

# MOHAMMAD WASIF HAFIZ

Student ID: 2606509

## DS2: Digital Artefact Log

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*Business task: Social media promotion plan for a small clothing boutique*

This log explains the choices made while creating a PowerPoint presentation for a small business. The presentation suggests a simple one-week social media plan and gives an example promotional post.

### 1. Why I chose PowerPoint

- PowerPoint is suitable for presenting business information in a clear visual way.
- Slides allow me to separate the business need, content plan, example post and success measures.
- I can combine short text, shapes, colours and simple layouts in one file.
- The presentation can be shown to a business owner or shared with team members.
- It is easy to edit later when the business has new products or promotions.

### 2. What information I used

- The assignment instructions about creating a digital artefact for a practical business task.
- The scenario of a small clothing boutique that wants more people to notice its products.
- Common social media content ideas, such as new arrivals, style tips and customer polls.
- Basic promotional principles: clear message, attractive design and a call to action.
- Simple ways to review results, including reach, engagement, customer messages and store visits.

### 3. How I created my artefact

- I selected a small clothing boutique as the business scenario.
- I planned the presentation in a logical order, starting with the business need.
- I created a one-week schedule with different post ideas for each day.
- I designed a sample promotional post with a headline, caption and hashtags.
- I added a final slide showing how the business could review the results.

### 4. What changes I made

- I kept the wording short so the main points are easy to understand.
- I used a consistent colour palette to make the slides look connected.
- I divided the information into separate slides instead of placing everything on one page.
- I used cards, headings and spacing to make the content easier to scan.

- I added practical examples and simple measures so the plan could be used by a small business.

## **5. Feedback I used**

- I checked that the presentation responded to a clear business need.
- I reviewed the slides to make sure the order was logical and easy to follow.
- I considered whether a small business owner could understand the plan without specialist knowledge.
- I checked that the sample post included a clear message and action for customers.
- No external feedback was provided for this draft, so these checks were used as a self-review; I would update the work if my lecturer or classmates suggested changes.

## **Final review**

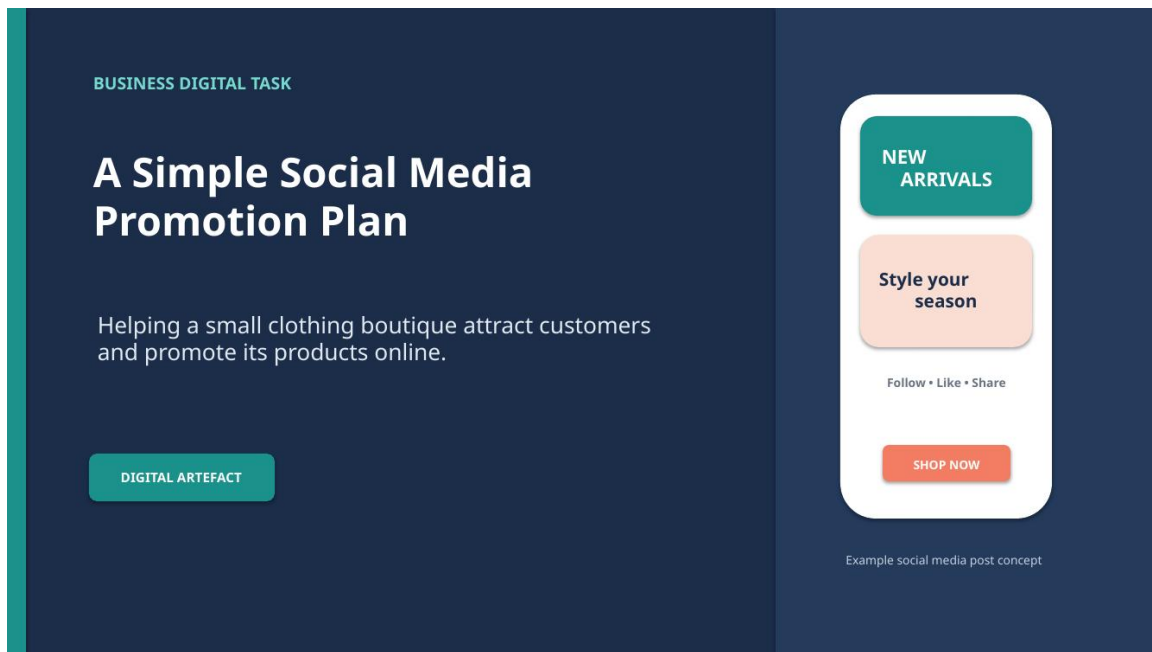
The PowerPoint gives the boutique a simple starting point for promoting products online. The plan is practical and can be adapted to the business's products, audience and results.

