

# Savvy Shopper Social Media Content Planner

This is a recurring monthly content planner designed to help you, as a Savvy Shopper, effectively share Epicure products with your friends and family month after month. It emphasizes maintaining casual connections while sharing the products that you love. Below is a suggested one-month plan to help you stay organized and successful in your endeavours. *Next month, just change up your products and recipes and share updated promos – it's that simple.*

NOTE: As a Savvy Shopper, you have joined for the love of the product, so it is in your best interest to use as much Epicure as you can. We encourage you to try at least 4 NEW Epicure products each month.



Week 1	Content Type	Description
<b>Monday</b>	Product Highlight	Post a photo or video of an Epicure product you tried recently. Share your honest thoughts and how you used it in your daily life.
<b>Wednesday</b>	Community Engagement	Share a positive interaction or story from you or someone in your community. Encourage others to join the conversation or share their experiences. This could be a product review, a recipe that you recently tried and/or customer testimony, etc.
<b>Friday</b>	Fun Fact Friday	Share an interesting fact or tip about an Epicure product or ingredient. Use this as an opportunity to educate your audience casually.
<b>Sunday</b>	Account Check Reminder	Remind yourself and others to check their Pantry - tell them what you are ordering or restocking. Share a tip on how you use Epicure to save on your groceries.

Week 2	Content Type	Description
<b>Tuesday</b>	Recipe Share	Post a simple recipe using an Epicure product. Include a picture and a short personal story about why you love it.
<b>Thursday</b>	Stay Informed	Share a brief summary of any new Epicure updates, promotions, or products from recent newsletters or training sessions.
<b>Saturday</b>	Community Shoutout	Highlight a fellow Savvy Shopper or community member who inspired you this week. Share their story with your audience.

Week 3	Content Type	Description
<b>Monday</b>	Product Review	Share a detailed review of a new Epicure product you've tried. Discuss the benefits and how it fits into your lifestyle – ie, quick easy meal, gluten-free, etc.
<b>Wednesday</b>	Engagement Prompt	Ask your followers a question about their favourite ways to save money or use Epicure products. Engage with their responses.
<b>Friday</b>	Behind-the-Scenes	Post a behind-the-scenes look at how you integrate Epicure products into your daily routine. Make it casual and relatable.
<b>Sunday</b>	Monthly Goals Check	Reflect on your month so far. Share any WINS with your audience, this can be Epicure or non-Epicure.

Week 4	Content Type	Description
<b>Tuesday</b>	Share Current Promotions	If there are any ongoing promotions, share them with your audience. Highlight how they can take advantage of the discounts.
<b>Thursday</b>	Community Connection	Share an uplifting story or testimonial from the Epicure customer or ambassador community. Encourage followers to connect and share their stories.
<b>Saturday</b>	Favourite Product Recap	Recap your favourite Epicure product of the month. Discuss why it stood out and invite followers to try it.
<b>Sunday</b>	Planning Ahead	Share tips on planning for the upcoming month as a Savvy Shopper. Encourage followers to set their saving goals. <b>NOTE:</b> Be sure to check the reports so you know what you need to remain an active Savvy Shopper.

This calendar provides a balanced mix of content that focuses on product sharing, community engagement, and personal reflection, aligning with the Savvy Shopper's goals and lifestyle.