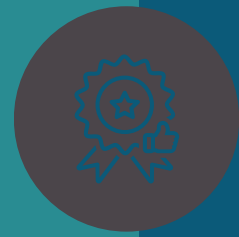


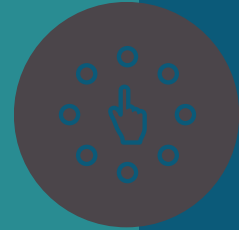


Social Media Strategy

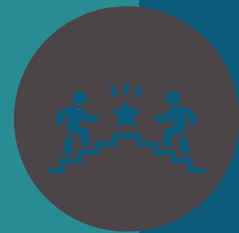




CURRENT ANALYSIS



GOALS | OBJECTIVES | STRATEGY | TACTICS



SOCIAL AUDIT | COMPETITIVE ANALYSIS



SOCIAL FRAMEWORK



TARGET AUDIENCE



REPORTING



NEXT STEPS

AGENDA



Social Media Analysis



LinkedIn Social Analysis	Topics		Frequency	Paid Social	Objectives	Types of Posts	Year Total E	Note
Valensa International	TBD						242	
Vidya Herbs	products/research, consumer focused (gut health)/gut skin har trilogy (Saw palmetto)/culture/SSW, Quality		4-6 X month	-	Awareness Engagement	video events static	1,616	Most posts and quality engagement Consistent Approach
BGG	Events, Press Release, demand, sponsorhips, reposts, political			-	Engagement Conversions		332	Inconsistent Aproach - More consistent since September
KSM Ashwaganda	Informative, Quality, Partnerships, Claims, International Holidays, reposts KSM mentions			-	Engagement	static videos events	1,085	Consistent, engaging, social listening, integrated approach with other channels
Euromed	DIE, counterfeit products, events (SSW), social responsibility, educational consumer focused, Quality, holidays		4 X month	-	Awareness Conversions (Join Us: events + webinars)	webinars videos events	1,063	Integrated approach, global presence, active social listening, engaging, follows trends.
Lycored	self care (consumer focused), webinars, clinical studies, events SSW, reposts, mentions other brands, Holidays and National Days, Sustainability, political, food, products, Environment.		2-3 x week	-	engagement, webinar conversions, demand gen to schedule meetings at the events	static events	1,559	<u>Best Practice</u> Most engaging content Demand gen approach Content geared towards consumer
Lustriva	part of an integrated approach: blog, white-papers, team announecements, influencers		1 x week	✓	awareness, engagement with influencers			

LinkedIn Social Analysis	Topics	Frequency	Paid Social	Objectives	Types of Posts	Year Total Engagement
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- Social Approach
- Vidya Herbs and Lycored are most active followed by KSM and Euromed
 - Vidya Herbs - no clear social objective but consistent approach focused on products and culture
 - Euromed has global corporate appraoch, talks about Diversity, products, events, quality and holidays
 - BGG - inconsistent social approach - started either a campaign in september or a new strategy to be more active. on social.
 - KSM - integrated social approach - focused on reposting KSM mentions Informa, Vita Foods, Nutra Ingredients
 - Lycored - consumer focused heavily, demand gen approach Content geared towards consumer - best practices

Social media Demand Generation Best Practice

- Objective: Increase form download conversions
- KSM reposted the mention





Social Media Objectives



CHANNELS ROLE AND SCOPE



2,497 Followers

ER:
CTR:
Year Total Engagement 242

Primarily B2B professional networking hub
Brand portfolio
Helps ranking on Google

MAU 250M

GOALS

OBJECTIVES
STRATEGY
TACTICS

GOALS



Position

Overall social presence

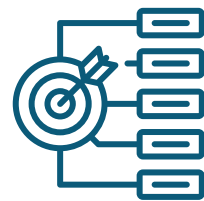
Growth

MQLs

Build

Credibility

OBJECTIVES



Increase Awareness



Increase Traffic



Increase Engagement



Increase Conversions



KPI

Reach and Impressions
Increase Page Likes

Click Through Rate: 2 - 4%

Engagement rate: 2%

Increase MQL Conversions

TACTICS

Increase fan base through paid campaigns
Include brand topics in the social calendar
Increase events awareness

Send traffic to the new microsite and landing page.
Use content from the site to add to the content calendar

Increase engagement during events.
Sponsor, tag, mention events.
Influencer partnership

