

**ARFA KAREEM TECHNOLOGY INCUBATOR.**

**Social Media Project**

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**Batch: AKTI C9 SMM (Gulberg)**

**Product Launch Campaign**

## 1. Product Selection:

I have selected **bakery products** as baking is my passion and I love baking. So, I am going to start with single bakery item and its varieties; **donuts**. Then I will introduce my next bakery item; bread and its types, cupcakes and so on. This is how I will expand my business with different products and its varieties.

## 2. Target Audience Identification:

Name of my target audience is **Primary Audience** which includes families, tourist, professionals, students, young, tech-savvy individuals with a disposable income who are interested in freshly baked goods. We will target them through a combination of social media marketing and influencer marketing.

**Gender:** male and female (both)

**Age:** 5-50+

**Location:** Lahore (different areas)

**Interests:** Those target customers will be interested in my products looks for:

### 1. Convenience and Lifestyle

- **Time-saving options:** Pre-packaged items, grab-and-go breakfast pastries.
- **Delivery or catering services:** For special occasions or busy lifestyles.
- **Online ordering:** For convenience and ease of purchase.

### 2. Taste and Variety

- **Classic favourites:** Traditional breads, cakes, and pastries.
- **Unique flavours:** Experimenting with new and exciting ingredients.
- **Seasonal offerings:** Products that align with holidays and events

**Behaviour:** Travelling blogs, highly active on YouTube, Facebook, Instagram, Pinterest, twitter, active on newsletter or writing blogs for recipes.

## 3. Brand Identity Development:

- **Brand name:** The name of business is '**Bliss Bakes**'. Bliss means “**perfect happiness, great joy**” and so I selected this name for my business as I want my bakery products to fulfil the happiness of my customers.
- **Logo:**



- **Tagline:** "Savouring the Flavour, Sharing the Love"

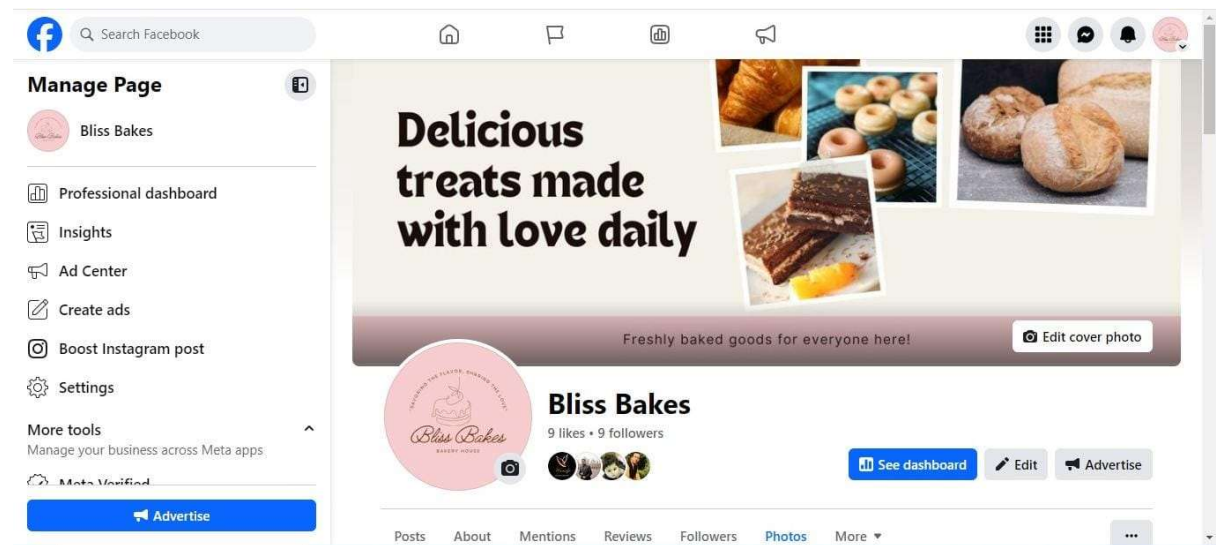
#### 4. Content Strategy Creation:

I have created a weekly content strategy calendar which includes posts, hashtags and content.

