

**SOCIØAR**

# ABOUT SOCIOAR

---



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



# OUR CLIENTS

---



SATYA PAUL



Sotheby's



OMA

# ABOUT OMA LIVING

---

# OMA LIVING

With over 13 years of experience in creating artful elegance, OMA is one of India's most exclusive luxury lifestyle destinations with its iconic bouquet of décor, art and furniture stores spread across 7 cities in India - New Delhi, Mumbai, Chennai, Chandigarh, Bangalore, Pune & Hyderabad.

OMA celebrates beauty in all its shades and nuances. It is their ode to the creative spirit of the universe, nurturing the unique and special talents from the world of art and design.

OMA has a masterful selection of unique and iconic pieces that befit the likes of tasteful urban living & lifestyle.

Thoughtfully curated, every element of the OMA experience is special and signature, such that it becomes forever memorable and truly timeless.



# COLLECTIONS

- **Kalpa** is a collection of wall decor, paintings, and mirrors.
- **Maya** comprises bath accessories and aromatherapy products.
- **Nirvana** features furnishings such as bed linens, cushions and throws.
- **Akasha**, is their outdoor collection that features planters, fire-pits and fountains.
- **Tara** offers various artisanal lighting solutions.
- **Meru** is their furniture range, which includes sofas, coffee tables, dining tables and beds.
- **Loka** offers a range of crockery, cutlery, and barware solutions.
- **Antrix** offers decor vases, accents and more.



# CURRENT POSITIONING

---

# STATUS QUO

- Inspired by 'OM' and obliquely referencing ancient cosmology.
- India's most exclusive luxury lifestyle destination.
- Offers an inimitable blend of global trends and a timelessly elegant aesthetic.
- Every element of the OMA experience is special and signature, such that it becomes forever memorable and truly timeless.
- Nurtures the unique and special talents from the world of art and design.
- A passion to deliver an international sensorial experience.
- Immaculate finesse stands as the hallmark of the brand.
- An ode to decadent luxury with a modern twist.

# GOALS

- Establishing a successful e-commerce presence.
- Delivering luxury with artful home decor solutions right at the consumers' doorsteps.
- Bringing forth a sense of refined living to discerning Indian customers who deeply desire and aspire to bring timeless beauty to their homes.
- Offer the clientele not just extensive choice but also ideas for aptly styling their homes.
- Bridging the gap between the physical stores and online platforms via a website that portrays the essence of the brand, holistically.
- Introducing their new collection & promoting the existing ones.
- Making the audience aware of the values, promises, and unique philosophies that OMA proudly upholds.

# CHALLENGES

- To be a more approachable brand amongst aspirational audiences.
- Securing an irreplaceable space in the already established luxury home decor e-commerce market.
- Maintaining a healthy mix between brand development endeavours and increasing online sales.
- Introducing new arrivals and website promotions.
- With the newly - developed website we enter a market with big existing players that have already established their presence online, keeping the audience engaged has proven to be the key.

# DIGITAL PRESENCE

## ❖ Facebook & Instagram presence:

- **Facebook Page Likes** - 11,964
- **Instagram Followers** - 20.1K
- **Average likes on Facebook Posts** - 6-9 likes
- **Average likes on Instagram Posts** - 50-200 (recent posts)
- **Posts updation frequency** - 5-6 Posts a week
- No story updations.
- **Talking points** - Product Descriptions, Sale Announcements, New Arrivals, Topical Content i.e. Festivals (Holi).
- **Blogger/Influencer Collaboration** - none.
- **Positioned as a player that celebrates** - A Dash of Colour, Elegance Style & Luxury, Magical Ambience, Innovative & Stylish Design, Meaningful Living, & a Celebratory Life.

# CURRENT POSTS

---

# PRODUCT RELATED



*Product Details are followed up and described in the captions.*

# HOLI



omaliving • [Follow](#)



omaliving May your homes and lives be filled with vibrant colours, love, prosperity joy and OMA. Happy Holi! #springcolours #coloursofoma



#holi #spring #oma #omaliving #colour #festival #india #love #home #homedecor #lifestyle #celebrate #joy

3w



khatumridula Pp



3w Reply



127 likes

MARCH 29



Add a comment...

[Post](#)



# A DASH OF COLOUR



# NEW ARRIVALS



# SALE ANNOUNCEMENT



# QUOTES & DESCRIPTIONS

.....  
A ROOM SHOULD  
FEEL COLLECTED,  
NOT DECORATED  
.....

ÉLAN

English

.....  
(n.) distinctive and stylish  
elegance.

.....  
THE MAGIC IN NEW  
BEGINNINGS IS TRULY  
THE MOST POWERFUL  
OF THEM ALL  
.....

# INTERNATIONAL INSPIRATION

---

# RESTORATION HARDWARE

- **Instagram Followers:** 5,617
- **Post Frequency:** 1-2 Days
- They also push out Instagram stories for engagement.
- **Hashtags:** #RestorationHardwarecafe, #restorationhardware, #nashville, #nashvilletennessee.
- Product Centric Posts and Captions.
- Conversational Content Tonality.
- Topical Content (Ex: Easter).



# CRATE & BARREL

- **Instagram Followers:** 2.2 Million
- **Post Frequency:** 1-2 posts daily.
- They also push out Instagram stories for engagement.
- **Hashtags:** Product Centric
- Product Centric Posts and Captions.
- They also share uplifting recipes for engagement.
- Conversational & Descriptive Content Tonicity.
- Topical Content (Ex: Easter).



