

# Digital Marketing

**BUSINESS IDEA**

**Presented by:**

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**BRANDED OPTICS**

# Welcome to Our Presentation

Thank you for being here today. We're excited to present the **Marketing Plan for Branded Optics** — our new digital optical setup designed to deliver premium eye care with style, technology, and trust.

This launch marks the beginning of a visionary journey, blending innovation with brand excellence to redefine how customers see and experience the world.

Let's dive into the strategy behind **Branded Optics** — where clarity meets class.

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## About Branded optics

Branded Optics provides **high-quality eye frames** and **contact lenses** to suit all needs. We believe in clear vision and healthy eyes, which is why we offer **free eye testing** and **consultations** with highly qualified **optometrists**.

Our experts help you choose the best eyewear and guide you on eye care, making sure you get the right solution for your vision. With stylish frames and trusted eye care services, **Branded optics** is here to serve you with comfort, quality, and expert advice.



# MISSION

Branded Optics helps people see clearly and look great with high-quality glasses and contact lenses  
We make vision care simple, reliable, and affordable, so everyone can find the perfect fit with expert guidance



## BRANDED OPTICS



# VISION

We want to make Branded Optics a trusted name in eyewear, where style, comfort, and expert advice come together. Our goal is to create an easy and enjoyable experience for customers, helping them see better and feel confident every day



# Marketing Goals

## Brand Awareness

Introduce **Branded Optics** as a trusted name in eyewear and contact lenses through digital presence.

## Build customer

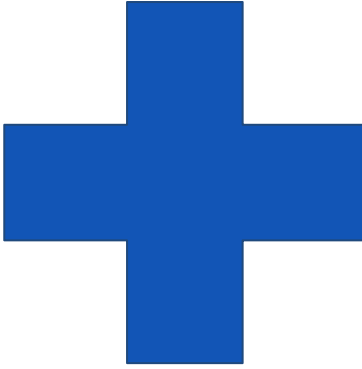
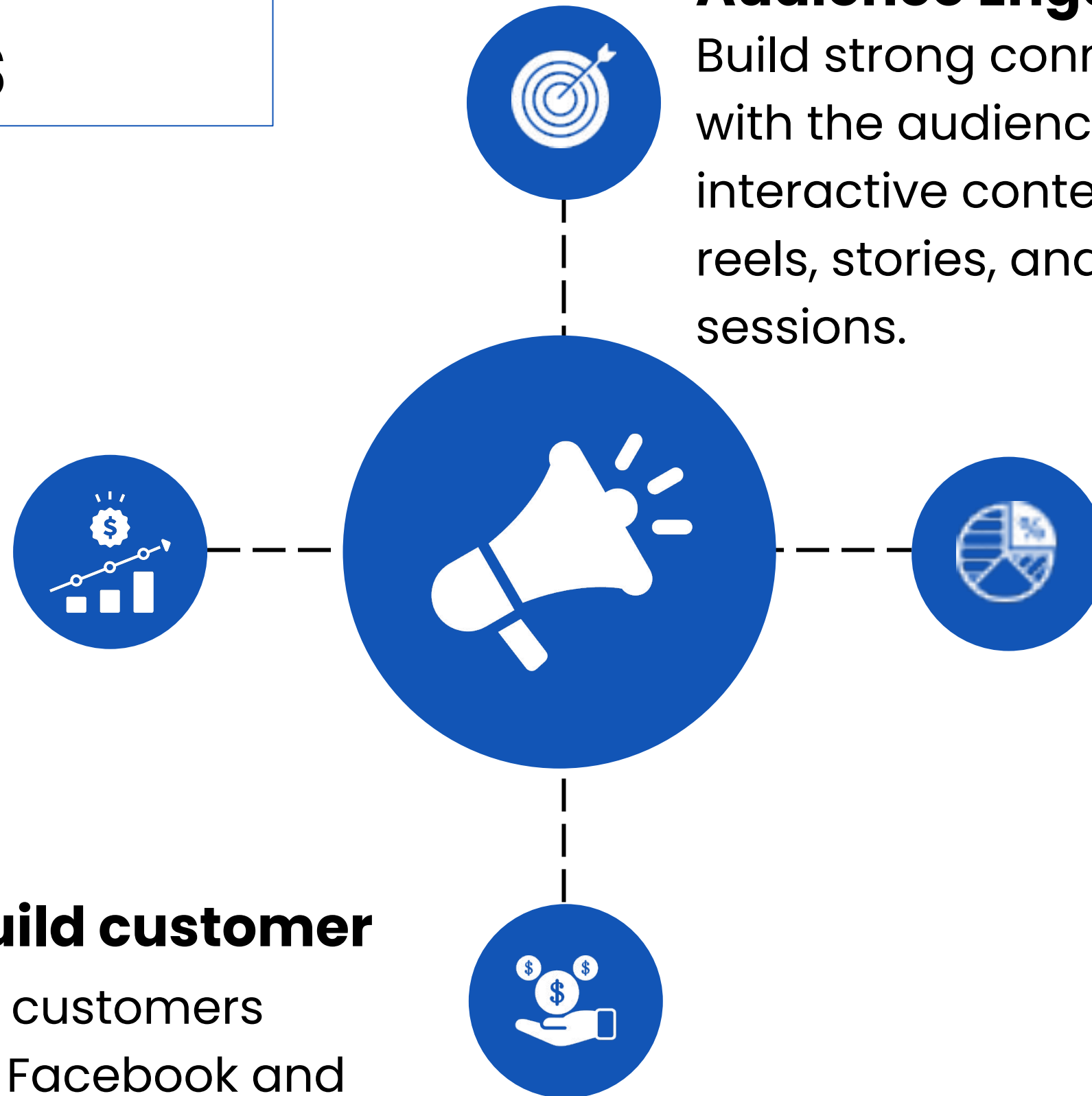
Acquire 100+ new customers through targeted Facebook and Instagram ads within 3 months.

## Audience Engagement

Build strong connections with the audience using interactive content like reels, stories, and live sessions.

## Build Brand Loyalty

Introduce a referral and reward program to turn first-time buyers into loyal customers.



# Smart Objectives

**Specific**

Increase brand awareness by reaching **100,00** audiences across Facebook, Instagram, and TikTok within the first 30 days



## Achievable

Reach 5000 impressions across social platforms during launch month.



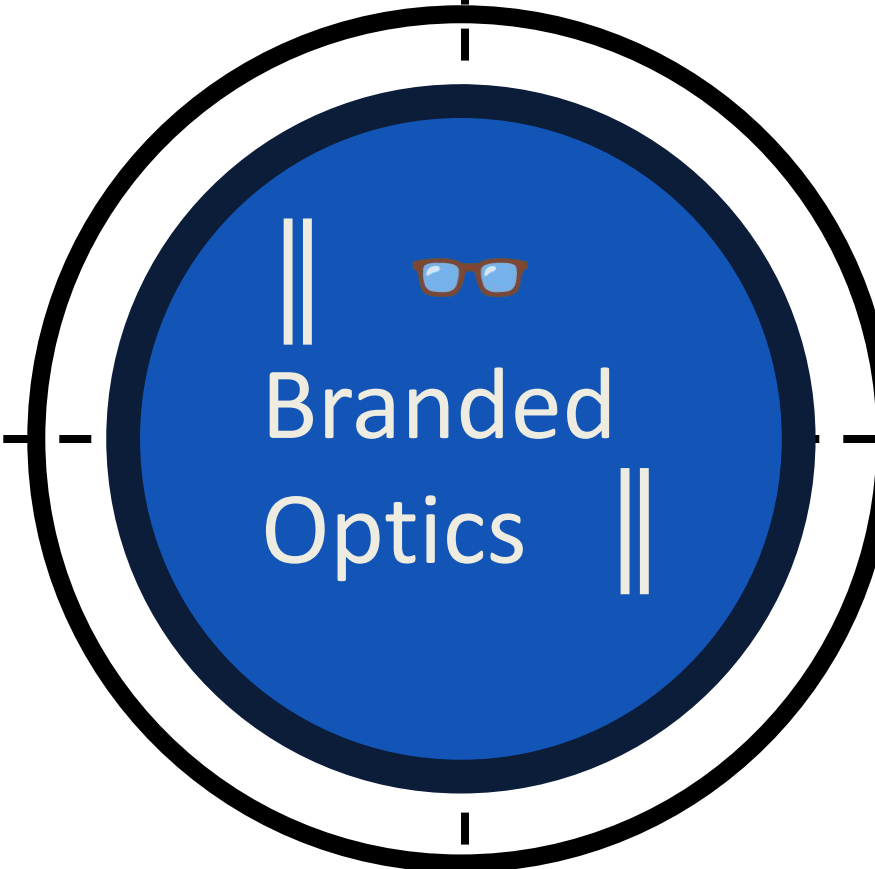
## Measurable

Gain 1000 followers on meta platforms and on tiktok within 2 months of launch.

