

Small-Business Social Copy: A Focused Mini-Campaign

CONTENT WRITING | THREE-POST SERIES

Sample brief

Fictional shop Morrow Plant Studio wants three organic social posts introducing its plant-repotting service. Customers send a photo first; the shop confirms scope and price before booking. No guarantees, discounts, or expertise claims are assumed.

Post 1 | Introduce the service

Love your plant, less excited about the mess of repotting?

Morrow Plant Studio offers repotting appointments for indoor plants. Send us a photo of your plant and its current pot. We'll discuss what you need and confirm the scope and price before you book.

Message us with your photo to get started.

#Houseplants #PlantCare #SmallBusiness

Visual concept: A clean tabletop with an empty pot and a simple "Repotting appointments" title.

Post 2 | Explain the first step

Before you bring your plant in, start with a photo.

Show us the whole plant and the pot it is in now. Tell us what you would like help with, and we'll explain the next step. No need to book before we've discussed the details.

Have a plant in mind? Send us a message.

#IndoorPlants #PlantCommunity #Repotting

Visual concept: Two labeled frames: "Whole plant" and "Current pot."

Post 3 | Address a common question

"Do I need to know exactly what I want before I ask?"

No. Tell us about your plant and what you are considering. We'll review your request, explain the proposed service, and confirm the price before you decide whether to book.

Start the conversation with a photo.

#HouseplantCommunity #PlantCare #SmallBusiness

Visual concept: A single question card in the shop's colors; no stock photo needed.

Campaign note

Sequence: introduce, explain, reassure. Each post has one action and stays within the same service facts. Before publication, confirm availability and platform-specific contact instructions. No reach or sales results are claimed.