

# *safari*

## **Comprehensive 3 Month Social Media Marketing Plan For SAFARI**



# Safari-Brand

Safari Bags, established in 1974, is India's third-largest luggage brand, specializing in the manufacturing and trading of luggage and luggage accessories. The company's product range includes both hard and soft luggage, with hard luggage primarily made of Polypropylene (PP) and Polycarbonate (PC), manufactured in-house at their Halol, Gujarat plant. Soft luggage items are typically imported.

## [Safari Bags](#)

Since 2013, under the leadership of promoter Sudhir Jatia, Safari has experienced significant growth, offering products under brands such as Safari, Magnum, Genie, and Genius. Their offerings are designed to be mass-market yet aspirational, catering to a wide audience through retail, e-commerce, and institutional channels across India.



# Feb Campaign idea 1-Valentine's & Adventure Theme

## Love to Travel (Feb 1-14)

- **Description:** A Valentine's Day campaign that highlights traveling together as an act of love, promoting Safari bags as the perfect gift for couples.
- **Objective:** Boost sales of travel-friendly luggage and encourage couples to travel more.
- **Target Audience:** Couples, honeymooners, and travel enthusiasts (ages 20-45).
- **Travel Stories:** Showcase real-life couples who met while traveling, or couples sharing their dream destinations.
- **Product Demos:** Feature premium and stylish luggage sets, perfect for couple getaways and romantic escapes.

## Escape to Adventure(Feb 15-28)

- **Description:** A spontaneous travel campaign urging people to take an unplanned trip with Safari bags.
- **Objective:** Encourage quick getaways, positioning Safari bags as the best companion for last-minute trips.
- **Target Audience:** Solo travelers, adventure seekers, young professionals.
- **Travel Stories:** Feature a spontaneous weekend trip with friends, showing how lightweight and durable Safari bags make travel easy.
- **Product Demos:** Highlight compact, easy-to-carry bags ideal for short trips.



# Mar Campaign idea 2-Budget & Spring Travel

## Spring Into Travel (Mar 1-15)

- **Description:** Celebrate the arrival of spring with bright, colorful travel experiences, urging people to explore new places.
- **Objective:** Promote stylish, lightweight luggage collections perfect for seasonal travel.
- **Target Audience:** Millennials, Gen Z, and families planning vacations.
- **Travel Stories:** Showcase influencers traveling to spring destinations, like Japan's cherry blossoms or European spring markets.
- **Product Demos:** Feature pastel-colored luggage, smart compartments, and easy-rolling wheels.

## Smart Packing, Smart Savings(Mar 16-31)

- **Description:** A budget-travel campaign highlighting how Safari bags help maximize space and reduce travel expenses.
- **Objective:** Attract budget-conscious travelers and students looking for value-for-money luggage.
- **Target Audience:** Backpackers, students, and frequent budget travelers.
- **Travel Stories:** Showcase a traveler packing efficiently for a long trip, saving money on baggage fees.
- **Product Demos:** Demonstrate lightweight designs, expandable storage, and compression packing features.



# April Campaign idea 3-Summer & Festival Travel

## Summer Escape(Apr 1-15)

- **Description:** A campaign focused on gearing up for summer vacations, featuring exotic beach destinations and road trips.
- **Objective:** Drive sales for summer-friendly travel bags, especially water-resistant and heat-resistant designs.
- **Target Audience:** Families, vacationers, and international travelers.
- **Travel Stories:** Show influencers taking their Safari bags on summer vacations, from road trips to tropical islands.
- **Product Demos:** Highlight anti-theft zippers, water-resistant materials, and TSA-approved locks.

## Festival Ready(Apr 16-30)

- **Description:** Targeting music festivals, cultural events, and outdoor travel with trendy, easy-to-carry backpacks.
- **Objective:** Promote Safari backpacks as stylish and functional festival gear.
- **Target Audience:** College students, festival-goers, and adventure travelers.
- **Travel Stories:** Show vibrant music festivals or Coachella-like events where attendees carry Safari bags.
- **Product Demos:** Feature lightweight backpacks with USB charging, waterproof lining, and multiple compartments.



