

Creative
Posts.

04 July 2023- 04 January 2024



MEMES

ILLUSTRATIONS

CAROUSELS

TRENDS

FACTOR NOTES

I had the opportunity to work with a vibrant stationery and lifestyle brand based in Kerala, India, specialising in stationery products and engaging lifestyle content. When I joined the team, the brand had an Instagram following of 89,000. Through strategic efforts, including crafting engaging content aligned with real-time trends and understanding audience preferences, the following grew to an impressive 105,000 within just six months.

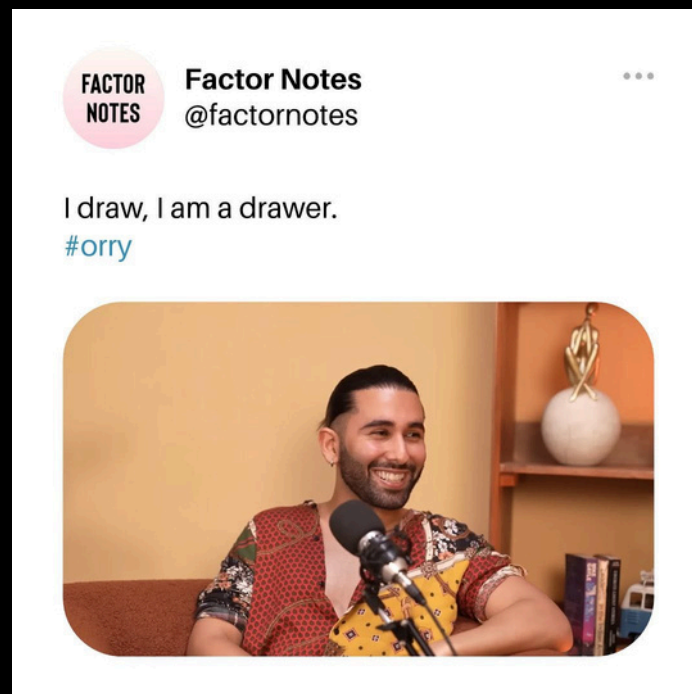
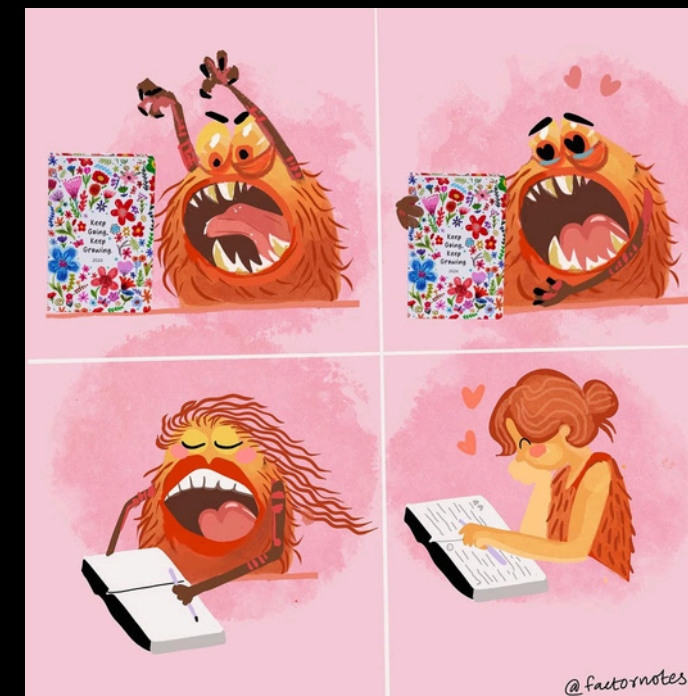
The audience primarily consisted of:

- 50% female teenagers
- 50% individuals aged 20-35 years

This demographic insight guided the creation of content that resonated deeply with our followers. Featured here are some of the top-performing content pieces I had the privilege of contributing to, showcasing creativity, relevance, and audience engagement.

MEMES

We focused on creating real-time memes, but as the page required more illustrations, we introduced illustration-based memes. The majority of the content was audience-driven, focusing on the products, their launch seasons, and the everyday experiences of stationery enthusiasts. Trending memes were adapted exclusively from the perspective of a stationery brand.



(Shown are some of the best posts with 1k+ impressions.)

ILLUSTRATIONS



To elevate the overall appeal of our digital presence, we introduced a fresh concept: illustrations. This initiative was a collaborative effort involving the social media and design teams.

My role focused on providing well-crafted writings and innovative ideas, which were seamlessly transformed into captivating visuals by the design team. Together, we created content that not only resonated with our audience but also enhanced the brand's identity and engagement.

Click on the links below to find more illustrations.

Post 1.

