



Social Media and Content Marketing

A Personal Project by

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Naracha

Naranacha is a local footwear brand dedicated to crafting high-quality and stylish footwear for women with affordable price. The brand name itself exudes a sense of uniqueness and a touch of the exotic, evoking the image of vibrant oranges (naranjas) and the charm of something distinct and refreshing.

Marketing Strategy

Segmentation

- Women of different age groups (teens, young adult, middle-aged, etc)
- Regions in Indonesia where there is a lot of demand
- Target those who prioritize style and comfort in their footwear choices

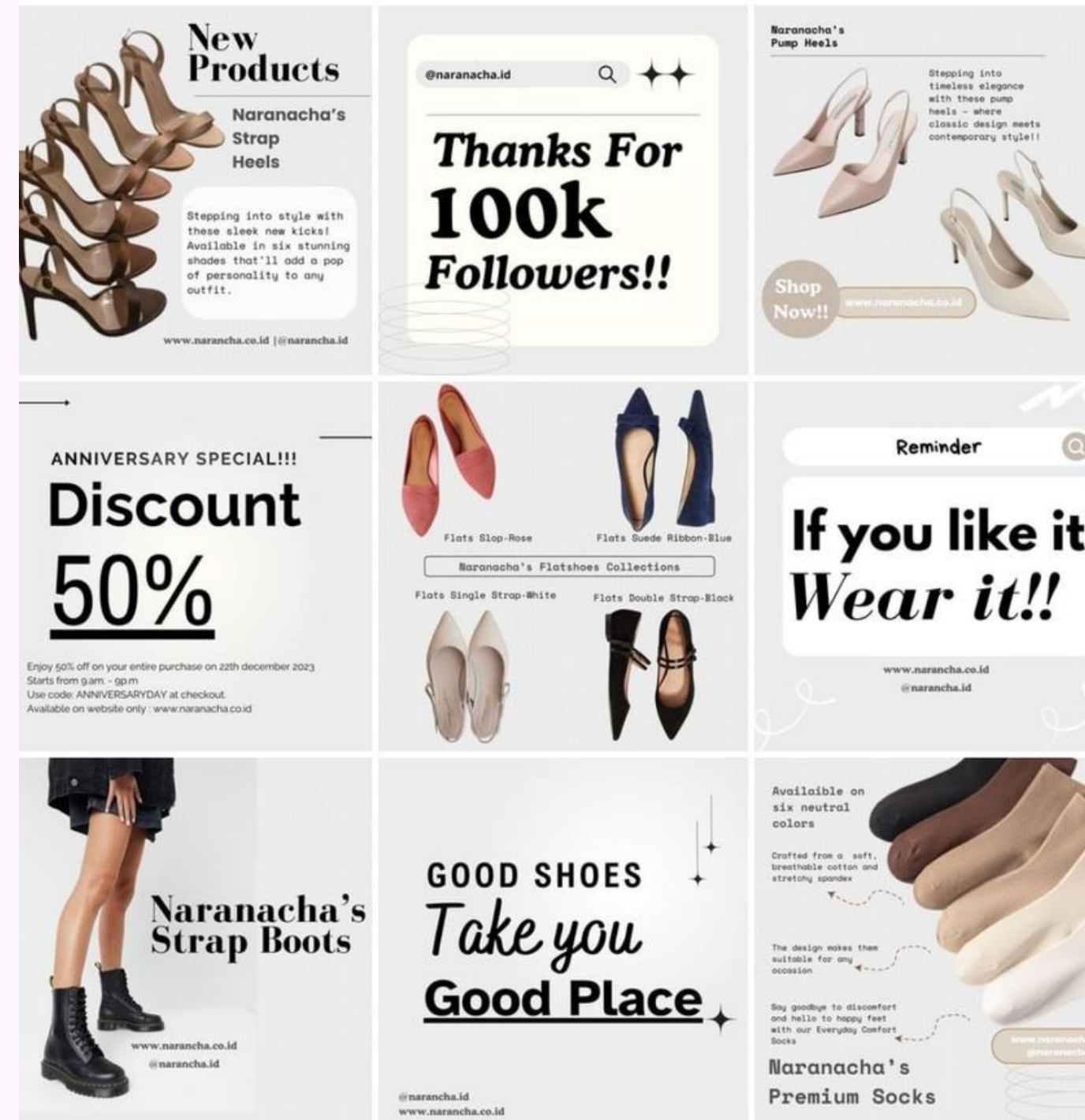
Targeting

- Young women (22-35) who are fashion-forward and budget-conscious.
- Middle-aged women (35-50) who seek comfortable and stylish footwear at an affordable price.
- Focus on specific regions or cities where there is a demand for affordable yet stylish footwear.

Positioning

- Highlight the affordability factor to position the brand as an accessible choice for consumers.
- Use the local identity to make people feel like they belong and are proud of their own identity.

Social Media Content for Naranacha



Available in
six neutral
colors

Crafted from a soft,
breathable cotton and
stretchy spandex

The design makes them
suitable for any
occasion

Say goodbye to discomfort
and hello to happy feet
with our Everyday Comfort
Socks

Naranacha's Premium Socks

www.naranacha.co.id
[@naranacha.id](https://www.instagram.com/naranacha.id)

Adding text to photos can contribute to storytelling. It helps guide the viewer through a narrative, providing additional information or context to complement the visual elements.



New Products

Naranacha's Strap Heels

Stepping into style with these sleek new kicks! Available in six stunning shades that'll add a pop of personality to any outfit.

www.naranacha.co.id | [@naranacha.id](https://www.instagram.com/naranacha.id)

When introducing new products, it's crucial to give a short but complete description. This brief yet informative overview helps complement product photos, giving potential customers useful insights and details.



