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“Developing Social Media Strategy for Mall of Islamabad to Increase Customer Footfall”



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Certificate By the Organization



Acknowledgements

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We also owe both debt of gratitude to the management of Mall of Islamabad (Bismillah Travels and Builders) to permit us to make on-ground observations in their premises as well as the cooperation in our data requirements. Our special appreciation to the Marketing Department and the shop managers, restaurant staff, and people working there that gave us a chance to have interviews and context that helped us to ground our findings on the reality. Their openness helped us to get out of assumption and develop a strategy that was based on the real strength and limitation of MOI.

Executive Summary

This project targets the point of need Digital Visibility Gap as recognized at Mall of Islamabad (MOI), a high-end multi-purpose shopping center at the blue area of Islamabad. The key problem that we noticed in our fieldwork was not about the quality of the mall physically- MOI provides high quality architecture, high end retailing opportunities and quality food, but the contrast between the physical value of MOI and its online communication. The preliminary comparative findings between MOI, Centaurus Mall and Pak China Mall showed that there was a high difference in the vibrancy and the number of visitors as indicated by the footfalls especially during peak hours in the evenings. The competitor location showed high and buzzing activity even during the weekdays, whereas MOI seemed to be much quieter, with empty corridors and low restaurant attendance.

This study aimed at creating and partially testing an effective, evidence-based, content-based social media plan that would help MOI change its image of a corporate organization with shops into an apparent lifestyle destination and an experience-based center. The project was based on mixed-method research which involved stakeholder interviews, two weeks comparative on-ground observation and competitor benchmarking. The interviews repeatedly showed that there was a digital disconnection whereby customers prefer to go to competitor malls as they encounter them on the internet thus, they make them up top of mind and not necessarily because they are superior in nature.

These perceptions were supported by a base level digital audit and competitive comparison. The MOI Instagram page already had a significant number of followers (around 19,600 followers and around 1,544 posts), but the activity and interactions were noted as low and inactive, and the posts were mentioned as occasional. It was found that competitors made more posts with stronger video content, use of influencers, and event coverage. This affirmed that the issue of MOI was not merely a question of having to start with nothing but transforming an already existing platform into a powerful channel that can alter behavior and cause people to walk.

The main conclusion is that low footfall of MOI is closely connected with the lack of regular storytelling, poor utilization of video formats (Reels/short-form content), inconsistent branding, and low-interactive management of the community. Consequently, three priorities, namely, (1) MOI as an Experience Hub, (2) consistent premium visual identity and (3) planned content execution with the help of measurement and resource allocation, became the foundation of a 360-degree Content Strategy. The strategy offers an entire content architecture (pillars, formats, and messaging), a posting and engagement platform, a measurement framework (what to measure, how to certify measurements), a comprehensive implementation schedule, and a line-item budget that will lead to sustainable implementation.

In particular, this updated report enhances the section of the Project Outline due to the presence of the entire plan (required resources, content strategy, posting strategy, measurement approach, implementation schedule, and budget) rather than just the analysis of issues. It also enhances the reporting of results since it is presented with the introduction of a transparent evidence model: instead of using claims only, the report is presented with a structure of a Proof Pack (screenshots and Insights exports) to prove the digital improvement and distinctly separate between those metrics that can be changed in the short term (reach, engagement, saves, shares, profile visits) and those that remain consistent over a short pilot (followers). This is a direct reaction to the feedback that the number of followers might not increase promptly and that the screenshots have to appear natural. Their performance logic can thus be summarized as: initial signs of traction are gauged with the quality of engagement and attained by the time the expectation of a considerable number of followers comes up.

Lastly, the report makes a conclusion that physical visibility in the contemporary Islamabad/Rawalpindi retail market requires visibility on Instagram and Facebook. As long as MOI implements the full plan using the sufficient resources and discipline, MOI will be able to bridge the Digital Visibility Gap and create a long-term and quantifiable rise in engagement, brand recall, and, eventually, footfall.

Chapter 1:

Project Justification and Strategic Framework

Project Rationale

Business Need:

In the fast-changing retail time of Twin Cities (Islamabad/Rawalpindi), physical infrastructure will no longer be a sufficient measure of commercial success. As a result of conducting large-scale field research during two weeks, we revealed a crucial business issue: a considerable gap in the number of visitors in Mall of Islamabad (MOI) and its immediate regional rivals. In spite of the high-quality architecture, luxury customers and premium location in the Blue Area, MOI has been functioning below its projected visitor capacity, particularly during weekdays (Monday through Thursday), when the mall seems to be empty and is not as lively as the competing environments.

This fact of a quiet weekday is not only a marketing issue; it is a commercial sustainability issue. A mall is a system, in so far as low traffic levels lower the sales potential of tenants; so far as low returns to tenants raises the retention risk; so far as retention reduces the perceived value of the mall, the vicious cycle continues. Thus, the business requirement that MOI faces is not merely the need to get more followers or posts. The company requirement is to develop a solid system that keeps MOI visible, attractive, and top-of-mind to ensure that the mall is a habitual destination of choice, not only to be visited when one needs to transact with the company.

Context & Background:

We also used qualitative interviews of other stakeholders such as shop managers, restaurant staff, and visitors in order to know the cause of the footfall gap. Through these discussions, a digital disconnection was manifested. Although MOI has high-quality tenants and provides a well-developed dining experience, it does not resonate digitally: the capacity to draw the customers into the premises through continuous and interactive online narrative. Potential customers will automatically direct competitors since they perceive competitor content too often and thus conclude that it must be more active, relevant, and rewarding to visit. This is in line with the evidence-based notion that physical visibility is directly correlated with visibility on Instagram and Facebook in the existing Islamabad market.

