

# COMPREHENSIVE 3-MONTH SOCIAL MEDIA MARKETING PLAN FOR A BRAND

...

TEAKWOOD

# Task 1 : Organic Marketing Strategy

# BRAND OVERVIEW:

TEAKWOOD  
LEATHER & TRAVEL  
EST. 1989

Teakwood is an internet first brand offering multi-category handcrafted leather products for men and women. The product catalog includes jackets, leather shoes, leather bags, belts, watches, and tech accessories. The company was founded in 1989 by Vishal Singla. The organic marketing strategy will focus on enhancing brand awareness, engagement, and loyalty through creative campaigns, user-generated content, and storytelling.



# Campaign Idea 1: Crafted to Endure


**Concept:** Highlight Teakwood's commitment to durability and timeless design, emphasizing the craftsmanship behind each product.

**Value Proposition:** Teakwood Leathers offers products that combine classic aesthetics with enduring quality, suitable for customers seeking long-lasting leather goods.

**UGC Integration:**

- Customer Testimonials: Share stories from long-term customers who have used Teakwood products for years, focusing on the longevity and timeless style of the items.
- Before-and-After Photos: Encourage customers to post images showing how their Teakwood products have aged gracefully over time.

**Example Content:**

 *Reel Caption:* "From first wear to heirloom status. See how our leather tells your story over the years. #TeakwoodTimeless"

**Instagram Reel:**

- Feature side-by-side comparisons of new vs. aged Teakwood products, highlighting the leather's development over time.
- Include short interviews with long-term customers sharing their experiences.

# Campaign Idea 2: Journey with Teakwood

**Concept:** Position Teakwood products as reliable companions for travelers and adventurers, emphasizing their functionality and style.

**Value Proposition:** Teakwood Leathers provides versatile and durable leather goods that cater to the needs of modern travelers, combining practicality with elegance.

## UGC Integration:

- **Travel Diaries:** Invite customers to share photos and stories of their travels with Teakwood products, showcasing the items in various global settings.
- **Interactive Map:** Create a digital map highlighting the diverse locations where customers have taken their Teakwood products.

## Example Content:



*Post Caption:* "From the streets of Paris to the peaks of the Himalayas, our leather backpacks have journeyed far and wide. Where has yours been?  
#TeakwoodTravels"

## Instagram Posts: "Passport to Style"

- Highlight specific products designed for travel, detailing their features (e.g., compartments, durability).
- Include customer quotes about how these products enhanced their travel experience.

# Campaign Idea 3: Your Style, Your Teakwood

**Concept:** Celebrate the individuality of customers by showcasing how Teakwood products complement diverse personal styles.

**Value Proposition:** Teakwood Leathers offers a range of classic yet versatile designs that allow customers to express their unique fashion sense.

## UGC Integration:

- **Style Showcases:** Encourage customers to post images of themselves styling Teakwood products in their own way, using a dedicated hashtag.
- **Weekly Features:** Highlight selected customer styles on Teakwood's social media platforms to inspire others.

## Example Content:

Image: Split-screen featuring two outfits: one with a Teakwood leather jacket styled casually, and another styled formally.

Poll Sticker: "Casual Vibes 🧢" vs. "Formal Flair 👔"

Caption: "One jacket, two styles. Which one matches your vibe? Vote now! 👉  
#YourStyleYourTeakwood"

## Stories: "Style Polls"

- Post side-by-side outfit options featuring Teakwood products, prompting followers to vote on their preferred style.
- Share results and encourage followers to submit their own styling photos.



# Best Campaign Idea Video link-

[https://drive.google.com/file  
/d/1zIq0Tz5kEdIHvJx9mwJ  
E3MsiDTeu9xZu/view?usp  
=drivesdk](https://drive.google.com/file/d/1zIq0Tz5kEdIHvJx9mwJE3MsiDTeu9xZu/view?usp=drivesdk)

# Task 2: Influencer Marketing Strategy

In this task we selected these three Influencers for our Influencer Marketing.



