

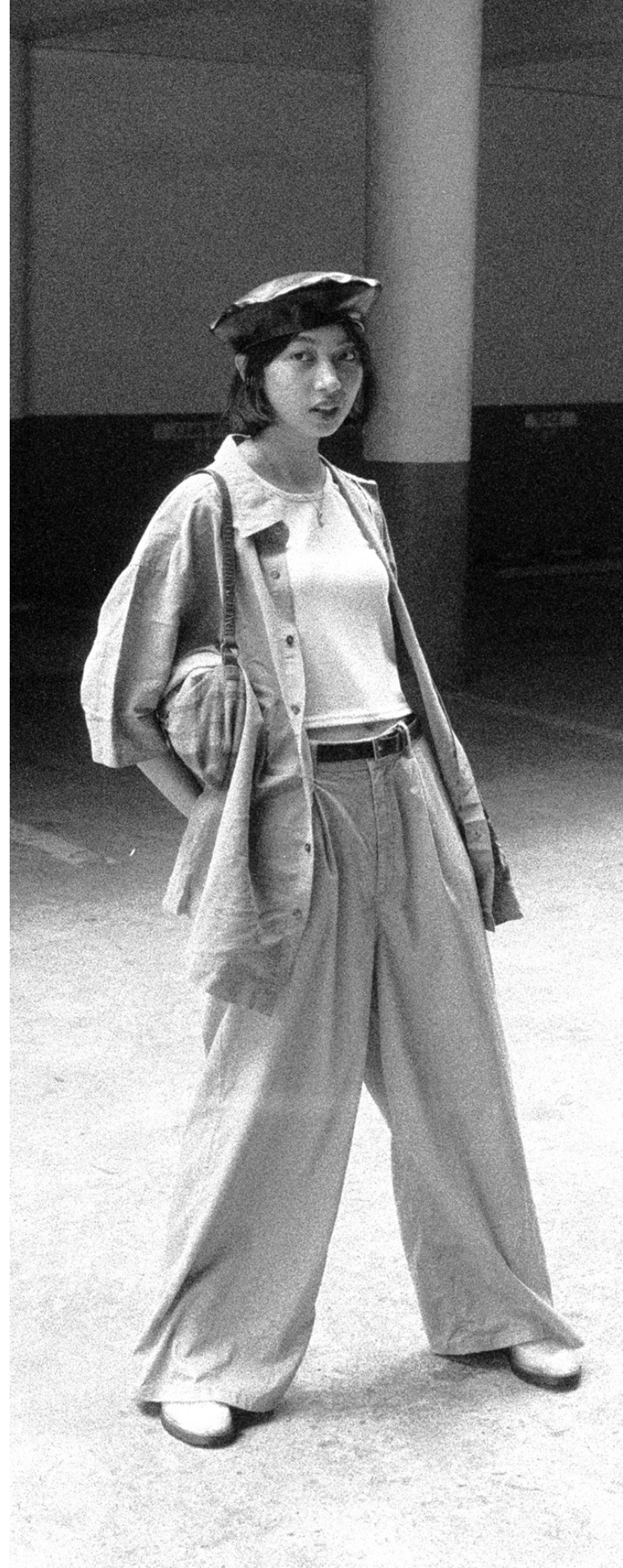
S O C I A L
M E D I A P L A N

SPRING
COLLECTION
'24



BOW/BO
FASHION LINE

POSTING SCHEDULE



- **WEEK 1:** DAILY POSTS (INTRODUCING 6 OUTFITS)
- **WEEK 2:** 6 POSTS PER WEEK (INTRODUCE REMAINING OUTFITS)
- **WEEK 3:** 3-4 POSTS PER WEEK (STYLE TIPS & USER GENERATED CONTENT)
- **WEEK 4:** 3 POSTS (COLLECTION RECAP & PROMOTIONS)



POST TYPES

- GRID - IMAGES, REELS, CAROUSELS, UGC
- STORIES - IMAGES, REELS, POLLS, UGC

POST TEMPLATE

- Eye-Catching Image/Video: Feature the outfit in various settings (studio shot, street style, workplace)
- Engaging Caption: Highlight the outfit's key features and its versatility.
- Call to Action: Encourage engagement, website visits, or tagging friends.



SAMPLE POSTS - WEEK 1



POST 1

- Image/Video: Model wearing a statement crop top and cargo pants.
- Caption: "Own your day, own your night. Our fierce 'Power Play' combo is ready to take on Dubai's hustle. Shop the collection now!"
- Call to Action: "Tag a friend who needs this outfit in their life!"

POST 2

- Image/Video: Model in a chic blazer and dress pants/skirt
- Caption: "From boardroom to brunch, our 'Effortless Executive' set keeps you looking polished on the go.
- Call to Action: "What's your favorite power outfit color? Comment below!"

SAMPLE POSTS – WEEK 2



Post

- Image/Video: Model sporting a comfortable, yet stylish, jumpsuit.
- Caption: "Weekend vibes, done right. This versatile jumpsuit transitions from errands to cocktails effortlessly."
- Call to Action: "Shop the collection and tell us how you'd style this look!"





SAMPLE POSTS - WEEK 3

Post 1

- Image/Video: Carousel post showcasing different ways to style a skirt/pants from the collection.
- Caption: "One skirt or pants, endless possibilities! Get creative with our 'Versatile Chic' skirt/pants and show us your unique style. #hashtags"
- Call to Action: "Share your looks with #BowboStyleChallenge for a chance to be featured!"

Post 2

- Image/Video: User-Generated Content featuring customers wearing Bowbo outfits.
- Caption: "We love seeing you rock the Bowbo look! Keep tagging us in your photos for a chance to be featured. #hashtags"
- Call to Action: "Shop the collection your fellow #BowboBabes are raving about!"



SAMPLE POSTS – WEEK 4

Post

- Image/Video: Collage of various outfits from the collection.
- Caption: "The new Bowbo collection: Your one-stop shop for effortless style, from work to play. Shop in-store or online now! #hashtags
- Call to Action: "Limited-time introductory offer! Use code 'NEWCOLLECTION' for 10% off your first purchase."

HASHTAGS



- #BowboSpringLine
- #UrbanBloom
- #DubaiFashion
- #WomenswearDubai
- #SmartCasual
- #BusinessCasual
- #DayToNightHustle
- #Dubaiblogger
- #Dubaibloggers

ADDITIONAL PROMOS AND OFFERS



- Polls for favorite outfits, and discount codes.
- Giveaway contest with a piece from the collection as a prize.
- Partnership with Dubai-based influencers for reviews and promotional posts.



THANKYOU



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