

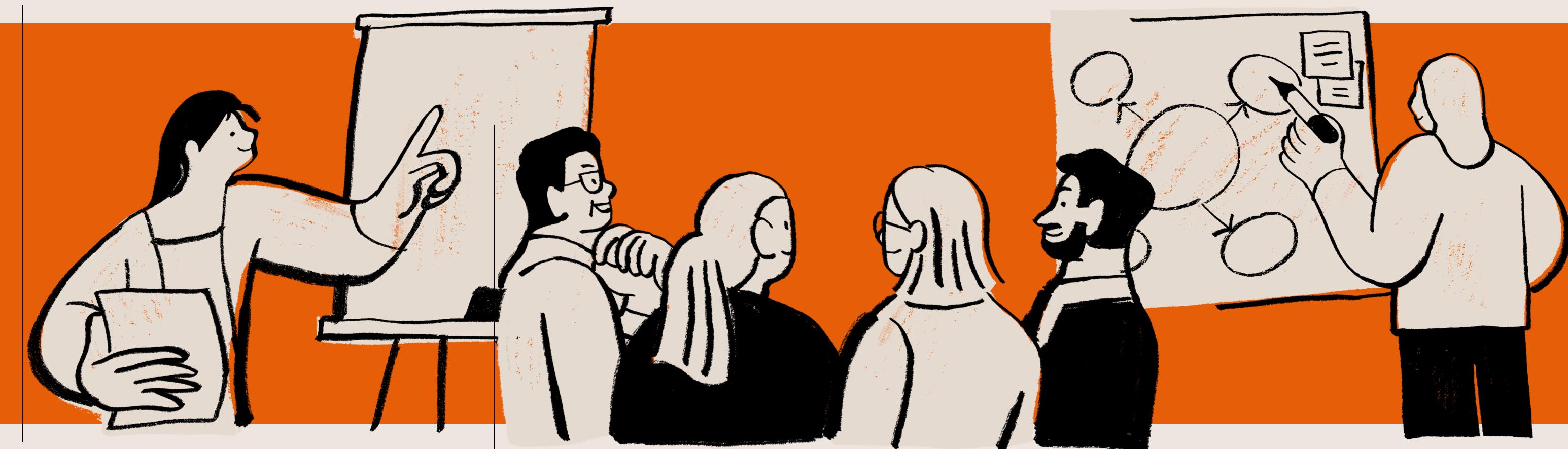
PREPARED BY  
MANIHA KHAN

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# DIGITAL MARKETING

CAMPAIGN FOR SOCIAL CONNECT



# OBJECTIVES

## Brand Awareness

Achieve 20% brand awareness  
in 3 weeks



## User Engagement

Increase 10% user engagement  
in 3 weeks



## Downloads

Achieve 100 app downloads  
in 1 week

# Demographics

**Age** : 18-35

**Location** : Urban areas in Any City

**Behaviour**: 2-3 hrs usage of social media/day

# Psychographics

- Interested in niche communities & meaningful connections



# TARGET MARKET

# COMPETITIVE

## Key Competitors

- INSTAGRAM
- FACEBOOK
- TWITTER

## Unique Selling Proposition (USP)

- Connecting you with your tribe, not randoms." or "Meaningful connections, not just followers

## SWOT Analysis

### Strength

Focus on meaningful connections in niche communities

### Opportunity

Growing demand for genuine connections

### Weakness

Limited user base (compared to giants like FB/IG)

