

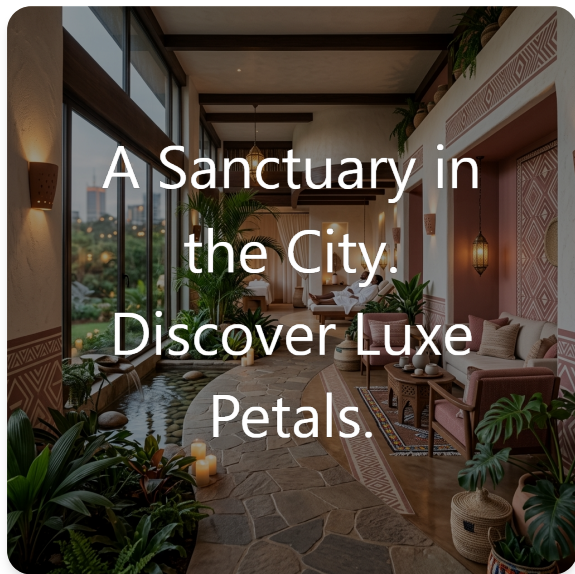
Social Media Campaign

7-DAY VISUAL STORYTELLING FOR LUXE PETALS

This document contains a comprehensive 7-day social media campaign strategy.

Each page focuses on a single day's post, ensuring a dedicated viewing experience for your premium visuals and highly optimized copy variations.

INSTAGRAM SQUARE (1080X1080)



DAY 1 • BRAND IDENTITY

Content Strategy

POSTER COPY (ON-IMAGE)

"A Sanctuary in the City. Discover Luxe Petals."

CAPTION VARIATION 1 (STORY-DRIVEN)

Escape the hustle and step into tranquility. At Luxe Petals, we've created a sanctuary dedicated to your well-being and beauty. 🌿

✨ #LuxePetals #NairobiSpa

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

Your premium self-care destination in Karen has arrived. Book your first appointment today and experience the Luxe difference. 🎨

💖 #SelfCare #LuxurySpa

INSTAGRAM SQUARE (1080X1080)



DAY 2 • THE SIGNATURE MASSAGE

Content Strategy

POSTER COPY (ON-IMAGE)

"Melt Away the Week. Signature Swedish Massage."

CAPTION VARIATION 1 (STORY-DRIVEN)

Tension, be gone. Our signature Swedish massage is designed to restore your natural balance and melt away stress. Treat yourself to an hour of pure bliss. 🧘✨

#MassageTherapy #WellnessJourney

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

You deserve a pause. Let our expert therapists work their magic. Book our Signature Massage this week and find your inner peace.

🌿🧘 #SpaDay #Relaxation

INSTAGRAM SQUARE (1080X1080)



DAY 3 • BRIDAL PACKAGE

Content Strategy

POSTER COPY (ON-IMAGE)

*"The Ultimate Bridal Glow-Up.
Packages for You & Your Girls."*

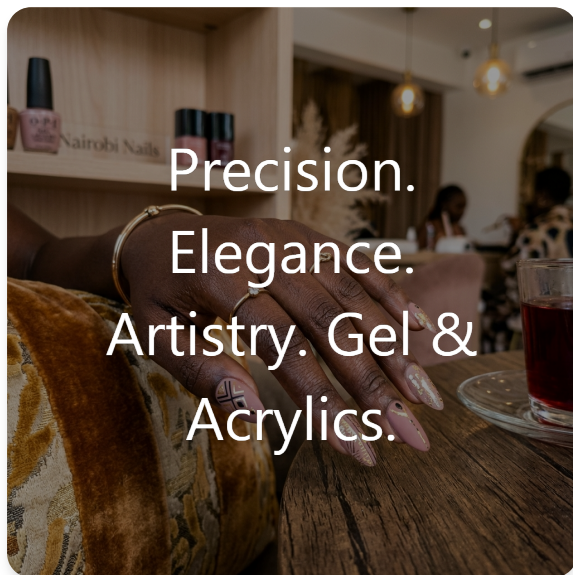
CAPTION VARIATION 1 (STORY-DRIVEN)

Your big day deserves the ultimate preparation. Book our Bridal Package for exclusive spa treatments, champagne, and picture-perfect nails. 💍 🥂 #NairobiBride #BridalSpa

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

Say 'I Do' to glowing skin and flawless nails. Bring your bridal party to Luxe Petals for a day of luxury and celebration before you walk down the aisle. 💆 🌟 #BridalShower #WeddingPrep

INSTAGRAM SQUARE (1080X1080)



DAY 4 • NAIL ART SPOTLIGHT

Content Strategy

POSTER COPY (ON-IMAGE)

"Precision. Elegance. Artistry. Gel & Acrylics."

