

Lab: Creating a Basic Social Media Plan

Social Media Plan

FitSnax: Social Media Plan

Component	Plan for FitSnax
Business Goal	Drive 1,000 units of online sales in the first 30 days
Social Media Objective	Build pre-launch buzz, gain 600 Instagram followers, generate 1,200 visits to the website via the link in bio
Target Audience	Gym-goers, fitness-conscious professionals aged 22–35 in metro India
Platform Selection	Instagram (founder influence + fitness visuals), LinkedIn (for B2B potential later)
Content Themes	Protein benefits, unboxing/testimonials, fitness tips, influencer content, UGC using hashtags
Posting Frequency	Instagram: 4x/week, LinkedIn: 1x/week
Key Success Metrics	Follower growth, link clicks, content shares, website visits, hashtag usage

Rationale

- Target audience: Aligned with the product type and brand positioning.
- Platform: Instagram is ideal for future B2B due to its visual content and the founder's presence; LinkedIn is selected minimally.
- Objective: Tied directly to business goals (sales).
- Content: Testimonial videos, infographics, and influencer unboxing videos drive authenticity and education.
- Hashtags: Encourages community building with minimal spend.
- Other data points like kids and senior citizens were discarded as misaligned for launch.