

**SOCIAL MEDIA
STRATEGY FOR**

MYOP



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ABOUT MYOP

MYOP is founded 2017 in with the aim of offering high-quality, perfumes that customers could tweak according to their preferences.

Rayhan is the founder and CEO of MYOP. His discovery of the world of perfumery happened during a work trip to Iran in 2017. The traditional perfume stalls of Persia with their infinite scent choices inspired him to bring a modern interpretation of this art to his home country.

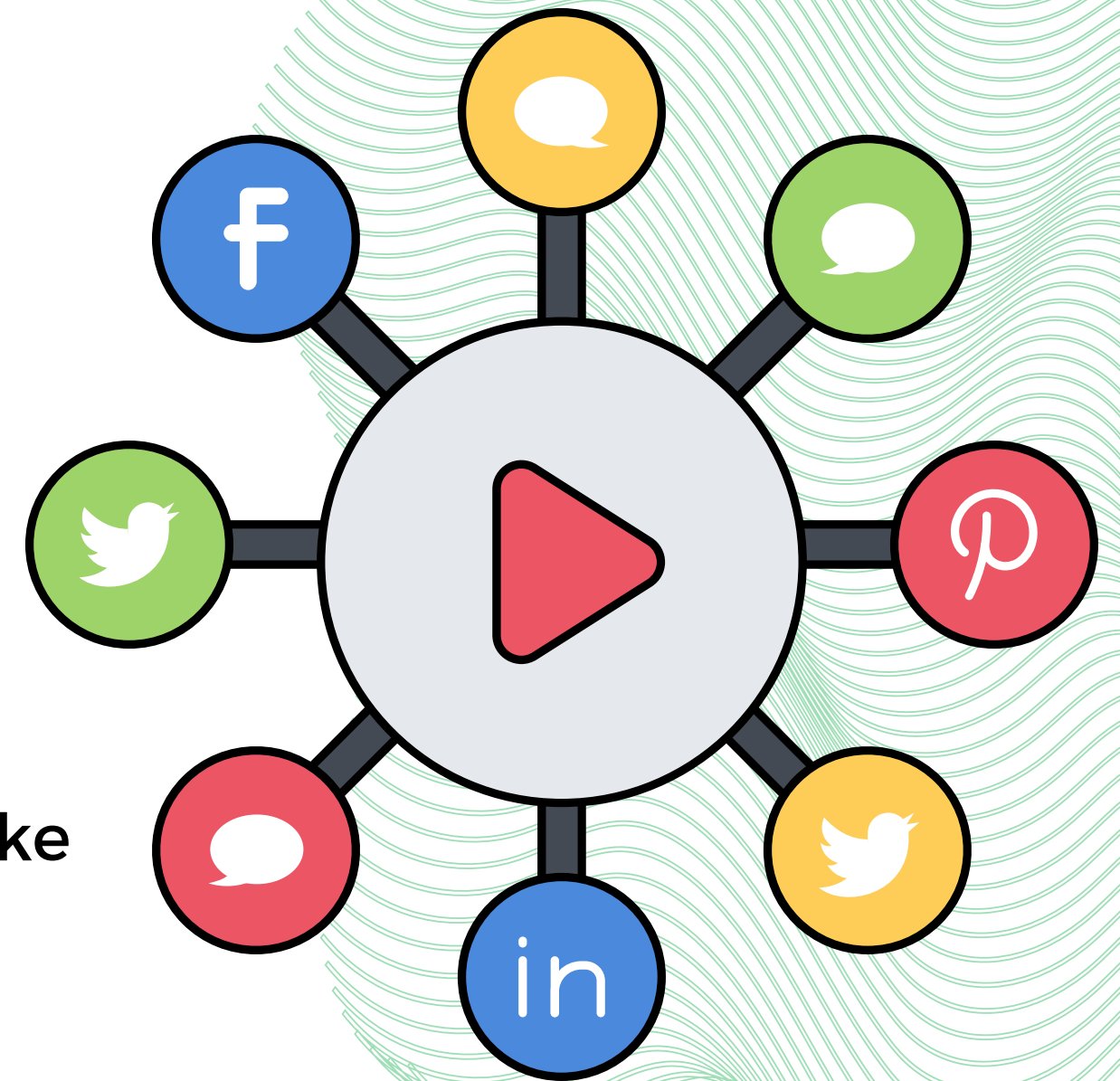
This team of four includes Rayhan AR, Naveedh, Nabeel M V Shahil, The are the pillars of MYOP today. And MYOP has 25 outlets in india .



