



Food Health & Healing

By: Anita An, Michael Bucci, Kaixin Chang, Connie Chen

Mission: *"To promote healthy eating in an effort to better inform people's lives.
We aim to connect your health with our promise, shared empowerment."*



ACTIVATION POD



Strategist
Anita + Michael



- ❖ Research & Insights
- ❖ Develops Tools & Brief
- ❖ Lays foundation for overall social plan



Content Specialist
Kaixin



- ❖ Is the master creator of content
- ❖ Writes, edits, selects pics, etc.
- ❖ Uses the insights to create copy



Channel Specialist
Kaixin + Michael



- ❖ Owns distribution of content via outlets
- ❖ Posts, shares, likes, comments, follows
- ❖ Engages with the community



Social Analyst
Connie + Michael



- ❖ Tracks and optimizes
- ❖ Identifies new insights
- ❖ Reports on findings & learnings

Copyrighted material



OBJECTIVES & MEASUREMENT



OBJECTIVES & MEASUREMENT

Business Objective



Drive 200 new visits to the blog site through social media for full awareness of all blog post topics.

Measuring Success:

clicks to the blog site are an intent to read the blog content. Tracked by Google Analytics.

Brand Objective



Ignite new desire and awareness of foodhealthandhealing as a go to source for food related healing and health knowledge.

Measuring Success:

Engagement with the brand through likes, shares, comments, follows, saves, and blog visits. Tracked by social media platforms and Google Analytics.

Marketing KPIs



Organic/Paid KPIs

Total: 500

- Shares
- Comments
- Follows
- Likes
- Saves
- Mentions

Paid KPIs

-CTR: 1% (industry average)

Measuring Success:

Engagement with the brand through likes, shares, comments, follows, mentions, and saves. Tracked by social media platforms.

STRATEGIST



Agenda

1

Brand Aligner



2

Deep Listening



3

Audience Profiler



4

Behavioral Planner



5

Creative Brief





brand-guides toolkit

1

BRAND ALIGNER



BRAND ALIGNER

Why we do what we do

Connect your health
with our promise,
shared empowerment

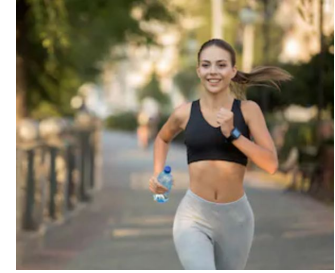
What we do

Promote healthy/healing
food in an effort to better
inform people's lives

Why

How

What



"Connect your health w/ shared empowerment"

How we do it differently

Creation of rich relevant content
aimed at informing and helping
people discover hidden insights and
healing powers of everyday foods.

Small group activity

2

DEEP LISTENING



Engagement Report:



745.3K

58.9M



Skin Health & Longevity

Experiences & Treatments

Body Health and Detox

Community and Knowledge

Healthy Recipes & Energy

DEEP LISTENING

"The researchers hoped to determine the motivations behind locavorism. What they found, after interviewing a dozen subjects, was the running theme of "empowerment"

"Many described eating this way as "making me happy"...Interviewee #9 captured this best when he said, "I later learned about the power of food ... it's pretty liberating to have control over what you eat."

"Choosing to be aware of how your habits, thoughts, actions, reactions, food choices, media, word choice, impact your energy and how you show up in the world and in your relationships."

"We're all confused – we're confused about what to eat; we're confused about what kind of exercise we should do,"

"I opt for healthy nutritious meals as my skin and hormones react badly to fast food and bad ingredients" "we've got to adapt to our own bodies, especially if they need to heal.."

"Detoxing is a terrific way to clear out the toxins that are accumulating in our bodies and are making us feel like crap."

"I found that this works really well for me and it is a powerful way to support the cleansing of the liver without compromising the bodies healing process."

"Eliminating those toxins can then help reduce inflammation, which is at the root of most diseases, while also boosting energy, brightening skin and helping us feel and perform better overall."

I am a completely different human. I couldn't believe the truth was out there this whole time. And the weight loss was just a bonus.Foods can heal us! You just have to prioritize your health."



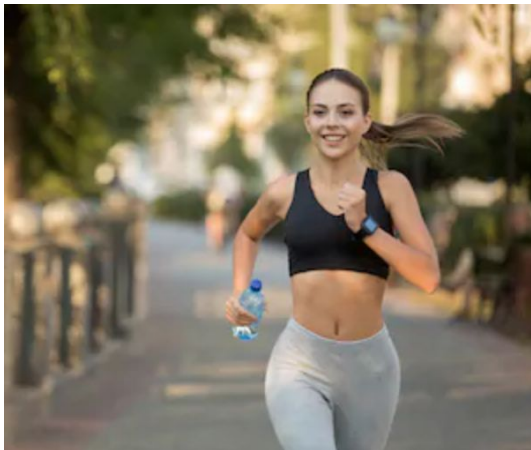
audience profiler

3

AUDIENCE PROFILER



AUDIENCE PROFILER



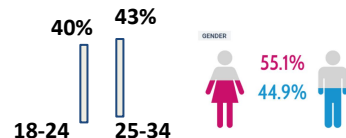
Driving Insight

“My health, My way”

I’m my best investment. Having control over what I eat is liberating, empowering, and makes me happy. I want to preserve this feeling of happiness by staying healthy for a long time and sharing this empowerment with family, friends, and my community.

Emily | Novice Health Enthusiast

-Demo: 26, Female (millennial)
-Attitude: striving for excellence in all areas of her life
-Lifestyle: yoga, insta health influencer, running/fitness, spends time with friends and boyfriend, foodie in nyc, world traveler, works at Twitter



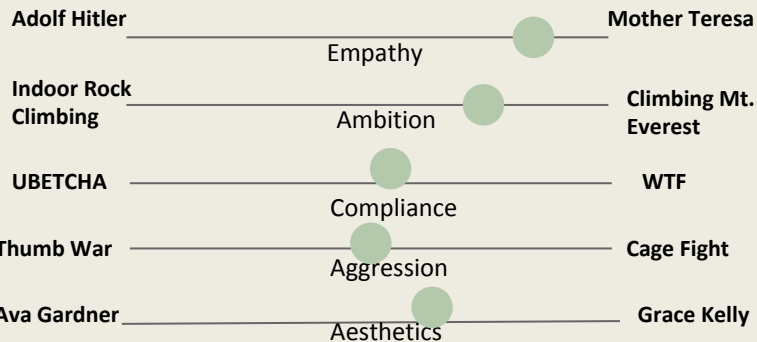
Verbatims

“I opt for healthy nutritious meals as my skin and hormones react badly to fast food and bad ingredients” “we’ve got to adapt to our own bodies, especially if they need to heal first”

“So, I’m planning to juice and hydrate throughout the day. I found that this works really well for me and it is a powerful way to support the cleansing of the liver without compromising the bodies healing process.”

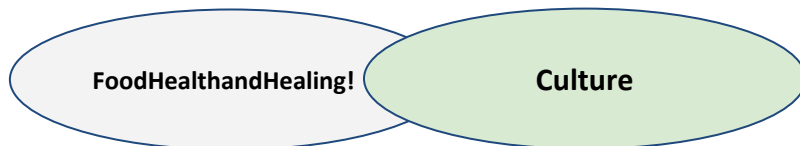
“Choosing to be aware of how your habits, thoughts, actions, reactions, food choices, media, word choices, etc, impact your energy and how you show up in the world and in your relationships”

“Detoxing is a terrific way to clear out the toxins that are accumulating in our bodies and are making us feel like crap. It’s basically changing our bodies chemistry and flushing out harmful materials that have built up in our system over time.”



We get it! We know you’re a person who strives for excellence in all areas of your life. We love that you wake up in the mornings first thing and down a cup of celery juice and a glass of lemon water before yoga class. Your courageous, you took that first leap that most only think about.