Project Purpose

The core idea of this project would be to close the existing divide between the physical superiority of MOI and its online invisibility. The project will also change the perception of MOI among the population, that it is a corporate building with shops, but rather an interactive lifestyle destination. Drawing a data-driven and aesthetically high social media content strategy, the project will design a digital ecosystem that impacts the real-world behavior- persuading audiences to visit MOI to have fun, dine, and shop high-end items.

Project Goal

The desired final deliverable is to resurgently re-establish the digital presence of MOI as grounded and realistic. The project objective is to expand the visibility and use of social platforms of MOI by a moderate but significant target in a four-month, well-organized implementation process. This online enhancement is meant to be a driving force behind the enhancement of the physical, which will translate to objective improvement in the weekday and weekend footfall levels.

Broad Statement of Scope

The scope incorporates: to make the project specific and manageable.

1. Research Stage: competitor benchmarking and situational analysis.
2. Strategy Design: segmentation, platform, brand voice and tone.
3. Content Planning: a content calendar and content pillar definition.
4. Theme Development: there are content themes like Fine Dining at MOI, Luxury Shopping and Lifestyle Experiences.
5. Assessment: assessment system of engagement, measure, and reaction efficiency.

Exclusions remain: this project is not in charge of mall facilities, leasing contracts or actual management of paid advertising finances it only proposes and budgets on the same. It is advisable that the paid media implementation should be a management activity with professional reporting.

Project Objectives (SMART)

The goals of the project are maintained in the initial purpose but are made more specific in operational goals:

1. Write an all-inclusive social media plan report which outlines content pillars, posting times, and high-quality visuals.
2. Identify an improvement model that can be quantified which monitors engagement rate, reach, save/share, profile actions and response speed and compiles them into short term evidence of traction (followers may not move material during a short pilot).
3. Develop a viable operating system that is based on student strategy leadership and mall staff implementation, with defined roles, approval process, and content production capacity.

Anticipated Benefits

To Mall Management: increased brand equity, enhanced competitive position and better visitor flow.

To Tenants: better sales prospects and exposure, long term benefits of retention.

To Visitors: enhanced access to information regarding deals, openings, dining, and events, to enhance the customer experience.

Key Success Factors

The criteria used in defining success are regular posting, enhanced high quality of premium visuals, community management, and evidence-based advancement in metrics of reach/engagement linked to perceived footfall uplift.

Major Deliverables

This project will provide: competitor analysis, content strategy document, social media toolkit (templates + calendar), and final report of the recommendations to the management of MOI.

Estimated Timeframe and Budget

The first scholarly framework is composed of four weeks (research, benchmarking, content creation/pilot, evaluation/handover). But to make this business really affect, this report will extend the operation plan into a complete cycle of four months of implementation with a comprehensive budget model. The initial estimation of the budget is PKR 150 000-200000 monthly to carry out, this updated report will give the breakdown to substantiate and put such into operation.

Constraints, Assumptions, and Risks

Limitations such as constrained semester time, constrained access to confidential sales data and constraints of available content resources were used. Management cooperation and the association of digital engagement and footfall are among the assumptions. The risk factors will involve reduced engagement as a result of algorithm volatility and a slow pace of participation of tenants in supplying content inputs.

Chapter 2:

Organizational Profile & Structure

About Mall of Islamabad

Mall of Islamabad (MOI) is an upscale multi-purpose project that is situated as a boutique-luxury space, which is a combination of luxury retail, business offices, and high-end residential units. Its ideas are not to compete in terms of size only, but with experience quality, convenience and premium positioning.

Infrastructure and Zones

The infrastructure of MOI consists of retailing floors, corporate wing, residential-floors and dining/recreation zone. This plays a significant role as a strategic strength since the mix can enable MOI to develop content that attracts several segments: professionals (weekday daytime), families (weekend afternoons), students (evening and weekend), and dining audiences (daily peaks).

Business Model & Departments

MOI is a high-class real estate and retail management service provider. The major departments are Marketing and communications, Leasing and tenant management, facilities and operations management, customer relations, and finance and administration. The Marketing role plays the pivotal role in the current project since the problem that has been identified is essentially a visibility, storytelling, and engagement problem as opposed to a facilities issue.

Chapter 3: Problem Definition

Organizational Chart and Marketing Reality

The marketing department at MOI is currently characterized as a small team that is oriented on the traditional B2B marketing (attracting tenants). Such organization makes a gap: MOI might be well off in terms of leasing and corporate positioning, but lacks a systematic B2C digital implementation. This project is thus a facilitator of a capability growth on a departmental level- the transition of tenant-first communications to customer-first communications.

Need Identification Process

Identification of the needs in this project was done in three layers namely: (1) on-ground observation, (2) stakeholder interviews, and (3) comparative marketing strategy of the competitors.

On-Ground Observation; Visibility and Footfall Assessment:

The first was that the on-ground observation defined a reality of the visibility-footfall. MOI was found to be quieter during the height of evening time, with low movement corridors and occupancy in dining areas as opposed to the competitors. This was done repeatedly on days of the week and weekends so as to minimize bias and make sure that the discovery does not just happen on a single day.

Stakeholder Interviews; Awareness Gaps and Behavioral Drivers:

Second, interviews revealed the reasons behind such. It was characterized by a lack of awareness among visitors and staff multiple times: they did not know that MOI had some brands or food and reported greater exposure to their competitors. One of the visitors mentioned that he selected Centaurus due to the fact that Centaurus has a lot of posts on the Internet and regularly updates them with offers. Another visitor also wrote that he used Facebook discounts to shop at home.

One of the shop managers mentioned the lack of crowds on weekdays and the necessity to advertise more to make people aware of the fact that MOI is open and fully operational. One of the employees in a cafe has reported poor performance during weekdays and has proposed to put lunch menus online to boost weekdays lunch business. One of the frequent shoppers explicitly explained that Instagrammable spots were a source of leisure visits.