Ankush Bahuguna  
[@ankushbahuguna](#)



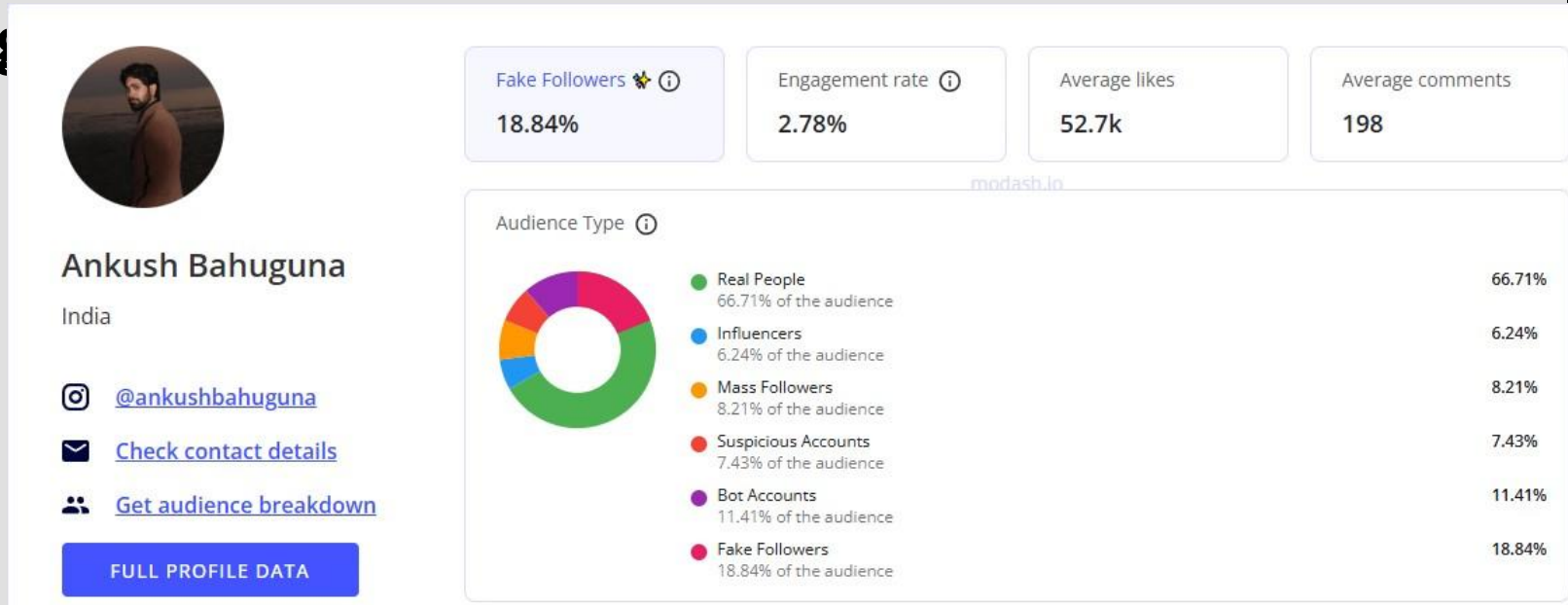
Kritika Khurana  
[@thatbohogirl](#)



Akash Malhotra  
[@wanderwithsky](#)

# Ankush

# Bahuguna



**Niche:** Lifestyle, comedy, beauty and fashion,

**Audience:** 18-35 both male and female who are up to the trend, likes trendy products.

**Alignment:** perfect for the “Crafted to Endure” campaign.

# Reason For Selecting Ankush Bahuguna

**High Engagement Rate:** 2.78% is quite high engagement rate for a mega influencer in their niche, indicating that their audience is highly involved with their content. This suggests that their followers are likely to pay attention to brand collaborations and actively engage with their posts.

