



Case Study

E-Commerce

Niche



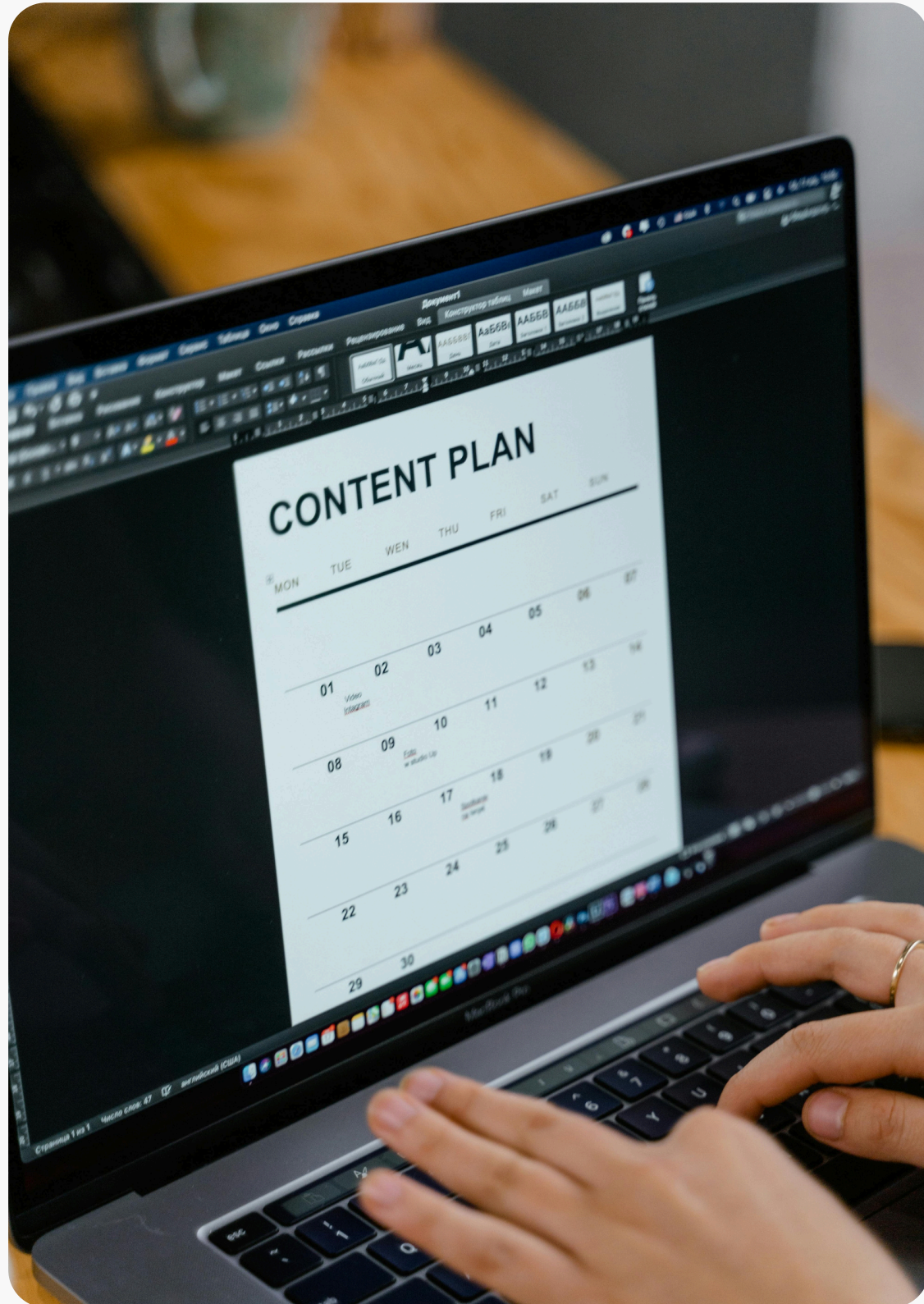
Social Media Marketing



We implement a targeted strategy to enhance brand recognition by highlighting unique selling points and driving engagement. Our campaigns are designed to resonate with audiences seeking style, confidence, and authenticity, showcasing standout collections inspired by diverse influences. By leveraging visually striking content, influencer collaborations, and customer testimonials, we create compelling narratives that showcase quality and relatability. This approach fosters a strong connection with the audience, encouraging brand loyalty and meaningful engagement.



