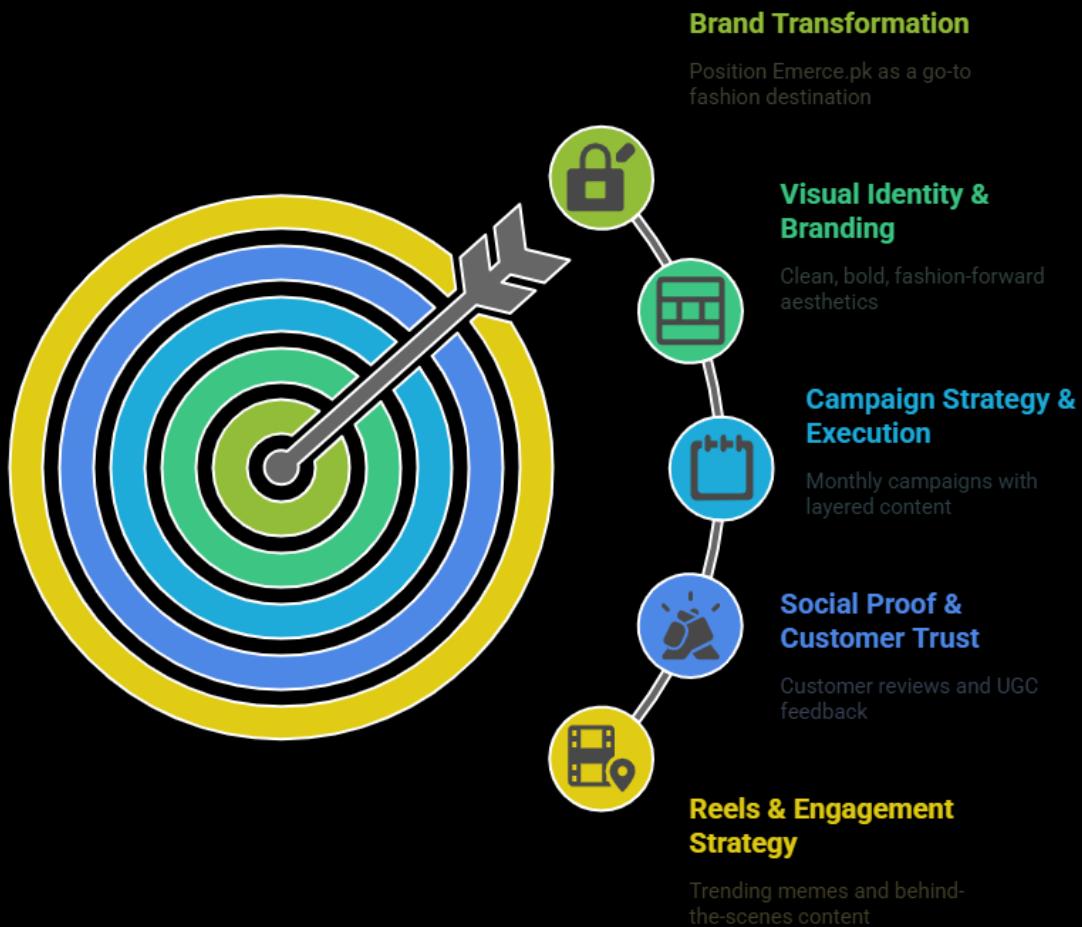