Posting a collection of flat shoes in one photo for marketing serves the purpose of showing off lots of styles and designs in a pretty way. It's a quick way for customers to see all the choices available.

GOOD SHOES
Take you
Good Place

@narancha.id
www.narancha.co.id

Reminder

If you like it
Wear it!!

www.narancha.co.id
@narancha.id

Posting some quotes related to products in marketing serves the purpose of connecting emotionally with customers and reinforcing brand messaging.



A post featuring only a product photo and website text serves a specific purpose. It aims to focus attention on the product itself and provide essential information about where to find more details or make a purchase.



ANNIVERSARY SPECIAL!!!

Discount
50%

Enjoy 50% off on your entire purchase on 22th december 2023

Starts from 9.am. - 9p.m

Use code: ANNIVERSARYDAY at checkout.

Available on the website only : www.naranacha.co.id

By providing discounts on products during special event, it makes customers feel excited and in a hurry to buy. People like getting deals, especially during celebrations. This helps businesses get new customers, make current customers come back, and make people like the brand even more.



Saying thank you when an Instagram business reaches a certain number of followers in marketing serves to express gratitude and build a positive relationship with the audience. It acknowledges the support of the followers, making them feel valued and appreciated.

Aumsara Beeds

Aumsara Beads is a unique jewelry brand that specializes in handcrafted bracelets, necklaces, and rings made exclusively from carefully selected beads. The brand name itself blends the essence of spirituality (Aum) with the beauty of crafting (Sara), encapsulating a brand dedicated to creating meaningful and aesthetically pleasing jewelry pieces.

Marketing Strategy

Segmentation

- Female age around 15-40
- - Fashion-conscious and appreciative of handmade items.
- Value uniqueness and individuality.
- Regularly purchase and wear jewelry.

