

Carolina Pesqueira

GIT: 402: New Media
Internet Technology

November 24th

Social Media Promotion
Campaign



Marketing Content Strategy

This social media campaign will be used to promote Baggu's new Holiday Guide, which is a guide meant to help ease Holiday shopping by providing options to those looking into buying for someone else. We will be primarily bringing awareness to the products.

We will be focusing on pushing out similar content on all social media platforms to let the followers know about the new 2023 Holiday Guide.



Facebook



Twitter

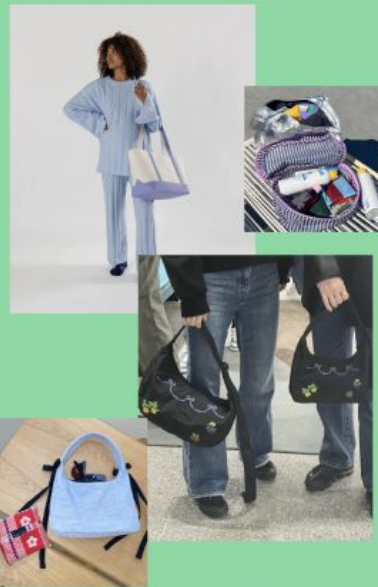


IG Post



IG Story

Under \$35



Holiday Guide 2023

Instagram Carousel

“Don’t know what to get for the holidays? Look through our Holiday Guide Favorites! There is something for everyone! And it’s all under \$35! Make your holidays hold more! Check out more in link in bio!”