# POTTERY BARN

- **Instagram Followers:** 3.2 Million
- **Post Frequency:** 1-2 posts daily.
- They also push out Instagram stories for engagement.
- **Hashtags:** #potterybarn, #interiorinspo, #homedecor, #interiordesign.
- Product Centric Posts along with engagement building posts such as - A day in the life of a Team Member or an Artist.
- Conversational & Descriptive Content Tonality.
- Topical Content (Ex: Easter & Mother's Day)





# RALPH LAUREN HOME

- **Instagram Followers:** 439K
- **Post Frequency:** Daily.
- **Hashtags:** #RalphLauren, #RalphLaurenHome
- Product Centric Posts along with engagement building posts on quotes by eminent historical figures.
- Conversational & Descriptive Content Tonality.
- Topical Content (Ex: Christmas & New Year).



# ONLINE COMPETITION

---

# GOOD EARTH

## Social Media:

- Instagram: 513k Followers
- Facebook: 274k Likes

## Tonality & Marketing Strategy:

- Post Frequency: Daily 2-4
- Product Centric
- News Snippets
- Conversational Content Tonality
- Customer Testimonial (Story Posts)
- Team Based Posts
- Topical Content
- Design Focused Posts



# NICOBAR

## Social Media:

- Instagram: 164k Followers
- Facebook: 105k Likes

## Tonality & Marketing Strategy:

- Post Frequency: Daily 2-4
- Conversational Captions - Product Centric Posts
- Tips & Tricks for Home & Lifestyle
- Contests (#DIYWithNicobar)
- Design (on product) Centric Caption



# ELLEMENTRY

## Social Media:

- Instagram: 154k Followers
- Facebook: 39k Likes

## Tonality & Marketing Strategy:

- Post Frequency: Daily
- Customer Stories/Testimonials
- Recipes, DIY, Tips, Facts
- Conversational Content Tonality
- Topical Posts
- Inspired by Nature
- Art (Product in Making)
- Price (in Caption)



# TARGET AUDIENCE

- **Gender:** Men & Women
- **Our target customer is divided in terms of a twofold approach:**
  - *Primary Audience Age Group: 31 - 56 years*
  - *Secondary Audience Age Group: 25 - 30 years*
- **The demographic would be targeted in terms of age as well as their income group being:**
  - *Upper Class* (i.e one's who regularly treat themselves with luxury products & are on the lookout for new and aesthetic decor items & furnishings).
  - *Upper Middle Class* (i.e. they're incredibly smart shoppers who know when they're being sold to, and they have the money to spend as they see fit).
- These consumers rate luxury decor items with several key characteristics — quality of build (and durability), overall buying experience from the brand, as well as sustainability, and eco-friendliness of the manufacturing process.



WHAT WILL **SOCIOAR** DO?

---



# PLATFORMS



# FACEBOOK

## **Purpose : Brand Awareness/Lead Generation**

- Apart from generation of leads, Facebook ads work best when we want to know our audience.
- An ideal platform to run ads on, as we also get the data of people who are interested in the product.
- Facebook is the most targeted form of advertising. You can advertise to your target audience by defining their age, interests, behaviour, and location.
- If you really know your customers, you can use Facebook advertising to engage them.



# INSTAGRAM

## **Purpose: Visual Platform for Pictures & Videos, Website Redirect**

- Visuals hold immense importance while buying a thing of beauty, and what's a better platform for this than Instagram?
- We will use this platform to create a beautiful image of the store and the brand in the eyes of our audience and grab their attention to the fullest.
- Instagram allows brands to humanize their content, showcase products and inspire their audience with a life of fine taste & living.



# OUTBOUND STRATEGY

---

# #LIVINGYOURBEST

A home that is conducive to our character, acts as a reflection of who we are. A house can be called a home only when it's filled with people and things that we hold closest to our hearts. **Your home is your haven, your safe space!**

With **#LivingYourBest**, we aim to establish that tasteful decor not only adds beauty to your living spaces, but rather it improves your quality of life. By surrounding yourself with alluring elements from OMA, your home will lift your spirits and brighten your day.

Our strategy aims to project that OMA Living exudes a warm, living persona that revels in beauty and elegance - **as a mark of the good life, the best in every individual's own definition.** The messaging will position OMA as a thoughtful choice, and a belief that our home should represent who we are, whilst being a reflection of our personality. Our homes should tell our story, how far we've come and should have everything we hold dear.

The strategy will also reflect, at OMA LIVING, as there is something for everyone - **affluent or aspirational, traditional or modern, to truly strike a chord with the shoppers.**

# INBOUND STRATEGY



# #HOWYOU**LIVING**

## **Know how to elevate your indoor and outdoor seating:**

- Give ideas to add colour, texture, and cosiness with OMA products that can instantly update an old armchair and give a new feeling to a room while expressing their style.
- A video tutorial on how one can style OMA's cotton and wool knitted throws over the arm of a sofa or across the bed to bring warmth to your home.

## **Infuse a fresh breath of life into your home:**

- A tutorial on how one can skip the upkeep of real plants and opt for a collection of faux plants from OMA to enjoy the vibrant hues of nature, without the green thumb.
- Learn how to incorporate botanicals and plants from OMA into your abode, thereby adding a natural touch to your home decor to brighten up your spaces.

# LIVE INSTAGRAM STORY CAMPAIGN

## **Cocktail Masterclass using OMA barware:**

- Market our cocktail equipment and master the art of delicious cocktails from the comfort of your home through an Instagram LIVE campaign with an expert Mixologist using OMA barware.
- Hosting an Instagram LIVE, is a great chance to interact with users by answering questions in real time. People who are watching the stream live can type in questions and we have the opportunity to answer any questions by engaging with them at that very moment.

## **Table Setting with OMA tableware products:**

- Collaborate with a lifestyle blogger on "*How to give your table setting a makeover*". There's no better, more proven way of spreading brand awareness and gaining more followers than collaborating with an industry influencer.



# SOCIAL MEDIA ENGAGEMENT ACTIVITIES

- **Get a tour of the OMA store with Ms. Charu Munjal:** A virtual tour of OMA's flagship store in New Delhi with Ms. Charu Munjal will bring a personalised experience for the viewers. It's great for building engagement, connecting directly with users, sharing news, and establishing our brand.
- **Story Polls:** Make the audience choose their corner with customized OMA corners (Colour Coordinated), or What's your pick? - Let them choose from two different designs of the same collection.
- **Influencer's Assurity:** If the audience gets to see their favourite influencer promoting a product/brand, it will register in their mind, and they would be sure to check out the brand's product offerings.
- **Idea/Inspiration Behind the Design and Process:** Letting the audience know what was the idea/inspiration behind the inception of a certain product design and the process behind it.
- **Live Session with Teams/Designers:** This allows the audience to speak to the hands & minds behind the exquisite collection designs. They can also converse with the designer and get a glimpse of the people who work behind-the-scene to make the brand what it is today, thereby making the brand seem more human.

# CONTEST IDEA

---

The idea behind the contest is to ask the audience **'Which corner of the house do they spend the most time in?'** and what makes it their corner and why. A place to share the favorite little spots in your home - the spots that make them truly feel something - joy, peace, whatever it may be.

It doesn't need to be a literal corner, perhaps just a nook or cranny or object. a place that makes them feel comfortable, and a place that they cherish as their safe sanctuary.

This corner in the house can absolutely be any corner. It could be between two sofa chairs, or the empty space between the cupboard and the wall, a corner of the couch, chair beside the side table, etc.

**OMA will enhance the corner of the lucky winner with their selected products.**



CREATIVES

---



Social Media Carousel Post  
Gifting



Social Media Carousel Post  
Gifting



FOR THE  
HOPELESS  
ROMANTICS

**Post Copy:**

*Dive into a life full of design secrets.*

For a couple who seems to have it all, OMA's wide range of gifting solutions will definitely make the cut! #LivingYourBest

Visit our website & recall the simple comforts of your abode that are elevated with state-of-the-art accents (Link in bio).

Social Media Carousel Post  
Gifting

#LIVINGYOURBEST



**Post Copy:**

A perfect excuse to treat your loved ones to a scrumptious meal and a great gift for someone who loves to play host.

Let #OMALiving be a part of your celebrations, with Dinner Sets brimming with eye-catching style only at [www.omaliving.com](http://www.omaliving.com).

*#LivingYourBest*

Social Media Post  
Dinnerware





A CULT  
FAVOURITE

#LIVINGYOURBEST

**Post Copy:**

*A gentle invitation to curl into your peaceful haven...*

Welcome the essence of Nirvana into your home with our earthy, plush cushions and bed linen offerings.

Find them on our website (Link in Bio).

*#LivingYourBest*

Social Media Post  
Cushions



**Post Copy:**

*Elegance. Extravagance. Exquisiteness.*

There is nothing quite like the experience of enveloping yourself in our bathroom range from #OMALiving, after a leisurely bath!

Indulge your senses in luxurious bath and body products for soft & supple skin, click the link in bio.

*#LivingYourBest*

Social Media Post  
Bath & Wellness



**Post Copy:**

Add a dash of colour within your living spaces — with statement-making accents that brighten up your day!

With a minimalistic touch of ivory and dainty butterfly details, these elegant bedside lamps make for a perfect addition to your home decor.

Enjoy home-styling online at [www.omaliving.com](http://www.omaliving.com)

*#LivingYourBest*

Social Media Post  
Home Decor



Thank You Note  
Ecommerce

# MOTHER'S DAY CAMPAIGN

---

# #MUMSARETHEBEST

We will use the hashtag **#MumsAreTheBest** for **OMA Living's Mother's Day campaign**. This hashtag is the mere depiction of a mother's nature & nurture which is pure and resilient; one which is ultimately synonymous with OMA's world of fine art and design.

As it is a well known fact, that a mother never compromises when it comes to the ones she loves, and so it goes without saying that she chooses the best for them too. She can do nearly anything and everything possible to protect and nurture her child (her own creation of love & care) and her family.

Similarly, every element of the OMA experience is special and signature, such that it becomes forever memorable and irreplaceable, just like a mother's treasured warmth.

The hashtag is meant to be emotional yet intimate in order to convey perfectly what *OMA* offers, the sheer compliment to a mother's affectionate appeal. And finally, **Mums Are The Best (#MumsAreTheBest)** which is in sync with **#LivingYourBest**, depicts the factors of purity, elegance, aesthetics & beauty that *OMA* has to offer in entirety.

