



**GEM
MEDIA**
TALENT AGENCY

3 DAY Content Challenge

SET A MISSION, GOALS & KPI'S
PLAN YOUR CONTENT IN ADVANCE
AMPLIFY YOUR CONTENT



CONTENT CALENDAR

INSERT MONTH & YEAR

SUN	MON	TUES	WED	THURS	FRI	SAT

Types of Instagram Grid Patterns

- STANDARD
- BACKWARD REPEAT
- CHECKER BOARD
- DOUBLE ALTERNATE

SOCIAL MEDIA ANALYSIS

How many new followers have you got?

How many accounts have you reached?

How many content interactions?

How many posts and stories did you share?

What was your best performing post and story?

How many visitors did you get to your website from this platform?

How many leads did you get from this platform?

When reviewing your content overall, what changes do you think you need to make next month?

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W E L C O M E

WELCOME TO THE 3 DAY CONTENT CHALLENGE.

IF YOUR SOCIAL MEDIA CONTENT HAS HIT A PLATEAU AND YOU ARE IN NEED OF AN INSTANT AND EASY SOCIAL MEDIA REVAMP, THIS IS THE RIGHT CHALLENGE FOR YOU!

WE ARE GEM MEDIA, A MARKETING AGENCY THAT HELPS ENTREPRENEURS QUIT SLACKING ON SOCIAL MEDIA.

WE ALSO SUPPORT START-UPS AND SMALL BUSINESS THROUGH MENTORING.

THIS CHALLENGE WAS MADE FOR THOSE WHO NEED A STRUCTURED, EASY TO FOLLOW GUIDE ON HOW TO BOOST SOCIAL MEDIA CONTENT AND OPTIMIZE ONLINE PRESENCE.



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WHAT TO EXPECT

ALONGSIDE UPGRADED SOCIAL MEDIA CONTENT, HERE IS WHAT YOUR BUSINESS CAN GAIN FROM THIS CHALLENGE.

THE 3 DAY CHALLENGE WILL HELP YOU:

- PERFECT YOUR BRAND MESSAGE, MISSION & GOALS
- MODIFY YOUR BRAND IMAGE
- UNDERSTAND HOW TO TAILOR YOUR CONTENT TO YOUR AUDIENCE
- ORGANISE AND PLAN SOCIAL MEDIA CONTENT
- ENHANCE YOUR BRAND AWARENESS
- INCREASE YOUR SALES
- LISTEN TO YOUR AUDIENCE
- PRIORITISE AND STRATEGIES SOCIAL MEDIA CONTENT
- STAY ON-TREND AND RELEVANT
- INFORM YOUR AUDIENCE ON WHO YOU ARE AS A BRAND
- EXPAND YOUR BRAND PERSONALITY



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BEFORE YOU BEGIN

3 DAYS SOUNDED TOO GOOD TO BE TRUE
RIGHT?

HERE ARE A FEW THINGS YOU NEED TO
DO TO ENSURE YOU TAKE FULL
ADVANTAGE OF THIS CHALLENGE AND
ACHIEVE THE BEST RESULTS.

YOU SHOULD:

1. ESTABLISH AN INSTAGRAM FEED
2. CONFIRM YOUR BRAND COLOUR SCHEME, FONT, FONT SIZE AND BRAND VOICE. IT IS THE SMALL THINGS THAT MATTER AND THEY MUST BE CONSISTENT.
3. HAVE A CONTENT BANK OF PHOTOS READY TO GO. I RECOMMEND A MONTH WORTH OF PHOTOS SO GET SEARCHING AND GET CREATIVE.
4. STUDY YOUR AUDIENCE AND LISTEN TO THEM. FIND OUT WHAT CONTENT THEY ARE SHARING AND THIS WILL HELP YOU WHEN CONSIDERING YOUR CONTENT DISTRIBUTION STRATEGY.

NOW ALL THOSE KEY STEPS ARE DONE,
LET THE CHALLENGE BEGIN!



