

SMM Project

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1-Product Selection

ONLINE FITNESS COACHING, ONLINE PHYSIOTHERAPY CONSULTATIONS
AND DIET PLANS



2-Brand identity Development

BRAND NAME:FITNESSWDFUSION

TAGLINE:FITNESS IS A LIFESTYLE NOT A TREND

3-Target audience identification

- ▶ It depends on multiple factors
- ▶ By analyzing competitors
- ▶ By checking out relevant hashtags
- ▶ Look who is interesting in your content, who is liking your post, commenting on your content
- ▶ Asking yourself “Who is your target audience?” is one of the most important questions. Once you have a good understanding of who you are trying to reach, you can create content that will resonate with them.
- ▶ So based on all these factors, and by doing my research, my target audience is FEMALES of age 20-40 years old all over Pakistan

4-Content Strategy Creation

MONDAY→REEL

TUESDAY→REST

WEDNESDAY→1 SINGLE IMAGE

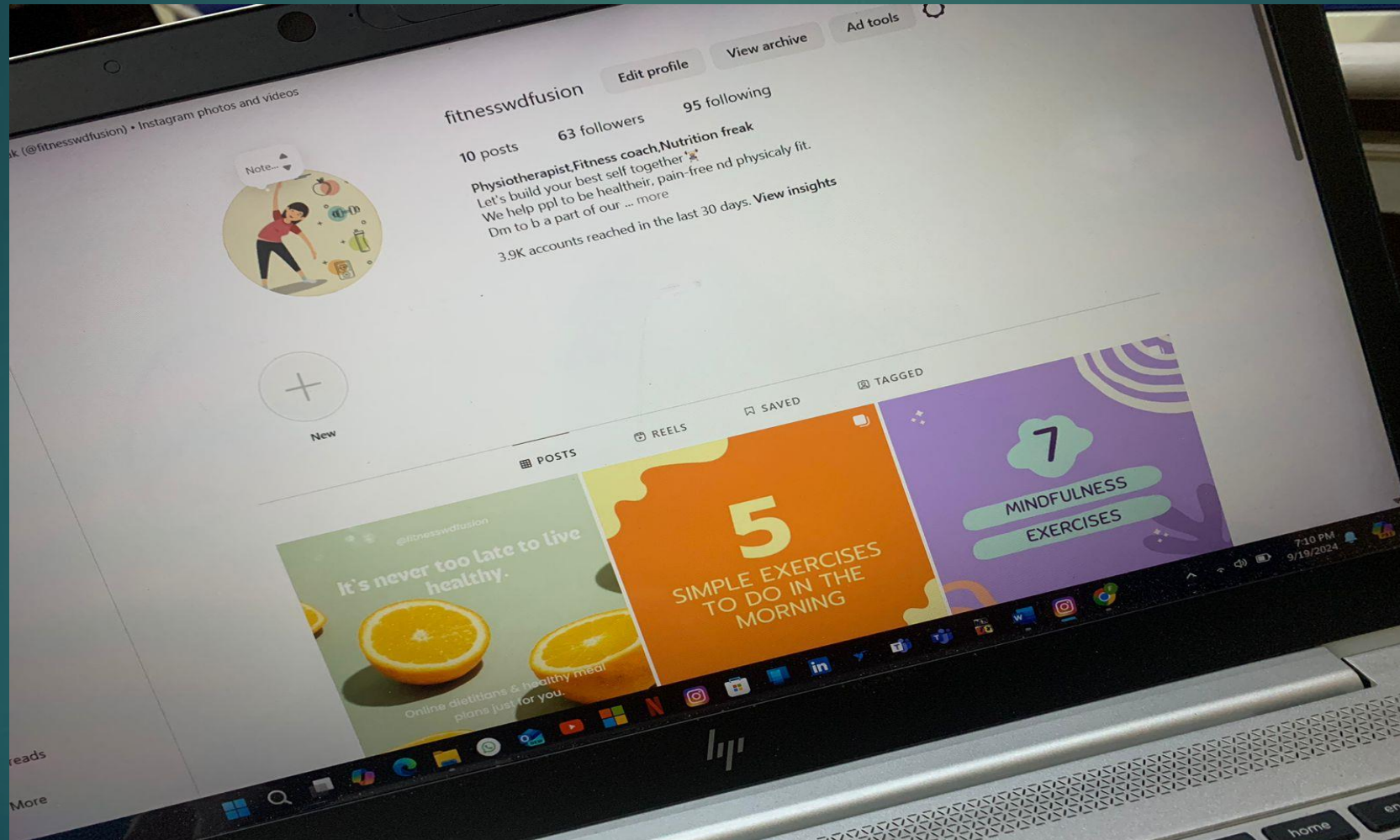
