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MENTOR

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NAME

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Date 28/08/2024

SOCIAL MEDIA MARKETING PROJECT

PRODUCT LAUNCH CAMPAIGN

Product Launch Campaign

1 product selection

I selected a Zen watch for my product. The Zen Watch is more than just a timepiece; it's your pocket-sized sanctuary. Designed to promote relaxation and well-being, this innovative device offers a range of features to help you unwind and find inner peace.: Stylish and comfortable, My ZenWatch is perfect for everyday wear. Easy to navigate and use, even for those new to wearable technology. Offers a wide range of features to support your overall well-being.

- Cultivate a healthier and more balanced lifestyle.

With its sleek design, intuitive interface, and comprehensive functionality, the Zen Watch is your perfect companion on the path to inner peace.

2 *Target Audience identification:*

1

Demographics

Age:

- **25-45:** This age group is often juggling work, family, and personal responsibilities, making stress management a priority.
- **50-65:** As people age, they may be more interested in maintaining their overall health and finding ways to reduce stress.

Gender:

- **Both men and women** are likely to be interested in the Zenwatch features, as stress and anxiety are common issues for both genders.

Location

Pakistan and UAE

Technology Adoption:

- **Early adopters:** People who are comfortable with new technology and are always looking for the latest gadgets may be interested in the ZenWatch.

Overall, the Zen Watch has the potential to appeal to a broad range of individuals who are seeking to improve their mental and physical well-being.

Interests:

- **Yoga and meditation:** People who practice yoga or meditation may find the ZenWatch a valuable tool for enhancing their practice.
- **Health and fitness:** Individuals who are focused on their physical health may also be interested in the Zenwatch features for stress management and sleep tracking.

Technology enthusiasts: Individuals who enjoy using the latest gadgets and wearable technology may be drawn to the ZenWatch.

Busy professionals: People with demanding jobs may find the ZenWatch a helpful way to manage stress and maintain their well-being.

Students: Students facing academic pressures may benefit from the Zen Watch's stress management tools and sleep tracking features.

Travelers: Individuals who frequently travel and find it difficult to maintain a healthy routine may find the ZenWatch helpful for staying grounded and relaxed.

3 *Behaviors*

Regularly checking and using the mindfulness timer: Users may set daily or weekly reminders to use the mindfulness timer for meditation or deep breathing exercises.

Tracking heart rate and sleep patterns: Users may frequently check their heart rate data and sleep tracking information to gain insights into their health and identify areas for improvement.

Experimenting with different stress management techniques: Users may try various calming soundscapes, guided relaxation techniques, and breathing exercises to find what works best for them.

Customizing settings: Users may personalize their Zen Watch settings, such as choosing their preferred mindfulness timer duration or selecting specific calming soundscapes.

Sharing experiences with others: Users may share their experiences with the ZenWatch and its benefits with friends, family, or online communities.

Participating in online forums and communities: Users may join online forums or communities dedicated to wellness and mindfulness to connect with others who share similar interests.

Recommending the ZenWatch to others: Users may recommend the ZenWatch to friends and family who are interested in improving their well-being.

Brand identification Development

Brand name

ZenWatch is a brand dedicated to promoting relaxation, mindfulness, and overall well-being. Our innovative timepieces are designed to help individuals find inner peace and tranquility in today's fast-paced world.

A well-designed logo should effectively convey the essence of your Zen Watch product and resonate with your target audience.



Taglines

“Find your zen”

“Calm your mind”

“Peace in a watch”

“Your daily dose of tranquility”

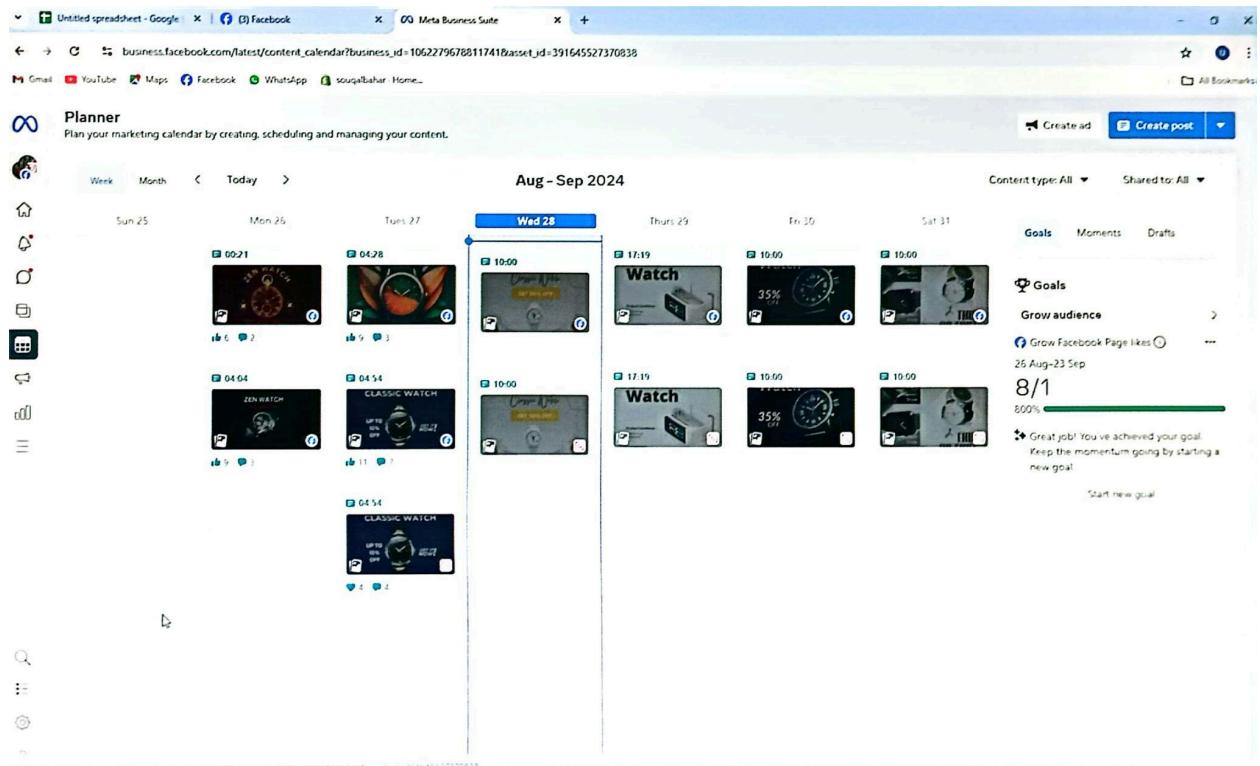
“Zen, anytime, anywhere”

