

# **SOCIAL MEDIA MARKETING PROJECT**

Batch: AKTI C9 SMM (Gulberg)

PRODUCT LAUNCH CAMPAIGN

**28-Aug-24**

**BY**

**HINA BUTT**

**TO**

**MR. QASIM NADEEM**

# **Product Launch Campaign**

## **1. Product Selection:**

I have selected my product which is shoes. I offers through my brand a versatile collection of high-quality footwear for the entire family. Our range includes durable kids' shoes, reliable joggers, stylish adult shoes, and trendy sneakers. Each pair is designed with comfort, durability, and style in mind, ensuring you step out with confidence. It combines premium materials with modern design, making it the perfect choice for every occasion.

## **2. Target Audience Identification:**

### **1. Demographics:**

- **Age:** 18-45
- **Gender:** All genders (both male, female.)
- **Location:** Lahore, Karachi, and areas with access to retail and e-commerce platforms
- **Income Level:** Middle to upper-middle class, with disposable income for quality footwear
- **Family Status:** Singles, couples, and parents with young children

### **2. Interests:**

- **Fashion and Style:** Individuals who stay updated on the latest fashion trends and value stylish footwear as part of their wardrobe.
- **Fitness and Health:** Fitness enthusiasts who engage in regular exercise, running, or outdoor activities and require durable and comfortable joggers.
- **Sustainable Living:** Eco-conscious consumers who prefer brands that prioritize sustainability and ethical production.
- **Family and Parenting:** Parents looking for high-quality, comfortable, and safe shoes for their children.

- **Technology and E-commerce:** Savvy online shoppers who prefer the convenience of purchasing footwear online.

### 3. Behaviors:

- **Frequent Shoppers:** Regularly purchase new footwear, whether for fashion, sports, or family needs.
- **Brand Loyalty:** Tend to stick with brands that consistently deliver quality, comfort, and style.
- **Online Shopping:** Comfortable with browsing and purchasing shoes online, often influenced by online reviews, social media, and influencer recommendations.
- **Value Seekers:** Look for the best value for money, balancing quality, price, and style.
- **Social Media Engagement:** Active on platforms like Instagram, Pinterest, and Facebook, where they follow fashion trends and influencers.
- **Health-Conscious Behavior:** Engage in regular physical activities and seek footwear that supports their lifestyle.
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### 4. Brand Identity Development:

- **Brand Name:** The name of brand or business is "**Shoesphere**" signifies a **complete world of footwear**, where all your shoe needs are met. It combines "**shoe**" with "**sphere**" to represent the brand's wide-ranging and inclusive offerings.
- **Logo:** The logo features a modern, minimalist shoe icon encased within a circular shape, symbolizing unity and wholeness. The circular design represents the "sphere," highlighting the brand's comprehensive approach to footwear. The brand name "Shoesphere" is displayed in a bold, clean font that conveys confidence and modernity.










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- **Color Scheme:** Deep navy blue and crisp white, representing reliability, quality, and simplicity.
- **Tagline:** “*Step into the perfect fit*”conveys the idea that when you choose Shoesphere, you're stepping into shoes that are not only stylish but also designed to fit you perfectly. It emphasizes the brand's dedication to comfort, quality, and precision in footwear.

## 5. Content Strategy Creation:

Weekly content calendar or strategy for Meta (facebook and instagram) is as follows.

Day/Time platform	Heading	Target audience	Content	Hash tags	Images
<b>Sunday 6:00pm Meta</b>	Level Up Your Leisure: Elevate Your Shoes	Style- conscious Ladies joggers	Showcase ladies joggers. Highlight comfort and elevated style.	# ladies joggers # #weekendvibes #	Art:7603 Size:36/41 
<b>Monday 6:00pm Meta</b>	ShoesTrends: Get Inspired by wonderful Looks	kids seeking versatile foot wear.	Spice up your style with our curated collection of trendy shoes. discover the latest looks to elevate your outfits	#kidshoes #footdwear  #kidsshoesbrand, #kidsshoesstore	Art. ABC-38 16-20— (60) 22-26— (60) 

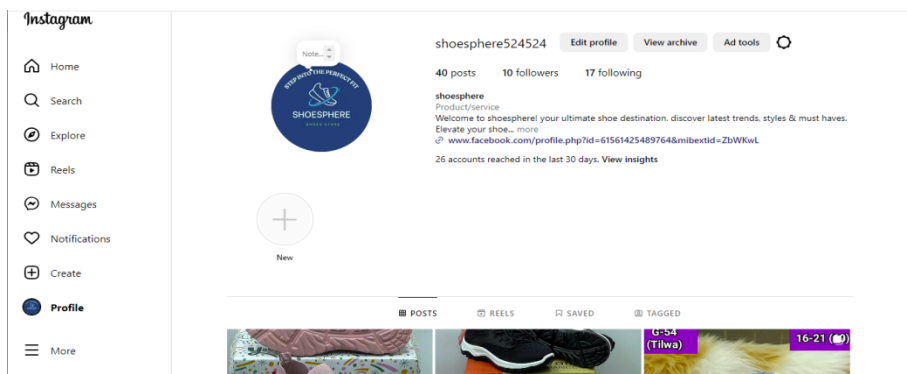
<b>Tuesday 6:00pm Meta</b>	Workout Tuesday with Active Lifestyles	Fitness enthusiasts & active ladies	Feature shoes designed for workouts, running errands, or hitting the gym. Highlight breathability, support, and versatility for active days.	#workoutshoes #activeshoes #ladieshealth #summersweat #fitnessgoals	
<b>Wednesday 6:00pm Meta</b>	shoes Innovation	Shoes for kids	How to choose your shoes for your kids. Explain how features like water resistance, quick-drying materials, or advanced cushioning benefit the wearer.	#kidsshoeslove #parentsadvice #shoescare #shoeslove	
<b>Thursday 6:00pm Meta</b>	"Ladies' luxury: Elevate your style"	Ladies above 14 years age	Indulge in luxurious and stylish shoes for ladies. From classic pumps to trendy sneakers, we have something for every occasion.	#fridaynightsandals #mensfashion #datenightoutfit #summernights #statementpiece	
<b>Friday 6:00pm Meta</b>	"Kids joggers: Playtime essentials"	Adventure enthusiasts & outdoor explorers	Keep your kids active and comfortable with our selection of durable and stylish joggers. Perfect for playtime and outdoor adventures.	#outdooradventures #playtimejoggers #kidsjoggerslove #kidsadventures	
<b>Saturday 6:00pm Meta</b>	"Weekend Warriors: Casual Cool Shoes"	Ladies prioritizing comfort and relaxation	Relax and unwind in comfortable and stylish casual shoes. Perfect for weekend adventures and everyday wear.	#casualshoes #weekendvibes #comfortableshoes	

