

# Fazyo



## Social Media Plan - Themes

#	Condensed List of Branding & Marketing Exercises
1	Brand Awareness Ads (Instagram)
2	Weekly Influencer Shoot
3	In-Store Contests - Salesperson centric
4	In-Store Contests - Customer Centric
5	In-Store Contests - Influencer Centric
6	Flash Fashion Shows on the busy streets of Kochi - Campaign Idea Oriented (Social Impact awareness)
7	In-Store themed Photobooth
8	Influencer Fashion Show - Fayzo (models replaced with Influencers)
9	Fashion Design Collaboration with Influencer
10	Influencer Affiliate Marketing
11	Student Affiliate Marketing/ Campus Ambassadors
12	Cafe Tie ups (student hot spots)
13	Participate in Fashion Pop-ups and Flea Markets
14	In-store Visual Merchandising

## Phased Set Up

#	Campaign	Activities
Phase 1	EVERYTHING UNDER 999	Social Media Brand Awareness Ads
		Content - Content focused on fashion trends and the Fazyo collection
		Weekly 1 Influencer Shoot minimum
Phase 2	Big Push On Walk-Ins	Social Media Brand Awareness Ads
		Weekly 1 Influencer Shoot minimum
		In-Store Contests - Sales Person Centric - Featured on IG (Monthly Activity)
		In-Store Contests -Customer Centric - Featured on IG

Phase 3	Big Push On Walk-Ins	Social Media Brand Awareness Ads
		Increased Weekly Influencer Shoot
		In-Store Contests - Sales Person Centric - Featured on IG
		In-Store Contests -Influencer Centric- Featured on IG
		Social Media Brand Awareness Ads
Phase 4	Expand Reach	Weekly Influencer Shoot
		In-Store Contests - Sales Person Centric - Featured on IG
		In-Store Contests -Customer Centric - Featured on IG
		Campus Marketing/Events Marketing
		Tie up with Student Hot Spots
Phase 5	Design Collaboration Campaign	Social Media Brand Awareness Ads
		Weekly Influencer Shoot
		In-Store Contests - Sales Person Centric - Featured on IG
		In-Store Contests -Influencer Centric - Featured on IG
		Design Collaboration with Identified Influencer - A whole new fashion collection in collaboration with young and on-trend influencers - Suggested campaign name - BOLD AND BEAUTIFUL (placeholder)
		Organize a fashion show - with influencers (replacing models) - followed by sales exercises and social meet and greet.
Phase 6	Social Impact Campaign	Launch Influencer Affiliate Marketing
		Social Media Brand Awareness Ads
		Weekly Influencer Shoot
		In-Store Contests - Sales Person Centric - Featured on IG
		Flash fashion show - 3 different cities - on busy streets

Warm regards,  
beingplato digital