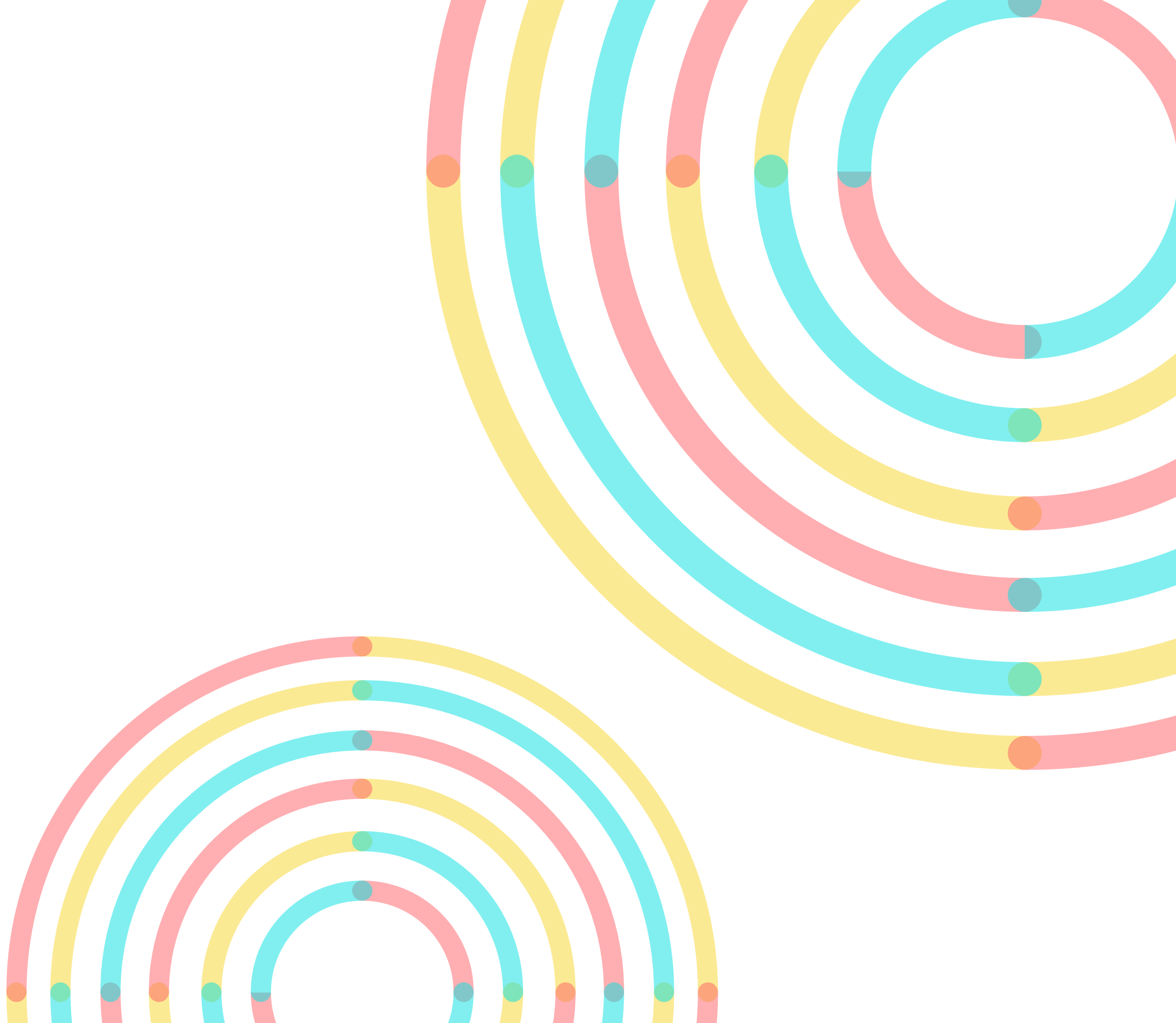


**soaak**

**MIND  
YOUR  
BODY™**

**COMPILED BY:**

**ANNA ALBRIGHT  
CLEMENTE ALMANZA  
CAROLINE BAKER  
ABBEY BARKLEY  
BRYNN BAUMAN  
KALEB BROWN  
HALLIE CARGNONI**





# TABLE OF CONTENTS

- 3 SITUATION ANALYSIS**
  - 6 SOCIAL MEDIA PRESENCE**
  - 9 COMPETITIVE ANALYSIS**
  - 12 GOALS, OBJECTIVES, + STRATEGIES**
  - 16 TARGET AUDIENCE**
  - 20 EXECUTION + IMPLEMENTATION**
  - 33 MONITORING + TUNING**
  - 34 BUDGET + ROI**
- 



# **SITUATIONAL ANALYSIS**



# EXECUTIVE SUMMARY

Soaak has the ability to compete in the competitive market of meditation and this begins with a social media refresh. While the brand of Soaak should continue to be used, Soaak needs to begin to consistently and strategically post to different platforms whether that be based on demographics, psychographics, etc. SWOT analyses helped compare Soaak to leading competitors, which brought about tangible goals and strategies. Our goals are to increase overall traffic to both Soaak's apps and their social media pages while increasing the number of memberships. Strategies to achieve this include offering discounts, actively interacting with the audience on social media and partnering with influencers to creatively spread awareness.

