



# **SOCIAL MEDIA STRATEGY**

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For new products of  
Hugs 'n' Rugs

# WHY | WHAT | HOW | WHEN

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- Objectives to focus and What we know so far
- Competitive Analysis

- Campaign Strategy
- Ad Plan
- Additional Engagement

- Target Audience
- Marketing Mix
- Overall Layout

- Timeline
- Workflow



# WHY?

Disrupting  
the online space  
is necessary?



# OBJECTIVES TO FOCUS

These will be the focal point of all campaigns



To launch new organic and durable Tote Bags for a good cause



To create awareness about importance of using the bags and reduce pollution.



Increase the orders of the Tote Bags

A person wearing a blue denim shirt is holding three white tote bags. The person is standing outdoors in a grassy area with trees in the background. The text "DO YOU KNOW WHAT YOUR COMPITETIOR IS UPTO?" is overlaid on the image in white, bold, uppercase letters. A thin green horizontal line is positioned below the text.

**DO YOU KNOW WHAT YOUR  
COMPITETIOR IS UPTO?**

**HERE'S THE SNEEK PEEK**

# Competitive Analysis - 1






# WHAT?

will we  
do to  
get the  
the best audience




# Content Strategy

Total Posts: 17

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Organic
- Memes
  - Weekly hashtags
  - Contests
  - Informative posts
  - Testimonials/Reviews



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Boosted
- Promotional Posts
  - Services/Products
  - New Launch
  - News/Media

JUST IMAGES





**Will create  
ECOncious  
audience  
and encourage  
them to be  
ECOfriendly**

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# Post Copy

Saying goodbye to plastic has never been easier,  
So, the ultimate tote bag is here!

Hugs 'n' Rugs launches this reusable cotton bag  
which is perfect to have on hand whether to  
carry groceries, books, daily essentials, to the  
beach or just use it as an everyday handbag.

Now you can help keep plastic bags far far away  
from our landfills and oceans!

Be #ECOncious

SHOP NOW @ Just Rs

## Are you **e**conscious?



SHOP NOW @ Just Rs

# Post Copy

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Trendy, cool and super handy, this tote is easy to roll up and keep in your backpack or glove compartment so you don't ever have to use plastic again!

Be #ECONcious

Now you can help keep plastic bags far far away from our landfills and oceans!

SHOP NOW @ Just Rs







It's important to  
show our strengths  
as well

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We will promote  
the quality with a  
cartoon



# Post Copy

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We go to great lengths to ensure all of our ingredients are organic, local and all of our products are non-toxic, and cruelty-free.

Get your Multi-purpose Shopping Bag today!

Be #ECOncious

SHOP NOW @ Just Rs

Hey Mate!

Get your own Multi-Purpose  
SHOPPING BAG!

Let's bag them all ! ! !



#ECOncious

# Post Copy

When we say best, we don't just mean what's best for you; we also mean what's best for the planet.

We go to great lengths to ensure all of our ingredients are organic, local and all of our products are non-toxic, and cruelty-free.

All of our packaging is 100% recyclable and eco-friendly. So feel free to pamper yourself without a twinge of guilt.

Be #ECOncious

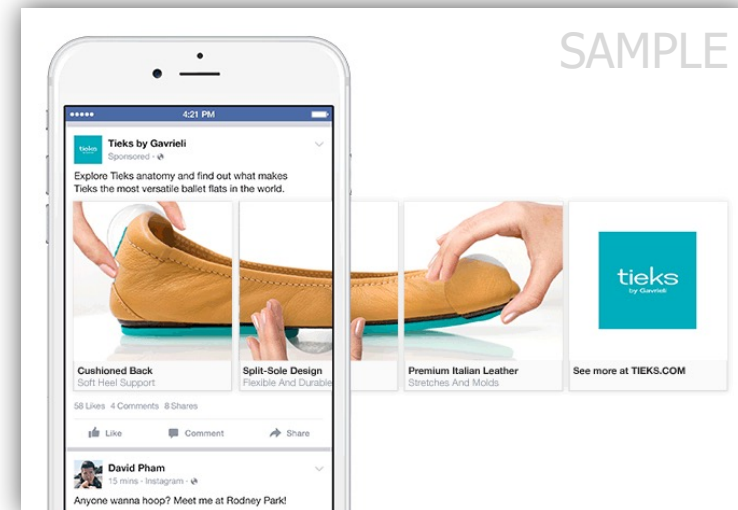
Now you can help keep plastic bags far far away from our landfills and oceans!

