



Social Media Content Strategy

by Ruby May Singular

Developing Brief & Media Strategy

Campaign Overview:

To engage and delight tea enthusiasts while showcasing the diverse range of teas offered by e-tea.

Duration: 1 month

Content Breakdown:

- 20 Posts: A mix of photos and graphics highlighting different tea blends, their unique flavors, and the experience of enjoying them.
- 5 Reels: Short, engaging videos showcasing the process of brewing tea, the beauty of tea leaves unfurling, and the enjoyment of a relaxing tea moment.

Key Messages:

- Discover a World of Flavor: Explore a diverse range of tea blends, each crafted with care and expertise to deliver a unique and delightful taste experience.
- Indulge in Moments of Joy: Whether it's a morning ritual, an afternoon pick-me-up, or a cozy evening unwind, savor the simple pleasure of a perfect brew with e-tea.
- Quality and Expertise: Trust in e-tea's commitment to quality and excellence, with teas sourced from the finest ingredients and crafted with love.
- Embrace the Art of Tea: From the beauty of tea leaves unfurling to the soothing ritual of brewing, embrace the artistry and mindfulness of tea-drinking with e-tea.
- Health and Wellness: Nourish your body and soul with the natural goodness of tea, packed with antioxidants, vitamins, and other health benefits.
- Sip, Savor, and Explore: Whether you're a seasoned tea connoisseur or just beginning your tea journey, there's something for everyone to sip, savor, and explore with e-tea.



Primary Audience

Secondary Audience

Demographics

Age range

Gender

Income

Occupation

- 25-45 years old
- Male and Female
- Middle to upper-middle income
- Professionals, office workers, entrepreneurs, stay-at-home parents, and students

- 18-24 years old
- Male and Female
- Lower to middle income
- College students, young professionals, part-time workers, and freelancers

Psychographics

Lifestyle

Hobbies

Values

Lifestyle:

Health-conscious individuals who prioritize wellness and self-care in their daily routines.

Hobbies:

Enjoying leisurely tea rituals, whether it's curling up with a book, hosting tea parties with friends, or exploring new tea blends.

Values:

They seek products that are crafted with care and attention to detail, reflecting their commitment to excellence.

Lifestyle:

Dynamic and on-the-go individuals balancing work, studies, and social activities.

Hobbies:

Participating in social gatherings, events, and online communities to connect with like-minded individuals and expand their networks.

Values:

Connection: They value relationships and interactions with peers, seeking out brands that facilitate social engagement and community building.

Preferred Social Media Platforms

Instagram

Instagram

Social Media Content Calendar

WEEK 1 01 Introduction Reels	02 Camomile Tea The Science of Calm	03 Creamy Earl Grey Black Tea Did you ever have Earl Grey Black tea?	04 Goodnight Blend Herbal Tea End your day on a cozy note with our	05 Goodnight Blend Herbal Tea Reels	06 Blue Strawberry Green Tea Fruity goodness in every sip	07 Blue White Berry Tea White Berry Tea Benefits
WEEK 2 08 Blue Winter Spice Herbal Tea Winter Warmer	09 Blue Winter Spice Herbal Tea Reels	10 Zest Camomile Herbal Tea Not your ordinary tea	11 Peppermint Herbal Tea Peppermint Fun Recipe	12 Fruit and Herb Tea Berry and Herby	13 Jasmin Gold Dragon Green Tea Jasmin and Gold Dragon	14 Numi Organic Moroccan Tea Experience Morocco
WEEK 3 15 Shop Now Reels	16 Tazo Green Tea Awaken Your Senses	17 Jasmin Tea Jasmin Blossoms	18 Lemon Ginger Tea Immune Boosting	19 Banff Breakfast Black Tea Your Banff Experience	20 Perfectly Orange Rooibos Tea Naturally Sweet	21 Jasmin Gold Dragon Green Tea Jasmin and Gold Dragon
WEEK 4 22 New Products Reels	23 Wild Blueberry Herbal Tea Brand-Related	24 English Breakfast Tea Timeless Elegance	25 Spice Dragon Red Chai Herbal Tea Spice Adventure			

Social Media Posts



Week 1 - Day 1

Introduction Reels

Caption: Embrace the joy of savoring a cup of tea while promoting a healthy lifestyle with e-Tea! 🍵✨ There's nothing quite like the ritual of enjoying a soothing brew, especially when it's packed with all the goodness your body craves. Say goodbye to boring tea breaks and hello to a world of flavor and wellness with our e-Tea blends. Each sip is a moment of self-care that nourishes both body and soul. #eTea #TeaTimeBliss #HealthySipping #MindfulMoments #TeaLover #WellnessJourney #SipAndSavor