## 6. Facebook Page and Instagram Account Setup:

### ■ Facebook Page Manage

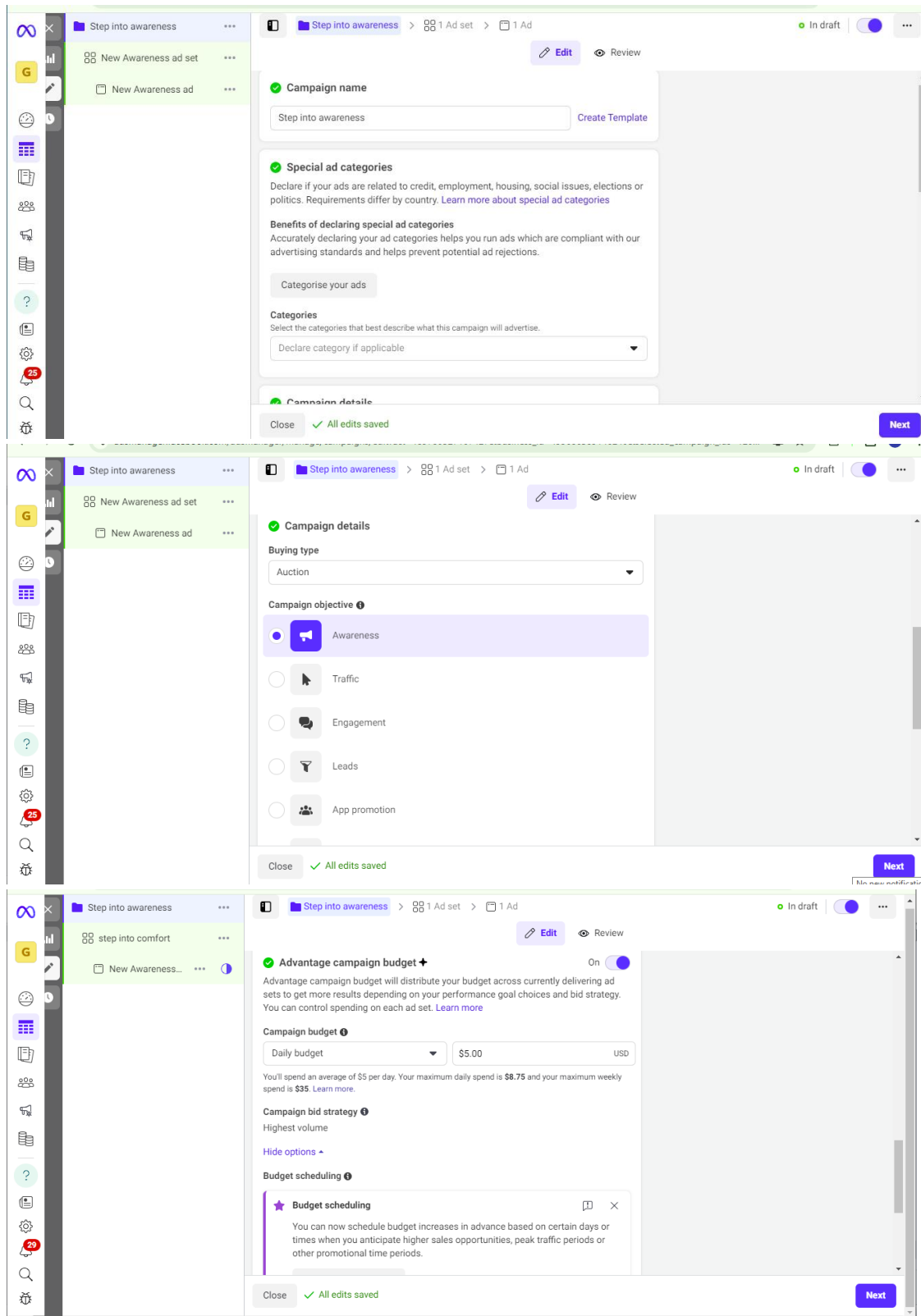


### ■ Instagram Page setup



## 7. Ad Campaign Development:

- **Awareness campaign:** This campaign aims to educate parents and caregivers about the importance of proper footwear for kids while showcasing Shoe Sphere's comfortable and supportive shoes. By leveraging social media, influencer partnerships, and in-store promotions, we can raise awareness and drive sales. Campaign daily budget 5\$ or 1500 pkr and five day budget is 25\$ or 7500 Pkr.



Step into awareness

step into comfort

New Awareness...

Step into awareness

step into comfort

1 Ad

In draft

...

Ad set name

step into comfort

Create Template

Awareness

Performance goal

Maximise reach of ads

To help us improve delivery, we may survey a small section of your audience.

Facebook Page

Shoesphere

Cost per result goal - Optional

\$X.XX

USD

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest-volume bid strategy. If keeping the average cost per result around a certain

Close

All edits saved

Audience definition

Your audience is defined.

Specific

Broad

Estimated audience size: 10,200,000 - 11,900,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

20K-58K

The accuracy of estimates is based on factors such as past

Back

Next

Step into awareness

step into comfort

New Awareness...

Step into awareness

step into comfort

1 Ad

In draft

...

Dynamic creative

On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

Budget & schedule

Budget

Daily budget

\$5.00

USD

You'll spend an average of \$5 per day. Your maximum daily spend is \$8.75 and your maximum weekly spend is \$35. [Learn more](#).

