



# **3-Months Social Media Marketing Plan for**

**nasher miles**

**Presented By:** Isha Singh Rajput

# INTRODUCTION OF NASHER MILES



Nasher Miles, founded in 2017, is a rapidly growing Indian luggage brand known for its contemporary, stylish, and functional travel solutions. Focused on providing lightweight, durable, and innovative travel gear, the brand has captured a significant market share in the luggage industry.

Key milestones include:

**2017:** Launch of Nasher Miles, starting with a collection of hard and soft luggage.

**2018:** The brand expanded its product range to include backpacks, duffel bags, and travel accessories.

**2019:** Nasher Miles partnered with leading e-commerce platforms, including Amazon and Flipkart, making its products accessible nationwide.

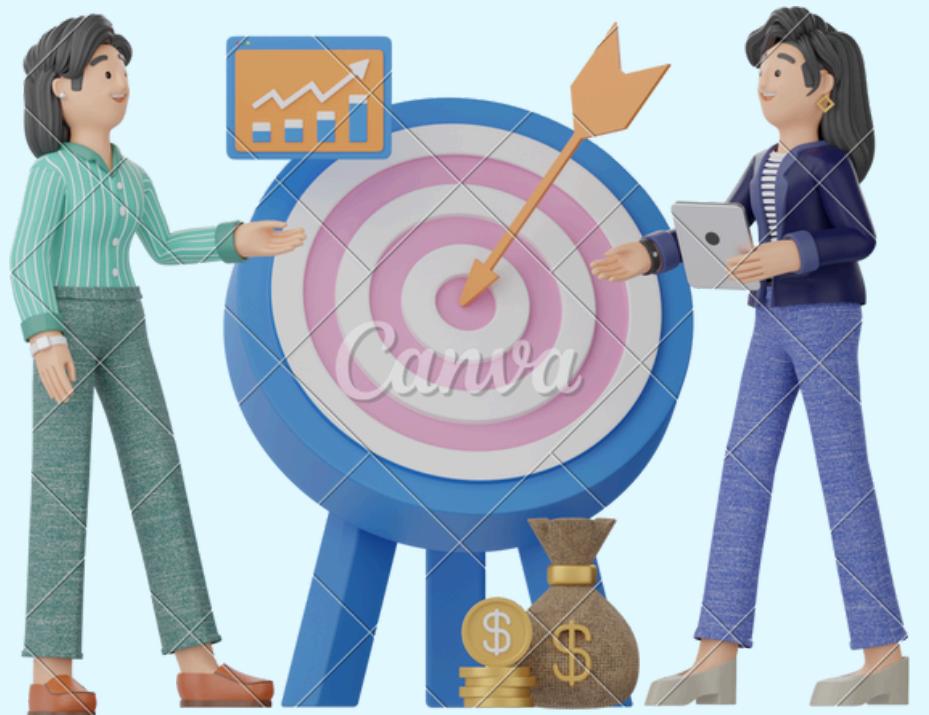
**2020:** The company introduced advanced features like TSA locks, expandable compartments, and 360° spinner wheels in its luggage collection.

**2021:** Nasher Miles strengthened its sustainability efforts, focusing on eco-friendly materials for select product lines.

Nasher Miles continues to innovate in the travel space, blending fashion with functionality, and has become a preferred brand for modern travelers.

# Objective

To devise a comprehensive 3-month social media marketing plan for Nasher Miles, leveraging organic, influencer, and paid marketing strategies, along with asset creation and project analytics.



# Budget Allocation

Influencer Marketing - 50 Lakhs

Paid Marketing - 50 Lakhs

Sales Campaign - 30 Lakhs

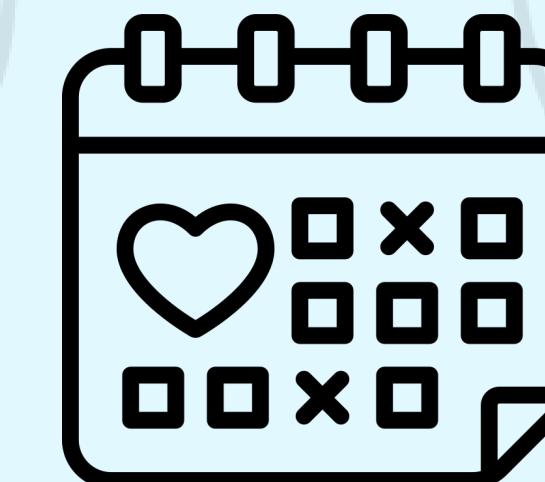
Retargeting Campaign- 20 Lakhs



## Task 1

# Organic Marketing Strategy

In this task we are gonna develop a content calendar showcasing Nasher Miles' vibrant and stylish luggage bags in various travel settings. Emphasize the durability, functionality, and fashion-forward design of the products. Incorporating user-generated content from satisfied customers showcasing their Nasher Miles experience.



# 3 Month Content Calender

A	B	C	D	E	F	G	H	I	J
Month	Week	Date	Day	Platform	Time	Content Type	Topic	Content Messaging	Engaging Social Copy & Hashtags
OCTOBER	WEEK 1	1st Oct	Sunday	Instagram	11:00:00	Carousel	Autumn Travel Essentials	Highlight essential luggage for autumn getaways.	"🌟 Ready for an autumn adventure? Discover the perfect luggage essentials! 🍂 #AutumnTravel #NasherMiles"
		3rd Oct	Tuesday	Facebook	2:00 pm	Image Post	Light & Durable Bags	Showcase light and durable luggage collection.	"Travel light, travel smart! Explore our durable collection. 💼 #TravelSmart #NasherMiles"
		5th Oct	Thursday	YouTube	6:00 pm	Video	Packing Tips for Autumn	Tips for packing efficiently for autumn vacations.	"Planning a fall getaway? Check out our top packing tips! 📱 #PackingHacks #NasherMiles"
		7th Oct	Saturday	Instagram	10:00 am	Reel	Long Weekend Getaways	Inspire short trips with the best weekend getaway luggage.	"Quick trip? No problem! Pack up for a long weekend with Nasher Miles. 🚍 #WeekendGetaway #NasherMiles"
	WEEK 2	10th Oct	Tuesday	Facebook	1:00 pm	Image Post	Customer Testimonials (UGC)	Share a customer's positive travel experience with Nasher Miles luggage.	"Hear what our travelers have to say! ✨ #CustomerLove #NasherMiles"
		15th Oct	Sunday	Instagram	12:00 pm	Carousel	Family Travel	Promote luggage suited for family travel.	"Traveling with the family? We've got you covered! 🧒 #FamilyTravel #NasherMiles"
	WEEK 3	18th Oct	Wednesday	YouTube	5:00 pm	Video	Best Destinations in Autumn	Feature top autumn travel destinations.	"Where should you head this autumn? Here are our top picks! 🌻 #AutumnDestinations #NasherMiles"
		20th Oct	Friday	Instagram	9:00 am	Reel	Luggage Features	Highlight unique features of Nasher Miles luggage.	"Discover what makes our luggage stand out! 🎯 #LuggageInnovation #NasherMiles"
	WEEK 4	25th Oct	Wednesday	Facebook	2:00 pm	Image Post	Travel Hacks	Share a quick travel hack related to luggage.	"Travel smarter, not harder! 🚍 Check out our latest hack. #TravelHacks #NasherMiles"
		31st Oct	Tuesday	Instagram	11:00 am	Carousel	Halloween Travel Ideas	Suggest Halloween-themed travel destinations.	"Ready for a spooky adventure? 🎃 Explore our Halloween travel guide! #HalloweenTravel #NasherMiles"

To access Content Calendar - [Click here](#)

# 3 Month Content Calender

N O V E M B E R	WEEK 1	2nd Nov	Thursday	Facebook	3:00 pm	Image Post	Adventure Travel	Promote luggage for adventure travelers.	"For the thrill-seekers out there! 🚶 Our adventure luggage awaits. #AdventureTravel #NasherMiles"
		4th Nov	Saturday	Instagram	10:00 am	Reel	Urban Exploration	Focus on luggage perfect for city exploration.	"Discover the city in style! 🏙️ Urban explorers, this one's for you. #CityTravel #NasherMiles"
		7th Nov	Tuesday	YouTube	6:00 pm	Video	Travel Gear Maintenance	Tips on maintaining and cleaning luggage.	"Keep your travel gear in top shape! Here's how to maintain your luggage. 💡 #TravelGear #NasherMiles"
	WEEK 2	11th Nov	Saturday	Instagram	11:00 am	Carousel	Weekend Escapes	Showcase luggage for quick weekend escapes.	"Weekend plans? Pack up with Nasher Miles for a quick getaway! 🎟️ #WeekendEscapes #NasherMiles"
		14th Nov	Tuesday	Facebook	2:00 pm	Image Post	Travel Quiz (UGC)	Share a customer's fun travel experience with Nasher Miles luggage.	"Hear what our travelers have to say! ✨ #CustomerLove #NasherMiles"
		18th Nov	Saturday	Instagram	12:00 pm	Reel	Holiday Prep	Encourage early holiday travel preparations.	"It's never too early to plan your holiday travels! 🎄 #HolidayPrep #NasherMiles"
		21st Nov	Tuesday	YouTube	5:00 pm	Video	Travel Tips for Winter	Winter travel tips and what to pack.	"Winter travels are on the horizon! Here's what you need to know. ❄️ #WinterTravel #NasherMiles"
	WEEK 3	24th Nov	Friday	Instagram	9:00 am	Carousel	Black Friday Sale	Announce Black Friday deals on luggage.	"The biggest deals of the year are here! 🎉 Don't miss out on our Black Friday sale! #BlackFriday #NasherMiles"
		28th Nov	Tuesday	Facebook	1:00 pm	Image Post	Thanksgiving Travel	Feature luggage perfect for family visits during Thanksgiving.	"Travelling home this Thanksgiving? 🎃 Make the journey with Nasher Miles. #ThanksgivingTravel #NasherMiles"
		30th Nov	Thursday	Instagram	10:00 am	Reel	Winter Destinations	Highlight top winter travel destinations.	"Dreaming of a winter wonderland? ❄️ Here are our top picks! #WinterWonderland #NasherMiles"

To access Content Calendar - [Click here](#)

# 3 Month Content Calender

D E C E M B E R	WEEK 1	2nd Dec	Saturday	Instagram	12:00 pm	Carousel	Holiday Travel Guide	Comprehensive guide for holiday travel.	"Ready for the holidays? 🎄 Here's your ultimate travel guide! #HolidayTravel #NasherMiles"
		5th Dec	Tuesday	Facebook	2:00 pm	Image Post	Gift Ideas	Promote luggage as the perfect holiday gift.	"Give the gift of travel this holiday season! 🎁 #HolidayGifts #NasherMiles"
	WEEK 2	8th Dec	Friday	YouTube	6:00 pm	Video	Winter Adventure Packing	Packing tips for winter adventure travel.	"Heading on a winter adventure? Here's how to pack like a pro! 🚶 #WinterAdventure #NasherMiles"
		10th Dec	Sunday	Instagram	11:00 am	Reel	Christmas Shopping (UGC)	Features users' Christmas shopping experience with Nasher Miles!	"Experience the magic of Christmas! 🎅 Explore these stunning markets with our users. #ChristmasMarkets #NasherMiles"
	WEEK 3	12th Dec	Tuesday	Facebook	3:00 pm	Image Post	Travel Comfort	Highlight comfort-focused travel accessories.	"Travel in comfort and style with Nasher Miles. 💼 #TravelComfort #NasherMiles"
		15th Dec	Friday	Instagram	9:00 am	Carousel	New Year's Travel Plans	Inspire followers to plan New Year's trips.	"New year, new adventures! 🗺 Start planning your trips now with Nasher Miles. #NewYearTravel #NasherMiles"
	WEEK 4	18th Dec	Monday	YouTube	5:00 pm	Video	Best Places to Spend New Year's Eve	Showcase top destinations for New Year's Eve celebrations.	"Ring in the New Year at these amazing spots! 🎉 #NewYearsEve #NasherMiles"
		22nd Dec	Friday	Instagram	12:00 pm	Reel	Packing Tips for Holiday Travel	Last-minute holiday packing tips.	"Last-minute packing? We've got you covered! 📱 #HolidayPacking #NasherMiles"
		25th Dec	Monday	Facebook	1:00 pm	Image Post	Merry Christmas	Wishing followers a Merry Christmas.	"Merry Christmas from Nasher Miles! 🎅 Travel safe and enjoy the holidays! #MerryChristmas #NasherMiles"
		29th Dec	Friday	Instagram	10:00 am	Carousel	Year in Review	Highlight the best travel moments and destinations.	

To access Content Calendar - [Click here](#)



## Task 2



# Influencer Marketing Strategy

In this task we are gonna identify travel influencers, fashion bloggers, and lifestyle content creators with an engaged audience. Collaborate with influencers to showcase Nasher Miles products in their travel adventures and fashion hauls. Negotiate partnerships for sponsored posts, product reviews, and giveaways to generate buzz and reach new audiences. Provide influencers with branded assets and exclusive discounts for their followers.



## Travel Clothing & Outfit

# 1. Aakriti Rana

**aakritiranaofficial** • 4,794 posts, 1M followers, 307 following

Aakriti Rana  
She loves to travel the world, watch the sky change its colours and is obsessed with her car 🚗  
[youtu.be/hpSRhskkSas](https://youtu.be/hpSRhskkSas)

Follow Message Email +  
JAPAN DIY & HACKS AUSTRALIA CALIFORNIA

Recent posts:

- Scenic view of a road through lush green trees.
- Akriti standing next to a white SUV.
- Akriti sitting on a red sports car at night.
- Akriti sitting on a beach at sunset.
- Two women walking down a street with a flag.
- Two women posing together indoors.

**Aakriti Rana** • 149K subscribers • 134 videos

I post videos about travel, fashion and lifestyle ❤>  
[instagram.com/aakritiranaofficial](https://instagram.com/aakritiranaofficial) and 3 more links

Subscribe

Home Videos Shorts Live Playlists

Latest Popular Oldest

AAKRITI AND ROHAN | DESTINATION WEDDING FILM | MANALI 77K views · 1 year ago 9:31

Coping with the loss of a loved one | Aakriti Rana in conversation with Punam... 33K views · 2 years ago 11:53

Cappadocia | Pammukale | Kusadasi Turkey Vlog 18K views · 2 years ago 8:49



**Travel  
Clothing & Outfits**

# 1. Aakriti Rana



@aakritiranaofficial 1M



Aakriti Rana 149.5K

Worldwide  
Global rank

#44,110

India  
Country rank ⓘ

#9,377

Clothing & Outfits  
in India

#90

## Instagram Analytics for Aakriti Rana

Here're Instagram account statistics for `aakritiranaofficial`. The audience size of `aakritiranaofficial` is 1M followers. The account gained -1972 new followers in the four last weeks. The Engagement Rate is 1.20%. The average number of likes and comments per Instagram post created by Aakriti Rana is 12.2K and 108 respectively. `aakritiranaofficial` publishes content mostly about .