Social Media Posts

Week 1 - Day 2

Camomile Tea

Caption: Unwind with a cup of our soothing Camomile Tea. Let the calming aroma and gentle flavor transport you to a state of relaxation. Camomile tea's calming properties come from a compound like apigenin, which binds to receptors in our brain that help promote relaxation and reduce anxiety. The aroma of camomile tea can take you to a peaceful state, making it a perfect choice for winding down after a long day. Ease your stress with e-tea's camomile tea. #CamomileTea #SipAndRelax #TeaTimeBliss #HerbalRemedy



Social Media Posts

Week 1 - Day 3

Creamy Earl Grey Black Tea

Caption: Indulge in the creamy richness of our Earl Grey Black Tea: a luxurious twist on a classic favorite.

e-Tea's Earl Grey Black Tea boasts an elegant, sweet-scented profile with a refreshing, flowery, and lightly citrus aroma, making it a real delight. #EarlGrey #BlackTea #TeaIndulgence #LuxuryTea #TeaTimeBliss #ClassicFavorite #TeaLovers



Social Media Posts

Week 1 - Day 4

Goodnight Blend Herbal Tea

Caption: End your day on a cozy note with our Goodnight Blend Herbal Tea. Let its soothing blend of herbs and botanicals lull you into a peaceful sleep.

Brewing instructions:

1-2 Perfect Spoonfuls of tea.

475 ml of 95°C/200°F water for hot tea or 295 ml (10 oz) for ice.

Steep for 3+ minutes.

Sip hot

Have a good night!

#GoodnightTea #HerbalInfusion #SleepyTimeTea
#SoothingSips #TeaForSleep



Social Media Posts



Week 1 - Day 5

Goodnight Blend Herbal Tea Reels

Caption: End your day on a cozy note with our Goodnight Blend Herbal Tea. Let its soothing blend of herbs and botanicals lull you into a peaceful sleep. zzz🌟 Say goodbye to the stresses of the day and hello to relaxation with every sip. Have a good night! 🌙

#GoodnightTea #HerbalInfusion #SweetDreams
#NighttimeRitual #SoothingSips #SleepyTimeTea
#RelaxationRoutine #TeaForSleep #NightyNight



Social Media Posts

Week 1 - Day 6



Blue Strawberry Green Tea

Caption: Dive into a refreshing blend of blueberries and strawberries with our Blue Strawberry Green Tea. A burst of fruity goodness in every sip. 🍓

Potential health benefits of Strawberry Green Tea include improved heart health, better digestion, and reduced inflammation. Strawberry Green Tea is also rich in antioxidants, which can help protect your body from damage caused by free radicals.

#BlueStrawberryGreenTea #FruityTea #TeaTimeBliss
#Antioxidants #HeartHealth #DigestiveHealth

Social Media Posts

Week 1 - Day 7



Blue White Berry Tea

Caption: Experience the harmony of flavors in our Blue White Berry Tea. A blend of white tea leaves for a delicate and refreshing taste.

Immune System Knight
Anti-Aging Avengers
Heart Amor
Cancer Fighter
Zen Master
Dental Guardian
Diabetes Ally

#BlueWhiteBerryTea #WhiteTea #DelicateFlavors
#TeaTimeBliss #ImmuneBoost #AntiAging
#HeartHealth #CancerPrevention

Social Media Posts

Week 2 - Day 8



Blue Winter Spice Herbal Tea

Caption: Warm up this winter with our Blue Winter Spice Herbal Tea. A comforting blend of spices and herbs to chase away the chill.

Winter spice and everything nice! Warm up with a cup of our winter spice tea. This blend has the power to transform a dreary winter day into something special. The warm and inviting herbal infusion is packed with festive spices, and notes of fruit and citrus. With just one sip, you'll feel the warmth of this comforting blend spread throughout your body. #BlueWinterSpiceTea #WinterWarmth #ComfortingTea #HerbalInfusion #TeaTimeBliss #WinterSpice

Social Media Posts

Week 2 - Day 9



Blue Winter Spice Herbal Tea Reels

Caption: Wrap yourself in warmth this winter with our Blue Winter Spice Herbal Tea. ❄️🍵 Let the cozy aroma of cinnamon, cloves, and other spices envelop you in a blanket of comfort, banishing the chill from your bones. With every sip, you'll feel the warmth spreading through you, melting away the stresses of the day and leaving you feeling cozy and content.