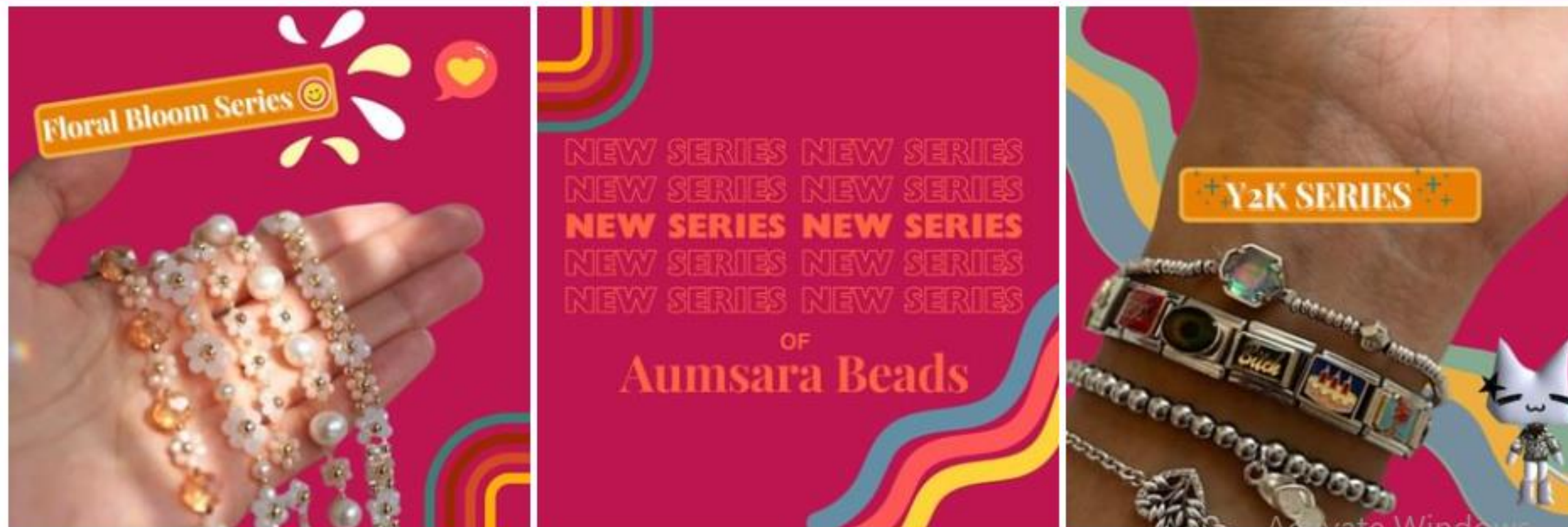
Targeting

- Focusing on teens and young adult women (15-25 years old)
- consumers who appreciate handmade, unique jewelry.

