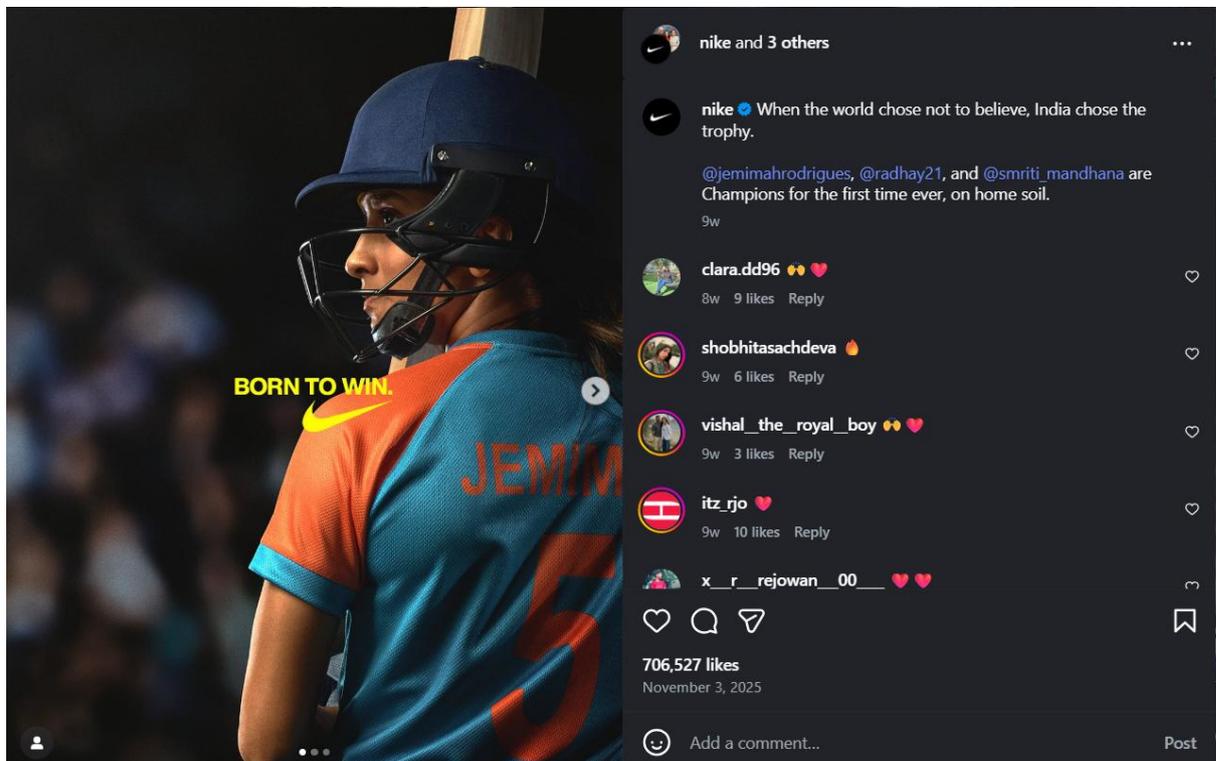


Assignment 2

SOCIAL MEDIA

- Show the social mentions of "Nike"



SOCIAL MEDIA

- Give the list of following information of "Ronaldo" :-

(a) Hashtags
(b) Follower location
(c) Most popular posting days
(d) Most popular captions

(a) Popular Hashtags for “Ronaldo”

These are the most commonly used hashtags in posts about Cristiano Ronaldo across Instagram/TikTok/etc:

displaypurposes.com+1

Top core hashtags

- #ronaldo
- #cristianoronaldo
- #cr7
- #cristiano
- #football / #soccer
- #realmadrid
- #championsleague
- #goal
- #portugal
- #ronaldofans

(b) Follower Locations

Top Countries Where #ronaldo Posts Come From

1. India
2. Italy
3. Spain
4. United Kingdom
5. United States
6. Portugal
7. Iran
8. France
9. Brazil
10. Germany

These reflect major markets where Ronaldo's content is widely shared and engaged with, which usually correlates closely with follower location patterns on major social platforms.

