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presents



# Digital Marketing Strategy

# Background

With a vision of becoming one of the most preferred tableware brand in world Laopala has collaborated with many experts to achieve the level of excellence & finesse in tableware genre.



# Our Plan

We plan to establish **brand awareness & visibility and social engagement** of the brand Laopala on digital platform-

- By creating **Social Media pages** (Facebook, Instagram, Pinterest) for La Opala and launching brand promotion of 3 segments/verticals (**Premium Diva, Solitare, Cook n Serve**[made in France] form same pages initially. Seeing the response we can stage by stage create separate brand pages later.
- Connecting with **TG (Female, 20-50, Pan India, & abroad occasionally)** by reaching out through **social media marketing** with Fresh, Vibrant, Engaging, Identifiable & Easy to understand language/message
- By **Social Media contest** to engage more & more people
- By using **social media calendar** with buzzwords, engaging & informative content giving value to the consumers.
- By **influencer marketing**, making an idea-center of Laopala.
- By making resource library for valuable knowledge - with **content marketing** technique.

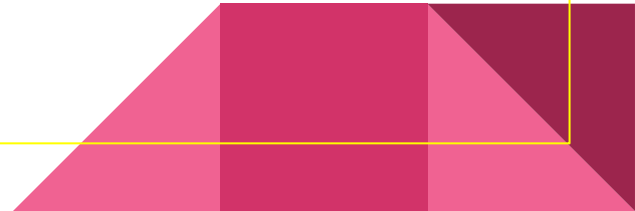
# Brand awareness, & maximise the reach

- Language, Tonality & Voice
- Positioning shift – to build an emotional connect with the target audience/to make Laopala a lifestyle brand
- Focus on core brand proposition

Focus on social engagement

Focus on key differentiation

Focus on innovation & influence.



# Idea-center & influencer building

- Social media activation: regular, frequent, update, Idea-oriented & highly engaging (Facebook, Twitter, LinkedIn, Instagram & Youtube) - Cross pollinating with social media channels.
- Customer testimonial videos on social media platforms
- To find brand advocates from the loyal customer base and make them talk about the brand
- To collaborate with celebrity groomer/lifestyle speaker & go live on social media platforms on topics like  
“Table etiquette” , “be creative with brunch party” etc



# Social media presence – Big ideas, made accessible

We use social media to:

- To maximise the reach
- Enhance the audience engagement
- Share updates on brands
- Create innovative posts
- Realtime engagement through going live on Facebook & Instagram
- Create buzz around branded hashtags like #myLaopala, #becreativewithLaopala etc
- Share links to our collaterals



# On-ground Activity (Few Campaign Ideas)

What to do	Why to do	Cost with breakup *	how to track the KPIs
LaOpala Classique Foodie Contest" - Food Tourism video	Create Facebook campaign targeting people who like to travel & eat outside food to share with LaOpala their street food discovery video across India. <b>This will be a contest targeting All gender, 20-50.</b> Best video will win. <b>A prize of LaOpala Diva set can be offered.</b> This will engage people who have travelling & eating out interest & the contest will also increase interest in Diva product line up	Rs 10000 for boosting the campaign for 30 days + prize cost	Number of engagement, Cost per engagement
"Be a LaOpala Diva" - LaOpala Designing Contest	Create Facebook campaign like design your tablewear & share with LaOpala to win a <b>Diva from LaOpala.</b> Best video will win. <b>This will be a contest targeting female 20-50.</b> This will engage people who have designing interest & the contest will also increase interest in Diva product line up	Rs 10000 for boosting the campaign for 30 days + prize cost	Number of engagement, Cost per engagement
"Be a Kitchen Queen" - Cookery/recipe video contest	Create campaign on Facebook like "Post your recipe video to win a La Opala dinner set ". <b>This will be a contest targeting female 20-50.</b> Best video will win. This will engage common people (middleclass housewives) who want to showcase their innovation/expertise in Kitchen. The branded prize from LaOpala will spread through word of mouth	Rs 10000 for boosting the campaign for 30 days + additional prize money	Number of engagement, Cost per engagement



# On-ground Activity (Few Campaign Ideas)

What to do	Why to do	Cost with breakup *	how to track the KPIs
LaOpala Food garnishing contest	Create campaign on Facebook like "Garshish your food & share video to win a La Opala dinner set ". <b>This will be a contest targeting female 20-50.</b> Best video will win. This will engage common people (middleclass housewives) who want to showcase their artistic side/innovation/expertise with food decoration. The branded prize from LaOpala will spread through word of mouth	Rs 10000 for boosting the campaign for 30 days + additional prize money	Number of engagement, Cost per engagement
Show your Solitaire - LaOpala crockery collection contest	Create campaign on Facebook like "Show your crockery collection & share video to win a La Opala dinner set ". <b>This will be a contest targeting female 20-50.</b> Best video will win. This will engage common people (middleclass housewives) who want to showcase their artistic side/innovation/expertise with home decoration. The branded prize from LaOpala will spread through word of mouth	Rs 10000 for boosting the campaign for 30 days + additional prize money	Number of engagement, Cost per engagement

