

# **SOCIAL MEDIA PROJECT**

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**NAME**

**AATIKA KHAN**

**BATCH**

**AKTI C9 SMM**

**PRODUCT  
LAUNCH  
CAMPAIGN**

# **PRODUCT SELECTION**

**I have selected organic herbal food and supplements business because I am very passionate about health and sustainability. I want to contribute positively to people's health and the environment.**

**This business has very good market potential and known for its high profit margins and growth potential . Nowadays more people are becoming aware of the health benefits of organic products ,leading to increased demand. consumers are looking for sustainable and eco-friendly options, which organic products provide .**

# BRAND IDENTITY DEVELOPMENT

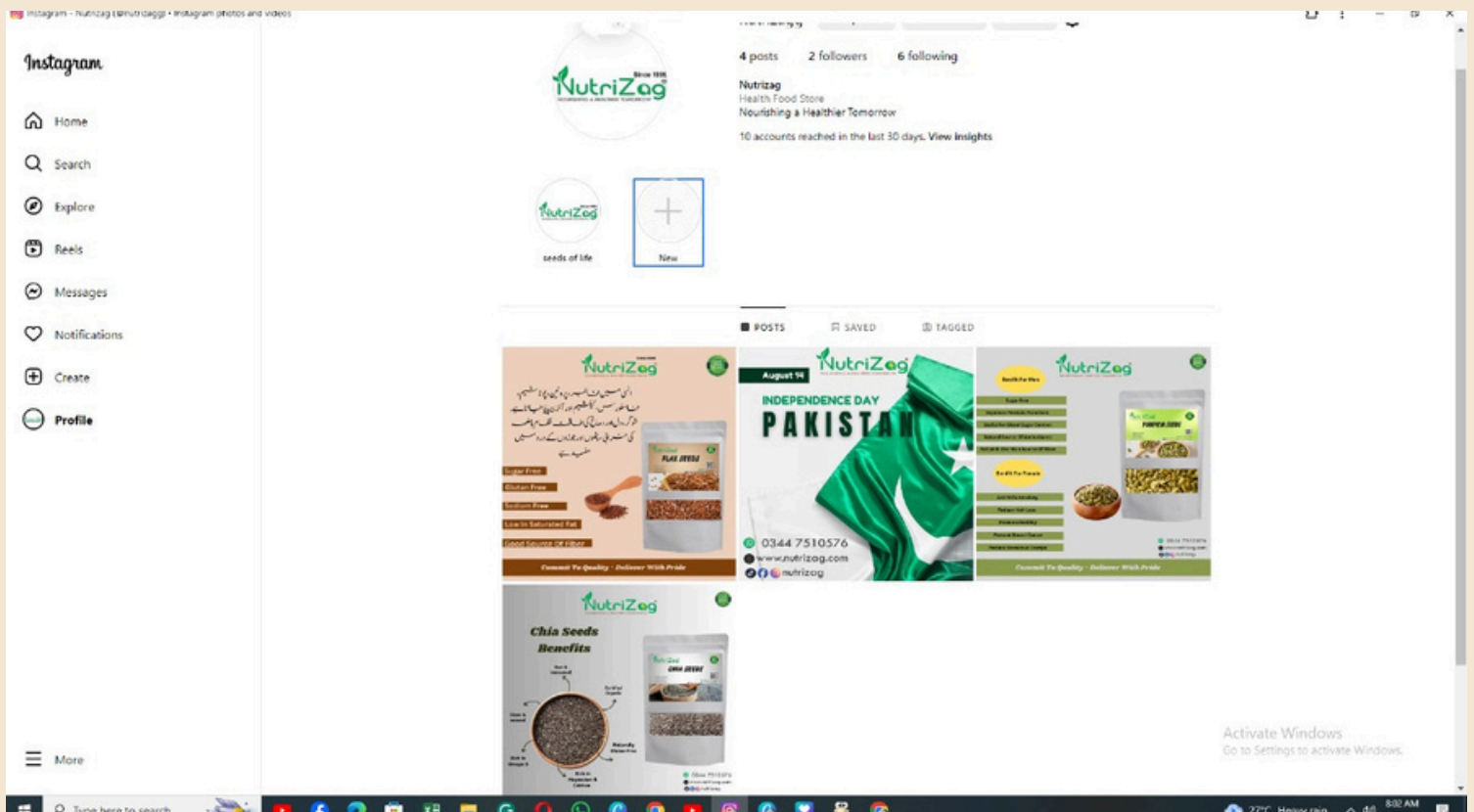
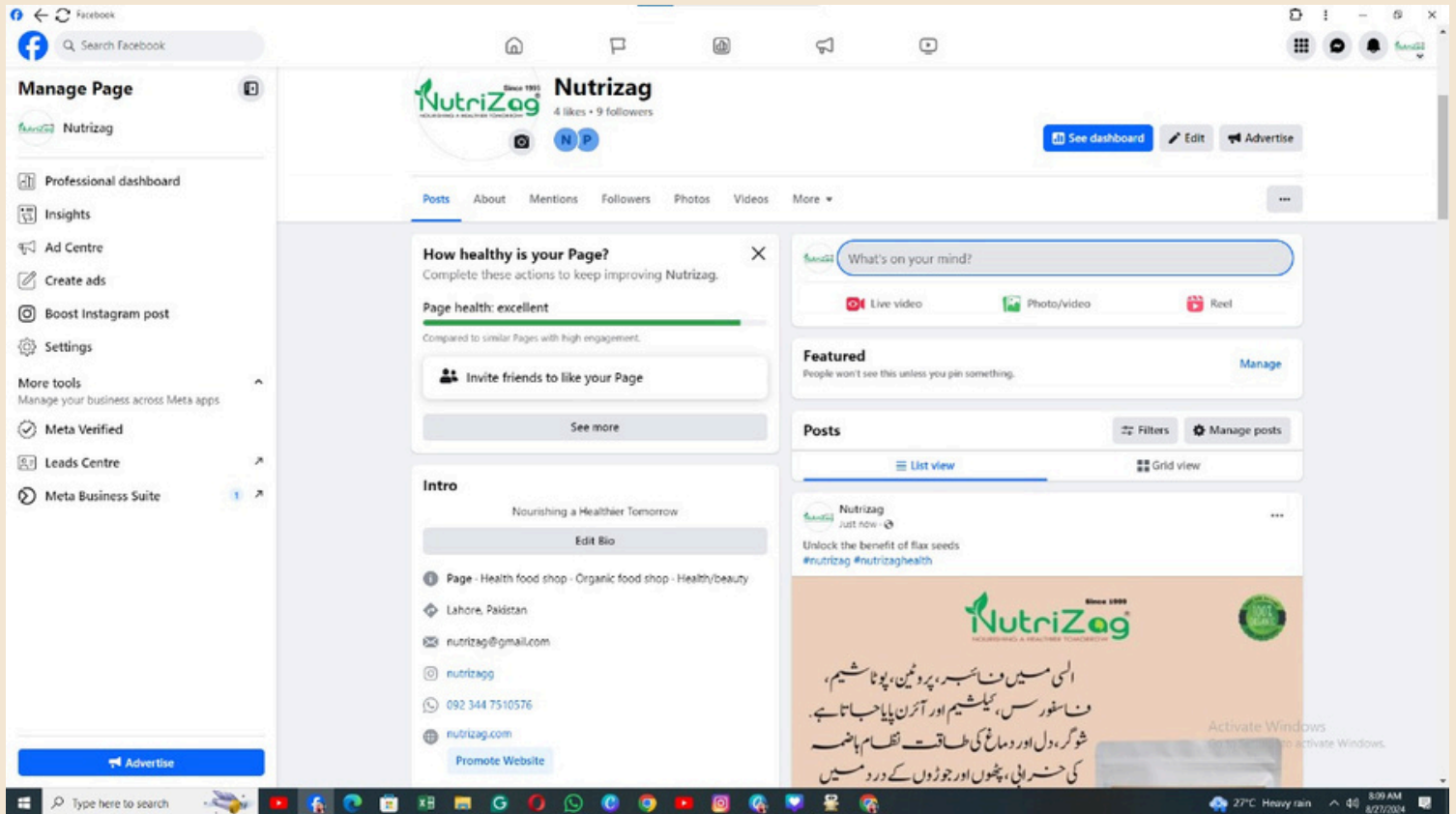


