



REPORT DOCUMENT

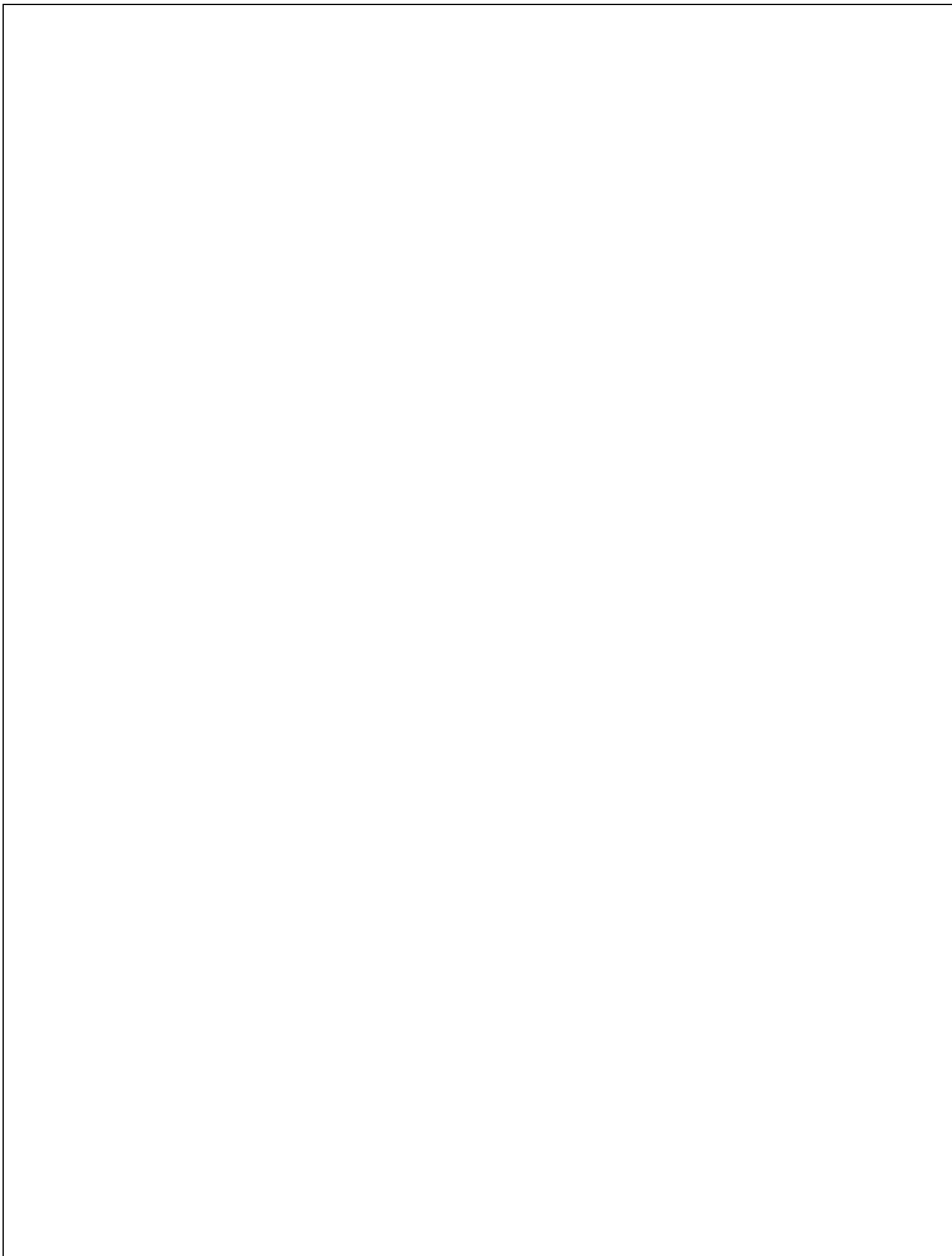
Digital Marketing

SUBMITTED BY:

Aarsham Shahzad

BRAND NAME:

Velvet Vanity



Week 1 – Planning & Setup

Goal: Market research, brand strategy, and campaign planning.

1. Introduction to Brand

Velvet Vanity- Luxury In Every Touch

Instagram handle: @velvetvanity.glow

Business Type: Skincare & Beauty Lounge

Services Offered: Facials, waxing, makeup, threading, bridal treatments, skincare consultation


2. Market Research

2.1) Target Audience:

Targets beauty-conscious women aged 18–40, mostly students, working professionals, and brides-to-be. They live in urban areas (e.g., Lahore, Islamabad) and are active on social media. They care about personal grooming, skincare, and love to explore seasonal beauty trends and offers.