Content Strategy



Content Types

- Focused on showcasing trendy collections, seasonal highlights, and customer testimonials, emphasizing a commitment to high quality creatives and content.

Key Themes

- Highlighting the commitment to delivering high-quality products or services and creating clear value for customers.

Engagement Tactics

- Encouraged interaction through polls, style quizzes, and customer feedback posts, fostering a community-focused approach and strengthening audience connections.

Driving Engagement

Interactive Stories

- Engaged followers with polls, quizzes, and Q&A sessions about fashion trends, helping customers interact and share their preferences.

Audience Interaction

- Responded to comments and messages promptly, fostering a sense of community and strengthening relationships with customers.

Social Group Participation

- Boosted visibility by joining local community groups, sharing latest posts, and engaging with potential clients to build a loyal customer base.



Analysis & Optimisation



Reviewing Engagement Metrics

- Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

- Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

- Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.

Table of Content



Miskay Boutique

Where Fashion Meets Lifestyle



Box it Up

Premium boxes and packaging



Huzzy Smart Sips

Feel the buzz w/o the fuzz





About Miskay Boutique

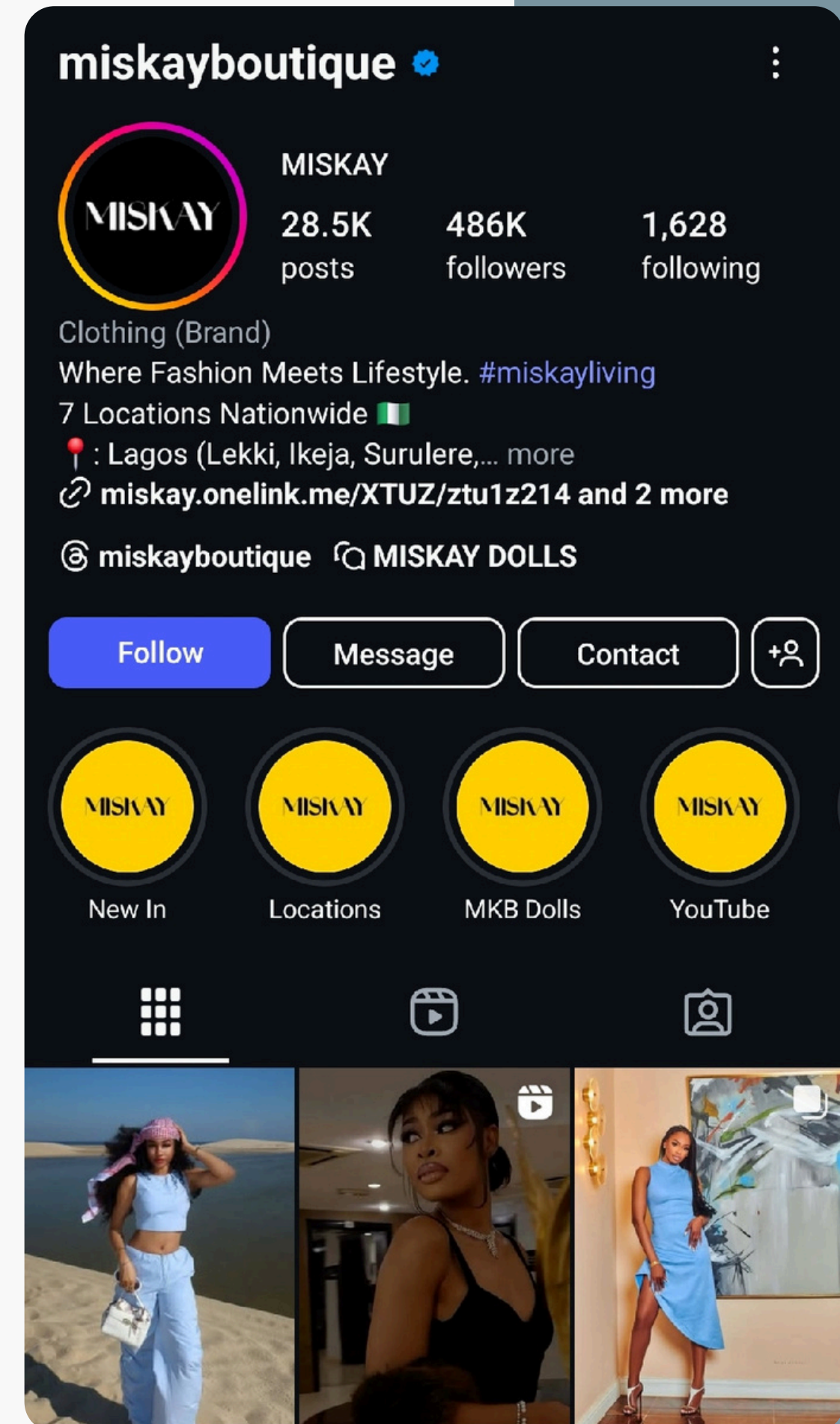
Miskay Boutique blends European fast fashion with the vibrant lifestyle of Lagos, offering a wide range of stylish and affordable clothing. The brand aims to empower women by boosting their confidence through trendy and versatile fashion options for every occasion.

