



AN IDEA AGENCY



THERAFIT

ANNUAL STRATEGY

GOALS

SELL MORE PRODUCT

GAIN VALUABLE INFLUENCER AMBASSADORS

BOOST ORGANIC ENGAGEMENT

APPEAL TO WOMEN 20-35 AS WELL AS OUR CURRENT DEMO



WHAT WE NEED

LANDING PAGES TO SEND TRAFFIC TO

ACCESS TO GOOGLE ANALYTICS

FACEBOOK TRACKING PIXEL INSTALLED



IN THE WORKS

TIPS FOR YOUNGER WOMEN *GIFS*

GOOD REVIEWS *GRAPHICS*

KNEE DOWN VIDEOS OF SHOES *VIDEO*



EACH MONTH

INSTAGRAM STORIES

ESTABLISHING INFLUENCERS

INFLUENCER OUTREACH

OUTBOUND ENGAGEMENT

CONTESTS ON FACEBOOK AND INSTAGRAM

AD SPEND CAMPAIGNS

VIRAL VIDEOS AND CONTENT

PUSH SALES / PROMOTIONS

SPOTLIGHT A PRODUCT



MARCH

THEME: PREVENTATIVE EDUCATION

TARGET: younger women between the ages of 21 - 35.

GOAL: Capture a younger audience on Instagram on Facebook.

GIFs: preventative tips for younger women.

SPECIAL DATES:

National Women's History Month

Thursday, March 8th - International Women's Day

March 20th - First Day of Spring

March 30th - Passover

INSTAGRAM CONTEST: Selfie Contest. Have people post a pic of something that makes them happy. Tag us in the copy and explain why the thing makes them happy. Utilize the hashtag #byefootpain #wintherafit.

SHOE SPOTLIGHT: Coco



APRIL

THEME: SPRING/SUMMER STYLES

GOAL: To entice followers to buy the new sandals and summer styles.

Sandals are a higher price point. To show quality, show detail shots of the stitching, the quality materials, the leather, the comfort of the straps.

SPECIAL DATES:

April 1 Easter Sunday

April 1 - April Fool's Day

April 6th - National Walk to Work Day

April 16th - National Librarian Day

April 25th - Administrative Professionals' Day

INSTAGRAM CONTEST: Give away a pair of sandals

SHOE SPOTLIGHT: Flora



MAY

THEME: WOMEN IN THE WORKSPACE

TARGET: Nurses, doctors, administrative assistants, waitresses, etc

GOAL: To show styles that are supportive, slip-resistant or are a better option for work than heels

SPECIAL DATES:

May 6th - May 12th - National Nurses Week (we can tie in some of the themes from last month.)

May 8th - National Teachers' Day

May 12th - International Nurses Day

May 13th - Mother's Day

May 21st - National Waiters and Waitresses Day

May 28th - Memorial Day

INSTAGRAM CONTEST: a pair of the non slip shoes, Kathy which also come in wide.

SHOE SPOTLIGHT: Kathy / New Non-Slips



JUNE

THEME: TECHNOLOGY

GOAL: To educate our social audience on not only the parts of the shoe, but how they relate to the foot and what foot ailments they can possibly help with.

VIDEO IDEA: Mini series on how far shoe technology has come, dating back to old wooden shoes and ending with Therafit.

CUSTOMER TESTIMONIALS

SPECIAL DATES:

June 8th - Best Friends Day

June 21st - National Selfie Day

June 21st - First Day of Summer

INSTAGRAM CONTEST: Ask followers to post their best selfie, tag us in the caption, write about what they love about themselves. Use hashtag #therafitselfie

SHOE SPOTLIGHT: Claire



JULY

THEME: TRAVEL

TARGET: All ages, mothers, young women enjoying summer trips.

GOAL: To show how Therafit shoe can be your #1 travel companion.

TRAVEL: road trips, (feet hanging out side of window on side of road), flying,

suitcase, on the go, family trips, girls trip, beach trip, BBQing, etc

TRAVEL HACKS: PH, Graphics, VD

SPECIAL DATES:

July 4th - Independence Day

July 30th - International Day of Friendship

INSTAGRAM CONTEST: Ask followers to post their favorite vacation picture

and tag us in the caption telling us why it was the best vacation ever.