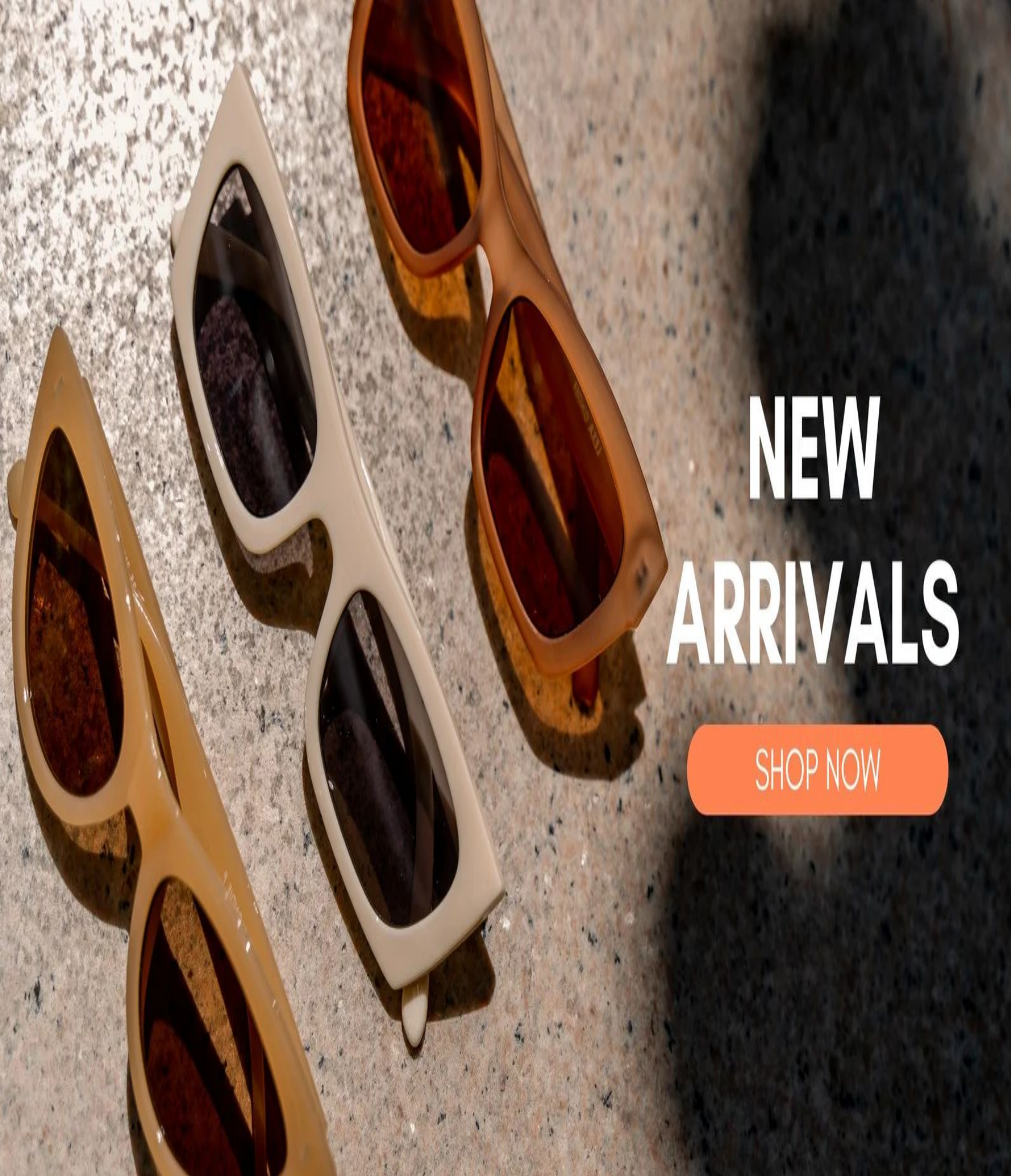


## Relevant&Time bound

Acquire 1,000 first-time customers within 4 weeks. Complete all awareness and engagement targets within the first 8 weeks post-launch.







**NEW  
ARRIVALS**

[SHOP NOW](#)

**EYE GLASSES  
PREMIUM**



**BRANDED OPTICS**



# SWOT Analytics

# S

# W

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# T

## Strength

1. Affordable frame and contact lenses prices .
- 2.wide range of products (frames+contact lens)
3. Free eye consultation.

## Weaknesses

1. New brand
2. Low customer feedback.

## Opportunities

1. Growing eyewear demand online
2. Influencer collaboration

## Threats

1. Strong competition from big brands.
2. Customer trust issues.

# BRAND IDENTITY

## BRAND PERSONALITY:

Affordable ,Stylish , Smart and Modern .

## BRAND PURPOSE :

To make stylish, protective, and high-quality eyewear affordable and accessible for everyone

## BRAND TAGLINE :

**“Style You See. Clarity You Feel”**

## UNIQUE SELLING POINT(USP):

Branded Optics offers stylish, comfortable, and affordable eyewear for every face, every age, every day.





# BRAND KEY

## ROOT STRENGTH

People want to look stylish while seeing clearly — eyewear is both fashion and function.

## Reason to Believe:

Trendy designs, durable quality, affordable pricing, trusted lenses

## Brand Values:

Self-expression, accessibility, and everyday confidence.

## Discriminator:

Premium look and feel at smart prices — everyday eyewear with influencer-level style.





**SUMMER** *Vibes*



*Visit*  
