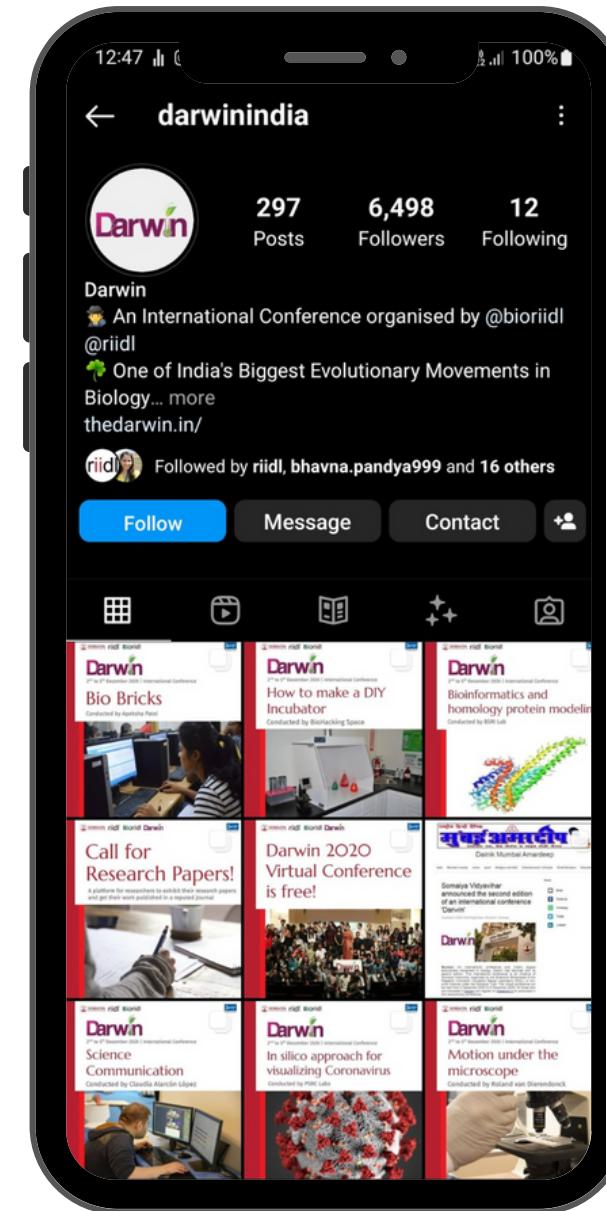


# DARWIN 2020

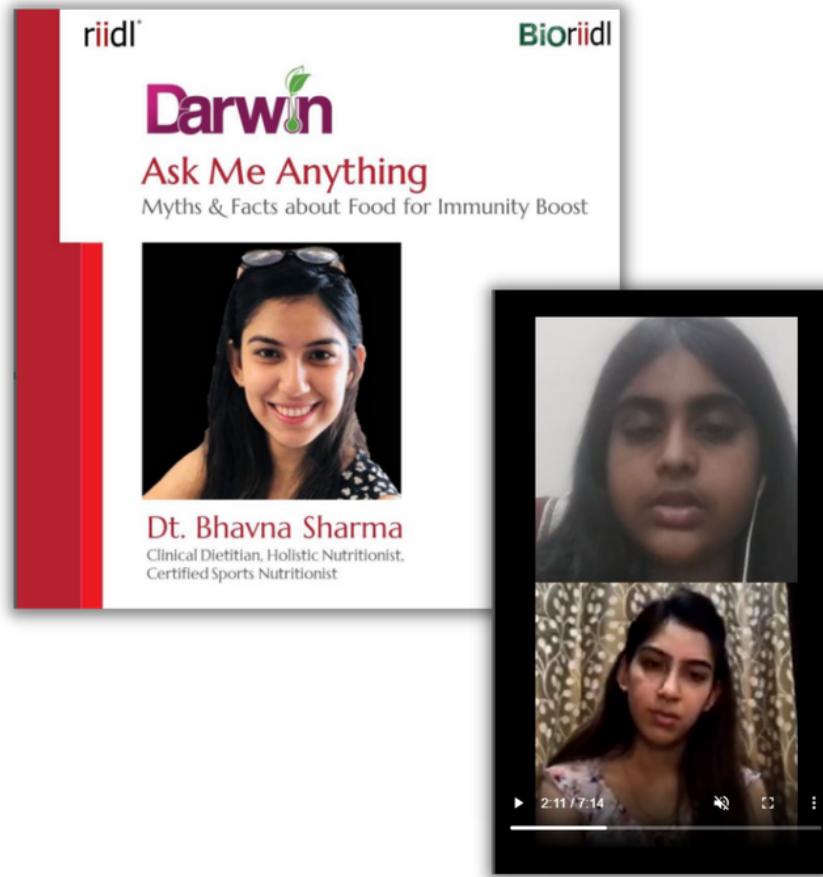
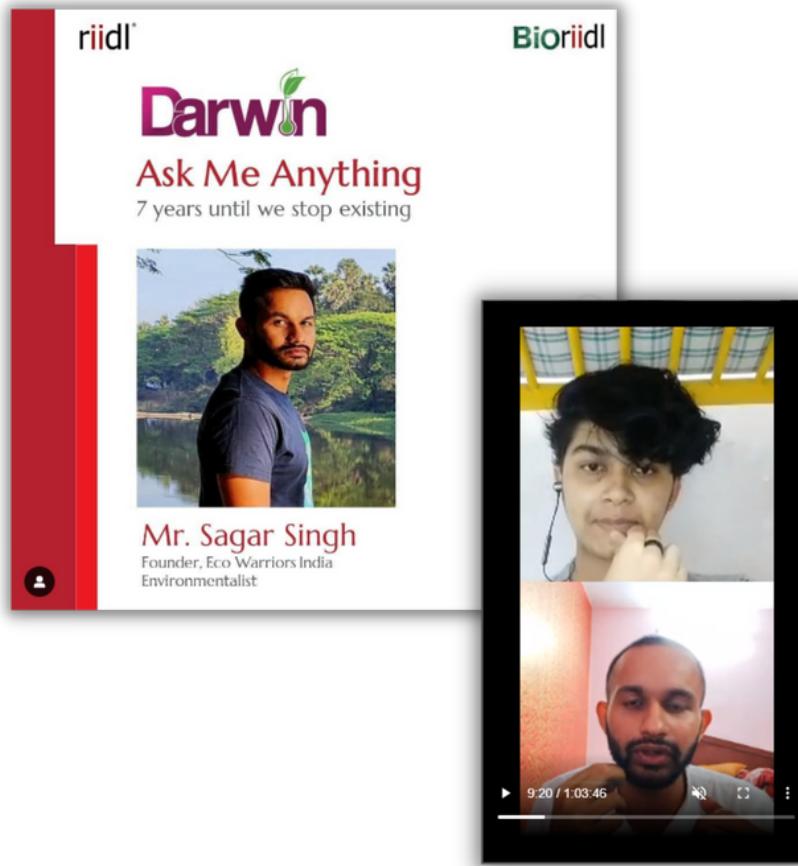
## SOCIAL MEDIA MARKETING HEAD



