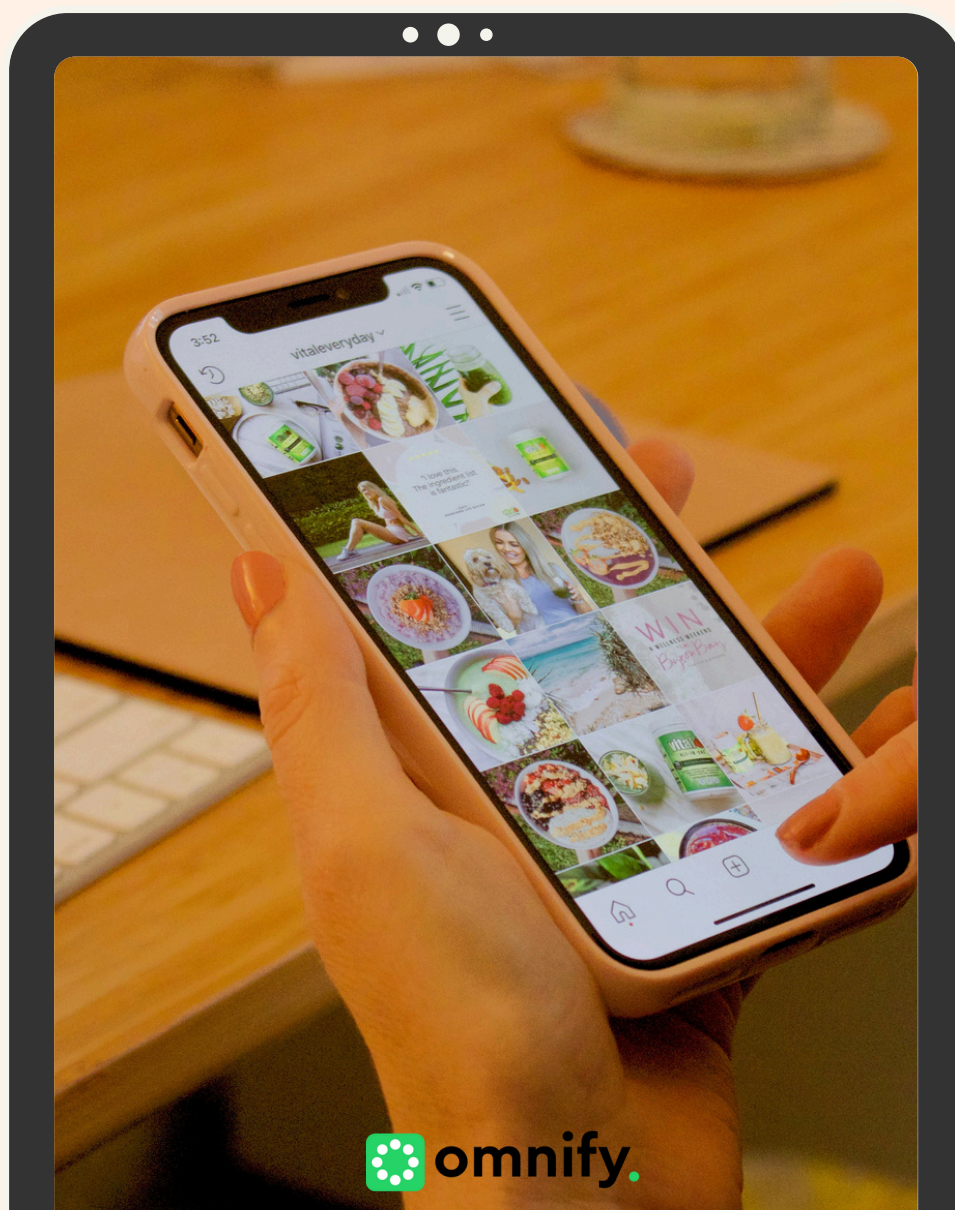
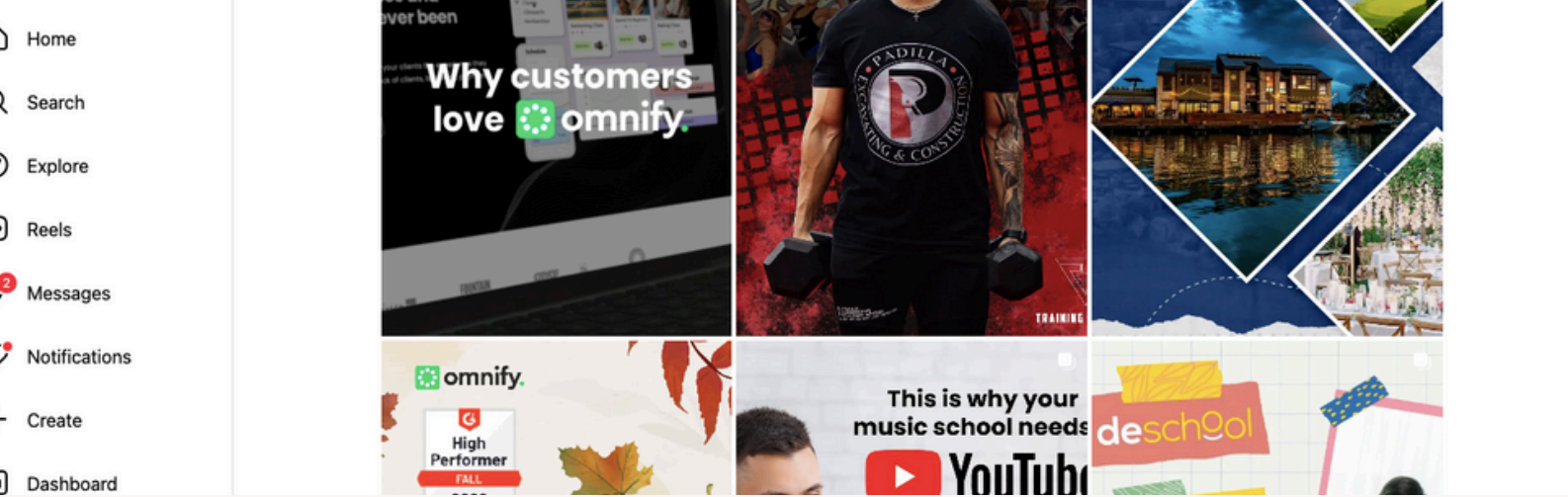