WHY SOCIAL MEDIA MARKETING FOR MYOP

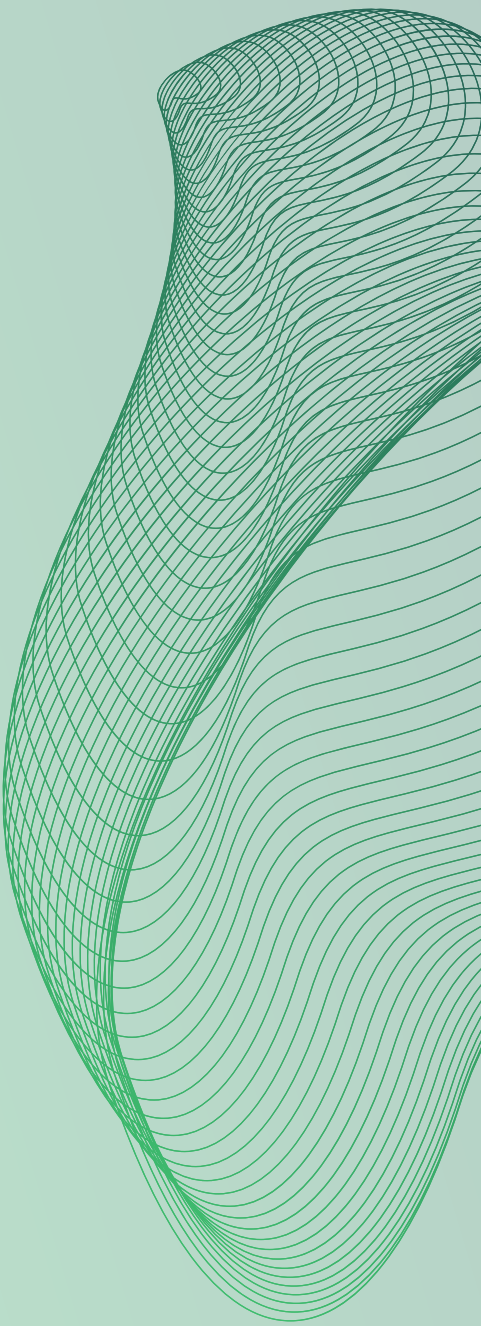
Using social media is a popular way to engage customers and generate excitement around your perfume.

- Increases brand awareness and visibility
- Less marketing cost
- Products are highly visual, making them ideal for platforms like Instagram, where you can showcase product images, before-and-after results.
- Social media is an excellent platform for influencer collaborations.
- Product Launches and Promotions



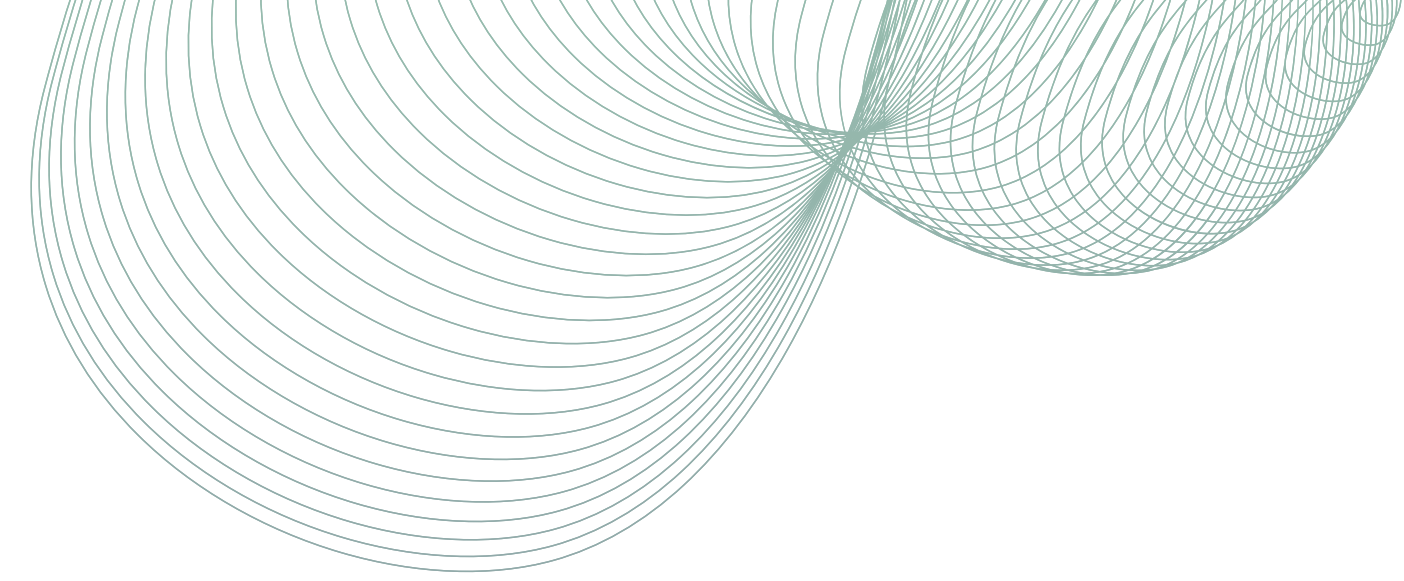
FINDINGS

- Followers and views are less in Youtube ,Facebook ,
- Our competitors have more support like followers and views on their social media .
- Making variety contest in a week
- Encourage customers to leave reviews and testimonials to build social proof.
- Showing all the positive reviews and testimonial for the customer



SOME ABOUT COMPETITORS

Bella Vita Organic was founded with the mission of providing high-quality, organic, and cruelty-free skincare products that are safe for the skin and the environment. The brand emphasizes using natural ingredients and traditional remedies to address various skin concerns.



