

Content Strategy

TARGET

Woman living in Vienna

30 - 45 years old

Up tp 40.000 euros/year

TIMELINE

2 weeks



Campaign Phase 1 / Awareness

GOAL

Reach 50,000 total impressions and gain 100 new followers on Instagram and Facebook combined in two weeks.

KPIs

Total number of impressions
Number of new followers
Watch time

MONITORING STRATEGIES

Instagram and google Analytics
monitor impressions, reach, profile visits

Content Performance
identify high-performing content

Customer Feedback
Monitor engament