

Social Media Marketing Plan

Designed for Network Marketers or Coaches
in the Health & Wellness Industry

Overview

This plan focuses on three types of content posted on Facebook that engage your audience and provide value: Power Content Videos, Reels, and Organic Posts. Each type of content has a specific purpose and format to maximize reach and engagement.

Recommendations

This strategy can be used whether you are planning to use Organic Traffic (free) or Paid Traffic (ads). If you are planning to run Facebook ads it is recommended to post this content on a Facebook business page.

Content Types and Strategy

1. Power Content Videos or Posts (free or paid)

Plan: Run 3 continuous videos or posts & monitor engagement – replace with new videos as engagement slows down.

Length: 2-3 minutes

Purpose: Teach valuable content that addresses a big problem your ideal client faces and offer a freebie resource. Provides the prospect with CLARITY that you understand them and the problem they have.

Goal: Discover new prospects and build invisible audience to 1,000 people

Structure:

1) Hook: Grab attention with a relatable question or statement.

2) Body: Provide in-depth insights and solutions.

3) CTA: Encourage viewers to request your freebie resource.

Example Topics:

How to Naturally Boost Your Energy Levels

The Benefits of a Plant Based Diet for Overall Wellness

Managing Stress with Mindfulness Techniques

2. Conversion Reels (free or paid)

Plan: Run 4 continuous reels & monitor engagement – replace with new videos as needed

Length: 60 seconds

Purpose: Solve one small problem and offer a freebie resource that helps with that problem. Provides the prospect with CERTAINTY that you can help them.

Goal: Drive prospects to messenger conversations.

Structure:

1) Hook: Start with a quick, engaging question or tip.

2) Body: Provide a concise solution or tip.

3) CTA: Prompt viewers to request your freebie resource.

Example Topics:

Quick Tips for Staying Hydrated

Simple Stretching Exercises for Daily Wellness

Easy Ways to Add More Greens to Your Diet

Goal: Discover new prospects and build invisible audience to 1,000 people

Structure:

- 1) Hook: Grab attention with a relatable question or statement.
- 2) Body: Provide in-depth insights and solutions.
- 3) CTA: Encourage viewers to request your freebie resource.

Example Topics:

How to Naturally Boost Your Energy Levels
The Benefits of a Plant Based Diet for Overall Wellness
Managing Stress with Mindfulness Techniques

3. Organic Posts (free only)

Plan: 2-4 new posts each week

Purpose: Engage your audience with relatable, shareable content.

Goal: Build brand awareness and nurture audience to gain TRUST.

Types of Posts:

Memes & Quotes: Lighthearted, relevant humor or Inspirational quotes related to health and wellness.

Personal Stories: Share your personal health journey.

Testimonials: Highlight client reviews and feedback.

Case Studies: Share detailed stories of client transformations.

Client Wins: Celebrate client achievements and milestones.

Small Tips: Provide quick, actionable health and wellness tips.

Example Topics:

Meme: "When you realize you've gone the whole day without drinking water... Stay Hydrated"

Quote: "Take care of your body. It's the only place you have to live. Jim Rohn"

Personal Story: "Here's how switching to a plant based diet transformed my energy levels..."

Testimonial: "Jane Doe's testimonial on how our natural remedies helped her overcome chronic fatigue."

Case Study: "How John Doe lost 20 pounds in 3 months with our holistic health program."

Client Win: "Congrats to our client Sarah for completing her first 5K run!"

Small Tip: "Did you know? Drinking lemon water in the morning can boost your metabolism!"

14- Day Implementation Plan:

Week 1:

Day 1: Power Content Post (2-3 min video)

Day 2: Reel (60 second quick tip)

Day 3: Organic Post (Personal Story or Testimonial)

Day 4: Power Content Post (2-3 min video)

Day 5: Organic Post (e.g., Client Win or Case Study)

Day 6: Reel (60 second quick tip)

Day 7: Organic Post (e.g., Small Tip)

14- Day Implementation Plan:

Week 2:

Day 8: Organic Post (Meme or Quote)

Day 9: Reel (60 second quick tip)

Day 10: Organic Post (Personal Story or Testimonial)

Day 11: Power Content Post (2-3 min video)

Day 12: Organic Post (Client Win or Case Study)

Day 13: Reel (60 second quick tip)

Day 14: Organic Post (Small Tip)

Building your Audience with Facebook Ads

Once you have posted your Power Content or Reels on your Facebook business page you can use those posts to create a Facebook Ad. If you have a new page or no audience this is the best strategy to begin building a warm audience (invisible list) of like-minded prospects. You may want to start with Organic traffic to gain comfort with the process and then create ads on your most popular posts.

The Invisible List

At the beginning of the process you are simply working to build an invisible list: an audience of people who interact with your content. This means they were interested enough in your content to click and read your post – even if they didn't take action. This invisible list will continue to grow and as you post additional content or ads Facebook will show these to your invisible list first.

Facebook Ads Setup

There are many strategies for creating Facebook ads and it gets technical pretty quickly. If you've ever gotten stuck trying to figure out the tech of Facebook ads, you're not alone. When you're first starting out the easiest way to create a Facebook ad is by boosting one of your most popular posts. While at first you may not see results, over time the Facebook algorithm will learn your audience and begin to push your content to similar users.

Your Ads Budget

The worst feeling you can have is spending thousands of dollars and not receiving any return on your investment. That is why I recommend starting out with a \$5/day ads budget in order to keep your risk low while still gaining ground on your invisible audience. Can you spend less than \$5 a day? Yes, but it will be much slower and on the flip side if you have room in your budget to spend more, your audience will grow faster.

Example Ads Budget

\$5/day Ad Campaign

Ad #1: Power Content: \$2/day

Ad #2: Power Content: \$2/day

Ad #3: Conversion Reel: \$1/day

Additional Resources

This guide is meant to be an overview of the process. If you'd like help implementing this strategy you may be interested in our High Level Coaching Program where we'll handle the tech for you by crafting your message, the step-by-step tech setup for your website and Facebook business account, and create your foundational content. Visit www.pivot2boss.com/hlc to learn more.

Contact Info

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Meet Kimmy...

...your natural wellness guru and business setup coach. Using her experience as a classroom teacher and healthcare consultant, Kimmy loves helping coaches and network marketers launch their dream business while sharing how she pivoted her own career after corporate burnout. Most evenings you'll find her wandering in her garden or catching a sunset on the lake.

