



Social Media Marketing Presentation

A marketing strategy aimed at incorporating hundreds of app downloads and acquiring organic followers

Strategy Outline

A top-down view of a wooden surface with a pinkish-red hue. In the upper left, there is a roll of white tape with a red border. Below it, two pink dumbbells are positioned diagonally. A white horizontal bar is located below the main title. In the bottom left corner, there is a yellow double-slash symbol.

Key Outline:

- Market research
- Goals Identification
- Customer Segmentation
- Social Media Channels
- Content Strategy

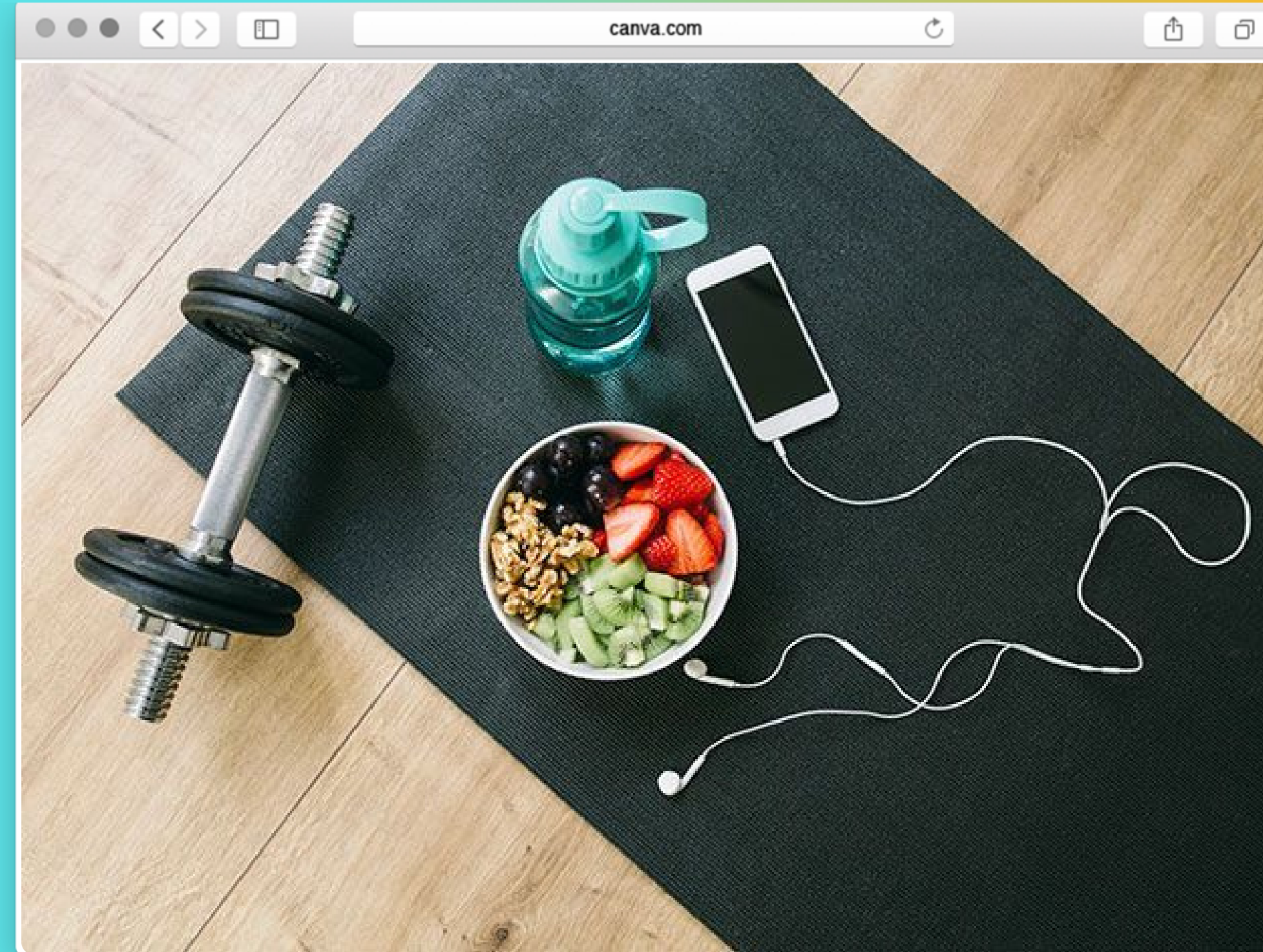
Market Research

Understanding the Market

Extensive market research must be carried out to understand the market before penetration. This is important because Fitness Dial is a new company.

This marketing research will aim to fully understand the services Fitness Dial is selling and how to leverage the right marketing methods to reach its target audience. Important to note is that this stage has to be data-driven. This will automatically lead to better decisions made during the market strategy process.

Also, this research extends toward identifying critical competitors in the fitness tech industry and how to create an unfair advantage that would make Fitness Dial stand out in the market.,