📍 India 🇮🇳 English

## Youtube Stats & Analytics for Aakriti Rana (@aakritiranaofficial)

Subscribers ⓘ

**149.5K**

Views 30d ⓘ

**8K**

ER ⓘ

**0.085%**

Most Recent Video

**5 days ago**

Worldwide  
Global rank ⓘ

#1,963,815

India  
Country rank ⓘ

#85,826

N/A ⓘ  
Category rank

Tool Used - Hype Auditor



# Audience Demographics

**Age:** The majority of her followers are aged between 18-34 years, with a significant concentration in the 18-24 and 25-34 age brackets. This aligns with a young, dynamic audience that is tech-savvy and keen on travel, fashion, and lifestyle trends.

**Gender:** Around 65-70% of her followers are female, reflecting a predominantly female audience interested in fashion, beauty, and travel.

**Interests:** Her followers are mainly interested in travel, fashion, lifestyle, and beauty content. They engage with content that showcases travel experiences, stylish outfits, and lifestyle recommendations.

**Location:** The majority of her audience is based in India, which aligns well with Nasher Miles' target market. She also has a following in international markets, particularly among Indian diaspora communities.



# Content Alignment Between Aakriti Rana and Nasher Miles

- **Travel-Centric Content:** Aakriti Rana frequently posts travel diaries and destination guides, which align perfectly with Nasher Miles' core product offering—luggage. Collaborating with her allows Nasher Miles to showcase their luggage in real-world travel scenarios, adding authenticity and appeal to their products.
- **Fashion and Style Focus:** Aakriti's content emphasizes fashionable looks during travel, which makes Nasher Miles' sleek, stylish luggage a natural extension of her posts. Nasher Miles can leverage her influence to position their products as must-have accessories for the fashion-conscious traveler, integrating them into her packing routines, outfit styling, and travel prep content.
- **Lifestyle Integration:** Beyond travel, Aakriti shares lifestyle posts that highlight aspects of her day-to-day life, including beauty, home decor, and fashion. Nasher Miles products can easily be featured in this broader lifestyle content, such as in posts about weekend getaways, work trips, or even gifting ideas during the holiday season.
- **Engaged Audience:** Her audience trusts her recommendations, and her engagement rates are strong across fashion and travel posts. Nasher Miles can benefit from this engagement by offering exclusive discounts or giveaways through her platform, further driving product awareness and sales.



# Email Collaboration Template for Aakriti Rana (@aakritiranaofficial)



**Subject:** Exciting Collaboration Opportunity with Nasher Miles – Let's Travel in Style Together!

Hi **Aakriti**,

I hope this email finds you well! My name is Isha singh, and I represent Nasher Miles, a stylish and functional luggage brand that's designed for modern travelers who want to make a statement with every journey. We've been following your travel and fashion journey on Instagram, and we're truly inspired by the way you blend style, adventure, and lifestyle content. Your audience's love for travel and fashion aligns perfectly with Nasher Miles, making you an ideal partner for an exciting collaboration.

## **Collaboration Proposal:**

We'd love to partner with you for a 3-month collaboration to create engaging content around Nasher Miles. Here's what we have in mind:

## **Sponsored Posts:**

We'd love for you to showcase Nasher Miles luggage in your travel and fashion content through Instagram Reels, carousels, and stories. We're looking at 2-3 sponsored posts per month where you can feature our products in your travels or stylish packing routines.

[Continue.....](#)



# Email Collaboration Template for Aakriti Rana (@aakritiranaofficial)



## **Product Reviews:**

We'd be happy to send you a selection of our latest products to review and share your honest feedback with your audience through in-depth Instagram posts and Youtube videos. We'd also love to feature these reviews on our brand's social media platforms.

## **Giveaways:**

To generate buzz and give back to your followers, we propose hosting 2 exclusive giveaways during the collaboration. We'll provide branded assets and products for the giveaway, and your followers will also have access to an exclusive discount code to purchase Nasher Miles products.

## **Brand Assets:**

- A selection of Nasher Miles luggage and travel accessories.
- Branded assets to maintain consistency in your posts.
- An exclusive discount code for your followers.
- Competitive monetary compensation for sponsored content.

[Continue.....](#)



# Email Collaboration Template for Aakriti Rana (@aakritiranaofficial)



## Budget and Partnership Details

We have allocated a budget of ₹10,00,000 for this collaboration, which we believe will effectively cover the proposed activities. We are open to discussing the specifics and adjusting the partnership details to best suit both our goals and ensure that this collaboration is mutually beneficial.

We'd love to hop on a quick call to discuss the details and answer any questions you may have. If this sounds like something you'd be interested in, please let us know your availability, and we can schedule a time that works for you.

We're excited about the potential of this collaboration and the opportunity to showcase Nasher Miles to your wonderful community. We truly believe this partnership can inspire others to travel in style, just like you do.

## Looking forward to hearing from you!

Best regards,  
Isha Singh,  
Nasher Miles

# 2. Kritika Goel



← **kritika\_goel** •

1,778 posts 182K followers 1,346 following

Kritika Goel 🌎 Travel  
@kritika\_goel  
Digital creator  
Indian Solo Traveler | Travel YouTuber (650k+)  
Escaped the cubicle to chase the world!... more  
[beacons.ai/kritikagoel](https://beacons.ai/kritikagoel)

Livin' la Vida Kiki • 3,266 members

Follow Message Email

Rishikesh 🌐 Kauai 🌸 Hawaii 🇺🇸 Finland +

Sort by ▾

A screenshot of Kritika Goel's Instagram profile. It shows her bio, follower count (1,778 posts, 182K followers, 1,346 following), and a link to her website. Below the bio is a group chat link for "Livin' la Vida Kiki". There are four small circular profile pictures below the bio. At the bottom, there are three rows of thumbnail images showing various travel destinations like Rishikesh, Kauai, Hawaii, and Finland.

← Kritika Goel

KRITIKA GOEL  
Now videos every week! ❤️

Kritika Goel •  
@KritikaGoel  
663K subscribers • 425 videos

Full time traveler who escaped the cubicle to chase the world!

instagram.com/kritika\_goel and 4 more links

Subscribe

Videos Shorts Live Playlists Posts

Sort by ▾

KAUAI HAWAII VLOG #3  
Kritika Goel · Playlist  
→ 7

Kiki in Finland +  
Kritika Goel · Playlist  
→ 3

Solo in LONDON  
Kritika Goel · Playlist  
→ 1

A screenshot of Kritika Goel's YouTube channel. It features a banner with three small profile pictures and the text "KRITIKA GOEL" and "Now videos every week! ❤️". Below the banner, it says "Kritika Goel" with a verified checkmark, "@KritikaGoel", "663K subscribers", and "425 videos". A description below the banner reads "Full time traveler who escaped the cubicle to chase the world!". Below this is a "Subscribe" button and navigation tabs for "Videos", "Shorts", "Live", "Playlists", and "Posts". Under "Playlists", there are three items: "KAUAI HAWAII VLOG #3" (7 videos), "Kiki in Finland +" (3 videos), and "Solo in LONDON" (1 video).



Travel

## 2. Kritika Goel



Kritika Goel 663.5K



@kritika\_goel 182.6K

Worldwide  
Global rank

#233,470

India  
Country rank ⓘ

#34,193

Travel  
in India

#435

### Instagram Analytics for Kritika Goel 🌐 Travel

Here're Instagram account statistics for kritika\_goel. The audience size of kritika\_goel is 182.5K followers. The account gained 51 new followers in the four last weeks. The Engagement Rate is 1.36%. The average number of likes and comments per Instagram post created by Kritika Goel 🌐 Travel is 2.5K and 69 respectively. kritika\_goel publishes content mostly about .

📍 India 🇮🇳 English

### Youtube Stats & Analytics for Kritika Goel (@kritikagoel)

Subscribers ⓘ

Views 30d ⓘ

ER ⓘ

Most Recent Video

**663.5K**

**33.2K**

**3.77%**

**3 days ago**

Tool Used - Hype Auditor

Worldwide  
Global rank ⓘ

#197,247

India  
Country rank ⓘ

#10,174

Travel  
in India

#194



# Audience Demographics

**Age :** Kritika Goel's audience primarily falls within the 18-34 age group, which represents a younger, dynamic, and travel-oriented demographic. The majority of her followers are in their 20s, who are either students, young professionals, or budding content creators looking for inspiration and practical advice on traveling and lifestyle.

**Gender:** Her audience is predominantly female, with around 65-70% of her followers being women. These women are interested in travel, self-development, photography, and lifestyle content, which aligns with Kritika's frequent sharing of travel hacks, itineraries, packing tips, and motivational content.

**Interests:** Travel, photography, adventure, lifestyle, and personal growth. Her content focuses on budget travel, international trips, and personal development tips for aspiring content creators.

**Location:** The majority of her audience is from India, particularly urban areas such as Mumbai, Delhi, and Bengaluru. She also has a global following, particularly in English-speaking countries like the U.S. and the U.K.



# Content Alignment with Nasher Miles

**Travel-Centric Content:** Focuses on travel, making Nasher Miles luggage a natural fit for her audience.

**Budget Travel:** Showcases affordable travel, aligning with Nasher Miles' positioning as affordable yet high-quality luggage.

**Practical Travel Tips:** Offers packing tips and travel hacks, ideal for featuring Nasher Miles' functionality and durability.

**Relatable Storytelling:** Her personal travel experiences make her audience trust her product recommendations.

**Engaged Audience:** High engagement rates, perfect for interactive content like giveaways and product reviews.

**Multi-Platform Presence:** Strong presence on Instagram, YouTube, and her blog allows for varied content formats to showcase Nasher Miles products.



# Email Collaboration Template for Kritika Goel (@kritika\_goel)



**Subject:** Exciting 3-Month Collaboration Opportunity with Nasher Miles – Let's Travel Together!

**Hi Kritika,**

I hope this email finds you well! My name is Isha singh , and I'm reaching out on behalf of Nasher Miles, a brand that embodies stylish, functional, and affordable luggage for modern travelers. We've been following your incredible journey and love how you inspire your community with practical travel tips, stunning content, and your relatable storytelling. Your focus on budget travel and making the most of every adventure is perfectly aligned with our brand values.

## **Collaboration Proposal:**

We would love to collaborate with you on a 3-month partnership to showcase our products to your audience in an engaging and authentic way. Here's what we envision for the collaboration:

## **Sponsored Posts:**

We'd love for you to integrate Nasher Miles luggage into your travel content through 2-3 sponsored Instagram posts per month. Whether it's packing for a new trip, sharing travel hacks, or showing off your stylish carry-on, we're excited to see how Nasher Miles fits into your journey.

**Continue.....**



# Email Collaboration Template for Kritika Goel (@kritika\_goel)



## **Giveaways:**

To generate buzz and give back to your community, we'd love to host 2 exclusive giveaways during the collaboration period. You'll have the opportunity to gift some of our top products to your followers, along with providing them an exclusive discount code for Nasher Miles.

## **Product Reviews:**

We'll provide you with a selection of our luggage to review and share your honest feedback with your audience on both Instagram and YouTube. We're looking forward to seeing how our products enhance your travel experiences!

## **Brand Assets:**

- A curated selection of Nasher Miles luggage and accessories tailored to your travel needs.
- Branded assets for use in your posts to maintain a cohesive look.
- An exclusive discount code for your followers to shop Nasher Miles.
- Competitive compensation for the sponsored content and reviews.

[Continue.....](#)



# Email Collaboration Template for Kritika Goel (@kritika\_goel)



## Budget and Partnership Details

We have allocated a budget of ₹10,00,000 for this collaboration, which we believe will effectively cover the proposed activities. We are open to discussing the specifics and adjusting the partnership details to best suit both our goals and ensure that this collaboration is mutually beneficial.

We'd love to schedule a quick call to go over the details and discuss how we can work together to make this collaboration a success. If this sounds like something you're interested in, please let us know your availability, and we'll arrange a time that works for you.

We're excited about the opportunity to collaborate and showcase Nasher Miles to your amazing community of travel enthusiasts. We believe this partnership will inspire others to explore the world with style and confidence, just like you do.

## Looking forward to hearing from you!

Best regards,  
Isha Singh,  
Nasher Miles



### 3. Mrunal Panchal (@mrunu)

**mrunu** • 2,686 posts • 5.4M followers • 1,480 following

**Mrunal Panchal**  
Digital creator  
• WELCOME TO MY ARTISTIC WORLD 🌎  
• GLOBAL BEAUTY CREATOR 💋  
• AD/PR @agarwal\_\_tushar  
🔗 [linktr.ee/Mrunu](https://linktr.ee/Mrunu)

GapSapWidMru ✨ • 22.3K members

Followed by [sanjh\\_singh\\_rajput](#), [\\_beingsuku\\_](#) and [anirudhh\\_sharma](#)

Followi... ▾ Message Subscribe +2

PR ✨ RAREBEAUTY ... AUSTRALIA ✨ SI

Latest Popular Oldest

MINIMAL FESTIVE MAKEUP LOOK MINIMAL FESTIVE MAKEUP TUTORIAL 💋  
26K views · 9 days ago

MY HAIRCARE ROUTINE  
88K views · 2 months ago

QnA ANSWERING YOUR QUESTIONS ✨ Q & A session ✨  
184K views · 2 months ago



### 3. Mrunal Panchal (@mrunu)

Followers Engagement Rate ⓘ  
**5.4M** **1.05%**

Worldwide

#3,450

Global rank

India

#938

Country rank ⓘ

#### Instagram Analytics for Mrunal Panchal

Here're Instagram account statistics for mrunu. The audience size of mrunu is 5.4M followers. The account gained -10051 new followers in the four last weeks. The Engagement Rate is 1.05%. The average number of likes and comments per Instagram post created by Mrunal Panchal is 56.6K and 137 respectively. mrunu publishes content mostly about .

