

Basic



Maintenance

## CURRENT STATUS

2508/71/21  
FOLLOWERS



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For the number of posts that are posted on the feed, the follower strength is excellent.

## INSTAGRAM | FACEBOOK | TIKTOK

0.86% ER



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The average interaction on each page is about 21 likes and 4 comments. Since the audience has switched to Instagram, Facebook engagement is quite low.

POST STRATEGY



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The feed has a decent mix of images and videos. More reels, which are excellent in light of current trends, are the highlight. The posts on Facebook have a shop tab which gives the audience direct access to the website.

## COMPETITORS



# 01

## ORDINARY

1.6 M followers  
and their  
engagement are  
0.27% which is  
significantly low.

However, they receive an average of 5K likes and 160+ comments on each post.



# 02

## THE INKEY LIST

495 Followers and their engagement rate are 0.36% but have about 470+ comments and 1.3K average likes on posts.



# GOAL

- Increasing Followers up to 1000 in 3 months.
- Building the content base with more reels and photos.
- Creating an awareness of the brand and developing engagement by 50% more.
- Converting the engagement and reach into real purchase.
- Understanding the audience of the page and posting content for what they are actually looking for.



# PLAN OF ACTION

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## TRENDY REELS

Getting on reel trends by incorporating the brand.

**Trendy audio and Hooksteps**

## CAMPAIGNS

Running campaigns to generate organic reach.

Such as

#**basicbare** where people talk about natural beauty and using minimal products.

#**5 min solution**

Elaborating how basic maintenance eliminates the number of steps in your daily skincare routine.

## POST

Showing Lab work to create more authenticity.

Creating **consistent** post.

Tutorials on how to apply our products

Detailed product information

targeting important dates posts.

Customer reviews and videos of people using our products.

## INFLUENCER MARKETING

Connecting with real influencers to promote our products.



# POST EXAMPLES



These are some posts that I created for the drink brand called Jimmy's cocktails, all the shoot and execution were done at home and shot, edited by myself. The genre here was really bright and pop colors as their brand represented those colours.

The posts that I would create for @BASIC would be quite similar as I would focus on the product and its packaging and would be quite minimal.



# POST EXAMPLES

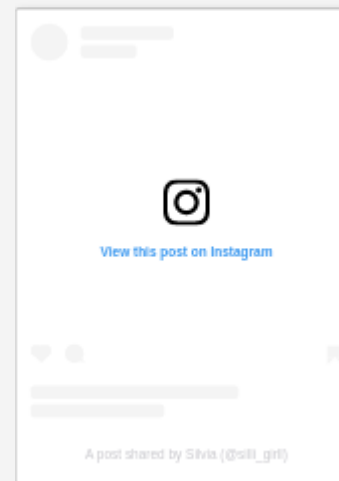


This was a commercial video meant to be posted on Youtube or TV, hence the layout. The campaign was about having a buddy with you and coke was a perfect choice. The conceptualization was done by my friend and myself and the execution also involved us. This video was highly targeted toward the product.

I would primarily focus on creating brand videos for the BASIC products and associate them with a campaign to provide them with the right image and perspective.

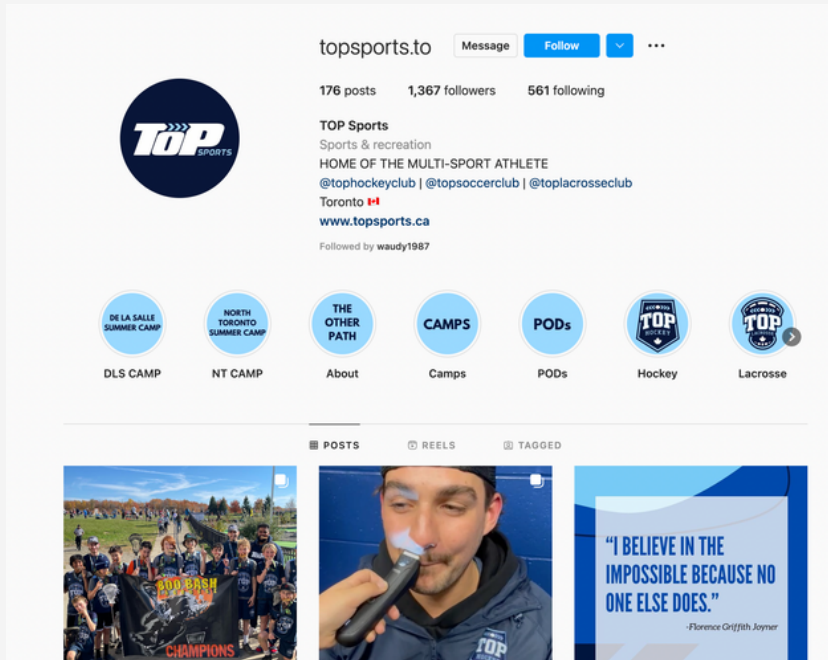


These are some fineart conceptualized pictures that would be primarily used as a medium to shoot the content for BASIC products.



Another brand product video that I created in order to promote an upcoming product.

# BRANDS



<https://www.instagram.com/topsports.to/>

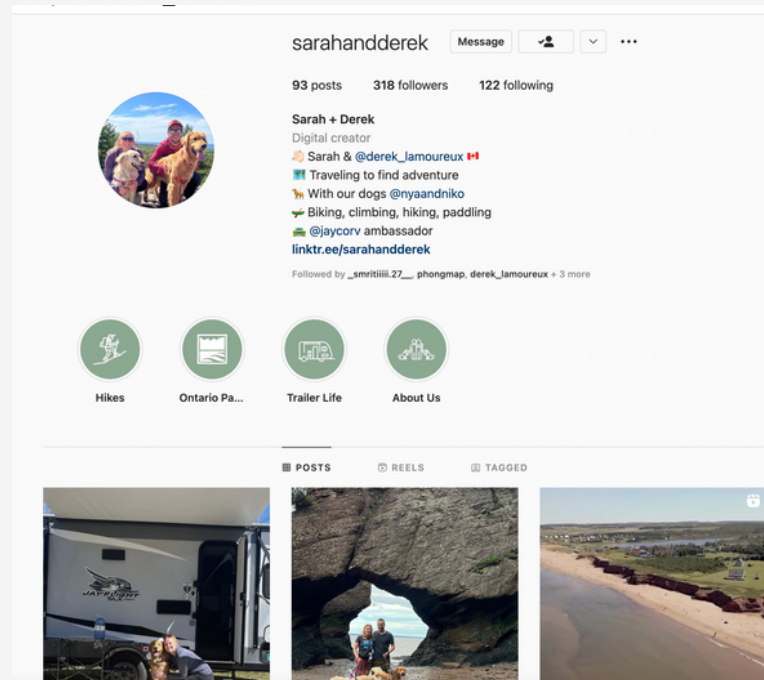
TOP SPORTS



PRIME  
VIDEOS



HARD  
ROCK CAFE



<https://www.instagram.com/sarahandderek/>

SARAH AND DEREK

Along with these I have worked on many other brands such as Faymylk, Cat Cafe studio, Zcyppher studios, Fatsmeaogal Collective, etc.

<http://silviacreative.cl.biz/my-work/>

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