



Social Media Campaign Proposal



BENCHMARKS

<https://www.tiktok.com/t/ZTjeJF6NE/>

Micheal Cera (CeraVe)

Industry: Beauty & Skincare

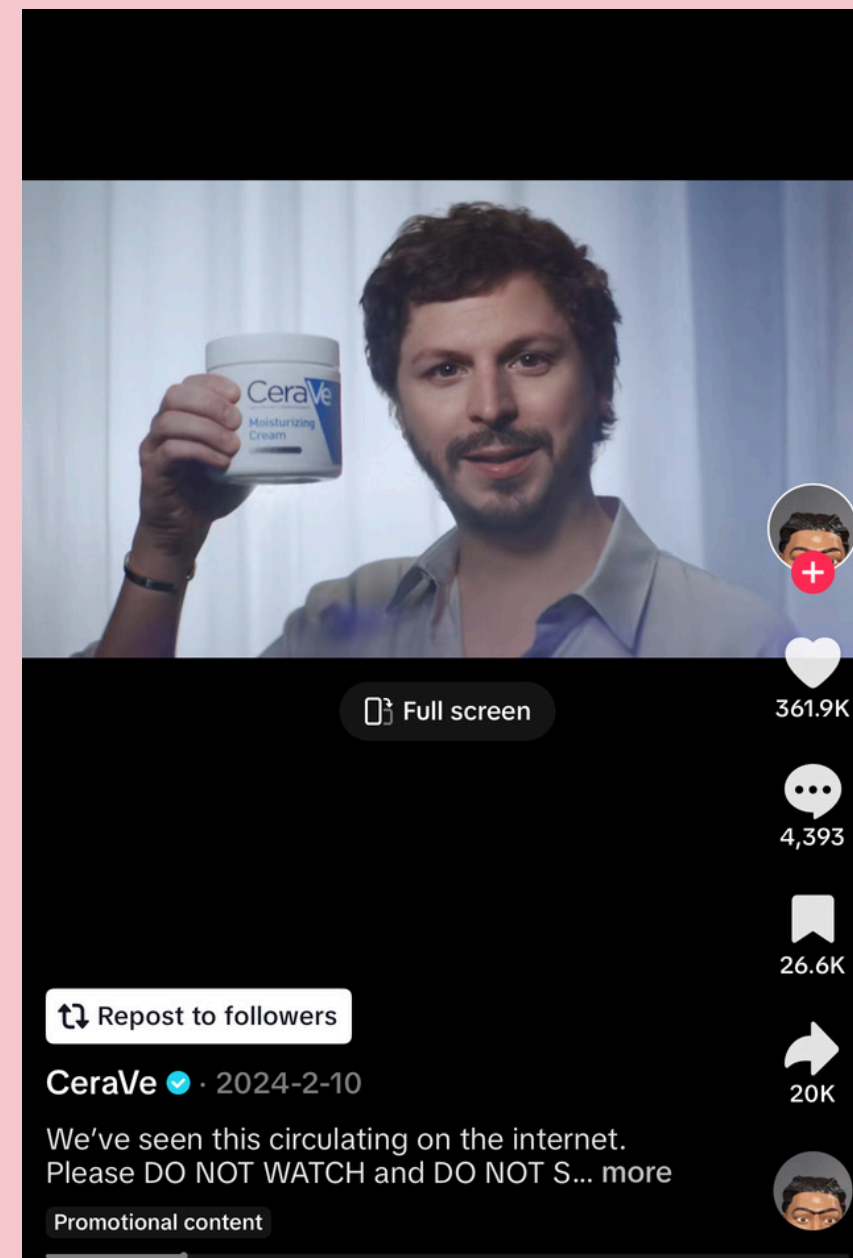
Campaign Type: Celebrity Endorsement

Why Chosen: The campaign features Michael Cera, whose name resembles "CeraVe," adding a playful twist that boosted engagement and relatability.

Views: 4.6M

Likes: 361.9k

Comments: 4,393



BENCHMARKS

Shot on iPhone (Apple)

