



ACTIVITY 21

CREATING A SOCIAL MEDIA MARKETING PLAN

We have a new client, Peak Performance Nutrition, an e-commerce brand selling fitness supplements! They're looking to establish themselves within the fitness community and drive sales through social media.

The information below details their target audience, brand personality, current social media presence, and goals. We need to create a social media marketing plan for the client. Read on the client's profile carefully and apply what you have learned on our previous course!

Business: Peak Performance Nutrition is a new e-commerce brand specializing in high-quality fitness supplements designed to help individuals achieve their fitness goals. They offer a variety of products, including protein powders, pre-workout formulas, post-workout supplements, and daily essentials like vitamins and minerals.

Target Audience: Peak Performance Nutrition targets two primary demographics:

- **Fitness Enthusiasts (18-35 years old):** Young adults actively involved in fitness activities, such as weight training, bodybuilding, or running. They are passionate about health and wellness, constantly seeking ways to optimize their performance and results. They are highly engaged on social media platforms like Instagram, YouTube, and fitness-related forums.
- **Casual Gym-Goers (25-45 years old):** Individuals who regularly attend the gym or participate in group fitness classes. They prioritize maintaining a healthy lifestyle and improving their general fitness. They are active on social media platforms like Facebook and Instagram, following fitness influencers and health brands.





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Brand Personality: Peak Performance Nutrition aims to project a knowledgeable, trustworthy, and results-oriented brand image. They focus on providing science-backed solutions and emphasize the effectiveness of their products in helping customers achieve their fitness goals. The brand voice should be motivational, supportive, and encouraging.

Social Media Presence (Current): Peak Performance Nutrition is a new brand and has yet to establish a social media presence.

Client Goals:

- Increase brand awareness within the fitness community.
- Drive sales through their e-commerce platform.
- Build a community of engaged followers interested in fitness and health.
- Establish Peak Performance Nutrition as a trusted source of information and advice for fitness enthusiasts.

Additional Information:

- Peak Performance Nutrition is open to collaborating with fitness influencers and athletes to promote their products.
- They plan to create educational content to educate potential customers about the benefits of their supplements.
- Peak Performance Nutrition is willing to invest in social media advertising to target their ideal audience.





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Your Task:

Following the guide "Developing a Social Media Marketing Plan," create a social media marketing plan for Peak Performance Nutrition. This plan should focus on steps 1 to 5:

1. Start with the Client's Goals: Charting the Course

- Think SMART Goals:
- For Peak Performance Nutrition, set goals that are Specific, Measurable, Achievable, Relevant, and Time-bound.
- Break Down the Big Goals:
 - Brand Awareness: How many new followers do they want to gain in the first month? How many website visits from social media can they achieve?
 - Sales: Set a target for the number of online sales directly influenced by social media traffic.
 - Community Building: Aim for a specific number of comments and engagements on their social media posts.
 - Trusted Source: Track mentions of Peak Performance Nutrition in online conversations and forums.