THURSDAY→REST

FRIDAY→1 CAROUSEL

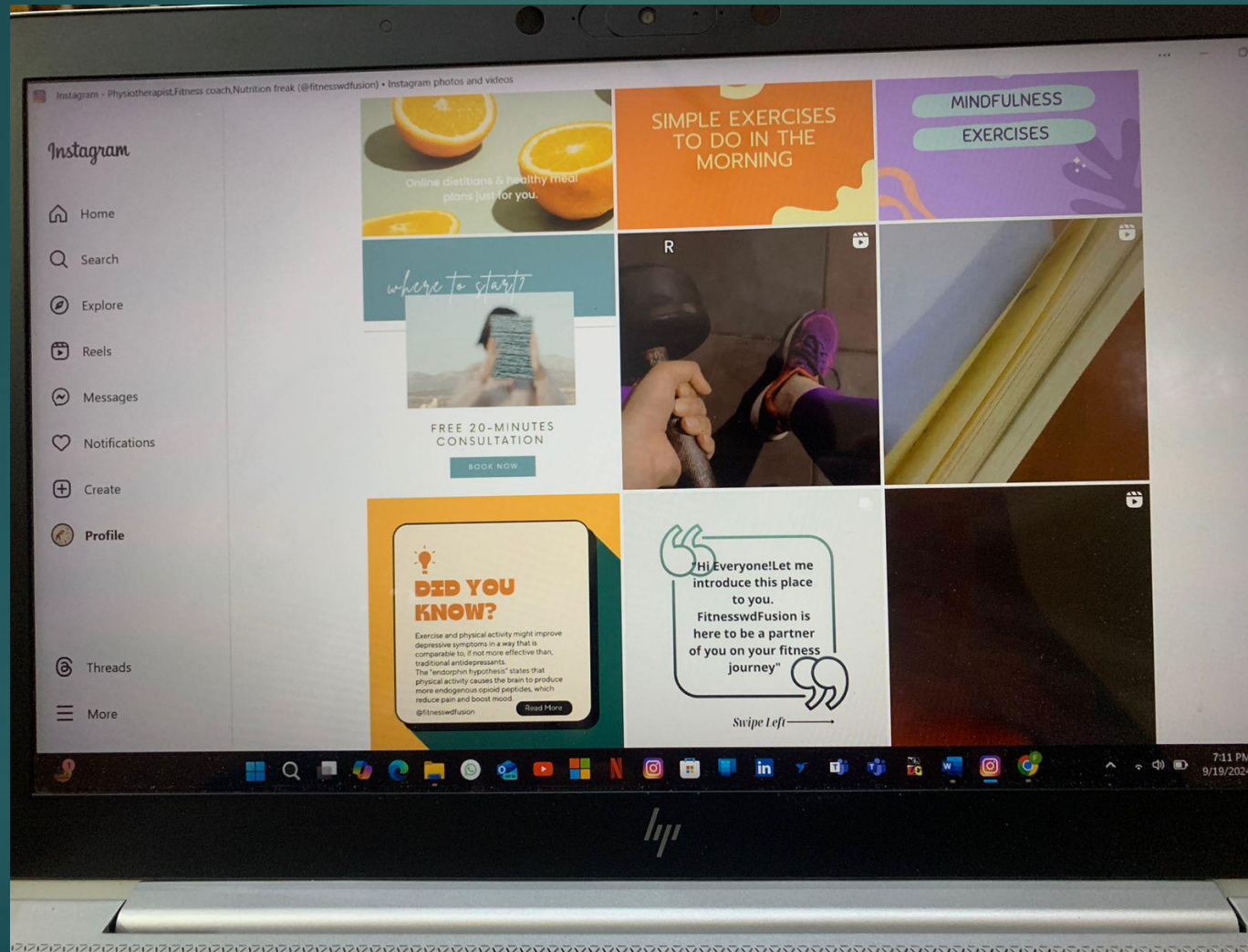
SATURDAY→1-3 STORIES

SUNDAY→1-3 STORIES

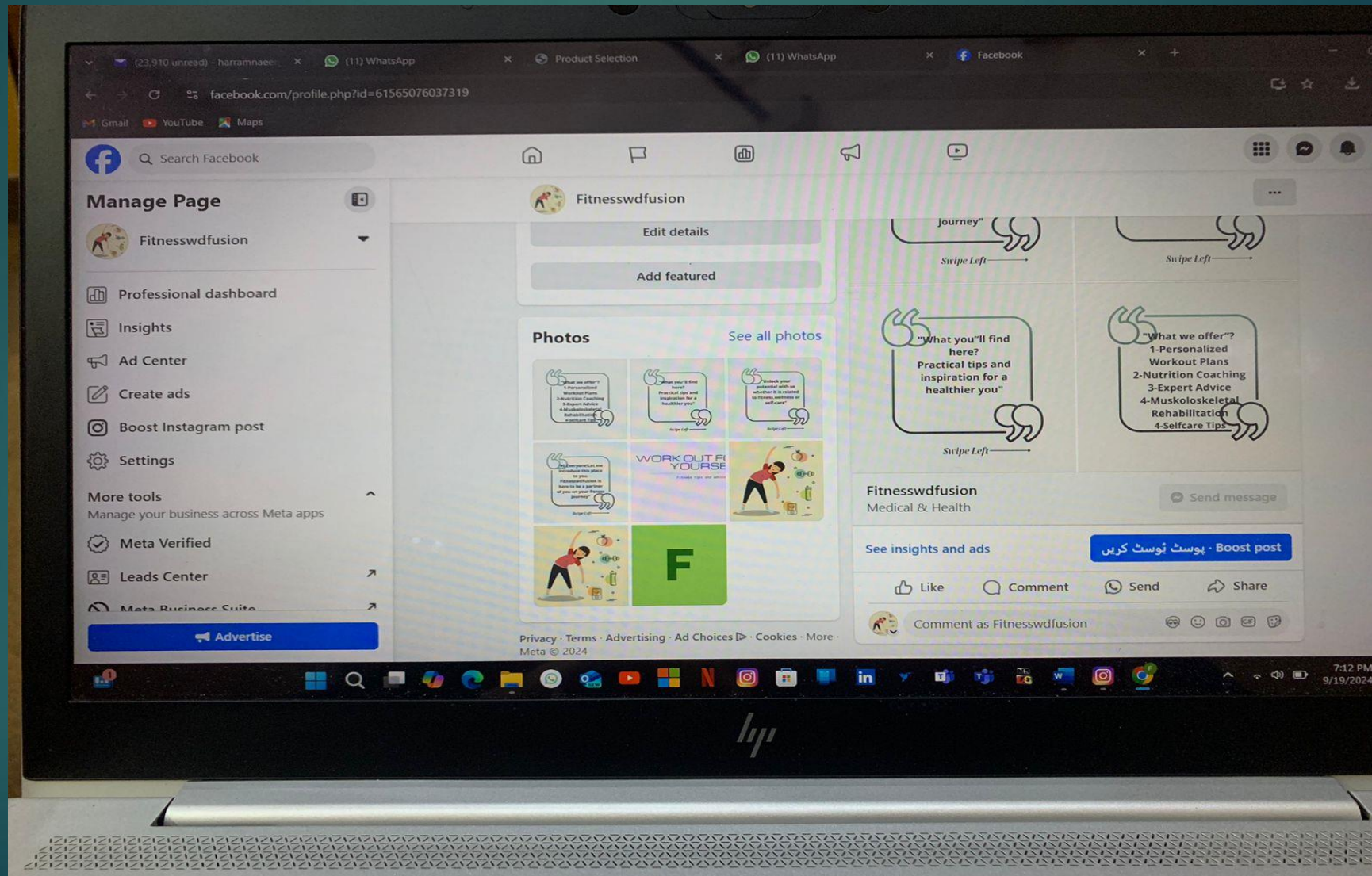
Content Creation



Content Creation



Content Creation

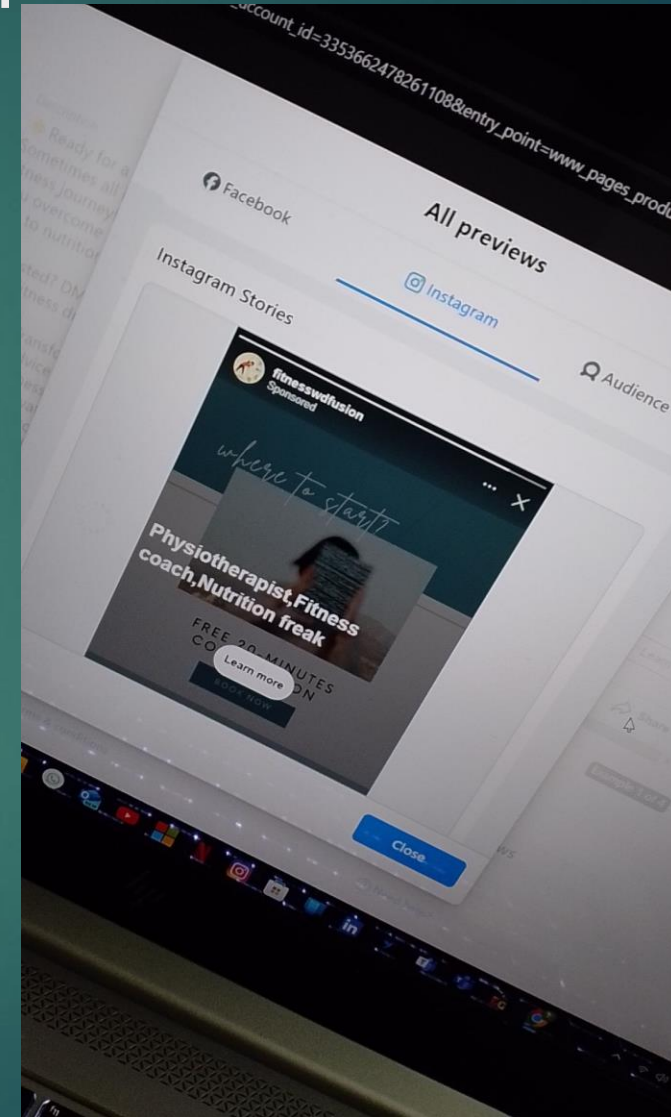
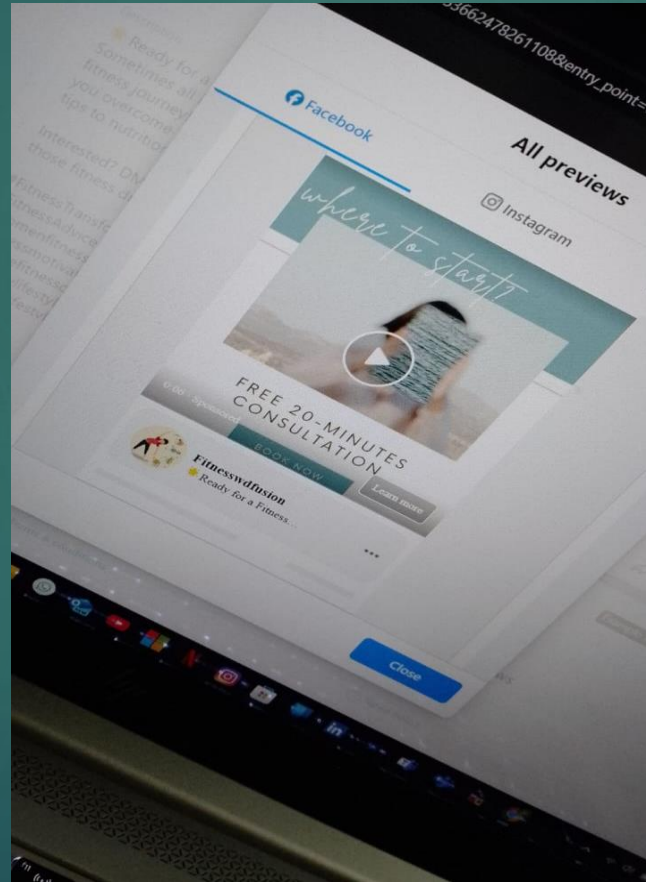




