

## **IMC Plan for Rejuvin8** (Health and Wellness App)

### **User Engagement Campaign**

Rejuvin8 wants to boost user engagement by promoting a 30-day fitness challenge to the existing users.

This report outlines an integration plan for the health and wellness app to boost user engagement through a 30-day fitness challenge to our existing users. The plan incorporates both marketing and communication principles to deliver the intended message to our user at an appropriate time giving them a good user experience

#### **Target Audience and Key Messaging:**

We are mainly targeting our existing users ie (people who have shown interest in fitness and wellness previously). The key messaging emphasizes on the benefits and excitement of participating in the 30-day fitness challenge. It will highlight how the challenge can help users improve their physical fitness, achieve their health goals, and engage with a supportive community for motivation and accountability.

#### **IMC Plan Objectives**

We have set SMART objectives for our marketing campaign which go as follows:

- Increase the number of user who actively use the app per day by 40%
- Increase the average time spent on the app by user by 60%
- 70% of our user base should participate in the 30-day Challenge

#### **Communication Channels**

##### ***In-App Notifications***

Send mass in-app notifications to users 2 times a day, early in the morning and at dusk, these two moments being the times when users are more inclined to work out, all while taking into account the time zones of our users.

##### ***Email Campaigns***

Utilize email campaigns to deliver targeted messages, valuable resources, and exclusive information on how they are doing in the challenge as well as milestone congratulation when a user is consistent.



### ***Social Media: Instagram & Facebook***

Engage with existing customers on popular social media platforms, with a focus on Instagram and Facebook, sharing educational content, success stories, and interactive ads.

### **Messaging Strategy**

Our messaging strategy will communicate the app's unique value proposition to existing customers, highlighting the benefits of continued engagement. The main message will be picturing individuals who start and stick to their goals as high achievers.

By leveraging compelling content and targeted communication, the messaging strategy will strengthen the app's connection with users and foster loyalty. The tone of the communication will be motivational, cool, fun, and inspirational.

**Streaks:** Although this is a 30-day challenge the user can strike with other user and share their achievement on other platforms.

**Ranking:** Every geographical location will rank the user on the basis of consistence and the time spent on the app

### **Campaign Key Performance Indicators**

Having set SMART goals, our indicators will measure how close to the target the campaign performs.

### **Budget Allocation**

For this 30-day challenge, we will allocate 50% of the total marketing budget on Facebook & Instagram Ads and 10% on email marketing .

### **Timelines and Milestones**

#### ***Phase 1: 7 days before challenge starts***

Gather insights, analyze competition, and define the integration plan framework, prepare compelling messaging, create engaging content, and align it with the app's value proposition.

#### ***Phase 2: Campaign launch and channel optimization***

Start posting, optimize communication channels, ensuring seamless delivery of messages to existing customers and re-adjusting if need be.

#### ***Phase 3: Campaign wrap-up and Achievement Analysis***

This is the moment to draw the conclusion and understand whether or not the IMC plan was effective.

## **Responsibilities and Stakeholders**

<b>Team</b>	<b>Responsibilities</b>
<b>Marketing Team</b>	Lead the Overall campaign strategy and coordination,content creation and Social media management.
<b>Product &amp; Tech Team</b>	Ensure seamless implementing in-app notifications and gamification features and tracking user engagement and progress
<b>Customer Support</b>	Provide timely assistance and address customer queries thus improving the customer experience.
<b>Executive Team</b>	Oversee and support the implementation of the integration plan, aligning it with the company's overall goals and vision.