Tool Used - Hype Auditor



# Audience Demographics

**Age:** The majority of her audience falls in the 18-24 and 25-34 age brackets.

**Gender:** Primarily female (around 60-70%).

**Interest Areas:** Interests center around fashion, beauty, lifestyle, travel, and wellness.

**Location:** A significant portion of her audience is based in India, particularly in urban hubs like Mumbai, Delhi, and Bangalore, with some international followers from countries such as UAE and USA.

## Content Alignment with Nasher Miles:

**Travel Content:** Her content regularly showcases her travel journeys, making it an excellent platform to introduce and highlight Nasher Miles' luggage products for frequent travelers.

**Lifestyle and Fashion:** Integrating Nasher Miles' luggage as part of her lifestyle and fashion posts can enhance brand visibility, positioning the brand as a stylish and functional travel companion.

**Product Reviews and Giveaways:** Her engaged audience, who value her recommendations, will likely appreciate sponsored content such as product reviews and exclusive giveaways of Nasher Miles products. This will help the brand gain credibility and attract new customers.

**Storytelling Ability:** Mrunu's authentic and relatable content can highlight the brand's reliability, durability, and stylish aspects, thus resonating with a wider audience.



# Email Collaboration Template for Mrunal Panchal (@mrunu)



**Subject:** Exciting 3-Month Collaboration with Nasher Miles – Let's Partner for Something Big!

Hi **Mrunal**,

I hope you're doing well! My name is Isha Singh, and I'm reaching out on behalf of Nasher Miles, a brand known for stylish and durable luggage that's perfect for the modern traveler. We absolutely love your vibrant content and think your travel, lifestyle, and fashion expertise makes you a perfect fit for our brand.

## **Collaboration Opportunity:**

We're thrilled to propose a 3-month partnership with you to showcase Nasher Miles to your amazing community. Here's what we have in mind:

### **Sponsored Posts:**

We'd love for you to feature Nasher Miles luggage in 2-3 sponsored Instagram posts and Youtube videos per month. These could include your travel experiences, fashion integrations, or stylish ways to use our products in your daily life.

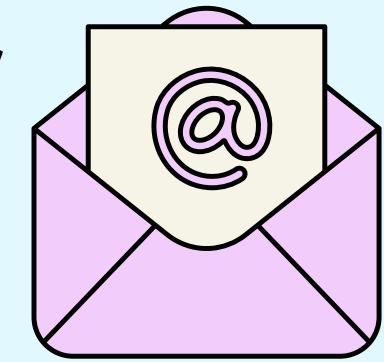
### **Product Reviews:**

We'll send you a selection of our luggage to review and share your honest thoughts on Instagram and Youtube. Your authentic feedback would mean a lot to your followers and would highlight the functionality and style of our products.

**Continue.....**



# Email Collaboration Template for Mrunal Panchal (@mrunu)



## **Giveaways:**

To generate buzz and engage your audience, we'd like to partner on 2 exclusive giveaways during the collaboration period. You'll be able to gift Nasher Miles products to a few lucky followers and offer them an exclusive discount code to shop the collection.

## **Brand Assets:**

- A curated selection of Nasher Miles luggage and accessories.
- Branded assets for your posts to create a cohesive campaign.
- An exclusive discount code for your followers to enjoy.
- Competitive compensation for the sponsored content and reviews.

## **Budget and Partnership Details**

We have allocated a budget of ₹10,00,000 for this collaboration, which we believe will effectively cover the proposed activities. We are open to discussing the specifics and adjusting the partnership details to best suit both our goals and ensure that this collaboration is mutually beneficial.

**Looking forward to partnering with you and creating something exciting for your followers!**

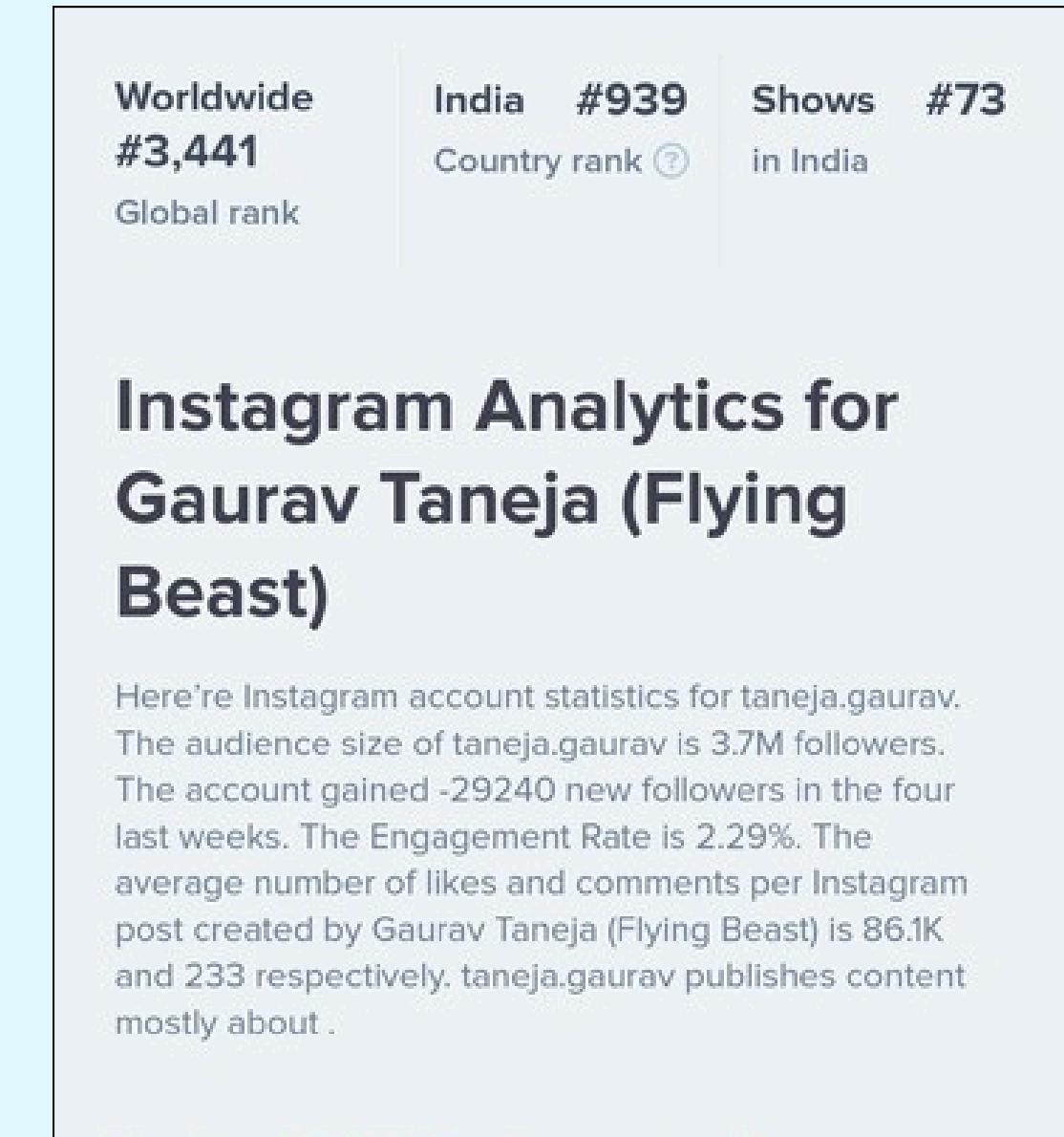
Best regards,  
Isha Singh  
Nasher Miles



# 4. Gaurav Taneja (@flyingbeast320)

**taneja.gaurav** • 1,759 posts, 3.7M followers, 290 following  
Gaurav Taneja (Flying Beast)  
@taneja.gaurav  
Video creator  
Content Creator  
Flying Beast// FitMuscle TV  
Co Founder @beastlife.india  
Co Founder @rosier.foods... more  
rosierfoods.com  
Follow Broadcast • 64.5K members  
Followed by sanjh\_singh\_rajput, \_beingsuku\_ and anirudhh\_sharma

**Flying Beast** • 9.19M subscribers • 1.8K videos  
youtube.com/channel/UCn8Fiasqd-6G3A6AS322mZA  
Subscribe  
Videos Shorts Live Playlists Posts  
Latest Popular Oldest  
331K views 207K views 241K views



Tool Used - Hype Auditor



# Audience Demographics

**Age:** Primarily between 18-34 years old.

**Gender:** Predominantly male, but with a growing female audience due to family-oriented content

**Interest:** Fitness, bodybuilding, travel, family vlogs, and lifestyle

**Location:** Mostly urban Indian cities with a global audience due to his frequent travels and international experiences

## **Content Alignment with Nasher Miles:**

**Travel-centric content:** As a frequent traveler, Gaurav's vlogs are an ideal platform for showcasing Nasher Miles' luggage in real-world travel scenarios.

**Family-focused:** His family-oriented content aligns with Nasher Miles' appeal to families looking for reliable luggage for vacations and trips.

**Fitness and Lifestyle:** Gaurav's focus on lifestyle and fitness offers a broad base for integrating Nasher Miles into a healthy and adventurous lifestyle narrative.



# Email Collaboration Template for Gaurav Taneja (@flyingbeast320)



**Subject:** Exciting 3-Month Collaboration with Nasher Miles – Let's Elevate Your Travels Together!

Hi **Gaurav**,

I hope this message finds you well! My name is Isha Singh, and I represent Nasher Miles, a brand known for crafting stylish and durable luggage designed for modern travelers. We've been following your incredible journey, from your travel vlogs to fitness tips, and we love how authentically you connect with your audience through your content.

## **Collaboration Proposal:**

We'd love to collaborate with you for a 3-month partnership that showcases our products in an engaging and exciting way. Here's what we have in mind:

### **Sponsored Posts:**

We'd love for you to feature Nasher Miles luggage in 2-3 sponsored Instagram and YouTube posts per month, where you can integrate our products into your travel experiences, fitness trips, or family vacations.

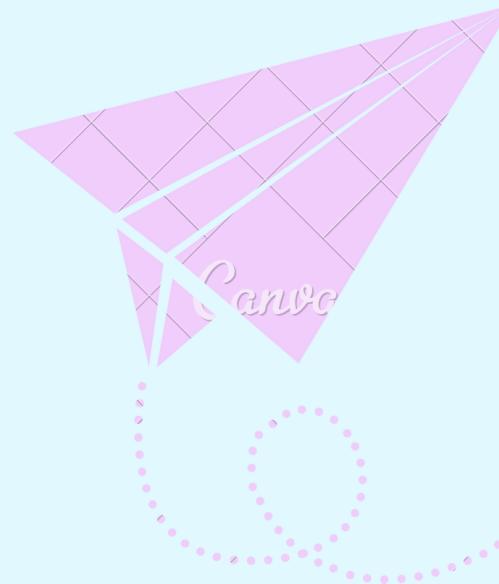
### **Product Reviews:**

We'll send you a selection of Nasher Miles luggage to use and review in your content. Your honest feedback will resonate with your audience and highlight the quality and utility of our products.

### **Giveaways:**

To engage your followers, we'd love to partner on 2 exclusive giveaways during the collaboration period, allowing your audience to experience Nasher Miles products for themselves. We'll also provide you with an exclusive discount code to share with your followers.

[Continue.....](#)





# Email Collaboration Template for Gaurav Taneja (@flyingbeast320)



## Brand Assets:

- A curated selection of Nasher Miles luggage and accessories for your personal use.
- Branded assets to maintain a cohesive and professional look for the posts.
- An exclusive discount code for your followers to enjoy.
- Competitive compensation for sponsored content and reviews.

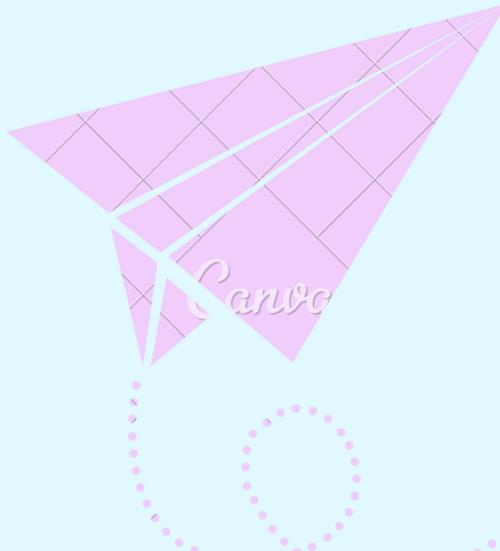
## Budget and Partnership Details

We have allocated a budget of ₹10,00,000 for this collaboration, which we believe will effectively cover the proposed activities. We are open to discussing the specifics and adjusting the partnership details to best suit both our goals and ensure that this collaboration is mutually beneficial.

We're excited about the possibility of working together to showcase Nasher Miles to your highly engaged audience. If this collaboration sounds like something you'd be interested in, please let us know your availability, and we'll be happy to discuss further details over a call or email.