**Large Audience:** Total of 2.5 Million followers in the two active account with both male and female audience.

**Content Style:** Known for comedy, fashion and also beauty content.

**Strategic Alignment:**

- Ankush is known for his honest, personal storytelling—whether it's through beauty, lifestyle, or emotional vignettes. He has a proven ability to engage followers with authentic narratives, which would align perfectly with a campaign centered around “From first wear to heirloom status.”
- Ankush's high engagement and trusted voice among his followers make him well-positioned to inspire others to contribute before-and-after content and personal stories.

# Dummy email to Ankush Bahuguna



**Subject:** Collaboration Opportunity with Teakwood Leathers – Celebrating Timeless Craftsmanship

Hi Ankush,

I hope you're doing well! I am reaching out on behalf of **Teakwood Leathers**, a brand known for its commitment to craftsmanship, timeless design, and durable leather goods. We're currently launching a campaign titled "**Crafted to Endure**", and we believe your voice and storytelling style would be a perfect fit.

As part of the campaign, we'd love for you to create an **Instagram Reel** that highlights the journey of Teakwood products—how they age beautifully over time and become part of your story. The campaign focuses on celebrating quality, longevity, and the emotional connection people have with well-crafted products.

In return, we'll provide a **competitive collaboration fee**, a **Teakwood product** of your choice to feature in the Reel, an exclusive **discount code** for your audience to drive engagement

We admire your unique ability to blend storytelling with aesthetic appeal, and we believe this partnership could be both authentic and impactful. Please let us know if you'd be interested—we'd love to share more details and discuss timelines. Looking forward to the possibility of working together!

Warm regards,  
Titas Ganguly  
Social Media Manager  
Teakwood Leathers

# Kritika Khurana



Kritika Khurana

India

 [@thatbohogirl](#)

 [Check contact details](#)

 [Get audience breakdown](#)

FULL PROFILE DATA

Fake Followers 🌟 ⓘ

33.21%

Engagement rate ⓘ

2.11%

Average likes

40k

Average comments

131

modash.in

Audience Type ⓘ



**Real People**  
49.54% of the audience

**Influencers**  
6.26% of the audience

**Mass Followers**  
10.99% of the audience

**Suspicious Accounts**  
21.45% of the audience

**Bot Accounts**  
11.76% of the audience

**Fake Followers**  
33.21% of the audience

49.54%

6.26%

10.99%

21.45%

11.76%

33.21%

**Niche:** Lifestyle,fashion,beauty

**Audience:** fashion conscious mostly female of the age 18-30.

**Alignment:** Ideal for the “Your style,your Teakwood” campaign.

# Reason For Selecting Kritika Khurana

**High Engagement Rate:** She has an engagement rate of 2.11% which is quite good, that indicates a strong connection with her audience. This suggests that her followers are genuinely interested in her content and are likely to pay attention to brand collaborations.

**Target Audience :** 1.8 Million followers mostly female of age 18-30.

**Content Style:** Known for lifestyle vlogging and fashion content.

## **Strategic Alignment:**

- Kritika is known for her distinct boho-chic aesthetic, effortlessly blending ethnic and contemporary fashion. Her content naturally reflects individual expression through style, directly matching the campaign's core message.
- Kritika's content consistently delivers high-quality, visually compelling fashion posts, which not only inspire her followers but also set a standard for others to emulate—ideal for driving user participation with hashtags and style showcases.
- Kritika is a well-established fashion influencer with a loyal, fashion-forward audience. Her recommendations carry weight in the fashion community, making her a natural driver of both engagement and sales for Teakwood's versatile leather products.



# Dummy Email to Kritika Khurana

**Subject:** Collaboration Opportunity with Teakwood Leathers – Celebrating Personal Style

Hi Kritika,

I hope you're doing great! I am reaching out on behalf of **Teakwood Leathers**, a brand known for its blend of timeless craftsmanship and versatile design. We're excited to launch a new campaign that celebrates the **individual style of our customers**, and we'd love for you to be a part of it.