# BRIEF OVERVIEW

Soaak is a one-of-a-kind wellness app that provides you with personalized mental health and wellness tools to help conquer each day as your best self. These tools are accessible online and any mobile device and consist of: Soaak Frequencies, Mindful Intention Texts, Focus Programs and Educational Emails. Soaak's Frequency approach involves a fusion of cutting-edge biotechnologies and artificial intelligence to address mental health and wellness. Social media helps to create a bridge when it comes to expanding the reach to our target audiences. Social media also helps to increase Soaak's brand awareness as well as increase website and mobile app traffic





# **SOCIAL MEDIA PRESENCE**



# INSTAGRAM

**Sentiment Analysis:** Room for growth- little interaction but capable of expanding

**Reach:** 345 Followers

**Company Posts:** Daily posts; Consistent mood present when looking at the profile as a whole; Combination of videos and pictures

**Feedback:** Little interaction with followers, but there is still a good amount of likes from followers and a few comments on each post

# FACEBOOK

**Sentiment Analysis:** Room for growth with the development of fresh content

**Reach:** 20,594 Page Likes; 20,635 Followers

**Company Posts:** Daily posts; Content is similar the Instagram account.

**Feedback:** Receives likes on posts, no comments or reposts

# TIKTOK

**Sentiment Analysis:** Room for growth- new to the platform

**Reach:** 107 Followers; 1600 Page Likes

**Company Posts:** Posts are sporadic and posted every couple of days

**Feedback:** 10-40 likes on each video, little to no comments, 10-20 sends on each video



# OUR RECOMMENDATIONS

- Facebook, Instagram and Tiktok accounts should have different content that adapts to the platform itself and the target audience
  - Facebook's content layout should be easy for primary audience to read/watch (since it will mainly consist of women ranging from 30-45)
  - Instagram should consist of increasingly fun and creative content
  - Tiktok's content should be in short videos that are increasingly sharable
- Captions across all platforms should encourage engagement to expand their reach across social media



# SWOT ANALYSIS- SOAAK

## Strengths

- Digital On Demand Frequencies
- Intention Messages
- Manifestation Tips
- 24/7 Access
- Has 5 years of medical practice behind the company
- Categorizes different 21-day focus programs
- Has a sleep feature with special sounds & more for better rest

## Weaknesses

- Lack of social media presence
- Needs more faces to represent the brand

## Opportunities

- Minimal online website
- Student & Essential Worker discounts
- Interaction on social media
- Without the membership, you cannot see what all that Soaak has to offer. Showing this without membership will show possible subscribers more.

## THREATS

- Other stress-relieving alternatives
- Limited demographic
- Churn rate of subscription companies

# SWOT ANALYSIS- HEADSPACE

## STRENGTHS

- Offers free, basic courses as well as discounts
- The easily accessible website that provides a lot of information on what Headspace provides
- Focuses on several different aspects of the mind and meditation -- sleep, focus, stress

## WEAKNESSES

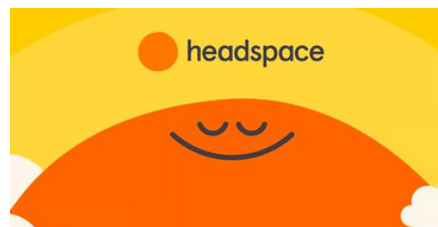
- Higher monthly subscription than other meditation apps
- Somewhat limited meditation for younger audiences
- No frequencies
- Only teaches how to meditate, more for beginners

## OPPORTUNITIES

- Currently working on further clinically validated research in mindful meditation which can lead to more advanced meditation practices and therefore more subscriptions
- Netflix is releasing "Headspace Guide to Sleep"- opportunity for more subscriptions since their company is being streamed on an international platform

## THREATS

- Other wellness and meditation apps can use the research Headspace has developed for their own purposes (if made public)
- Consumers could be driven to other companies because their prices are too high
- Website seems easy to navigate but there is so much information it can be overwhelming for users



# SWOT ANALYSIS- CALM

## STRENGTHS

- It is a personalized app that tailors to you
- There is a sleep feature with stories, meditations, music & soundscapes to help you fall asleep
- Includes quick & easy links on the home page to help calm your mind
- Includes a daily calm feature that updates everyday
- Includes a library full of breathing exercises & calm features for any circumstance (calm kids, calm for work, calm masterclass, calm body, etc.)
- It won Apple's App of the Year in 2017 & the Best of 2018 Award

## WEAKNESSES

- It is quite pricey
  - monthly subscription: \$14.99 a month
  - yearly subscription: \$69.99 a year
  - lifetime subscription: \$399.99 (unlimited access)
- Calm gears more toward adults rather than college aged students as the price to use it is quite high & there isn't a feature tailored specifically to relieving school stress
- Compared to other apps, Calm focuses more heavily on sleep in relation to mindfulness & relaxation


## OPPORTUNITIES

- There is something for everyone on this app - breathing exercises and meditation music for anxiety, sleep, confidence, and more.
- Collaborating with celebrities and bringing in their audience/fan base to become Calm subscribers

## THREATS

- The app has a messy interface design
  - Busy pictures which create a confusing and stressful experience
- Meditation guide Tamara Levitt, spends a considerable amount of time talking before meditations which causes listeners to get antsy
- Session lengths are at least 10 min long. Calm does not offer shorter meditations that beginners would enjoy

The Calm logo is written in a blue, cursive script font.



