

General Strategy

Launch a streamlined three-phase campaign on Meta for 'Bags with Legs'. Begin with the **awareness phase**, highlighting the empowering stories of women artisans and brands commitment to sustainable fashion.

In the **consideration phase**, focus on deepening the audience's connection with 'Bags with Legs'. Showcase detailed product features, and the ethical production process.

The **conversion phase** will be geared towards driving traffic to the webshop and encouraging newsletter sign-ups. Utilize targeted ads offering a 10% discount on the first purchase for new subscribers. Additionally, grow engagement by announcing a unique opportunity where a new bag will be given away among the new subscribers.

Content Strategy

TARGET

Woman living in Vienna
30 - 45 years old

Up tp 40.000 euros/year

TIMELINE

2 weeks