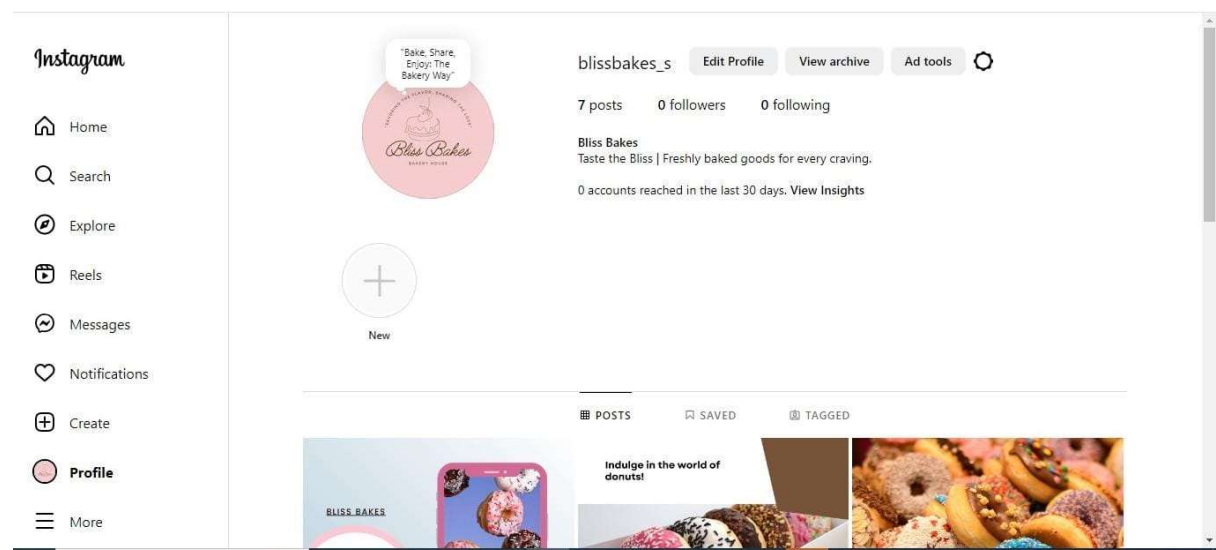
Day	Platform/Time	Heading	Content	Hashtags	Image
Monday	meta/ 10:09am	Monday motivation	Start your week right with a delightful donut from Bliss Bakes! Which flavor gets you going?	#MondayMotivation #DonutsLahore #delightfuldesserts #delightfuldonuts #blissful #blissbake #sweets #cravings ##satisfaction #flavour #favorite	
Tuesday	Meta/ 10:00am	Discover the Sweet World of Donuts!	Indulge in a delicious journey of flavors.	#discover #DeliciousDelights #journey #sweets #world #donuts #indulge #flavours	
Wednesday	meta/ 10:00am	Chocolate Donut	Indulge in chocolate glazed donut- that melt in your mouth! Perfect for any occasion.	#SignatureTreat #MustTry #BakingLove #slices #bliss #BlissBakes #chocolate #glazeddonut #heaven #occasion #indulge #melt #mouth	
Thursday	meta/ 10:00am	Strawberry Donut	Donuts are the happiness with sprinkles on top.	#strawberry #donuts #bliss #blissbake #happiness #sprinkles #top	

Friday	meta/ 10:00am	Did you Know?	Fun fact! The word "donut" comes from the Dutch word "olykoek" which means "oil cake." Stop by and try our modern take on this classic treat!	#DonutFunFacts #funfactfriday #donut #history #bakery #learnsomethingne w #fun #funfacts #doyouknow #word #dutch #donuts #oilcake	 <p><b>DO YOU KNOW</b> Fun fact! The word "donut" comes from the Dutch word "olykoek" which means "oil cake."</p>
Saturday	meta/ 10:00am	Discover the sweet history of donuts.	Dive into the delicious world of donuts – from classic flavors to unique creations, there's a donut for everyone to enjoy!	#indulge #DiscoverMore #world #donuts #history #deliciousdesserts #unique #creations #classic #flavor #everyone #enjoy	 <p>Indulge in the world of donuts!</p> <p><b>Discover the sweet history of donuts.</b> Dive into the delicious world of donuts – from classic flavors to unique creations, there's a donut for everyone to enjoy!</p> <p>@blissbakes</p>
Sunday	meta/ 10:00am	Learn fun facts and recipes.	learn more about baking world with Bliss Bakes	#learn #fun #funfacts #recipe #bliss #blissbake #baking #world #learnmore	 <p>BLISS BAKES</p> <p>LEARN FUN FACTS AND RECIPES.</p>