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P R E - W O R K

TASK 1

CHOOSE YOUR INSTAGRAM GRID PATTERN

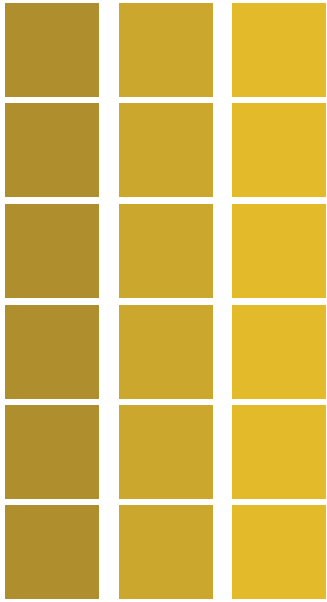
TASK 2

COMPLETE YOUR BRAND GUIDELINES

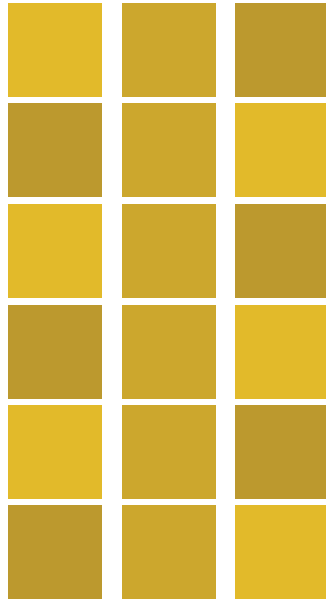


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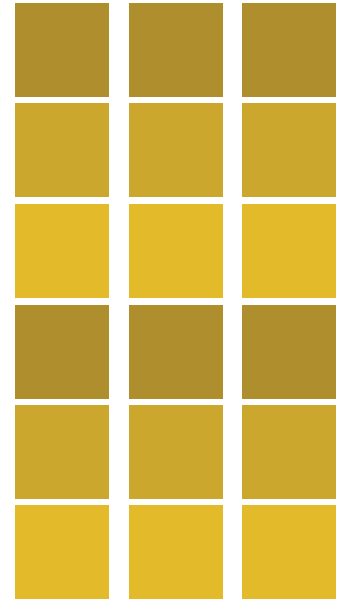
Types of Instagram Grid Patterns