Industry: Technology & Consumer Electronics

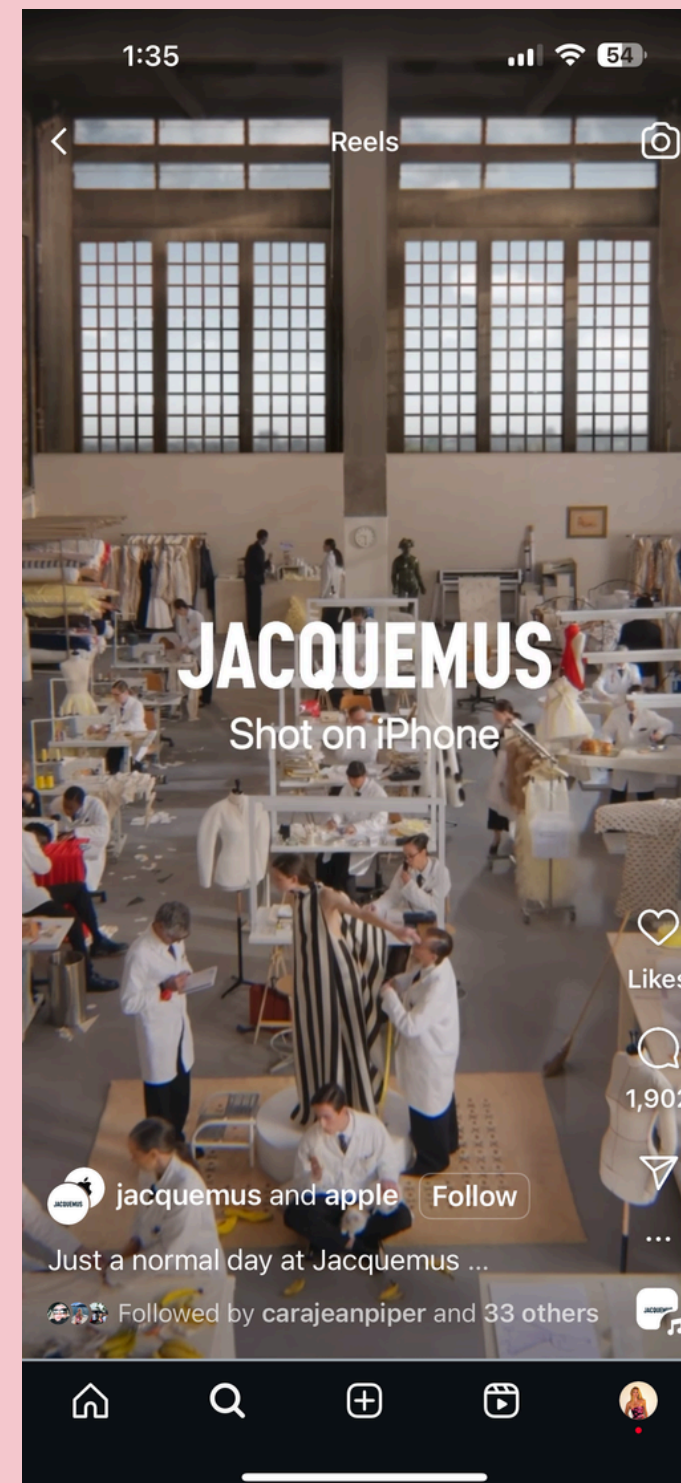
Type of Campaign: User-Generated Content (UGC)

Why Chosen: Showcased real customer photography using iPhone, elevating brand authenticity and product capabilities.

Views: 5.6M

Comments: 1,902

<https://www.instagram.com/reel/DFsthIENA5m/?igsh=cmZ5ZzgZ2pzZXA1>



BENCHMARKS

<https://www.youtube.com/watch?v=JNYjRmNCu9o>

Real Beauty Campaign (Dove)

