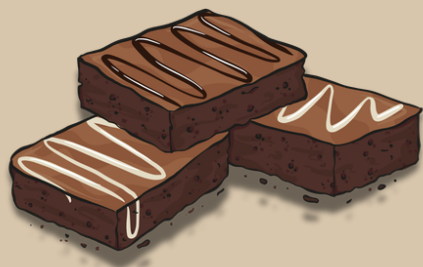


CONTENT PLAN

Getting More People Through the Door

A simple, easy-to-keep-up content plan
for The Daily Loaf, a neighbourhood bakery



Anjana Raman

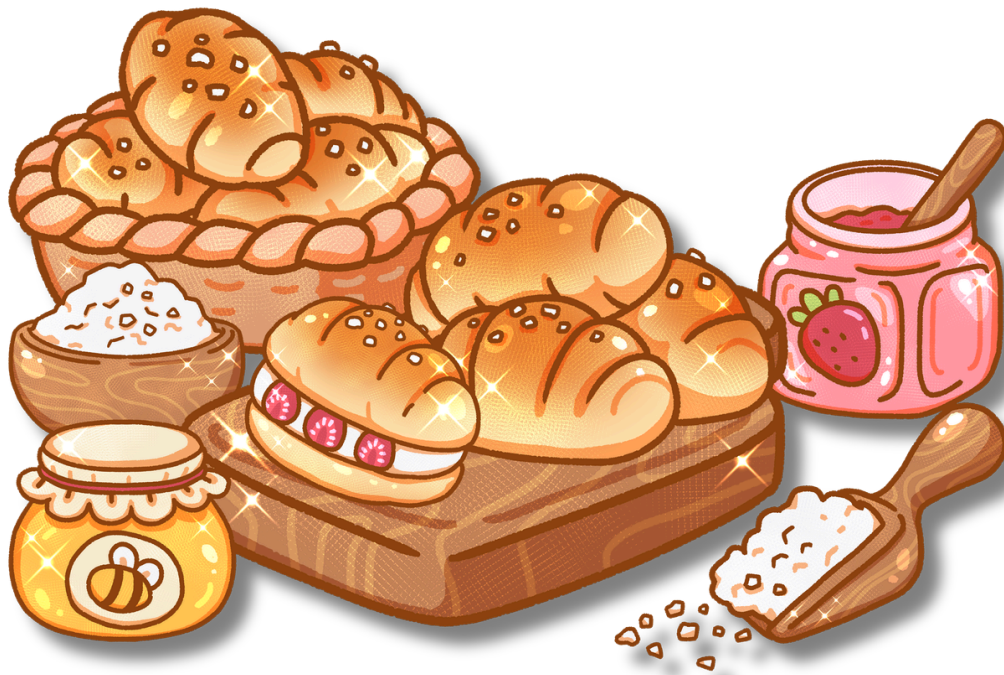
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Good Bread, But Nobody Knows

The Daily Loaf makes really good bread, the kind people should be lining up for. But most people who live five minutes away don't even know it exists.

Their Instagram page has photos, but they're mostly just pictures of bread on a table. No faces, no stories, nothing that makes someone want to stop by.

This plan is about fixing that, in a way that's easy to keep up every week, not just for the first excited month and then nothing.



Four Simple Things to Post About

Instead of trying to think of something new every day, we'll rotate through four easy ideas. This makes posting less tiring and gives the page a rhythm people start to expect.

1. Fresh Today

A quick photo or video of whatever came out of the oven that morning. Simple, no editing needed, posted while it's still warm.

2. Meet the People

Short videos or photos of the baker, the staff, even regular customers (with their okay). People connect with faces, not just food.

3. How It's Made

Short clips of dough being kneaded, bread going into the oven, the kind of everyday process people find oddly satisfying to watch.

4. Customer Corner

Reposting a happy customer's photo or comment, with a thank-you. Costs nothing to make and makes people feel seen.



What a Normal Week Looks Like

Nothing here needs a professional camera or hours of editing. Most of it can be shot and posted on a phone in five minutes.

Monday	Photo: today's specials, posted right after the morning bake
Tuesday	Short video: how we make our cinnamon rolls, from dough to tray
Wednesday	Photo: one of the staff, with a line or two about them
Thursday	Repost: a customer's photo, with a thank-you caption
Friday	Photo: the weekend specials, so people can plan ahead
Saturday	Video: a quick look at the busy Saturday morning rush
Sunday	No new post - a day off keeps this sustainable long-term

Two Real Post Examples

Here's what two of these posts would actually look and sound like, plain, simple, and in the bakery's own voice.

FRESH TODAY - PHOTO POST

A close-up photo of a fresh sourdough loaf, still on the cooling rack.

"Came out of the oven twenty minutes ago. We only bake twelve of these a day, so come early."

HOW IT'S MADE — VIDEO POST

A short video of the baker kneading dough at 5 am, kitchen lights on, quiet street outside.

"This is what 5 am looks like here. By the time you're having breakfast, this is already bread."



How We'll Know It's Working

We won't chase follower counts. The real signs that this is working are simpler than that.

More comments and shares, not just likes

A like is easy. A comment or a share means someone actually cared enough to say or send something.

People mentioning Instagram when they walk in

"I saw your bread on Instagram" is the clearest sign this is actually bringing people through the door.

Slow, steady growth — not a sudden spike

A slow rise in followers over a few months is healthier and more real than one lucky viral post.

This is a self-directed portfolio sample. The bakery and details are made up, to show how the plan would work in practice.

