Social media project Name : Arooj Iman

Batch AKTI C9 SMM (Gulberg)

Project Launch Campaign

Product selection

I have chosen a diverse range of products Cosmetics, Jewelry, AirPods, Ladies' Suits, and Gents' T-Shirts—to meet the varied needs of a broad audience. Each product line reflects my passion for quality, innovation, and style. By offering a mix of beauty, fashion, and tech products, I aim to build a brand that resonates with different customer segments, starting with these key items and expanding over time based on market trends and consumer feedback.

Target audience identification

My target audience include fashion -consious tech-savy individuals who value quality ,style and functionality .

Demographics

- Cosmetics & Jewelry: Primarily women aged 18-60, with a growing interest from men.
 - AirPods: All genders aged 15-40, focused on convenience and technology.
 - Ladies' Suits: Professional women aged 22-50 seeking versatile and stylish attire.
 - Gents' T-Shirts: Men aged 18-40 who prioritize casual comfort with a stylish edge.

Interests

- Cosmetics:Skincare and beauty enthusiasts who prioritize natural and ethical products. Jewelry: Fashion-forward individuals seeking unique, high-quality accessories.

AirPods: Tech lovers and active lifestyles, valuing convenience and cutting-edge audio.

Ladies' Suits: Professional women who appreciate stylish, versatile workwear.

Gents' T-Shirts: Men who want comfortable, trendy casual wear.

Social media:

Engaging with beauty tutorials, fashion influencers, tech reviews, professional style guides, and casual fashion trends.

Behaviors

Cosmetics: Regularly seeks skincare advice, follows beauty routines, and purchases based on ethical considerations.

Jewelry: Invests in unique pieces, follows fashion trends, and values craftsmanship.

AirPods: Early adopter of new tech, prioritizes convenience, and uses gadgets for work, fitness, and entertainment.

Ladies' Suits: Shops for versatile, professional attire, values quality, and stays updated on business fashion.

Gents' T-Shirts: Prefers comfortable, stylish casual wear, follows streetwear trends, and values brand reputation.

Brand identity development

Mission statement:

"Fashion Collection" offers a diverse range of high-quality fashion products, from luxurious cosmetics and elegant jewelry to stylish apparel and tech accessories. We blend elegance with functionality to help customers express their unique style and enhance their lives.

Vision statement:

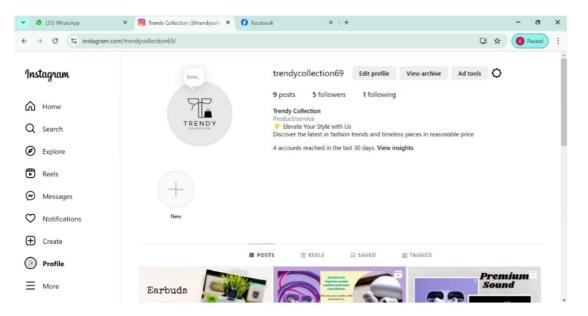
We aim to be a leading fashion brand, known for combining timeless elegance with innovation. Our goal is to set trends and inspire confidence with iconic, sophisticated fashion pieces.



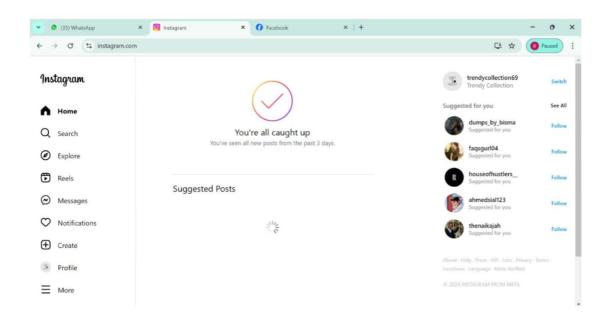
Day	Product Names	Platform/ Time	Content	Hashtags	Pictures
Monday	Airpods	Instagram/ Facebook I2:00 Am	Airpods: Premium Sound, Wireless freedom: Experience crystal-clear audio and effortless connectivity with Airpods. Enjoy all-day comfort and premium sound anywhere you go.	#AirPods #AirPodsPro #AppleAirPods #WirelessEarbuds #SoundPerfection #AirPodsLove #AirPodsLife #TrueWireless #EarbudsGoals #AirPodsObsessed	Earbuds 19/Prestyzallostianily