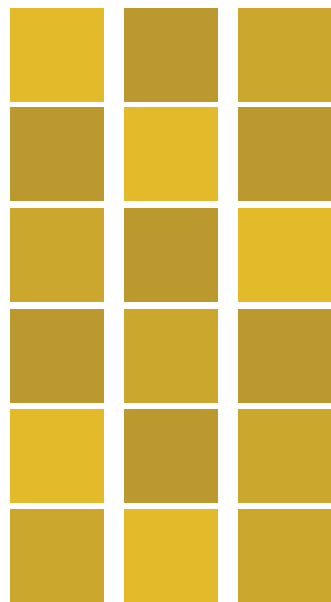
**CROSS-
FADE**



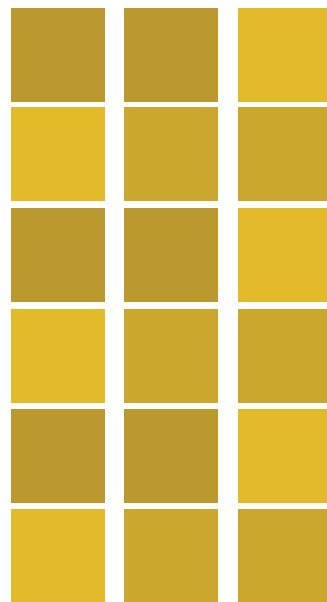
**BACKWARD
REPEAT**



**LINEAR
FADE 2**



**CHECKER
BOARD**



**DOUBLE
ALTERNATE**

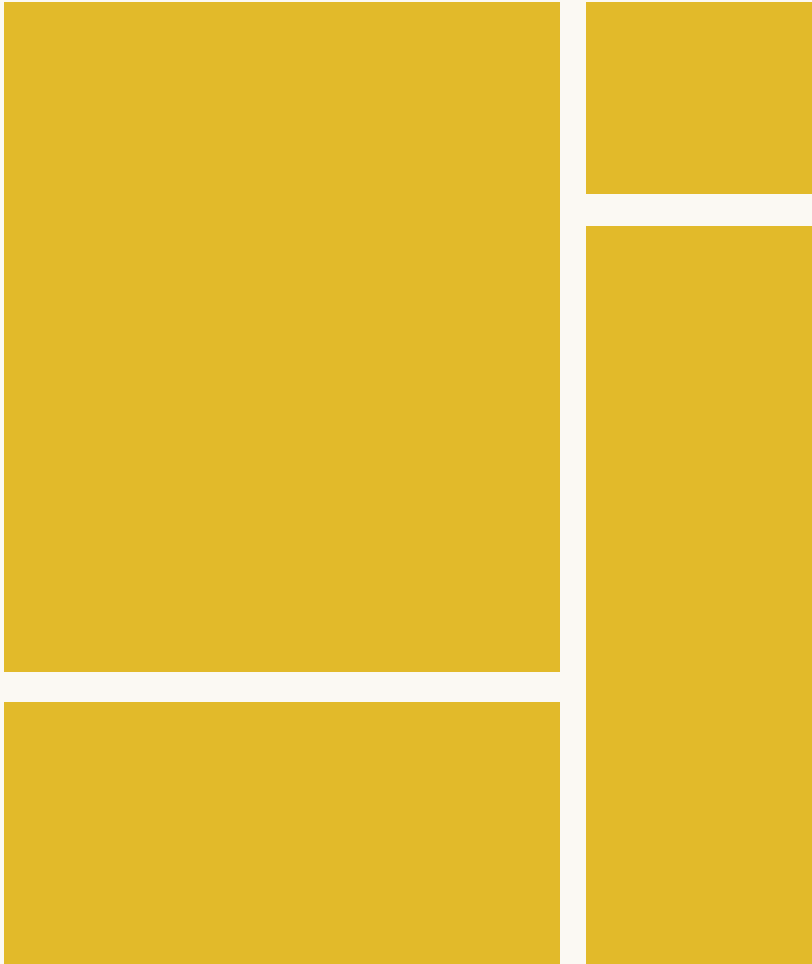


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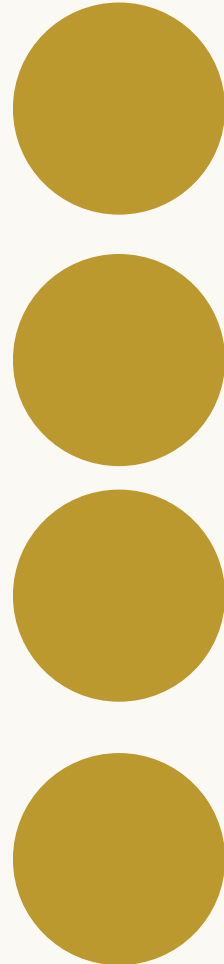
NAME



Photography



Colours



Elements



Typography

Example

EXAMPLE

Example

EXAMPLE

Style



THE 3 DAY CONTENT CHALLENGE

DAY 1

ANALYSE CURRENT ENGAGEMENT

- YOUR MISSION SHOULD BE CLEAR AND REPRESENT WHAT YOUR BRAND STANDS FOR.
- USE YOUR MISSION TO DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS AND TO INSPIRE YOUR CONTENT.
- YOUR GOAL SHOULD BE USED AS A MOTIVATOR AND KPI'S TO STAY ON TRACK.

TASK 3

COMPLETE YOUR VISION BOARD

TASK 4

COMPLETE YOUR MOOD BOARD



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VISION BOARD



What are the business goals?

