

30-Day Seller Promotion Calendar

A day-by-day plan to promote your Parcelox products, build your audience, and drive consistent sales. Adapt this to your schedule and product type.

Weekly Strategy Overview

Week	Focus	Key Actions
1	Launch & Awareness	Announce your store, share your first product everywhere, ask friends to support
2	Content & Value	Share free tips related to your product, post behind-the-scenes content, engage in communities
3	Social Proof & Trust	Share reviews and testimonials, create case studies, answer questions publicly
4	Scale & Optimize	Launch a second product, run a limited discount, analyze what worked, double down

Day-by-Day Action Plan

Day 1 — Launch Day

- ☐ Post launch announcement on all social media platforms
- ☐ Share your Parcelox store link in your bio/status
- ☐ Send personal messages to 10 friends asking them to check out your store
- ☐ Create a simple graphic (Canva) announcing your new product

Day 2 — Follow-Up

- ☐ Respond to every comment and message from Day 1
- ☐ Post a story showing the creation process behind your product
- ☐ Join 3 relevant Facebook/LinkedIn groups and introduce yourself (no selling yet)

Day 3 — Value Content

- ☐ Share a free tip or mini-guide related to your product topic
- ☐ Post: '3 mistakes people make when [topic] — and how to avoid them'
- ☐ Engage with 10 posts from potential customers in your niche

Day 4 — Product Deep Dive

- ☐ Post a detailed breakdown of what's inside your product
- ☐ Share a screenshot or video preview of the best feature
- ☐ Answer: 'Who is this for and who is this NOT for?'

Day 5 — Community Engagement

- ☐ Answer questions in 2 relevant online communities
- ☐ Share a helpful resource (not your product) and build goodwill
- ☐ Start a poll: 'What would you like to learn about [topic]?'

Day 6 — Social Proof Seed

- ☐ Ask 3 friends who bought to leave an honest review
- ☐ Create a graphic showing early results or feedback quotes
- ☐ Post: 'Thank you to everyone who grabbed [product] this week!'

Day 7 — Rest & Reflect

- ☐ Check your Parcelox dashboard — note views, clicks, and sales
- ☐ Plan next week's content based on what got the most engagement
- ☐ Take a break. Consistency requires rest.

Day 8 — Educational Content

- ☐ Create a carousel/post: '5 things I wish I knew before [topic]'
- ☐ Share a common misconception and correct it
- ☐ Tag 2-3 accounts that would benefit from your content

Day 9 — Behind the Scenes

- ☐ Post a photo/video of your workspace or creation process
- ☐ Share your personal story: why you created this product

- ☐ People buy from people. Let them see the human behind the brand.

Day 10 — Problem / Solution

- ☐ Post: 'The #1 problem with [current solutions] and how [your product] fixes it'
- ☐ Use a before/after format if applicable
- ☐ Include a clear call-to-action with your link

Day 11 — User-Generated Content

- ☐ If anyone shared feedback, repost it with permission
- ☐ Create a graphic: 'What buyers are saying about [product]'
- ☐ Tag the person who gave the review (with permission)

Day 12 — Collaboration Outreach

- ☐ DM 5 creators in your niche about potential collaboration
- ☐ Offer them free access to your product in exchange for honest feedback
- ☐ Propose a joint giveaway or content swap

Day 13 — FAQ Content

- ☐ Post answers to the 3 most common questions you have received
- ☐ Format as a carousel or list for easy sharing
- ☐ End with: 'Have more questions? Drop them below or DM me.'

Day 14 — Mid-Month Review

- ☐ Analyze what content got the most engagement
- ☐ Check which platforms drive the most traffic to Parcelox
- ☐ Adjust your strategy: do more of what works, less of what does not

Day 15 — Case Study / Result

- ☐ Share a specific result or transformation your product enabled
- ☐ Use numbers: 'This template helped a seller secure XAF 2M in funding'
- ☐ Even small wins are worth sharing when you are starting out

Day 16 — Comparison Content

- ☐ Post: '[Free/cheap alternative] vs. [Your product]: What you actually get'
- ☐ Be honest and respectful. Do not bash competitors.
- ☐ Focus on value, time saved, and quality differences

Day 17 — Limited Offer Tease

- ☐ Announce that a special offer is coming soon

- ☐ Build anticipation: 'Something big drops on Day 20. Stay tuned.'
- ☐ Do not reveal details yet — curiosity drives engagement

Day 18 — Engagement Boost

- ☐ Go live or post a video answering questions
- ☐ Share a 'day in the life' or your morning routine as a creator
- ☐ Ask your audience: 'What should I create next?'

Day 19 — Testimonial Showcase

- ☐ Compile all reviews into one powerful graphic or video
- ☐ Post: 'Hearing from happy customers never gets old'
- ☐ Include a link to your store with a limited-time bonus

Day 20 — Launch Flash Sale

- ☐ Run a 48-hour discount (20-30% off) on your product
- ☐ Post across all platforms with urgency: 'Ends in 48 hours'
- ☐ Send personal messages to people who showed interest but did not buy

Day 21 — Sale Follow-Up

- ☐ Thank everyone who purchased during the sale
- ☐ Share a countdown: 'Only 12 hours left on the flash sale'
- ☐ Post screenshots of sales notifications (with sensitive info blurred)

Day 22 — Post-Sale Value

- ☐ Share tips on how buyers can get the most from your product
- ☐ Post a tutorial video or screenshot walkthrough
- ☐ Ask buyers to share their results or tag you in their work

Day 23 — Email List Building

- ☐ Create a free lead magnet (checklist, guide, template) to collect emails
- ☐ Post: 'Get my free [lead magnet] — link in bio/status'
- ☐ Start building an email list for future product launches

Day 24 — Product 2 Teaser

- ☐ Hint at your next product launch
- ☐ Ask your audience what they want you to create next
- ☐ Share a work-in-progress screenshot or mockup

Day 25 — Educational Series

- ☐ Start a 3-part educational series on your topic
- ☐ Part 1: The problem. Part 2: Common mistakes. Part 3: The solution (your product)
- ☐ End each part with a soft call-to-action

Day 26 — Repurpose Content

- ☐ Turn your best-performing post into a different format
- ☐ If a text post did well, turn it into a carousel or video
- ☐ If a video did well, extract quotes for graphics

Day 27 — Community Giveback

- ☐ Offer free 15-minute consultations or product reviews to 3 people
- ☐ Share valuable insights in a group or forum without promoting
- ☐ Build goodwill — it compounds over time

Day 28 — Analytics Deep Dive

- ☐ Review your full month: total sales, traffic sources, best content
- ☐ Document what you learned in a simple note
- ☐ Set 3 goals for next month based on your data

Day 29 — Product 2 Prep

- ☐ Finalize your second product based on audience feedback
- ☐ Create preview images and write the listing description
- ☐ Set a launch date for next week

Day 30 — Month Wrap-Up

- ☐ Post a thank-you message to everyone who supported you
- ☐ Share your month-one results (even if they are small)
- ☐ Announce what's coming next month. Keep the momentum going.

Pro Tip: You do not need to do every single action. Pick 2-3 platforms where your audience actually hangs out and focus there. Consistency on one platform beats scattered efforts on five.