# **GOALS, OBJECTIVES & STRATEGIES**

# GOALS



**INCREASE APP DOWNLOADS AND  
MEMBERSHIP PURCHASES**





# OBJECTIVE 1

**INCREASE APP DOWNLOADS BY 750%,  
MEMBERSHIP PURCHASES BY 500% &  
MEMBERSHIP UPGRADES BY 350%**

## STRATEGY 1

**OFFER ESSENTIAL WORKERS/PROFESSIONAL JOBS  
AND STUDENTS DISCOUNTS**

## STRATEGY 2

**INCLUDE SPONSORED/PAID ADS**





# **OBJECTIVE 2**

**INCREASE SOCIAL MEDIA INTERACTION BY 1000%**

## **STRATEGY 1**

**COLLABORATE WITH A BACHELORETTE INFLUENCER &  
PROVIDE TESTIMONIALS**

## **STRATEGY 2**

**COLLABORATE WITH OTHER SMALL BUSINESSES FOR SPECIAL INCENTIVES,  
GIVEAWAY & DISCOUNT OPPORTUNITIES**

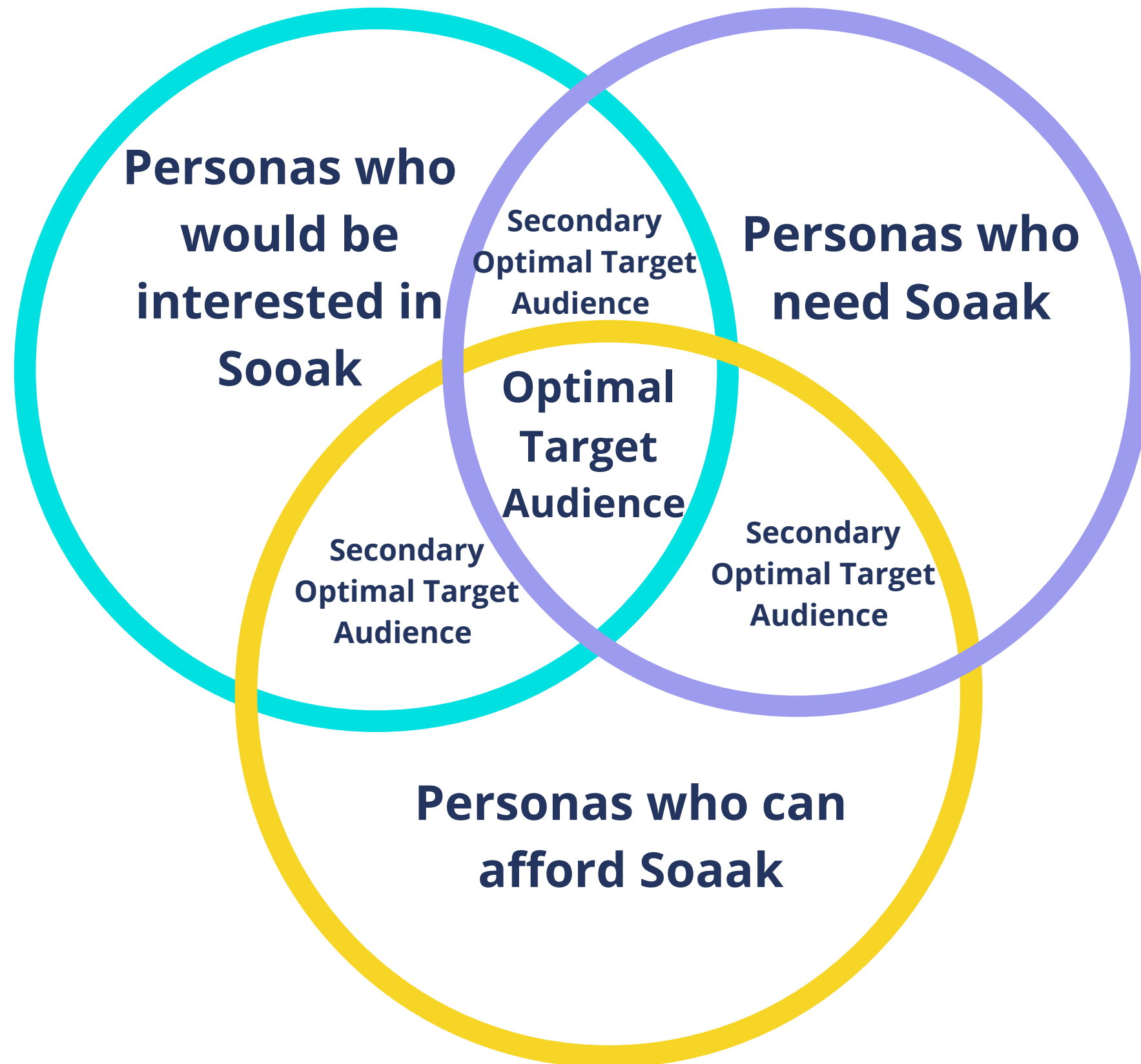




# TARGET AUDIENCE



# VENN DIAGRAM & TARGET AUDIENCES



## PRIMARY

- 20-40 YEAR OLD WOMEN
- WOMEN MENTALLY STRUGGLING DURING COVID-19
- WOMEN DEALING WITH LACK OF ENERGY, LACK OF SLEEP, STRESS, ANXIETY

## SECONDARY

- COLLEGE STUDENTS
- FRIENDS AND FAMILY OF PRIMARY TARGETED AUDIENCE
- NEWLYWEDS

# PERSONAS

## Primary Target Audience

*Lisa*

- **Role:** Full-time nurse during pandemic
- **Motivations:** Wants to be present for her two daughters, keep her job as head nurse, be active in daughters' school's PTA program
- **Goals:** To reduce stress through meditation and quiet time
- **Behaviors:** Never stops working & moving, puts 110% into everything she does, servant-hearted & intentional with those around her
- **Pain Points:** Lacks patience to sit down, always busy

*"I don't want my daughters to see how stressed I am with work. I need to find a healthy way to handle my stress so I can be 100% present & there for them."*



# PERSONAS


## Secondary Target Audience

### Stephanie


- **Role:** Full-time college student taking 18 hours, involved on campus in her sorority & other organizations
- **Motivations:** Hard-working & driven, wants to do well in all aspects of her life
- **Goals:** To figure out a way to handle stress & feel more relaxed during her busy lifestyle
- **Behaviors:** Spends most days doing either class work, club activities or working at her job
- **Pain points:** Doesn't have much free time, high stress and tired

"I am always on the go, which makes me feel exhausted all the time. I am looking for a quick resource that would help me feel more relaxed & at peace with where I am headed in pursuit of my future dreams."






# TOOLS





# TOOLS & TACTICS

- Establish uniformity & consistency
  - Appeal to target audiences on different platforms
  - Engage with followers by replying to their comments within a day
  - Collaborate with influencers and determine brand ambassadors
  - Create a hashtag campaign
  - Encourage user-generated content
  - Actively engage with target audience
  - Create 'Tag your friends' posts
  - Create polls on Instagram Stories
  - Create original content that can be featured or shared by others
- 

# FACEBOOK



- Post 2-3 times per week but make sure the posts are interactive & daily Instagram stories will be tagged to Facebook
- While keeping uniformity with the rest of Soaak's media platforms, appeal to an older audience
  - Use same content from Instagram and TikTok but make sure to modify it to Facebook (\*add examples to what this would look like\*)
- Each post should contain a photo, video or some type of media that encourages interaction
- In each post, there should be a way to access the Soaak website