Increase conversions through forms signups:
meetings, contact us and downloads

STRATEGY



1

Create consistency and build trust - build a calendar one month in advance

2

Provide relevant content → that connects with personas

3

Leverage organic presence → with paid initiatives

4

Integrate social with overall marketing initiatives/content calendar

EVENT STRATEGY

Actively participate in conversations during events



- 1 Post before the event: announcements
- 2 Post during the event: event/booth videos
- 3 Post after the event: thanks, surveys
- 4 Leverage organic presence with paid initiatives: Boost the most engaged posts
- 5 Consider media buying sponsorships/magazines

SOCIAL FRAMEWORK

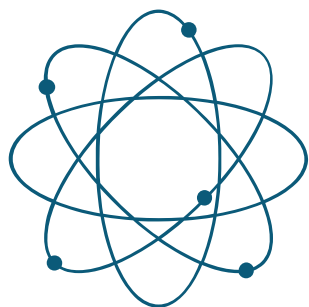
TARGET AUDIENCE

Social Framework

Frequency

2-3 posts a week
Schedule posts one month in advance

Voice



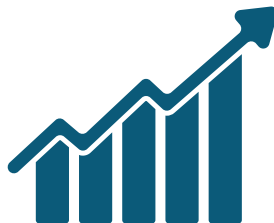
SCIENTIFIC
EDUCATIONAL
(CUSTOMERS)



PROFESSIONAL
(CUSTOMERS)



PERSONAL
(CONSUMERS/
INFLUENCERS)



OPTIMISTIC
POSITIVE

Brand Social Personality

Fresh Collective Input - Brand Identity

Content

Integrate with overall content strategy

Content Criteria

Upcoming Campaigns

Hair Loss Awareness Month - August

Prostate Awareness Month - September

SSW - October

Valensa and Brand Pillar Awareness

Events | Tradeshow | Sponsorships

Quality/ Traceability - Larry

Micro Website Launch

Quima

Vendeis

Infographic

Real World Trial

3x | 30x | 10x potency

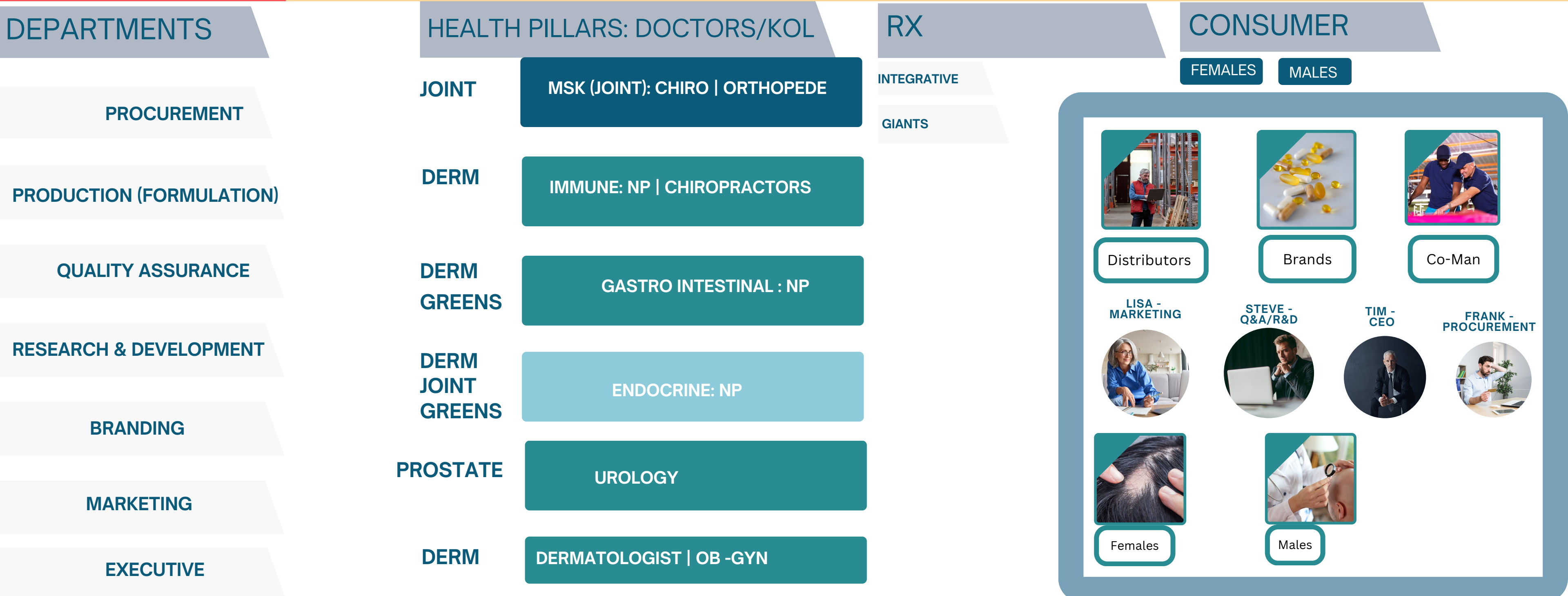
Flommentum SP 2023 [Uma email]

