



SOCIAL MEDIA STRATEGY

For Maia Décor

WHY | WHAT | HOW | WHEN

- 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 the new app while generating an interest in the latest AR technology among potential customers.



To increase the app installs across Dubai with right set of target audience.



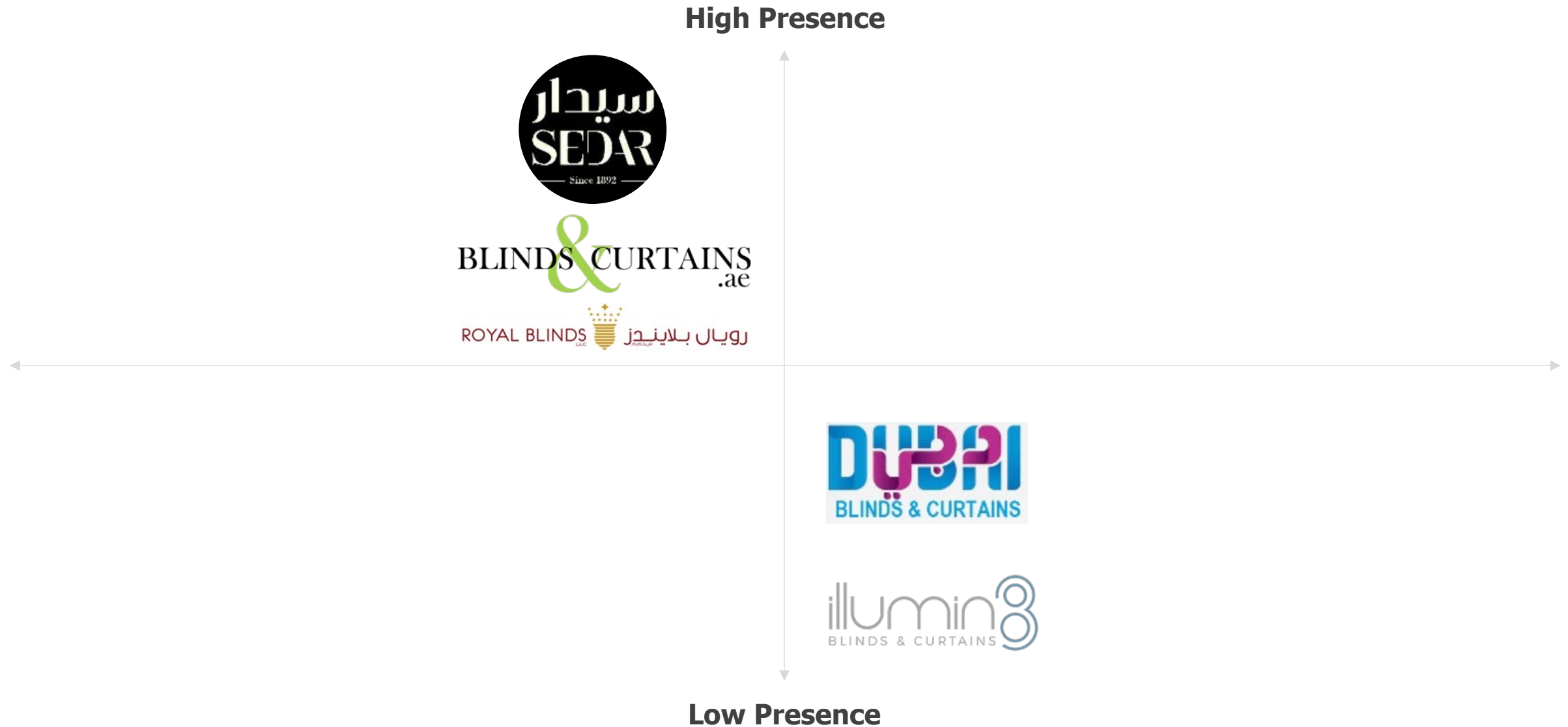
To create a market for home furnishing products.



