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GLOW WITH GOOVI

Goovi is a nature-inspired cosmetic brand committed to delivering high-quality, sustainable beauty products.

3 months

"Experience the Good Vibes
with Goovi"

Target Audience

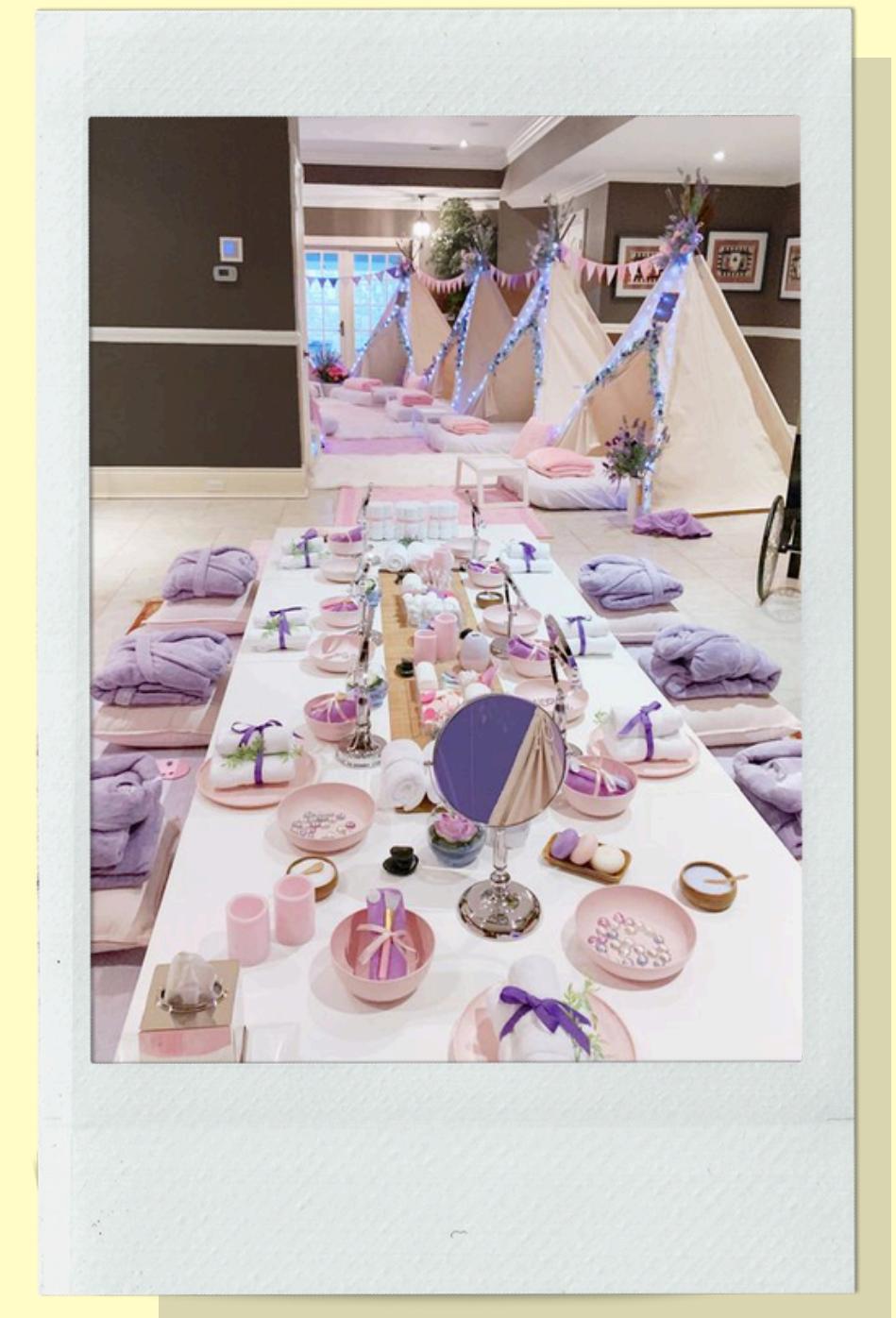
- Women aged 18-45
- Health-conscious individuals
- Eco-friendly consumers



Campaign Goals

- Increase brand visibility
- Foster customer engagement
- Boost online and in-store sales

