

90-DAY CONTENT CALENDAR

Eleven 27 Event Venue

A pre-launch content plan designed to build anticipation, establish your brand, and generate inquiries before your doors ever open.

Blues Prince Media | April 2026

THE STRATEGY

Most venues start posting after they open. By then, they are starting from zero with no audience, no momentum, and no pipeline. This calendar gives you a 90-day head start.

Posting cadence: 3-4 times per week across Instagram and Facebook.

Content mix: Behind-the-scenes (40%), educational/tips (25%), brand story (20%), community/engagement (15%).

MONTH 1: THE BUILD (DAYS 1-30)

Theme: "Watch It Come Together"

Week	Post 1	Post 2	Post 3
1	Logo reveal + "We are Eleven 27" brand announcement	Behind-the-scenes: construction/design progress photo	Poll: "What type of event would YOU host here?"
2	The story behind the name "Eleven 27" (personal, authentic)	Construction progress update (video/reel)	"Meet the founder" - your story, your why, your vision
3	Design inspo mood board for the space (what it will look like)	Tip: "5 things to ask before booking ANY event venue"	Progress photo + caption: "Every detail matters"
4	Sneak peek of a finished detail (lighting, flooring, etc.)	"What makes a venue more than just a room?" (brand values)	Month 1 recap reel: how far you have come

MONTH 2: THE TEASE (DAYS 31-60)

Theme: "Something Special Is Coming"

Week	Post 1	Post 2	Post 3
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5	First look at the finished (or near-finished) space	"Tag someone who deserves a celebration at Eleven 27"	Tip: "How to plan an event on a budget"
6	Showcase a specific feature (bar, dance floor, lighting, etc.)	"What events can Eleven 27 host?" (carousel/list)	Vendor spotlight: shout out a local caterer or DJ
7	Walkthrough video / reel of the space	Announce: "Booking now open for [month]" with link	"Dream event" story prompt: "If you could host..."
8	Share a mock-up of the space set up for a wedding/party	Testimonial from Janay or a partner who believes in you	Countdown post: "30 days until we open the doors"

MONTH 3: THE LAUNCH (DAYS 61-90)

Theme: "The Doors Are Open"

Week	Post 1	Post 2	Post 3-4
9	Grand opening announcement with professional photos	"Book your tour" CTA post with calendar link	Behind-the-scenes of first event setup
10	Client spotlight: first event at Eleven 27	Tip: "How to choose the right venue for your event size"	"What is included" breakdown post (packages/pricing)
11	Reel: the energy of a real event at your space	Thank-you post to everyone who supported the journey	Review/testimonial from first clients + venue tag
12	"What is next for Eleven 27" - upcoming availability	Seasonal post: holiday bookings, summer events, etc.	90-day recap + follower milestone celebration

THIS CALENDAR IS YOURS

Use it as-is, adapt it, or hand it off. It works whether we build together or not. But if you want someone to execute this alongside you, to build the website that this content drives people to, and to set up the systems that turn followers into booked events, that is exactly what we do.

Book a strategy call: <https://cal.com/bluesprincemedia/strategy-session>