(c) Most Popular Posting Days

Exact detailed analytics for *Ronaldo's* posting schedule (like "most likes by day of week") from public sources is **not available** in open data.

However, typical observed patterns on celebrity sports accounts (including Ronaldo) show:

📌 **High engagement on:**

- Friday
- Saturday
- Sunday

(d) Most Popular Captions

While we can't extract *all* of Ronaldo's actual captions, **trending caption styles** and examples from his top posts include:

Common Caption Themes

Motivation & Work Ethic

- "Hard work beats talent when talent doesn't work hard."
- "Nothing comes without effort." [UR. Cristiano FC](#)

Encouragement / Mindset

- "Keep pushing, there's more to do."

SOCIAL MEDIA

- Create an A/B testing of at least 2 posts

A/B Testing (Split Testing) is a digital marketing method where **two versions of the same content (A and B)** are shown to similar audiences to identify **which version performs better** based on metrics like likes, clicks, reach, or conversions.

A/B Testing: Social Media Ads
Created using AI tools for testing purposes.

Post A - Informational Creative



Meta Sponsored

SOCIAL MEDIA GROWTH TIPS

- 1 Post Consistently
- 2 Engage with Audience
- 3 Use Trending Hashtags
- 4 Analyze Your Insights

Did you know? Consistent posting can increase engagement by up to 60%!
Learn how social media marketing drives growth.

[Learn More](#)

Post B - Promotional Creative



Meta Sponsored

GROW YOUR BRAND on Social Media

[CLICK THE LINK IN BIO](#)

Struggling to grow your brand online?
The right social media strategy can turn followers into customers.
Start today!

#GrowYourBrand #SocialMediaSuccess #OnlineMarketing

[Get Started](#)

Assignment 2

SOCIAL MEDIA

Find the number of facebook audience in this category

Chandigarh

Food

Male and Female with age group

Insights

Review performance results and more.

Lifetime: 8 Dec 2022 - 7 Jan 2026



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Audience

Export

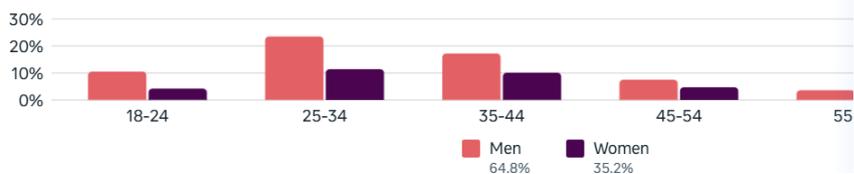
Ad account: Amaneesh Shah 1797008527546094

Filter

Demographics Trends **Potential audience**

Estimated audience size
765,900-901,100

Age & gender



Filter

Location

Chandigarh, India

Age

18 - 65+

Gender

All

Interests

Food (food and drink)

Create a custom audience of website visitors on facebook

Reach the people who matter to you

Create and save audiences to reach the people who matter to your business. [About audiences](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with custom audiences. You can create an audience from your customer contacts, website traffic, mobile app or subscribers list.

Create a Custom Audience

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

- Website
- App activity
- Catalogue
- Customer list
- Offline activity

Meta sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook listings ⓘ



Cancel

Next

Create a website Custom Audience

Include people who meet **ANY** of the following criteria:

Source

AMANEESH PIXEL

Events

PageView

Audience retention

40 days

Aggregated value - Optional

Frequency is greater th... 2

Device - Optional

All mobile devices

Further refine by

Or

Source

AMANEESH PIXEL

Events

All website visitors

Audience retention

30 days

Include more people

Exclude people

Audience name

Website Visitor Audiance

24/50

Description - Optional

0/100

To comply with our policies and help protect your users' privacy, don't share data that includes or is based on, directly or otherwise, health information, financial information, consumer report information or other categories of sensitive information when creating custom audiences. Visit the



Back

Create audience

Assignment 2

SOCIAL MEDIA

Make a social media calender on facebook

1-Week Facebook Content Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Educational Post "Social Media Tips"	Engagement Poll "Best Platform?"	Carousel "Do's & Donts"	Promo Post "Why Facebook Ads?"	Behind the Scenes "Content Planning"	Testimonial "Client Review"	Lead Offer "Free Audit!"
Awareness	Interaction	Value	Consideration	Trust	Credibility	Conversion

Day	Post Type	Objective
Monday	Educational	Awareness
Tuesday	Engagement	Interaction
Wednesday	Carousel	Value
Thursday	Promo Post	Consideration
Friday	BTS	Trust
Saturday	Testimonial	Credibility
Sunday	Lead Gen	Conversion

Create a social media calender format of 2 days

Post details
ID: 1763392947641042

Post overview
This view of your post may not represent exactly how it appears in Facebook's Feed.

