Task for Digital Marketing Interns:

Creating and Managing a Digital Marketing Campaign

Prepared by: Muhammad Asim

Field: Digital Marketing

ID: DHC-341

Week 1:

Research and Campaign Planning

1. **Market Research**
    - Identify the target audience for the "Social Connect" app (e.g., age group, interests, demographics).
    - Research competitors and their digital marketing strategies.
    - Identify key marketing channels (e.g., Instagram, LinkedIn, Facebook, Google Ads).

Identify the Target Audience for the "Social Connect" App

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Target audience for networking app

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AI Overview

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The target audience for a networking app can be broadly defined as **individuals seeking to expand their professional and personal networks**. This includes professionals, students, entrepreneurs, and anyone looking to connect with like-minded individuals or industry experts. Specific groups within this broader audience could include:

1. Professionals: Individuals looking to advance their careers, find new job opportunities, or build relationships with industry leaders.

2. Students: Students seeking mentorship, internships, or information about potential career paths.

3. Entrepreneurs: Individuals looking to connect with investors, potential business partners, or industry peers.

4. Individuals interested in specific industries: Those seeking connections within fields like technology, healthcare, finance, or arts.

5. Alumni: Individuals looking to connect with former classmates or university faculty.

6. Travelers: Individuals seeking connections in new cities or countries, whether for personal or professional reasons.

Your guide to marketing niche social networks | Adjust

26-Feb-2021 — To design a social networking app with a unique feature or niche target…

Adjust

Identify the Networking Opportunities To Reach Your Target Market | Dr. Ivan...

10-Sept-2020 — To target people for networking, you can: * **Identify your target…

Dr. Ivan Misner

How to define your target audience for mobile apps - Adjust

12-Sept-2024 — Your target audience will be any users who can gain value from your produ…

Adjust

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Identify the Target Audience for the "Social Connect" App

Google

Who uses social media apps for professional networking

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AI Overview

Learn more

Social media apps are used for professional networking by a wide range of individuals, including **business owners, professionals seeking career advancement, and individuals wanting to connect with industry experts**. Platforms like LinkedIn, Twitter, Facebook, and industry-specific forums are popular choices for professional networking.

Who uses social media for professional networking?

LinkedIn:
Professionals seeking to build their brand, connect with other professionals, and find job opportunities.

Twitter:
Individuals looking to share industry insights, news, and trends in real-time.

Facebook:
Business owners and professionals who want to connect with clients, join industry-specific groups, and run targeted ads.

Industry-specific forums and communities:
Professionals who want to connect with others in their specific field or industry.

Social networking service - Wikipedia
National WWOOF networks finally allow for searching for homestays on organic farms. No…
Wikipedia

How to Use Social Media for Professional Networking - LinkedIn
28-Feb-2024 — LinkedIn is often considered the go-to platform for professional networking, but…
LinkedIn

Top 50+ Best Social Media Websites in 2025 [You Need To Know]
11-Apr-2025 — 7. LinkedIn. LinkedIn is a social networking site and one of the top 50 social…
Tagembed

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Identify the Target Audience for the "Social Connect" App

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Social media usage by age group 2025

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In 2025, social media usage patterns vary significantly across age groups. Gen Z (16-24) spends the most time on platforms like TikTok, Instagram, and Snapchat, while Millennials (25-40) are more likely to use Facebook and Instagram. The age group with the highest overall social media usage is 18-29, followed closely by 30-39 year olds.

Here's a more detailed breakdown:

- **Gen Z (16-24):** Average 4 hours daily on platforms like TikTok, Instagram, and Snapchat.
- **Millennials (25-40):** Average 3 hours daily on platforms like Facebook and Instagram.
- **Ages 18-29:** 31% of users in this age group are active on social media.
- **Ages 30-39:** 34% of users in this age group are active on social media.
- **Ages 40-49:** 20% of users in this age group are active on social media.
- **Ages 50-64:** 15% of users in this age group are active on social media.
- **TikTok:** Ages 18-29 (35%), Ages 30-39 (31%), Ages 40-49 (19%), Ages 50-64 (14%).
- **Facebook:** Ages 50-64 (71% in the U.S.).

40+ Daily Social Media Usage Stats & Trends [2025] - Cropink

10-Apr-2025 — Social media habits by age group * Gen Z (16-24 years): On average Gen…

Cropink

Top Social Media Platforms by User Statistics 2025 - TekRevol

5 days ago — Mobile usage dominates, with over 99% accessing via smartphones. .....

TekRevol

Social Media Usage by Age in the US (2024)

Social media usage patterns can provide insight into generational behaviors and preferences....

Doofinder

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Identify the Target Audience for the "Social Connect" App

https://www.statista.com/topics/1164/social-networks/

https://blog.hootsuite.com/social-media-target-audience/

https://www.similarweb.com/top-websites/computers-electronics-and-technology/social-networks-and-online-communities/

https://blog.hubspot.com/blog/tabid/6307/bid/5326/learning-from-leaders-the-inc-500-and-social-media-usage.aspx

Identify the Target Audience for the "Social Connect" App

Based on online research and user behavior trends, the ideal target audience for Social Connect includes:

- **Age:** 18–34 years
- **Demographics:** College students, early-career professionals, freelancers, entrepreneurs
- **Interests:** Networking, personal development, attending events, using productivity tools
- **Tech behavior:** Highly active on Instagram, LinkedIn, and mobile apps

Research Competitors and Their Digital Marketing Strategies

I did research on three competitors:

- Bumble BFF
- LinkedIn App
- MeetUp

Research Competitors and Their Digital Marketing Strategies

Google

Bumble BFF marketing strategy

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AI Overview

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Bumble BFF's marketing strategy focuses on **building a community and promoting friendship-finding within a safe and inclusive environment**. This includes showcasing real-life success stories, leveraging influencer marketing, and emphasizing the empowerment of women through friendship.

Here's a more detailed look at the key aspects:

Community Building:

Bumble BFF emphasizes building a sense of community among users who are looking for friendships.

Real-life Success Stories:

Campaigns like "Find Them on Bumble" showcase real-life success stories on the platform, fostering trust and authenticity.

Influencer Marketing:

Bumble utilizes influencers to spread the message and build awareness about the platform and its features, like Bumble BFF.

Empowering Women:

Bumble's marketing often emphasizes the female-first approach, allowing women to initiate conversations and build their confidence in making the first move.

