosts to hit 4,000 Instagram followers and 60 pre-orders. KPIs are tracked weekly against the $600/month boost budget, with $200 allocated to high-engagement pillar content and $400 to pillar-specific boosts.

> **KEY POINT**
> Consistent $600 monthly boosts prioritize high-engagement content to convert followers into pre-orders, with KPIs tracked weekly for agile adjustments.

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2,300	**4,000**	**60**
Starting point	3-month target	Monthly by month-end

Followers and pre-orders are tracked weekly against the $600/month budget.

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