



## 💡 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

### 💡 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

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## **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)

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## **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

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