

Organic Social Media Campaign Strategy

<u>PROBLEM UNWARE</u>	<u>PROBLEM AWARE</u>	<u>SOLUTION AWARE</u>	<u>PRODUCT AWARE</u>
Why you don't continue to grow beyond your current success	You keep wondering "What's the point?"	Help others by becoming the person you needed when you were coming up. How become the best version of yourself	Embody the qualities you need to become the best version of yourself who inspires and helps others with [Brand Name]

Phase 1: Build Curiosity

Unaware Stage - Hook with a Question of Purpose

- **Messaging:** Speak to the feeling of achieving physical success but questioning the deeper purpose behind it. *"Why am I still doing this?"*

Problem-Aware Stage - Identify the Deeper Desire for Identity and Meaning

- **Messaging:** Emphasize that fitness is about embodying an identity that inspires and serves others.
-

Phase 2

Solution-Aware Stage - Become the Role Model They Needed

- **Messaging:** The solution lies in becoming the role model they once needed by striving for their best self.
-

Phase 3

Product-Aware Stage - [Brand Name] as the Catalyst for Transformation

- **Messaging:** Position [Brand Name] as more than apparel — a catalyst to embody resilience, focus, and strength.
-

Phase 4 (Sales)

Most Aware Stage - Embrace Their Best Self with [Brand Name]

- **Messaging:** “It’s time to claim the identity you’ve been building with [Brand Name] and lead by example.”

Act as an expert content creator targeting the audience I've described to you over the past conversation for the audience of successful high level fitness individuals. Generate social media reels around the topics of [list topics] that will [desired outcome: e.g., engage, educate, convert, build trust, etc.]. Include actionable insights, examples, and a clear call-to-action tailored to this market. Keep the tone [describe tone: motivational, humorous, authoritative, etc.] to match the preferences of this audience."