

Mine'd Marketing Ideas - Amy Messina

Note:

Italicized text represents project brief

Regular text represents my proposed ideas

I. Promoting a New Mine'd Series

Our expert [Vienna Pharaon](#) is launching a new series on Mine'd all about the ups and downs of friendship. Some topics she wants to focus on are finding balance within friendships, how to navigate a friendship breakup, how to speak up when a friend hurts your feelings, and more!

We'd love to hear how you think about the following:

Series Name: *Please provide 2-3 ideas for names for the series that are catchy, fun and representative of what people will learn!*

1. Friendship Forum
2. The Friendship Files
3. Bestie GPS: Your Friendship Roadmap (*Series description and marketing promotion ideas follow this name and theme)

Series Description: *Please write a little series blurb that describes the series, what kind of learning/transformation our viewers can expect, and how you might "pitch" the series to get our followers excited about tuning in.*

We believe friendships should be uplifting, not draining – but we understand there can be bumps in the road. Welcome to Bestie GPS: Your Friendship Roadmap. Our expert Vienna Pharaon will guide you through the ups and downs as she talks candidly about all things friendships. Expect to leave each episode with tangible takeaways on finding balance within friendships, how to navigate a friendship breakup, how to speak up when a friend hurts your feelings, and more! We've got your back through every twist and turn.

Marketing Promotion: *Please share 3x marketing ideas for how we can promote this new series across our channels. Thought starters include: a fun Tik Tok execution about friendship, a video trailer for IG Reels, Q&As with Vienna on IG Stories leading up to the launch, etc. Share what platforms you could see these ideas living on and any creative ideas of how it could come to life.*

1. **Q & A with Vienna on IG Stories:** Vienna could tease the theme of the new series and get viewers excited by answering 3 friendship-related questions each day for a

few days leading up to the launch. I'm picturing static Instagram stories with a Q&A box and text answers over travel-related photos, such as the below.

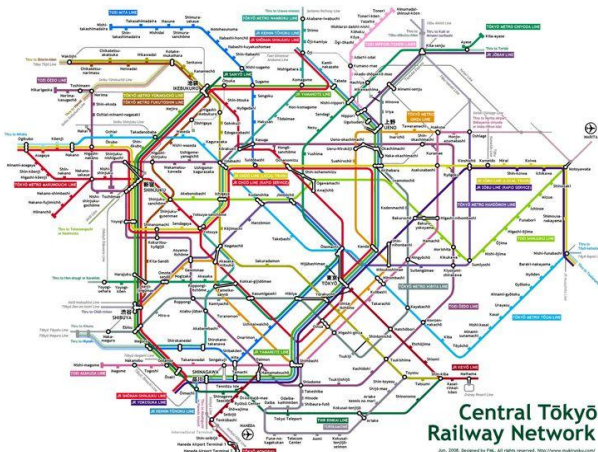


- 2. Video Trailer on IG Reels:** Compilation of cute, colorful, aesthetic travel photos and videos of friends hanging out with fun music in the background. Caption thought-starter: A one-way ticket to stronger friendships – Bestie GPS: Your Friendship Roadmap.

For visual inspiration, it may look [something like this video](#).

- 3. Instagram Post:** Image of a confusing city map or public transportation system

Example image ideas:



Caption:

POV: My brain trying to figure out how to tell a friend they hurt my feelings

or

Friendships shouldn't leave you feeling like getting from one end of the city to the other

then

With Vienna Pharaon, it's much simpler 😊 Get excited for her new series all about navigating the twists and turns of friendship - Bestie GPS: Your Friendship Roadmap. Consider her your expert tour guide ✨🗺️

II. Brand Inspiration

We are always looking at other brands within the mental health space who are creating innovative content, running unique activations on social, leveraging influencers as part of their marketing approach etc.

Mental Health/Wellness Brand: *Please share another mental health/wellness brand that inspires you from a marketing, branding and content perspective! Share what you think they are doing well and how Mine'd might adopt those strategies on our own channels.*

I think [Headspace](#) has a great presence on TikTok!

I'm inspired by brands that don't take themselves seriously on TikTok and fit trends seamlessly into their content without being "product pushy." People go on TikTok to laugh and be inspired, and if your page is genuine, I believe natural sales will come from it.

Example #1: [Emma Chamberlain video/audio](#)

Emma Chamberlain is well-known for living life on her own terms and would rather hang out by herself than spend time in draining relationships. People are using this sound over [happy videos with their friends/partners](#).

Idea: Mine'd could use this audio over a video of friends laughing together/hanging out with the caption: We couldn't agree more, Emma 💕

Example #2: [Scrolling Checkpoints](#)

It's common for people to spend hours at a time on TikTok. It's wonderful to see mindfulness accounts creating mental health/breathwork "checkpoints" to encourage users to take a break from scrolling and take some deep breaths. The Headspace video link above garnered 88.4 million views!

Idea: Mine'd could have a creator with a soothing voice guide viewers through a short ~30 second breathing exercise. Caption ideas include: Got a lot on your Mine'd?; Clear your Mine'd for a moment; Mine'd if we take a break?

III. TikTok Ideation

Mine'd is developing its TikTok strategy and looking to launch with 5-7 new videos a week. We want to stay relevant with pop culture, trending sounds and songs, and popular trends on TikTok.