Tuesday	Gents T-Shirt	Facebook, Instagram 12:00 AM	Elevate your Style with our Men's Tees	Stylish and comfortable Tees in premium fabrics. Perfect fit for any occasion.	#MensFashion #StylishEssential #ComfortWear #T-ShirtStyle #CasualChic #PremiumTees	Order Nov! Fashion Summer Collection
Wednesday	Cosmetics	Facebook, Instagram 12:00 AM	Discover your perfect shade	Explore our premium Cosmectics for a flawless look. Shop now for vibrant colors and quality essentials!	#BeautyEssentials #FlawlessLook #CosmeticLover #MakeupMagic #GlamUp #GradientBeauty	SKIN FRIENDLY PRODUCTS Joil System (Ndarpand) A VAILABLE IG/Irendy collection09
Thursday	Jewellery	Facebook, Instagram 12:00 AM	Timeless Elegence in every piece	Find stunning pieces that add Elegence to any look. Shop Now for your perfect accessory!		NEW IN THE SHOP NEW COLLECTION 9 TO SHOULD
Friday	Ladies Suits	Facebook, Instagram 12:00 AM	Elevate your look with Classic Suits	Discover tailored Elegence that Suits every occasion. Find your perfect fit today!	#LadiesFashion #PerfectFit #SuitUp #ClassyLook #SleekFit #SuitVibes	Summer COLLECTION
Saturday	AirPods	Facebook, Instagram 12:00 AM	Seamless Sound,Any Time,Any Where.	Enjoy Wireless Freedom and Superior Sound Quality. Perfect for music & calls experience seamless audio today!	#TrueWireless	
Sunday	Gents T-Shirt	Facebook, Instagram 12:00 AM	Upgrade your wardrobe with our Tees	Simple Stylish & Comfortable perfect for any occasion	#CasualStyle #BasicTees #Men'sTees #ClassicComfort #EveryDayWear #T-ShirtFashion	GENTS COLLECTION BEST SUITS

Facebook page and Instagram account Setup







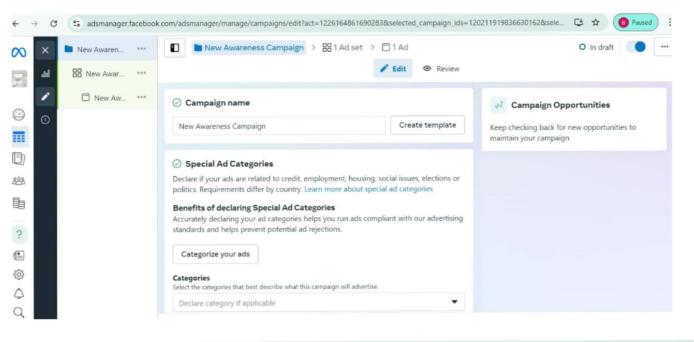
Ad campaign development:

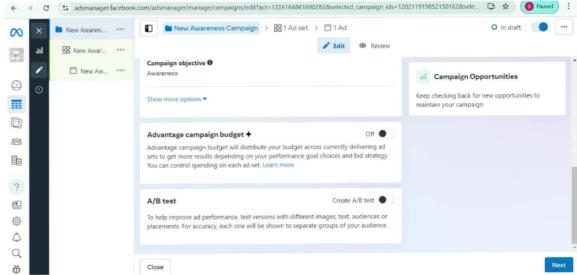
Awareness Campaign:

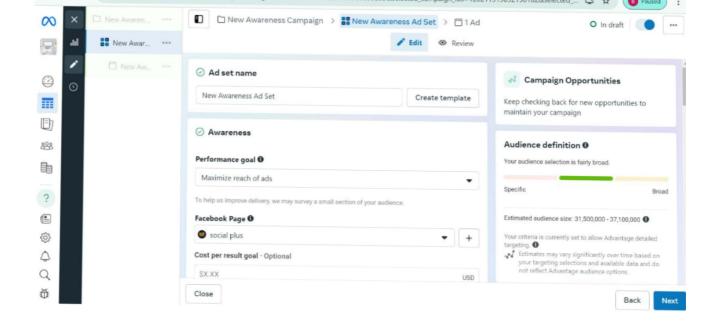
- Awareness campaigns are essential in introducing and promoting various products, such as cosmetics, jewelry, AirPods, ladies' suits, and gents' t-shirts. They help build a connection between your brand and potential consumers by emphasizing the unique value of each product.
- These campaigns can create a positive association between your products and your brand fostering trust and encouraging loyalty among consumers.

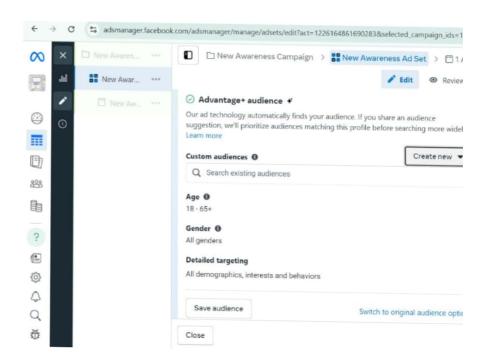
Campaign Daily Budget: 700 PKR
Campaign Weekly Budget: 49,00 PKR

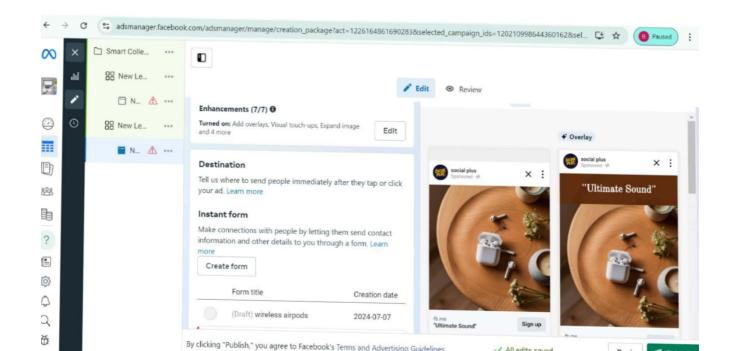
Location:Pakistan (Lahore) Start Date:1 September 2024 End Date: 7 September 2024

