

05.24.24

Launch Promotion Planning

Welcome to Edition 3 of The Juice

This week's edition is a comprehensive breakdown of how I'm planning for and promoting MAKO__LAB's upcoming product drop. I'll be going over the strategy, content ideas, execution, etc.



First off, Instagram recently updated the way it pushes content to non-followers from small accounts.

It's now much more similar to TikTok, in that the algorithm will automatically push any post to a small batch of non-followers. This allows for small accounts to achieve the reach that drew creators to TikTok in the first place.

This change has me feeling much more bullish on Instagram for small accounts.

However, Instagram appreciates a much different style of content compared to TikTok. TikTok really goes for the rambling, low effort, personable style videos, however on Instagram, cleaned up, thoughtfully orchestrated videos do much better.

This plan is heavily designed to align with the style Instagram loves.

I've also decided to cram a bunch of content into a few days, rather than spreading it out over a couple weeks.

The thinking is this strategy will have more people viewing the content close to when the product is available so it will be fresher in their mind.

In the future, the site will be open for longer periods, and eventually open permanently, which will eliminate this issue.

Let's dive into the plan.

Wednesday, May 29th

Reel 1

This reel is going to be a showcase of the candles being made.

The video will be 6-8 seconds and be made up of clips no longer than 1 second.





When making content like this, creating a detailed outline of what every shot will look like can make shooting go much smoother.

That's exactly what I did in the photo below

Production
quick shots

6-8
sec

~~Tue May 28~~ Wed May 29

- Top ~~down~~ of melter, stirring wax 
 - Prepping vessels, angled shot to the side 
 - Dropping oil into cup, side view 
 - Closeup of wax pouring from spout 
 - Oil being thrown in, from above, slight angle
 - ~~mixing top down~~
 - timelapse of cooling, top down
 - pouring into candles, from side, low
 - dropping with holder, different low side angle
- 0.5-1 sec
each
1.5 sec

Notice how each shot has details of the action happening along with the type of shot, and duration.

This level of detail in creative planning makes execution much smoother.

Reel 2

This second video is even shorter, but a similar concept.

It starts with me quickly explaining that I've been making candles for a while and then rapidly flashing images from the development process.

These types of videos are more middle-of-funnel whereas the first reel is top-of-funnel, trying to grab as many eyes as possible.

[This account](#) has a lot of success with this style of reels.

