



**OWA**  
SMART WATCH  
EMPOWERING YOUR TIME

# SOCIAL MEDIA STRATEGY

NEW ERA , NEW TECHNOLOGY

DOUNIA HAFIDI

# TABLE OF CONTENTS

01 Topic Overview

02 The OWA smart watch

03 Features

04 Audiences & Goals

05 Social Media Strategy

06 Social Media Platforms

07 Influences

08 Social Media Calendar

# TOPIC OVERVIEW



*In this project, we will introduce you to our social media strategy for the new “OWA” smartwatch. You'll learn about the inspiration behind the watch, its standout features, and our detailed plan for promoting it on social media, all explained in clear and straightforward terms.*

# THE OWA SMART WATCH

*We all understand that we're in a time of rapid technological progress. To stay up-to-date, we need products that are at the forefront of this new technology. That's where the "OWA" smartwatch comes in—it's the first smartwatch powered by AI. Let's explore the unique features of this innovative watch.*



# FEATURES



AI INTEGRATION



AI COACH



FITNESS TRACKING



HEALTH MONITORING



LONG BATTERY LIFE



CONTACTLESS PAYMENTS



VOICE ASSISTANT



WATER RESISTANCE

## AI COACH

*Advanced AI delivers hyper-personalized insights, including adaptive coaching and real-time health alerts. The AI learns user habits and adjusts recommendations dynamically.*



# AI HEALTH TRACKING

## FITNESS TRACKING

*Next-gen sensors for tracking heart rate, blood oxygen, stress levels, sleep stages (including REM), ECG, body temperature, and body composition analysis (fat, muscle, water percentage). Integration with health platforms for comprehensive health tracking and AI-driven health risk predictions. g a holistic view of your health at a glance.*



## HEALTH MONITORING

*Over 50 sports modes with AI-enhanced coaching that adapts to the user's fitness level, real-time biomechanical analysis for form correction, and advanced GPS tracking for outdoor activities with route mapping and altitude adjustment.*

# LONG BATTERY LIFE

*Designed for longevity, our smartwatch powers through multiple days on a single charge, minimizing downtime and maximizing convenience.*

*Up to 14 days on a single charge with fast charging (80% charge in 30 minutes) and solar-assisted charging to extend battery life outdoors.*



# WATER RESISTANCE



*Designed for the active user, this watch is water-resistant, making it perfect for swimming or any water-related activities. It's built to withstand the elements, so you can take it anywhere.*

# STYLISH DESIGN

*Fashion meets functionality in this sleek and modern smartwatch. It complements both casual and professional attire, making it the perfect accessory for any occasion, without sacrificing the high-tech features you love.*



## CUSTOMIZABLE WATCH FACES

*Dynamic and interactive watch faces with real-time data integration (weather, news, health metrics) and customizable widgets for a more personalized experience.*

## CONTACTLESS PAYMENTS

*Integrated NFC for contactless payments, with multi-layer security for added protection.*

## WIRELESS CONNECTIVITY

*Bluetooth 5.2, WiFi 6, and optional eSIM for standalone LTE connectivity, allowing phone-free operation.*



## SMART NOTIFICATIONS

*Manage calls, texts, and app notifications with smart reply options. Enhanced Do Not Disturb modes tailored to user activity and schedule.*

## VOICE ASSISTANT

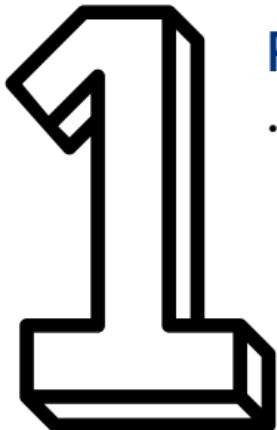
*Next-gen AI voice assistant with multilingual support, offline capabilities, and advanced natural language processing for more accurate responses and command understanding.*

# TECHNICAL SPECIFICATIONS

- *Display: 1.6-inch LTPO AMOLED, 400 x 400 resolution, always-on display, adaptive refresh rate for improved power efficiency.*
- *Materials: Titanium or stainless steel casing options, Sapphire Crystal display for enhanced scratch resistance, and hypoallergenic fluoroelastomer strap.*
- *Storage: 8GB with enhanced read/write speeds for better app performance.*
- *Compatibility: Android 10.0+*
- *Sensors: Advanced suite including PPG heart rate monitor, ECG sensor, SpO<sub>2</sub> sensor, body temperature sensor, gyroscopic, accelerometer, barometer, ambient light sensor, and UV sensor.*
- *Battery: 400mAh, 14-day life with optimized power management settings.*
- *Water Resistance: 10 ATM with enhanced durability for extreme conditions.*



# GOALS



## PRIMARY GOAL

- Increase brand awareness of the OWA Smart Watch among tech-savvy young adults aged 20-35 in India.



