

Instagram Content & Influencer Roadmap

Brand: Vibes by MHK – 1 Month Plan

Week 1: Brand Awareness & Identity

- Reels (2):
 - Premium unboxing + bottle close-up shots with classy music
 - POV reel: "Jab pehli dafa Vibes by MHK lagaya"
- Caption Ideas:
 - "Imported vibes - desi price mein"
 - "Jab fragrance bolay: main asli hoon"
- Comments Boost:
 - Fun & local feel wale comments (e.g. "Molvi scent ki yaad aa gayi", "yeh wali khushboo kahaan chhupi thi?")
- Stories:
 - Brand intro + "Guess the scent" poll

Week 2: Experience & Reactions

- Reels (2):
 - Real people sniff test + honest reaction
 - "Fragrance test - sab ke reaction same nahi hotay"
- Influencer Activation:
 - 3 nano/micro influencers (local, lifestyle focused)
 - Scent receive + mini review story (face cam or aesthetic)
- Comments Strategy:
 - Plan organic engagement se "buzzzz" create karna - relatable logon ke zariye

Week 3: Value & Comparison

- Reels (2):
 - "Original vs Vibes by MHK" dupe comparison
 - "Top 3 fragrances - jo har larka chahega"
- Captions:
 - "Rs. 30,000 wali feeling ab Rs. _____ mein"
- Story Features:
 - "Pick your vibe" slider (Sweet, Oud, Citrus, Musk)
- Influencer Task:
 - Short reels with 2-3 scent shots + caption: "Mujhe mila apna signature scent"

Week 4: Push for Sales + Community Involvement

- Reels (2):
 - "Why I switched to Vibes by MHK" (testimonial style)
 - Giveaway or flash sale announcement reel
- Giveaway Strategy:
 - "Win 2 perfumes - tag 3 friends & follow"
- Mega Influencer:
 - 1 higher-tier influencer se brand shoutout + story poll
- Highlights Setup:
 - "Top Picks", "Reviews", "Offers", "Behind the Vibes"