#WinterWarmth #CozyTea #SpiceUpYourLife
#ComfortInACup #WinterSpice #TeaTimeBliss

Social Media Posts

Week 2 - Day 10

Zest Camomile Herbal Tea

Caption: Add a citrusy twist to your tea time with our Zest Camomile Herbal Tea. A refreshing blend of camomile and zesty citrus flavors.

#ZestCamomileTea #CitrusTwist #HerbalTea
#TeaTimeBliss #RefreshingFlavors #SipAndSavor
#CamomileTea #CitrusInfusion #TeaLoversUnite



Social Media Posts

Week 2 - Day 11



Peppermint Herbal Tea

Caption: Health benefits of peppermint tea include:

- Aids digestion and stomach issues
- Relieves pain
- Supports a healthy weight
- Increases concentration and energy
- Promotes a healthy immune system
- Freshens breath

3 peppermint tea bags (or 5 teaspoons of dried loose leaf peppermint tea)

4 cups of hot water

Juice from 2 limes, freshly squeezed

#PeppermintTea #DigestiveHealth #PainRelief

#WeightManagement #MentalClarity #ImmuneSupport

Social Media Posts



Week 2 - Day 12

Fruit and Herb Tea

Caption: Have you heard of antioxidants? These are wonderful things that keep the body free of toxins and can even help keep serious illnesses at bay. Fruit and Herb tea are packed full of them so drink up if you want to stay strong. There is no doubt that fruit tea is a great alternative to fizzy drinks and some fruit juices.
#Antioxidants #FruitAndHerbTea #HealthyLiving
#ToxinFree #ImmuneBoost #WellnessWednesday
#TeaTimeBliss #HealthyChoices #SipAndSavor
#DrinkClean



Social Media Posts



Week 2 - Day 13

Jasmin Gold Dragon Green Tea

Caption: Elevate your tea ritual with our Jasmin Gold Dragon Green Tea. Delicately scented with jasmine flowers for a luxurious and aromatic experience. 🌸✨

#JasminGoldDragonTea #GreenTea #JasmineScent
#LuxuriousTea #TeaTimeBliss #AromaticExperience
#TeaLoversUnite #SipAndSavor #FloralNotes



Social Media Posts



Week 2 - Day 14

Numi Organic Moroccan Tea

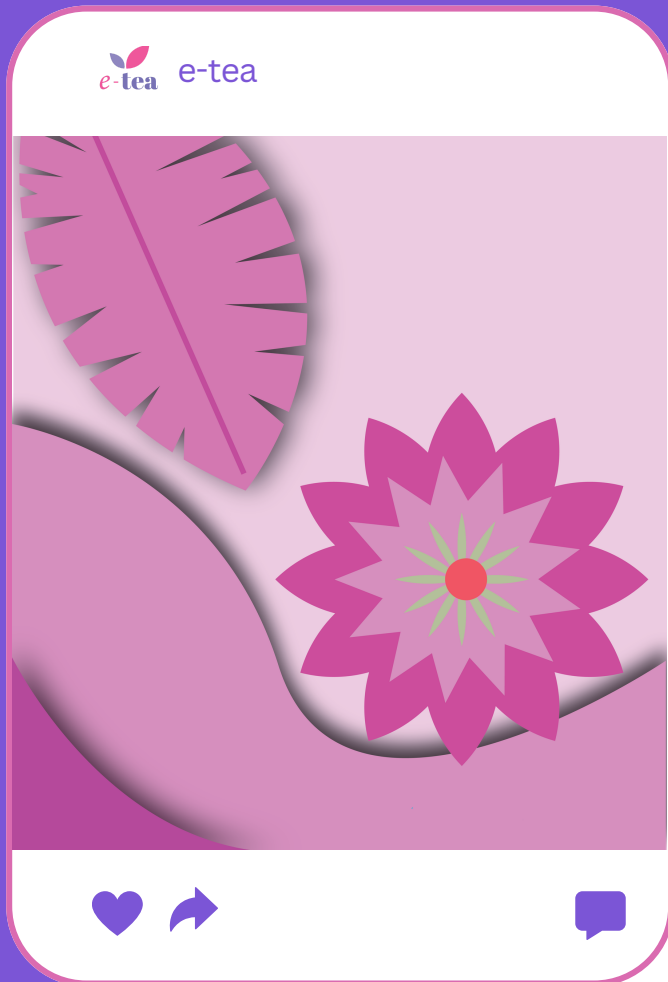
Caption: Transport yourself to the bustling markets of Morocco with our Numi Organic Moroccan Tea. A blend of bold spices and fragrant herbs for an authentic taste of the Mediterranean.

