

Task 1

Creating a Social Media Strategy.

Social Media Strategy For Home Décor:

1. Objective

Develop a comprehensive social media marketing plan to increase brand awareness, drive engagement, and generate leads for home décor products across key platforms.

2. KPIs (Key Performance Indicators)

Increase followers by 15% within 6 months.

Improve engagement rate (likes, shares, comments) by 20%.

Generate 12% more sales leads through social media efforts.

3. Target Audience

Demographics: Age: 30-55

Gender: Male/Female

Location: Major Cities of Pakistan:

Karachi , Lahore , Islamabad , Rawalpindi

Interests: Interior design, DIY, home improvement, home styling.

4. Audience Segments

Homeowners: Middle- to upper-middle-class individuals who are passionate about creating stylish and comfortable homes, looking for décor ideas that mix luxury with functionality.

Young Professionals: Busy individuals renting or buying their first homes, seeking budget-friendly, trendy décor solutions that reflect their personal taste.

Design Enthusiasts: People who stay updated on the latest décor trends, enjoying the fusion of modern styles with Pakistani cultural influences.

5. Content Themes

Educational: Design tips, DIY hacks, color theory guides.

Inspirational: Room makeovers, seasonal trends, home tours.

Promotional: Sales, discounts, new product launches.

6. Content Types

Blog posts

Infographics

Videos (DIY projects, decorating tips)

Room transformation photos

Customer testimonials (before & after).

7. Platforms

Instagram: Visual and video content (reels, IGTV, stories).

Facebook: Community building, events, home décor challenges.

Pinterest: Visual inspiration boards, product promotion.

YouTube: DIY tutorials and home décor trends.

8. Tools

Scheduling: Later, Hootsuite for content scheduling and planning.

Analytics: Google Analytics, Facebook Insights, Instagram Insights, Pinterest Analytics.

9. Content Calendar

Monday: Room makeover ideas

Wednesday: DIY décor video

Friday: Home décor sales promotion

Sunday: Design tip or trend post (color palette, room layout).

10. Execution Plan

Assign a social media manager to oversee content creation and posting.

Create monthly content in advance.

Monitor analytics weekly to track progress and adjust strategy.

11. Collaboration/Partnerships

Partner with home décor influencers for cross-promotion.

Collaborate with home décor brands, interior designers, and home improvement stores.

12. Budget

Allocate budget for social media ads: Facebook and Instagram Ads (\$500/month).

Influencer marketing (\$250-\$500/month).

13. Metrics for Success

Growth: Monthly increase in followers, likes, shares.

Engagement: Comments, shares, mentions per post.

Conversions: Click-through rate (CTR), sales leads generated through campaigns.