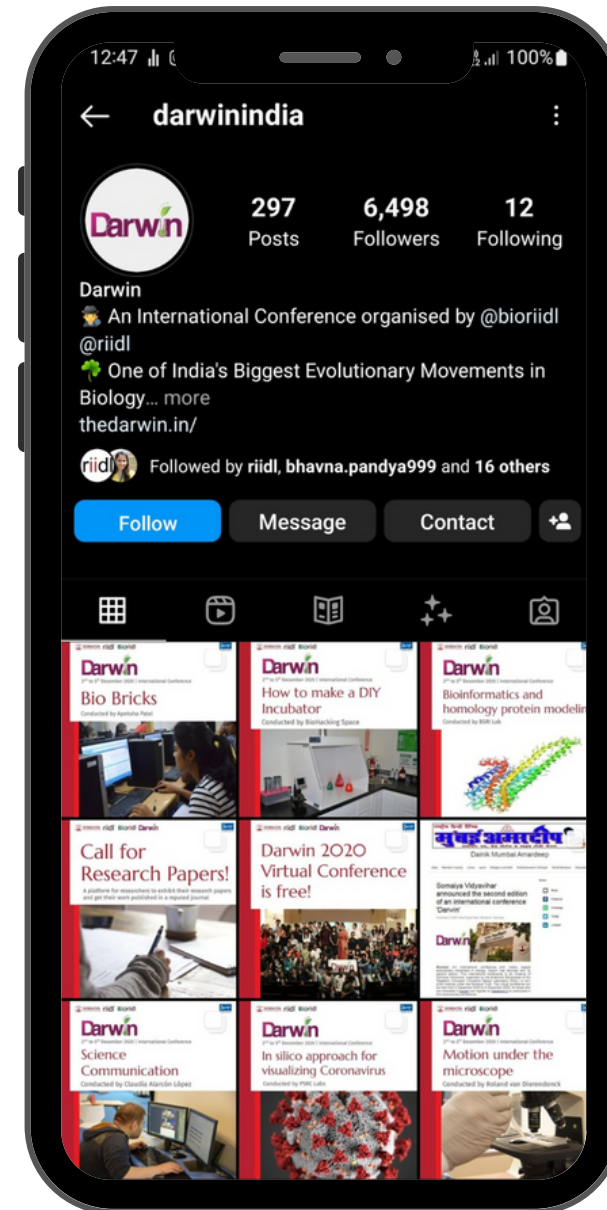


DARWIN 2020

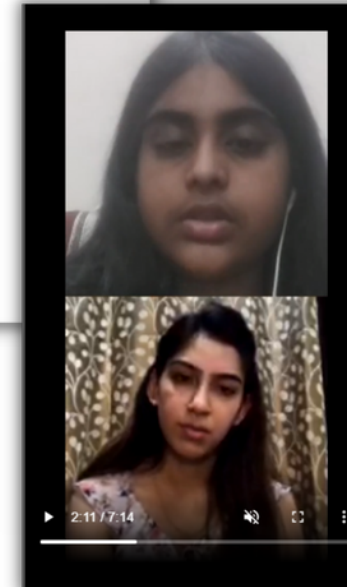
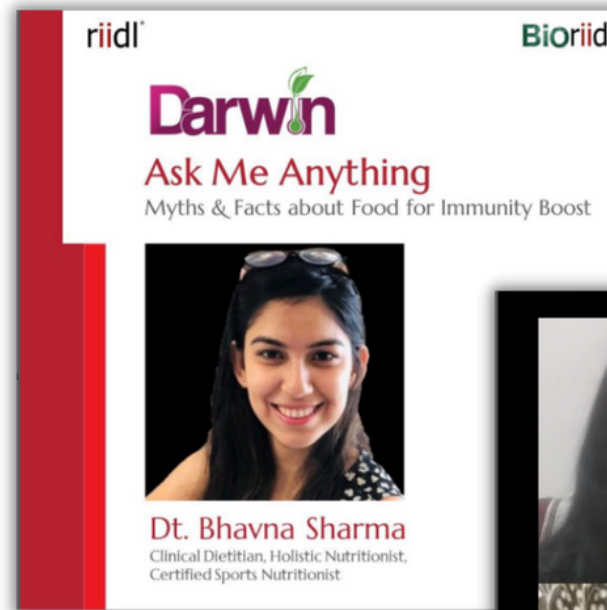
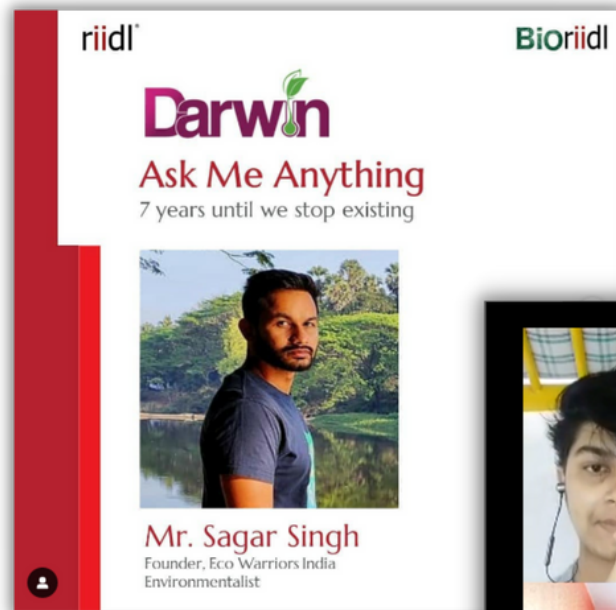
SOCIAL MEDIA MARKETING HEAD