Connecting your health w/ shared empowerment”



What’s the credible, ownable tension we attach to - resolve?



Copyright 2016

4

BEHAVIORAL PLANNER



BEHAVIORAL PLANNER

Insight: “Choosing to be aware of how your habits, thoughts, actions, reactions, and food choices, impacts how you show up in the world”
Data point: “53% of millennials said health & wellness was an importance in their lives”
Need state: I’m ready to start working toward a new me, give me knowledge!
Message: “You own this to yourself because you’re your best investment”
Touchpoints: new blog content, engage via insta & twitter, optimized for search, content share: “wild blueberries, kale and spaghetti bolognese”
KPIs: shares, likes, visits, comments, follows, saves, site visits through social, mentions, clicks via search, reach-outs for more info, content dwell-time

Insight: “I opt for healthy nutritious meals as my skin and hormones react badly to fast food and bad ingredients”
Data point: “9 out of 10 millennials consider healthy eating to be one of the pillars of wellness”
Need state: I want to be the one controlling what I eat and put into my body
Message: “Take a stand for what you believe in; empower yourself through food health and healing”
Touchpoints: new blog content, engage via insta & twitter, paid social ads, optimized for search, content share: “celery juice, skin health, anti-aging smoothie”
KPIs: shares, likes, visits, comments, follows, saves, site visits through social, clicks via search, mentions, reach-outs for more info, content dwell-time

Cultural Identity

Taking a Stand

Eager Curiosity

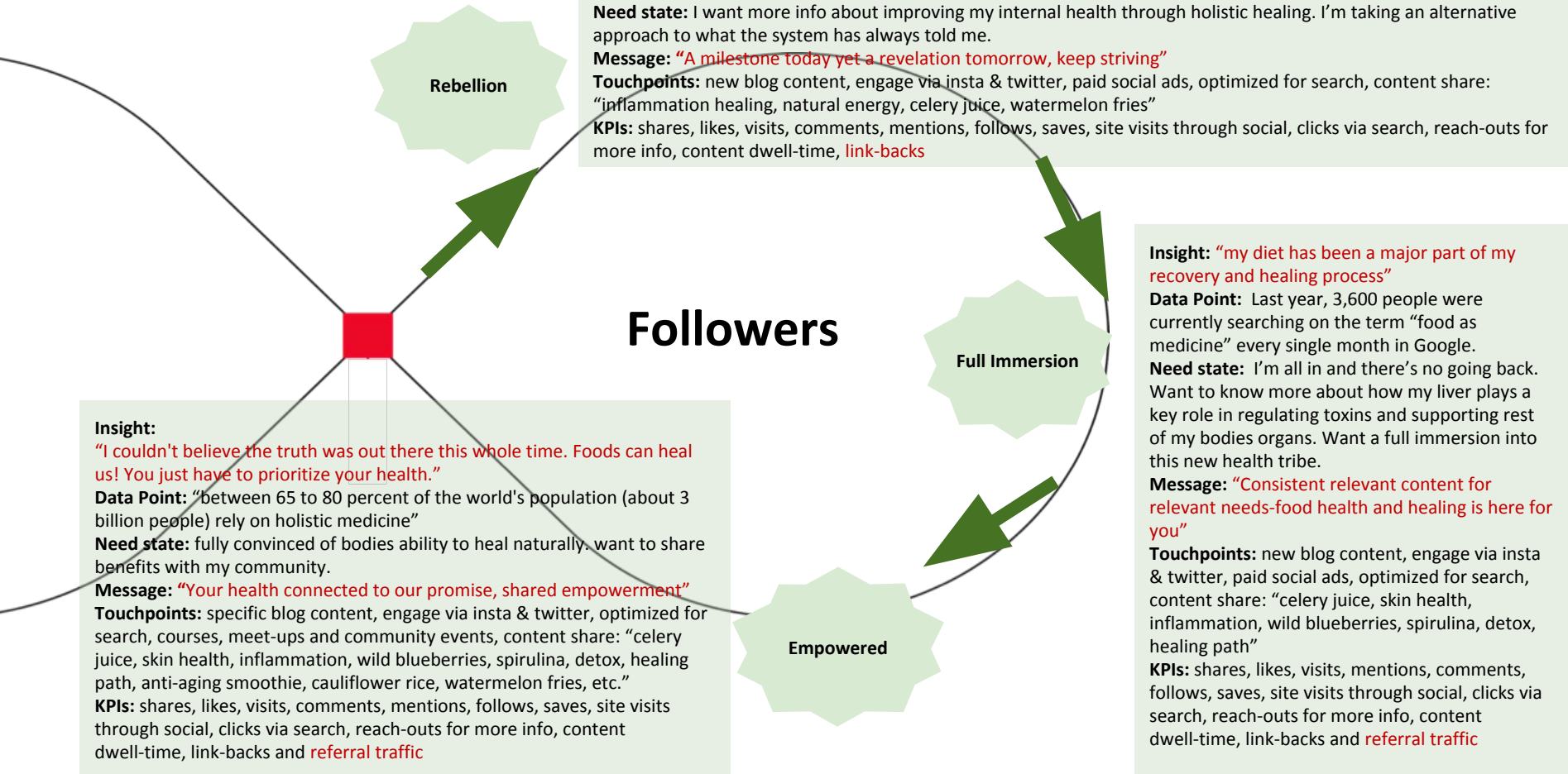
Seizing Control

Prospects

Insight: “We’re all confused – we’re confused about what to eat; we’re confused about what kind of exercise we should do”
Data point: “78% of people said they encountered a lot of conflicting information about what they should and shouldn’t eat”
Need state: I have a willingness and a curiosity to learn but I don’t know where to begin.
Message: “Let us be the hand that guides your every step to a healthier you”
Touchpoints: intro message/new blog, engage via insta & twitter, optimized for search, content share: “healing path & “cauliflower rice”
KPIs: shares, likes, visits, comments, follows, saves, site visits through social, clicks via search, mentions, reach-outs for more info, content dwell-time

Insight: “The power of food ... it’s pretty liberating to have control over what you eat.”
Data point: “53% of millennials said health & wellness was an importance in their lives”
Need state: I’m empowered by the control over what I eat. I want to fully immerse into this new lifestyle and purpose.
Message: “The power of healing rests within your hands, you call the shots now”
Touchpoints: new blog content, engage via insta & twitter, paid social ads, optimized for search, content share: “spirulina, detox, chia parfait”
KPIs: shares, likes, visits, comments, follows, saves, mentions, site visits through social, clicks via search, reach-outs for more info, content dwell-time

BEHAVIORAL PLANNER



creativity and ideas

5

CREATIVE BRIEF



Brand/Campaign

FoodHealthandHealing
Brand Launch 2019

Business Objective

Drive 200 new visits to the blog site through social media for full awareness of all blog post topics.

Success

Ttl Blog Visits: 200+
Ttl Social Engagement: 500+

Driving Insight

"My health, My way"

I'm my best investment. Having control over what I eat is liberating, empowering, and makes me happy. I want to preserve this feeling of happiness by staying healthy for a long time and sharing this empowerment with family, friends, and my community.