## SECONDARY GOALS

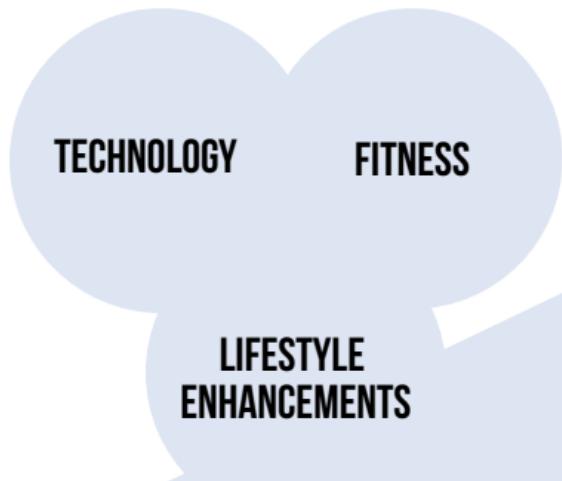
- Drive pre-orders, engage with the tech community, and establish a loyal customer base through high-quality content and interactions.



# AUDIENCES

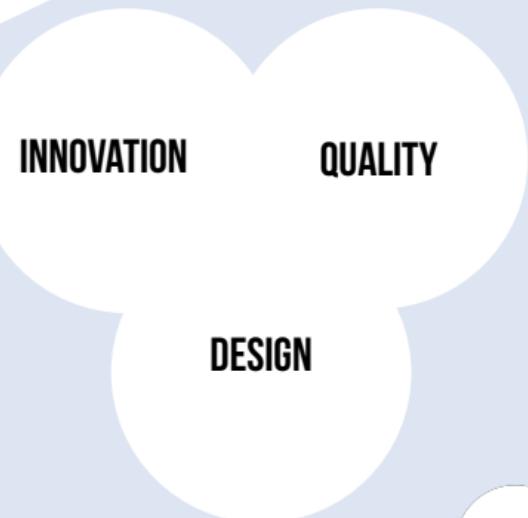
## DEMOGRAPHICS

- Young adults aged 20-35 interested in :



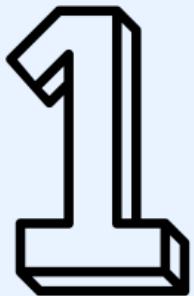
## PSYCHOGRAPHICS

- Looks for gadgets that integrate seamlessly into an active, health-conscious lifestyle.



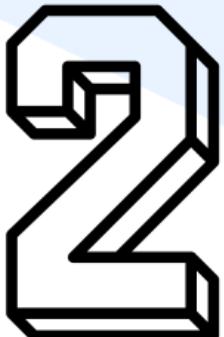
# SOCIAL MEDIA STARTEGY

*our strategy is based on 4 things :*



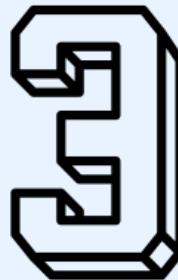
## INFLUENCER PARTNERSHIPS

- Collaboration with influencers across all platforms who resonate with the 20-35 age group and can showcase the smart watch in a way that aligns with their lifestyle.*



## USER-GENERATED CONTENT

- Encourage our users to post their own content with the OWA smart watch.*



## TEASER CAMPAIGN

- Increase brand awareness of the OWA Smart Watch among tech-savvy young adults aged 20-35 in India.*



## LAUNCH EVENT

- Increase brand awareness of the OWA Smart Watch among tech-savvy young adults aged 20-35 in India.*

# SOCIAL MEDIA PLATFORMS

*To better engage with our audience and align with our goals, we have selected the platforms X, Instagram, and YouTube. For each platform, we will develop a tailored strategy and focus on specific areas to maximize our impact.*



X"TWITTER"



INSTAGRAM



YOUTUBE



# X"TWITTER" STRATEGY



## OBJECTIVES

- *Using it for real-time updates, news, and direct engagement with our audience.*



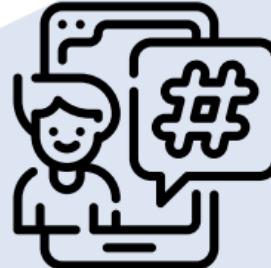
## ENGAGEMENT

- *Hosting regular Q&A sessions, X"Twitter" polls, and using X "Twitter" threads to tell stories about the development and features of our product.*

## CONTENT



- *Posting short, engaging updates about the OWA smart watch, including quick tips, flash news about our product, and industry news where our OWA smart watch fits.*



## HASHTAGS

- *Developing a brand-specific hashtag (e.g., #SmartTimeRevolution) and using popular hashtags relevant to tech, lifestyle, and fitness to expand reach.*



# X"TWITTER" STRATEGY



## OBJECTIVES

- Utilizing Instagram's visual-centric platform to showcase the smart watch's design and features, and encourage our user to interact with us and create content "UGC".