Who is your target audience?

What problems does your product or service solve?

What benefit does your product or service solve?

How does your product or service stand out?

Look at 3 competitors and write down their strengths

How can you monetise your product or service and generate revenue?

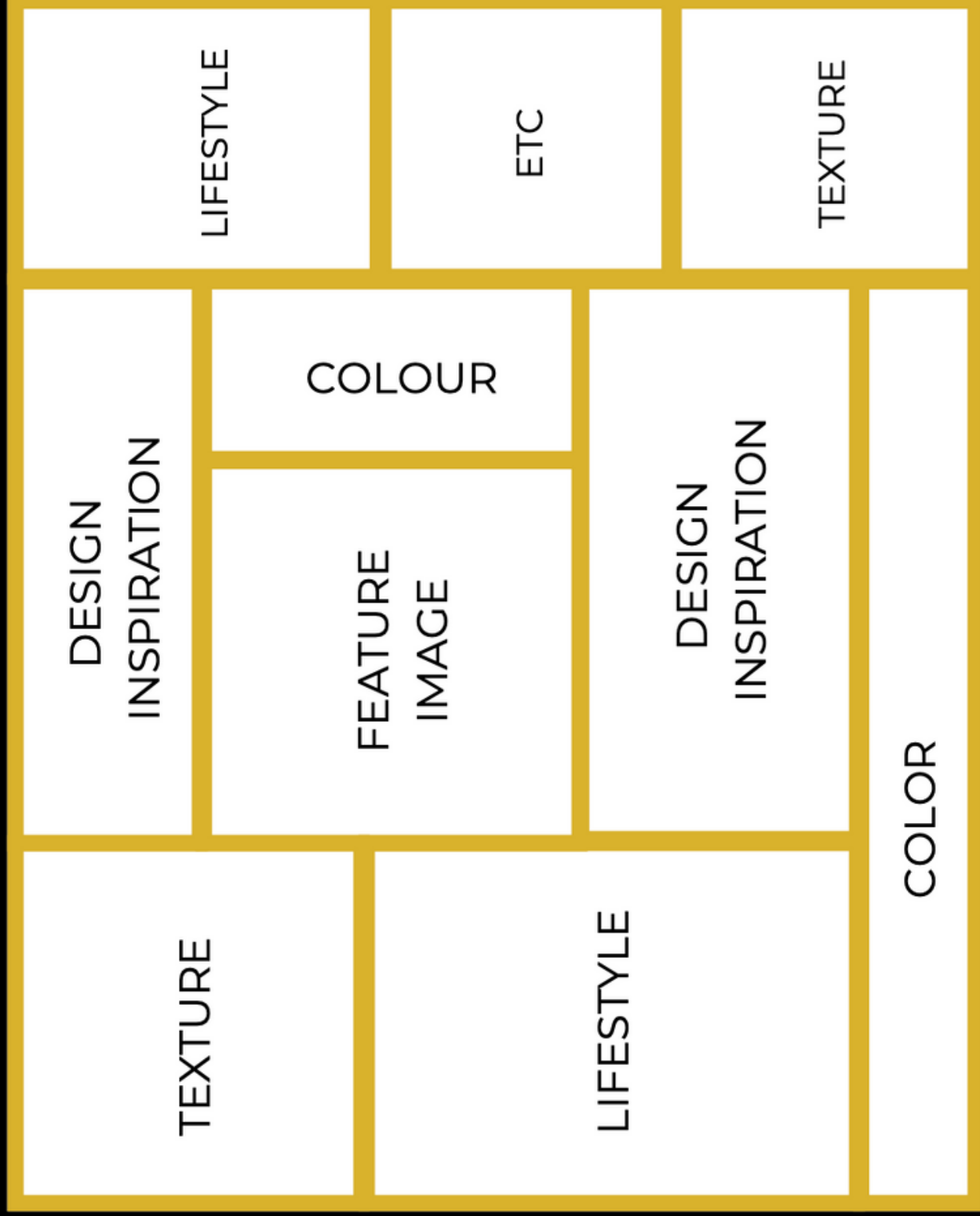
What are your main cost factors to develop, market and sell?