Industry: Beauty & Personal Care

Type of Campaign: Employee/Influencer-Generated

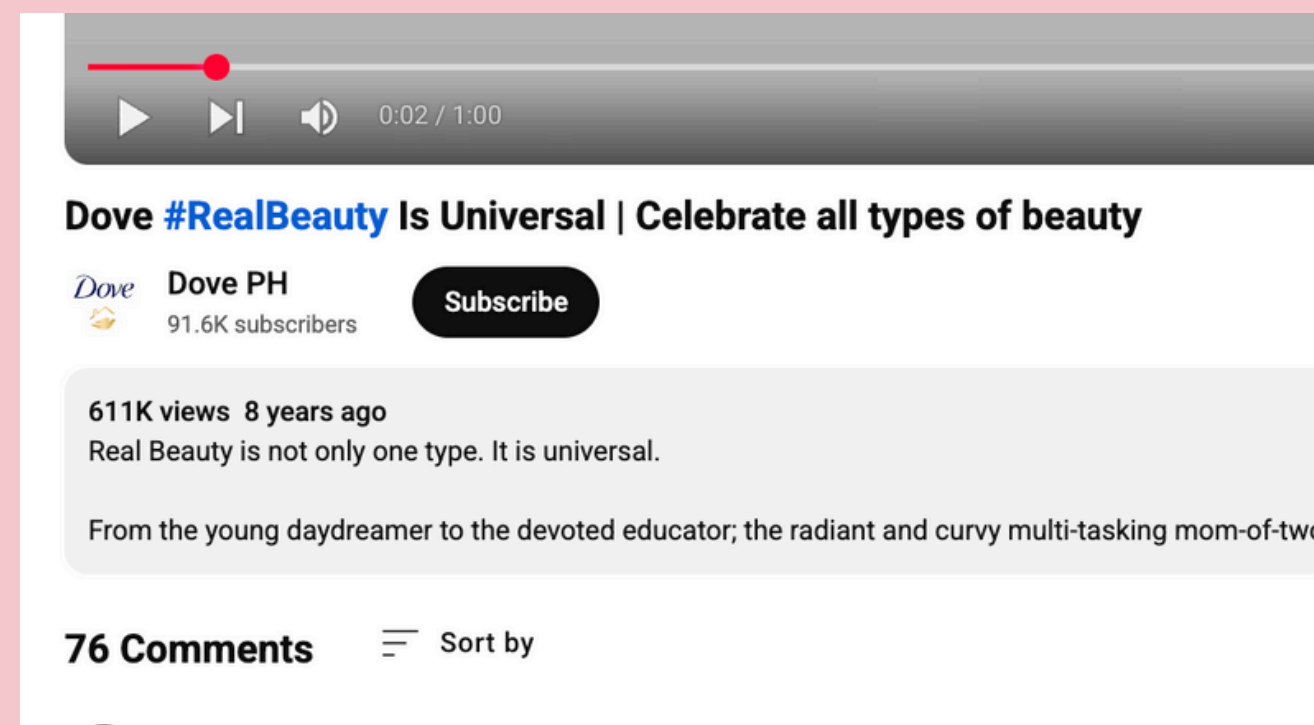
Content + Social Cause

Why Chosen: Focus on authentic beauty, inclusivity, and empowering real women to share their beauty stories.

Views: 611K

Likes: 2.1K

Comments: 76



Dove

REAL
BEAUTY
CAMPAIGN





Before The
Campaign

CAMPAIGN GOALS

Main Goal: Increase brand engagement, social media visibility, and client retention.

Specific Objectives:

- Encourage user-generated content (UGC).
- Promote brand culture and luxury service experience.
- Drive traffic to PAINT Nail Bar's social platforms and Spotify playlist.
- Build community and showcase creativity.
- Collect content for future marketing efforts.