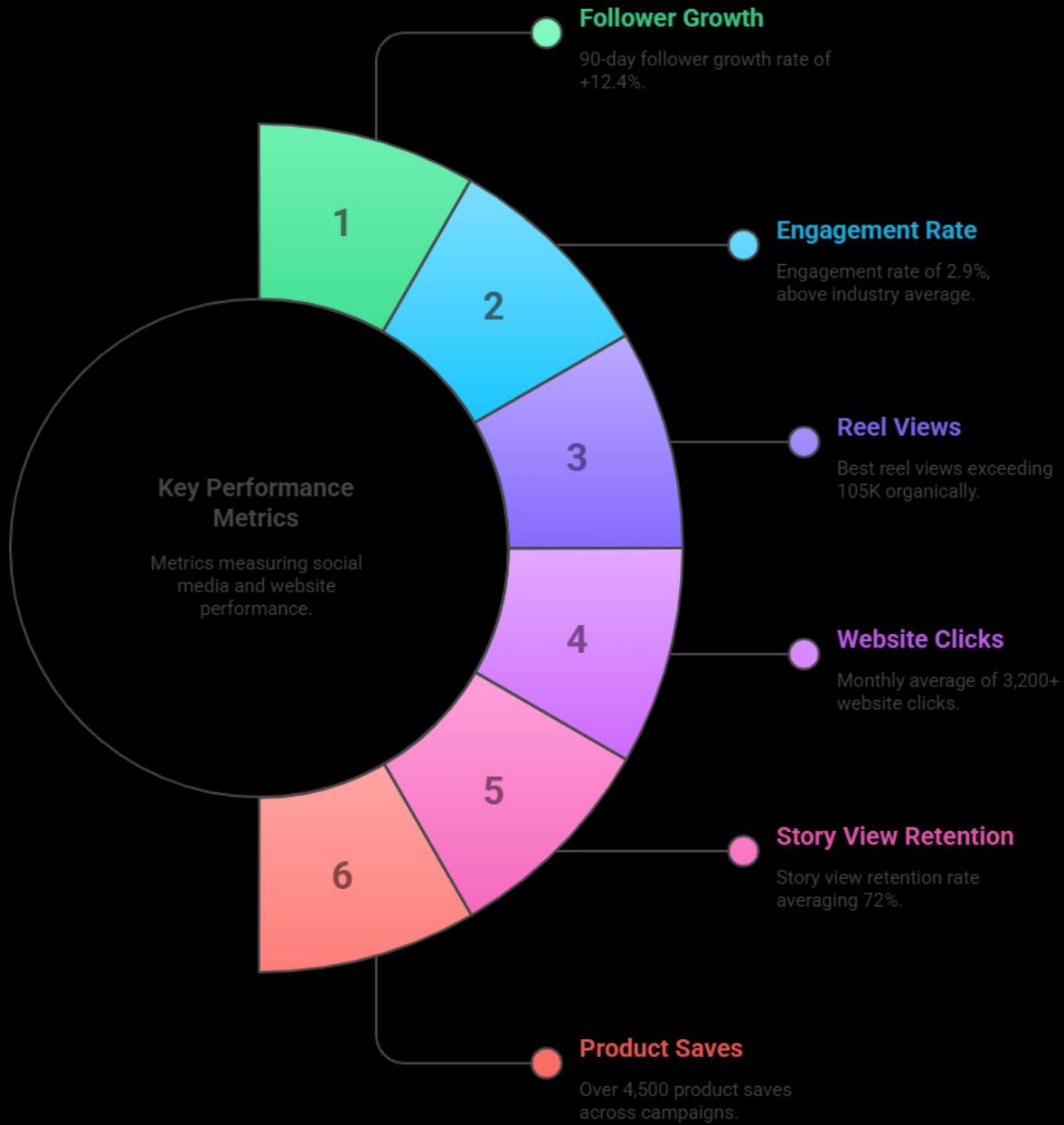