#NumiOrganicMoroccanTea #MoroccanTea
#BoldSpices #FragrantHerbs #TeaTimeBliss
#MediterraneanFlavors #TeaLoversUnite
#SipAndSavor #AuthenticExperience



Social Media Posts

Week 3 - Day 15



Tea Should Not Be Boring Reels

Caption: Drinking tea should never be boring, especially with e-Tea in your cup! 🍵✨ Our mission is to infuse every sip with excitement, flavor, and a dash of magic, turning your tea-drinking experience into a delightful adventure.

At e-Tea, we believe that tea is more than just a beverage—it's a journey of discovery and joy. That's why we've curated a collection of premium blends that are anything but ordinary. From exotic fruit infusions to soothing herbal teas, each cup is a celebration of flavor, freshness, and quality craftsmanship.

#eTeaAdventures #TeaTimeJoy #FlavorfulSips
#TeaLoversUnite #SipAndExplore

Social Media Posts



Week 3 - Day 16

Tazo Green Tea

Caption: Awaken your senses with the vibrant flavor of our Tazo Green Tea. A refreshing blend of green tea leaves, lemon, and mint for a burst of energy.

#TazoGreenTea #GreenTea #RefreshingFlavors
#CitrusTwist #MintyFresh #AwakenYourSenses
#TeaTimeBliss #EnergyBoost #SipAndSavor



**Awaken
Your
Senses**



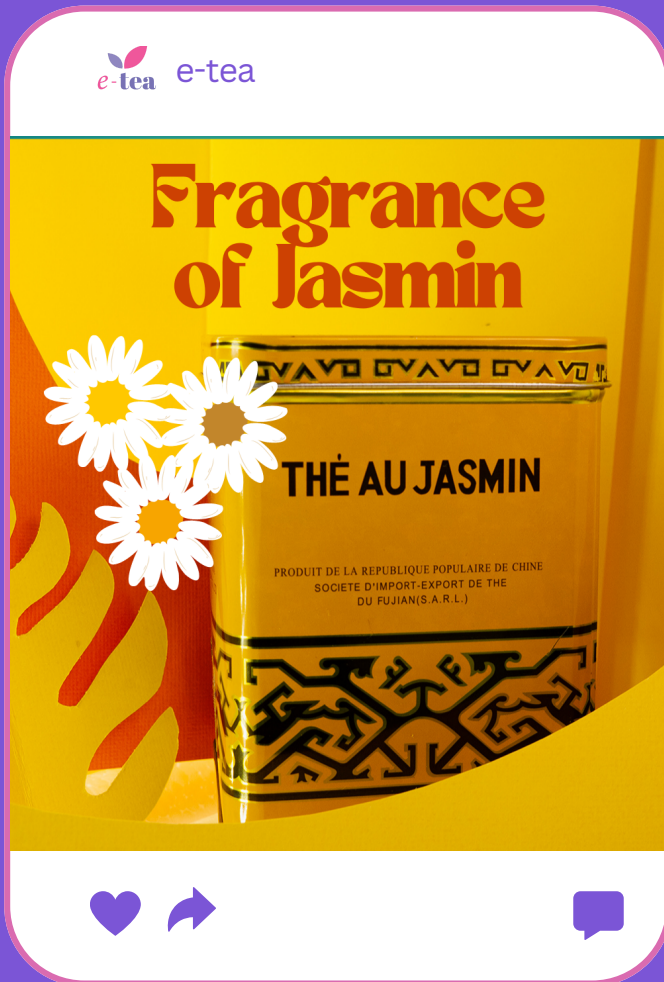
Social Media Posts

Week 3 - Day 17

Jasmin Tea

Caption: Elevate your tea ritual with the exquisite aroma of our Jasmin Tea. Delicately scented with jasmine blossoms, it's a sensory delight that transports you to a tranquil garden.