Further, we could also collaborate with mommy influencers, ones who have a distinct style and an eye for detail, and most importantly resonate with our target audience.

# OMA

MOM: Finish your veggies my dear.

SON: I am full Maa, I've already finished all my food.

MOM: But eating greens are good for you.

SON: Can I have my favourite candy now?

MOM: No, you better finish all the veggies first.



# OMA

SON: Maa! Please.

MOM: Veggies, first!



OMA

RELATABLE?

WELL, WE HAVE THE PERFECT GIFTS TO HELP YOU SAY  
"Thanks, Mom for all that you've done."



OMA

AFTER ALL, THAT IS WHAT A  
MOTHER'S NURTURE IS

PURE.





OMA

STRIKING CONVERSATIONS THAT ARE  
TRULY THE BEST

---

#MUMSARETHEBEST



**Post Copy:**

When you love your mother so much, why not tell her today on Mother's Day!

At OMA, we pledge to mark the purity of a Mother's nurture with accents & offerings that are handcrafted delicately to perfection, for the mums who always want to make a sophisticated statement.

Choose the best from our range of versatile collections, click the link in bio.

#MumsAreTheBest #MothersDay

OMA



EXQUISITE SERVEWARE INSPIRED  
— BY THE BOUNTY OF NATURE. —



DESIRE MEETS  
DISTINCTIVE DESIGN  
RHYTHMS.



SIMPLICITY THAT  
BEATS  
COMPLEXITY.



REDEFINING  
ELEGANCE &  
CRAFTSMANSHIP.

#LIVINGYOURBEST

SHOP NOW

WWW.OMALIVING.COM | @OMALIVING

OMA



EXQUISITE SERVEWARE INSPIRED  
— BY THE BOUNTY OF NATURE. —



DESIRE MEETS  
DISTINCTIVE DESIGN  
RHYTHMS.



SIMPLICITY THAT  
BEATS  
COMPLEXITY.



REDEFINING  
ELEGANCE &  
CRAFTSMANSHIP.

#LIVINGYOURBEST

SHOP NOW

WWW.OMALIVING.COM | @OMALIVING

INSTAGRAM TAKEOVER BY  
MS. CHARU MUNJAL

LIVE TODAY AT 3PM

#HOWYOULIVING

Instagram Takeover  
Social Media Post  
**#HowYouLiving**

STYLISH TABLE SETTING  
FOR EFFORTLESS  
FINE DINING



STYLISH TABLE SETTING  
FOR EFFORTLESS  
FINE DINING



A GO-TO VIDEO GUIDE  
FOR YOUR NEXT  
DINNER PARTY



A GO-TO VIDEO GUIDE  
FOR YOUR NEXT  
DINNER PARTY



Social Media Stories  
**#HowYouLiving**

# Meru

Better living, through functional  
furniture designs for lasting impressions.



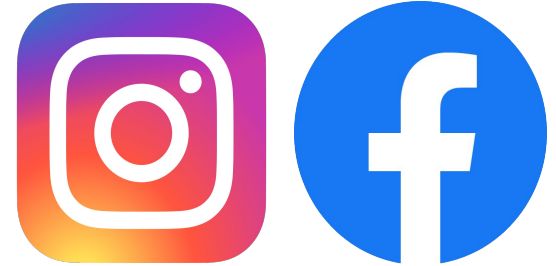
Master Video

# PAID MARKETING

---

# E-COMMERCE AUDIENCE - PRIMARY

- **Location** - INDIA
- **Age Group** - 25 - 45<
- **Interests** - Online shopping, Elle Decor, IKEA, Shopping, Furniture, Home Décor Products, Luxury goods, Expensive Taste, Sephora, Pottery Barn, Vanity Fair (Magazine), Harper's Bazaar, Luxury property, Shopping and Fashion, H&M, Zara, Home Improvements, New House, Architectural Digest, Decor Home Ideas, Home shopping, Good Housekeeping, Charles & Keith, Net-a-Porter, Selfridges, Barney's.
- **Behaviour** - Engaged shoppers, People in India who prefer mid- and high-value goods, Facebook access (browser): Chrome or Facebook access (browser): Safari
- **AD PLACEMENT** - Facebook, Instagram & Search



# BRANDING AUDIENCE - SECONDARY

- **Location** - INDIA
- **Age Group** - 27 - 50
- **Interests** - Dezeen, Interior Architecture, Modern Architecture, Architectural Digest, Designboom, Design Week, Interior Design Magazine, Modern Furniture, Luxury property, House Beautiful, Better Homes and Gardens (magazine), Ideal Home, Architecture, Design & Interior, House & Garden (magazine), Elle Decor, Interior Design or Bedroom Furniture, Industry: Architecture and Engineering, Work of Art, Modern Art, Balenciaga, Burberry, Hugo Boss, Tommy Hilfiger, Tumi Inc. Calvin Klein, Zara, Charles & Keith, Ralph Lauren.
- **AD PLACEMENT** - Facebook, Instagram & Search





# MAYA - BATH ACCESSORIES SHOP NOW ADS

COMPANY 19:30

Instagram

omaliving Sponsored



Shop Now

10,871 Likes

omaliving Uber chic personal organisers exclusively



#LIVINGYOURBEST



#LIVINGYOURBEST




#LIVINGYOURBEST

# SUZANI COLLECTION - SHOP NOW ADS

**OMA** **Oma Living**  
Today at 19:33 · 🌐

A Dash of Colour ~ Weave a tale of luxury with this opulent decorative cushions from the Suzani collection. Chic and vibrant in their sensibility,