Deliverable

Brand Launch
Campaign Plan

Budget

Budget: \$n/a

Timing

7/3 - 8/7

CREATIVE BRIEF

Target Audience

Primary: Novice Health Enthusiast | M/F, 18-24 and 25-34 (gen z / millennial), empowered by personal healthy food decisions, striving for excellence in all areas of life, driven, active, social - *"My Health, My Way"*

Secondary: Seasoned Health Foodie | has been living/eating clean for 5+ years, knows a lot about food healing, non-formal nutritionist, disciplined yet liberated in how they live and eat, teaches others, passive yogi, confidently content - "I'm my best investment"

Blog Site: Engaging content powered by a decision to live a healthier and happier life through food health and healing - *"Connect your health w/ , shared empowerment"*

The Issue

Lack of awareness of the vast healing powers of specific foods. Misinterpreting the root cause of certain ailments. Unnoticed ailments currently dwelling. Difficulty taking that first step into the health tribe community

The Challenge

Healthy foods and internal healing is a new world to many with lots to "discover". Need to inform and empower current health enthusiasts and those taking that first step toward holistic healing. Need to create relevant and powerful content and deliver it at the right touch points to effectively empower



Key Messages

"Engaging content powered by a decision to live a healthier and happier life" *"My Health, My Way"*

"Connecting your health with our promise, shared empowerment"

"To promote healthy eating in an effort to better inform people's lives"



Brand Vitals

Empowered through choice

Connected health with shared empowerment

Engaging content powered by decision



Timeline

- Create blog site 7/12
- Optimize for search and tracking 7/13
- Deep listening 7/14-7/15
- Develop profiler & tools 7/14-7/15
- Create content & social sites post and drive engagement 7/17-8/3



CONTENT SPECIALIST



Agenda

1

Harvest Insights from Brief



2

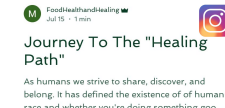
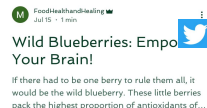
Create & Curate Blog & Social Content



Insights



<https://www.foodhealthandhealing.com/>



CHANNEL SPEACIALIST



Agenda

1

Channel Distribution



2

Social Engagement



3

Social Maintenance



4

Paid Social



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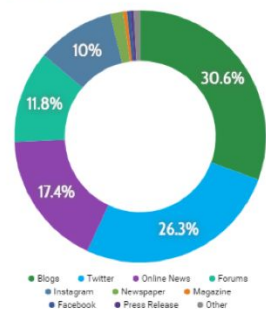
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CHANNEL DISTRIBUTION

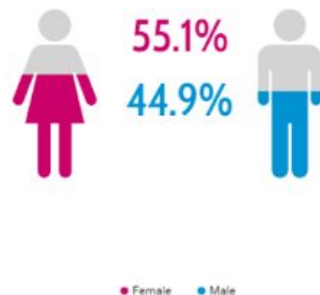


CHANNEL DISTRIBUTION

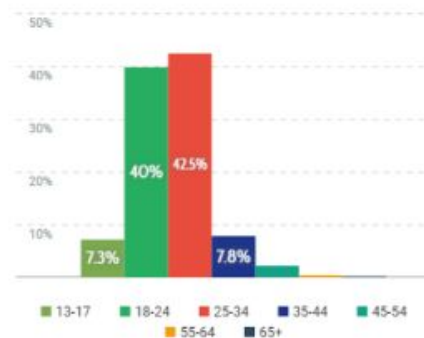
SHARE OF MEDIA TYPES



GENDER



AGE







FoodHealthandHealing
@food_healthand

Edit profile

Food Health & Healing has set out on a mission to promote healthy eating. We aim to connect your health with our promise which is shared empowerment.

[foodhealthandhealing.com](#) Joined July 2019

79 Following 29 Followers

Tweets

Tweets & replies

Media

Likes





foodhealth_healing

Edit Profile

16 posts 41 followers 126 following

Blog: FoodHealthandHealing
We aim to connect #yourhealth with our promise #shared #empowerment through #healthyating 🍌🍇🥥🥕🍌🍌🍌
[bit.ly/20rIEPa](#)

Small green text

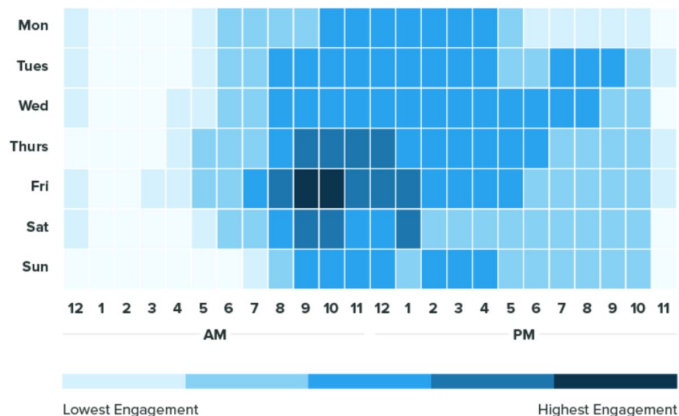
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SOCIAL ENGAGEMENT



SOCIAL ENGAGEMENT

Engagement Calendar



Activate Organic Social: 7/14 - 8/2 (19 Days)



Activate Paid Social: 7/25 - 8/2 (8 days)

Pillars of Engagement

Twitter & Instagram

- Community conversations
- Like & shares
- New posts

Blog Posts

- New posts based on existing and new insights
- Sharable content for sharable interests

Intro Post

- New Blog intro post via personal social accounts
- Word of mouth via text, snapchat, wechat, etc.

PILLARS OF ENGAGEMENT

Twitter



15- 20 Convo Engagements



20 Likes



10 Retweets



1-2 New Posts Daily

Instagram



15- 20 Convo Engagements



20 Likes



Story Shares



1-2 New Posts Daily

Blog



1-5 New Posts
Weekly

Intro



New Blog Shout
Out's



SOCIAL DISTRIBUTION



FoodHealthandHealing @food_healthand · Jul 27

A super #healthy alternative to french fries and makes a great snack. But why #watermelon ? It's a supersonic liver cleanser due to its ability to magnify the #hydration for our liver and overall body. Check out recipe here: foodhealthandhealing.com/post/fruit-fri... 🥰🥰🥰🥰



Watermelon Gyal 🇵🇸 and 7 others

1 4



FoodHealthandHealing @food_healthand · Jul 19

If there had to be one berry to rule them all, it would be the wild blueberry. These little berries pack the highest proportion of antioxidants of any food on the planet. So what exactly is a wild blueberry? Find out here: foodhealthandhealing.com/post/wild-blue...



DetoxYourBody and 9 others

2 5



FoodHealthandHealing @food_healthand · Jul 23

I'm sure you hear it from your friends, people around you, and maybe your colleagues, "I'm #fasting for a month" or "I need to #detox". However, the question remains, are they detoxing and fasting in a way that's safe for the body? Learn more here: foodhealthandhealing.com/post/fasting-d... 🥰



Kim O'Donnel and 9 others

3



foodhealth_healing

foodhealth_healing Any athletes out there? #spirulina increases stamina levels and helps build #rasmucule due to its rich #protein and iron packed qualities. Oh and it's an incredible #lifesource with tons of #healthbenefits 🥰🥰🥰

2w

 tjsnaturaliving Awesome product ❤️

1w 1 like Reply

View replies (1)

1w 21

Liked by tjsnaturaliving and 5 others

Add a comment...





foodhealth_healing

foodhealth_healing #naturalsugars play a key role in fueling us during our days by keeping our blood sugar levels up and helps give our adrenal glands a break. try incorporating more snacks in between meals #banana #pears #apples #celerysticks 🥰🥰🥰

1w

1w

Liked by rtobacc and 4 others

JULY 24

Add a comment...





foodhealth_healing

foodhealth_healing Ringing in another Italian classic, #spaghettibolognese although with a twist. The catch is, #nonnat #nopasta! Instead, the spaghetti is replaced by squash, a common and plausible substitute 🥰🥰

#spaghettisquash
#spaghettisquashrecipe #bonappetit #healthyrecipe

1w

 heart.health.nutritionist Yum! I love spaghetti squash! 🥰

1w 1 like Reply

View replies (2)

1w 22

Liked by rtobacc and 78 others

Add a comment...



