



[#EMPOWER Proposal for Burn Boot Camp, Plymouth Meeting](#)

Overview

This proposal outlines the content strategy and tactics for the #EMPOWER campaign for Burn Boot Camp Plymouth Meeting.

This campaign will encourage social media users to post photos of themselves on Instagram of them reaching a new personal record using the hashtag #EMPOWER and tagging the location. Throughout the campaign, Burn Boot Camp Plymouth Meeting will respond to the posts and reshare them on the businesses Instagram account as well.

This campaign is also providing a discounted membership rate for a month to bring new members in. These members will be encouraged through the duration of the campaign to showcase their personal records, even something like attending 5 camps that week.

A 2022 audit of Burn Boot Camp Plymouth Meeting’s social media channels revealed a lack of responses to their audience as well as a lack of effective content. However, they did a good content mix of engaging content. This campaign seeks to build on its social media successes by providing an opportunity to prove to the community that they are fully engaged with their audience; in hopes that this will drive a higher brand awareness and an increase in memberships.

This campaign will focus on increasing user-generated content and engagement between Burn Boot Camp Plymouth Meeting and its audience. It will include a series of posts on Instagram throughout the entire content giving personal “shoutouts” to individuals sharing their personal records and proclaiming details of the discounted rate.

Campaign Goals & Performance Metrics

Goals	Metrics
Increase brand awareness by 15%	Audience growth, brand mentions, hashtag use, and impressions/reach
Increase brand engagement from audience by 15%	Hashtag usage, comments/likes, posts
Generate 38 memberships	Number of memberships sold
#EMPOWER promotion conversion goal 42%	Memberships sold from promotion members
Increase Engagement from Brand - Respond to followers using hashtag	Likes, comments/replies, and reposts or shares

Target Audience

The campaign is intended to engage with all of Burn Boot Camp Plymouth Meeting's followers and beyond. It will focus on empowering its current members and attracting new members. With that being said, the target audience for this campaign will be its current members and prospective new members within the area, specifically women ranging from early adulthood to mid adulthood. Even though that is its primary focus, Burn Boot Camp's mission seeks to ignite a global health transformation in women but also to empower families. So, while the target audience is women, its secondary target is the entire family of those women.

Channel Strategy

This campaign will be disseminated throughout the brand's Instagram and Facebook accounts. Currently, Burn Boot Camp Plymouth Meeting has 1,078 followers on Instagram and 710 followers on Facebook. Followers will be encouraged to post with the hashtag #EMPOWER and participate in the promotion to spread brand awareness.

The brand will make strategic posts across the two platforms following each site's optimal times for posting. The schedule will be as follows:

Instagram

1. 12 p.m. Tuesday and Wednesday
2. 6 p.m. Tuesday and Wednesday

Source: [Sprout Social](#)

Facebook

3. 1 p.m. Tuesday and Thursday
4. 7 p.m. Tuesday and Thursday

Source: [Blog 2 Social](#)

Content Strategy

This campaign, which runs over a 4 week span from August 15 to September 12, will kick off with a post describing the campaign and what membership promotion is available - to empower current and provide new members with a chance to be empowered for 4 weeks at a discounted price. It will also invite followers to contribute and participate in the campaign by following some guidelines. Guidelines include:

- Creating posts/stories on their personal pages describing the personal record they reached
- Tagging Burn Boot Camp Plymouth Meeting
- Use the hashtag #EMPOWER

Each of the posts that are made following these guidelines, will either be shared on the stories of the brand's Instagram or shared as a post on Instagram and Facebook.

All posts will be written in Burn Boot Camp Plymouth Meeting's brand voice, with an upbeat and empowering tone. Emojis and hashtags will be used following already existing brand guidelines which include:

- A sparkle after the caption headline
- A lightning bolt and blue heart at the end of the post
- Hashtag string at the end of posts include: #fitness #burnnation #burnbootcamp

For the campaign, the hashtag #EMPOWER will be used in posts. It will be used either in the caption headline or in the caption itself.

Content Calendar

[*Link*](#)

Timeline

Week 1: posts will be generic about the campaign itself, they will try to build the hype on what is to come

Week 2: some posts will be spotlight posts with individuals hitting personal records, others will continue with the generic campaign posts

Week 3: all posts will solely be spotlight posts

Week 4: posts will be about the individuals who felt so empowered during the promotion period that they became a full member