SOCIAL MEDIA MARKETING

With the rise of Covid Pandemic in the year 2020, Digital Marketing was the only way of Marketing and advertising. Here are 3 major strategies I applied to reach and engage audience

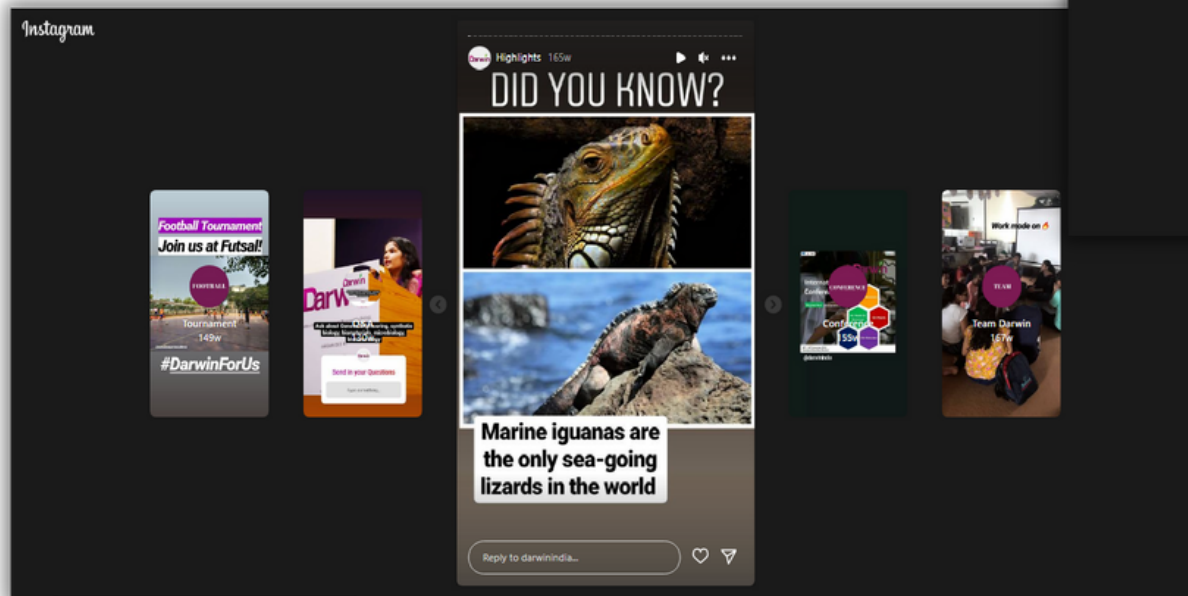
STRATEGY 1 : WEEKLY LIVES



Weekly Lives with Influencers / Activists from multiple niches like environment, health, biotech etc. to increase reach amongst audiences with common interests

