NoOr

Ramadan content calendar: *30 ideas for Oman brands*

Ramadan 2027 is expected to begin around 8 February, depending on the moon sighting. Here are 30 reel and story ideas, one for each day, grouped into the three parts of the month. Plan and film early: by the time Ramadan starts, most of your content should be ready.

Days 1 to 10: welcome and routine

1. A Ramadan Kareem greeting from your team, filmed simply
2. Your new Ramadan opening hours, in one clear reel
3. How your team prepares for the month, behind the scenes
4. Your product at iftar: where it fits on the table
5. Suhoor idea or quick tip connected to what you sell
6. A calm “day in the life” of your shop before iftar
7. Answering one common customer question in 30 seconds
8. A thank-you to the people who make your work possible
9. Your best product for gifting, shown in hands
10. Customer reactions or a real order being prepared

Days 11 to 20: giving and stories

11. A giving initiative you actually run, shown honestly
12. The story of how your business started
13. A staff member shares their favourite Ramadan memory
14. Recipe, routine or use idea built around your product
15. Before and after: the preparation for a big evening
16. A family moment connected to your service
17. Gift guide: three options at different sizes
18. A quiet night scene of your place after taraweeh
19. One mistake customers make, and the easy fix
20. Your most-asked-for item, and why

Days 21 to 30: last nights and Eid

21. Last-ten-nights reflection: short text on calm footage
22. Eid gift reminder with clear order deadlines
23. Packing and delivery behind the scenes
24. Eid outfit, look or table ideas with your products
25. Countdown to Eid in stories, one frame a day
26. Team Eid greeting, filmed in advance
27. Eid opening hours and holiday schedule
28. Thank-you reel for customers who shopped this month
29. A first look at your post-Eid plans or offer
30. Eid Mubarak: a warm, simple message from the founder