Schedule

Start date

23 August 2024

22:47 PKT

End date

Set an end date

Close

All edits saved

Audience definition

Your audience is defined.

Specific

Broad

Estimated audience size: 10,200,000 - 11,900,000

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Step into awareness

step into comfort

New Awareness...

Step into awareness

step into comfort

1 Ad

In draft

...

Karachi, Sindh + 40 km

Lahore, Punjab + 40 km

Include

Search locations

Browse

Add locations in bulk

Hide options

Minimum age

18

Close

All edits saved

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Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

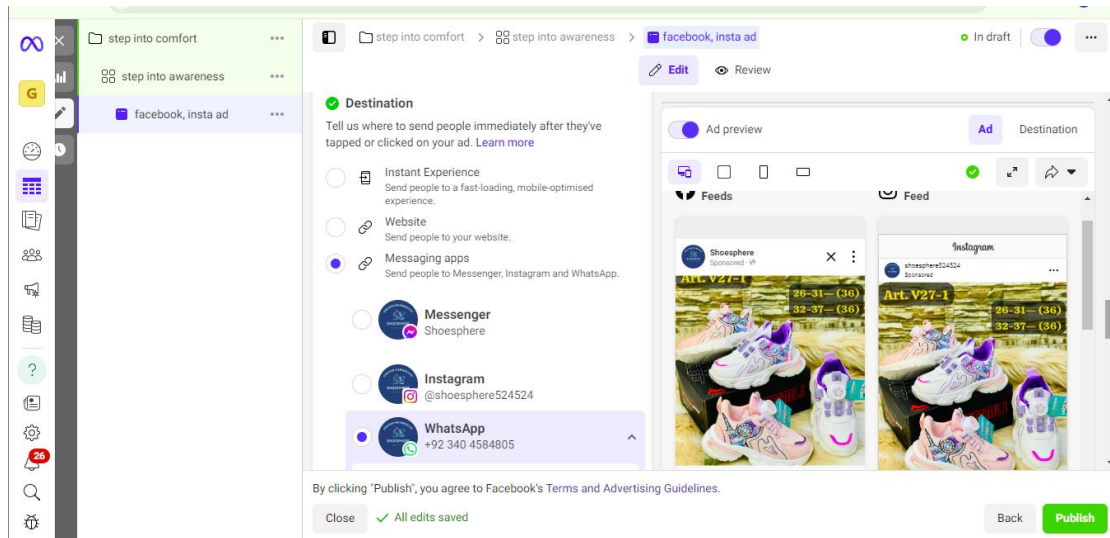
20K-58K

The accuracy of estimates is based on factors such as past

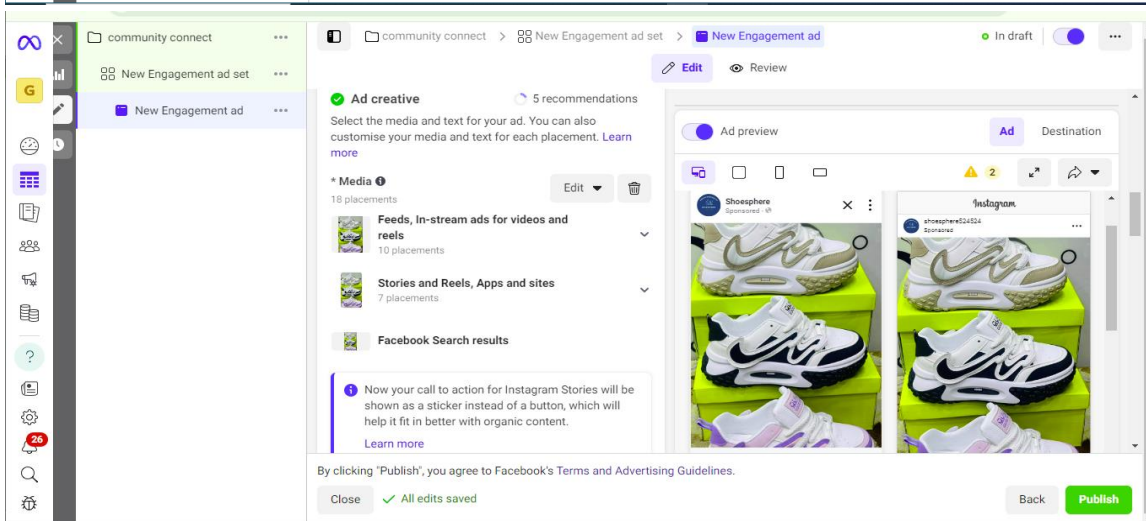
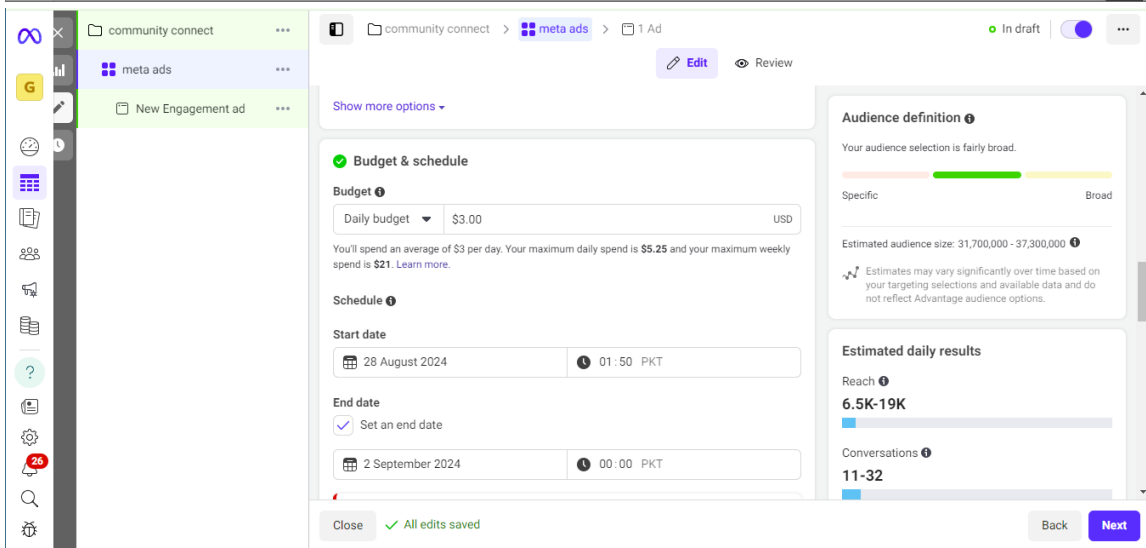
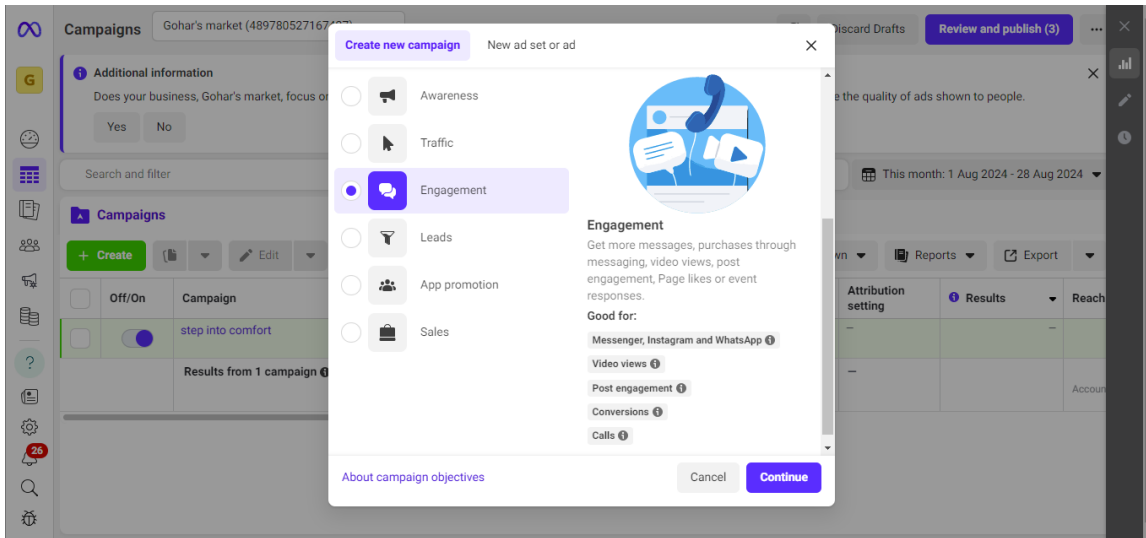
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Next