[www.nutrizag.com](http://www.nutrizag.com)



[nutrizag@gmail.com](mailto:nutrizag@gmail.com)

# PAGE SETUP



# **TARGET AUDIENCE**

- 1. Health-Conscious Individuals**
- 2. Parents and Families**
- 3. Fitness Enthusiasts**
- 4. Poeples with Allergies  
or Food Sensitivies**
- 5. Enviromental Advocates**
- 6. Older Adults**

**GENDAR**

**Male \ Female**

**AGE**

**20 - 65**

**LOCATION**

**Pakistan**

# **BEHAVIOUR & INTEREST OF TARGET AUDIENCE**

**Regularly read health and wellness blogs and magazines.**

**Follow fitness and health influencers on social media**

**Frequently shop at health food stores**

**Nutrition and diet plans. Organic and natural products.**

**Prioritize products that are safe and beneficial for their children.**

**Often look for convenience in shopping, such as online stores.**

**Allergy-friendly recipes and meal plans.**

**Information on managing food sensitivities.**

**Organic and non-GMO products.**

**Read health-related articles and watch health programs.**

**Prefer products that are easy to use and understand.**

**Often look for trusted brands with a good reputation.**

**Interests:**

**Health and wellness for aging.**

**Nutritional supplements and vitamins.**

**Activities that promote mental and physical health.**

# **MARKETING STRATEGIES**

## **Highlight Benefits**

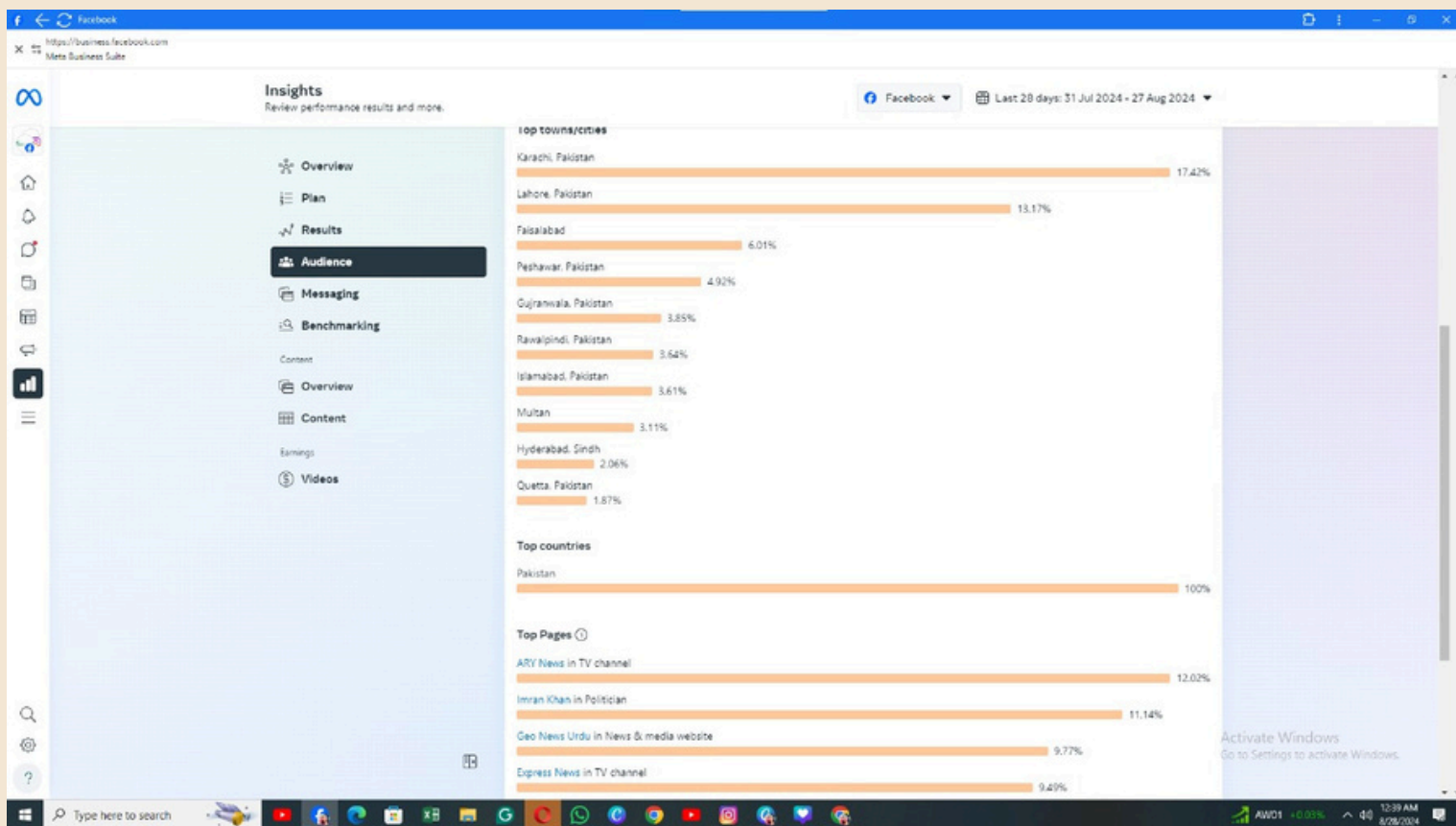
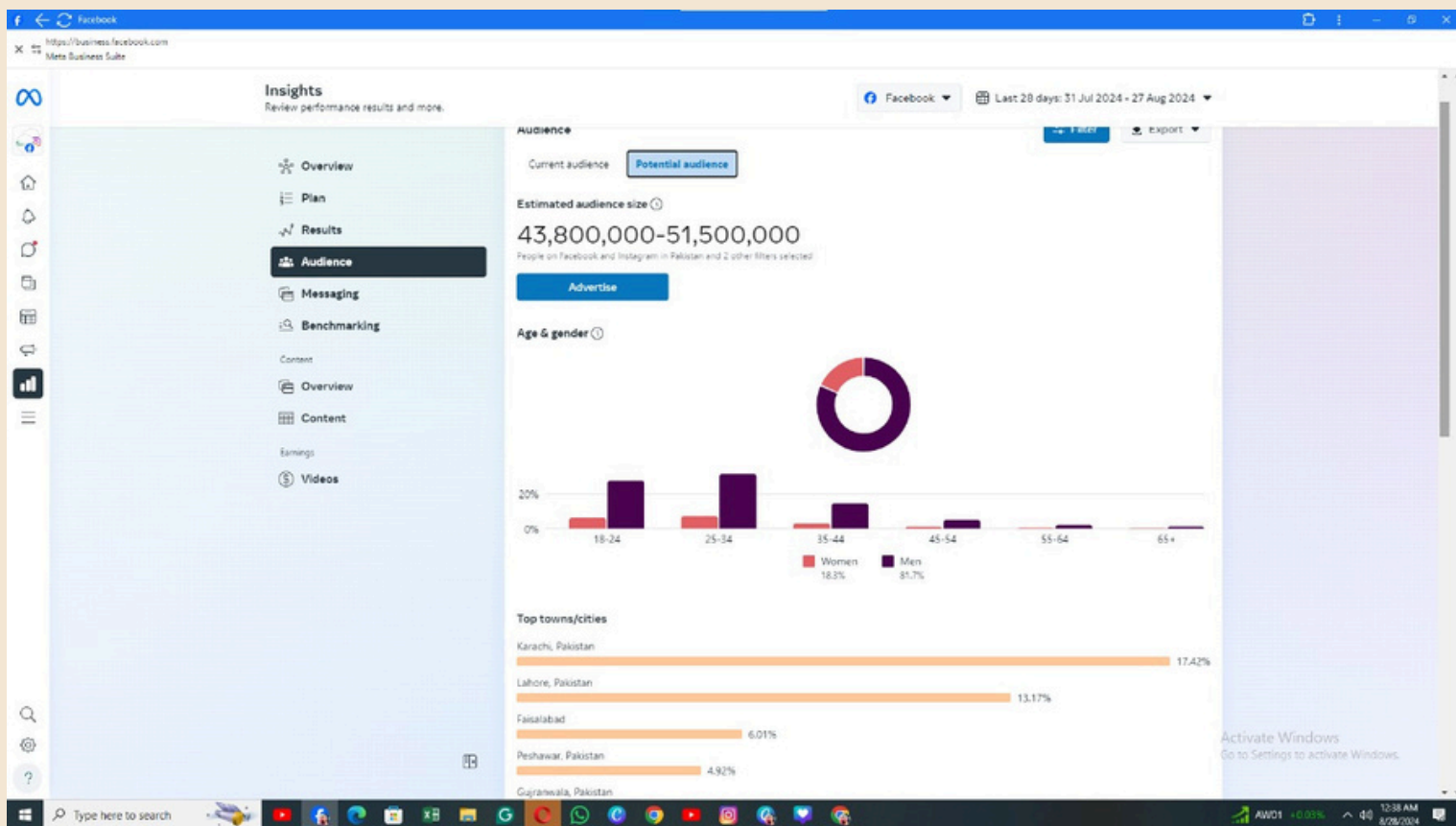
**Clearly communicate the health benefits of our products.**

