

CASE STUDY:

Sara and Megan Sweeney have retained your services to help promote their new venture: THE POWER PROTEIN PACK. It's a to-go package of flavoured probiotic/collagen and vitamins for busy new-moms.

You have developed a broad-based communications strategy, with a strong emphasis on social media, to help the duo reach their target demographic of young, urban moms between the ages of 26-39. They have a limited budget so this will be the best way to get the most impact.

Your final plan recommends launching a one-month blitz social media campaign across three platforms.

Summary Proposal

Ideal Month for Campaign:

May - This is a great month because it coincides with the warmer season when people are focused on health, wellness, and regaining energy for summer. New moms are likely motivated to focus on nutrition as they balance post-winter health goals and get ready for the busy season ahead.

Chosen Platforms and Rationale:

1. **Instagram:**

Instagram is the go-to platform for visually driven content, and it's extremely popular with young, urban moms. It allows for visually appealing posts (e.g., unboxing, recipes), Stories, and Reels, which are ideal for engaging quick, snackable content and brand storytelling. The platform's features like polls and questions will also help foster a two-way conversation, building a community around the brand.

2. **Facebook:**

Facebook is ideal for building a strong community feel, which is essential when targeting new moms. Many mothers engage in Facebook groups and follow pages that support their lifestyle and parenting journey, making it a highly relevant platform for promoting this product. Facebook also allows for longer posts, which can share in-depth information about the product benefits and nutritional content.

3. **Pinterest:**

Pinterest is a highly effective platform for sharing ideas and inspiration, especially around health, wellness, and parenting – topics that resonate well with our target audience. Since new moms often seek quick, nutritious recipes and wellness tips, Pinterest will allow us to create and share valuable pins such as shake recipes, health benefits, and DIY tips for maintaining energy. Pinterest also provides the potential for our content to have a longer lifespan as users save and share pins, which can contribute to ongoing engagement even after the campaign ends.

Branded Hashtags:

To track content, promote consistency, and build brand awareness, the following hashtags will be used across platforms:

1. **#MomFuelOnTheGo** - This tagline highlights the product's convenience and appeals directly to busy moms who are always on the move.
2. **#PowerYourDayPack** - This hashtag emphasizes the energy-boosting benefit of the product, encouraging moms to start their day with a power-packed nutritional boost.
3. **#GlowWithProtein** - This hashtag underscores the benefits of collagen for skin health, appealing to moms interested in maintaining a radiant glow.
4. **#BossMomEssentials** - This hashtag positions "The Power Protein Pack" as an essential part of a new mom's wellness routine, helping the brand resonate with the target audience's lifestyle and empowering them.

Date	Instagram	Facebook	Pinterest
May 1	Launch announcement, teaser video #MomFuelOnTheGo	Launch announcement, link to website	Product pin
May 2	“Meet Sara & Megan” founders’ story #BossMomEssentials	Story post with founders’ picture	Founders’ profile pin
May 3	Sneak peek: packaging options poll #BossMomEssentials	Poll on preferred flavors	Packaging photos
May 4	Product unboxing Reel #MomFuelOnTheGo	User reactions and testimonials	Product setup pin
May 5	Make-it Monday: #GlowWithProtein recipe post	Recipe with link to blog	Recipe pin
May 6	Tip Tuesday: Benefits of probiotics #PowerYourDayPack	Infographic on probiotics benefits	"Why Moms Need Probiotics" infographic
May 7	Wellness Wednesday: Skin health benefits #GlowWithProtein	Discussion post on collagen benefits	Skin-care tips for moms
May 8	How-to video: Make a quick shake #MomFuelOnTheGo	Link to video on Instagram	Step-by-step shake recipe
May 9	#BossMomEssentials checklist for healthy diet and lifestyle	Checklist download	Downloadable checklist pin
May 10	“How We Make It” behind-the-scenes Reel, tour of manufacturing unit, interviews with employees #BossMomEssentials	Behind-the-scenes photo set	Manufacturing process pin
May 11	Mother's Day promo: Buy one, gift one #MomFuelOnTheGo	BOGO post and ad	Promo pin
May 12	Make-it Monday: Recipe post with fresh seasonal fruits #MomFuelOnTheGo	Share recipe link	Recipe board pin
May 13	Tips Tuesday: Energy booster tips #PowerYourDayPack	Tips post	Energy-boosting ideas

May 14	Wellness Wednesday: Product benefits carousel #GlowWithProtein	Benefits spotlight post	Collagen benefits infographic
May 15	Q&A Reel with Sara and Megan #BossMomEssentials	Facebook Live Q&A event	Q&A recap pin
May 16	Customer testimonial highlight #GlowWithProtein	Testimonial post	Testimonial pin
May 17	Countdown to contest #MomFuelOnTheGo	Engagement post to tag friends	Countdown pin
May 18	#PowerYourDayPack energy tips for hot, summer days	Infographic	Energy tips infographic
May 19	Make-it Monday: Recipe Remix: Flavored shake ideas #MomFuelOnTheGo	Share recipe	Shake recipe pin
May 20	Tips Tuesday: Nutritionist collaboration post #PowerYourDayPack	Nutrition tips	Nutrition facts pin
May 21	Wellness Wednesday: Fun facts- Benefits of protein shakes #GlowWithProtein	Fun fact infographic	Fun fact pin
May 22	Testimonial Reel #MomFuelOnTheGo	Customer feedback	Testimonial board
May 23	Contest announcement	Contest details	Contest pin
May 24	Call for user-generated content from users-Graphic post	Call for user-generated content from users-Graphic post	CTA for UGC pin
May 25	Mini video series: How moms use the pack #MomFuelOnTheGo	Real-life user video series	Video pins
May 26	Countdown: Last week of promo	Countdown post	Countdown pin
May 27	FAQ carousel: What's inside the pack?	FAQ section post	Product information pin
May 28	Founder's advice for new moms from personal experiences #BossMomEssentials	Facebook post with tips	Parenting advice pin

May 29	UGC showcase	Showcase photos	UGC showcase pin
May 30	Contest winners announcements with photos of winners	Photos of winners, with short details/stories	Contest winners pin
May 31	Campaign wrap-up: Highlights Reel	Thank you post and call for feedback	Campaign highlights pin