5 Content Strategy Creation

Weekly content creation for
Meta is as follows

Days	Times	Platform	Heading	Target Audience	Content	Hashtags	Images
Sunday	10:00	Meta	Discover the Perfect Timepiece with Zen Watch	18 to 30	Show the watch being worn in various daily activities like work, workouts, or leisure.	#stylewatch #stylewatchmag #stylewatcher #stylewatchers #stylewatches #stylewatchfanpage	
Monday	10:00	Meta	Elevate Your Look with the Zen Watch Collection	18 to 45	The watch's elegant design and high-quality materials.	watchcollection#watchanish#watchmania#watchhour	

Tuesday	10:00	Meta	Limited Time Offer: Zen Watch	18 to 25	he watch's elegant design and high-quality materials.		
Wednesday	10:00	Meta	Shop the Zen Watch Collection Now	15 to 20	Show the watch being worn in various daily activities like work, workouts, or leisure.	atchlove#watchme#joinme#watchin gtv#watchco llecting#watchhb	
Thursday	11:00	Meta	Precision Meets Style: Zen Watch Your Daily Dose of Elegance	18 to 45	Pair the watch with different outfits to demonstrate its versatility as a fashion accessory.		
Friday	10:00	Meta	Timeless Design, Modern Features	18 to 45	: If you have customer testimonials, share them to build trust and credibility.	#watch #watches #watcheso finstagram #watchpor n #watchofth eday	
Saturday	10:00	Meta	Your Daily Dose of Elegance	15 to 45	: Encourage your followers to share their experiences with the ZW Watch.	#watchthisi nstagood #watchaddi ct #watchfam #watchlove r #watchner d	
							,



6 Face book and instagram page setup:

Facebook page manager

Souq Al Bahar - Home...

Facebook

ZEN WATCH
new collection

Zen Watches

8 likes • 8 followers

See dashboard Edit

Posts About Mentions Reviews Followers Photos More

How healthy is your Page?

What's on your mind?

Live video Photo/video Reel

Instagram

zenwatch55

0 posts 0 followers 0 following

@zenwatch55

Luxury, affordable and demanded watches are here.

0 accounts reached in the last 30 days. View insights

Home Search Explore Reels Messages Notifications Create Profile More

Getting Started

Share Photos Find Facebook Friends Add phone number Complete F

When you share photos, they will appear on your profile.

You choose which friends to follow. We'll never post to Facebook without you.

Add your phone number so you can reset your password, find friends, and more.

Add your name and photo so people can find you.

7 Ads Campaign Development:

Awareness campaign:

Campaign Goal: To increase brand awareness and sales of Zen Watches, positioning them as premium, stylish, and technologically advanced timepieces.

Discover the perfect blend of style and technology. Zen Watch offers a sophisticated design, advanced features, and seamless integration into your lifestyle.

Screenshot of a web browser showing the Meta Business Suite interface.

The browser tabs are:

- Facebook (7)
- Meta Business Suite

The address bar shows: business.facebook.com/latest/?asset_id=391645527370838&business_id=1062279678811741&nav_ref=manage_page_ap_plus_left_nav_mbs_button

The bookmarks bar includes: Gmail, YouTube, Maps, Facebook, WhatsApp, souqlbahar - Home, and Other bookmark.

The main interface displays the "All tools" sidebar with categories:

- Engage audience**: Content, Inbox, Leads Centre, Live dashboard, Page posts, Planner, Sound Collection.
- Analyse and report**: Ads reporting, Creative reporting, Experiments, Insights, Meta Brand Collabs Manager, Traffic analysis report.
- Advertise**: Ad limits per Page, Ads, Ads Manager, Apps, Audiences, Automated rules, Campaign Planner, Creative Hub, Events Manager, Instant Forms.
- Sell products and services**: Appointments, Commerce, Monetisation.

The right panel shows a preview of a post with the text "Edit cover photo". It displays follower counts for Facebook (8) and Instagram (3), and a "Create Story" button. A "Get started on Meta Business Suite" banner indicates "2 of 4 steps completed".

Below this, another browser window is open:

The browser tabs are:

- Facebook (3)
- Meta Business Suite
- Ads Manager
- Meta Business Suite
- Meta Business Suite
- Gemini
- All Hashtag - H

The address bar shows: adsmanager.facebook.com/adsmanager/manage/campaigns/edit?act=2695134077319937&business_id=1062279678811741&selected_campaign_ids=12...

The main interface shows a campaign setup process:

- Campaign name**: New Awareness campaign (highlighted).
- Special ad categories**: A note about declaring ads related to credit, employment, housing, social issues, elections or politics.
- Benefits of declaring special ad categories**: Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.
- Categorise your ads**: Categories section with a dropdown menu for "Declare category if applicable".
- Campaign details**: A "See recommendations" link.

Buttons at the bottom include "Edit", "Review", "In draft", "Next", and "Close".

Facebook | Meta Business Suite | Ads Manager - Manage ads - C

adsmanager.facebook.com/adsmanager/manage/campaigns?act=2695134077319937&business_id=1062279678811741&nav_source=business_manager...

Gmail YouTube Maps Facebook WhatsApp souqlbahar - Hom... Other bookmarks

Campaigns zen watch men (2695134077319937)

Additional information Does your business, zenwatch55, focus on selling products or services? Yes No

Search and filter Campaigns + Create Off/On Campaign

Updates Add payment method There's a problem with the payment method you selected for zen watch men. You'll need to add or update the payment information before you can publish.

Create new campaign New ad set or ad

Buying type Auction

Choose a campaign objective

Awareness

Traffic

Engagement

Leads

App promotion

Sales

Awareness Show your ads to people who are most likely to remember them.

Good for:

Reach

Brand awareness

Video views

About campaign objectives Cancel Continue

Drafts Review and publish (3) ...

improve the quality of ads shown to people.

This month: 1 Aug 2024 - 29 Aug 2024

Reports Export

Category Budget Attribution setting

set bid ... Using ad set bud...

12:27 PM 8/28/2024

Screenshot of the Facebook Ads Manager interface showing the creation and review of an Awareness campaign.

Top Navigation: adsmanager.facebook.com/adsmanager/manage/ads/edit?act=2695134077319937&business_id=1062279678811741&selected_campaign_ids=12021262

Left Sidebar: Shows a tree view of campaigns: New Awareness campaign > New Awareness ad set > New Awareness ad.

Right Sidebar: Options for "In draft" status and "Review".

Main Content Area:

- Media:** 16 placements
 - You could get more conversions per amount of money spent by using both videos and images:** Duplicate this ad and then replace the image with a video to create a new version that reaches users in different ways. Keep the original ad running to maximise results.
 - Duplicate ad:**
- Feeds, In-stream ads for videos and reels, Search results:** 10 placements
- Stories and Reels, Apps and sites:** 5 placements
- Facebook Search results:**

Preview: Ad preview and Advanced Preview. Shows two variations of a "ZEN CLASSIC WATCH" advertisement.

Bottom Buttons: By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines. Buttons: Close, Back, Publish.

Bottom Navigation: adsmanager.facebook.com/adsmanager/manage/campaigns?act=2695134077319937&business_id=1062279678811741&selected_campaign_ids=12021262

Campaigns Overview: Updated just now. Discard Drafts, Review and publish (3).

Campaign Details: 1 selected. Ad sets for 1 Campaign. Ads for 1 Campaign.

Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution setting
✓	New Awareness campaign	In draft		Using ad set bid ...	Using ad set bud...	-

Results: Results from 1 campaign.

Engagement Campaign:

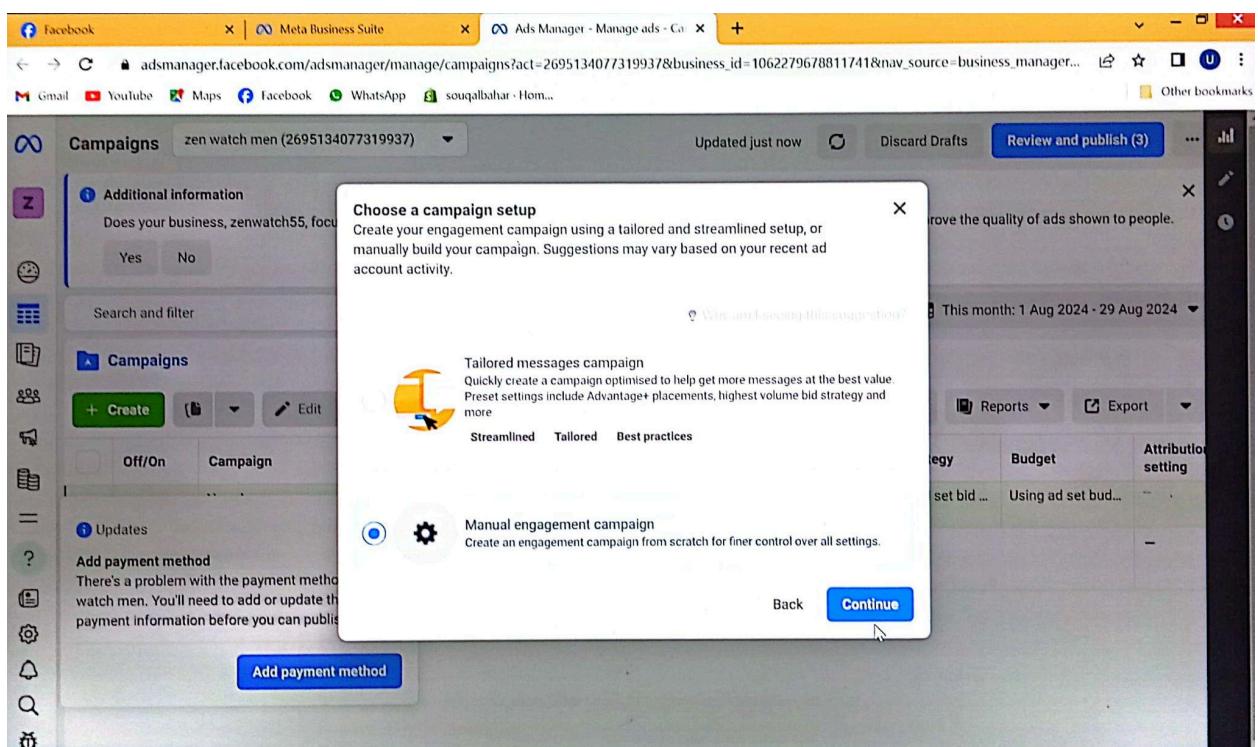
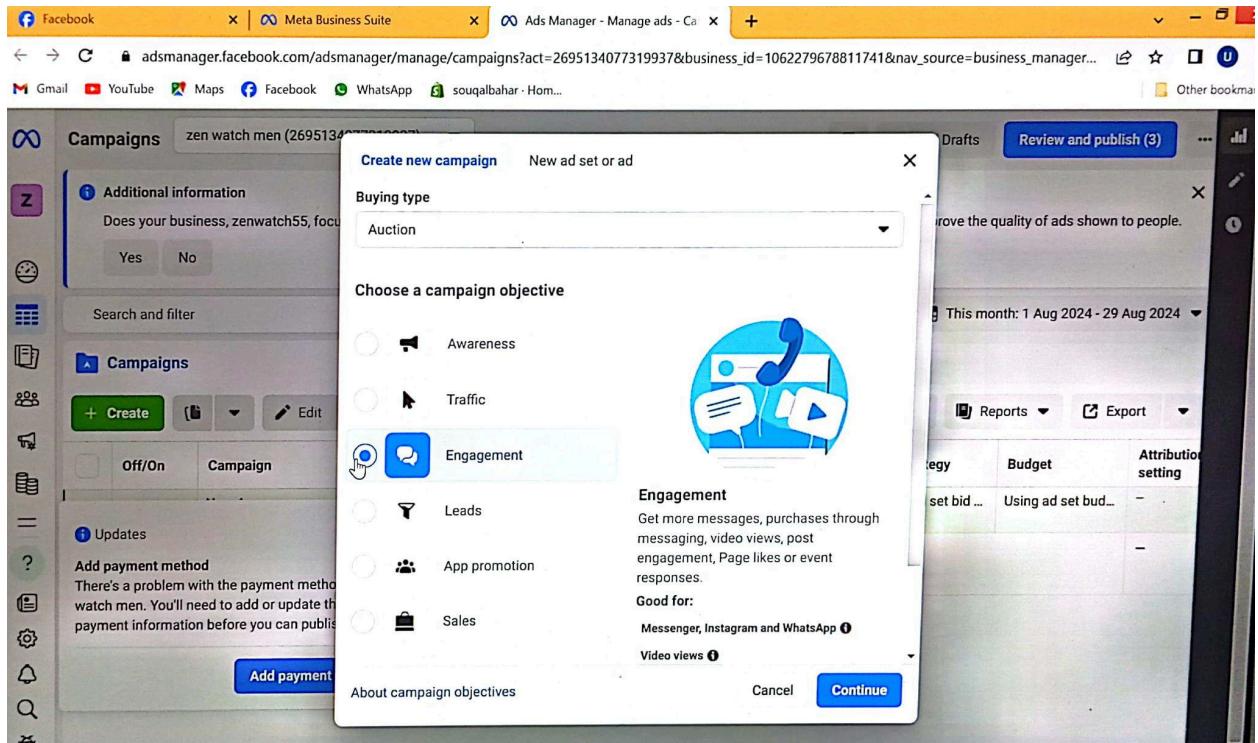
Campaign Goal: To increase brand awareness and sales of Zen Watches, positioning them as premium, stylish, and technologically advanced timepieces.