Positioning

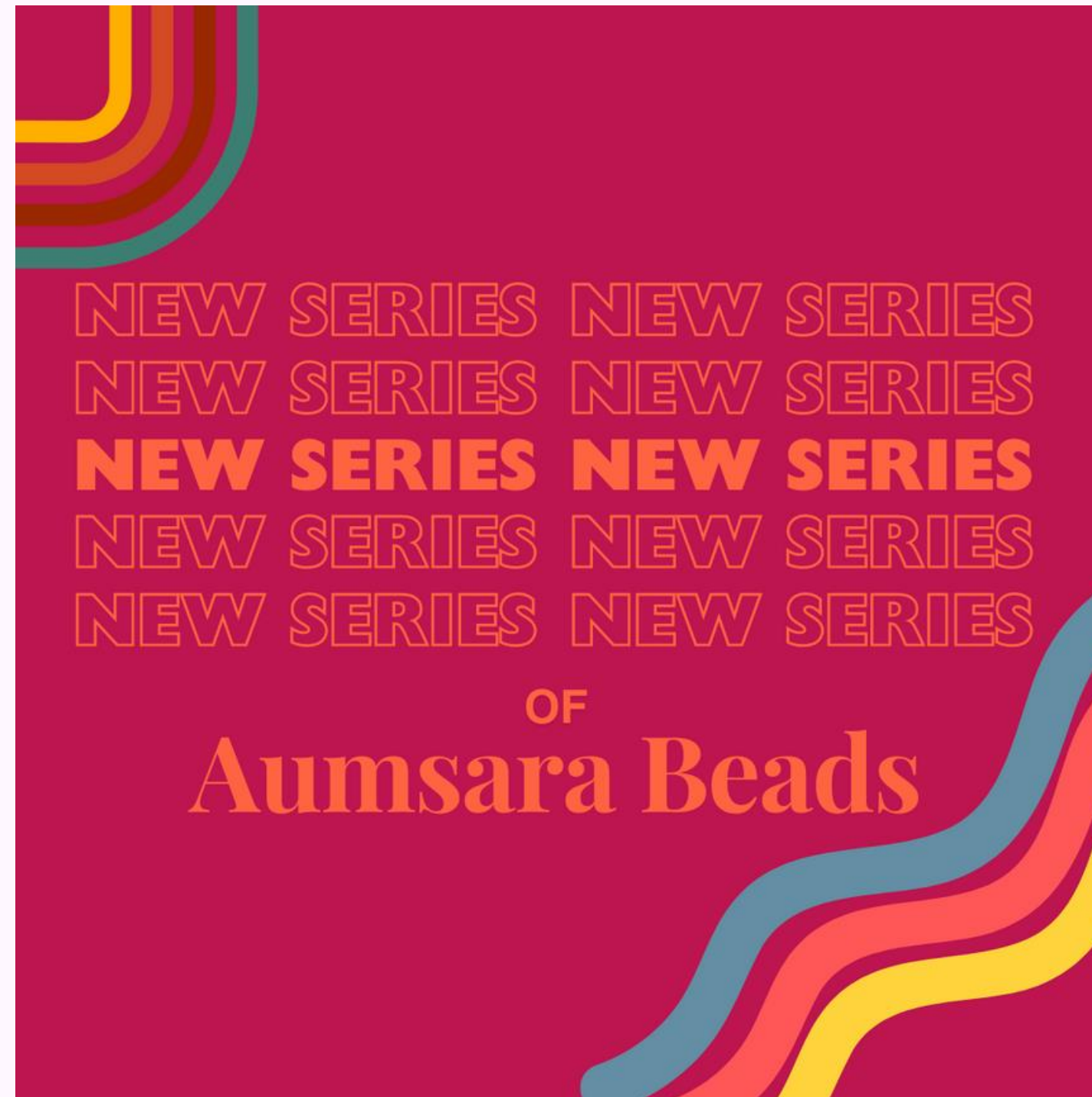
- Emphasize the handcrafted nature of the jewelry, portraying it as wearable art that tells a story.
- Utilize social media platforms (Instagram, Pinterest) to showcase the aesthetic appeal and spiritual significance of the jewelry.

Social Media Content for Aumsara Beads





Bright colors such as pink are suitable for the background photo of beads products targeting the 15-25 age group, especially for bracelets, because they evoke a sense of youthful vibrancy and energy. These colors are visually appealing and align with the youthful and dynamic nature of the target demographic.



An Instagram post filled only with text for a new series of bracelet products serves to generate anticipation and engagement of the upcoming collection.



Photo's element

Decorating a photo with various elements in a photo serves multiple purposes in marketing and presentation. Firstly, it helps emphasize the unique characteristics and features of each bracelet type.



Warmie++

Warmie++ is a food and beverage business known for making delicious meals, especially a variety of tasty noodle dishes. They're famous for their dedication to making food that's really good and trying out new ideas. Warmie++ creates a menu with lots of different choices to make sure everyone finds something they like. They focus on making high-quality food that people enjoy.

Marketing Strategy

Segmentation

- Teenagers (13-19), Young Adults (20-35), middle Age(35-59), old adults(≥ 60)
- Male and Female
- High-income individuals and Middle-income individuals
- Urban area, suburban area
- Health-Conscious Consumers, Food Enthusiasts, Convenience-Seekers

Targeting

- Targeting a demographic range from teenagers to middle-aged individuals,
- appealing to both genders
- focusing on affordability for middle to lower income brackets in urban areas
- Aligning with the preferences of the busy, convenience-seeking customer.

Positioning

- "Warmie++ – Where Quality Meets Affordability."
- It promises a diverse menu of delicious noodle dishes, ensuring that customers can embark on a flavorful journey without breaking the bank.

