



FACEBOOK CONTENT PLAN

HOW TO GROW YOUR
FACEBOOK PAGE OR GROUP
THROUGH CONSISTENT AND
ENGAGING CONTENT

THE HOME OF
MARTIAL ARTS BUSINESS

NESTMANAGEMENT.CO.UK

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	<p>#MondayMotivation</p> <p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Share Martial Arts Article</p> <p>Share an article or infographic or video from another page.</p> <p>INSPIRE</p>	<p>#wednesdaywisdom</p> <p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Testimonial from Student / Parent - Video</p> <p>Record or re-share a VIDEO testimonial - the message is much more powerful.</p> <p>INSPIRE</p>	<p>Student of the Week Who & Why</p> <p>Single out a student who has done something exceptional this week. Use their photo with their permission.</p> <p>INSPIRE / ENTERTAIN</p>	<p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Share Funny / Interesting Content (Can be Non-MA)</p> <p>Show your fun side and share some content that isn't Martial Arts related.</p> <p>INSPIRE / ENTERTAIN</p>
Afternoon	<p>#MondayMotivation</p> <p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Share Martial Arts Article</p> <p>Share an article or infographic or video from another page.</p> <p>INSPIRE</p>	<p>#wednesdaywisdom</p> <p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Testimonial from Student / Parent - Video</p> <p>Record or re-share a VIDEO testimonial - the message is much more powerful.</p> <p>INSPIRE</p>	<p>Student of the Week Who & Why</p> <p>Single out a student who has done something exceptional this week. Use their photo with their permission.</p> <p>INSPIRE / ENTERTAIN</p>	<p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Share Funny / Interesting Content (Can be Non-MA)</p> <p>Show your fun side and share some content that isn't Martial Arts related.</p> <p>INSPIRE / ENTERTAIN</p>
Evening	<p>#MondayMotivation</p> <p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Share Martial Arts Article</p> <p>Share an article or infographic or video from another page.</p> <p>INSPIRE</p>	<p>#wednesdaywisdom</p> <p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Testimonial from Student / Parent - Video</p> <p>Record or re-share a VIDEO testimonial - the message is much more powerful.</p> <p>INSPIRE</p>	<p>Student of the Week Who & Why</p> <p>Single out a student who has done something exceptional this week. Use their photo with their permission.</p> <p>INSPIRE / ENTERTAIN</p>	<p>Graphic with an Inspirational Quote</p> <p>Combine an inspirational quote with a suitable photo. Use your brand colours and font.</p> <p>INSPIRE</p>	<p>Share Funny / Interesting Content (Can be Non-MA)</p> <p>Show your fun side and share some content that isn't Martial Arts related.</p> <p>INSPIRE / ENTERTAIN</p>

CONTENT CATEGORIES

Your content should fit into one of these 4 categories

INSPIRE

Make people feel something

EDUCATE

Share your knowledge and expertise

ENTERTAIN

Start a conversation, show your human side

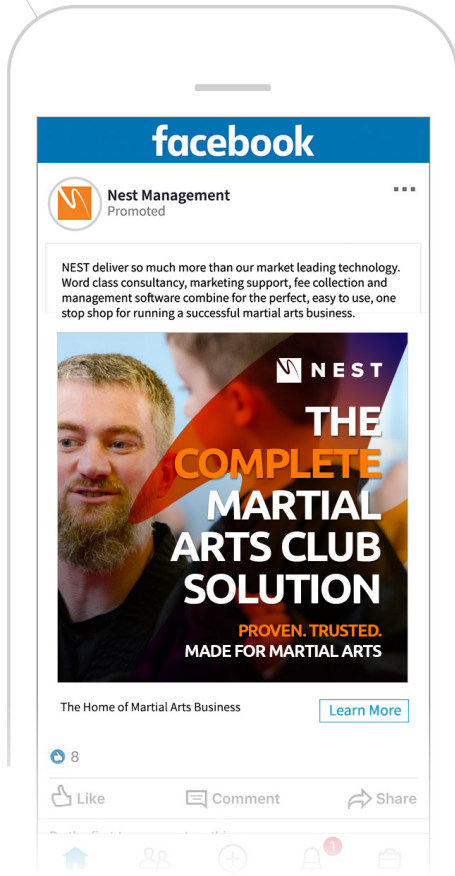
CONVINCE

Sell your school, get some bookings!