Bumble's Journey to Success: Launch Strategy, Marketing Plans, ...

21-Aug-2024 — Bumble's marketing strategy has been a blend of innovation, empowerment…

LinkedIn · Indi IT Solutions

Marketing strategy for Bumble

2) Bumble BFF: The main reason for creating Bumble BFF was not dating but finding new…

Univerzita Karlova

Complete Marketing Strategy of Bumble India

02-Jul-2024 — The app targets users based on their behavior patterns, such as those seeking…

Marketing Monk

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Research Competitors and Their Digital Marketing Strategies

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LinkedIn social media campaign 2025

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In 2025, successful LinkedIn campaigns should focus on **building meaningful connections, delivering valuable content, and leveraging AI to enhance strategy and reach**. Prioritizing engagement over hard-selling, utilizing video content, and staying current with social SEO trends will be crucial.

Key Strategies for a Successful LinkedIn Campaign in 2025:

Build a Clear Network:

Focus on connecting with people who genuinely benefit your business and build a community of like-minded individuals.

Prioritize Content that Creates Conversations:

Engage in discussions, offer valuable insights, and build a brand that's known for its authenticity and expertise.

Embrace AI:

Utilize AI tools for content creation, analysis, and campaign optimization to streamline processes and personalize experiences.

Leverage Video Content:

LinkedIn increasingly favors video, so create compelling short-form videos, behind-the-scenes content, and live streams.

5 Ways to Recharge Your LinkedIn Content Marketing Strategy in 2025

06-Jan-2025 — 2025 is the year to supercharge with small steps to ensure long-lasting…

LinkedIn

How to Recharge Your LinkedIn Content Marketing Strategy in 2025

25-Feb-2025 — Make an Impact in 2025 We hope these resources have inspired you to…

LinkedIn

How to survive LinkedIn in 2025: Top predictions!

26-Nov-2024 — How to survive in 2025 * If you're not using AI to cut down the content…

LinkedIn

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Research Competitors and Their Digital Marketing Strategies

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Meetup app advertising strategy

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To advertise on the Meetup app, a successful strategy involves **creating a compelling group and promoting it through various channels, including social media, email, and partnerships**. Leveraging Meetup's built-in features and promoting your group and events across other platforms is key.

Here's a more detailed breakdown:

1. Create a Compelling Group and Events:

- **Define your niche:** Identify a specific interest or hobby to attract a targeted audience.
- **Develop engaging event ideas:** Host a variety of events that align with your group's interests, ensuring they are interactive and valuable.
- **Write compelling descriptions:** Use clear, concise language that highlights the benefits of joining and attending events.

2. Promote Your Group and Events:

Utilize social media:

Share your group and event links on your social media accounts and create a dedicated page for your group.

Recording: The Fundamentals of Marketing Your Meetup Group

27-Jun-2023 — The built-in email messaging system that Meetup has can be good to reach…

Meetup

How to Promote Your Meetup Brand

17-Oct-2023 — Leverage all of your networks * Start a branded social media account: In…

Meetup

Grow your brand with Meetup

Create a group. Describe what kind of events you'll host, who should join, and what your group is hoping to achieve. Plan…

Meetup

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Research Competitors and Their Digital Marketing Strategies

App	Channels Used	Strategy Example
LinkedIn	Blog, Email, SEO	Posts daily career tips + sends newsletters
Bumble BFF	Instagram, Facebook Ads	Influencer Reels, friendship posts
Meetup	Google Ads, Local SEO	Targets “Things to do in [city]” searches

Competitors like Bumble BFF use Instagram and influencer content to attract users. Meetup focuses on local searches. While LinkedIn focuses on daily newsletters and posts. This suggests that visual content and niche targeting are effective in this space.

Identify Key Marketing Channels

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Best platforms for marketing to Gen Z

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For effective marketing to Gen Z, the most popular and impactful platforms are TikTok, Instagram, and YouTube. These platforms cater to Gen Z's preference for visual, engaging, and authentic content.

Here's a breakdown of why these platforms are so effective:

- **TikTok:** Short-form video format, perfect for quick, entertaining content.
- **Instagram:** Focus on visual storytelling, direct messaging, and stories.
- **YouTube:** Ideal for long-form content, education, and influencer connections.
- **Snapchat:** Offers a more intimate and casual form of communication with features like disappearing messages and AR filters.
- **Other Notable Platforms:** While less dominant than the top three, platforms like Facebook and X (formerly Twitter) can still be valuable for community building, real-time interactions, and sharing detailed information.

Key Considerations for Gen Z Marketing:

- **Visual Content:** Gen Z loves visual content, so make sure your marketing materials are engaging and eye-catching.
- **Authenticity and Transparency:** Gen Z values authenticity, so be transparent and socially responsible.

Gen Z: What marketers need to know about this generation - eMarketer

Which social media platforms do Gen Z prefer and why? Social platforms serve as Gen Z's…

eMarketer

Marketing To Gen Z In 2025: Facts & Statistics & Tips - Analyzify

What is the best social media to market to Gen Z? TikTok and YouTube are currently the best…

Analyzify

Top 7 Social Media Platforms For Marketing To Gen Z In 2025

13-Feb-2025 — 4. Snapchat. While Snapchat doesn't lead in penetration or overall time spe…

Social Media Revolver

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Identify Key Marketing Channels

Based on user demographics and competitor strategies, we identified the following marketing channels for Social Connect:

Primary Channels:

- Instagram (high Gen Z engagement)
- Google Ads (search and app downloads)
- Facebook (affordable ads and event promotion)

Secondary Channels:

- LinkedIn (professional networking)
- TikTok (viral potential among youth)

Week 1:

Research and Campaign Planning

Campaign Goal Setting

- Define SMART goals (e.g., Increase brand awareness by 20% in 3 weeks, achieve 500 app downloads).
- Set KPIs such as reach, engagement, clicks, or conversions.

Define SMART goals (e.g., Increase brand awareness by 20% in 3 weeks, achieve 500 app downloads).

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SMART goals for digital marketing campaigns

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SMART goals for digital marketing campaigns should be **Specific, Measurable, Achievable, Relevant, and Time-bound**. Examples include increasing brand awareness, generating qualified leads, boosting sales, or improving customer engagement, all with quantifiable targets and realistic timelines.

