

# Final Client Presentation

Client: ConSoul



# Agenda



(Adobe Stock & photoopus, 2023)

3 Digital Audit

4 Questions

5 Recommendations for Client Website

6 Social Media Plan

7 Content Recommendations

8 Media Usage

9 Managing Digital Presence

10 Creative Concepts

11 Taglines

13 Final Thoughts



# Client Info



- Consoul is a brand created to help support caretakers, especially those struggling to maintain a good work-life balance.
- The Team behind Consoul has personal connections toward caregiving as well as experience in the business industry.
- The focus of Consoul is to create an online app that can support the care taker



# Client Info: Business Model

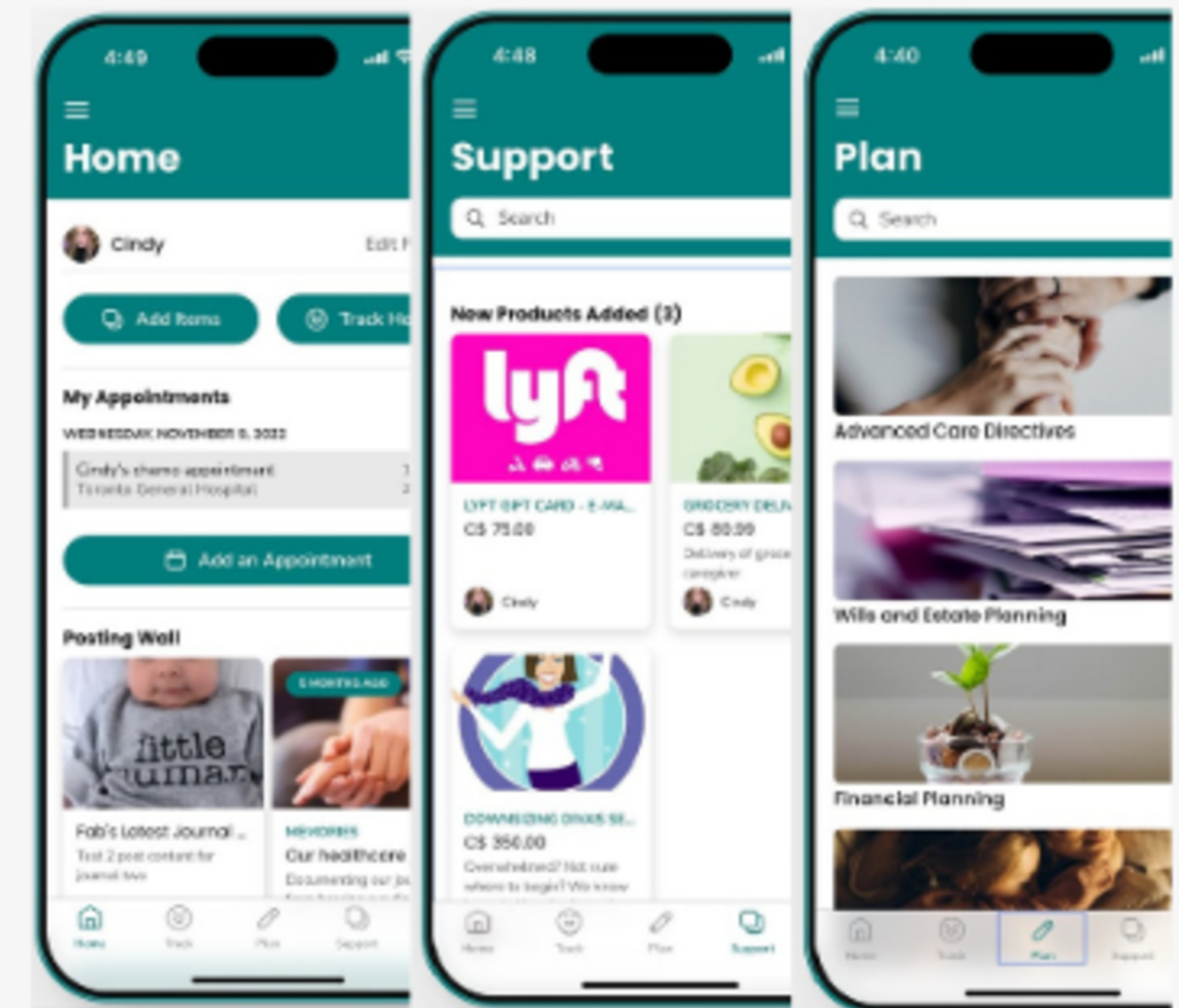
- ConSoul is focused on helping and empowering the caregiver, providing tangible support to caregivers, and trying to prevent caregiver burnout.
  - Flexible
  - Tailored towards both caregivers and organizations
  - Focused and designed to be adaptable.