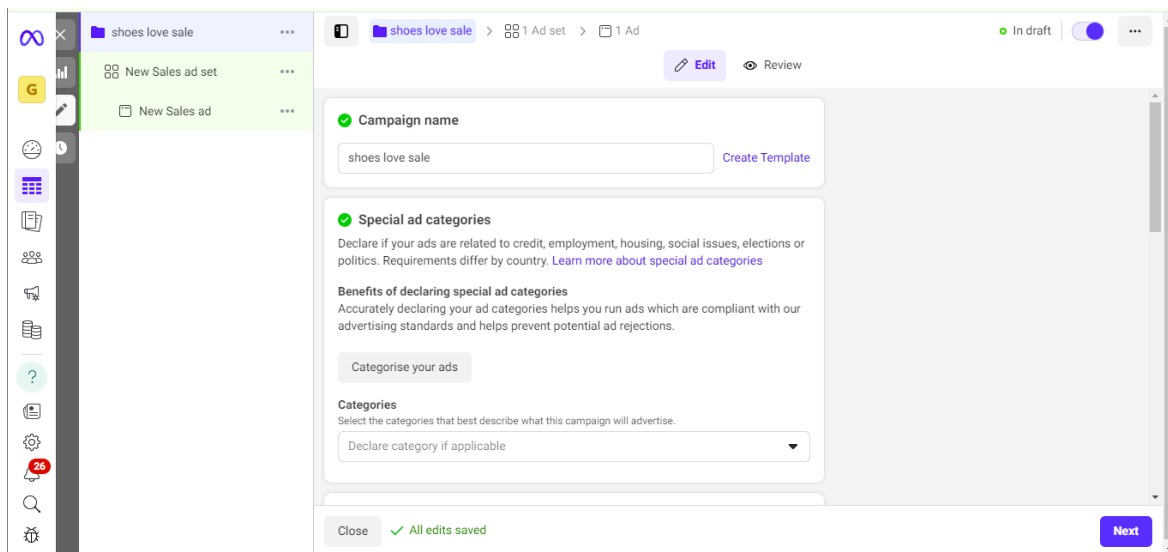
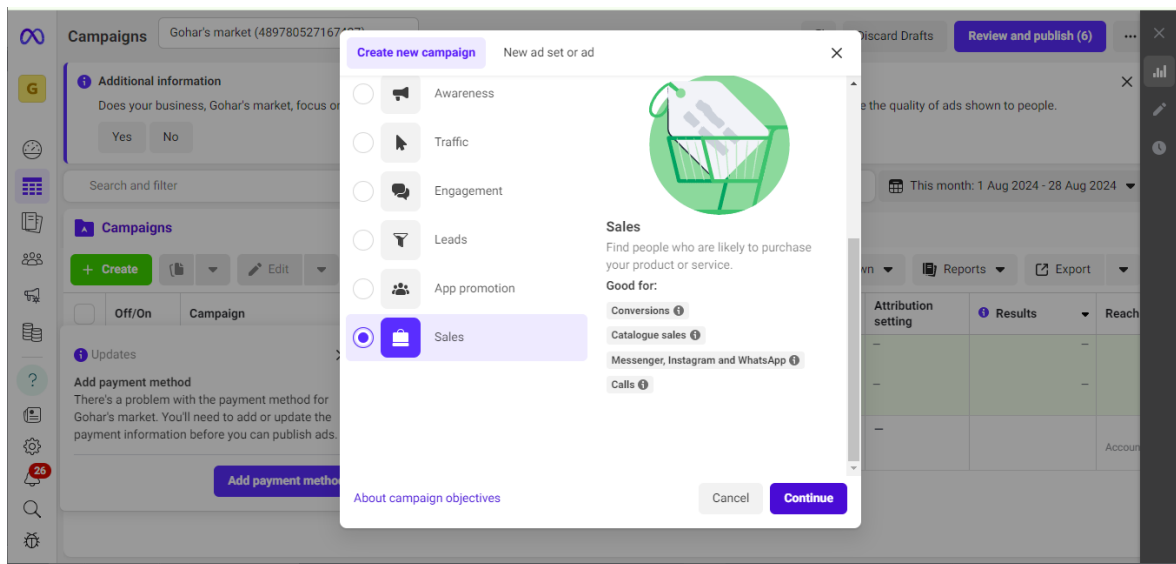