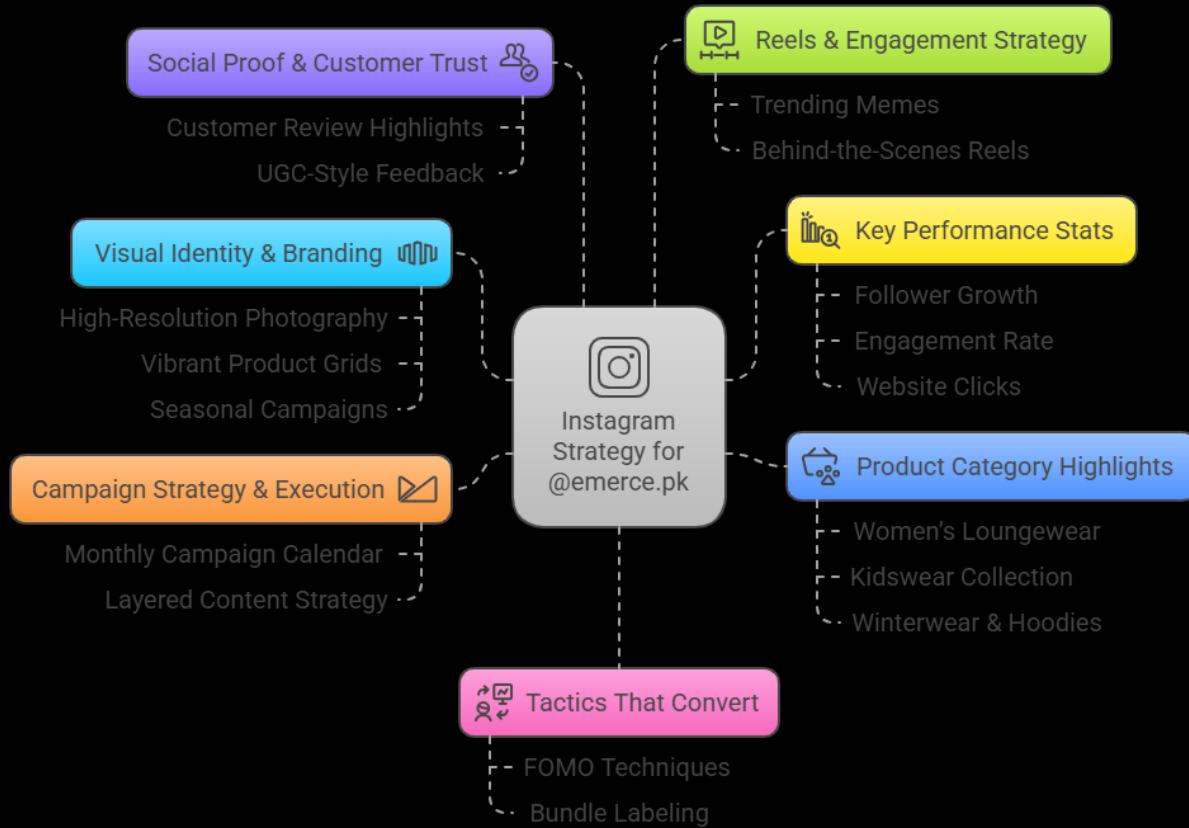
Instagram Strategy for Emerce.pk



Unveiling Key Performance Metrics



Instagram Strategy for Fashion Brand @emerce.pk



Made with Napkin

Some Campaign Highlights

🎯 Campaign: 11.11 Pajama Party - Flash Sale Campaign

Goal:

Drive high-volume sales for satin nightwear sets during 11.11 mega sale with urgency-based messaging.

Ad Type:

Instagram Reels, Stories, and Facebook Feed Video Ad

Target Audience:

Pakistani women aged 18–34 interested in fashion, nightwear, and online shopping

Budget:

PKR 40,000

Platform:

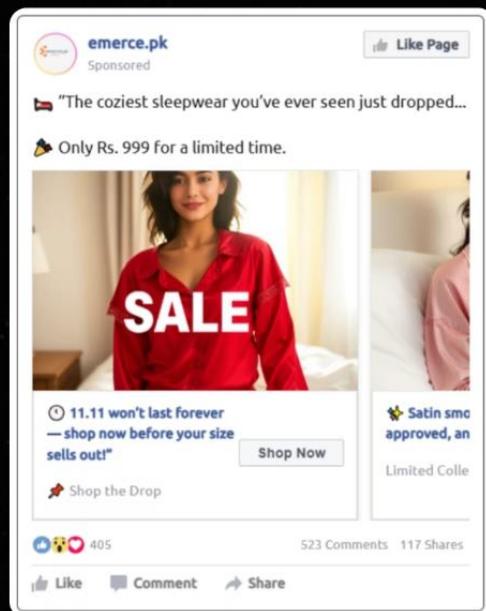
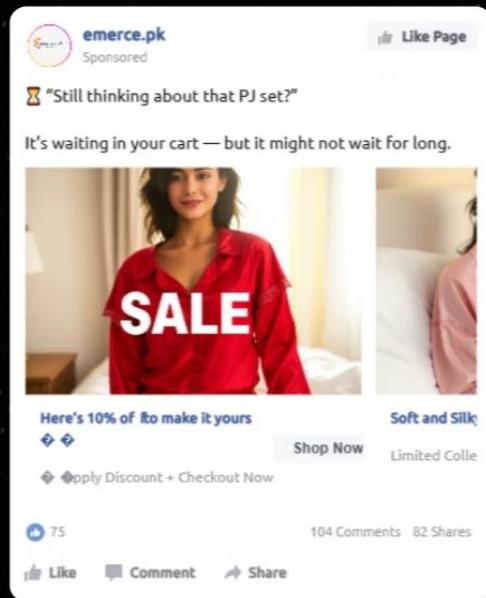
Instagram + Facebook (A/B testing)

Duration:

5 Days

Results:

- Reach: 188,000+
- CTR: 3.9%
- ROAS: 6.5x
- Sales: 540+
- Best performer: Friends-in-PJs Reel with trending audio



Meta Ad Campaigns for Emerce.pk

As a digital marketing strategist and creative, I had the opportunity to lead and execute a series of high-converting Meta ad campaigns for [**Emerce.pk**](#) – a fast-growing Pakistani fashion and beauty brand.