Here's a breakdown of how to apply SMART goals:

1. Specific:

Example:

Instead of "Increase website traffic," specify "Increase organic website traffic from Google by 20% in the next quarter."

Why it matters:

Clear, concise goals avoid ambiguity and provide a focused direction for your efforts.

2. Measurable:

- **Example:** "Increase email open rates by 10% within the next month".

Digital marketing SMART goals: What, Why and How | Funnel
01-Mar-2022 — What are SMART goals? S.M.A.R.T. is a project management tool used…
Funnel.io

SMART Marketing Goal Examples For 2025 - CoSchedule
09-Sept-2022 — SMART Marketing Goal Examples For 2025 * Get More Website Or…
CoSchedule

Top 10 Marketing Goal Examples for 2025 - WebFX
Build brand awareness. Rank higher in search results. Increase website traffic. Establish…
WebFX

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Define SMART goals (e.g., Increase brand awareness by 20% in 3 weeks, achieve 500 app downloads).

Define SMART goals (e.g., Increase brand awareness by 20% in 3 weeks, achieve 500 app downloads).

SMART Campaign Goals for Social Connect:

1. Increase Instagram followers from 0 to **1,000 in 4 weeks** through consistent social media posting and paid ads.

2. Achieve at least **500 app downloads in 30 days** via Google Play Store through targeted ad campaigns.

3. Reach **10,000 unique users** via paid and organic campaigns in 3 weeks to build brand visibility.

Set KPIs such as reach, engagement, clicks or conversions

Google

KPIs for digital marketing campaigns

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Key Performance Indicators (KPIs) are crucial for evaluating the success of digital marketing campaigns. They provide quantifiable metrics that help marketers measure progress, identify areas for improvement, and make data-driven decisions. Some important KPIs include **website traffic, conversion rates, customer acquisition cost (CAC), return on investment (ROI), and customer lifetime value (CLV)**.

Here's a more detailed breakdown of some key KPIs:

Website Metrics:

- **Website Traffic:** This includes total visits, unique visitors, and traffic sources.
- **Conversion Rate:** The percentage of website visitors who complete a desired action, such as making a purchase or filling out a form.
- **Bounce Rate:** The percentage of website visitors who leave after viewing only one page.
- **Time on Page:** The average time users spend on a particular page.
- **Click-Through Rate (CTR):** The percentage of people who click on a link or ad.

Digital Marketing KPIs: Definition, Metrics and Examples - Landingi

26-Sept-2024 — What is KPI (Key Performance Indicator) in Digital Marketing? A Key…

Landingi

Digital Marketing KPIs (Key Performance Indicators): 2025 Guide

23-Apr-2024 — What Are KPIs in Digital Marketing? Digital marketing KPIs are…

WsCube Tech

15 Must-Use KPIs for Marketing Strategy Success - Huemor

04-Apr-2024 — 15 of the Best KPIs for Digital Marketing In digital marketing, there are 15 ke…

Huemor

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Set KPIs such as reach, engagement, clicks or conversions

Google

How to measure success in social media marketing

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To measure the success of social media marketing, **focus on key metrics like engagement rate, conversion rate, reach, and website traffic**. These metrics provide insights into audience interaction, campaign effectiveness, and overall ROI. Regularly monitoring these metrics and adjusting your strategies based on the data will help you optimize your social media efforts for better results.

Here's a more detailed look at how to measure success:

1. Engagement Rate:

Definition:

Measures how actively your audience interacts with your content (likes, shares, comments, etc.).

Importance:

High engagement indicates your content resonates with your audience and is worth their time.

How to track:

Use social media platform analytics or tools to track likes, comments, shares, and mentions.

How to Measure Social Media Success? | Brand24

To measure social media success, you need to set goals and track metrics. Goals should be…

Brand24

Social media marketing: How to measure your success | BDC.ca

01-Aug-2023 — The simplest way to measure your efforts is by watching the number of fans…

BDC

How to Measure the Success of Your Social Media Campaigns

Monitor your engagement rates: Engagement rates are a great way to measure the success …

DesignLoud

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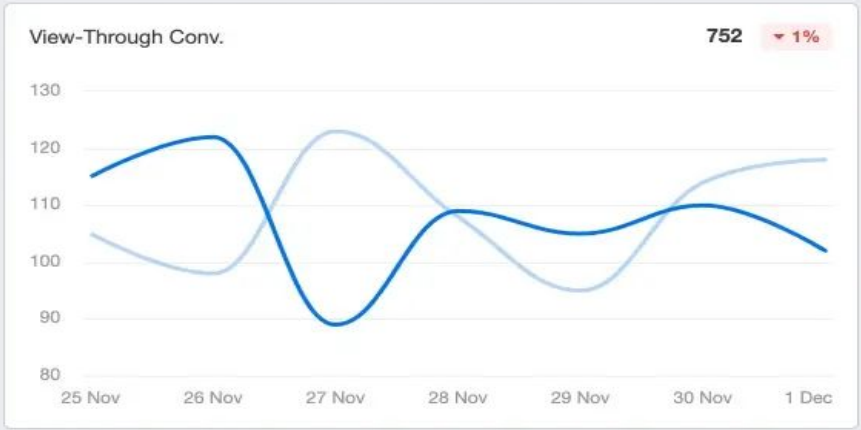
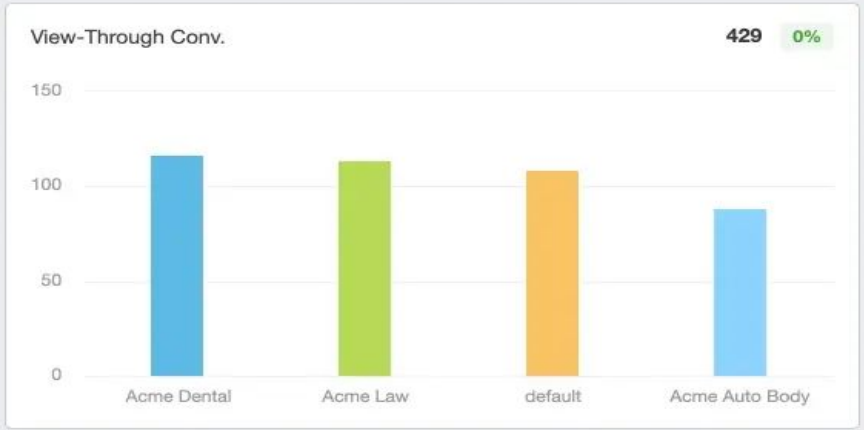
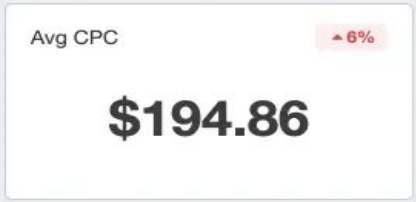
Set KPIs such as reach, engagement, clicks or conversions







Set KPIs such as reach, engagement, clicks or conversions

KPIs are the measurable results you will track to check if the campaign is succeeding. Each SMART goal should have related KPIs.