(Adobe Stock & pikselstock, 2023)

# Product

- The product of ConSoul is a wellness tool catered toward caregivers
- **Three Main Components:**
  - Caregiver wellness tracking
  - Resource and Learning Center
  - Care Concierge





# Competitors

## COMPETITIVE ANALYSIS

- **No Main Competitors:**

- Focus on Wellness
- Shop
- Resource Center



# Competitors

Indirect Competitors.

- **Lots of Hands**
  - Care Calendar, Announcements and Photo Galleries.
- **Caring Bridge**
  - A journal-based app that focuses on keeping others posted during a healing journey.
  - GoFundMe and Meal Train assistance.



(Lotsa Helping Hands, 2023) (Caring Bridge, 2023)



# Target

- **Consoul's Target is Caregivers:**
  - More focus on the 35+ age demographic due to the increased amount of unpaid caregivers in that age demographic.
  - Males and Females
  - Caretakers can be families, friends and professional caregivers. Anyone who takes care of anyone.
  - One in Four Canadians are Caretakers.



(Adobe Stock & LIGHTFIELD STUDIOS, 2023)



# Personas

- Samuel Diver:
  - 37 years of age.
  - Works an office 9-5
  - Family Man, caring for his mom. But struggling with the work-life balance.
  - Worries about the future and lack of knowledge about how to take care of his mom.



(Adobe Stock & Pixel-Shot, 2023)

# SEO

- Five Main Topics:
  - Caregiver Support and Resources: Overall premise of the service and what Consoul provides.
  - Support Groups in Canada: Broad but applies to caregivers who are searching for support.
  - Live in Caregiving:

**Caregiver Support, Caregiver Burnout,  
Caregiver Canada**

**Support Group, Support Groups Near  
Me**

**Live in Caregiver Program, Live in  
Caregiver Program**

# SEO

- Five Main Topics:
  - Navigating Different Caregiving Scenarios: Consoul provides information that can be crucial for caretakers; general searches can lead to Consoul as well.
  - Being a Caretaker: “Caretaker” is an alternative term that could broaden the audience.

**Cancer Care, Palliative Care, Respite Care**

**caretaker, caretakers, caretaker jobs**



# Keywords

- These words can be used in social posts, websites and blog posts.
- These can be used to help attract attention positive attention toward Consoul.
- Keywords will also help caretakers find possible services that can assist them through their tough times.



# Social Media

- Consoul has two main social media pages:
  - LinkedIn
    - 120 Followers
    - Posts are usually about events, information about upcoming events, and information about Consoul.
  - Instagram
    - 120 Followers
    - More frequent posts.
    - Photos and Quotes.



# Objective

- S** - Increase the brand awareness of the user-friendly caregiving platform, **Consoul**
- M** - Achieving growth in social media followers, website traffic, registrations within 6 months after launching the platform
- A** - Collaborate with notable caregiving bloggers and social media influencers (Eg. Science.sam, Denis Fortier)
- R** - Post engaging and informative content through various channels.
- T** - In order to enhance effect and attain quantifiable outcomes in the upcoming quarter, the marketing campaign—which includes influencer partnerships, content production, and targeted advertisements—must be carried out by the month of March 2024.





