

# ***#MeMovin'***

SoMe Guide

**GROUP 12**

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## **PURPOSE AND RELEVANCE EXPLAINED**

- Social Media is the best way to reach our target audience as shown on our research, mostly and most importantly through advertisement
- There is a massive fitness community on IG so we're using it as a platform to be part of that community
- To reach our target audience, create awareness of the product and the brand
- Create a community so that the customers don't just get a product but they also sign up to a community of people inspiring each other
- Give value to customers through work out videos and interesting content
- Keep loyalty through social media

## **TONE OF VOICE**

Fun and engaging, keeping it professional.

## **PLATFORMS AND HOW TO USE THEM (DIFFERENTLY)**

### **INSTAGRAM**

More frequently and for workout videos in the feed and stories.

### **FACEBOOK**

More info, sharing events, more community based with some local activities.

### **YOUTUBE**

Challenges video, testimonials, info videos and lifestyle.

### **LINKEDIN**

Networking talk about the achievements of the company, future plans.

## **CONTENT TYPES**

## **TAGS**

### **INSTAGRAM**

- IG stories: reposting people's post where they are using or talking about a Me-Mover, challenges, redirecting people to posts/profile
- IGTV: workout videos, some times give a little something back to keep people engaged, saved live videos of workouts, interviews with athletes, professionals, Me-Movers and physiotherapists
- IG posts: share good locations, paths, routes where you can use your Me-Mover to get a nice outdoor workout with fresh air and great beautiful nature

### **FACEBOOK**

- Wide screen videos showing how the Me-Mover looks in action
- Testimonials
- Groups or pages for the community
- Make event pages to invite other people and share what people can expect from every event

#sport #fitness #gym #training #fit #workout #motivation  
#sports #memover #memovin #health #healthy #lifestyle  
#athlete #fun #muscle #active #strong #happy #exercise  
#fitfam #fitspo #gymlife #cardio #instagood #getfit #instafit  
#train #instahealth #fitnessmotivation #fitnessaddict

## **PHOTOGRAPHY AND VIDEO STYLE**

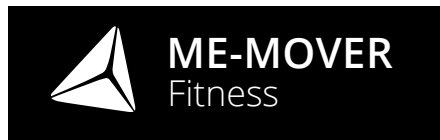
### **PHOTOGRAPHY**

High quality, professional, bright and sporty

### **VIDEO**

Statement, bold, colourful, jumpcuts, high beat, engaging

## LOGO, TYPOGRAPHY AND COLORS



#49BDD5

#4977D5

#49D5A7

#EDEDED

### TITLES

***LOREM IPSUM DOLOR SIT AMET***

(Open sans - bold, italic)

### TEXT

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat."

(Open sans - light)

LEARN MORE



SHOP HERE

## GRAPHIC STYLE (ICONS, ILLUSTRATIONS)



## EXAMPLE OF POSTS WITH TYPOGRAPHY, CAPTIONS (ALL THE ABOVE 'PUT TOGETHER')

