

Assignment for Junior Social Media Manager

Your task is to develop a comprehensive social media strategy for a Personalized & Corporate Gifting Company named “Infinite Surprises”. The company specializes in manufacturing and customization of Personalized & Corporate Gifts.

Brand Name & Logo:



Target Audience:

	Target Audience
Needs	Personalized and Affordable Gifts for their loved ones for any common occasion or for any special day
Demographics	Age: 15 to 40 Gender: Both Can Spend: Rs.500 to 2000 on an average Occupation: Student, Young Professionals, Home Makers Location: Tamil Nadu
Interests	1. Live as per the new trend 2. Give surprise to their loved ones and keep them happy
Behaviors	1. Get the best in low-budget, looking for offers. 2. Copy their friends and social media influencers 3. Show Off 4. Find new trends to surprise their loved ones.

Task 1:

Set a measurable goal for Social Media for 3 months, 6 months and 1 year, considering that we are just about to launch the brand. Examples include increasing brand awareness, driving website traffic, generating leads, or fostering customer engagement.

Task 2:

Develop a content strategy that aligns with the identified goals and target audience. Include types of content (e.g., blog posts, videos, infographics), content themes, and a content calendar. Emphasize the importance of a consistent brand voice.

Task 3:

Recommend the most suitable social media platform/s for “Infinite Surprises” based on the target audience and industry. Justify your choices and outline the specific strategies for each platform.

Task 4:

Outline an influencer marketing plan. Identify potential influencers in this industry who align with our brand. Specify the collaboration terms and expected outcomes.

Task 5:

Define key performance indicators (KPIs) to measure the success of the social media strategy. Propose a reporting structure including the recommended monthly and quarterly budgeting plan as per your best understanding.

Note:

1. Use a professional tone and provide clear rationale for your recommendations.
2. Support your suggestions with industry trends and examples.
3. Do not use any AI tool like ChatGPT for submissions. We need to check the actual effort and capability.
4. Submit it as a PDF document/Google Doc with clickable links.
5. Feel free to ask any doubts or queries on Internshala Chat/Whatsapp Number - 8602442306