SMM (Social Media Marketing)

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TASK 1

SOCIAL MEDIA STRATEGY

1. *OBJECTIVE:*

Develop a comprehensive social media marketing plan aimed at increasing **engagement** for a skincare product while driving product sales.

2. *DESCRIPTION:*

- The primary goal of this social media strategy is to drive **engagement** and increase **sales** by promoting the **features** of the skincare products.

- **Short-term goal**: Increase Instagram and Facebook followers by 15% within three months, and generate at least 100 meaningful interactions (comments, shares) per post.

- **Long-term goal**: Increase product website visits through social media by 25% and increase conversion rates by 20% within six months.

3. *KEY STEPS*

- **Objective:** Increase engagement and promote product sales by highlighting the unique features of the skincare line.

KPIs

- Engagement rate (likes, comments, shares)
- Follower growth rate
- Post reach and impressions
- Click-through rate to product website
- Conversion rate (purchases made through social media campaigns)

Target Audience

Geographic

- Location: Urban areas in Pakistan (e.g., Karachi, Lahore, Islamabad)

Demographic

- Gender: Women
- Age: 18-45
- Income: Middle to high income

Psychographic

- Interest in skincare, beauty routines, and self-care
- Preference for organic/natural products
- Actively seeking skincare tips and trends

Attitude

- Conscious about skin health and appearance
- Engaged in self-improvement and wellness
- Influenced by online reviews and social media influencers

CONTENT THEMES AND TOPICS:

- **Skincare Routines:** Briefly mention the types of skincare routines but focus on how your products fit into them.
- **Before-and-After Results:** Customer testimonials with before-and-after skin improvements using the product.
- **Product Features:** Highlight the unique features and benefits of each skincare product, such as natural ingredients, hydration, and anti-aging properties.
- **Seasonal Skincare:** Content tailored for different seasons (e.g., monsoon skincare, winter skincare tips) with emphasis on how your products work in specific weather conditions.
- **Polls & Feedback:** Use Instagram and Facebook polls to engage the audience and gather their preferences for product usage and new launches.
- **Discount Promotions:** Offer special discounts or flash sales on skincare products to drive sales.

Social Media Calendar

Day	Content Type	Theme	Platform	Details
Monday	Product Feature Highlight	**Benefits & Ingredients**	Instagram, Facebook	Highlight a specific product's key features and benefits (e.g., "Moisturizes skin with organic ingredients").
Tuesday	Seasonal Skincare Tips	**Seasonal Care**	Instagram Stories, Post	Share tips for adjusting skincare routines to current season and how your product helps.
Wednesday	Customer Testimonial	**Real Results**	Instagram Stories	Feature a customer review showing skin improvement after using your product.
Friday	Poll & Feedback	**Engagement Friday**	Instagram Stories	Ask followers to vote on which skincare product they'd like to learn more about.
Saturday	Gap Day	**Rest**	N/A	No content will be posted on Saturday to give the audience a break and maintain consistency in engagement.
Sunday	Discount Promotion	**Sales & Offers**	Instagram, Facebook	Post a limited time-time discount or sale on specific products to encourage purchases.

Selecting Platforms and Tools for Execution:

- **Instagram:** For visuals, product promotions, stories, and discount offers.
- **Facebook:** For community building, ads, and longer-form content.
- **WhatsApp:** For direct communication with loyal customers, offering discounts, and personalized skincare advice.

Tools:

- **Canva:** For designing eye-catching posts, stories, and ads.
- **ChatGPT:** To generate engaging content ideas, captions, and product descriptions for social media posts.
- **WordPress:** For creating and managing the social media calendar, organizing posts, and scheduling content.
- **Google Analytics:** To measure website traffic from social media campaigns.
- **Instagram Insights & Facebook Analytics:** To track engagement, impressions, and audience demographics.
- **Typeform:** For gathering user feedback and conducting surveys.