

APRIL 5TH

Flat Tummy Co.

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Background

- New company
- Made by women, for women
- Women struggle with looking good
- Easy and healthy weight loss method
- Values – real, relatable, inspiring, inclusive, supportive, empowering
- teas, shakes, smoothies, lollipops and supplements



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Mission:

*We're here to get you back to
looking (and feeling)
freaking good.*

Demographic

Any women, any ethnicity in their 20-40's who are struggling to lose weight



Campaign Goals

- Increase awareness of products by 15%
- Generate demand of product by 10%

Target Market

- Women and girls aged 18–50 in the US and CAN

just a girl with
GOALS

Campaign Objectives

- Increase Facebook followers by 50%
- Increase Instagram followers by 30%
- Increase Facebook engagement by 40%
- Increase Instagram engagement by 30%
- Create Snapchat account and generate 100k followers



Facebook



8 posts per week

1 mom, 1 university student, 1
high school student

Vlog

lifestyle, using products, recipes

Weekly

keep updated, relatable, content

Main target

mothers

Instagram



3 influencers
fitness, fashion

Minimum of 100k followers
2 US and 1 CAN

Repost/Send Content
In order to get more attention
for future customers

Snapchat



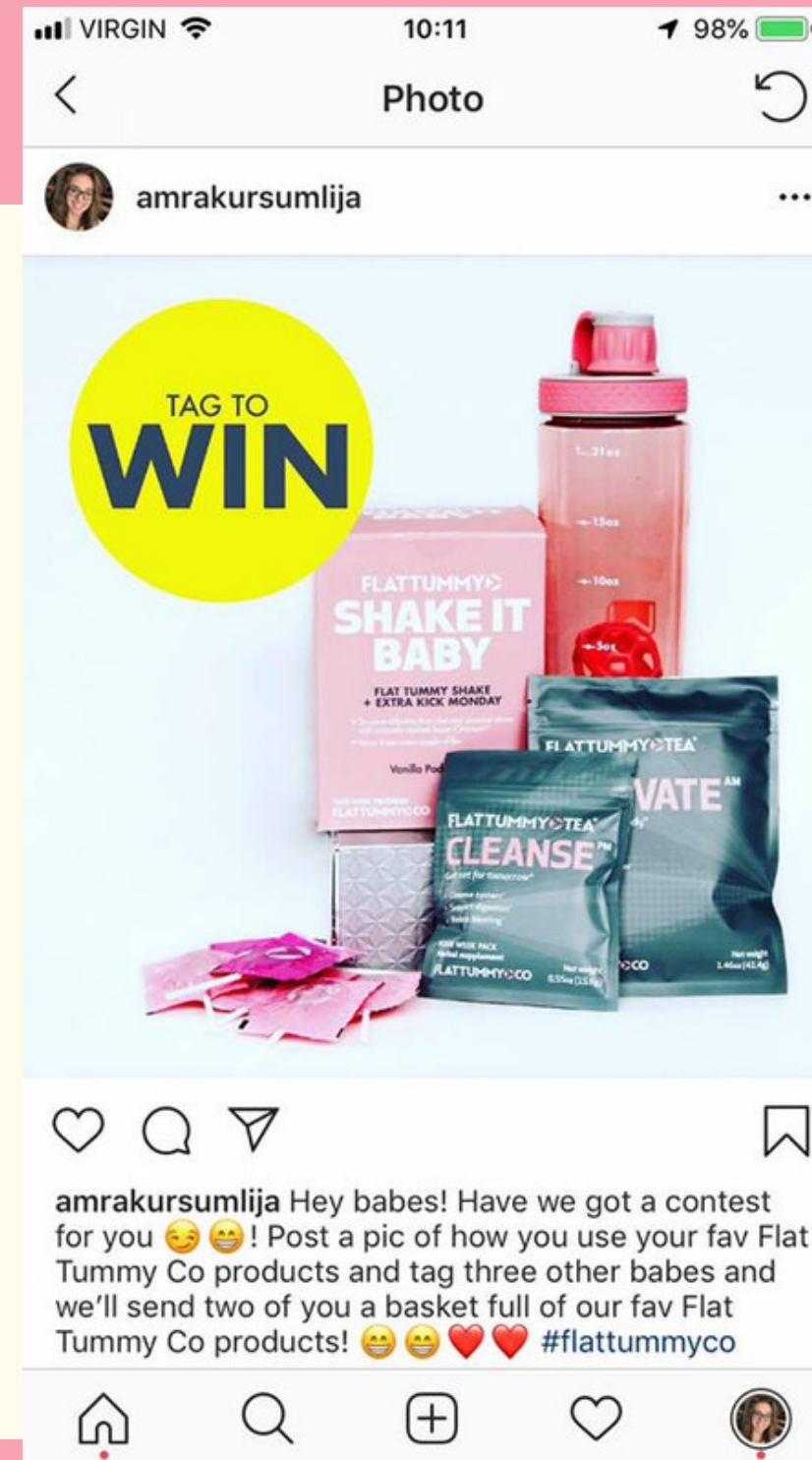
Create Following
do not have an account

3 influencers
fitness, fashion
2 US and 1 CAN

University and Highschool
Mainly highschool students

June and December

- Week long event
- Like the post
- Follow the page
- Tag 3 people
- 2 free product box



October

#tummytime

- Snapchat filter
- Active
- Flat Tummy Co products

Breast Cancer Awareness

- Snapchat Filter
- Donate \$0.50 foundation



Paid Earned and Owned Media

Paid

- paid influencers
- paid content
- promotion: contest

Earned

- shares
- mentions
- repost on stories
- reviews

Owned

- website
- blog
- social media channels

Activity	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Instagram Campaign (1 week)							
#tummytime 							

Objective	Strategy	Social Activity	Social KPI's	Business Impact
Increase Facebook followers by 50%	Increase Facebook content posting	Update weekly vlogs Recipes	Compare # of new followers and reach	Traffic/visitors
Increase Instagram followers by 30%	Increase Instagram postings Use of filters	Campaign Reposts Promotions Use of influencers	Compare # of new followers and reach	Traffic/visitors
Increase Instagram engagement by 20%	Use of Promotions and content to generate engagement	Use of filter content Campaign Reposts promotions	# of comment, shares, reposts	SOV, ToMA
Increase Facebook engagement by 40%	Use of vlogs by non influencers	Comments Likes, reposts, and reactions	# of comment, shares, reposts	SOV, ToMA
Create Snapchat	Filters and influencers	Vlogs Use of filter	# of followers gained	Traffic/visitors

Questions?