

**LAUNCH STRATEGY**  
**FOR *DR. WILL***  
***BULSIEWICZ***

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# INTRODUCTION

Diving into any new strategy, we seek to identify key factors working to our advantage. For the purpose of this campaign, we've noted the following:

- **An engaged community to activate**
- **A compelling narrative to build on**
- **Will's experience as a skilled content creator**

Those factors give us a powerful position to begin this campaign from, setting up an opportunity to re-engage Will's community, increase brand recognition, and eventually craft a campaign that converts sales for Fiber Fueled.

**Leveraging strengths and avoiding vanity metric distractions. In this case, our strategy is designed to:**

- **Convert email sign-ups via our campaign funnel**
- **Increase social share and brand recognition**
- **Promote the upcoming book via a pre-order and digital campaign**

# BRAND VOICE

In building this brand on Instagram and beyond, we want to establish Will as a trustworthy, genuine, reliable, and lighthearted source for answers to some of the questions we often don't have time to ask our doctors during the 15 minutes allotted to our appointments. Why don't I feel well? What should I be eating in order to have enough energy to nail that presentation, run that 10K, keep up with my kids, and enjoy date night with my spouse? What if I don't like vegetables — or, at least, I didn't like them the way Grandma used to prepare them (boiled, steamed, or from a can)?

The way we like to conceptualize Will is not as a straightforward fitness influencer, but as the outgoing, well-informed guy you ask for advice at a dinner party or in the school pickup line, except he also happens to have a medical degree. He's straightforward, a little irreverent, funny, and warm. He's the guy who really does have it all: a beautiful family, good health, and a real passion for his medical career — so much that he's bringing his passion for health outside the four walls of his practice. He's not dogmatic in his approach, but encouraging and enthusiastic. And while a wry sense of humor will certainly factor into the content we create, Will doesn't punch down: the targets are always food companies, corporations, and our culture that makes junk food and fast food seem like the easiest and most appealing options, not the guy in the Taco Bell drive-thru or the woman eating a pint of Ben & Jerry's after a bad day.

Ultimately, we're here to celebrate plants, not demonize junk food. We're not creating clickbait or telling people that spinach is full of chemicals that will kill them. We're not here to fear monger. The tone shouldn't be saccharine or cheerleader-y, but warm, genuine, and wryly funny.

## WHAT WE SOUND LIKE

- “When was the last time you ate outside your comfort zone?”
- Michael Pollan at happy hour
- “Sunchoke: ugly veggies, incredible health benefits”
- Cory Booker

## WHAT WE SOUND LIKE

- “Famous gut doctor wants you to throw out THIS ONE VEGETABLE”
- GOOP
- “Your body is full of toxins and inflammation and the only way to get rid of them is by cutting out gluten, dairy, oxalates, fruit sugars, and joy forever!”
- Marianne Williamson

# SOCIAL ADVERTISING

We've laid out a few different levels of investment, breaking down how we'd allocate the funds. We divide our spend up across platforms and tools to help achieve maximum effectiveness.

Below we've listed three suggested budgets.

## **\$1,000/MO**

### **OBJECTIVE: GENERAL AWARENESS**

With this investment level, our focus is on increasing awareness for Will's brand, targeting existing and new audience members to serve up our strongest content pieces.

- **Facebook & Instagram Promoted Posts:** Using this tool, we can publish content that feels organic, while focusing on engagement based ad units that drive reach.

**\$1,500/MO**

**OBJECTIVE: LEAD GENERATION, GENERAL AWARENESS**

With this investment, we'd layer in web traffic and lead generation ads, in order to drive traffic to our email funnel (and eventually the book page).

- **Instagram Website Traffic Ads:** Through this tool, we can directly drive traffic to the email sign-up page (and eventually the book page) optimizing for email sign-ups and book conversions.
- **Google Search Ads:** We'll start modestly here, as this tends to be a more expensive medium, but by producing SEO-rich email sign-up incentives, we can drive traffic directly to our funnel, with the help of a small investment boost.

**\$3,000/MO**

**OBJECTIVE: LAYERING IN SPONCON**

At a \$3,000/mo investment, we'd seek to layer in partnership and sponsored content opportunities, creating long-leg campaigns with bloggers and other notable digital outlets.

- **Sponsored blog content:** We could tap into influencers for more involved blog posts and campaigns, typically at a fee of \$500-\$1,000. This could take the shape of a 7-day Instagram campaign, long-form content on their blog, or a sponsored YouTube video.

Our goal for advertising is not to equally apportion spend among all groups or platforms. Instead, it's to identify the most receptive of these audiences and the best-performing content and then to hit them with advertising until those ad rates drop.

Our top tool for doing this? Look beyond summary statistics and track your day-to-day performance/trend lines.

Often an ad set will have an aggregate number that is considerably higher than recent daily average cost, when that happens it's past time to change up the messaging.

While this is our launch recommendation, we like to AUDIENCES scale up spend closer to the release (roughly four months out) driving more traffic to the book page. At that time, we'll revisit with a new strategy that speaks specifically to the book release.



# AUDIENCE

Through our review, we've built sketches of three main audiences for Dr. Will's community. Broadly, these are the groups we aim to reach during the course of this campaign. As we begin to launch ads, the nature and structure of these audiences may shift, but there is no doubt that as we initiate this campaign these are the three most important initial groups to craft messaging for and around.