## **Leverage Social Media**

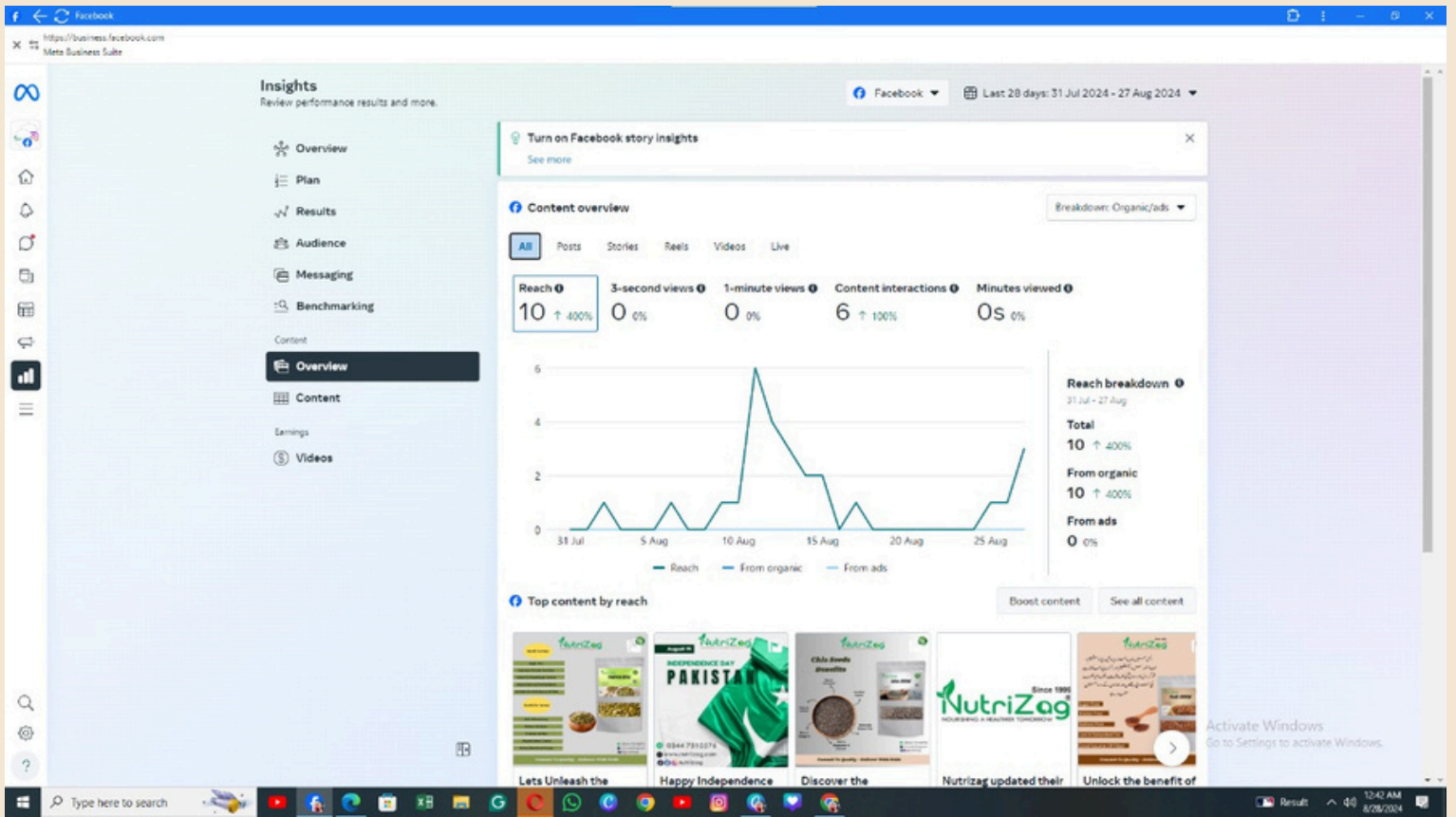
**Use platforms like Instagram and Facebook to reach our audience.**

## **Engage with Influencers**

**Collaborate with influencers who align with our brand values to reach a broader audience.**







Facebook

https://business.facebook.com  
Meta Business Suite

### Insights

Review performance results and more.