Target Audience: Urban, affluent individuals aged 25-45 who value fashion, technology, and health.

Influencer Partnerships: Collaborate with fashion bloggers, tech reviewers, and fitness influencers to showcase Zen Watches in their content.

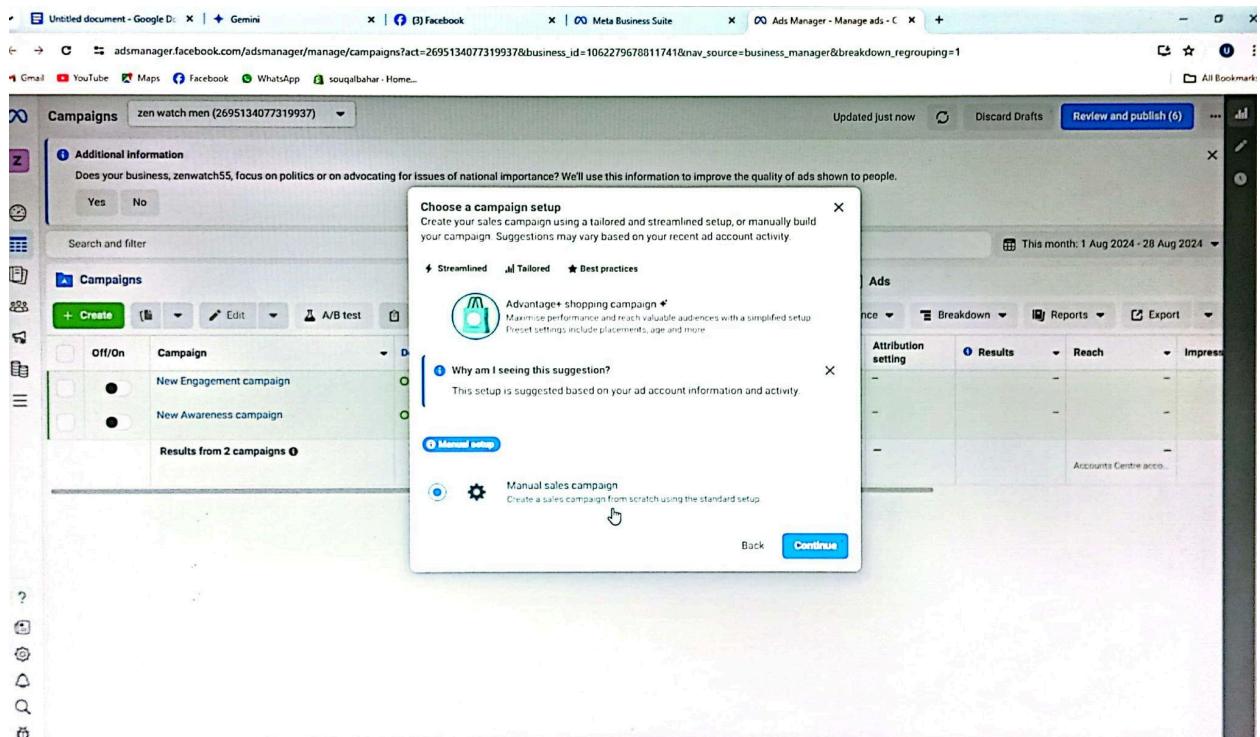
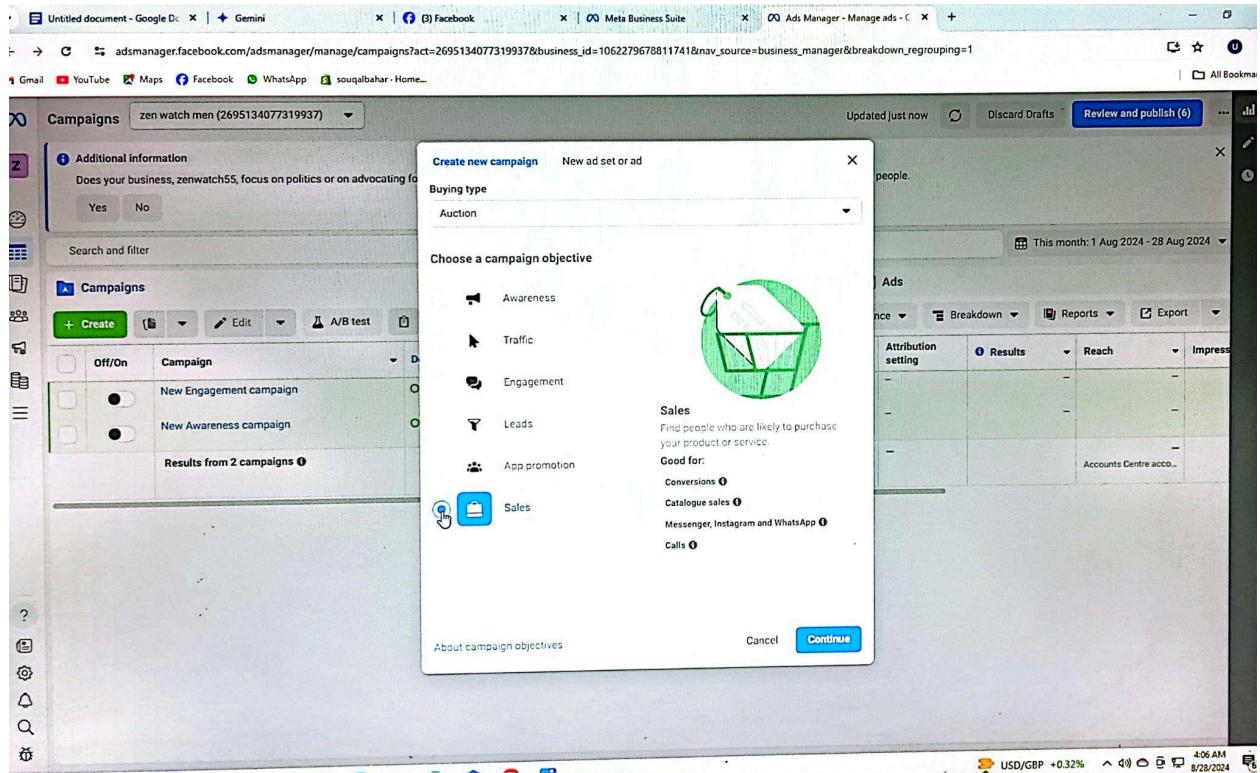
Contests and Giveaways: Run contests and giveaways on platforms like Instagram and Facebook to engage the audience and generate buzz.

