

ARFA KARIM TECHNOLOGY INCUBATOR

◆ **SOCIAL MEDIA MARKETING**

◆ **Product Launch Campaign**

Name; ESHA YASEEN

BATCH; AKTI SMM C9

◆ **Social Media Project**

1. Product Selection:

I selected "Beauty Products"

Starting my "Beauty Products business" was a natural choice for me, driven by my deep personal connections to the industry. Beauty isn't just about products; it's a form of self-expression and empowerment. Each skincare products, serum and fragrance I offer is a piece of confidence and self-care packaged with care. My goal is to curate a collection that only beauty but also nurtures inner strength.

2. Target Audience Identification:

NAME OF TARGET AUDIENCE;

"Primary Audience"

DEMOGRAPHICS;

AGE: 30-60

GENDER: Male&Female
LOCATION: Within PUNJAB
INCOME: 30,000

INTERESTS

Industry Knowledge
Work Life Balance

BEHAVIORS

Time Management
Professionalism

3. Brand Identify Development:

BRAND NAME; “Fariza”

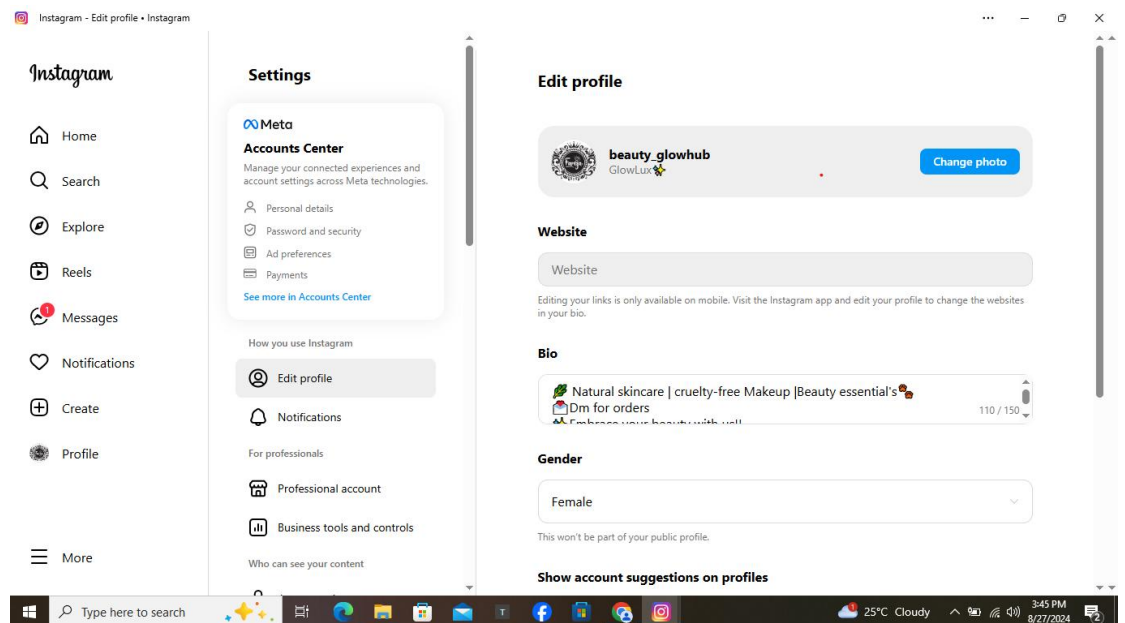
Logo;

