

Digital Marketing – Task 1

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Name: Muskan Seher

Brand: LunaMuse Jewelry

Domain: Digital Marketing

Internship: Rhombix Technologies

Date: November 2025

TASK 1

Create Social Media Captions for a Brand Campaign

About the Brand:

LunaMuse Jewelry is a handmade jewelry brand inspired by the calm and beauty of the moon.

Each piece represents confidence, elegance, and inner glow.

Tagline: “Shine through your phases.”

1 Product Launch

“Presenting our new *Luna Glow Necklace* — designed with inspiration from the full moon. Keep glowing through every phase #LunaMuse #LunaGlow
(Best for: Instagram)

2 Discount Offer

“LunaMuse Launch Deal Enjoy 15% OFF on all jewelry this week!
Use code **MOON15** and glow your way. #SpecialOffer #LunaMuse
(Best for: Facebook / Instagram)

3 Motivational / Inspirational Post

“Just like the moon, you’re meant to shine — even through your darkest phase.
Keep believing in your own light #LunaMuse #KeepGlowing
(Best for: LinkedIn / Instagram)

4 Customer Review

“My LunaMuse ring makes me feel confident every day!” — Zara
Thank you for sharing your sparkle with us! #CustomerLove #LunaMuseFam
(Best for: Instagram Stories)

5 Behind the Scenes

“Every LunaMuse piece is crafted with patience and love.
Here’s a little glimpse behind the glow #HandcraftedWithCare #LunaMuse
(Best for: Facebook)

6 Engagement / Question Post

“Which moon phase matches your vibe today — New ● or Full ○?
Comment below and tell us your mood! #LunaMuseFam
(Best for: Instagram Stories / Facebook)

7 Pre-Order / Reminder

“Pre-orders are now open for our limited *Luna Glow* collection
Reserve yours before it’s gone! #PreOrder #LunaMuse
(Best for: LinkedIn / Instagram)