Story Contents for Warmie ++

WARMIE ++

Main Dish

Mie Goreng ++ 18K

Mie Seafood ++ 45K

Mie Celor ++ 20K

Mie Udon ++ 18K

Beverages

SWEET ICE TEA 8K

LEMON TEA 8K

MINERAL WATER 6K

MATCHA 13K

THAI TEA 13K

MILO 13K

CHOCOLATE ICE 15K

ICED ORANGE JUICE

MOCCA LATTE

CAPPUCINO

CARAMEL MACCHIATO

WARMIE ++

Snack

KAKSO BAKAR

SOSIS BAKAR

KENTANG GOREN

OTAK-OTAK IKAN 10K

LUMPIA BASAH 10K

SIOMAY 13K

NUGGET AYAM 13K

NUGGET UDANG 15K

WARMIE ++

Main Dish

Mie Yamin ++ 18K

Mie Ayam Kari ++ 23K

WARMIE ++

ENJOY EXCLUSIVE VOUCHER DISCOUNTS UP TO 30% ON GOFOD, GRABFOOD, AND SHOPEEFOOD.

WARMIE ++

About Us

Warmie++ is a charming restaurant with a unique concept, derived from the Indonesian phrase "warming mie". The name "Warmie++" cleverly incorporates the warmth and comfort associated with traditional noodle shops while adding a contemporary twist with the "++" to symbolize an enhanced and elevated dining experience.

What makes warmie++ different?

The menu features a diverse selection of noodle-based delights, creatively crafted to cater to various tastes and preferences. From classic mie goreng (fried noodles) to innovative noodle bowls with gourmet toppings, Warmie++ aims to provide a delightful culinary journey that combines the familiar with the unexpected.

Customers Review

@octv_nuruli
Bumbunya khas beda dari yang lain

@putri_azhrx
Rasa dan kualitasnya bagus sesuai dengan harga

@mhmdraff_
Tempatnya nyaman, sejuk, dan bersih. Mienya enak

@_nbilaayani
Paling suka mie ayam kari, gurih banget!!

@rizkyrr_januar
Mie udonnya di mix bumbu lokal dan cocok banget di lidah

@nia_2910
Langganan order disini, lebih prefer beli online km dpt diskon hehe

@hanifah_hh
Lumpia basahnya enak banget, murah juga, cocok buat ganjel perut

@aditya_ahmad
Mie celornya kerasa asli bumbu Palembangnya

@alvinsitahaan.1
Pelayaninya ramah dan responsif. Menuanya enak semua

@anna_nadhia01
Makan mie seafood paling cocok minumnya caramel macchiato, fav menu aku

YOUR OPINION MATTERS! ✨
SHARE YOUR THOUGHTS AND EXPERIENCES WITH US THROUGH DM 🗨️
WE LOVE HEARING FROM OUR AMAZING CUSTOMERS! 💖

DELIVERY ORDER:

gofood **GrabFood**

JL.KENANGA NO.23 RT. RW.003/05, JAYAKARTA



Having clear and eye-catching photos of the main dishes on a restaurant's Instagram Stories is really important. Instagram is all about pictures, so having great images of the main menu items grabs people's attention and makes them hungry.

