

“give me social media calendar with social media marketing funnel for interior design business”

Ans:-

Here’s a **30-Day Social Media Calendar** with a **Social Media Marketing Funnel** tailored for an **Interior Design Business**. This plan is designed to attract leads, build trust, and convert followers into paying clients.

❑ **Social Media Marketing Funnel for Interior Design**

Funnel Stage	Goal	Content Type
Awareness	Get discovered	Reels, Before/After, Home Tips
Interest	Create curiosity	Behind-the-scenes, Moodboards, Style quizzes
Consideration	Show value	Client testimonials, Service breakdowns, Live Q&A
Conversion	Book consults	Offers, Portfolio highlights, “Book Now” posts
Loyalty & Advocacy	Build trust	Client shoutouts, Reviews, Referral incentives

❑ **30-Day Social Media Calendar for Interior Design**

Day	Funnel Stage	Platform	Post Idea
1	Awareness	Instagram Reels	❑ “Transform a Living Room in 10 Seconds” (Before/After)
2	Awareness	Instagram Carousel	❑ “5 Interior Styles Explained: Which One Are You?”
3	Interest	Facebook, Instagram	❑ Poll: “Which space in your home needs a makeover?”
4	Awareness	YouTube Shorts	❑ Quick Tip: “Small Space, Big Impact – 3 Tricks”
5	Consideration	Stories	❑ Client Testimonial Clip + “Swipe Up to See Full Project”
6	Conversion	Instagram Post	❑ “Get 15% Off on First Design Consultation – This Week Only!”
7	Loyalty	WhatsApp Status	❑ Throwback Project Feature with Client Feedback
8	Awareness	Reels	❑ “How Lighting Changes a Room’s Mood”

Day	Funnel Stage	Platform	Post Idea
9	Interest	Instagram Post	☐ Moodboard Monday: “Modern Coastal Bedroom”
10	Consideration	Instagram Live	☐ Live Q&A: “Ask an Interior Designer Anything”
11	Awareness	Facebook	☐ “5 Biggest Interior Design Mistakes to Avoid”
12	Interest	Instagram Stories	☐ Design Quiz: “What’s Your Home Personality?”
13	Conversion	Instagram Post	☐ “Top 3 Reasons Clients Choose Us + Portfolio Link”
14	Loyalty	Email/WhatsApp	☐ Client Thank You Note + Referral Bonus
15	Awareness	Instagram Reels	☐ “Time-lapse of a Full Room Makeover”
16	Interest	Facebook	☐ “What’s the #1 Thing You’d Add to Your Dream Home?” (Engagement Post)
17	Consideration	Instagram Story Highlight	☐ Services Overview with Swipe-Up Link
18	Conversion	Instagram/Facebook	☐ Flash Offer: “Free Design Audit for First 5 Inquiries”
19	Loyalty	Instagram Post	☐ Feature a Happy Client’s Finished Space
20	Awareness	YouTube Shorts	☐ “How to Pick the Right Color Palette”
21	Interest	Instagram	☐ Behind-the-Scenes: On-site Material Selection
22	Consideration	Facebook	☐ Before/After Comparison + Budget Breakdown
23	Conversion	Instagram Stories	☐ “Booking Fast for June Projects – Reserve Now”
24	Awareness	Reels	☐ “This Kitchen Makeover Will Blow Your Mind!”
25	Interest	Facebook, Instagram	☐ Design Material of the Week – Trend Talk
26	Consideration	Instagram Live	☐ Tour a Newly Finished Home with the Designer
27	Conversion	Instagram, WhatsApp	☐ Testimonials + Booking CTA
28	Loyalty	WhatsApp/Facebook Group	☐ Exclusive Sneak Peek: Next Project Plan
29	Awareness	Instagram	☐ Flat Lay Post: “Today’s Color Story”
30	Conversion	Instagram Reel	☐ “How We Turned This Dull Office into a Dream Workspace” + CTA

☐ Platforms to Focus On

- **Instagram:** Reels, Stories, Carousels, Lives
- **Facebook:** Testimonials, Event Promotions, Videos

- **WhatsApp:** Referrals, Status Updates, Quick Responses
 - **YouTube:** Shorts, Room Tours, Design Tips
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□ **Pro Tips**

- Use niche hashtags like #InteriorDesignInspo, #HomeMakeover, #YourCityNameInteriors
- Schedule posts via **Meta Business Suite** or **Later**
- Track metrics weekly (reach, engagement, inquiries)