# Project 2 – Social Media Strategy for Smartwatch Launch

## Product Overview

NailX Smartwatch with AI health tracking, waterproof design, long battery life, call/chat features.

## Platforms

Instagram, YouTube, Facebook, Twitter/X, LinkedIn

## Strategy

- Teasers: Countdown reels and posts (#TimeToNailIt)  
- Launch: Carousel posts, product videos  
- Post-launch: Influencer UGC contests, tech reviews  
- Theme: Futuristic visuals and hashtags

## Impact

Improved brand awareness, customer engagement, and product pre-orders.