CAMPAIGN IDEA

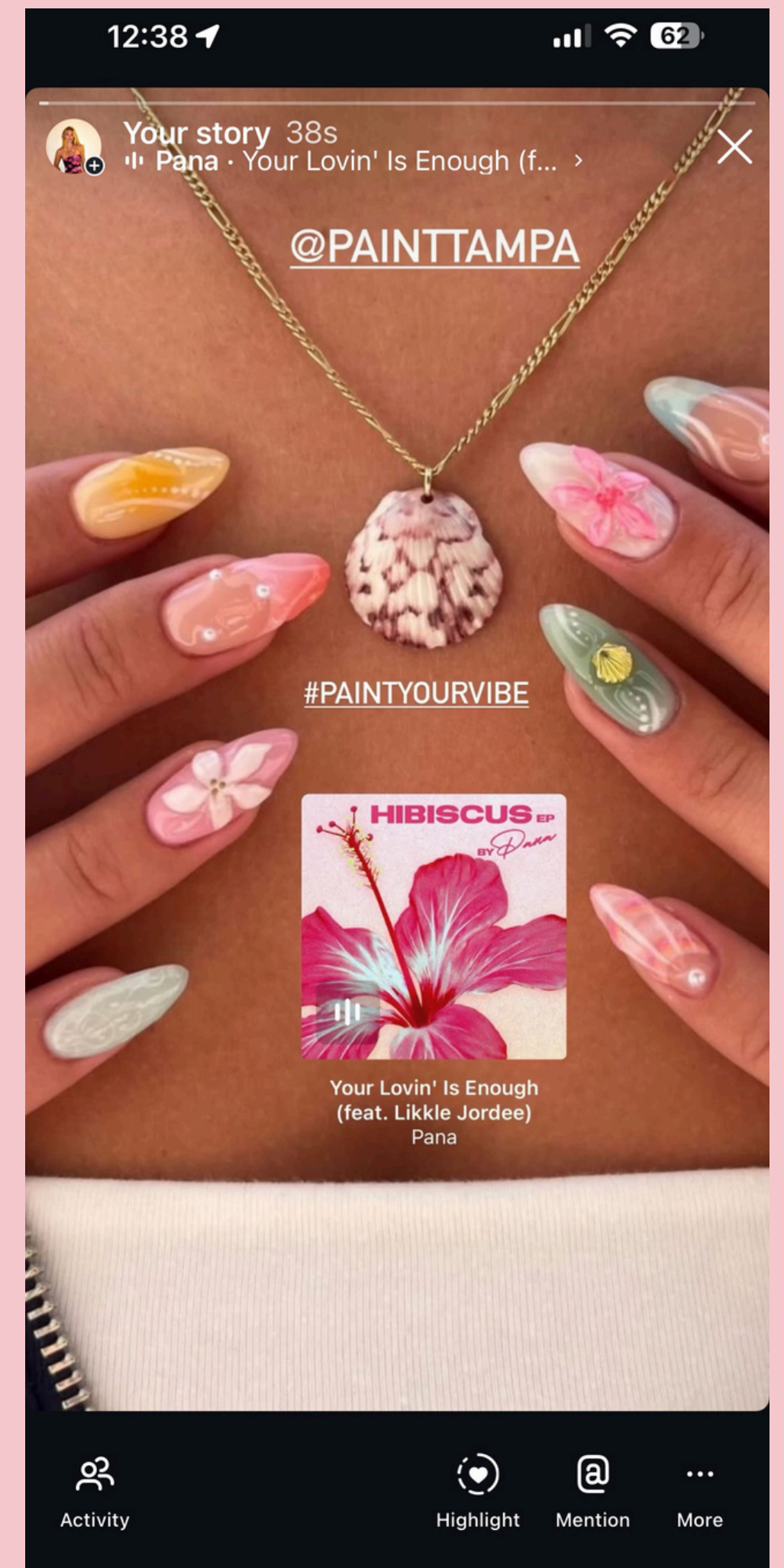
PAINT Your Vibe Campaign

#PAINTYOURVIBE

Theme: Self-expression through nails + music

Type: User-generated content contest via Instagram Reels

Concept: Participants post a reel showing their nail transformation at PAINT with a song that matches their vibe. Top 3 creatives get featured, and the winner receives a free nail service.



