

MGT 6565-02 Digital Marketing Assignment 12.0

Social Media Execution

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PureLesera does not have any social media profile pages. Customers often view social media profiles regularly to see if they have any deals or even just to engage. If they notice a brand which doesn't have one, their feeling of trust in that brand deteriorates. To prevent that from happening, PureLesera should create a proper social media profile. Once we do so, we should focus on launching our campaigns.

I have created 2 social media profiles for PureLesera for the platforms **Facebook** and **Instagram**. In addition to that, I have also created targeting settings for our campaigns alongside an influencer campaign plan which will help jumpstart PureLesera's digital presence.

1. Profile Pages

- (i) The following will be our Profile Page for **Facebook**.

Page Name: PureLesera Supplements

Category 1: b. Company Organisation or Institution

Category 2: Supplements B2C Manufacturer

Profile Picture:



Cover Photo



Page Description: We are your trusted online destination for a wide variety of high-quality, natural supplements. We believe in the power of nature to support your wellness goals. Everything we stock is 100% legal and natural- no prescription drugs, no medicines, just pure natural support.

Website: PureLesera.com

About: Categories -> Retail company

Email Address: purelesera@gmail.com

Button text: Check out our website!

Link: www.purelesera.com

Custom URL: facebook.com/purelesera/

Pinned post: Any current ongoing contest or promotion featuring a temporary discount. Any event.

(ii) Moving forward, the following will be our profile page for **Instagram**

Page Name: PureLesera Supplements

Handle: @purelesera

Profile Picture:



Tagline: 🌿 Pure ingredients. Pure wellness. #PureLesera

Website Link: www.purelesera.com

Pinned Post: Any current ongoing contest or promotion featuring a temporary discount. Any event.

2. Advertising Campaign Settings

Image Illustration:



Discover the Power of Pure. Natural Supplements for Your Best Life.

Learn More

www.purelesera.com



Headline: Discover the Power of Pure. Natural Supplements for Your Best Life.

Button/CTA: Learn More

Website URL: www.purelesera.com

Gender: All

Age: 18-65+

Locations: US

Demographics: Interests-> Fitness and Wellness

3. Influencer Campaign Plan

Lastly, our influencer campaign plan will focus on obtaining an influencer who has a large number of followers and who has an audience with a high % of whom would be interested in our products and can create compelling content that will influence their followers to purchase our products.

Influencer #1

The first influencer we will select is **Sadhguru**. He is an extremely popular influencer in the world of natural fitness. He would be an excellent influencer to promote our product. He has about **13 million** followers. We will ask him to post

Instagram feed posts or stories. We're hoping to get **1.3 million impressions** per Instagram feed post, for which we will pay him **10%** of our incremental revenue i.e. $(0.5\% \times 1.3 \text{ million} \times 10\% \times 60)$ **\$39,000** assuming our purchase rate is **0.5%** at an average basket size of \$60.

Handle: @sadhguru

Influencer #2

The second influencer we will select is **Jeff Nippard**. He is an extremely popular influencer in the world of natural fitness and scientific workouts. He would be an excellent influencer to promote our product line of natural protein powder. He has about **3.5 million** followers. We will also ask him to post Instagram feed posts or stories. We're hoping to get **350 thousand impressions** per Instagram feed post, for which we will pay him **10%** of our incremental revenue i.e. $(0.5\% \times 350 \text{K} \times 10\% \times 60)$ **\$10,500** assuming our purchase rate is **0.5%** at an average basket size of \$60.

Handle: @jeffnippard