NEW BLOG SHOUT-OUTS



Michael Bucci

Digital Marketing Specialist

5d • Edited



Hi everyone, just created a new blog with friends related to food health, feel free to check out if interested :)

Blog | FoodHealthandHealing

foodhealthandhealing.com

Superfoods with amazing healing abilities, delicious healthy recipes, and tips on how certain foods ...



Michael Bucci is 😊 feeling blissful.

July 25 at 2:16 PM · 🌐 ▼



Hi Everyone, hope summer is treating you well 😊 Just launched a new blog about food health and healing. It covers topics such as food for skin health, detoxing, healthy summer recipes, anti-aging foods and more. Feel free to check it out here: <https://www.foodhealthandhealing.com/>



Michael Bucci @MBucci03 · Jul 25



Hi Everyone, hope #summer is treating you well 🍷 Just launched a new blog about food #health and #healing. It covers topics such as food for #skinhealth, #detoxing, healthy #summerrecipes, #antiagingfoods and more. Feel free to check here: [foodhealthandhealing.com](https://www.foodhealthandhealing.com/) 🍷



Small group photo

3

SOCIAL MAINTENANCE



SOCIAL MAINTENANCE

 **FoodHealthandHealing** @food_healthand · 6h
adding a good article here about foods that heal and improve the thyroid:
[medicalmedium.com/blog/foods-that-heal-the...](https://www.medicalmedium.com/blog/foods-that-heal-the-thyroid) 🥰

 **Foods That Heal The Thyroid**
Medical Medium Blog: read Foods That Heal The Thyroid now at www.medicalmedium.com
🔗 [medicalmedium.com](https://www.medicalmedium.com)

1 0 0 0 0

 **Cindy Ann Angel ;) xoX** @cynw1966 · 3h
Thanks so much! I love Medical Medium. I follow him here & like him on Fb. Happy & healthy blessings to you. 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷

1 0 0 0 0

 **FoodHealthandHealing** @food_healthand

Replying to @cynw1966 and @TravisStorkMD
Thank you Cindy, many blessings to you as well. 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷

 **Simply Sophs** @UrbanSophs · Jul 26
Replying to @food_healthand
🥰🥰🥰 yum. Thanks for the recipe ❤️

0 0 1 0

 **Simply Sophs** liked your reply

making me hungry! a great option!, passing along good spaghetti squash bolognese recipe: [foodhealthandhealing.com/post/the-itali...](https://www.foodhealthandhealing.com/post/the-itali...) 🍷🍷

 **Elle Rose Rohana** Anything on eating to overcome arthritis? 🙏 1

 **Michael Bucci** going to create a post about it, but here is also a great article to check out: 🥰
<https://www.medicalmedium.com/.../rheumatoid-psoriatic...>

 **MEDICALMEDIUM.COM**
Rheumatoid & Psoriatic Arthritis

Like · Reply · Remove Preview · 2d

 **vickihurstindy** 
@foodhealth_healing Thank you! That's great! The power of food to heal has been hidden far too long. Will look forward to learning more from you! 🍷🍷🍷🍷🍷🍷

3h 1 like Reply

 **foodhealth_healing** @vickihurstindy thank you! Vicki and from you as well 🍷🍷

Verizon LTE 5:03 PM 4%
slothbert Active 5h ago

My buddy mentioned celery juice is helpful so I'll be giving that a try

And I saw somewhere else that eggs aren't good for the liver which is sad because I love eggs...but I'll give it a try for a few weeks and see what happens

Sunday 11:08 AM

I would def try the celery juice as it has amazing benefits for the gut as well as many other things. Drinking it first thing in morning on an empty stomach is recommended but see how you like it

Sunday 6:57 PM

Message...

Saturday 1:50 PM

Mentioned you in their story

Double tap to like

Sunday 3:20 AM

You mentioned momentum_monge in your story

Only you can see this

Thanks for sharing this!!! 🍷🍷

Seen

Message...

 **Yeshwanth Parcha** • 6:37 PM 

Im also been really into food amd health.. iv been actually researching lot recently about anti inflammatory diets and how they can heal lot of diseases caused by inflammation... would love for you guys to touch on that!

THURSDAY

 **Michael Bucci** • 9:18 PM

Awesome to hear that! Thanks Yesh

yes we'll cover that one soon. It's def a topic that's been coming up a lot :)

Small green text

4

PAID SOCIAL



PAID SOCIAL

<

Promotion

[View Results](#)

Currently Promoted

Learn More

>

Liked by rtobacc, momentum_monge and 65 others

foodhealth healinga "Parfaits mav probablv be the

<

Promotion

[View Results](#)

Currently Promoted

Visit Instagram Profile

>

Liked by rtobacc, momentum_monge and 54 others

foodhealth healinga Yummy! Nothing like a

<

Promotion

[View Results](#)

Currently Promoted

Learn More

>

Liked by rtobacc, nehasdigitales and 91 others

<

Promotion

[View Results](#)

Currently Promoted

Visit Instagram Profile

>

Liked by rtobacc, momentum_monge and 77 others

Michael Bucci

@MBucci03 · Jul 25

Hi Everyone, hope #summer is treating you well 🍉 Just launched a new blog about food #health and #healing. It covers topics such as food for #skinhealth, #detoxing, healthy #summerrecipes, #antiagingfoods and more. Feel free to check here: foodhealthandhealing.com 🍌

1

1

9

SOCIAL ANALYST



Agenda

1

Tracking & Measurement



2

Optimizations & New Insights



3

Results & Reporting



4

Key Learnings





Smart Goals Toolkit

1

TRACKING & MEASUREMENT



TRACKING & MEASUREMENT



<https://www.foodhealthandhealing.com/>



Tracking number of clicks by new users to the blog site via social outlets



Social media engagement tracked on Instagram, Twitter, Facebook, and LinkedIn platforms to identify total likes, comments, mentions, shares, saves, and follows.



Smart Insights Report

2

OPTIMIZATIONS & NEW INSIGHTS



OPTIMIZATIONS & NEW INSIGHTS

SEO



- Keywords
- “food healing” “healthy eating”
- URL, Page Description, Alt Text
- Content & Titles
- Web/Mobile

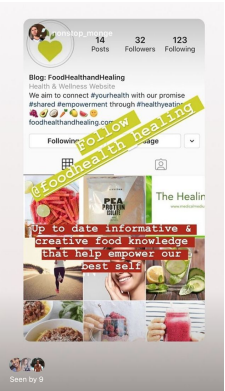
Food Healing | FoodHealthandHealing
<https://www.foodhealthandhealing.com>
FoodHealthandHealing has set out on a mission to promote healthy eating in an effort to better inform people's lives.

Engagement



Pillars of Engagement

- 15-20 convo engagements
- 20 likes
- 5-10 shares/retweets
- stories sharing
- 1-2 new blog posts



New Insights



- New posts based on new insight
- Scanning the wild
- Listening to followers/comments
- Providing relevance & desire

Yeshwanth Parcha • 6:37 PM

Im also been really into food and health.. iv been actually researching lot recently about anti inflammatory diets and how they can heal lot of diseases caused by inflammation... would love for you guys to touch on that!