It caters to women seeking chic, budget-friendly wardrobe essentials. Their collections are designed for modern, fashion-forward individuals who value style, quality, and affordability, with a focus on enhancing personal expression through bold and elegant designs.



Objectives

- Build brand awareness among style-savvy women seeking affordable, chic fashion.
- Position Miskay Boutique as a go-to destination for trendy and versatile wardrobe essentials.
- Drive online and in-store sales, repeat purchases, and customer loyalty through targeted campaigns and promotions.





Carousel



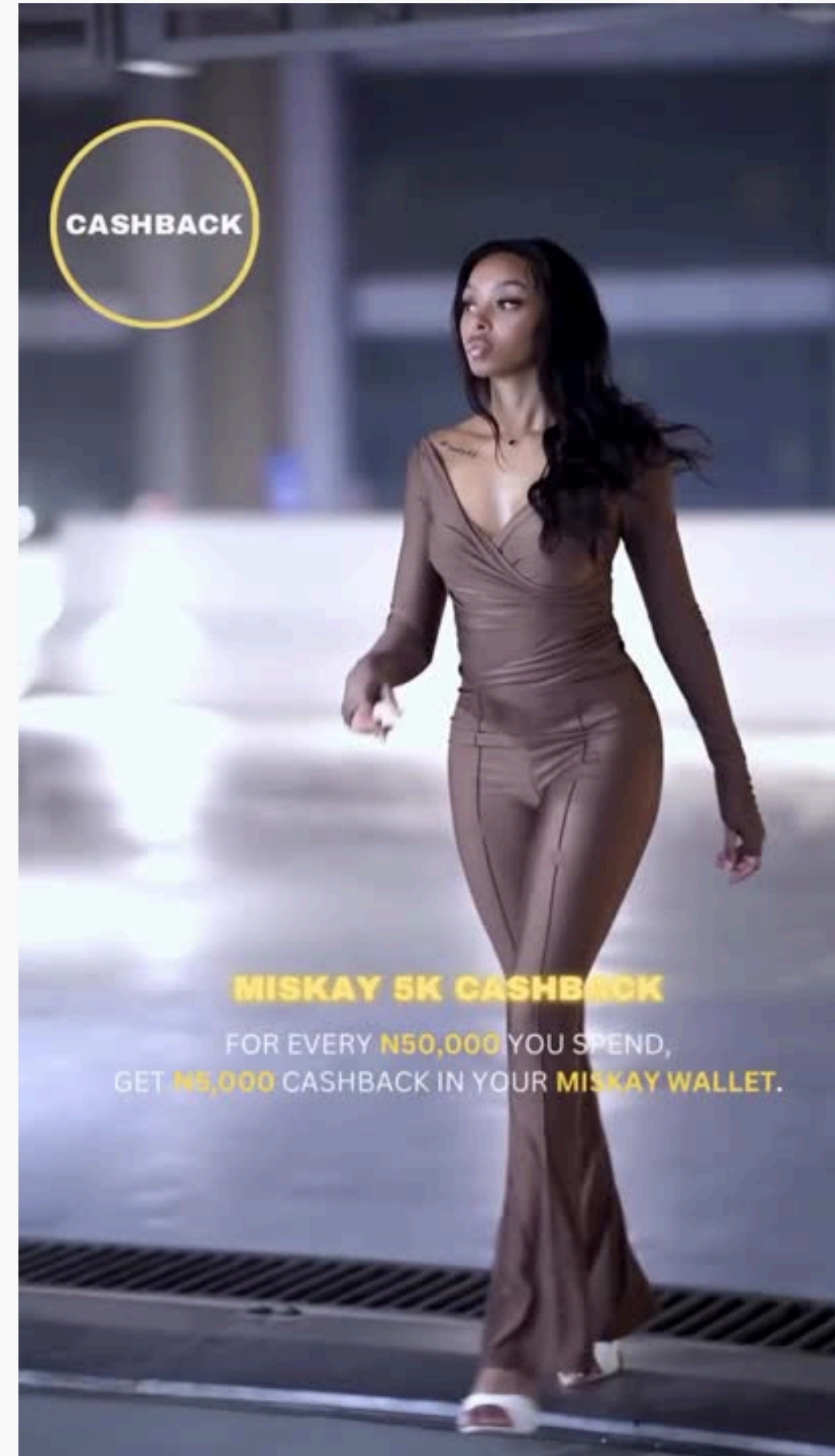
MISKAY

Store Whatsapp Lines

Lekki:	+234 904 614 6121
Ikota:	+234 904 444 0040
Ikeja:	+234 904 614 6120