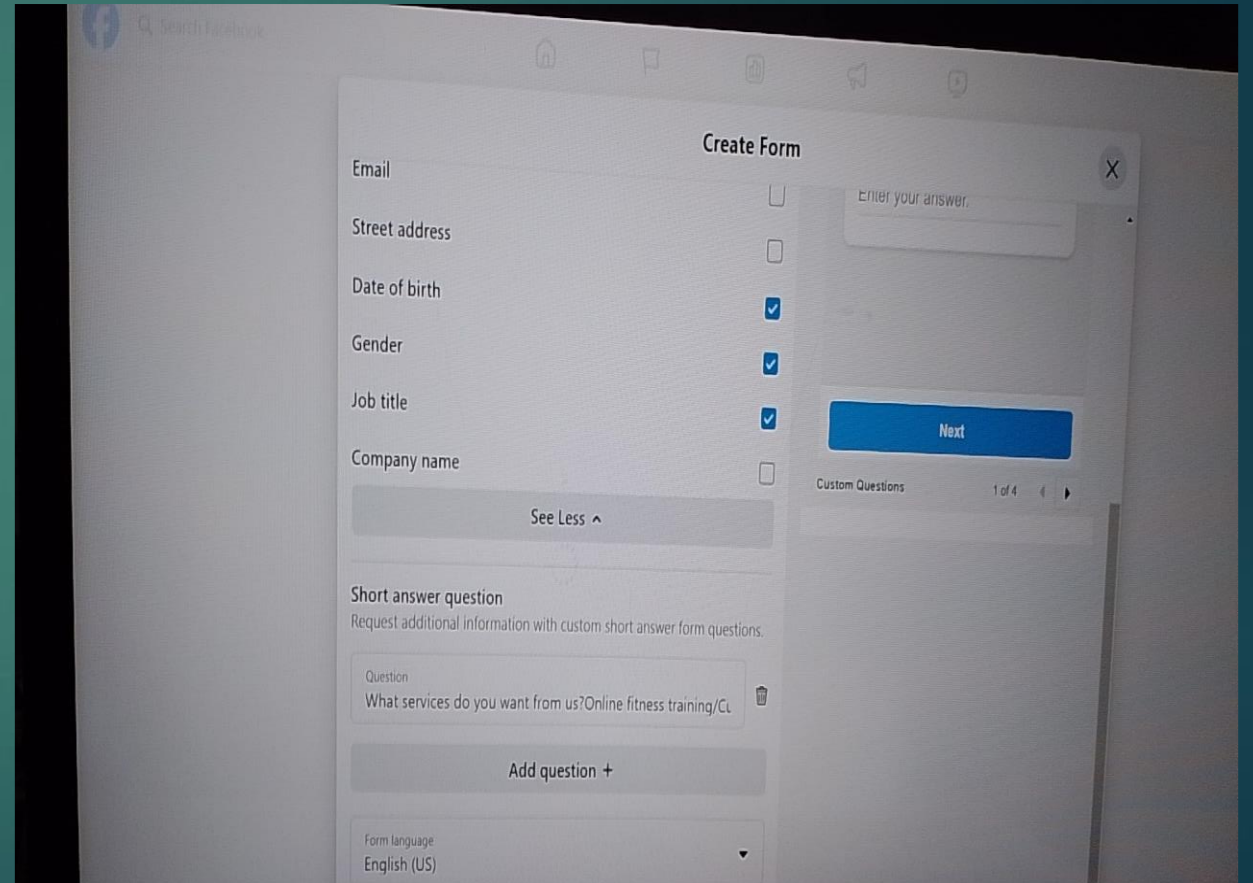
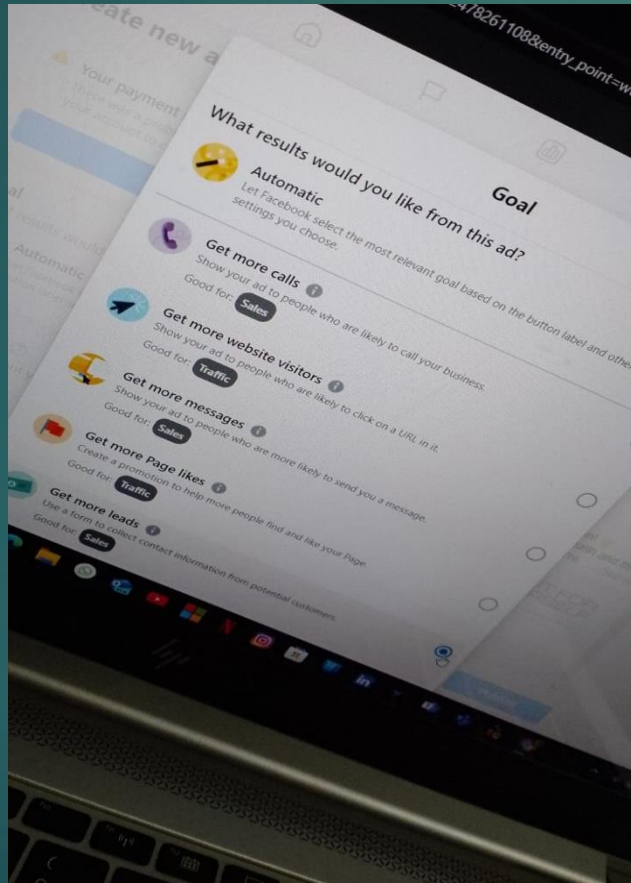
5-Engagement Strategy