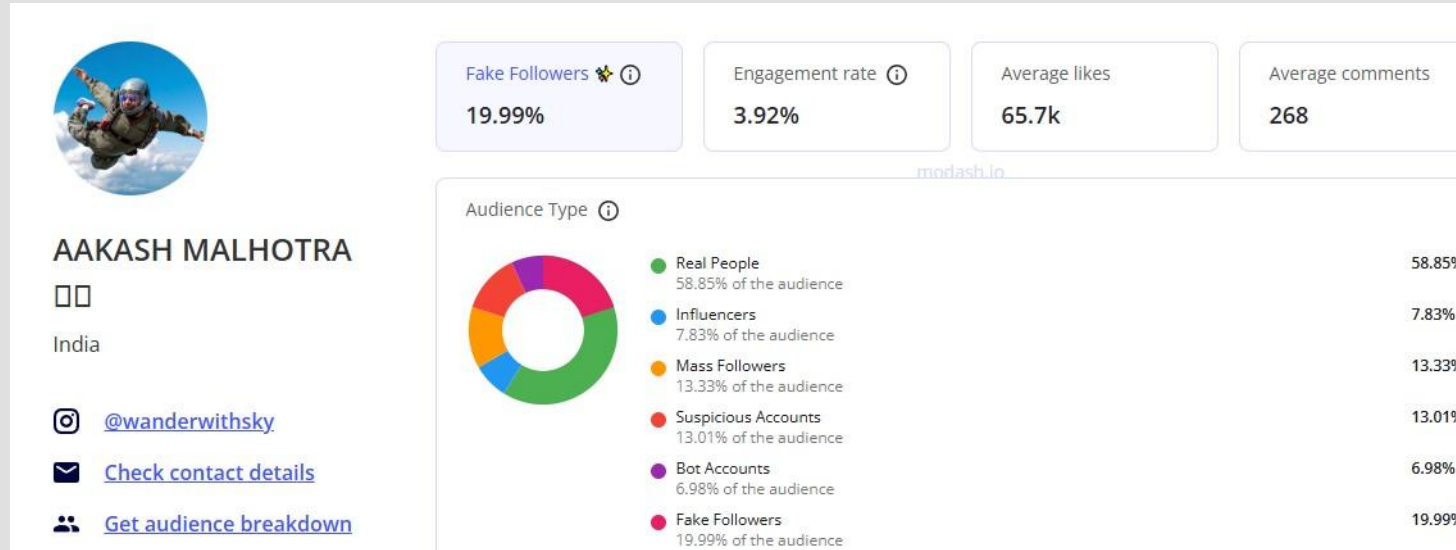
The campaign invites creators to show how Teakwood products complement their unique fashion sensibility. Given your distinct aesthetic and influence in the fashion space, we believe you'd be a perfect fit to lead this conversation.

Here's what we're hoping to collaborate on-an **Instagram Reel** showcasing how you style our leather products in your signature way, **Two Instagram Stories** featuring the product and a **personalized discount code** for your audience. We'll be offering a **competitive collaboration fee**, along with **Teakwood products of your choice** to feature.

Your content always inspires confidence in personal expression, which is exactly what this campaign aims to highlight. We'd love to explore this opportunity with you and discuss timelines and creative ideas. Looking forward to hearing your thoughts!

Warm regards,  
Titas Ganguly  
Social Media Manager  
Teakwood Leathers

# Akash Malhotra



**Niche:** Travel

**Audience:** Travel enthusiastic who will be more likely to also look for stylist travel gears.

**Alignment:** Ideal for the campaign “Journey With Teakwood”

# Reason For Selecting Akash Malhotra

**High Engagement Rate:** He has an engagement rate of 3.92% that is high, indicating that his audience is highly involved with his content. This suggests that his followers are likely to pay attention to brand collaborations and actively engage with his posts.

