

Marketing Campaign Strategy And Creative Assets

For a Start-Up Company "Meditation For Actors"





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Let's be Creative and Bold



Meet the Client



Meditation For Actors

An app "where wellness meets tech for the benefit of performing artists."

Unlike the general Meditation Apps in the market, Meditation For Actors (MFA) aims to be a lifesaver for actors who need to warm up, cool down, or stay in the zone for presenting their performances.



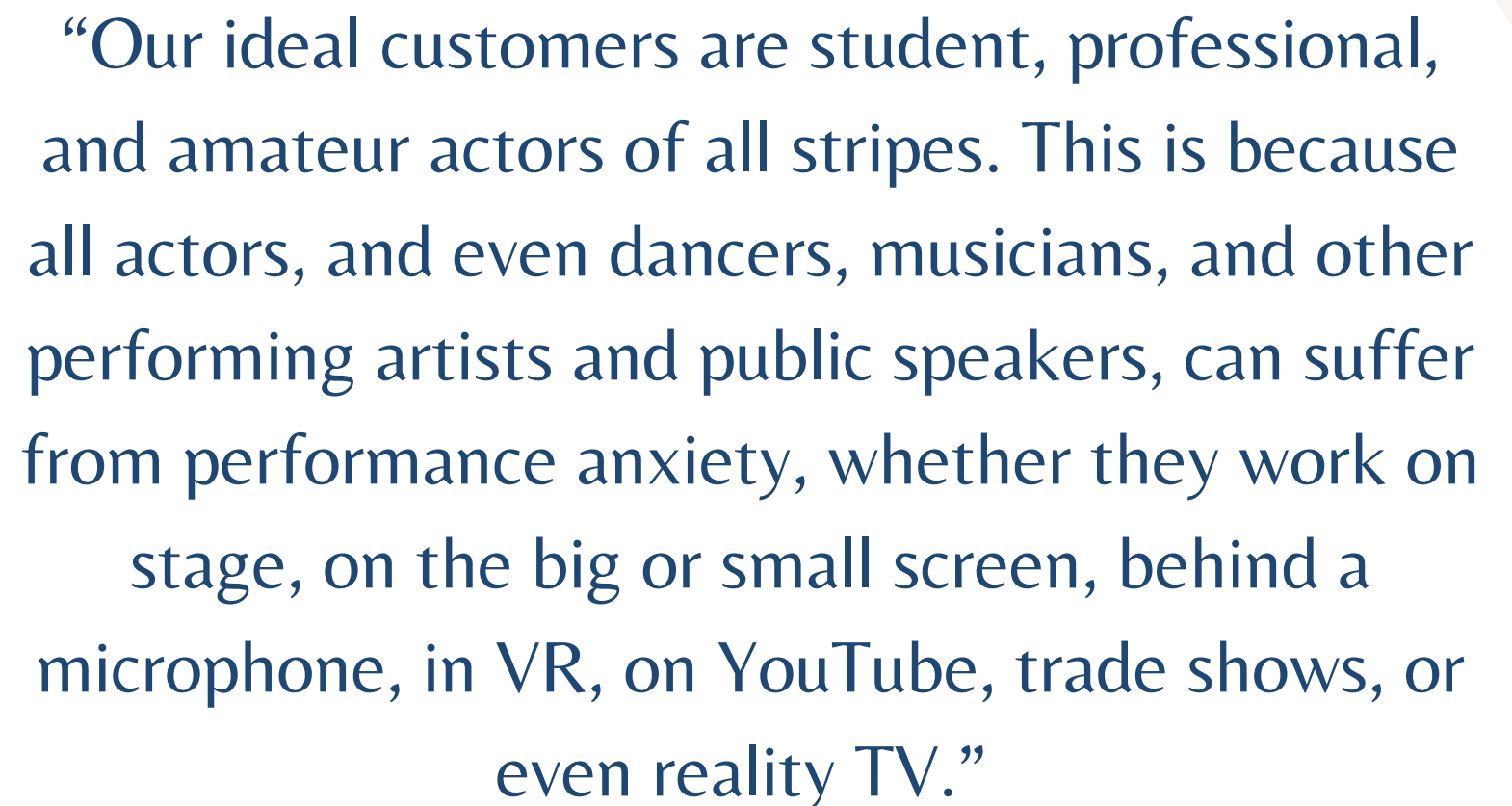


Goals

- Increase total app subscribers to 700 annual subscribers (or 400 monthly subscribers who maintain their subscription for one year)
- Provide Marketing Campaign ideas from different approaches

Target Audience

- Professional actors
- Actors in training
- Amateur actors



“Our ideal customers are student, professional, and amateur actors of all stripes. This is because all actors, and even dancers, musicians, and other performing artists and public speakers, can suffer from performance anxiety, whether they work on stage, on the big or small screen, behind a microphone, in VR, on YouTube, trade shows, or even reality TV.”

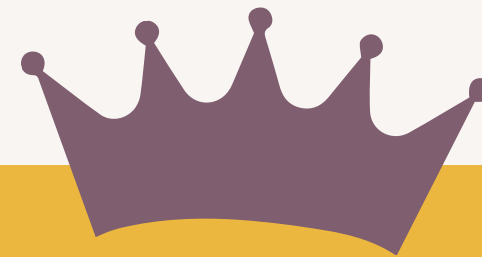
Team Responsibilities

The whole project is set into two parts of works, one part for marketing campaigns and another part for visualized creative assessments. There are various works to build up for the brand. Below are the main categories of the strategies.

01

- Outreach
- Partnership
- Company Pitch Deck
- Email Marketing

02



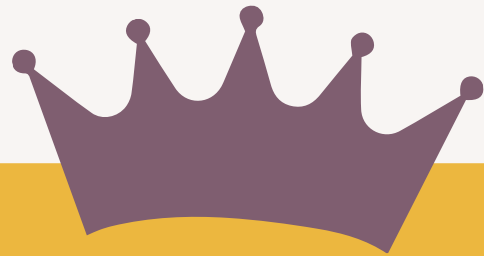
- Brand Awareness
- Website Strategy
- Web Content Marketing
- Social Media Calendar
- AD bandages Design

03

- Social Media posts
- Content Writing
- Social Media Marketing
- Illustration Design

My Roles & Responsibilities

02



- Brand Awareness
- Website Strategy
- Web Content Marketing
- Social Media Calendar
- AD bandages Design

I was in the teams that mostly worked on existing assessments like their official website and Instagram account and came up with strategies for the client to understand how to improve it in both the short term and the long term.

Brand Marketing Strategy

Strategic Considerations

- MFA's readiness (current position) and capacity (energy, time, hard costs)
- Return on investment, with an eye toward maximizing every possible outlay
- Long-term value and sustainability
- Alignment with MFA brand values and personality

Brand Values

- Wellness
- Connection
- Creative Insight
- Humor

Brand Personality

- Calming
- Inviting
- Caring
- Inspiring
- Professional

Brand Marketing Strategy

Story

---Add logo stories, brand stories, increase engagement

FAQ

---Provide more detail for audiences before downloading the app

Testimonials

---Reviews from real users give the audience clear sense about the app and what they can gain from using it

Promotion

---Provide audiences chances to "try" the app with free trials

Brand Marketing Strategy



● Main Message

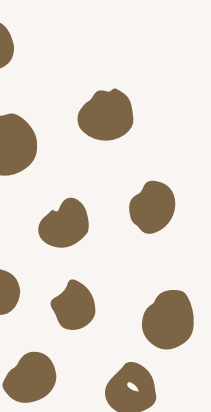
---Suggest a stronger slogan on the head page

● Introduction Email

---As a way of marketing and educate actors to care about their own emotions and mental health

● Brand guidelines

---Redesign the web with a consistent style to build up the brand personality for stronger impressions



Social Media Marketing Strategy



Hashtag Suggestions



Monthly Topic Ideas



Social Media Calendar

For Social Media Marketing, we focus on the client's "**Instagram**", doing some research on their old posts and analyzing their data in order to get more information to raise their traffic and attract more audiences.



Hashtags

For the hashtags, we do the research on the topics that are more related to meditation and actors and then we put our findings into two parts which are the General Hashtags and Creative Hashtags.

General Hashtags

---The hashtags that are more general and can apply to all the posts that MFA has with higher traffic.