# Tagline

You care for a soul. We care for you !

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Elevate Your Caregiving Journey with Consoul.

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Consoul, Where the Community Encourages Caregivers.

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Empower, Connect, Care - Consoul

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# Tone & Manner (Mood Board)

- Compassionate
- Empowering
- Hopeful
- Supportive
- Warm
- Inclusive







# Questions

- ▶ Client - Web Developer
- ▶ What is the timeline for the development of the app?
- ▶ How does the web app run on both mobile and desktop?



# Social Media Plan

Why we recommend this platform

This is a platform that can effectively reach busy caregivers with careers lurking on the application.

- Existing presence
- Directly reach a busy target
- Platform is attributed to resourcefulness



# Social Media Plan

## Content Ideas

- Craft relatable content they can see themselves in
- Work/Care balance tip content
- Success stories
- LinkedIn Articles



# Social Media Plan

Why we recommend this platform

Effective for personal and professional content.

- Reaching an older demographic
- Large/diverse userbase
- Meta Ads Manager (and analytics tracking)
- Various features to leverage





# Social Media Plan

## Content Ideas

- Facebook groups to grow audience during app development
- Interactive polls to get authentic feedback/gain insights
- Giveaways that highlight rewards platform feature



Facebook

# Social Media Plan

Why we recommend this platform

Similar benefits to Facebook, with visuals as priority.

- Various features to leverage
- Meta Ads Manager
- Visual platform
- Wide/diverse audience



# Social Media Plan

## Content Ideas

- Instagram Live Q&A's/Webinars
- Storytelling with carousels
- Reel/video content (can be repurposed for FB)
- Engaging stories





# Social Media Plan

Why we recommend this platform

Like Instagram, Pinterest is an optimal visual platform.

- Easy board curation for topic sorting
- Visual storytelling
- Incredible organic SEO
- Ads Manager



Pinterest

# Social Media Plan

## Content Ideas

- Infographic/tips, DIY content hub
- Meal prepping boards
- Positive affirmations
- Inspirational quotes



Pinterest

# Social Media Plan

Why we recommend this platform

Hootsuite: a central hub for social media management

- Multi-platform content scheduling
- Post management/Inbox monitoring
- KPI measurement



Hootsuite

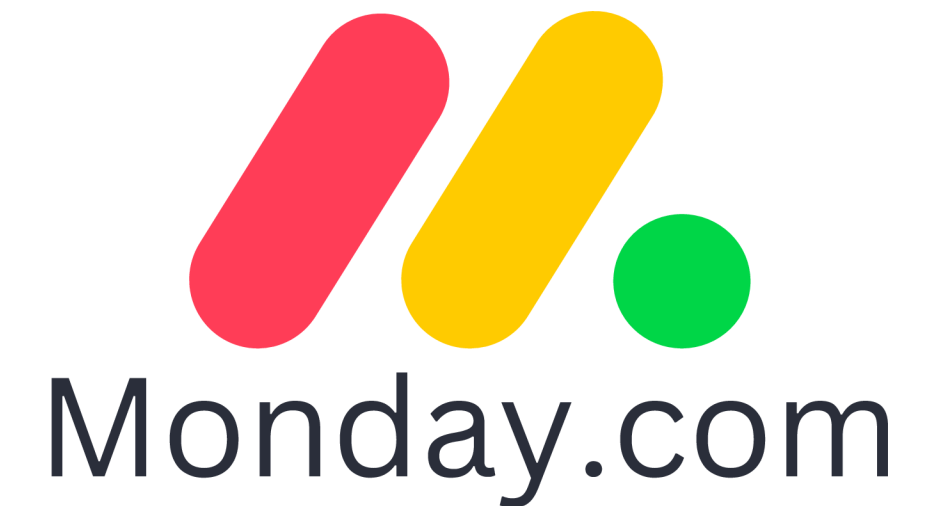


# Social Media Plan

Why we recommend this platform

Monday.com: Content calendar tool

- Seamless UI/high-quality template
- Frequent reminders



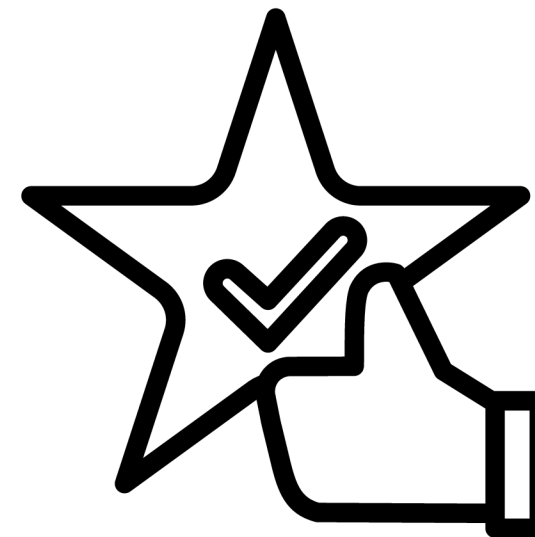
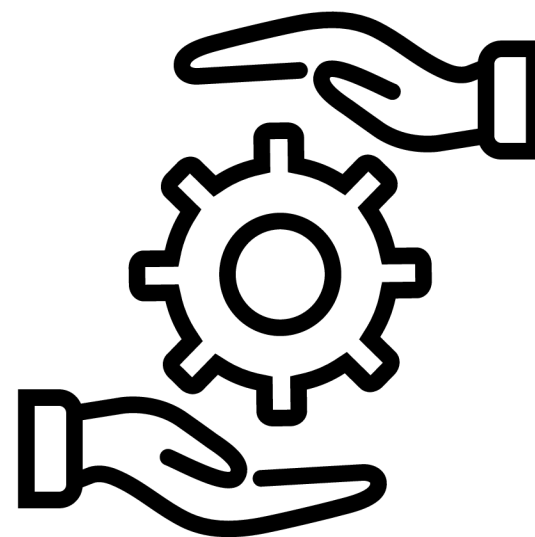
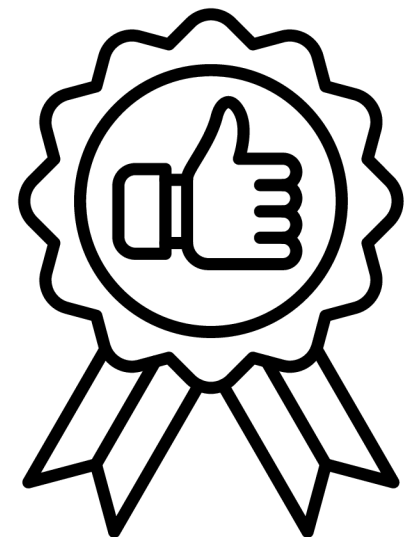
# Content Calendar