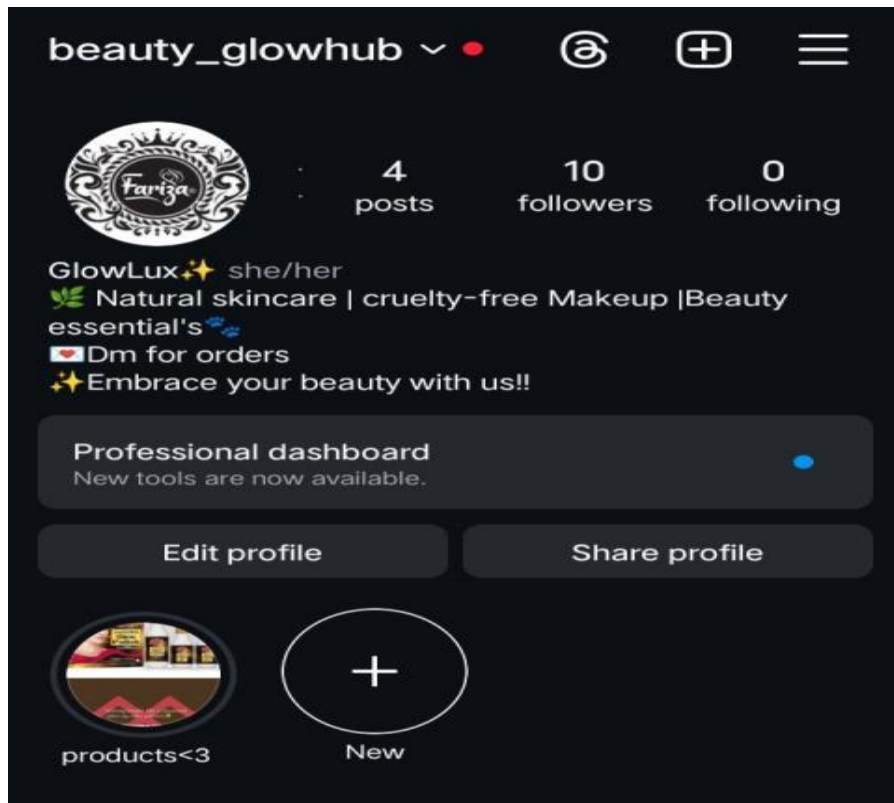


Tagline:

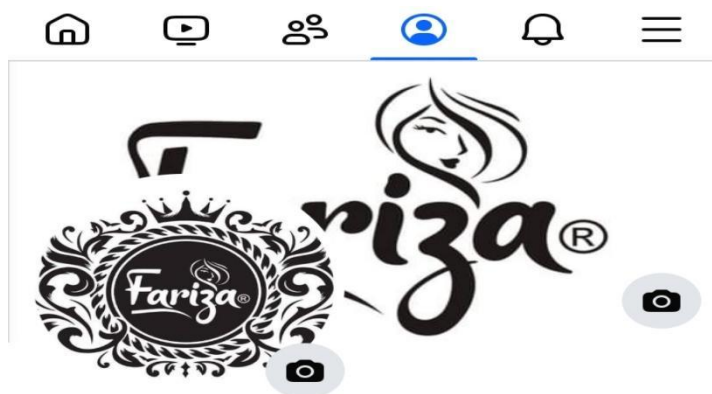
“Care of your skin, Embrace your Beauty”

4. Facebook page And Instagram Account Setup:





Instagram Account Setup



Isha

@ishyyyy9

1 friend

GlowLux ✨
 🌿 Natural skincare | cruelty free-makeup|
 beauty essential's 🐾
 📧 Dm for orders

Facebook page

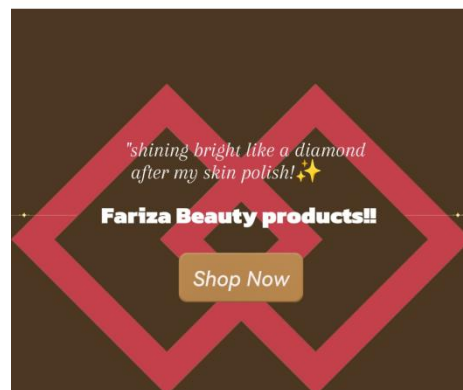
5. Content Strategy Creation:

- ❖ I have created a three days content strategy creation calender which includes three different products with hashtags and benefits.