PR Strategy: Eco-Beauty Slumber Party - Dreaming in Green



Location: Grand Geneva Resort and SPA

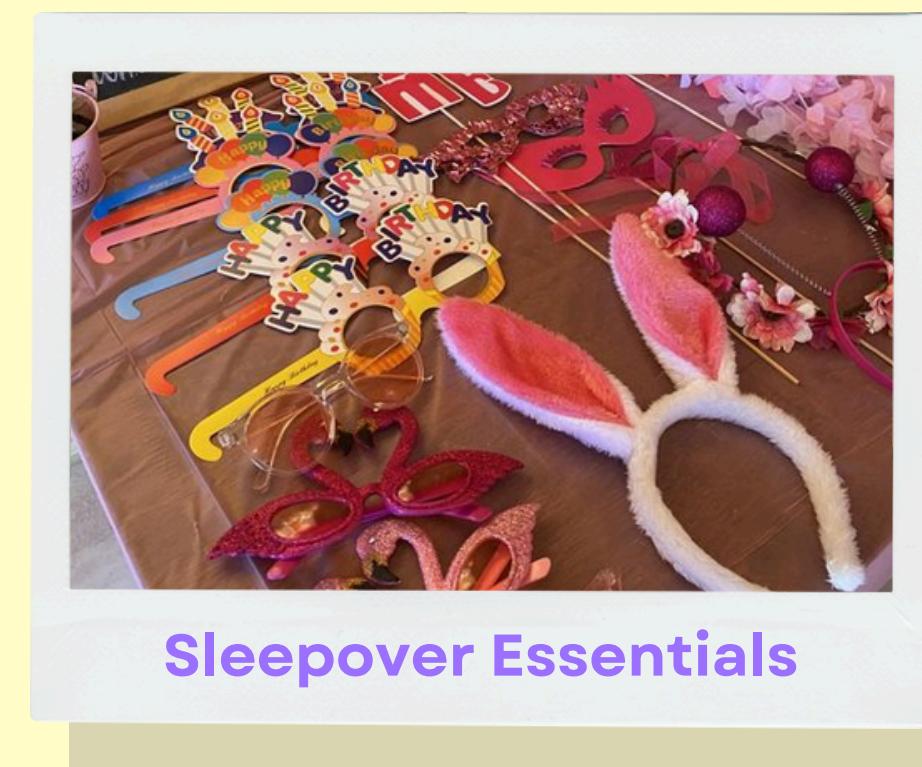
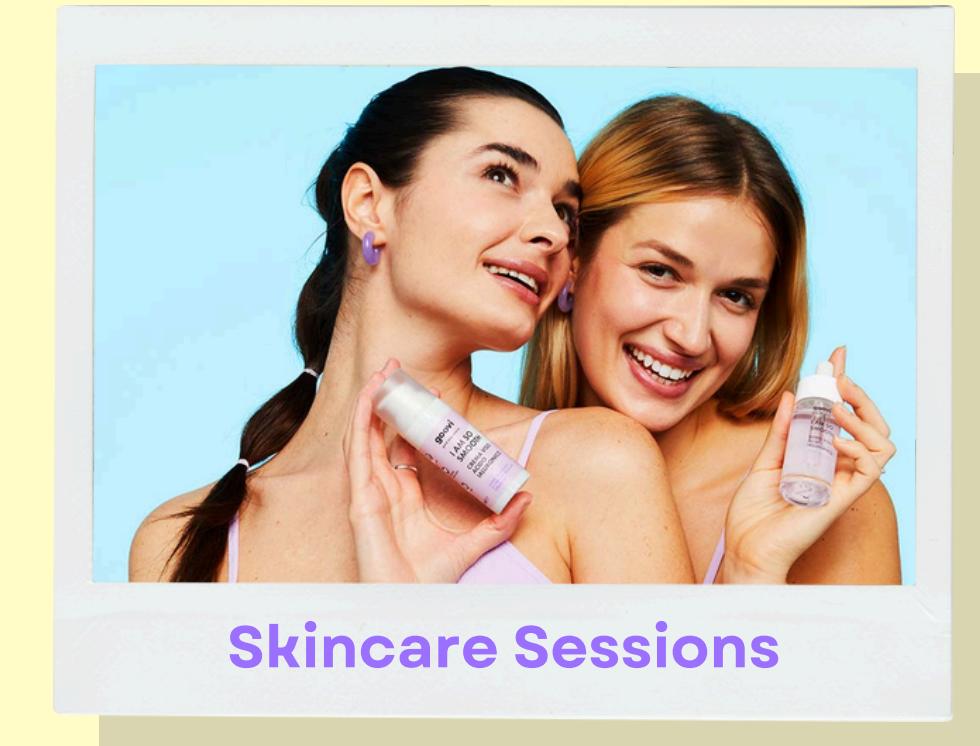
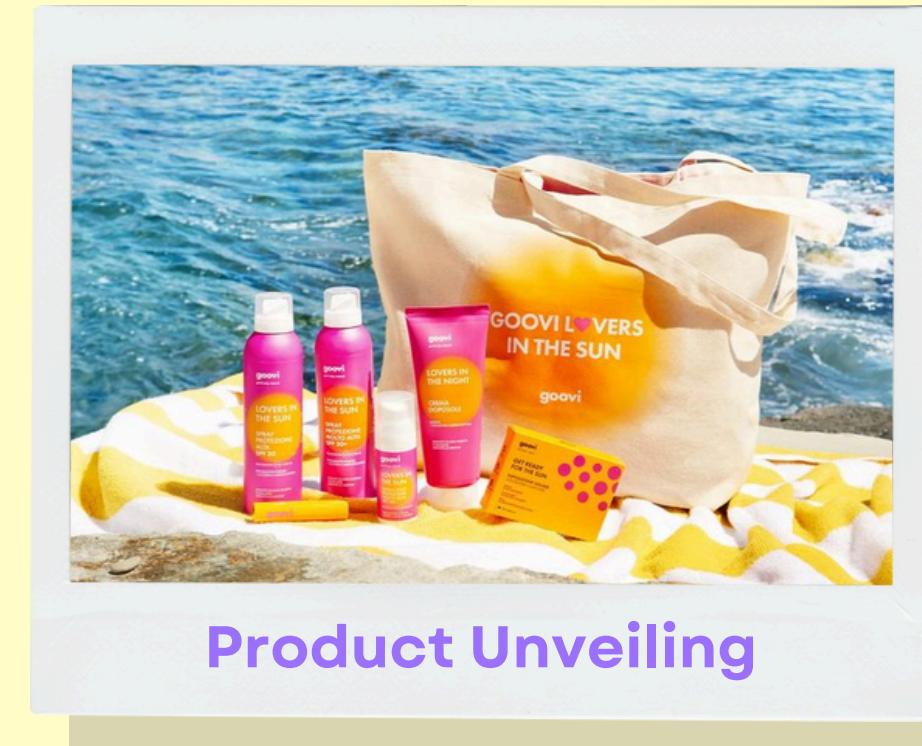
Date: Friday or Saturday evening