## CONTENT



- Sharing high-quality images and short videos (Reels) of the smart watch in various settings, highlighting its design and features. Using Stories for time-sensitive content and to share user-generated content.



## ENGAGEMENT

- Using Instagram's features like polls, quizzes, and questions in Stories to engage with our audience. Encourage users to share their own photos with the smart watch using the campaign hashtag.

## HASHTAGS



- Using a mix of broad and niche hashtags to increase the visibility of our posts. Creating a campaign-specific hashtag for users to follow.



# YOUTUBE STRATEGY



## OBJECTIVES

- Leveraging YouTube to provide comprehensive content about the smart watch, showcasing its features in-depth and building brand awareness.



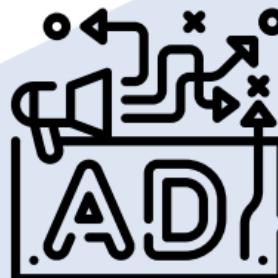
## CONTENT

- Posting the official launch video, detailed tutorials, feature explanations, and user testimonial videos. Collaborating with tech YouTubers for reviews.



## ENGAGEMENT

- Engaging with our community in the comments section, encourage sharing, and using YouTube cards to link our other social media platforms.



## PROMOTION

- Using YouTube ads to target our audience and drive views to the smart watch launch video and subsequent content.

# INFLUENCES

*We have carefully chosen six influencers across two distinct sectors "three specializing in fitness and three in technology", to align with our product's dual market appeal. Our objective is to showcase our product's versatility, proving it to be the perfect choice for both tech enthusiasts and fitness advocates. These influencers were strategically selected based on their substantial follower bases, significant influence, and robust engagement rates on social media platforms.*



# TECH



# FITNESS



# FITNESS



ANKIT BAIYANPURIA



8M



3.89M

ENGAGEMENT RATE



12.76%

EXCELLENT



JEET SELAL



1.9M



4.36M

ENGAGEMENT RATE



6.37%

EXCELLENT



SHIVAM DUBEY



803K



1.65M

ENGAGEMENT RATE



5.68%

AVERAGE

# TECH



**TECH BURNER**

4.5M

11.5M

**ENGAGEMENT RATE**

3.94%

HIGH



**MANOJ SARU**

1.6M

8.26M

**ENGAGEMENT RATE**

3.04%

GOOD



**TECHNICAL SKY**

966K

1.58M

**ENGAGEMENT RATE**

1.56%

GOOD

# CALENDAR

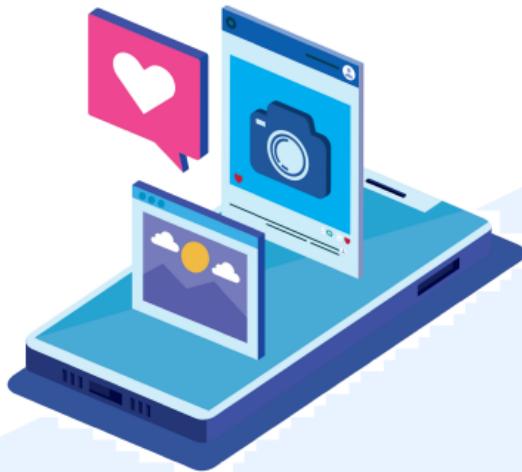
March 2024						Ideas		
						Teaser		Deep Dive into Features
						Highlight		Community Engagement / Insights
						Sneak Peek		Special Promotion
						Audience Engagement		Spotlight
						Countdown		Influences Stories
Instagram						Launch Announcement		Gratitude & Community
Instagram Stories						1 - March		2 - March
X "twitter"						Teaser		Sneak Peek
X Spaces						Teaser		Highlight
Youtube						Highlight		Sneak Peek
	4 - March	5 - March	6 - March	7 - March	8 - March	9 - March	10 - March	
Instagram	Audience Engagement			Deep Dive into Features				
Instagram Stories		Countdown			Deep Dive into Features	Community Engagement	Insights	
X "twitter"	Audience Engagement	Countdown	Launch Announcement	Deep Dive into Features	Deep Dive into Features			
X Spaces				Deep Dive into Features	Deep Dive into Features		Insights	
Youtube			Launch Announcement			Community Engagement		
	11 - March	12 - March	13 - March	14 - March	15 - March	16 - March	17 - March	
Instagram	Special Promotion		Influences Stories	Gratitude & Community				
Instagram Stories		Spotlight						
X "twitter"	Special Promotion	Spotlight	Influences Stories	Gratitude & Community				
X Spaces				Influences Stories				
Youtube								

LINK:

<https://docs.google.com/spreadsheets/d/1SyMynAuqVpxpUjfZR8rxQpEhbbyHM61-uQnQYbwtkcE/edit?usp=sharing>