#LIVINGYOURBEST

WWW.OMALIVING.COM  
**ANTRIX - Cushion Covers** [Shop Now](#)

👍 Like    💬    ➦ Share

👍❤️👀 1,035

Write something... 🗨️ 📷 📄 📺



# Funnel Management for Sales & Marketing Automation





# OFFLINE CREATIVES

---



# OMA



#LIVINGYOURBEST

## LASTING IMPRESSIONS THAT YOU LOVE!

Every facet of the OMA experience is connected and richly imbued with an authentic and powerful philosophy. And this is consciously and passionately reflected in OMA's touchpoints - be it the curation, the service or the experience.

SHOP NOW  
WWW.OMALIVING.COM

## whole life action plan MAY 2010

### THIS MONTH'S GOAL **BALANCE**

This elusive state of equilibrium can't be achieved instantly—but you can create conditions to help it along. Here's how to re-center yourself.

#### BODY

##### RECALIBRATE

• **WALK** Research suggests that the best, called body ball, is not a workout, it's a walk. It's the most effective medicine you can take. It's free, it's simple, and it's powerful.

• **STRETCH** Your muscles are like rubber bands. If you don't stretch them, they'll snap. So stretch them. It's simple, it's free, and it's powerful.

• **HYDRATE** Your body is 60% water. If you're not drinking enough, you're not living. So drink water. It's simple, it's free, and it's powerful.

• **REST** Your body needs rest. If you're not resting, you're not living. So rest. It's simple, it's free, and it's powerful.

• **THINK** Your mind is your most powerful tool. If you're not using it, you're not living. So think. It's simple, it's free, and it's powerful.

• **FEEL** Your emotions are your most powerful tool. If you're not feeling them, you're not living. So feel. It's simple, it's free, and it's powerful.

• **BE** Your true self is your most powerful tool. If you're not being you, you're not living. So be. It's simple, it's free, and it's powerful.

• **DO** Your actions are your most powerful tool. If you're not doing anything, you're not living. So do. It's simple, it's free, and it's powerful.

• **HAVE** Your possessions are your most powerful tool. If you're not having anything, you're not living. So have. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.



#### MIND

##### RESTORE

• **BREATHE** In one nostril, out the other. This simple yoga breathing technique called Nadi Shodhana, which means "alternate-nostril breathing," is said to clear the head and calm the mind. Gently closing off your right nostril with your right thumb, inhale slowly through the left one. Then close the left nostril with your right ring and little fingers and exhale out the right. Now inhale through the left, exhale left, repeat five times on each side.

• **DELEGATE** Think of a task that you could shift to someone else (time-sucking office chore that a junior coworker might relish?), and simply let it go.

• **REST** Your mind needs rest. If you're not resting, you're not living. So rest. It's simple, it's free, and it's powerful.

• **THINK** Your mind is your most powerful tool. If you're not using it, you're not living. So think. It's simple, it's free, and it's powerful.

• **FEEL** Your emotions are your most powerful tool. If you're not feeling them, you're not living. So feel. It's simple, it's free, and it's powerful.

• **BE** Your true self is your most powerful tool. If you're not being you, you're not living. So be. It's simple, it's free, and it's powerful.

• **DO** Your actions are your most powerful tool. If you're not doing anything, you're not living. So do. It's simple, it's free, and it's powerful.

• **HAVE** Your possessions are your most powerful tool. If you're not having anything, you're not living. So have. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

• **BEHAVE** Your behavior is your most powerful tool. If you're not behaving, you're not living. So behave. It's simple, it's free, and it's powerful.

om. See Where to Buy  
• Hair: Toni Koro for  
press: Melissa Christie  
Lancôme, manicure:  
• for Cheryl Le Verré, set  
© Strauss Studio.

OMA



#LIVINGISBEST

CELEBRATE LIVING  
WITH FINE DESIGNING.

Every facet of the OMA experience is connected and richly imbued with an authentic and powerful philosophy. Each thing is consciously and passionately reflected by OMA's touchpoints... be it the curation, the service or the experience.

SHOP NOW  
[WWW.OMALIVING.COM](http://WWW.OMALIVING.COM)