# INSTAGRAM



- Post at least 5 times a week, as well as keep viewers, updated every day via stories (can instantly tag stories to Facebook)
- Use the live feature two times a week to help engage with the audience
- While keeping uniformity with the rest of Soaak's media platforms, appeal to the college students
  - pair with other small businesses & create fun giveaways
  - post special discount offers & incentives
    - For example, SOAAK could pair with different sororities & campus clubs (depending on the day certain sororities/clubs would get 10% off special meditation sounds or a special upgrade on their membership account)
  - story polls or reels of different samples of positive affirmations or meditation sounds that allow the audience to choose their favorite
  - "tag" your friends
- Be real with followers & ask them questions on what they are looking for, what they are needing or if they have any questions about SOAAK itself
- Be active & alert by checking Instagram DM's daily & being sure to respond timely when given the opportunity

# TIKTOK



- Increase hashtag campaign use (#SOAAK)
- Use popular sounds on videos or create our own sounds
- Intermix TikTok dance trends with meditation
- Become dominant account on TikTok's Wellness Hub
  - Similar to "clean TikTok"
- Use promo code "TIKTOK" to get your first month using Soaak for free
- Create videos that show the benefits of using Soaak/relatable content about mental health
  - Normalize working on one's mental health
- Post at least 2-3 times a week
- Increase interaction by replying and liking comments



# TARGETED FACEBOOK POST TO PRIMARY AUDIENCE: SINGLE MOM

 Soaak  
Yesterday at 11 am · 🌐

Can you relate to this mom? If so, Soaak is PERFECT for you. For just a few minutes a day, Soaak will allow any busy mom to take a breather and get that ME TIME they need and crave!



 78

12 Comments 10 Shares

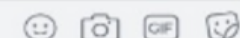
 Like

 Comment

 Share



Write a comment...



Caption: Can you relate to this mom? If so, Soaak is PERFECT for you. For just a few minutes a day, Soaak will allow any busy mom to take a breather and get that ME TIME they need and crave!  
Visit: <https://soaak.com>

# TARGETED INSTAGRAM POST TO PRIMARY AUDIENCE: SINGLE MOM

**WE'RE  
TEAMING UP!**



**MENTION  
SOAAK FOR A  
DISCOUNT**

Caption: The duo you always knew you needed: Soaak and Balance Yoga Barre! Mention Soaak at the front desk for a 7 day free trial with our Basic membership package! #dailySOAAK #mindyourbody

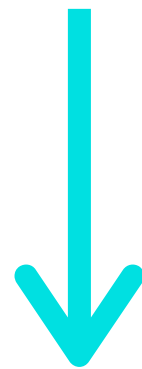
# TARGETED TIKTOK POST TO PRIMARY AUDIENCE: SINGLE MOM

TikTok Audio: Vibe of the Year  
(2020)

Example of TikTok Trend

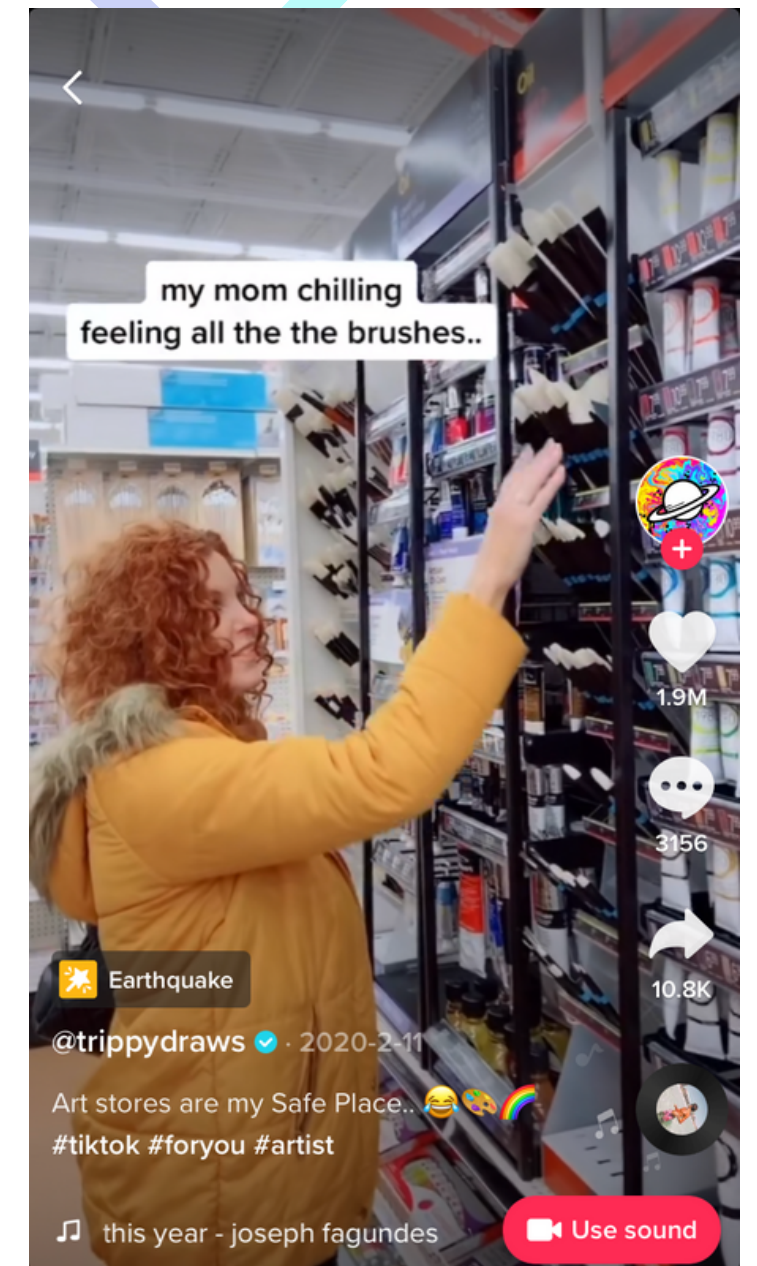
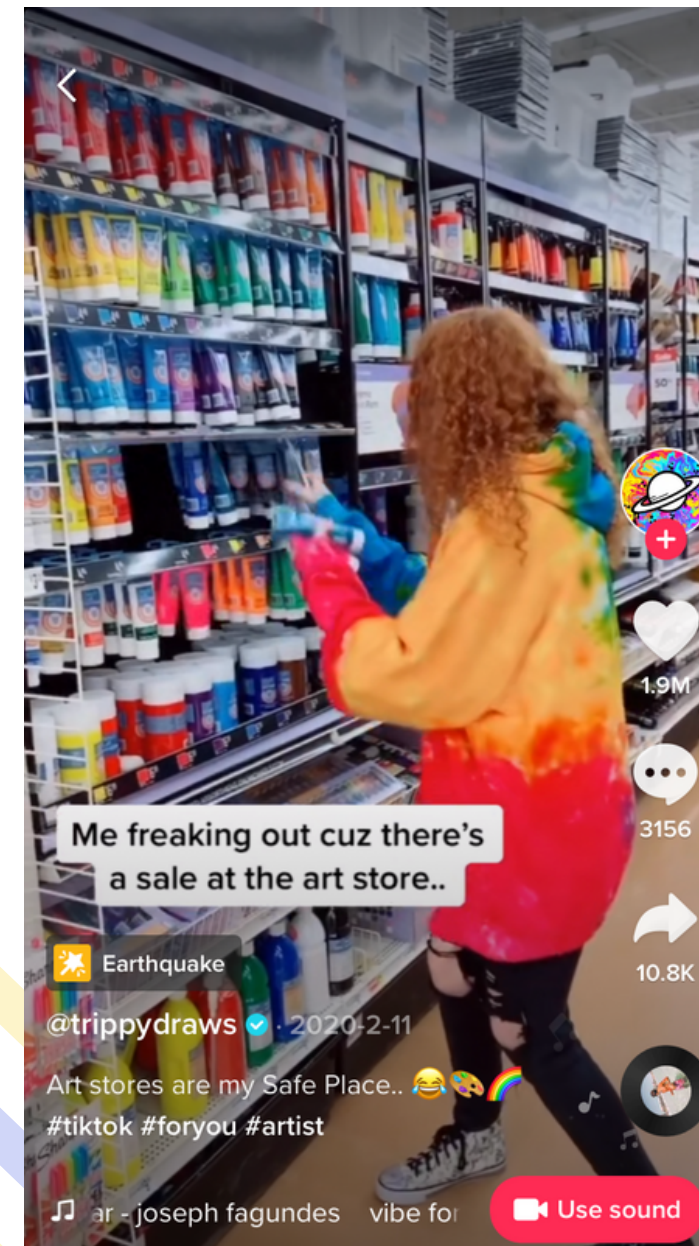
\*frantic noises\*

