

Kalenda ya siku 30

Siku moja = mstari mmoja. Tarehe zinazajazwa zenyewe kutoka MIPANGILIO.

Siku	Tarehe	Nguzo	Mtandao	Aina ya post	Hook (mistari wa kwanza)	Caption / ujumbe mkuu	CTA	Hali	Watu waliofikwa (reach)	Maulizo / DM	Mauzo	Maulizo kwa watu 1,000
1	Tue 01/09	Elimisha	Instagram	Carousel	Rangi 3 za vitenge zinazofaa ofisini	Tazama caption template kwenye 03	Hifadhi post hii	Imechapishwa	1,840	6	1	3.3
2	Wed 02/09	Onyesha bidhaa	TikTok	Video fupi (Reel)	Gauni moja, milindo 3 ya kuva	Tazama caption template kwenye 03	Turna DM 'GAUNI'	Imechapishwa	5,200	14	4	2.7
3	Thu 03/09	Ushuhuda na imani	WhatsApp Status	Picha moja	Aidhosema mteja wetu wa Mwanza	Tazama caption template kwenye 03	Ufiza swali lako	Imechapishwa	310	5	2	16.1
4	Fri 04/09	Nyuma ya paza	Instagram	Video fupi (Reel)	Jinsi tunavyopakia oda yako	Tazama caption template kwenye 03	Fuata kwa zaidi	Imechapishwa	2,300	3	-	1.3
5	Sat 05/09	Ofa na mauzo	Facebook	Picha moja	Mzigo mpya wa Ijumaa umeingia	Tazama caption template kwenye 03	Agiza kwa WhatsApp	Imechapishwa	980	11	5	11.2
6	Sun 06/09	Jami na burudani	TikTok	Video fupi (Reel)	Ukiulizwa 'umenunua wapi?'	Tazama caption template kwenye 03	Tag rafiki	Imechapishwa	7,400	4	1	0.5
7	Mon 07/09	Elimisha	Instagram	Carousel	Jinsi ya kupima size bila kufika dukani	Tazama caption template kwenye 03	Hifadhi post hii	Imechapishwa	2,100	9	2	4.3
8	Tue 08/09	Onyesha bidhaa	WhatsApp Status	Status	Bei na rangi za wiki hii	Tazama caption template kwenye 03	Jibu 'NATAKA'	Imechapishwa	420	13	6	31.0
9	Wed 09/09	Ushuhuda na imani	Instagram	Carousel	Picha 5 za wateja wetu wakipendeza	Tazama caption template kwenye 03	Turna DM	Imechapishwa	1,650	7	2	4.2
10	Thu 10/09	Nyuma ya paza	TikTok	Video fupi (Reel)	Siku moja dukani kwetu	Tazama caption template kwenye 03	Fuata kwa zaidi	Imechapishwa	3,900	5	1	1.3
11	Fri 11/09	Ofa na mauzo	Instagram	Picha moja	Punguzo la mwisho wa mwezi (siku 3 tu)	Tazama caption template kwenye 03	Agiza leo	Imepangwa				
12	Sat 12/09	Elimisha	Facebook	Maandishi	Makosa 3 wanayofanya wakinunua online	Tazama caption template kwenye 03	Toa maoni	Imeandaliwa				
13	Sun 13/09											
14	Mon 14/09											
15	Tue 15/09											
16	Wed 16/09											
17	Thu 17/09											
18	Fri 18/09											
19	Sat 19/09											
20	Sun 20/09											
21	Mon 21/09											
22	Tue 22/09											
23	Wed 23/09											
24	Thu 24/09											
25	Fri 25/09											
26	Sat 26/09											
27	Sun 27/09											
28	Mon 28/09											
29	Tue 29/09											
30	Wed 30/09											
31	Thu 01/10											

Matokeo ya mwezi

Nguzo ipi inaleta mauzo na mauzo zaidi? Fanya zaidi ya inayofanya kazi.

POST ZILIZOCHAPISHWA	WATU WALIOFIKIWA	MAULIZO / DM	MAUZO
10	26,100	77	24

Nguzo	Post	Lengo (MIPANGILIO)	Maulizo	Mauzo	Maulizo kwa post
Elimisha	3	8	15	3	5.0
Onyesha bidhaa	2	6	27	10	13.5
Ushuhuda na imani	2	4	12	4	6.0
Nyuma ya pazia	2	4	8	1	4.0
Ofa na mauzo	2	5	11	5	5.5
Jamii na burudani	1	3	4	1	4.0

Hooks, Captions na CTA

Benki ya maneno ya kuanzisha, kuandika na kumaliza post - Kiswahili na English

- **Hook** = mstari wa kwanza unaomsimamisha mtu asipite.
- **Caption** = ujumbe mkuu: unaelimisha, unaonyesha au unasimulia.
- **CTA** = unamwambia mtu afanye nini sasa.
- Badilisha **[MABANO]** kwa bidhaa/huduma yako. Andika kwa sauti ya brand yako.

1. Hooks 60 (Kiswahili / English)

#	Kiswahili	English
1	Usinunue [bidhaa] kabla ya kujua hili...	Don't buy [product] before you know this...
2	Makosa 3 ninayoona kila siku kwa wateja wa [huduma]	3 mistakes I see every day with [service]
3	Hivi ndivyo tunavyoandaa oda yako	This is how we prepare your order
4	Swali tunaloulizwa kila siku:	The question we get asked every day:
5	Kama una [tatizo] , tazama hii	If you have [problem] , watch this
6	Bei ya [bidhaa] leo - na kwa nini	Today's [product] price - and why
7	Kabla na baada: matokeo ya kweli	Before and after: real results
8	Siri ndogo ya kufanya [kitu] kudumu	A small secret to make [item] last longer
9	Njia 3 za kutumia [bidhaa] moja	3 ways to use one [product]
10	Hii ni kwa ajili ya [mteja maalum] tu	This is only for [specific customer]
11	Tulikosea. Hiki ndicho tulichojifunza.	We got it wrong. Here's what we learnt.
12	Ukiwa na bajeti ya TZS [kiasi] , chagua hivi	With a budget of TZS [amount] , choose this
13	Mteja wetu aliuliza... jibu ni hili	A customer asked... here's the answer
14	Siku moja ndani ya [biashara yako]	A day inside [your business]
15	Kitu kimoja ningependa kila mteja ajue	One thing I wish every customer knew
16	Hadithi ya jinsi tulivyoanza	The story of how we started
17	Hii ndiyo sababu bei yetu iko hivi	This is why our price is what it is
18	Jaribu hii wiki hii:	Try this this week:
19	Unajua tofauti kati ya [A] na [B] ?	Do you know the difference between [A] and [B] ?
20	Mambo 5 ya kuangalia ukinunua [bidhaa]	5 things to check when buying [product]
21	Mzigo mpya umeingia - angalia rangi	New stock just arrived - see the colours
22	Imebaki [idadi] tu kwa bei hii	Only [number] left at this price
23	Kwa nini wateja wanarudi kwetu	Why customers keep coming back
24	Hatua 3 rahisi za [matokeo]	3 easy steps to [result]
25	Kama ningeanza upya, ningefanya hivi	If I started again, I would do this
26	Kosa ninaloona kwa [huduma] linaloumiza mfuko wako	The [service] mistake that hurts your pocket
27	Ukweli kuhusu [imani potofu]	The truth about [myth]