

# 4-Week Content Calendar for Alwataniya “Double the Care” Campaign

## Week 1- Instagram & X \ Awareness & Introduction to Campaign

---

Post 1: Campaign Introduction – Highlight the dual benefits: 2 free at-home car washes and 7-day international insurance.

Post 2: Convenience – Focus on how at-home car washes save time for busy schedules.

Post 3: International Coverage – Emphasize the peace of mind for travelers with 7-day insurance abroad.

---

### Instagram Stories (Daily):

Day 1: Campaign teaser with “Double the Care” branding.

Day 2: Highlight the at-home car wash benefit with Bee Carwash.

Day 3: Showcase international coverage for travelers.

Day 4: Testimonial snippet of a customer using Alwataniya’s website.

Day 5-7: FAQs and story poll: “Would you choose direct insurance with extra perks?”



# 4-Week Content Calendar for Alwataniya “Double the Care” Campaign

## Week 2- Instagram & X \ Highlighting the Benefits

---

Post 1: Customer Testimonial – Story from a female customer who benefited from at-home services.

Post 2: Family-Focused – Visuals of family-friendly service with car washes and easy insurance options.

Post 3: Reminder – Limited-time offer for 2 free car washes.

---

### Instagram Stories (Daily):

Day 1: Benefits of instant online insurance.

Day 2: Car wash demonstration video.

Day 3: International insurance details for travelers.

Day 4: Poll on preferred car wash options (at home vs. carwash station).

Day 5-7: Customer feedback highlights on campaign perks.



# 4-Week Content Calendar for Alwataniya “Double the Care” Campaign

## Week 3- Instagram & X \ Engaging & Driving Conversions

---

Post 1: Empowerment Message – Focus on convenience and independence with direct online insurance.

Post 2: Travel Tips – Safe travel tips featuring 7-day international insurance.

Post 3: Personalized Care – Showcase the tailored benefits Alwataniya offers for women.

---

### Instagram Stories (Daily):

Day 1: Key perk highlights (at-home car wash).

Day 2: User testimonial story (positive customer feedback).

Day 3: International insurance details for travelers.

Day 4: Poll on experiences with car insurance services.

Day 5-7: Step-by-step of getting Alwataniya insurance directly online.



# 4-Week Content Calendar for Alwataniya “Double the Care” Campaign

## Week 4- Instagram & X \ Closing with Strong Call-to-Action

---

Post 1: User-Generated Content – Encourage followers to share their Alwataniya experiences.

Post 2: Influencer Feature – Post with a partnered influencer sharing her experience with the benefits.

Post 3: Final Call – Last chance to enjoy the exclusive offer of car washes and international insurance.

---

### Instagram Stories (Daily):

Day 1: Countdown to offer end, and CTA with website link.

Day 2: FAQ on car insurance

Day 3: Reminder of 7-day international coverage.

Day 4: Customer testimonials, reshared.

Day 5-7: Final reminders and call-to-action to visit Alwataniya’s website.