TIME MANAGEMENT:

- 11:11AM

Monday		Tuesday	Wednesday
Beaurty Products	Men shirts	Ladies Dreses	
Plans for insta and fb acc show and introduction of beauty product You can create visually appealing posts featuring the products,share your skincare products, or even create videos quote this product	Plans for insta and fb acc its all about showcasing your personal style and feeling comfortable Highlight its fabric and quote this product	Plans for insta and fb acc showcasing your curves and creating a sleek and stylish look show its fabric like Lawn cotton,silk etc quote this product	
Hashtags	Hashtags	Hashtags	
#skincare	#MensFashion	#WomensFashion	
#beauty	#Menswear	#DressGoals	
#product	#MensStyle	#DressInspiration	
#review	#MensShirts	#OOTD	



Benefits:

- ◆ Protecting Skin
- ◆ Self-Care and Relaxation
- ◆ Hydration And Nourishment
- ◆ Improving Skin Condition
- ◆ Soothing And Calming
- ◆ Customization
- ◆ Enhancing Appearance
- ◆ Self-Expression
- ◆ Empowerment

6. Engagement Strategy:

Crafting a robust engagement strategy is key to connecting with your audience effectively. By understanding your followers' interests and preferences, you can tailor your content to resonate with them. Consistency in your interactions and content delivery builds trust and keeps your brand at the forefront of their minds. Encouraging active participation through questions, polls, and interactive posts fosters a sense of community. Utilizing a mix of platforms and analyzing engagement metrics allows you to refine your approach for maximum impact. A successful engagement strategy not only drives interaction but also cultivates lasting relationships with your audience.

ENCOURAGE AUDIENCE INTERACTIONS:

To encourage audience interaction and engagement, you can plan various activities that cater to their interests and preferences

- ◆ **“Interactive Q&A Sessions”** Host live Q&A sessions where your audience can ask questions and interact with you in real-time. This creates a direct connection and fosters engagement.

Interactive Q&A sessions are a great way to engage with your audience and create a dynamic conversation.

1. Engagement: Q&A sessions encourage audience participation and interaction, making them more engaging and interactive.

2. Real-Time Interaction: Participants can ask questions and receive answers in real-time, fostering a sense of connection and immediacy.

3. Knowledge Sharing: Q&A sessions provide a platform for sharing knowledge, insights, and expertise on a particular topic.

4. Audience Feedback: They offer a valuable opportunity to gather feedback, address concerns, and understand your audience's interests.

5. Community Building: Q&A sessions help in building a community around your brand, product, or service by creating a space for discussion and interaction.

6. Educational Value: Participants can learn new information, tips, and tricks through the questions asked and answered during the session

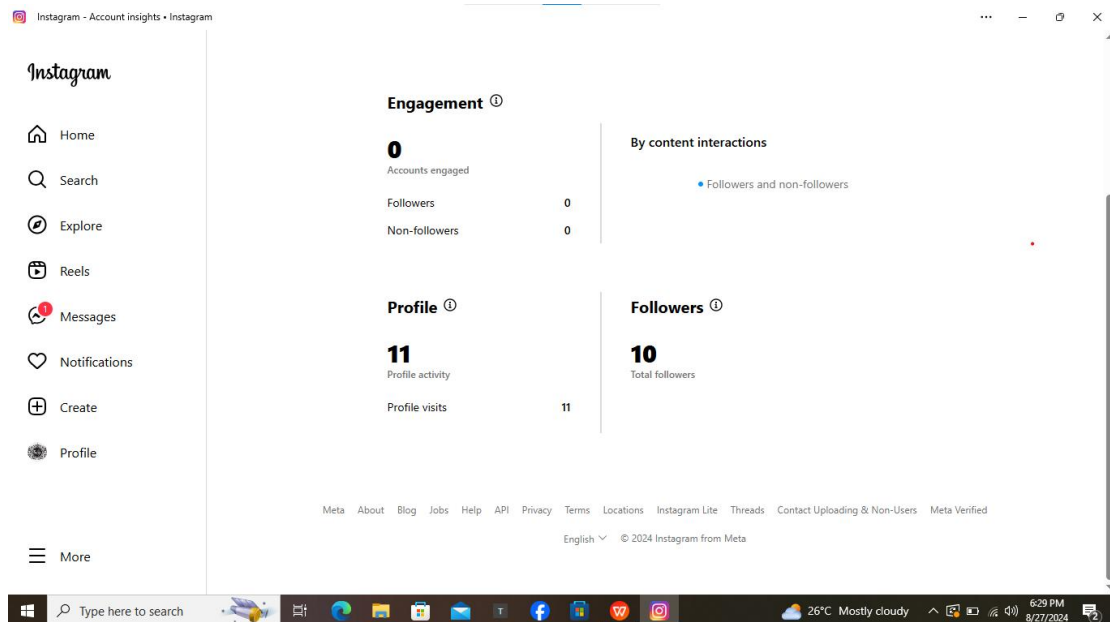
7. Promotion: Q&A can also be used as a promotional tool to showcase products.