Surulere:	+234 904 614 6123
Abuja:	+234 904 614 6122
PHC:	+234 904 614 6125
Ibadan:	+234 904 614 6124



Reels



Results & Metrics

INSTAGRAM:

- Achieved 261,762+ total views and over 108,641 content interactions since launch.

FACEBOOK:

- Reached 290,651+ views and 200+ link clicks, contributing to growing user engagement.

LEAD GENERATION:

- Saw a notable increase in active leads, driven by successful social media campaigns. Per day 70 potential leads.





About BoxItUp.io

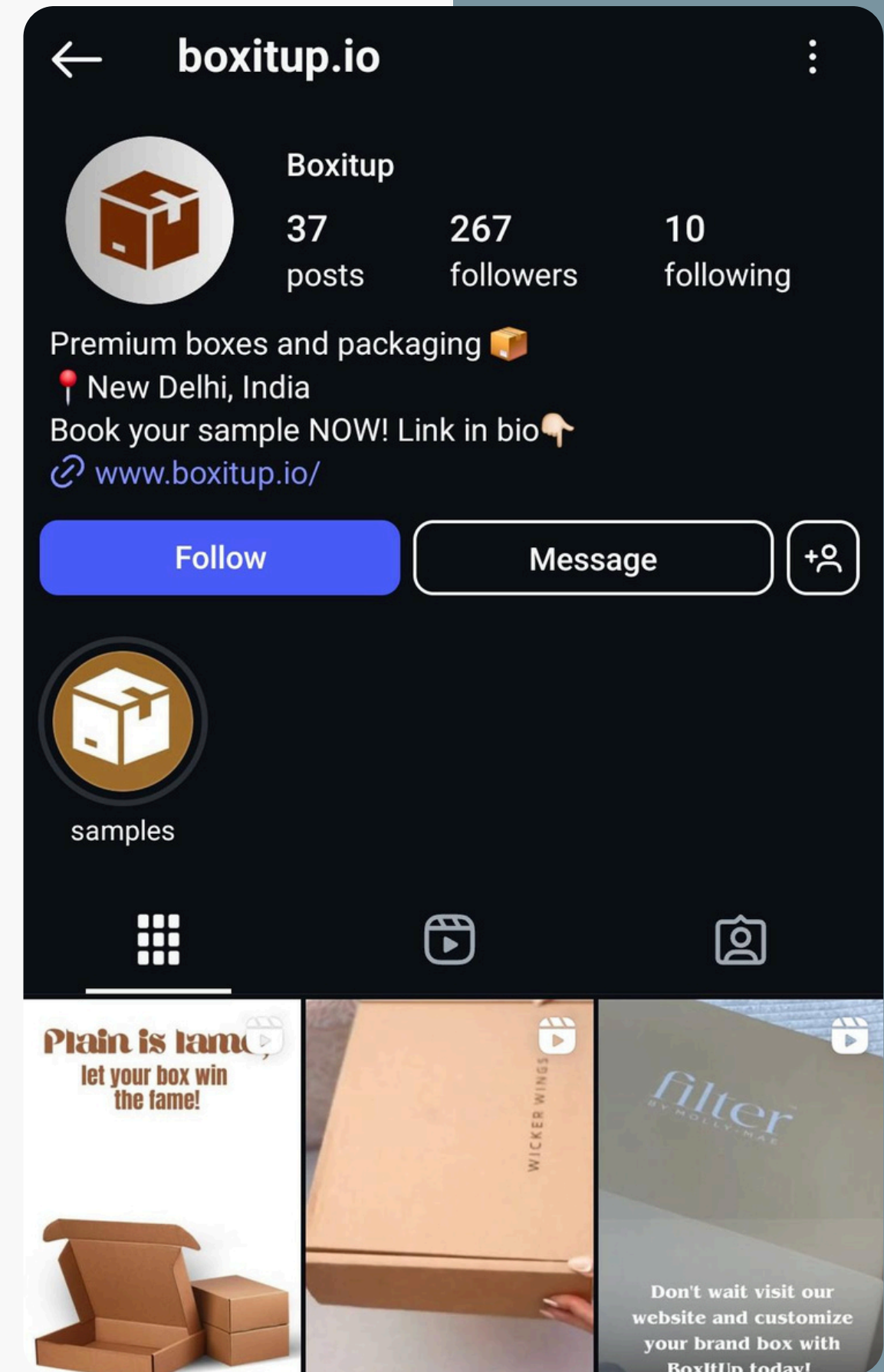
BoxItUp provides customizable, sustainable packaging for businesses, focusing on retail, e-commerce, food, and beverage industries. Its offerings include mailer, shipping, and product boxes with ultra-high print quality and low costs.

