

THINK. CREATIVITY

SOCIAL MEDIA
PROPOSAL

 NOVUS CREATIVES

Quick social media audit

Solid profile
Prestigious events
Sound partnerships
Clear messaging

Areas of improvement

No # tag of her own
Inconsistency in using # tags
Need more of your personality
No recent highlights
Highlights do not show us Sam in action
Profile picture presents an opportunity to flex

Brand personality

Body goals
Stylish
#bossbabe #bosslady
Aspirational
Thoughtleader
Big on collaborations
Active
Fitness and wellness enthusiast
Professional
Relatable **

Social Media Content Creation

- Copywriting
- 30 day content calendar (this will include events from your calendar)
- Graphic design
- Local event photography (2 x 1 hour sessions bi-monthly)
- Social media campaigns and paid posts
- Social media competitions & giveaways
- Community engagement
- 24 hour turnaround time on last minute promotional artwork

Resources on account

Graphic Designer
Project Manager
Community Manager
Creative Director



RATIONALE

We came up with a brave & futuristic fitness look and feel, an approach that's aesthetically modern. The style is clean yet playful with a perfect touch of corporate, bringing together the multiple sectors that brand Sam Xulu is active in.

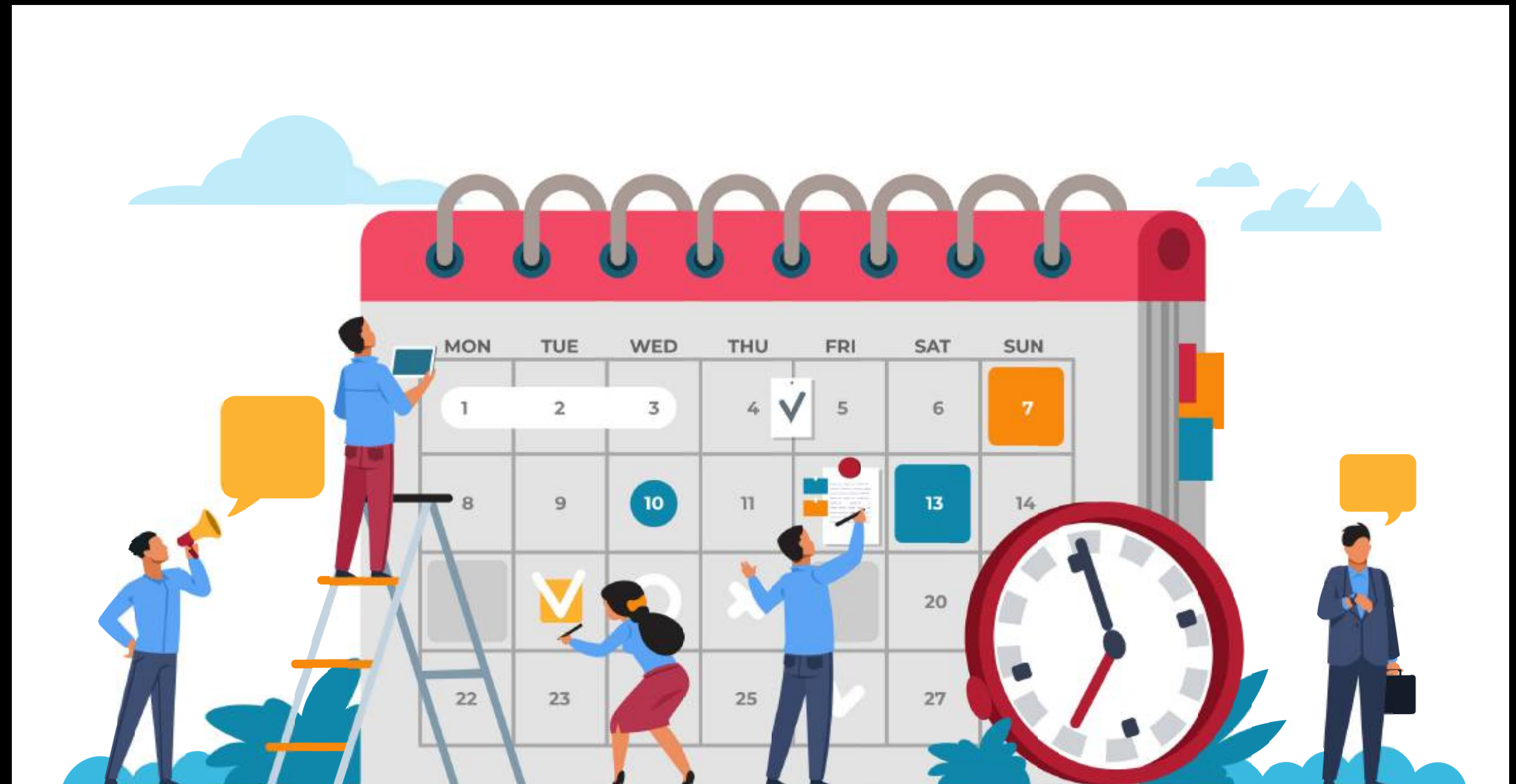


SOCIAL MEDIA / CONTENT CALENDAR

Monday
-Fitness

Wednesday
-Wellness

**Other days will
be flexible.**



SOCIAL MEDIA / CONTENT CALENDAR EXAMPLE

Jan	Feb	Mar	Jul	Aug	Sep
<ul style="list-style-type: none">Cervical Health Awareness MonthNational Birth Defects Prevention MonthNational Glaucoma Awareness Month	<ul style="list-style-type: none">American Heart MonthNational Children's Dental Health MonthAMD/Low Vision Awareness Month	<ul style="list-style-type: none">Bleeding Disorders Awareness MonthNational Endometriosis Awareness MonthNational