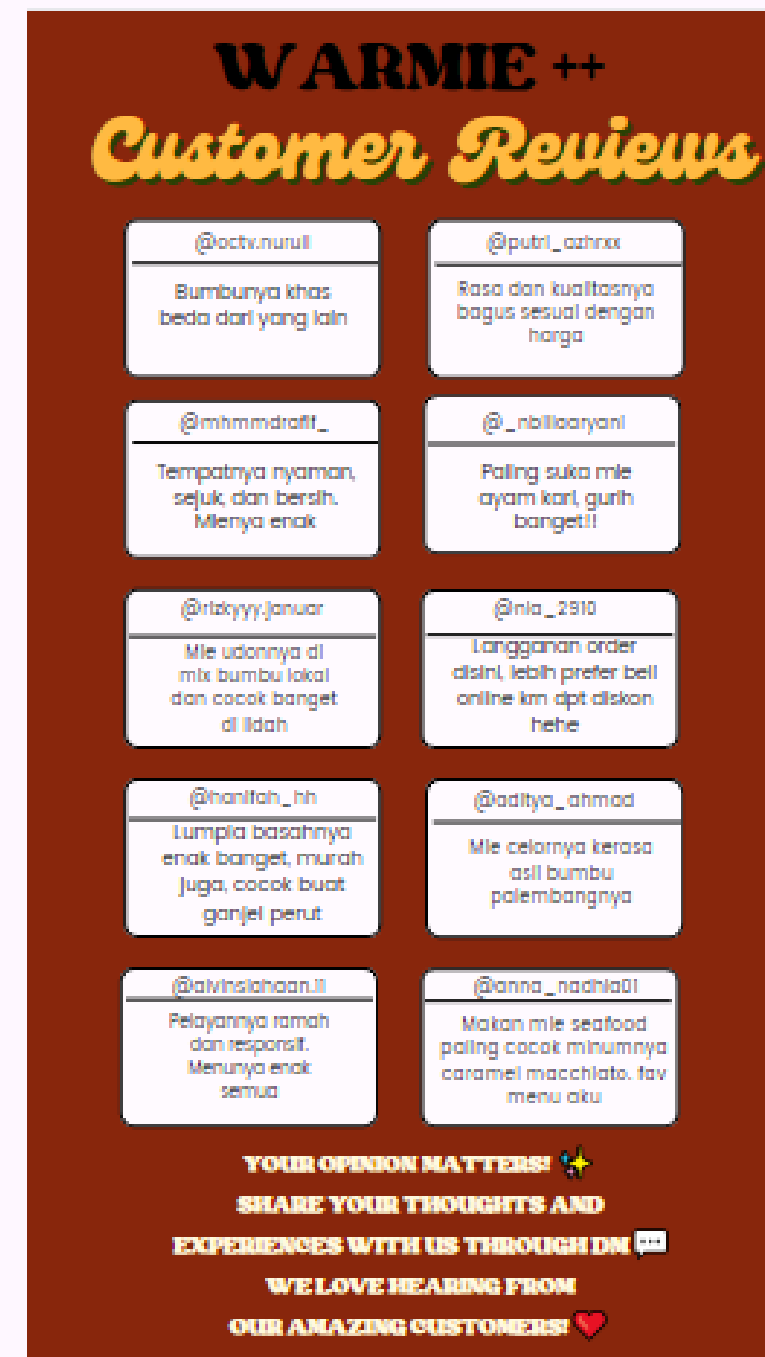


| <i>Snacks</i> | |
|------------------|-----|
| BAKSO BAKAR | 5K |
| SOSIS BAKAR | 5K |
| KENTANG GORENG | 10K |
| OTAK-OTAK IKAN | 10K |
| LUMPIA BASAH | 10K |
| SIOMAY | 13K |
| NUGGET AYAM | 13K |
| NUGGET UDANG | 15K |
| WARMIE ++ | |





| <i>Beverages</i> | |
|-------------------|-----|
| SWEET ICE TEA | 8K |
| LEMON TEA | 8K |
| MINERAL WATER | 6K |
| MATCHA | 13K |
| THAI TEA | 13K |
| MILO | 13K |
| CHOCOLATE ICE | 15K |
| ICED ORANGE JUICE | 15K |
| MOCCA LATTE | 18K |
| CAPPUCINO | 18K |
| CARAMEL MACCHIATO | 20K |
| WARMIE ++ | |

Snack and drink on Imenu list often keep it simple by just showing the product name and price without any pictures. This straightforward approach is intentional, designed to quickly grab attention in the fast-moving world of social media.



Sharing information about the restaurant and showcasing customer reviews on Instagram Stories is crucial for building trust and attracting new customers, it gives potential customers a glimpse into what to expect.



Thank You!!!