

# T a s k   B r e a k d o w n



## 1. **Social Media Strategy**

- a. Design an overarching Instagram strategy, highlighting both paid and unpaid options for Karma Farm.
  - i. Be sure to map out strategies for content themes, message crafting and development, picture selections, bio copy, hashtags and captions
  - ii. Include instructions on how/how often to implement the strategy, step by step, while also considering how Karma Farm will utilize analytics to monitor ongoing success.
- b. Create a sample content calendar for one week, which includes mock-ups for at least three posts.

## 2. **Customer Communication**

- a. Create a list of top recommendations for improving the company's current email template, along with instructions on how to execute your recommendations. Also, include recommendations for any tools that could help Karma Farm to institute these changes.
- b. Time permitting, creating a sample mock-up of an improved email template, based on your recommendations.