Kidney Month	<ul style="list-style-type: none">Cord Blood Awareness MonthJuvenile Arthritis Awareness MonthNational Cleft & Craniofacial Awareness & Prevention Month	<ul style="list-style-type: none">Children's Eye Health and Safety MonthNational Breastfeeding MonthNational Immunization Awareness Month	<ul style="list-style-type: none">Childhood Cancer Awareness MonthNational Recovery MonthNational Food Safety Education Month
Apr	May	Jun	Oct	Nov	Dec
<ul style="list-style-type: none">Alcohol Awareness MonthNational Autism Awareness MonthNational Child Abuse Prevention Month	<ul style="list-style-type: none">National Stroke Awareness MonthALS Awareness MonthMental Health Month	<ul style="list-style-type: none">Alzheimer's & Brain Awareness MonthMen's Health MonthNational Safety Month	<ul style="list-style-type: none">National Breast Cancer Awareness MonthNational Bullying Prevention MonthHealth Literacy Month	<ul style="list-style-type: none">American Diabetes MonthCOPD Awareness MonthLung Cancer Awareness Month	<ul style="list-style-type: none">World AIDS DayNational Influenza Vaccination WeekCrohn's and Colitis Awareness Week

POST ONE / ANTI-FLU

CAPTION

One of my favorite anti-flu remedies It's quite a mixture, pretty strong [Insert Emoji] .



POST TWO / PHOENIX WELLNESS

CAPTION

Fetch your body 2020 has never looked better
[Insert Emoji] Join us for a fun and social fitness
Bootcamp.



SALE

PHOENIX WELLNESS

7 MARCH 2020 / THE STATION NEWTOWN, JHB
R250 PP / WWW.WEBTICKETS.CO.ZA

Phoenix
HEALTH & WELLNESS

P H O E N I X S U M M E R B O O T C A M P

POST THREE / COMPETITION TIME

CAPTION

Share your fitness & wellness journey with us and you could win yourself double tickets to the next Phoenix bootcamp plus a diet plan to the value of R2,000 to help get you a step close to your goals.

[Insert Emoji]