SHOP NOW @ Just Rs

## MADE FOR #ECOncious PEOPLE

1. ECO-FRIENDLY
2. LASTS UPTO 10 YEARS
3. MULTI-PURPOSE
4. EASY TO CARRY
5. STYLISH TO CARRY AROUND

SHOP NOW @ Just Rs



**Will IMPRESS TO MAKE  
THEM PRESS  
SHOP NOW!  
With a video!**

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# Post Copy

When we say best, we don't just mean what's best for you; we also mean what's best for the planet.

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Be #ECONscious

Now you can help keep plastic bags far far away from our landfills and oceans!

SHOP NOW @ Just Rs



## MULTI-PURPOSE TOTE BAGS

HASSLE FREE SHOPPING  
CARRY IT ANYWHERE (Grocery or School essentials)  
WASH IT ANYHOW  
USE IT ANYDAY (No. of years/Duability)  
STYLISH EVERYDAY(Colors)

DON'T BE CONSCIOUS  
TO BE #ECONscious





# THIS MONTH STORIES/HIGHLIGHTS



## TOPICS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa
- Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna



## THIS MONTH POLL



## TOPICS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa
- Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna

# Ad Budget

**TOTAL BUDGET: 9K-10K**



Page Like

Expected Likes/month = 1k - 2k

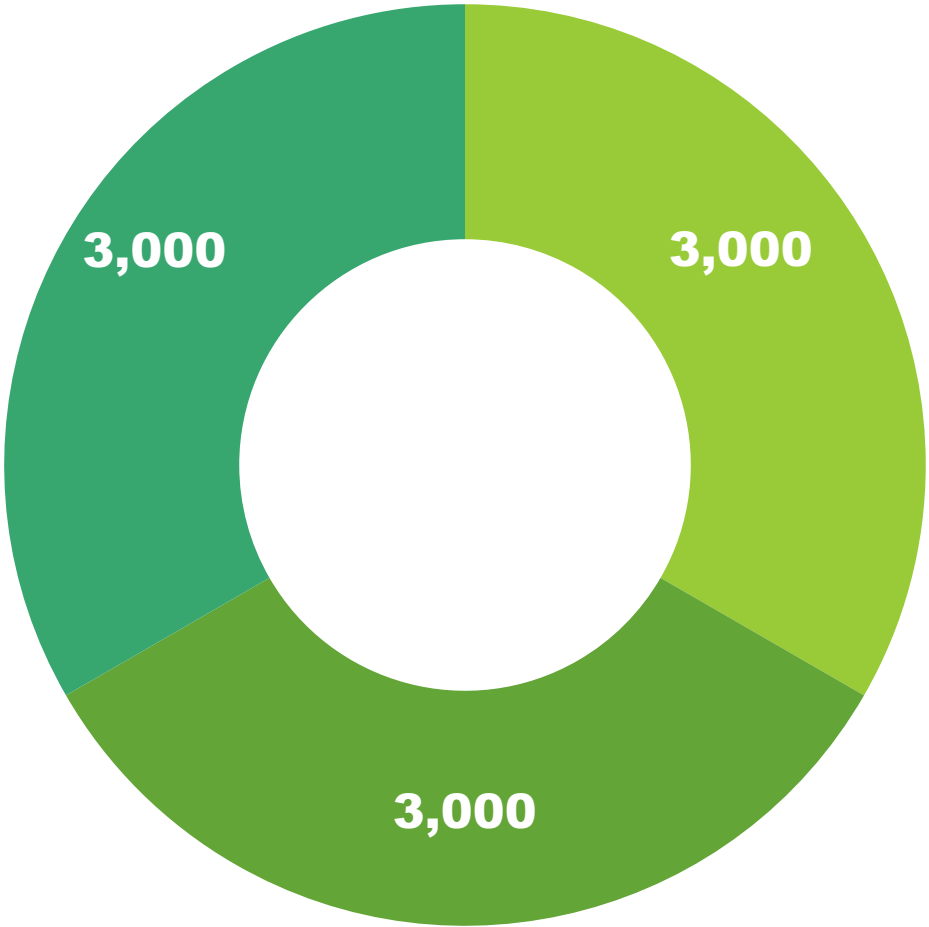
Budget = Rs 3000



Post Boost

No. of posts: 15

Budget= Rs 3000



Conversion Ads

Budget= Rs 3K

Target Group = Teenagers,  
Homemakers, Women who go  
to buy groceries, Boutique  
stores, Kids Store, Book  
stores

#DO YOU KNOW

# HOW?

We can increase awareness.

We can increase engagement.







