MONTHLY CONTENT PLAN

November

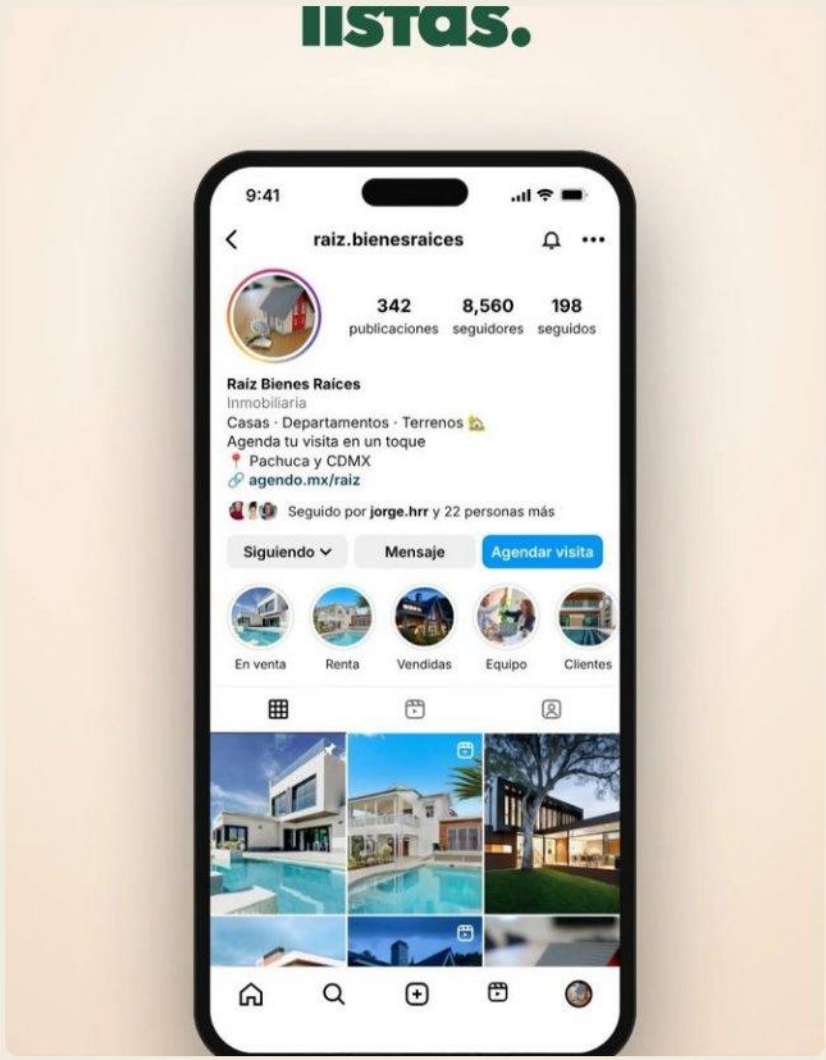
AC Marketing · 2026



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02 — GOAL OF THE MONTH

Every week, a business *messages us.*

November changes focus: topics that hurt any business owner, Acolote as the face of the brand, and reels that end with a call to message us: comment BOT, WEB, MENU or CHECK.

300

Followers

Goal by December 31. Today: 7.

100

Profile visits

Per month. In October: 11.

8

Messages from businesses

Per month, by DM or WhatsApp.

RESULTS · OCTOBER 20 TO NOVEMBER 2

How we did, *in numbers.*

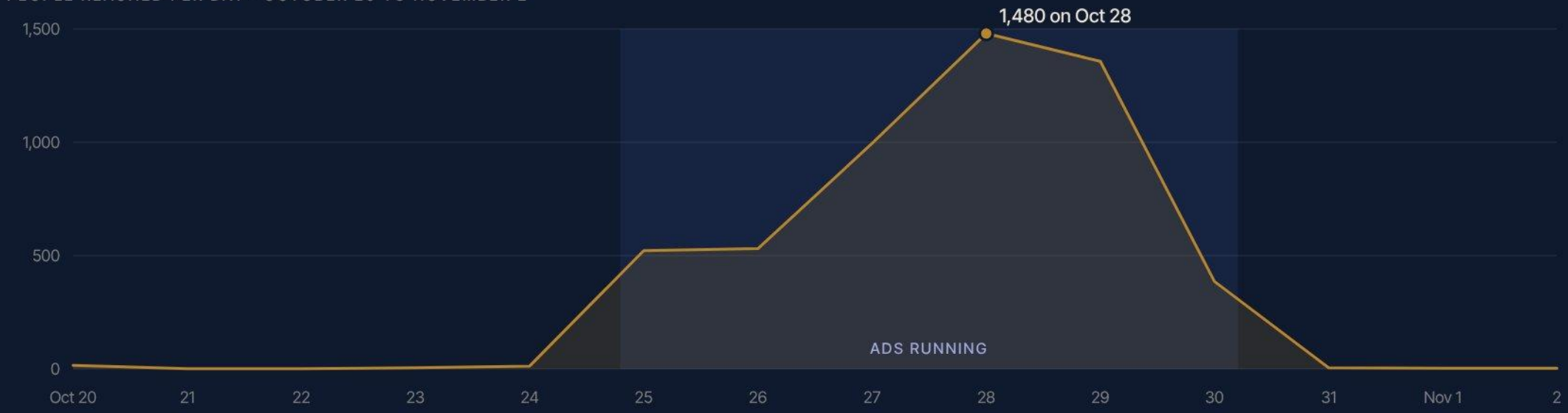
7,620
Views
Times the content was viewed.