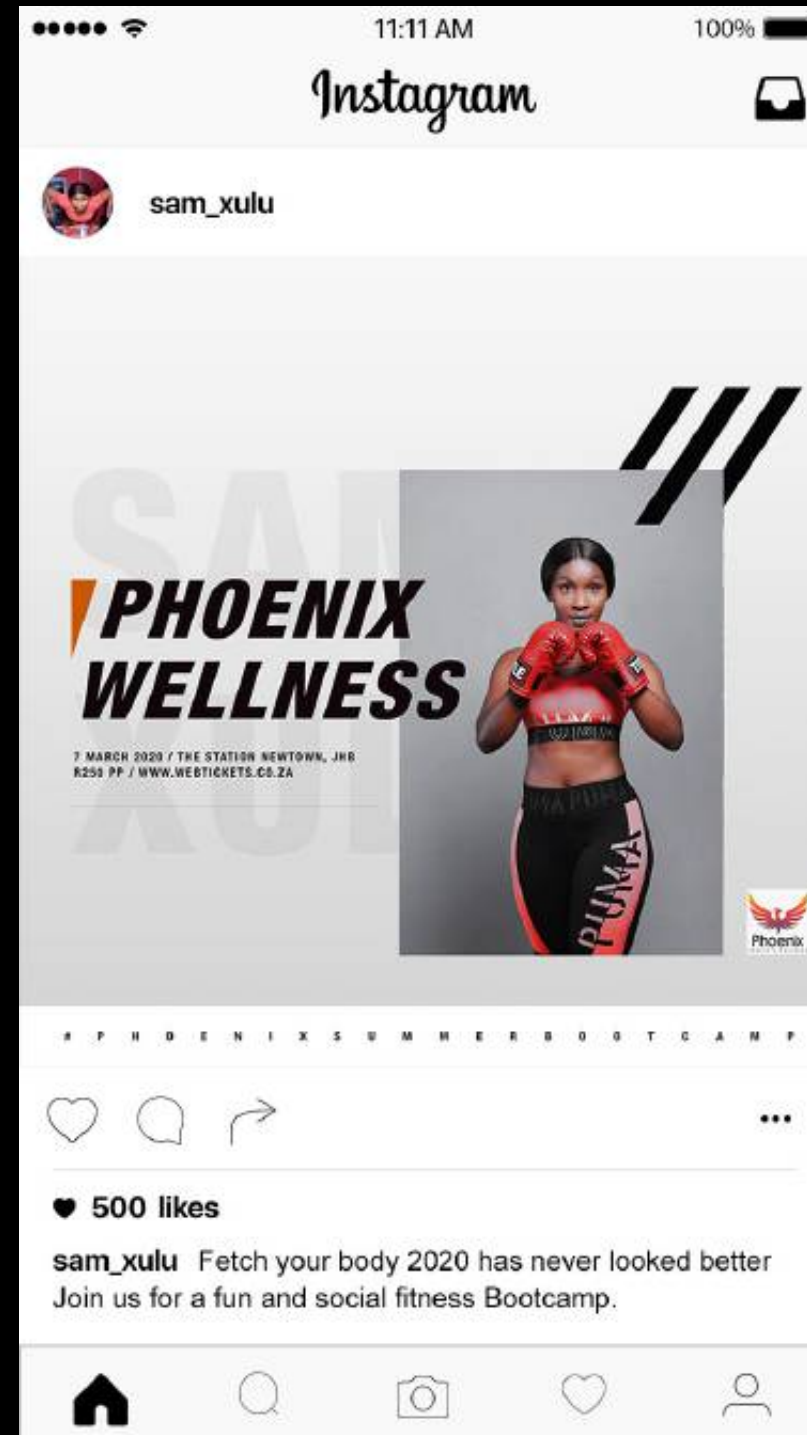


COMPETITION TIME!

SHARE YOUR FITNESS & WELLNESS JOURNEY WITH US AND YOU COULD WIN YOURSELF DOUBLE TICKETS TO THE NEXT PHOENIX BOOTCAMP PLUS A DIET PLAN TO THE VALUE OF R2,000 TO HELP GET YOU A STEP CLOSE TO YOUR GOALS.



Phoenix
HEALTH & WELLNESS



OUTDOOR PRINT

PERSONAL TRAINER

ENTREPRENEUR / QUALIFIED PERSONAL TRAINER /
QUALIFIED GROUP TRAINER / QUALIFIED FACILITATOR
HEALTH/FITNESS/GOLF / EVENTS PLANNER /
MASTER OF CEREMONIES



WEBSITE LOOK & FEEL

PERSONAL TRAINER

ENTREPRENEUR / QUALIFIED PERSONAL TRAINER / QUALIFIED GROUP TRAINER / QUALIFIED FACILITATOR HEALTH/FITNESS/GOLF / EVENTS PLANNER / MASTER OF CEREMONIES



KNOW ME!

Sam Xulu is a young female from Durban KwaZulu Natal. She is the Director of Phoenix Health and Wellness and an Independent Personal Trainer at Virgin Active.