### Threat

Competition from established platforms

# ANALYSIS



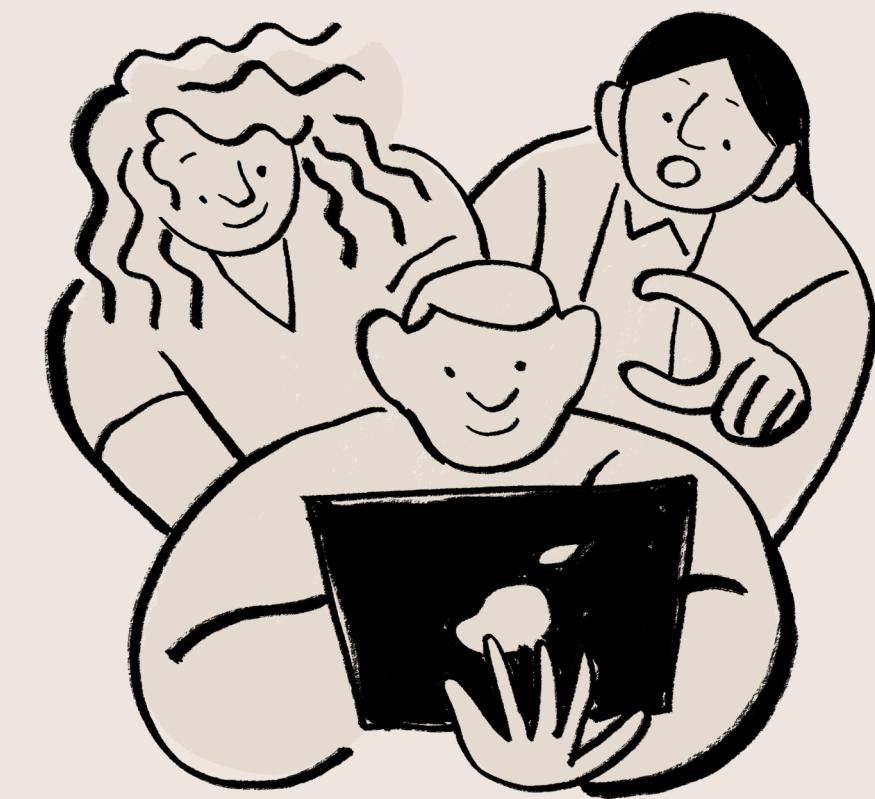
## SOCIAL MEDIA ADS

Social media campaigns showcasing creative use of the products.



## INFLUENCER PARTNERSHIPS

Collaborate with green brands and influencers also partner with eco-friendly events.



