



Empowered and Authentic Living

MARKETING STRATEGY + PLAN

PREPARED BY:
THE TEAM NEXT DOOR



GOALS



**BOOST BRAND AWARENESS
& RECOGNITION BY IMPROVING & CLARIFYING BRAND IDENTITY**



**EARN MARKET SHARE
BY ESTABLISHING E&AL AS LEADERS WITHIN THE INDUSTRY**



DRIVE LEADS:
**1) POTENTIAL CLIENTS FOR ALL TEAM MEMBERS 2) POTENTIAL THERAPISTS INTERESTED IN
CERTIFICATION PROGRAM**



SELL SPIRITUAL WORKING CARDS



**REINFORCE EXISTING CLIENT LOYALTY
& BUILD STRONGER COMMUNITY OF BRAND ADVOCATES**

IG + FB | FAN + POST AUDIT



INSTAGRAM

FOLLOWER DEMOGRAPHICS:

- **Women:** 81%
- **Men:** 19%
- **Age:** 35-44
- **Cities:** Chicago, Barrington, Deerfield, Elgin, Naperville

TOP POSTS (BY REACH)

- Nov 2: Together we Overcome
- Nov 23: Speaking kindly to Plants/Imagine affect on humans
- Nov 16: Yesterday is history, tomorrow mystery, today gift of God



FACEBOOK

FAN DEMOGRAPHICS:

- **Women:** 74%
- **Men:** 24%
- **Age:** 35-44
- **Cities:** Chicago, Barrington, Smoljan (Bulgaria), Sofia (Bulgaria), Naperville

TOP POSTS (BY REACH):

- **Nov 23:** Speaking kindly to Plants/Imagine affect on humans
- **Nov 16:** Yesterday is history, tomorrow mystery, today gift of God
- **Nov 7:** Election/High Stress

BRAND PILLARS

- EMPOWERMENT
- TRANSFORMATION
- TEACHING / GUIDING
- CONNECTION
- CONSCIOUSNESS
- HEALING / GROWTH
- Authenticity
- Bridging People Together

TARGET AUDIENCE SAMPLE (NEW CLIENTS)

■ Custom Audience:

- Instagram Engagement Custom Audience
- Lookalike (US, 4%) - Instagram Engagement Custom Audience
- Facebook Page Custom Audience or Lookalike (US, 4%) - Facebook Page Custom Audience

■ Location: United States

■ Age: 25 - 65+

■ People Who Match:

- *Behaviors:* Engaged Shoppers
- *Relationship Status:* Separated, Divorced or Widowed
- *Industry:* Life, Physical and Social Sciences, Protective Services, Military (Global) or Veterans (US)
- *Parents:* Parents (All)
- Spirituality & spiritual awakening
- Energy work & metaphysics
- Personal growth, meaning/purpose in life

■ Interests (Therapy)

- Counseling psychology, Relationship counseling, Psychology Today, Empowerment, Mindfulness, Coaching, Suicide prevention, Self-awareness, Healthy Habits, Quality of life, Wisdom, Therapy, Personal care, Wellness (alternative medicine), Motivation, Self-knowledge (psychology), Psychology, Self-love, Hope, Self care, Health & wellness, Forgiveness, Mind, Self-confidence, Self-esteem, Family, Emotional intelligence, Wealth, Substance Abuse and Mental Health Services Administration, Happiness, Gratitude, Personal development, Developmental psychology, Recovery approach, Well-being or National Center for PTSD - U.S. Department of Veterans Affairs, depression, anxiety, ADD/ADHD, LGBTQ, inner child, PTSD

■ Interests (Spirituality):

- Spiritual transformation, Horoscope, Meditation, Spirituality, Tarot, Spirit, Soul, Psychic, Age of Enlightenment, Enlightenment (spiritual), Spiritism, Mantra, Zodiac, Mandala, Metaphysics, Energy Healing, Yoga, Higher consciousness, Transcendental Meditation, Life, Tantra, New Age, Healing, Crystal healing, Fortune-telling, Clairvoyance, Kundalini yoga, Esotericism, Astrology, Psychic reading, Mediation, Self-healing, chakras (balancing),