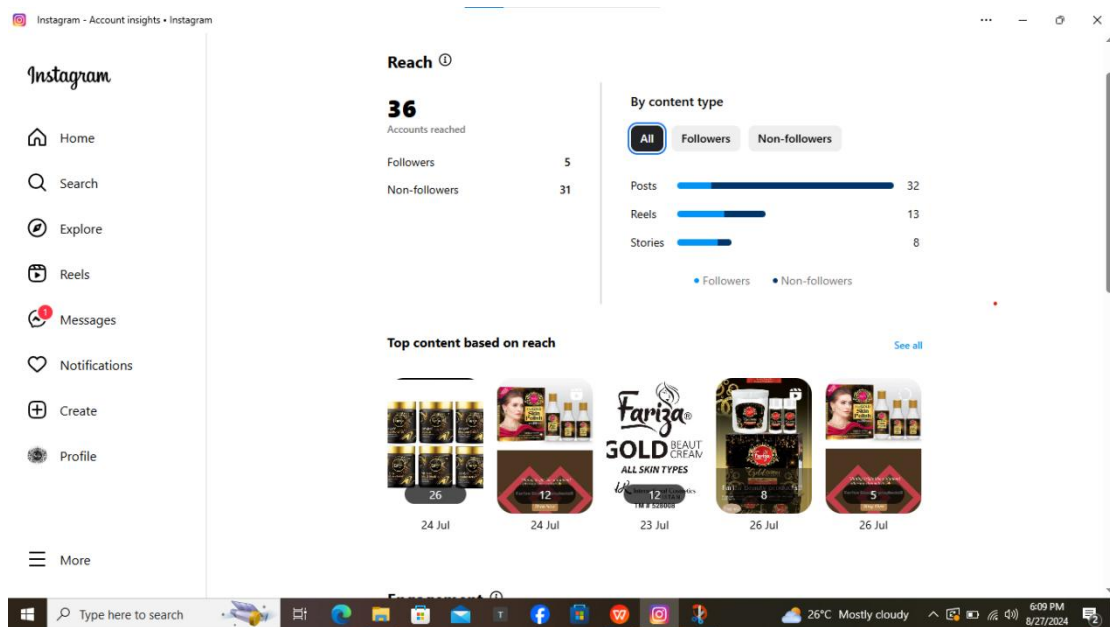
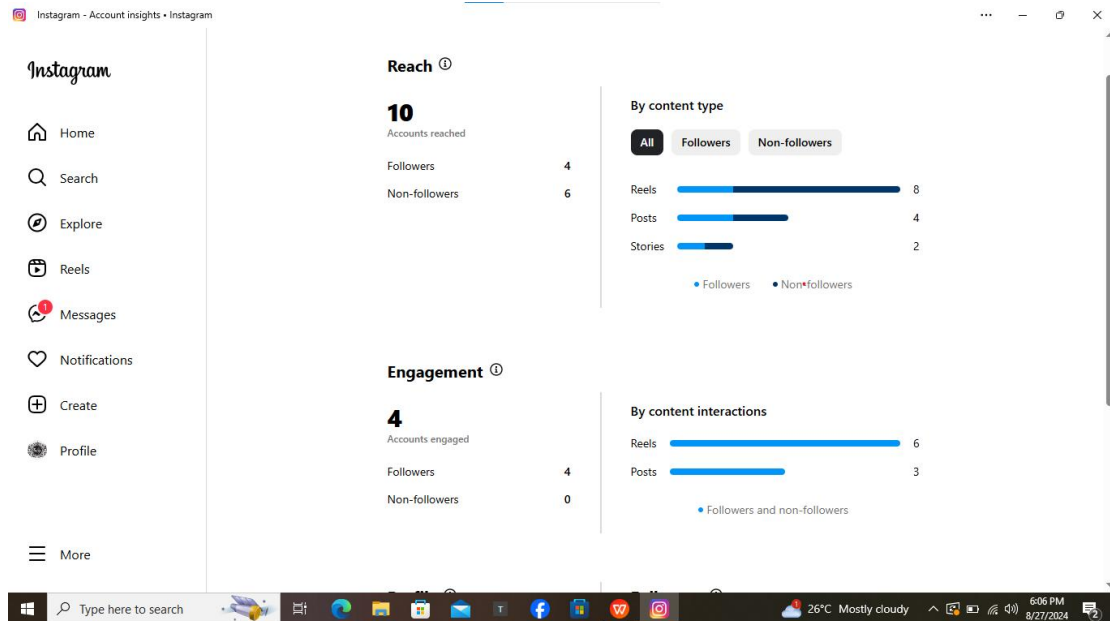
◆ **“Contests and Giveaways” Organize contests or giveaways that require audience participation, such as sharing content, tagging friends, or submitting creative entries. This not only engages your current followers but also attracts new ones.**