# 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**

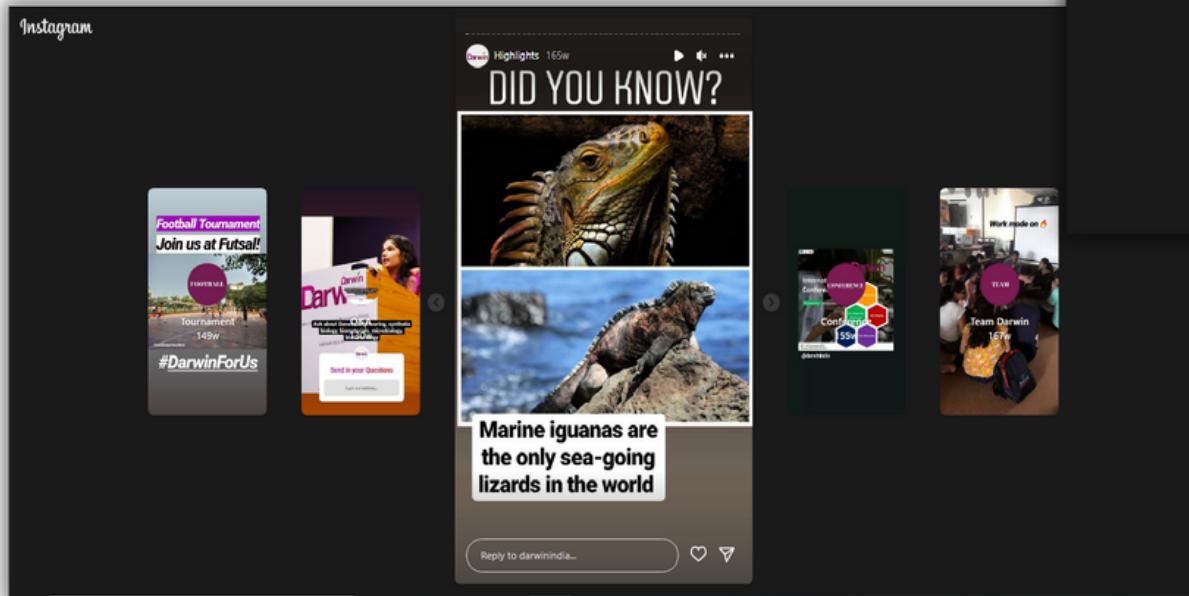
# STRATEGY 1 : WEEKLY LIVES



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

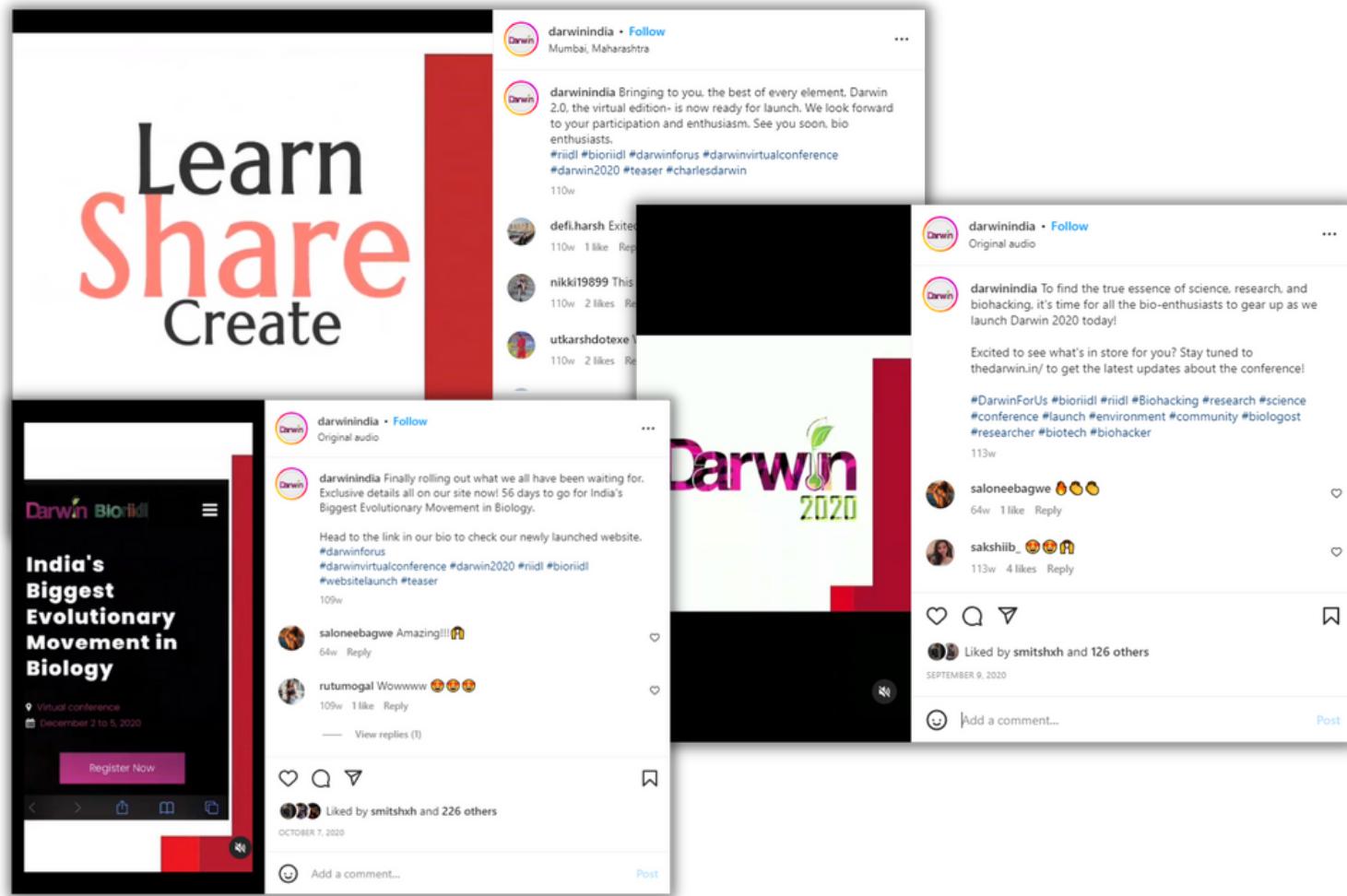
# STRATEGY 2 : STORY CAMPAIGNS

**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**

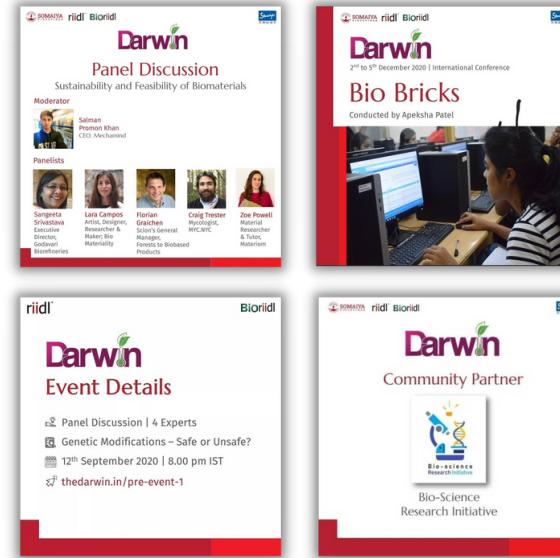
# STRATEGY 3 : REELS



**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



**darwinindia** It is important to understand the deteriorating state of the world and an urgent need to switch to more sustainable methods. Biomaterials is something we all can agree on and to discuss further ways in which we can incorporate their feasibility and availability in our world, we bring to you Darwin 2020.

A small step in the movement to a better future. Learn more by registering for the conference from the link in bio.

#riidl #bioriidl #Darwin2020 #DarwinForUs  
#darwinvirtualconference #somaivaidyavihar #somaivatrust  
#sustainability #biomaterials #feasibility #panel #discussion  
#conference #research #environment #evolution  
#syntheticbiology #molbio #biology #aşk #science  
#international #biomateriality

**My write up's included,**

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