Guest List: Influencers, bloggers, journalists, celebrities

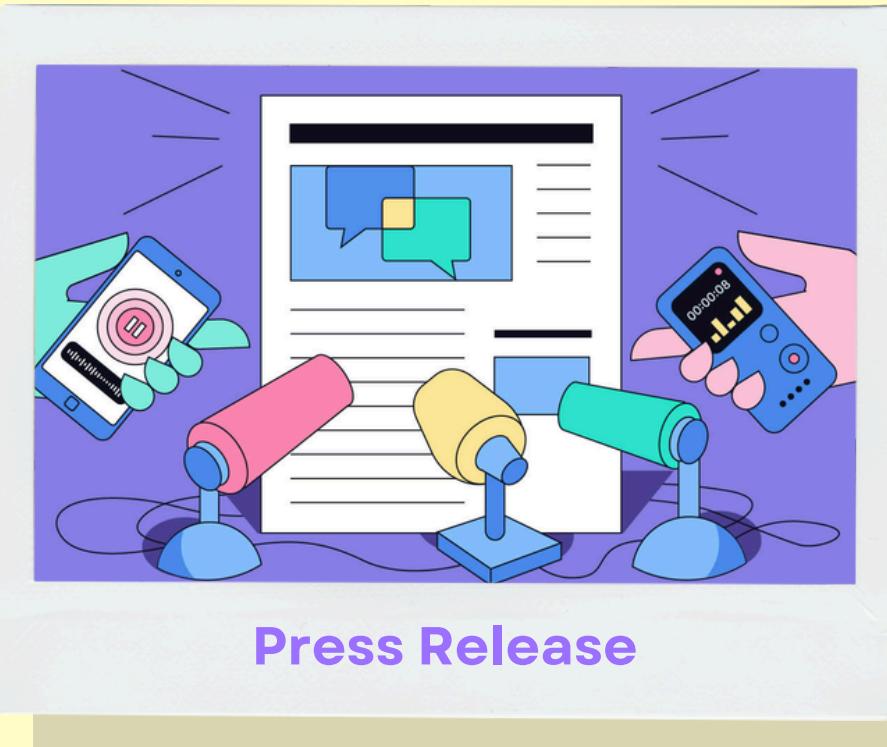
PR Strategy: Eco-Beauty Slumber Party - Dreaming in Green

Activities

- Welcome Reception
- Product Unveiling
- Skincare Sessions
- Sleepover Essentials
- Photo Opportunities



