✅ PROJECT 2 – Social Media Strategy for Smartwatch Launch

🔗 Company: nail.com

📱 Product: NailX Smartwatch

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🧠 PRODUCT ASSUMPTIONS (UNIQUE FEATURES)

Product Name: NailX Smartwatch

Feature Description

AI-powered health tracking Monitors BP, SpO2, stress & sleep with AI suggestions

7-day battery life Long-lasting battery with fast magnetic charging

Call & Chat on wrist Built-in mic, speaker, and WhatsApp reply support

Smart Fitness Coach Personalized workout recommendations via mobile app

Waterproof & Rugged Design IP68 certified for sports and outdoor use

Wireless payment enabled NFC-based Tap to Pay integration

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📍 TARGET AUDIENCE

Age: 18–40 years

Location: India (Tier 1 & 2 cities)

Occupation: Students, Working Professionals, Fitness Enthusiasts, Tech Lovers

Interests: Wearable Tech, Fitness, Gadgets, Smart Devices

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📱 CHOSEN SOCIAL MEDIA PLATFORMS & WHY

Platform Reason

Instagram Visual + reels format is ideal for lifestyle & product storytelling

YouTube Product reviews, unboxing, influencer tie-ups

Facebook Detailed posts, communities, paid ad reach for varied demographics

Twitter/X Tech buzz, live updates, engaging short-form content

LinkedIn For professionals and workplace productivity angle

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🧩 SOCIAL MEDIA STRATEGY

✳️ CAMPAIGN NAME: #TimeToNailIt

1. Teaser Phase (T–7 Days)

> Objective: Build hype & curiosity

Instagram (Reel):

Caption: “Something smart is coming to your wrist. Stay tuned. ⏳ #TimeToNailIt”

Theme: Mystery silhouette of the watch, countdown timer

Twitter:

“The next-gen tech is ticking closer… 7 days to go! #TimeToNailIt ⌚️”

YouTube Shorts:

10-sec flash teaser with suspense sound

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2. Launch Phase (T-Day)

> Objective: Product awareness, feature showcase

Instagram Post + Carousel + Reel

Caption:

> “Meet the NailX Smartwatch – the future of fitness, communication & lifestyle, right on your wrist.”

💪 AI Health Coach

💬 Chat & Call

⚡ 7-day Battery

💦 Waterproof

🔗 Tap to Pay

#SmartTech #TimeToNailIt #NailX

Facebook (Long-form):

“Introducing NailX – the AI-powered smartwatch you didn’t know you needed. Whether you’re crushing deadlines or hitting the gym, NailX is your perfect companion. Pre-orders open now!”

YouTube (Unboxing & Demo):

“Here’s the full walkthrough of India’s smartest smartwatch – NailX. See how it helps you balance fitness, communication & productivity.”

Twitter (Live Q&A & Hashtag trend):

“Drop your smartwatch questions with #TimeToNailIt — our team is answering LIVE!”

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3. Sustain Phase (Week After Launch)

> Objective: Build community, drive engagement and UGC

Instagram Reel – Fitness Challenge:

“Show us how YOU use NailX! Join the #NailYourDay Challenge and win FREE goodies!”

LinkedIn Post:

“Nail.com launches NailX Smartwatch: Enabling India’s professionals to lead smarter, healthier lives.”

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🎨 THEMES & CREATIVE TONE

Element Description

Visual Theme Futuristic, minimalist, clean black/blue gradients

Tone of Voice Bold, youthful, energetic, tech-savvy

Hashtags #TimeToNailIt #NailX #SmartTechIndia #NailYourDay #WearableFuture

UGC Strategy Repost stories of customers showing fitness results, chats from the watch

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✅ EXPECTED OUTCOME

Brand Visibility: Through cross-platform reach

Customer Engagement: Using challenges and Q&A

Sales: Through CTA buttons on every post (“Pre-order Now”, “Link in Bio”, etc.)

Community Building: With hashtags, mentions, user-generated content