Social Media Campaign Assessment: Launch of the 9ct Gold Wedding Band by Amberta Allure

Objective: Develop a social media campaign plan to promote the launch of our 9ct Gold Wedding Band by Amberta Allure. Your goal is to generate interest, engage our target audience, and achieve a sales target of 30 units within the first 30 days post-launch.

Provided Resources:

- **Ecommerce Listing notes and other assets:**

  https://images.amberta.com/hr/social-media-specialist/ecommerce-team-notes.pdf

  https://images.amberta.com/hr/social-media-specialist/assets/

- **Listing Pages:** product pages on our website and Amazon, offering a glimpse into how the product is presented and described.

  https://www.amazon.co.uk/dp/B0CX1TV9LJ

  https://amberta.com/products/crystal-ring-gold

Your Task:

1. Social Media Calendar:

- Develop a detailed 30-day social media calendar leading up to the launch.
  - Include post ideas that highlight the 9ct Gold Wedding Band's luxury appeal, craftsmanship, and the story of Amberta Allure.
  - Consider incorporating content that builds brand awareness, such as behind-the-scenes looks at design processes, company events, or customer testimonials.
- Select platforms (e.g., Instagram, Facebook, Pinterest, Twitter) for the campaign.
  - Justify your choices based on where our target demographic for luxury wedding bands is most active and engaged.

2. Example Social Media Posts:

- Craft at least 2-3 example social media posts (including visuals and copy).
- These should vary in content type (e.g., product highlights, customer stories, engaging questions) and clearly demonstrate how you plan to engage the target audience.

3. Budget and Conversion Strategy:

With a starting budget of £2000 for the 30-day campaign, outline how you'd allocate this across various promotional activities like paid ads and influencer partnerships.

- Describe how you plan to use this budget to maximize reach, engagement, and drive sales. Include expected outcomes like reach, engagement rate, and conversion rate.
- Flexible Budgeting: Feel free to suggest a budget increase if it leads to higher sales, keeping in mind the product's sale price is 125 GBP and we maintain a 50% profit margin on website sales. Provide a rationale for any additional spend and its expected ROI.

Special Focus:

- Highlight the unique features of the 9ct Gold Wedding Band, such as its design, comfort fit, and the luxury positioning of Amberta Allure.
- Address the challenge of differentiating and promoting this product in the competitive wedding and engagement ring market.
- Explain how you intend to convert followers into customers, detailing the customer journey from discovery to purchase on social media and the website.

Submission Instructions:

- Compile your campaign plan into a PDF document including the social media calendar, example posts, and your detailed strategy for budget allocation and conversions.
- Email your submission to hr@amberta.com by 30/03/2024.

Evaluation Criteria:

- Creativity in campaign concepts and post designs, especially in showcasing the wedding band and the Amberta Allure brand.
- Strategic thought in platform selection, content diversity, and budget utilization.
- Potential effectiveness in engaging the target audience and driving toward sales goals.
- Effectiveness of budget allocation and conversion strategy to meet sales targets.