

Social Media Marketing

Presented with **xmind**

Social Media Marketing

"Dream Big, Sleep
Comfortably"

Social Media Platforms

Content Types

Content Calendar

Distribution Strategy

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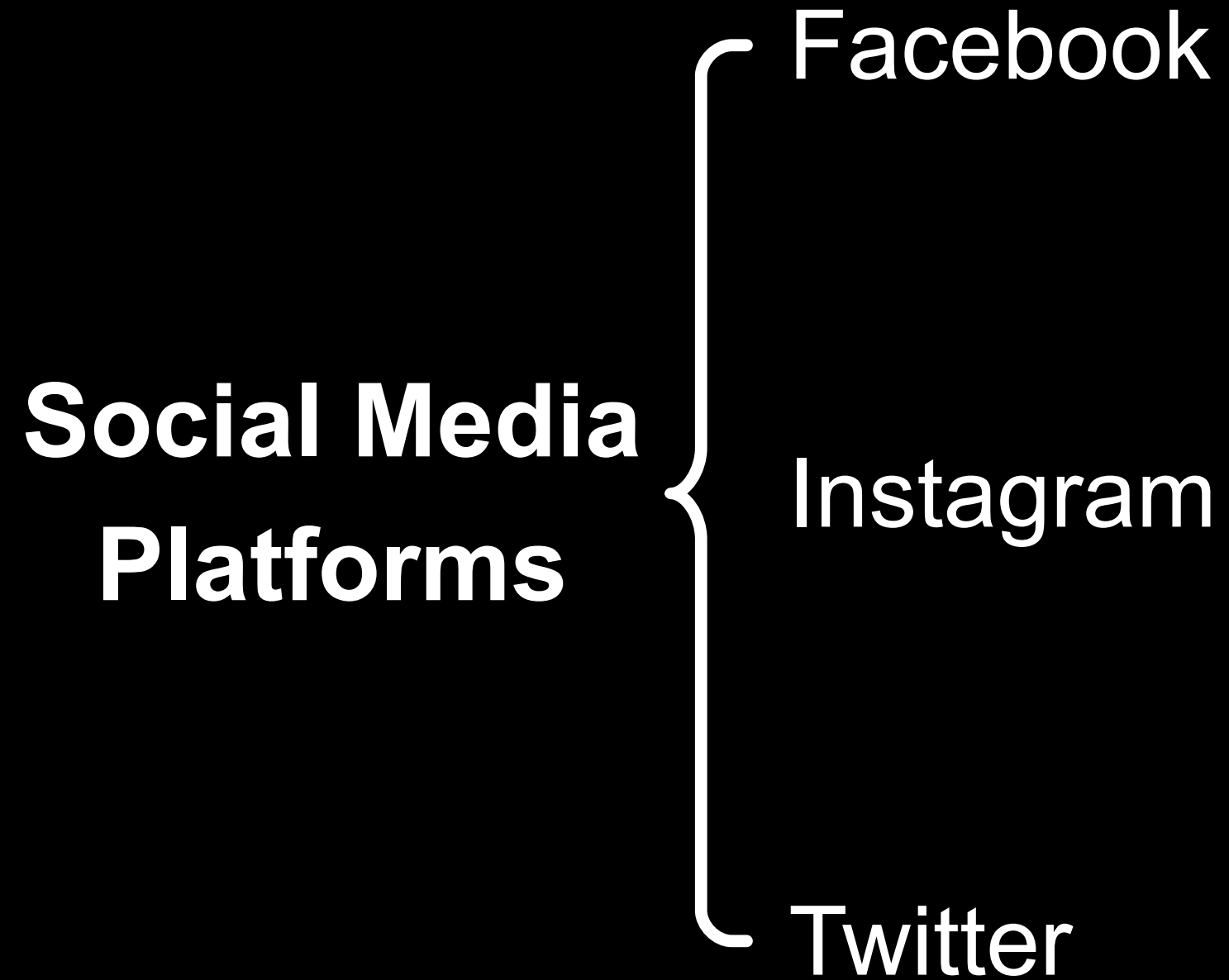
Campaign Objectives

"Dream Big, Sleep Comfortably"

Concept:

For International Youth Day, Comfort World International will launch a campaign celebrating the dreams and aspirations of the youth. The core message revolves around the idea that quality sleep on a Comfort World mattress empowers young individuals to dream big and achieve their goals.

