

Social Media Marketing



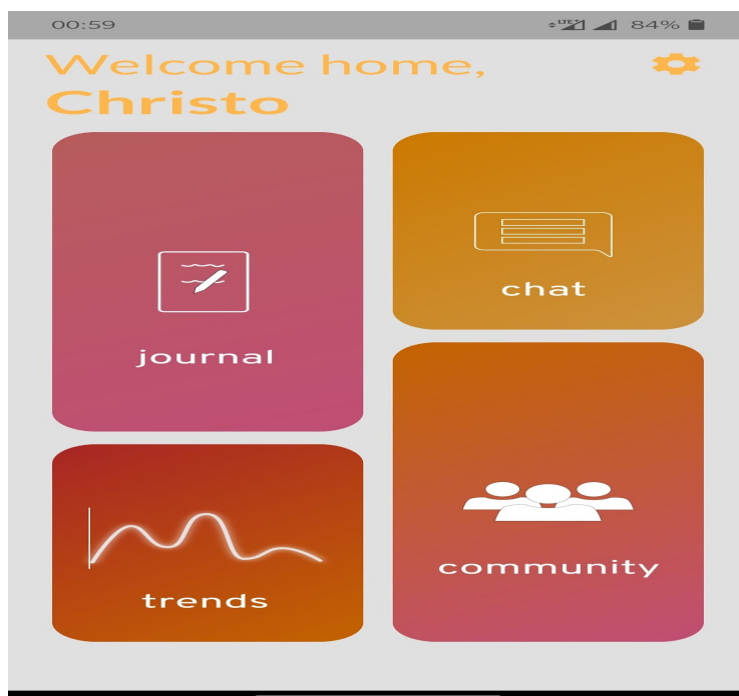
122049 - Christo Ekimov
Social Media Marketing
Ethan Talreja - CEO
Hespr Inc.
August 14, 20

Abstract:

Hespr is a mental health startup that believes that mental health is both a personal journey as well as a community one. Hespr is building an application that incorporates this idea using a guided journal, which facilitates the personal journey and a social platform to foster the community journey. It has a strong back-end which uses a variety of algorithms to calculate the emotions of the user. It combines all this with a sleek and functional UI. They focus on creating positive change in the world along with reimagining the way mental health is perceived and treated. As a marketing intern I would help promote the app on social media and create a marketing strategy to accomplish this. This strategy would include content creation, research, competitor analysis, and customer outreach. Throughout this process, multiple revisions to content would be made, and the company leadership would be debriefed to future plans. I submitted work to the CMO of the company, Ayaan Dhir, and for larger projects would talk to the CEO, Ethan Talreja, directly. I worked alongside 3 other interns: Eunice Kim, Edward Zhang, and Kaylee Zhou. Throughout this internship, my professional skills developed greatly. I gained graphic design, networking, and communication skills.

Business Report:

Commencing my internship, I familiarized myself with the Hespr app. I would spend thirty minutes daily using it and exploring its functionality. This intimate knowledge allowed me to understand the pain point we were trying to solve and create an effective pitch. The app primarily provided value by allowing users to connect with a community on the community platform. It also focused on self-driven growth, providing a guided journal for users to write their thoughts to a prompted question. It accomplishes this by using an image crawler and a keyword extraction algorithm for sentiment analysis. The homepage of the application is pictured below.



Once I understood the purpose of the Hespr app and the niche we were filling I began to do general marketing research. This was my first experience within the professional marketing world, so I focused on teaching myself as much as possible. I quickly learned of various models, such as B2B and B2C. We focused on a B2B model, since our business strategy would focus on selling our app in bulk quantities to other companies. I also taught myself various marketing strategies, such as word of mouth, paid advertising, and cause marketing. I would apply these skills and strategies many times in conversations and content ideation with the Hespr team.

After I completed enough research that I felt competent enough to be a productive and knowledgeable member of the marketing team, I began to do competitive analysis. I primarily focused on Hespr's direct competitor: Sanvello. I wrote a five page informational report that detailed Sanvello's strengths, weaknesses, marketing, app experience, and a competitive plan to utilize moving forward.

