



The Ultimate Growth Plan for Pak Sweets



(Social Media Management &
Digital Marketing Proposal)



by Anas Rafique
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Introduction



In today's world, every craving starts online — whether it's mithai for Eid, samosas for a party, or tea-time snacks. Social media and digital marketing are no longer optional; they're the most effective way for local food brands like Pak Sweets to attract customers, build trust, and drive consistent sales.

The goal is to help the brand grow its online presence, connect with more South Asian audiences, and bring the “des ka maza” experience to every Chicago household through impactful social media storytelling and consistent digital marketing.

Objectives



Build strong brand awareness across Chicago's South Asian community.



Increase in-store visits and online orders through consistent social engagement.



Develop a unified and modern visual identity across all digital platforms.



Encourage user-generated content and local community engagement.



The Roadmap

To grow Pak Sweets' visibility and drive more walk-ins and orders, we'll combine organic social media marketing with targeted digital campaigns that highlight your products, heritage, and offers.

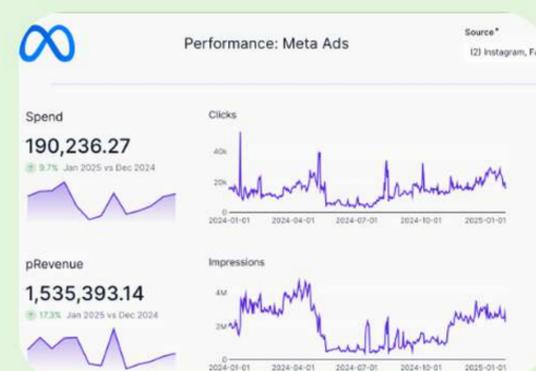
Organic Social Media Management

- Manage Instagram, Facebook, and Google Business profiles.
- Develop a monthly content calendar with 8–10 posts (mix of photos, reels, carousels, and offers).
- Create engaging cultural and festive campaigns (Eid, Ramadan, Independence Day, Diwali, etc.) to connect emotionally with the South Asian community.
- Use local hashtags, trending audio, and customer stories to improve organic reach and brand trust.



Paid & Performance Campaigns (Optional Add-on)

- Run Geo-targeted Facebook & Instagram Ads focused on Chicago ZIP codes with high South Asian population.
- Launch “Taste of Home” awareness campaign to attract first-time visitors.
- Create “Weekend Treats” or “Desi Tea Time Deals” conversion campaigns to boost in-store and online orders.
- Track performance via monthly analytics (reach, engagement, leads, conversions).





Community & Engagement Initiatives

- Encourage user-generated content (customers posting their mithai boxes or tea moments).
- Partner with local influencers and community pages to feature Pak Sweets.
- Promote reviews and testimonials to build credibility and loyalty.





Monthly Posting Plan & Impact



We'll maintain a consistent mix of visuals, short videos, and engaging stories to keep Pak Sweets top-of-mind for customers — both online and in-store. The aim is to blend taste, nostalgia, and authenticity through creative yet achievable formats.