Export Data Last 28 days: 31 Jul 2024 - 27 Aug 2024

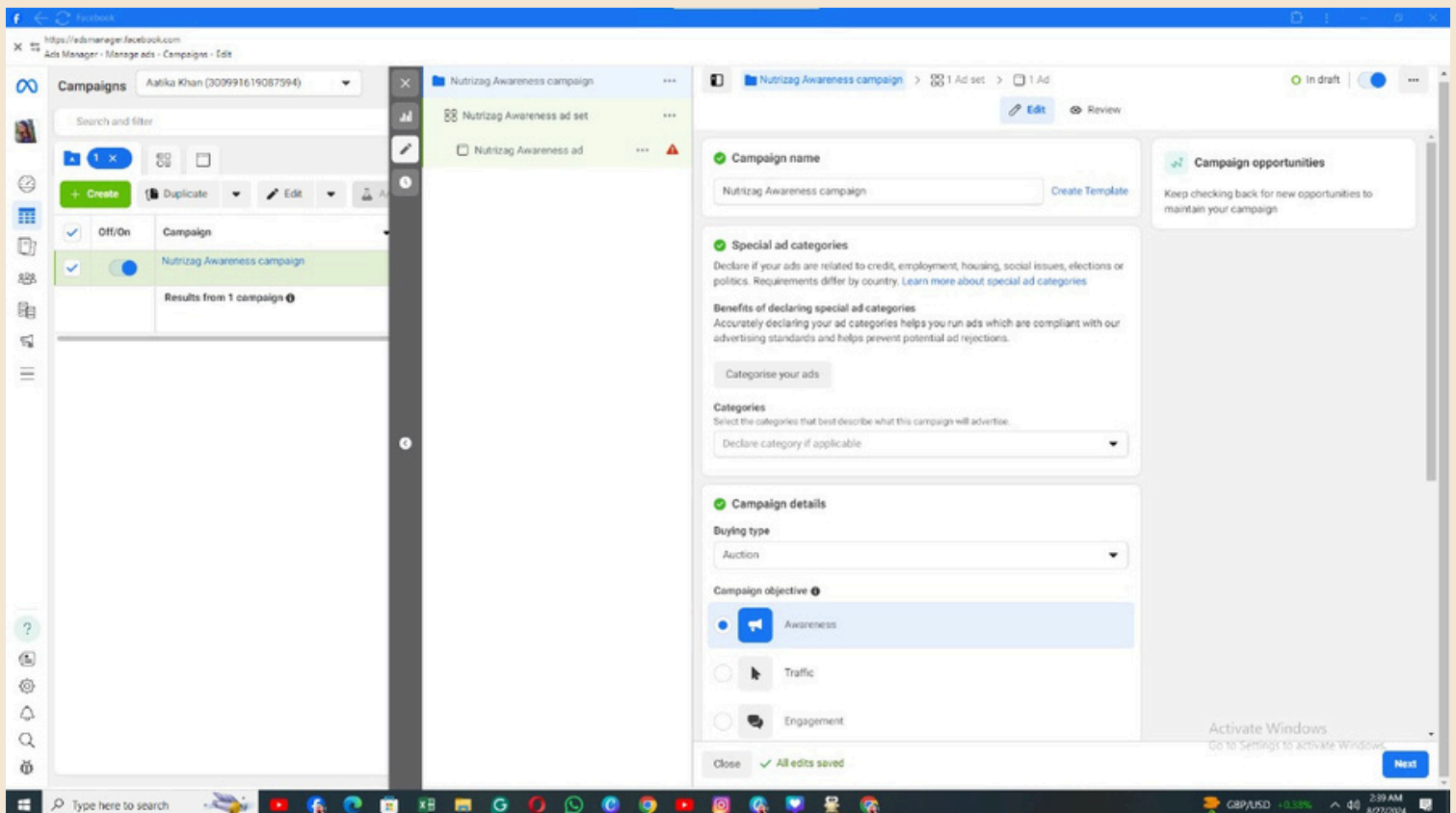
Turn on Facebook story insights  
See more

#### All content

Ad account: Atika Khan 23857521056470337

Posts and stories Media type Filter Clear Search by ID or caption Columns

Title	Date published	Reach	Likes and reactions	Comments	Shares
Unlock the benefit of flax seeds #nutrizag #nutrizaghealth	27 August 08:09	3	1	0	0
unlock the benefit of flaxseeds. #flaxseeds #healthylifestyle	27 August 08:01	1	0	0	0
Happy Independence Day #nutrizag #nutrizaghealth #indepe...	14 August 02:57	4	1	0	0
Happy Independence Day #nutrizag #nutrizaghealth #indepe...	13 August 22:14	4	1	0	0
Let's Unleash the Power of Pumpkin Seeds. Pumpkin seeds ar...	12 August 09:06	7	3	0	0
Let's Unleash the Power of Pumpkin Seeds. Pumpkin seeds ar...	12 August 08:54	5	1	0	0
This post contains no text	11 August 10:52	--	2	--	0
Discover the nutritional powerhouse that is chia seeds. Packe...	11 August 10:52	7	4	3	0



Facebook Ads Manager interface showing the setup for a Nutrizag Awareness campaign.

**Ad sets:** A list of ad sets is shown on the left, including "Nutrizag Awareness ad set".

**Campaign details:**

- Ad set name:** Nutrizag Awareness ad set
- Awareness:** Performance goal: Maximise reach of ads. Facebook Page: Nutrizag.
- Cost per result goal - Optional:** Rs1,000.00 PKR. Meta will aim to get the most 1,000 Impressions and try to keep the average cost around Rs1000.00. Some results may cost more and some may cost less.
- Bid strategy:** Cost per result goal.
- Dynamic creative:** Off.
- Budget & schedule:** (Details are visible in the second screenshot).

**Estimated daily results:** Reach < 10.

**Campaign opportunities:** Keep checking back for new opportunities to maintain your campaign.

**Audience definition:** Your audience selection is fairly broad. Estimated audience size: 31,500,000 - 37,100,000.

**This ad set might not reach anyone:** Because the cost cap you've entered might be too low, this ad set isn't expected to reach anyone in your audience or get 1,000 impressions. Increase your cost cap to get more results. [Increase cost cap](#)

**Estimated daily results:** Reach < 10. [Activate Windows](#)

Facebook Ads Manager interface showing the setup for a Nutrizag Awareness campaign, focusing on the Budget & schedule section.