4,105
People reached
Unique accounts, including the ad.

95
Profile visits
73 came from the ad.

+4
New followers
From 3 to 7.

PEOPLE REACHED PER DAY · OCTOBER 20 TO NOVEMBER 2



RESULTS · THE FUNNEL

From reach *to message.*

4,105
People reached

→ 2.3%
95
Visited the profile

→ 4.2%
4
Followed us

→ 0%
0
Messaged us

The ad did bring people to the profile. The gap comes after: of 95 visits, only 4 followed and nobody messaged. So we rewrote the bio, pinned 3 posts, and every November reel now ends with a call to message us.

The percentage is how many moved from the previous step to this one. Bar widths use a square-root scale so the small steps stay visible.

RESULTS · ADS

What we paid, *what it brought.*



AD 1 · MESSAGES

No result

AD 2 · PROFILE VISITS

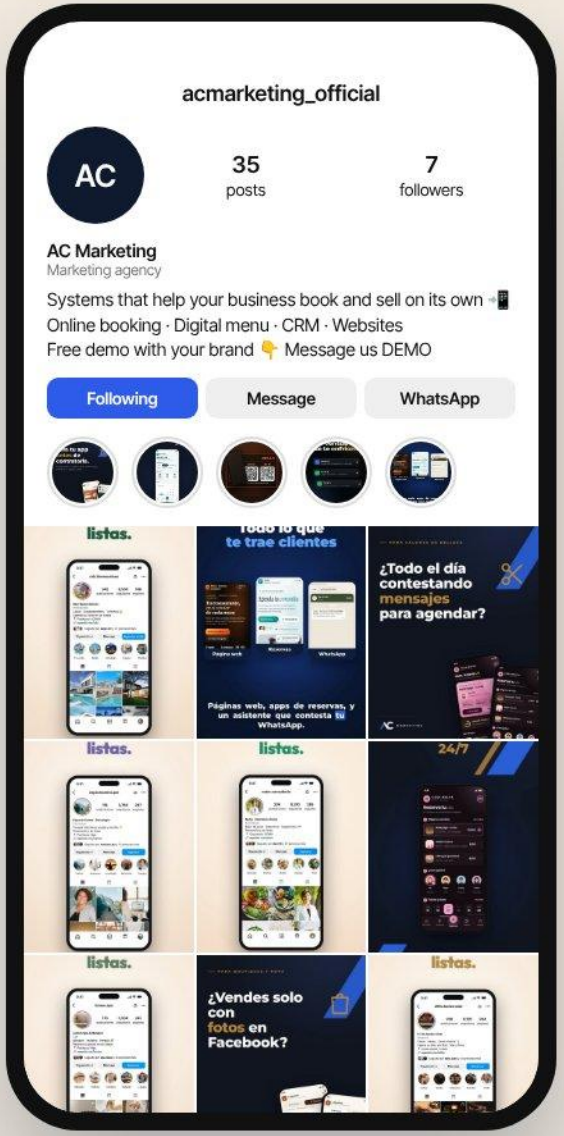
$2.30 MXN per visit

HEADS-UP Since October 31 no ad has been running and reach dropped to 3–5 people a day. The two new ads ($150 MXN each) are ready to launch as soon as payment is confirmed.

06 — PROFILE AND BIO

The first thing *they read.*

A bio that says in three seconds what we do, why we're different and how to start.



WHAT WE DO

Systems, not just design

Booking, menus, CRM and websites, in one line.

WHY US

Free demo with your brand

They see it working before they decide.

HOW TO START

Message us DEMO

One word to start the conversation.

07 — HIGHLIGHTS

What they look for, *one tap away.*



Demos

What yours would look like.



Agendo

Bookings on autopilot.



Menu

Orders from the table.