**Target Audience :** 1.8 Million followers both male and female, mainly travel enthusiasts.

**Content Style:** Known for travel vlogs.

## **Strategic Alignment:**

- The campaign centers on positioning Teakwood products as reliable companions for travelers. Akash's handle, content style, and audience revolve around travel, adventure, and lifestyle, making his brand a natural fit for showcasing Teakwood bags or accessories in aspirational travel settings.
- The campaign involves a "Travel Diaries" UGC component and visuals of Teakwood products in global settings. Akash is known for his cinematic, high-quality travel reels and photos—perfect for producing content that highlights Teakwood products' design, durability, and versatility across varied locations and climates.
- His followers are typically young, travel-loving individuals who are more likely to invest in stylish, functional travel gear—making them an ideal target audience for Teakwood's offerings.

# Dummy Email To Akash Malhotra

**Subject:** Collaboration Opportunity with Teakwood Leathers – Travel in Style

Hi Akash,

I hope you're doing well! I am reaching out on behalf of **Teakwood Leathers**, a brand built on timeless craftsmanship and enduring style. We're currently launching a new campaign that celebrates the spirit of adventure, positioning our products as **reliable companions for modern travelers**—and we believe your content and travel philosophy align perfectly with this vision.

We'd love to collaborate with you on a campaign that showcases **how Teakwood's versatile and durable leather gear supports your journeys**, both in function and style. **As part of the collaboration, we'd love for you to create a reel** featuring our product in your travel routine—packing, exploring, and showcasing its utility and design, a **story series (2–3 frames)** highlighting your experience with the product, along with a **personalized discount code** for your followers.

In return, you'll receive a **Teakwood product of your choice** to feature, a **competitive fee** for the collaboration, a **unique discount code** to share with your audience.

We're excited about the possibility of creating something aspirational and engaging together—content that inspires your audience to travel smarter and in style. Let us know if you're interested, and we'd be happy to share next steps and timelines.

Warm regards,  
Titas Ganguly  
Social Media Manager  
Teakwood Leathers

# Task 3: Paid Marketing Strategy

# Paid Marketing Strategy

In this task we run two Meta Ads campaigns for “Teakwood” product. Our first ad will be on sales campaign and second ad on remarketing campaign.

## Budget Allocation

**Total Budget:** 20 Lakhs


1. Sales Campaign: 10 Lakhs
2. Remarketing Campaign: 10 Lakhs


# Sales Campaign:


Objective: Drive direct purchases of Teakwood's "Genuine Leathers Men's Jacket" by targeting high-intent audiences in India.


[Create new campaign](#) New ad set or ad ×


Choose a campaign objective


☐  Awareness


☐  Traffic

☐  Engagement

☐  Leads

☐  App promotion

☒  Sales



**Sales**

Find people who are likely to purchase your product or service.

**Good for:**

Conversions

Catalogue sales

[About campaign objectives](#) Cancel Continue

✓ **Campaign name**

Create Template

✓ **Campaign details**

**Buying type**

Auction


**Campaign objective** ⓘ

Sales


[Show more settings](#) ▼

# Conversions:

The campaign's goal is to increase sales. Therefore, the appropriate conversion location would be the Teakwood website. The customer can complete a purchase on the website, and the conversion event is set to purchase.

 **Ad set name**

Create Template

 **Conversion**

**Conversion location**

Choose where you want to drive sales. [About conversion locations](#)

☒ Website  
Drive sales and conversions on your website.

☐ App  
Drive sales and conversions in your app.

☐ Website and app  
Drive sales and conversions on your website or app.

☐ Message destinations  
Drive sales and conversions through Messenger, Instagram and WhatsApp.

☐ Calls

## Performance goal ⓘ

How you measure success for your ads.

Maximise number of conversions ▼



# Budget Scheduling:

## ✓ Budget & schedule

### Budget strategy ⓘ

Daily budget ▼ ₹ 11111.11 INR

You'll spend an average of ₹11,111.11 per day. Your maximum daily spend is ₹19,444.44 and your maximum weekly spend is ₹77,777.77.

