

Date	Content Idea	Content Type	Goal	Hook	CTA
Oct 5	Signature Latte	Reel	Awareness	Meet your new favorite latte	Try it today!
Oct 7	Hot or Iced?	Story	Engagement	Hot coffee or iced coffee?	Vote now!
Oct 9	Behind the Scenes: Making Coffee	Reel	Engagement	Ever wondered how your coffee is made?	Follow for more!
Oct 12	Introducing Our New Cheesecake	Post	Awareness	Something sweet just arrived!	Come try it today!
Oct 14	Customer Review	Post	Trust	See why our customers love us	Share your experience with us!
Oct 16	Weekend Coffee Offer	Post	Sales	Your weekend coffee just got better	Visit us this weekend!
Oct 19	What's Your Favorite Coffee?	Post	Engagement	If you could choose only one coffee, what would it be?	Tell us in the comments!
Oct 21	How to Make Better Coffee at Home	Carousel	Education	Want better coffee at home? Start with these simple tips	Save this post for later!
Oct 23	Introducing Our New Iced Mocha	Reel	Sales	Meet your new iced coffee obsession	Try it today!
Oct 25	Coffee Pairing: What Goes Best With Your Coffee?	Carousel	Education	Not sure what to order with your coffee?	Save this guide for your next visit!
Oct 27	A Day at Our Café	Reel	Awareness	Come spend a day with us	Follow along for more!
Oct 30	If Our Coffee Could Talk	Reel	Engagement	If your coffee could talk, what would it say?	Tell us in the comments!