

GLOBAL HEALING

SOCIAL MEDIA CAMPAIGN STRATEGY

By Kelsey Kash



Oxy-Powder: The Natural Cleanse



Experience the ultimate digestive tune-up with Oxy-Powder, crafted to alleviate the discomfort of gas, bloating, and occasional constipation. Formulated to counteract the harmful effects of toxins that permeate our daily lives, this natural solution utilizes oxygen to gently and effectively dissolve compacted feces from your intestinal tract while creating a safe space for probiotics to flourish. As an effortless way to promote regularity and support a healthy lifestyle, Oxy-Powder is an essential addition to any wellness regimen.



Goals

- Increase social media engagement by 20% in likes, shares, and story views across Instagram, Facebook, and Pinterest over 1 month to enhance audience interactions and interest
- Increase lead generation by 10% across Instagram, Facebook, and Pinterest over 1 month by leveraging engaging content and targeted promotions



Theme

“Refresh from within”

Emphasize how incorporating Oxy-Power into your health and wellness routine is essential for internal rejuvenation and promoting a natural source of energy.



Buyer Persona Infographics

Profile

Age: 50-70

Gender: Female

Location: United States suburbs

Activities

Hiking 

Biking 

Yoga 

Walking 

Occupation

Job: Nearing retirement

Education: College-educated

Income Range: Upper-middle Class

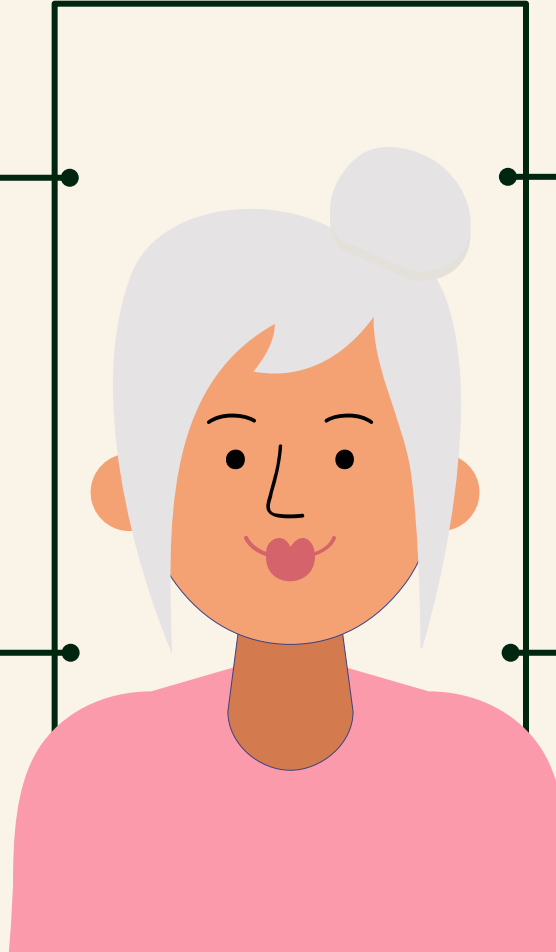
Values

 Conservative

 Health care

 Wellness

 Eco-friendly



Target Audience

Health-conscious women ages 50-70 that are college-educated, conservative, in the upper-middle class and are nearing retirement. They enjoy hiking, biking, and yoga. They are seeking preventative health care and natural wellness solutions. They use Facebook, Instagram, and Pinterest as their desired social media platforms for education on health, wellness and recommendations on products.



Competitors



Company	Networks Active	Number of Followers	Strengths	Weaknesses	Content that resonates
Carlson Laboratories Inc	Facebook, Instagram, X, YouTube, Pinterest	6.2K - Facebook	Visually appealing photos, strong blog posts/long-form videos	No social videos, low engagement	Featuring doctors to discuss hot topics
Vital Plan	Facebook, Instagram, YouTube	13K - Facebook	Strong short-form videos, visually appealing and informative graphics	Low engagement, video content can be repetitive	Dietary tip graphics, motivational quote graphics
Youtheory	Facebook, Instagram	51K - Facebook	Large following, very strong graphics, photos of the product in use	Low engagement to follower ratio, not as many videos	Giveaways, influencer videos