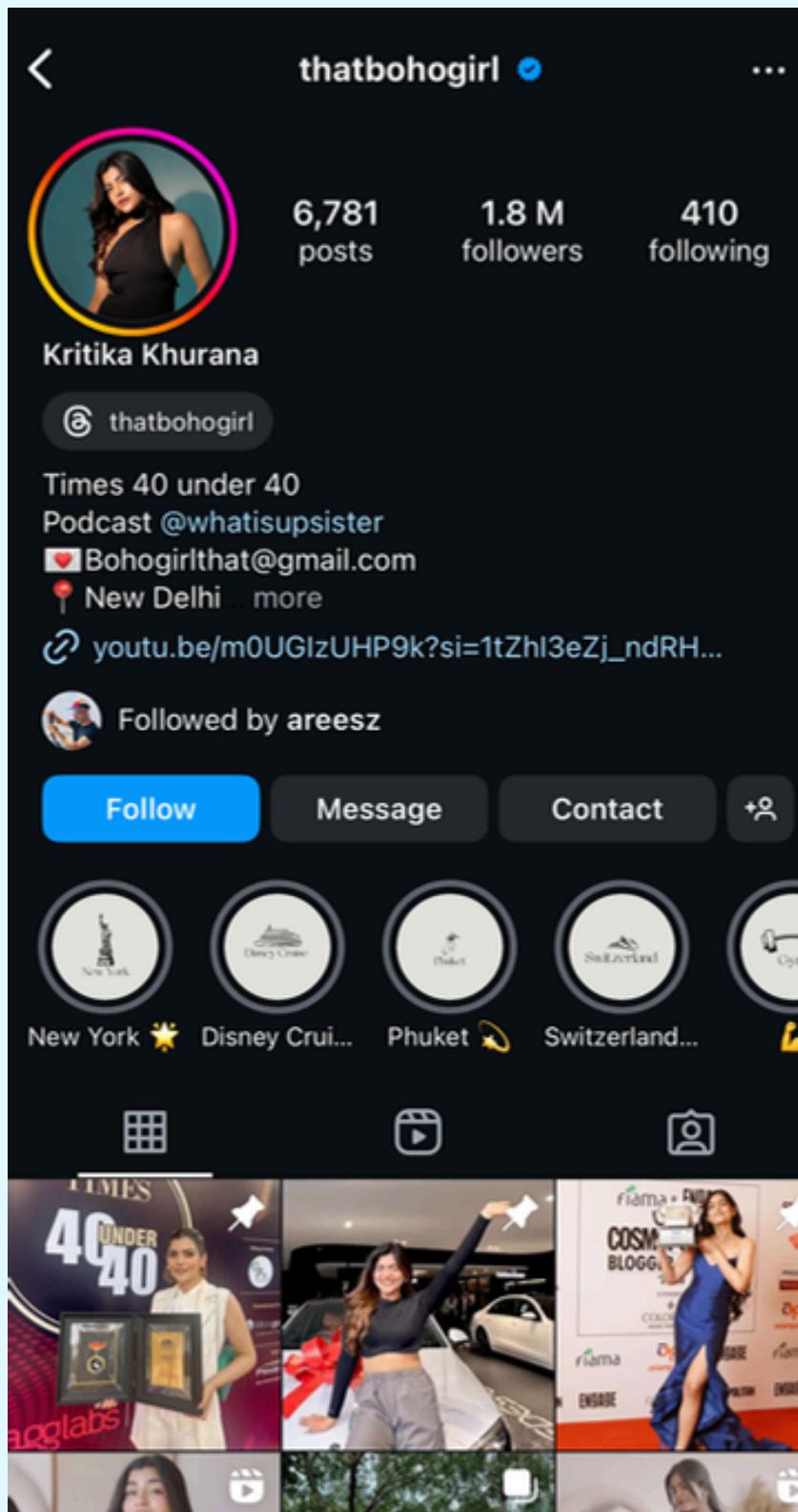
**Looking forward to hearing from you soon!**

Best regards,  
Isha Singh  
Nasher Miles

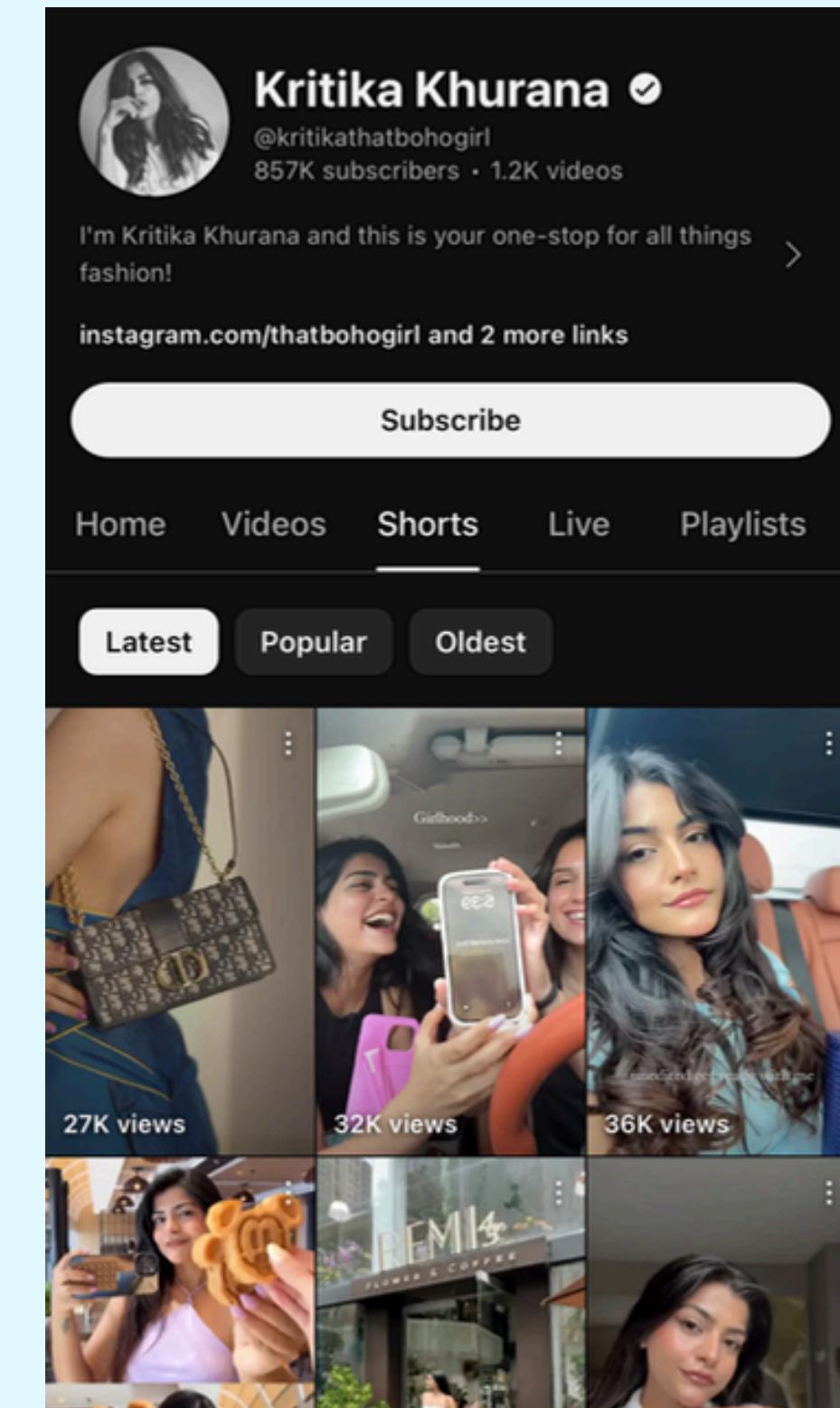




**Kritika Khurana**  
**(Fashion Influencer)**



# 5. Thatbohogirl





# 5. Thatbohogirl



@thatbohogirl 1.8M



Kritika Khurana 855.1K

Worldwide  
Global rank

#11,117

India  
Country rank ⓘ

#2,190

Beauty  
in India

#144

## Instagram Analytics for Kritika Khurana

Here're Instagram account statistics for thatbohogirl. The audience size of thatbohogirl is 1.8M followers. The account gained 1.7K new followers in the four last weeks. The Engagement Rate is 1.85%. The average number of likes and comments per Instagram post created by Kritika Khurana is 34.8K and 217 respectively. thatbohogirl publishes content mostly about .



📍 India 🇮🇳 English

## Youtube Stats & Analytics for Kritika Khurana (@kritikathatbohogirl)

Subscribers ⓘ

Views 30d ⓘ

ER ⓘ

Most Recent Video

**857.6K**

**148.4K**

**5.735%**

**3 days ago**

Tool Used - Hype Auditor

Worldwide  
Global rank ⓘ

#109,362

India  
Country rank ⓘ

#6,345

N/A ⓘ  
Category rank



# Audience Demographics

**Age:** Typically 25-45 years old. This age group is likely to be traveling frequently, value quality luggage, and have disposable income.

**Gender:** Both male and female. Luggage is a unisex product, and targeting both genders can maximize reach.

**Interests:** People interested in travel, adventure, and exploration.

**Location:** Primary Locations: Urban areas and travel hubs like major cities. Secondary Locations: Popular travel destinations and regions with high travel activity

# **Content Alignment with Nasher Miles:**

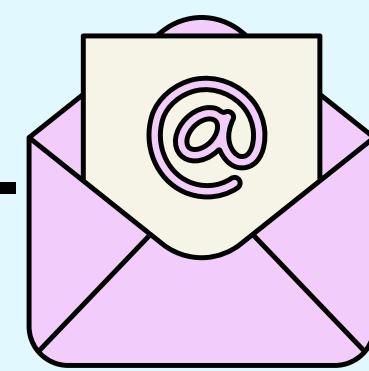
**Style and Aesthetic:** Ensure the content aligns with the bohemian and adventurous style of Thatbohogirl, emphasizing both functionality and style of the luggage.

**Themes:** Focus on travel experiences, adventure, and lifestyle tips that resonate with Thatbohogirl's content style.

**Messaging:** Highlight how Nasher Miles luggage complements a travel-savvy and fashionable lifestyle.



# Email Collaboration Template for Thatbohogirl



**Subject:** Exciting Collaboration Opportunity with Nasher Miles!

Hi **Kritika**,

**I hope you're having a great day!**

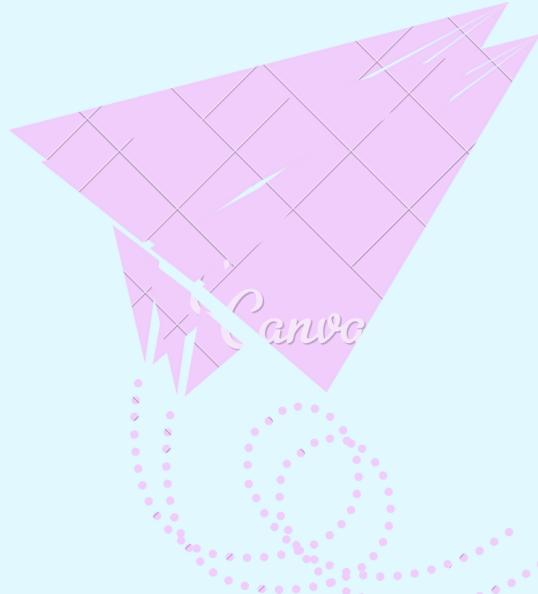
I'm Isha Singh from Nasher Miles, and we're excited about the possibility of collaborating with you. We've been following your amazing content and think your unique style and engaged audience would be a perfect fit for our brand.

## **Collaboration Proposal:**

**Sponsored Posts:** Share your genuine experience with Nasher Miles luggage. We'll provide branded assets to help you seamlessly integrate our products into your posts and stories.

**Product Reviews:** Offer your honest reviews of our products. Your insights will help your followers appreciate the quality and functionality of Nasher Miles luggage.

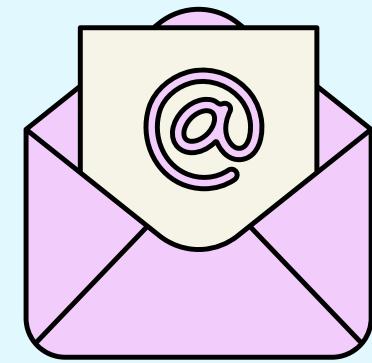
**Giveaways:** Host engaging giveaways to create buzz and reach new audiences. We'll also provide exclusive discounts for your followers to further drive engagement and conversions.



[Continue.....](#)



# Email Collaboration Template for Thatbohogirl



## Brand Assets:

- A curated selection of Nasher Miles luggage and accessories tailored to your travel needs.
- Branded assets for use in your posts to maintain a cohesive look.
- An exclusive discount code for your followers to shop Nasher Miles.
- Competitive compensation for the sponsored content and reviews.

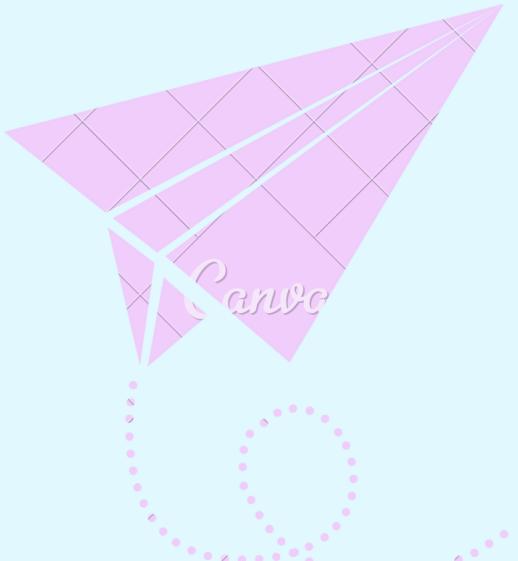
## Budget and Partnership Details

We have allocated a budget of ₹10,00,000 for this collaboration, which we believe will effectively cover the proposed activities. We are open to discussing the specifics and adjusting the partnership details to best suit both our goals and ensure that this collaboration is mutually beneficial.

We're excited about the opportunity to collaborate and showcase Nasher Miles to your amazing community of travel enthusiasts. We believe this partnership will inspire others to explore the world with style and confidence, just like you do.

## Looking forward to hearing from you!

Best regards,  
Isha Singh,  
Nasher Miles



## Task 3

### Paid Marketing Strategy

In this task we are gonna utilize Facebook and Instagram advertising to target specific demographics such as frequent travelers, fashion enthusiasts, and professionals ,design visually appealing ad creatives highlighting Nasher Miles' unique selling points and competitive advantages . Implement retargeting campaigns to re-engage website visitors and abandoned cart shoppers. Create a campaign promoting sales of Nasher Miles and show screenshots.

# Sales Campaign

Budget - 30 Lakhs

Create new campaign New ad set or ad X

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



**Sales**  
Find people who are likely to purchase your product or service.

**Good for:**

- Conversions
- Catalogue sales
- Messenger, Instagram and WhatsApp
- Calls

About campaign objectives Cancel Continue

I have selected the campaign objective as “**Sales**” which is ideal for conversion.

## Conversion

### Conversion location

Choose where you want to drive sales.

[About conversion locations](#)

Website

Drive sales and conversions on your website.

App

Drive sales and conversions in your app.

Website and app

Drive sales and conversions on your website or app.

Messaging apps

Drive sales and conversions through Messenger, Instagram and WhatsApp.

Calls

Drive sales and conversions through phone calls.

I have taken conversion location as “**Website**” as Nasher Miles has their own E-commerce website.

## Budget & schedule

### Budget

Daily budget 

₹33,334.00

INR



Your daily budget is set 16,567% higher than this account's average budget of ₹200.00.

You'll spend an average of ₹33334 per day. Your maximum daily spend is ₹58334.50 and your maximum weekly spend is ₹233338. [Learn more](#).

