**Shallion Support Group Limited – Marketing Campaign Plan**

**Objective:**

Increase brand awareness, engagement, and client base by 25%, specifically targeting individuals living with autoimmune conditions (ME, Lupus, Fibromyalgia, PTSD) and healthcare referral partners across Scotland and the wider UK.

**Key Messages:**

* “Practical daily support tailored for you.”
* “Empowering independence in everyday life.”
* “Compassionate, funded support for those who need it most.”

**Target Audiences:**

1. **Primary:** Individuals diagnosed with chronic conditions.
2. **Secondary:** Carers, family members, NHS professionals, GPs, social prescribers, support organizations.

**Marketing Strategies & Tactics:**

**1. Digital and Social Media Campaign**

* **Channels:** Instagram, Facebook, LinkedIn.
* **Content:** Client stories, testimonials, helpful tips, service explainers.
* **Hashtags:** #EmpowerEveryday #ChronicIllnessSupport #ShallionSupport
* **Frequency:** 2-3 posts weekly; monthly sponsored ads targeting specific demographics.

**2. Storytelling Video Series**

* Produce 3-4 short videos highlighting client journeys, founder’s story, and impact stories.
* Distribute via social media, email newsletters, and website.

**3. Local Media and PR**

* Press releases highlighting unique personal stories and milestones.
* Aim for at least two features in local Scottish newspapers and community health magazines.

**4. Community & Referral Partnerships**

* Outreach to NHS primary care networks, local GP practices, and social prescribing initiatives.
* Develop a concise referral information package and distribute to relevant healthcare providers and charity organizations.

**5. Email Marketing**

* Monthly newsletters with tips, updates, client stories, and referral prompts.
* Targeted emails to healthcare providers and support groups introducing Shallion’s referral options.

**6. Events & Workshops**

* Host virtual and in-person workshops/webinars on managing autoimmune conditions.
* Partner with patient groups and charities to co-host and promote events.

**Timeline and Milestones:**

* **August:** Launch social media campaign, begin content scheduling, initial NHS outreach.
* **September:** First storytelling video release; PR outreach begins.
* **October:** Community partner meetings; virtual event/webinar held.
* **November:** Second storytelling video release; email campaign pushes intensified.
* **December:** Review campaign progress and adjust messaging/tactics as needed.
* **January:** Final storytelling video; host concluding event; comprehensive evaluation of campaign success.