Inspire Your FitLife

Grace Anderson



Presented by
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GRACE ANDERSON MARKETING OBJECTIVES








PROBLEM: With busy, on-the-go lifestyles, it's difficult to incorporate a consistent workout and diet regiment that leaves individuals feeling refreshed, replenished, and satisfied.

SOLUTION: Grace aims to empower individuals and lead them to a healthier, happier lifestyle. So our plan is to use an integrated social media campaign for "Inspire Your FitLife" that will increase brand attention and customer retention. "Inspire Your FitLife" will uplift people to make changes to their everyday lives. The 15 newest clients will be a part of this special 3-month package meant to be a practical and attainable way to transform their lives and get them committed to living a happier life.We aim to target individuals between ages 18-30 as these are the ages where good habits can start forming and bad habits can be more easily reversed; however, the program is open to all who are willing and able to participate.



INSPIRE YOUR FITLIFE EXECUTION

OBJECTIVE: We plan to use Instagram to focus on the fitness and mindfulness aspect of “Inspire Your FitLife” campaign

PLAN:

- We will use Instagram to post daily and nightly meditation practices/routines to encourage mindfulness and balance.
- We will use Instagram Stories to post polls, quizzes, and infographics to keep our audience engaged and educated on all things health and fitness to advocate for the authenticity of our campaign.
- We will use Instagram reels to participate in weekly fitness challenges and encourage our audience to do them with us using hashtags that align with the campaign.

FREQUENCY:

- Instagram posts: 2-3 times a week
- Stories: 2-3 stories a day
- Reels: 1x a week





INSPIRE YOUR FITLIFE EXECUTION

OBJECTIVE: We plan to use TikTok to focus on the nutritious and healthy habits side of the campaign

PLAN:

- We will use TikTok to collaborate with Influencer Nara Smith where she will be making Grace's southern, healthy recipes from scratch, highlighting how you don't have to sacrifice a good meal to eat cleaner

- We will use TikTok to post "day in the lives" (DITL) of our team members where they can show themselves following Grace's FitLife program and plans



FREQUENCY:

- Influencer posts: Once a week
- DITL: 2-3 times a week



INSPIRE YOUR FITLIFE EXECUTION

OBJECTIVE: We plan to use a podcast interview to let Grace advocate and speak about the successes of her campaign and so that the brand has a face to match with it.



PLAN:

We will schedule a podcast interview with Erin Holt at the beginning of the campaign, and if it goes well, another one toward the end of the campaign. This will ensure people are aware of the face of the brand, but also so that Grace can shine her southern charm and personality and speak to why this is so important for her. Grace will also be able to put her nutritional degree to work as she talks about data-based and science-proven remedies that her program includes.



FREQUENCY:

- Podcast Interview: <u>1-2 interviews, unrepeated</u>



GRACE ANDERSON MARKETING TIMELINE

This campaign plan will take place over the course of 2 months in January and February. We are choosing the beginning of the year to take advantage of this being a time of change and New Year's resolutions.

IMPORTANT DATES

Jan 6- First Podcast Interview Appearance
Feb 24- Second Podcast Interview Appearance

Social media posts will occur as mentioned in previous slides

WHY ME?



Despite being a company that prides itself on delivering great results in the sports world, we believe our method is fail proof. We believe the content and results we deliver are authentic and representative of each brand because we take time to deeply understand your brand, mission, and goals.

We stay up to date on the latest trends and present fresh ideas with engaging social media content and capturing visuals. We are driven by transparency, integrity, consistency, and innovation-- all of which make us the best for this job and bringing everything to fruition.

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