**Total budget for 3 months - Rs 30 Lakhs**

**Budget for 1 month -  $30 / 3 = \text{Rs } 10 \text{ Lakhs}$**

**Daily Budget -  $10,000,00 / 30 = \text{Rs } 33,334$**

### Schedule

#### Start date



1 September 2024



12:00 IST

#### End date



Set an end date



30 November 2024



23:00 IST

The duration of the campaign is **3 months** so I have taken start date as **1st September** and end date as **31st November**.

## Audience details

### Location:

India: Chandigarh (+40 km) Chandigarh; Delhi; Ahmedabad (+40 km) Gujarat; Gurugram (+40 km) Haryana; Pune (+40 km) Maharashtra; Bangalore (+2 km) ; Jaipur (+40 km) Rajasthan; Chennai (+40 km) Tamil Nadu; Kolkata (+40 km) West Bengal; Indore (+40 km) Madhya Pradesh; Lucknow (+40 km), Noida (+40 km) Uttar Pradesh; Hyderabad (+40 km) Telangana

### Age:

25-45

### Language:

English (All)

### People who match:

Interests: Fashion and Style, Adventure travel (travel and tourism), Luxury Travel or Online shopping (retail), Behaviours: Frequent travellers or Frequent international travellers, Employers: Travel + Leisure

I have targeted **Tier 1 cities** due to their high concentration of working professionals, business travelers, and frequent leisure travelers, coupled with higher disposable incomes & **Tier 2 cities** to tap into the growing middle class with increasing travel aspirations and potential for brand expansion.

Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

 Run a 4-day A/B test to compare manual against Advantage+ placements

**Devices**  
All devices

**Platforms**

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input checked="" type="checkbox"/> Audience Network	<input checked="" type="checkbox"/> Messenger

I have selected “**All Devices**” for the ads to be visible and platforms - **Facebook, Instagram , messenger& Audience Network**.

## Placements

Feeds	
Get high visibility for your business with ads in feeds	<input type="checkbox"/>
Facebook Feed	<input checked="" type="checkbox"/>
Facebook profile feed	<input type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Instagram profile feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input checked="" type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Instagram Explore home	<input checked="" type="checkbox"/>
Messenger inbox	<input type="checkbox"/>
Facebook Business Explore	<input type="checkbox"/>
Stories and Reels	
Tell a rich, visual story with immersive, full-screen vertical ads	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
Instagram Reels	<input checked="" type="checkbox"/>
Facebook Reels	<input checked="" type="checkbox"/>
In-stream ads for videos and reels	
Reach people before, during or after they watch a video or reel	<input checked="" type="checkbox"/>
Facebook in-stream videos	<input checked="" type="checkbox"/>
Ads on Facebook Reels	<input checked="" type="checkbox"/>
Search results	
Get visibility for your business as people search	<input checked="" type="checkbox"/>
Facebook search results	<input checked="" type="checkbox"/>
Instagram search results	<input checked="" type="checkbox"/>
Messages	
Send offers or updates to people who are already connected to your business	<input type="checkbox"/>
Messenger sponsored messages	<input type="checkbox"/>
Apps and sites	
Expand your reach with ads in external apps and websites	<input checked="" type="checkbox"/>
Audience Network native, banner and interstitial	<input checked="" type="checkbox"/>
Audience Network rewarded videos	<input checked="" type="checkbox"/>

**Ad name**

Nasher Miles sales ad

**Create Template**

**Identity**

\* **Facebook Page** 

 Nasherr Miles

**Instagram account** 

 nasherrmiles

**Ad setup**

 **See what's new**

**Create Ad**

**Creative source**

Choose how you'd like to provide the media for your ad.

**Manual upload**  
Manually upload images or videos.

**Catalogue**   
Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with.

**Format**

Choose how you'd like to structure your ad.

**Flexible**  
We'll show your ad in the format that we predict may perform best

**Single image or video**  
One image or video, or a slideshow with multiple images

**Carousel**  
Two or more scrollable images or videos

**Collection**  
A group of items that opens into a full-screen mobile experience

# Ad Copies

## Primary text (5 of 5)

Adventure awaits with **Nasher Miles**! Save 10% now on premium luggage designed for every journey. Don't miss this exclusive offer.

Ready to explore? **Nasher Miles** has your back. Save 10% on all luggage and gear up for your next adventure in style!

Discover new places with **Nasher Miles** luggage. Adventure awaits, and with 10% off, your journey just got better. Shop now!

Gear up for your next adventure with **Nasher Miles**. Save 10% on durable and stylish luggage built for explorers like you!

Don't let your luggage hold you back. Adventure awaits! Save 10% now on **Nasher Miles** luggage and travel like never before.

## Description

Adventure awaits, save 10%

## Optimise text per person

Enabled

## Call to action

Shop now

## Headline

5 of 5

Adventure Awaits: Save 10% Now!

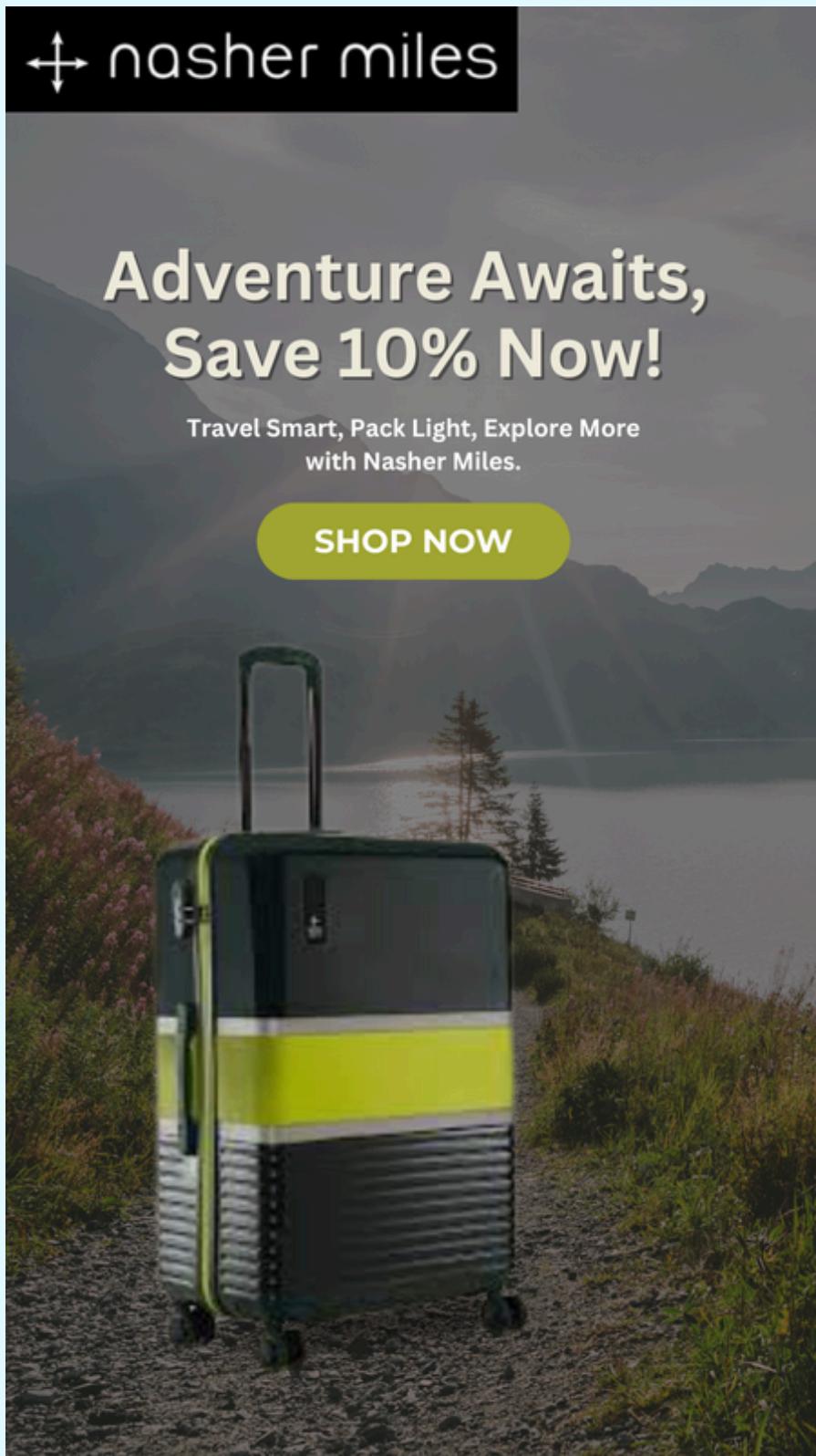
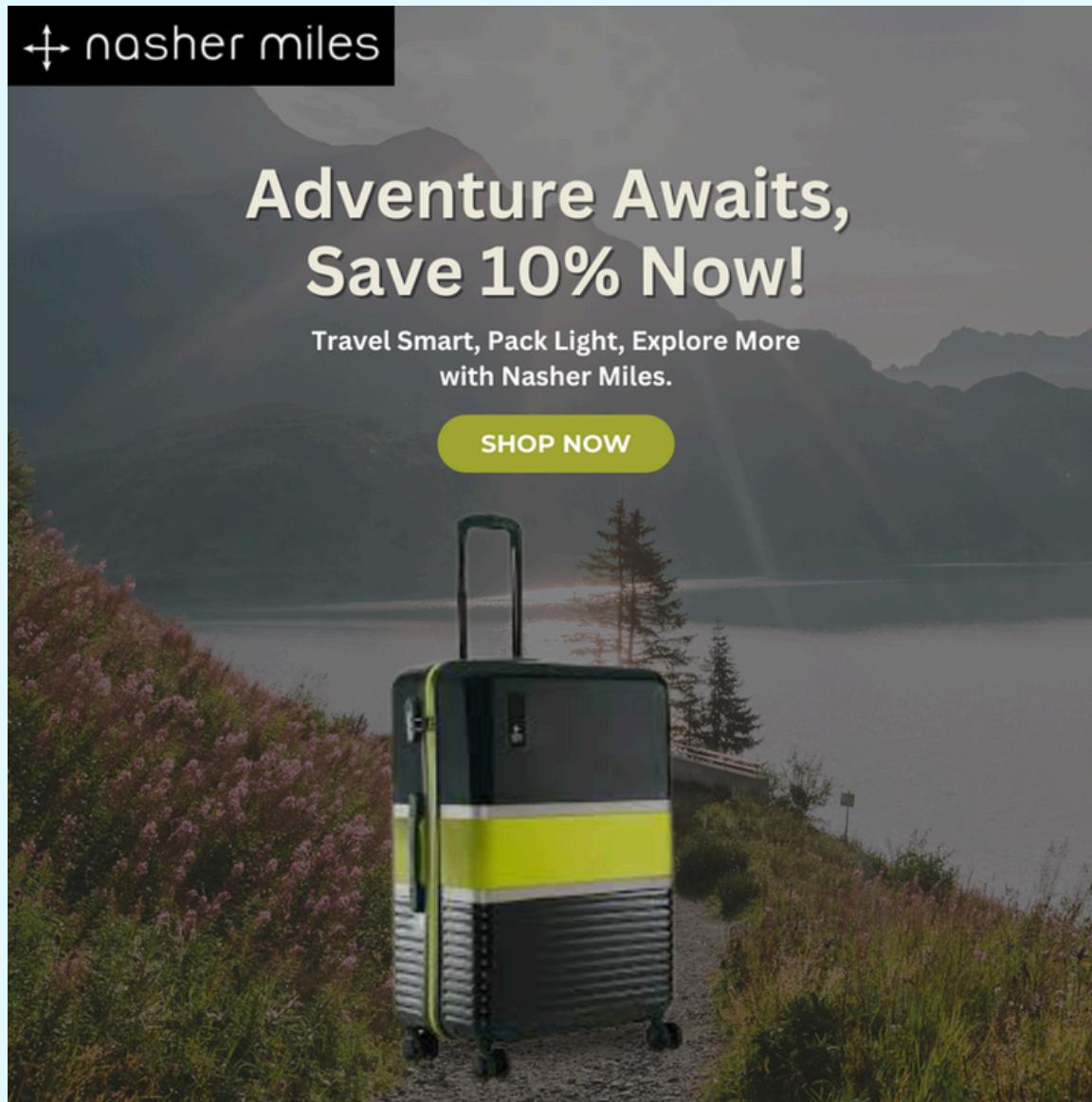
10% Off **Nasher Miles** Adventure Gear!

Save 10% on Your Next Adventure!

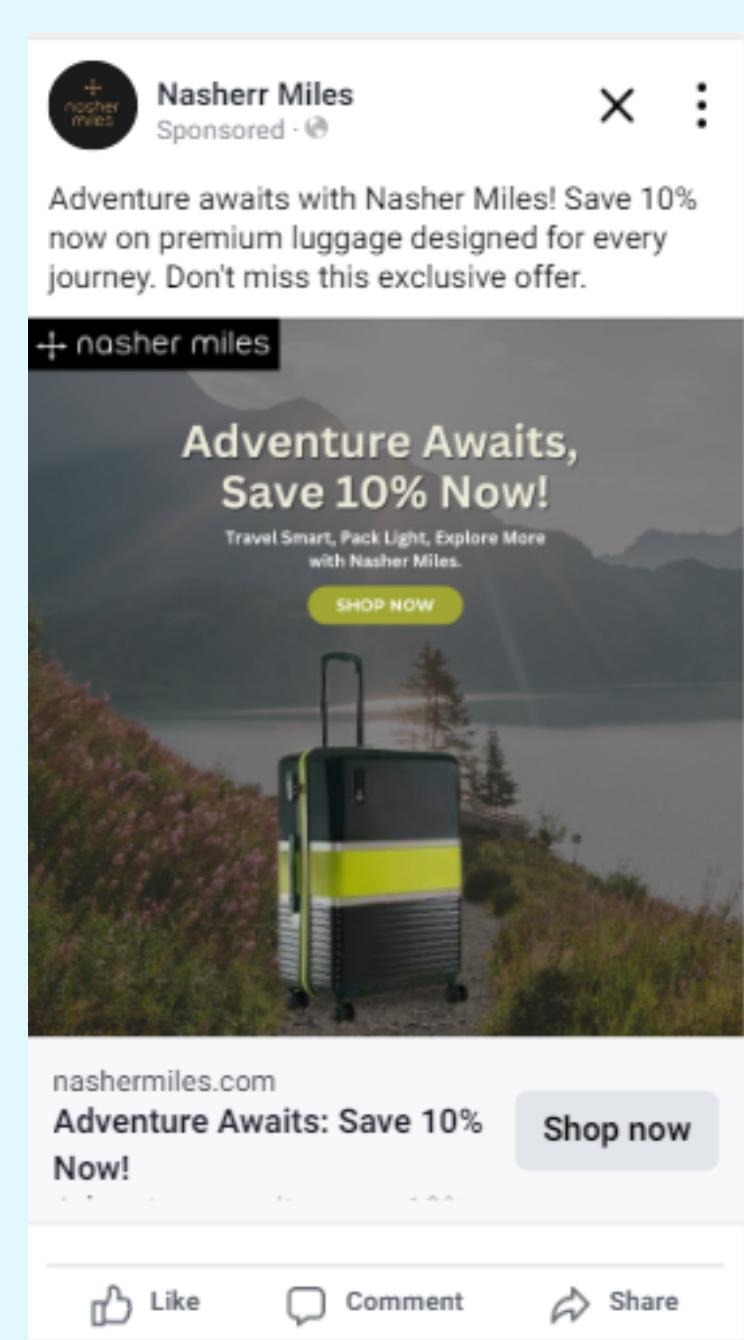
Travel Smart: Save 10% Today!