**Our Store**

[MORE INFO](#)

[www.reallygreatsite.com](http://www.reallygreatsite.com)





# TARGET AUDIENCE

## YOUNG STUDENTS

AGE : 16-25 years

- 1.Colleges and coaching centers nearby
2. Fashion-conscious and active on Instagram/TikTok
3. Interested in trendy, affordable eyewear

## WORKING PROFESSIONALS

AGE: 25-35 year

- Bankers, office workers, retail staff in Saddar
- Need glasses for daily use
- Value comfort, style, and price

## LOCAL INFLUENCERS & CONTENT CREATOR

- Create content in Saddar streets, cafes, malls
- Looking for unique eyewear for photoshoots
- Strong followers from Rawalpindi & Islamabad

# COMPETITOR ANALYSIS

COMPETITOR	TARGET AUDIENCE	DIGITAL PRESENCE	CONTENT STYLE
AINAK.PK	All ages, nationwide	Website, Youtube, Facebook, Instagram	Static product photos, no TikTok
OPTICALMART.PK	Adults, urban cities	Facebook, Instagram, Youtube	Offers, formal tone
BRANDED OPTICS	Youth (16–35), Saddar Rawalpindi	Facebook, Instagram, TikTok, YouTube	Reels, TikTok, local trends



# DIGITAL STRATEGY(PLATFORM SELECTION)

FACEBOOK	INSTAGRAM	TIKTOK
Run video ads to reach more people	Post high-quality product photos and short Reels.	Use trending sounds and challenges with our eyewear
Share customer reviews and testimonials	Work with influencers to promote the glasses and contact lenses.	Make fun, short videos like before/after looks or styling tips
Use retargeting ads to reach people who visited our website.	Add “Shop Now” options so people can buy easily	Ask users to create content with our hashtag #BrandedOptics

