

# Digital Marketing Campaign Report

**App Name:** *Social Connect*

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**Date:** 5/15/2025

# **Table of Contents**

## **1. Week 1: Research and Campaign Planning**

- 1.1 About the App
- 1.2 Target Audience
- 1.3 Competitor Analysis
- 1.4 Key Marketing Channels

## **2. Campaign Goal Setting**

- 2.1 SMART Goals
- 2.2 Key Performance Indicators (KPIs)

## **3. Content Strategy**

- 3.1 Social Media Content
- 3.2 Blog Posts and Newsletters
- 3.3 Paid Ad Copies and Creatives

## **4. Submission for Approval**

# Week 1: Research and Campaign Planning

## 1. Market Research

### 1.1 About the App:

Social Connect is a fictional digital platform designed specifically for *freelancers* and *content creators*. It helps users showcase their work portfolios, collaborate on projects, and find professional opportunities in a creative and supportive community. The app combines social networking features with tools that empower users to grow their personal brand and business.

### 1.2 Target Audience:

- **Age group:** 18–35 years
- **Professions:** Freelancers, content creators, digital marketers, small business owners, and creative professionals.
- **Interests:**
  - Building and showcasing professional portfolios

- Networking and collaborating on projects
  - Finding freelance jobs and clients
  - Personal branding and online presence growth
  - Learning new skills and staying updated with industry trends
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- **Demographics:**
    - Mostly urban and suburban residents
    - Comfortable using technology and social media platforms
    - Active on mobile devices and web platforms.
    - Education level typically from high school to university graduates

## 1.3 Competitor Analysis

Social Connect competes with several platforms, including

- **LinkedIn:** The leading professional networking site focusing on career and job opportunities

- **Behance:** A platform for creative professionals to showcase portfolios
- **Upwork and Fiverr:** Freelance marketplaces for finding and offering freelance jobs
- **Instagram:** Popular among creators for sharing visual content and building followers

Social Connect aims to combine the networking strength of LinkedIn with the creative portfolio features of Behance and the social engagement of Instagram, providing a unique space tailored for freelancers and creators.

## 1.4 Key Marketing Channels

- **Instagram** – Visual storytelling, reels, carousels
- **LinkedIn** – Professional reach and freelance communities
- **Facebook** – Community groups, ad targeting
- **Google Ads** – To capture search intent and website/app traffic.

## 2. CAMPAIGN GOAL SETTING

### 2.1 SMART Goals

For the Social Connect digital marketing campaign, the following SMART goals are defined:

- **Specific:** Increase brand awareness of Social Connect among *freelancers* and *content creators*.
- **Measurable:** Achieve a **20% increase** in social media followers and engagement.
- **Achievable:** Reach at least **500 app downloads** through the campaign within **3 weeks**.
- **Relevant:** Focus on building a strong community of freelancers and creators to boost app adoption.
- **Time-bound:** Complete these goals **within 3 weeks** from the campaign launch date.

## 2.2 Key Performance Indicators (KPIs)

To measure the success of the campaign, the following KPIs will be tracked:

- **Reach:** Number of people who see the campaign content on social media platforms.
- **Engagement:** Likes, comments, shares, and saves on posts related to Social Connect.
- **Clicks:** Number of users clicking on ads or links directing to the app download page.
- **Conversions:** Number of app downloads or sign-ups resulting from the campaign.

## 3. CONTENT STRATEGY

To effectively promote ***Social Connect***, the following content types will be created and used across multiple channels:

### 3.1 Social Media Posts

- **Graphics:** Eye-catching images highlighting key app features, benefits for freelancers and creators, and user testimonials.
- **Videos:** Short, engaging videos demonstrating how to use the app, success stories of freelancers, and tips on personal branding.
- **Carousel Posts:** Multi-image posts explaining step-by-step how Social Connect helps freelancers showcase their work and find opportunities.

## 3.2 Blog Posts and Newsletters

- **Blog Posts:** Articles focusing on freelancing tips, portfolio building, collaboration strategies, and how Social Connect supports creative professionals.
- **Newsletters:** Regular email updates featuring new app features, user success stories, upcoming events, and exclusive offers for subscribers.

## 3.3 Paid Ad Copies and Creatives

- **Ad Copies:** Clear, compelling messages targeting freelancers and creators, emphasizing the app's benefits like portfolio showcasing and networking.



- **Creatives:** Visually appealing banners and short video ads designed for platforms like Instagram, Facebook, and LinkedIn to drive app downloads and engagement.