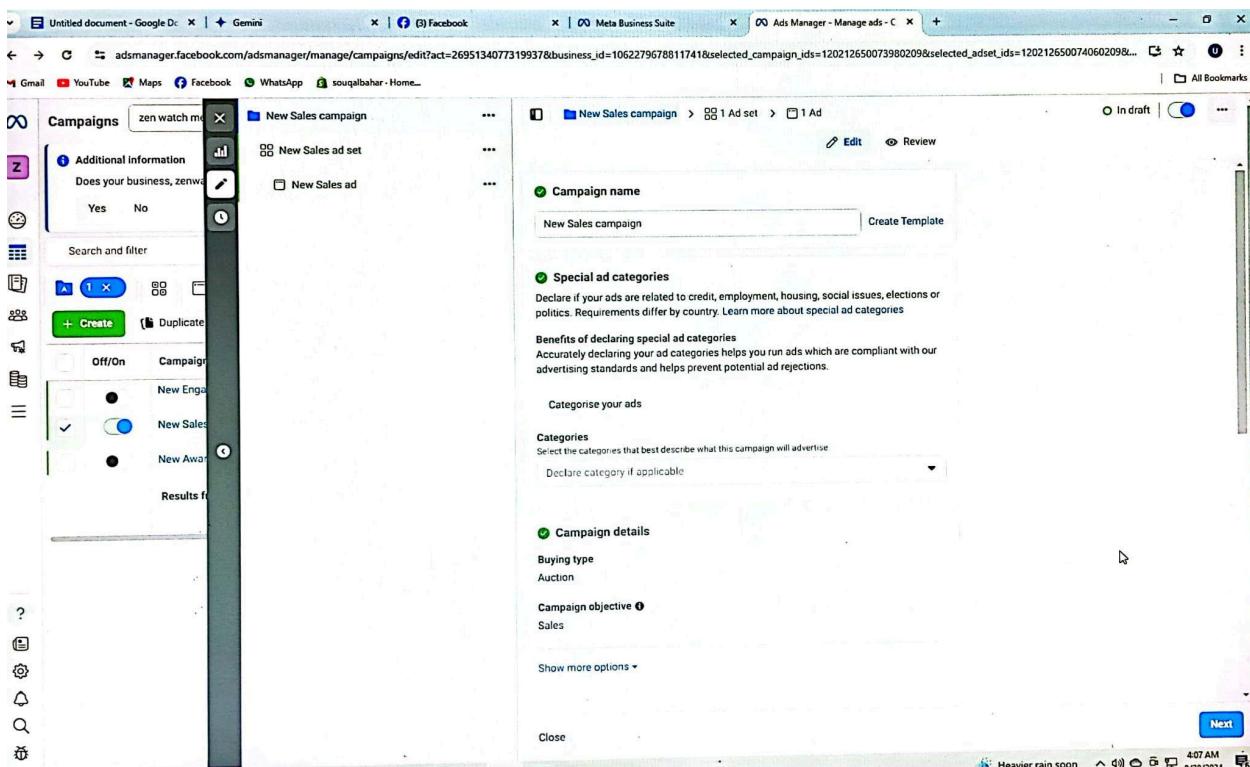
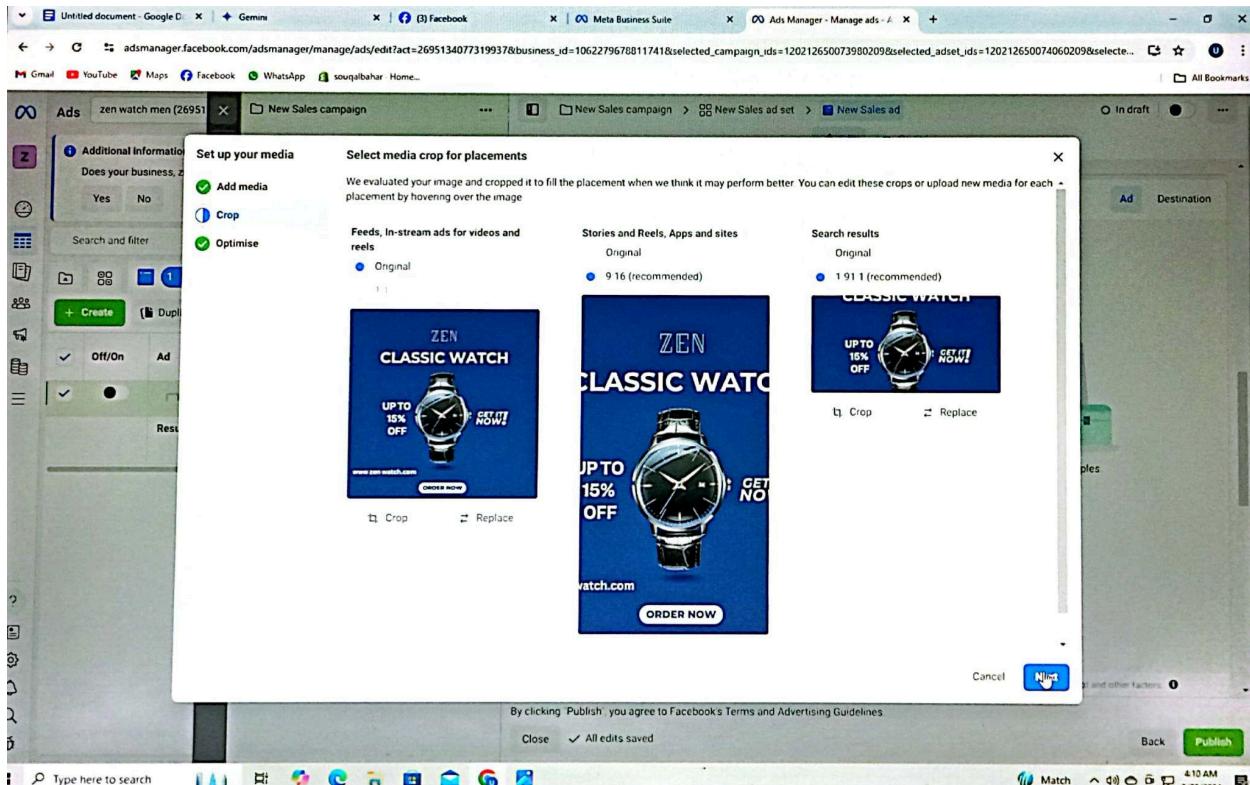
User-Generated Content: Encourage users to share their Zen Watch photos and experiences using a branded hashtag.