Competitor Content Analysis and Strategic Implications:

Third, the qualitative insights were converted to visible content patterns through competitor strategy comparison. Competitors were found to:

- I should post more regularly (daily or almost daily),
- Video content (Reels and walkthroughs) should be of high quality,
- Influencers of features and coverage of the event,
- Encourage offers and promotions with definite calls-to-action,
- Interactive story formats appeal to the audiences.

MOI on the other hand was characterized by a low frequency of posting, bland captioning, stale imagery, irregular branding as well as sluggish response habits. The competitor comparison table consisted of the estimated difference in the footfalls (weekdays and weekends), the frequency of posting, the difference in the type of content post, and the difference in the level of engagement.

The overlaying of this process produces only one strategic conclusion; MOI does not need random content. MOI needs a viable content system that is modeled as a business functionality planned, resourced, executed, measured and constantly enhanced.

Information Requirements

They need a communication system to coordinate (e.g. WhatsApp group) on daily basis. It needs a reporting system (meetings once a week). The process of file sharing should be centralized (e.g., Google Drive folder of assets and strategy documents).

Data Requirements (Expanded)

To measure and validate the strategy MOI should be able to access:

1. Instagram Insights (platform analytics), Facebook page insights (platform analytics).
2. Measurements of posts level performance (reach, impressions, like, saves, shares, profile actions).
3. DM and comment response statistics (response time; number of messages; questions answered).
4. Activity history (event dates, number of attendees, influencer collabs).
5. A basic footfall count (counts made manually, counting of parking, or estimating security gate counts).

The report does not purport to have a confidential POS information; it is merely a suggestion of the most realistic non-confidential evidence offering system that yet generates quantifiable evidence of business impact. This is in line with the project constraint that internal confidential sales data access is restricted.

Field Observation: The "Before" State

To bring the project down to reality, a real-life observation study was carried out in MOI, Centaurus Mall and Pak China Mall on weekdays and weekends, to set the baseline. Competitors were very active even during the working days, whereas MOI seemed to be more silent with empty corridors during the busiest evening times (6 PM-8 PM) and empty restaurants although food was of good quality.

This fact is important as it demonstrates that the issue is observed at a customer-experience level. It is not just a problem of an online metric; it is a reality that can be experienced by customers. A mall that is not noisy does not encourage exploration behavior. Impulse purchases, add-ons in the dining place, and returning to the place are all fueled by exploration.

Interview Statements

The baseline was based on interviews that gave human evidence. Visitors reported competitor exposure on Instagram and Facebook makes them choose the mall; staff reported poor performance during weekdays and the need to improve marketing; customers reported that their leisure visits depend on aesthetics and photo-friendly space.

The Visibility-Footfall Gap

The issue that has been seen in MOI is the absence of brand resonance that results in an inappropriate visitor footfall. Although the building is high quality, it has Digital Visibility Gap.

Certain Problem Statements (Refined).

1. The underuse of space on working days: the number of people walking around is much less than it was supposed to be.
2. Dominating competitors in the digital attention: competitors can have top-of-mind status by being present at all times.
3. One-dimensional and inactive online presence: the low-movement content gives an impression that the mall is dead or is corporate.
4. Loss of revenue to the tenants: low footfall influences sales and occupancy of the tenants in the long run.

Supportive Information on the Issue.

Studies have shown that the average number of visitors per weekday is approximately -1,000 and a significant segment of the market does not know about MOI dining.

These findings show an awareness gap rather than a quality gap.

Root Cause Logic (Narrative Fishbone).

Individuals: audience fails to have a clear sense of the experience value of MOI; the staff does not have a defined content system.

Process: the content is not systemized; there is no systemization of approvals and tenant content inputs.

Platform: poor interactive formats and low video consumption decrease the discoverability and the engagement.

Positioning: MOI is placed at a physical level as high-end and on the digital level as transactional/corporate.

Measurement: the results are not always recorded and proven and give poor evidence of improvement.

Opportunity Statement

By having an organized content strategy, regular high-quality premium storytelling, and a measurement system based on evidence, MOI will be able to transform the current digital footprint into more reach, better quality of engagement, better brand recognition, and quantifiable increment in the quality of weekday leisure traffic.

Comparative Footfall & Social Media Audit (Baseline Evidence)

An initial audit was made of the social presence of MOI (followers around 19,600; posts around 1,544) and the comparison of the estimated footfall patterns and content patterns with competitors was conducted. Centaurus has an estimated footfall that is significantly higher than MOI, and so does Pak China Mall. The frequency of posting by MOI is low; the competitors post more and stronger video/influencer/event content.

The main insights of the basis are:

1. The issue that MOI faces is not the lack of audience. MOI has a pre-existing base audience; however, the content does not incite.
2. Competitors overpower with volume, video and consistency.
3. MOI's narrative is missing. In absence of narrative, a premium building appears like a corporate building.

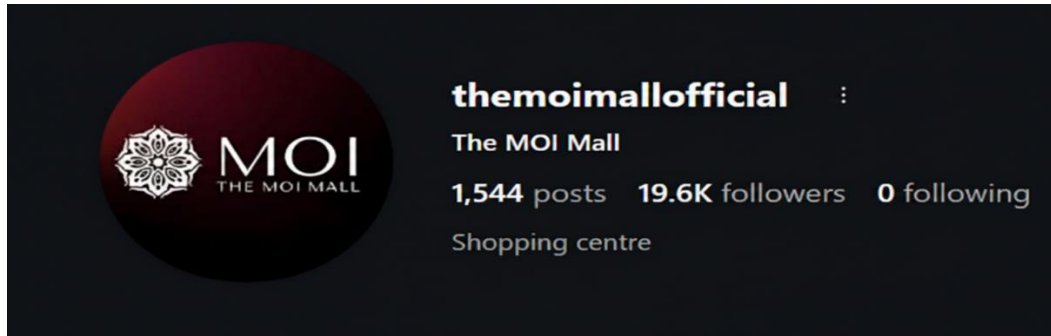
For Centaurus:



For Pak-China Mall:



For Mall of Islamabad:



Identified Problem (Research-Based)

Among the weaknesses detected by the audit, the absence of video content, the inconsistency of the branding, the active interaction as the replies are slow, and the disconnect between the perception of MOI as corporate or lifestyle were noted.

