

Digital Marketing Campaign – Apple AirPods Pro 3

- INTERNSHIP TASK – CodeAlpha
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Campaign Objective

- - Increase awareness of AirPods Pro 3 among tech-savvy millennials (18–35)
- - Drive online sales via Apple.com and e-commerce platforms
- - Promote features: noise cancellation, spatial audio, wireless charging
- - Strengthen Apple's brand loyalty and engagement

Target Audience

- - Primary: Millennials & Gen Z (18-35), tech enthusiasts, working professionals, students
- - Secondary: Apple ecosystem users seeking premium accessories
- - Geography: North America, Europe, India
- - Interests: Music, podcasts, fitness, tech gadgets, productivity

Campaign Channels (Social Media Plan)

- - Instagram & Facebook: Carousel ads, reels showcasing product features, influencer reviews
- - YouTube: Short 15–30 sec demo videos highlighting noise cancellation & spatial audio
- - Twitter/X: Announcements, trending hashtags, polls for engagement
- - TikTok: Creative short videos with challenges or trending music
- - Email Marketing: Targeted emails to existing

Content Ideas

- - Feature Highlights: 3-5 short clips for Instagram & YouTube
- - User-generated Content: Encourage customers to share unboxing videos with hashtags (#AirPodsPro3Experience)
- - Influencer Collaborations: Tech reviewers, fitness influencers demonstrating workouts or study sessions
- - Interactive Stories & Polls: Instagram/Facebook polls about favorite

Ad Strategies

- - Facebook & Instagram Ads: Targeting lookalike audiences based on Apple product owners
- - YouTube Pre-Roll Ads: 15-sec videos emphasizing noise cancellation & sound quality
- - Google Display Ads: Retargeting users who visited Apple product pages
- - Influencer Partnerships: Paid collaborations with tech, lifestyle, and fitness influencers

Budget Estimation

- Instagram & Facebook: \$15,000 (Ads + Influencer posts)
- YouTube: \$10,000 (Video pre-roll ads)
- Google Display Network: \$5,000 (Retargeting)
- TikTok: \$7,000 (Influencer + ads)
- Email Marketing: \$3,000 (Design & automation)
- Total Budget: \$40,000

Expected Outcomes

- - Reach: 2–3 million users across social media platforms
- - Leads: 50,000+ interested users visiting product page
- - Conversions: 15–20% of leads (~7,500–10,000 sales)
- - Engagement: 150,000+ interactions (likes, shares, comments)
- - Hashtag Campaign Impact:
#AirPodsPro3Experience trending on

Campaign Timeline & Conclusion

- Timeline:
- - Week 1: Launch teaser campaign on Instagram & Twitter, influencer partnerships
- - Week 2: Product feature videos on YouTube & TikTok challenges start
- - Week 3: Retargeting campaigns on Google Display and social media
- - Week 4: Email marketing follow-ups and engagement tracking