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






HERE'S THE SNEEK PEEK

Competitive Analysis - 1



Competitive Analysis - 2

Based on the available data on platforms

					
Facebook	1,330,308	-	87	1919	530
Instagram	20.4K	-	-	2936	1130
Twitter	17.4K	-	4	-	40

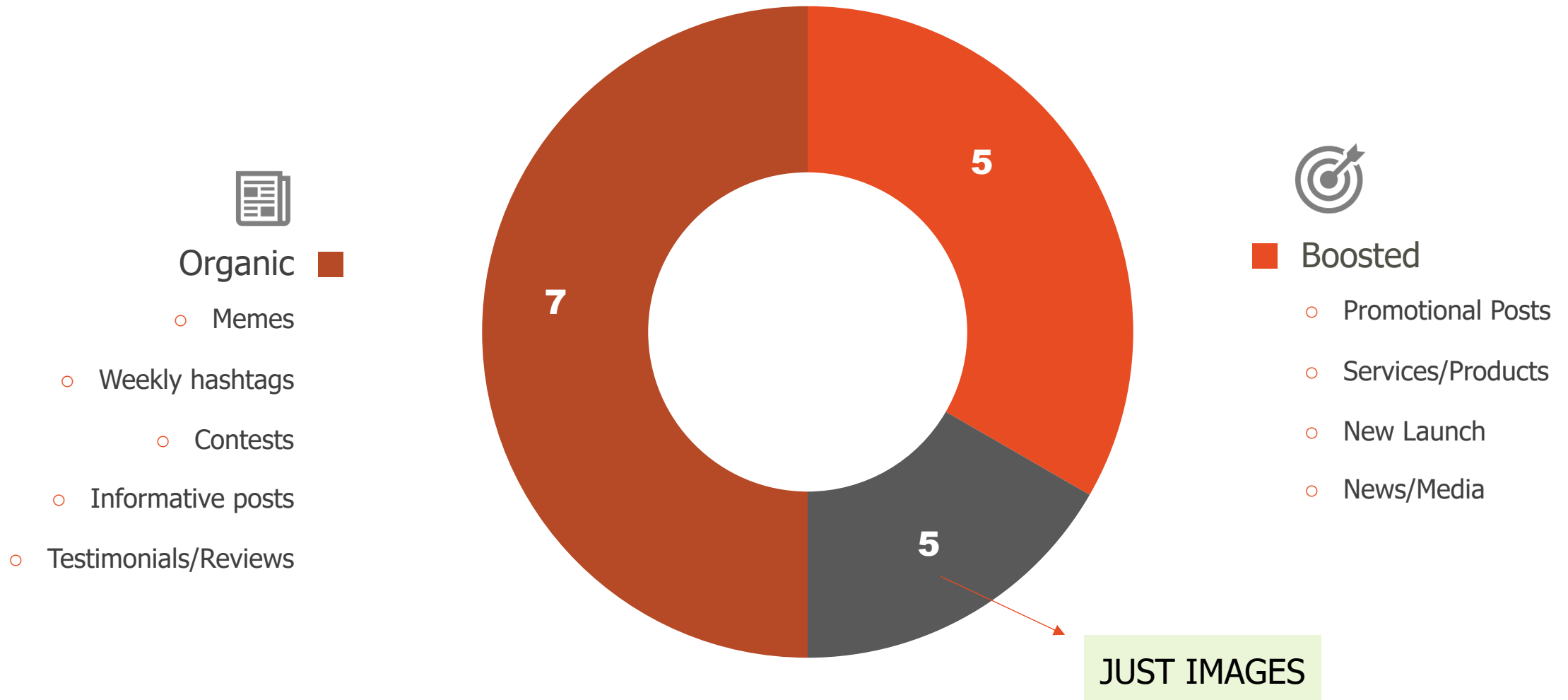
WHAT?

will we
do to
get the
the best
audience



Content Strategy

Total Posts: 15-17



Pre-Launch and Launch

For pre- launch we will start with Coming Soon Challenge to attract more people. We will launch the app with a challenge called “The Right Window” in which the person has to see a hint in the story and choose the right post from feed with different curtains to reveal the tag that leads to the next account. After a series of account person will reach the final curtain with rewards behind it like 10% off or 20% off if you install the app.

WHY A CHALLENGE?

It is interesting to play and attracts more people.
Increase the app installs as people are looking for rewards.

We will also run video ads to show the products available.

Post Copy

It is very risky to step out of your safe places to shop for your home. So we have brought the shops to your house using the best AR tech.

