SPEC DIGITAL MARKETING CAMPAIGN

EN GLOBAL

SOCIAL MEDIA CAMPAIGN

YOU KNOW THE WORDS.

SO WHY CAN'T YOU SAY THEM?

Social Media Strategy · Content Planning · Copywriting · Creative Direction

This is a speculative portfolio project created to demonstrate social media strategy, content planning, copywriting and platform adaptation.

CAMPAIGN BRIEF

Brand · challenge · goals · platforms

THE BRAND

EN Global is an online English school for working people who already have a foundation in English but struggle to use it confidently in real situations.

THE CHALLENGE · POSITIONING

YOU ALREADY KNOW MORE ENGLISH THAN YOU THINK. EN GLOBAL HELPS YOU ACTUALLY USE IT.

BRAND PROMISE

SPEAK ENGLISH WITH CONFIDENCE WHEN IT ACTUALLY MATTERS.

- PRIVATE ONLINE LESSONS
- BUSINESS ENGLISH
- CONVERSATION PRACTICE
- INTERVIEW PREPARATION
- PRONUNCIATION & FLUENCY

CAMPAIGN OBJECTIVE

Increase awareness of EN Global among young professionals and turn engaged users into trial lesson enquiries.

THREE FUNNEL STAGES

AWARENESS	**Objective** Reach professionals struggling with spoken English	**Action** Educational and relatable content
ENGAGEMENT	**Objective** Encourage saves, comments and interaction	**Action** Tips, carousel posts, questions
CONVERSION	**Objective** Generate lesson enquiries	**Action** Promotional content and booking CTA

PLATFORMS

- INSTAGRAM
- FACEBOOK
- LINKEDIN
- STORIES

TARGET AUDIENCE

Young professionals who understand more English than they can use

PRIMARY AUDIENCE

Age	23–40
Location	Bulgaria, with potential for other European markets
Language level	Approximately B1–C1
Occupation	Employed professionals, freelancers, university graduates and early-career specialists
Digital behaviour	Instagram, Facebook and LinkedIn users interested in career development, travel, international companies and professional growth

THE MAIN PAIN POINT

THEY CAN...

- read emails
- watch videos
- understand meetings
- use English software

BUT...

IT'S HARD TO...

- speak spontaneously
- answer quickly and join meetings
- handle interviews
- pronounce words confidently
- speak without translating in their head first

PERSONA · FICTITIOUS

M

MARIA, 29

Marketing Specialist

Maria uses English almost every day at work. She understands emails and meetings, but becomes nervous when she has to explain an idea or answer unexpectedly. She wants practical speaking experience rather than another traditional grammar course.

GOAL

Speak more confidently at work.

BARRIER

Fear of mistakes and lack of speaking practice.

MOTIVATION

Career growth and international opportunities.

STRATEGY

One funnel, four content pillars – not every post does the same job!

AWARENESS

Reach professionals struggling with spoken English
Educational and relatable content

ENGAGEMENT

Encourage saves, comments and interaction
Tips, carousel posts, questions

CONVERSION

Generate lesson enquiries
Promotional content and booking CTA

PILLAR 01

EDUCATE

Practical English tips people can immediately use.

PILLAR 02

RELATE

Content around common frustrations, mistakes and speaking anxiety.

PILLAR 03

ENGAGE

Questions, polls and interactive posts that invite participation.

PILLAR 04

CONVERT

Content explaining EN Global's lessons and encouraging bookings.

EVERY POST CARRIES A LABEL

AWARENESS | EDUCATION | ENGAGEMENT | CONVERSION

POST 1 · AWARENESS

Pain point: the opening campaign post



Instagram / Facebook · 1:1 creative. Photo direction: a person in a business meeting or at a laptop, visibly hesitating to speak; a simple illustration stands in here. Minimal text on the image.

AWARENESS

Goal: awareness + emotional recognition = the viewer thinks "That's me."

INSTAGRAM / FACEBOOK CAPTION

You understand the meeting.
You know what you want to say.

Then someone asks for your opinion and suddenly every sentence feels harder.

It happens to many English learners.

The problem is often not a lack of vocabulary or grammar. It is a lack of opportunities to use English spontaneously.

At EN Global, lessons focus on real conversations, practical vocabulary and situations you are actually likely to face.

Meetings. Interviews. Travel. Presentations. Everyday conversations.

The more you use English, the less you need to translate every sentence in your head.

Ready to speak with more confidence?
Book your first lesson.

CTA

BOOK A LESSON →

KPI

Reach, impressions, profile visits and engagement rate.

POST 2 · CAROUSEL

Built to be saved: cover plus three of the slides

COVER

5 WAYS TO SOUND MORE NATURAL IN ENGLISH

Small changes. More confident conversations.