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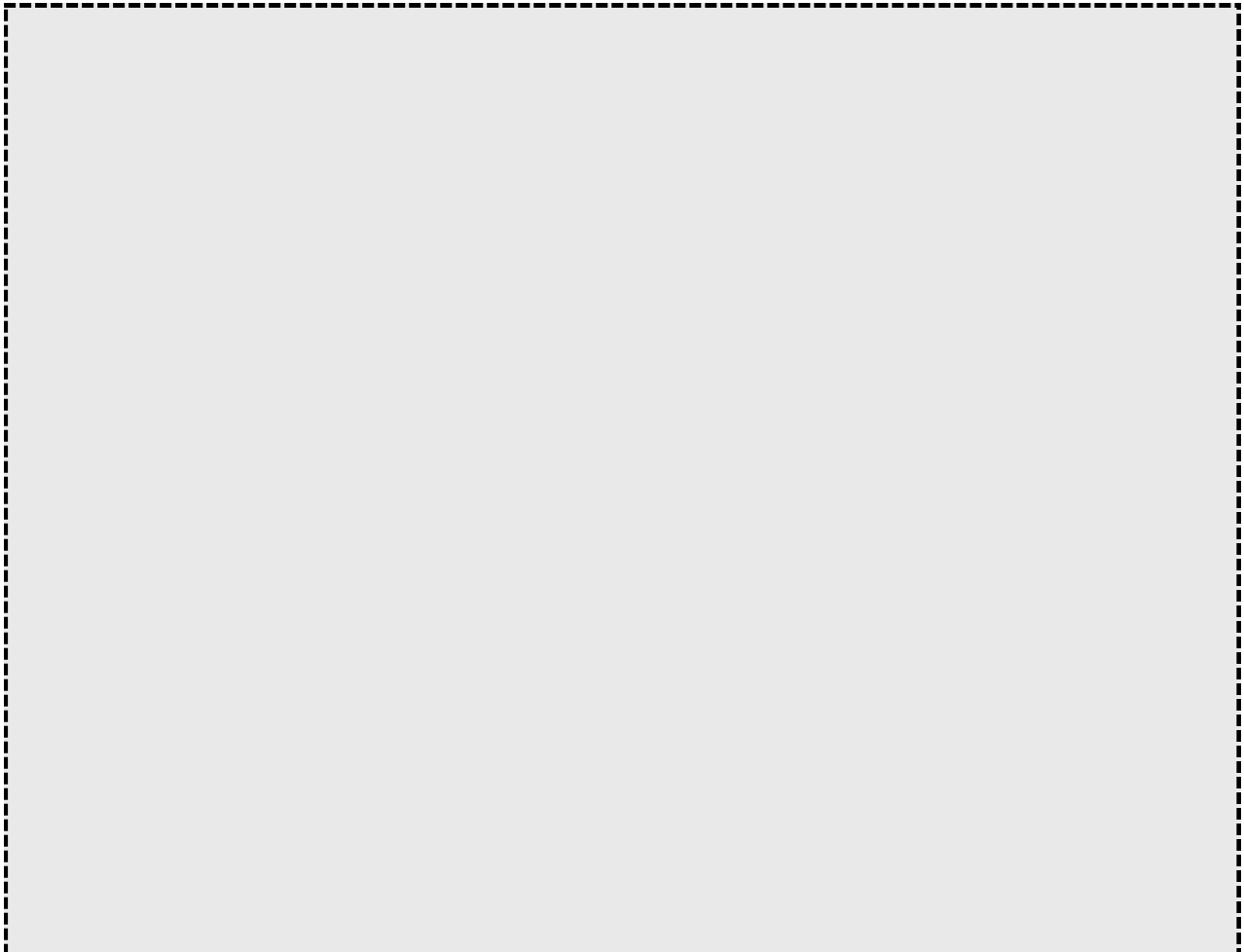


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2. Conduct Competitor Research: Studying the Road Less Traveled

- Identify Your Competitors:
- Who are the other fitness supplement brands active on social media? Look for established brands and those targeting similar demographics.
- Analyze Their Strategies:
 - What type of content are they posting (images, videos, articles)?
 - Which social media platforms do they use most effectively?
 - How do they interact with their audience (respond to comments, run contests)?
- Find Your Niche: Identify any gaps in the competitor strategies. Can Peak Performance focus on a specific product type or training style to differentiate themselves?





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3. Embrace Audience Research: Knowing Your Fellow Travelers

- Demographics: Refer back to the client information. What is the age range and income level of their target audience (Fitness Enthusiasts vs. Casual Gym-Goers)?
- Online Behavior: Where does their target audience spend time online? Are they active on Instagram following fitness influencers, or engaged in Facebook groups about workout routines?
 - Fitness Enthusiasts: Research popular fitness forums, YouTube channels dedicated to weightlifting or bodybuilding, and Instagram accounts followed by fitness celebrities.
 - Casual Gym-Goers: Look at Facebook groups focused on general fitness discussions, healthy recipe pages, and social media profiles of popular gyms or fitness classes.
- Interests and Challenges: What are their fitness goals (building muscle, improving endurance)? What questions or concerns might they have about using supplements?