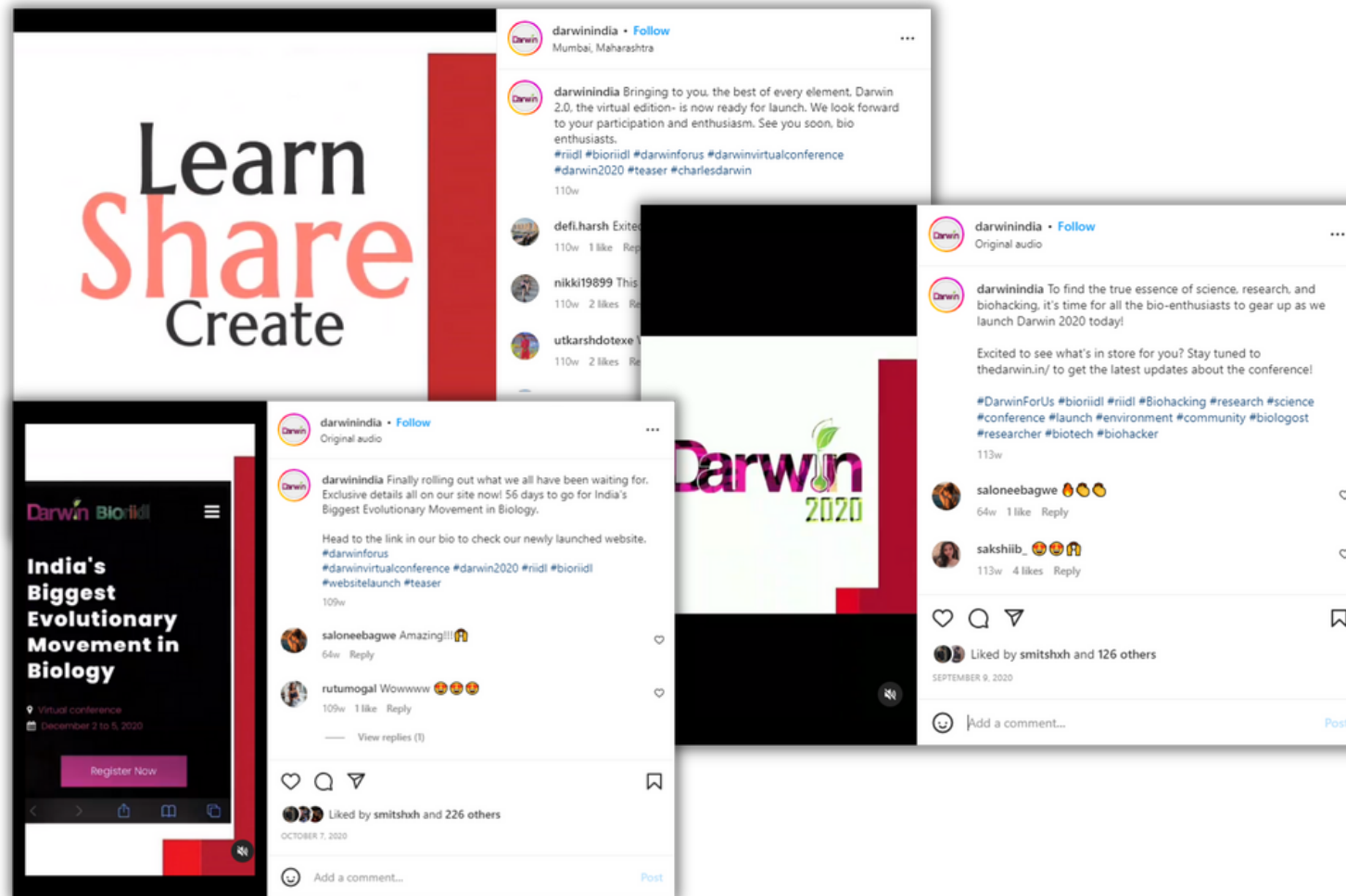
STRATEGY 2 : STORY CAMPAIGNS

Each week a stories covering a specific topic will be posted like a campaign



Audience from those fields were pulled through hashtags, tags in comments & other Insta story features

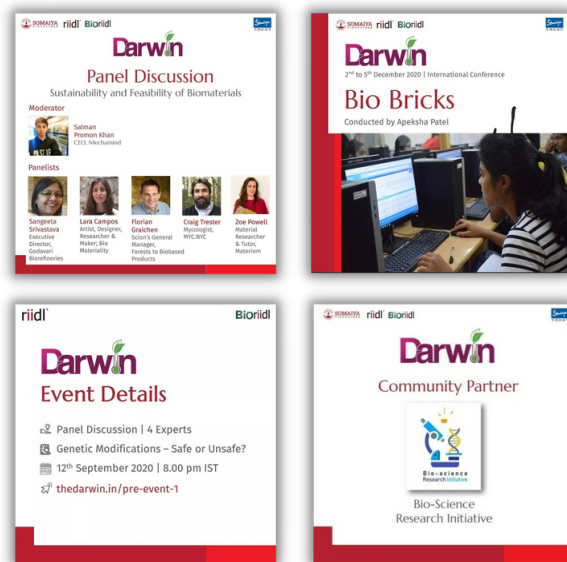
STRATEGY 3 : REELS



Reels made focusing on,

1. USP's of the Conference
2. Online Work Culture
3. Details of the main event
4. Relevant hashtags to target niche audience

GRAPHIC DESIGNING



Created 70+ creatives including,

- Festival posts
- Conference & Panel Discussion Posts
- Event & Pre-event Posts
- Infographics & Posters for Promotions

CONTENT WRITING



My write up's included,

- Post Captions
- Blogs & Articles
- LinkedIn Articles & Daily Tweets
- WhatsApp Promotion Messages