SLIDE 2

1. SAY "I'D LIKE..." INSTEAD OF "I WANT..."

Instead of:

~~I want a coffee.~~

Try:

I'd like a coffee, please.

More natural. More polite.

SLIDE 3

2. USE CONTRACTIONS

Instead of:

~~I am / I have / I would / We are~~

Use:

I'm / I've / I'd / We're

Native and fluent speakers use contractions constantly in everyday conversation.

SLIDE 4

3. LEARN PHRASES, NOT JUST WORDS

~~decision~~ → **make a decision**

~~attention~~ → **pay attention**

Your brain retrieves familiar phrases faster than isolated vocabulary.

ALSO IN THE CAROUSEL

Slide 5 · 4. Stop building the perfect sentence: "Speak first. Improve as you go."

Slide 6 · 5. Practise real situations

Final · Fluency grows through use, not perfection.

CAPTION EDUCATION ENGAGEMENT

Sounding natural in English usually comes from small habits rather than complicated grammar.

Start with one of these five changes and consciously use it during your next conversation.

Which one would make the biggest difference for you: 1, 2, 3, 4 or 5?
Save this post and practise it later.

FINAL SLIDE CTA

SAVE THIS POST FOR YOUR NEXT CONVERSATION.

KPIS

Saves lead because the post is made to be save-worthy, then shares, carousel completion and comments.

POSTS 3 + 4

Where we sell, and where we deliberately don't

CONVERSION POST 3 · SERVICE



CAPTION

English becomes much easier to improve when your lessons reflect the situations where you actually need it.

At EN Global, your learning plan can focus on:
✓ Speaking & conversation
✓ Pronunciation & fluency
✓ Business English
✓ Interviews & presentations
✓ Grammar & vocabulary
✓ English for travel

Your level, goals and challenges determine what we work on.

Book a personalised lesson and start working on the English you actually want to use.

CTA
BOOK A LESSON →

KPI
Link clicks, enquiries and lesson bookings.

ENGAGEMENT POST 4 · POLL



CAPTION

Everyone struggles with something different.

Some learners know the grammar but freeze when speaking. Others speak comfortably but struggle to understand fast conversations.

What is the hardest part for you?
A, B, C or D?
Tell us in the comments.

Nothing is sold here on purpose: social content shouldn't keep saying “buy now”.

PROMPT
COMMENT A TO D ↓

KPI
Comments and engagement rate.

POST 5 · BRAND

Trust / myth-breaking - a minimal, typography-only post

EN GLOBAL

YOU DON'T NEED ~~PERFECT~~ ENGLISH TO SPEAK CONFIDENTLY.

Confidence grows before perfection arrives.

Instagram / Facebook / LinkedIn adaptation · 1:1 creative. Deliberately quiet: the feed needs a calm moment between louder posts.

AWARENESS BRAND

Added to the initial plan to make the campaign more complete.

CAPTION

Waiting until your English feels “perfect” is one of the easiest ways to avoid speaking it.

Real conversations include pauses, corrections and imperfect sentences, even between fluent speakers.

Progress starts when you become comfortable using what you already know while continuing to improve.

Make mistakes. Notice them. Learn from them. Keep talking.

English is a communication tool, not a performance.

KPI

Shares, saves and engagement - a brand-building post.

POST 6 · LINKEDIN

Adapted, not copy-pasted from Instagram

EN Global
Online English school · Company page post

Many professionals can read reports, write emails and understand meetings in English, yet still hesitate when they need to speak.

The gap is often not knowledge. It is active practice.

Someone may understand complex vocabulary and grammar while still finding it difficult to answer an unexpected question during a meeting, explain an idea to an international colleague or introduce themselves confidently during an interview.

Business English training becomes more useful when learners practise the situations they actually encounter at work:

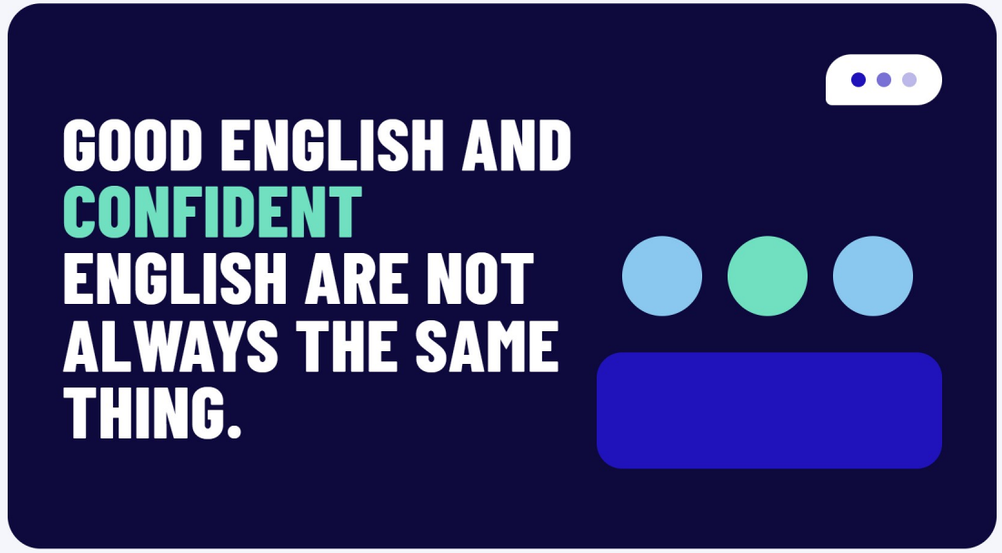
- meetings and discussions
- interviews
- networking
- presentations
- client communication
- everyday conversations with international colleagues