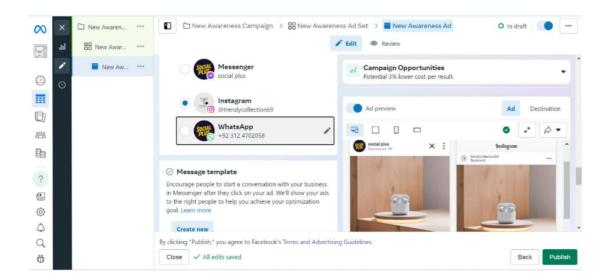


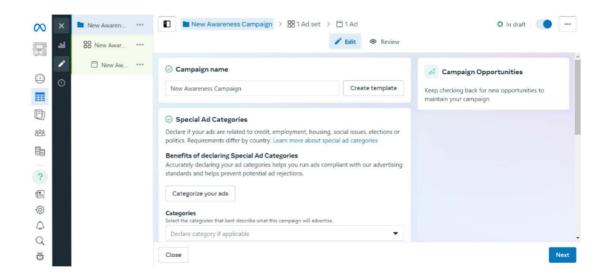


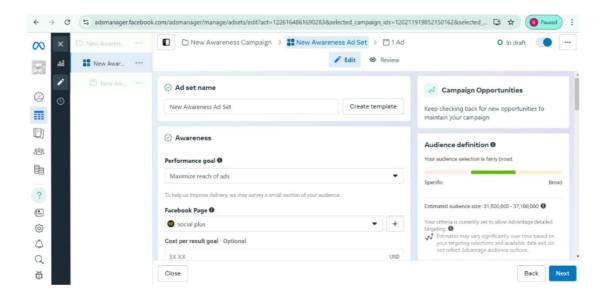


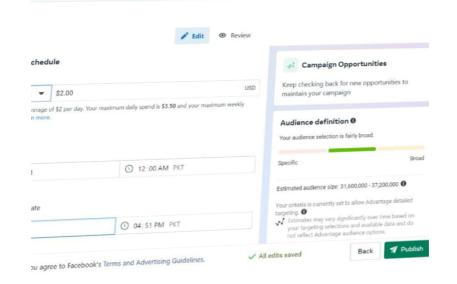


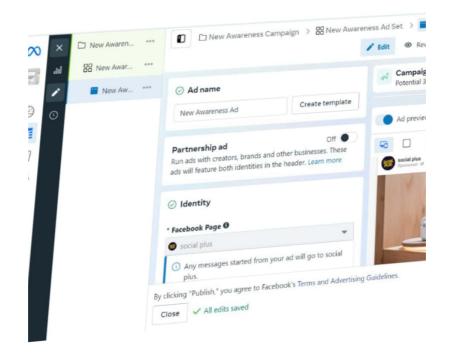


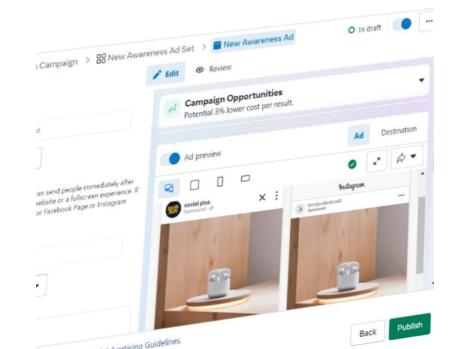


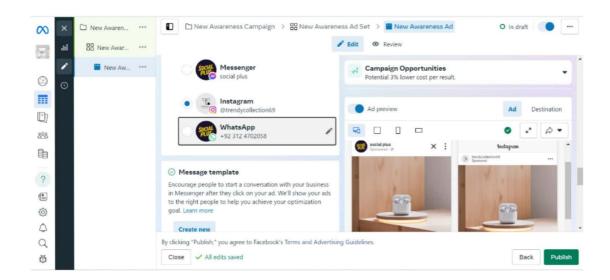












Sales campaign

Sales Campaign Strategy

1. Targeted Ads:

Cosmetics & Jewelry: Instagram and TikTok ads focused on women.

AirPods: Tech-focused ads on YouTube and Twitter.

Ladies' Suits: Professional styling ads on LinkedIn and Facebook.

Gents' T-Shirts: Casual lifestyle ads on Instagram and TikTok.

2. Promotions:

Bundle Deals: Discounts for combo purchases (e.g., cosmetics + jewelry).

Limited-Time Offers: Flash sales to create urgency.

Loyalty Programs: Earn points on purchases for future discounts.

3. Content & Influencers:

-Tutorials & Reviews: Leverage influencers to create product tutorials and reviews. Seasonal Content: Focus on relevant events (holidays, back-to-school).

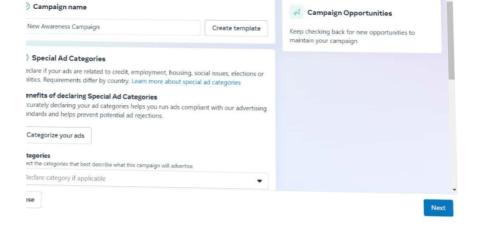
4. Cross-Promotions & User Content:

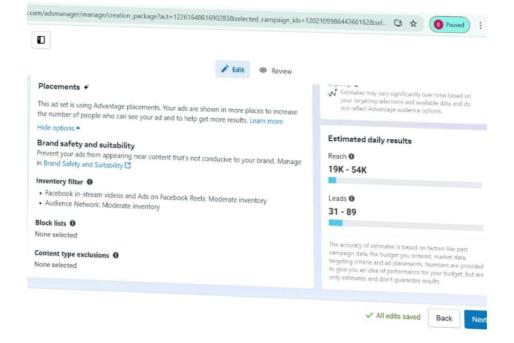
Collaborations: Partner with complementary brands.

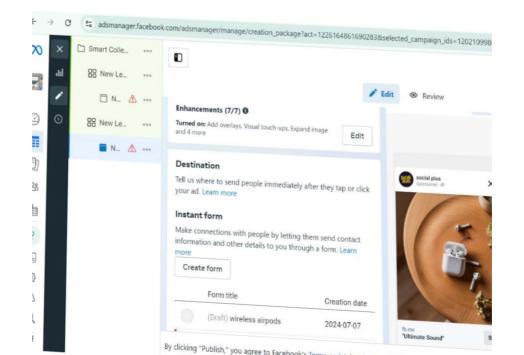
User-Generated Content: Encourage customers to share their experiences with a branded hashtag.