# CAPTIONS AND CREATIVE LINES OVERVIEW

*To ensure an engaging and cohesive social media presence, we've developed a variety of captions and creative lines that highlight the key features of the OWA Smart Watch. Each caption is tailored to resonate with the target audience of tech-savvy young adults, focusing on the themes of innovation, fitness, and lifestyle enhancement.*





# TYPES OF CAPTIONS

## TEASER CAPTIONS

- These captions are designed to build anticipation before the product launch.
- Example: "The future of fitness is almost here. Are you ready for the #OWASmartWatch? Stay tuned! #SmartTimeRevolution"

## FEATURE-FOCUSSED CAPTIONS

- Highlight the unique selling points of the smartwatch, such as AI integration, health tracking, and long battery life.
- Example: "Meet the AI coach that adapts to your life. The OWA Smart Watch is more than just a watch—it's your personal trainer. #FutureOfFitness"

## ENGAGEMENT AND INTERACTION CAPTIONS

- Designed to encourage users to interact with your brand through questions, polls, or user-generated content.
- Example: "What's your favorite workout? Let the #OWASmartWatch help you level up your fitness journey. Share your thoughts with #SmartTimeRevolution"

## LIFESTYLE CAPTIONS

- Position the smartwatch as a stylish and functional accessory that complements both professional and casual settings.
- Example: "From the boardroom to the gym, the OWA Smart Watch has you covered. Style meets technology. #TimeToUpgrade"



# CREATIVE LINES

## REDEFINING EXPECTATIONS

- A core message focusing on how the OWA Smart Watch exceeds user expectations with its innovative features.

## FITNESS MEETS INTELLIGENCE

- A line emphasizing the AI-driven fitness tracking capabilities, appealing to users looking for both technology and lifestyle improvements.

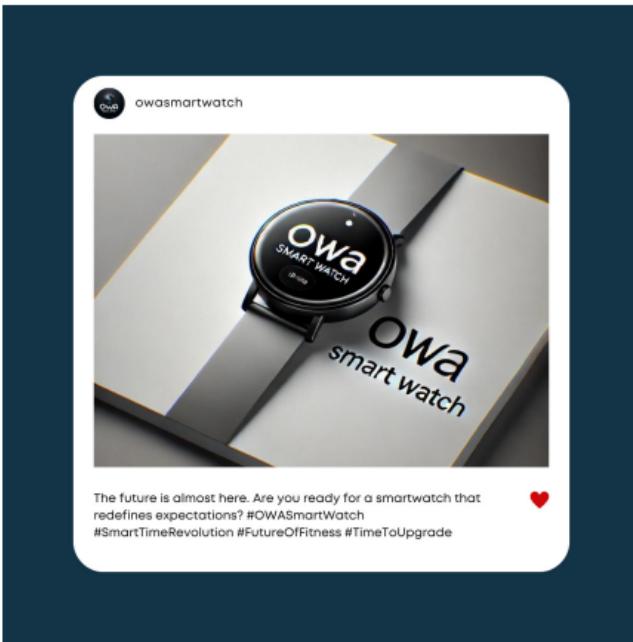
## THE FUTURE ON YOUR WRIST

- A futuristic, engaging tagline that underscores the smartwatch's cutting-edge technology.

## UPGRADE YOUR TIME

- A play on words suggesting the smartwatch is a significant step forward in both fitness and time management.

# SAMPLE SOCIAL MEDIA POSTS



INSTAGRAM



X™TWITTER™

# STRATEGY SUMMARY AND NEXT STEPS

## FINALIZE THE SOCIAL MEDIA CALENDAR

*I have developed a complete content calendar, my recommendation is to finalize it for alignment.*

## LAUNCH THE SOCIAL MEDIA CAMPAIGN

*I suggest launching the campaign on Instagram, X, and YouTube, starting with teaser content.*

## TRACK PERFORMANCE AND ENGAGEMENT

*I recommend monitoring key metrics to ensure the campaign is performing as expected.*

## OPTIMIZE AND ADAPT

*Based on the data, I suggest we make necessary adjustments to optimize the strategy.*

# PROJECT SUMMARY AND DESIGN TOOLS

## PROJECT SUMMARY

*This social media strategy for the OWA Smart Watch is built to increase brand awareness and engagement across Instagram, X (Twitter), and YouTube. The campaign focuses on leveraging tailored content, influencer partnerships, and user-generated content to reach tech-savvy audiences.*

## DESIGN TOOLS

*The visuals and creative elements throughout this strategy were created using a combination of AI tools for image generation and Canva for design refinement, ensuring a professional and cohesive presentation.*



# THANK YOU

*Thank you for reviewing this strategy. I look forward to your feedback and the opportunity to move forward.*

**DOUNIA HAFIDI**