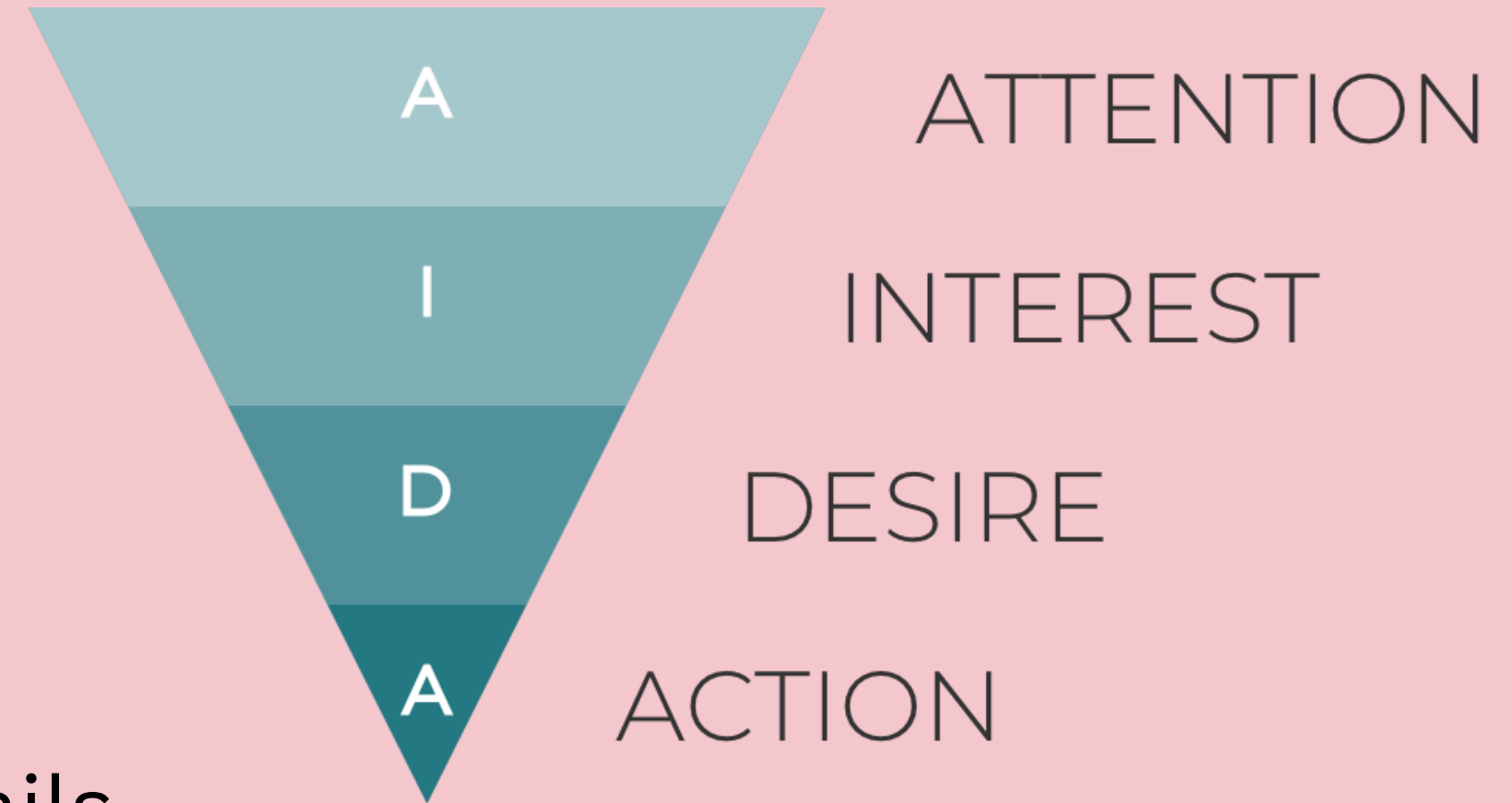
AIDA BREAKDOWN

Attention: Bold announcement graphics on IG + TikTok with nail + music mashup.

Interest: Showcase influencer examples with trending songs and flawless PAINT nails.

Desire: Offer the chance to be featured and win a free service plus be part of a curated Spotify playlist.

Action: Clear call-to-action: “Post your reel with #PaintYourVibe and tag us!”



TARGET AUDIENCE

Primary Audience: Women ages 18–35

- Demographics: Female, 18–35, middle to upper-middle class, urban/suburban
- Interests: Natural beauty, fashion, wellness, sustainability, digital creativity
- Social Media: Instagram, Facebook, Pinterest

Secondary Audience: University of Tampa Students

- Demographics: Female college students (18–25), Tampa-based
- Interests: Campus life, beauty, wellness, sustainability
- Social Media: Instagram, TikTok, Pinterest



CAMPAIGN BUDGET & RESOURCES

Prizes: Free nail service (\$75–\$100 value)

Design Assets: Internal designer or Canva Pro subscription

Social Media Manager/Intern: Responsibilities: Schedules posts, monitors entries,

Ad Costs (TikTok & Instagram for 2 Weeks):

1. TikTok Ads: \$10–\$20/day for a 2-week campaign

= \$140–\$280

2. Instagram Ads: \$10–\$20/day for a 2-week campaign

= \$140–\$280

3. Total Ad Spend: \$280–\$560 for two weeks

Monthly Tools:

Hootsuite (Social Media

Management): \$19–\$99/month

Canva Pro: \$12.99/month

Estimated Total for Campaign:

Ad Spend: \$280–\$560

Tools: Hootsuite (\$19–\$99) +

Canva Pro (\$12.99)

Total for the month: \$311–\$671

CAMPAIGN PARAMETERS

Submission Instructions:

- Create a reel of your PAINT nail transformation
- Use a song that matches your “vibe”
- Caption must include #PaintYourVibe and tag @PaintNailBar

Privacy: Reels must be public.

Rules:

- Must be a PAINT Nail Bar client
- Submission period: 2 weeks
- No copyrighted music outside IG/TikTok libraries

Winner

- Top 3 chosen by team, posted on IG for followers to vote
- Winner = Free nail service!



INCENTIVES



Main Prize: Free nail service!

Other Incentives:

- Exposure: Top 3 featured on social media
- Spotify Playlist: Their song featured = digital clout!
- Potential reposts by PAINT brand and stylists

Everyone loves prizes AND being seen.

WHERE THE CAMPAIGN WILL LIVE

Instagram & TikTok: Main platforms

Spotify: Collaborative playlist with all entries' songs

Company Website: Campaign announcement, rules, winner reveal.