- To effectively promote contests and giveaways, you can utilize various strategies to reach a wider audience and generate excitement.
- "Social Media Promotion" Announcement your contest or giveaway on all your social media platforms, including Instagram, Facebook, Twitter, and Snapchat. Create eye-catching graphics and posts to grab attention.
- "Collaborations" Partners with influencers or other brands to expand your reach and attract a larger audience. They can help promote your contest to their followers.
- "Email Marketing" Send out newsletters or dedicated emails to your subscribers to inform them about the contest or giveaway. Make sure to highlight the benefits of participating.

- "Website Promotion" Create a dedicated landing page on your website with all the details of the contest or giveaway. Prominently display it on your homepage to attract visitors.

- ◆ **"Polls and Surveys"** Conduct polls and surveys to gather feedback from your audience and involve them in decision-making processes. This shows that you value their opinions and encourages active participation.

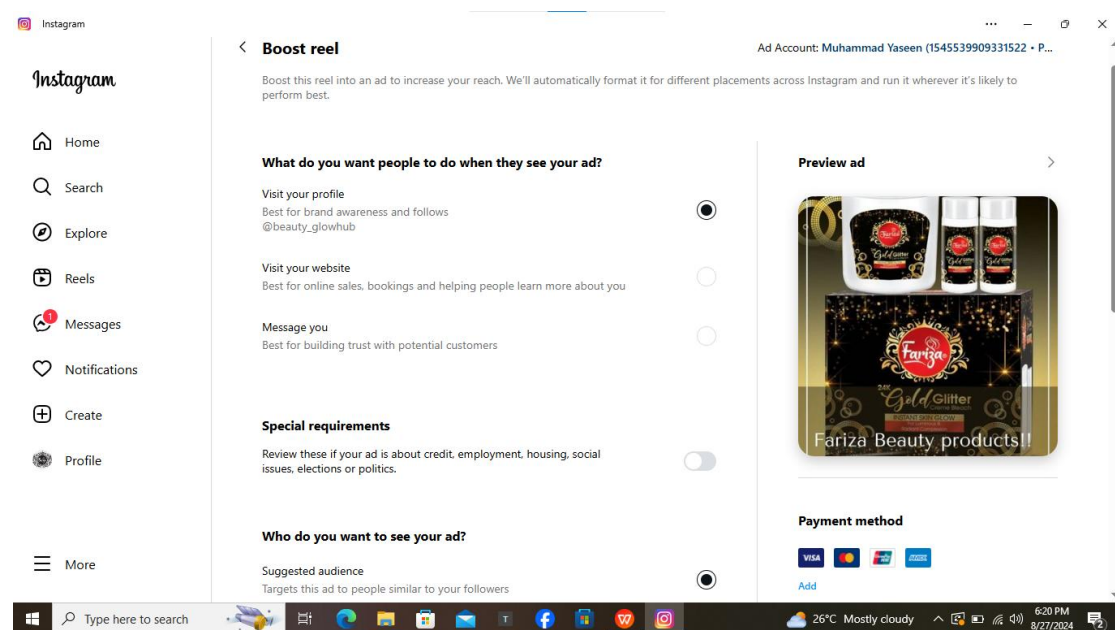




7. Ad Campaigns Development:

An ad campaign is like when you see cool ads everywhere, like on social media, TV, or even billboards! It's a way for companies to promote their products or services to a lot of people. They use catchy slogans, awesome visuals, and sometimes even giveaways to get your attention. Ad campaigns are all about making you interested in what they're selling

1. **Research:** Start by researching your target audience, market trends, and competitors to understand the landscape.
2. **Set Goals:** Define clear objectives for the campaign, whether it's increasing sales, brand awareness, or customer acquisition.
3. **Creative Concept:** Develop a unique and compelling creative concept that resonates with your audience and aligns with your brand.
4. **Channel Selection:** Choose the right mix of channels such as social media, TV, print, or online advertising based on where your audience is most active.
5. **Budgeting:** Determine a realistic budget that allows for effective reach and frequency without overspending.
6. **Execution Plan:** Create a detailed timeline outlining tasks, deadlines, and responsibilities to ensure a smooth campaign launch



