

TILO'S SOCIAL MEDIA CONTENT CALENDAR FROM FEBRUARY 24TH TO 9TH MARCH

INTRODUCTION

Tilo's is a pet care brand focusing on dog well-being where we would use the 80-20 rule to build our content strategy meaning 80% of our posts will be educational, engaging, and community-focused, while 20% will promote products. This approach aligns with our mission to educate pet owners while showcasing our brand's solutions. Prioritizing informative and engaging content builds trust among our audience, encourages organic engagement, and establishes Tilo's as a knowledgeable leader in the pet care industry. Promotional posts will then naturally integrate without overwhelming our followers, leading to higher conversion rates.

We will incorporate theme days, such as 'Rescue Story Friday' (#RescueStoryFriday) to highlight shelter dog adoptions and 'Wellness Wednesday' (#WellnessWednesday) for pet care tips. These themed posts will create consistency in our social media strategy, making our brand more recognizable and encouraging repeat engagement. #RescueStoryFriday focuses on authentic shelter stories strengthening our community bonds and encouraging pet adoption. #WellnessWednesday serves as an educational initiative, offering pet care tips that position Tilo's as a trusted expert in dog health.

Our strategy includes a mix of educational, promotional, and interactive content to foster trust, educate pet parents, and highlight our brand's research-based products. By diversifying our content, we cater to different audience preferences, keeping our social media pages dynamic and engaging. This approach strengthens customer relationships, improves audience retention, and enhances brand loyalty over time.

CONTENT CALENDAR

DATE	PLATFORM	CONTENT TYPE	CONTENT PURPOSE	MEDIA	CAPTION	STATUS	NOTES
2025, Feb 24	Instagram	Reel	To reach more people about grooming services by Tilo's and educate pet parents about the need to groom their furry ones.	Soothing music introduces the vet, and then no background music is used; the vet speaks in the background while concluding, promoting why people should choose Tilo's services and products with closing music, especially a cute dog bark, while Tilo's logo pops up.	Learn the crucial benefits of grooming with Dr.Mack #GroomedDogisaHappydog #Tilo'sWellness #Tilo's	Approved	Educational post
2025, Feb 25	Facebook	Infographic	Encourage people to Adopt from Tilo's partnered shelter homes so that every dog finds a loving home	A detailed infographic showing the steps to adopt dogs from shelters. Empathetic tone is used throughout to convey to people how much they need a loving home. A detailed steps will help people to go through and know about the processes involved at ease.	Thinking about adopting? Here's what you need to know! #AdoptfromTilo's #AdoptDon'tShop	Approved	Advocacy Post

2025, Feb 26	Instagram	image	To educate pet owners about their dog's dental health and related concerns.	 (AI Generated)	A healthy smile makes a happy pup! 🐶🦷 Keep your dog's teeth in top shape with daily brushing, dental chews, and regular vet check-ups. #DogDentalCare #HealthySmiles #WellnessWednesday	Approved	Promoting Wellness among dogs
2025, Feb 28	Facebook	Image	Authentic stories help people relate to the stories more and build trust among our follower base. Besides that promoting our rescue operations by Tilo's	(AI Generated) 	Genie was abandoned due to high maintenance needs, but Tilo's team stepped in! 💙 After hearing about her case from a local shelter, we provided the medical care and nourishment she needed. Now, she's thriving in a loving home! 🏠🐾 #RescueStoryFriday	Approved	Inspiring adoption Story

2025 March 2	Facebook	Image	To engage more about our customer's preference and introduce our new range to our target audience	(AI GENERATED) 	Tilo's launching their new summer care products that would prevent our furry ones from smelling bad due to sweat and dirt from a lot of playing outside. Comment below and get a chance to win a freebie product of your choice from our new range. How to participate: Engage with your pet in a fun activity and post a picture in the comment. The 3 top ones would get a chance to win the freebies for their furred ones!	Approved	Audience participation and product promotion
2025 March 4	Instagram	Reel	Educate pet owners about dog training to enhance dog behaviour, ensure safety around their pets and strengthen bonds between them	A fun music in the beginning as our dog trainer James enters the screen space. He introduces his name and shares top 3 tips for around 45 seconds that can be done by pet owners and are crucial for dogs. The same music continues at the conclusion as we share our page link from where people can book our dog training services	Here are 3 must-know dog training tips to make life easier for you and your pup! Meet James, our loved dog trainer who has trained over 30 dogs in his 1 year career with Tilo's. Know more about our services by clicking the link in our bio and in the reel above! Happy Training!	Approval Pending	Educate people about dog training.

					#DogTraining #HappyPups #TrainwithJames		
2025 March 5	Instagram	Image	Promote wellness about dogs and how stretching helps them to prevent injuries while playing and to improve their joint health in long run	AI GENERATED 	Did you know regular stretching keeps your pup healthy! Try these simple exercise for your friend! #petwellness #Tilo"Care	Approval Pending	Wellness focused engagement
2025 March 7	Instagram	Image	Following our pattern of Rescue story Friday, yet another authentic rescue story of Rocky is shared with our audience base	AI GENERATED 	"Meet Rocky! Once abandoned due to skin issues, now loved and cared. 🏠🐕 His journey to a forever home is heartwarming. #RescueStoryFriday"	Approval pending	Real life adoption story
2025 March 9	Facebook	Video	Promote trust among customers by sharing 2 mins video showing behind the scenes of Tilo's lab. This will build trust among the	Soft music plays in the background where 2 of our members give a walkthrough of our labs while wearing all lab necessary protective kits. Our vets explain how products are made	Ensuring that every product brings the best to your pets by vet-approved products from our labs is what drives	Approval Pending	Building brand credibility

			customer base and promote our products and services	and tested and educate people about the hygienic process that is followed by them. In conclusion, we ask for feedback if people want to see more of these behind-the-scenes from Tilo's lab.	Tilo's. Here's a peek inside our innovative labs #Tilo's #DogWellness		
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