# Target Audience - 1

## Eco-Friendly



### Psychographics

- Prefer to be eco-friendly and also part of campaigns
- Believe in anti-cruelty tasks
- Video helps in better understanding.



### Demographics

- 16-40
- PAN India
- Target groups like PETA, SAVEARTH etc.



### How Connected?

- Stay updated with latest news and updates
- Believes in authenticity of the product
- Active in #SaveEarth communities.



## Target Audience - 2

## Homemaker Women



### Psychographics

- Shopaholics
- Family purpose
- Multi-purpose utilities
- Price range
- Mostly active to shop in noon
- Free Goodies / Offers



### Demographics

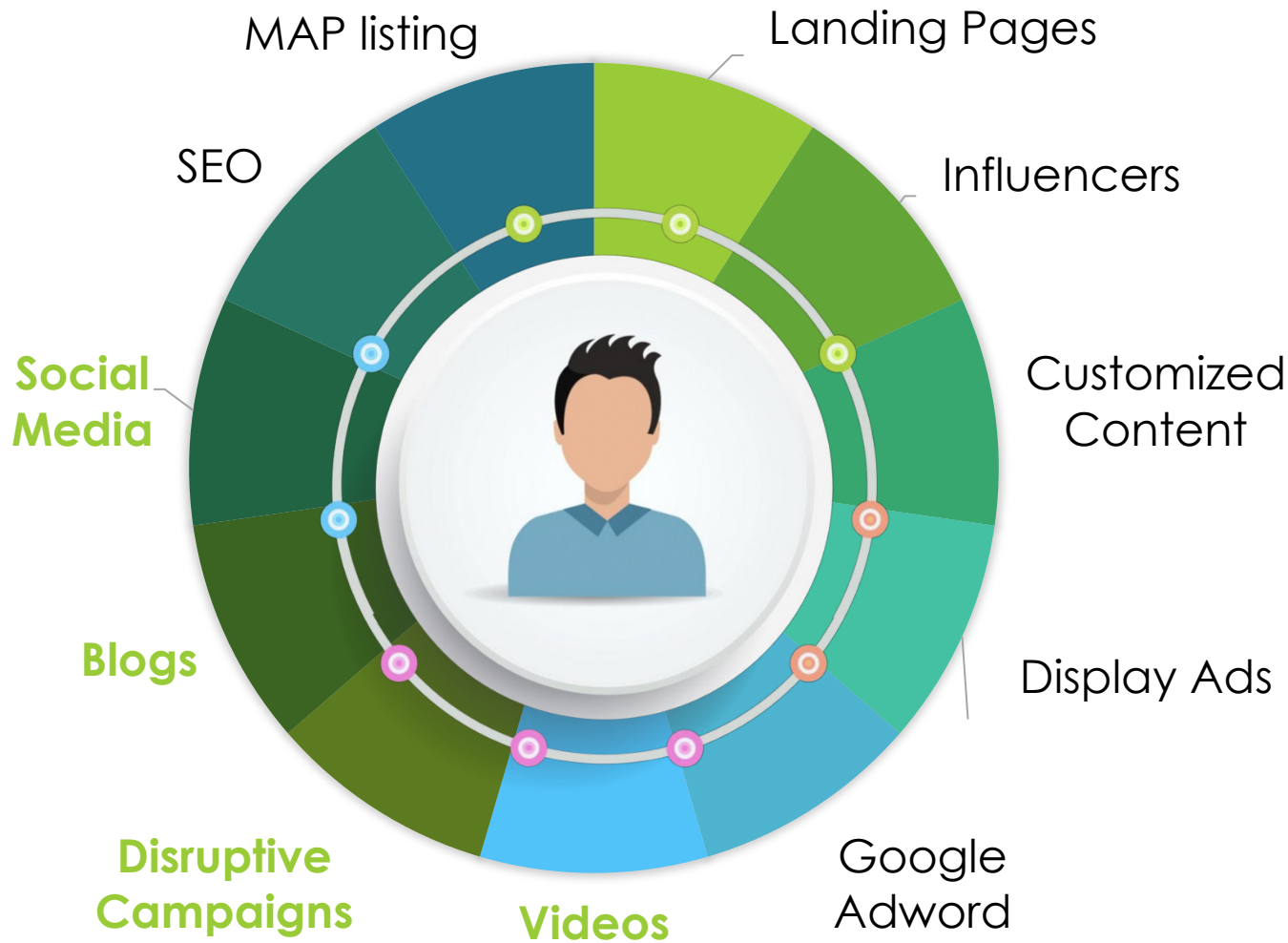
- 25-35
- PAN India



### How Connected?

- Direct SHOP NOW BUTTON
- Believes in authenticity and durability of the product
- Highly dependent on reviews/Testimonials of the product