Mom is trying to get her three kids into the car, she's holding two and the other child is screaming in his carseat. She's trying to put the other two in the car when her coffee on the hood spills.



\*Calming Lana Del Rey song\*

Mom is home outside on her front porch relaxing with a new cup of coffee and reading her intention messages on Soaak.

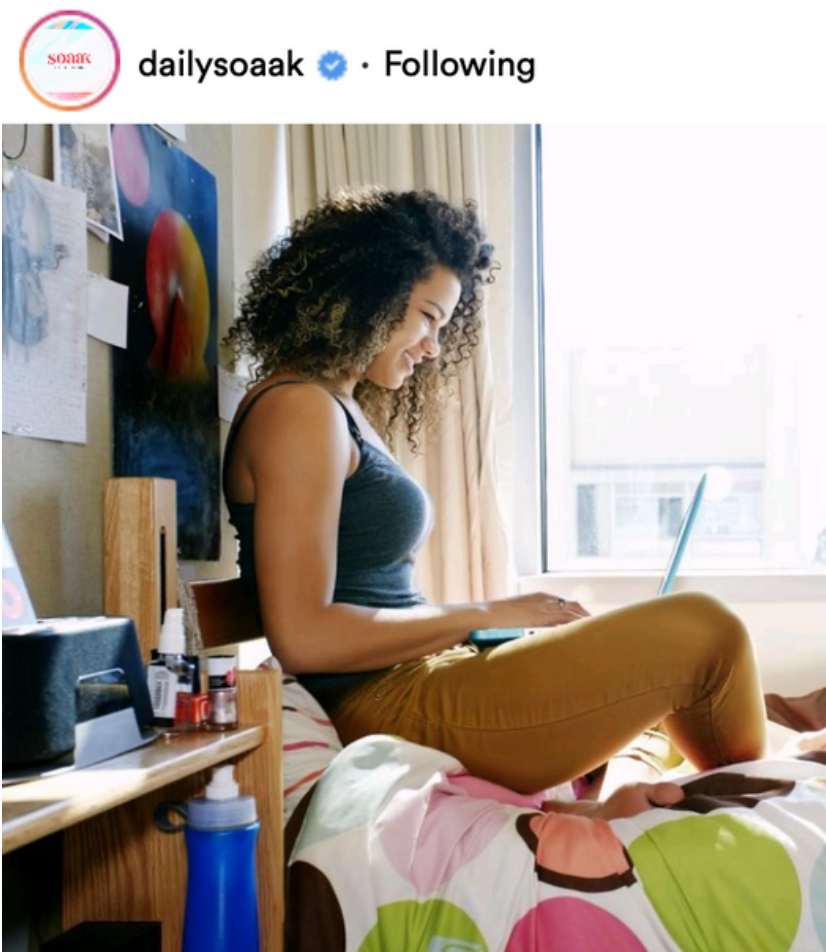



# TARGETED FACEBOOK POST TO SECONDARY AUDIENCE: COLLEGE STUDENT



Caption: Finals Week kicking your butt? Unwind with some Soaak to help clear your mind & better retain the info you need 😊  
Visit: <https://soaak.com>

# TARGETED INSTAGRAM POST TO SECONDARY AUDIENCE: COLLEGE STUDENT



 dailysoak · Following



Liked by stephanie and others  
**dailysoak** Were you up extra late to finish your assignments? Use SOAAK to catch up on some me time & de-stress from school! #SOAAK #meditateandchill ... more

View all 10 comments

 Add a comment...