PR Strategy: Eco-Beauty Slumber Party - Dreaming in Green



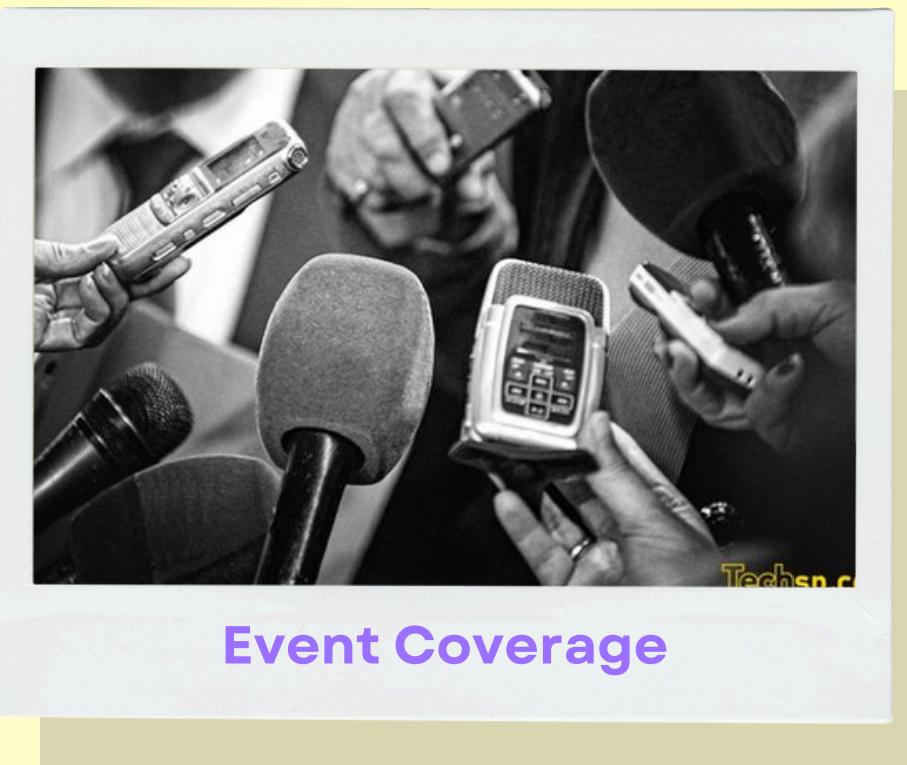
Press Release



Media Kits



Influencer Partnerships
@babymama



Event Coverage

PR Strategy

- Press Release
- Media Kits
- Influencer Partnerships
- Event Coverage
- Follow-Up Engagement