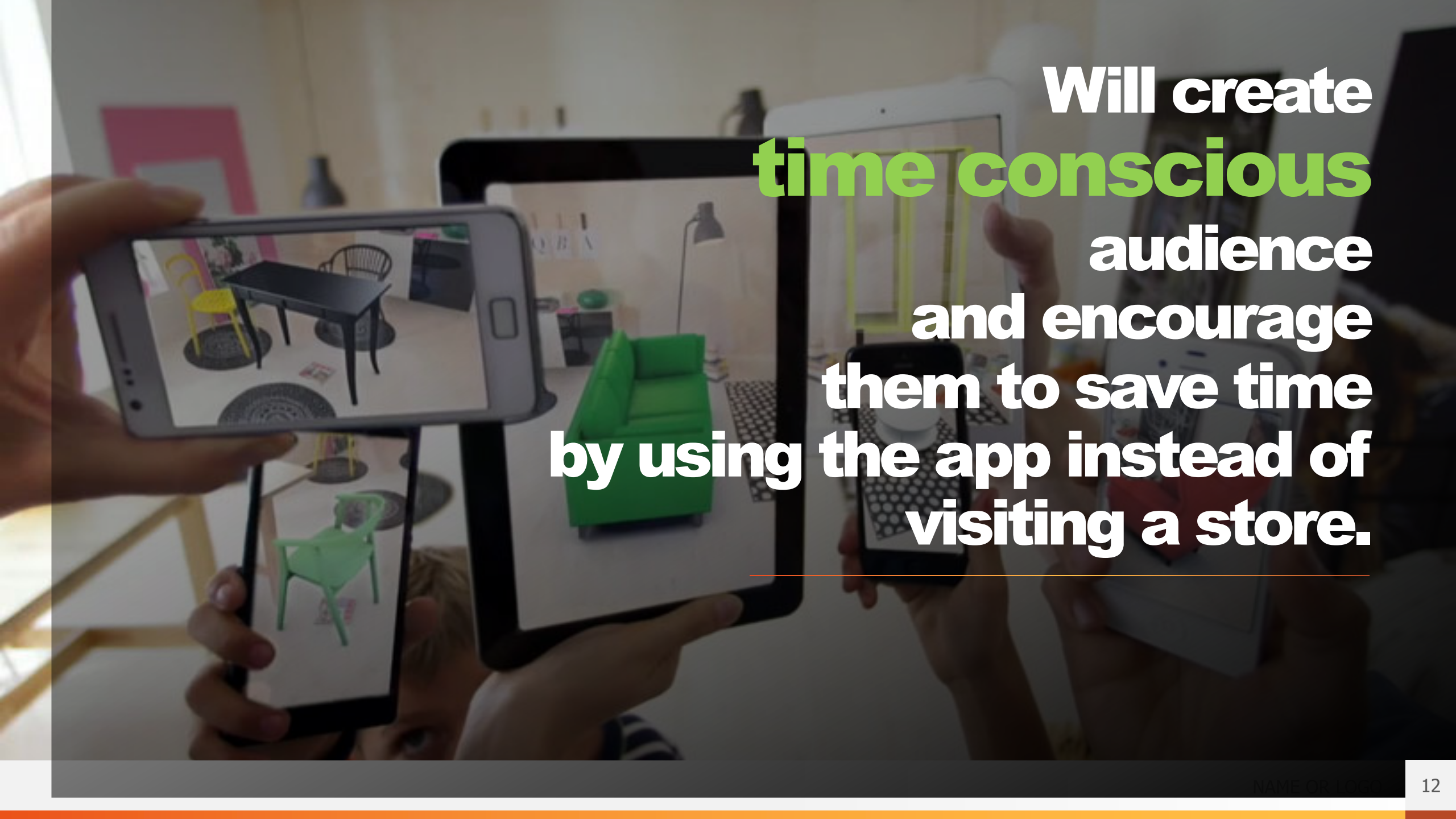
Stay Tuned to know more....

Can't step out?

Then step into the new world of AR tech

.... And design your dream aboard.

Stay tuned....



**Will create
time conscious
audience
and encourage
them to save time
by using the app instead of
visiting a store.**