Day	Content pillar	Topic	Formate	Objective	Hook	CTA	KPI	Status	Notes
Day 1	skin barrier education	what is the skin barrier?	carousel	Education	before adding another serum understand your skin barrier	save this guide	saves and shares	Planned	Research skin barrier facts add a reliable source
Day 2	Ingredient Education	Niacinamide: what does it do?	Carousel	Education and awareness	Niacinamide is popular—but what is it actually used for?	Save this guide	Saves, shares and reach	Planned	Verify skincare claims using reliable dermatology sources; concept project, not an official Minimalist campaign.
Day 3	Skincare Myth-Busting	Does besan reliably remove a tan?	Carousel	Education and engagement	Skincare myth or fact?	Share with someone who may find this useful	Shares, saves and comments	Planned	Fact-check the claim; avoid recommending harsh scrubbing.
Day 4	Skin Barrier Education	4 habits that may weaken your skin barrier	Reel	Awareness and education	Is your skincare routine doing too much?	Save this reminder	Reach, watch time and saves	Planned	Verify claims with reliable dermatology sources.
Day 5	Product Selection & Routine Guidance	How to build a simple beginner skincare routine	Carousel	Consideration and education	New to skincare? Start with the basics.	Save your beginner guide	Saves, shares and profile visits	Planned	Explain cleanser, moisturizer and sunscreen; avoid unnecessary product recommendations.
Day 6	Ingredient Education	Salicylic acid: what is it commonly used for?	Reel	Education and awareness	You've heard of salicylic acid—but is it right for everyone?	Save this ingredient explainer	Watch time, saves and shares	Planned	Explain its role in exfoliation and acne care; mention that irritation is possible.
Day 7	Skin Concerns & Community Education	What skincare topic confuses you the most?	Instagram Stories poll	Engagement and audience research	Let's make skincare less confusing.	Vote in the poll	Poll responses and replies	Planned	Treat responses as informal audience feedback, not representative research.
Day 8	Ingredient Education	Hyaluronic acid and skin hydration	Carousel	Education	Hydration and oiliness are not the same thing.	Save this simple explanation	Saves, shares and reach	Planned	Explain humectants accurately and avoid promising results for every skin type.
Day 9	Skincare Myth-Busting	Does oily skin need moisturizer?	Reel	Awareness and education	Oily skin doesn't automatically mean you should skip moisturizer.	Share with a friend	Shares, watch time and saves	Planned	Explain that lightweight, suitable moisturizers may work for oily skin.
Day 10	Product Selection & Routine Guidance	How to read a skincare product label	Carousel	Education and consideration	Don't choose a skincare product by its front label alone.	Save this checklist	Saves, shares and profile visits	Planned	Cover directions, ingredient list, warnings and suitability; avoid making ingredient order the only selection rule.
Day 11	Skin Barrier Education	Ceramides explained in simple language	Static infographic	Education and awareness	Meet one of the key components of your skin barrier.	Save this ingredient note	Saves, reach and shares	Planned	Explain ceramides' role in the skin barrier without claiming they cure skin conditions.
Day 12	Skin Concerns & Community Education	Which skincare step is hardest to understand?	Instagram Stories question box	Engagement and audience insight	Tell us what skincare advice you wish was simpler.	Submit a question	Replies and question submissions	Planned	Use replies as qualitative insights; protect people's privacy.
Day 13	Influencer Marketing	How skincare creators can educate audiences about ingredients	Reel	Awareness	What if skincare ingredients were explained in language everyone understands?	Follow for simple skincare education	Reach, watch time, profile visits	Planned	Proposed creator collaboration; select creators for expertise, audience relevance and credibility.
Day 14	Influencer Marketing	What makes a skincare influencer a good brand fit?	Carousel	Consideration and trust	More followers don't always mean a better partnership.	Save this creator-selection checklist	Saves, shares, engagement	Planned	Assess audience fit, content quality, genuine engagement, credibility and disclosure practices.
Day 15	Influencer Marketing	A creator explains how to read a skincare product label	Creator-led Reel	Education and consideration	Let's understand what's written on this skincare label.	Save the guide and explore the product details	Watch time, saves, product-page visits	Planned	Proposed paid or gifted collaboration; disclose the relationship and avoid unsupported claims.
Day 16	Customer Journey Education	What customers need before choosing a skincare product	Carousel	Move customers from awareness to consideration	Interested in an ingredient but unsure which product to choose?	Explore the ingredient and product information	Saves, product-page visits, engaged sessions	Planned	Map common customer questions using genuine reviews, FAQs and product information.