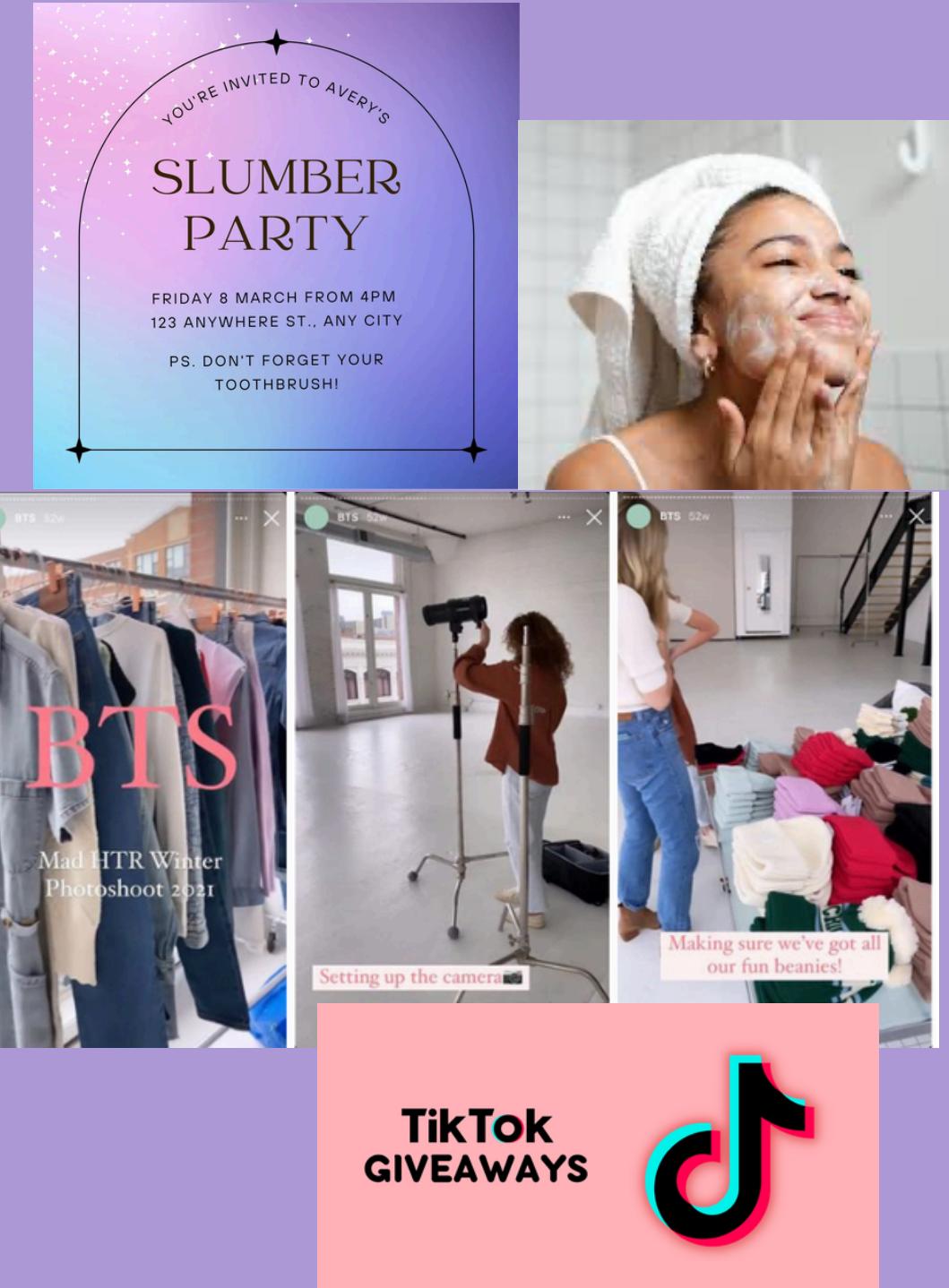
Overall campaign



Instagram & Facebook

- Before and After Transformations
- Seasonal Content (spring, summer)
- Skincare tips/ tutorials
- Influencer takeovers
- Giveaways

Link to PR



Overall campaign



TikTok

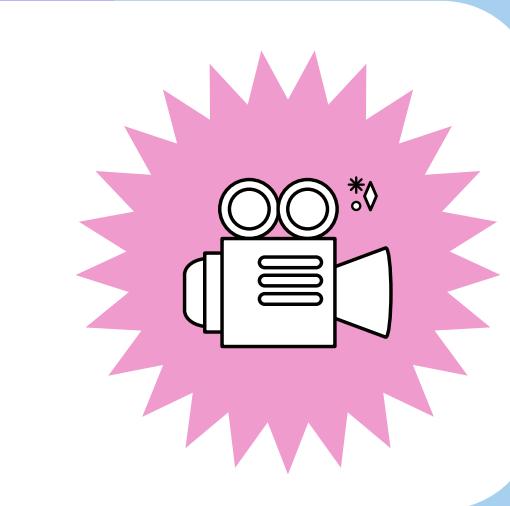
- Trend driven
- viral music, memes,
- funny skincare parodies
- ASMR skin care videos
- Skincare Duets collabs

Social Media Strategy



Influencer Materials

Goodies, that include pyjamas, press kits, and DIY SPA products to try.



Social Media Strategy

Youtube

Bring Influencers at the slumber party to make vlogs, live giveaways, tutorial videos.



Advertising Plan and Budget

Platform: Instagram & Facebook

Target: each beauty and wellness enthusiasts

Estimated Cost: \$4,000 for a 4-week campaign

Reach: Approx. 100,000 impressions

Strategy: Influencer Collaborations

Target: Micro-Influencers: Partner with 5-10 micro-influencers (10K-50K followers) in the beauty and wellness niche.

Cost: \$500 per influencer

Total Cost: \$2,500

Reach: Approx 150,000 combined followers.

Online Contest/Giveaway

Strategy: Slumber Party Kit Giveaway: Organize a contest where participants can win a Goovi slumber party kit.

Participation: Encourage participants to follow Goovi, like the contest post, and tag friends in the comments.

Prize Cost: \$500 for Goovi products and branded items.

Reach: Approx. 50,000 impressions organically

Timeline



MONTH 1



- Announce campaign, distribute press release, host virtual launch event
- Start social media content and influencer partnership

MONTH 2



- Launch TikTok and Instagram challenges,
- Continue media outreach, run ads

MONTH 3



- Share UGC contest winners, release YouTube videos
- Amplify proportions, analyse campaign performance

Thank you for your attention!