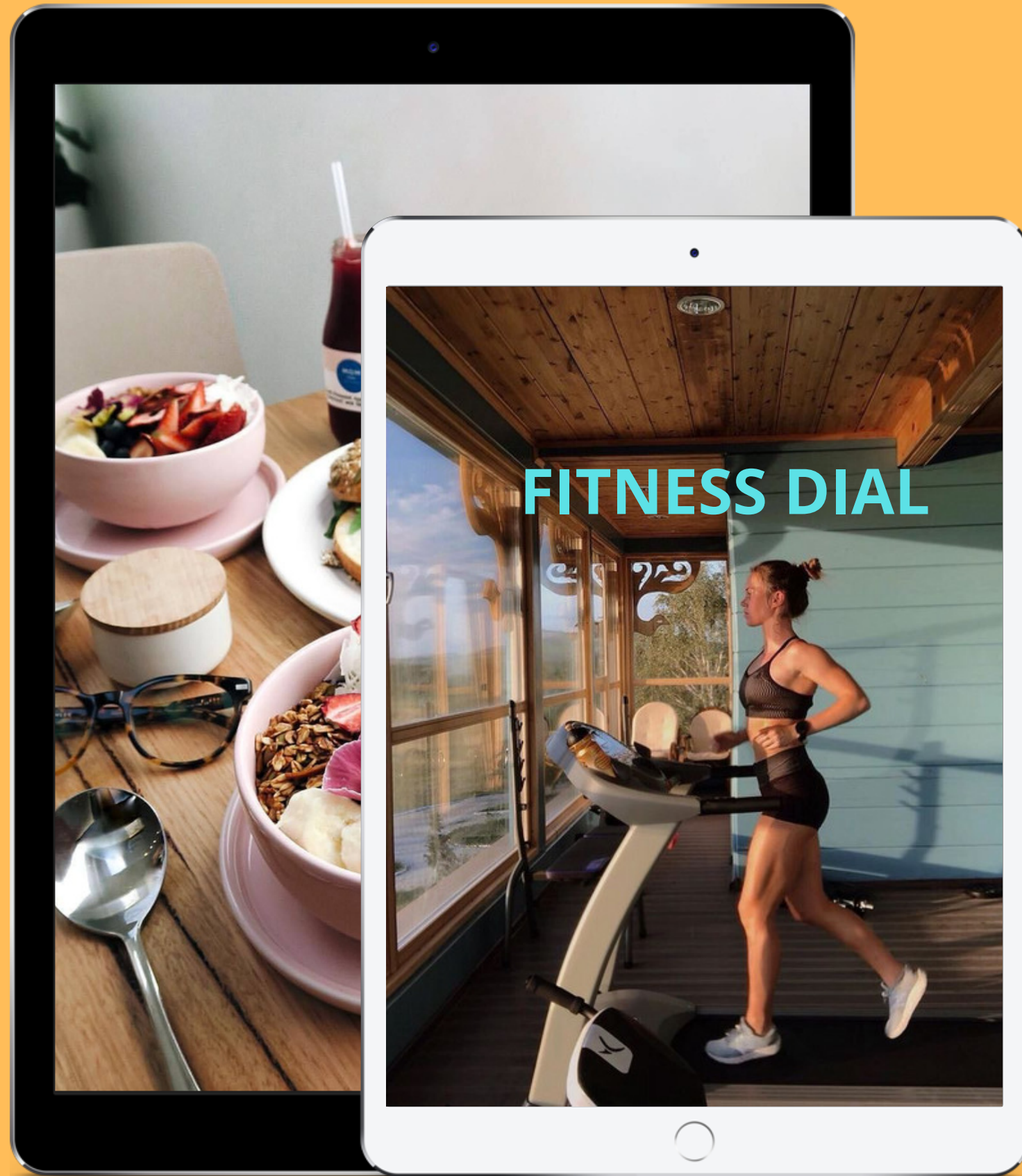
Goals Identification

What do we want to achieve?

Identifying the company's goals is imperative as this will give the marketing strategy a direction. Goals must be specific, measurable, attainable, relevant, and time-bound.

Fitness Dial is a lifestyle, fitness, and wellness company. Its general goal is aimed at provide Nigerians with customized fitness tips and plans. Fitness Dial focuses on achieving this by providing meal plans, workout routines, and one-on-one online fitness consultations through their app, available for download.

Currently, Fitness Dial is aiming toward a short-term goal of acquiring 100 app downloads and 1000 organic followers in its first month. As a new company, the idea is to persuade its target audience to follow the social media pages and download the app.



Customer Segmentation

A photograph of a smartphone and two pink dumbbells on a white wooden surface. The smartphone is black and lies flat on the left side of the image. To its right are two pink dumbbells, one larger than the other, with the number '2' visible on the smaller one. The background is a light-colored wooden plank surface.

KNOWING THE TARGET AUDIENCE

The target audience is those we aim to direct our marketing to as they are the ones who would most likely be looking out for the services Fitness Dial offers. Therefore, the right target audience would be individuals that want to lose weight, eat healthily, or maintain a great fitness lifestyle.

However, we would be breaking this target audience into smaller groups to get their characteristics. We should know who they are and what needs they have.

SEGMENTING THE TARGET CUSTOMER

- Demographics: Male, Female, 21 to 55 years, Single, Married, Literate, Employed.