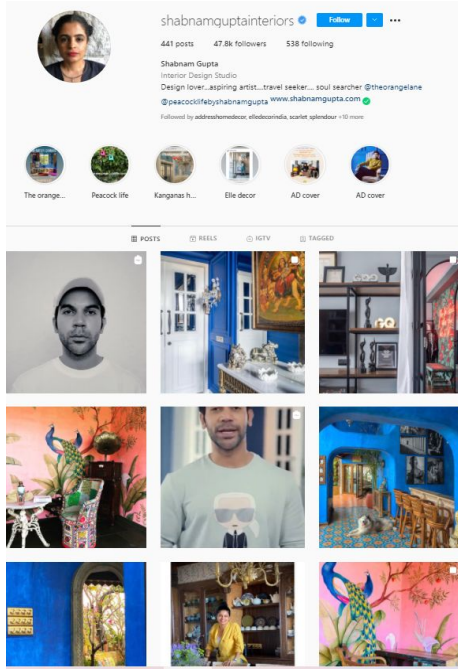


# INFLUENCER MARKETING

---

# SUGGESTED CONTENT CREATORS

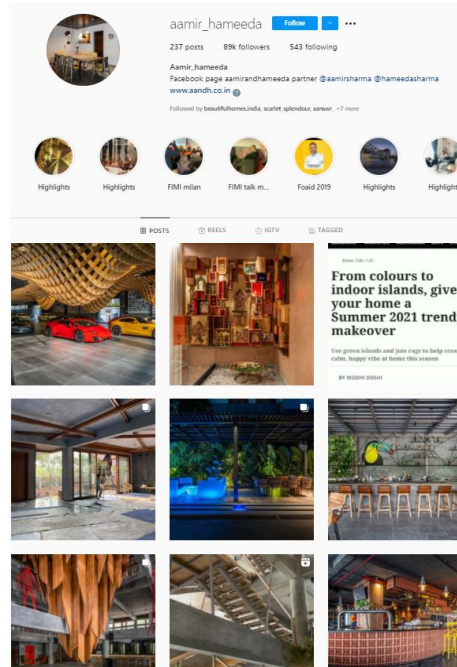
## INDUSTRY EXPERTS



**Shabnam Gupta**  
47.9k followers

**Profile Link :**

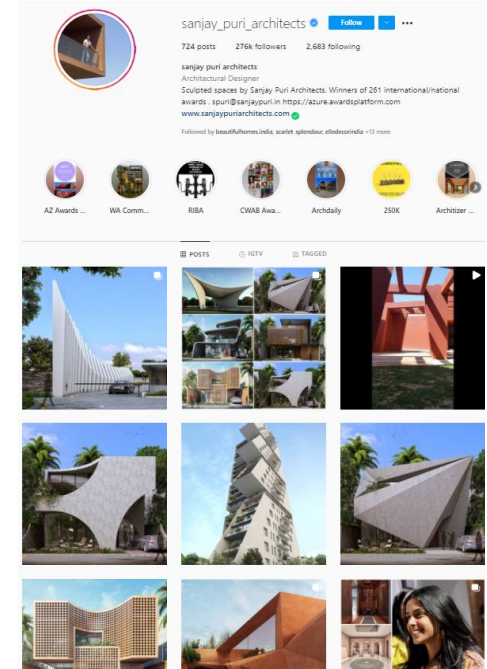
[https://www.instagram.com/shabnamguptainteriors/?utm\\_source=ig\\_embed](https://www.instagram.com/shabnamguptainteriors/?utm_source=ig_embed)



**Aamir & Hameeda**  
88.9k followers

**Profile Link :**

[https://www.instagram.com/aamir\\_hameeda/?utm\\_source=ig\\_embed](https://www.instagram.com/aamir_hameeda/?utm_source=ig_embed)



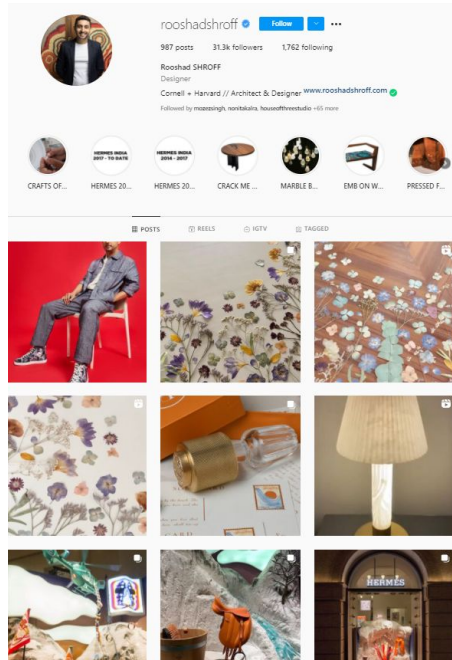
**Sanjay Puri**  
275k followers

**Profile Link :**

[https://www.instagram.com/sanjay\\_puri\\_architects/](https://www.instagram.com/sanjay_puri_architects/)