Social Media Audit



Facebook	Instagram
<u>What's working:</u> Engagement, strong visuals, effective promotional posts	<u>What's working:</u> Customer review graphics, benefits of products graphics, informative industry content
<u>What's not working:</u> Posting is not as consistent as Instagram, could use more interactive posts	<u>What's not working:</u> Videos could have higher engagement, lack User Generated Content on feed, content types are repetitive, and lack of engagement within the community
<u>Audience:</u> Women ages 50-70 aiming to improve their energy and strengthen their overall health and wellness	<u>Audience:</u> Women ages 50-70 aiming to improve their energy and strengthen their overall health and wellness
<u>Lessons/hypotheses:</u> Continue producing high-quality visuals and providing strong industry trends while posting more frequently and adding in more interactive posts	<u>Lessons/hypotheses:</u> Incorporate a variety of content while continuing to build on informative industry content and graphics and respond more to comments and messages

Objectives



Content	Target Ads	Community Engagement	Track and Analyze	Run Contests
<p>A mix of static posts, reels, stories, and User Generated Content (UGC)</p> <p>Preplan campaign on content calendar and schedule posts for optimization using Sprout Social</p>	<p>Target ads on Facebook, Instagram, and Pinterest to selected audience</p>	<p>Heavily active in the community by responding promptly to comments, messages, and interactive posts</p> <p>Repost UGC to keep the community involved</p>	<p>Utilize social platform insights and Google Analytics to monitor and adjust campaign</p> <p>Make adjusts where necessary to underperforming content</p>	<p>Run contests for product promotion and to encourage community involvement</p>

Messaging



Internal revitalization	Improve Digestive Health	Eco-Friendly	Effortless use	Energizing solution
<p>"Revitalize your digestive health!"</p> <p>Oxy-Powder revitalizes your digestive system, promoting internal wellness and energy</p>	<p>"Discover digestive wellness"</p> <p>Improve your gut health with Oxy-Powder, crafted to alleviate discomfort and bloating</p>	<p>"Nurture your body and your environment"</p> <p>Oxy-Powder: A natural solution made for a healthier you, created with pure, clean ingredients through an environmentally friendly process</p>	<p>"Easily upgrade your wellness routine"</p> <p>Oxy-Powder effortlessly promotes regularity and supports a healthy lifestyle</p>	<p>"Energize from within"</p> <p>Unlock your natural energy and experience the benefits of a clean digestive system with Oxy-Powder</p>

Content



Internal revitalization	Improve Digestive Health	Eco-Friendly	Effortless use	Energizing solution
<p>Graphic quote testimonials of how older women have “regained their youth” after taking Oxy-Powder</p> <p>Video story of an older woman discussing how Oxy-Powder has changed her well-being with footage of her hiking</p>	<p>Static graphic of an informative diagram highlighting the benefits of gut health and how it leads to more improvements within the body with visuals (example: mental health benefits with emoji of a brain)</p>	<p>Static visual showing how the supplement is made in environmentally friendly ways, going through the cycle of each stage. Highlight Global Healing’s dedication to ensuring only the highest quality ingredients</p>	<p>Video tips on how to incorporate Oxy Powder into routine. Show other healthy habits such as a balanced diet, regular exercise and meditation. Call to action to “enhance your routine today” with Bitly link to track click-through rates (CTR)</p>	<p>Motion graphic with older woman having the energy to do yoga and practice healthy habits while highlighting what solutions in Oxy-Powder help energize</p>

Post



A natural cleansing solution specially crafted to enhance your digestive health and give you a natural energy boost for any occasion. #OxyPowder #HealthyLifestyle #Cleanse



Reel

Travel worry-free with Oxy-Powder's gentle formula that effortlessly keeps your digestive system balanced. #OxyPowder #HealthyLifestyle #GutHealth



Smooth Travels Ahead

Don't let constipation ruin
your trip!

Stock up on *Oxy-Powder*

[LINK](#)



Story



Weekly Tracking



Likes, Comments, Mentions, Interactions

Track to gauge how the content is resonating with the target audience

Access audience participation and interest in the content

A/B test different assets to analyze reception

Reach

Track weekly the number of unique users who have encountered campaign content

Adjust hashtags, keywords, assets, and targeting if not meeting goals

Number of Leads

Track how many leads have been generated since the start of the campaign and where they are sourced from

Check Bitly links weekly to gauge the effectiveness of CTAs and adjust if not meeting desired targets