Creative Hashtags


---These hashtags are more creative and directly related to MFA which we think can be covered in some of their Instagram posts.





Hashtags Topics

Here are some hashtags that can be useful to have under each different type of post based on different categories.

1. User Reviews, Testimonials
 2. Founder talking videos
 3. Quotes
 4. Content on Different Meditation categories (Posts + Video)-Challenge
 5. Benefits of MFA/MEDITATIONS (Post + Video)
 6. Snippets of our Meditations
 7. MFA in the Field (Lifestyle pics)
 8. Partnership Content/Events
 9. Holidays (all kinds of holidays)
 10. Stories/reels
 11. MFA tutorials
 12. Reminder (natural pics/ cute pics from life)
- 



Hashtags Calendar



Sample Monthly Schedule

- Week 1

- MON: Meditation_Snippet
- THU: Founder Video
- SUN: Benefits of MFA

- Week 2

- MON: Quote (with caption)
- THU: Review/Lifestyle
- SUN: Field/lifestyle

- Week 3

- MON: Reminder/Calming Picture
- THU: Review/testimonial
- SUN: Tutorial/Benefit of MFA

- Week 4

- MON: Reminder/Calming Picture
- THU: Partnership content
- SUN: Benefits of MFA

Weekly Post Time Suggestion

MON/THU/SUN

MON: 6 PM

THU: 6 AM

SUN: 7 AM



Social Media Theme Calendar

Below are some popular hashtags for each month (from April to August) that focus on different topics, special days, and holidays. These can help drive interaction and traffic.

- April: Cute Pet Month
 - [#cutepetclub](#) [#nationalpetday](#) [#cutepets](#)
- May: Mental Health Awareness Month
 - [#mentalhealthawareness](#) [#mentalhealthmatters](#) [#selflove](#)
- June: Men's Health Awareness Month
 - [#MensHealthMonth](#)
- July: National Park and Recreation Month
 - [#RiseUpJuly](#) [#Naturelovers](#) [#findyourpark](#)
- August: The dogs' days of summer
 - [#dogdaysofsummer](#) [#dogdays](#) [#nationaldogday](#)



Creative Assessment Showcase

Ads on Backstage.com

According to the Client's request, we created different types of advertising that fit different sizes on backstage.com where they mainly market their apps. Here we considered the consistency of the design and worked with other teams to design the ads with attractive messages and illustrations.

● Leaderboard Bottom



[The link to see ads on Canva](#)



Medium Rectangel

[The link to see ads on Canva](#)



You need to chill out.

Get in the zone before your
next big audition with
Meditations for Actors.
Made by actors, for actors.





Half-Page Ads

[The link to see ads on Canva](#)



Get ready for the spotlight.

Prepare for auditions and performances
with the Meditations for Actors app.

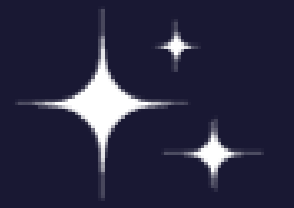
Made by actors, for actors.





Casting Alert

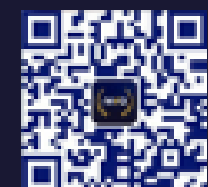
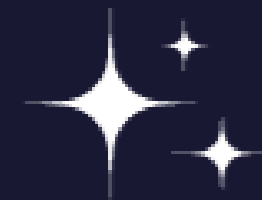
[The link to see ads on Canva](#)



Don't be a drama queen

Let's face it, auditions are stressful.

The Meditations for Actors app is a lifesaver for actors who need to warm up, cool down, or stay in the zone. Our meditations help you save it for the stage. Made by actors for actors.





Others



You need to calm down.

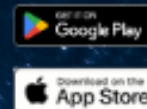
Meditate before your next big audition with MFA



Can't shake the audition jitters?



Check out the #1 meditation app for actors



You should be center stage, not stress

Get audition ready by kicking anxiety to the curb with meditations
tailored to help you keep your cool



GET READY FOR THE SPOTLIGHT.

Prepare for auditions and performances with the
Meditations for Actors app. Made for actors, by
actors.



Try it today!



Visit us: <https://www.meditationsforactors.com/>



Thank you for Watching!

Contact me with any questions!

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