TASK 3 CAMPAIGN STRATERGY FOR HAIR OIL

CAMPAIGN STRATERGY

- Influencer-led storytelling focusing on traditional Kerala hair care routines passed down through generations.
- A user-generated content (UGC) campaign where customers document their hair regrowth journey over two months(60DAY CHALLENGE)
- Partnering with local Kerala lifestyle and beauty vloggers who speak the local dialect to build grassroots credibility.

1. Awareness Phase(Awareness campaign objective)

Goal: Stop the scroll and highlight the problem (hair fall).

- **Traditional Roots**



"Nature’s secret for hair that stays. □ Experience the power of Kerala’s finest herbs in every drop. Say goodbye to hair fall!"

- **The Family Bond**



“Tradition meets Care. From kids to elders, ABC Hair Oil is the family’s choice for stronger, thicker hair. ❤□”

- **The 'Everywhere' Problem**



"If a single lost strand feels like a tragedy, it’s time for a change. Discover the power of Kerala’s finest herbs.

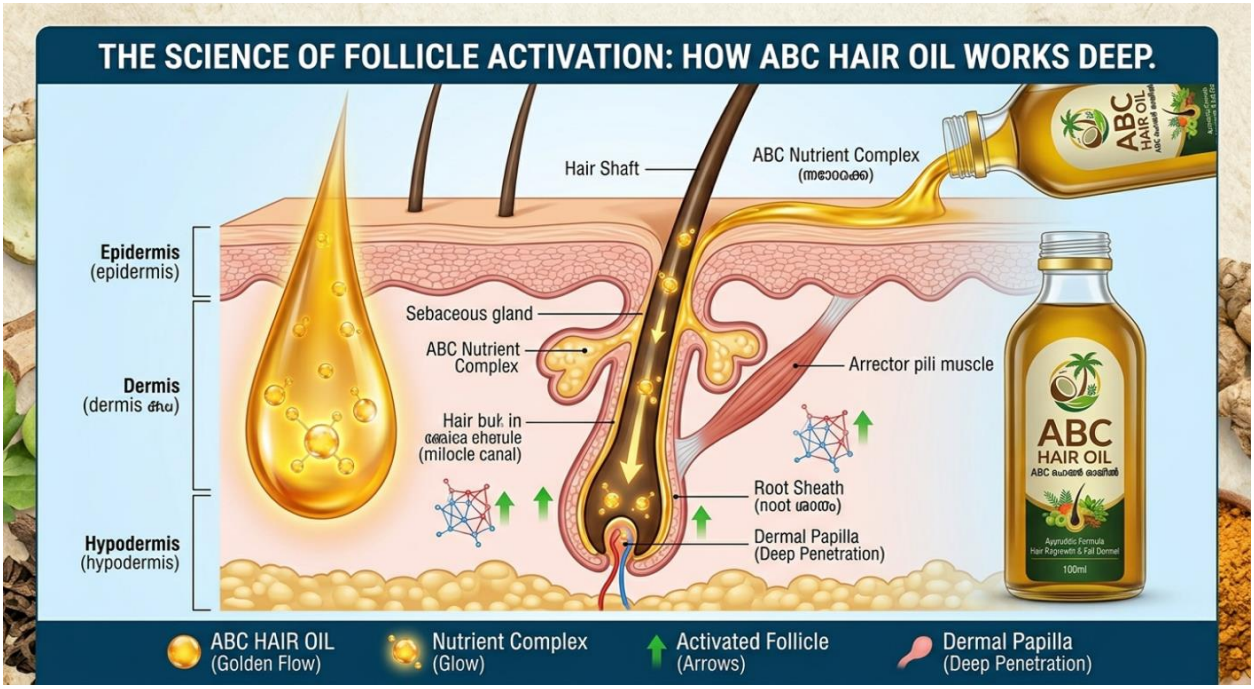
ABC HAIR OIL The traditional secret to reducing fall and *re-growing* hair.

Stop the cycle today."

2. Consideration Phase(TRAFFIC)

Goal: Explain why ABC is better than others.

- **The Science of Regrowth**



"It’s not just oil; it’s nourishment. ABC Hair Oil reaches the roots to wake up dormant follicles. Start your regrowth journey today."

- **Expert Endorsement**



"അനുഭവങ്ങൾ കള്ളം പറയില്ല. ABC ഹെയർ ഓയിൽ നിങ്ങളുടെ മുടിയുടെ കരുത്തിന്."

3.conversion phase(SALES)

Goal: Create urgency and trust to buy NOW.

- **The Limited Offer**



"Thicker hair is just a click away. □ Get 20% OFF on your first order + FREE Delivery across Kerala. Offer ends soon!"

- **Risk-Free Trial**



"Confidence in every drop. Try our 30-day starter pack and feel the difference in hair strength. □ Order Today!"