Sale campaign **Campaign Goal:** To increase sales of Zen Watches by effectively targeting potential customers on Facebook.

Target Audience: Urban, affluent individuals aged 25-45 who value fashion, technology, and health.





Screenshot of the Facebook Ads Manager interface showing two different ad setup configurations.

Top Configuration: messenger app+ Drive sales and conversions through Messenger, Instagram and WhatsApp.

Audience definition: Your audience selection is fairly broad.

Estimated audience size: 31,600,000 - 37,200,000

Estimated daily results:

- Reach:** 19K-55K
- Conversations:** 28-82

Performance goal: Maximise number of conversations

Cost per result goal - Optional: RsX XX

Pixel: Select a pixel or search by name or ID. A pixel is required. To run this campaign, select a pixel that you want to use to track conversions.

Pixel Selection: messenger app+ (selected)

Bottom Configuration: Conversion

Audience definition: Your audience selection is fairly broad.

Estimated audience size: 31,600,000 - 37,200,000

Estimated daily results:

- Reach:** 14K-41K
- Conversions:** 15-43

Performance goal: Maximise number of conversions

Cost per result goal - Optional: RsX XX

Pixel: Select a pixel or search by name or ID. A pixel is required. To run this campaign, select a pixel that you want to use to track conversions.

Pixel Selection: Conversion (selected)

Screenshot of the Facebook Ads Manager interface showing the creation of a new ad set and ad.

Ad sets (zen watch men (26951))

- New Sales campaign
- New Sales ad set
- New Sales ad

Audience definition: Your audience selection is fairly broad.

Estimated audience size: 31,600,000 - 37,200,000

Estimated daily results:

- Reach: 19K-55K
- Conversations: 28-82

Media (18 placements):

- Feeds, In-stream ads for videos and reels (10 placements)
- Stories and Reels, Apps and sites (7 placements (6 customised))
- Facebook Search results (Customised)

Primary text: Now your call to action for Instagram Stories will be shown as a sticker, which will help it fit in better with organic content. You can check the positioning of the sticker and move it if it covers important information in your media by editing the Instagram Stories placement.

Headline: Chat with us

Description: By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines.

Close | Verifying your edits... | Back | Publish

Engagement Strategy:

Goal: To foster a strong and engaged community around Zen Watches, building brand loyalty and driving sales.

Social Media Engagement:

- **Consistent Posting:** Maintain a regular posting schedule on platforms like Instagram, Facebook, and Twitter.
- **Engaging Content:** Share high-quality images, videos, and behind-the-scenes content that showcases the Zen Watch's design, features, and benefits.
- **User-Generated Content:** Encourage users to share their Zen Watch photos and experiences using a branded hashtag.
- **Contests and Giveaways:** Run contests and giveaways to incentivize user participation and generate excitement.
- **Live Streams and Q&A Sessions:** Connect with users in real-time through live streams and Q&A sessions.
- **Community Building:** Create online communities or forums where users can discuss the Zen Watch, share tips, and connect with other enthusiasts.

Influencer Partnerships:

- **Collaborate with Influencers:** Partner with influencers in the fashion, technology, and fitness industries who align with your target audience.
- **Sponsored Content:** Have influencers create sponsored content featuring the Zen Watch, showcasing its benefits and lifestyle integration.
- **Exclusive Collaborations:** Create limited edition Zen Watch models or exclusive offers in collaboration with influencers.

Customer Support and Service:

- **Responsive Customer Service:** Provide timely and helpful customer support through various channels, including email, social media, and live chat.
- **Personalized Experiences:** Offer personalized recommendations and assistance to customers based on their needs and preferences.
- **Loyalty Programs:** Implement a loyalty program to reward repeat customers and encourage them to continue purchasing Zen Watches.

Community Events and Experiences:

- **In-Person Events:** Organize in-person events, such as meetups, workshops, or product launches, to bring the community together.
- **Online Events:** Host virtual events, like webinars or online meetups, for those who cannot attend in-person.
- **Exclusive Experiences:** Offer exclusive experiences to loyal customers, such as early access to new products or personalized consultations.

Content Marketing:

- **Blog:** Create a blog to share informative and engaging content related to the Zen Watch, such as product reviews, tutorials, and lifestyle articles.
- **Email Marketing:** Build an email list and send regular newsletters with exclusive offers, product updates, and behind-the-scenes content.
- **Video Content:** Produce high-quality video content, such as product demos, unboxing videos, and customer testimonials.