Email Blast: Sent to PAINT clients to invite participation

Booth in store with campaign Information and a flyer



CAMPAIGN SOCIAL NETWORKS

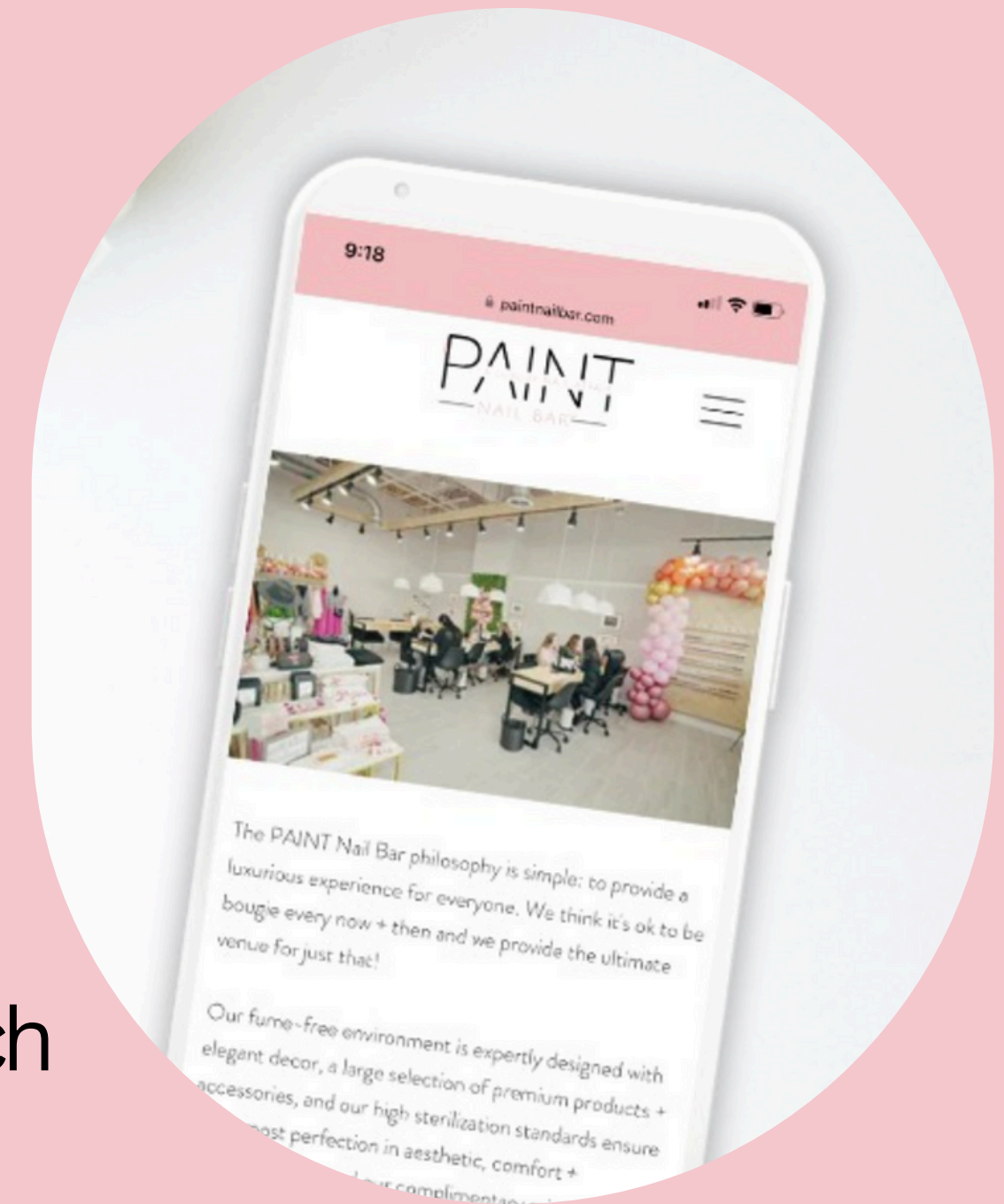
Instagram Reels: High visual engagement, nail art focus

TikTok: Music-driven and UGC-friendly

Spotify: Unique engagement element

Pinterest: Adding videos clients post

Facebook: For winner announcement + older audience reach



PAINT Your Vibe Campaign

End Date: June 21st

June 21–22: PAINT selects Top 3

June 23–27: Followers vote on IG Story

June 28th: Winner Announced

SUN	MON	TUE	WED	THU	FRI	SAT
1 Campaign Launch Graphic	2 Call to Action Post	3 Example Reel Shared	4	5 Participant Reel Shared	6	7 IG Story Reminder
8 Entry Tips Carousel	9	10	11	12	13	14
-----Repost Participant Reels-----						
15	16	17	18	19	20 Last Day Hype Story	21 Entry Deadline Graphic
-----Repost Participant Reels-----						
22	23 Voting Opens Story Poll	24	25	26	27 Last Chance To Vote Story	28 Winner Announced Post
		-----Poll Story---				