2.2) Personas:

Persona 1: Ayesha – The Working Woman

Who	Goal(s)	Barrier(s)
 <p>Name: Ayesha Age: 28 Location: Lahore Household: Lives with parents and younger siblings Education: Master's in Business Administration (MBA)</p>	<ol style="list-style-type: none">1. Maintain glowing, healthy skin despite a busy schedule2. Look fresh and confident at work or in meetings	<ol style="list-style-type: none">1. Has very limited time for skincare routines.2. Suffers from mild acne and has sensitive skin.3. Overwhelmed by too many salon choices

Persona 2: Mrs. Rahila – The Bridal Client

Who	Goal(s)	Barrier(s)
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 <p> Name: Rahila Tanveer Age: 24 Location: Faisalabad Household: Lives with parents, preparing to move in with in-laws soon Education: Bachelor's in Fashion Design </p>	<ol style="list-style-type: none"> 1. Achieve perfect bridal skin for her wedding 2. Find a salon she can trust for full bridal treatments 	<ol style="list-style-type: none"> 1. Fear of bad experiences with facials or skin reactions 2. Tight wedding budget 3. Finds it hard to judge salons just from ads or promos
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2.3) Competitor Analysis:

Feature / Salon	Depilex	Nabila Salon	Sana Sarah Salon (Islamabad)	Velvet Vanity (Your Brand)
Service Focus	Bridal makeup, skincare, hair treatments	Celebrity styling, luxury bridal & hair	Local bridal & skincare treatments	Skincare, facials, waxing, full salon & bridal glow packages
Price Range	High	Very High	Medium	Affordable-luxury (premium feel at budget-friendly rates)
Location Reach	Nationwide branches	Karachi, Lahore, Islamabad (elite zones)	Local to Islamabad/Rawalpindi	Islamabad-based (serving local and digital audience)
Content Style	Polished branding, posters, occasional reels	Premium visuals, celebrity campaigns, very formal captions	Relatable reels, service highlights, seasonal discounts	Elegant but relatable – reels, testimonials, tips, offer graphics
Engagement Level	High reach, moderate engagement	High reach, limited interaction	Moderate reach, good engagement for offers	Growing engagement through storytelling, trending reels, and user input
Offer Frequency	Bridal season only	Rare promotions	Frequent deals & flash sales	Weekly/monthly offers, new client discounts, bridal countdown packages
Trust Factor	Very high – established since decades	High for celebrity grooming	Growing reputation, trusted among Islamabad locals	New but promising – modern, consistent,

				and building social credibility
Weaknesses	Feels expensive, not very interactive with Gen Z	Too premium for students or mid-income women	Inconsistent visuals, lacks polished branding	Low awareness (new) but fresh, luxury-themed, and highly approachable

3. SMART Goals:

SMART Goal 1	Increase bookings for facial services by 20% by August 14, 2025 through an Instagram and WhatsApp-based promotional campaign featuring limited-time skincare package deals.
SMART Goal 2	Grow Instagram followers from within 3 weeks by running a giveaway campaign that requires tagging friends and sharing posts.

4. KPIs Table

KPI Name	Measures	Target Value / Goal	How to Track It	Why It Matters
Instagram Follower Growth	Total number of new followers gained during the campaign period	From 50 to 100 in 3 weeks	Instagram Insights	Indicates growth in brand awareness and audience expansion
Engagement Rate	% of users interacting with posts (likes, comments, shares ÷ total reach)	At least 10% per post	Meta Business Suite / Instagram Post Insights	Shows how well your content connects with your audience
Post Reach	Total number of unique users who see your content	Minimum 1000 reach across all campaign posts	Instagram Insights	Helps understand how far your posts are spreading organically or through ads
Story Views	Number of viewers for Instagram stories (offers, testimonials, tips)	1,500–2,000+ views per story	Instagram Story Analytics	Measures real-time interest and content effectiveness
Booking Inquiries	Number of people asking for appointments (via DMs, WhatsApp, calls)	At least 5 inquiries over campaign duration	WhatsApp Business / Instagram DMs / Manual logs	Tracks actual business interest and lead generation

Link Clicks (Bio)	Number of users clicking on your bio link or “Book Now” button	Minimum 100 link clicks	Instagram Insights / LinkTree / Bitly Analytics	Reflects intent to take action or make a booking
Content Saves	Number of people saving your content to their collections	50+ saves per informative or beauty tip post	Post Insights	Indicates high-value, helpful, and repeatable content
Shares / Forwards	Number of shares or forwards on stories and posts	50+ shares across the campaign	Instagram Insights / Story Replies	Boosts reach through word-of-mouth and peer recommendations
Ad Performance (Mock)	Click-Through Rate (CTR) of your paid ads (mock data, if ads not actually run)	≥ 2.5% CTR on image or video ads	Meta Ads Manager (or simulated mock report)	Measures ad creative effectiveness and audience targeting
Offer Redemption	No. of users using promo codes or availing offers	10+ redemptions during facial/bridal deals	Manual count / WhatsApp / Booking responses	Shows how successful offers are in driving real conversions

5. Content Strategy

5.1) Tone:

Elegant, friendly, and empowering — making clients feel valued and beautiful. All communication will reflect confidence, warmth, and professionalism while maintaining a luxury appeal.