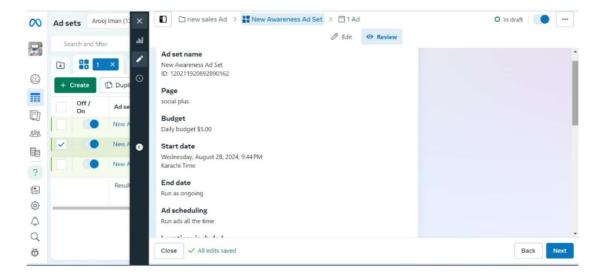
5. Email & In-Store Marketing:

Personalized Emails: Offer tailored product recommendations and exclusive deals. In-Store Events:** Host demos, fashion shows, or launch parties to drive foot traffic.









Engagement strategy:

1. Interactive social media content

Polls & Quizzes: Run polls about product preferences (e.g., favorite cosmetics shade or jewelry style) and quizzes that match products to customer personalities.

Live Q/A sessions

Host live sessions on Instagram or Facebook where customers can ask questions about your products, like makeup tips or tech advice for AirPods

Behind the scenes

Share behind-the-scenes glimpses of your product creation process, fashion shoots, or packaging.

2. User-Generated Content (UGC)

Hashtags campaign:

Encourage customers to post photos or videos using your products with a unique hashtag (e.g., #StyledBy[YourBrand]). Feature the best content on your pages.

Customer reviews

Prompt users to leave reviews and ratings on your website or social platforms, rewarding them with discount codes.

3. Exclusive offers and content

VIP Access: Offer early access to new collections or limited-edition products for your most engaged followers.

Contests & Giveaways: Run regular contests (e.g., "Share your favorite look with our jewelry to win!") to drive participation and shares.

4. Community building

Private Groups: Create exclusive groups on Facebook or LinkedIn where customers can discuss products, share styling tips, and connect with your brand directly.

Ambassador Program: Develop a brand ambassador program where loyal customers get perks for promoting your products.

Key strategies for successful engagement

Successful engagement hinges on personalization, interactive content, and consistent communication.

Encourage user-generated content and build a strong community through exclusive access and rewards. Utilize real-time engagement, storytelling, and cross-channel strategies to connect with your audience. Finally, actively seek and incorporate feedback to show customers their opinions matter, fostering deeper loyalty and ongoing interaction.

Sales funnel implementation in campaign

Create awareness with engaging content and targeted ads. Nurture interest with valuable resources and move prospects to conversion with offers and a seamless checkout. Foster loyalty through post-purchase engagement and exclusive deals.

Awareness

Launch an awareness campaign with eye-catching ads and engaging content across social media and other platforms. Highlight key product benefits to capture attention and drive curiosity.

Interests

Generate interest by sharing valuable content, such as tutorials and product insights, through targeted emails and social media. Offer exclusive previews or samples to deepen engagement and encourage exploration.

Consideration

For a successful Social Media Marketing (SMM) campaign:

- 1. **Define Objectives:** Set clear goals, such as increasing brand awareness, driving traffic, or boosting sales.
 - 2. **Target Audience:** Identify and target your audience based on demographics, interests, and behaviors.
- 3. **Content Strategy:** Create engaging and relevant content tailored to each platform, including posts, stories, videos, and infographics.
 - 4. **Advertising:** Use paid social media ads to reach a larger audience and drive specific actions.
 - 5. **Engagement:** Actively interact with your audience through comments, messages, and live sessions.
 - 6. **Analytics:** Track performance metrics to measure success and adjust strategies as needed.

This approach ensures a comprehensive and effective SMM campaign.

Decision

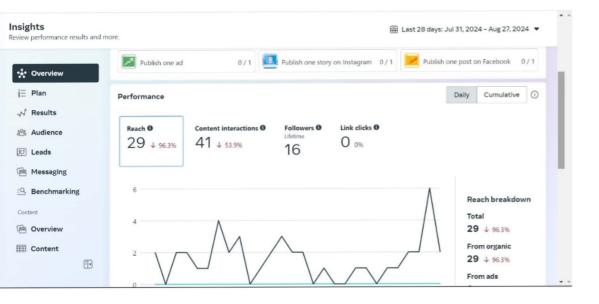
In the decision phase, highlight strong calls-to-action and emphasize key product penefits. Use persuasive content and customer reviews to reinforce value and address objections. Offer limited-time promotions to create a sense of urgency.