## 5. Facebook Page and Instagram Account Setup:



Facebook Page Setup



Instagram Page Set Up

## 6. Ad Campaign Development:

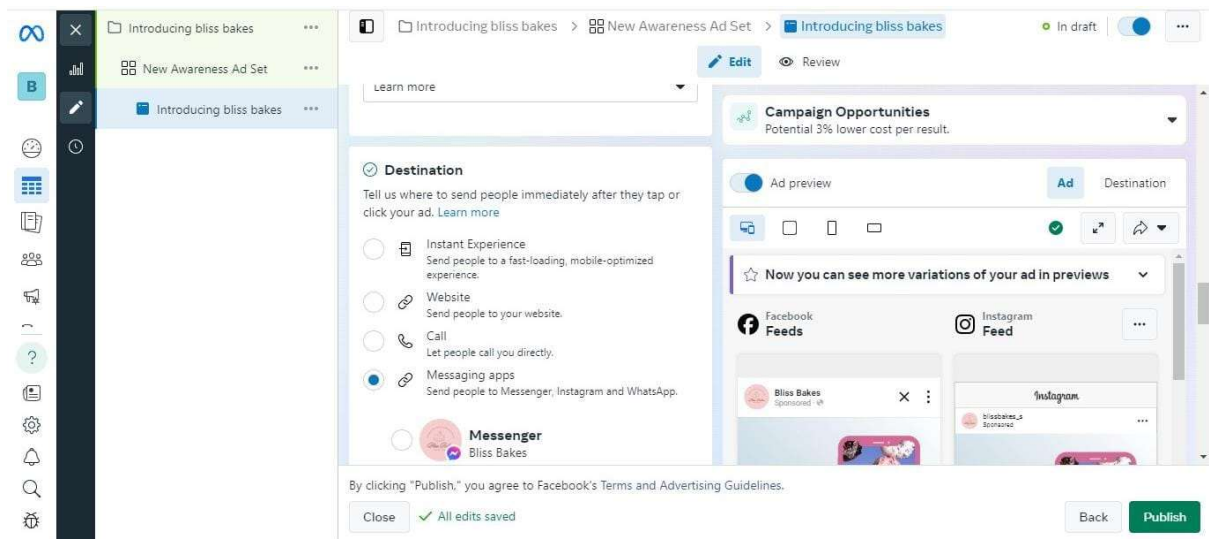
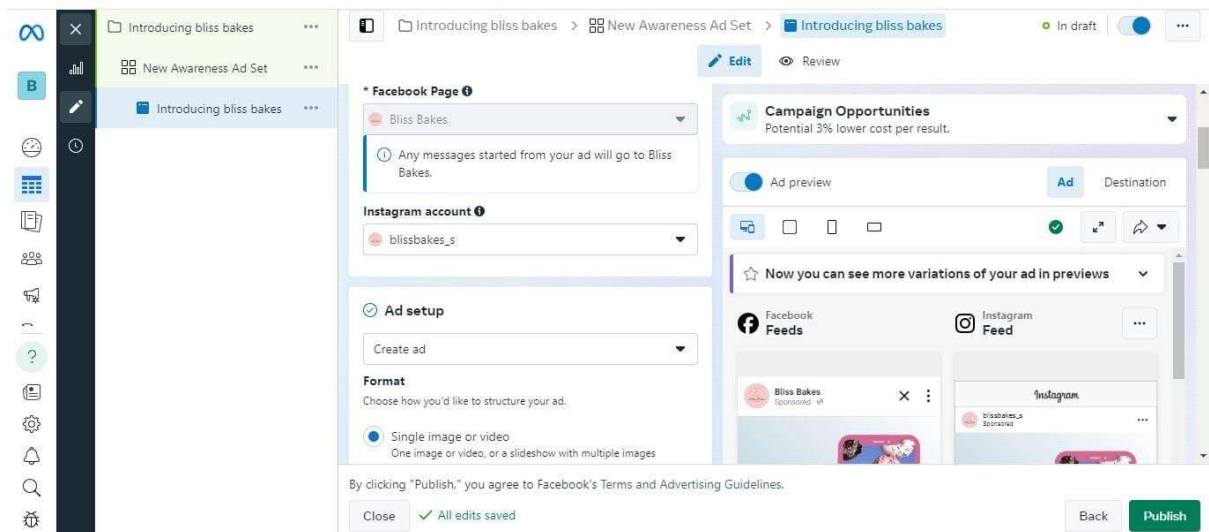
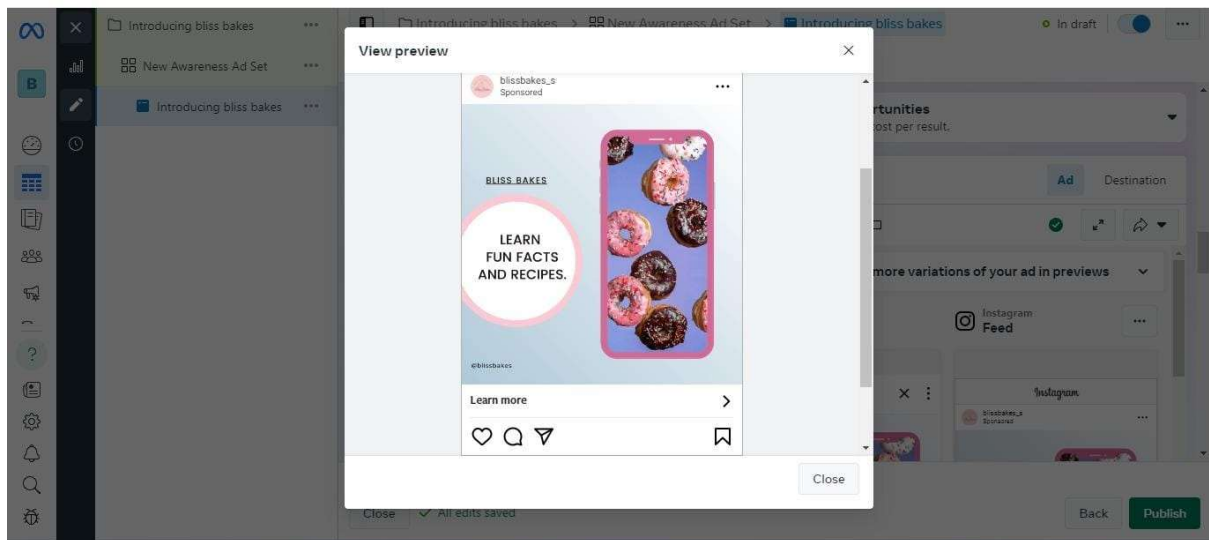
- **Awareness Campaign:**

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.

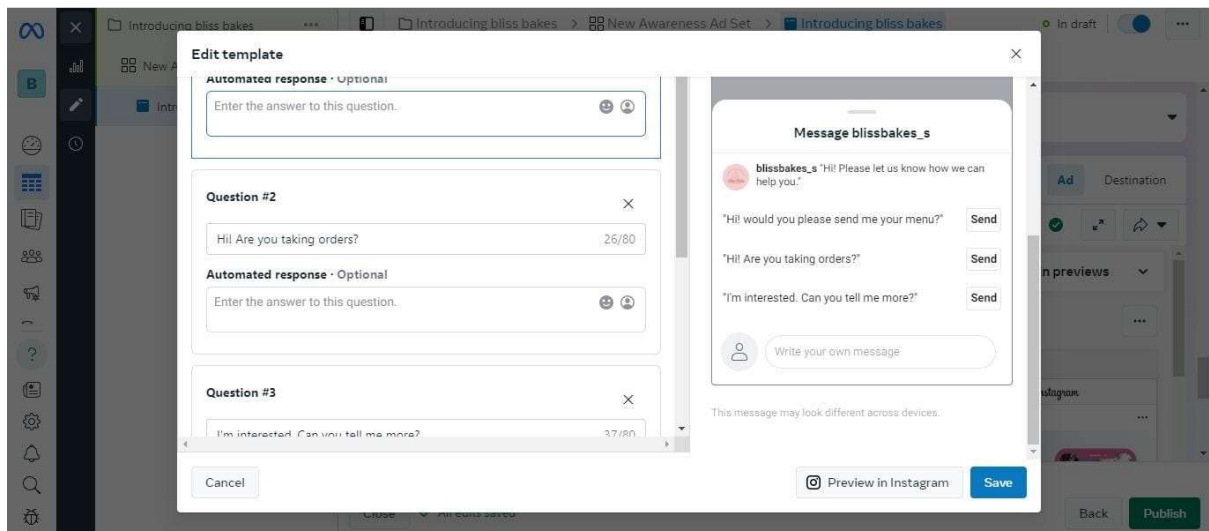
- Campaign daily budget is Rs 1000 and weekly budget is Rs 7000.
- A/B testing is created to come to know which post content is well engaged with customers.