Language learning should prepare people to use English when it matters, rather than only recognise the correct answer in an exercise.

That is the approach behind EN Global.

Learn more about personalised Business English lessons.

Like Comment Share



Creative placeholder. Photo direction: more corporate – a meeting, laptop, presentation or international team.

AWARENESS THOUGHT LEADERSHIP · B2B

WHAT CHANGES FROM INSTAGRAM

Tone: professional and insight-led, not chatty.

Structure: observation, insight, workplace scenarios, then the brand approach.

CTA: a softer “Learn more” instead of “Book a lesson”.

KPIS

Post impressions, reactions, comments and profile / company page visits.

PLATFORMS + LOOK

How the message changes by platform, and how the feed stays cohesive

PLATFORM ADAPTATION

PLATFORM	CONTENT APPROACH	TONE	PRIMARY ACTION
INSTAGRAM	Visual, educational, relatable	Friendly and conversational	Save / comment / book
FACEBOOK	Informative + community-oriented	Accessible and helpful	Comment / message / book
LINKEDIN	Career and professional English	Professional, insight-led	Read / engage / visit
STORIES	Quick interaction	Informal	Poll / question / click

ONE BRAND. DIFFERENT PLATFORMS. DIFFERENT USER BEHAVIOUR.

Deep blue
#2113BC

Light blue
#8BC8EF

Mint accent
#70E0C1

White / light grey
#FFFFFF · #F4F6FB

TYPOGRAPHY

SPEAK WITH CONFIDENCE

Bold condensed for headlines (Barlow Condensed)

Clean sans-serif for body copy, captions and lists (DM Sans).