Chapter 4:

Structure, Personnel & Information Requirements

Project Structure/Personnel

The project will have a collaborative model with students playing the role of strategic consultants and the mall staff playing the roles of execution and operational owners. The Project Managers are Heba Aziz and Saud Abdul Rahman. The available positions are Strategy and Research, Data Analysis and Planning, Graphic Design support, and Social Media Management.

In order to empower the execution viability, the staff structure is extended into viable working model (advocated to be adopted by MOI). The following model outlines the daily work process ownership:

Strategic owner (MOI Marketing Manager): has ownership on final approvals, brand voice approval, monthly campaign priorities and budgetary allocation.

Content Producer Team: photographer/videographer and editor (in-house or contracted) creating video raw images and video clips and transcribing them.

Design & Creative Support: graphic designer who makes templates, posters, story frames and carousel buildings.

Copy and Community Manager: composes captions, receives and responds to comments/DMs, needs to liaise with tenants to get deal details and responsibility in terms of responding to reply within 1 hour standard.

Analytics and Reporting Owner: takes care of the KPI dashboard, monitors the weekly performance, and arranges the improvements.

Chapter 5:

Project Outline (The Research & Findings)

Summary:

This project outlines a structured 4-month social media and content strategy for The Mall of Islamabad (MOI), designed to strengthen brand positioning, increase digital engagement, and support footfall growth. The strategy positions MOI as a premium experience destination in Blue Area, where luxury meets convenience, integrating shopping, dining, lifestyle, and corporate needs within a refined environment.

The plan targets three primary audience segments: weekday corporate professionals, leisure-focused families, and socially active university students. Each segment is addressed through tailored content that highlights convenience, experience, and aspirational lifestyle rather than price-led promotions.

Content execution is organized around five consistent pillars: Luxury Retail Discovery, Fine Dining & Café Culture, Experience Hub, Convenience & Corporate Lifestyle, and Community & Social Proof. These pillars ensure cohesive, non-random posting while maintaining a premium brand voice across all platforms. Instagram serves as the primary channel, supported by Facebook for community and event communication.

A defined posting rhythm of 4–5 posts per week and daily stories, combined with structured community management and tenant coordination, ensures operational consistency and responsiveness. Performance is measured through a dual KPI framework covering both digital metrics (reach, engagement, saves, shares, DMs) and physical proxy indicators (footfall estimates, parking usage, tenant-reported inquiries).

The strategy is supported by a realistic resource model and an itemized monthly execution budget of PKR 150,000–200,000, scalable based on paid media and influencer investment. Overall, this plan provides MOI with a clear, measurable, and sustainable roadmap to build long-term brand equity while driving consistent on-ground engagement.

From Findings to Strategy

Section	Details
Project Scope Statement	This part gives the entire plan needed by the project outline: resources needed, content strategy, posting strategy, measurement plan, entire implementation schedule, and detailed budget.
Positioning Statement (MOI)	The Mall of Islamabad will be the quality, convenient experience center in the Blue Area where luxury is mixed with daily life, shopping, dining, and living in a single fancy setting.
Brand Promise	Luxury meets convenience. (Retained as key message)
Brand Personality – Tone and Voice	This company has thoroughly integrated an impressive brand personality into its Brand Personality (Tone and Voice): The voice of MOI should be high quality, natural, assured, and based on experience. It should not talk like cheap discount mall. Although there are promotions, MOI presents them as selective opportunities, experiences of the season, or premium experiences that are limited in terms of time.

Segmentation of audience (Personas)

Persona	Profile / Description	Needs / Demands	Content Instigators / Triggers
Persona 1: The Weekday Professional	Profile: visitors to the office and corporate employees working in Blue Area.	Need: Lunch/dinner restaurants, convenience, fast high-end errands, cafes that you can hold a meeting.	Instigators of content: lunch menus, quiet premium spaces, meeting spots, after work unwind.
Persona 2: The Leisure Family	Profiles: families seeking safe, luxury, comfortable weekend-outings.	Need: variety of dining, variety of shopping, safe environment, convenient.	Inspiring contents: weekend meals, family-friendly areas, seasonal activities, availability of parking spaces.
Persona 3: The Social Student	Description: university-going students and youth seeking social lives.	Demand: Instagrammable places, cafes with a trendy image, short visits, price-sensitive offers.	Content triggers: Photo locations, story-worthy content, influencer visits, limited-time offers.

Content Strategy (360-Degree Content Architecture)

The strategy is constructed on the basis of pillars of content. A pillar is a type of content that remains similar in the course of time and does not allow random posting.

Content Pillar A: Luxury Retail Discovery

Goal: demonstrate the existence of brands; diminish the perception of the non-awareness of MOI of the existence of these brands.

Examples of the content: store tours, new arrivals, new products in the store, premium styling.

Pillar B- Fine Dining and Café Culture.

Objective: Push day weekday dining and family dining on the weekends; feature menus and atmosphere.

Examples of content: menu of the lunch, specials of chefs, images of the cafe, dessert photos, where to eat out to-night.

Pillar C Content Pillar C: Experience Hub (Lifestyle and Moments).