Michael Buccì • 9:18 PM

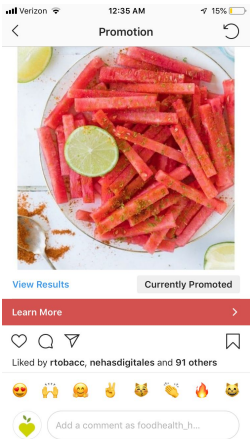
Awsome to hear that! Thanks Yesh

yes we'll cover that one soon. It's def a topic that's been coming up a lot :)

Paid Social



- Twitter Ad
- Instagram Ads



Smart Growth Toolkit

3

RESULTS & REPORTING

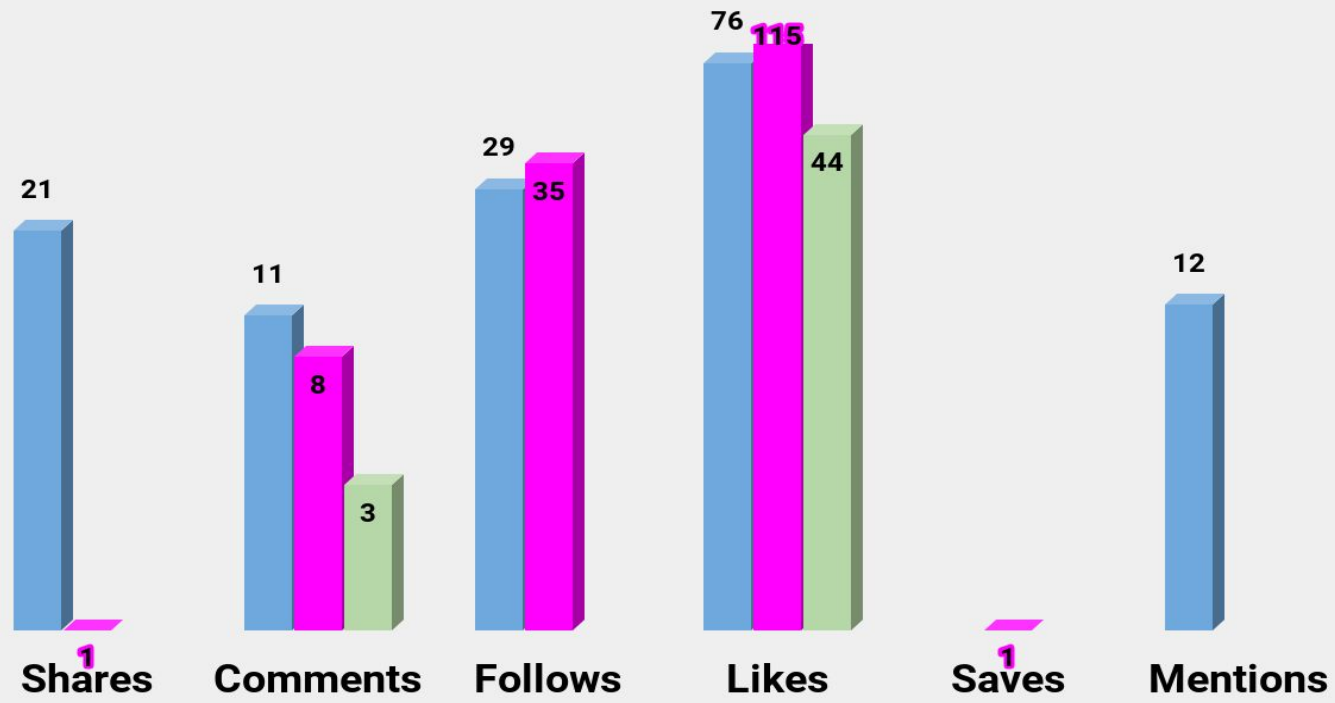


RESULTS & REPORTING

Marketing KPIs - Organic

Total Engagement: 356

Twitter Organic Instagram Organic Other



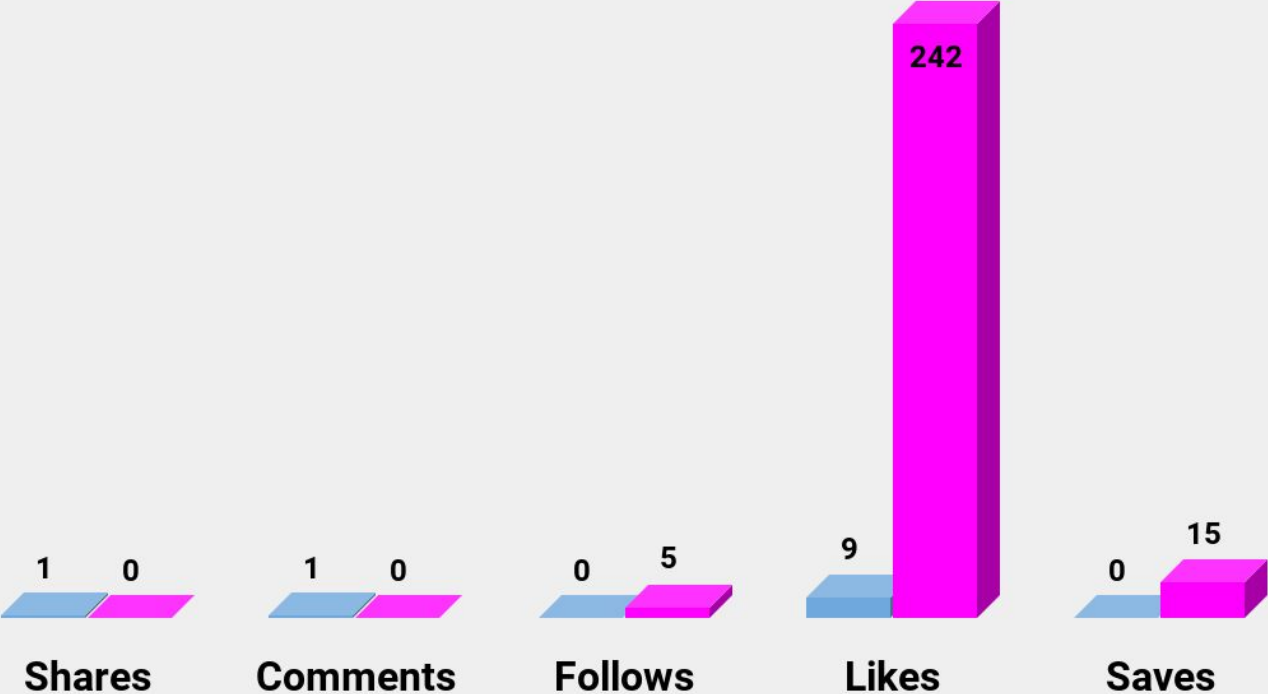
RESULTS & REPORTING

Marketing KPIs - Paid

Total Engagement: 273

Twitter Paid

Instagram Paid



RESULTS & REPORTING

Business Objective - Blog Site Traffic

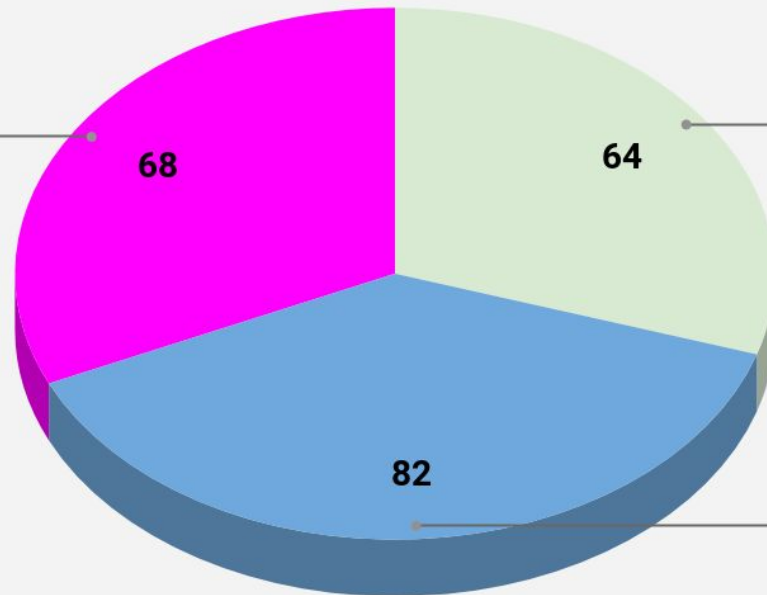
Total Blog Visits: 214

Instagram Paid
68 (31.8%)