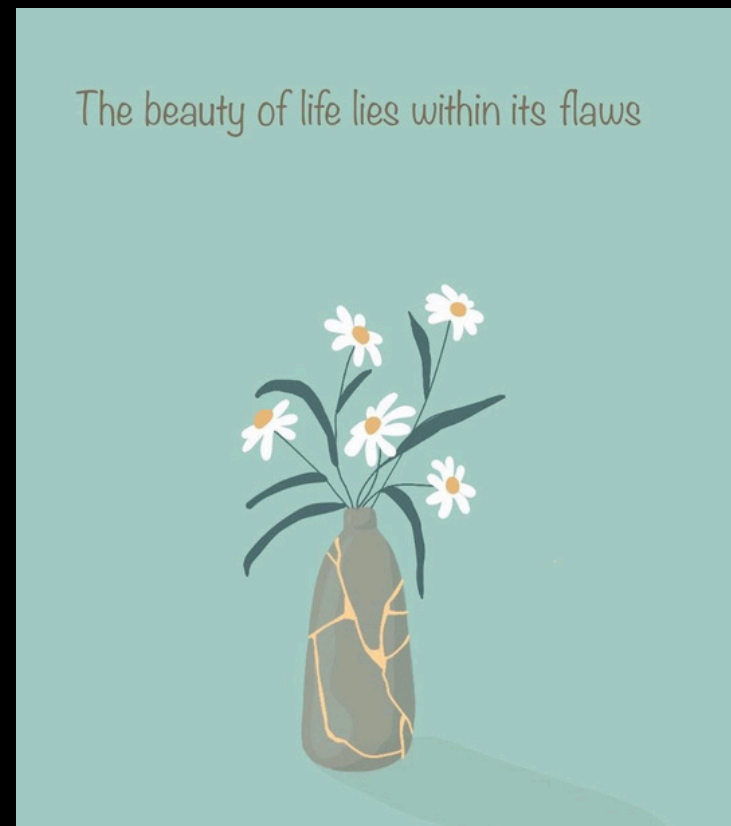
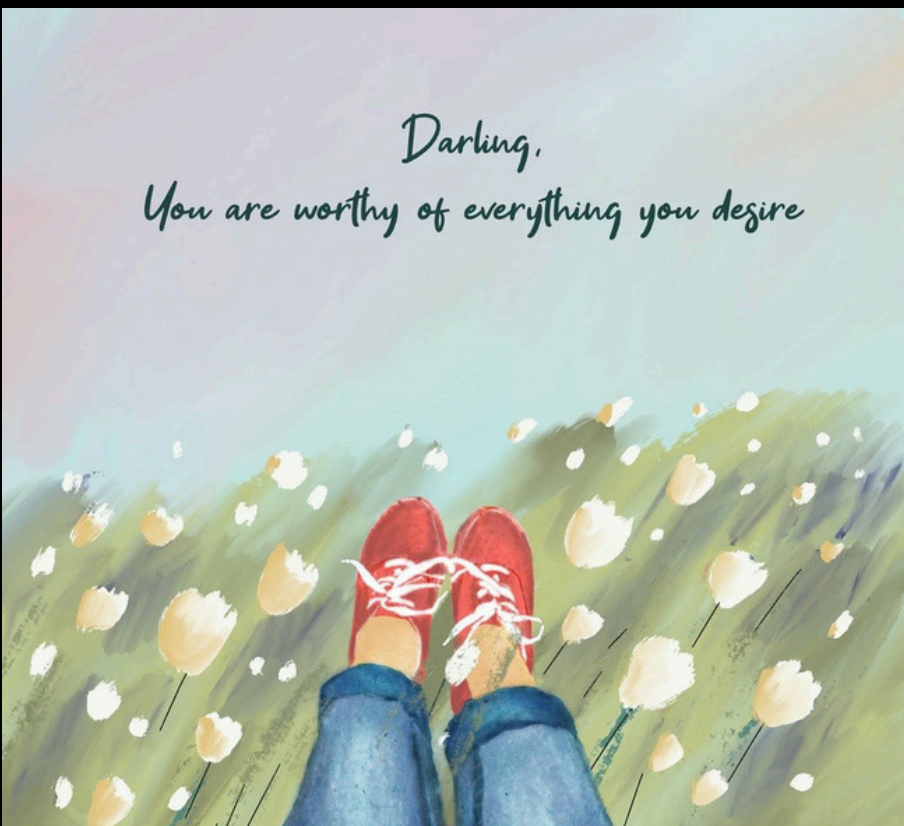
Post 4.

Post 2.

Post 5.

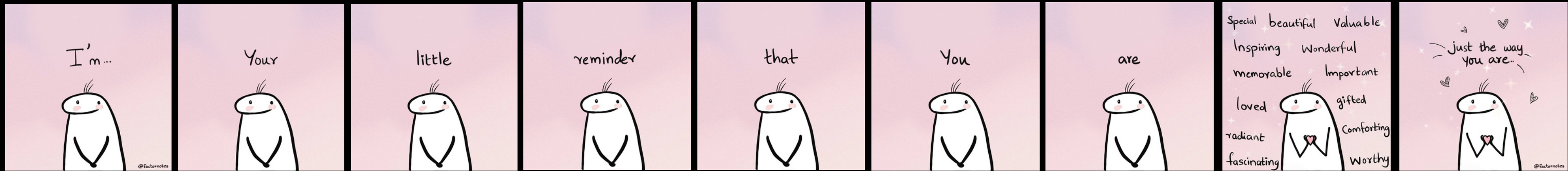
Post 3.

