

Content Creation and Curation In this project you need to 1. Post creations, 2. Designs/Video Editing, 3. Ad Campaigns over Social Media 4. Email Ideation and Creation.

Here's a structured approach to efficiently manage these tasks:

1. Post Creations

- Develop a content calendar with a mix of promotional, informational, and engaging posts.
- Use storytelling to make posts more relatable.
- Optimize captions with relevant hashtags and CTAs.
- Experiment with formats—carousel posts, reels, static images, and memes.

2. Designs/Video Editing

- Leverage **Canva** for quick, professional designs and **VN** (or other editors) for engaging video content.
- Maintain brand consistency in color schemes, fonts, and styles.
- Use motion graphics and transitions to make videos more appealing.
- Optimize videos for different social media platforms (square for Instagram, vertical for Reels/Stories, landscape for YouTube).

3. Ad Campaigns Over Social Media

- Set clear campaign objectives (brand awareness, lead generation, sales, etc.).
- A/B test different creatives and ad copies to determine the best-performing ones.
- Target the right audience using Facebook and Instagram ad managers (interest-based, lookalike audiences, etc.).
- Track KPIs like engagement, conversion rates, and ROI to optimize future campaigns.

4. Email Ideation and Creation

- Plan email sequences (welcome emails, promotional offers, newsletters, re-engagement emails).

- Craft compelling subject lines to improve open rates.
- Personalize emails with dynamic content (customer names, preferences, etc.).
- Design visually appealing email templates that align with the brand's aesthetics.
- Track performance metrics (open rates, CTR, conversions) and optimize accordingly.