8. Sales Funnel Implementation In Campaign:

When implementing a sales funnel in your ad campaign, it's crucial to guide potential customers through different stages smoothly. At the top of the funnel, focus on creating awareness with attention-grabbing ads. As customers move down, generate interest by showcasing product details. Then, cultivate desire by highlighting value and benefits. Finally, prompt action with clear calls to action for conversions. By aligning your campaign with the sales funnel stages, you can effectively lead customers from awareness to purchase.

1. Awareness Stage: - Start by creating awareness through engaging social media posts, blog content, or display ads. Introduce your product or service and highlight its unique value proposition to attract attention.

2. Interest Stage:

- Once you have captured their interest, provide more in-depth information through email campaigns, webinars, or product demos. Showcase how your offering can solve their problems or meet their needs effectively.

3. Consideration Stage:

- In this stage, offer free trials, case studies, or customer testimonials to build trust and credibility. Address any concerns or objections potential customers may have and demonstrate why your product is the best solution for them.

4. Decision Stage:

- Encourage customers to make a purchase by offering limited-time discounts, special promotions, or personalized recommendations based on their preferences. Make the buying process easy and seamless to drive conversions.

5. Retention Stage:

- After the purchase, focus on retaining customers by providing excellent customer service, personalized follow-ups, and loyalty programs. Keep them engaged and satisfied to encourage repeat purchases and referrals.

By structuring your sales funnel with these stages in mind, you can effectively guide potential customers through the buying process and increase conversions.

9. Presentation:

- ❖ **Selecting Product**
- ❖ **Identifying Target Audience**
- ❖ **Brand Development: Brand name, Logo and Tagline**
- ❖ **Content Strategy Calender**
- ❖ **Facebook Page and Instagram Account(Professional acc)**
- ❖ **Engagement Strategy: Q&A sessions ,Contents and giveaways**
- ❖ **Ad Campaign Development**
- ❖ **Funnel Implementation In sales Campaigns**