Run Dates
7/29-7/31 (3 days)

Watermelon Fries
CTR: 1.59%

Chia Smoothie
CTR: 1.15%



Organic
64 (29.9%)

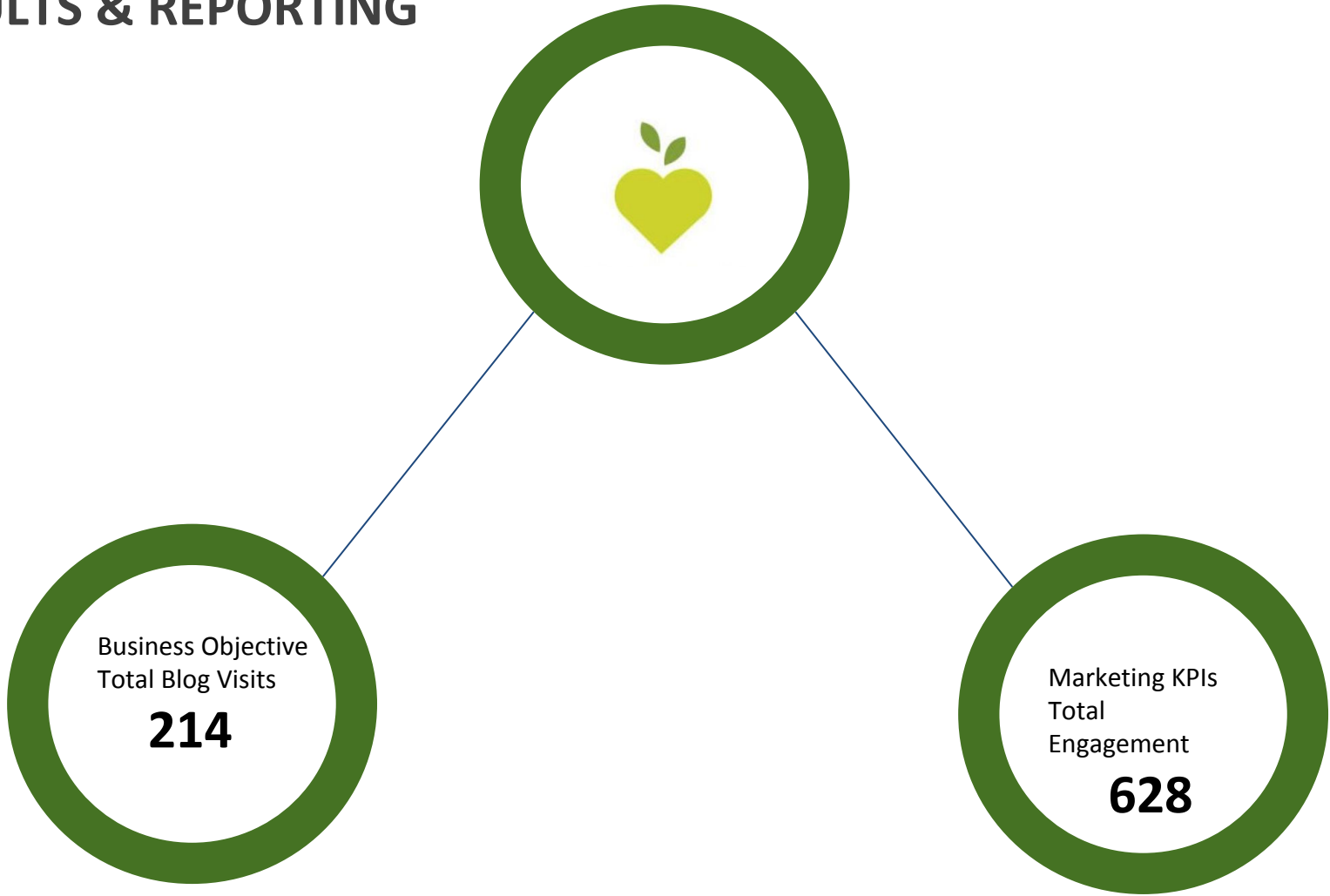
Run Dates
7/14-8/2

Twitter Paid
82 (38.3%)

Run Dates
7/25-8/2 (8 days)

CTR:1.59%

RESULTS & REPORTING



Small group activity

4

KEY LEARNINGS



KEY LEARNINGS

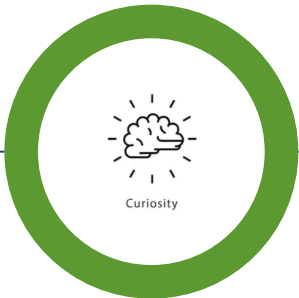
Autonomy



- My Health, My Way!
- Sense of empowerment
- In-control vs out-of-control
- ★ Empowered!

When I eat healthy and when I call the shots, I feel in control. I feel good about myself! On the other hand, when I regrettably eat that piece of cake, had only 4 hours of sleep due to a busy week or only had enough time to eat what was readily available (junk food) I feel compromised and out of control. Through food health and healing I'm empowered!!

Eager Curiosity



- Alternative healing
- A willingness to try & learn
- Feed me knowledge
- ★ Eager Curiosity!

We learned that there's several people who would like to try and solve their health issues holistically before depending 100% on prescribed solutions, especially by consulting with family and friends. However, not everyone is aware of the healing benefits of specific foods. Ex. celery juice builds hydrochloric acid in gut, apples clean liver, etc. They are willing to learn and try with info and guidance

Cultural Identity



- How I show up in the world
- Striving toward healthy living
- Fake it till you make it
- ★ Cultural Identity!

"People introduce themselves by eating habits in profiles." People want to fit into society and culture. They want to show up in the world as a person who's moving forward and becoming their best self. Instagram is a tool that helps them build that health enthusiast identity that they're striving for. Ex. friends overnight suddenly start posting Instagrammed lunches and trips to the farmers market, motivational quotes, and more. They may not know it all just yet, but they're going to fake it till they make it by a projecting an image that is currently so beloved by current culture..

Rebellion



- Kept from the truth
- Because society told me to
- My Health, My Way
- ★ Rebellion!

Society, etc. has told us for most of our lives how to cure an ailment and what a healthy life consists of. Advil for headaches, cough medicine, prescription drugs, several cups of coffee during work, an apple a day keeps the Dr. away, milk will make you grow, etc. But why didn't the family Dr. ever tell me that wild blueberries clean toxins from my brain, having a healthy liver promotes skin health, or too much dairy feeds pathogens. Not anymore! I'm rebelling against society by eating healthy. I'm calling the shots and looking for holistic and alternative ways to heal before going to the Dr. I'm going to project this new life purpose to the world for all to see.

Thank You!



