

ABL & Next Level HealthCare Social Media Strategy

Objective: Build social media presence for CEO Stuart Thompson and two of his several businesses, [Next Level Healthcare LLC](#) and [A Business Life Financial Services LLC](#), through the management of social media platforms. The goal is to increase engagements to bring in more customer sales through conversion strategies.

Project Goals

1. Deliberate planning, strategy, and goal setting
2. Development of brand identity, awareness, and online reputation
3. Content management (including email blast)
4. Scheduled Post
5. Weekly Data and Analytics Report
6. Cultivation of leads and sales
7. Reputation management
8. Social outreach and information as it relates to the Healthcare and Finance business/industry

Specifications

We look forward to having daily postings on both business accounts with informational posts included. We will provide specific information regarding services and business details for a response when receiving inquiries or particular questions. Mr. Thompson is a young serial entrepreneur and Healthcare professional who would like to display his brand as an educator and financial advisor. We look forward to quotes, authentic commentary, and interactive posts.

Social Media & Content Strategy for [Next Level Healthcare](#) & [A Business Life Financial LLC](#)

- 1. Increase brand awareness**
- 2. Generate leads and sales**
- 3. Grow brand's audience**
- 4. Boost engagement**
- 5. Drive traffic to site**

Increasing Brand Awareness

Create content that emphasizes Mr. Thompson's personality and passion as a healthcare

provider, educator, and Entrepreneurial Expert. Focus on a balance of narrative and educational posts—"Meet Our CEO", CEO to CNA success stories (Mr. Thompson's and graduates from the NLH program, etc and testimonials from clients utilizing ABL's credit repair services, etc) and informative-yet-attention grabbing posts- carousels (or as I like to call them "Swipe Left" posts) that provide insight into the healthcare and financial services industry (current trends, issues, etc) as well as steps to making the transition from healthcare professional to healthcare provider and steps to applying for a consumer or business loan, short-form videos (Next Level Healthcare info video is a great example), Behind-The-Scenes posts shared via stories or reels, such as "A Day in the Life of..." or "A Look into our CNA to CEO course" to draw interest from potential students and clients, and Live Q&A sessions to answer high-level questions about NLH program and ABL's services. Monitor brand's online reputation by responding to inquiries on posts, DMs, and removing spam or harmful comments.

Generate Sales and Leads

Encourage followers to subscribe to email newsletter to receive updates and to be notified about exclusive offers or deals regarding courses and services (if offered). Send email blasts to a small, genuinely interested audience to avoid unintentional spamming and bouncing emails. According to [Moosend](#), the best time to send eblasts to our target audience is between **9 a.m. -11 a.m.** EST, so we should **avoid** sending eblasts between **6 p.m. -5 a.m.** Additionally, The best day to send eblasts is Thursday. Eblasts will be sent through email marketing software suitable to the business.

Grow Brand's Audience

Post content on a consistent and daily basis. Currently, we are following the 3x3 model where content will be posted 3 times a day for 3 days a week. Instagram Insights will inform us about optimal posting times and days based on our audience once the pages reach **100 followers**. In the meantime, we can experiment with the following schedule based on Content Cal's [suggestions](#), which are the following:

Best days to post: Monday-Friday between the hours of 11 a.m.-2 p.m.

Mondays, Tuesday, and Fridays have the best engagement at 11 a.m.

Tuesdays solely have the best engagement around 2 p.m.

We should avoid posting on **Sundays** as most people are either 1) spending time at their place of worship, 2) spending time with family, or 3) experiencing the Sunday Scaries as they prepare for the week ahead. We should also *avoid* posting after **6 p.m.** during the weekday as most people are unwinding after possibly demanding workdays and are seeking to escape by indulging in binge-watching their favorite shows.

Utilize hashtags that are relevant to healthcare and finance industry, niche-specific, and geo-specific (#atlantabusiness for example). Follow hashtags to monitor how NHL & ABL are showing up across the platform and to engage with similar accounts by liking, commenting, or sharing content to attract mutual follows, and peak interest from their audience, which can lead to their audience following us. Interact on the daily basis—even on non-posting days.

Schedule content for autopost through automation software (Later.com) to stay consistent to schedule. Sundays are content planning days for the week ahead!

Boost Engagement

Create content that will inspire our audience to engage with posts. Ask our audience questions that pertain to their wants or needs, such as “What could you do with a higher credit score?”, “What’s stopping you from making a career switch from healthcare professional to CEO?” Questions like this can help our audience uncover their motivations for improving their situation, and to take the steps to enhance their quality of life. We can also experiment with User-Generated Content, such as stories from students that are posting to their stories during class or attending future events (like book release party, etc.)

Drive Traffic to Website

Create promotional campaigns for CNA to CEO courses, Financial Services (Build your Business), and upcoming E-book (once book is ready and published) to generate traffic to website.

**Strategy is a living document that is subject to change based upon business needs and goals.*

