**Social Media Campaign: Engagement & Awareness**

**Overview**  
Driving premium audience interaction and high-LTV loyalty sign-ups through cinematic content, curated UGC, and targeted paid campaigns.

**1. Creative Execution & Visual Assets**

| **Category** | **Key Assets** | **Description / Notes** |
| --- | --- | --- |
| Hero Posts & Static Visuals | Hero Latte, Chocolate Croissant, Seasonal Treat | Optimized for golden-hour aesthetics, luxury tone, and emotional storytelling. |
| Video Reels & Motion Ads | Hero Latte Reel, Special Latte Motion, Seasonal Offer Ad | Cinematic video formats for engagement; story-driven content emphasizing exclusivity. |
| UGC & Loyalty Features | Loyalty Program, Special Offer, Special Latte | Showcases customer-generated content and loyalty-focused visuals for retention & advocacy. |

**2. Social Media Posts & Campaign Performance**

| **Campaign Type** | **Format / Platform** | **Content Summary** | **Key Metrics** | **CTA / Hashtags** |
| --- | --- | --- | --- | --- |
| Awareness | Instagram Reels & TikTok | Signature Hero Latte cinematic reel | Impressions: 21,500 Engagement: 14.1% Shares: 580 | CTA: Discover More Hashtags: #HaksossRitual #AlexandriaLuxury |
| Conversion | Instagram & Facebook Ads | VIP membership carousel ad | CPL: EGP 45.5 Conversion: 6.2% CTR: 3.8% | CTA: Sign Up Now Hashtags: #VIP #HeroLatte |
| Retention | Instagram Stories | UGC Story showcasing customer experience | UGC Rate: 2.1% Engagement: 11.3% | CTA: Share Your Story Hashtags: #HaksossMoments #UGC |
| Engagement | Instagram & Facebook Stories | Interactive poll on latte preference | Engagement: 12.5% Responses: 430 | CTA: Vote Now Hashtags: #LattePoll #HaksossChoice |

**Insights:**

* Hero visuals and cinematic reels drove strong awareness and engagement.
* Paid carousel ads converted high-intent audiences efficiently.
* UGC and polls supported retention and interactive engagement.