APPENDIX

ASSIGNMENT

Group project brief

8.7 & 8.14
presentations

The Brief

1. Pick a brand, product e.g. you or one you imagine & can control.
2. Develop an integrated 'real social' campaign to drive specific **business & marketing** results. **Establish specific KPIs.**
3. Use all the **tools & methods** we've been exploring & testing this semester to develop a uniquely activatable plan eg listening, composite profiling, touchpoint modeling, activation pod.
4. Share your **research, insights and plan, and "case study" your GTM activation**, including – channel development & growth, content production and KPI tracking.
5. Show your specific **optimizations** which drove towards better results.
6. Present **results, findings, learnings.**

Presentation Format / Content

- ✓ Present your campaign deck to the class as a 20-40 slide pitch / presentation.
- ✓ You are competing against the other groups for **creativity, resourcefulness, activation chops – results.**
- ✓ Convince us you've found a better way, a *more radically social way to drive business & marketing value for your brand.*

SOURCES

Talkwalker Extracts (slide 9 & 22)

<https://www.psychologytoday.com/us/blog/modern-mentality/201812/why-new-years-resolutions-fail> (slide 9; new year resolutions)

<https://fitsmallbusiness.com/instagram-ads-cost/> (industry average, slide 4)

<https://blog.adstage.io/2018/05/31/twitter-ads-benchmarks-q1-2018> (industry average, slide 4)

<https://www.mindbodygreen.com/0-21604/why-millennials-are-so-obsessed-with-food.html> (Talkwalker slide 10)

<http://instagram.com/p/BqYij2phyu8> (Talkwalker slide 10)

<https://newsroom.clevelandclinic.org/2018/10/18/survey-americans-want-to-be-healthy-but-arent-sure-how-pkg/> (Talkwalker slide 10)

<https://www.instagram.com/p/BnfFfD9heqv/> (Talkwalker slide 10)

<https://www.instagram.com/p/BpkU6O1gODK/> (Talkwalker slide 10)

http://instagram.com/p/BpcBG6iA_s7 (Talkwalker slide 10)

<https://www.foodandwine.com/health/eating-healthy-confusing-study-confirms> (Eager Curiosity/Behav Planner Slide 15)

<https://campuspress.yale.edu/perspective/are-millennials-healthier-than-the-baby-boomers/> (Taking a Stand/Behav Planner Slide 15)

<https://news.sanfordhealth.org/sanford-health-plan/millennials-wellness-generation/> (Cultural Identity/Behav Planner Slide 15)

<https://www.ncbi.nlm.nih.gov/books/NBK493173/> (Rebellion/Behav Planner Slide 15)

<https://www.chefs-garden.com/blog/february-2018/food-as-medicine-healing-yourself> (Full Immersion/Behav Planner Slide 15)

<https://www.disabled-world.com/medical/alternative/holistic/care-statistics.php> (Empowered/Behav Planner Slide 15)

<https://sproutsocial.com/insights/how-to-get-more-followers-on-twitter/> (Social Calendar/Slide 25)

<https://www.investopedia.com/news/instagram-59-us-millennials-are-active-users/> (insta and millenials, slide 22)

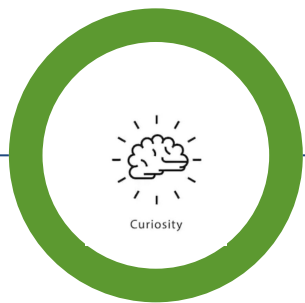
KEY LEARNINGS-SUPPORTING CONTENT



- My Health, My Way!
- Sense of Empowerment
- In-control vs out-of-control
- ★ Empowered!

“The researchers hoped to determine the motivations behind “locavorism”. What they found, after interviewing a dozen subjects, was the running theme of “empowerment”:<https://www.mindbodygreen.com/0-21604/why-millennials-are-so-obsessed-with-food.html>

“9 out of 10 millennials consider healthy eating to be one of the pillars of wellness”<https://campuspress.yale.edu/perspective/are-millennials-healthier-than-the-baby-boomers/>



- Alternative Healing
- A willingness to try & learn
- Feed me knowledge
- ★ Eager Curiosity!

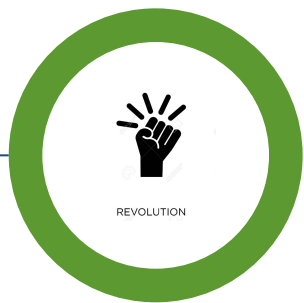
“Last year, 3,600 people were currently searching on the term “food as medicine” every single month in Google”:
<https://www.chefs-garden.com/blog/february-2018/food-as-medicine-healing-yourself>



- How I show up in the world
- Striving toward healthy living
- Fake it till you make it
- ★ Cultural Identity!

“53% of millennials said health & wellness was an importance in their lives”.
<https://news.sanfordhealth.org/sanford-health-plan/millennials-wellness-generation/>

“Just like our Instagrammed lunches and trips to the farmers markets, our restrictive diets have become a new identifier”
<https://www.mindbodygreen.com/0-21604/why-millennials-are-so-obsessed-with-food.html>

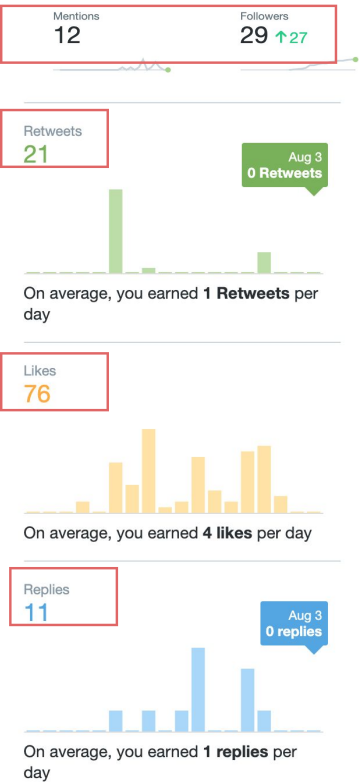


- Kept from the truth
- Because Society told me to
- My Health, My Way
- ★ Rebellion!

“between 65 to 80 percent of the world's population (about 3 billion people) rely on holistic medicine”<https://www.disabled-world.com/medical/alternative/holistic/care-statistics.php>

Twitter Results

ORGANIC



PAID

☐ Name	Campaign start	Campaign end	Total budget	Impressions	Spend	Results
Summary for 1 item	-	-	\$65.00	5,612	\$65.00	82 Link clicks
☐ FoodHealthandHealing Website clicks or conversions Credit/debit card	Jul 25, 2019 9:00 AM	Aug 2, 2019 11:59 PM	\$65.00	5,612	\$65.00	82 Link clicks

Results rate	Cost per result
1.59% Link click rate	\$0.73 Cost per link click
1.59% Link click rate	\$0.73 Cost per link click



Michael Bucci

@MBucci03 · Jul 25

Hi Everyone, hope #summer is treating you well 🥰 Just launched a new blog about food #health and #healing. It covers topics such as food for #skinhealth, #detoxing, healthy #summerrecipes, #antiagingfoods and more. Feel free to check here: foodhealthandhealing.com 🍷





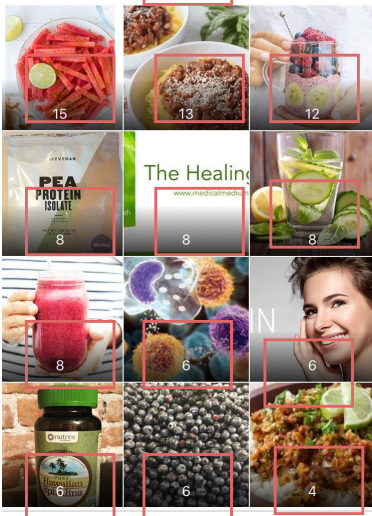
1

1

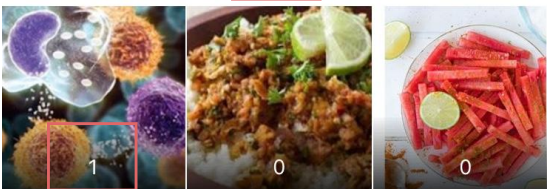
9

INSTAGRAM RESULTS - ORGANIC

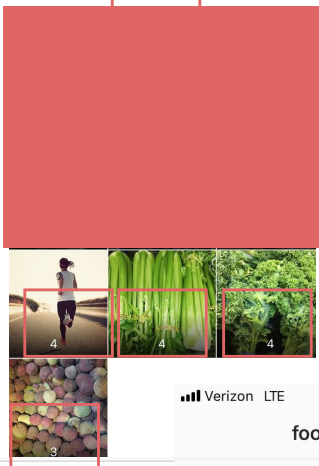
Showing **All** posted in the past **1 year** sorted by **Likes**