**Ad sets:** A list of ad sets is shown on the left, including "Nutrizag Awareness ad set".

**Campaign details:**

- Budget & schedule:**
  - Budget:** Lifetime budget, Rs50,000.00 PKR. You won't spend more than Rs50,000.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)
  - Schedule:**
    - Start date:** 5 September 2024, 08:00 PKT
    - End date:** 4 October 2024, 07:00 PKT
  - Budget scheduling:** ☐ Increase your budget during specific time periods. [View](#)
  - Ad scheduling:** ☒ Run ads all the time
- Audience controls:** Set criteria for where ads for this campaign can be delivered. [Learn more](#)
  - ☒ You can set audience controls for this ad account to apply to all campaigns. [See audience controls in Advertising settings](#)
  - Use saved audience:**

**Estimated daily results:** Reach < 10.

**Campaign opportunities:** Keep checking back for new opportunities to maintain your campaign.

**Audience definition:** Your audience selection is fairly broad. Estimated audience size: 31,500,000 - 37,100,000.

**This ad set might not reach anyone:** Because the cost cap you've entered might be too low, this ad set isn't expected to reach anyone in your audience or get 1,000 impressions. Increase your cost cap to get more results. [Increase cost cap](#)

**Estimated daily results:** Reach < 10. [Activate Windows](#)



Facebook Ads Manager interface showing the setup for a "Nutrizag Awareness ad".

**Left Panel (Ads List):**

- Search and filter: Aatika Khan (309991619087594)
- Buttons: + Create, Duplicate, Edit, Ad
- Off/On: On
- Ad: Nutrizag Awareness ad
- Results from 1 ad

**Right Panel (Ad Setup):**

- Ad name:** Nutrizag Awareness ad
- Partnership ad:** Off
- Identity:**
  - Facebook Page: Nutrizag
  - Instagram account: nutrizagg
- Ad setup:** Create Ad
- Format:** Single image or video

**Bottom Right Panel (Campaign Opportunities):**

- Verifying your changes:** Please enter a unique Primary Text for each field. (#1815800)
- Ad preview:** Facebook Feeds, Instagram Feed
- You can now see more variations of your ad in previews:** Facebook Feeds, Instagram Feed

**Bottom Bar:** Close, All edits saved, Back, Publish

Facebook Ads Manager interface showing the setup for a "Nutrizag Awareness ad" with additional options.

**Left Panel (Ads List):**

- Search and filter: Aatika Khan (309991619087594)
- Buttons: + Create, Duplicate, Edit, Ad
- Off/On: On
- Ad: Nutrizag Awareness ad
- Results from 1 ad

**Right Panel (Ad Setup):**

- Event details - Optional:** Include event details for your ad. Your ad will display the event name, start time and a reminder button so that your audience can get reminders before the event starts.
- Languages:** Off
- Tracking:** Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.
- Website events:** Set up
- App events:** Set up
- Offline events:** You no longer need to select a domain for your web events. There's nothing that you need to do for this change.
- URL parameters:** key1=value1&key2=value2

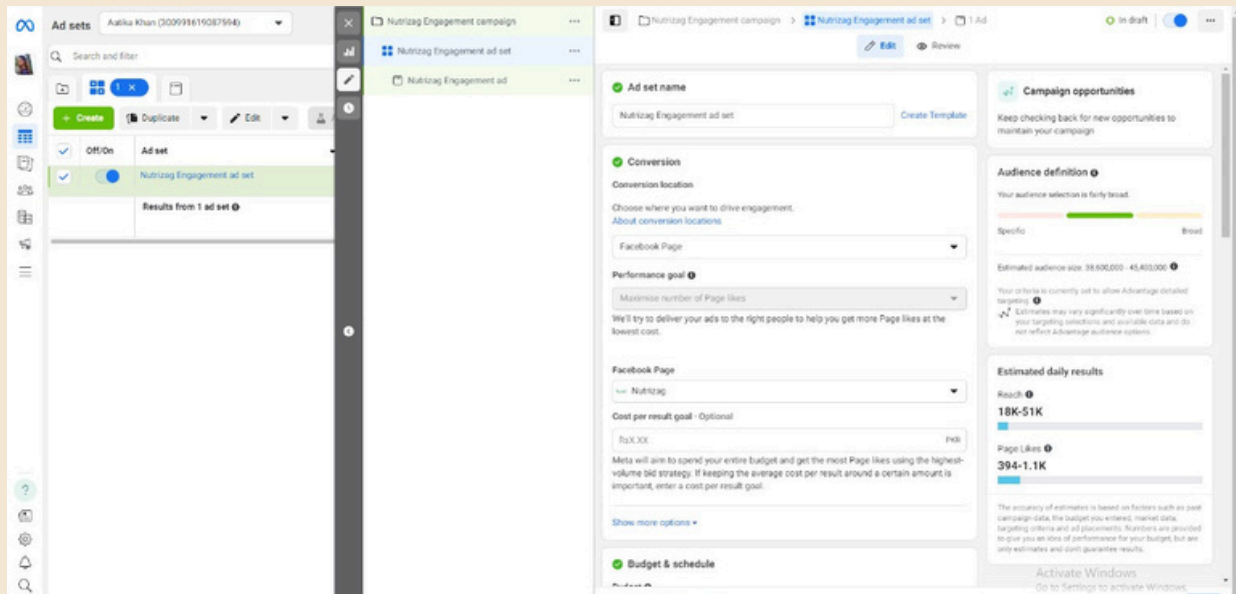
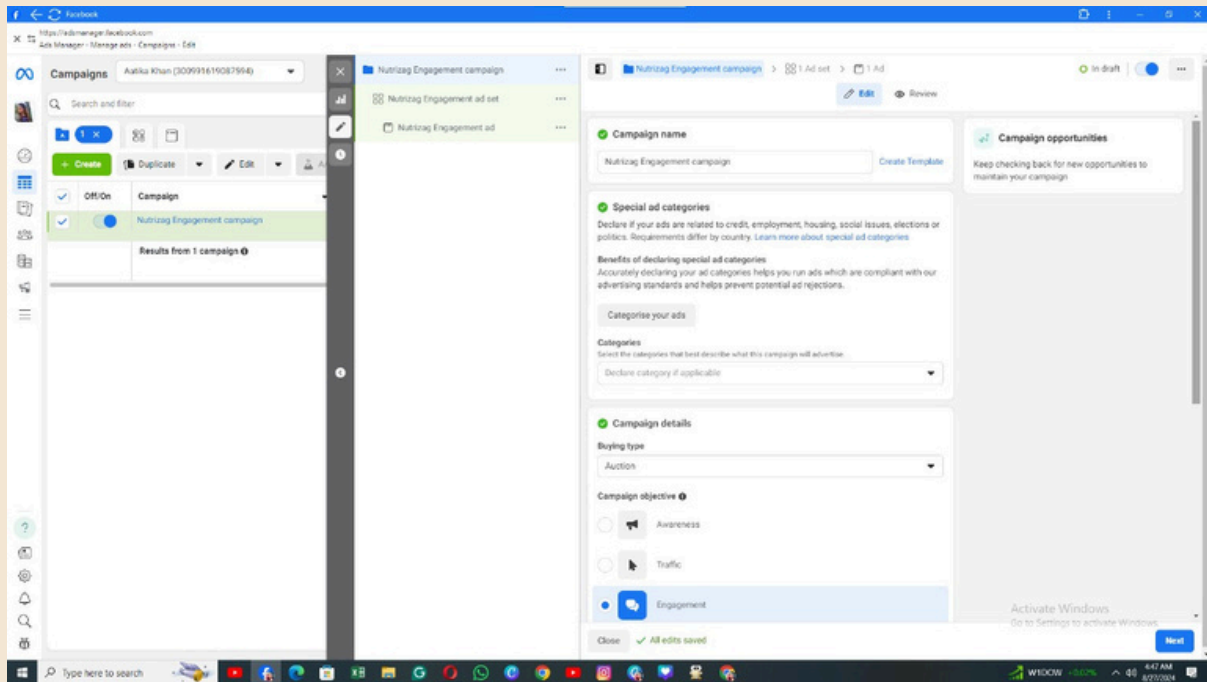
**Bottom Right Panel (Campaign Opportunities):**