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# Influencer Selection



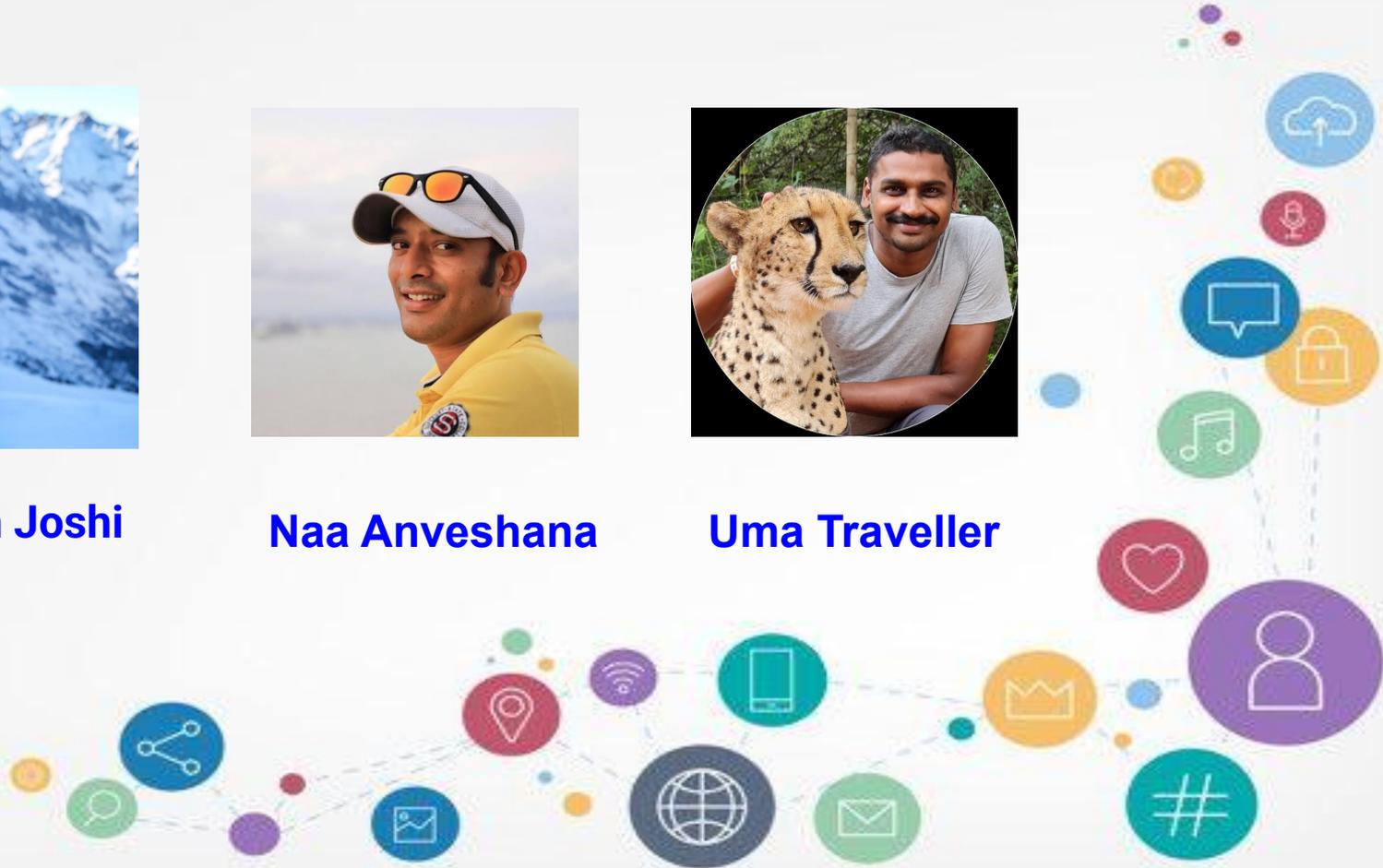
**Siddharth Joshi**



**Naa Anveshana**



**Uma Traveller**



# Budget Allocation

Total Budget = 20 lakh Budget for safari Brand sales

Each influencer is Charged 6.6 lakhs

## YouTube Vlogs & Shorts (Naa Anveshana, Uma Telugu Traveller)

- Full-length **travel vlogs** featuring Safari Bags in real-world travel situations.
- Packing tips, durability tests & bag comparisons.

## Instagram Reels & Stories (Siddhartha Joshi + Micro Influencers)

- **Aesthetic travel photography** featuring Safari bags.
- **"What's in my travel bag" reels** showcasing Safari features.

## Influencer-Led Giveaway (All 3 Influencers)

- "Win a Safari Bag by sharing your best travel memory!"
- Boosts engagement & increases brand recall.

## Collaborative Travel Challenge

- Hashtag campaign **#SafariOnTheGo** featuring travel moments with Safari Bags.
- Encourages user-generated content.