Hespr's Competitive Plan

Sanvello acts as a direct competitor to Hespr. Since both companies share a similar audience, Hespr must create an effective business strategy. Sanvello's marketing strategy instantly draws in attention with a free premium membership. Hespr can address this by offering customers a referral program. For example, if you referred someone to join the service, both you and the referee would receive a discount. This would increase the userbase of Hespr, and company awareness would grow. Another important element of marketing is drawing customers away from Sanvello towards Hespr. This can be achieved by offering competitive pricing that Sanvello does not. At the moment, Sanvello's therapy and coaching are the most expensive part of its offerings. If Hespr were to offer cheaper coaching and therapy, it would attract customers away from Sanvello. By providing their app and services everywhere, Hespr would also increase their customer acquisition. Since Sanvello does not serve all states, this gives the chance to build a community where Sanvello has none. Hespr must also maintain a strong social media

presence. As a startup, prospective users will have many questions, and quick response time is essential. By using these multimedia platforms, Hespr will gain trust and a brand reputation and identity. This marketing is crucial to retaining users, as it enables quick feedback and an outlet for customers to request new features. By having an impactful and well thought out plan, Hespr can pivot as needed and succeed as a company.

Sanvello's Marketing

Sanvello's website is easy to navigate. It features a dark theme as well as a simple user interface. All the information it presents is easy to comprehend and broken down into small paragraphs. It features calming images and contrast in places, keeping the attention of the visitor. The website also seems to be marketed towards distressed visitors. By showing the quick results and stories of people who Sanvello has helped, it insinuates that the same can happen to the guest. If everyone else can change their life for the better with this app, it must surely be worth the time and money to sign up for the service. This persuades on-the-fence customers to make an impulse decision. Sanvello has a strong social media presence as well. It features popular outlets such as Facebook, Twitter, and Instagram. On these platforms, short inspirational messages are posted. These messages have a soothing background, driving home the message that Sanvello is a gentle company and can help with mental health. The marketing strategy is effective in gaining users and is uncomplicated.

Now that I had a solid understanding of both our app and the competitors we faced, I began to create a social media plan for us to execute. After discussing with leadership, we planned to launch a paid advertising campaign. Due to the uncertain nature of a tech startup, we quickly realized that we had insufficient funds. I was tasked with doing kickstarter research and understanding as to whether or not it was worth it to create a campaign. After completing a total of 10 pages filled with research, templates, and applicable ideas, I met up with leadership, prepared to give my say. Following a long discussion, we ultimately decided not to go through with it, and abandoned the idea of a paid marketing campaign. Instead, we focused on creating a much more organic social media campaign, with word of mouth being one of our main influencers. We accomplished this in many ways, primarily by reaching out to micro influencers on social media.

Primarily on Instagram, we would direct message micro influencers that had shown interest in mental health. We found them by searching up various hashtags associated with mental health and would DM them asking if they would be willing to talk with us. If so, we would message them a list of pre-created questions and ask to have an interview with them. During this interview, I would be present and ask them how they felt about this app and anything they would change about it. This allowed us to create strong bonds with our users and increased our reputation as a trustable brand.

Since we were mainly posting on Instagram, it was important to have displayable content for viewers to see. Due to this, I was tasked with creating content to post. It was to follow the color scheme the company had chosen, be visually appealing, and informative. I worked to meet this criteria, and after revising several drafts with my other intern colleagues, began to produce

content that would be posted. One of my fellow interns, Kaylee, would write captions for the post.



Although we were getting results by using this organic Instagram approach, it was not quick. We gained roughly 100 followers after two months of posts and outreach. As such, we thought to pivot our campaign to another platform. I was tasked with researching facebook and helping to provide an informed decision to company leadership. I completed this research and sent out an email to marketing and Ethan. Later we had a discussion and decided that Facebook would indeed be a valuable resource for us to use. We created one and began to maintain and use it. In practice ,however, it did not succeed as we hoped for it too. We had an initial burst of viewers due to us pinging our friends to like the page, yet we had no random viewers. Since Facebook has many users it is a lot harder to grow organically as we had originally wished. Due to this the Facebook initiative was put off to hold, and our efforts were redirected back to Instagram.

Facebook as a social network has a huge userbase. With over 2.6 billion monthly active users, it has nearly limitless advertising potential. While it is unlikely that we will take advantage of all those people, we can certainly appeal to some.