[BOOK ME](#)



I AM A BEAST!

QUALIFIED

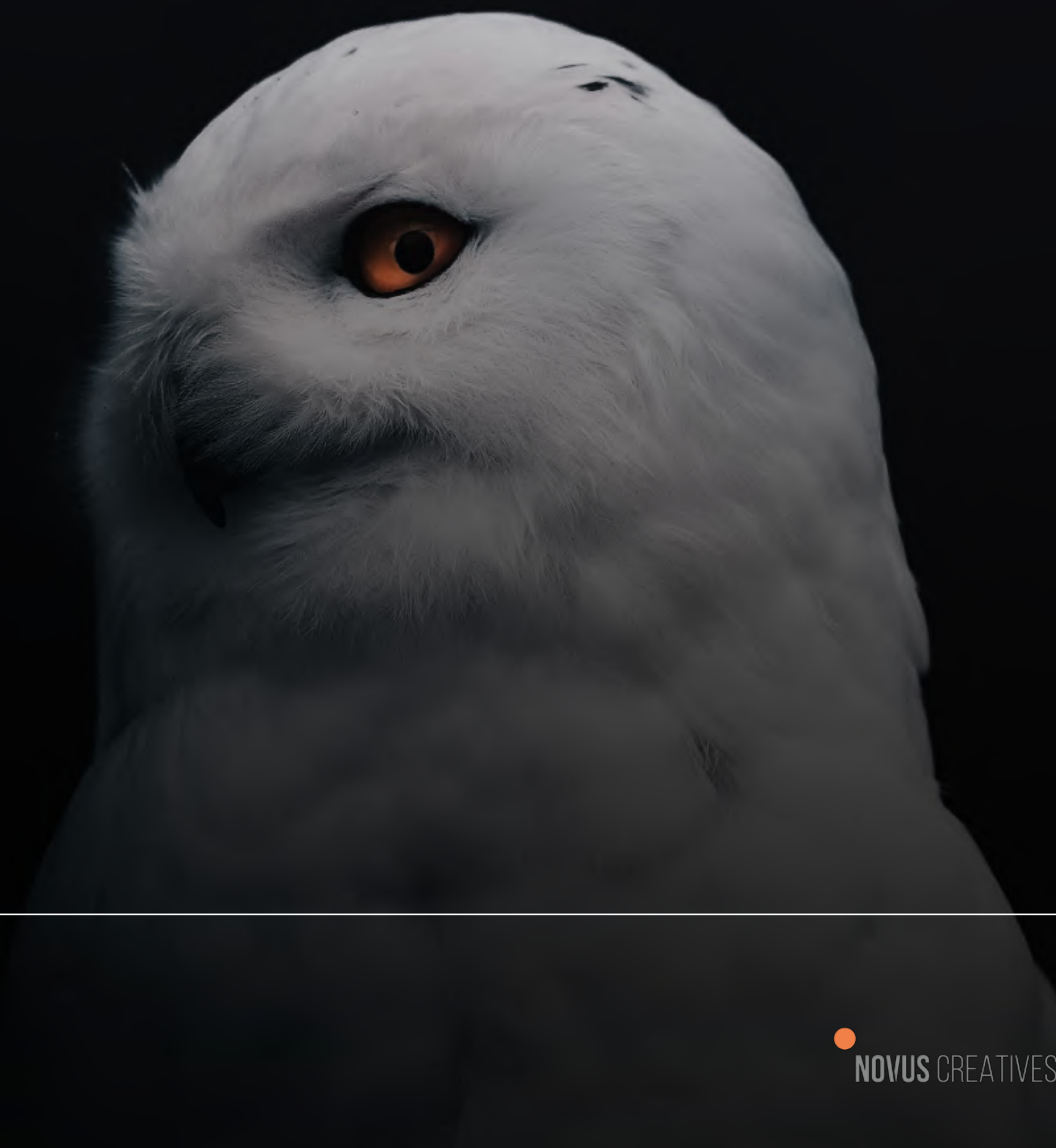
GROUP TRAINER!

I am currently a Health And Wellness contributor for Gagasi FM, this radio station is the favourite of nearly 2 000 000 listeners across KZN and consistently feature as one of the top 10 radio stations in the country.

[READ MORE](#)



**THANK
YOUUUU!**



THE END!

 **NOVUS** CREATIVES