I OFFERED A 20 MINUTES FREE CONSULTATION FOR MY FOLLOWERS ON INSTAGRAM AND FACEBOOK, POSTED Q/A SESSIONS, POLLS ON STORIES TO ASK PEOPLE IN WHICH TYPE OF CONTENT THEY ARE INTERESTED.

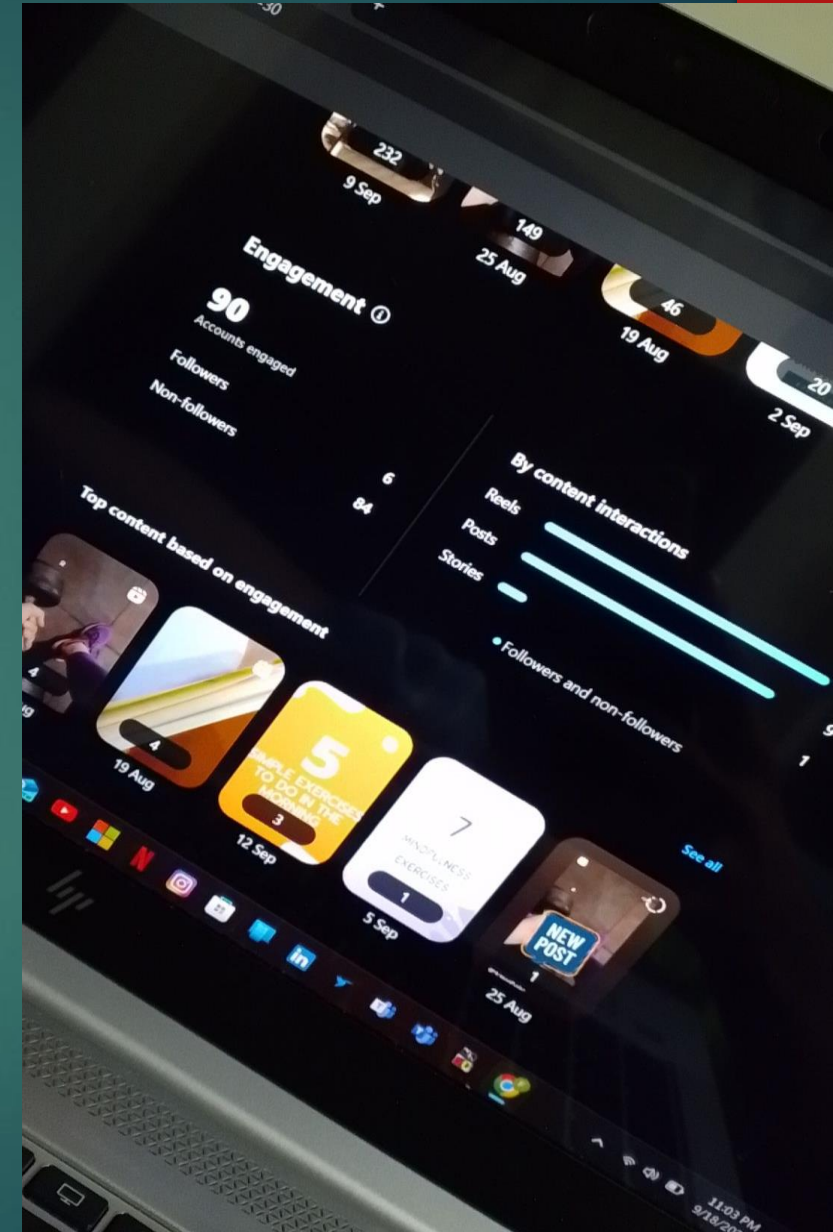
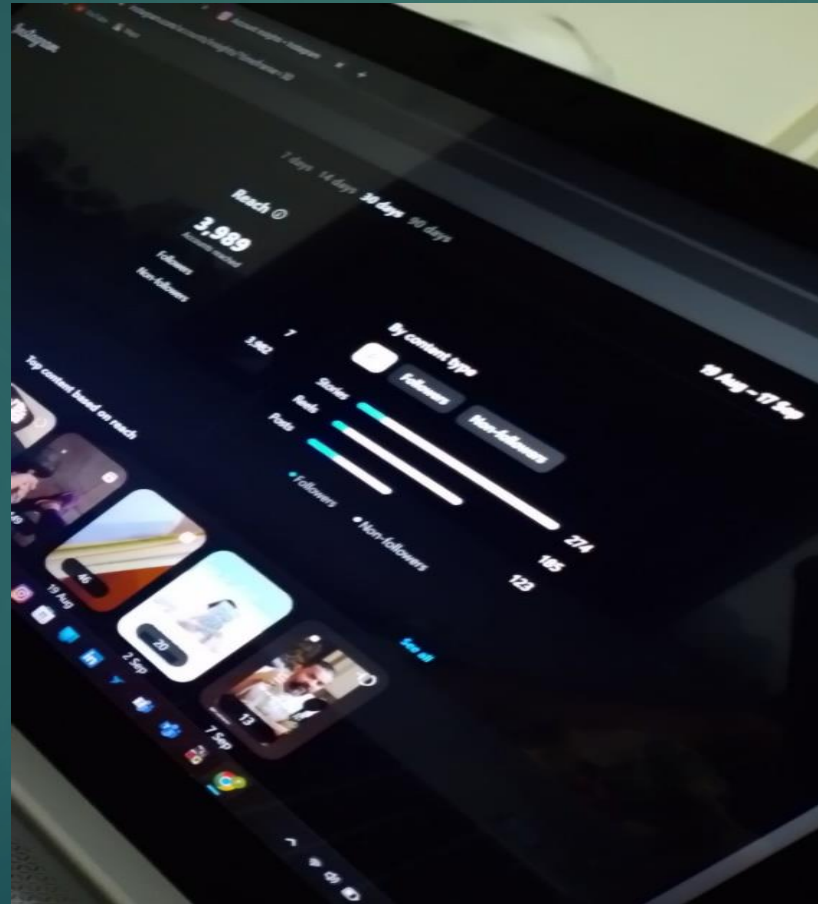
6-Ad Campaign Development