Key Performance Indicators (KPIs):

- **Instagram Reach:** Total number of unique users who saw the posts/ads
- **Engagement Rate:** Likes, comments, shares per post
- **Click-Through Rate (CTR):** % of people who clicked the ad link
- **Conversion Rate:** % of users who downloaded the app after clicking
- **App Downloads:** Total downloads via campaign channels

Week 1:

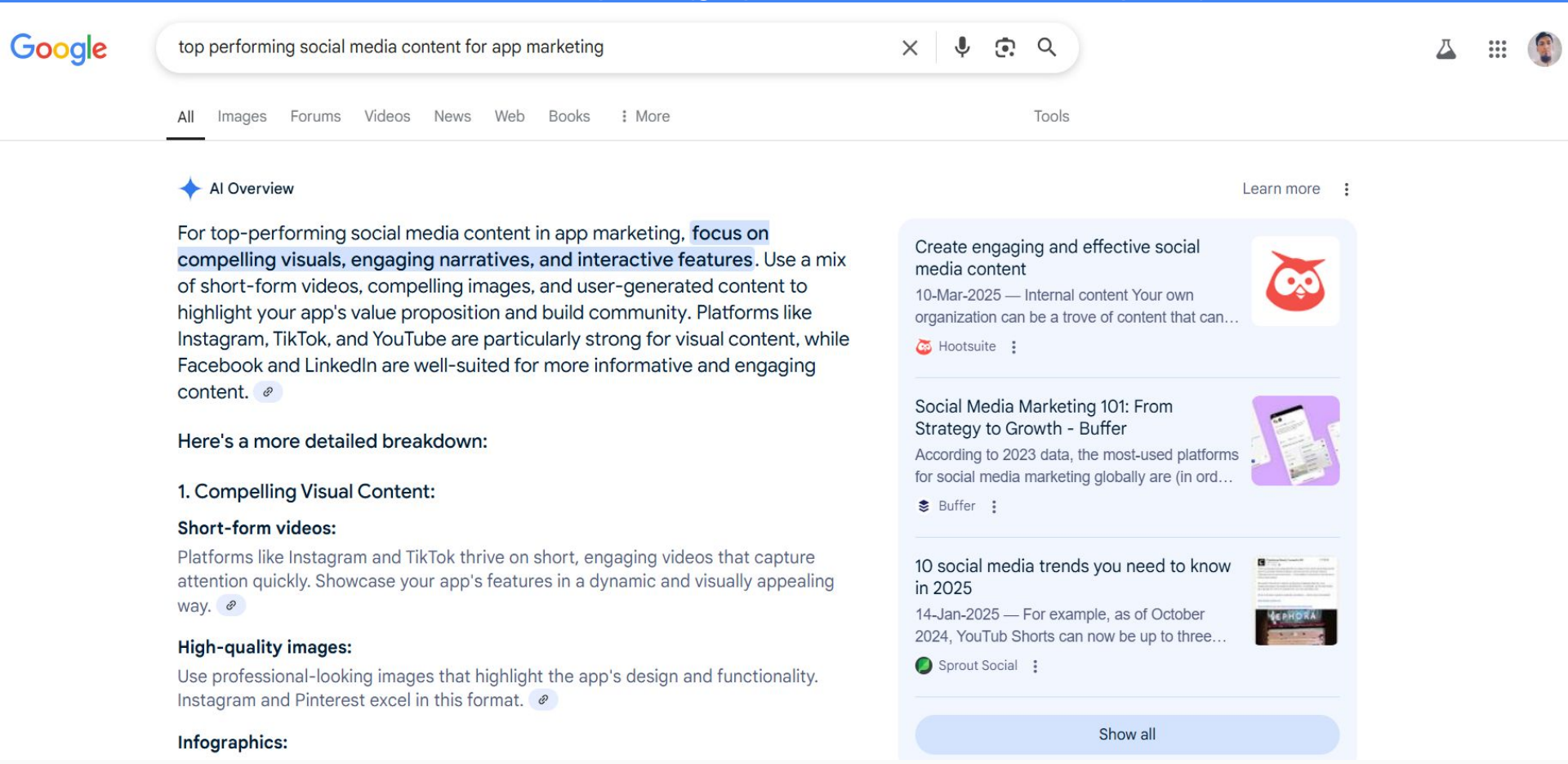
Research and Campaign Planning

Content Strategy

- Plan the type of content to create:
  - Social media posts (graphics, videos, or carousel posts).
  - Blog posts or newsletters.
  - Paid ad copies and creatives.

Plan the Type of Social Media Content

Social media posts (graphics, videos, or carousel posts)



