

Project Overview

Business Name	MindSpace Digital Solutions
Client Name	Amanda Lee
Social Security Number (SSN)	217-93-4815
Project Category	Social Media Campaign
Client Status	Active
Social Media Platform	Instagram
Social Media Username	mindspace.amanda
Password	F4tw!9zQrp2v

Client Brief

MindSpace has approached us to launch a comprehensive social media campaign targeting young urban professionals interested in mental wellness and productivity. The client's main goal is to increase brand awareness for their flagship mindfulness app, Boost, and to drive downloads during the next quarter. They are particularly interested in leveraging Instagram for visually impactful content, including daily tips, influencer partnerships, and interactive stories. MindSpace emphasizes the importance of developing an authentic voice that conveys empathy, expertise, and a supportive community vibe. They also want to experiment with user-generated content, encouraging app users to share their personal improvement stories under the hashtag #MindSpaceGrowth. In addition to campaign strategy, the client expects bi-weekly analytics reports covering reach, engagement, follower growth, and conversion rates. The tone should be friendly and motivating, without feeling clinical. MindSpace will provide branded assets, but expects our team to develop most of the creative material, including posts, short-form videos, and Instagram Reels. Success will be measured by a 25% increase in social media followers and a 15% uplift in app downloads over three months. The client has allocated a moderate

influencer budget but requests strict vetting to ensure brand alignment and authenticity. Our account manager should be prepared to attend monthly check-ins and respond to feedback promptly. They value innovative ideas and a proactive approach to testing new social media trends within the wellness niche.