This screenshot shows the first step of creating a Facebook ad campaign. The left sidebar contains navigation icons. The main area is titled 'Introducing bliss bakes' and shows the campaign hierarchy: 'Introducing bliss bakes' > '1 Ad set' > '1 Ad'. The status is 'In draft'. The 'Campaign name' field is filled with 'Introducing bliss bakes'. Below it, the 'Special Ad Categories' section explains that users should declare if ads are related to credit, employment, housing, social issues, elections, or politics. It also lists the 'Benefits of declaring Special Ad Categories' and provides a 'Categorize your ads' button. A 'Categories' dropdown menu is set to 'Declare category if applicable'. At the bottom, there are 'Close', 'All edits saved', and 'Next' buttons.

This screenshot shows the second step of creating a Facebook ad campaign. The left sidebar is the same. The main area is titled 'Introducing bliss bakes' and shows the campaign hierarchy: 'Introducing bliss bakes' > '1 Ad set' > '1 Ad'. The status is 'In draft'. The 'Advantage campaign budget' section is turned 'On'. It explains that this budget will distribute the budget across currently delivering ad sets. The 'Campaign budget' is set to 'Daily budget' with a value of 'Rs1,000.00' in 'PKR'. Below this, it states: 'You'll spend an average of Rs1000 per day. Your maximum daily spend is Rs1750 and your maximum weekly spend is Rs7000. Learn more.' The 'Campaign bid strategy' is set to 'Highest volume'. There is a 'Show more options' link. The 'A/B test' section is turned 'On' with a 'Create A/B test' button. It explains that A/B testing helps improve ad performance by testing different versions. At the bottom, there are 'Close', 'All edits saved', and 'Next' buttons.



