

APRIL 2025



SOCIAL MEDIA

MARKETING PLAN

FOR GREENS CLEANS

PREPARED BY CRFTD.IT



TABLE OF CONTENT



MARKET RESEARCH

BRAND IDENTITY

CONTENT PLAN

ACTION PLAN

MARKET *RESEARCH*



CLIENT OVERVIEW

- Client Name: Greens Cleans
- Location: Netherlands
- Industry: Deep Cleaning Services
- Main Platforms: Instagram (Primary), Website
- Monthly Package Includes:
 - 2 Reels
 - 4 Posts
 - Weekly Stories
 - Website & Branding Guidance



MARKET & CULTURE ANALYSIS

- Time Zone: CET/CEST (Post: 11AM–1PM or 6–8PM)

Consumer Habits:

- Eco-conscious, mobile-first, trust visual proof
- Prefer practical and clean content

Cultural Notes:

- Honest, clear communication
- Subtle humor
- Localized service experience



BRAND *IDENTITY*



Tone:

- Professional, friendly, honest, eco-conscious

Visual Style:

- Clean & minimal
- Green/white/neutrals
- Real photos & subtle logo use

Brand Message:

- “Let your space breathe again.”



CONENT

PLAN



CONTENT PILLARS

- Before & After Transformations
- Client Testimonials
- Cleaning Tips & Hacks
- Behind the Scenes
- Service Spotlights
- Sustainability Practices



MONTHLY REELS PLAN

- Reel 1: Deep Clean Transformation (before/after with music + CTA)
- Reel 2: What's in a Deep Clean? (short clips + subtitled)
- Notes: Use trending music, clean thumbnails, ENG + NL subtitles



MONTHLY POSTS PLAN

- Carousel Post: 5 Surprising Places We Clean
- Testimonial Graphic: Client review + image
- Myth Buster: Educational static design
- Service Highlight: Photo of team + what's included
- Design Style: Real images + illustrations, subtle branding



WEEKLY STORIES PLAN

- Week 1: Poll + Tip of the Week
- Week 2: BTS clips + Reel teaser
- Week 3: Myth Quiz + Feedback screenshot
- Week 4: FAQ + Weekend reminder
- Highlight Covers: Services / Tips / Reviews / FAQs /

Team



WEBSITE & BRANDING SUPPORT

KPIs:

- Reels (views, saves, shares)
- Posts (engagement rate)
- Stories (reach, interaction)
- Followers gained
- Website clicks / DMs

Adjustments:

- Review monthly insights
- Repeat high-performing formats
- Rotate themes every 3 months



FUTURE GROWTH IDEAS

- Facebook cross-posting
- Email tips newsletter
- Referral rewards
- Real estate partnerships



ACTION

PLAN



SOCIAL MEDIA PLAN IN MOTION

- It might be helpful to make a table like that to track social media plan progress through the month.
- you can use Notion social media calendar or a google sheets.



DAY-DATE	TYPE	CONCEPT	VISUAL	PLATFORM	STATUS

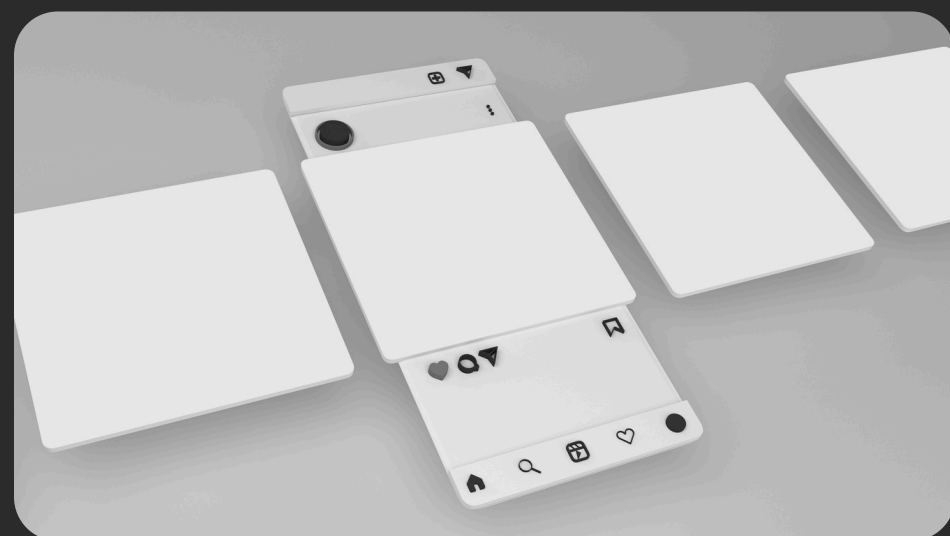


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PRESENCE!



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