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4. Choose the Right Platforms: Selecting the Perfect Road

- **Align with Audience:** Based on your research, choose the platforms where your target audience is most active.
 - **Fitness Enthusiasts:** Prioritize Instagram for visually appealing content showcasing results and sponsored posts with fitness influencers. Consider YouTube for longer educational videos about specific supplements or training techniques.
 - **Casual Gym-Goers:** Facebook can be a good choice for a broader audience and community building. Explore Pinterest for healthy recipe inspiration featuring Peak Performance Nutrition products.
- **Content Strategy:** Think about how each platform can be used for different content types. Instagram might be better for short motivational quotes or product photos, while Facebook allows for longer informational posts.



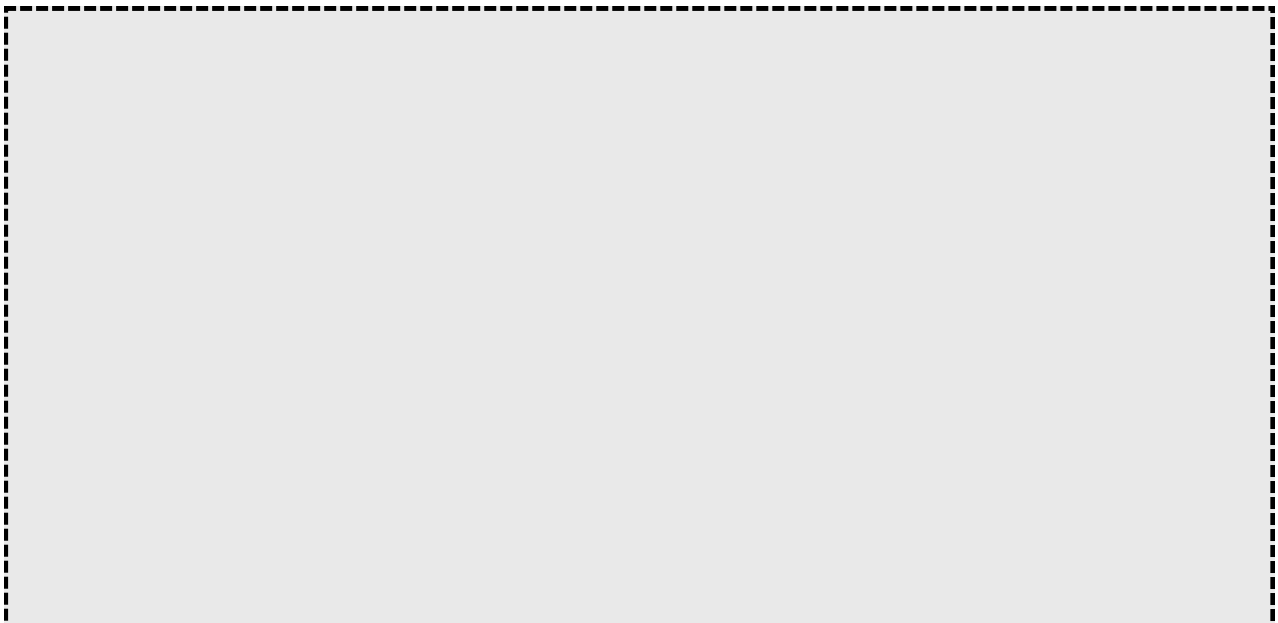


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5. Develop a Content Calendar: Packing Your Social Media Backpack

- Plan for the Month: Create a content calendar using a Google Spreadsheet, outlining daily or weekly social media posts for the first month. Be creative in making your content calendar.
- Content Variety: Include a mix of content formats to keep your audience engaged. This could be:
 - Informative: Blog posts or articles about the benefits of specific supplements, healthy recipes incorporating Peak Performance products.
 - Motivational: Inspirational quotes, success stories from customers who achieved their fitness goals with Peak Performance Nutrition.
 - Visual: Eye-catching photos or short videos showcasing Peak Performance products in action during workouts.
 - Interactive: Polls asking about fitness goals or challenges, contests or giveaways to generate excitement.
- Align with Events: Look for upcoming fitness events or national health awareness days to create relevant content and promotions.
- Goal: The main goal is to be able to create a content calendar that outlines your plans in a visually comprehensive way.





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