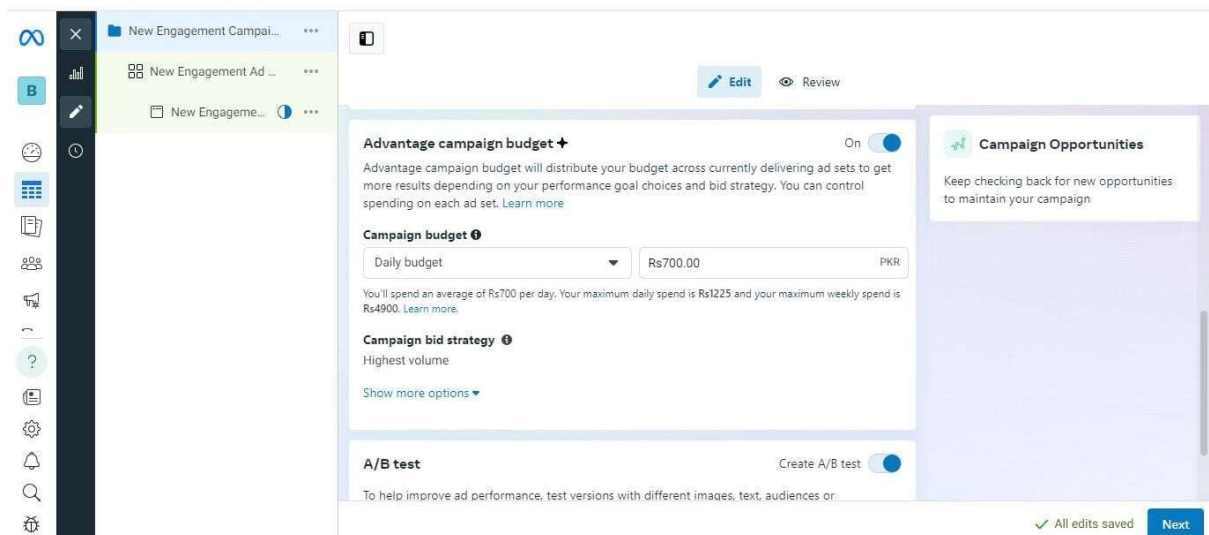




- **Engagement Campaign:**

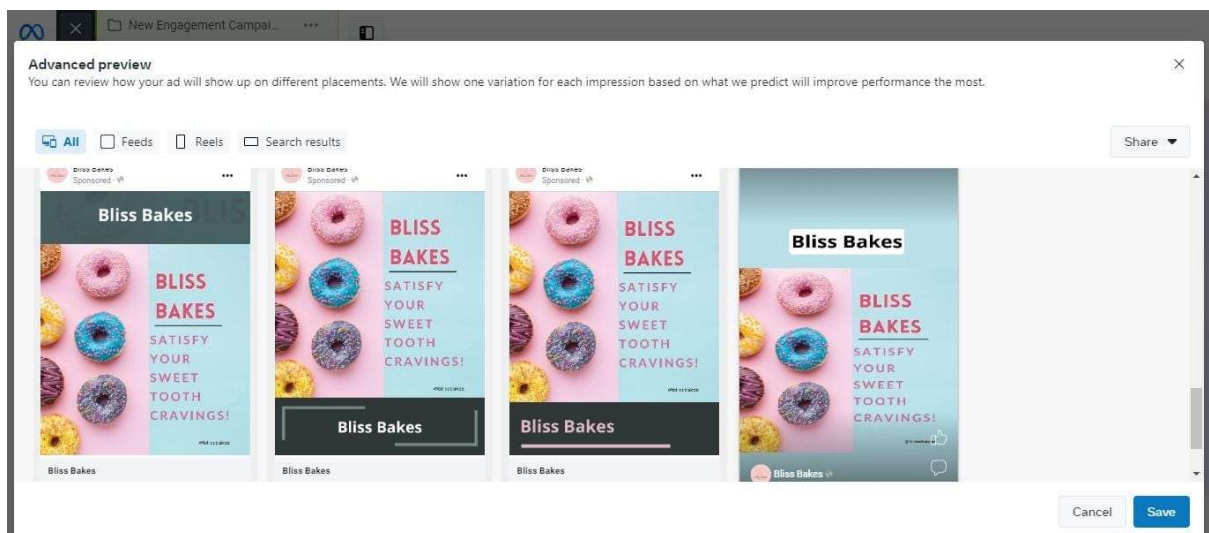
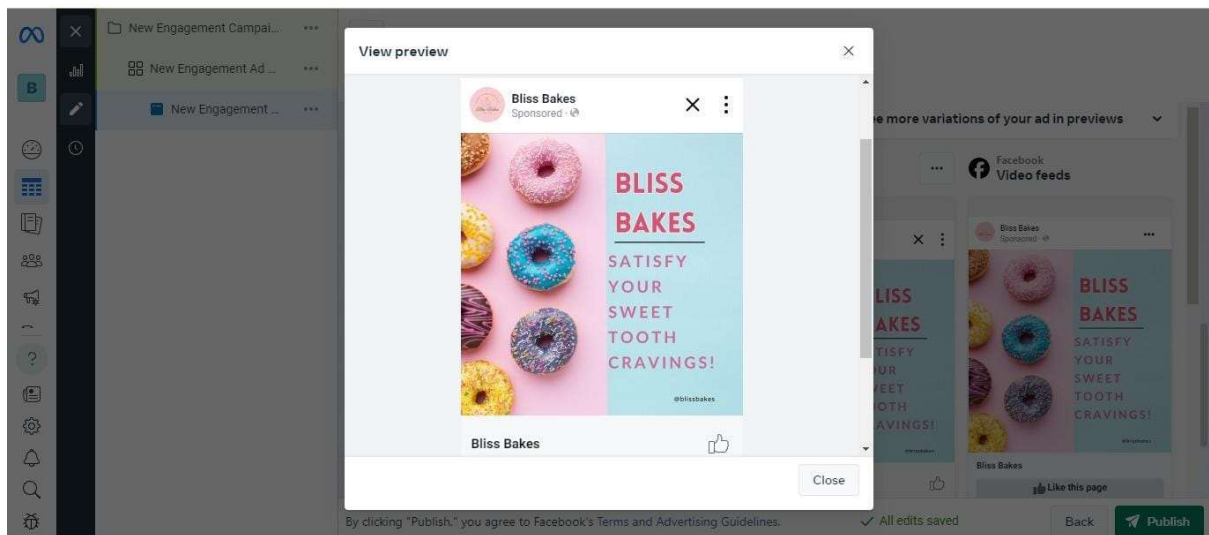
This campaign helps to engage with more customers by receiving more messages, purchases through messaging, video views, post engagement, Page likes or event responses. It is also beneficial for conversions

- Campaign daily budget is Rs 700 and weekly spend is Rs 4900.
- A/B testing is created to come to know which post content is well engaged with customers.
- This campaign will start on 29 Aug,2024 and end on 1<sup>st</sup> sep,2024.
- Location is selected of Lahore, Pakistan.







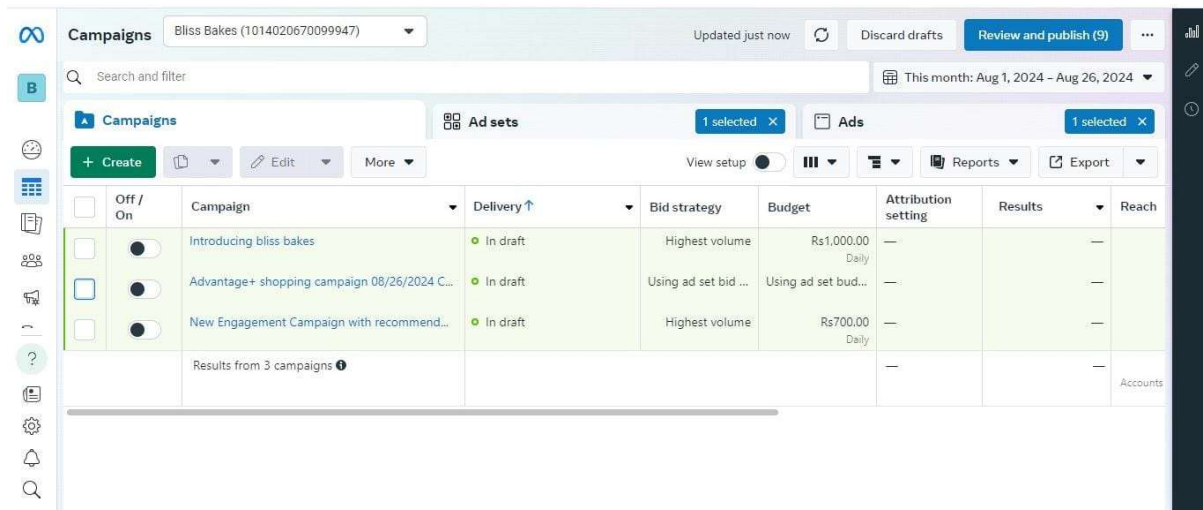


- Sales Campaign:**

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. But right now, I have not purchase website 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 1500 and weekly it will be Rs 10500.
- This campaign will start on 27 Aug, 2024 and will end manually when will receive maximum results.