The primary goal of these campaigns was to **boost seasonal product sales** and **strengthen brand positioning** through data-driven creative, strategic audience targeting, and compelling storytelling across Meta platforms (Instagram + Facebook).

From **satin nightwear** to **kidswear, hoodies, and cosmetic bundles**, I developed performance-based campaigns that combined:

-  Scroll-stopping **copywriting**
-  Visually branded **ad creatives**
-  Optimized **ad structure and audience targeting**

Each campaign was carefully crafted to reflect Emerce's energetic, feminine, and affordable fashion identity – using urgency-based offers, value-packed bundles, and trend-savvy visuals to connect with Gen Z and millennial shoppers across Pakistan.

 **by Shahla Narejo**

🎯 Campaign: Mini But Mighty - Kidswear Sale

Goal: Promote cartoon-themed nightwear sets for kids at an affordable Rs. 599 price point

Ad Type: Carousel Ads on Facebook + Instagram Stories with swipe-up

Target Audience: Pakistani moms aged 24–40 in urban areas, interested in kidswear and parenting.

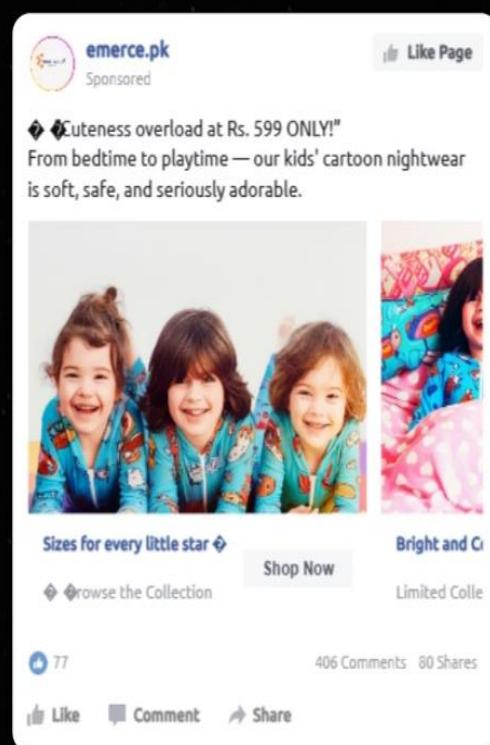
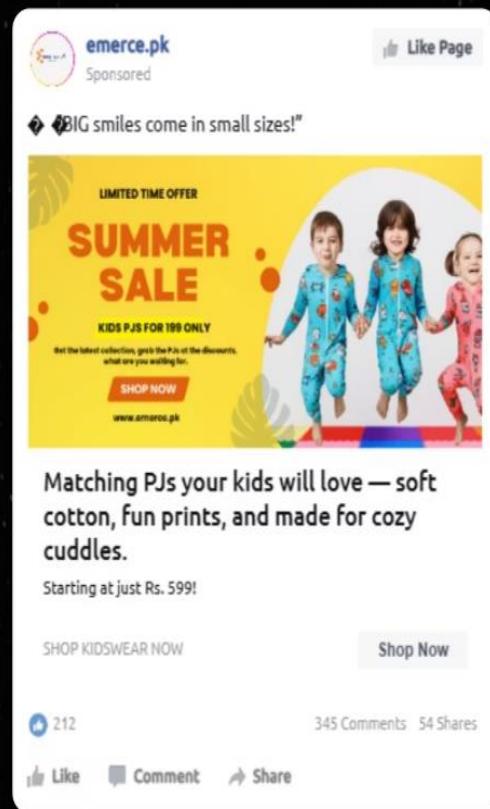
Budget: PKR 30,000

Platform: Instagram + Facebook

Duration: 7 Days

Results:

- Sales Uplift: +27%
- Add-to-Cart Rate: 35%
- Conversion Rate: 18%
- Best performer: Carousel of 3 kids in cartoon PJs with "BIG SALE - Rs. 599 Only" headline



Project Highlights



Campaign Creation

Created **5+ end-to-end ad campaigns**, each tailored for product category and season



Custom Copy

Strategized **custom ad copy** for Reels, Carousels, and Story formats



Emotional Messaging

Used **emotional and urgency-driven messaging** to lift conversions



Visual Branding

Delivered mock ad visuals that reflect real-world branding and conversion goals



Performance Analysis

Tracked and analyzed **performance metrics** to attain successful outcomes

This project showcases my ability to combine performance marketing principles with aesthetic storytelling – building ad campaigns that don't just get clicks, but drive purchases.