Plan the Type of Social Media Content

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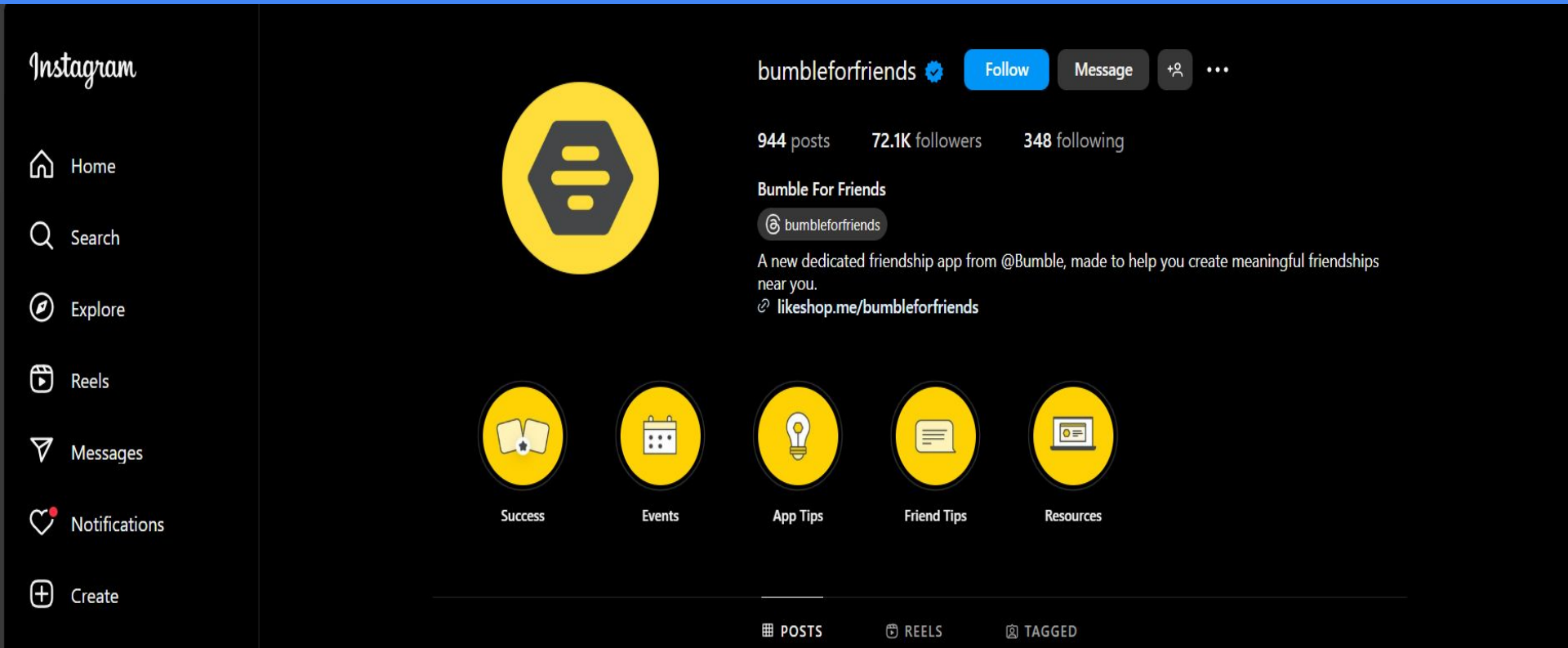


Google Play Games Apps Kids

Meetup: Social Events & Groups

Meetup

Contains ads · In-app purchases

4.0★ 224K reviews | 10M+ Downloads | 12+ Rated for 12+

Install Share Add to wishlist

Store Mac iPad iPhone Watch Vision AirPods TV & Home Entertainment Accessories Support

App Store Preview

This app is available only on the App Store for iPhone and iPad.