# SUGGESTED CONTENT CREATORS

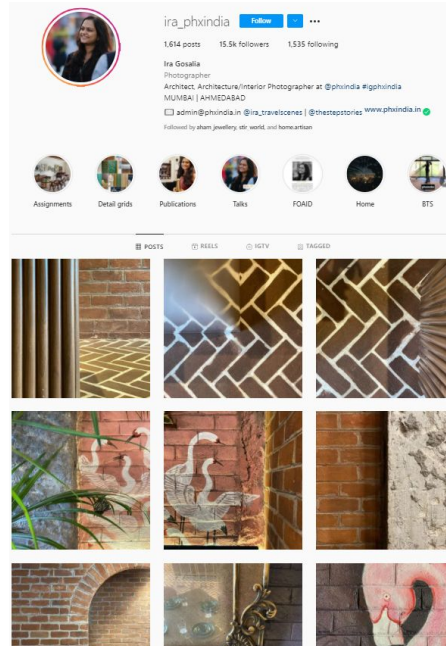
## INDUSTRY EXPERTS



**Roohad Shroff**  
31.3k followers

**Profile Link :**

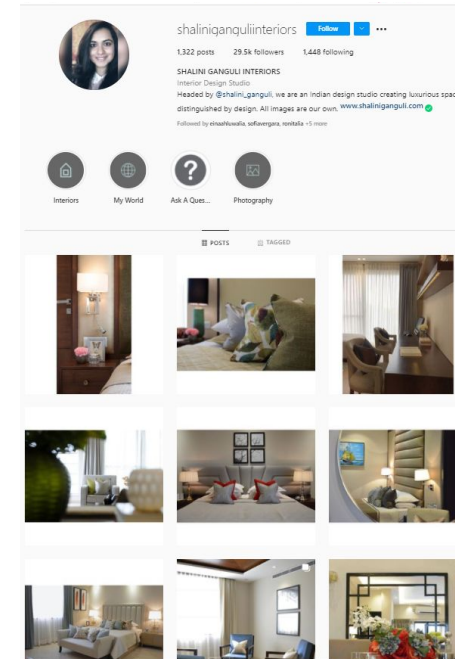
<https://www.instagram.com/roohadshroff/>



**Ira Gosalia**  
15.5k followers

**Profile Link :**

[https://www.instagram.com/ira\\_phxindia/](https://www.instagram.com/ira_phxindia/)



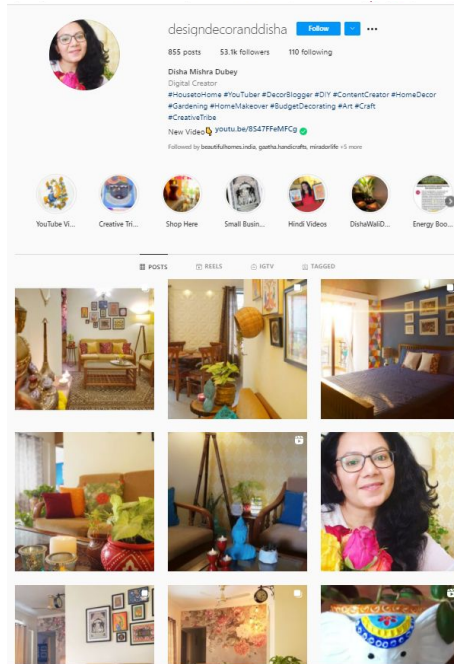
**Shalini Ganguli**  
29.5k followers

**Profile Link :**

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

# SUGGESTED CONTENT CREATORS

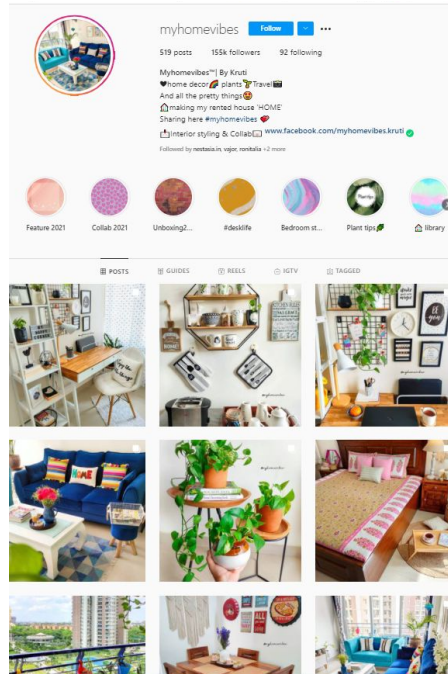
## LUXURY DÉCOR & LIFESTYLE INFLUENCERS



**Disha Mishra Dubey**  
53.1k followers

**Profile Link :**

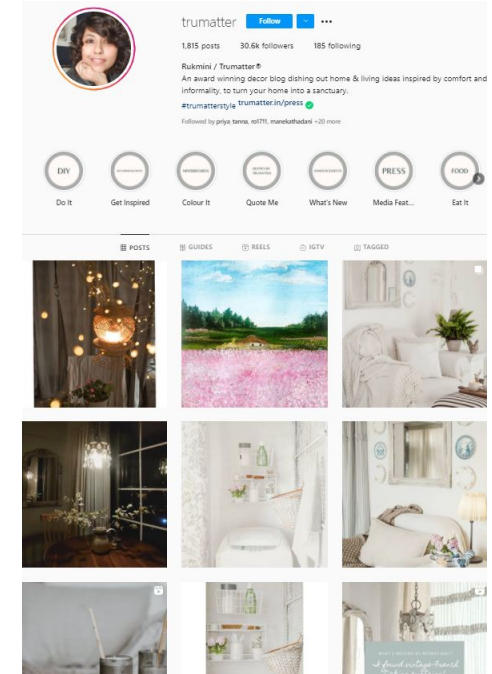
<https://www.instagram.com/designdecoranddisha/?hl=en>



**Kruti**  
155k followers

**Profile Link :**

[https://www.instagram.com/myhomevibes/?utm\\_source=ig\\_embed](https://www.instagram.com/myhomevibes/?utm_source=ig_embed)