6 August

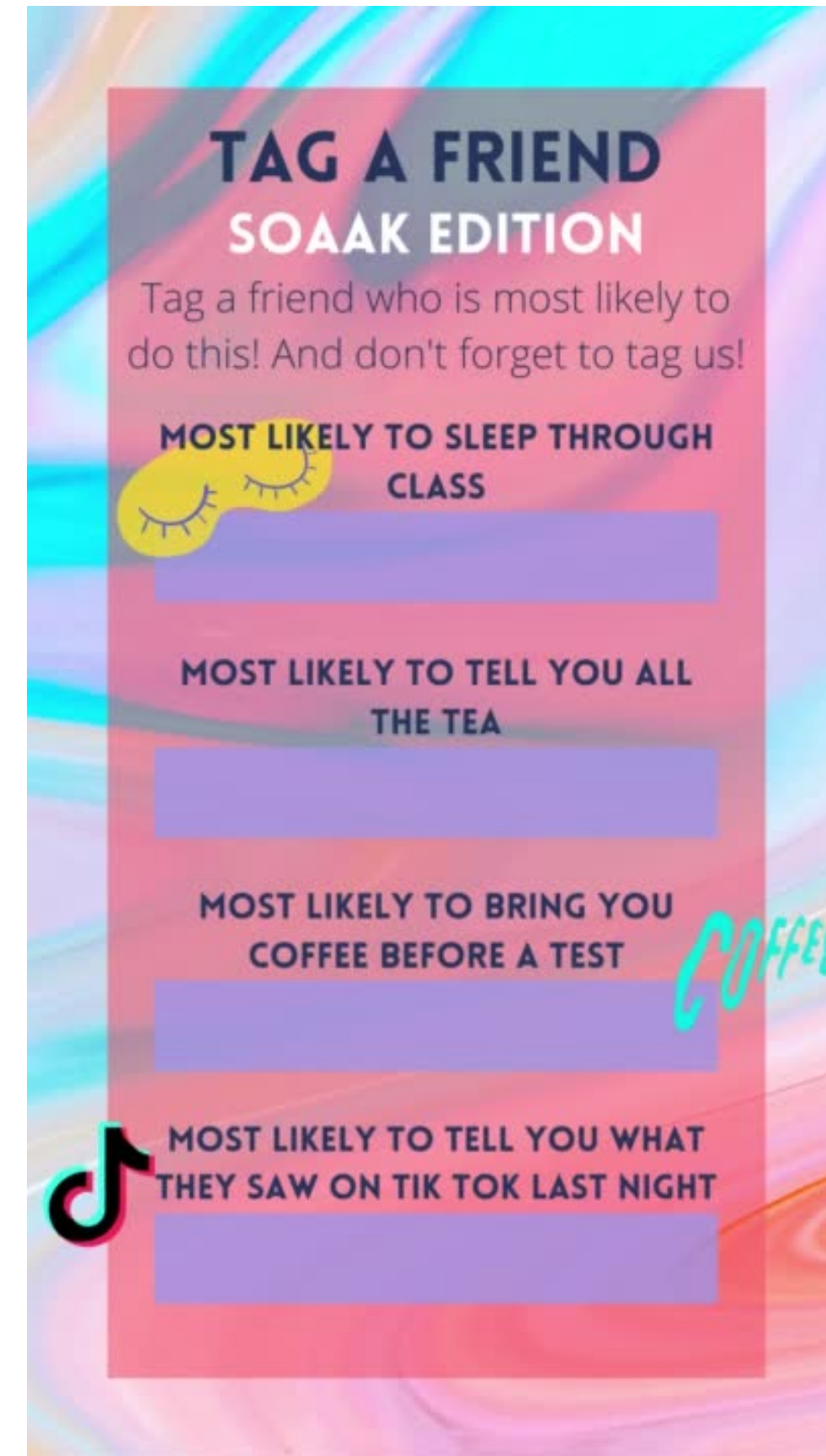
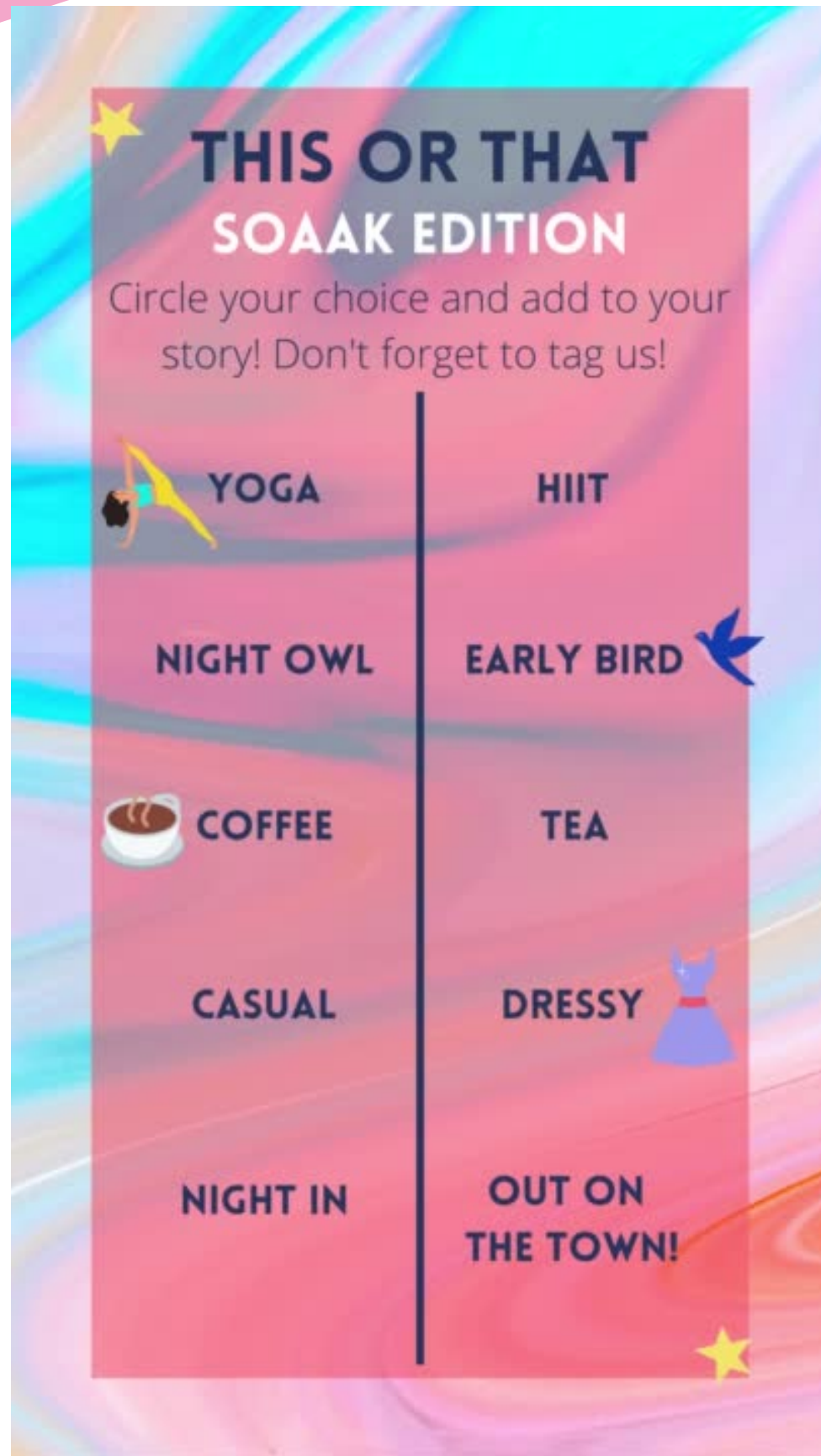
Caption: Who else pulled an all-nighter finishing their assignment last night?☐☐☐  
Use SOAAK to catch up on some me time & de-stress from school! #SOAAK  
#meditateandchill