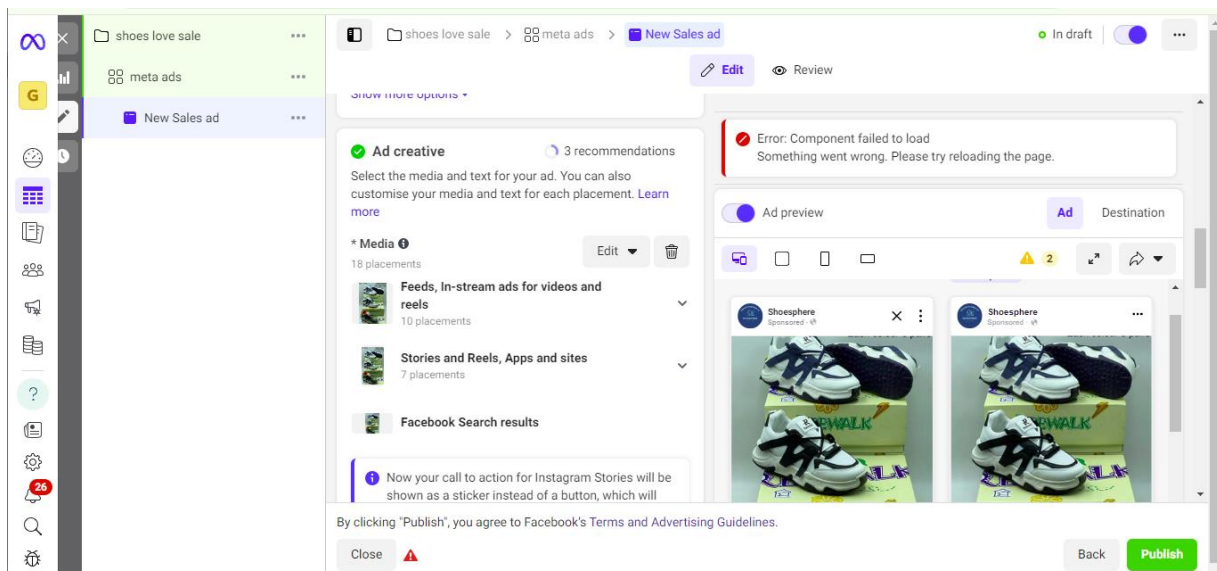
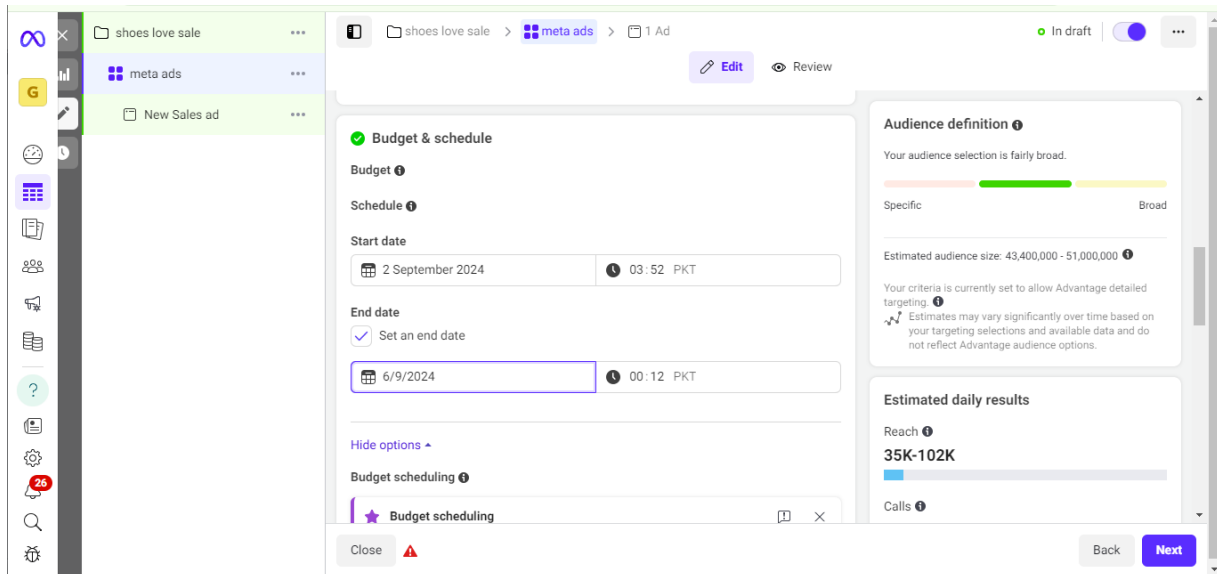


- **Engagement campaign:** By running an engagement campaign, we aim to build a loyal community, increase brand awareness, and drive long-term customer retention. Brands can increase customer satisfaction, improve brand reputation, and ultimately boost sales. Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses. It is Good for Messenger, Instagram and WhatsApp, Video views, Post engagement, Conversions ,Calls
- Campaign budget will be 3\$ or 900 PKR .
- A/B testing is created to know which post content is well engaged with customers.
- Location Lahore , Karachi ,Pakistan .



