

# CONFIDENTMARKETER

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## Instagram – 5 week Content Planning Framework from Mari Smith

Here's the chart Mari suggests for Instagram content that will build your following.

To put the VALUE framework in action, create a post for each category on a weekly basis, one per weekday. And, for the most value, plan for 5 weeks of content at a time.

<i>Valuable</i>	<i>Aspirational</i>	<i>Lifecycle</i>	<i>Unique</i>	<i>Evergreen</i>
<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<i>Friday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>
<i>Thursday</i>	<i>Friday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>
<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Monday</i>	<i>Tuesday</i>
<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Monday</i>

The framework can benefit anyone on Instagram. If you're a content marketer, Content Marketing Institute offers a great description of the VALUE framework specifically for driving blog traffic.

Here's the definition of each type of post.

- Valuable posts teach or educate.
- Aspirational posts offer help for attaining a vision or goal.
- Lifecycle posts build awareness and encourage action.
- Unique posts offer something only you and your viewer can provide.
- Evergreen posts have long-term value and are instantly relevant.

Mari's article goes into detail and provides examples of each type of these posts. She also talks about using video. Here's the link to Mari's original article:

[https://www.marismith.com/magic-of-10k-instagram-followers-no-gimmicks-approach/?doing\\_wp\\_cron=1569080129.8851399421691894531250](https://www.marismith.com/magic-of-10k-instagram-followers-no-gimmicks-approach/?doing_wp_cron=1569080129.8851399421691894531250)