🎯 Campaign: Cozy Up - Hoodie Season Launch

Goal: Introduce new unisex hoodie collection and drive early winter sales

Ad Type: Reels and Video Ads + Feed Posts

Target Audience: Men and women aged 18–30, fashion-conscious, interested in seasonal winterwear

Budget: PKR 50,000

Platform: Instagram + Facebook

Duration: 10 Days

Results:

- Reach: 215,000+
- Add to Cart Rate: 8.7%
- ROAS: 5.2x
- Best performer: Couples in hoodies reel with slow-motion transitions and cozy vibes



Campaign Overview

Objective

Drive conversions for fashion & cosmetic product categories via Instagram & Facebook ads

Brand

Emerce.pk

Platform

Meta Ads (Instagram + Facebook)

Duration

Multiple campaigns across Q4

Roles

Campaign Strategist | Copywriter | Ad Designer

🎯 Campaign: Glow on a Budget - Cosmetic Bundles Campaign

Deals 1-3

Starter beauty bundles from Rs. 199

Deals 4-6

Mid-range beauty bundles

Deals 7-9

Premium beauty bundles

Goal: Promote curated beauty bundles (Deals 1–9) for gifting and everyday use

Ad Type: Carousel Ads + Static Grid Promos

Target Audience: Women and girls aged 16–35 interested in makeup, skincare, and affordable cosmetics

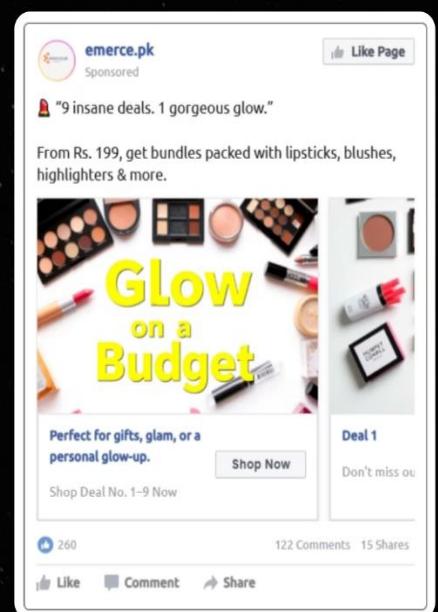
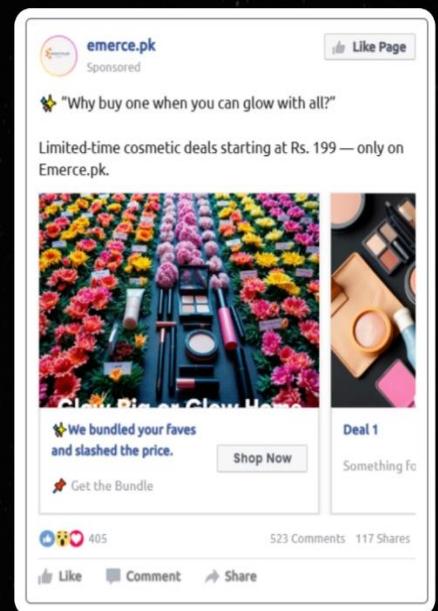
Budget: PKR 35,000

Platform: Instagram + Facebook

Duration: 6 Days

Results:

- Saves: 1,100+
- Sales: 720+
- CTR: 3.6%
- Best performer: Carousel featuring top 3 bundles with "Glow Starts at Rs. 199" messaging



Campaign Structure



Campaign Strategy

Conversion-focused approach with seasonal themes



Audience Targeting

Demographic and interest-based segments



Creative Assets

Reels, Stories, Carousels, and Static Posts



Performance Tracking

ROAS, CTR, Reach, and Conversion metrics

🎯 Campaign: Late Night, Soft Light - Retargeting Campaign

Goal: Recover abandoned carts and retarget recent profile and website visitors

Ad Type: Instagram Stories + Facebook Messenger Ads

Target Audience: Website/cart abandoners + profile engagers in past 14 days

Budget: PKR 15,000

Platform: Instagram + Facebook

Duration: 5 Days

Results:

- Return Visits: +38%
- Recovered Purchases: 190+
- Discount Code Conversions: 120 uses
- Best performer: Story ad with nighttime vibe + discount overlay

