



## Social Media Executive Tasks

*\*Attempt all 3 tasks for better luck and good health\**

**Timeline: 48 hours to do the below tasks from the time of receiving it.**

### **Task 1:**

Create a Topical post for Raksha Bandhan for a Delivery brand - Dunzo for social media along with a supporting creative copy, and post copy. Also mention your strategy for the same

**Brand name:** Dunzo

**Category:** Delivery

**Links for reference-**

**Instagram:** [https://www.instagram.com/dunzo\\_it/](https://www.instagram.com/dunzo_it/)

### **Task 2:**

Select any 3 brands out of the 5 given below, and write creative copies for them. You can choose any 3 platforms for each brand out of Instagram, Facebook, LinkedIn, Twitter, & YouTube.

### **Brands:**

- Licious Foods
- Souled Store
- Croma
- Make My Trip
- 99 Acres

*Note: Also specify the brand's tone of voice according to your analysis from the aforementioned list.*

### **Task 3:**

Create a media plan for Content Whale, on a Google Spreadsheet.

**Brand Name:** Content Whale

**Website:** <https://content-whale.com/>

**Daily budget:** ₹10,000

**Objective:** Lead Generation

**Must include:**

- Potential Reach
- Impressions
- CTR
- Clicks
- CPC/CPM
- Leads
- FFR
- CPL

**GOOD LUCK!**