Post 6.



CAROUSELS

BEST PERFORMING CAROUSELS.



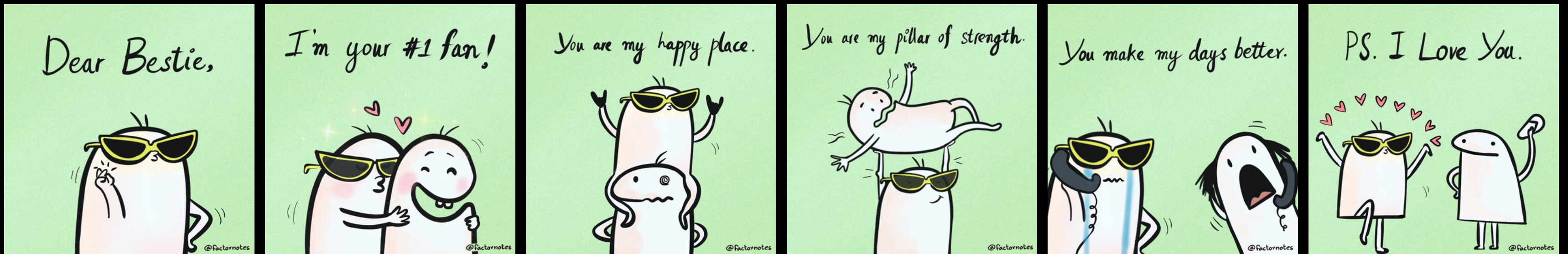
IMPRESSIONS:

LIKES: 384K

SHARES: 399K

ENGAGEMENT: 3K Comments

TARGET AUDIENCE: Both Domestic and International.



IMPRESSIONS:

LIKES: 8K

SHARES: 11K

ENGAGEMENT: 259 Comments

TARGET AUDIENCE: Mainly Domestic.

CAROUSELS

During the seasonal period, we introduced illustrative carousels as part of our social media strategy. These dynamic and visually engaging posts quickly outperformed traditional static content, delivering exceptional engagement rates. Notably, the carousels resonated beyond our local audience, attracting significant attention from international viewers.

Key Highlights:

- Consistency: Weekly posts ensured steady audience interaction.
- Impact: Substantial growth in followers and engagement metrics.
- Customer Connections: Strengthened relationships with existing customers while attracting new ones.



TRENDS & STRATEGIES

Launch season posts.

Pre-launch excitement-driven posts.

Video 1.

Video 2.

Video 3.

Video 4.

Post launch trend- based posts.

Video 1.

Subject static background changing trend.

Video 2.

Stop motion trend.

Video 3.

Launch of tote bags.

The video was posted with the most trending audio of the time.

Video 4.

The video primarily focuses on the cafe-hopping trend among the youngsters, with a touch of promoting the products.

**CTA posts, UGC, and
Influencer collaborations.**

Post 1.

CTA Post.

Post 2.

CTA Post.

Video 1.

UGC reels provided by Maansi.

Video 2.

One of the posts provided by influencers.

Video 3.

One of the influencer giveaway collaborations.

(Shown are some of the best posts only.)

STRATEGIES

Launch season campaign.

Our launch usually happens during the months of August and September. Therefore, this gives us ample time to reach our audience as well as bring in various offers such as Black Friday sales, birthday season sales, Christmas sales, New Year sales, clearance sales, and so on. Our strategy for launching planners and hampers initially relied on static posts, but we amplified the reach through an exciting week-long giveaway campaign. This not only attracted potential customers but also maximised audience engagement. To further build trust and enhance our brand image, we collaborated with media influencers and actors by gifting them our products in exchange for a post or story, which significantly boosted our sales and visibility.

We also participated in flea markets and seasonal events, allowing us to engage directly with customers and understand their preferences firsthand. On the digital front, we began creating engaging content tailored for social media and website ads, leveraging the expertise of a third-party digital marketing agency (Bluesteak, Kochi) to enhance our reach. After the launch, we focused on trend-based content, with a particular emphasis on video posts, which resonated well with our audience. Notably, I had the opportunity to model for the video campaigns during the launch of our new bag line, adding a personal touch to the brand's presence.

To keep the momentum going, we introduced call-to-action (CTA) posts with giveaways, where participants could win planners or hampers. Seasonal and launch-specific offers and discounts further incentivised purchases. We also collaborated with user-generated content (UGC) creators to add authenticity to our campaigns. Additionally, instead of hiring external models, our employees enthusiastically participated in photoshoots and videos. This unique approach fostered a sense of belonging among our team and created a relatable, authentic connection with our audience, strengthening our brand identity.