

Action Plan

September

- Cast the net
- Introduction to our clients
 - Who we are
 - Friendly to new users
- Split into groups by need/purpose
 - Donors, buyers, health people
- ***Promote 5K run

October

- Reminder about 5K (day of)
- Personalized texts
- Integrate Sidekick Health
- Health Facts Month
 - Halloween candy
- ***Build trust/engage users
- More social media

November

- National Diabetes Month
- Blue==Diabetes
- Become relatable
 - Instagram, FB, Snap
- Urban Outfitters of Health
- Check in on users
 - ***Ensure comprehension and loyalty

How To

Cast the Net

- Get an audience at the 5K
- Post pictures, videos, etc to Insta, FB, Snap
 - focus on impact event has on community and the ways it achieved this
 - use hype to advertise for future events
- Begin sending general (non-grouped) messages to ensure short-term loyalty of new users

Build Trust/Engage

- Send questionnaires to users, gather preferences and ways to personalize messages
- Promote Sidekick Health, offer rewards for downloading
 - use both text and social media for this
- Create further ads and graphics to promote wellness and proactive behavior (this is where Halloween candy comes into play)

Retain Users

- Create campaign to promote blue==diabetes
 - post graphics to FB/Insta, send pics to users over text
 - use data visualization to show the serious statistics of diabetes
- Send new questionnaire, probe users for opinions about our methods and image
- Announce new event/feature (???)