BELLAVITA[®]
ORGANIC

SOME NEGATIVE REVIEWS OF BELLA VITA ORGANIC

- Some customers have reported that certain products did not provide the expected results or were not as effective as claimed.
- While Bella Vita Organic emphasizes natural and organic ingredients, some individuals may still experience skin sensitivity or allergic reactions to certain components
- Some users have raised concerns about the packaging of certain products, mentioning issues like leakage during shipping or difficulty in dispensing the product.

CURRENT STATISTICS

MYOP

Facebook	2.8 k
Instagram	34.5 K
Youtube	295
linkedin	854

BELLA VITA ORGANIC

Facebook	108 K
Instagram	318 K
Youtube	15.1 K
linkedin	13 K

GOALS

01

To make one of the best perfume brand in india

03

Giving more information to public with online platform

02

Making trust with the people through social media

04

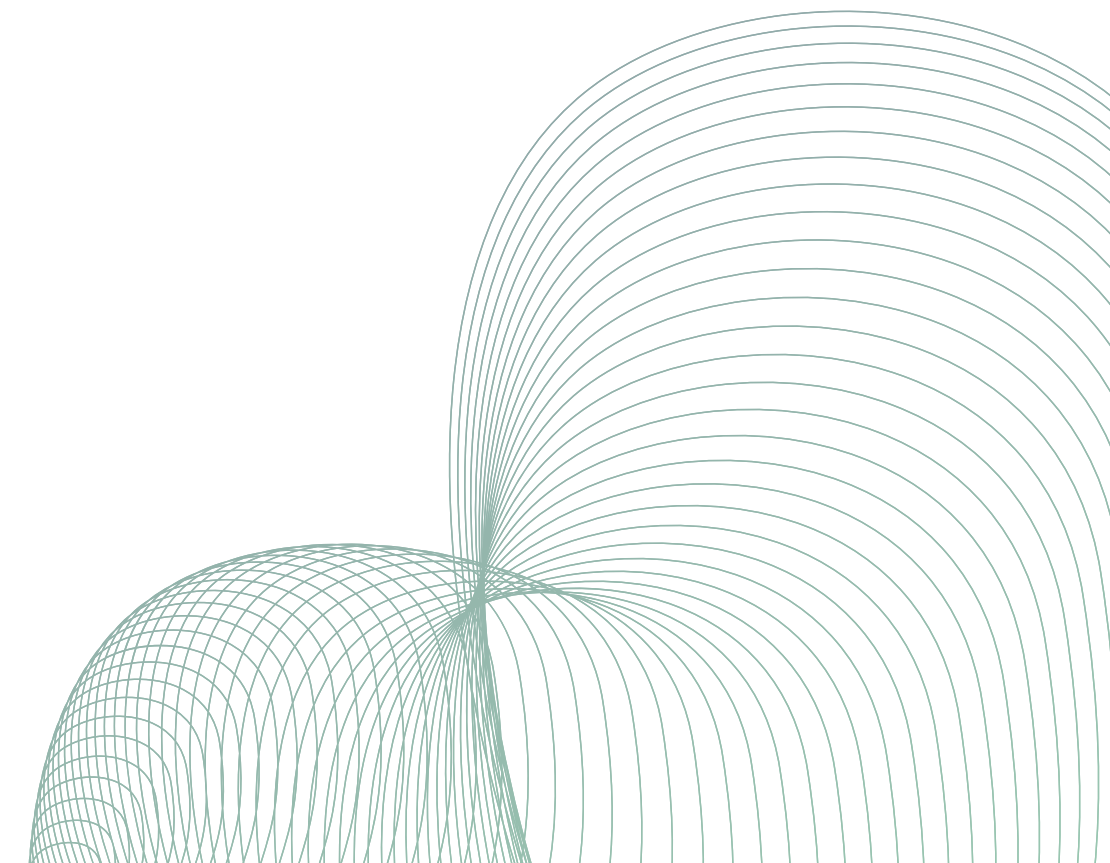
Increase sales through socail media.

05

Provide information about newly invented products

OUR STRATEGY FOR NEXT 6 MONTH

- More support from public in social media.
- Making contest in every week
- Posting customer testimonials with proof
- Targeting the specific audience based on their interest.
- Sharing visually appealing content, and build a community around the brand.
- Sharing the tips about perfumes
- Making new trends
- Giweaway



THANK YOU

Thank you for your time and consideration. We eagerly await the opportunity to embark on this scented journey together, celebrating the magic of perfumery and creating an enduring legacy in the world of beauty and fragrance.