[About daily budget](#)

Total Budget: 10 lakh

Daily Budget: 11111.11

Schedule: 2nd May 2025-2nd August 2025

Why this budget? Because users require a larger budget to build awareness and drive conversions through multiple touchpoints. Daily budget allows a consistent spending over the entire schedule ensuring a consistent performance.

## Schedule

### Start date

📅 2 May 2025

🕒 00:28 IST

### End date

☒ Set an end date

Custom ▼

📅 2 August 2025

🕒 00:28 IST

# Audiences:

## Controls ⓘ

Limit who can see your ads.

## Locations



Reach people living in or recently in this location.

India



Bangalore, Karnataka

+ 40 km ▼



Chandigarh



Delhi



Mumbai, Maharashtra

+ 40 km ▼

## Age ⓘ

18 - 35

Your suggestion

## Gender

Men

Your suggestion

## Detailed targeting

Include people who match ⓘ

Online games (video games)

Interests > Entertainment (leisure) > Live events (entertainment)

Nightclubs (bars, clubs & nightlife)

Parties (event)

Interests > Entertainment (leisure) > Movies (entertainment & media)

Action movies (movies)

Bollywood movies (movies)

Q Add demographics, interests or behaviours

Browse

and must also match



Behaviours > Travel

and must also match



Behaviours > Travel

Frequent travellers

Interests > Additional interests

BIKERS

## Demographics:

Age: 18-35

Gender: Men

Location: Bangalore, Mumbai, Delhi, Chandigarh

## Detailed Targeting:

Interests: Online games, nightclubs, parties, Action movies, Bollywood movies

Behaviors: Travel, biking

## PLACEMENTS:

### Devices and operating systems

All

### Platforms



Facebook



Instagram



Audience Network



Messenger



#### Feeds



Get high visibility for your business with ads in feeds



#### Stories and Reels



Tell a rich, visual story with immersive, full-screen vertical ads



#### In-stream ads for videos and reels



Reach people before, during or after they watch a video or reel



#### Search results



Get visibility for your business as people search



#### Messages



Send offers or updates to people who

## Format

Choose how you'd like to structure your ad.



Flexible

We'll show your ad in the format that we predict may perform best



Single image or video

One image or video, or a slideshow with multiple images



Carousel

Two or more scrollable images or videos



Collection

A group of items that opens into a full-screen mobile experience

## Primary text (3 of 5) ⓘ



Trending Now: Teakwood's Bestselling Leather Jacket!

Crafted from 100% genuine leather and built to last—grab yours before it's gone. Limited stock. Fast shipping. Maximum style.

No fuss. Just flawless leather.

Sleek, versatile, and always in style—Teakwood's genuine leather jacket is a closet essential for men who keep it cool and classic

Step into timeless sophistication with Teakwood's Genuine Leather Jacket. Made from 100% premium leather, this classic brown jacket delivers unmatched comfort, durability, and edge—whether you're on the road or out in the city.



Limited stock. Elevate your wardrobe today.



## Destination

Tell us where to send people immediately after they click or tap on the last carousel card. [Learn more](#)



Website

Send people to your website.

\* See more URL ⓘ

<https://teakwoodleathers.com>



Preview URL

[Build a URL parameter](#)

"See More" display link

[teakwood-genuine-leathers-mens-jacket-brown.com](https://teakwoodleathers.com)

## Call to action ⓘ

Shop now



# Ad Preview:

**DigiSpark**  
Sponsored · 🌐


🔥 **Trending Now: Teakwood's Bestselling Leather Jacket!**  
Crafted from 100% genuine leather ...see more




**Shop now**

**DigiSpark**  
Sponsored · Show 3 more >



 **titasganguly25**  
Sponsored



**Shop now**

👤 🗨️ 📌 🔍

# Remarketing Campaign

Objective: Re-engage users who interacted with the leather bag but did not purchase, using tailored offers to recover lost sales.