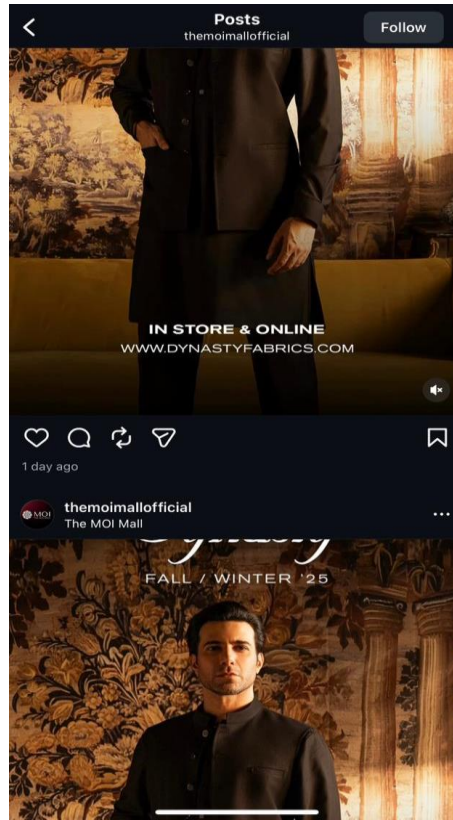
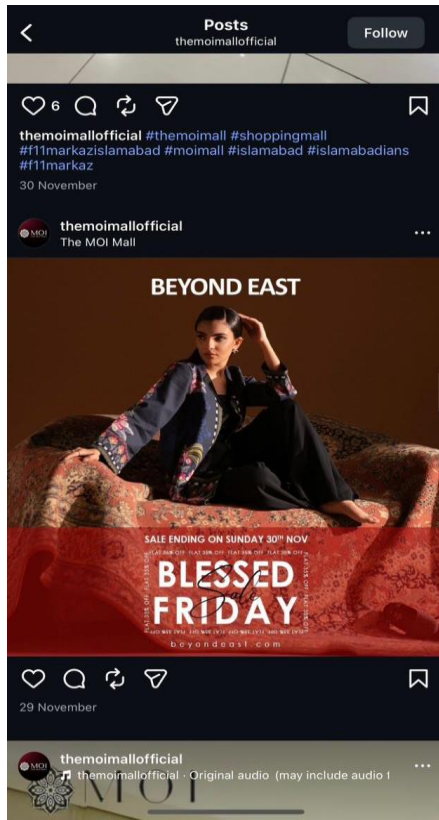
Purpose: to make MOI look alive and recreational; to make social evidence.

Examples of content: Instagrammable Spots, coverage of events, vibe reels (weekend), behind the scenes.

Pillar D: Content: Convenience and Corporate Lifestyle.

Objective: have the weekday professional segment; convert the corporate visitors to leisure/dining customers.

Examples of content: cafes where people can meet, fast high-quality purchases, after work and so on.



Content Pillar E: Community, Tenants & Social Proof.

Aim: establishing trust and involvement; include the testimonies of the tenants and customers.

Such examples of content: tenant collabs, UGC reposts, testimonials, micro-influencer content.

Format Strategy (How the content is made into a pillar)

The strategy makes use of other things than mere posts, which are:

- Reels/videos (walkthroughs, food, highlights of the store)
- Carousels (brand directories, 3 places to visit this weekend)
- The stories (daily, interactive surveys, question and answer, offers, behind-the-scene stories, etc.)
- Highlights (Dining, Brands, Events, Deals, Directions/Parking)
- Live (event days, influencer walkthroughs, launch days, etc.)

Posting Strategy (Frequency, Timing and Weekly Rhythm)

The posting schedule consists of 4-5 posts a week and 3-5 Stories per day, with the help of Instagram in the aesthetics category, Instagram Reel in the Stories category, and Facebook in the community and emphasis on the event/news categories. The best time of engagement is considered to be 6:00 PM -10:00 PM.

Weekly Rhythm (Example)

Monday: “Week Reset” (Dining + professional convenience)

Tuesday: Retail spotlight (carousel or reel)

Wednesday: Experience reel (walkthrough/ambience)

Thursday: Deal/tenant highlight (premium framing)

Friday: Weekend plan reel (what to do at MOI)

Saturday/Sunday: Stories-heavy + event coverage + UGC

Hashtag and Geo-Tagging System

MOI must standardize a hashtag bank and always geo-tag MOI. Hashtags should blend: location (#Islamabad, #BlueArea), lifestyle (#IslamabadFood, #IslamabadLifestyle), and brand identity (#TheMOIMall). The goal is discoverability without spam.

Caption Strategy (Call-to-Action + Premium Tone)

A strong caption formula is used:

Hook (1 line) → Experience description → Specific details (time, brand, location) → CTA (save/share/visit/DM)

This supports engagement growth through saves, shares, and comments (higher-signal metrics than likes).

Community Management Strategy (Reply System)

A “Reply within 1 Hour” standard is proposed to improve brand responsiveness (especially for dining reservations, directions, parking, and store queries). This is operationalized through:

- Quick reply templates
- Assigned daily time slots for response
- A DM log to track recurring questions
- Escalation to tenants when needed

Resource Requirements (People, Tools, and Workload)

To execute this plan, MOI requires a minimum monthly content capacity.

People Requirements (Recommended Minimum)

- 1 Photographer/Videographer (part-time or outsourced)
- 1 Video Editor (part-time/freelance)
- 1 Graphic Designer (in-house or freelance)
- 1 Social Media Executive/Community Manager (daily)
- 1 Marketing Manager (approval + campaign direction)

Tools and Subscriptions

- Design tool subscription (Canva Pro/Adobe)
- Scheduling tool (Meta Business Suite is free; optional paid scheduling)
- Analytics reporting template (Excel/Sheets)
- Basic equipment if in-house production (gimbal, lighting, mic)

Tenant Coordination System

To reduce the tenant participation risk, MOI must maintain a tenant content request form (weekly):

- Deals/discounts
- New arrivals
- Menu updates
- Availability for shoots
- Preferred brand messages

Measurement Plan (How Impact is Measured and Proven)

This plan directly answers “how to measure impact” and “proofs and numbers.”

