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⚡ Squirk Media Co's Vision For

# TESU's *Instagram*

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# *Strategies* for a month long campaign

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## **CAMPAIGN NAME:**

"Tesu In You" ~ "Tesu Waali Diwali" ~ "Diwali, Tesu Waali"

## **CAMPAIGN DURATION:**

October 25th – November 25th 2023

## **CAMPAIGN OVERVIEW:**

The "Tesu In You" campaign is designed to convey the idea that "Tesu" seamlessly fits into the needs of everyone and every household, enabling people to rediscover themselves through the artistic products of Tesu India, ultimately improving their daily living experiences. The campaign will employ a variety of strategies tailored to your specific audience segments, ensuring that your message resonates with each group effectively. This one month long campaign is all about celebrating the essence of Tesu in every home.

## *Key Points*

### **1. Content Strategy:**

- 1 Post every day
- 1 Reel every 3 days
- 2 Stories daily with a 24-hour gap

### **2. Theme Rotation:**

- Change of theme every 3 days to keep the audience engaged.

### **3. Diwali Celebration:**

- "Tesu Wali Diwali" celebration from November 1st to November 18th.
- Highlight Tesu in You and Tesu Waali Diwali All Over IG.

### **4. Promotions:**

- Emphasize Diwali Items for 2 weeks.
- Promote Bhai Dooj Giftings for 1 week.

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## Challenges 🤖

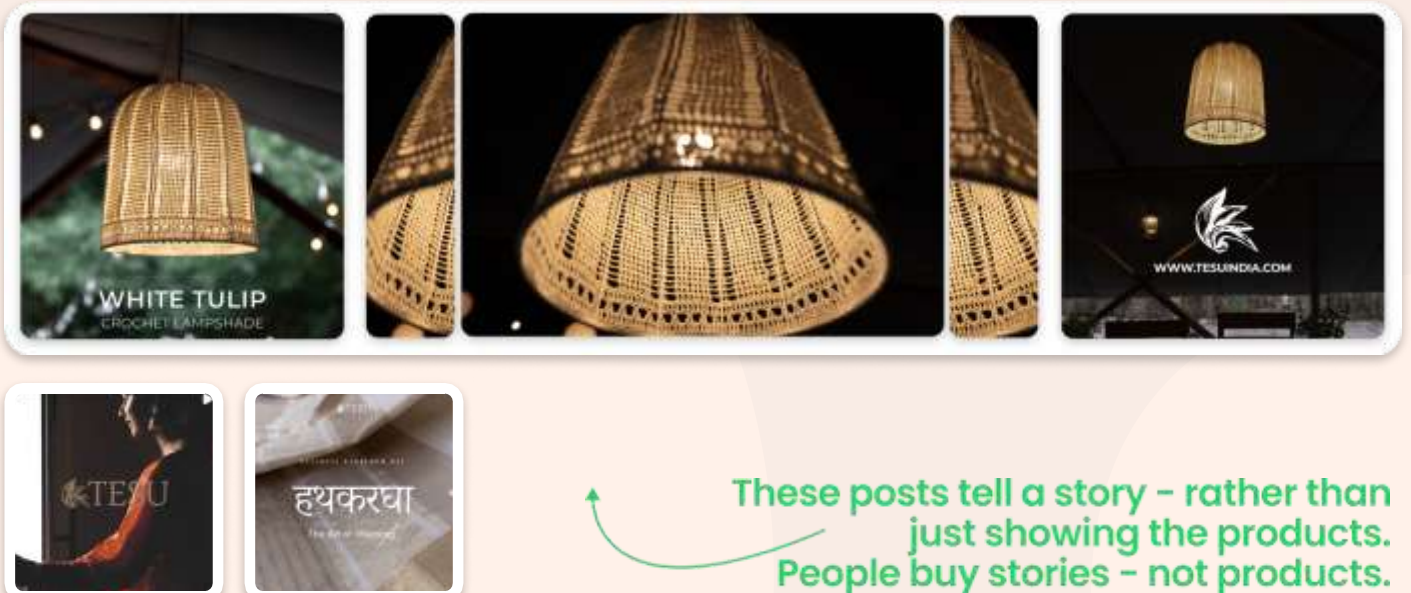
### 1. Existing Issues:

- Just photos, no descriptions or information.
- Lack of brand identity – Looks like a non-branded handle.
- Absence of a clear Call to Action (CTA) for the followers.
- Minimal to negligible interaction on Instagram.

### 2. What's **Wrong** With Ongoing Posts (What Not To Do's):



### 3. What's **Right** With Ongoing Posts (What To Do's):



These posts tell a story – rather than just showing the products.  
People buy stories – not products.

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## *Focus Points*

### 1. Visual Appeal:

- Eye-pleasing designs for posts and reels.
- Save-worthy and shareable content.

### 2. Engagement:

- Engaging on-photos captions that resonate with the audience.
- Content that captivates viewers + Clear CTA's.

### 3. Paid Promotion:

- 3,000 INR. IG Post Promotions / Per Month (we recommend doing this for a wider engagement).

## *Campaign Ideas*

### 1. Diwali Voice Over:

- Use nostalgia and the essence of the first Diwali to connect with the audience.
- Encourage viewers to celebrate "Tesu Wali Diwali."

### 2. Collaborative Posts:

- Collaborate with animated page creators for nostalgic Tesu-related content & more similar stunts.

### 3. 52 Weeks of Tesu:

- Highlight Influencers and 52 products.
- Showcase a total makeover over 52 Weeks (1 Year) with captivating reels.

### 4. Mindfulness Offer:

- Offer a HeadSpace/Similar App subscription with a specific purchase.
- Promote mindfulness and relaxation with Tesu's products.



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### **5. Testimonial Videos:**

- Share buyer-made videos, unboxing experiences.
- Create carousel posts with 4-5 slides.

### **6. Interior Designers/Architects Collaboration:**

- Share reviews, testimonials, and styling suggestions for Tesu's products.

### **7. Everyday Living Spaces Transformation:**

- Show how Tesu products uplift room aesthetics with a modern touch.

### **8. Essence of Tesu:**

- Highlight the touch, smell, and tradition of Tesu through reels and posts.

### **9. Sustainable Sundays:**

- Share tips on sustainable living.
- Commit to planting a tree every Sunday.

### **10. Eco-Friendly Content:**

- Share content from public figures like Will Smith and Leo of them talking about plastic's impact and choosing sustainable living.
- Connect this with Tesu's eco-friendly / sustainable product line.

### **11. Partnerships and Acquisitions:**

- Joining forces with influencers, designers, or like-minded brands to have them curate your Instagram stories or posts for a day. Create collaborative content that showcases their involvement.

### **12. Giveaways and Competitions:**

- Organizing give-aways in which followers can have the opportunity to win our products as part of a giveaway. We might also consider enlisting influencers to promote these giveaways on their stories.

By implementing these strategies, we aim to transform Tesu's online presence, engage the audience, and drive engagement during the "Tesu Wali Diwali" celebration - under the umbrella of 'Tesu In You' campaign.

These are only a handful of ideas. Once we begin working on the Tesu Handle, we'll have the chance to explore a wider area of concepts. Let's Talk!



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