TARGET AUDIENCE SAMPLE (NEW THERAPISTS)

- **Location:** United States: Hoffman Estates (25 mi) Illinois
- **Age:** 12 - 65+
- **People Who Match:**
 - *Interests:* Occupational therapist, Therapy, Enlightenment (spiritual), Metaphysics or Healing
 - *Field of study:* Spirituality, Psychodynamic psychotherapy, Cognitive psychology, Psychotherapy, Psychiatry or Psychiatrist
 - *Employers:* Spirituality, Psychotherapy, Psychiatry, Occupational therapist, Occupational therapy, Psychiatrist or Reiki
 - *Job title:* Mental Health Practitioner, Spirituality, Mental health counselor, Psychotherapy, Psychiatry, Psychology, Educational psychologist, Mental health professional, Occupational therapist, Psychiatrist, Certified Yoga Instructor, Mental Health Clinician, Counselor, Certified Occupational Therapy Assistant, Marriage & Family Therapist, Psychotherapist-Counselor, Yoga Instructor, Clinical Social Worker, Clinical Psychologist, Certified Occupational Therapy Assistant (COTA), Family Therapist, Reiki Practitioner, Reiki Master, Marriage and Family Therapist (MFT), Mental Health Specialist, Therapist, Occupational Therapist Assistant, Occupational Therapist (OT), Wellness Coach, Licensed Professional Counselor (LPC), Licensed Clinical Social Worker (LCSW), Licensed Clinical Psychologist, Occupational Therapy Assistant (OTA), Certified Occupational Therapist Assistant/Licensed (COTA/L), Life Skills Coach, Life coaching, Psychic Reader, Yoga Teacher, Consulting Psychiatrist, Psychologist, Private Practice, Pilates Instructor, Life Coach or Personal Coach, teenager, young adults



Creative Direction





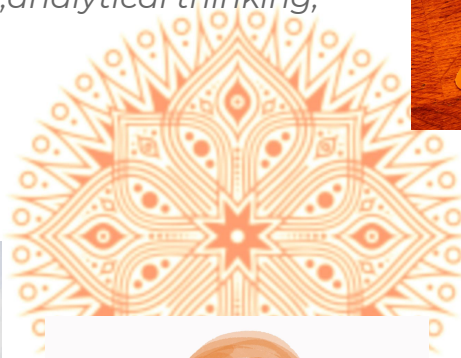
MOOD BOARD 1

VIBE: Sophisticated, relaxed, Expert ??

STYLE: Bold, minimal, bright, shiny??

PRIMARY COLOR: TURQUOISE GEMSTONE

- Represents self-realization, analytical thinking, communication skills



MOOD BOARD 2



EMPOWERED & AUTHENTIC LIVING

Bridging Psychology, Spirituality & Metaphysics

VIBE: Feminine, crafted

STYLE: Bold, young + fun enthusiasts (bloopers); pin-styled icons & illustrations

PRIMARY COLOR: PURPLE / MAGENTA (USING SELECT, EXISTING BRAND COLORS)

Represents power and ambition (Ana & Lisa as the two powerhouse women)

Represents creativity, wisdom, independence & spiritual magic (aligns with the blend of Psychology meets Spirituality)



CONTENT PILLARS

| ANA + LISA TEAM | SERVICES + CUSTOMERS | BENEFITS + EDUCATION | EMPOWERMENT & SUPPORT |
|--|---|--|---|
| <ul style="list-style-type: none">• E&AL Personality + personal beliefs• Lisa's credibility + industry insight, advice + how to apply• Ana's credibility, insight, advice• 3 + 4 therapists• Team functions• Team culture | <ul style="list-style-type: none">• 1:1 sessions for Ana<ul style="list-style-type: none">◦ Spiritual Coaching, Energy Healing, Astrology, Metaphysics• 1:1 sessions for Lisa:<ul style="list-style-type: none">◦ Psychotherapy & specialized fields)• Combo sessions:• <u>FAST TRACK - VERY IMPORTANT</u><ul style="list-style-type: none">◦ Psychology & metaphysics• 1:1 sessions third therapist<ul style="list-style-type: none">◦ Speciality in trauma/ first responders• 1:1 sessions with 4th therapist<ul style="list-style-type: none">◦ domestic violence• Certification classes• Online classes | <ul style="list-style-type: none">• Energy blockage• Intuition• Anxiety• healing• Physical energy• Mental awareness• Mental health• Emotional release• Stress release• Freedom• Lightness• Peacefulness• Joy/happiness• Clarity | <ul style="list-style-type: none">• World/National events & cultural competence• Goal setting• Uplifting message• Application techniques• Skills• Practical wisdom |