# TARGETED INSTAGRAM POST TO SECONDARY AUDIENCE: COLLEGE STUDENT



Caption: It's Tea Time ☐ Level 10 Nutrition & SOAAK have teamed up to wish you good luck on your finals & celebrate your hard work this semester! Tag your study buddy below & come see us finals week to get a large tea for only \$2 ☐☐  
#level10 #soaak #yougotthis

# TARGETED INSTAGRAM STORIES TO SECONDARY AUDIENCE: COLLEGE STUDENT



# TARGETED TIKTOK POST TO SECONDARY AUDIENCE

TikTok Audio: Hope (feat. Faith Evans)

## Example of TikTok trend

\*Picture of whoever is the face of Soakk TikTok\*

\*Audio is playing\*

Caption on photo: "(insert name) is going to be productive today"

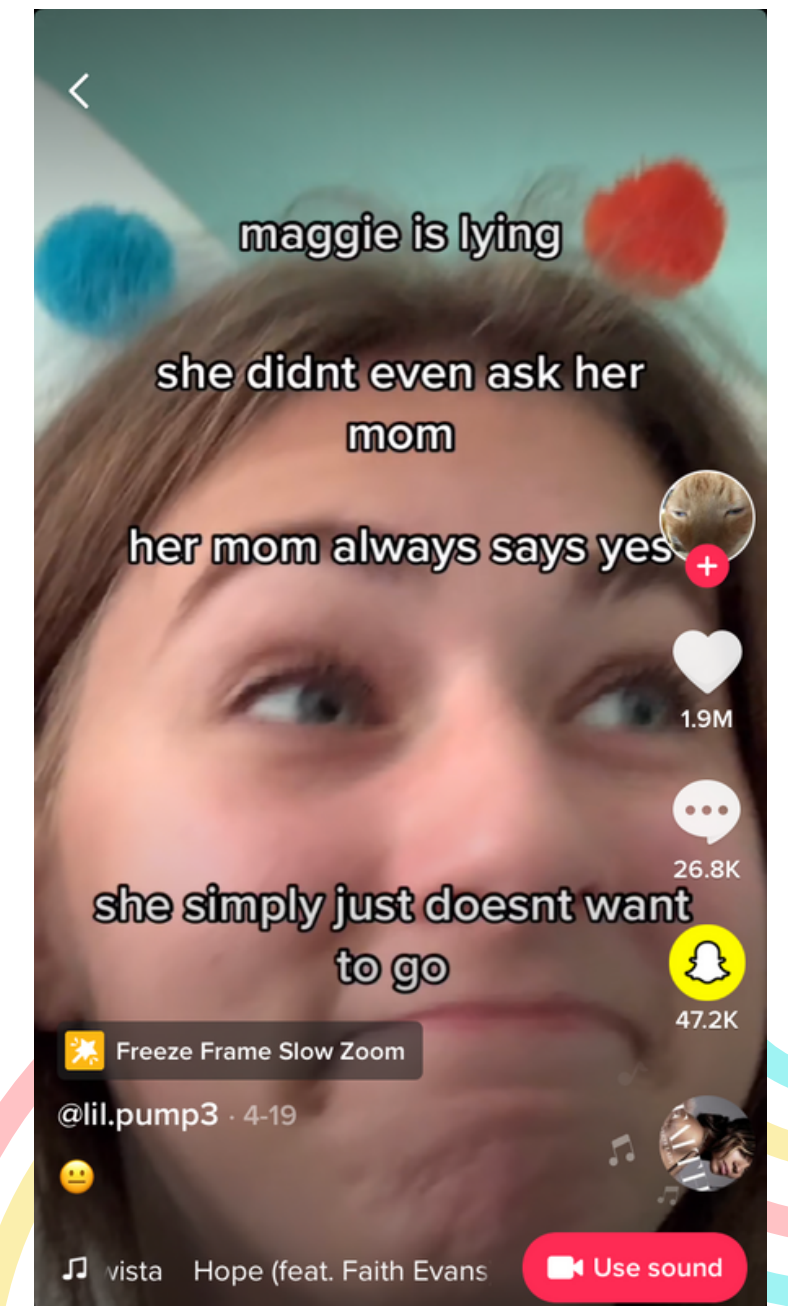


First quote that pops up on frozen picture: "I slept in through my classes"

\*one second passes\*

Second quote: "turned an assignment in late"

Third quote: "But at least I ended the day with Soak mindful intentions, and can try again tomorrow!"





