

CONTENT GUIDE

one wax melt scent

=

10 pieces of *content*

turn one product record into
**photos, reels, captions,
pins + listing ideas**



FOR HOME FRAGRANCE MAKERS

BY POUR & TRACK + SCENT TO GUIDE



CONTENT GUIDE

5 more *content ideas*



6. warmer / in-use photo



7. restock post



8. scent comparison post



9. Pinterest pin



10. product description
or listing copy



one product can help you
show, explain and **sell**



CONTENT GUIDE

5 pieces of content from *one* scent



1 hero listing photo

2 close-up detail shot

3 scent story caption

4 making or packing reel

5 packaging image



start simple and reuse
the same product details





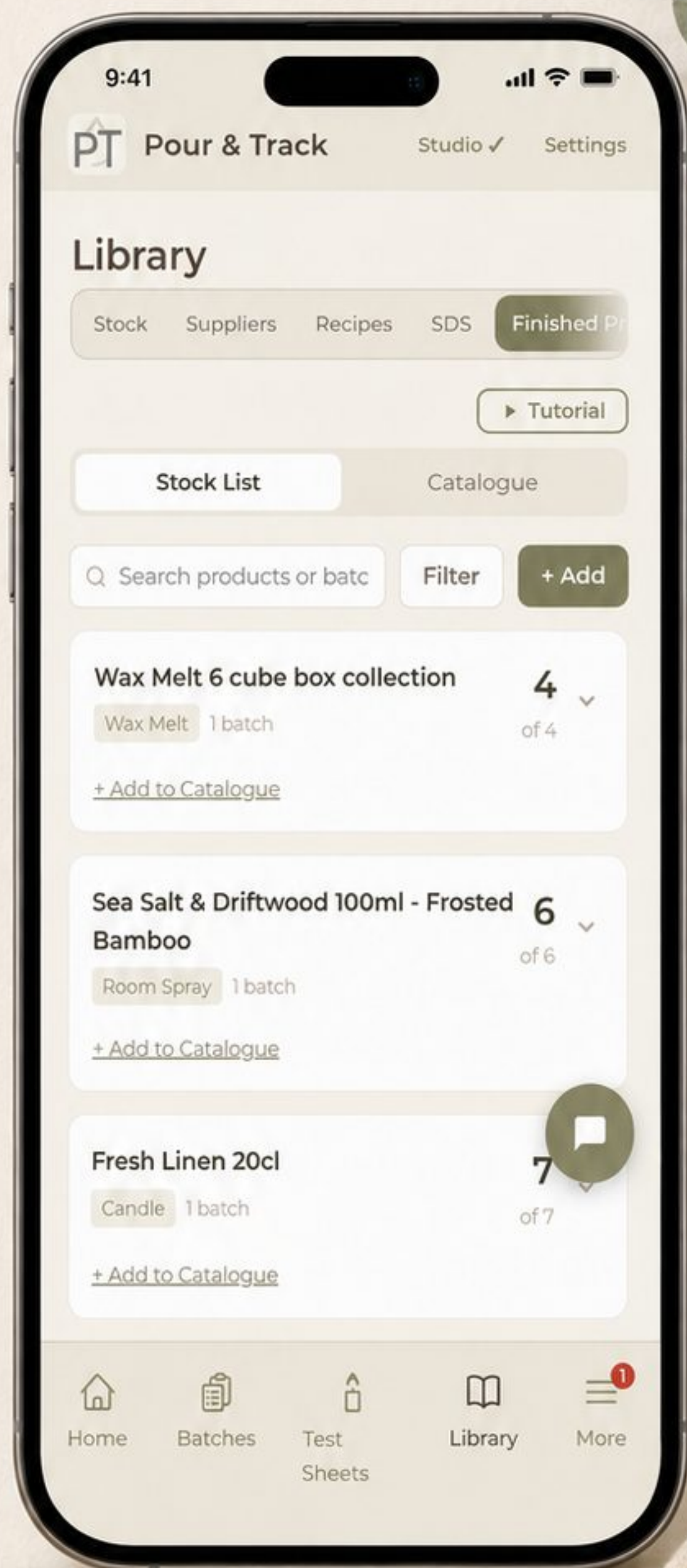
SCENT TO GUIDE

04

where Pour & Track *helps*

- ✓ check your batch details
- ✓ confirm recipe and scent name
- ✓ check finished product stock
- ✓ match your CLP / label info