Our Facebook campaign should be different from Instagram's. Both platforms appeal to different types of people, so our content should be adjusted accordingly. Facebook focuses more on the older generation. The content produced and posted here is more informative and shows statistics. Instagram is more relaxed and features inspiring pictures or short bursts of words. This makes its posts flashier and does not achieve the same "formality" as seen on Facebook.

Our posts on Facebook should be created new from Instagram. Here is some interesting data we can use: <https://www.nami.org/mhstats>. These posts should explain the mental health problems plaguing the world, and how Hespr is a solution to them. We would create this original content and it would be posted daily sometime from 1-3 pm.

In general, we should be focused more on "scientific" marketing rather than "artistic". Our Facebook campaign should be data-driven and we should always cite our sources. Since we are appealing to people who are more cynical, we should be able to have reliable ones as well.

Although posts are an important part of the campaign, it is not everything. Facebook features a popular messaging app called "Messenger". This enables instant communication and viewers of our page may message us with questions. We should aim to answer these questions ASAP as not to dissuade potential buyers. An experienced member of the team should answer these initially, as they are the most knowledgeable about the product. Later, this can be delegated to an intern, however.

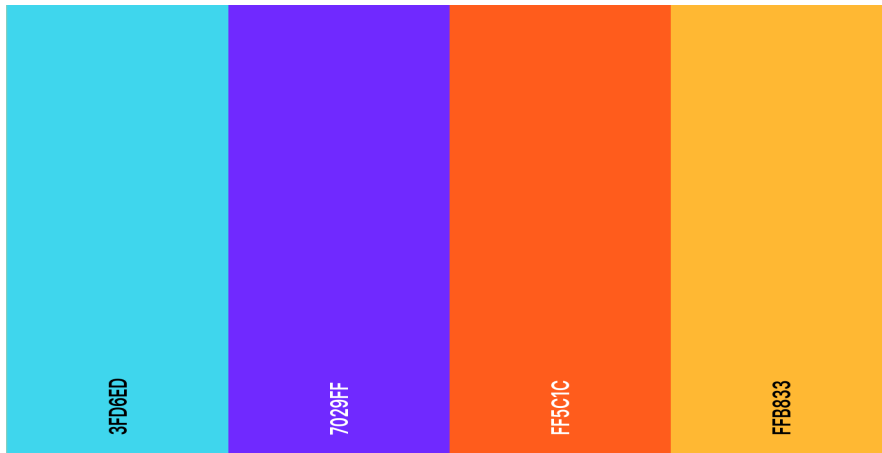
Facebook also features a live video streaming option. We can use this to host fun events such as "Meet the team" or "Hespr AMA". These would increase our company involvement and build our trust and company reputation.

There should one person dedicated to managing the page at all times as well. They would be in charge of general upkeep and possibly messenger questions. They would give the team a weekly update on possible pivots we should make, and how to change the page as needed.

Facebook is a powerful tool, and by implementing the correct methods, we can have great success with it. Although we shouldn't use it as the "hard-sell" it certainly increases viewership and gives us traction.

It began to dawn on me that our current marketing approach was not working. Although there was nothing wrong with the content and strategy we had in place, it simply was not attracting the attention that we needed. Earlier, our main focus was to attract users to our beta program. Although we accomplished that goal, we did not have another to switch to. As such, our content became repetitive and its only purpose was to show that we were still active. Due to this, I floated the idea of rebranding Hespr. Since we were still a start-up in the early stages of growth, it would be very realistically possible to accomplish. We would completely overhaul our company colors, and content. After much back and forth with the entire Hespr team, we decided that this would be a good step forward and would go through with it.

Since we had made the decision to rebrand, we had to completely change our strategy and vision for marketing. This new approach would aim to comfort the viewer and make them feel at ease whenever they visited our Instagram page. The main problem we recognized was our colors. Since they stayed consistent throughout the page, it was vital that they were pleasing. We thought of different color combinations and kept the original orange red and blue, but also added a new cyan to help make the palette pop. We wanted the colors to be visually stimulating, so that it would be one of the first things you would see on your feed. The colors themselves also convey a sense of passion and excitement to people who saw it on their feed.