# Media Mix



- Content marketing
- Native Ads
- Carousels
- Organic Seeding of Content



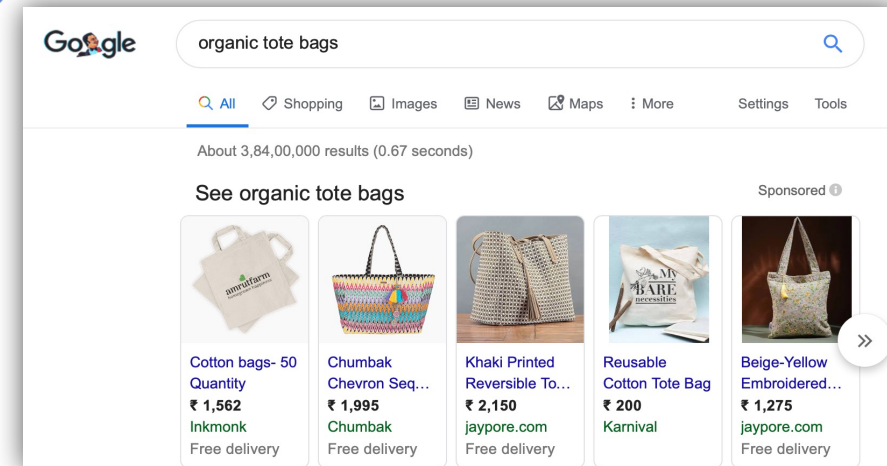
- Reposted Content
- Influencer content
- Video Ads



Blog sharing for maximum traffic and creating a community.



We can place our product on Amazon and run Google ads.



**Recommended :** a Photo shoot to make sure photo quality is not compromised.

# The Problem



## SHOP NOW LINKS

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Will add **"SHOP NOW"** link in every post and story with direct action – button to make it more convenient.



## #HASHTAG

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Will use more specific hashtags on every post to attract eco-friendly audience and increase their following



## OFFERS/DISCOUNTS

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We can share offers or discounts to attract even more audience and make the product more please able.



## GOOGLE ADS

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We can also run Google ads to bring the product on top in the search list of GOOGLE.



## DISPLAY ADS

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We can run ads on other apps and other websites for maximum coverage.