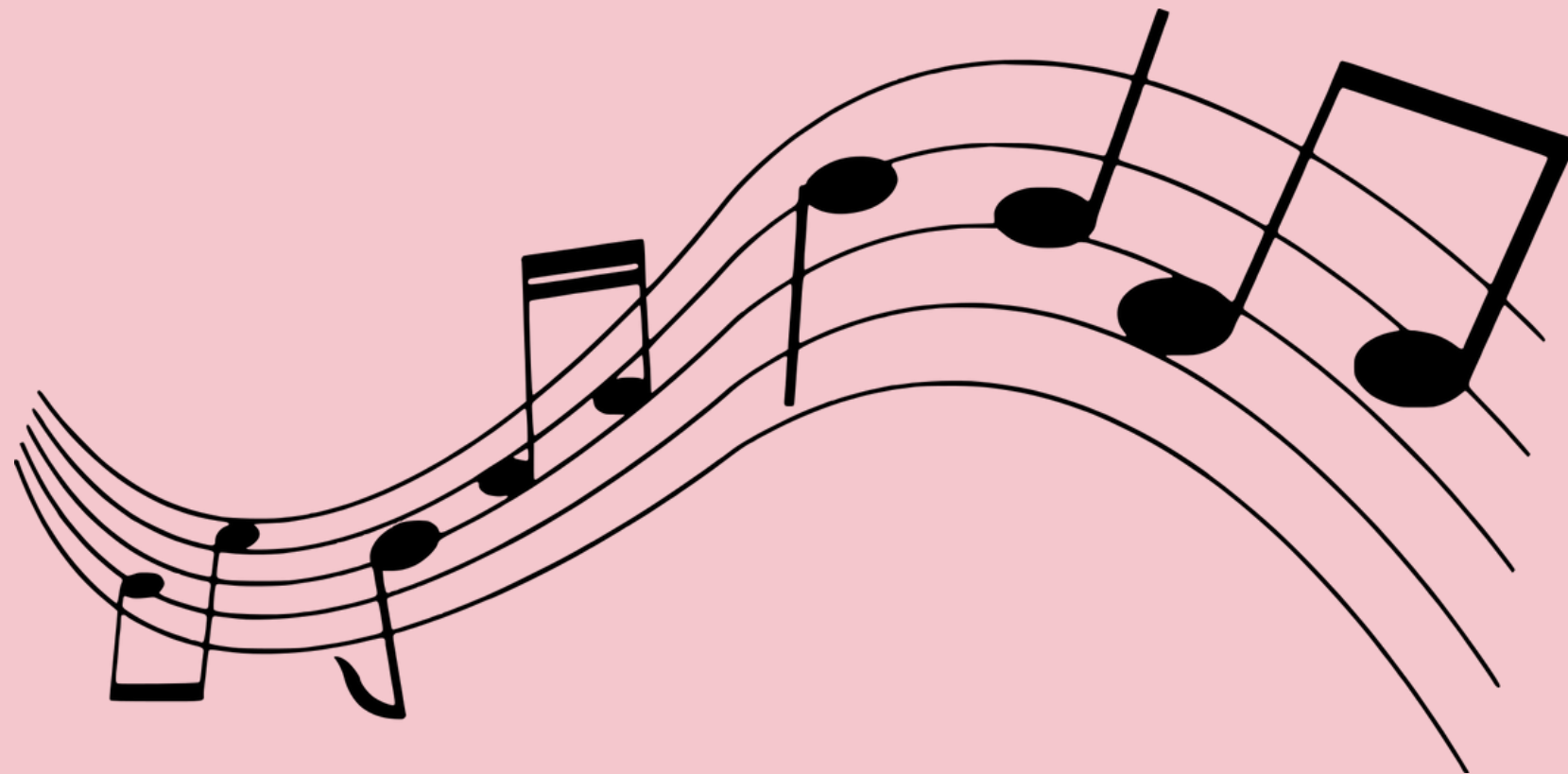
CAMPAIGN ASSETS

Campaign Theme: Nail art meets music self-expression

Hashtag: #PaintYourVibe

Colors: Blush Pink | Gold | Glossy Black | White

Style: Luxe, playful, bold, on-brand



LISTENING STREAMS

Track:

- Hashtag #PaintYourVibe
- Mentions of @PaintNailBar
- Direct messages with entries/questions

Tools:

- IG notifications & saved collections
- TikTok mentions tab
- Manual Spotify update with submitted songs

Engage: Like, comment, reshare best entries



The background is a solid light pink color. It features several thick, white, wavy, brush-stroke-like lines that curve across the frame. A white rectangular border with a dotted inner line is centered on the page.