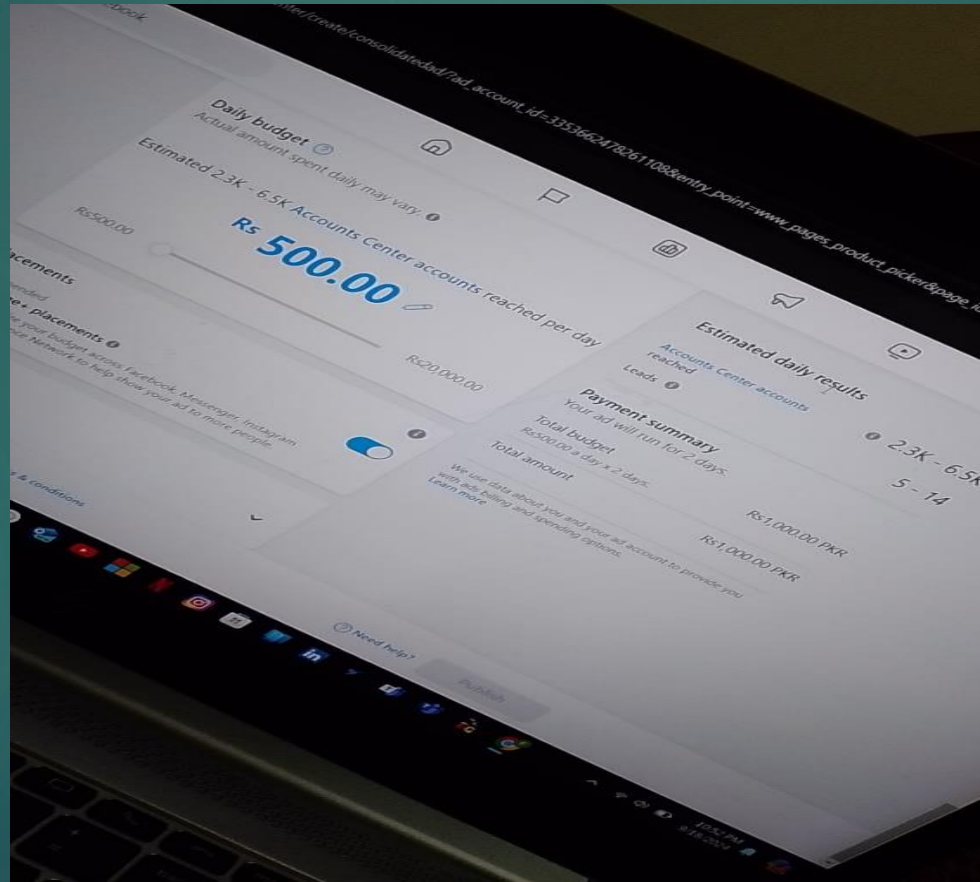
Ad Campaign Development



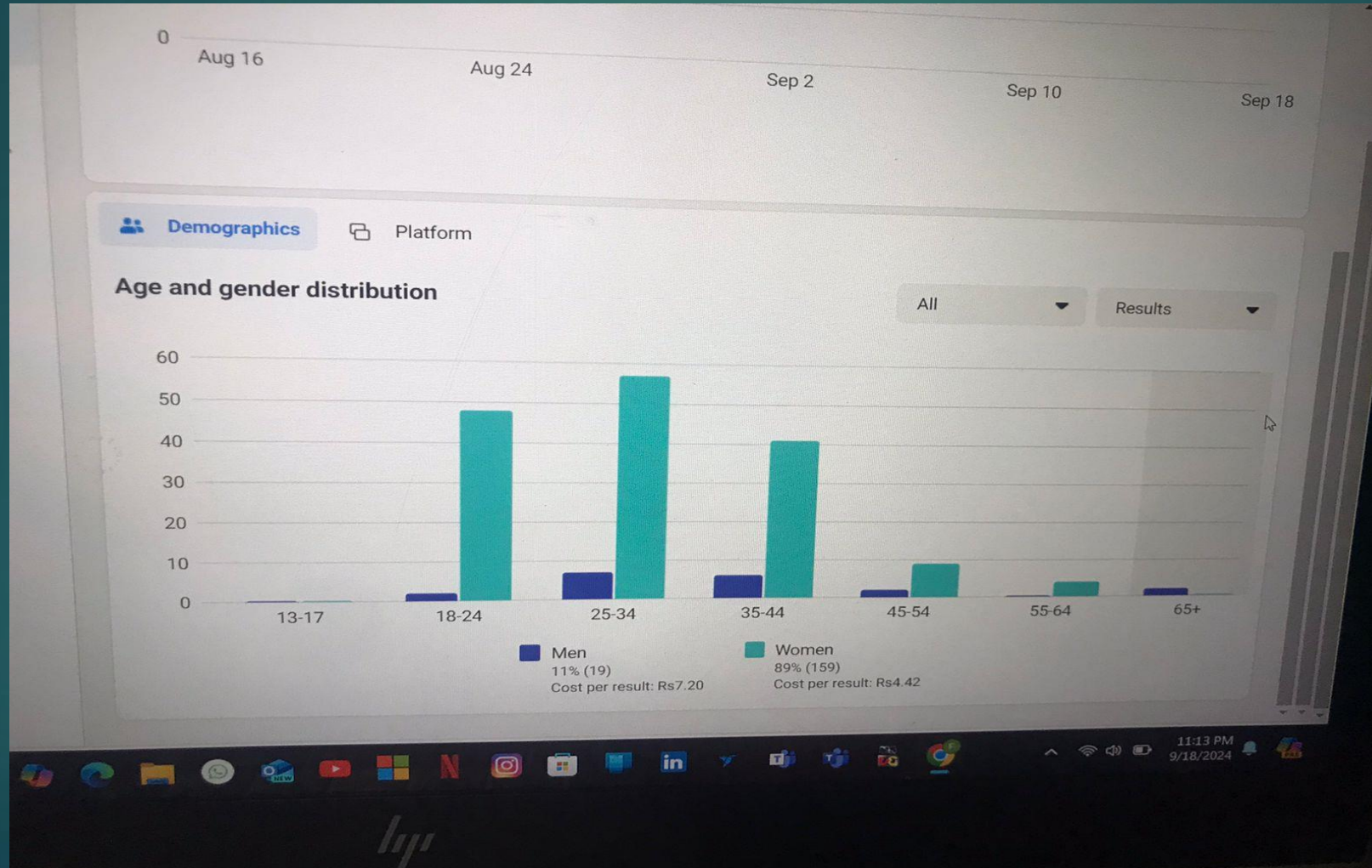
7-Campaign Execution



Campaign Execution



8-Campaign Results and Evaluation



Campaign Results And Evaluation