LinkedIn: Network & Job Finder 12+

Connect, Apply & Get Hired

LinkedIn Corporation

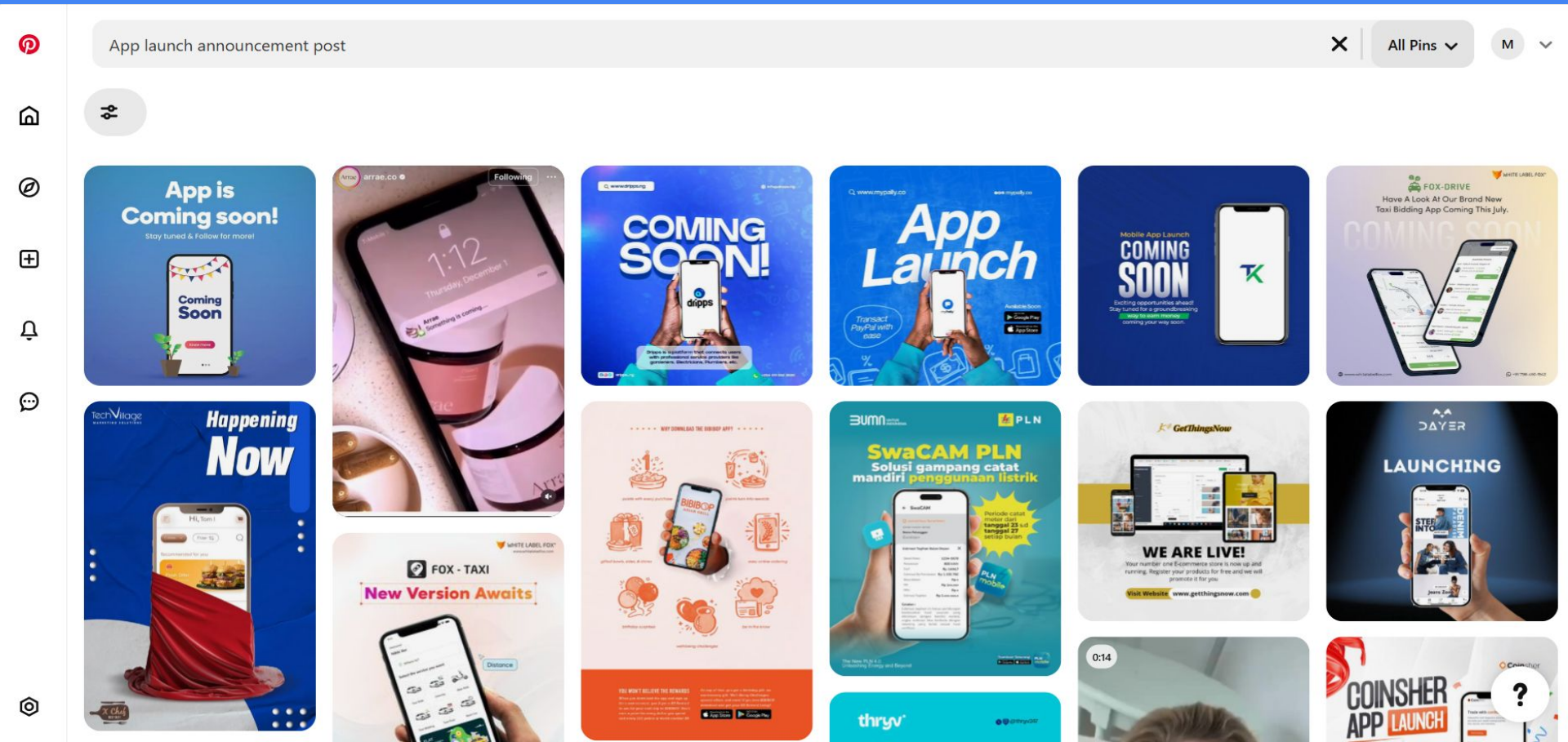
#4 in Business

★★★★★ 4.7 • 424.3K Ratings

Free · Offers In-App Purchases

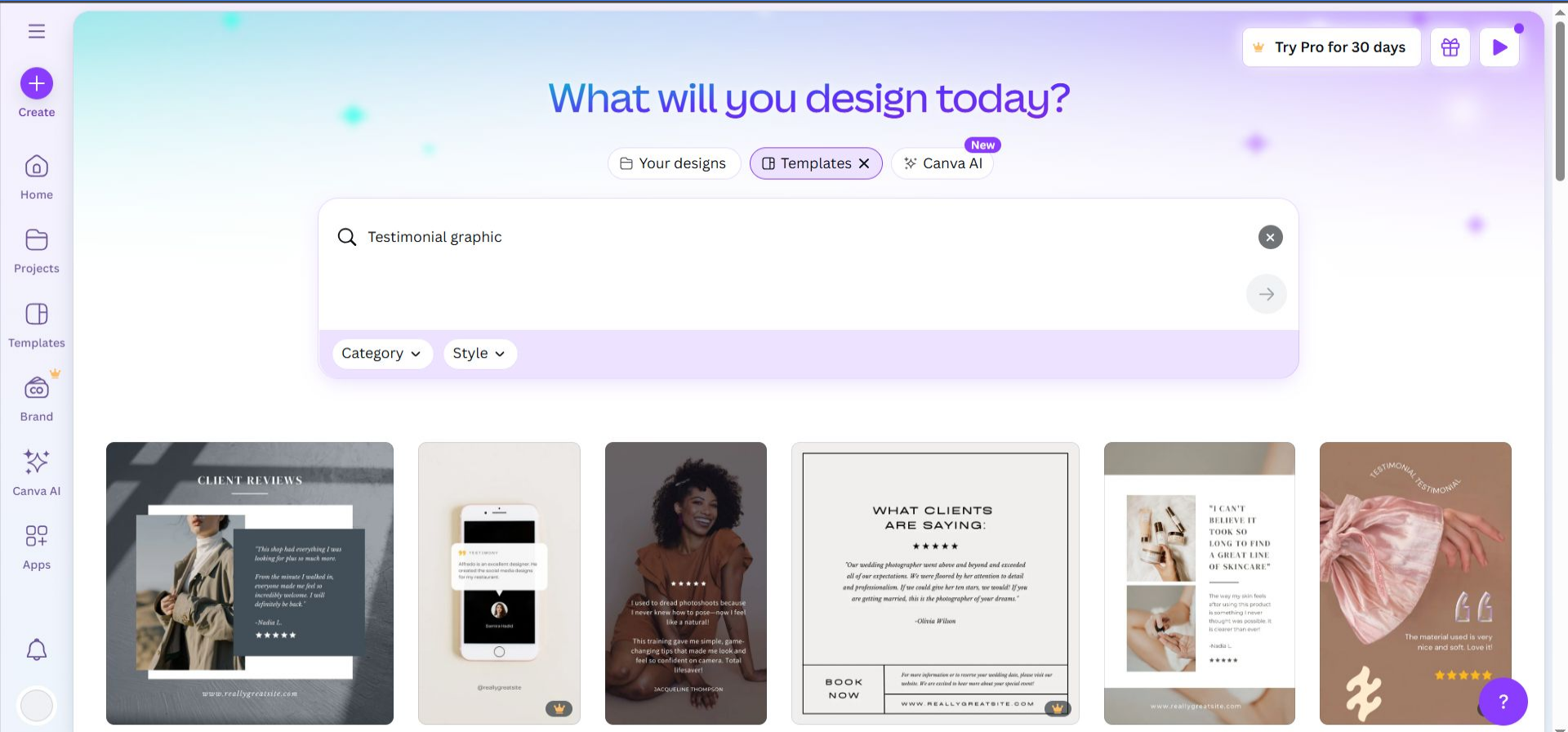
Plan the Type of Social Media Content

Social media posts (graphics, videos, or carousel posts)



Plan the Type of Social Media Content

Social media posts (graphics, videos, or carousel posts)



Plan the Type of Social Media Content

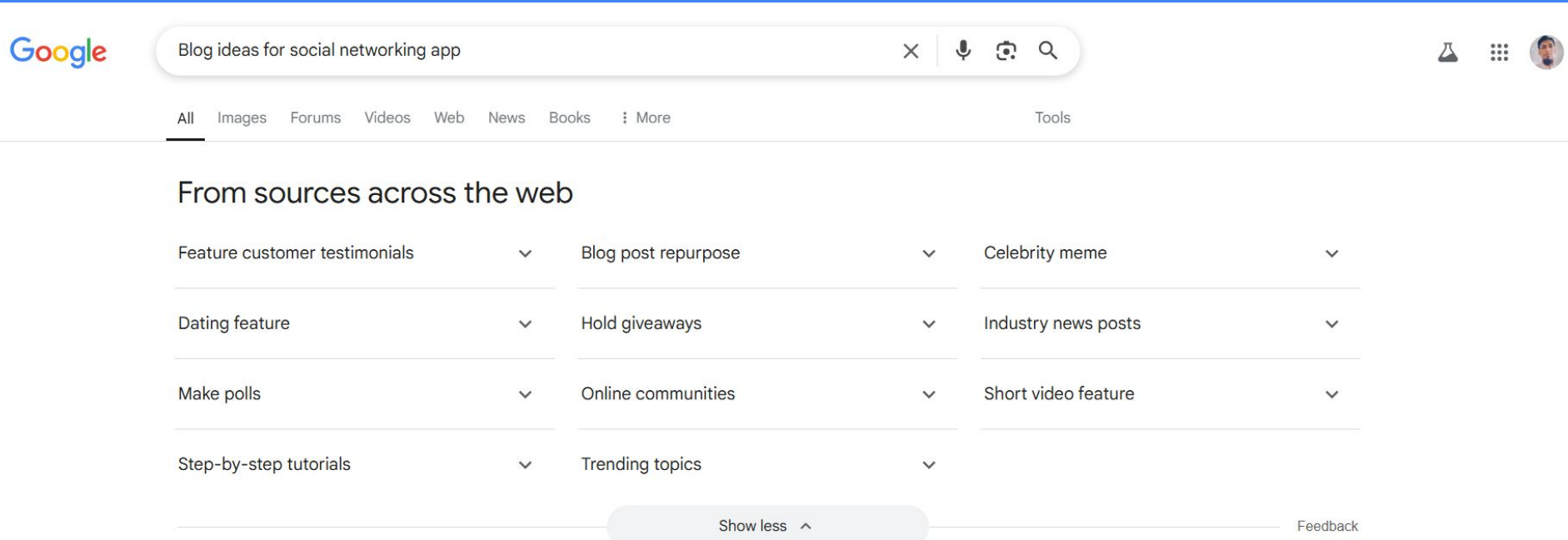
Social media posts (graphics, videos, or carousel posts)