# On-ground Activity (Few Campaign Ideas)

What to do	Why to do	Cost with breakup *	how to track the KPIs
LaOpala Family Moments - share story/video contest	Create campaign on Facebook like "Tell story of your family bonding or write your story to win a La Opala Ivory dinner set ". <b>This will be a contest targeting all gender 20-50.</b> Best video will win. This will engage common people (mainly middleclass people) who want to showcase their artistic side/innovation/expertise with home decoration. The branded prize from LaOpala will spread through word of mouth	Rs 10000 for boosting the campaign for 30 days + additional prize money	Number of engagement, Cost per engagement

- I. Campaigns will incorporate branded Hashtags & Laopala's social media handles in all collaterals to amplify effectiveness through social media platforms -
- II. We will also create social calendar with engaging content, poll, go live etc for increasing brand visibility & organic like, share, comment in Social Media
- III. Paid campaigns budget is optional. You can run one campaign a month or all with your preferred budget. We suggested the recommended one above.
- IV. For ad result stats, please refer to <http://aacrodigitalmarketing.com/>

# Mock Social Media Calendar

(To use in-between paid promotion for organic engagement)

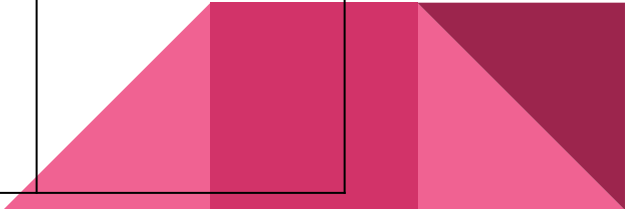
- 1) Designer speaks
  - 2) Be creative - share your creativity with Laopala
  - 3) Gifting solution with Laopala (Mothers' day is here! Have you thought of gifting something very special to the most special person in your life")
  - 4) Share your favourite Laopala moments (on a rainy day a you, your favourite book & coffee sips from Laopala cup)
  - 5) Posts around the brands
  - 6) A perfect day by Laopala - share your pictures with Laopala with #mylaopala
  - 7) Graffiti board - customer of the week
  - 8) Did you know? - internal Facts about laopala (how many plates in dinner set? Inspired by\_\_\_\_, )
  - 9) Wish on specific days - 15th August, Durga Puja, New Year etc
  - 10) More Engaging contests amongst the audience
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# On-ground Activity (Content Calendar Ideas)

What to do	Why to do	Cost with breakup *	how to track the KPIs
Designer speaks	To keep the momentum of engagement with LaOpala Social Media Page these type of posts will be created for organic engagement. Target Audience: Mainly Female, 20-50 & also All Gender, 20-50	Cost with breakup is given below	KPIs - Number of reach, Number of Engagement (Like, Share, Comment on post), Page Like, Page View, Number of check-ins
Be creative - share your creativity with Laopala			
Gifting solution with Laopala (Mothers' day is here! Have you thought of gifting something very special to the most special person in your life")			

# On-ground Activity (Content Calendar Ideas)


What to do	Why to do	Cost with breakup *	how to track the KPIs
Share your favourite Laopala moments (on a rainy day a you, your favourite book & coffee sips from Laopala cup)	To keep the momentum of engagement with LaOpala Social Media Page these type of posts will be created for organic engagement. Target Audience: Mainly Female, 20-50 & All Gender, 20-50 in some ca	Cost with breakup is given below	KPIs - Number of reach, Number of Engagement (Like, Share, Comment on post), Page Like, Page View, Number of check-ins
Posts around the brands			
A perfect day by Laopala - share your pictures with Laopala with #mylaopala			
Graffiti board - customer of the week			



# On-ground Activity (Content Calendar Ideas Sample)

What to do	Why to do	Cost with breakup *	how to track the KPIs
Did you know? - Industry unknown facts	To keep the momentum of engagement with LaOpala Social Media Page these type of posts will be created for organic engagement. Target Audience: Mainly Female, 20-50 & All Gender, 20-50	<b>Rs 15,000/month + 18% GST</b> (For creating 5-10 ideas (as per calendar ideas shared in mock calendar) along with 30-40 posts centering those ideas with <b>creative designing, content idea &amp; research, idea implementation, response management, monitoring &amp; reporting</b> ) on Facebook/Twitter/Instagram. * <b>Please note:</b> Paid promotion budget will be separate as mentioned earlier	KPIs - Number of reach, Number of Engagement (Like, Share, Comment on post), Page Like, Page View, Number of check-ins
Wish on specific days - 15th August, Durga Puja, New Year etc			
More Engaging contests amongst the audience			

# Some TVC Ideas

- 1) We can think of doing TVC on Gifting solution with Laopala orienting on occasions like Mothers' day, Wedding season, daughter's marriage anniversary, parent's marriage anniversary and so on..We can then bring it in social media also
  - 2) We can think of doing TVC on Sharing moments of life with brand tone of Laopala..Can term it La Opala moments like on a moment in rainy day with a loved one dining together on La Opala set, a moment with favourite book & coffee sips from Laopala cup
  - 3) Bridging the gaps - Playing on emotions with a mom (India) & Son (abroad) meeting after a long time at home with home made dinner by mom (Laopala dinnerware)
  - 4) A new home is incomplete without Laopala solitaire/Diva (Focus on interior design and showcasing laopala range in front of invitees. A new way of showcasing your pride/elegance.)
  - 5) La Opala salutes the real heroines (Salute to the brave ladies... A working mom who balanced family & work, a woman pilot, a woman dancer, sports persona, celebrity)
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*“If you want engagement be engaging, be conversational, ask questions. Leave room for audience to add their voice”*