Adventure-Ready Luggage: 10% Off

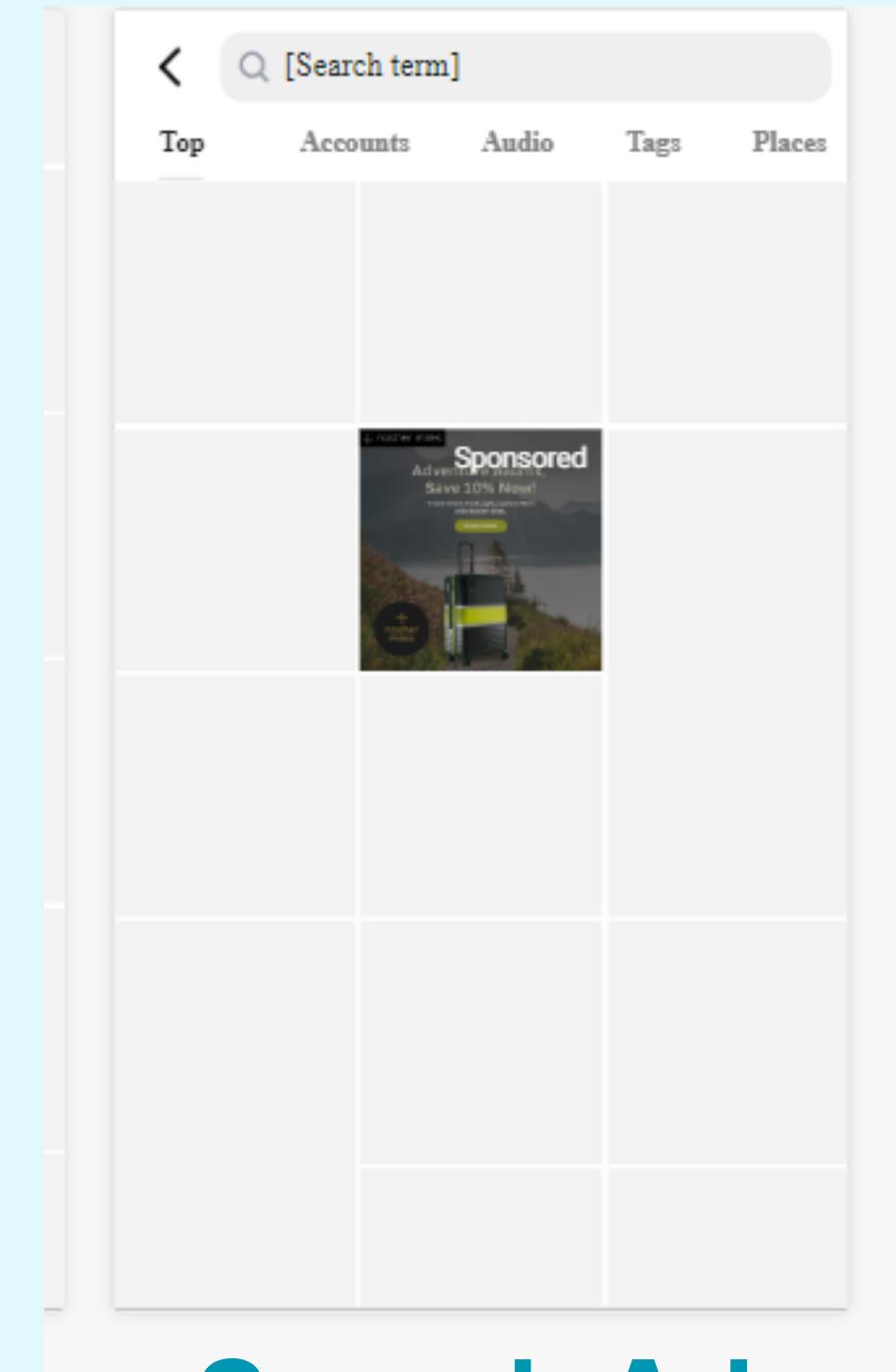
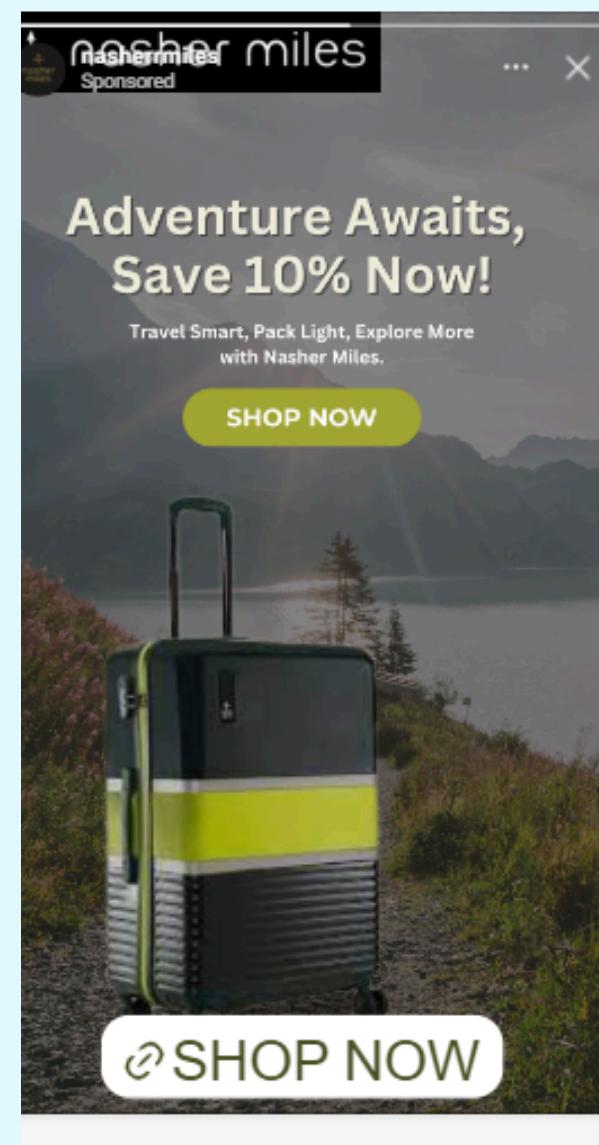
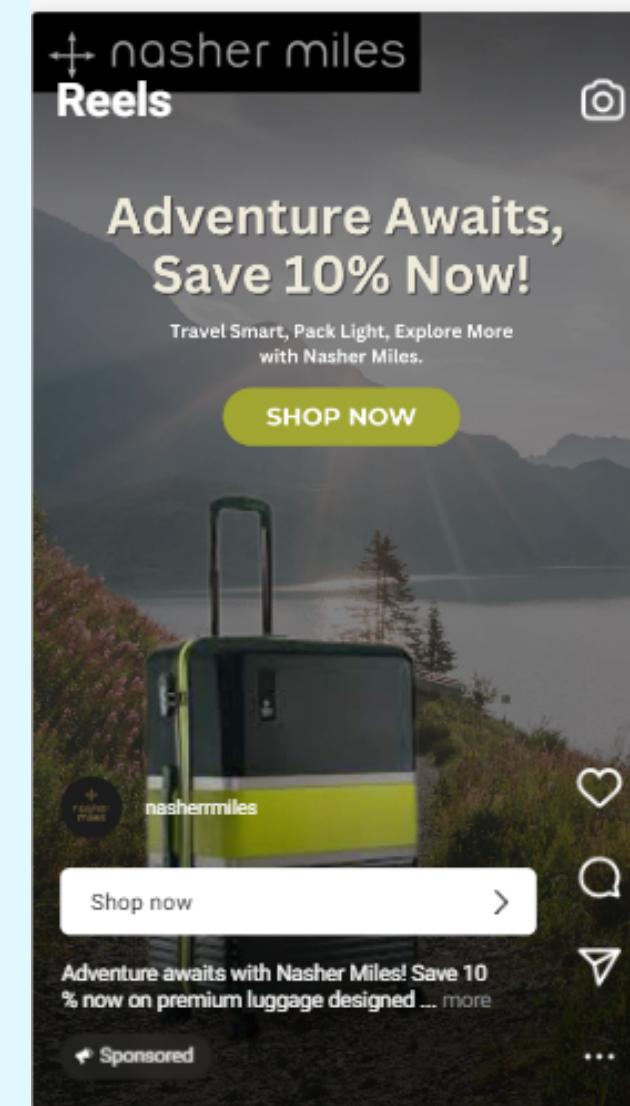
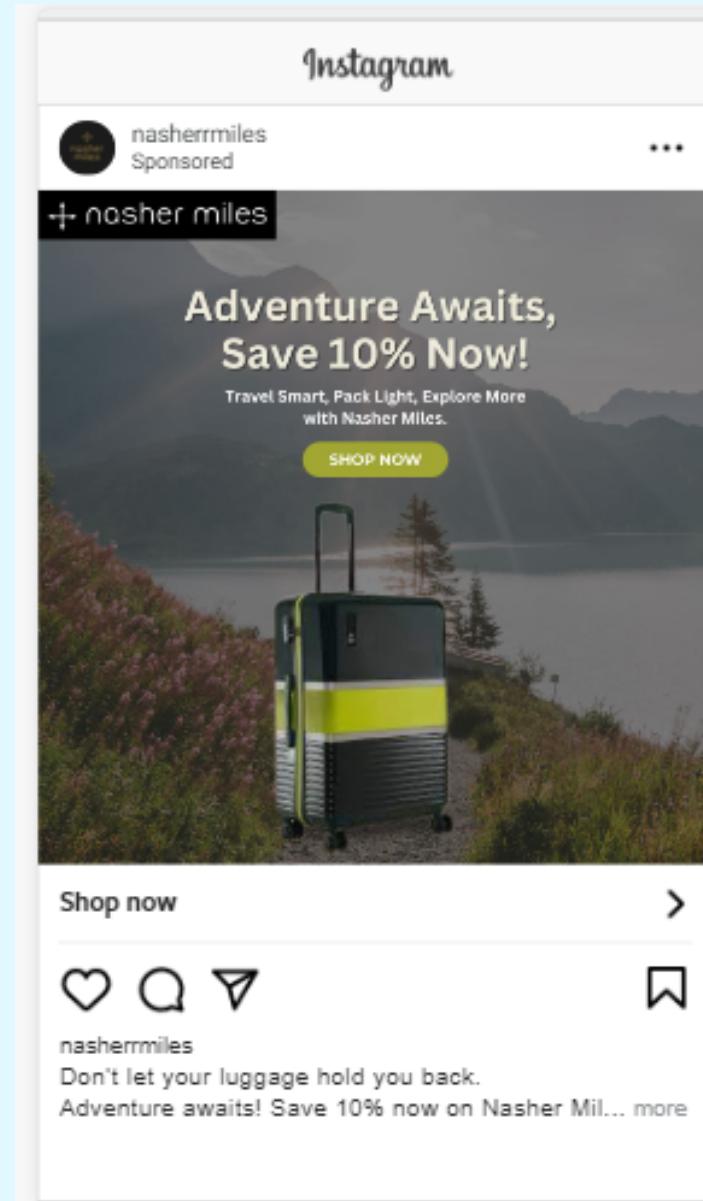
# Ad Creative



# Ad Previews



Feed Ad



Reel&Story Ad

Search Ad

# Retargeting Campaign

Budget - 20 Lakhs



# Creating Pixel Code

**Create a new dataset** X

This helps you keep track of activity your business cares about, so you can better target audiences and help improve ad performance.

**Name**

Nasher Miles Pixel ✓

To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Centre](#) to learn more about sensitive data.

By continuing, you agree to the [Meta Business Tools Terms](#).

Cancel Create

**Choose how to connect your website** X

Connect with a partner Connect manually

**Meta pixel and Conversions API Recommended**  
Use the Conversions API combined with a pixel to send web activity and customer actions from both your server and website. The Conversions API sends data directly through an API connection, which helps improve targeting and optimisation for deep-funnel events. Advertisers with a pixel who set up the Conversions API saw 13% CPA (cost per action) improvement on average. [Learn more](#)

**Meta pixel only**  
Only use a pixel to send web activity. Loading errors, connectivity issues and ad blockers in browsers may sometimes prevent a pixel from sharing data effectively. For a more reliable connection, we recommend using the Conversions API and Meta pixel setup, which helps you see more accurate conversion data and lower your cost per result.

**The following dataset will be used:**  
 Nasher Miles Pixel  
ID 1547710826150178

```
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
n.queue.push(arguments)}
```

# Creating Custom Audience

Create Audience ▾

- Custom Audience
- Lookalike Audience
- Saved Audience

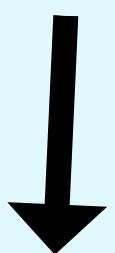


Track website conversions using pixel

Create a Meta pixel to build a Custom Audience of people who took actions on your website. Your Meta pixel also lets you measure and optimise ads for website conversions. [Learn more](#)

Pixel name 32

Check your website for easy setup options  
<https://nashermiles.com>



Choose a custom audience source  
Connect with people who have already shown an interest in your business or product.