Day 17	Customer Journey Education	Why customers hesitate before buying skincare online	Carousel	Reduce uncertainty	Before buying skincare online, what do you need to know?	Check product details and FAQs before deciding	Product-page engagement, add-to-cart rate	Planned	Investigate actual questions about ingredients, suitability, pricing, authenticity and delivery; don't assume their prevalence.
Day 18	Customer Recovery	How a brand should communicate when an order is delayed	Customer-service email concept	Restore trust and resolve the issue	Your order hasn't arrived as expected. Here's how we can help.	Check order status or contact support	Resolution time, repeat contacts, customer satisfaction	Planned	Use a clear apology, verified status, next steps and realistic timelines. Never invent delivery updates.
Day 19	Customer Recovery	A helpful reminder for customers who leave products in their cart	Email or website message concept	Recover eligible abandoned carts	Still deciding? Here's the product information you may need.	Review your cart	Cart recovery rate, recovered orders	Planned	Proposed customer communication; respect consent, privacy, frequency limits and applicable messaging rules.
Day 20	Post-Purchase Customer Education	Helping customers understand their new skincare product	Post-purchase email or carousel	Improve product understanding and customer experience	Your product has arrived. Here's how to understand its directions.	Read the usage instructions and FAQs	Email engagement, support queries, customer satisfaction	Planned	Use verified product directions and appropriate safety guidance.
Day 21	Customer Recovery	Turning a customer complaint into a service improvement	Customer-service workflow infographic	Improve issue resolution and trust	A complaint should start a solution, not an argument.	Contact support for help with an order or product	Resolution rate, satisfaction after resolution	Planned	Illustrate a proposed workflow: listen, acknowledge, investigate, resolve and follow up. Don't imply every complaint can be resolved identically.
Day 22	Customer Retention	How useful education can bring customers back	Educational email or carousel	Retention and customer loyalty	Your next skincare step should depend on your needs—not hype.	Revisit your routine and product instructions	Repeat purchase rate, returning customers, email engagement	Planned	Recommend repurchasing only when appropriate; avoid unnecessary purchases and unsupported product claims.
Day 23	Relatable Skincare Humor	Me: I'll only buy one skincare product. Also me…	Funny Reel	Reach and shares	Me: I'll only buy one skincare product. Also me…	Tag your friend who does this	Shares, reach, watch time	Planned	Original humor concept; avoid shaming budgets or suggesting more products are necessary.
Day 24	Ingredient Education	POV: You have watched 27 skincare videos and are still confused	POV Reel	Entertainment and education	POV: You've watched 27 skincare videos and you're still confused.	Which ingredient should we explain next?	Comments, watch time, shares	Planned	Use verified ingredient information in the educational ending.
Day 25	Community Engagement	Build your skincare knowledge with a three-question quiz	Instagram Stories quiz	Engagement and audience insights	Skincare quiz! Let's see what you know.	Play along and share your score	Quiz responses, completion rate, shares	Planned	Fact-check each answer; treat responses as informal audience insights.
Day 26	Influencer Marketing	Two creators explain one skincare ingredient	Collaborative Reel	Reach new relevant audiences	We asked two skincare creators to explain the same ingredient.	Which explanation made more sense to you?	Reach, shares, meaningful comments, profile visits	Planned	Proposed collaboration; select relevant creators, disclose sponsorships and fact-check claims.
Day 27	Community & User-Generated Content	Show us your skincare shelf	UGC prompt and Stories reposts	Participation and community building	Your shelf tells a story. What's your skincare essential?	Share your shelf and tag the page	Submissions, mentions, Story interactions	Planned	Obtain permission before reposting; never fabricate submissions or testimonials.
Day 28	Skincare Humor & Education	That one friend after watching two skincare videos	Meme Reel	Shares and reach	That one friend after watching two skincare videos…	Send this to your skincare-obsessed friend	Shares, reach, average watch time	Planned	Keep the joke friendly and the educational takeaway accurate.
Day 29	Routine Guidance	The 3-Step Routine Reset	Reel and supporting Stories	Saves and useful product discovery	Feeling overwhelmed by skincare? Return to the basics.	Save this basics checklist	Saves, shares, completion rate	Planned	Proposed mini-campaign; routines depend on individual needs and claims must be verified.
Day 30	Education & Brand Community	30 days of skincare, one lesson	Recap Reel or carousel	Reinforce key lessons and invite future engagement	If we could teach you just three things about skincare…	What should we explain next month?	Shares, saves, comments, returning audience engagement	Planned	Use actual published content and measured results if executed; until then label it a proposed campaign.