

Content Strategy for **SIMPRA**



Overview

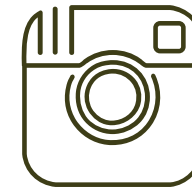


Content Audit

A BRIEF ANALYSIS OF SIMPRA'S CONTENT FOR 2025

- Facebook: no posts yet → zero visibility and engagement
- Instagram/TikTok: only 5 Reels uploaded so far → limited and the followers are only 50
- Telegram channel but with no content yet
- Sales: 7 pieces sold for friends → with only organic content

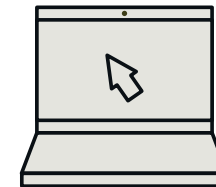
Content Strategy Audit Highlights



5 Instagram Reels



0 Facebook Posts



7 sales proceses

STRATEGEA BRANDING

Simpra SWOT Analysis

Strengths <ul style="list-style-type: none">Affordable prices → suitable for university students with limited budgetsStylish & simple designs → trendy but not complicated, easy to wear dailyAlready achieved sales with very minimal content → proof of product-market fitSmall local brand → flexibility & speed in responding to trends and customer feedbackFocused niche (male university students) → clear target audience	<div>S</div> <div>W</div> <div>O</div> <div>T</div>	Weaknesses <ul style="list-style-type: none">Very limited content presence → brand still looks “new” or unestablishedNo consistent branding identity yet (visual style, tone of voice)Reliance only on Reels (no static posts, no stories, no Facebook activity)Low awareness → most of the target audience still doesn’t know the brand existsLimited resources (production, marketing budget) compared to bigger brands
Opportunities <ul style="list-style-type: none">Rising demand for affordable yet stylish clothes among Gen Z studentsTikTok & Instagram Reels → massive organic reach opportunities without high ad spendFacebook groups & student communities → effective for word-of-mouth promotionCollaborations with micro-influencers in universities → cost-effective marketingTrend of supporting local brands instead of expensive international onesSeasonal drops (back to uni, winter hoodies, summer fits) → chance for creative campaigns.		Threats <ul style="list-style-type: none">Strong competition from international fast-fashion brands (Zara, H&M, Bershka) and local online sellersQuick-changing fashion trends → risk of stock becoming outdatedStudents are very price-sensitive → tough competition on discounts and offersSocial media algorithm changes → reduced organic reach if not adaptedEconomic conditions (inflation, purchasing power) affecting student budgets

Analysis of Competitor's Content Strategy

Active Social Media Presence

Competitors post consistently on Instagram and TikTok, focusing on Reels with high engagement.

Frequent Promotional Campaigns

They launch monthly offers and seasonal discounts that drive quick sales and attract student buyers.

Lifestyle-Oriented Visuals

Most content highlights outfits in real-life settings (campus, cafés, streets), making the brand more relatable to students.

Influencer Collaborations

They partner with micro-influencers and student ambassadors to increase reach and trust among university communities.

Opportunities for New Content Strategy

Clear Targeting of Male Students

Focusing only on university boys as the main audience makes the strategy sharper and more effective.

Consistent & Organized Multi-Platform Content

Delivering regular, well-structured content across Instagram, TikTok, and Facebook to maximize visibility.

Engagement Tracking & Optimization

Monitoring reactions and interactions closely to identify what drives higher engagement and repeating successful patterns.

Strong Relaunch of SIMPRA

Reintroducing the brand with a fresh and powerful new visual identity to stand out from competitors.

Paid Advertising for Growth

Launching targeted paid campaigns to expand reach, attract more students, and boost conversions.

Timeline of New Content Strategy

Awereness	intrest	Promotion	Sales	Optimization
<ul style="list-style-type: none">• Building a clear and strong brand identity• Explaining “Who We Are” in a simple and engaging way	<ul style="list-style-type: none">• Creating interactive and educational content• Highlighting the brand’s value and uniqueness	<p>Running sponsored ads to highlight special offers and campaigns</p>	<ul style="list-style-type: none">• Promoting the clothing items directly through posts and reels• Showcasing the products clearly in the visuals	<ul style="list-style-type: none">• Tracking all interactions and analyzing feedback• Adjusting and optimizing content accordingly

It's time **Simptra**
go forward.

Let's create impactful changes in 2025