*During the
Campaign*

PROMOTION THE CAMPAIGN

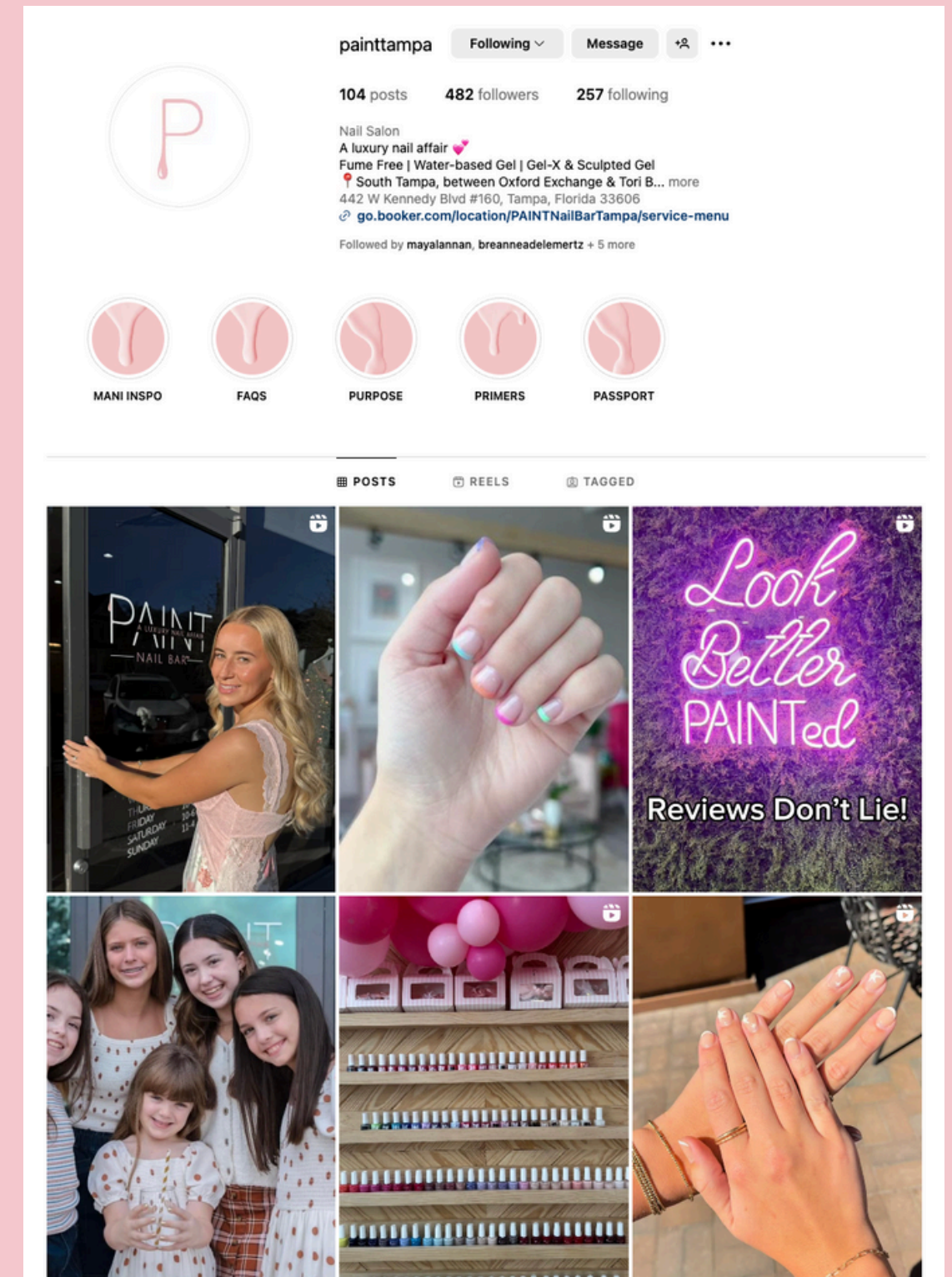
IG Story countdowns

Example reel posts

Feature team member's entries

Paid ads targeting beauty audiences

Influencer involvement



MONITOR AND ENGAGE

Daily Tasks:

- Repost reels in stories
- Comment on submissions
- Respond to DMs/questions
- Update playlist regularly
-

Engagement Goals:

- 100+ uses of #PaintYourVibe
- At least 10–15 quality reels submitted





After the
Campaign

ANNOUNCE WINNER

June 22:

- Post celebration video or reel of the winning entry
- Announce on IG, FB, TikTok
- Highlight all top 3 on the website + email blast
- Share full Spotify playlist
- Thank Participants



REPORT AND ANALYZE

1. How did the overall campaign perform?
2. Did the campaign achieve its objectives?
3. Was the campaign a success or failure?
4. What worked, and what did not work?
5. What could have been done better?
6. Was the target market reached?



REPORT AND ANALIZE

7. Was the incentive powerful enough?
8. Were enough resources allocated?
9. Was more budget needed?
10. What was the feedback from participants?
11. Did the brand perception change during the campaign?
12. If so, how?





Thank
You