## Content Marketing

Blog posts on sustainability and email campaigns featuring success stories

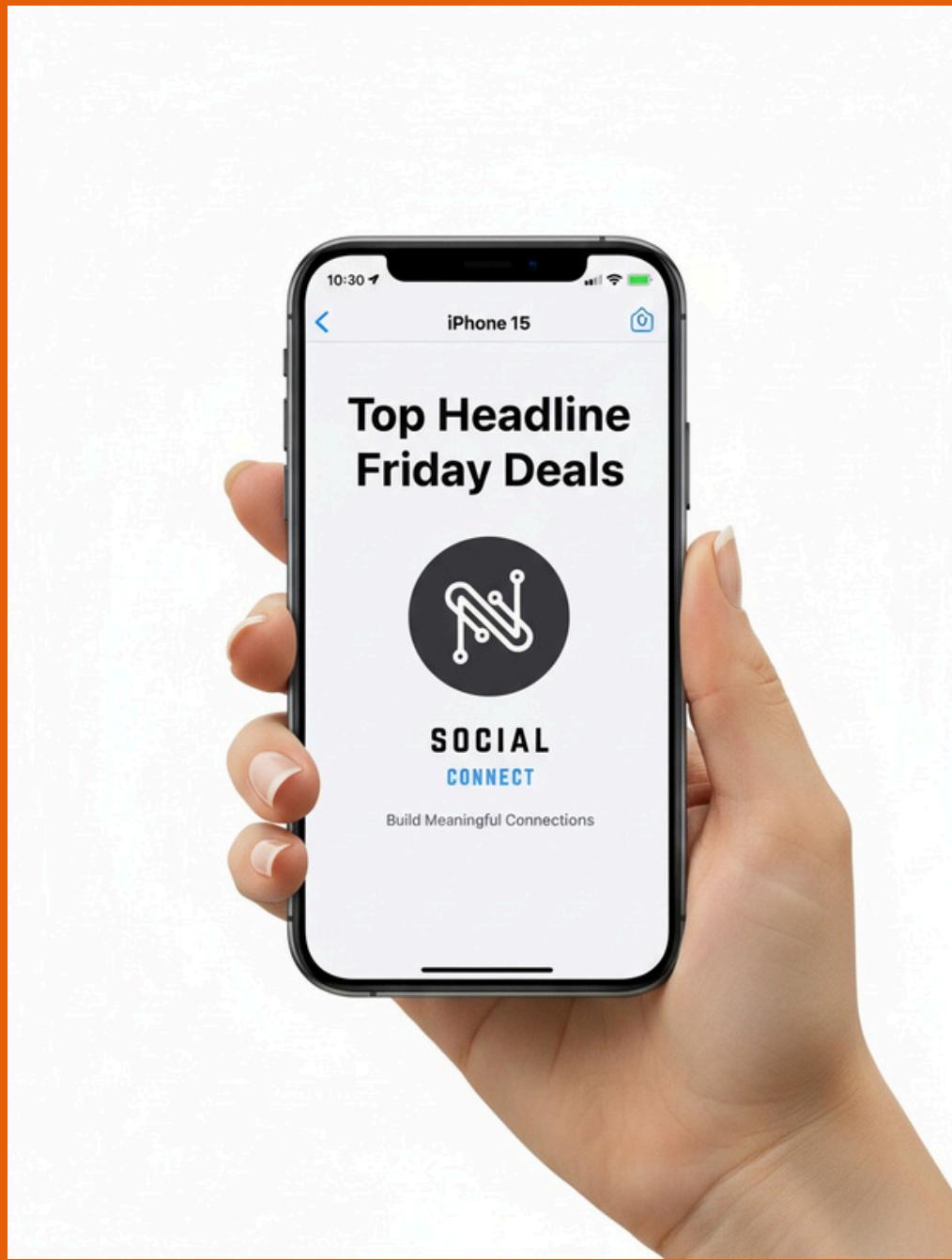
# MARKETING STRATEGIES

# SAMPLE AD CREATIVES





The advertisement has a dark blue background with a starry, bokeh effect. At the top left is a small rocket icon next to the word "INTRODUCING". The main title "SOCIAL CONNECT" is displayed in bold, black and blue capital letters. Below the title is a tagline "Where Connections Come Alive! ⭐". A section titled "WHY SOCIAL CONNECT?" lists four benefits with checkmarks: "Connect with like-minded people", "Share moments that matter", "Engage, chat, and grow your network", and "Simple, secure, and social". To the right of the list is a hand icon pointing towards the text "YOUR WORLD. YOUR PEOPLE. ONE APP. 📱 DOWNLOAD NOW!". At the bottom are two download buttons: "Download on the App Store" with the Apple logo, and "GET IT ON Google Play" with the Google Play logo. The bottom of the page features social media icons for likes and hearts, and a hashtag "#SocialConnect #AppLaunch #ConnectBetter #DigitalCommunity".

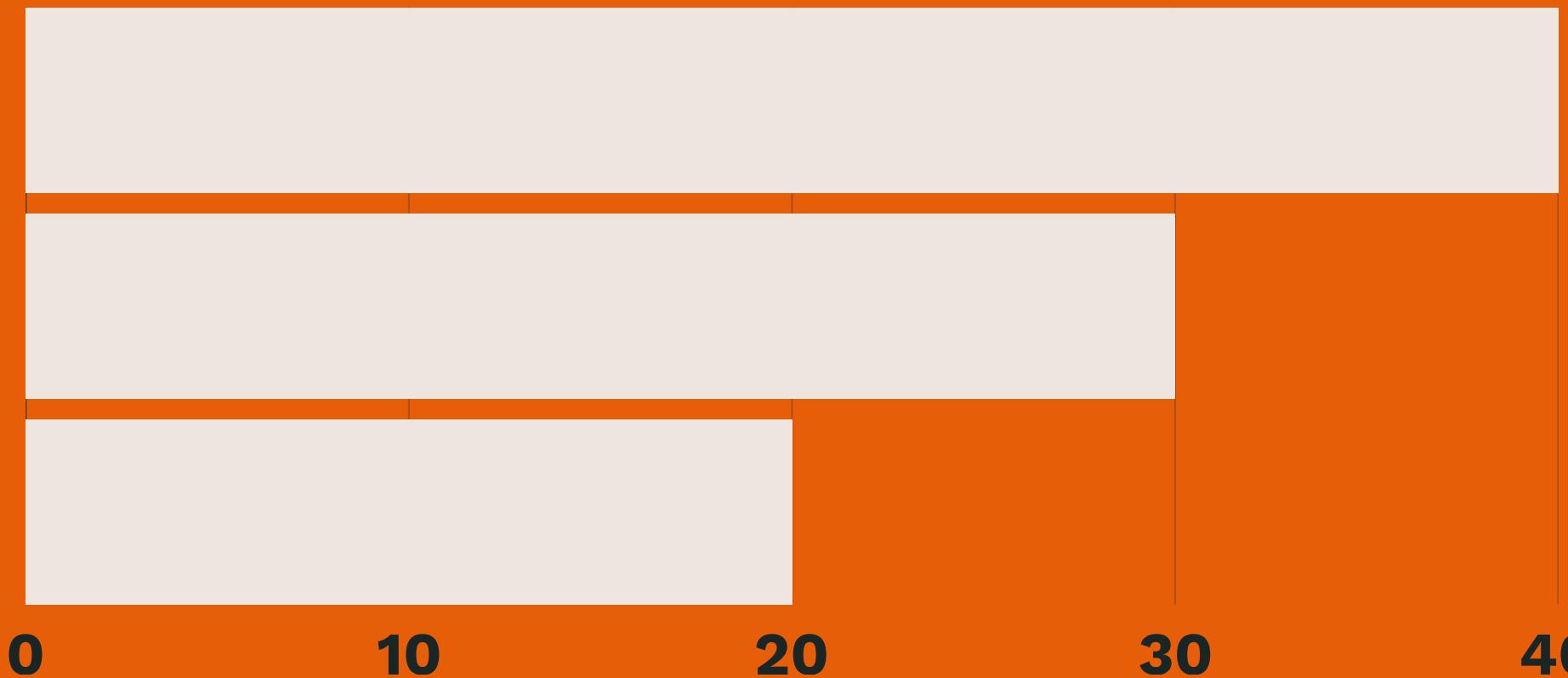


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# Budget Allocation

● %

SOCIAL ADS



CONTENT MARKETING

INFLUENCER PARTNERSHIPS

# TIMELINE

MONTH	ACTIVITY	EXPECTED OUTCOME
WEEKS(1-4)	Creatives ready, ad accounts set up, influencer teasers	Early buzz, baseline metrics, influencer mentions
WEEKS(5-8)	Ads live, influencer takeovers, content push	Increased awareness, app downloads, engagement, performance data
WEEKS(9-12)	Webinars, contests, UGC, retention campaigns	Strong community, engagement growth, retention, organic UGC

# CONCLUSION

- Reiterate goals achieved: Awareness, Downloads, Engagement
- Highlight community-driven campaign success



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**THANK YOU  
FOR YOUR ATTENTION!**