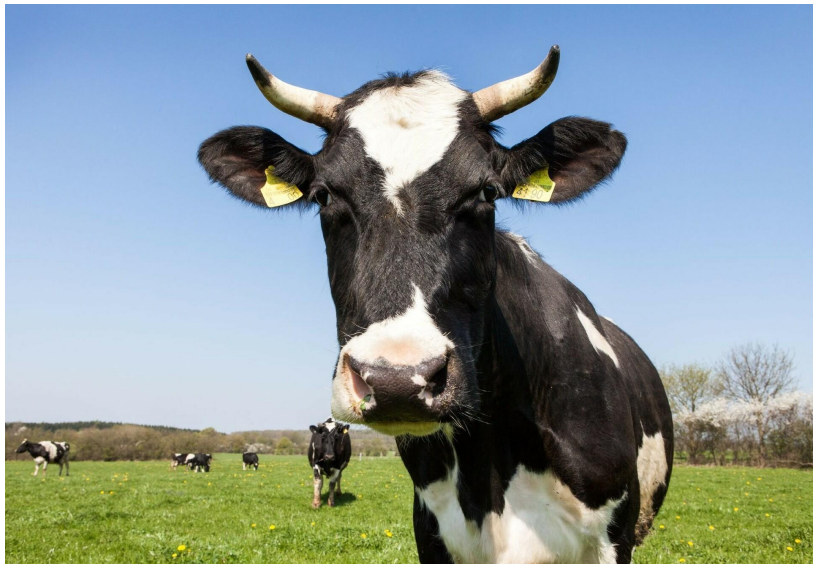


MooThrive

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Executive Summary



Business Overview:

MooThrive is a national milk company that offers fresh and high-quality dairy products, sourced from family-owned farms. They produce whole, skim, organic, lactose-free, and flavored milks. MooThrive values sustainability, animal welfare, and farm-to-table transparency.

Target Audience:

- Families with young children
- Health-conscious young professionals
- Individuals looking for nutritious dairy options

Social Media Goals:

- Differentiate MooThrive from plant-based alternatives by highlighting nutritional and environmental benefits.
- Increase brand engagement using storytelling and user-generated content.
- Drive website traffic and conversions through social media campaigns.

SWOT Analysis

Strengths

- High-quality dairy products
- Farm-to-table transparency
- Strong family-farm connections.

Weaknesses

- Public perception of dairy as less eco-friendly
- Increasing competition from plant-based alternatives.

Opportunities

- Growing consumer interest in sustainable food choices
- Educational content on dairy nutrition.

Threats

- Market shift towards plant-based options
- Misinformation about dairy health benefits

Competitor Analysis: Horizon Organic

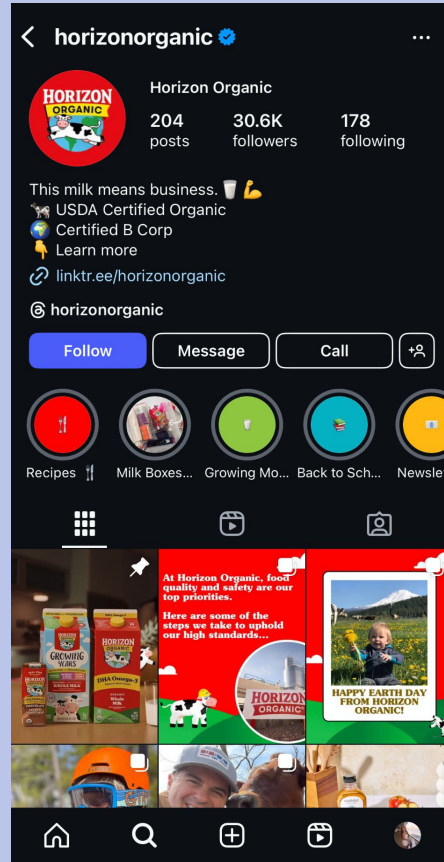
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Platforms Used:

- Facebook
- Instagram
- Twitter
- Pinterest

Content Strategies:

- **Back-to-School Campaigns:**
 - Interactive campaigns targeting parents during the back-to-school season
 - For example, their "Back To School" campaign included a social media game and sweepstakes, influencer collaborations, and a Twitter party
- **Engaging Visual Content:**
 - Use high-quality images and videos to showcase their products in everyday scenarios
 - Appeal to families and health-conscious individuals



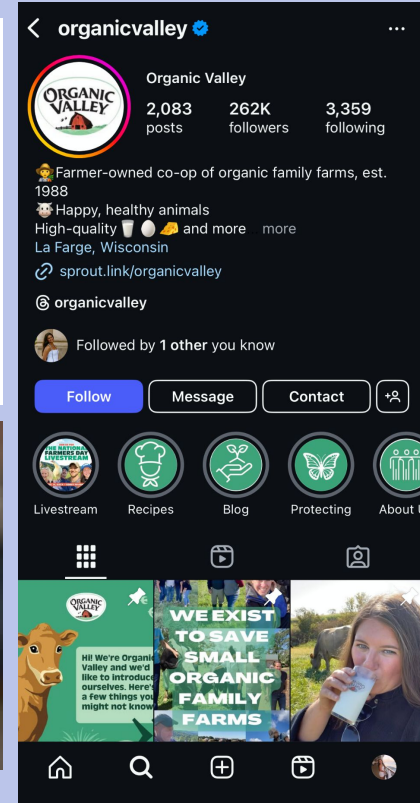
Competitor Analysis: Organic Valley

Platforms Utilized:

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok

Content Strategies:

- **Authentic Storytelling:**
 - Focuses on transparency and authenticity by sharing stories of their farmers and farming practices
 - They opened up their farms for tours (virtual and in person) to connect consumers directly with the source of their products
- **Video Content:**
 - They use platforms like YouTube and TikTok to share engaging videos that include farmer interviews, product usage ideas, and sustainability initiatives to enhancing brand trust and consumer engagement.