BoxItUp is designed for businesses across industries such as retail, and e-commerce. It caters to brands seeking affordable, high-quality, and customizable packaging solutions that enhance their product presentation while supporting sustainability. The platform empowers businesses with tools for creating unique packaging designs, offering low minimum order quantities and eco-friendly materials to meet modern consumer expectations.



Objectives

- Create content showcasing the benefits of tailored packaging for retail and e-commerce brands.
- Highlight unique features such as low minimum order quantities, fast turnarounds, and eco-friendly materials.
- Establish a consistent and engaging presence on social media and professional platforms to connect with target audiences.

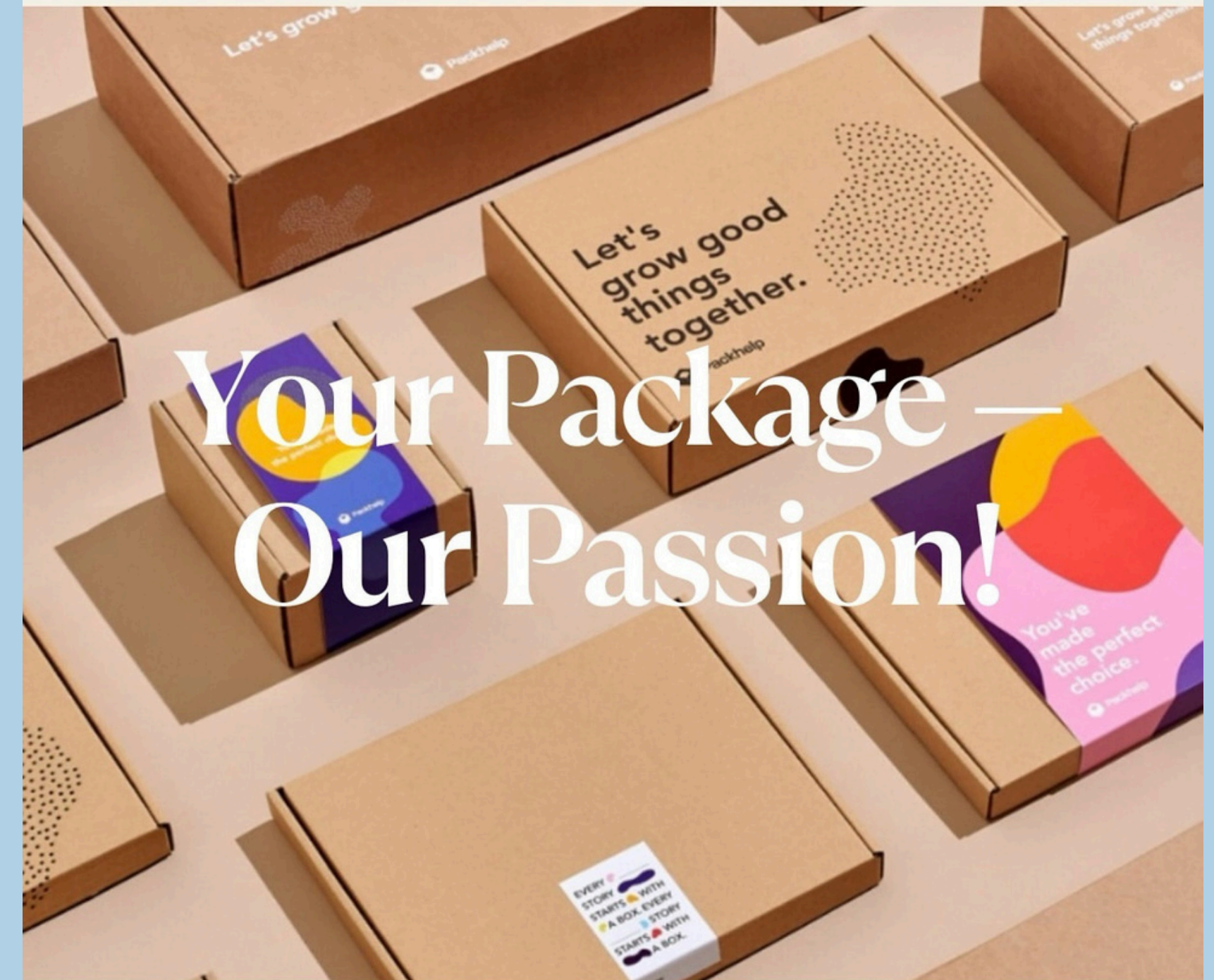




Carousel



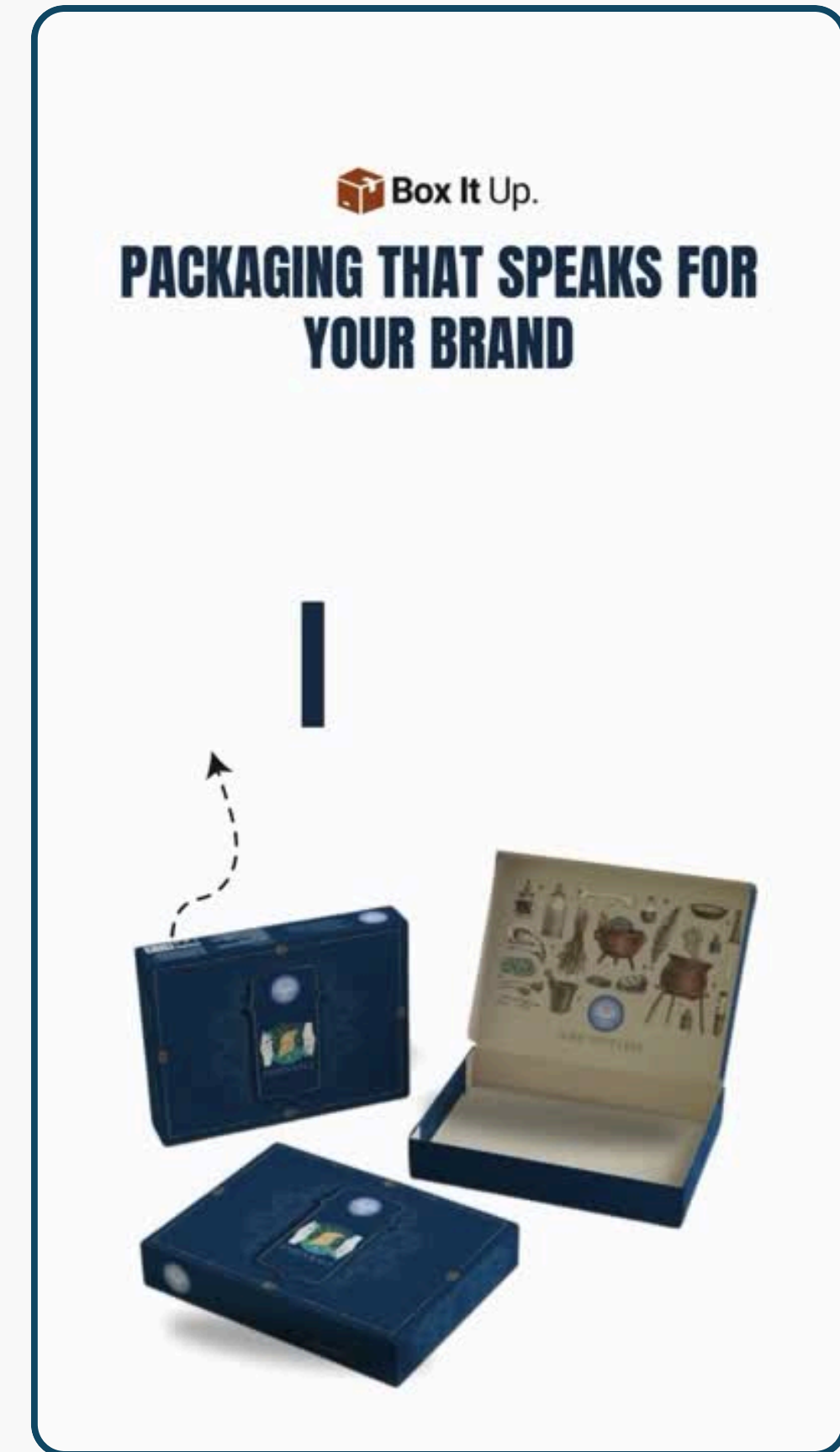
BoxItUp



Your Package —
Our Passion!