[Create new campaign](#) New ad set or ad ×

Auction

▼

**Choose a campaign objective**

☐ Awareness


☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☒ Sales



**Sales**  
Find people who are likely to purchase your product or service.

**Good for:**


Conversions

Catalogue sales

[About campaign objectives](#)

Cancel


Continue

 **Campaign name**

Teakwood leather bag Retargeting campaign

Create Template

Campaign name is required. Fill in this field to publish.

 **Campaign details**

**Buying type**  
Auction

**Campaign objective** ⓘ  
Sales

[Show more settings ▼](#)

# Budget:

✓ Budget

✦ Advantage+ on

Budget strategy ⓘ

Campaign budget

Lifetime budget ▼

₹ 1,000,000.00

INR

You'll spend no more than ₹1,000,000.00 during the lifetime of your campaign.

[About lifetime budget](#)

Campaign bid strategy ⓘ

⤴

How we'll bid in ad auctions.

Cost per result goal ▼

Total Budget: 10 Lakh  
Budget Strategy: Lifetime budget.

Why this budget? Because Lifetime budget allows maximum conversions for Retargeting campaigns without having to optimize our daily budget.

# Custom Audiences :

## Choose a custom audience source

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

### Your sources

- ☒ Website ⓘ
- ☐ Customer list
- ☐ App activity
- ☐ Offline activity
- ☐ Catalogue

Custom Audiences target users who have already interacted with Teakwood, increasing the likelihood of conversion. Retargeting these high-intent individuals is cost-effective, allowing for personalized ads and better ROAS. It helps engage users at different stages, ultimately driving more sales.

## Create a website Custom Audience

### Events

People who visited specific web pages ▼

### Audience retention ⓘ

30 days

URL ▼

contains ▼

×



add to cart

×

wishlist

×

+ And also

Further refine by ▼

Include more people

Exclude people



# Ad Preview:

**DigiSpark**  
Sponsored · 🌐

Elevate your everyday style with the Teakwood Leathers Women's Solid Structured Leather Handheld Bag. Crafted from ...see more



teakwoodleatherbag.com  
**Timeless Leather Charm**  
Elegant genuine leather ba...

[Shop now](#)




**DigiSpark**  
Sponsored



[See caption](#)

[Shop now](#)

**DigiSpark**  
Sponsored · 🌐



**Timeless Leather Charm**  
Elevate your everyday style with the Teakwood Leathers Women's ... See more

[Shop now](#)

# Task 4: Asset Creation

# Graphics Creation:

## FASHION SALE

Our best - seller products -  
grab them while you can

**50%**  
OFF

**SHOP NOW**



[www.teakwoodleathers.com](http://www.teakwoodleathers.com)

## Teakwood Summer SALE UP TO 20% OFF

TEAKWOOD  
LEATHER & TRAVEL  
EST. 1989

KEEP IT  
SIMPLE



**SHOP NOW**

TEAKWOOD  
LEATHER & TRAVEL  
EST. 1989

## Promotional reel link-

<https://drive.google.com/file/d/1yguy-0aK6XoawlM-KwMNkSRjN8hCkHTf/view?usp=drivesdk>

## **Headline:**

"Crafted for the Journey: Teakwood Leathers – Where Timeless Style Meets Modern Adventure"

## **Description:**

Discover Teakwood Leathers—where heritage meets innovation. From sleek jackets and versatile bags to refined shoes and accessories, each piece is meticulously handcrafted using premium leather and patented dip-dye techniques, ensuring a unique and authentic finish. Experience the perfect blend of style, durability, and functionality designed to accompany you on every journey.

## **Call-To-Action:**

Explore the Collection at [teakwoodleathers.com](https://teakwoodleathers.com) and Redefine Your Style Today

THANK YOU