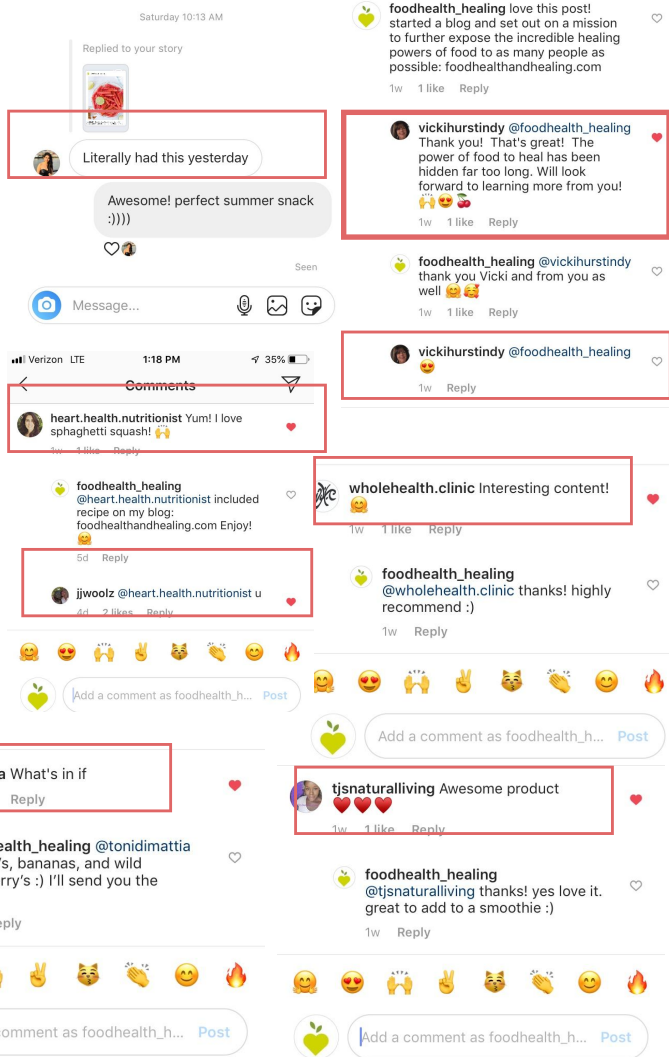
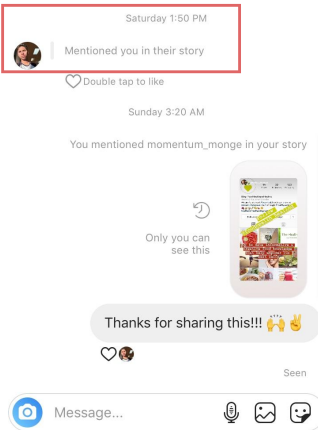
Showing **All** posted in the past **1 year** sorted by **Saved**



Showing **All** posted in the past **1 year** sorted by **Likes**



1 share



INSTAGRAM RESULTS - PAID

Promotion Insights

Paid
Likes/Organic:
93-15 = 78



Posted on 07/27/19, 9:11am

93 0 7

Promotion Insights

Paid
Likes/Organic:
79-16 = 63



Posted on 07/22/19, 6:07pm

79 3 5

Promotion Insights

Paid
Likes/Organic:
56-10 = 46



Posted on 07/21/19, 8:46am

56 2 3

Promotion Insights

Paid
Likes/Organic:
67-12 = 55



Posted on 07/22/19, 7:55am

67 0 0



Posted on 07/21/19, 8:46am

56 2 3

Interactions

17

Promotion Clicks

Visit Profile

80% from promotion

21

Discovery

813

People reached
98% weren't following you
95% came from your promotion

Impressions

74% from promotion

1,103

Follows

2

Interactions

38

Promotion Clicks

Visit Profile

88% from promotion

43

Visit Website

0% from promotion

2

Discovery

1,668

People reached
99% weren't following you
92% came from your promotion

Impressions

74% from promotion

2,155

Follows

3

Note:

Please use note boxes when adding likes. Took the difference from organic vs paid

NEW BLOG SHOT-OUT'S RESULTS



Michael Bucci is 😊 feeling blissful.
July 25 at 2:16 PM · 🌐 ▼

Hi Everyone, hope summer is treating you well 😊 Just launched a new blog about food health and healing. It covers topics such as food for skin health, detoxing, healthy summer recipes, anti-aging foods and more. Feel free to check it out here: <https://www.foodhealthandhealing.com/>



 Anthony Bucci, Nick Bucci and 37 others

4 Comments 1 Share

 Like

 Comment

 Share



Michael Bucci
Digital Marketing Specialist
1w • Edited

Hi everyone, just created a new blog with friends related to food health, feel free to check out if interested :)

Blog | FoodHealthandHealing
foodhealthandhealing.com
Superfoods with amazing healing abilities, delicious healthy recipes, and tips on how certain foods ...

 5

BLOG VISITS RESULTS

☐ Name	Results
Summary for 1 item	82 Link clicks
☐ FoodHealthandHealing Website clicks or conversions Credit/debit card	82 Link clicks



Clicks

Spend

Automatic

45

\$12 / \$30



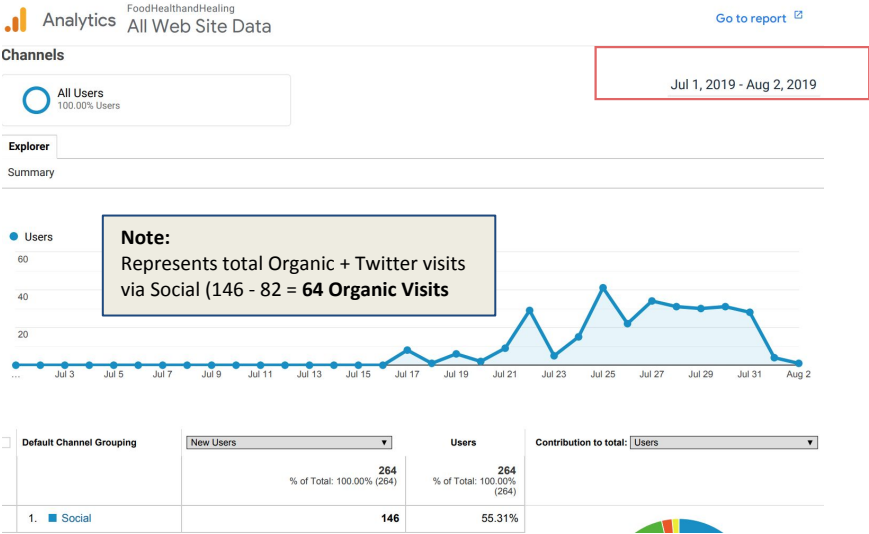
Clicks

Spend

Automatic

23

\$7 / \$18



Campaigns Michael Bucci (10151975... Jul 29, 2019 – Jul 31, 2019						
Search or add filters						
Create Review and Publish (2) Export Columns: Perform						
☐ Name	Delivery	Bid Strategy	Budget	Last Significant Edit		
☐ Instagram Post: Yummy! Nothing like ...	Inactive	—	Using ad s...			
☐ Instagram Post: Yummy! Nothing ...	Not Delivering Campaign is Off	Lowest cost Link Clicks	\$12.00 Lifetime			
☐ Instagram Post: Yummy! Nothing ...	Not Delivering Campaign is Off	Lowest cost Post Engagement	\$6.00 Lifetime			
☐ Instagram Post: "Parfaits may probably ...	Inactive	—	Using ad s...			
☐ Instagram Post: Ringing in another Itali...	Inactive	—	Using ad s...			
☐ Instagram Post: Always coming across...	Inactive	—	Using ad s...			
☐ Post: #daumberto Italian food at its fin...	Completed	—	Using ad s...			

Note:

Instagram paid ad visits were not being tracked by google analytics (social) but captured in the instagram app. Twitter ad visits were captured in google analytics (social).

END