



1 HAIROTICMEN Loyalty Program – Full Media Plan & Content Strategy

This plan covers the next **4 weeks of content** across the main platforms: - Instagram - Facebook - TikTok - YouTube Shorts - WhatsApp Broadcast

Weekly Theme Breakdown

| Week | Theme | Goal |
|------|--------------------------|-------------------------------------|
| 1 | "Discover Loyalty" | Awareness & Sign-Up |
| 2 | "Collect & Climb" | Points Collection & Gamification |
| 3 | "Levels & Power" | Highlight Tiers + Status Rewards |
| 4 | "Redemption & Community" | Showcase Redemptions + Social Proof |

Platform Strategy Overview

| Platform | Format | Posting Frequency | Notes |
|----------------|----------------------|-------------------|---------------------------------------|
| Instagram | Reels + Stories | 5x/week | Core channel for reach & interaction |
| Facebook | Static + Carousels | 3x/week | Info-driven & partner acquisition |
| TikTok | Fun + Challenges | 3x/week | Virality & product-driven interaction |
| YouTube Shorts | Product testimonials | 1–2x/week | Real stories + UGC focus |
| WhatsApp | Broadcast alerts | 1–2x/week | Loyalty tips, bonus alerts |

1 Weekly Posting Plan

Week 1: "Discover Loyalty"

- **Mon:** Reel – "500 Punkte bei Anmeldung" (IG/TikTok)
- **Tue:** Carousel – Wie funktioniert das Punktesystem (FB/IG)
- **Wed:** Story Poll – "Welcher Level passt zu dir?"
- **Thu:** Video Testimonial – "Ich habe 1.000 Punkte eingelöst!" (YT Shorts)
- **Fri:** Static – Call to Action "Jetzt registrieren & starten!"

Week 2: "Collect & Climb"

- **Mon:** TikTok Trend + Overlay – "Wie ich 2.000 Punkte gesammelt habe"
- **Tue:** Reels – Challenge: "Kaufe + bewerte + teile = Extra Punkte"
- **Wed:** Carousel – Mission des Monats: "3 Produkte + 1 Freund einladen"
- **Thu:** IG Story Quiz – Was bringt am meisten Punkte?
- **Fri:** Community Feature – User-Rangliste + Tagging

Week 3: "Levels & Power"

- **Mon:** Static Post – Bronze, Silver, Gold Vergleich (Vorteile)
- **Tue:** Video – "Ich bin jetzt Gold Member – und das sind meine Vorteile"
- **Wed:** Live Q&A – "Wie steige ich auf?" (IG/FB Live)
- **Thu:** Poll – "Was würdest du mit 5.000 Punkten machen?"
- **Fri:** Stand/Dealer Feature – Wie Punkte offline gesammelt werden

Week 4: "Redemption & Community"

- **Mon:** Reel – "Was bekommst du für 1.000 Punkte?"
- **Tue:** Customer story – Screenshot of successful redemption
- **Wed:** WhatsApp Broadcast – Sonderaktion + Punktebooster
- **Thu:** Carousel – Top 5 eingelöste Prämien
- **Fri:** End-of-month Highlights – Stats + Testimonials

Monthly Boost Ideas

- Points x2 Day: Limited 48h points multiplier
- Weekly "Top Performer" feature post
- Influencer UGC Challenge: "Show your rewards"
- "Spin the Wheel" Live Event (Instagram)

Goals by End of Month

- +3,000 new loyalty sign-ups
- 5,000 total post interactions
- 25,000 video views across platforms
- 100+ UGC shares / mentions with hashtag #hairoticmenloyalty

This plan is optimized for launch phase and scalable for future loyalty seasons.