



ELEVATE MARKETING

Digital Marketing Strategy for Sofa Symphony

One-month campaign · R20 000 budget · August 2026

Presented by the Elevate agency team

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Understanding Sofa Symphony

Who they serve, what they solve, why they win

The audience

Adults 25 to 45 furnishing a first home or rental. Young families, couples, professionals and Airbnb hosts, concentrated in Gauteng and shopping entirely on their phones.

The problem solved

Custom furniture normally means showroom trips, long waits and prices that punish personalisation. Sofa Symphony makes a made-to-order sofa affordable and orderable from a DM.

The unfair advantage

Affordable customisation plus a real human on the other end of WhatsApp. Coricraft, Zorora and Decofurn sell stock. Sofa Symphony sells your sofa.

Three customers we are speaking to

Every post, ad and reply is written for one of these three

Thandi, 29

First-time homeowner

"I want it to look like Pinterest, on a bond repayment."

- Just bought in Midrand
- Saves reels, compares for weeks
- Needs proof it is real before she pays

Reach on: Instagram + TikTok

Sipho & Lerato, 36

Young family

"It must survive two kids and still look good."

- Upgrading a 6-year-old lounge suite
- Buys on durability and fabric
- Decides together, over a weekend

Reach on: Facebook + Instagram

Naledi, 42

Airbnb host / investor

"Same look, four units, one invoice."

- Furnishing multiple properties
- Wants speed, volume pricing, reliability
- Repeat buyer if the first order lands

Reach on: Facebook + WhatsApp

The strategy

One message, three channels, and the two places the sale actually closes

Our key message

**"Your sofa. Your way.
Designed by you, built for your
home."**

SMART goals for the month

+20%

follower growth across all three
channels

50

qualified enquiries into
WhatsApp and the site

+30%

traffic to sofasymphony.co.za

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custom orders closed from the
campaign

Three channels, three jobs

Instagram

Discovery. Reels and carousels sell the look.

TikTok

Proof. Workshop, fabric tests, delivery days.

Facebook

Reach and retargeting. Where the family buyer
decides.

WhatsApp + site

*Not campaign channels - this is where the sale
closes.*

How the social presence changes

Rhythm, mix, voice and the reason to come back

Posting rhythm

- Instagram: 5 posts a week, 3 of them Reels
- TikTok: 3 videos a week, trend-led
- Stories: daily, low effort, high frequency
- Facebook: 3 a week, reshared from Instagram

Content mix

- 40% product and customisation
- 30% real customer homes and reviews
- 20% process, factory and delivery
- 10% design education and trends

Tone of voice

- Warm, plain-spoken, never salesy
- Speaks like a designer friend
- Always answers within the hour
- South African, not imported

Community hooks

- #SofaStories - real homes featured monthly
- Live design clinics on Instagram
- Polls on fabric and colour before a launch
- Reply to every comment for the first hour

Three content ideas, ready to shoot

Title, caption, visual and the call to action

IDEA 1

Your Sofa, Your Way

"Off-the-shelf never fits your corner, your colour or your family. Here, you pick the fabric, the size and the shape. Swipe to build yours."

Visual

Carousel: one sofa, swiped through 5 fabric and colour options

Call to action

DM us FABRIC for a free swatch consultation

IDEA 2

From Empty to Everything

"She sent us a photo of an empty lounge and a sage-green idea. Six weeks later, this. Your before is welcome in our inbox."

Visual

Before and after reel, real customer home, delivery day footage

Call to action

Send us your empty room - link in bio

IDEA 3

Design Tips Tuesday

"Small lounge? Stop pushing the sofa against the wall. Three fixes in 40 seconds."

Visual

40-second talking-head or overlay video, one tip per week

Call to action

Comment your room size and we will suggest a layout

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The campaign

#SofaDreams

"Design it. Post it. Win it."

Four weeks. Customers post the sofa they would design - room photo, colour, shape - tagged #SofaDreams. Sofa Symphony replies to every entry with a real mock-up. One winner a month takes R1 000 off their custom order.

Objective

Turn passive scrollers into named leads, and build a public library of proof that customisation is real.

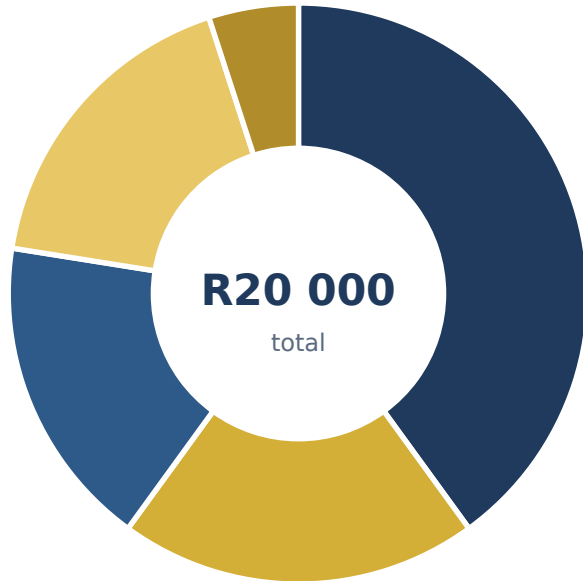


Why anyone would enter

- They see their own idea drawn up, free
- R1 000 off a sofa they already want
- Their home gets featured to the whole community
- Entering costs one post and thirty seconds
- Every entrant gets a free fabric swatch pack

Where the R20 000 goes

Every rand buys reach or creative. Nothing goes on software we can get free.



■ Meta ads (IG + Facebook)	R8 000	40%
■ TikTok paid promotion	R4 000	20%
■ Micro-creators (4 local)	R3 500	17.5%
■ Content shoot day	R3 500	17.5%
■ #SofaDreams prize	R1 000	5%
Total	R20 000	100%

Reporting runs on Meta Business Suite and TikTok Analytics - both free - so that spend goes into reach instead. The shoot day produces the whole month of Reels, carousels and ad creative.

How we will know it worked

Eight measures, reviewed weekly, reported at day 30

Follower growth

+20% across Instagram and TikTok

Engagement rate

8 to 12% on campaign posts

Website visits

+30% to sofasymphony.co.za

Customer enquiries

50 qualified leads into WhatsApp and the site

Campaign entries

200 uses of #SofaDreams

Email list

300 new subscribers from entries

Conversions

8 custom orders traced to the campaign

Return on spend

2:1 minimum, R40 000 in orders on R20 000



Let us elevate Sofa Symphony

Creative that looks like the brand. Strategy that ties to the sale. Numbers we are happy to be held to.

Thank you · Questions welcome

Team members

Nobantu Gumbi