# Budget Distribution

## Ad set 1

Ad set type :sales

Budget: 15 lakhs

Daily budget: 16,666

Duration : 90 days

## Ad set 2

Ad set type:Retargeting

Budget: 5 lakhs

Daily Budget :5555

Duration : 90 days



# Budget Distribution

## Sales Campaign

### ✔ Campaign name

Safari Sales Campaign

Create Template

#### ⚠ Account info needed

We need to confirm a few details about your account before you can publish an ad. You can either go to account overview to confirm this info before you start creating, or do this later.

[Go to Account overview](#)

#### Buying type

Auction

#### Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion



#### Sales

Find people who are likely to purchase your product or service.

#### Good for:

- Conversions
- Catalogue sales
- Messenger, Instagram and WhatsApp
- Calls

### 📍 Conversion

#### Conversion location

Choose where you want to drive sales. [About conversion locations](#)

- Website  
Drive sales and conversions on your website.
- App  
Drive sales and conversions in your app.
- Website and app  
Drive sales and conversions on your website or app.
- Messaging apps  
Drive sales and conversions through Messenger, Instagram and WhatsApp.
- Calls  
Drive sales and conversions through phone calls.



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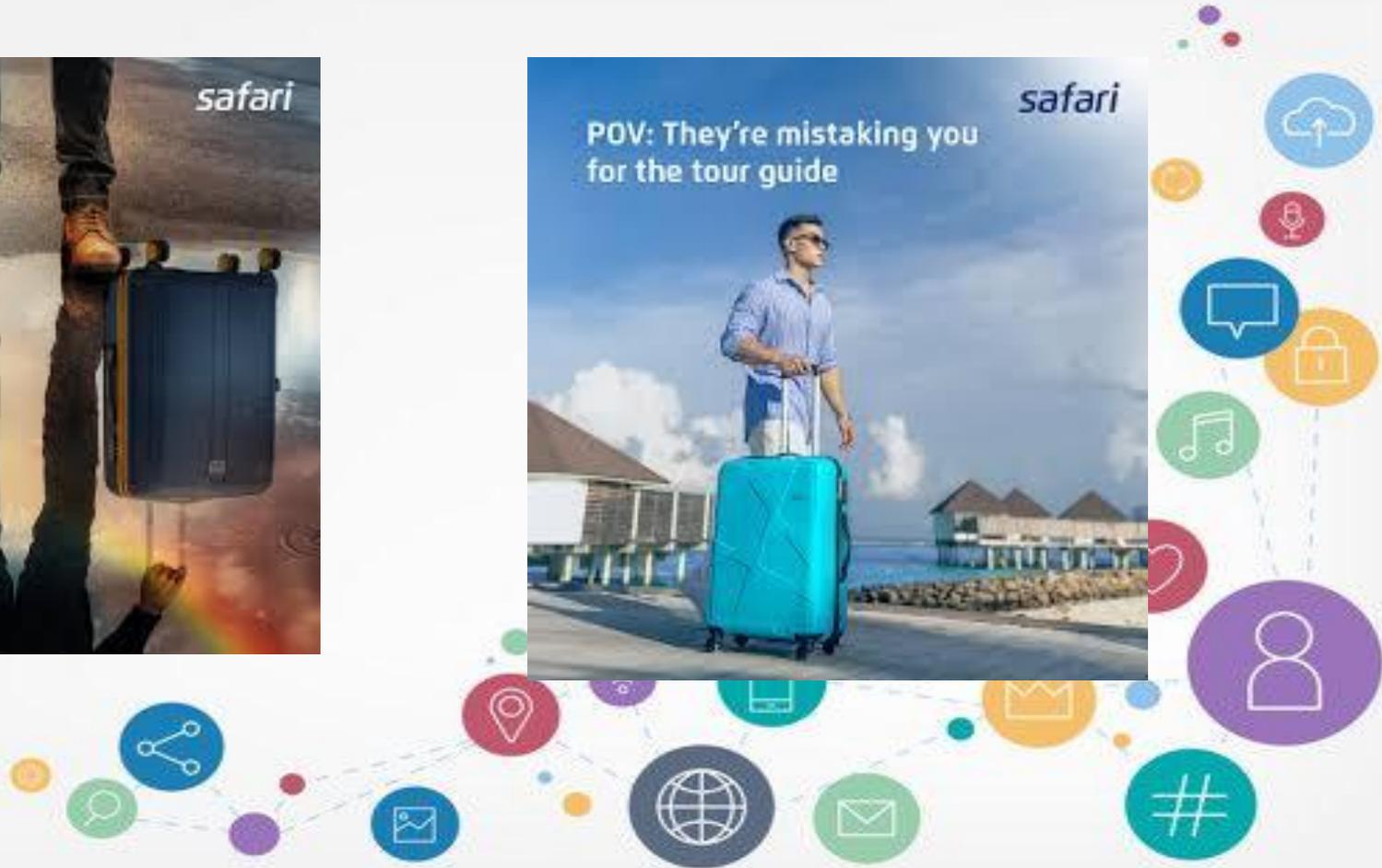
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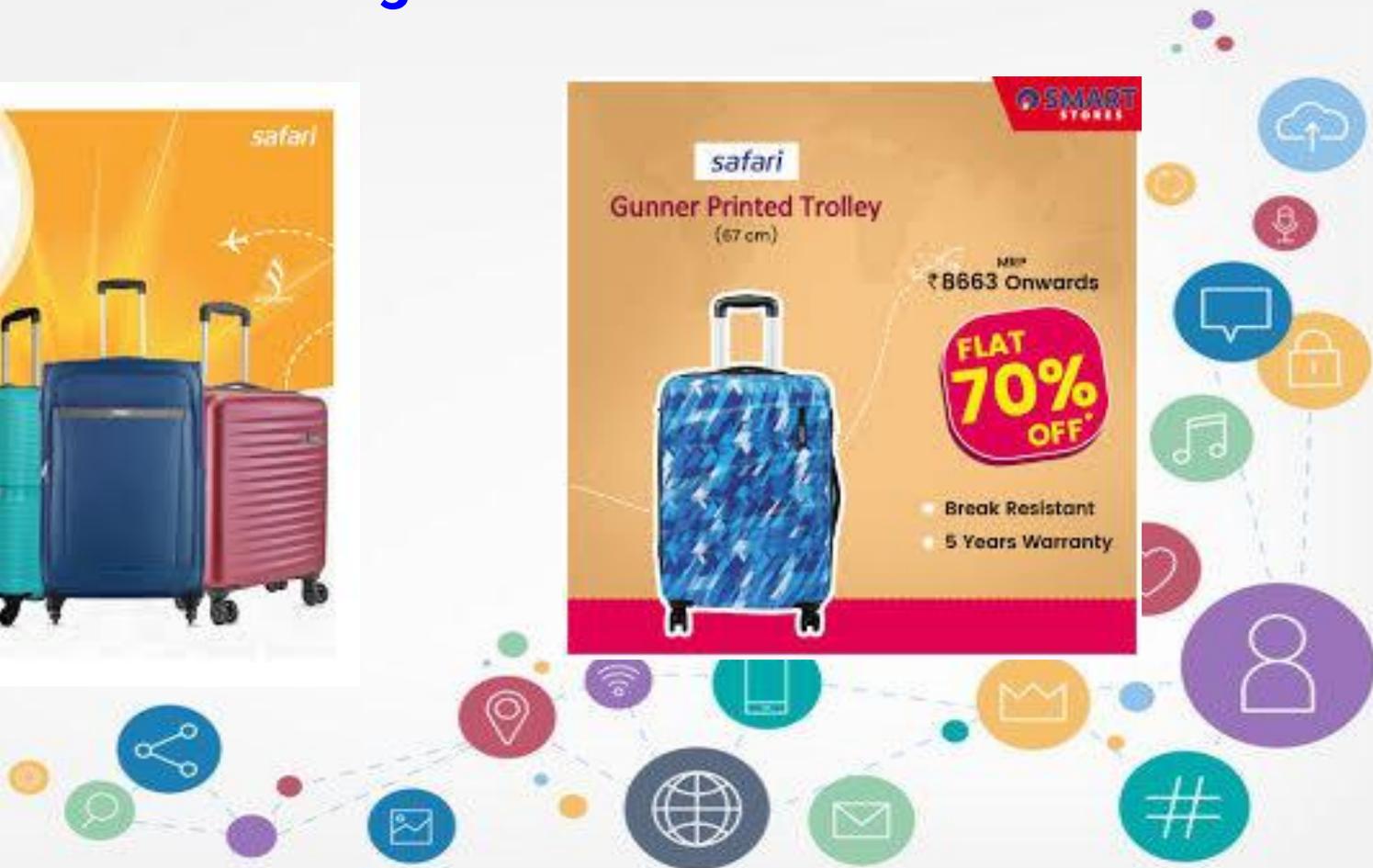
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Drive sales and conversions through Messenger, Instagram and WhatsApp.
- Calls  
Drive sales and conversions through phone calls.



# Ad Creation



# Instagram Post



# Copywriting

**Travel in Style with Safari Bags! ✨**

A perfect blend of **elegance, durability, and functionality** – because your journey deserves the best. From airports to adventure trails, **Safari Bags** keep your essentials safe in style.

**👜 Sleek | Secure | Spacious 👜**

📍 Wherever you go, Safari goes with you!

