

VIREXO MEDIA · FREE GUIDE

The Ecommerce Content Plan

5 content pillars + a weekly posting rhythm so you always know exactly what to post — without the burnout.

virexomedia.com

Who this is for. D2C & Shopify founders and small teams who know they "should post more" but freeze at a blank calendar. Virexo Media is an ecommerce growth agency — we run social media management, content, and ads for brands scaling to 6–7 figures. This is the exact pillar framework we plan content around.

Step 1 — Your 5 content pillars

Every post should fit one of five buckets. Aim for this weekly balance — it keeps you valuable instead of constantly selling.

1. Educate (~30%)

Tips, how-tos, mistakes, mini-guides tied to your product world. Builds authority and saves.

2. Sell (~25%)

Product features, offers, bundles, bestsellers, "shop now." Direct revenue posts.

3. Social proof (~20%)

Reviews, UGC, before/after, testimonials, unboxings. Borrowed trust converts.

4. Behind-the-scenes (~15%)

Founder story, how it's made, packing orders, team. Humanizes the brand.

5. Engage (~10%)

Polls, questions, this-or-that, trends. Sparks comments and reach.

Step 2 — The weekly posting rhythm

Consistency beats volume. Five posts a week, every week, outperforms ten one week and silence the next. A simple repeatable plan:

Day	Pillar	Format idea
Monday	Educate	Quick tip / "did you know" carousel or Reel
Tuesday	Social proof	Customer review or UGC clip
Wednesday	Sell	Product spotlight + clear CTA
Thursday	Behind-the-scenes	Founder note / packing / process
Friday	Engage	Poll, question, or this-or-that

Batch a full week in one 90-minute session. Plan 30 days at a time — long enough for pillar balance, short enough to ride current trends.

Step 3 — 20 post ideas to fill the calendar

- How to use / style your product
- 3 mistakes customers make
- Bestseller of the month
- 5-star review screenshot
- Before & after results
- Unboxing / packaging reveal
- Founder origin story
- "How it's made" clip
- Myth vs fact in your niche
- This-or-that poll
- FAQ answered
- Bundle or limited offer
- Customer feature / repost UGC
- Day in the life
- Quick how-to Reel
- Compare 2 products
- Seasonal / trend tie-in
- "Save this for later" tips list
- Ask: what should we make next?
- Restock / back-in-stock alert

Common mistakes to avoid

Do this

- ✓ Post consistently to a planned rhythm
- ✓ Lead with value; sell ~25% of the time
- ✓ Repurpose one idea across formats
- ✓ Hook in the first line / first second

Not this

- × Only posting product promos
- × Going silent for weeks, then flooding
- × Reposting with no caption or CTA
- × Chasing every trend off-brand

What good looks like

Illustrative example. A store posting randomly twice a week switches to the 5-pillar rhythm above. Within a planning month they have 20+ scheduled posts batched in two sessions, a steady mix of value and offers, and far less daily stress — the predictable cadence is what compounds reach over time.

Want this run for you?

Virexo Media plans, creates, and manages ecommerce social content end-to-end — pillars, calendar, creative, and posting — so you can focus on the store.

Book a free strategy call at virexomedia.com/services/social-media-management