# Screenshots of My Digital Artefact

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The screenshots below show the PowerPoint presentation I created for the small clothing boutique. Each screenshot is followed by a short explanation of what the slide contains and why it is useful for the business.

## Screenshot 1: Title Slide



This slide introduces the task as a simple social media promotion plan. It explains that the presentation is designed to help a small clothing boutique attract customers and promote products online. The title and visual mock-up make the purpose clear.

## Screenshot 2: The Business Need

### The Business Need

Scenario: a small clothing boutique wants more people to notice its products.

**01**  
**Build awareness**  
Show new arrivals and seasonal outfits to local customers.

**02**  
**Increase engagement**  
Encourage people to like, comment, save and share posts.

**03**  
**Bring customers in**  
Share clear offers and a simple call to action.

**Main message: use simple, consistent posts to make the boutique easier to discover.**

SMALL BUSINESS PROMOTION PLAN | DIGITAL ARTEFACT 02

This slide explains the boutique's main needs: building awareness, increasing engagement and encouraging customers to visit. The three sections make the business goals easy to understand.

## Screenshot 3: One-Week Content Plan

### Suggested 1-Week Content Plan

A realistic starter plan that a small business can manage.

|     |                          |                                  |
|-----|--------------------------|----------------------------------|
| MON | <b>New arrivals</b>      | Photo of 3 new items             |
| TUE | <b>Style tip</b>         | Show one item in 2 outfits       |
| WED | <b>Customer poll</b>     | Ask: which colour do you prefer? |
| FRI | <b>Weekend offer</b>     | Promote a limited-time offer     |
| SAT | <b>Behind the scenes</b> | Short video of the shop or stock |

Tip: use clear photos, short captions and the same brand colours.

SMALL BUSINESS PROMOTION PLAN | DIGITAL ARTEFACT

03

This slide gives practical ideas for posts across one week, such as new arrivals, styling tips, a customer poll and a weekend offer. It helps the business plan content instead of posting without a schedule.

## Screenshot 4: Example Promotional Post

### Example Promotional Post

**YOUR NEW SEASON**

New looks. Easy styling.

VISIT US THIS WEEK

Caption: Fresh styles have arrived! Visit us to find your next favourite outfit. Message us for sizes and prices.

#NewArrivals #LocalStyle #ShopSmall

#### Why this post works

- Headline is short and easy to notice.
- The message focuses on new products.
- A clear call to action tells customers what to do.
- Hashtags can help people discover the post.

SMALL BUSINESS PROMOTION PLAN | DIGITAL ARTEFACT 04

This slide shows a sample social media post with a headline, caption, hashtags and a clear call to action. It demonstrates how the boutique could present its products in a simple and attractive way.

## Screenshot 5: Measuring Results

### How to Check if It Is Working

Review results after one week and adjust the next set of posts.

**Reach** How many people saw the post?

**Engagement** Likes, comments, shares and saves

**Messages** Questions about products, sizes or prices

**Store visits** Ask customers how they heard about the shop

**Next step: repeat the post types that get the strongest response.**

SMALL BUSINESS PROMOTION PLAN | DIGITAL ARTEFACT 05

This slide suggests checking reach, engagement, customer messages and store visits. These measures can help the business understand which posts work best and improve future promotions.