- Ad preview:** Facebook Feeds, Instagram Feed
- You can now see more variations of your ad in previews:** Facebook Feeds, Instagram Feed

**Bottom Bar:** Close, All edits saved, Back, Publish

# Engagement Campaign

- Firstly, this campaign is run to make people to know about our brand and product. It is good to have maximum reach, brand awareness, video views and
- if there is any physical store then for its awareness it is also good. To run this campaign, we must have knowledge related to our product, create a unique content that will attract our target audience. Content must be related to awareness, not selling the product. It can be in the form of post, video, reel.
- o Campaign daily budget is Rs 1000 and weekly budget is Rs 7000.
  - o A/B testing is created to come to know which post content is well engaged with customers



Facebook Ads Manager interface showing the "Nutrizag Engagement campaign" setup. The left sidebar displays the campaign structure: Ad sets (Aatika Khan (300991619087594)), Ad set (Nutrizag Engagement ad set), and Ad (Nutrizag Engagement ad). The main panel shows the "Nutrizag Engagement ad set" configuration, including audience controls, locations (Pakistan), and placement options (Advantage+ placements recommended). The right sidebar displays campaign opportunities, audience definition (Estimated audience size: 38,600,000 - 45,400,000), and estimated daily results (Reach: 18K-51K, Page Likes: 394-1.1K).

Facebook Ads Manager interface showing the "Nutrizag Engagement ad" setup. The left sidebar displays the campaign structure: Ads (Aatika Khan (300991619087594)), Ad (Nutrizag Engagement ad), and Ad (Nutrizag Engagement ad). The main panel shows the "Nutrizag Engagement ad" configuration, including ad setup (Multi-advertiser ads), ad creative (Media, Primary text, Text generation), and campaign opportunities. The right sidebar displays campaign opportunities, ad preview (Facebook Feeds, Facebook Video feeds, Facebook Marketplace, Facebook Reels), and estimated daily results (Reach: 18K-51K, Page Likes: 394-1.1K).

# Sales Campaign

This campaign helps to attain conversion; people make purchase, adding item to the cart. It also helps us to make purchase through catalogue sales.

