

Pawfect Bowl

Weekly Planner



Month : November

Date : 16-22



DAY	CONTENT IDEA	PLATFORM	CONTENT TYPE	THEME	STATUS
MON	A 15-second clip of dogs hearing the food bag open	Instagram	Instagram reel	Bowl Time	
TUE	5 easy mealtime habits for a happy dog	Instagram	Instagram Carousel	Care Tips	
WED	Winter is coming: how to adjust your dog's routine	Website	Blog	Care Tips	
THU	Paw parent confessions" (funny, asks for replies)	Instagram	Instagram Reel	Paw Parents	
FRI	Paw Parent of the Week, a photo from a customer	Instagram	Instagram Post	Paw Parents	
SUN	Sunday Treat Notes: weekly tips and a first-order offer	Website	Newsletter	Behind The Bowl	