SOCIAL STRATEGY

BY CHANNEL



FACEBOOK STRATEGY

PRIMARY CONTENT PILLAR FOCUS: **ANA/LISA TEAM + SERVICES/CUSTOMERS**

CONTENT STRATEGY

TND recommends E&AL uses Facebook accordingly in order to drive brand awareness, reach/connect with new potential clients & reinforce loyalty among existing clients.

- **TEAM + COMPANY:**
 - Focus on updates about the business, offers/promotions, industry news, company culture/values
- **GROWING COMMUNITY OF ADVOCATES:**
 - Facebook is focused on fostering community; recommend creating a Community Group page for industry professionals, like-minded people, and interested customers can connect & ask questions
- **RECOMMENDED CADENCE:**
 - 2X/week
- **CONTENT TYPES:**
 - Awards/Recognition
 - Events/Workshops/Tutorials
 - Industry news - articles etc
 - Videos / Live videos
 - Blog posts
 - Educational content about services

ADVERTISING STRATEGY

TND recommends E&AL uses Facebook accordingly for advertising in order to reach the core objectives of building brand awareness, driving engagement to the channels & driving new potential leads.

- **ENGAGEMENT/AWARENESS (BOOSTED POSTS):**
 - Objective: Reach new people likely interested in services & increase engagement to Facebook channel
- **DRIVE LEADS:**
 - Lead Generation Ad Format - Client Leads (\$300/mo)
 - Objective: Reach highly relevant people that are most likely interested in the services of E&AL, gather contact information for Ana & Lisa to connect with them
 - Lead Generation Ad Format - Therapist Leads
 - Objective: Reach highly relevant people that are most likely interested in working for Empowered & Authentic Living
- **DRIVE TRAFFIC TO THE WEBSITE:**
 - Objective: Inspire more clicks to your website & visiting the pages you'd like people to see

INSTAGRAM STRATEGY

CONTENT PILLAR FOCUS: **BENEFITS + EDUCATION / EMPOWERMENT & SUPPORT**

CONTENT STRATEGY

TND recommends E&AL uses Instagram accordingly for content:

- **Education:**
 - About E&AL team members (stories and highlight section)
 - Helping audience understand E&AL topics & themes (psychotherapy, spiritual coaching, energy healing, astrology, metaphysics, etc)
- **Support:**
 - Tapping into world/national/social events and helping audience with tips/guidance of how to work through according to E&AL approach
- **Empowerment:**
 - Themes/quotes/mantras/tips
 - Customer testimonials & examples
- **Recommended Cadence:** 4X/week
- **Content Types:**
 - High-res professional photography of:
 - Team members & personalities
 - Visual representations of topics, themes & transformation/empowerment
 - Stylized/branded graphics that explain key topics, inspirational quotes/mantras, etc.

ADVERTISING STRATEGY

TND recommends E&AL uses Instagram accordingly for advertising:

- **Engagement/Awareness (Boosted Posts)**
 - Objective: Increase content reach & increase engagement to Instagram channel
- **Drive Leads:**
 - Lead Generation Ad Format - Client Leads
 - Objective: Reach highly relevant people that are most likely interested in the services of E&AL, gather contact information for Ana & Lisa to connect with them
 - Lead Generation Ad Format - Therapist Leads
 - Objective: Reach highly relevant people that are most likely interested in working for Empowered & Authentic Living
- **Drive Traffic to the Website:**
 - Objective: Inspire more clicks to your website & visiting the pages you'd like people to see