- Psychographics: Interest in weight loss, healthy food, fitness enthusiasts, new moms, exercising, tech-savvy.
- Behavioural: Spending habits, purchasing habits, browsing habits, interaction with the brand
- Geographic: Nigerians.

A woman in a white tank top is holding a large roll of light-colored fabric. The background is a soft, out-of-focus outdoor setting. The text on the right side of the image is overlaid on a light pinkish background.

SOCIAL MEDIA CHANNELS

Now that we have conducted our research, gotten the necessary data, identified our goals, and segmented our target audience, it will be much easier to choose the right social media platforms to pass across our daily content and messages. Here, we will be selecting the 4 best social media apps, where we can easily reach our target audience. They will be listed according to their order of importance.

These social media channels include the following;

- Facebook
- Instagram
- Twitter
- LinkedIn

CONTENT STRATEGY

Getting 100 app downloads and 1000 organic followers in 1 month. What would work?

- Create and post unique, engaging content daily
- Using the right hashtags to draw attention
- Reinforcing the value proposition. Reminding the audience how the app will be of help to them.
- Clearly stating the attractive and rewarding features that come with the app
- Creating educational content for video marketing
- Plan daily content and build a content calendar
- Follow the target audience to get a follow back
- Respond to comments and enquire messages
- Constantly engaging the audience to repost, retweet, like, comment, and share a post
- Convince new followers to download the app
- Checking data, insights, and reach
- Boost strategic posts

