

P WSITIVE PROFIT

with Kara Brothers

Get More Followers and Sales with These Instagram Posts and Checklist for February 2024

Hey Profiteers!

Here's a full month of the Instagram **Post** content calendar for February 2024 to promote your dog treat business. Each day includes captions, descriptions, and relevant hashtags.

Take some time to schedule these posts in advance for February and check off the box when you're done. Once February rolls around, you'll have planned a months worth of content on Instagram that will automatically post each day!

☐ **Day 1** (Thursday) : **February Kickoff**

Caption: 🌟 Hello February! Ready for a month filled with paw-some treats and tail-wagging joy. Who's with us? 🐾❤️ #FebruaryTreats #DogLove

☐ **Day 2** (Friday) : **Furry Friend Friday**

Caption: 📸 Shoutout to our amazing customers! Tag us in pics of your pups enjoying our treats for a chance to be featured. #FurryFriendFriday #CustomerLove

☐ **Day 3** (Saturday) : **Super Snacking Saturday**

Caption: 🚀 Elevate your weekend with our super snacks! Which treat is your pup's go-to? Comment below! 🙋 #WeekendTreats #SuperSnacking

☐ **Day 4** (Sunday) : **Treat of the Day** (*substitute Cherry Bliss Bites for whatever treat you want to showcase*)

Caption: 🎉 Treat Spotlight: Cherry Bliss Bites! A burst of fruity delight in every bite. Perfect for your pup's February adventures. 🍒🐶 #CherryBliss #TreatTuesday

Day 5 (Monday) : Behind the Baking

Caption: 🍪 Peek into our kitchen magic! Crafting happiness, one treat at a time. What's your pup's favorite treat? #BTS #DogTreatMagic

Day 6 (Tuesday) : Share the Love Sale

Caption: ✨ Share the love with a special treat sale! Use code: LOVEMYDOG for a sweet discount. Link in bio. #LoveMyDog #TreatSale

Day 7 (Wednesday) : Puppy Love Valentine's Special

Caption: ❤️ Love is in the air! Spoil your pup with our Valentine's treats. Limited edition. Link in bio. #ValentinesTreats #PuppyLove

Day 8 (Thursday) : Heartfelt Ingredients

Caption: 🌿 Every treat is made with love and the finest ingredients. Quality bites for your fur baby. #QualityTreats #DogLove

Day 9 (Friday) : DIY Delights

Caption: 🍪 DIY Dog Treats! Check our stories for easy recipes to share the

love with your pup. #DIYDogTreats #HomemadeLove

Day 10 (Saturday) : **Health Bites**

Caption: 🥬 Nutrient-packed treats for a healthy doggy life. Because every pup deserves the best! #HealthyDog #NutritionBites

Day 11 (Sunday) : **Sunday Pawsibilities**

Caption: 🌈 Sunday Pawsibilities with [Your Business Name]! Treat your pup to a delightful day. 🐾 #SundayPawsibilities #DogTreatJoy

Day 12 (Monday) : **Meet the Baker**

Caption: 👩🍳 Meet [Your Name], the heart behind [Your Business Name]. Passionate about pups and crafting the finest treats! #MeetTheBaker #DogTreatPassion

Day 13 (Tuesday) : **Love in Every Bite**

Caption: 💌 Our treats are crafted with love for your fur baby. Which flavor does your pup adore? #LoveInEveryBite #DogTreatLove

Day 14 (Wednesday) : **Valentine's Day Special**

Caption: 📺 Valentine's Day Treat Box! Show your pup some extra love with our exclusive heart-shaped delights. #ValentinesTreatBox #DogLove

Day 15 (Thursday) : **Pawfect Pairing**

Caption: 🍓 Pawfect Pairing: Strawberry Delight Bites with a side of puppy love. Share your pup's favorite combo! #StrawberryDelight #DogTreatPairing

Day 16 (Friday) : **Happy Friday**

Caption: 🎉 Happy Friday, dog lovers! Treat your pup to a paw-some start to the weekend. #HappyFriday #DogTreatWeekend

Day 17 (Saturday) : **Fan Favorites**

Caption: 🌟 Fan Favorites! Swipe to see what treats our customers can't get enough of. Tag us in your pup's treat moments! #FanFavorites #DogTreatMagic

Day 18 (Sunday) : **Nutritional Wisdom**

Caption: 🧠 Nutritional wisdom in every bite! Learn about the health benefits of our treats in stories. #NutritionalWisdom #DogWellness

Day 19 (Monday) : **Limited Edition Tease**

Caption: 🚀 Something special is baking! Limited edition treats dropping soon. Turn on post notifications for updates. #LimitedEdition #DogTreatTease

Day 20 (Tuesday) : **Treats & Tricks**

Caption: 🎩 ✨ Treats & Tricks! Show us your pup's best trick in the comments below. #TreatsAndTricks #DogTrickFun

Day 21 (Wednesday) : **Midweek Munchies**

Caption: 🌈 Midweek munchies! Treat your pup to a surprise mix of our flavors. Spoil them silly! #MidweekMunchies #DogTreatSurprise

Day 22 (Thursday) : **Throwback Thursday**

Caption: 📅 17 Throwback to our first-ever treat! From humble beginnings to paw-licious creations. #ThrowbackThursday #DogTreatJourney

Day 23 (Friday) : **Flashback Friday**

Caption: 📷 Flashback to our favorite treat moments. Share your pup's all-time favorite in the comments! #FlashbackFriday #DogTreatMemories

Day 24 (Saturday) : **FAQ Session**

Caption: ❓ Have questions about our treats? Drop them below, and we'll answer in stories! #FAQ #DogTreatAnswers

Day 25 (Sunday) : **Sunny Sunday Special**

Caption: ☀️ Sunday Sunshine and Dog Treats! Brighten your pup's day with a tasty surprise. #SundaySunshine #DogTreatFun

Day 26 (Monday) : **Seasonal Sneak Peek**

Caption: 🍁 Sneak peek into our upcoming seasonal treats. Get ready for a feast of flavors! #SeasonalTreats #DogTreatSneakPeek

Day 27 (Tuesday) : **Interactive Poll**

Caption: 🗳️ Help us choose the next treat flavor! Poll in stories. Your pup's

choice matters! 🐾 #InteractivePoll #DogTreatVote

Day 28 (Wednesday) : **Monthly Recap**

Caption: 🎉 Celebrating a month of joy and treats! Thanks for being a part of our [Your Business Name] family. #MonthlyRecap #DogTreatCelebration

Day 29 (Friday) : **Thank You**

Caption: 🙏 Thank you for a fabulous February filled with treats and furry joy! Here's to more adventures with [Your Business Name]. #Gratitude #DogTreatAdventure

Feel free to customize these posts based on your unique offerings and brand personality. Use high-quality images and engage with your audience through comments and messages. Happy Instagramming!

Woof!

Kara