



Health Care Client Facebook Strategy May 2018

Goal

Health Care Client will utilize social media as a medium to create awareness of their products, the products benefits and share where to buy and how to use the products.

Objectives:

- Increase audience size on Facebook (total Facebook likes) by the end of 2018
- Start Instagram account and get to 100 followers by end of the Summer 2018
- Increase engagement on Facebook by 25% by end of 2018 by creating engaging posts that encourage interaction (likes, shares, clicks on links)
- Increase sales by 5% creating ads targeting segments of people who could benefit from the products through Instagram and Facebook

Audience:

- Current users of Health Care Client Products
- People who struggle with: Sleep, allergies, etc.

Frequency:

Post 3 times per week on Instagram and Facebook with a mix of content and messages.

Tactics:

- Create a Facebook likes ad campaign for \$75 per month to increase likes, using slideshow video featuring top 6 products
- Follow 15 accounts on Instagram each week in the health-product space
- Create Health Care Tips/ Image campaign and post 2x per week on Facebook
- Use the Carousel ad feature on Facebook and Instagram to feature products, targeting Lookalike audiences created from current email list of customers.

Content /Message Types

With the goal of only selling 20% of the time, a mix of health-related, product features and lifestyle posts should be utilized:

- Introductory posts introducing each product and what it's used for
- Health-related posts (product benefits)
- Lifestyle and Healthy Living posts
- Sales Pitch (where to find products)

[Content Calendar Found here](#)

[Content Imagery Found here](#)