Portfolio

CRM for real estate.



Contact

WhatsApp and hours.

08 — FEED

How the profile *will look.*

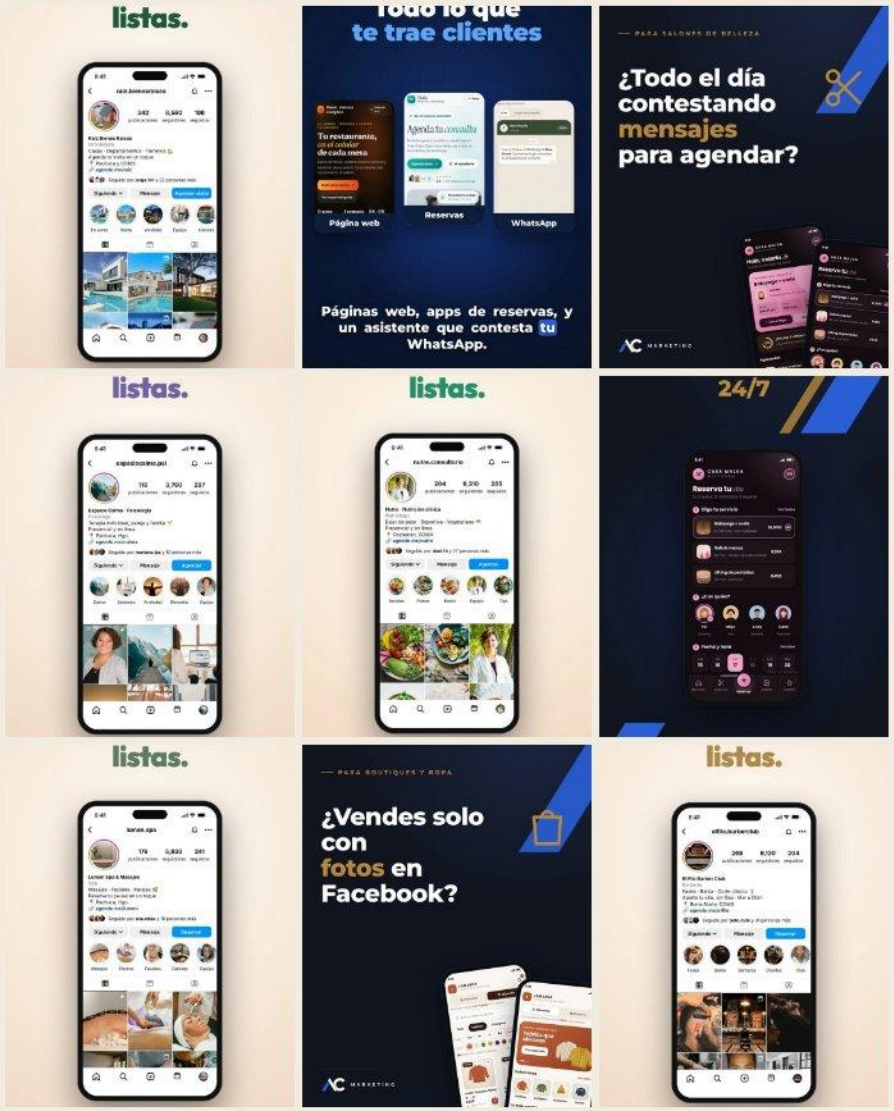
20
campaign reels

12
with voice-over and a real demo

4
with Acolote (our mascot)

4
with you on camera

Monday to Friday, 1:30 pm or 7:30 pm. Three a week for the first 2 weeks, then one every weekday. November 2 to December 3.



09 — CALENDAR

November, *day by day.*

Continues in December: 1, 2 and 3.

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2  Hi, I'm Acolote Acolote · Posted	3	4 V Do you answer WhatsApp at 11 pm? Comment BOT Voice + demo · Scheduled	5	6 C Why I help local businesses Camera · To film	7	8
9 V Before Black Friday: 3 things to have ready Voice + demo · Scheduled	10	11 V Before and after · comment WEB Voice + demo · Scheduled	12	13 A 5 signs you need online booking Acolote · Scheduled	14	15
16 V Free 20-minute audit Voice + demo · Scheduled	17 C Which business needs a website? Tag them Camera · To film	18 V How a client books in 20 seconds Voice + demo · Scheduled	19 V The cost of not replying on time Voice + demo · Scheduled	20 A Restaurants · comment MENU Acolote · Scheduled	21	22
23 V 3 mistakes that keep you off Google Voice + demo · Scheduled	24 C A day building a client's app Camera · To film	25 V Your Instagram vs. your competitors · CHECK Voice + demo · Scheduled	26 V This is your client portal Voice + demo · Scheduled	27 A Acolote busts 3 myths Acolote · Scheduled	28	29
30 V QR menu that sends orders to the kitchen Voice + demo · Scheduled						

10 — CAROUSEL OF THE MONTH

MONDAY 2 · CAROUSEL

Answering messages all day *just to book.*



Clients book the service, stylist and time on their own.
With a work gallery and a loyalty card.

