

Social Media project

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Product LAUNCH CAMPAIGN

1.Product Selection

At FOOTcare, we offer a versatile collection of high-quality footwear designed to meet the needs of the entire family. Our range includes: Durable Kids' Shoes: Sturdy and comfortable, perfect for active play and school days. Reliable Joggers: Ideal for running and workouts, providing excellent support and cushioning. Stylish Adult Shoes: Elegant designs for both casual and formal occasions, ensuring you always step out in style. Trendy Sneakers: Modern and fashionable, these are perfect for a casual, laid-back look. Each pair is crafted with comfort, durability, and style in mind. We use premium materials combined with contemporary design to ensure you look and feel your best, no matter the occasion.

2. Demographics

For FOOTcare Shoes,

1. Age:

Primarily targeting adults aged 25-50 who are active and spend a lot of time on their feet. However, the shoes can also appeal to younger adults (18-24) and older adults (50+).

Gender: Unisex, but with specific styles designed for men and women.

Income Level: Middle to upper-middle income, as these customers are likely to prioritize both comfort and style in their footwear.

Occupation: Ideal for professionals who stand or walk a lot during their workday (e.g., nurses, teachers, retail workers) and athletes or fitness enthusiasts.

2. Interests:

Health and Wellness: People who prioritize their physical well-being and are interested in products that promote a healthy lifestyle.

Fashion: Individuals who appreciate stylish footwear that can be worn in various settings, from casual to semi-formal.

Outdoor Activities: Those who enjoy hiking, walking, or running and need shoes that provide comfort and support during these activities.

Sustainability: Environmentally conscious consumers who prefer products made with sustainable or eco-friendly materials.

3. Behaviors:

Active Lifestyle: People who are always on the move and need shoes that can keep up with their busy lives.

Online Shoppers: Customers who prefer to purchase shoes online and look for detailed product descriptions and customer reviews before buying.

Brand Loyalty: Individuals who value quality and are likely to become repeat customers if they find a shoe that meets their needs.

Comfort Seekers: Those who have experienced foot pain or discomfort in the past and are now focused on finding shoes that offer maximum comfort.

3.Brand identity Development

- **Brand Name:**

FOOTcare Shoes

The name clearly emphasizes the focus on foot health and comfort, making it easy for customers to understand the brand's mission.

- **Logo:**



Colors:

Primary Color: Blue (#0093D3)

Meaning: Blue is often associated with trust, reliability, and calmness, making it an excellent choice for a brand focused on comfort and care, such as FOOTcare Shoes.

Secondary Color: Black (#000000)

Meaning: Black adds a sense of elegance, authority, and professionalism to the logo, helping to create a strong brand identity.

- **Tagline:**

“Step into Comfort, Walk with Confidence”

This tagline highlights the core benefits of FOOTcare Shoes—providing comfort and promoting a confident, healthy stride.

1. **Brand Personality:**



Caring and Supportive: The brand should come across as caring about customers' well-being, emphasizing that FOOTcare Shoes are designed to support their lifestyle.


Reliable and Trustworthy: The brand should instill confidence that customers are making a smart choice for their foot health.



Stylish and Modern: FOOTcare Shoes are not only comfortable but also stylish, offering a modern look for everyday wear.

4. Content strategy:

Weekly content strategy for meta (Facebook & Instagram) Is as Follows:

Day/time	Heading	Target Audience	Content	Hashtags	Images
Wednesday 7:30 pm	Step into fun	Kids shoes	Add some color to your child's wardrobe with our latest kids' sneakers. Easy Velcro straps and comfortable fit, perfect for everyday adventures.	#FootwearGoals #SlipperStyle #shoeshop	
Thursday 9:00 pm	Little feet, Big style	Kids shoes	Get ready for adventure! Our shoes are made for playing, running, and making memories.	#comfortablefootwear #shoeshopping #casualfashion	

Friday 8:00 pm	Happy feet	Kids shoes	Step into comfort and style with our new collection of kids shoes.	#kidsshoes #footcare #footwear	 <p>MA-13(M) (light)</p> <p>15-19 (60) 21-25 (60) 26-30 (60)</p>
Saturday 8:00pm	small step,B ig smile	Kids shoes	Invest in quality shoes that will support your child's growth .	#kidshoeslove #footwear	 <p>Art. HS-07 (LONG WITH ZIP)</p> <p>16-20 — (60) 22-26 — (60)</p>
Sunday 8:00pm	Step up your style	Ladies Shoes	Classic style never goes out of fashion.ch eck out our timeless design.	#footcare #shoes #ShoeSale #footwear	

Monday 8:15pm	Walk run, play in style	Kids shoes	Kick off the weekend with our fun and colorful kids' shoes.	#comfortablefootwear #shoeshopping #casualfashion	
Tuesday 8:00pm	Little once, Big style	Kids shoes	Check out our featured shoes of the week! Comfortable, stylish, and perfect for kids.	#FootwearGoals #SlipperStyle #shoeshop #RelaxInStyle	

5. Facebook page And Instagram Account setup:

- Facebook page manage



Foot Care Shoes 6



Foot Care Shoes

36 likes • 65 followers



See dashboard

Advertise



Instagram page setup

footcare266 ▾ ●



30
posts

29
followers

43
following

Tanveer Butt

@footcare266

Footwear store

📍 Foot Care Shoes

Lahore, Pakistan 05412

Professional dashboard

57 accounts reached in the last 30 days.

Ad Campaign Development:

Increase brand awareness and generate interest in FOOTcare Shoes.

Drive traffic to the website or online store for purchases.

Encourage engagement and build a following on social media.

Campaign 1: Brand Awareness Campaign

1. Campaign Name:

“Step into Comfort: FOOTcare Shoes Brand Awareness”

2. Objective:

Increase brand awareness among the target audience by showcasing the key features of FOOTcare Shoes.

3. Target Audience:

Location: United States (or other specific regions as needed)

Age: 25-50

Gender: All genders (Men and women)

Interests: Health & Wellness, Footwear, Fashion, Outdoor Activities, Fitness, Sustainability oil

Behaviors: Online shoppers, engaged shoppers, people interested in sustainable products

The screenshot displays the Facebook Ads Manager interface. On the left is a vertical sidebar with various icons for navigation. The main content area shows the campaign setup for a campaign named 'Step into awareness'. The breadcrumb navigation at the top indicates the path: 'Step into awareness' > '1 Ad set' > '1 Ad'. There are 'Edit' and 'Review' buttons in the top right. The 'Campaign name' section shows the name 'Step into awareness' with a 'Create template' link. The 'Special Ad Categories' section includes a declaration prompt, a link to learn more, and a 'Categorize your ads' button.

Step into awareness > 1 Ad set > 1 Ad

Edit Review

✓ Campaign name

Step into awareness [Create template](#)

✓ Special Ad Categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country.

[Learn more about special ad categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories