

Planned Wellbeing Centre

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Slide one: Intro

- Introduce yourself
- Introduction on what we will be talking about which is how we can improve the marketing of the Planed Wellbeing Centre.

Slide two: Marketing Objectives

- Target Audience: Who are we trying to market to?
 - o We are trying to market residents of Carmarthenshire seeking support relating to mental health, dementia, carer support, general wellbeing, and more. As well as companies that may need the meeting rooms, and potential people that can be service providers or partner organizations.
 - o Therefore, The center already has a general idea of the way to market in a calm and relaxed manner, however we still want to market in an interesting and way that will get people interested and clicking away.
- Brand tone: How do they want to be preserved?
 - o Warm, calm, and empowering, especially when working in a place that offers support and services for those who need it. It's important to have this soft tone in the business.
 - o It's important to point this out because the Welbeing center needs a key tone throughout their websites, and social media that allows them to have the same tone throughout their posts to stay consistent. You want to stay consistent in order to build trust just like Forbes says in an article “Consistent branding also conveys professionalism and increases the likelihood of consumers trusting a brand” therefore when you start focusing on your social media and push the constant atmosphere and community around the brand customers are able to see what they are getting into (Wong 2024).
- Core messaging: What are they trying to communicate?
 - o This is just like a brand tone. However, it's what exactly the central message of the company is. This is like a Tagline or brand promise that the businesses want to convey.
 - “Brining services together to make living well easy, accessible, and community centered”.
 - “Your welcoming space for free health, wellbeing, and community support-all under one roof”.
 - o This is one of the first things that will stick out to people on the website, and the message that the center will display throughout their pop ups at events and posts.
- Increasing number

- Specifically on social media, because it starts with social media
 - With constant posts, and communication, we could build the 91 followers on Instagram up to 1,000 and more just by getting the word out into the community. Same with Facebook.
 - Social media is as simple as handing out flyers with the QR code to the business's social media account.

Slide three: Timeline

- Week one and two: Planning and Setup
 - This gives us a chance to define our goals for the business.
 - This is where we see what we need to change and give an audit to the overall current marketing plan.
- Week 2 and 3: Media content
 - The first thing we want to do is get staff out there and get content of the different activities and services that the center provides.
 - This is to get content for the website and social media to get a good start of posting and updating.
 - This gives us a chance to get staff headshots and them in action during their job.
- Week 3-4: Update website
 - The website is the framework of the whole marketing plan, this creates a base for the content, tone, and overall view of the business.
 - Refresh the homepage, make things easier to navigate.
 - Upload the new pictures, create staff highlight, and show each activity and service available with pictures.
- Month 2: Social media
 - Since we have the updated website, we can focus more on the social media aspect of the business.
 - Starting after the website allows us to get a view of the overall marketing tone and aesthetic.
- Month 2: Get staff involved
 - We will show them how to get people involved in the marketing of the businesses, getting pictures for the website and social media, encourage current members to follow the social media accounts.
 - Show how they can share posts themselves.
 - Ask clients for reviews.
- Month 3: Community engagement
 - Attend local events, markets, health fairs, and school events
 - This gets the center involved and face to face with future users of the center.
 - This gets people clicking on the website and social media

- Month 4: review day
 - o As you get more engagement you want to reintroduce the center
 - Have staff highlights
 - Activity days
 - Session highlights
 - o Publish staff and client stories
 - o Adjust plan for the next few months
 - Establishing what need to be more do

Slide Four: Update and remake of website

Make sure you have a clear navigation menu

- This is the first thing that people will see when they click on the website besides the title and logo. So, its needs to be a clear menu with options of where they can go.
 - o Right now, its Home, projects, and Carmarthenshire living well center.
 - o Therefore, we should switch it to Home, projects, contact, and support.
- Make sure you have clear links for activities, opportunities and services.
 - o Pictures linked with each
 - o “Fine motor skills tend to diminish with age, making it challenging for older adults to perform precise actions like clicking small buttons or typing accurately on a touchscreen device” so its important that we implement easy to acess buttons and clicks for the website (How Often Should a Business Post on Social Media in 2024? - MAD Digital Agency, 2024).
- Easy contact or booking options
 - o Connected to the page of the specific event or activity
- Sections for stories and testimonials
 - o Linked right on the front page for people to watch right there
 - o More about the video on later slides

TALK PICTURE ON SLIDE

- Talk about the huge essay right as you get on the website that should be substituted for the core message of the company.
- There could also be a link connected after the message to a page directed to the wellbeing center's mission page.

Slide Five: Example of what website can look like

- This slide shows an example of how cleaned up we can get the website
- With a colored background making the website more attractive

- Photos connected to each opportunity such as
 - o Training support
 - o Meeting rooms for hire
 - o And community resources
- All of this is after the core message that summarizes the overall mission of the center
- “Photographs evoke emotions from an audience and often trigger a buying decision. Great visuals will drive great responses, so always choose your photographs with your audience in mind.” (Vergara 2019).

Slide Six: Redesign the Instagram and Facebook:

(based off new website content)

- Simplify bio
 - o Facebook and Instagram should have the same profile and bio so it's consistent throughout the accounts.
- Add professional/real time photos of
 - o Events
 - o Classes
 - o Workshops
 - o These photos can be taken throughout the year getting as many photos as possible so you can post them throughout the month without having to take pictures every day.
- Stick to theme
 - o Use logo colors on post for events and opportunities.
 - o Use the same language throughout the bios and descriptions that match the website.
- Post consistently
 - o It's important to keep people updated on the events, activities, and changes to businesses.
 - o “Posting frequently on Instagram increases your chances of showing up in the Explore feed, being featured on another account, or appearing in the top search results for keywords you commonly use. Posting regularly is also a great way to test out what resonates with your audience” (Mad 2024).

Slide Seven: Example of what the Instagram can look like

- On this slide, we have pictures of the current Instagram that are very informational.
- However, it doesn't have many pictures that make it feel welcoming.
- When you add pictures of real-life people and actual events it feels more personal.
- Making sure to use the same colors as the logo makes Instagram and Facebook more attractive.
- Using this also allows us to market to all age group we are targeting Its more aesthetic for the younger generation however still has the calm wellbeing vibe with the colors and pictures.

Slide Eight: Create staff and client videos

- This is a huge opportunity for the center
 - o Give them an opportunity to get content that can be used on the website, social media, and be used for events.
- For staff and client video
 - o We ask who they are, their role, how they help visitors, and why they are passionate about their wellbeing.
 - o This allows the staff to connect with current and future clients.
 - o As well as making the center more welcoming for those starting out.
- We do this to get future clients however to see what is important for our current clients to because “when it comes to client relationships, that means thoroughly exploring a client's goals instead of simply accepting their stated objectives” therefore throughout these stories we will be able to see how we connected with client and helped them. (White 2025).

Slide Nine: Getting out of the center and into the community

Community center events (pop up days)

- The center can look out for weekend fairs, library events, leisure centers, shopping centers, and community halls events that the center can pop up at.

Talk at universities

- Talk about what the center offers.
- Reach out to students to offer volunteer opportunities.
- This can give the center an opportunity to get more people into the center.

Community health and wellbeing fairs

- Partner with local hospitals
- Partner with care hubs

- This gives the center an opportunity to reach out to local places that have the same target market.

Open day at the center

- This can happen after the events out of the center to get a better turn out.
- This shows the community what the center does.
- Give talks about the mission of the center.
- Offer mini wellbeing sessions that allows the center to show what they offer to the community.

Slide ten: The End

- The last notes of this are guaranteed but it's all about trial and error and asking clients and staff their options on how to better the center inside and out.

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