Use #therafittravels

SHOE SPOTLIGHT: Samantha - good to slip on and off for travel.



AUGUST

THEME: LIFESTYLE

GOAL: Show how Therafit fits into everyday life.

SPECIAL DATES:

Family Fun Month

August 4th - National Campfire Day

August 5th - Friendship Day

August 5th - Sisters Day

August 9th - Book Lovers Day

August 15th - Relaxation Day

INSTAGRAM CONTEST: Ask followers to post their best selfie, tag us in the caption, write about what they love about themselves. Use hashtag #therafitselfie

SHOE SPOTLIGHT: Grace



SEPTEMBER

THEME: SELF HELP, INSPIRATION, HEALTH & WELLNESS

TARGET: Women with foot issues.

GOAL: We have collected many of our followers' ailments. This month we will focus on addressing those ailments. We can post blog posts, articles, trending news about foot alignments, discuss how our shoes could possibly help, doctor recommendations and influencers in the health field

Ex - "So what do you wear after you had your foot surgery and the boot goes bye bye?"
"How can you plan the day when you can barley take a step without excruciating pain?
We may have a shoe that can help with that."

SPECIAL DATES:

Self Improvement Month

September 3rd - Labor Day

September 11th Remembrance

September 13th - Positive Thinking Day

September 16th - National Women's Friendship Day

September 21st - International Peace Day

September 22nd - Business Women's Day

INSTAGRAM CONTEST: Customized shoe recommendation. Tag two friends on an image. Winner will receive a little informal consultation and we will determine the best shoe for their foot ailments.

SHOE SPOTLIGHT: Erika - Promote that they are APMA Approved.



OCTOBER

THEME: AWARENESS

GOAL: Discuss where foot ailments come from, environmental factors, facts and statistics about how many people suffer from these types of problems. Bring awareness to the importance of foot health and also show Therafit as a community and hub for those who are suffering

SPECIAL DATES:

Breast Cancer Awareness Month

Awareness Month

October 5th - Do Something Nice Day

October 31st - Halloween

INSTAGRAM CONTEST: Tag two friends in a post (the post will be a fact about foot health) to make them more aware of the importance of foot health.

SHOE SPOTLIGHT: Paloma Pink & Floral.



NOVEMBER

THEME: GIVE THE GIFT OF THERAFIT

GOAL: Promote people to buy a pair of Therafit shoes for their friend or family member. Push product hard this month. Direct calls to action.

SPECIAL DATES:

November 3rd - Housewife Day

November 11th - Veterans Day

November 13th - World Kindness Day

November 17th - National Take A Hike Day

November 22nd - Thanksgiving

November 23rd - Black Friday

INSTAGRAM CONTEST: Win one for you and one for a friend! Post a picture of you and a friend/ family member who you would like to win shoes for and let us know why. Use the hashtag #therafitsisters

SHOE SPOTLIGHT: Adrienne or Dakota



DECEMBER

THEME: HOLIDAYS, WARM & COZY

GOAL: Showcase winter styles, get shots in northern areas with snow.

Push product hard this month. Direct calls to action.

SPECIAL DATES:

December 2nd - First Day of Hanukkah

December 21st - First Day of Winter

December 25th - Christmas

December 31st - New Year's Eve

INSTAGRAM CONTEST: Tag a friend who is new to Therafit in our post.

SHOE SPOTLIGHT: Heather or Scarlett



POSSIBLE INFLUENCERS

@homebeautifully

Late 30's (31.6k followers) - Mom

@joannamagik

Joanna Magik - (40's 5,833 followers) - Boxer/Health (follows us)

@drmichellehenry

Michelle Henry Doctor (30.2k followers)

@beautybydrca Doctor

(1 million followers)

@wholesomestartd

RDN LD Nutrition therapist (1,435 followers) - Health & Wellness, pretty good engagement rate. (Following Therafit)

@emmaand3

Author/public speaker (10.3K followers) likes Therafit late 40's

@thelitfitdot

Dancer/Lifestyle Blogger (1,817)

@alexandra_k

Brain Surgeon / Health Field (4,502)

@abeautifullife_ut

mom in her late 20's (7,552) Good engagement.

@socialsavvycg

she's in her 50's and likes Therafit shoes. (8,239 followers)