Once we had a new color palette, we shifted our focus on how we would apply it to our content. During this time period, the entire marketing team worked together on ideating new ideas and creating new posts. I came up with a minimalistic design filled with shapes that had our colors, and the team came to the consensus that that would be our new style. It accomplished what we had in mind: it was visually appealing, and conveyed an emotion of calm to the user. It also enabled us to have more creative freedom in content, as it was not as labor intensive as previous styles. The first design we applied this style was an interview template for our interview series. It would be used whenever we successfully reached out to someone on Instagram and they agreed to an interview and us posting them on our social media. It prominently displayed the featured guest of the interview along with the title that they would be sharing their mental health story.



Once we had established the palette and style of content we began to specialize in tasks. While my graphic design was usable, I seemed to excel at bigger picture things. I had only been







using Canva for my creation, while both Eunice and Edward were teaching themselves Adobe. Since Adobe is vastly more powerful than Canva, I stopped creating graphic designs and focused on more writing and logistical work. I would do research on the mental health industry daily, and would update members of the team of anything they should be aware of. I also created a content calendar. This would keep Edward and Eunice organized for the tasks they had to complete, and helped increase efficiency. This is due to the fact that they only had to create content that was pre-thought out, using the mechanical skills they had learned from studying Adobe. This also enabled marketing to become more streamlined and better organized. We utilized a color coding system, which, at a glance, could tell you the state of various projects. We also had an emotion

we wanted the viewer to see whenever they saw our post.

CATEGORY EXPLANATIONS

CATEGORY	Motivational Mondays	Infographics /Statistics	Tips	Mental health stories	News	Calming Animations	Hespr Vision
EXPLANATION	Make post geared towards different groups of people or mental health quotes	Statistics found by Ayaan (done the most research) on various mental health topics we want to showcase for the week.	Advice/info rmation about how to have both mentally and physically healthier lifestyle Ex: "4 ways"	Micro Influencer Interviews or create new campaign	Create graphic design post for awareness about current mental health events	Nature background and sounds, similar to calm	Feature leadership and have them write a blurb about what inspired them to start Hespr

COLOR KEY

	Finished
	In progress
	Yet to start
	Eddie
	Eunice
	Urgent

CATEGORY	Inspiration	Awareness	Serenity	Inspiration	Awareness	Serenity	Inspiration
TYPE	Motivational Mondays	Infographics /Statistics	Tips	Mental health stories	News	Animations	Hespr Vision
BREAK DOWN	Create Graphic to showcase quote	Create Graphic to showcase statistic	Create Graphic using "4 ways" template and the 4 theme colors	Substitute name and picture into interview template	Create animation showing the change in number	Create animation prompting viewers to breathe	Create Graphic design template for Hespr vision statements
CONTENT + CAPTION	"You don't have struggle in silence" Caption	"Over the last 20 years, the suicide rate in the United States has sharply increased by nearly 25%" Source: CDC Caption	"4 ways to improve your mental health" Caption	Karyn's Interview Say hi to Karyn Inder, an inspiration model, and speaker! Here is her mental health story: Caption @karyninderr	1-800-273-8255 → 988 Caption	Breathe in, breathe out Caption	Ethan's Blurb (CEO) Caption

The two main questions I focused on during this internship were:

- 1). How to communicate in an active workspace?
- 2). How to create an effective social media campaign?

For the first question, the most important thing to me is speaking your own opinion. Throughout my internship, many of my teammates disagreed with me, and many agreed. This provided the entire team with a different perspective, and was beneficial to everyone. I also realized that for people to take you seriously, you must know what you are talking about. It is important to have an informed opinion so that you can effectively communicate with someone else. I also learned the importance of a good email etiquette, and how to be precise in speech. I also gained various communication skills that enabled me to network better and present myself in a professional manner.

For the second question, the ability to change is vital. We pivoted and changed our strategy countless times, and I realized that adaptability is crucial to running a successful campaign. Since our modern society is constantly changing, I had to always keep up with existing trends and hashtags to see if we could implement them. I also realized how much thought goes into a seemingly effortless post. Simple things such as colors or shapes have to be scrutinized for hours to ensure their desired results are achieved. This ties with my first question in that I collaborated often with my fellow interns and CMO. We would always give each other feedback on strategies and content, which allowed us to stay productive and on task.