PAID SPEND BREAKDOWN

| BRAND AWARENESS | BRAND AWARENESS | WEBSITE TRAFFIC | LEAD GENERATION | ALL CAMPAIGNS |
|---------------------|---------------------|-------------------|-----------------|---------------------|
| POST ELEVATION (FB) | POST ELEVATION (IG) | LINK CLICKS (ALL) | LEAD GEN (ALL) | TOTAL MONTHLY SPEND |
| \$200 | \$300 | \$300 | \$300 | \$1,100 |

BENCHMARKS

Facebook Fan Growth: Reach **600 total fans**, increasing the community size by almost **2X**, averaging about **20** new fans/month, a growth rate estimated increase of about 10X current

Facebook Engagements: **2,000** new engagements: driving around **150** new engagements/mo, an estimated increase of current engagement by **5X**

Instagram Followers: **400** total followers, Increasing the community size by **3X**, averaging **33** new followers/mo, an estimated increase of current growth rate by almost **4X**

Instagram Engagements: **3,200** new engagements, driving around **250** new engagements/mo, increases current engagement per month by about **40%**

Website Clicks: **1,200** quantified clicks to the website, averaging **100** quantified website clicks/mo

Lead Generation: **240** new leads, averaging **20** new leads/mo

INSTAGRAM APPROACH (CONTINUED)

Instagram Highlight Recommendations

- Community
 - Our Team
 - Spiritual Working Cards
 - Empowerment
-
- Upcoming events

Instagram Story Recommendations:

- Testimonials
 - BTS / Team Events + Retreats
 - Cards 101, Card Tips + Tutorial
 - Inspiring quotes, mantras, application techniques
-
- Upcoming workshops, classes, retreats, tutorials, etc.



If you had to change
something fast that is vital,

what would that be?



What would
you do in
another life?



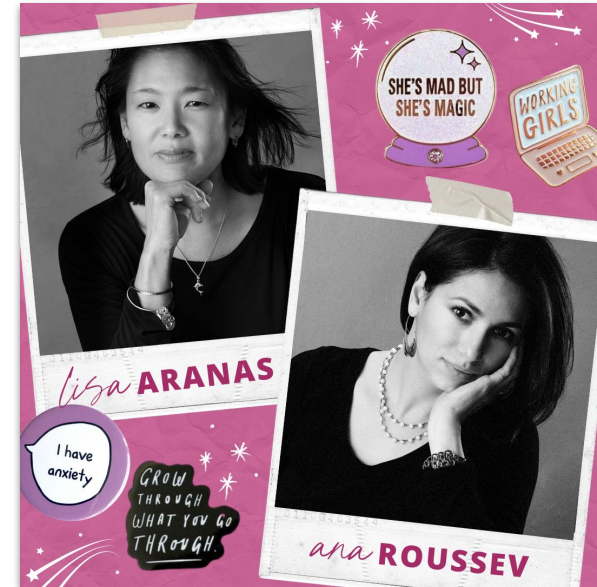
If you had a chance
to go back in time,

what would you change?

if you had a chance to
go back in time, what
would you change,
and why?

empowered_and_authentic_living

IF YOU HAD A
CHANCE TO GO
BACK IN TIME, WHAT
WOULD YOU CHANGE
and why?



SAMPLE KEYWORDS & HASHTAGS

Keywords:

Best performing

- Authentic life
- Authentic living
- Spiritual awakening anxiety
- Causes of a spiritual awakening

Opportunities

- Empath
- Enneagram
- Introvert
- Mandala
- souls/ soulmates
- Meaning of life
- Realization
- Astrology

Hashtags:

Therapy:

- #therapy, #therapyworks, #therapyiscool, #therapysession, #mentalhealth #selfcare #mentalhealthawareness #anxiety #love #healing #psychology #mentalhealthmatters #pschotherapy #counseling #wellbeing

Spirituality:

- #spirituality #spiritual #meditation #spiritualawakening #healer #yoga #awakening #soul #energy #tarot #enlightenment #lawofattraction #gratitude #spiritualjourney #spirit #astrology #manifestation #awareness #spiritualitymovement