

# Social Media Campaign: Engagement & Awareness

Driving premium audience interaction and high-LTV Loyalty Sign-ups through cinematic content, curated UGC, and targeted paid campaigns.

## Creative Execution & Visual Assets

Campaign visuals organized by format — optimized for golden-hour aesthetics, luxury tone, and emotional storytelling.

### Hero Posts & Static Visuals



### Video Reels & Motion Ads



### UGC & Loyalty Features



#### Awareness: Cinematic Reel

Wake up to luxury. Our signature Hero Latte, crafted with uncompromised provenance.

**Hashtags:** #HaksossRitual

#AlexandriaLuxury

**CTA:** Discover More

**Impressions:** 21,500

**Engagement:** 14.1% **Shares:** 580

*Instagram Reels & TikTok*

#### Conversion: Paid Carousel Ad

An Invitation Reserved for the Elite.  
Acquire VIP membership today.

**CTA:** Sign Up Now

**Hashtags:** #VIP #HeroLatte

**CPL:** EGP 45.5 **Conversion:** 6.2%

**CTR:** 3.8%

*Instagram & Facebook Ads*

**Retention: UGC Story**

Your moment of luxury, shared. Thank you @UPEliteAlex for capturing the essence of the Haksoss ritual.

**CTA:** Share Your Story

**Hashtags:** #HaksossMoments #UGC

**UGC Rate:** 2.1% **Engagement:** 11.3%

*Instagram Stories*

**Engagement: Poll Story**

Which latte is your favorite this season?  
Participate in our poll.

**CTA:** Vote Now

**Hashtags:** #LattePoll #HaksossChoice

**Engagement:** 12.5% **Responses:** 430

*Instagram & Facebook Stories*