CONTENT EXAMPLES

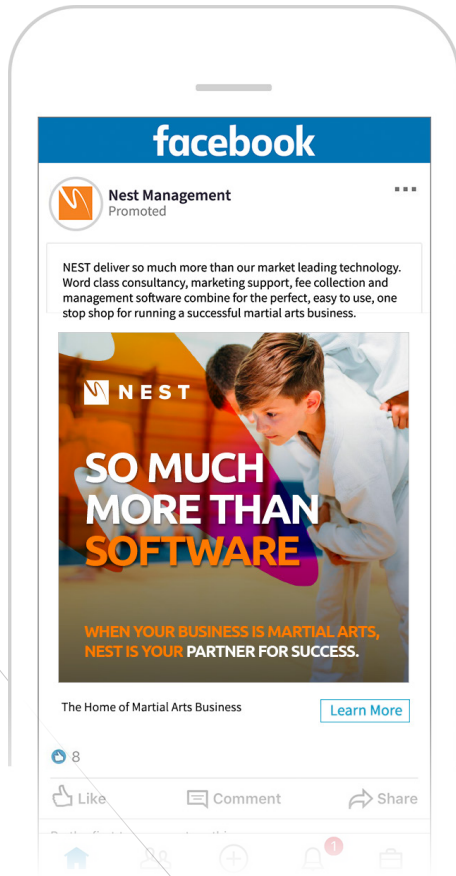
INSPIRE

Make people feel something



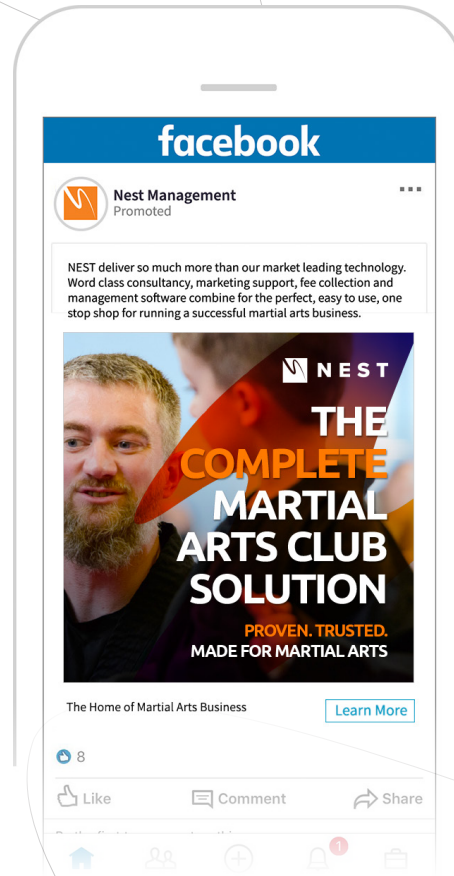
EDUCATE

Share your knowledge and expertise



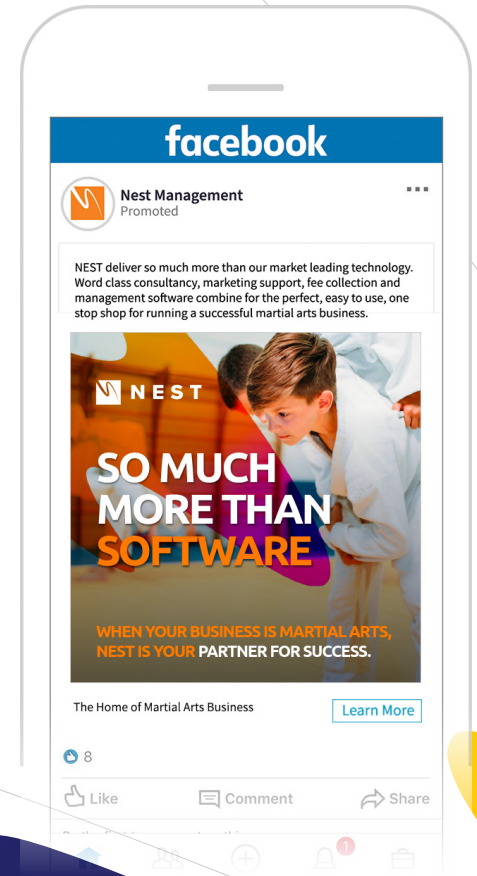
ENTERTAIN

Start a conversation, show your human side



CONVINCE

Sell your school, get some bookings!



GROWTH TIPS

1

Find local community groups and contact the admin to ask them to SHARE a relevant post from your timeline

This will help you grow your audience and reach people outside of your usual bubble.

2

GO LIVE! The thing Facebook promotes organically the most is live video.

The easiest way to do this is to ask someone to record your class.

Make sure you have student's permission before broadcasting anything on your page and make sure you record a decent length of time (15 minutes is good to aim for)

3

Ask your students or their parents to SHARE your post.

The most effective way to do this is to email a class and ask them all to share the same post at the same time. This will boost your reach massively and you'll be reaching people who are similar to your current students.

4

Use your new content plan to build a CUSTOM AUDIENCE.

This is the end-game for Facebook content marketing. Over time you will build an audience that you can send Adverts to on Facebook Ads manager. You can re-target anyone who has interacted with your posts in a certain time-frame.