Planned Social Media Content Types:

- **Introductory Graphics:** Highlight app features and benefits
- **Short Reels or Explainer Videos:** Show how the app works
- **Carousel Posts:** Step-by-step guides, user testimonials, FAQs
- **Engagement Posts:** Polls, quizzes, “Tag a friend” style prompts
- **Event Promotions:** Virtual meetups or community challenges

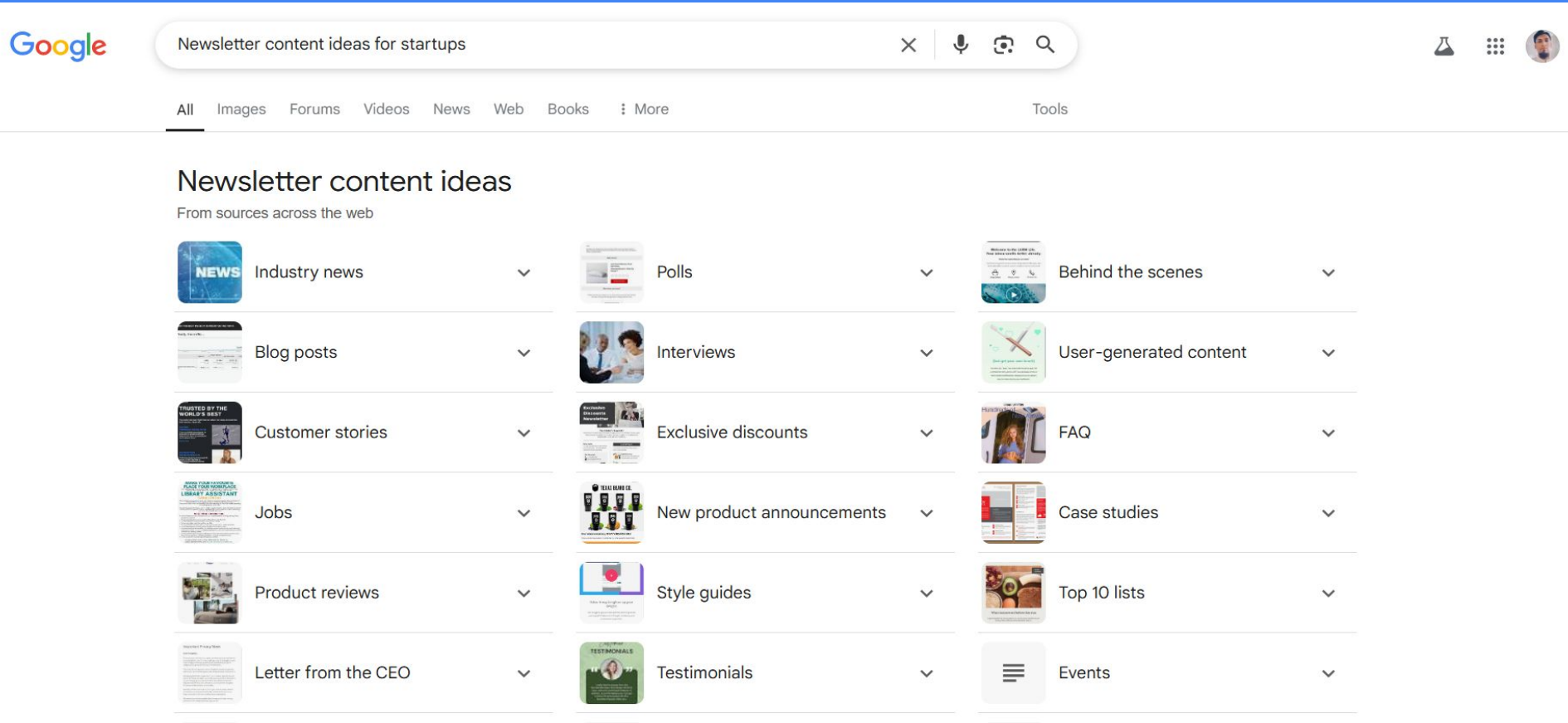
Plan the Type of Social Media Content

Blog post or newsletters.



Plan the Type of Social Media Content

Blog post or newsletters.



Plan the Type of Social Media Content

Blog post or newsletters.

- https://www.manektech.com/blog/social-media-app-ideas
- https://codevian.com/blog/social-media-app-ideas-for-startups/
- https://buffer.com/resources/discover-content-ideas/
- https://linkitsoft.com/social-media-app-ideas/
- https://www.wordstream.com/blog/ws/2021/02/25/email-newsletter-ideas
- https://www.campaignmonitor.com/blog/email-marketing/must-have-newsletter-ideas/
- https://www.jasper.ai/blog/newsletter-content-ideas
- https://staffbase.com/blog/28-employee-newsletter-content-ideas/

Plan the Type of Social Media Content

Blog post or newsletters.

Blog Post & Newsletter Ideas:

- **Networking Tips for Gen Z Professionals**
- **How to Build Meaningful Friendships Online**
- **User Spotlight: Stories from Our Community**
- **What's New: Feature Updates from Social Connect**
- **Monthly Recap Newsletter:** Highlights, upcoming events, testimonials

Plan the Type of Social Media Content

Paid ad copies and creatives.

Meta

Ad Library | Ad Library report | Ad Library API | Branded content

United States | All ads | Bumble BFF

Filters

Active status: Active ads

Launched in May 2025

First Baptist Church, Norman
Sponsored

SMAK 2025 is here!