8 Sale Funnel Implementation in campaign

Awareness:

- **Goal:** Increase brand visibility and reach potential customers.
- **Tactics:**
 - Social media advertising
 - Influencer marketing
 - Content marketing (blog posts, videos)
 - Public relations

Interest:

- **Goal:** Capture the attention of potential customers and pique their interest in the Zen Watch.
- **Tactics:**
 - Targeted online ads
 - Email marketing
 - Landing pages with compelling content

Consideration:

- **Goal:** Nurture potential customers and provide them with the information they need to make a purchase decision.
- **Tactics:**
 - Product demos or tutorials
 - Customer testimonials or reviews
 - Personalized recommendations

Intent:

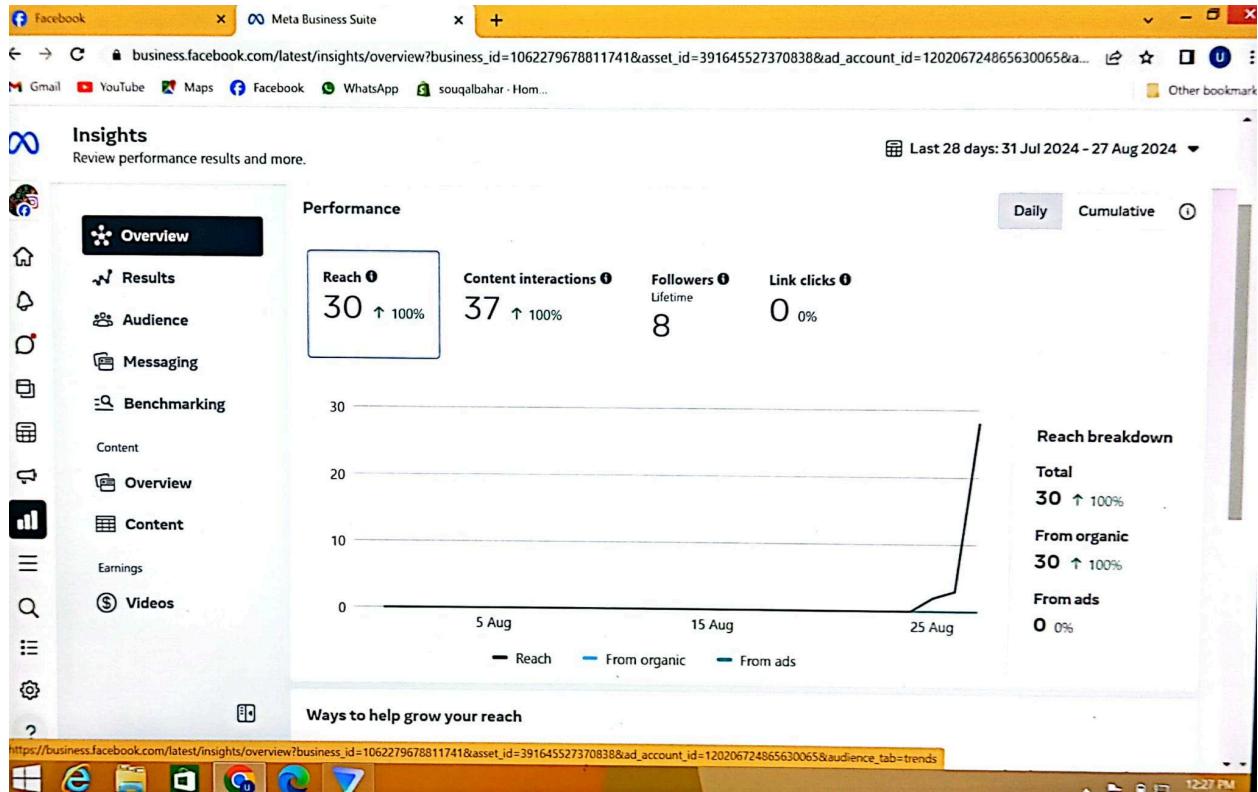
- **Goal:** Identify customers who are ready to purchase and guide them towards the final step.
- **Tactics:**
 - Retargeting ads
 - Limited-time offers or promotions
 - Live chat or customer support

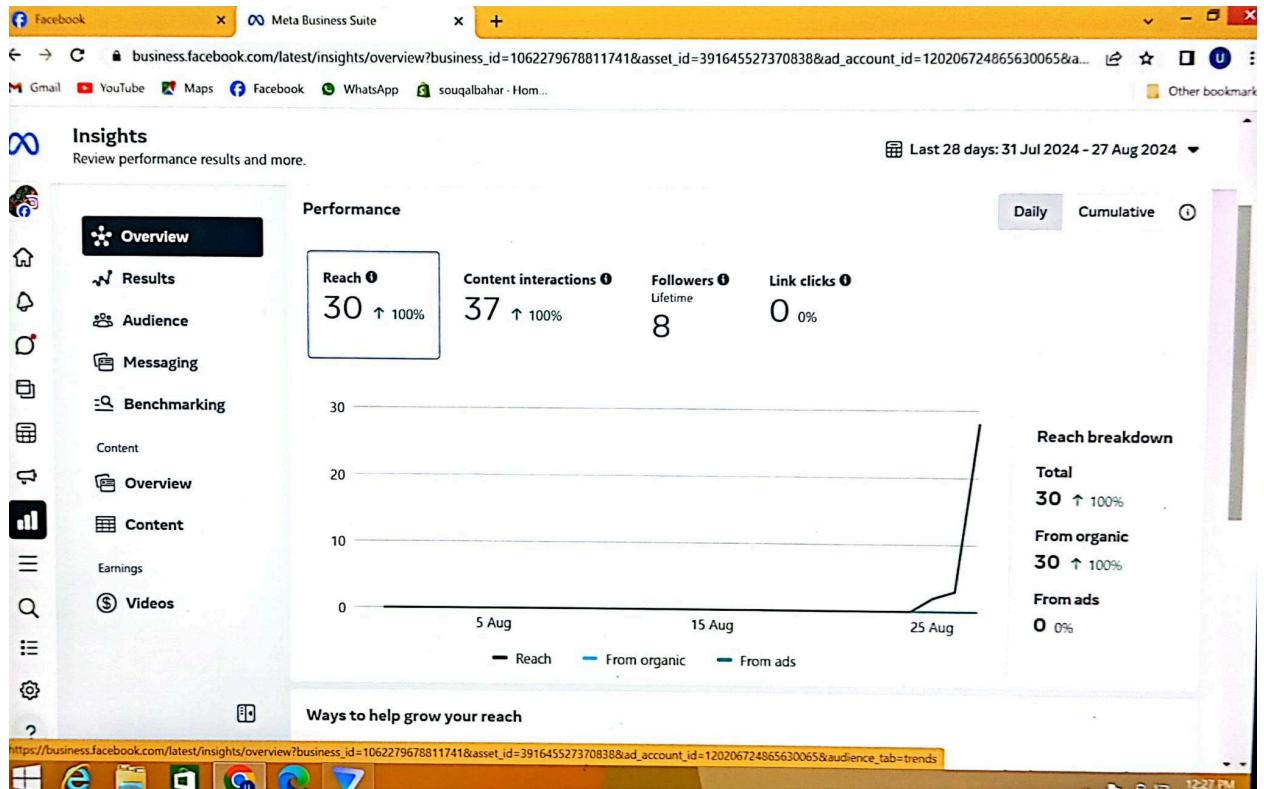
Purchase:

- **Goal:** Convert potential customers into paying customers.
- **Tactics:**
 - Optimized checkout process
 - Secure payment options
 - Post-purchase follow-up and thank-you messages

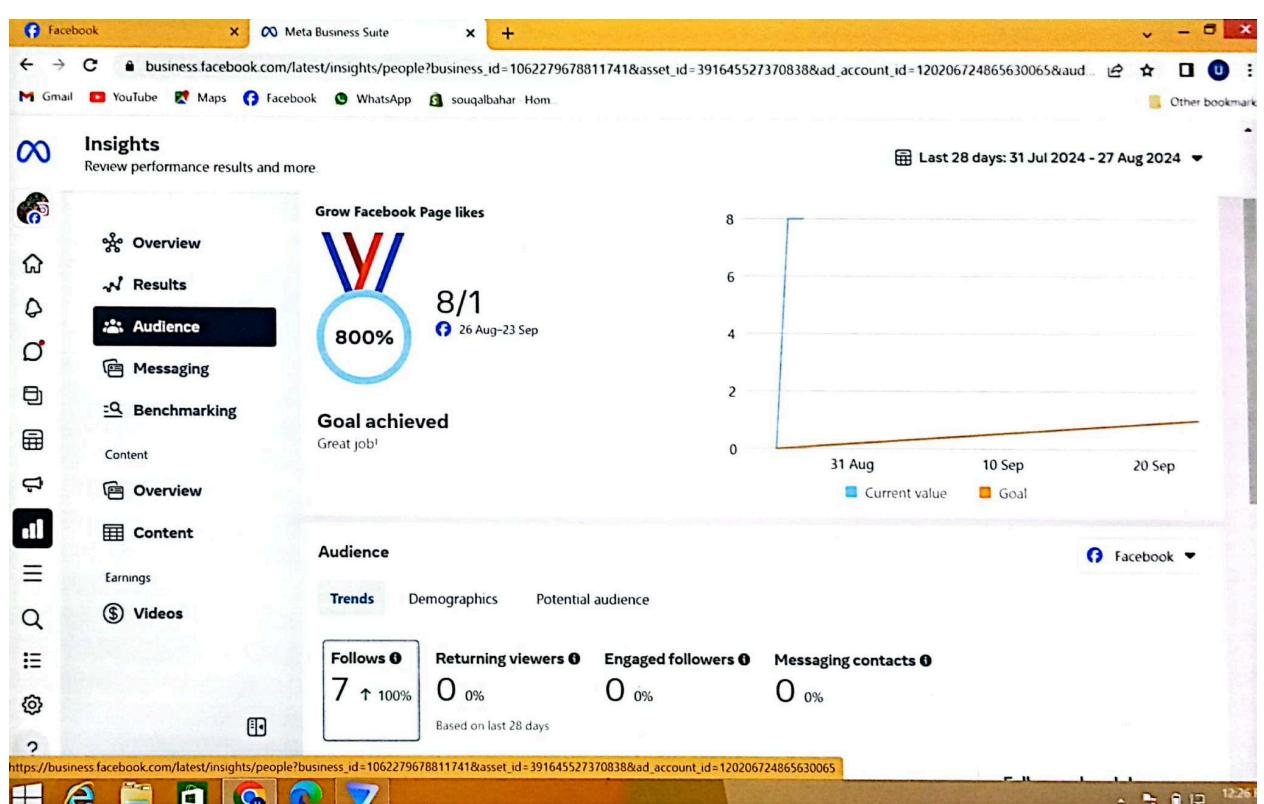
9 Campaign execution

Some execution campaigns are as follows





1.



business.facebook.com/latest/insights/benchmark?business_id=1062279678811741&asset_id=391645527370838&ad_account_id=120206724865630065

Last 28 days: 31 Jul 2024 - 27 Aug 2024

Insights

Review performance results and more.

Published content 4

Similar to others

How often your business published versus others in this category

Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Well done! Stay on track by creating a new post or scheduling in advance.

Create Post

Facebook followers 8

Lower than others
Typically: 801

Follows 7

Similar to others
Typically: 5

Content interactions 37

Similar to others
Typically: 34

https://business.facebook.com/latest/posts/published_posts/?business_id=1062279678811741&asset_id=391645527370838

12:26 PM 8/28/2024

https://business.facebook.com/latest/posts?business_id=1062279678811741&asset_id=391645527370838

Content

Schedule, publish and manage posts and stories, and more.

Posts and reels

Reel plays now include replays

Play counts now include replays for Facebook and Instagram reels created after 21 September 2023.

Title	Date published	Status	Reach
Limited time offer! Enjoy 15% off the Zen Wa...	27 August 04:54	Boost	12 Reach
"Limited time offer! Enjoy 15% off the Zen Wa...	27 August 04:54	Boost	28 Reach
zen watch	27 August 04:28	Create ad	13 Reach
Zen Watches updated their cover photo.	26 August 04:04	Create ad	1 Reach

Presentation

1 We should have know how about product that we sell in the market

Or to the customer.

2 Expand influencer partnerships to reach new audiences

3 Allocate more budget to paid advertising on Meta.

4 The step up your style campaign was a success driving sales and increasing customer engagement .

5 Key learnings and outcomes will inform future marketing strategies and campaigns.