



Etsy E-Shopping

Social Media Marketing Campaign

PRAVEEN JOSE RAJ D

Introduction

To create a social media marketing campaign for an Etsy e-shopping business aiming to boost product sales. This includes creating engaging content, leveraging social commerce features, running targeted ads, and measuring the impact on conversion rates and revenue



Social Media Platforms:

Social media platforms in which we can find our most active target audience are

- Facebook
- Instagram



Business Goals:

Brand Awareness ,Customer engagement, Product sales plays major role in social media marketing.

Identify Target Audience:

- We want to understand our customers behaviour.
- Using Demographics we can identify our customers
Age, Gender, Location and Income levels.
- We get our Customers Interests, Online Activity patterns, Psychological needs and Ideas.

Contents for Engagement:

- Creating High Quality product Photos and Videos.
- Maintaining consistent of our Brand visual Style and Colour Themes .
- Creating Stories exactly matching with our Audience Experience and Emotion.
- Highlight Posts from our followers to create a Sense of Community.
- Share user generated Reviews and Photos.
- Creating Educational Content tips, How-tos and Demonstrations of Product use.

Features of Social Media :

- Creating Facebook stories and Instagram stories for sensitive promotion.
- Creating shoppable posts using Facebook and Instagram shopping.
- Conduct Contest where we showcase our products and interact with viewers.
- Creating Video ads with clickable links to product pages for direct purchase.
- Use dynamic ads to automatically show the right products to the right audience based on their interests and behaviors.

Social Media Calender : (2 months)

Mon	Tue	Wed	Thru	Fri	Sat	Sun
Facebook Post	Blog	Instagram Post	Facebook Vedio	New Product Launch	Week Off	Contest Pos
Instagram Vedio	Audience Reviews	Contest Vedio	Blog	Week Off	Facebook Post	New Product Launch
Instagram Post	Contest Post	Audience Reviews	Week Off	Blog	Facebook Vedio	Instagram Vedio
New Product Launch	Blog	Week Off	Facebook Post	Audience Reviews	Instagram Post	Contest Pos
Facebook Vedio	Week Off	Instagram Vedio	Blog	New Product Launch	Contest Vedio	Audience Reviews
Week Off	Contest Post	Facebook Post	Instagram Post	Blog	New Product Launch	Week Off
Contest Vedio	Instagram Vedio	Blog	Facebook Vedio	New Product Launch	Week Off	Audience Reviews
Facebook Post	Blog	Instagram Post	Audience Reviews	Week Off	New Product Launch	Contest Pos
Instagram Vedio	Contest Vedio	Blog	Week Off	Audience Reviews	Facebook Vedio	New Product Launch

Organic Posts :

- The posts like Photos and Videos we can share on our Official facebook page without any payment for promotion.
- Audience reach is limit to our followers and their engagement will be Likes, Comments and Shares.

Paid Posts :

- Paid ads are a way to promote our business by paying Facebook to display our ads to specific audience.
- It is flexible to control Budget, Schedule and ad delivery optimisation by Tools and Resources.

Budget Plan for Ads :

Ad Campaign	Targeting	Objectives	Conversion Rate (Google Benchmark)	Budget (₹5,00,000)
Carousel Ad	Interested Audience , Behaviour, Look & like Audience	Highlight multiple products, More informative to get higher conversion rates	5%	₹ 1,00,000
Video Ad	Demographic Targeting, Dynamic Contents	Brand awarness, Engagement, Conversion, Retargeting, Traffic to landing page	5%	₹ 1,00,000
Lead Generation Ad	Audience based on Website visit, look & like Audience	Convert leads to sales, Brand awarness, Build potential customers, Improve Return on Investment(ROI)	10%	₹ 3,00,000

Objectives of Ad Contest:



- Increase Brand awareness, Increase sales of a specific product, Drive traffic to our website, Produce user generated contents.
- Create eye catching visuals to highlight our brand and sales offers, Call to Action makes audience to drive our web pages.

Re-targeting Ads :

- Showing the ads to people who have visited our websites or added items in their carts but didn't purchase.
- Send email to the purchased or add to cart customers for retargeting.
- Run retargeting ads for the users who engaged with the previous content or visited our product pages.

Google Analytics:

- This helps us to identify which platforms are driving the most visitors to our site.
- It allow you to track the traffic from different social media platforms.
- UTM parameters helps to track Campaigns, promotions, links which are most effective.
- It helps to find how our landing pages are performing.
- In paid Campaigns using google ads we can linked it with google analytics to get its performance metrics and ROI analysis.

Tools and Resources :

- Google analytics provides detailed insights into website traffic and user behaviour which can be linked to social media campaign.
- Facebook Ad manager gives in-depth analytics for our Facebook pages and ads.
- Canva is a graphic design tool helps us to create visuals for our posts, stories, ads.



Conclusion

It is recommended for our Esty E-Shoping business we want to continuously adopt various techniques in social media marketing platform where we innovatively change the contents, image ads, video ads which helps to boost our product sales and create more impact on conversion rates and revenue.



Thank you

joseraj.raj91@gmail.com