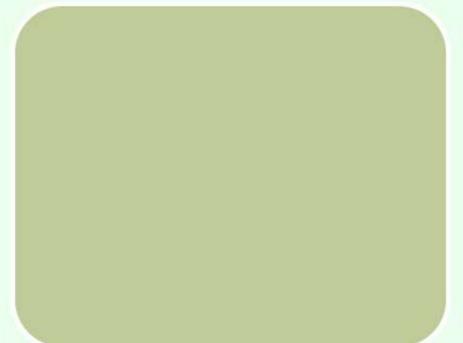
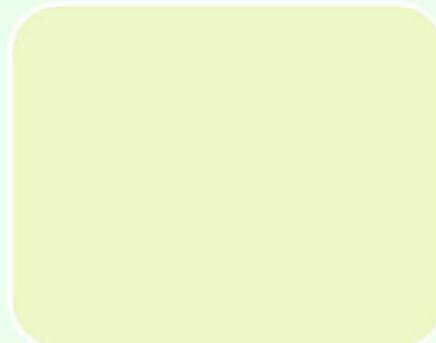
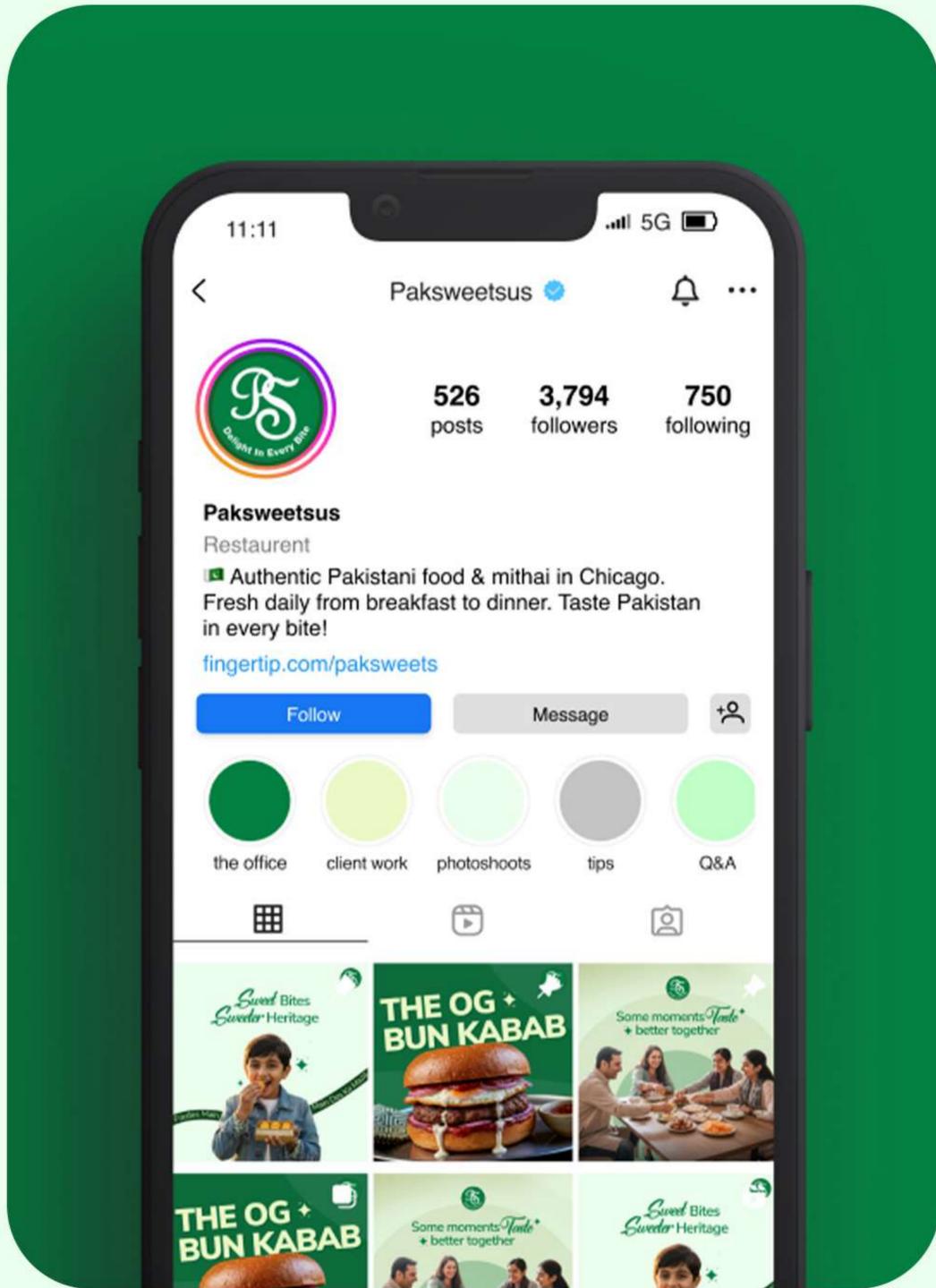
Category	Content Type	Frequency	Purpose / Impact
Product Highlights	Static posts & carousel designs showcasing mithai, bakery, and snacks	3–4 per month	Highlight product range, freshness & visual appeal
Reels / Short Videos	Behind-the-scenes clips, pouring syrup shots, chai moments, serving visuals	2–3 per month	Drive engagement & reach via motion-based storytelling
Festive & Cultural Campaigns	Eid, Ramadan, Independence Day, and local event visuals	2–3 per month	Build emotional connection with the South Asian audience
Offers & Promotions	Motion graphics or animated posts for limited deals, weekend offers	1–2 per month	Boost store visits & online orders
Customer & Community Stories	Reposted customer photos, short testimonial clips (UGC)	1–2 per month	Build trust & authenticity through real customer voices
Aesthetic Feed Balancing	Branded quote tiles, typography posts, or minimal cultural visuals	1–2 per month	Keep the feed clean, premium & visually unified

Expected Outcome:

Consistent posting, creative video storytelling, and localized campaigns will gradually improve brand visibility, engagement, and store traffic — making Pak Sweets a recognizable and loved name across Chicago's desi community.



Visual Direction





Visual Direction




Sweet Bites
Sweeter Heritage

Pardes Main
Main Des Ka Maz

PS
Delight In Every Bite



THE OG ✨
BUN KABAB

PS
Delight In Every Bite



PS
Delight In Every Bite

Some moments *Taste* ✨
better together





Visual Direction



Color Tone

Green and warm golden hues are used to reflect Pakistani identity while keeping the visuals modern and appetizing.



Imagery

Realistic, story-driven visuals that capture authentic food moments — blending cultural warmth with a contemporary feel.



Overall Style

A mix of nostalgia and modern aesthetics designed to appeal to Pakistani-Americans in Chicago.





About Me



I'm Anas Rafique...

A Performance Marketing Expert with experience in helping brands grow through data-driven strategy, creative storytelling, and impactful social media campaigns. Specializes in connecting cultural identity with modern digital trends to drive real engagement, visibility, and sales.

Worked with these Brands



and more...