# WEEKLY CONTENT CALENDAR(1st week)

DAY AND TIME	MONDAY 12:30 PM	TUESDAY 2:00 PM	WEDNESDAY 8:00PM	THURSDAY 1:00PM	FRIDAY 8:30PM	SATURDAY 11:00AM	SUNDAY 9:00PM
VISUAL TYPES	Reel (model wearing shades)	brand intro teaser post	Trend audio + styling tips	Image (Lens tech infographic)	comparison with and without glasses	Story and polls	Video (Customer testimonial)
PLATFORM	Instagram	facebook	Tiktok	Facebook	Tiktok	instagram	facebook
CAPTION	Step out in Saddar style with our signature sunnies. #BrandedOptics	Eyewear that speaks your vibe Discover Branded Optics in Saddar now!	Face shape hack for the perfect shades Saddar-tested "	Our lenses protect your eyes from pindi harsh sun + screens "	You finally see clearly in Saddar traffic	our look today? ? Poll below!"	stylish and affordable – perfect for Saddar runs!’ – @AliSpecs"
HASHTAGS	#EyewearGoals #SaddarStyle #BrandedOptics	#pindiVibes #LiveInStyle #OpticsReimagined	#FrameHack #SaddarTrends #BrandedOptic	#SmartVision #OpticsTech #EyeHealthPakistan	#smartvision#SpecsGlowUp #BrandedOpticsLife	#SaddarStories #EyewearBattle #BrandedPolls	CustomerLove #RealGlow #experience#optics



## WEEKLY CONTENT CALENDAR (2ND WEEK)

DAY AND TIME	MONDAY 2:00PM	TUESDAY 1:00PM	WEDNESDAY 8:00PM	THURSDAY 12:00PM	FRIDAY 11:PM	SATURDAY 11:00AM	SUNDAY 9:00PM
VISUAL	Reel (Office to street look)	Post (Eyewear care tips)	Skit (First time using glasses)	Post (New arrival spotlight)	Image (Behind the scenes shoot)	Trend: “pass the glasses”	Video (Recap: week highlights)
PLATFORMS	INSTAGRAM	facebook	Tiktok	Instagram	Facebook	Tiktok	Facebook
CAPTION	From your 9–5 to Saddar café nights these Specs Do it all ."	3 ways to clean your lenses #Saddar streets dust-proofed!	When your eyes finally adjust to Saddar chaos "	Limited drop: <i>pindiNights Collection</i> now in Saddar!	Every pair made with precision and passion. branded optics in Saddar."	Your squad + our spec's = perfect match new edition edition	Your top moments in Branded Optics this week – Saddar, you killed it!
HASHTAGS	#WorkLookPK #SaddarStyle #SpecsGlow#brandedoptics	#LensCareTips #pindiProof #BrandedAdvice	#FirstSpecsMoment #EyewearSkit #Brandedoptics#saddar	#Newframe #UrbanEdge #newStyleDrop#brandedoptics	#BehindFrames #SaddarShoot #BrandedOptics	#stylishframes #brandedoptics#OpticsChallenge	#WeeklyWrap brandedoptics#SaddarGlow#Brandedoptics

# DIGITAL VIDEO COMMERCIAL

**Duration:** ~45 seconds

**Style:** Fast-paced, stylish, emotional + aspirational

## SCENE 1

Fast cuts of diverse young people putting on stylish eyewear in different settings (office, cafe, college, outdoors).

## SCENE 2

Zoom-in on a close-up of high-quality frames.

Split screen: Price tag popping up = “Affordable”

Transition to contact lenses being placed in eye → natural & confident smile.  
Influencer selfie moment + real people walking with confidence.

## SCENE 3

Quick montage of product features:

Lightweight materials, Bold frame design ,Premium lenses,Digital screen protection

## SCENE 4

Logo reveal with upbeat music

Tagline on screen **“Style You See. Clarity You Feel.”**

Add clickable button: **Shop Now**







**Thank  
You**

