



Social *Media* Strategy.

BY FERAL MARKETING



BUILDING MEANINGFUL DIGITAL
PRESENCE IN A COMPETITIVE LANDSCAPE

STEP 1



CLEAN THE AUDIENCE

The goal isn't necessarily to get the follower number as low as possible. The goal is to remove accounts that are clearly:

- Bots
- Spam accounts
- Mass-following accounts
- Empty/zero-content profiles
- Obviously irrelevant fake accounts
- Accounts that have no realistic chance of engaging with a Goa conscious fashion brand

FOR MOON N LOTUS, I'D TREAT THIS AS A **CLEAN-SLATE + GROWTH SYSTEM**, NOT JUST A FOLLOWER CLEANUP, AS IT WILL BOOST ENGAGEMENT AND WILL PUSH THE ACCOUNT TO REAL PEOPLE.

The core positioning



UNUSUAL FABRIC ORIGIN + GOA IDENTITY + VERSATILE STYLING

- **Fabric-origin storytelling** : your moat. Lead with this, most often.
- **One-garment, many lives** : show one dress-top styled 3 ways in 15 seconds. Drives saves, and saves outrank likes for the algorithm.
- **Founder-led BTS** : Pam, unscripted, UNCLEAR CONTENT Builds trust fastest, and it's the pillar most brands skip because it feels unpolished. Don't skip it.

WITHOUT DEFINED GOALS, WITH MONTHLY THEMES, SOCIAL MEDIA ACTIVITY BECOMES INCONSISTENT AND INEFFECTIVE.

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Turning Vision into Actionable Targets

STRATEGIC GOALS PROVIDE DIRECTION AND ESTABLISH BENCHMARKS FOR SUCCESS.

Goals



Villain strategy

A BRAND WITHOUT A VILLAIN IS JUST A PRODUCT. A BRAND WITH ONE IS A MOVEMENT.

- **Villain #1: Plastic clothing pretending to be normal.**

Most clothes are quietly made from oil, synthetic fibres dressed up as "just fashion." Moon N Lotus proves there's another way: fabric grown from bamboo, orange, hemp, corn, and rose, not drilled from the ground.

- **Villain #2: Sustainable clothing that forgot to be cool.**

The other side got the values right and the design wrong shapeless, beige, "good for the planet" but not made for the generation who actually wants to dress. Sustainability became a compromise instead of a style.

MOON N LOTUS FIGHTS BOTH: PLANT-BASED FABRIC AND REAL CUSTOMIZATION, SO DOING RIGHT BY YOUR SKIN AND THE PLANET DOESN'T MEAN DRESSING LIKE IT.



THE FIGHT:

- Plant-based vs. petroleum-based.
- Personal vs. generic styling.

THE STAKES: WHAT YOUR SKIN TOUCHES, WHAT THE PLANET ABSORBS, AND WHETHER "CONSCIOUS" FASHION ACTUALLY LOOKS LIKE YOU.

Why Moon N Lotus Needs a Villain?



CREATING CONTENT SYSTEM



Think of this as a recurring series, not a campaign. Series compound people start to recognize the format and anticipate it, which is where the real shareability kicks in (not from one clip going viral, but from a consistent aesthetic signature people associate with you).

THE NON-NEGOTIABLE RULE:

NO PRODUCT, NO LOGO, NO CTA IN THE FIRST 70-80% OF THE VIDEO. IF SOMEONE CAN SCREENSHOT THE FIRST 3 SECONDS AND IT LOOKS LIKE A TRAVEL ACCOUNT, YOU'RE DOING IT RIGHT.

WHY IT WORKS:

PEOPLE SHARE MOODS AND IDENTITY, NOT FABRIC FACTS. THE PRODUCT RIDES ON A SHARE THEY ALREADY WANTED TO MAKE — SO DON'T BRAND THE CAPTION, LET THE LAST FRAME DO THAT WORK.

STRUCTURE: PLACE DETAIL → BODILY/FELT SENSATION → MATERIAL ECHO.



↙ *CONTENT STRATEGY*

SELLING A FEELING



FABRIC ORIGIN N VERSATILE STYLING

DETAIL RAW MATERIAL ORIGIN VS VILLAIN WEAVING TECHNIQUES, "1 PIECE, 3 WAYS" STYLING GUIDES, AND FABRIC CARE MAINTENANCE



ASPIRATIONAL CONTENT

FEATURE AESTHETIC MOODBOARDS, LIFESTYLE REELS, CUSTOMER SPOTLIGHTS, AND MOTIVATIONAL BRAND VALUES



FOUNDER BASED CONTENT

SHARE BEHIND-THE-SCENES DESIGN SESSIONS, CANDID OFFICE MOMENTS, FOUNDER Q&AS, OR AI CLONE OF FOUNDER TO DO THIS JOB.

DM Automation & Daily Engagement Strategy

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**DM automation for
conversion, and a
daily commenting
habit for reach.**



DM AUTOMATION

10 COMMENTS/DAY

- TRIGGER WORD ON REELS (E.G. "COMMENT BAMBOO") → AUTO-DM WITH THE FABRIC STORY
- WELCOME DM FOR NEW FOLLOWERS FRIENDLY, NO PITCH
- FIRST DM = VALUE/CONVERSATION. NEVER SELL IN MESSAGE ONE.
- 10 ON GOA / LIFESTYLE / SUSTAINABILITY ACCOUNTS (NEW AUDIENCE)
- 5 ON YOUR OWN FOLLOWERS' POSTS (LOYALTY)
- 5 ON SMALL RISING ECO-FASHION ACCOUNTS (THEY COMMENT BACK)
- SPECIFIC COMMENTS ONLY, NO "🔥 LOVE THIS" [ASK A QUESTION WHEN YOU CAN]
- COMMENT EARLY ON FRESH POSTS FOR MORE VISIBILITY

FIND US AT

- STUDIO LUXE, BANGALORE
- VERANDAH, BANGALORE
- QIINZA, GOA





META PLATFORMS

BRAND IDENTITY, VISUAL
DISCOVERY, AND SOCIAL PROOF.

LINKEDIN

(THOUGHT LEADERSHIP & BRAND
STORYTELLING)

YOUTUBE SHORTS

SEARCH ENGINE OPTIMIZATION
(SEO) & DEEP BRAND
CONNECTION.

PINTEREST

(INSPIRATION & INTENT-DRIVEN
ORGANIC REACH)
• ROLE: LONG-TERM ORGANIC
TRAFFIC & AESTHETIC BRAND
POSITIONING.



Platform that makes sense

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