Thursday, May 30th

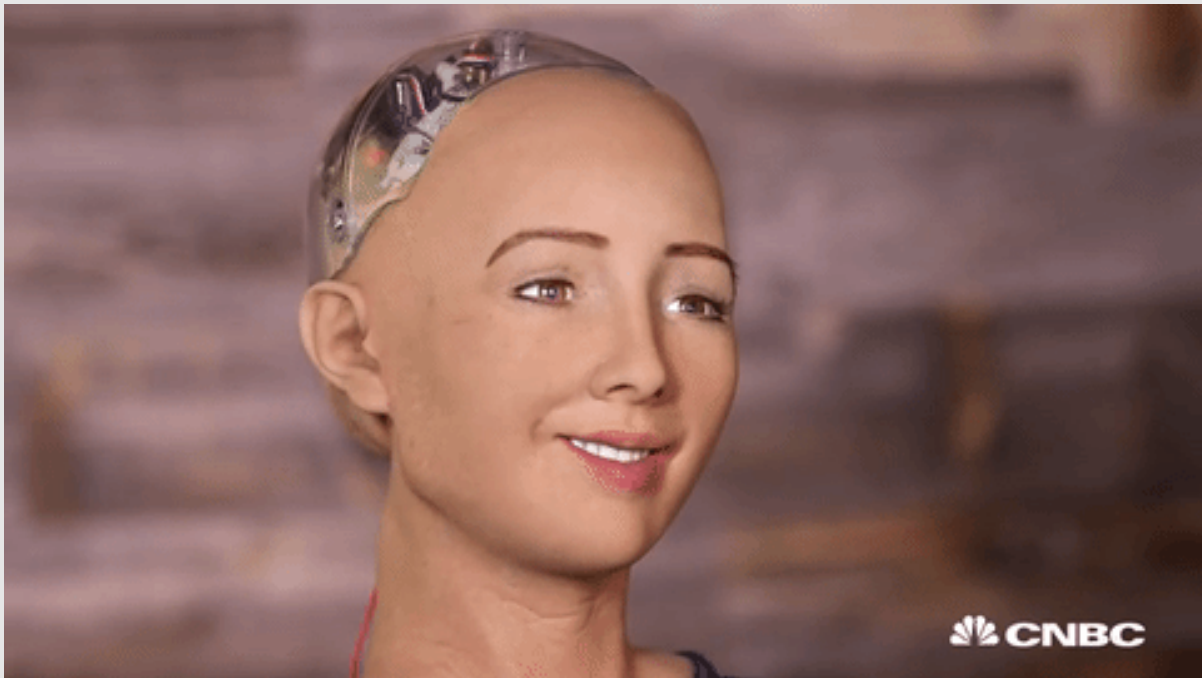
Reel 1

For Thursday, I'm following the same pattern as Wednesday, with one top-funnel, and one middle-funnel video.

The first one is heavily inspired by [this type of TikTok](#). That series consistently goes viral, so I'm hoping viewers will get the reference.

My idea is to pour lighter fluid on the top of a candle and light it to create a massive flame.

Then I'll have an AI voice say "I love my MAKO__LAB candle, the design is very human."