ONE PALETTE, SIX DIFFERENT LAYOUTS

Pain point
Typography + person

Carousel
Graphic

Promotional
Photography + benefit blocks

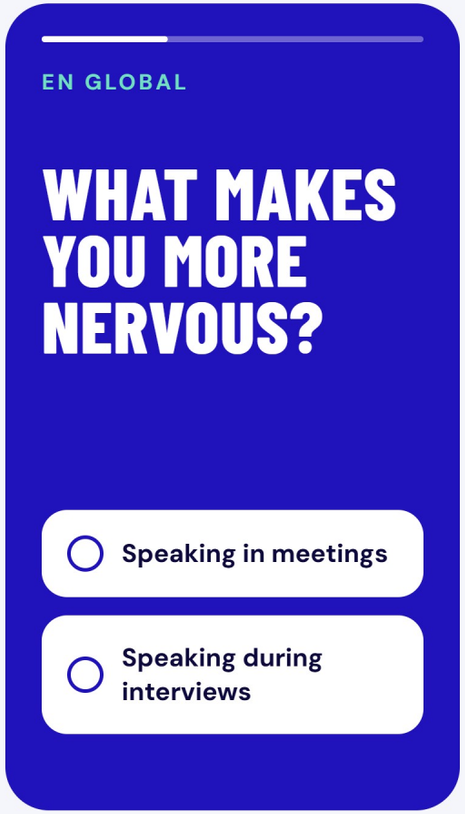
Engagement
Typography / poll

Brand post
Minimal

LinkedIn
Professional photography

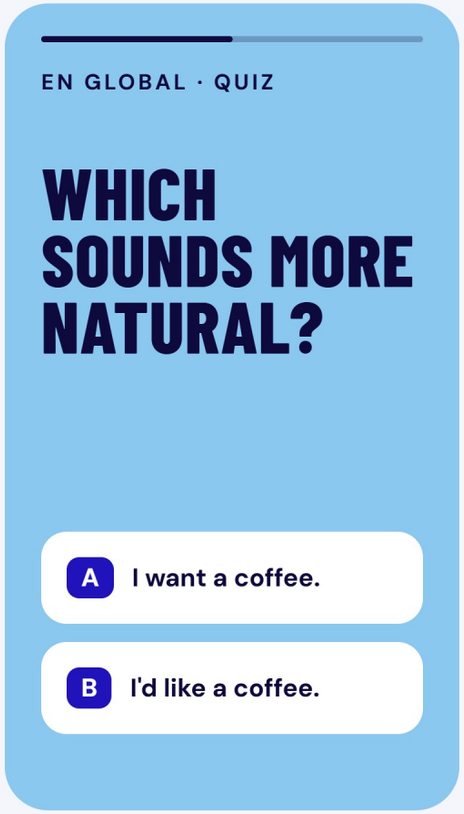
INSTAGRAM STORIES

Three static stories: a poll, a quiz and a booking prompt



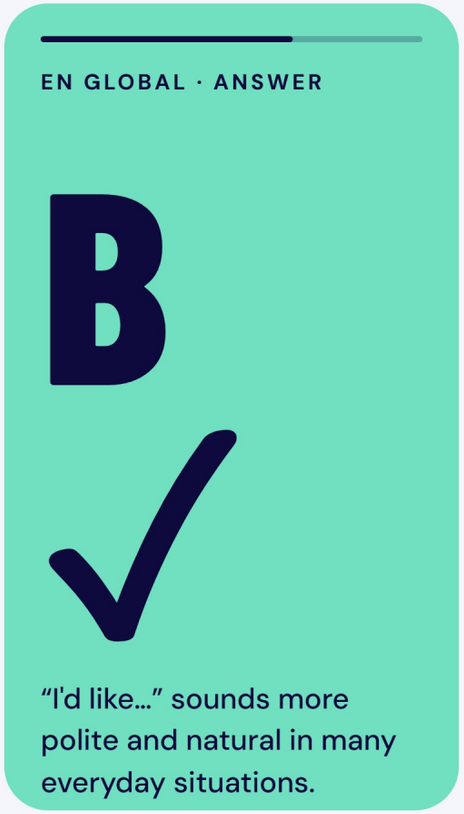
ENGAGEMENT

Story 1 – Poll



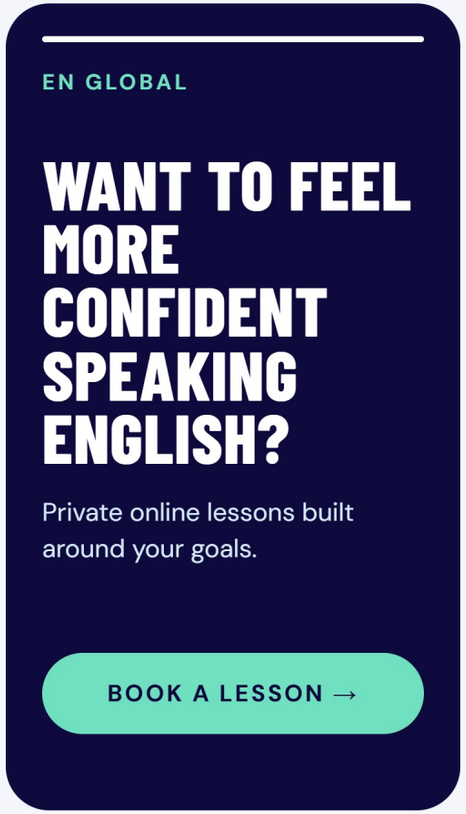
ENGAGEMENT

Story 2 – Quiz



ENGAGEMENT

Story 2 – Answer (follows the quiz)



CONVERSION

Story 3 – Booking

CONTENT CALENDAR

A two-week plan: planning, not just copywriting

WEEK 1

MONDAY	You Know the Words IG + FB	AWARENESS
WEDNESDAY	5 Ways to Sound Natural IG + FB	EDUCATION
THURSDAY	LinkedIn professional post LinkedIn	B2B AWARENESS
FRIDAY	What Is Hardest for You? IG + FB	ENGAGEMENT

WEEK 2

MONDAY	You Don't Need Perfect English IG + FB + LinkedIn adaptation	BRAND
WEDNESDAY	English for the Moments That Matter IG + FB	CONVERSION
FRIDAY	Poll + Quiz Stories Instagram	ENGAGEMENT
SUNDAY	Booking Story IG + FB	CONVERSION

HOW I WOULD MEASURE THE CAMPAIGN

AWARENESS

- Reach
- Impressions
- Profile visits

ENGAGEMENT

- Likes
- Comments
- Shares
- Saves
- Engagement rate

TRAFFIC

- Link clicks
- CTR
- Landing page visits

CONVERSION

- Lesson enquiries
- Completed booking forms
- Conversion rate

WHAT I WOULD EVALUATE

After the first two weeks, I would identify which content pillars generate the highest engagement, which formats produce the most saves and shares, and which conversion-focused posts generate the most website visits or lesson enquiries.

THE FINDINGS WOULD THEN BE USED TO ADJUST THE NEXT CONTENT CYCLE.