Join us June 9–13 at FBC Norman for a week of fun, music, and learning about the gospel through The Bumble BEEatitudes! From buzzketball to backup-singing flowers, your kids will explore Happy Hiveland, meet dancing Queen Bee, Gen Beak birds, and more—all while ...

FRI, 13 JUN 2025
SMAK 2025
First Baptist Church, Norman
SMAK 2025

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how do you make friends in Chicago?

#chicago #chicagothingstodo #makefriends

INSTAGRAM.COM
meshlocal

Visit Instagr...

Plan the Type of Social Media Content

Paid ad copies and creatives.

Google Ads Transparency Center

All topics | Any time | Shown anywhere | All platforms

15 ads

All formats | Sorting by most recent

Sponsored

Meetup
www.meetup.com/

Make New Friends in <dynamically generated location>

Fast-Track New Friends with Priority Access to New Events & Feature Releases on Meetup.

Meetup LLC

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Meetup
www.meetup.com/

Meetup Pro: Built For Business

Drive brand growth with powerful event marketing software. Start your free trial today!

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Plan the Type of Social Media Content

Paid ad copies and creatives.

Google

Effective ad copy for app marketing

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From sources across the web

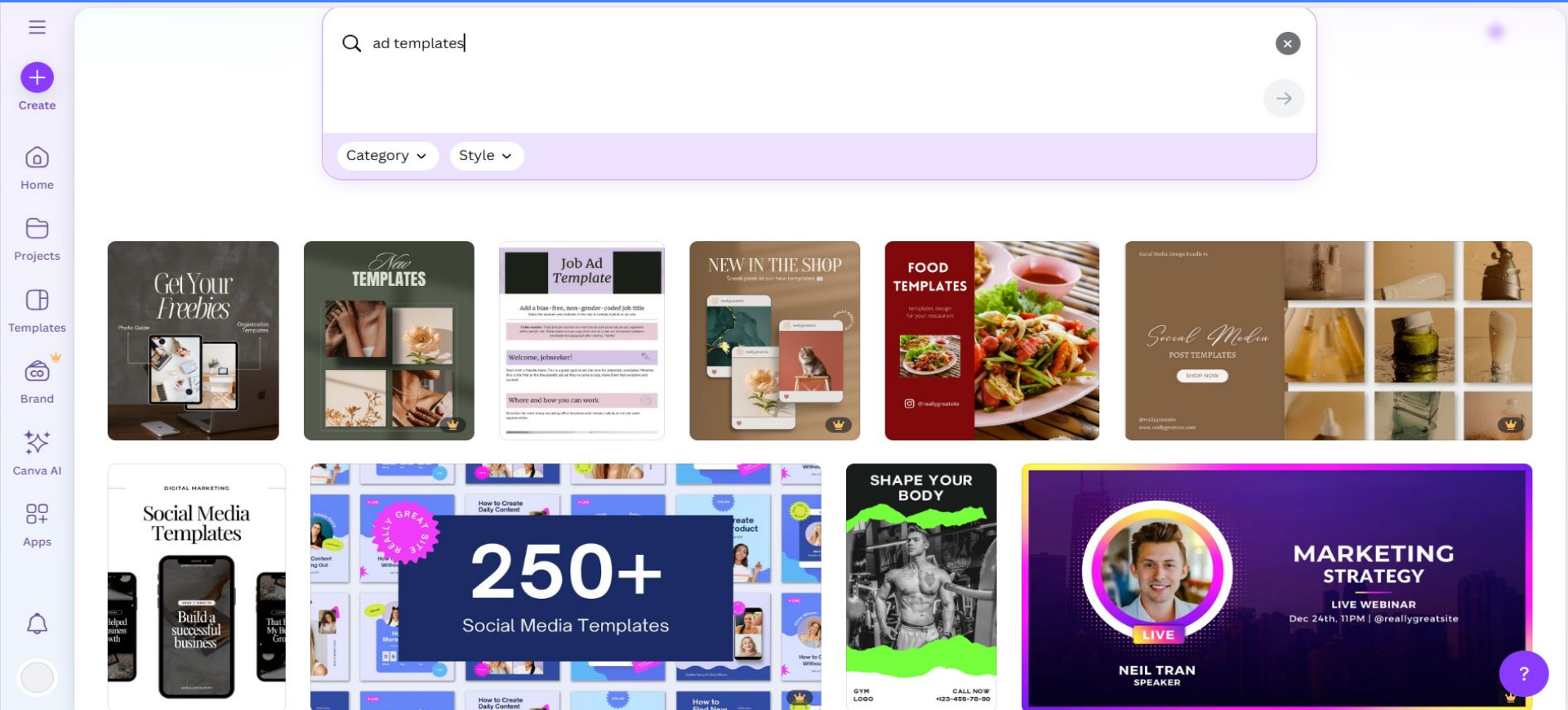
- Include a cta
- Emphasize social proof in ad ...
- Start with a compelling headli...
- Define your target audience
- Keep it simple
- Focus on pain points
- Highlight the benefits
- Know the hook of your product
- Know your audience
- Leverage social proof
- Maintain a consistent voice
- Mimic your audience's langua...
- Speak to your audience
- Study your competition
- Test and tweak your ad copy
- Use power words
- Ensure relevancy on search w...
- Be concise without sacrificin...

Show less

Feedback

Plan the Type of Social Media Content

Paid ad copies and creatives.



Plan the Type of Social Media Content

Paid ad copies and creatives.

- https://www.wordstream.com/blog/ws/2016/05/23/facebook-ad-examples
- https://klientboost.com/facebook/facebook-ad-examples/
- https://zapier.com/blog/google-ad-examples/
- https://www.engagebay.com/blog/google-ad-examples/
- https://megadigital.ai/en/blog/mobile-ad-examples/

Plan the Type of Social Media Content

Paid ad copies and creatives.

Ad Copy Ideas:

- “Find your tribe with Social Connect! Discover real connections today.”
- “Tired of endless scrolling? Join events, connect meaningfully — Download Now.”
- “The smarter way to network! Build your future with Social Connect.”

Creative Ideas:

- Bright, colorful app mockups
- Faces of diverse users
- Short 6-second video with feature highlights
- Screenshots of the app UI

Week 1:

Research and Campaign Planning

Approval and Feedback

- Submit the campaign plan to your team leader for review and feedback.

https://github.com/asimansari2050/Muhammad-Asim---DHC-341---Week-1/

Week 1 Completed