SOCIAL MEDIA CONTENT CRITERIA

	Valensa		USPlus	USPlus DERM				Joint			Greens	
EVENTS	SSE SSW Expo West Vita Foods 											
EVENTS SPONSORSHIPS	SSW - (OCT)/ SSE (Nov) - Email Promotion SSW - Digital Ads - White Paper - Infographic SSW - social ads Expo West Lead gen			SSW - (OCT)/ SSE (Nov) - Email Promotion SSW - Digital Ads - White Paper - Infographic								
MAGAZINES TOPICS	Nutrition Insights -Nootropics & Nutraceuticals - January Personal Care Insights: Natural Ingredients - April			Natural Products Insider - Beauty from within (July-August)	Nutrition Insights: Beauty from within - November	Personal Care Insights: Healthy Hair Solutions - Dec.	Nutrition Insights: Plant Based Innovation - June	Natural Products Insider: : Healthy Lifespan, Healthy Aging - Sept.	Natural Products Insider: Active Nutrition - Nov.	Nutrition Insights: Post -Workout Recovery - May		
				New Hope: Spring Edition: Product Innovation	Personal Care Insights: Beauty from within - Jan.	Personal Care Insights: "Skinification" Innovation - February	Nutrition Insights: November 2025: Men's Health Trends - Nov.	VitaFoods Europe - Webinar: Bone and Joint Function-Oct.	Nutrition Insights Athletic Performance Enhancers - Feb.	Nutrition Insights: Joint Health Support - June		
RESEARCH/MKT MATERIALS			Awareness and lead gen: Qima Vendeis Moasterium	Awareness and Lead Gen: Qima Vendeis Moasterium Keratin Biotin Cornerstone								
WEBSITE	Content from the website		USPlus Microsite						Joint Microsite			Greens Microsite
HOLIDAYS	All major holidays - meaningful copy writing to resonante with the audience											
AWARENESS MONTHS			Prostate Awareness Month - September	Hair Loss awareness month - August				Arthritis Awareness Month every May				
PAID CAMPAIGNS	Ongoing Awareness Campaign - increase fanbase		Influencers partnerships Organic and Paid Integrated Campaign									

Target Audience

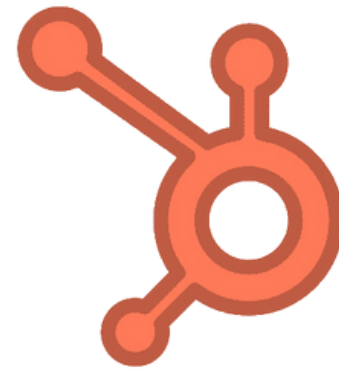
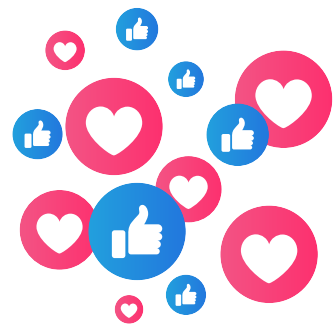
INDUSTRIES:	Food & Beverage	Health care	Rx	Nutraceuticals	Welness	Beauty
HEALTH CATEGORIES BRAND PILLARS :	Dermatology Hair: Plus Derm		Musculoskeletal: Joint	Immune GI: Greens: Spirulina		Urology Prostate: USPlus
CUSTOMER TYPE:	Brand		Co-man	Distrib HCP		Distributor



REPORTING

NEXT STEPS

Reporting



LinkedIn

Insights

HubSpot

Reporting
David's Support on Goal and
attribution

Trade Ads

Events
Sponsorships

NEXT STEPS

- Start ongoing paid campaign to increase followers
- Continue aligning with the content calendar planning and incorporate social strategy with media buying
- Start execution on approved topics - one post a week.
- Include monthly/weekly brand pillars content in the calendar
- Work with James Ross and Consider a social specialist or marketing specialist