SUS Clothing Hub
Tomorrow at 18:47

Estimated audience in facebook

Insights

Platform	Reach
Facebook	765,900-901,100

Boost **Publish Now**

Post details
ID: 1411537467233217

Post overview
This view of your post may not represent exactly how it appears in Facebook's Feed.

SUS Clothing Hub
12 January at 10:00

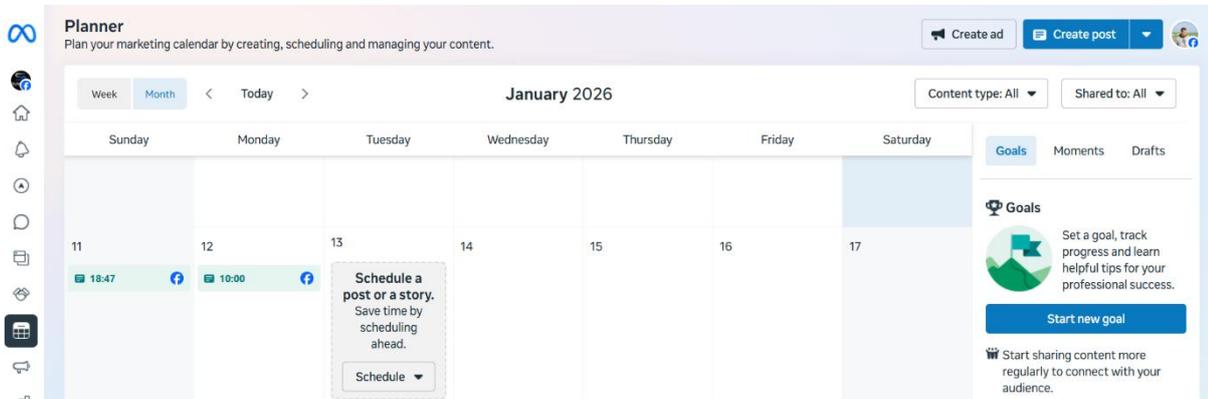
his video showcases a collection of men and women in modern, stylish outfits, highlighting contemporary fashion trends... [See more](#)

Boost **Publish Now**

Assignment 2

SOCIAL MEDIA

These are the two demo posts using in Social media Post Calender



Create company page on Linkdln



Styleurskin

Enhancing Beauty with Skincare & Style

Consumer Services · 0-1 employees

+ Follow

Message



Home

About

Posts

Jobs

People

Assignment 2

SOCIAL MEDIA

Create a facebook catalogue for 1 product.

<input type="checkbox"/>	Name		
<input type="checkbox"/>	 One-Shoulder Elegant Ruched Dress M Content ID: 5074		
<input type="checkbox"/>	 One-Shoulder Elegant Ruched Dress M Content ID: 5080		<div><input type="button" value="Edit Item"/> <input type="button" value="Create Variant"/></div> <p>One-Shoulder Elegant Ruched Dress Multiple ... Content ID: 5080</p> <p>Added by  Catalogue_Products</p>
<input type="checkbox"/>	 One-Shoulder Elegant Ruched Dress M Content ID: 5073		
<input type="checkbox"/>	 T-Shirt DAD Content ID: 107		
<input type="checkbox"/>	 One-Shoulder Elegant Ruched Dress M Content ID: 5072		

Details | Media | Status and issues

Create a Facebook lead generation form contains following information:-

(a) Name

(b) Email

(c) Phone no.

(d) Date of birth

Assignment 2

SOCIAL MEDIA

Lead ads forms

Manage forms and connect your CRM software for lead ads.