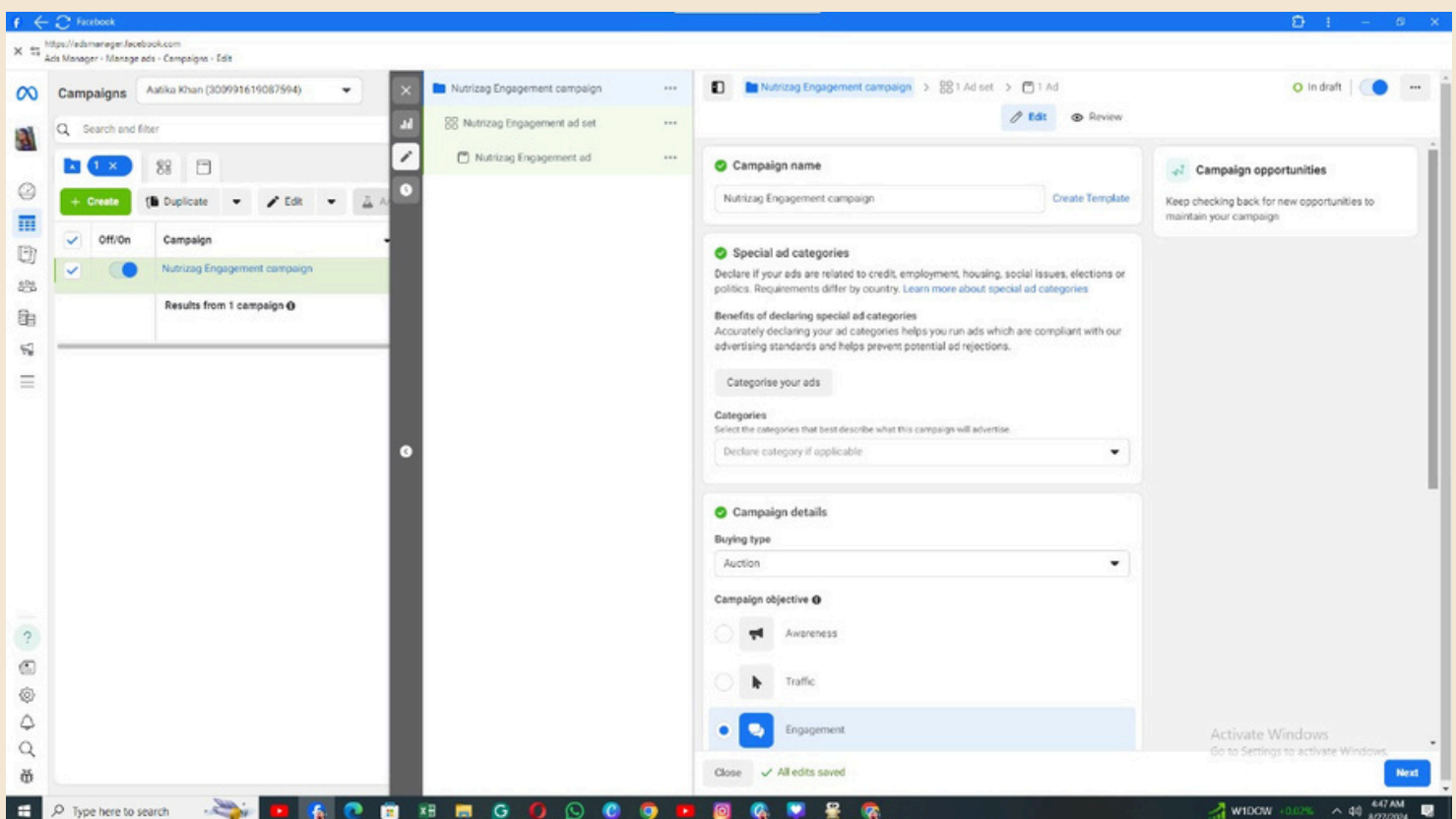
\* For this campaign, website is must and I have purchased domain and my shopify store underconstuction process yet that's why it is asking to create pixel.

\* Cost per result goal is Rs 250. It may cost more or less depending upon the results.

\* Audience location is Pakistan selected where is my targeted audience.

\* Daily budget is Rs 2000 and weekly it will be Rs 14000.

\* This campaign will start on 1st sep , 2024 and will end manually when will receive maximum results





Facebook Ads Manager interface showing the "Nutrizag Sales campaign" setup. The left sidebar displays the "Ad sets" list, including "Nutrizag sales ad set". The main content area shows the "Nutrizag sales ad set" configuration, including the "Budget & schedule" section (Daily budget: Rs2,100.00, Start date: 28 August 2024, End date: 30 August 2024) and the "Audience definition" section (Audience size: 31,600,000 - 37,100,000). The right sidebar shows "Campaign opportunities" and "Estimated daily results" (Reach: 13K-36K, Conversions: 15-43).

Facebook Ads Manager interface showing the "Nutrizag Sales campaign" setup. The left sidebar displays the "Ad sets" list, including "Nutrizag sales ad set". The main content area shows the "Nutrizag sales ad set" configuration, including the "Ad set name" section (Ad set name: Nutrizag sales ad set) and the "Conversion" section (Conversion location: Website, Performance goal: Maximise number of conversions). The right sidebar shows "Campaign opportunities" and "Estimated daily results" (Reach: 13K-36K, Conversions: 15-43).





# Engagement Strategy

Engagement strategies are designed to foster a strong connection between a brand or organization and its target audience. By encouraging interaction and participation, businesses can build relationships, increase brand loyalty, and drive sales.

## Contest And Giveaways:

To generate excitement, attract new followers, and encourage existing customers to engage with the brand.

### How to implement

Create contests or giveaways with prizes that are relevant to your target audience. Promote the contest on social media and other channels.

## Q&A Session:

To provide valuable information, address customer concerns, and demonstrate expertise. •

### How to implement:

Schedule regular Q&A sessions on social media or your website. Encourage your audience to submit questions in advance or live during the session. •

## Other Engagement Activities:

User-generated content ,Encourage your audience to create and share content related to your brand, such as photos, videos, or reviews. This can help build a sense of community and increase brand visibility.

### Live events:

Host live events, such as webinars or workshops, to connect with your audience in real-time and provide valuable information about health and my product •

### **Exclusive content:**

**Offer exclusive content, such as order packing vidoes , behind-the-scenes footage or early access to new products, to reward loyal customers.**

### **Product demos:**

**Offer product demos or trials to allow potential customers to experience your product firsthand. •**

### **Case studies:**

**Showcase success stories from satisfied customers. • Customer testimonials:**

**Collect and share positive reviews and testimonials**

## **Pesentation**

**# we should have know how about the product that we sell in the market or to the customer.**

**# Expand influencer partnerships to reach new audiences**

**# Allocate more budget to paid advertising on meta.**

**# The Step Up Your Style campaign was a success, driving sales and increasing customer engagement**

**# Key learnings and outcomes will inform future marketing strategies and campaigns.**