- **Sales campaign:** This campaign aims to drive sales, increase customer engagement, and promote new arrivals and best-selling shoe styles. By allocating a budget and tracking key metrics, Shoesphere can measure the campaign's success and plan for future activations.
- Budget for this campaign is 5 \$ or 1500PKR
  - Audience 15 above age and location will be Lahore, Karachi, Pakistan.
  - It will be start 2 sept to 6 sept.





## 8. Engagement Strategy:

**Objective:** Increase audience interaction and build a community around the Shoesphere brand through engaging activities.

### 1. Contests

- **Activity:** “Show Us Your Style” Contest

- **Details:** Encourage followers to post photos of themselves wearing their favorite Shoesphere products and tag the brand. Participants can use a specific hashtag like #MyShoesphereStyle.
- **Prize:** Offer a gift card or a free pair of Shoesphere shoes to the winner.
- **Selection:** Winners are chosen based on creativity and the number of likes/comments their posts receive.

## 2. Giveaways

- **Activity:** “Step into Comfort” Giveaway
- **Details:** Run a giveaway where followers can enter by liking the post, following the Shoesphere account, and tagging friends in the comments. Each tag counts as an additional entry.
- **Prize:** Offer a bundle of Shoesphere products, including a pair of shoes, socks, and a branded tote bag.
- **Duration:** Run the giveaway for one week, with the winner announced in a live video.

## 3. Q&A Sessions

- **Activity:** “Ask Us Anything” Live Q&A
- **Details:** Host a live Q&A session on Instagram or Facebook where followers can ask questions about Shoesphere products, get styling tips, or learn more about the brand’s story.
- **Timing:** Schedule the session during peak engagement hours, and promote it in advance to maximize participation.
- **Follow-Up:** Share the most interesting questions and answers in a follow-up post or story.

## 4. Polls and Quizzes

- **Activity:** “Find Your Perfect Fit” Quiz
- **Details:** Create an interactive quiz that helps followers determine which Shoesphere product best suits their style and needs. Share the quiz on Instagram Stories or as a link in a post.
- **Engagement:** Use the results to recommend specific products, driving traffic to the Shoesphere website.

## 5. User-Generated Content

- **Activity:** “Shoesphere Spotlight”
- **Details:** Feature customer photos and stories on the brand’s social media pages. Encourage followers to share how they wear and love their Shoesphere products, using a branded hashtag like #ShoesphereSpotlight.
- **Reward:** Offer a small discount or exclusive access to new products for those featured.

## 6. Interactive Stories

- **Activity:** “This or That” Style Polls
- **Details:** Post a series of style-related polls in Instagram Stories where followers can choose between different Shoesphere products, outfits, or colors.
- **Engagement:** Use the results to tailor future content and product offerings to audience preferences.

## 7. Challenges

- **Activity:** “Walk 10,000 Steps Challenge”
- **Details:** Launch a challenge encouraging followers to walk 10,000 steps a day for a week, while wearing Shoesphere shoes. Participants share their progress through photos or videos on social media.
- **Incentive:** Reward participants who complete the challenge with a special discount code.

**Overall Strategy:** These activities are designed to boost engagement by making followers feel involved and valued. Contests, giveaways, and Q&A sessions create opportunities for direct interaction, while user-generated content and challenges build a sense of community and brand.

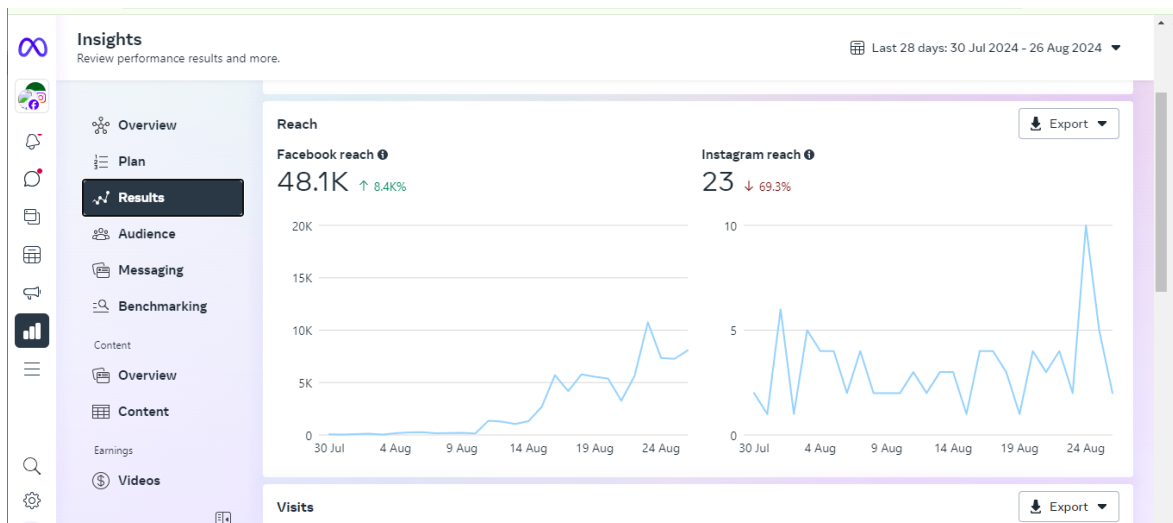
## 8. Sales Funnel Implementation in Campaign:

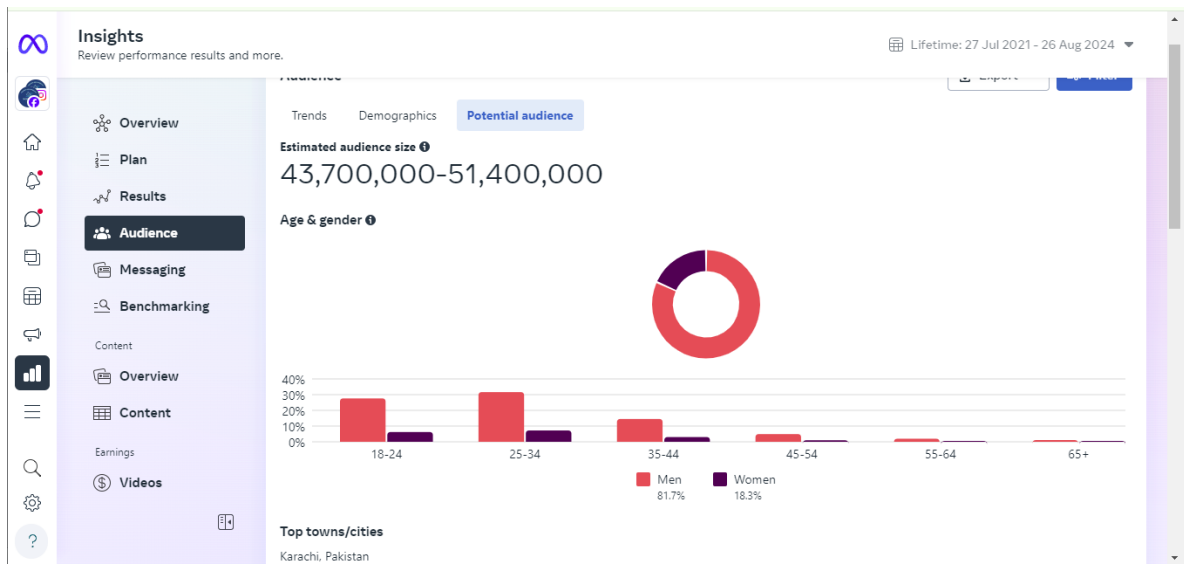
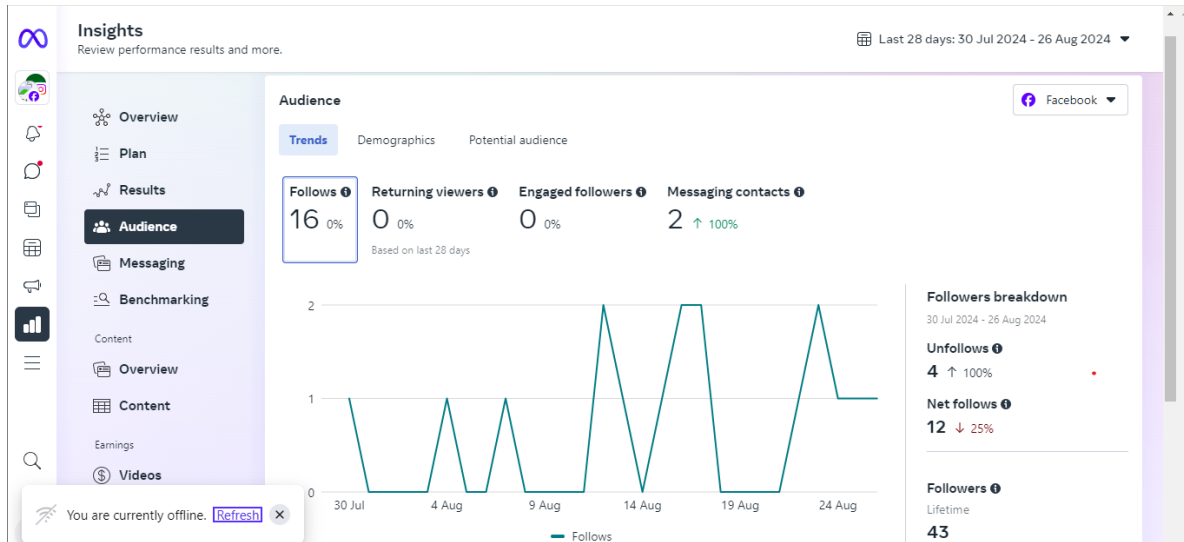
- **Awareness:** Create blog posts about the benefits of [Shosphere's core functionality] for specific industries or use cases.
- Share case studies of successful Shosphere users on social media.
- Optimize your website for relevant keywords related to [Shosphere's target market].

- **Interest:** Offer a free trial or demo to allow potential customers to explore Shosphere's features.
- Host webinars or workshops on best practices for using Shosphere.
- Provide personalized demos tailored to specific customer needs.
- **Desire:** Share customer testimonials and case studies highlighting the positive impact of Shosphere.
- Offer limited-time discounts or promotions to encourage purchases.
- Provide excellent customer support to address any questions or concerns.
- **Action:** Make it easy for potential customers to sign up or purchase Shosphere with a clear call to action.
- Offer various payment options to accommodate different preferences.
- Provide ongoing support and resources to ensure customer satisfaction.