#JasminTea #AromaticExperience #SensoryDelight
#TranquilMoments #TeaTimeBliss #FloralNotes
#SipAndSavor #TeaLoversUnite



Social Media Posts

Week 3 - Day 18

Lemon Ginger Tea

Caption: Soothe your senses and awaken your taste buds with our invigorating Lemon Ginger Tea. A harmonious blend of zesty lemon and warming ginger for a refreshing pick-me-up. 🍊

#LemonGingerTea #RefreshingBlend #ZestyFlavors
#GingerLove #TeaTimeBliss #SoothingSips #PickMeUp
#SipAndSavor



Social Media Posts

Week 3 - Day 19

Banff Breakfast Black Tea

Caption: Start your day on a bold note with our Banff Breakfast Black Tea. A robust blend that packs a punch of flavor, perfect for fueling your morning adventures.

#BanffBreakfastTea #BlackTea #BoldFlavors
#MorningFuel #AdventureAwaits #TeaTimeBliss
#RobustBlend #SipAndSavor



Social Media Posts

Week 3 - Day 20



Perfectly Orange Rooibos Tea

Caption: Indulge in the naturally sweet flavors of our Perfectly Orange Rooibos Tea. A caffeine-free blend infused with juicy oranges for a delightful taste sensation.

#PerfectlyOrangeRooibosTea #RooibosTea
#OrangeInfusion #CaffeineFree #TeaTimeBliss
#NaturallySweet #DelightfulSips #SipAndSavor

Social Media Posts

Week 3 - Day 21



Jasmin Gold Dragon Green Tea

Caption: Elevate your tea ritual with our Jasmin Gold Dragon Green Tea. Delicately scented with jasmine flowers for a luxurious and aromatic experience. 🌸✨

#JasminGoldDragonTea #GreenTea #JasmineScent
#LuxuriousTea #TeaTimeBliss #AromaticExperience
#TeaLoversUnite #SipAndSavor

Social Media Posts

Week 4 - Day 22



New Collections Reels

Caption: ☀️ Introducing our exciting New Collections Reels for the e-tea brand! 🌿🍵 Prepare to embark on a sensory journey like never before as we unveil our latest tea blends, curated with passion and precision to elevate your tea-drinking experience to new heights.

Join us as we celebrate the art of tea-making and the joy of discovery with our New Collections Reels. Get ready to sip, savor, and indulge in the magic of e-tea! 🌿

✨ #eTeaReels #NewCollections #TeaTales
#SensoryJourney #TeaDiscovery #TeaLovers
#FlavorfulAdventures #SipAndEnjoy #TeaTimeBliss
#DrinkTeaBeHappy"

Social Media Posts

Week 4 - Day 23

Wild Blueberry Herbal Tea

Caption: 🌿 Dive into a world of wild flavor with our Wild Blueberry Herbal Tea! 🍷🌟 Crafted with care and bursting with the essence of freshly-picked blueberries, this exquisite blend is a symphony of sweetness and tartness that will tantalize your taste buds and uplift your spirit.

Indulge in the luscious aroma and vibrant hue of our Wild Blueberry Herbal Tea as you savor each delightful sip.

#WildBlueberryHerbalTea #BlueberryTea
#HerbalInfusion #TeaTimeBliss #SweetAndTart
#TantalizeYourTasteBuds #SipAndSavor



Social Media Posts

Week 4 - Day 24



English Breakfast Tea

Caption: Experience the timeless elegance of our English Breakfast Tea. A robust blend that's perfect for starting your day or enjoying a cozy afternoon tea. 🍰 ☀️

#EnglishBreakfastTea #BreakfastTea
#TimelessElegance #RobustBlend #MorningRitual
#AfternoonTea #TeaTimeBliss #SipAndSavor

Social Media Posts

Week 4 - Day 25



Spice Dragon Red Chai Herbal Tea

Caption: Ignite your senses with the fiery flavors of our Spice Dragon Red Chai Herbal Tea. A bold blend of exotic spices and red rooibos for a taste adventure like no other. 🌶️🔥

#SpiceDragonRedChaiTea #ChaiTea #HerbalInfusion
#BoldFlavors #TasteAdventure #ExoticSpices
#RooibosTea #TeaTimeBliss #SipAndSavor

Social Media Reels

Introduction Reels

[Google Drive Link](#)

Goodnight Blend Herbal
Tea Reels

[Google Drive Link](#)

Blue Winter Spice Herbal Tea
Reels

[Google Drive Link](#)

Tea Should Not Be Boring
Reels

[Google Drive Link](#)

New Collections Reels

[Google Drive Link](#)

Stretch Goals

1080 x 1920 Instagram Story Size



Stretch Goals

1080 x 1920 Instagram Story Size



Stretch Goals

1080 x 1920 Instagram Story Size



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