## 7. Engagement Strategy:

Before planning activities, it's crucial to understand our target audience. What are their interests, demographics, and online behaviours? This will help tailor our engagement strategies effectively. Considering our target audience and their demographics, interests and behaviours, here are some engagement activities we can implement for our bakery:

- **Q&A Sessions**
  - **Live Q&A:** Host live Q&A sessions on social media platforms, allowing customers to ask questions about your products, recipes, or business.
  - **Ask Me Anything (AMA):** Invite followers to ask you anything about your bakery. This can help build trust and rapport with your audience.
- **Contests and Giveaways**
  - **Recipe Contests:** Encourage customers to share their favorite recipes using your bakery's products. Offer prizes for the most creative or delicious recipes.
  - **Photo Contests:** Ask customers to post photos of their baked goods or dining experiences at your bakery. Offer prizes for the best photos.
  - **Giveaway:** Offer a giveaway of a free cake, pastries, or a gift card to your bakery. This can generate excitement and increase your following.
- **Interactive Content**
  - **Behind-the-Scenes:** Share videos or photos of your bakery's operations, giving customers a glimpse into the production process.
  - **Tutorials:** Create tutorials on baking techniques or recipes using your products. This can be helpful to both novice and experienced bakers.
  - **User-Generated Content:** Encourage customers to share their experiences with your bakery using a specific hashtag. This can help promote your brand and increase your reach.

- **Loyalty Programs**
- **Loyalty Cards:** Offer a loyalty card program that rewards customers for repeat purchases.
- **Tiered Rewards:** Implement a tiered rewards system where customers can earn higher-value rewards as they spend more
- **Community Involvement**
- **Local Events:** Participate in local events and festivals to connect with your community.
- **Partnerships:** Collaborate with other local businesses for cross-promotions and events.

By implementing these engagement strategies, we can create a strong connection with our audience, drive sales, and build a loyal customer base for our bakery.

## 8. Sales Funnel Implementation in Campaign:

A sales funnel is a visual representation of the customer journey from initial awareness of our bakery to making a purchase. Here's a basic funnel structure that we can adapt to our bakery:

### 1. Awareness

- **Goal:** Make potential customers aware of your bakery and its offerings.
- **Goal:** Spark interest in your bakery and its products.

### 2. Consideration

- **Goal:** Encourage potential customers to consider your bakery as a serious option.
- **Goal:** Drive potential customers to take action, such as visiting your website or store.

### 3. Conversions

- **Goal:** Convert potential customers into paying customers.

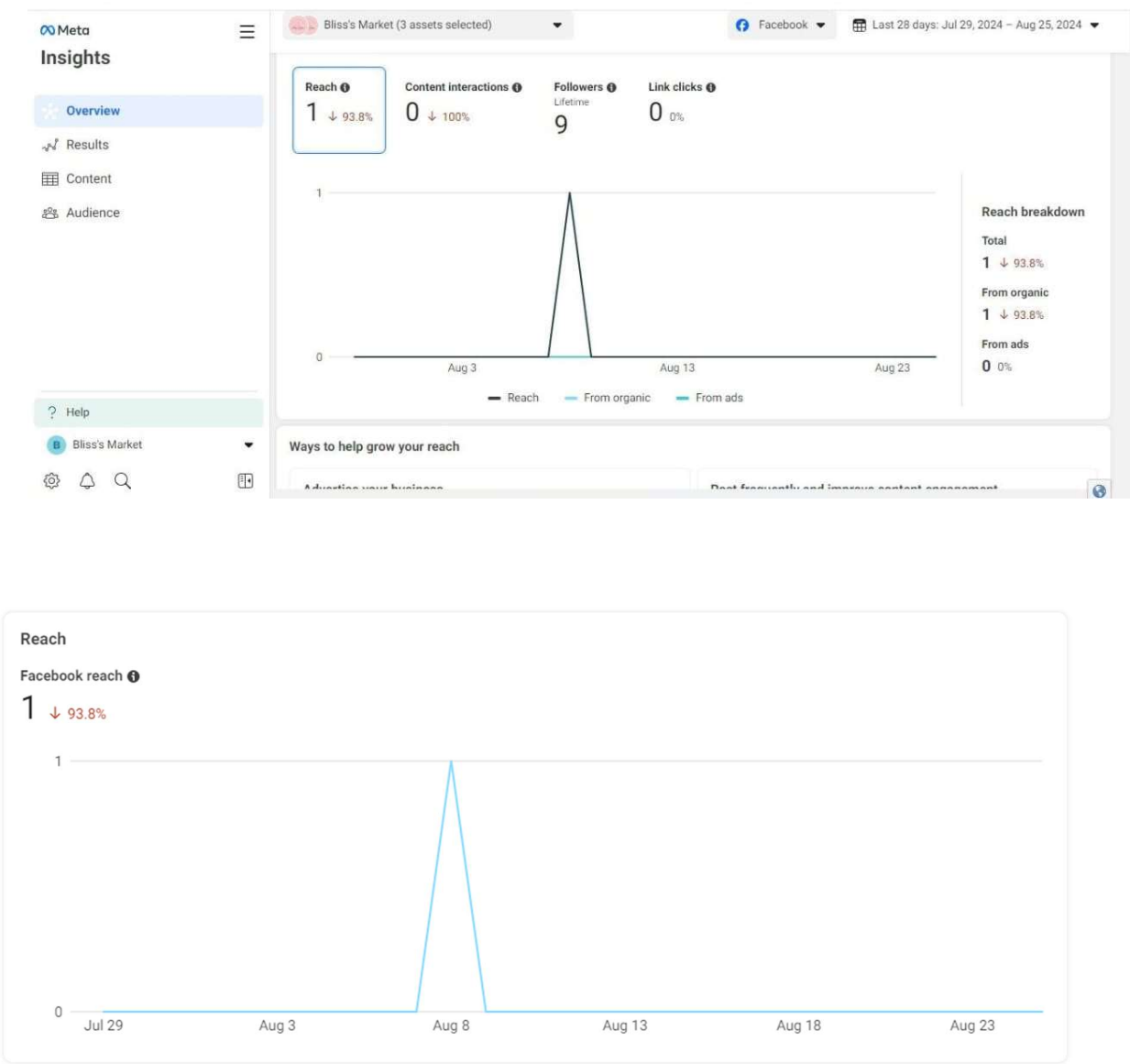
For Example, Campaign:

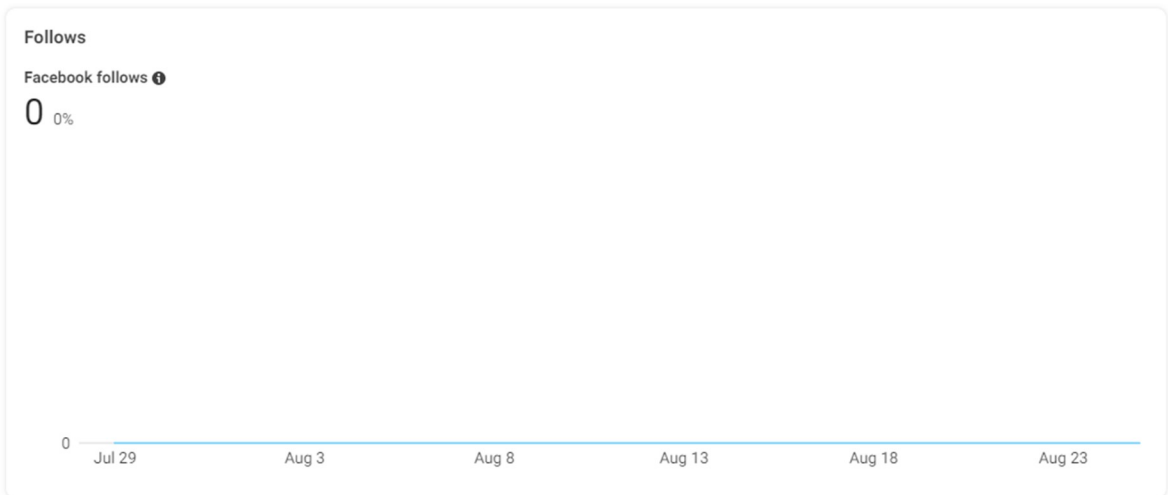
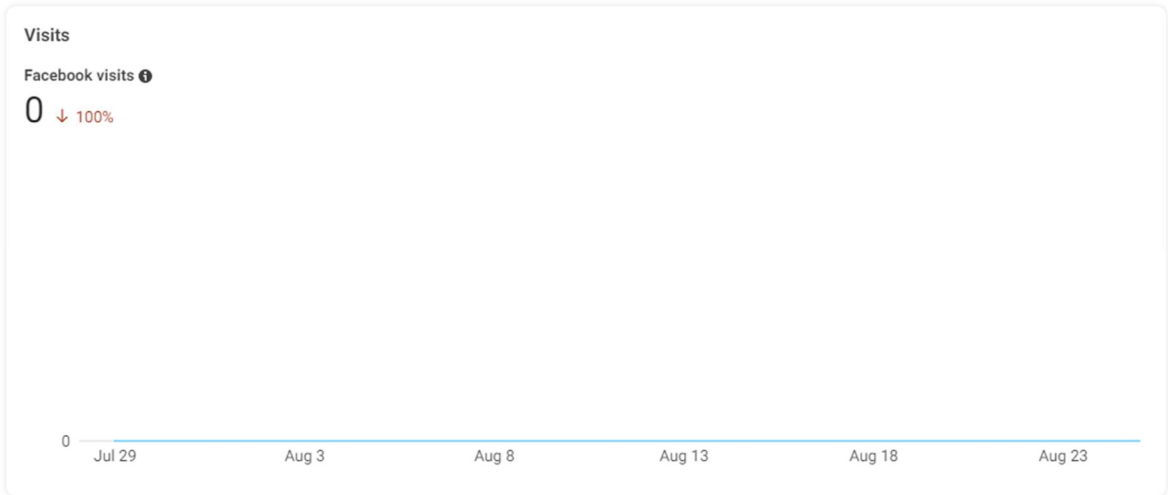
**Theme:** "Summer Sweet Treats"

- **Awareness:** Launch a social media campaign featuring mouthwatering images of summer-themed pastries and cakes.
- **Interest:** Share blog posts with recipes for summer desserts using our bakery's products.
- **Consideration:** Offer a limited-time discount on summer-themed treats and encourage customers to share their experiences on social media.
- **Intent:** Create a landing page with a clear call-to-action to order online or visit the store.
- **Purchase:** Offer free delivery for online orders during the summer months.