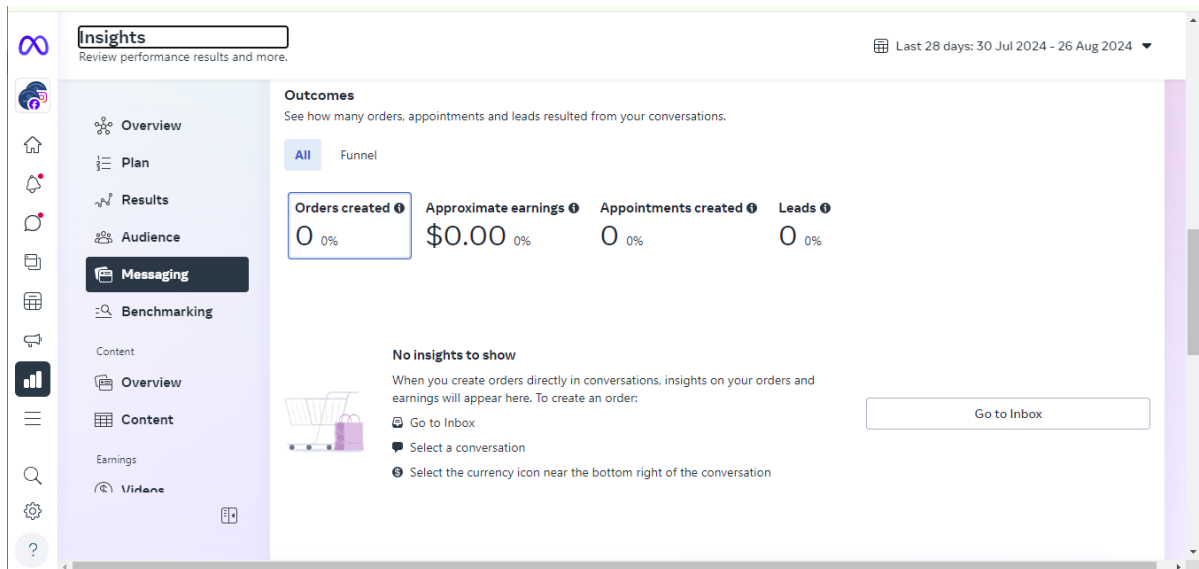
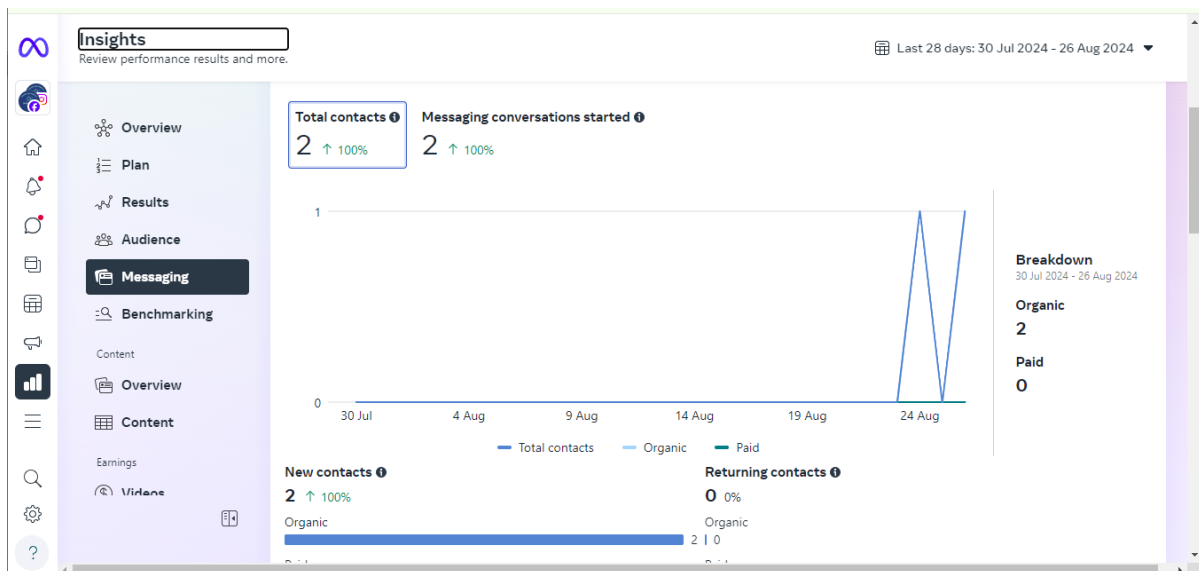
## 9. Campaign Execution:

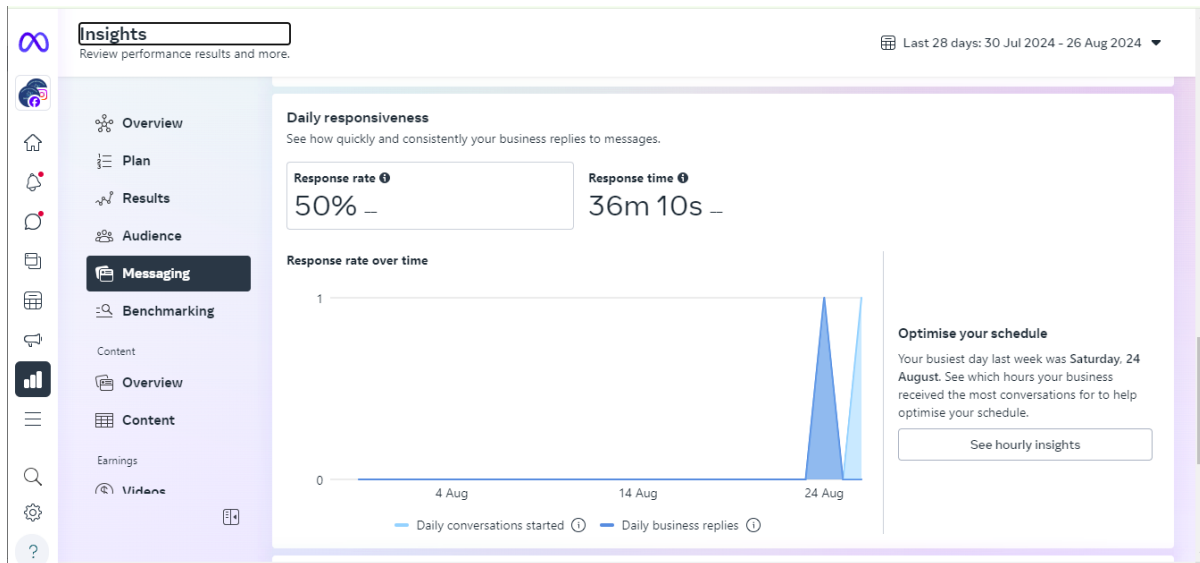
Some executed campaigns are as follows:











**Insights**  
Review performance results and more.

Export Data Last 28 days: 30 Jul 2024 - 26 Aug 2024

See more

Ad account: Gohar Nayab 120209525434080634

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

Title	Date published ↓	Reach ⓘ ↑	Likes and reactions
Shoes that will make you feel like a star. #ladiesjogge... shoesphere524524	Boost 27 August 18:00	2 Reach	0 Likes
Shoes that will make you feel like a star. #ladiesjogge... Shoesphere	Boost 27 August 18:00	4.8K Reach	3 Reactions
This post contains no text shoesphere524524	Boost 26 August 19:56	--	0 Likes
This post contains no text shoesphere524524	Boost 26 August 19:56	--	0 Likes

## 11.Presentation:

- 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.

***THE END***