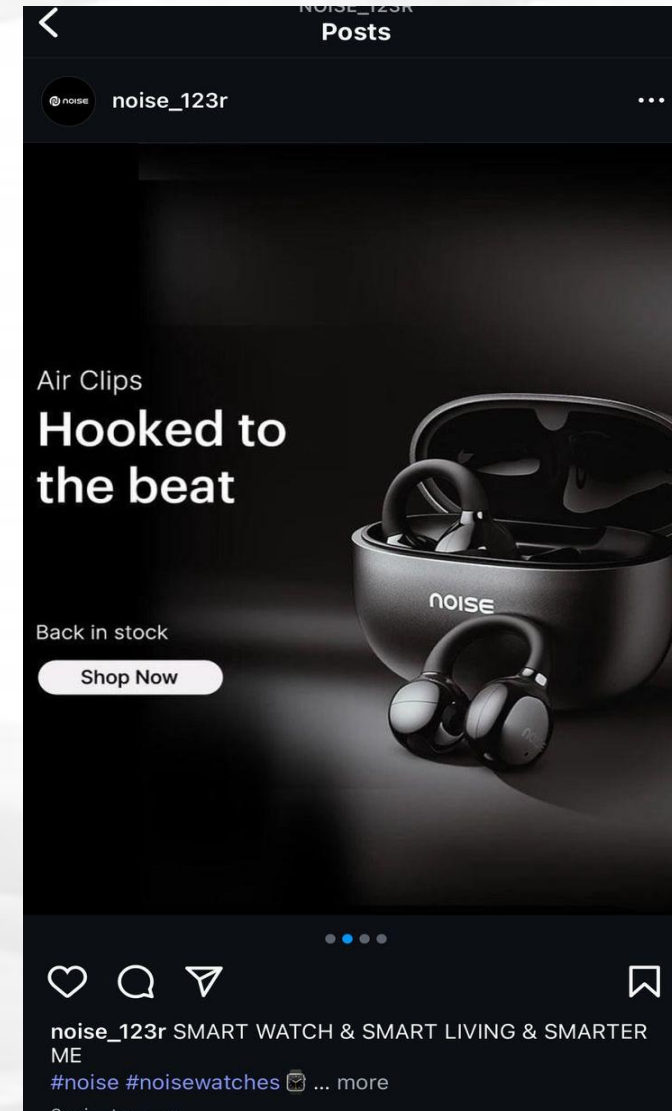


# CONTENT CREATION & CURATION



## SOCIAL MEDIA AD CAMPAIGN:-

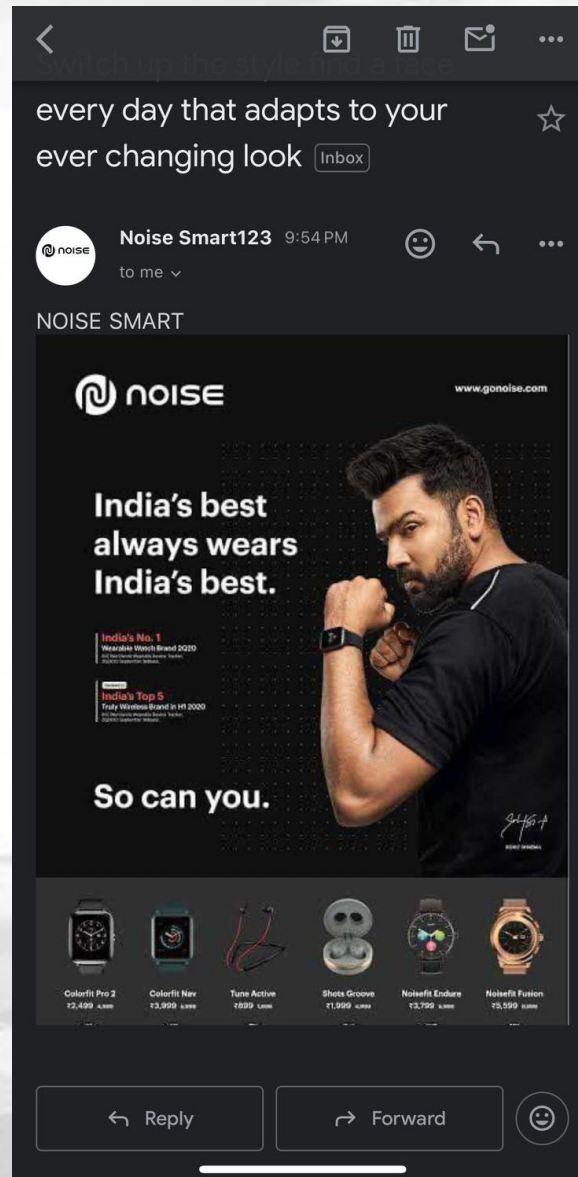
[https://www.instagram.com/p/DG\\_A1hgTtIZ/?img\\_index=1&igsh=MWxvazgxNXZzMDdvZg==](https://www.instagram.com/p/DG_A1hgTtIZ/?img_index=1&igsh=MWxvazgxNXZzMDdvZg==)



# EMAIL AD-CAMPAIGN



## Email Ad-Campaign :-



# **SOCIAL MEDIA AD CAMPAIGN**

Social media networks have become powerful platforms for advertising, Here are some key insights from Research:

## **Effectives Assessment Factors:**

Researchers identify various factors that influence the effectiveness of advertising campaigns on social media networks.

The '**Noise of India**' campaign by the brand celebrates various cultural moments across the nation. It aims to honor the diverse tapestry of cultures, traditions, and emotions in India.

# **SOCIAL MEDIA AD CAMPAIGN**



## **Benefits of Social Media Advertising:-**

- 1. Brand Awareness :** Spread the word about your brand, products, and services.
- 2. Website Traffic :** Drive more traffic to your website by sharing snippets of articles or using calls-to-action.
- 3. Sales and Revenue :** Experiment with promotional techniques to generate revenue.

# Email Marketing

- It involves sending emails to current and potential customers to achieve goals like brand awareness, engagement, lead nurturing, and sales.
- Over 4 billion email users worldwide make it an essential channel.
- In 2022, the average ROI of email marketing was \$36 for every \$1 spent by them

# Email Marketing



## **Benefits of Email Marketing:-**

1. Brand Awareness : Share valuable content aligned with your brand identity.
2. Generate Website Traffic : Drive traffic by sharing article snippets or using CTAs.
3. Drive Sales and Revenue : Promote products, offer discounts, and use upselling techniques, Boost Other Channels Integrate email with social media, landing pages, and blogs.



# Lesson Learned

1. **Consistency is Key:** Consistency in content creation helps to establish brand recognition and build a loyal audience. Maintaining a consistent brand voice, visual identity, and posting schedule creates a cohesive brand experience for the audience.
2. **Quality Over Quantity:** While it's important to consistently create content, focusing on quality should take precedence over quantity. Well-produced and thoughtful content tends to have a more significant impact and can lead to higher engagement and brand loyalty.
3. **Building relationships and Collaborations:** Collaboration with influencers, partners, or customers can provide fresh perspectives and expand the reach of the brand's content. Collaborations help tap into new audiences, increase brand credibility, and drive engagement.