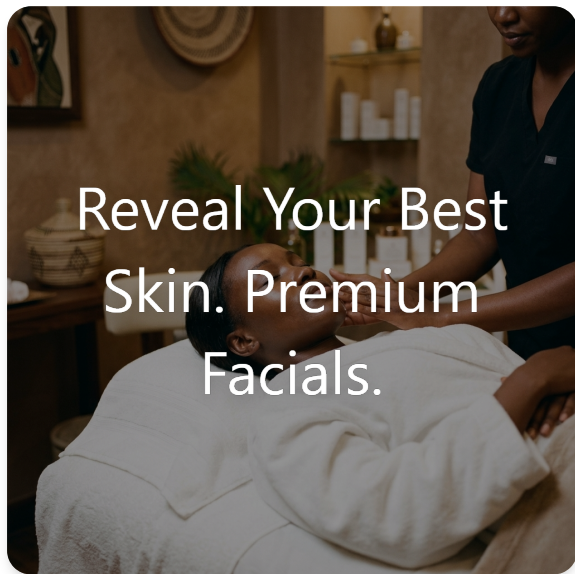
CAPTION VARIATION 1 (STORY-DRIVEN)

It's not just a manicure; it's a masterpiece. Our certified nail techs bring your Pinterest boards to life with precision and care. 🎨💅 #NailArt #NairobiNails

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

Flawless finish, every time. Whether you love the classic French tip or intricate nail art, Luxe Petals delivers perfection. What's your next set going to look like? ✨❤️ #AcrylicNails #GelManicure

INSTAGRAM SQUARE (1080X1080)



DAY 5 • FACIAL TREATMENTS

Content Strategy

POSTER COPY (ON-IMAGE)

"Reveal Your Best Skin. Premium Facials."

CAPTION VARIATION 1 (STORY-DRIVEN)

Glow from the inside out. Our deep-cleansing facial treatments use premium global products to hydrate and rejuvenate your skin.

💧 ✨ #SkincareRoutine #GlowingSkin

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

Is your skin feeling tired? A Luxe Petals facial is exactly what you need. Hydrate, exfoliate, and glow. Book your session today! 🌿 🧖‍♀️
#FacialTherapy #Esthetician

INSTAGRAM SQUARE (1080X1080)



First Time
Visiting? Enjoy
20% OFF.

DAY 6 • FIRST-TIME DISCOUNT

Content Strategy

POSTER COPY (ON-IMAGE)

"First Time Visiting? Enjoy 20% OFF."

CAPTION VARIATION 1 (STORY-DRIVEN)

Never been to Luxe Petals? We'd love to welcome you! Use code NEW20 to get 20% off your very first booking with us. ❤️ ✨
#NairobiDiscounts #LuxePetals

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

Your first luxury experience is on us (well, 20% off!). Step into our Karen sanctuary and let us pamper you. Use code NEW20 at checkout.

🧴💆‍♀️ #SpaOffer #SelfCareSunday

INSTAGRAM SQUARE (1080X1080)



DAY 7 • CLIENT LOVE

Content Strategy

POSTER COPY (ON-IMAGE)

*"The best nail studio in Nairobi.
Absolutely pristine."*

CAPTION VARIATION 1 (STORY-DRIVEN)

We love hearing from you! Nothing makes us happier than seeing our clients leave feeling confident and relaxed. Thank you for choosing Luxe Petals. ❤️ ✨
#ClientTestimonial #HappyClient

CAPTION VARIATION 2 (DIRECT & ACTIONABLE)

Your reviews mean the world to us!
Experience the 5-star service that everyone is talking about. Book your appointment today.
🌟 💅 #LuxeExperience #CustomerLove