Weekly Content Mock-up

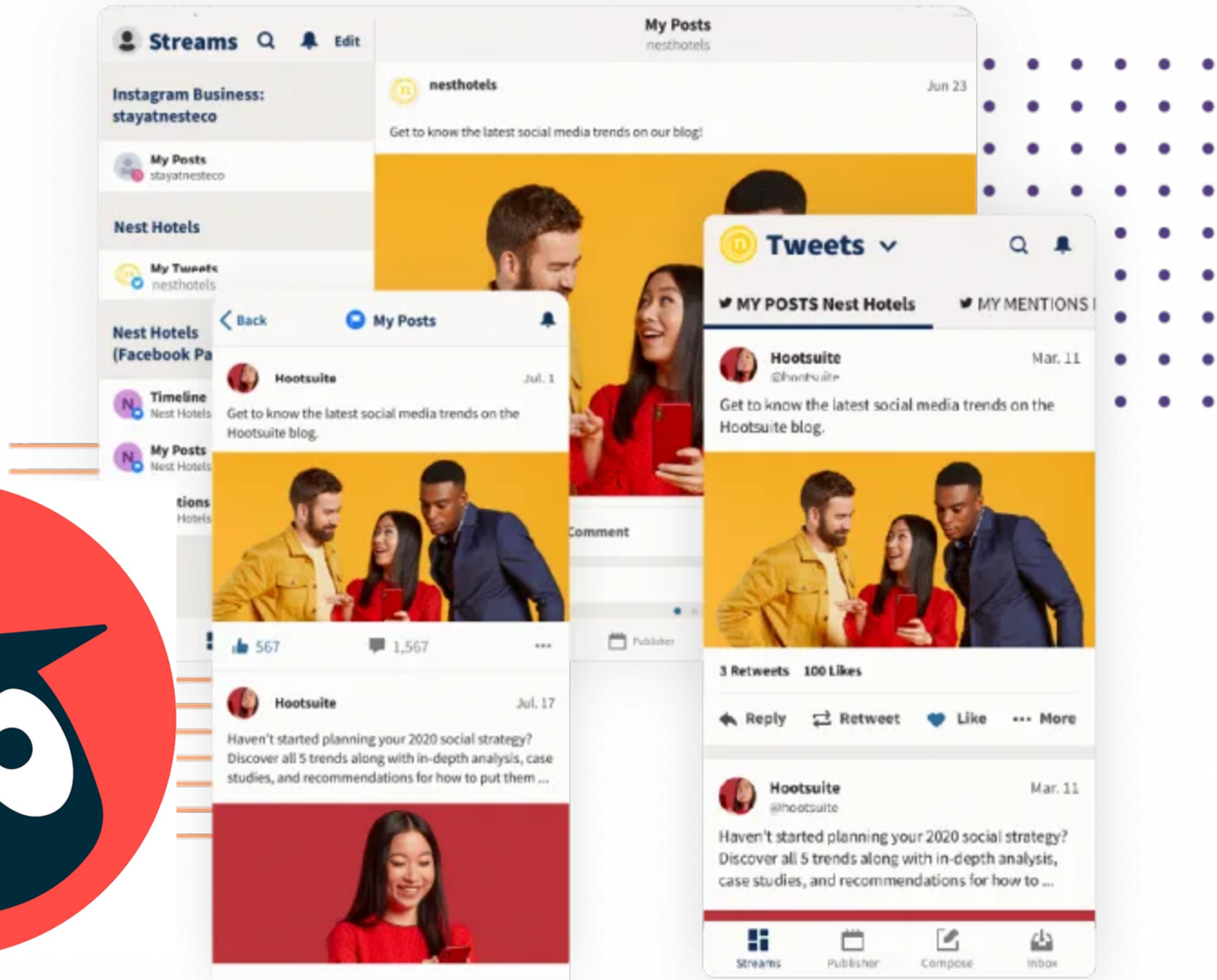
Channel	Content	Date		Campaign Status
Pinterest	Meal Plan Board/3+ Pins	◆	Dec 6	Completed
Instagram	Carousel post on mental health	◆	Dec 7	Working on it
Facebook	Uber Eats \$50 Gift Card Giveaway	◆	Dec 8	Draft
LinkedIn	TBD		Dec 9	Stuck

# Social Media Best Practices

- Respond to comments
- Be active in your inbox
- Balance of visual & text
- Use recommended hashtags
- Post frequently
- When repurposing, tailor to platform
- Consistency across platforms
- Limit employee access
- Be authentic