Use your records to keep content, stock and product details aligned.



by Pour & Track

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make the content match the real product



*your listing photos should match
the product record, not just the vibe*

- ✓ clear hero shot
- ✓ close-up texture shot
- ✓ packaging / scale shot
- ✓ keep the scent name consistent
- ✓ show what the customer will really receive



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want the full guide?

the full download includes:

- 
- 10 content prompts
 - a wax melt photo checklist
 - caption angles
 - listing photo set ideas

comment **“CONTENT”**
for the link

 find it on scenttoguide.com

♥ Pour & Track is live – link in bio



CONTENT GUIDE

start with the product record



before you film or photograph,
check these details first



scent name



product type



batch number



stock quantity



weight / pack size



CLP / label details



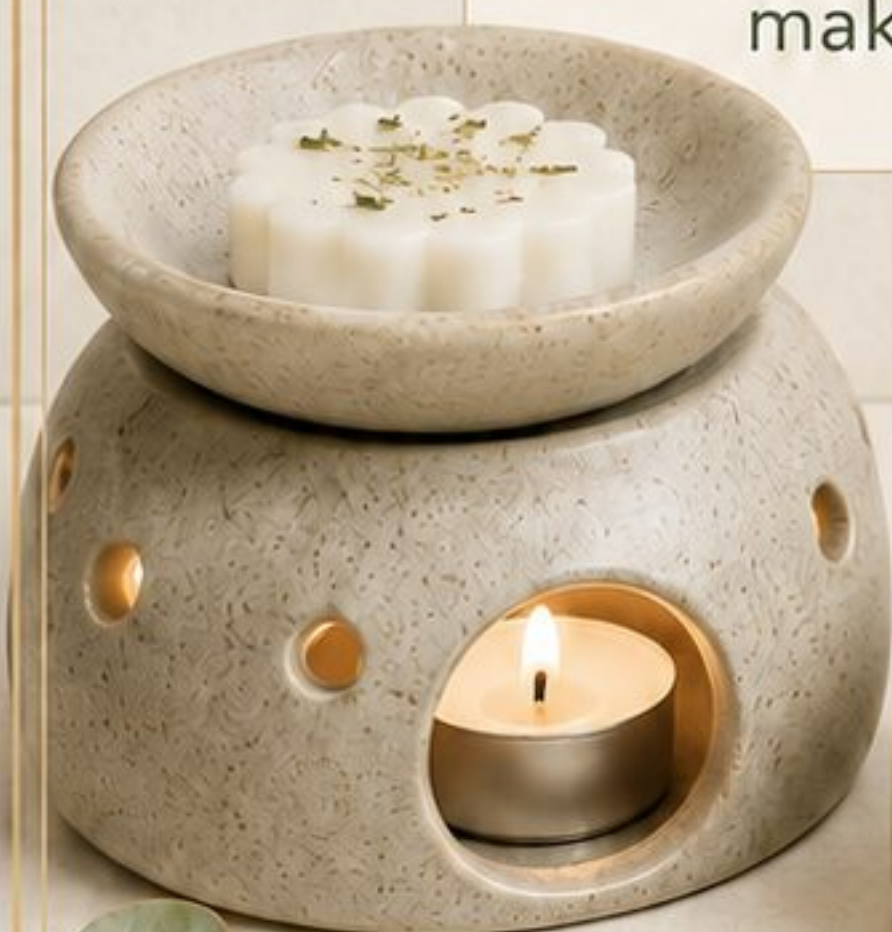
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stop posting one scent once



one wax melt scent can give
you days of useful content

- you already have the details
- you do not need 10 different products
- one scent can fuel photos, reels + captions
- a repeatable system makes content easier



comment 'guide'
for the full content guide