## 9. Campaign Execution & Evaluation:

Following are some insights of the campaign execution and evaluation:





Meta

Insights

Overview

Results

Content

Audience

Help

Bliss's Market

Bliss's Market (4 assets selected)

All content

Posts and Stories

Media type

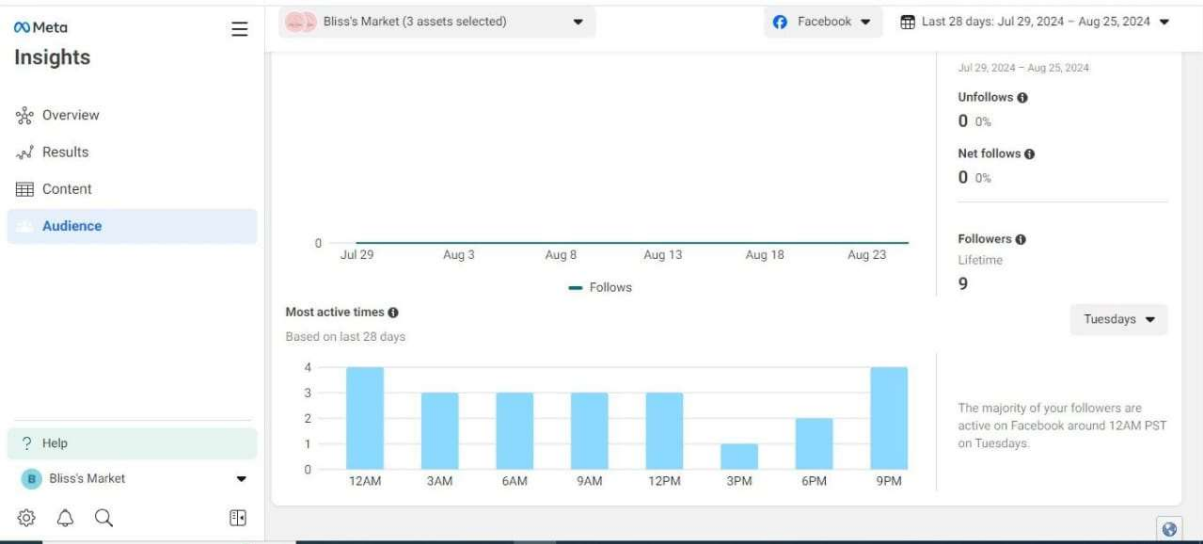
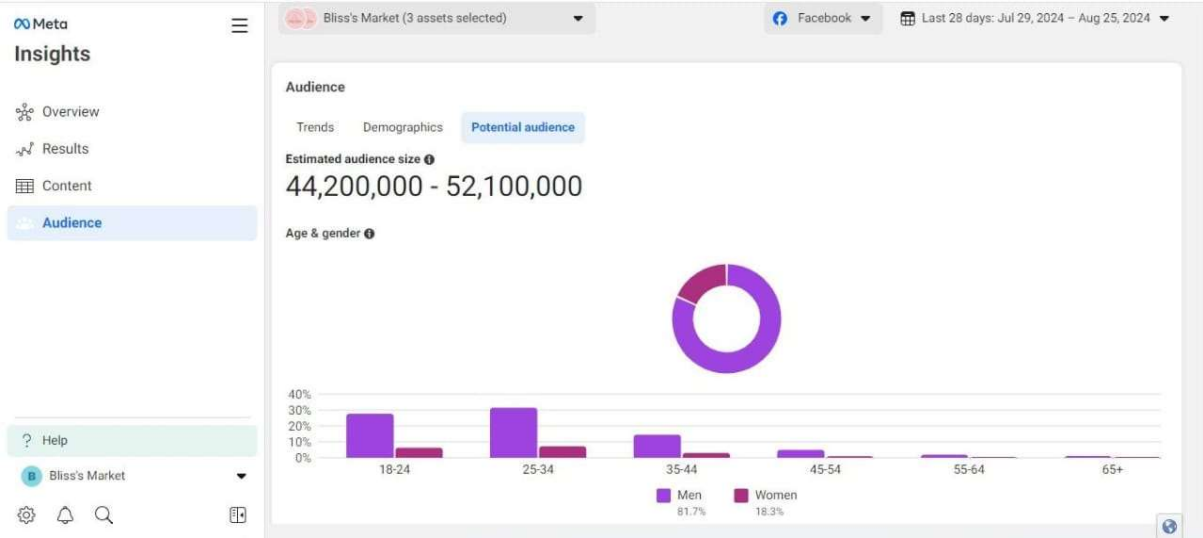
Filter

Clear

Search by ID or caption ⓘ

	Title		Type	Date published ↓	Reach ⓘ ↑↓	Impressions ⓘ
<input type="radio"/>	<div><div><div>Indulge in a delicious journey of flavours with Bliss Ba...</div><div>blissbakes_s</div></div></div>	Boost	Post	Mon Aug 26, 8:16pm	--	--
<input type="radio"/>	<div><div><div>Start your week right with a delightful donut from Blis...</div><div>blissbakes_s</div></div></div>	Boost	Post	Mon Aug 26, 8:14pm	--	--
<input type="radio"/>	<div><div><div>Bliss Bakes updated their cover photo.</div><div>Bliss Bakes</div></div></div>	Create ad	Post	Mon Aug 26, 7:44pm	0 Reach	0 Impressions
<input type="radio"/>	<div><div><div>Bliss Bakes updated their profile picture.</div><div>Bliss Bakes</div></div></div>	Create ad	Post	Mon Aug 26, 7:18pm	3 Reach	3 Impressions





## **10. Presentation:**

- Product identification: must study about the product and must have inner satisfaction for the product you are selling in market.
- Identifying target customers: they are those who will have interest and need for your product.
- Creating strong brand identification: brand name, logo and tagline.
- Creating weekly content and scheduling on calendar.
- Sales funnel include awareness, consideration and conversion. Their campaign ads are run to achieve maximum reach, think about the product and compare with other products, engagement with customers and maximum sales.
- Budgeting per day and weekly budget or for the number of days the campaigns have to run.
- These campaigns must be looked after to overview the results we will gain after running them and then we will decide to change our strategy accordingly.
- Content strategy is very important and it must be relevant to our product.