Reels



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About Huzzy Smart Sips

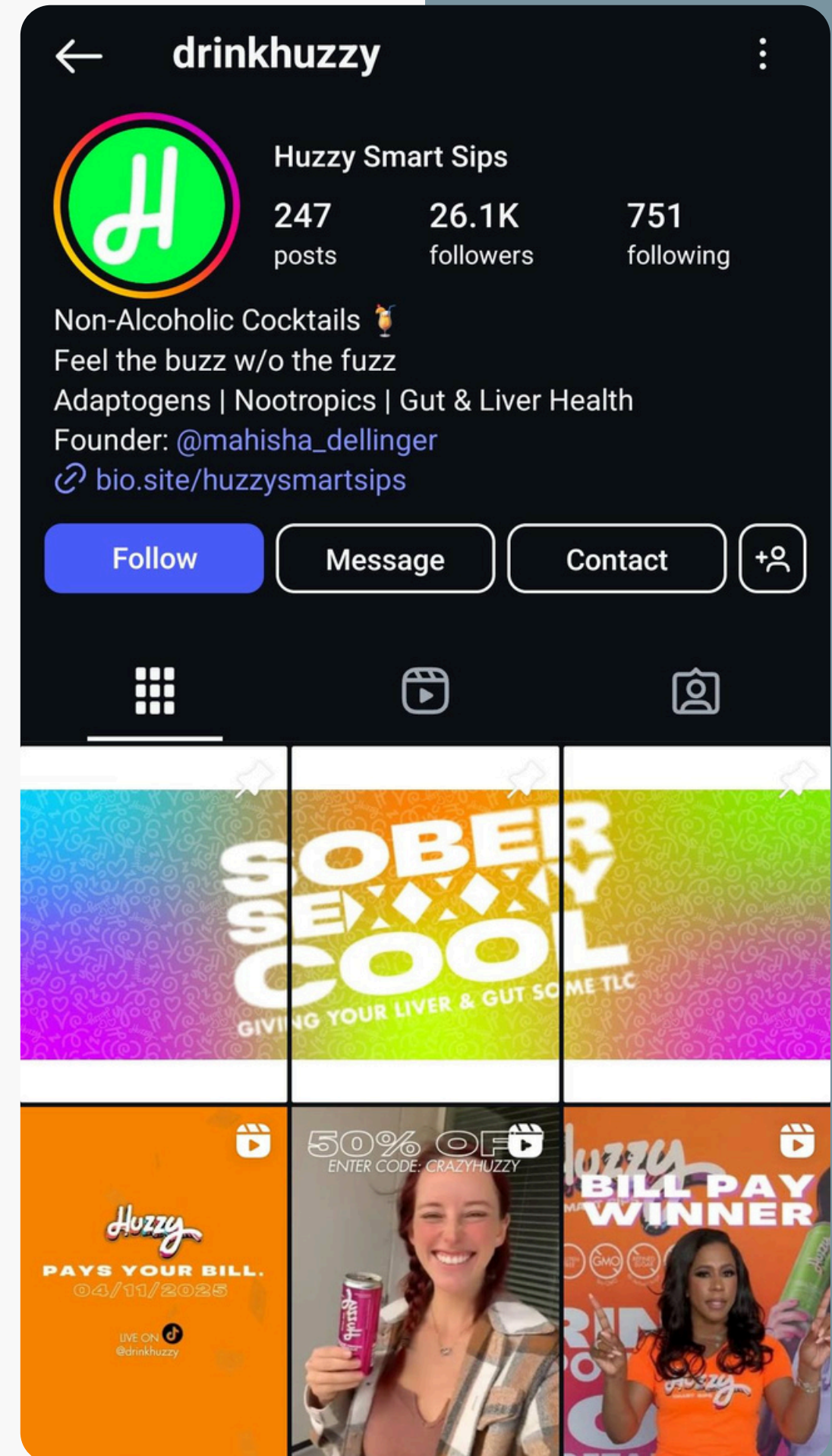
Huzzy Smart Sips is a woman-owned, Black-founded brand that specializes in premium non-alcoholic cocktails. It redefines the drinking experience by offering sophisticated, alcohol-free alternatives crafted with high-quality ingredients. Huzzy Smart Sips caters to those who want to enjoy the essence of a great cocktail without the alcohol, making every sip both refreshing and guilt-free.