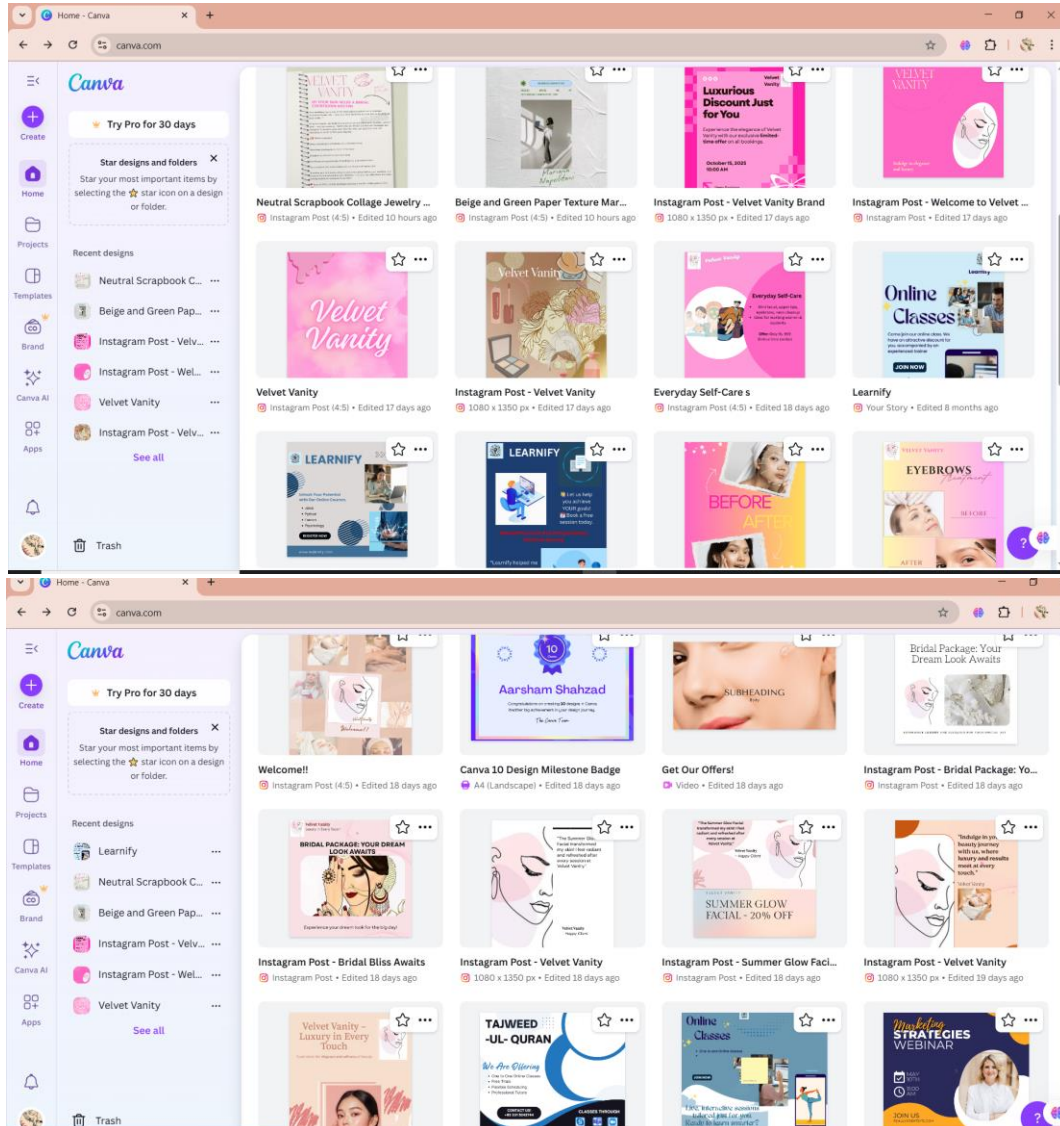
5.2) Style:

- Soft, pastel-based color palette (nude, blush, white) for visuals.
- Minimalist yet classy typography.
- A mix of professional product/service shots and relatable, engaging content like transformations and tips.
- Balanced grid layout alternating between branded posters (Velvet, Vanity, Luxury in Every Touch) and service posts/reels.







5.3) Posting Frequency:

- **Instagram:** 3–4 posts per week (mix of reels, carousel posts, and static images).
- **Stories:** Daily updates including behind-the-scenes, polls, countdowns, limited-time deals.

6. Planned Canva Post Designs



INSTA POST 1:	INSTA POST 2:	INSTA REEL 3:
		

INSTA REEL 4:	INSTA REEL 5:	INSTA POST 6:
		
INSTA REEL 7:	INSTA REEL 8:	INSTA REEL 9:
		

Week 2 – Content Creation & Campaign Execution

Goal: Create, post, and promote content while tracking performance.