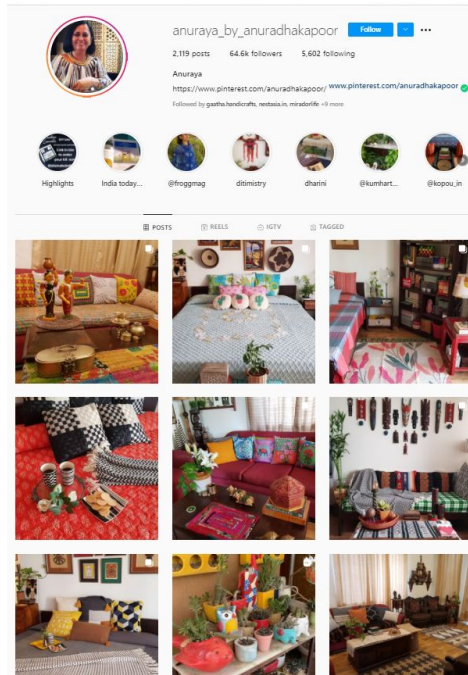
**Rukmini**  
30.6k followers

**Profile Link :**

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

# SUGGESTED CONTENT CREATORS

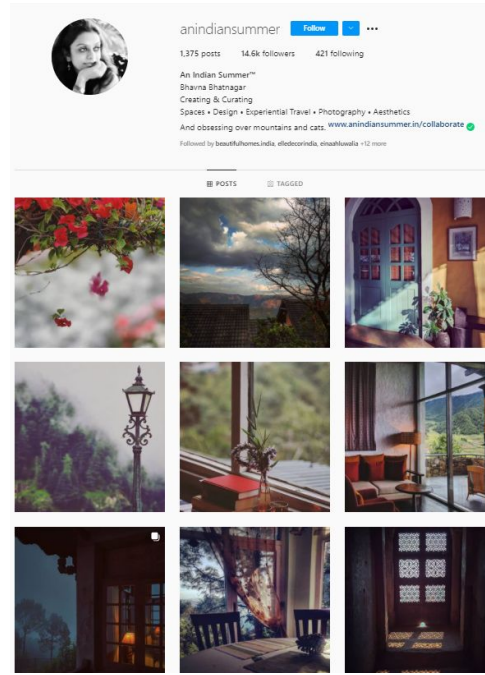
## LUXURY DÉCOR & LIFESTYLE INFLUENCERS



**Anuraya by Anuradha Kapoor**  
64.6k followers

**Profile Link :**

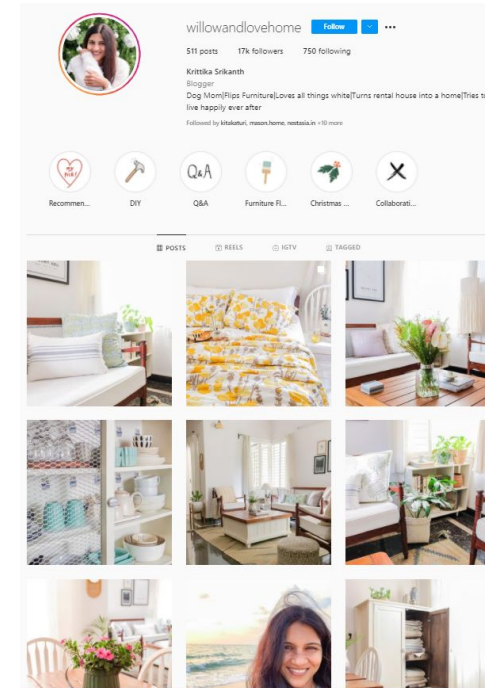
[https://www.instagram.com/anuraya\\_by\\_anuradhakapoor/](https://www.instagram.com/anuraya_by_anuradhakapoor/)



**Bhavna Bhatnagar**  
14.6k followers

**Profile Link :**

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



**Krittika Srikanth**  
17k followers

**Profile Link :**

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

# SCOPE OF WORK

---

# SCOPE OF WORK

OMA Living

## SOCIAL MEDIA

<b>SOCIAL MEDIA SCOPE OF WORK   Posts By Socioar</b>		
<b>Platform</b>	<b>Scope Per Week</b>	<b>Scope Per Month</b>
<b>POSTS</b>		
Facebook	12 posts per week	50 posts per month   40 Statics Incl. Carousels + 10 videos/Gifs
Instagram	12 posts per week	50 posts per month   40 Statics Incl. Carousels + 10 videos/Gifs
Instagram Stories	12 original stories a week	50 stories per month   40 statics + 10 videos Share same stories on Facebook in story format
<b>COVER PHOTO</b>		
Facebook Cover Photo	-	2 cover photo per month

# SCOPE OF WORK

OMA Living

## **SOCIAL MEDIA**

<b>PERFORMANCE REPORTING AND GROWTH ANALYTICS</b>
<b><i>SOCIAL MEDIA AUDIENCE INTERACTION</i></b>
Daily Replying To Queries We Receive On Social Media Platforms With An Approved Template
<b><i>SOCIAL MEDIA PERFORMANCE REPORTING</i></b>
Monthly Performance Reporting- Shared on 5th of The Following Month For Previous Month



# SCOPE OF WORK

## **SOCIAL MEDIA MANAGEMENT : SUMMARY**

Platforms - Facebook & Instagram

- 12 organic posts a week on all platforms - 50 posts a Month
- 12 creative stories a week - 50 stories a Month
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Dynamic posts creation - Gifs/Videos
- 4 emailers a month
- 8-10 monthly Paid Ad Campaigns on Facebook & Instagram plus post boosts
- Promotion of posts across platforms
- Includes ideation and creation of creatives and copy
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc.
- Monitoring social media conversations and responding to the same
- Google Business and Glassdoor Review Monitoring and Weekly Reporting
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc.

Any Questions?

---

THANK YOU!