Provide 2x ideas for TikTok videos that Mine'd could execute to continue to drive awareness for our platform/mental health while also driving engagement and relevance on the app.

Feel free to tie this to a viral tik tok sound or trend and provide any details of how the tik tok could come to life.

TikTok Idea #1

Someone taking a video of themselves tucked into bed with a towel on their head and face mask on

Audio: Can I give you a big hug?; Text on screen: "When someone asks me to hangout but I already decided I'm staying in for the night (and catching up on my favorite Mine'd series)"

Lip sync to audio with a straight face: "No. Thanks."

[ORIGINAL SOUND](#)

[EXAMPLE USE OF TRENDING SOUND](#)

TikTok Idea #2

Lip sync to audio: "First get a jar"; Text on screen: "First go to therapy"

Innocently holds up phone with Mine'd app open

Lip sync to audio: "Patrick that's a pickle"; Text on screen: "Amy that's a Mine'd subscription"

Smiling ear-to-ear Lip sync to audio: "Yes"

[ORIGINAL SOUND](#)

[EXAMPLE USE OF TRENDING SOUND](#)

IV. Marketing Problem Solving - Nedra Tawwab

The Scenario: We have brought on a new expert to our platform (such as [Nedra Tawwab](#), world renowned therapist, best-selling author). She is launching on Mine'd in September with a special series entitled *Setting Boundaries 101*. We want to market to her 1.2 million IG followers and massive email list to encourage them to download Mine'd, start a free trial, and ultimately become a paying Mine'd member so they can take her *Setting Boundaries 101* course.

What ideas do you have about how we accomplish this? What can we do on our handles/channels to excite consumers about Nedra's launch on Mine'd? What can Nedra do on her channels/handles to get her followers to convert to Mine'd and come "hang out with her" on the Mine'd platform? A couple bullets/short ideas are fine!

- Instagram Story Countdown on Nedra's Page
 - Nedra could announce that she has a big project launching soon (in x amount of days)! She could post teasers each day on Stories leading up to the launch hinting at her new series and encouraging viewers to follow her so they don't miss the announcement.
- Live Stream on Mine'd IG
 - This would allow Nedra to show her personality to existing Mine'd followers, direct her massive following to the Mine'd page, and help establish credibility and build excitement for the launch of her new series!
- Send discount to newsletter mailing list, making them feel special for being a loyal subscriber
 - Example: "You're invited 📧 Come hang out with me on the Mine'd app! I've teamed up with them to offer you 50% off your first 2 months when you use the code "HangOutWithNedra". I hope to see you there! And don't forget the snacks 😊🍿🍪"

V. CAPTION WRITING

Please write sample Instagram captions for the following types of posts. Remember that our brand voice is fun, humorous, relatable, informative and self-aware and we want to strike the balance between promoting our app and driving downloads AND also being educational and a mental health resource within our social content as well.

1. MEME



Corporatebish
@Corporatebishh

"What time do you start work?"

Me: Physically, mentally, or emotionally?

Caption:

Technically it's a 24/7 job if you count thinking, worrying, and stressing about work 😊

2. MINE'D MINUTE // Reel

This Video: https://www.dropbox.com/s/lpip5gez82tz60l/01_Brendan_The_Power_of_Self-Worth-2.mp4?dl=0

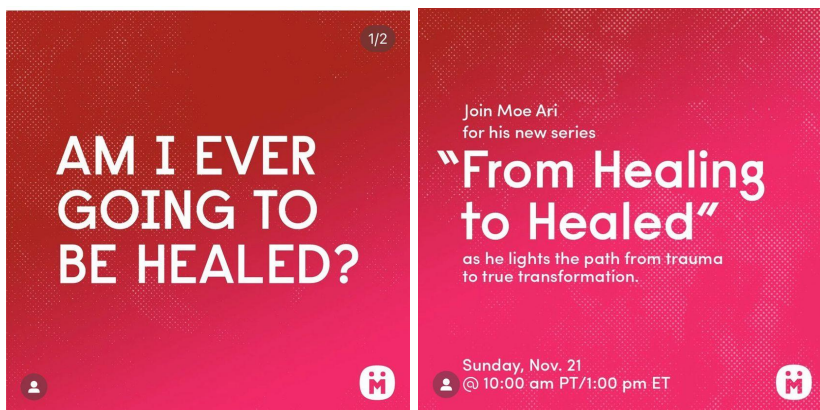
Caption:

You're a work of art, and it's about 🙌 damn 🙌 time 🙌 you start believing it!

Branden Collinsworth shares that self worth begins with seeing value within the person in the mirror. What if we started looking at ourselves the way we look at things we admire?

Feeling inspired? Start your free trial of Mine'd Premium to get a Mine'd Minute delivered right to your phone. Once you've joined the Mine'd club, set a reminder for Mine'd Minutes and we'll take it from there!

3. SERIES PROMOTION CAROUSEL POST



Caption:

SPOILER ALERT: yes ❤️

Don't look back, you're not going that way.

Join Moe Ari for the kickoff of his new series as he spotlights his personal journey of healing. Mark your calendars and we'll see you Sunday, Nov. 21 @ 10:00 am PT/1:00 pm ET 😊

#doyoumined