1. Content Calendar

Aug 2025						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

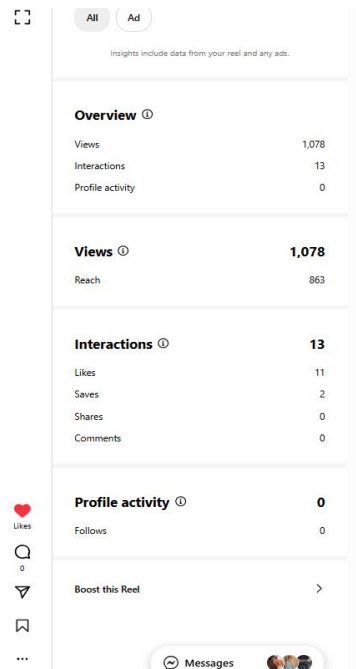
Date	Platform	Content Type	Topic
Aug 4	Instagram	Post	Velvet Vanity
Aug 5	Instagram	Post	Welcome Reel
Aug 6	Instagram	Reel	Summer Glow Facial
Aug 7	Instagram	Reel	Bridal Package
Aug 8	Instagram	Reel	Our Offers
Aug 9	Instagram	Post	Vanity
Aug 10	Instagram	Reel 1	Before After Results(Facial)
Aug 11	Instagram	Reel	Discounts Offers
Aug 11	Instagram	Reel 2	Before After Results(Eyebrows)

2. Post & Ad Proofs:

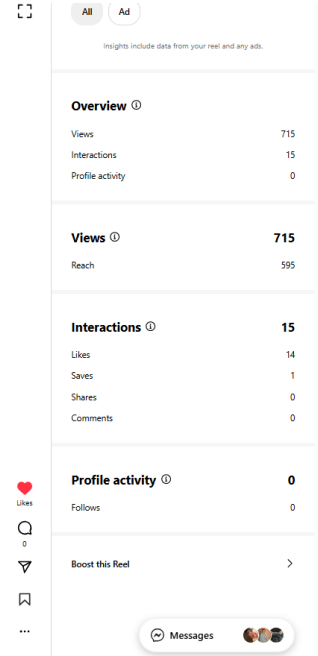
LOGO:



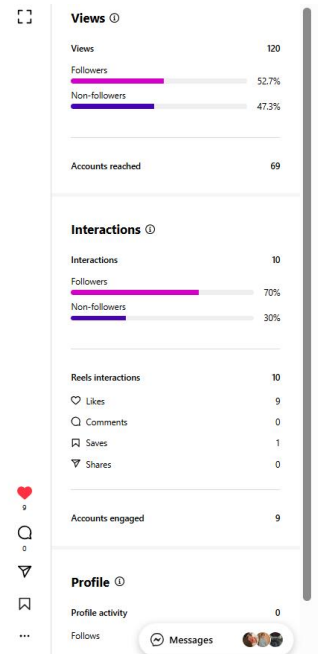
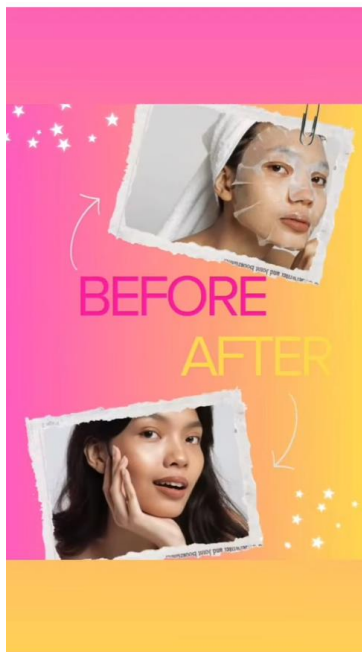
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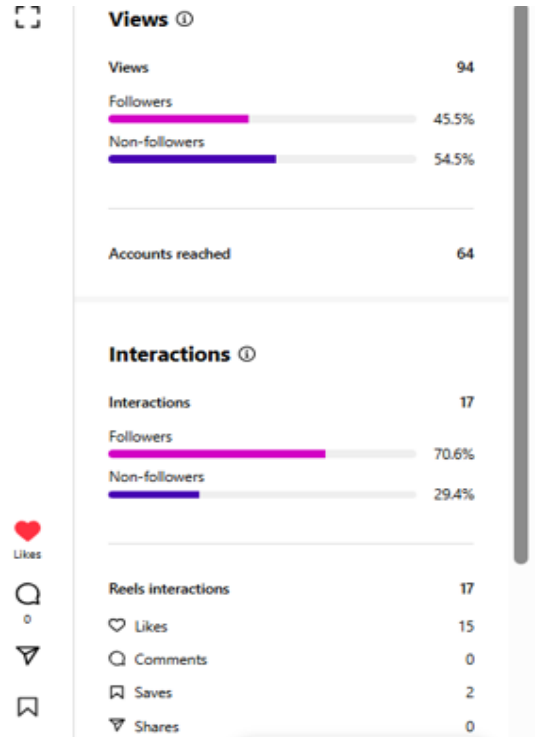
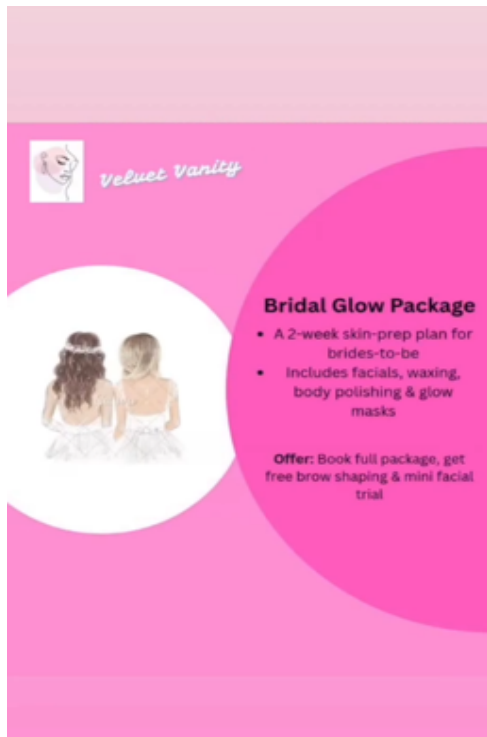
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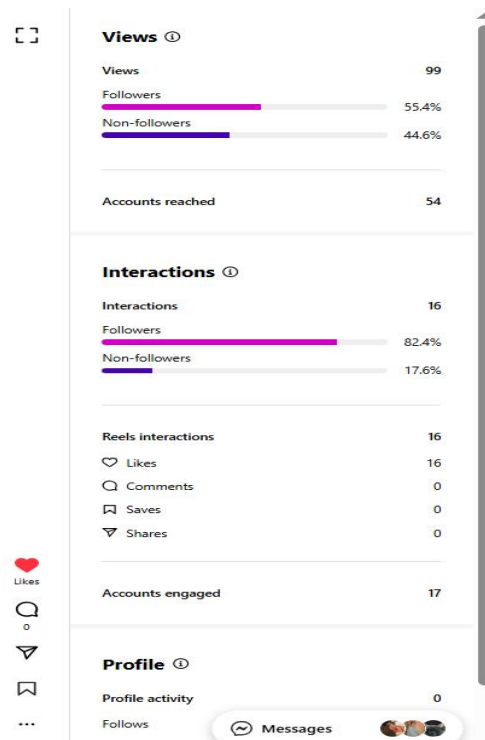
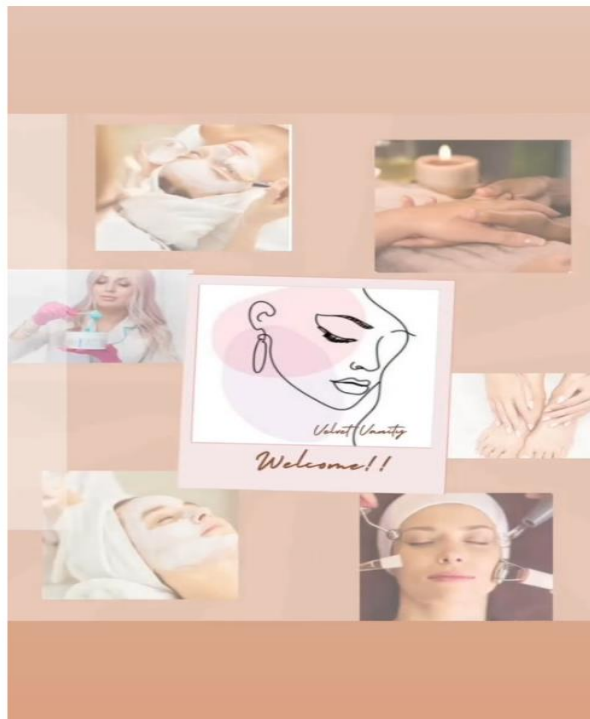
Before /After Facial Results:



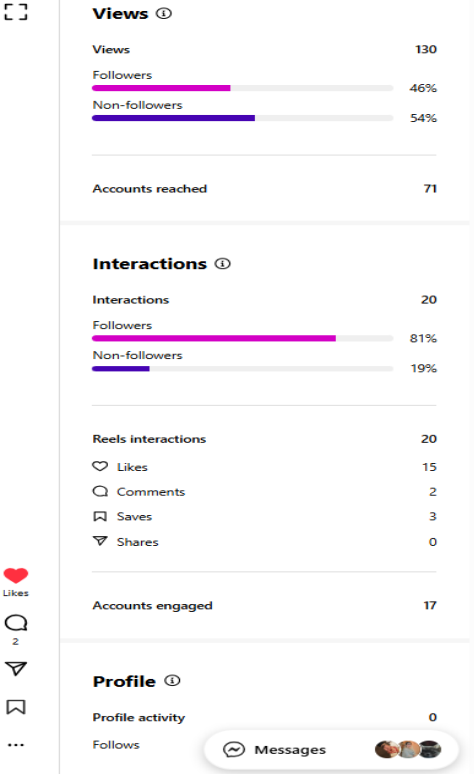
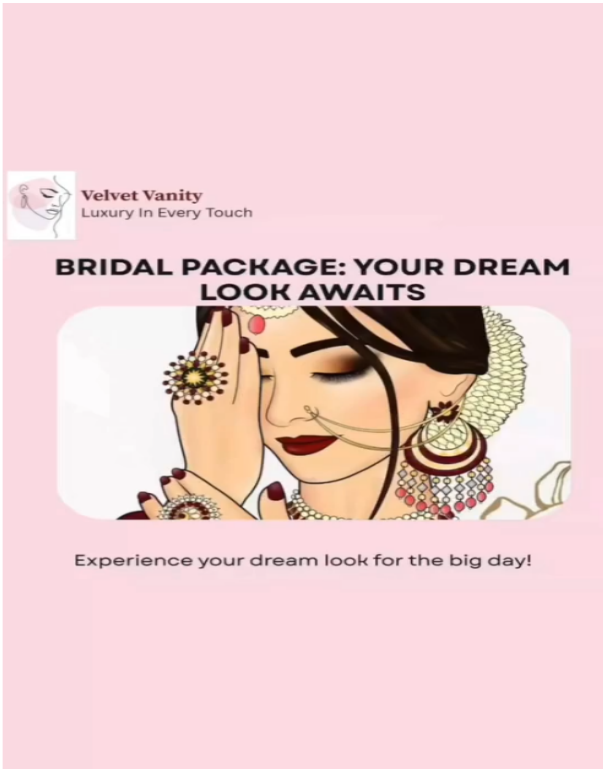
Our Offers:



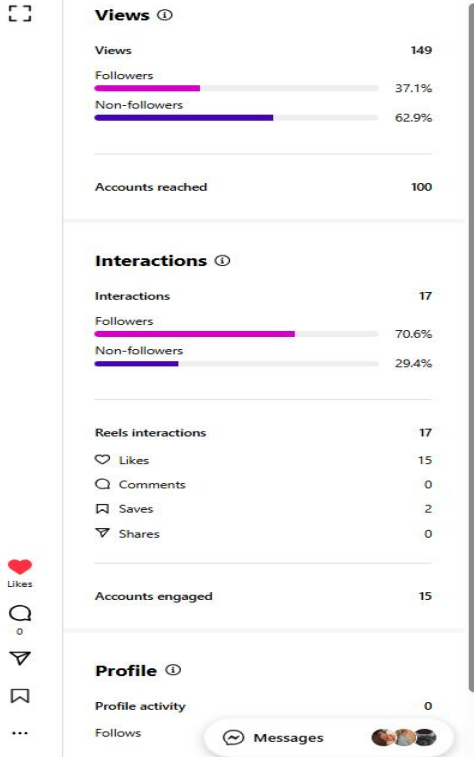
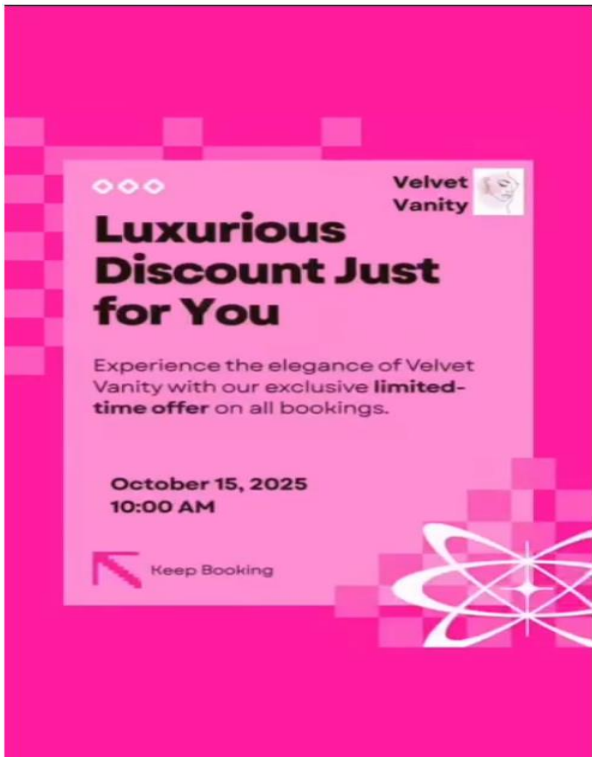
Welcome Post:



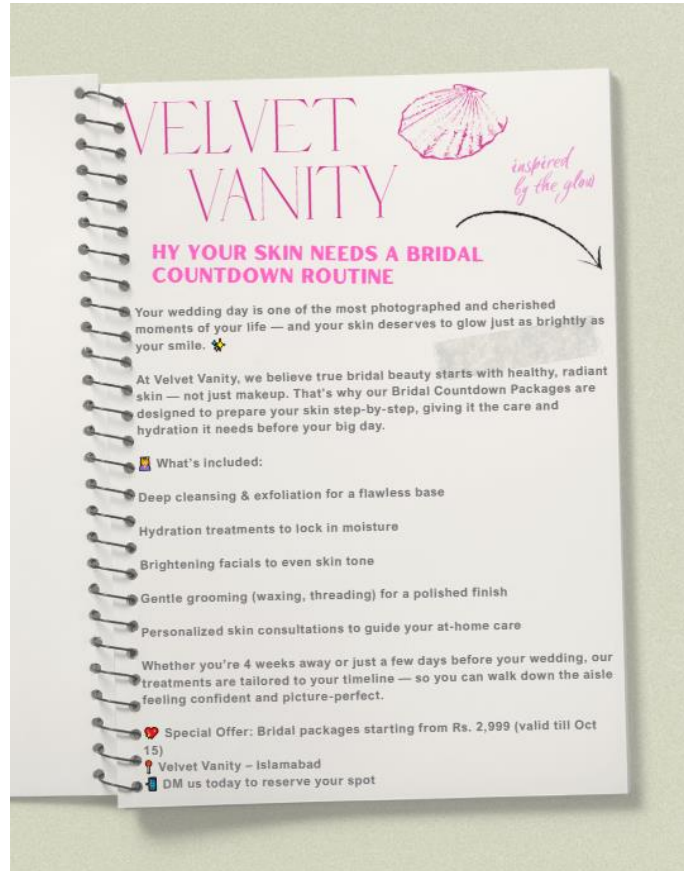
Bridal Facial Glow Package:



Discount Offers:



3. Short Blog:

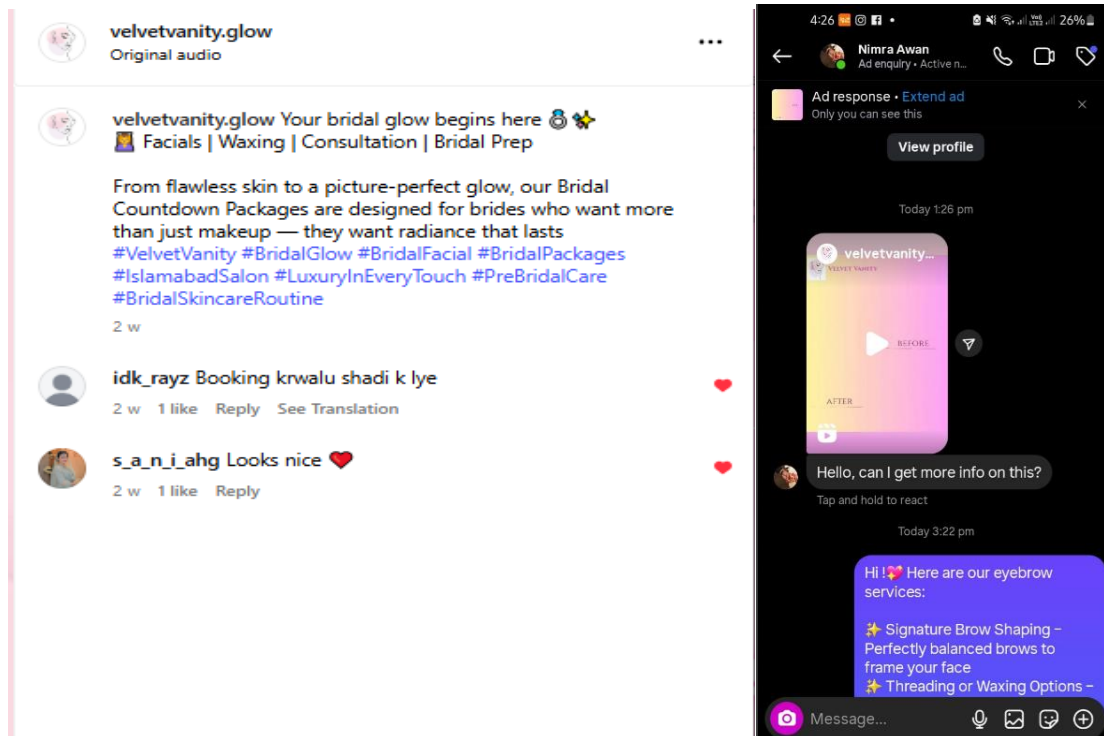


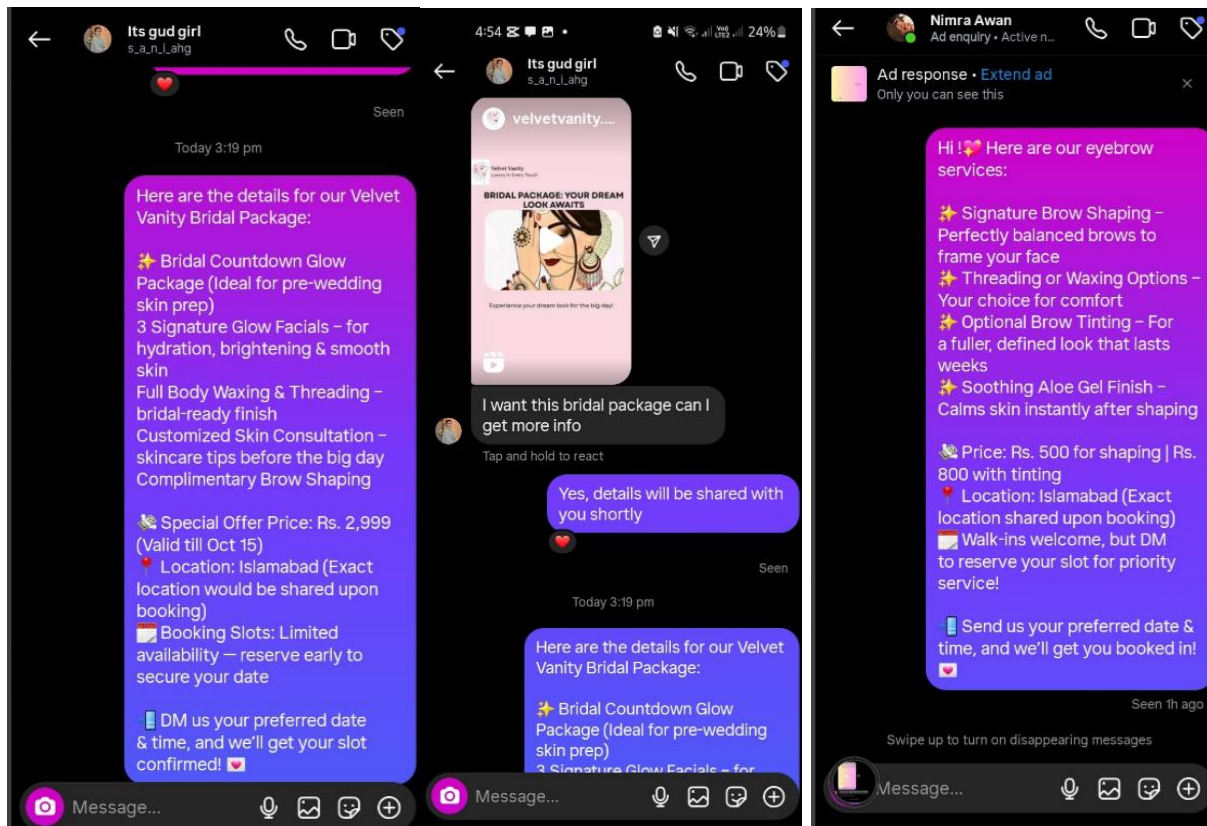
4. Engagement Tracking Table:

Post Type	Post Description	Reach	Likes	Interactions	Saves	Views	Engaged	DMs/ Inquiries
Reel(Ad)	Eyebrows Treatment	863	11	13	2	1078	10	1
Reel(Ad)	Summer Glow Facial	595	14	15	1	715	4	-
Reel	Before After Results of Facial	69	9	10	1	120	4	-

Reel	Bridal Glow Facial	71	15	20	1	130	17	2
Reel	Offers	64	15	17	2	94	15	-
Reel	Discounts Offers	100	15	17	2	149	15	-
Reel	Welcome Reel	54	16	16	-	99	17	-

5. Community Engagement





Week 3 – Performance Analysis & Optimization

Goal: Analyze results, find insights, and suggest improvements.

1. KPI Performance Summary

KPI Name	Target Value	Actual	Result vs Goal
Instagram Followers	+100	34	Below Average
Engagement Rate	$\geq 10\%$	12%	Achieved
Post Reach	1,000	11,00	Achieved Sucessfully
Booking Inquiries	5	2	Slightly Below
Link Clicks	100	95	Slightly Below
Offer Redemption	10	7	Slightly Below

2. Top Performing Content

Post: Eyebrow Treatment Reel

- **Views:** 1,078
- **Reach:** 863
- **Interactions:** 13 total (11 likes, 2 saves)
- **Reason for Success:**
 - Popular beauty service with a visually satisfying transformation
 - Short, snappy reel format keeps attention
 - Naturally shareable service among female audience

3. Underperforming Content

Post: Offers Reel

- **Views:** 94
- **Reach:** 64
- **Interactions:** 17 total (15 likes, 2 saves)
- **Reason for Low Performance:**
 - Posted at a time when fewer followers were online
 - Lacked trending audio or engaging hook in the first 3 seconds
 - Offers weren't visually highlighted in the video text/graphics

Improvement Plan:

- Use bold text overlays showing "LIMITED TIME" and % discount
- Add trending, upbeat audio to boost reach
- Post during peak engagement time (7–9 PM)
- Pair offers with before/after visuals for stronger appeal

4. Optimization Suggestions

- Post more service transformation reels (similar to eyebrow reel)
- Add clear, eye-catching text in first 3 seconds of all reels
- Use trending audio consistently to improve discoverability
- Experiment with carousel posts for offers to display multiple visuals

5. A/B Testing Example:

- **Version A:** Offers reel with static product/service shots
- **Version B:** Offers reel with transformation footage + overlaid discount text
- **Predicted Winner:** Version B — combines motion, transformation, and urgency messaging.

6. Lessons Learned:

- Transformation reels (eyebrows, facials) generate more views than offer announcements
- A good hook in the first 3 seconds impacts performance significantly
- Evening posts tend to get better results for service content
- Offers need strong visuals + urgency to perform well
- Saves and shares are as important as likes for reach growth

7. Related Screenshots:

Instagram Page Name: *@velvetvanity.glow*