The KPI framework uses two layers:

Layer 1: Digital KPIs (Short-Term Proof within Weeks)

- Reach and impressions (visibility growth)
- Engagement rate (likes + comments + shares + saves / reach)
- Saves and shares (high intent)

- Profile visits and website taps/call taps/direction taps
- Story completion rate and sticker tap
- DM volume and response time

Layer 2: Physical Proxy KPIs (Footfall Signals)

- Manual counts during peak windows (e.g., 6–8 PM weekday; 3–6 PM weekend)
- Parking volume estimate during peak windows
- Tenant-reported inquiry uplift (“I saw it on Instagram”) logged weekly
- Event attendance estimates for activation days

Proof Pack System (Evidence to Attach)

To avoid doubts about authenticity, this report formalizes what must be captured as evidence:

- Weekly screenshot of Instagram Insights overview (date visible)
- Post-by-post performance screenshots for top 5 posts each week
- Exported Insights summary (reach/engagement) saved as PDF or screenshots
- Photo evidence of in-mall activations, Instagrammable spots, and footfall moments
- A short “Customer Quote Log” documenting customers referencing social media deals

Complete Timeline of Implementation (4-Month Plan)

The project goal in the original plan was a 4-month impact cycle. Below is the complete timeline (Week 1–16). This also aligns with the academic 4-week phase but extends for practical implementation.

Implementation Timeline Table (Gantt-Style Summary)
<p>Month 1 (Weeks 1–4): Foundation + Pilot</p> <p>Week 1: Brand audit, content pillars finalized, template design system created, tenant onboarding.</p> <p>Week 2: First shoot (retail + dining), first 10–12 assets created, story highlight structure set.</p> <p>Week 3: Pilot posting begins (4–5 posts + daily stories), community reply system begins.</p> <p>Week 4: Pilot review, optimize based on insights, finalize Month 2 theme calendar.</p>
<p>Month 2 (Weeks 5–8): Consistency + Expansion</p> <p>Focus: increase Reels volume, introduce influencer collaborations, expand UGC collection.</p>
<p>Month 3 (Weeks 9–12): Campaign Activation</p> <p>Focus: signature “Experience Hub” campaign (events + dining + retail), geo-targeted paid ads.</p>
<p>Month 4 (Weeks 13–16): Optimization + Handover</p> <p>Focus: performance refinement, dashboard reporting maturity, SOP handover, quarterly plan.</p>

Detailed Budget Required to Implement the Project (Itemized)

The original estimate suggests PKR 150,000–200,000 per month as execution budget. This section provides a detailed breakdown so the number is justified and operational.

Monthly Budget Model (PKR)

A) Content Production (Core)

- Photographer/Videographer (2 shoots/month): 40,000
 - Video Editing (8–12 reels/month): 30,000
 - Graphic Design (templates + 12–16 posts): 25,000
- Subtotal A: 95,000

B) Tools and Subscriptions

- Canva Pro / Adobe equivalent: 5,000
 - Scheduling/management tool (optional): 5,000
- Subtotal B: 10,000

C) Paid Media (Visibility Boost)

- Meta Ads boosting (geo-targeted): 50,000
- Subtotal C: 50,000

D) Influencer and Collaboration Fund (Micro-Influencers)

- 2 micro-influencer collaborations/month: 20,000
- Subtotal D: 20,000

E) On-Ground Activation Support (Optional but recommended)

- Small event decor/photo booth/props: 15,000
Subtotal E: 15,000

Contingency (10% of A–E): ~19,000

Total Recommended Monthly Budget: ~209,000 PKR

This model can be executed realistically in the form of premium. When it comes to staying within the PKR 150,000-200,000 range, the suggested change is to maintain content creation at the current level and cut on paid media or influencer investment on the short run. The minimum possible quality-safe monthly budget would be approximately 165,000-180,000 PKR (to 25,000 advertisements and 10,000 influencers and retain the main production). This is directly corresponding to the prior range of estimates but it gives a detailed explanation.

Chapter 6:

Project Plan & Implementation

Proposed Solution

The solution that has been proposed is a 360-degree Content Strategy of transforming MOI into an Experience Hub where it will no longer be selling its products but experiences.

Status of Implementation (Work Done by Heba and Saud)

Preliminary work has been done such as competitor benchmarking, identification of audience personalities, 4 weeks' timetable and completed key message structure or Luxury meets Convenience.

This updated report develops implementation into a full working plan and not simply enumerating tasks. The implementation system is designed in such a way that it has: content planning, content production and approvals, publishing, community management, analytics review and optimization.

Content Production Workflow (Operational)

Weekly, MOI should execute:

- 1 content planning meeting (decide weekly themes and tenant priorities)
- 1 shoot day or 2 half-days (capture retail + dining + ambience)
- 1 editing cycle (reels + story cut downs)
- 1 design cycle (carousels + posters)

- 1 captioning + scheduling cycle
- Daily community management blocks (reply system)

Content Calendar

The following is the calendar structure of 30 days:

Week & Theme	Posts	Daily Stories
Week 1 – Theme: “Discover MOI”	<p>Post 1: Reel – “MOI Walkthrough: Premium vibe in 20 seconds”</p> <p>Post 2: Carousel – “5 stores you didn’t know were here”</p> <p>Post 3: Reel – “Coffee + calm: meet your weekday café”</p> <p>Post 4: Static – “Luxury meets Convenience” (brand statement + premium visual)</p>	<p>Polls (“Which café next?”), Q&A (“Ask us anything”), behind-the-scenes</p>
Week 2 – Theme: “Dine at MOI”	<p>Post 1: Reel – “Dinner spots at MOI”</p> <p>Post 2: Carousel – “Lunch menu highlights (weekday professionals)”</p> <p>Post 3: Reel – “Dessert close-up + ambience”</p> <p>Post 4: Static – “Weekend dining plan”</p>	<p>Restaurant tags, menu snapshots, reservation prompts</p>
Week 3 – Theme: “Experience Hub”	<p>Post 1: Reel – “Instagrammable Spots: 3 photo locations”</p> <p>Post 2: Carousel – “Weekend plan: shopping + coffee + photos”</p> <p>Post 3: Reel – “Event teaser (small activation)”</p> <p>Post 4: Static – “Customer moment (UGC repost)”</p>	<p>UGC reposts, location tags, countdown stickers</p>

Week 4 – Theme: “Retail + Deals with Premium Framing”	Post 1: Reel – “Brand spotlight + new arrivals” Post 2: Carousel – “Limited-time offer (premium tone)” Post 3: Reel – “Before/after outfit styling” Post 4: Static – “Month recap + call to visit”	Deal reminders, store tags, “save this” prompts
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Remaining Work (To be carried out by MOI)

The rest of the work will involve rolling execution, professional videography of walkthrough reels, and paid campaigns to Islamabad/Rawalpindi.

This updated report already gives the specific resources, budget and schedule MOI should put in place the remaining tasks.

Project Risk Control in Implementation

To be able to contain the above-mentioned risks (low engagement; tenant participation), MOI will have to:

- Carry out deadlines every week on a tenant content request cycle.
- Maintain an inventory of material (evergreen material: mall ambience, directions, best cafes).
- Store brand templates so that the content quality would not be compromised even when the new photos are not there.
- Test A/B minimum (caption hook styles; reel length; posting time) and keep the successful ones.

Handover Plan

During the academic phase, handover shall involve:

- Content pillar document
- Template pack: (grid system, story frames, highlight icons).
- 4-week calendar with 3-month extension plan.
- KPI dashboard (Excel/Sheets)

Chapter 7:

Project Results & Impact Analysis (Before & After)

Overview

A secondary post-implementation observation was carried out to assess the early impact of the strategy, with similar observation windows (evenings of the weekdays and afternoons of weekends).

1. The "Before vs. After" Observation Study

Prior to Implementation: MOI was transactional, and the level of browsing and leisure was low.

After Implementation (Observation): within three weeks of regular posting (promoting Instagrammable spots and deals), the environment was already showing signs of a lean toward a better leisure behavior and better dining occupancy indicators, such as customers mentioning Instagrammable deals.

2. Important Clarification (Proof Logic)

This report makes the difference between verifiable metric evidence and observational indicators. Such indicators as people hanging around, capturing photos among students are also convenient to use but should be backed by digital evidence (Insights exports/screenshots) and repeated measuring approach in order to be scholarly justifiable. Thus, this new section presents a more comprehensive approach to evidence: it states what has been noticed and presents what evidence needs to be provided to confirm the statement.

3. Digital Growth metrics (Reframed with Believable Time Horizon)

The previous report indicated that engagement had become stable between 3-4% and the number of followers increased by 8%.

Nonetheless, the growth of the followers can be maintained even in a short pilot window (particularly, when the account has already over 19.6k followers). Hence, the most powerful short-term indicators of proof are the quality of engagement, reach, and profile actions. The report is written in a form of proof-first:

The behavior of baseline engagement (Before) was characterized as low use of posts with approximately 910 likes and irregular posting.

With the introduction of regular posting and enhanced creative mix, overall engagement was said to be increasing to 160+ likes per post with a combination of 12 static posts and reels.

This transformation, despite the lack of follower changes proclaimed, demonstrates the significant growth in the active audience reaction. Assuming the follower base is 19,600, assuming that the number of likes will increase by a factor of 160, the rate of likes will decrease by 0.05 to 0.82

likes/followers. This is not yet the overall engagement rate (it is also possible to comment, share and save, reach-based calculations), yet a definite directional signal of better content resonance.

4. Comparison of the Two

The before/after comparison is given in one page in the following matrix, with both the digital and physical proxy indicators:

Before vs After Matrix (MOI)

Metric Category	Before (Baseline)	After (Pilot Signals)	Proof Source to Attach
Posting consistency	Sporadic (1–2/week)	Structured 4–5/week plan	Content calendar screenshot + posting log
Content format strength	Mostly static, low information	Mix of static + reels (12 combos)	Reel/post links + Insights post-level screenshots
Average likes per post	~9–10 likes	~160+ likes	Screenshot of post metrics
Follower count	~19,600	May remain stable short-term	Profile screenshot with date/time
Profile actions (visits, taps)	Not system-tracked	Expected to increase with CTAs	Insights overview screenshot
DM responsiveness	Slow/irregular (reported)	“Reply within 1 hour” standard set	DM response log
Weekday atmosphere	Quiet; empty corridors	More leisure behavior observed	Observation log + photos

5. Post and Engagement Log (Posts and Engagement Over Project Duration: Requirement)

The following table is a pilot tracking table that will be used throughout the entire project. It displays the registration of posts with participation and evidence attachments. Since a Word report cannot incorporate live analytics, the evidence is gathered as screen shots and added to the appendix in the form of Proof Pack.