Closes with: We'll show you what yours would look like.

11 — REELS

WEDNESDAY 4 · REEL · 1:30 PM · COMMENT BOT

How we build *a reel.*



0–2 S · HOOK

"11:07 pm. Another unanswered message."



2–8 S · REAL DEMO

The assistant replies, books and confirms on its own.



8–12 S · PROMISE

Your business answers day and night.



CLOSE · ACTION

Comment BOT and I'll send you the demo.

THE MONTH'S OTHER REELS

Fri 6	Why I help local businesses (on camera)
Wed 11	Before and after · comment WEB
Fri 20	Acolote for restaurants · comment MENU
Wed 25	Your Instagram vs. your competitors · comment CHECK

Every reel has music and on-screen text. Whoever comments the keyword gets the demo by DM.

12 — STORIES

Every week, *the same date.*

MONDAY



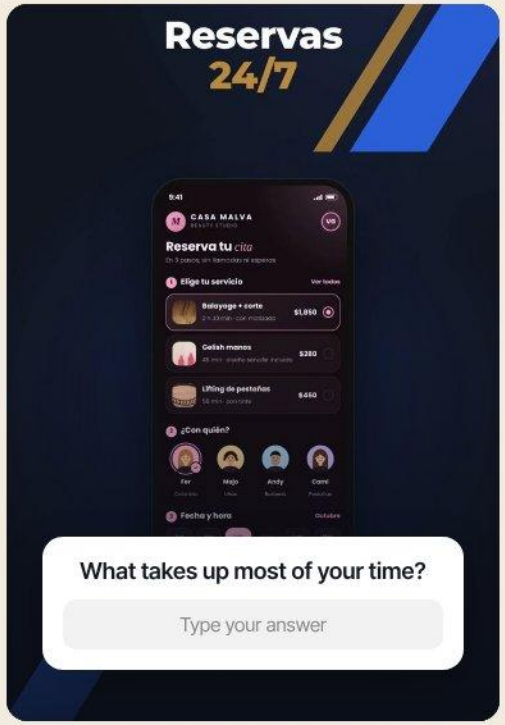
A poll to start the week.

WEDNESDAY



How we build a demo, step by step.

FRIDAY



Their answers give us the topics.

SUNDAY



A short tip to sell more.

13 — ADS

Two tests, *one goal.*



FOLLOWERS

Barbershop reel

Goal	Profile visits
Audience	Mexico City and State of Mexico · ages 25 to 50 · beauty and entrepreneurs
Spend	$50 MXN a day · 3 days · $150 MXN
Keep it if	Visits under $2.30 MXN and 1 follower per 10 visits.



CONVERSATIONS

Studio app reel

Goal	Instagram messages
Audience	Mexico City · ages 25 to 45 · pilates, yoga and fitness
Spend	$50 MXN a day · 3 days · $150 MXN
Keep it if	3 or more conversations, under $50 MXN each.

Plus, every Friday (6, 13, 20 and 27) we suggest which reel to boost, based on how many people watched it to the end. Nothing is paid without your OK.

14 — DELIVERY AND PUBLISHING

All ready *and scheduled.*

Mon 2	Hi, I'm Acolote	Reel	Posted
Wed 4	Do you answer WhatsApp at 11 pm? · BOT	Reel	Scheduled
Fri 6	Why I help local businesses	On camera	To film
Mon 9	Before Black Friday: 3 things to have ready	Reel	Scheduled
Wed 11	Before and after · comment WEB	Reel	Scheduled
Fri 13	Acolote: 5 signs you need online booking	Reel	Scheduled
Mon 16	Free 20-minute audit	Reel	Scheduled
Tue 17	Which business needs a website? Tag them	On camera	To film

+ 12 more reels from November 18 to December 3. Each one is detailed in the client portal.

WHAT WE NEED FROM YOU

Film your 4 on-camera reels
November 6, 17 and 24 and December 1. The scripts are ready.

Approve the reel to boost every Friday
We tell you which one and the budget; nothing is paid without your OK.

Reply in under 1 hour
To anyone who comments BOT, WEB, MENU or CHECK, and to ad messages.

AC •

See you *in December.*

We update your Results tab every week. When the campaign ends on December 3, we deliver what worked and next month's plan.

AC Marketing · Social media and growth systems