Create Form



Forms Draft forms Lead Integration Search Filters: 1 Actions

- Name
- Contact Form 01/12/2025, 12:57-c...
- Contact Form 01/12/2025, 12:57

Contact Form 01/12/2025, 12:57-copy

Contact information ⓘ

Your information helps us contact you with offers and updates.

First name

Enter your answer.

Phone number (Optional)

Enter your answer.

Email

Enter your answer.

Date of birth

Enter your answer.

Continue

Prefill information

2 of 4

Download

Boost

Write a caption to promote a shop selling 'furniture'
- Mehta Furniture

and 2 relevant hashtags on the occasion of Diwali .

✦ ✨ This Diwali, let your home glow with style
and comfort from **Mehta Furniture** ✨ ✦

Celebrate the festival of lights with furniture that adds elegance to every corner and warmth to every moment. Because a beautiful home makes Diwali even more special.

[#DiwaliDecor](#) [#MehtaFurniture](#)

[#DiwaliWithMehtaFurniture](#) [#FestiveHomeDecor](#)

Describe personal branding strategy of a new hotel in manali and

also tell the 4 USPs of your business and also create an ad copy

to promote your business .

Hotel Name (Example): Alpine Bliss Hotel

Location: Manali

◆ Personal Branding Strategy of a New Hotel in Manali

The personal branding strategy of *Alpine Bliss Hotel* focuses on creating an emotional connection with travelers by positioning the hotel as a **peaceful mountain retreat combined with modern comfort**.

1. Brand Identity & Storytelling

The hotel brand highlights the beauty of Manali, calm surroundings, and warm hospitality. Visual storytelling through scenic photos, guest experiences, and behind-the-scenes content builds trust and authenticity.

2. **Strong Social Media Presence**

Platforms like Instagram, Facebook, and Google Business Profile are used to showcase mountain views, cozy rooms, café experiences, and guest reviews. Reels and short videos help attract honeymoon couples and travelers.

3. **Founder & Staff Visibility**

Introducing hotel staff, sharing welcome messages, and showing personalized guest service helps humanize the brand and create a friendly image.

4. **Guest-Centric Content**

Sharing real guest testimonials, travel tips for Manali, seasonal offers, and festival celebrations helps position the hotel as caring, reliable, and experience-driven.

5. **Consistent Brand Tone**

The communication tone remains warm, welcoming, and premium, reflecting comfort, safety, and relaxation.

★ **4 Unique Selling Propositions (USPs)**

1. **Scenic Mountain Views**

Every room offers breathtaking views of snow-capped mountains and pine forests.

2. **Personalized Guest Experience**

Customized stays for honeymoon couples, families, and solo travelers with special décor and services.

3. Prime Location with Peaceful Stay

Located close to popular attractions yet away from crowded tourist noise.

4. Modern Comfort with Local Touch

Premium rooms with modern amenities blended with Himachali hospitality and cuisine.

Promotional Ad Copy (Facebook / Instagram / Google Ads)

◆ **Headline**

Escape to Comfort in the Heart of Manali 

◆ **Primary Text**

Wake up to stunning mountain views and unmatched comfort at **Alpine Bliss Hotel, Manali** ❄️

Whether it's a romantic getaway or a peaceful vacation, we promise warmth, luxury, and memories that last forever.

- 🌟 Scenic Views
- 🌟 Cozy Rooms
- 🌟 Personalized Hospitality

📍 Book your perfect mountain stay today!

◆ **Call to Action**

Book Now

Make a marketing strategy for a toy shop in local area chandigarh

and also make a remarketing strategy for the old customers

Business Overview

Business Type: Local Toy Shop

Location: Chandigarh

Target Customers:

- **Parents** (age 25–45)
- **Kids** (3–12 years)
- **Gift buyers** (birthdays, festivals)

MARKETING STRATEGY FOR A LOCAL TOY SHOP (CHANDIGARH)

Marketing Objectives

1. Increase footfall in the shop
2. Build local brand awareness

3. Boost festival & birthday sales
 4. Create repeat customers
-

Local Offline Marketing Strategy

✓ Store Visibility

- Colorful shop banner & toy displays
- Cartoon characters at the entrance
- Proper lighting to attract kids