Your sources

- Website
- Customer list
- App activity
- Offline activity
- Catalogue



Create a website Custom Audience

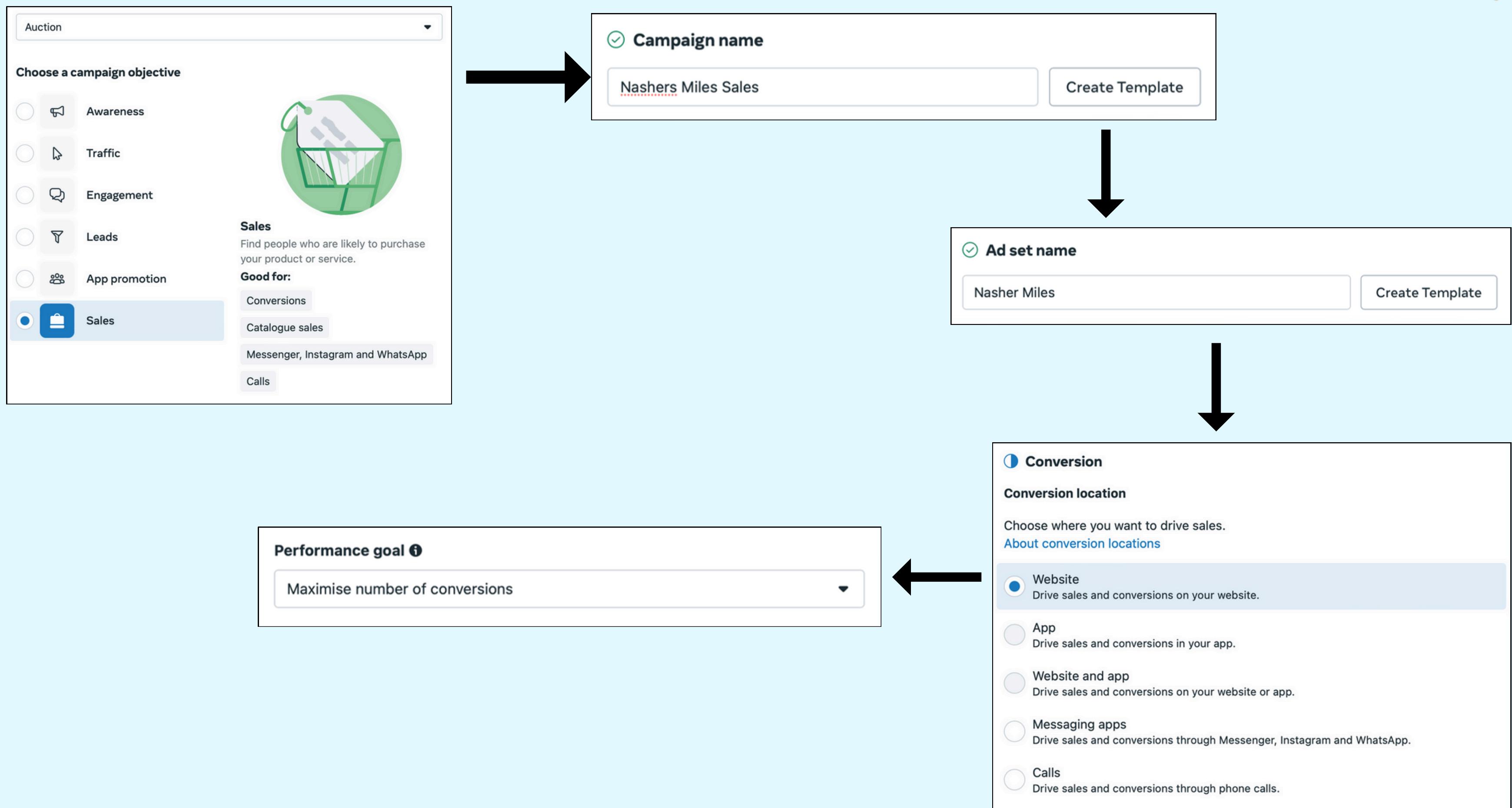
Include Accounts Centre accounts who meet ANY of the following criteria:

**Source**  
 Nasher Miles Pixel

**Events**  
 All website visitors

**Audience retention** 30 days

**Audience name**  
Nasher Miles Retargeting 24/50



### Budget & schedule

**Budget**

Daily budget  INR

Your daily budget is set 11,017% higher than this account's average budget of ₹200.00.

You'll spend an average of ₹22233 per day. Your maximum daily spend is ₹38907.75 and your maximum weekly spend is ₹155631. [Learn more](#).



### Schedule

**Start date**  
1 September 2024 12:00 IST

**End date**  
 Set an end date  
30 November 2024 23:00 IST



**Total budget for 3 months - Rs 20 Lakhs**

**Budget for 1 month -  $20 / 3 = \text{Rs } 6.67 \text{ Lakhs}$**

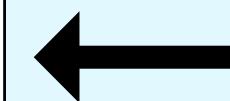
**Daily Budget -  $6,67,000 / 30 = \text{Rs } 22,233$**

### Placements

Advantage+ placements (Recommended)   
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

You could get better results with Advantage+ placements  
Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.



### Audience details

#### Location:

India: Chandigarh (+40 km) Chandigarh; Delhi; Ahmedabad (+40 km) Gujarat; Gurugram (+40 km) Haryana; Pune (+40 km) Maharashtra; Bangalore (+2 km) ; Jaipur (+40 km) Rajasthan; Chennai (+40 km) Tamil Nadu; Kolkata (+40 km) West Bengal; Indore (+40 km) Madhya Pradesh; Lucknow (+40 km), Noida (+40 km) Uttar Pradesh; Hyderabad (+40 km) Telangana

#### Age:

25-45

#### Language:

English (All)

#### People who match:

Interests: Fashion and Style, Adventure travel (travel and tourism), Luxury Travel or Online shopping (retail), Behaviours: Frequent travellers or Frequent international travellers, Employers: Travel + Leisure

# Ad Placements

Placements	
<b>Feeds</b>	
Get high visibility for your business with ads in feeds	<input checked="" type="checkbox"/>
Facebook Feed	<input checked="" type="checkbox"/>
Facebook profile feed	<input type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Instagram profile feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input checked="" type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Instagram Explore home	<input checked="" type="checkbox"/>
Messenger inbox	<input type="checkbox"/>
Facebook Business Explore	<input type="checkbox"/>
<b>Search results</b>	
Get visibility for your business as people search	<input checked="" type="checkbox"/>
Facebook search results	<input checked="" type="checkbox"/>
Instagram search results	<input checked="" type="checkbox"/>
<b>Messages</b>	
Send offers or updates to <a href="#">people</a> who are already connected to your business	<input type="checkbox"/>
Messenger sponsored messages	<input type="checkbox"/>
<b>Apps and sites</b>	
Expand your reach with ads in external apps and websites	<input checked="" type="checkbox"/>
Audience Network native, banner and interstitial	<input checked="" type="checkbox"/>
Audience Network rewarded videos	<input checked="" type="checkbox"/>
<b>Stories and Reels</b>	
Tell a rich, visual story with immersive, full-screen vertical ads	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
Instagram Reels	<input checked="" type="checkbox"/>
Facebook Reels	<input checked="" type="checkbox"/>
<b>In-stream ads for videos and reels</b>	
Reach people before, during or after they watch a video or reel	<input checked="" type="checkbox"/>
Facebook in-stream videos	<input checked="" type="checkbox"/>
Ads on Facebook Reels	<input checked="" type="checkbox"/>

 **Identity**

\* Facebook Page 

 **Nasherr Miles**

Instagram account 

 **nasherrmiles**

 **Ad setup**  See what's new

Create Ad

**Creative source**  
Choose how you'd like to provide the media for your ad.

**Manual upload**  
Manually upload images or videos.

**Catalogue **  
Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with.

**Format**  
Choose how you'd like to structure your ad.

**Flexible**  
We'll show your ad in the format that we predict may perform best

**Single image or video**  
One image or video, or a slideshow with multiple images

**Carousel**  
Two or more scrollable images or videos

**Collection**  
A group of items that opens into a full-screen mobile experience

# Ad Copies

\* Media 

18 placements

Edit 

 Feeds, In-stream ads for videos and reels, Search results

9 placements (9 customised)

 Stories and Reels, Apps and sites

7 placements

 Right column, Search results

2 placements (2 customised)

## Primary text (5 of 5)

You've seen it, now grab it! Get 25% off Nasher Miles luggage and make your next adventure unforgettable. Don't wait – shop now!

Missed out last time? Here's your chance! Save 25% on Nasher Miles luggage and travel in style. Limited-time offer, shop today!

Your perfect luggage is waiting! Enjoy 25% off Nasher Miles and start your next journey with the best gear. Hurry, time's running out!

Still thinking? Now's the time! Nasher Miles is offering 25% off on all luggage. Adventure awaits, don't miss this deal!

Ready for a second chance? Enjoy 25% off Nasher Miles luggage and make your next trip easier and more stylish. Shop before it's gone!

## Headline

5 of 5

Get 25% Off Nasher Miles Luggage!

Final Call: 25% Off Luggage Today!

Save 25% on Stylish Travel Gear!

Retargeted Deal: 25% Off Now!

Limited-Time 25% Off Adventure Gear!

## Description

25% off Nasher Miles luggage

## Optimise text per person

Enabled

## Call to action

Shop now

## Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)



### Website

Send people to your website.

#### \* Website URL

<https://nashermiles.com>

 Preview URL

[Build a URL parameter](#)

#### Display link

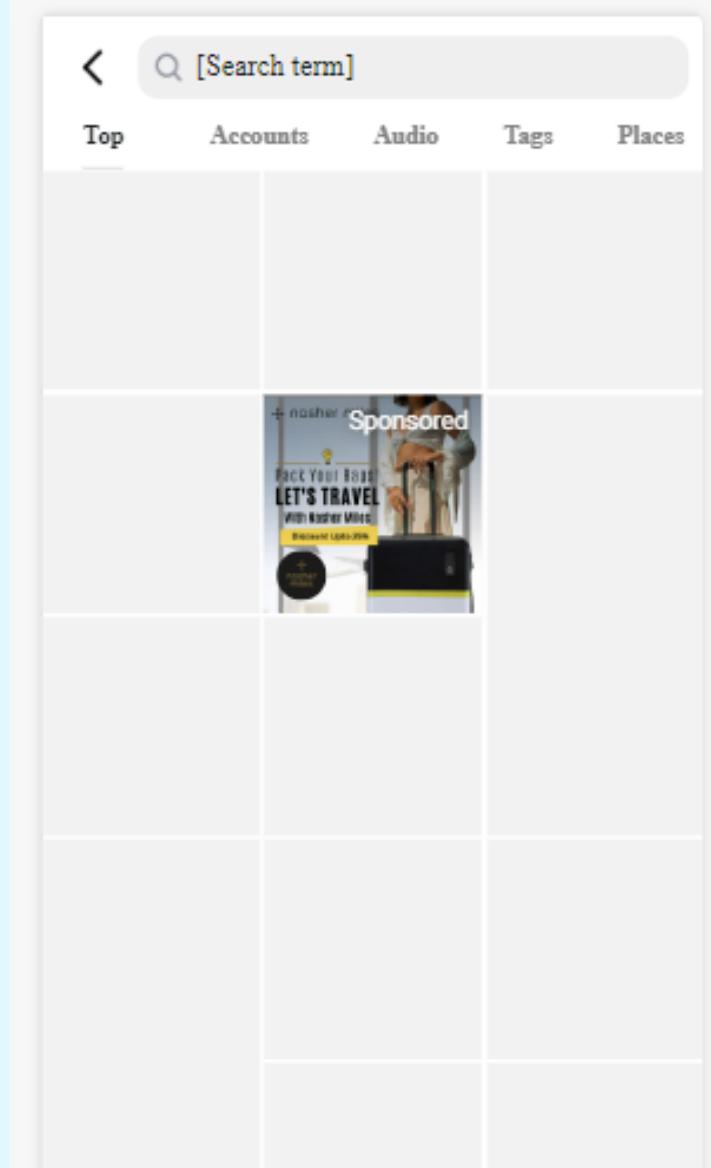
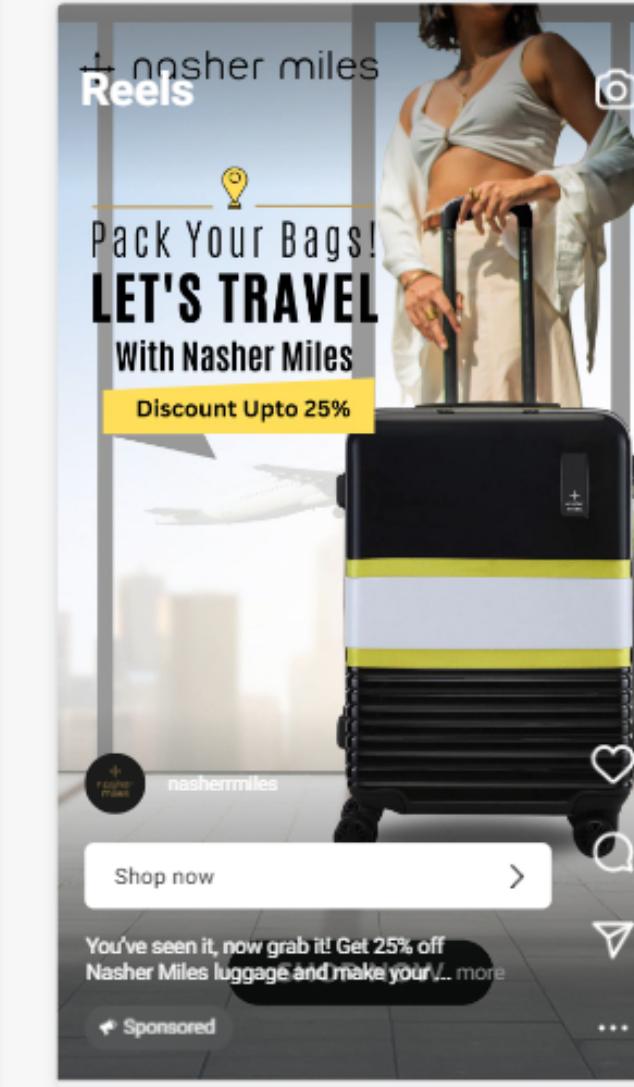
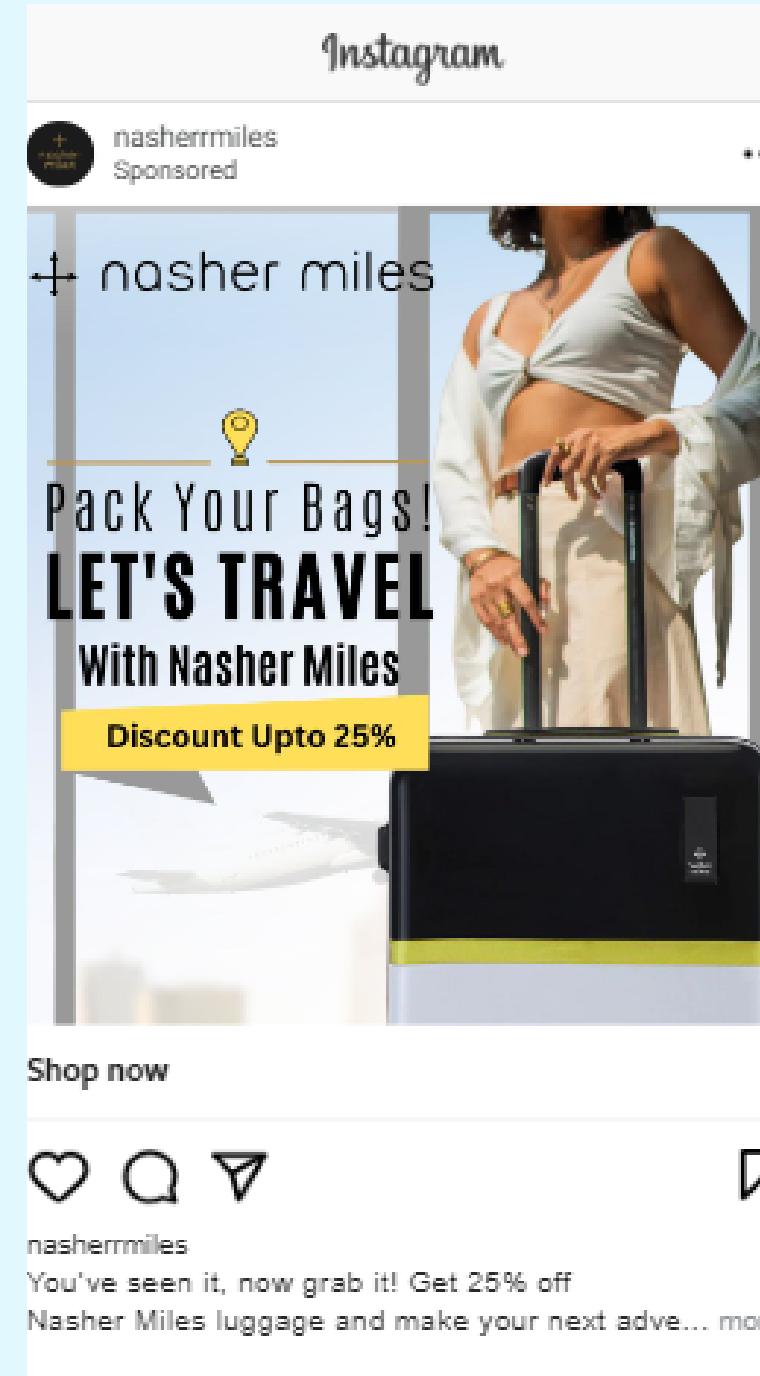
<https://nashermiles.com>