How will you market?



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MOOD BOARD



THE 3 DAY CONTENT CHALLENGE

DAY 2

PLAN YOUR CONTENT FOR THE MONTH.

THIS STEP HAS BEEN USED TO HELP YOU UNDERSTAND THE IMPORTANCE AND BENEFITS OF PLANNING WHEN IT COMES TO CONTENT.

THE BENEFITS INCLUDE:

- TARGETS
- MOTIVATION
- COMMITMENT
- FLEXIBILITY
- AND MORE.

CREATING A CONTENT CALENDAR IS A GREAT WAY TO DO THIS.

TASK 5

COMPLETE YOUR CONTENT CALENDAR



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CONTENT CALENDAR

INSERT MONTH & YEAR

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THE 3 DAY CONTENT CHALLENGE

DAY 3 - AMPLIFY YOUR CONTENT

GET YOUR CONTENT READY TO POST.

UNDERSTAND WHAT AESTHETICS YOU WILL FOLLOW AND WHAT YOUR BRANDING IS.

IF YOU HAVEN'T ALREADY DONE SO, SIGN UP WITH CANVA AND SET UP YOUR BRAND KIT TO REPURPOSE CONTENT IN THE FUTURE.

TASK 6 - SET UP YOUR BRAND KIT

BEGIN TO POST POST POST!

POST ACCORDING TO YOUR PLAN AND DEFINITELY INTERACT WITH FOLLOWERS ON A DAILY BASIS.

ENGAGEMENT IS KEY.

DON'T FORGET TO ANALYSE YOUR CONTENT ENGAGEMENT THROUGH SOCIAL INTERACTIONS, SHARES, UNIQUE WEBSITE VISITS AND MORE.