# EDITORIAL CALENDAR

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Facebook Primary Audience Post: Reset your mental health using Soak		Facebook secondary Audience Post: Encouraging college students to use Soak		
Instagram	Instagram Secondary Audience Post: Tag your friends	Instagram Primary Audience Post: Soak collaboration with Balance Yoga Bar	Instagram Secondary Audience Post: 'This or that' post	Instagram Primary Audience Post: Collaboration with Level 10 Nutrition	Instagram Secondary Audience Post: Use Soak to cope with college
Tiktok		Tiktok Primary Audience Post: Encouraging moms using Soak		Tiktok secondary Audience Post: Encourage mental health in college students	



# MONITORING


## TRACKING

- Throughout different social media platforms, using analytics and insights to determine interaction with posts, traffic to accounts, etc.
  - *Mediatoolkit featured on the next slide.*

## MEASUREMENT

- App downloads per week
- Membership purchases and upgrades per week
- Social media followers, likes, and comments per week
- Website, social media, and blog post mentions
- Reviews

## EVALUATION

- View social media analytical tools that show how active the page has been during certain timeframe
  - View the amount of purchases and subscription upgrades added during a certain timeframe
  - View app download over a certain timeframe
- 



# MONITORING, CONT'D

## MEDIATOOLKIT

- With pricing under \$4.5k a year for medium businesses, Mediatoolkit offers a wide variety of comprehensive tracking and UI availability.
    - Up to 50,000 mentions/month
    - Real-time alerts
    - Email/Slack/App (Android & iOS) integration
    - Branded reports
    - And more
  - Other MMS
    - Hootsuite
    - Sprout Social
    - Falcon.io
- 



# TUNING, BUDGET AND ROI

## TUNING

- Create social media messages and content that is specifically aimed towards the primary and secondary target audiences.

## BUDGET

- Look into social media monitoring software, social media promotions, content creation, and community building costs.

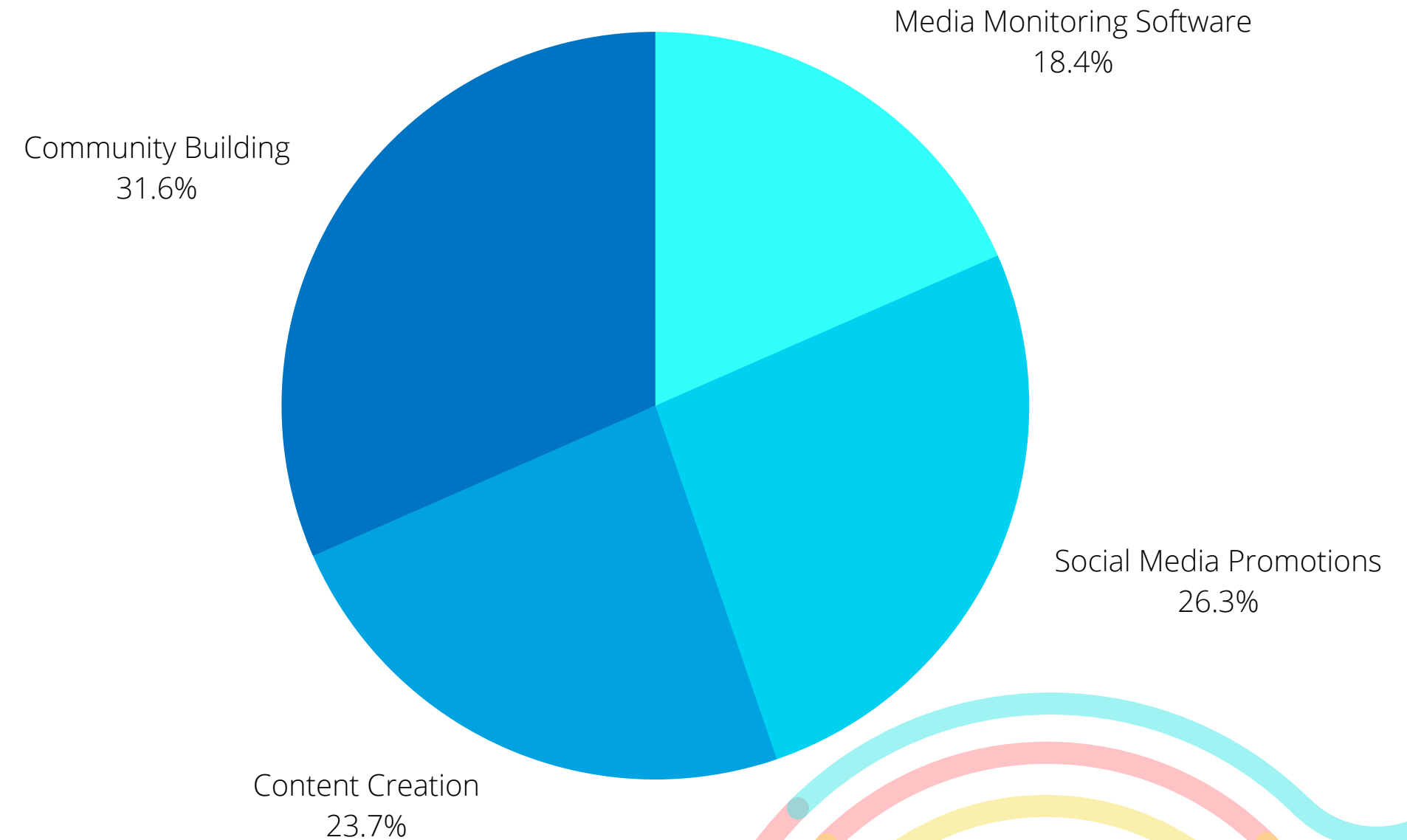
## ROI

- Grow followers and interactions on all social media platforms.
  - Engage followers and potential followers to download the app and subscribe to Soak.
- 

# BUDGET

## NECESSARY INVESTMENTS

- Media Monitoring Software
- Social Media Promotions
- Content Creation
- Community Building





**THANK YOU!**  
**QUESTIONS?**