Huzzy Smart Sips is designed for health-conscious individuals, social drinkers, and anyone looking to enjoy flavorful, alcohol-free cocktails. Whether you're sober-curious, a designated driver, or simply prefer a refined, non-alcoholic experience, Huzzy Smart Sips provides a delicious alternative without compromising on taste, quality, or the social experience of drinking.



Objectives

- Create content showcasing the taste, sophistication, and lifestyle benefits of Huzzy Smart Sips.
- Highlight unique features like high-quality ingredients, crafted flavors, and alcohol-free mixology.
- Establish a consistent and engaging presence on social media platforms to connect with the target audience.



Carousel



HONEY POP LEMON DROP

TANGY

TART

68% FEWER CALORIES THAN A LEMON DROP COCKTAIL

V GF CHO Sugar Cal Carb

A can of Huzzy Honey Pop Lemon Drop is shown at an angle against a bright yellow background with lemon slices. The can is silver with yellow and black text. It features the Huzzy logo and the words "HONEY POP LEMON DROP".

BERRY BANGER MARGARITA

TANGY

TART Sips with a Kick

90.91% FEWER CALORIES THAN A 12OZ MARGARITA COCKTAIL

V GF CHO Sugar Cal Carb

A can of Huzzy Berry Banger Margarita is shown at an angle against a vibrant pink background with raspberries. The can is silver with pink and black text. It features the Huzzy logo and the words "BERRY BANGER MARGARITA".

POW WOW MOSCOW MULE

SPICY

SULTRY

68.75% FEWER CALORIES THAN A 60OZ MOSCOW MULE

V GF CHO Sugar Cal Carb

A can of Huzzy Pow Wow Moscow Mule is shown at an angle against a bright blue background with lemon slices. The can is silver with blue and black text. It features the Huzzy logo and the words "POW WOW MOSCOW MULE".

SPILL THE TEA LONG ISLAND

SMOOTH

HERBAL

81.48% FEWER CALORIES THAN A LONG ISLAND TEA COCKTAIL

V GF CHO Sugar Cal Carb

A can of Huzzy Spill the Tea Long Island is shown at an angle against a bright green background with tea leaves. The can is silver with green and black text. It features the Huzzy logo and the words "SPILL THE TEA LONG ISLAND".

GOLDEN ELIXIR WHISKEY FIXER

STRONG

ROBUST

60% FEWER CALORIES THAN A 3.5OZ WHISKEY SOUR

V GF CHO Sugar Cal Carb

A can of Huzzy Golden Elixir Whiskey Fixer is shown at an angle against a warm orange background with ginger and spices. The can is silver with orange and black text. It features the Huzzy logo and the words "GOLDEN ELIXIR WHISKEY FIXER".

SIESTA SIP SANGRIA

FRUIT FORWARD SIPS

WITH A KICK

66.67% FEWER CALORIES THAN A 60OZ SANGRIA

V GF CHO Sugar Cal Carb

A can of Huzzy Siesta Sip Sangria is shown at an angle against a vibrant purple background with grapes. The can is silver with purple and black text. It features the Huzzy logo and the words "SIESTA SIP SANGRIA".



Reels



Results & Metrics

INSTAGRAM:

- Achieved 13.5k+ total views and over 400 content interactions since launch.

FACEBOOK:

- Reached 13.5k+ views and 200+ link clicks, contributing to growing user engagement.

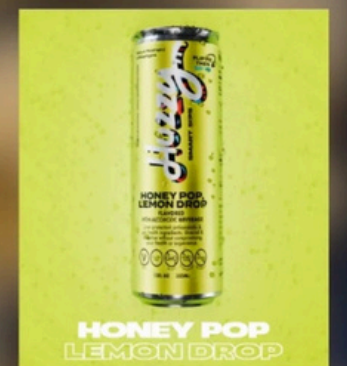
LEAD GENERATION:

- Saw a notable increase in app downloads, driven by successful social media campaigns.

2025 HUZZY FLAVOR AWARDS

Nominees:

SHOWSTOPPER SIP: *Always slays.*



FRESH AF: *Always feels like a fresh hit.*





Thank you