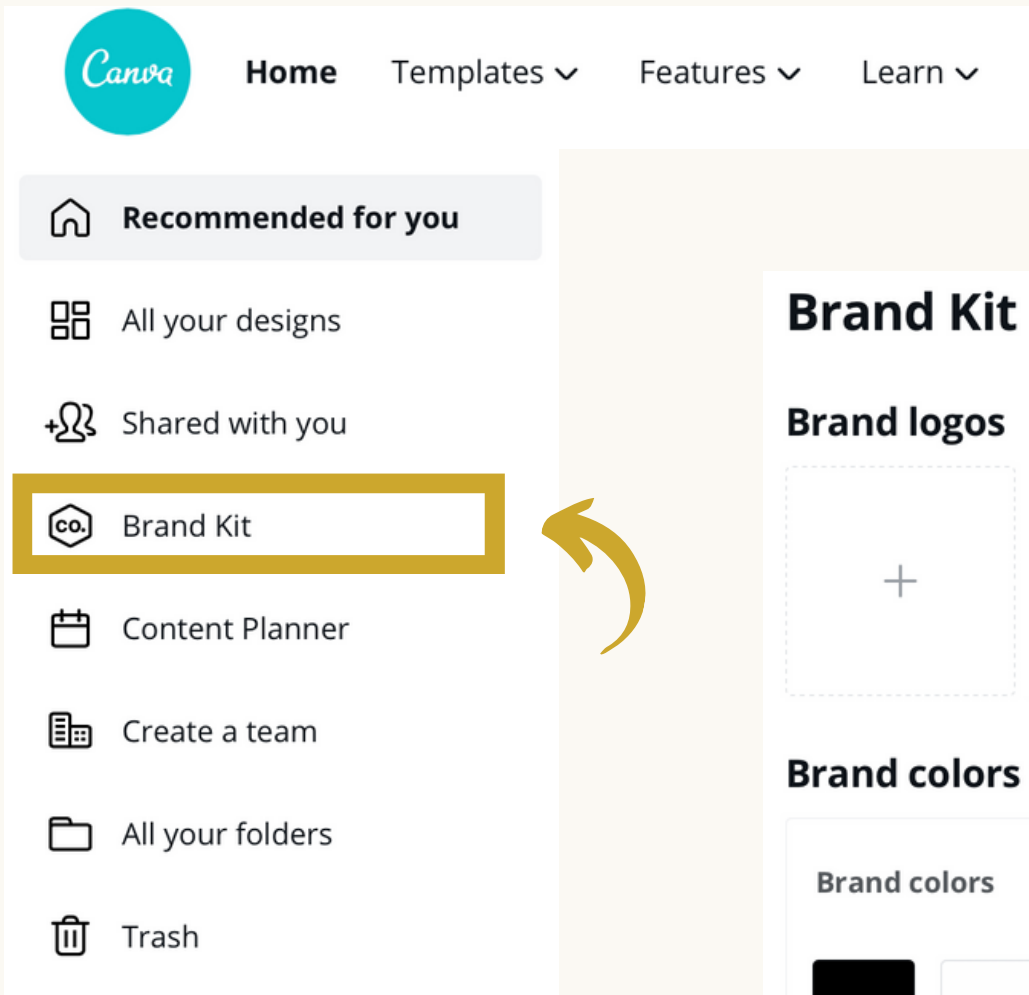
TASK 7 -COMPLETE ANALYSIS EVERY 30 DAYS



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CANVA

HOW TO SET UP YOUR BRAND KIT



Canva Home Templates ▾ Features ▾ Learn ▾

Recommended for you

- All your designs
- Shared with you
- Brand Kit**
- Content Planner
- Create a team
- All your folders
- Trash

Brand Kit

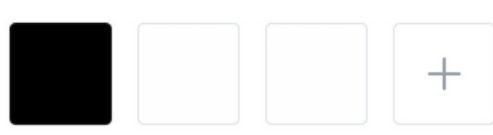
Brand logos



Add your brand logo and elements

Brand colors

Brand colors Add all the colours you use in your brand



[Add and discover palettes](#)

Brand fonts

Headings, Abril Fatface, 31.5

Subheadings, Trocchi, 18

Body, Arimo, 12

Add your brand fonts and the sizes for each of them

[Upload a font](#)



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SOCIAL MEDIA ANALYSIS

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WHAT TO EXPECT AFTER THIS CHALLENGE

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SIT BACK AND WATCH THE RESULTS DEVELOP.

YOUR NEW CONTENT SHOULD INCREASE FOLLOWERS, ORGANIC TRAFFIC TO YOUR WEBSITE AND A REASON TO RETURN TO THE WEBSITE, STRENGTHEN BRAND IDENTITY, ENGAGEMENT AND SALES, ESTABLISH BRAND AUTHORITY,

ALLOW YOUR AUDIENCE TO DEPEND ON YOU FOR GREAT CONTENT THAT IS REGULAR AND MORE. ALL OF THIS COMES WITH CONSISTENCY AND THE CORRECT CONTENT.

REMEMBER, THIS IS JUST A JUMP-START AND USE THIS METHOD TO HELP YOU CONTINUE ON YOUR CONTENT JOURNEY.

CONTINUE TO USE THIS CHALLENGE AT THE BEGINNING OF EACH MONTH TO ENSURE RESULTS AND CONTENT ARE CONSISTENT.



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C O N T A C T

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MOBILE NUMBER: +44 (0) 7714 473 188

WEBSITE: WWW.GEMMEDIAMK.COM

OUR OFFICE OPENING HOURS ARE UK
TIME:

MONDAY - FRIDAY

09:00 - 17:00 PM

FOLLOW US

[@GEMMEDIA_TALENTAGENCY](https://www.instagram.com/GEMMEDIA_TALENTAGENCY) ON INSTA
AND LET US KNOW HOW YOU GOT ON!



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