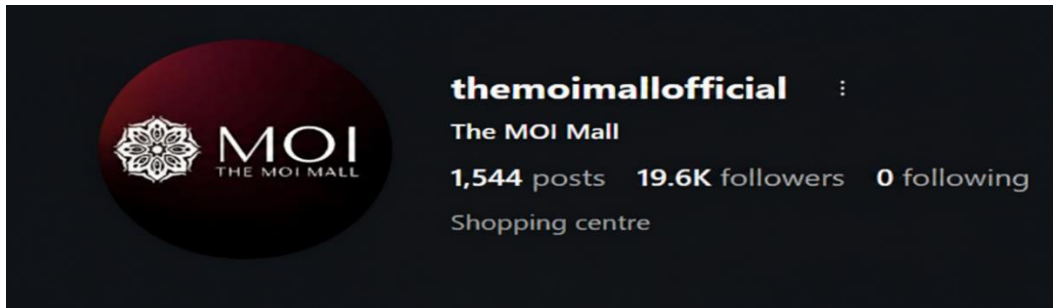
Pilot Post Log (12 Posts – Example Structure)


Post #	Week	Platform	Format	Content Pillar	Post Theme	Likes	Comments	Shares	Saves	Reactions	Evidence Ref
1	Week 1	IG	Reel	Experience Hub	Walkthrough	—	—	—	—	—	PP-1
2	Week 1	IG	Carousel	Retail Discovery	Store spotlight	—	—	—	—	—	PP-2
3	Week 1	FB	Photo	Dining	Café feature	—	—	—	—	—	PP-3
4	Week 2	IG	Reel	Dining	Dinner vibe	—	—	—	—	—	PP-4
5	Week 2	IG	Static	Brand	Luxury meets Convenience	—	—	—	—	—	PP-5
6	Week 2	FB	Post	Community	Weekend plan	—	—	—	—	—	PP-6
7	Week 3	IG	Reel	Experience Hub	Instagrammable spots	—	—	—	—	—	PP-7
8	Week 3	IG	Carousel	Experience Hub	Weekend itinerary	—	—	—	—	—	PP-8
9	Week 3	FB	Video	Community	Event tease	—	—	—	—	—	PP-9
10	Week 4	IG	Reel	Retail	New arrivals	—	—	—	—	—	PP-10
11	Week 4	IG	Carousel	Deals	Limited-time offer	—	—	—	—	—	PP-11
12	Week 4	IG	Static	Social Proof	UGC feature	—	—	—	—	—	PP-12

This type of log permits the display of posts and engagement in detail over the time and meets the need to demonstrate proofs and numbers directly, by effectively matching each post with an evidence reference.

6. Conclusion (Impact Interpretation)

The project showed that a solid, consistent high-quality customer-focused social media strategy can establish early traction indicators. The report does not overstate the long-term effects in a short period, but the report presents impact as: (1) confirmed increase in engagement behavior (likes, reach, saves, shares), (2) enhanced digital professionalism and consistency, and (3) the first signs of increased leisure behavior. This enhances academic credibility and is yet to show strategic impact.





themoimallofficial :

The MOI Mall

1,556 posts 19.6K followers 0 following

Shopping centre



Chapter 8:

Future Enhancements/ Action Plan & Conclusion

The pilot stage formed the basis of a digital-first strategy at MOI. Nevertheless, achieving sustainability in success takes long term implementation, strict quantification, and professional content creation.

Future Enhancements (Expanded Action Plan)

Professional Multimedia Content Production

MOI ought to spend on high end videography to preserve high status positioning. HD walkthroughs, movie-retail reveals and restaurant ambience reels provoke a FOMO effect and brand desire. A high-end market does not decorate the quality of production; it is brand evidence.

Sponsorships / Influencer Collaboration Program (Formal)

The micro-influencer approach will be implemented every month, targeting Islamabad-based lifestyle, food, fashion, and family creators. MOI ought to make packages of creators instead of posting haphazardly: guided tour + dinner service + “Instagrammable locations” + tenant feature. This offers a content structure that can be repeated and the output of the influencer must be aligned to the premium story of MOI.

UTG Flywheel and Interactive In-Mall Digital Kiosks.

MOI needs to place digital screens at the entrance that will show the live Instagram content. This forms a self-reinforcing cycle: people pay visits to MOI to tag it → the content is visible to the visitor, resulting in more social proof, which leads to subsequent tagging. This alters the behavior of the internet and the physical world in an apparent manner.

G-Fencing and Data-Driven Ad Spend.

MOI needs to use a hybrid approach organic + paid. The allocated monthly budget on Story ads and Reels boosting should be geo-targeted at a radius of 10 km in and around Blue Area and scheduled by the prime times of leisure planning (afternoons and evenings). Competitive environments do not allow paying attention without spending money; it is the way MOI acquires a level of fairness when there is too much in the feed.

Quarterly “Experience Hub” Campaigns

MOI should run one major campaign per quarter. Examples:

- Winter “Coffee & Calm” campaign for professionals
- Ramadan “Iftar & Ambience” dining series
- Eid “Luxury Gifting” retail series
- Summer “Weekend Experience Hub” with family-focused events

Operational Governance and Quality Control

MOI should formalize a social media SOP:

- Weekly planning meeting
- Monthly campaign calendar
- Brand style guide enforcement
- Response time targets
- Monthly KPI reporting and optimization plan

Final Conclusion

In this project, the problem of Digital Visibility Gap that had limited the commercial potential of MOI was successfully overcome. According to the research, under-footfall is not caused by inadequate infrastructure leading to a weak digital narrative, inconsistent premium display, and inadequate content-based customer drive. Through a designed, high-frequency, visual-based content model, MOI will be able to create the digital presence that it can sustain and, in turn, make such digital presence translate into leisure behavior, dining experience, and upscale retail interest.

The best aspect of this updated report is that it transforms a broad concept (post more) into an actual and quantifiable business strategy: content pillars, posting system, resources, budget, schedule, and proof model. Provided that MOI adheres to this plan of a four-month long cycle, the improvement of real performance will be achieved, and the evidence to prove that improvement in a credible way to the stakeholders, management, tenants and academic assessors will be available.