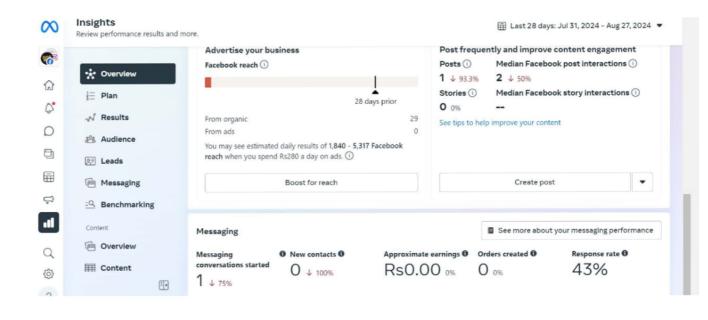
Strategies

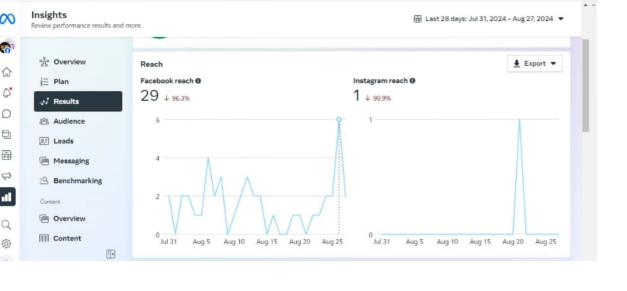
- 1. **Leverage Data:** Use analytics to understand audience behavior and preferences.
- 2. **Engage Personally:** Respond to comments and messages to build relationships.
 - 3. **Optimize Content:** Tailor content for each platform and audience segment.
 - 4. **Use Paid Ads:** Implement targeted ads to boost reach and drive conversions.

Action

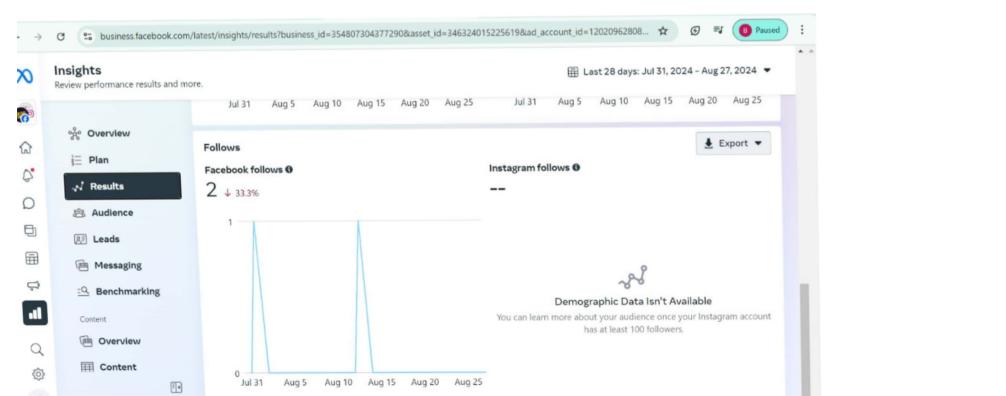
- 1. **Create Compelling Offers:** Design limited-time promotions or exclusive deals to drive immediate action.
- 2. **Implement Clear CTAs:** Use strong, actionable calls-to-action in your content and ads to guide users towards the desired action.
- 5. **Track Performance:** Monitor engagement and conversion metrics to assess the effectiveness of your strategies and make necessary adjustments.











Product identification

Clearly highlight the unique selling points and benefits of the product.

Use Visuals:Incorporate high-quality images or videos to showcase the product in use.

Provide Detailed Descriptions: Offer thorough product descriptions and specifications to inform and educate potential customers.

Target Audience

Identify target audience by analyzing demographics, interests, and specific needs to tailor messaging effectively.

Brand identification development

Brand name ,logo and tagline are important .

Content strategy

A content strategy involves planning, creating, and managing content to effectively engage your audience, align with your brand goals, and drive desired actions.

Facebook page and Instagram setup

Create a Facebook page by adding details, profile and cover photos, and initial posts. Set up an Instagram account, complete your profile, and link it to your Facebook page for integrated features.

Ad campaign development

Ad campaign development involves defining objectives, targeting the right audience, crafting compelling ad content, and selecting appropriate platforms. Monitor performance and adjust strategies based on analytics to optimize results.

Sales funnel implementation

Implement a sales funnel by creating awareness through engaging content, nurturing interest with targeted resources, driving consideration with detailed information and testimonials, and converting leads with strong calls-to-action and promotions. Lastly, build loyalty with post-purchase follow-ups and exclusive offers.