## THE PLANT-CURIOUS

Our Plant-Curious audience is willing to dip a toe in the water. They've heard the news about plant-based eating, and they may have even tried almond or oat milk in their morning coffee. They're not ready to go all-in, but hey – they'll start with a few easy swaps – and maybe even a Beyond Burger the next time they visit their

- Scrolling through some newly-discovered recipe blogs to get dinner inspiration
- Following accounts like @maxlugavere or @functional.foods
- Looking for science-based tips from websites like PCRM
- Are visible on Instagram and Pinterest, in the world of #fitfluencers, #foodporn, and #selfhacking
- Long-form content is their favorite form — they crave knowledge and expertise

## THE NON-BELIEVERS

What's a "Goop"? Only eat plants? But where will I get my protein? There are plenty of myths circling the plant-based world, and our Non Believers subscribe to them all. They're not looking to be preached at – and we're not here to do that. Instead, they may have landed on the page after seeing an ad or spotting a graphic in the Explore feed. They're interested. "I'll bite," they think, and soon enough, they're eating more plants themselves. This audience is:

- Spending the majority of their time online on Facebook or Twitter
- Absorbing health-related information from email newsletters
- Catching up on research and news from website like Vox or QZ or recipe

## THE HEALTH PIONEERS

This is an audience already trying to live healthier. They've dug through the blogs. They've tried this cleanse, that superfood, the latest fad diet, and the quest never seems to end. Every time they stock up on spirulina, everyone jumps ship to avocados. This group is:

- Looking for science-based tips from websites like PCRM
- Are visible on Instagram and Pinterest, in the world of #fitfluencers, #foodporn, and #selfhacking
- Long-form content is their favorite form — they crave knowledge and expertise

# EMAIL FUNNEL

We'll set up an email drip campaign via Mailchimp. How will we grow the community? Via paid ads and suggested social media posts, we'll drive to a landing page that offers up an incentive for joining. Here are some of our recommendations:

- **Dr. B's Whole Foods Shopping Guide (here we could also layer in Trader Joe's, Costco, and beyond)**
- **Dr. B's 5-Day Gut Reset**
- **Dr. B's Five Favorite 2-Ingredient Recipes**

## THE FUNNEL WILL LOOK SOMETHING LIKE THIS

- Audience member discovers social media post or ad offering a free download
- The individual then enters their email address to gain access
- A welcome email is immediately sent with the free download
- 3-days later, we'll re-engage with a value email, like relevant content or recipes
- Eventually we'll layer in a third email: book promos and sneak peeks.

## WEEKLY NEWSLETTER

Beyond the welcome funnel, we'll seek to launch a weekly newsletter. To start, we could provide a weekly, plant-forward meal planning email (each Sunday morning), that would provide recipes, shopping lists, and a link to Dr. B's post of the week on social.

The weekly newsletter is where we can include exclusive content, like videos from Will, a weekly Q&A segment sourced from Instagram (where Will answers a question a week from the community), and eventually, book promos and sneak peeks.

# INSTAGRAM

The primary of our campaign will live on Instagram, which we like to consider the “Lookbook,” of the social networks. While we’ll have flexibility, we’ll designate monthly content themes to address trending topics and social moments.

## WE’LL INCLUDE GRAPHIC EXAMPLES IN OUR VISUAL GUIDELINES, FEED CONTENT MAY LOOK LIKE

- **One Up Your Food:** How can you easily take dinner to the next level? We’ll host a series showing how you can one-up your meals just by adding a few new ingredients.
- **Recipes:** From two-ingredient recipes to more thorough meals, we’ll inspire Will’s audience with the abundance of foods you can eat on a plant-forward diet.
- **Have You Met...** The “Have You Met...” (name TBD) series will introduce Dr. B’s audience to all the options available on a plant-forward diet. Have You Met Jackfruit? What about rambutan? Here’s where we elevate plants – and all the flavors to experiment with.
- **Quote Graphics:** We’ll share quotes from Dr. B and others to spark a conversation.

## ON STORIES, CONTENT MAY LOOK LIKE

- **Weekly Q&As:** We'll provide prompts for a weekly Q&A session, utilizing the Stories tag. At first, we'll craft the questions, (i.e., Ask Me Anything (AMA) About: a Plant-Fed Pregnancy) but then we'll open it up to the audience, asking what AMA session they'd like to see the next week.
- **Polls and Quizzes:** Utilizing the Quiz and Poll tags, we can engage Dr. B's audience on Stories.
- **Slice of Life:** Heading to a restaurant with the family? This is the place to post in-the-moment content like food snaps or grocery hauls. On the feed we'll share the more "produced" food imagery to keep the consistency.
- **Appearances:** We'll use the Feed and Stories to promote upcoming appearances and share highlights from newly-released press.

Here, we'd like to see you as active as possible (don't worry, we'll arm you with prompts and story ideas in our monthly content calendars). While we'll include a few "produced" Stories a week in our content batch, we'd recommend jumping on to share "slice of life" footage (like grocery hauls or making a quick breakfast) as often as possible.

## NEXT STEPS

- Client to provide feedback on initial strategy
- Megha to provide sample Content Calendar and Visual Guidelines