✓ Pamphlets & Flyers

- Distribute flyers near:
 - Schools
 - Parks
 - Residential societies
- Include:
 - Shop location
 - Discount coupon (₹100 off)

✓ Events & Activities

- Weekend:

- Coloring competition
 - Toy demo day
 - Small gifts for participation
-

2 Local Online Marketing Strategy

Google Business Profile

- Create & optimize Google listing
- Add:
 - Photos of toys
 - Shop timings
 - Location map
- Ask happy customers for reviews



📱 Social Media Marketing (Facebook & Instagram)

Content Ideas:

- New toy arrivals

- Kids playing with toys (with permission)
- Educational toys posts
- Festival offers (Diwali, Christmas)

Posting Frequency:

👉 3–4 posts per week

📣 Local Paid Ads (Low Budget)

- Facebook & Instagram ads
 - Target:
 - Parents in Chandigarh (5–7 km radius)
 - Age 24–45
 - Promote:
 - Festival offers
 - New arrivals
 - Birthday gift combos
-

3 Festival Marketing Strategy

- Diwali / Christmas / Children's Day offers

- Combo packs (educational + fun toys)
 - Free gift wrapping
 - Limited-time discounts
-

REMARKETING STRATEGY FOR OLD CUSTOMERS

Remarketing Objective

- Bring back previous customers
 - Increase repeat purchases
 - Build long-term loyalty
-

Customer Data Collection

Collect:

- Phone numbers
 - WhatsApp contacts
 - Email IDs (optional)
-

WhatsApp Remarketing (MOST EFFECTIVE)

Strategy

- Create WhatsApp Broadcast List
- Send messages:
 - Once or twice a week only

Example Message

 New toys are here!

Visit our toy shop this weekend & get **10% OFF** for our loyal customers.

 Chandigarh

3 Loyalty Program

- Offer:
 - Buy 5 toys → Get 1 free
 - ₹200 discount after 5 purchases
 - Give loyalty cards to kids (fun + emotional connection)
-

4 Facebook & Instagram Remarketing Ads

- Target:
 - People who engaged with page
 - Old ad viewers
 - Ads:
 - “We miss you! Visit again & get a surprise gift 🎁”
-

5 Birthday-Based Remarketing

- Maintain kids’ birthday list
 - Send:
 - Birthday wishes
 - Special birthday discounts
 - Parents feel valued → high return visits
-

Why This Strategy Works

- ✓ Low budget
- ✓ Strong local targeting

- ✓ Emotional connect with parents & kids
- ✓ Repeat sales through remarketing

Give the following details of "Flipkart":-

(a) Paid keywords

(b) Paid competitors

(a) Paid Keywords of Flipkart

Flipkart generally bids on **brand, category, product, and offer-based keywords.**

◇ Brand Keywords

- flipkart
- flipkart online shopping
- flipkart app
- flipkart offers

◆ Product / Category Keywords

- buy mobile online

- online shopping india
- laptop offers
- electronics online shopping
- fashion shopping online
- home appliances online

◇ Offer & Sale Keywords

- big billion days sale
- online shopping discounts
- best deals online
- festive sale offers
- mobile phone deals

👉 These keywords help Flipkart capture **high-intent buyers**.

(b) Paid Competitors of Flipkart

Flipkart competes with other major e-commerce platforms that also run **paid ads** on Google and social media.

◇ Main Paid Competitors

1. Amazon

- Strong competitor in electronics, fashion, and fast delivery

2. Myntra

- Competes mainly in fashion & lifestyle

3. Meesho

- Competes on low-price products

4. Snapdeal

- Competes in budget categories

5. Reliance Digital

- Strong in electronics & appliances

Find the Volume , Competition and cpc of the keyword "TRAVEL".

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
travel	100K – 1M	0%	0%	Low	–	₹4.57	₹44.63

SOCIAL MEDIA

- **Volume (Avg. Monthly Searches): 100K – 1M**
- **Competition: Low**
- **CPC (Cost Per Click):**
 - **Low range: ₹4.57**
 - **High range: ₹44.63**

The keyword *TRAVEL* has an average monthly search volume of **100K–1M**, with **low competition**. The estimated CPC ranges from **₹4.57 to ₹44.63**, depending on bidding and competition.