Social Media Platforms



Facebook

Image:

A stylish bedroom with a Comfort World mattress as the centerpiece, adorned with dreamcatchers and motivational posters.

Caption: "Dream Big, Sleep Comfortably"

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Caption: "Dream Big, Sleep Comfortably"

Celebrating International Youth Day with Comfort World. Quality sleep fuels your dreams and ambitions. How do you dream big? Share with us!

#DreamBigSleepComfortably #ComfortWorld #InternationalYouthDay"

Instagram

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Twitter

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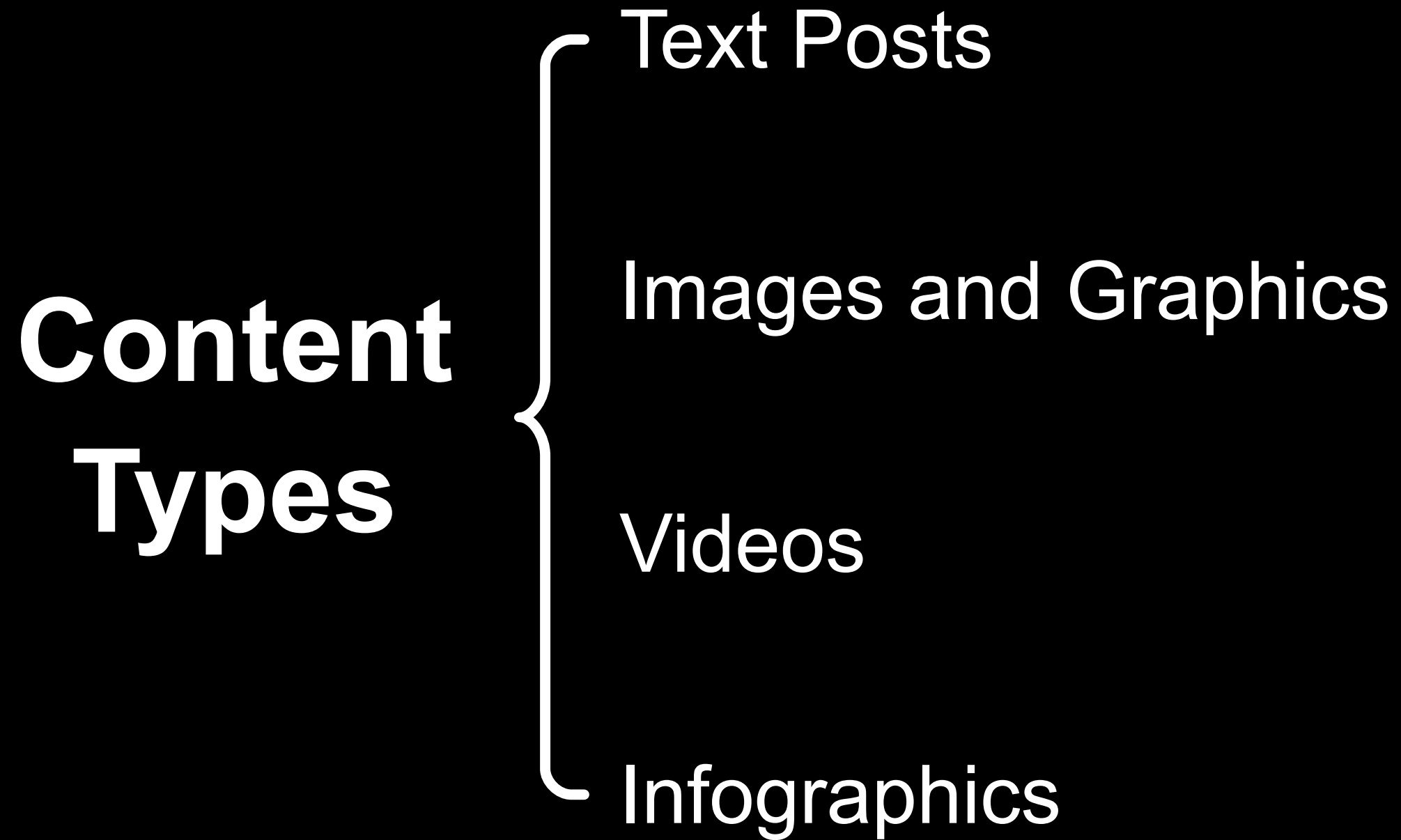
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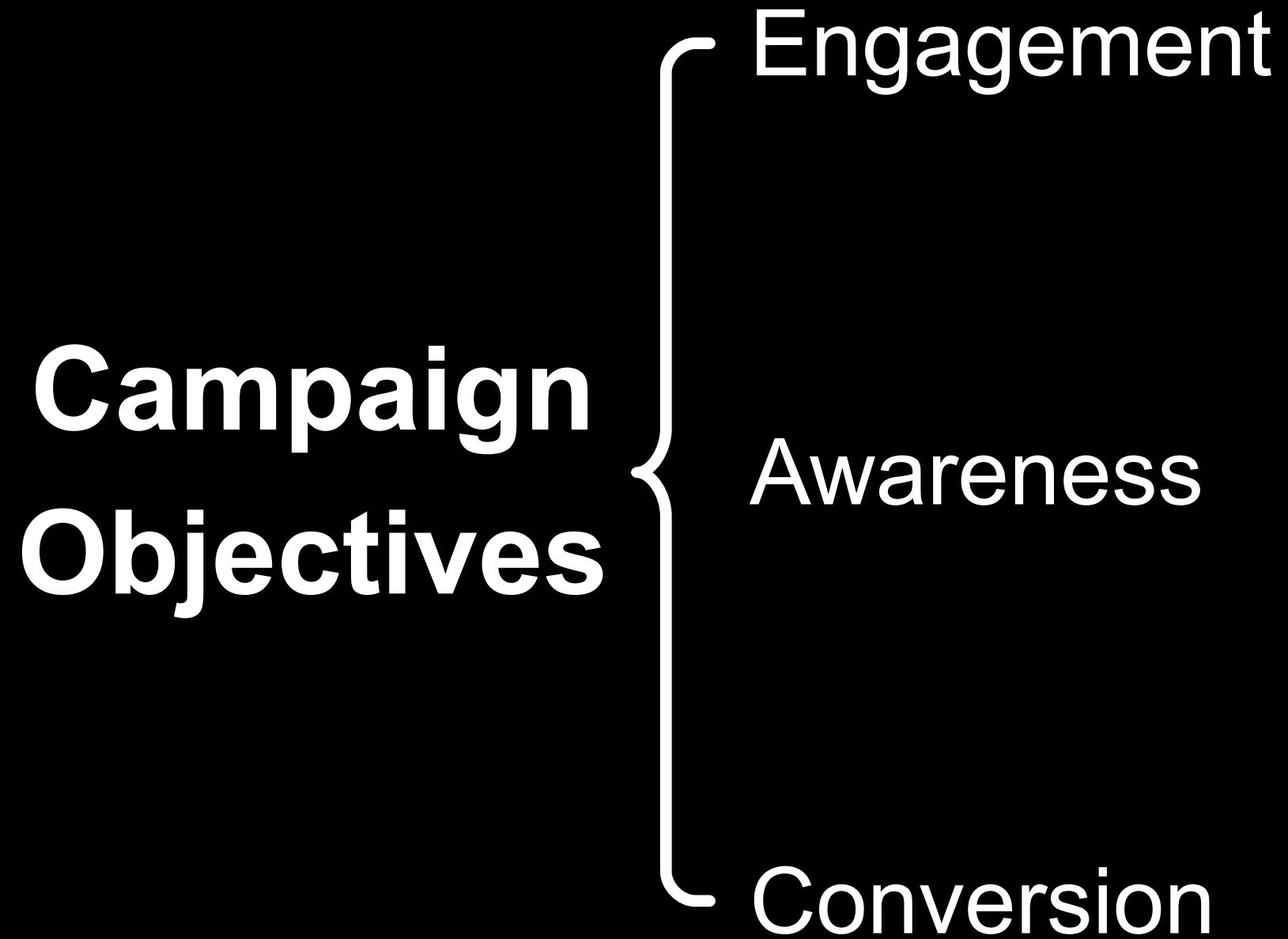
Content Calendar

12 - August - 2024

Distribution Strategy



Campaign Objectives



Engagement

Encourage user interaction through polls, Q&A sessions, and user-generated content.

Awareness

Increase brand visibility among youth demographics across Sri Lanka, Maldives, and Seychelles.

Conversion

Drive traffic to Comfort World's website and local distributors through compelling content and targeted advertising.

By aligning with the aspirations of the youth and emphasizing the role of quality sleep in achieving dreams, Comfort World International's campaign for International Youth Day will resonate deeply with its B2C audience, setting it apart in the competitive social media landscape.

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Thank you