I learned quite a lot about marketing and different ways to implement it. Coming from someone who had never done something like this before, I am proud to see my growth. I learned various graphic design software and became skilled enough to use it. I expanded my networking and communication skills, allowing me to become more skilled in presenting myself and ideas. I also learned how to look at a competitor or advertisement critically and analyze the thought behind it. I learned how to work as a team with different interns and leadership, allowing me to collaborate with them on large projects. I worked hard to meet deadlines and greatly improved my work ethic and time management as well. I have worked hard throughout this summer cohort, and am thankful for this opportunity.

If I would have to give any advice to my mentor, it would be to specialize in our roles earlier. At the beginning of the internship, we were all learning the same techniques and software. Although this allowed us to work better together and complete a single project faster, it was not the most efficient way to manage multiple things at once. Once we specialized and worked on what we were good at, our productivity only increased, and we were doing what we were best at. This still enabled us to collaborate, but our horizons were expanded. By becoming specialized sooner, our work output combined would be much higher than what it was at the start of the internship.

Reference list:

authors, All, et al. "Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type." *Taylor & Francis*,
www.tandfonline.com/doi/full/10.1080/00913367.2017.1405754?scroll=top.

This article helped me understand how to engage with users on social media. It also helped me realize the different strategies to utilize on different social media platforms. One of the main things was what type of experience the user associates with the social media platform.

E. Aguirre, D. Mahr, et al. "The Future of Social Media in Marketing." *Journal of the Academy of Marketing Science*, Springer US, 12 Oct. 2019,
link.springer.com/article/10.1007/s11747-019-00695-1.

This article showed the future of social media in a marketing space. It helped me plan for the future and create a marketing plan that would be future proof. It showcased how to make posts relevant for a long time after they are posted.

Jacobson, Jenna, et al. "Social Media Marketing: Who Is Watching the Watchers?" *Journal of Retailing and Consumer Services*, Pergamon, 20 Mar. 2019,
www.sciencedirect.com/science/article/pii/S0969698918307744.

This article shows how to build an effective relationship with social media. It showcases value and building trust online. I applied this in many ways such as interviews and questions.

Appendix:

IMSA INTERNSHIP | ATTENDANCE FORM

Students must have no less than 160 verified hours by the end of the academic year for credit.

ADMINISTRATION

Student Name:	Christo Ekimov	Student No:	122049
Organization:	Hespr Inc.	Mentor:	Ethan Talreja

ATTENDANCE LOG

Date	Time Arrival	Mentor Signature	Time Departure	Mentor Signature	Hours On-Site
6/15/2020	9:00	ET	5:00	ET	8
6/16/2020	8:59	ET	5:00	ET	7:59
6/17/2020	9:00	ET	4:59	ET	7:59
6/18/2020	9:00	ET	5:00	ET	8
6/19/2020	8:57	ET	5:00	ET	7:57
6/20/2020	8:58	ET	4:58	ET	7:56
6/22/2020	8:59	ET	5:00	ET	7:59
6/23/2020	8:58	ET	4:59	ET	7:57
6/24/2020	9:00	ET	4:57	ET	7:57
6/25/2020	9:00	ET	5:00	ET	8
6/26/2020	9:02	ET	4:59	ET	7:57
6/27/2020	8:57	ET	5:00	ET	7:57
6/29/2020	9:01	ET	4:59	ET	7:58
6/30/2020	8:59	ET	4:59	ET	7:58
7/1/2020	9:01	ET	5:00	ET	8:01
7/2/2020	9:00	ET	4:56	ET	7:56

7/3/2020	9:02	ET	4:57	ET	7:55
7/6/2020	9:00	ET	4:59	ET	7:59
7/7/2020	9:03	ET	5:00	ET	8:03
7/8/2020	9:00	ET	5:00	ET	8
7/9/2020	9:02	ET	4:58	ET	7:56
7/10/2020	8:58	ET	5:00	ET	7:58

At the completion of your Internship, you are required to submit this form to the
IN2 Internship Team or Google Classroom

Date submitted: 8/150/2020
Print Student Name: Christo Ekimov
Student Signature: Christo Ekimov