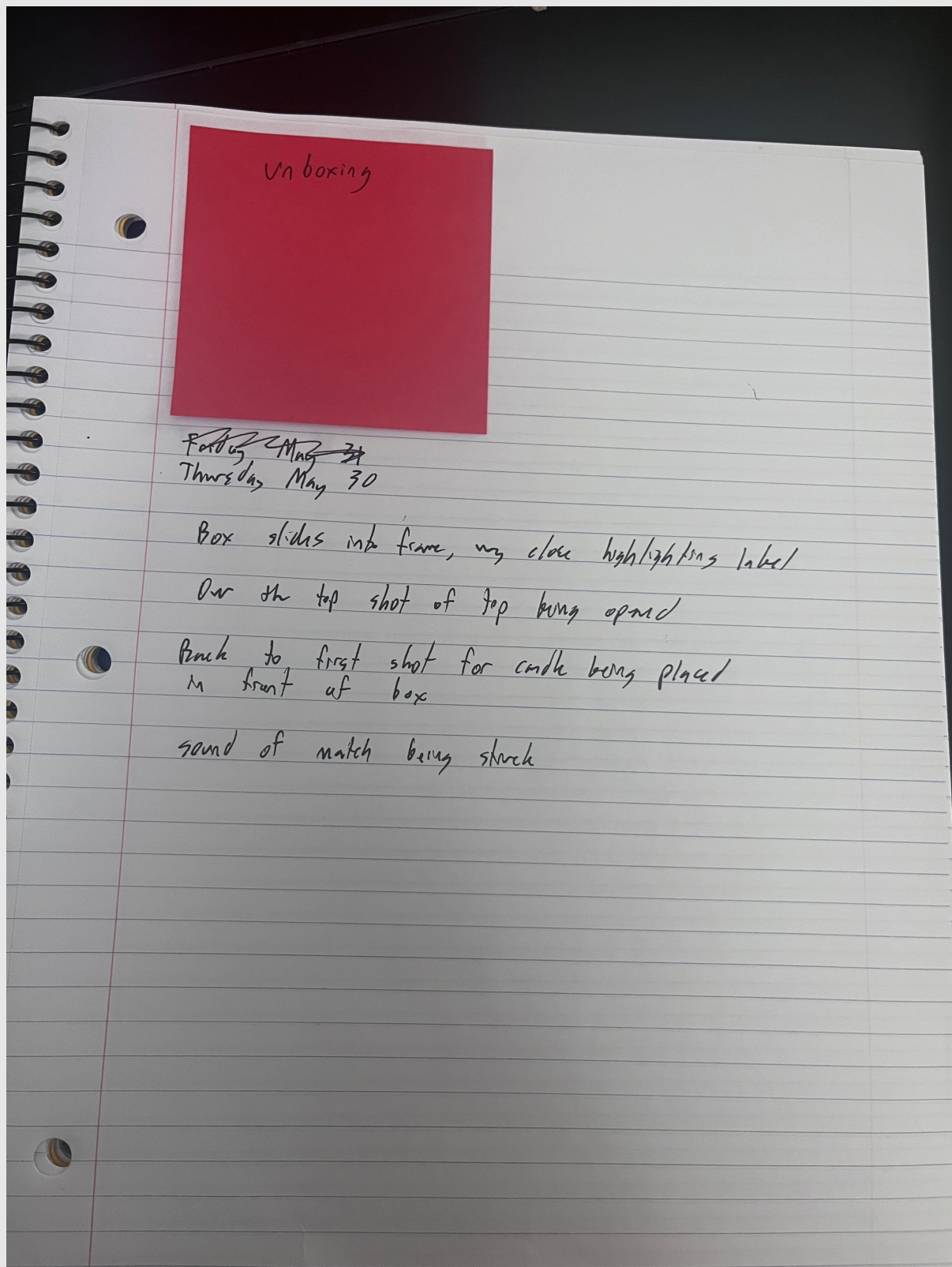


Reel 2

The second post for Thursday is going to be a classic unboxing video.

Similar to the production video on Wednesday, it's important to have clean, aesthetic shots for this, so planning is key again.

I've put my planning sheet for this video below as well.



Friday, May 31st

Reel 1

We'll continue the AI voice theme on Friday.

This post is more towards the bottom of the funnel, simply reminding viewers that the drop is today, and describing details about the product.

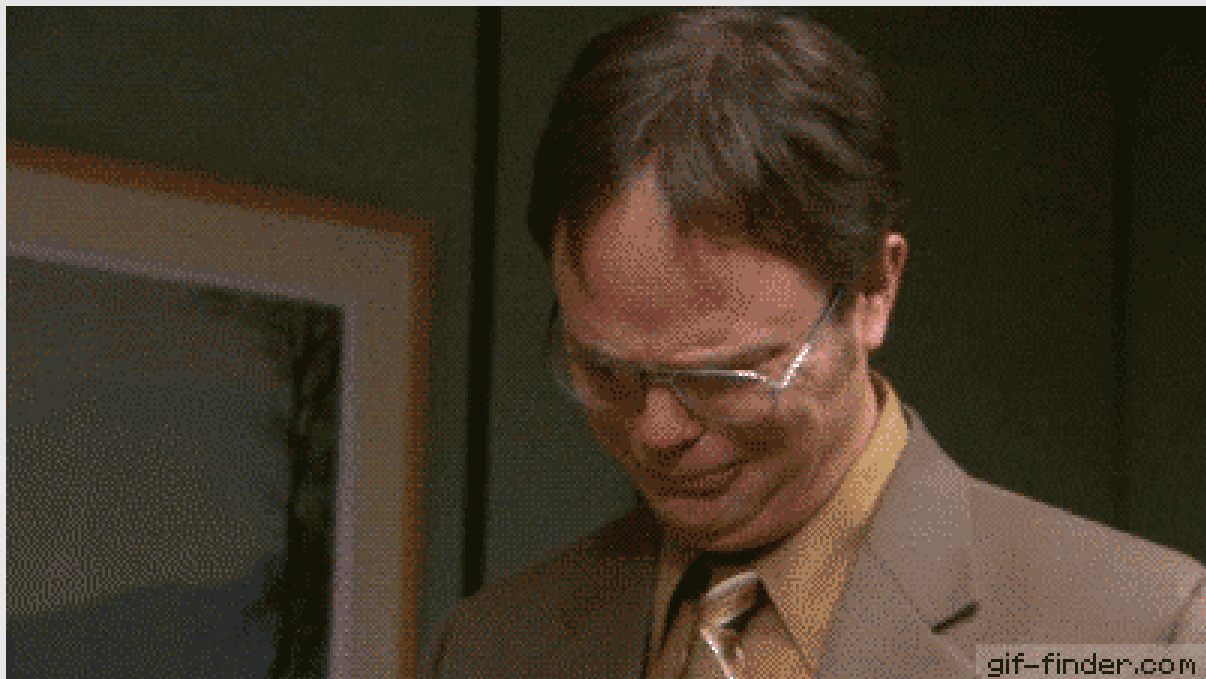
The video will have the candle spinning around in front of green screened footage of a beautiful nature scene.

Over the video, I'll put audio of an AI voice following the script below.

“Introducing the juice candle from MAKO__LAB. It is made from natural soy wax and has a cotton wick. The fragrance has notes of citrus, fresh cut grass, and agave. It is available now at mako-lab.com”

That's the plan.

Be sure to follow the [MAKO__LAB Instagram](#) account to watch the rollout happen next week.



Thanks for reading,
Lukas

Follow me!

*Links below