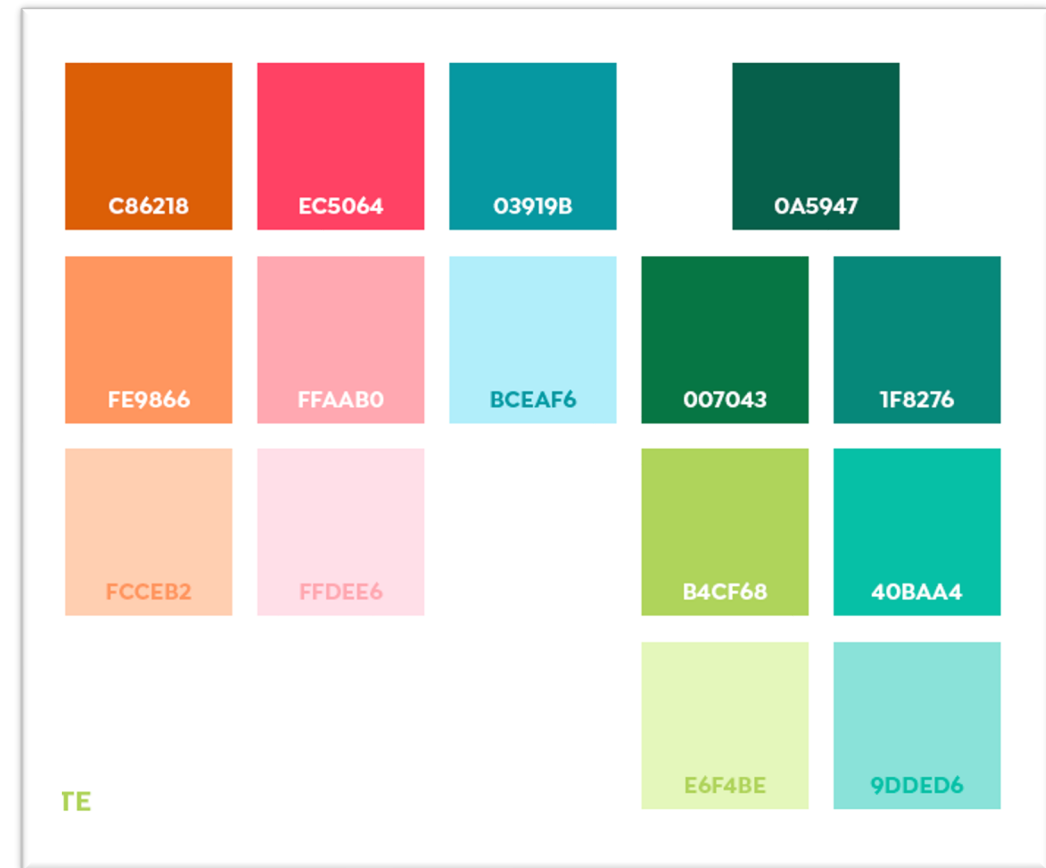


# Color Scheme & Layout

First impression is the ~~last impression~~ first chance to get engagement

## POP COLORS

WILL ATTRACT MAXIMUM  
ATTENTION THROUGH  
BRIGHT COLORS TO MAKE  
THE PRODUCT MORE  
STYLISH WHILE FOR A  
GOOD CAUSE.

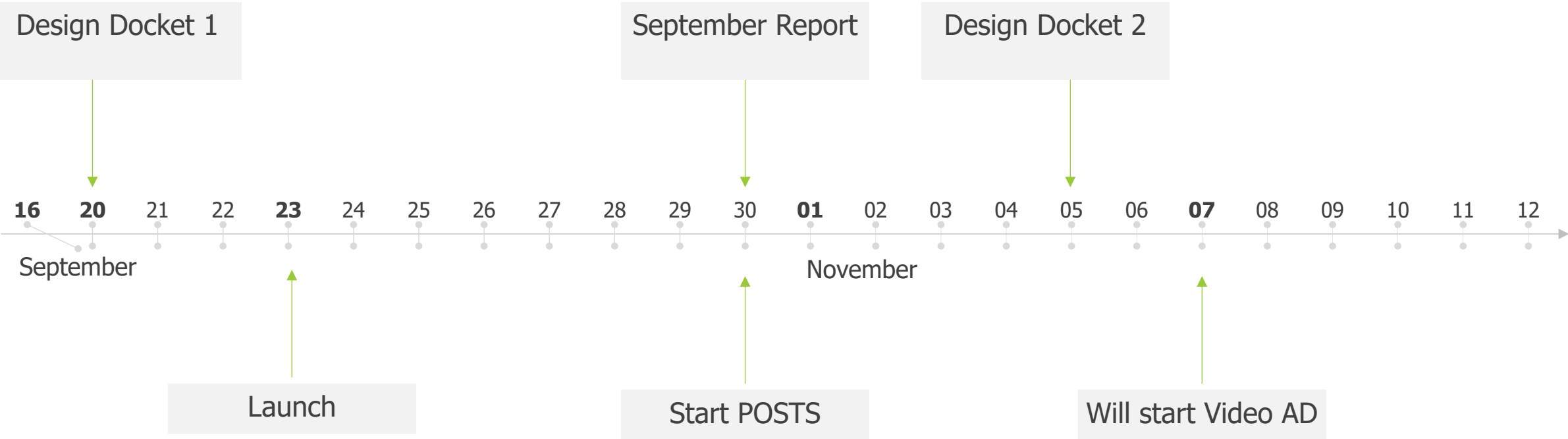


# WHEN?



# Timeline

Our one-month action plan



# Work Flow

How will we scale in the future

## Phase 1 (AWARENESS) FIRST WEEK

- WE WILL LAUNCH THE PRODUCT WITH ECO-FRIENDLY TAGLINES.
- WE WILL PROMOTE THE ECOFRIENDLY POSTS FIRST TO BUILD THE AUDIENCE FOR GOOD CAUSE

## Phase 2 (BRANDNG) SECOND & THIRD WEEK

- WILL PROMOTE THE PRODUCT USABILITY AND ITS FEATURES
- WILL START THE VIDEO AD FOR 15 DAYS.
- WILL ALSO SHARE FEW OFFERS & DISCOUNTS

## Phase 3 (CONVERSION) Month, Year

- WILL SHARE INFLUENCERS VIDEOS/POSTS
- WILL AGRESIVELY RETARGET THE POTENTIAL AUDIENCE AND BOOST ADS
- WILL RUN CONVERSION ADS FOR MAXIMUM SALES.