# Ad Creative



↔ nasher miles  
#ReadyForMore

# Ad Previews



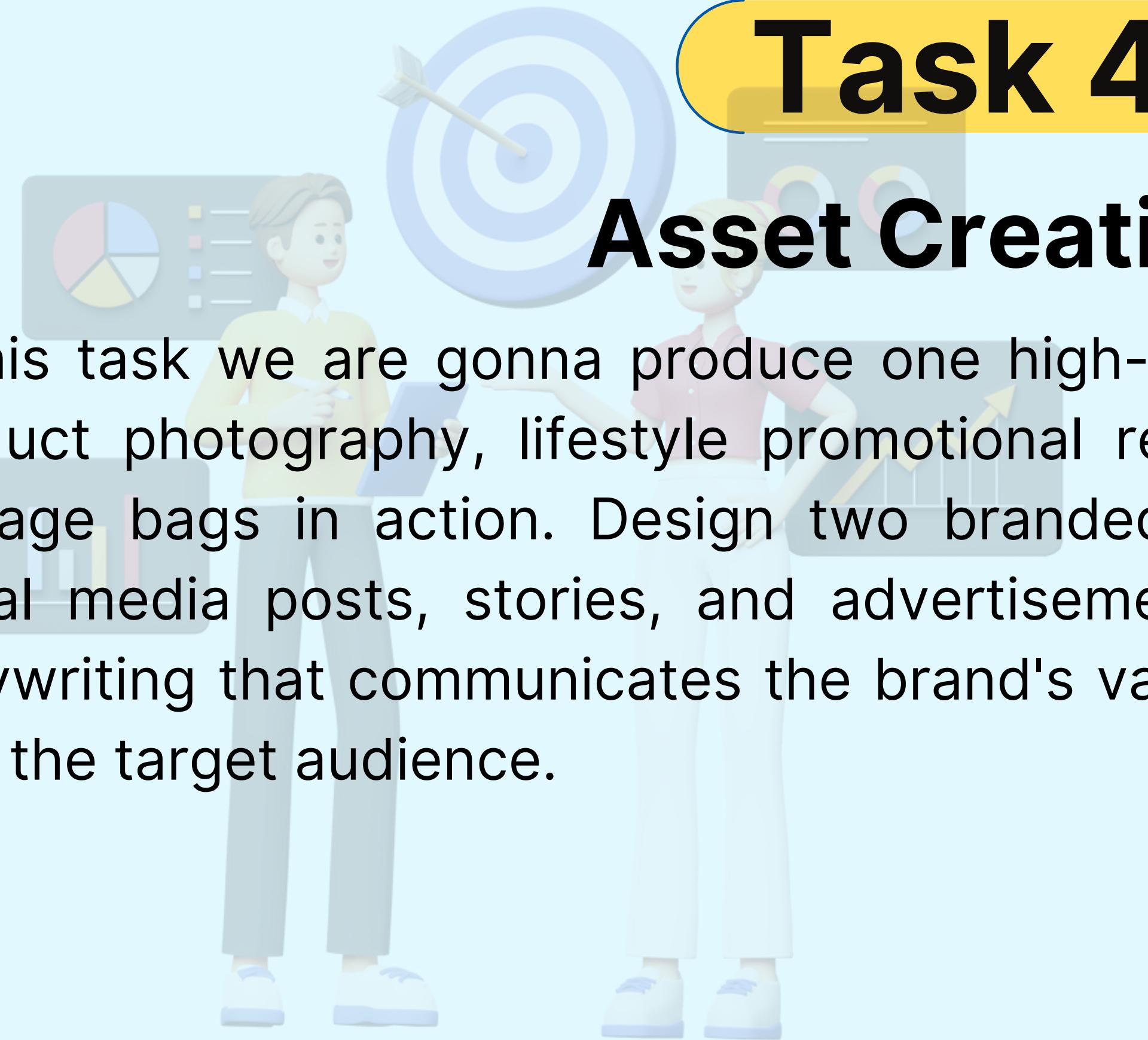
Feed Ad

Reel&Story Ad

Search Ad

## Task 4

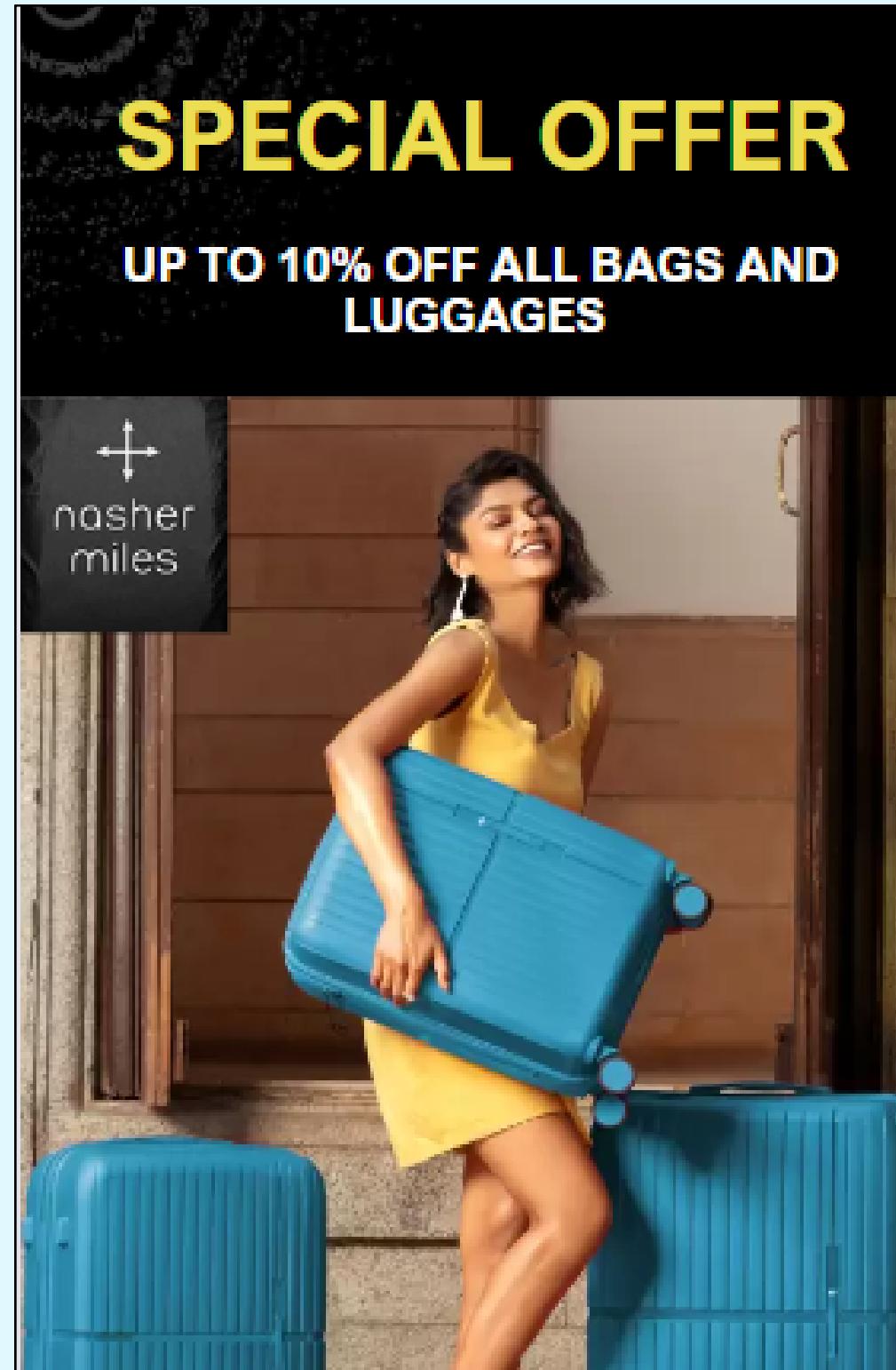
### Asset Creation



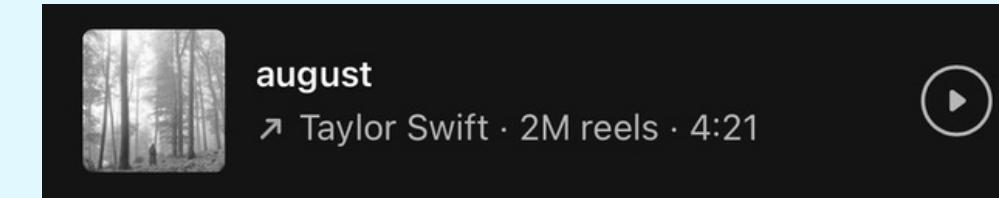
In this task we are gonna produce one high-quality visual assets including product photography, lifestyle promotional reel showcasing Nasher Miles' luggage bags in action. Design two branded graphics and templates for social media posts, stories, and advertisements. Creating one engaging copywriting that communicates the brand's value proposition and resonates with the target audience.

# Instagram Reel

↔ nasher miles  
#ReadyForMore



## Trending Audio



## Reel Caption

Ready for your next adventure?  
Pack in style with Nasher Miles.  
 **#TravellInStyle #NasherMiles**  
**#AdventureAwaits**

[Click here](#) to view Reel

# Instagram Post



"Travel in style and comfort with Nasher Miles luggage ✈️🌍 Whether it's a weekend escape or a grand adventure, our sleek and durable luggage has you covered. Ready to explore? Pack smart, travel stylishly!"

**#TravellInStyle #NasherMiles #AdventureAwaits  
#TravelGoals #LuggageLove**

**🌟 Shop now and get 10% off your first order! Link in bio. 🌟"**

# Instagram Ad

↔ nasher miles

## Summer Sale upto 25% OFF

[SHOP NOW](#)

Canva

"☀️ Summer Sale is Here! ☀️ It's time to upgrade your travel gear with Nasher Miles! For a limited time, enjoy up to 25% OFF on our premium luggage collection. Whether you're planning a beach getaway, a mountain retreat, or a city escape, our stylish and durable luggage is the perfect companion for every adventure. ✈️🌐"

Don't wait—this is your chance to travel in style, save big, and make your summer getaways even better! With our collection, you'll experience ease, convenience, and luxury wherever you go.

**#SummerSale #TravellInStyle #NasherMiles #AdventureAwaits  
#LuggageLove #TravelEssentials**

**✨ Shop now and enjoy up to 25% OFF! Click the link in bio to grab your deal before it's gone. ✨"**

# Copywriting

**Headline:**"Travel in Style: Discover Nasher Miles Luggage!"

**Primary Text:**

"Adventure is calling, and Nasher Miles is here to answer. Our premium luggage combines durability with sophisticated design to make your travels seamless and stylish. Whether you're exploring new cities or embarking on a weekend getaway, our collection is crafted to meet your every need. Get ready to elevate your journey with Nasher Miles.

**Description:**

"Upgrade your travel experience with Nasher Miles. Our stylish and durable luggage is designed to make every journey effortless. Shop now and enjoy 10% off your first order!"

**CTA (Call to Action):**"Shop Now & Save 10%"

*Thank  
You*