A HELPFUL GUIDE FOR NEW & SMALL
BUSINESS OWNERS

Instagram!

WORKBOOK





Hi there!



Welcome to your Instagram Strategy Guidebook – created especially for new and small business owners who want to build a stronger presence on Instagram without feeling overwhelmed.

From swim lessons that build confidence to kids' programs that spark creativity, your business brings real value to your community. This guide is here to help you share that story on Instagram—with clarity, consistency, and heart. Inside, you'll find practical tips, ready-to-use templates, and content ideas designed to help you connect with your audience and grow your brand authentically.

We know that time is tight and resources are limited, so we've made this guide simple, actionable, and easy to follow. From choosing the right content mix to tracking performance and staying consistent, you'll find everything you need to start posting with confidence and clarity.

This isn't about going viral—it's about showing up with purpose, telling your brand's story, and building trust with your community.

Let's get started!

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CONTENT CALENDAR TEMPLATE

Days	Post Type	Visuals to create	Caption	Hashtags	CTA	Status
Day 1	Reel	Video of kids learning to swim with Instructor	🏊 Dive into Confidence! Our swim classes build more than just strokes.	#SwimSchool #ConfidentKids #LearnToSwim	Sign up now — link in bio!	Posted
Day 2	Carousel	Multiple images of kids painting, drawing and showing off art work	🎨 Afterschool just got creative! Here's what your kids can explore.	#AfterSchoolFun #CreativeKids	Book a free trial class today!	Scheduled
Day 3	Static Post	Screenshot of parent testimonial	👤 Parent shoutout! 'My son LOVES soccer days at the academy!'	#ParentLove #KidsSports #CustomerStories	Tap to see our weekly class schedule.	Scheduled
Day 4	Reel	Split screen: class dashboard + happy parent on phone	Why business admins ❤️ Omnify-powered class bookings and parents! too!	#GrowWithOmnify #ClassBookingSimplified #MomLifeHacks	Get started with Us — link in bio!	Drafted
Day 5	Carousel	Each slide features a reason as to why kids love your class with kid photo	Top 5 reasons kids love the activities at the children's activity center! 🤔	#AfterSchoolAdventures #HappyKids #childrensactivitycenter	Tag a parent who needs to see this!	Drafted



INSTRUCTIONS AND TIPS

**Here's how you can structure your
Instagram calendar for business**

01 **Weekly content mix suggestions:**

- Monday: Educational/How-To
- Tuesday: Testimonial or Review
- Wednesday: Behind-the-Scenes
- Thursday: Product/Service Spotlight
- Friday: Reel or Trending Topic

Notes:

CALENDAR GAMEPLAN

Use the content mix above to map out your monthly gameplan with this calendar template.

Instagram Content Calendar

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						



TARGETS AND INSIGHTS

METRIC	DESCRIPTION	ACHIEVED
Date Posted	When the post went live	
Post Type	Reel, Carousel, Story, Image, etc.	
Reach	Total unique accounts that saw the post	
Impressions	Total number of times the post was displayed	





TARGETS AND INSIGHTS

METRIC	DESCRIPTION	ACHIEVED
Likes	Number of likes	
Comments	Number of comments	
Shares	How many times it was shared	
Saves	How many users saved the post	





TARGETS AND INSIGHTS

METRIC	DESCRIPTION	ACHIEVED
Engagement Rate	(Likes + Comments + Shares + Saves) ÷ Reach or Impressions	
Follows from posts	New followers gained from this post	
Profile visits	Clicks to your profile from the post	
Website Clicks	Clicks to booking page link or storefront link	






TARGETS AND INSIGHTS

METRIC	DESCRIPTION	ACHIEVED
Post Status	Scheduled / Posted / Boosted etc.	

Notes: (What worked, what didn't, learnings, etc.)





We're cheering for you!

We hope this guide empowers you to take your Instagram strategy to the next level—one thoughtful post at a time. Whether you're just starting out or looking to refine your content approach, remember: consistency, creativity, and connection are key.

Here's to building stronger communities, filling more classes, and celebrating every little win along the way. You've got this—and we're cheering you on every step of the way!

Happy Planning!
Omnify Growth Team.





Omnify all-in-one platform built for service-based brands. Whether you're running a fitness studio, swim school, or creative workshop, Omnify helps streamline bookings, automate scheduling, and boost customer engagement. Trusted by thousands of businesses globally, it's the smarter way to scale your services.

Ready to see Omnify in action? Try with a [FREE DEMO](#) Today!

[FREE DEMO](#)

