

# ORGANIC SOCIAL MEDIA MARKETING

Practice Assignment

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**Forbes**



# TASK-1: DIGITAL LAUNCH PROGRAM FOR PARK AVENUE PRODUCT LINES



## **Intended Target Audience:**

The age range for men's grooming products is around 18-40 years old and while for women's products it can be between 16-45 years old. Some products may be suitable for both men and women, while others may be more targeted to a specific gender or age group.

## **Interests:**

1. Natural and organic ingredients in their grooming products.
2. Interested in using high-tech and innovative grooming products.
3. Interested in personalized grooming services.
4. Interested in grooming products that are affordable and cost-effective.
5. Interested in using products that are produced ethically and sustainably.

## **Media Consumptions:**

1. Social Media: Facebook, Instagram, Snapchat
2. Streaming Services: Streaming services like Netflix, Amazon Prime Video and Hotstar.
3. Online News: From websites and apps such as The Times of India, The Indian Express, and NDTV.
4. Youtube: One of the most popular platforms for video content, with millions of young adults.

## **Pre-launch, Launch and Post-launch Planning:**

[https://docs.google.com/spreadsheets/d/1JE4wxqoE3Lo48D5eOyOM\\_8qsAOnGEXqskQ\\_IpFbHKDFc/edit#gid=1467090608](https://docs.google.com/spreadsheets/d/1JE4wxqoE3Lo48D5eOyOM_8qsAOnGEXqskQ_IpFbHKDFc/edit#gid=1467090608)

# TASK-2: EXECUTION

## **Campaign/ Ad Theme:**

Campaign theme: Creating a emotional ad that both encourages good will and ethic. The ad could be something like this: One day son who works at a corporate job is forced to stay at home 'cause of excessive rain and he gets to know his father's favourite chair is at very poor condition what he has always somehow overlooked. Now, he decides to surprise his father by ordering a brand new chair from Urbanladder.

## **hashtags for Urban ladder:**

#woodenstreet #homedecor #satisfying #rainyday #monsoondiaries  
#raindrops #furniturebondedwithlove



## **Forbes Social Media Update: For LinkedIn:**

Highlights from the 21st Forbes Global CEO Conference held in Singapore on September 11 and 12. The conference gathered over 450 top CEOs, entrepreneurs, investors. Speakers included leaders such as Dhanin Chearavanont from Charoen Pokphand Group, Sri Mulyani Indrawati from Indonesia's Ministry of Finance, and experts in fields like AI. Dhanin Chearavanont received the Malcolm S. Forbes Lifetime Achievement Award at the event. Read more about this at this link \*the link\*

## **Forbes Social Media Update: For X:**

Here comes the 21st edition of Forbes Global CEO Conferences in Singapore. The conference was attended by more than 450 chief executive officers (CEOs), business leaders, entrepreneurs, financiers, and thought-provoking speakers. Among the keynote speakers were Dhanin Charavanont, CEO of the Charoen Pokfand Group (CPG), and Indonesia's Ministry of Finance (Indonesia). Here is the link \*\*the link\*\*

The Forbes logo, consisting of the word "Forbes" in a bold, black, serif font, is centered within a white square.

### **3. Conversations & Responses: Conversation Starter**

“How minimal maintenance of electric cars have saved you time and effort? May blessings be multiplied this year and throughout all your life. Thanksgiving wishes to you! #SkodaEnyaCoupéiV





**THANK YOU!**