Social Media Objectives, Strategies and Tactics



S.M.A.R.T Objectives

1. Increase Instagram engagement rate by 20% within 6 months.
2. Grow Facebook community by 10,000 followers within 4 months.
3. Drive a 15% increase in website traffic from social media over the next 3 months.

Strategies & Tactics

- **Engagement:** Use interactive content like polls, Q&A sessions, and giveaways.
- **Community Growth:** Leverage influencer partnerships and UGC campaigns.
- **Traffic Generation:** Create educational and recipe-based content with links to the website.

Target Audience

- **Demographics:** Age 25-45, male and female, families and health-conscious individuals, middle-to-high income.
- **Values:** Sustainability, health-conscious, interested in food transparency
- **Social Media:** High activity on Instagram, Facebook, and Pinterest.
- **Problems:** Concerns about dairy environmental impact and nutritional value.



Platform Selection & Strategy

- **Instagram/TikTok:** Use reels, posts, and stories, strong engagement from gen z and millennials, and good for collabs with influencers, use built in shop to buy our product directly.
- **Facebook:** Large user base, targeted ads, can promotes through groups specific to us.
- **Pinterest:** Share recipes that involve MooThrive, pins have a longer lifespan, their users actively search for food and drink ideas.

Content Strategy & Calendar

Key points for creating content

1. Building interest in brand, as well as growing the audience within the brand
2. Figuring out what works for the brand as well as keeps the brand growing (posting different forms of content to keep people interested) Short Videos, Polls, Q&A's, etc.,
3. Inviting current influencers to collaborate with MooThrive, this could grow interest in the brand as well.
4. Making posts with recipes and ways to use milk showing it in a way where people will be interested to buy MooThrive in comparison to other milk brands.
5. Making MooThrive a brand that people will want to buy instead of other competitive brands- making content stand out rather than copying other brands content.

Content Calendar

For instagram: 2-4 posts per week, as well as a story post daily to keep interest growing/as well as the audience of the brand. Monday- Friday posting time 9-11am. Saturday and Sunday will be 12-2pm. These times are often when people are on social media platforms the most. Posting during times where people are the most active to help drive traffic to MooThrive.

Sample Post - Advertisement for MooThrive

Platform: Instagram



Influencer & UGC Strategy



Influencer Collaboration

- **Influencer:** Dan Churchill (200k followers, and is an Australian chef who promotes healthy products)
- **Collaboration:** Sponsored segment on his podcast talking about MooThrive, a YouTube video using the product in one of his recipes, and posting a reel of him using it on his Instagram.

UGC Campaign

- **Theme:** "Why I Use MooThrive"
- **Call to Action:** Share a post or story featuring MooThrive with #MooThriveMovement for a chance to win a free month of milk and an exclusive package of MooThrive merch.
- **Encouragement:** Repost top posts on our socials showing our followers and supporters enjoying our product.

Paid Social Media Strategy

Boosted Influencer Posts

Partner with influencers aligned with MooThrive's values.

- Boost authentic posts (recipes, routines, post-workout recovery).
- **Platform:** Instagram, Facebook, or TikTok
- **Ad Type:** Boosted Posts
- **CTA:** "Learn More"
- **Outcome:** Strengthen brand credibility, expand audience reach, and encourage product interest.

Single Image Ad

Use a strong visual to highlight products benefits.

- Feature messaging: 8g protein, 30% daily calcium, no artificial ingredients.
- **Platform:** Instagram and Facebook
- **Ad Type:** Single Image Ad
- **CTA:** "Shop Now"
- **Outcome:** Drive brand recognition, increase online traffic, and boost direct sales.

Example: Paid Social Media Post

Instagram/ Facebook Ad Post:

- Showcases the benefits of drinking Moothrive



Caption:

Fuel your day the MooThrive way!

Packed with 8g of protein, 30% of your daily calcium, and absolutely no artificial ingredients—just real milk from real farms.

Real ingredients for a real you — get yours now.
#MooThrive #RealMilkRealYou #FarmToGlass

Metrics & Measurement



KPIs

- **Organic:**
 - Engagement Rates (likes, comments, shares, and saves) can observe the audience response to content.
 - Reach (how many people saw our content) will indicate the popularity posts have on their own without paid help.
 - Follower growth.
- **Paid:**
 - Click-through Rate (will help understand if proper action is being taken through paid means).
 - Conversion Rate (understanding if proper actions are taken such as making a purchase)
 - Impressions (ability to see who is seeing what and how often)

Metrics & Measurement Continued



KPIs

- **Tools:**
 - Google Analytics
 - Facebook Insights
 - Instagram Analytics
 - (All of which provide helpful and credible insights to the performance of different social media platforms as well as the website)
- **Review Frequency:**
 - Weekly check-ins on engagement rate and follower growth with slight adjustments implemented if needed.
 - Monthly overall performance evaluations to understand what is working and how to improve if necessary.

Recommendations

- Continue testing ad creatives to optimize engagement.
- Observe analytics and cater based on feedback.
- Expand partnerships.
- Work with a mix of micro and macro influencers to hit different demographics.
- Collaborate with nutritionists and chefs to show the health benefits and quality of the product.
- Invest in video content, particularly on Instagram Reels and TikTok.
- Specific content would consist of educational content (showing how the product is made and distributed)
- Focusing on and implementing brand identity within posts.



Thank You