# Recommendations

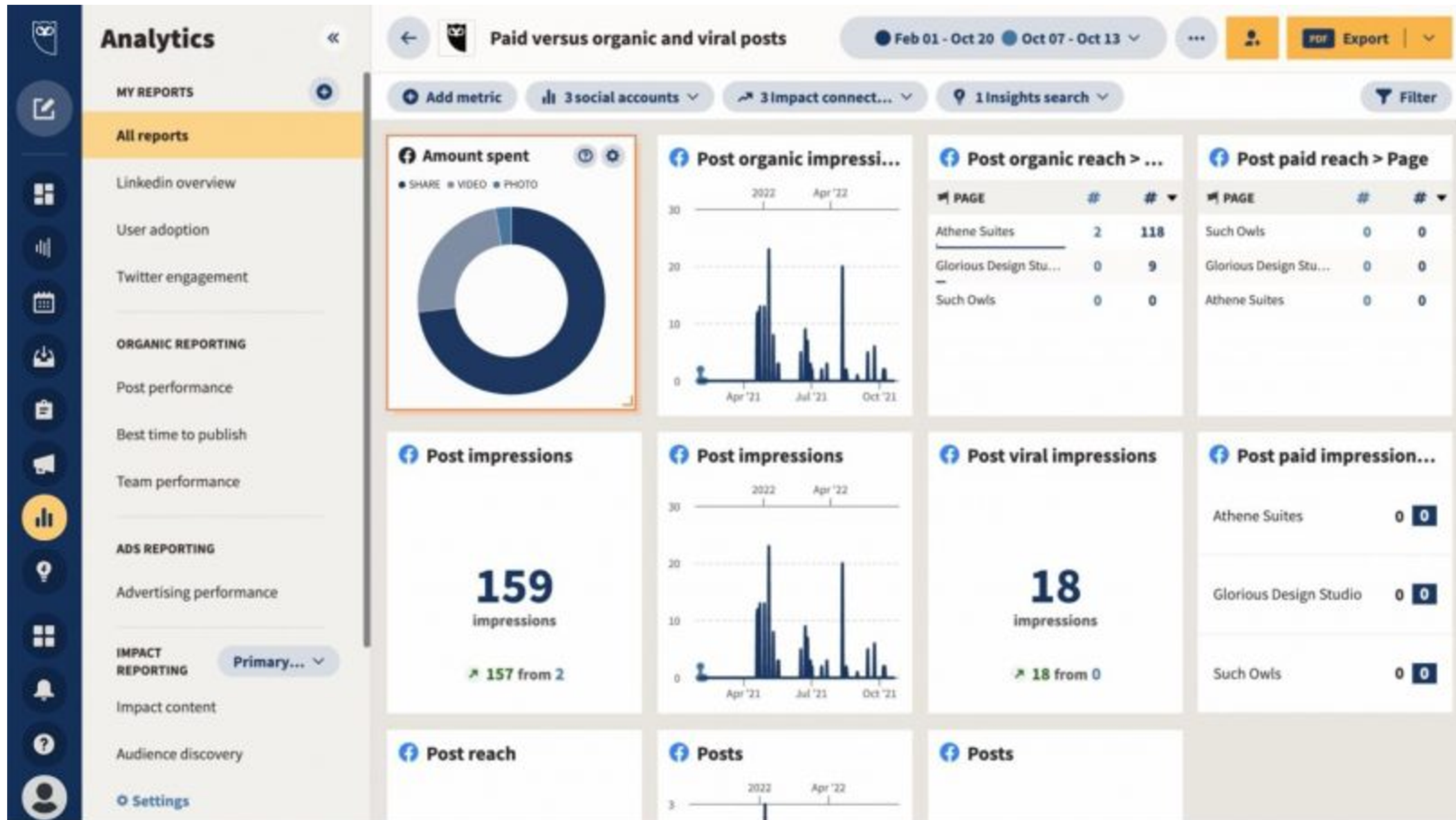


## Hootsuite

- User-friendly
- Compatible
- Timesaving







# Cost of use

<i>Plans</i>	Price	Admins	Post boosting
Professional	\$99	1	\$500.00 limit
Team	\$249	3	\$2,000.00 limit
Enterprise Custom	N/A	50+	Unlimited

# Traditional Media

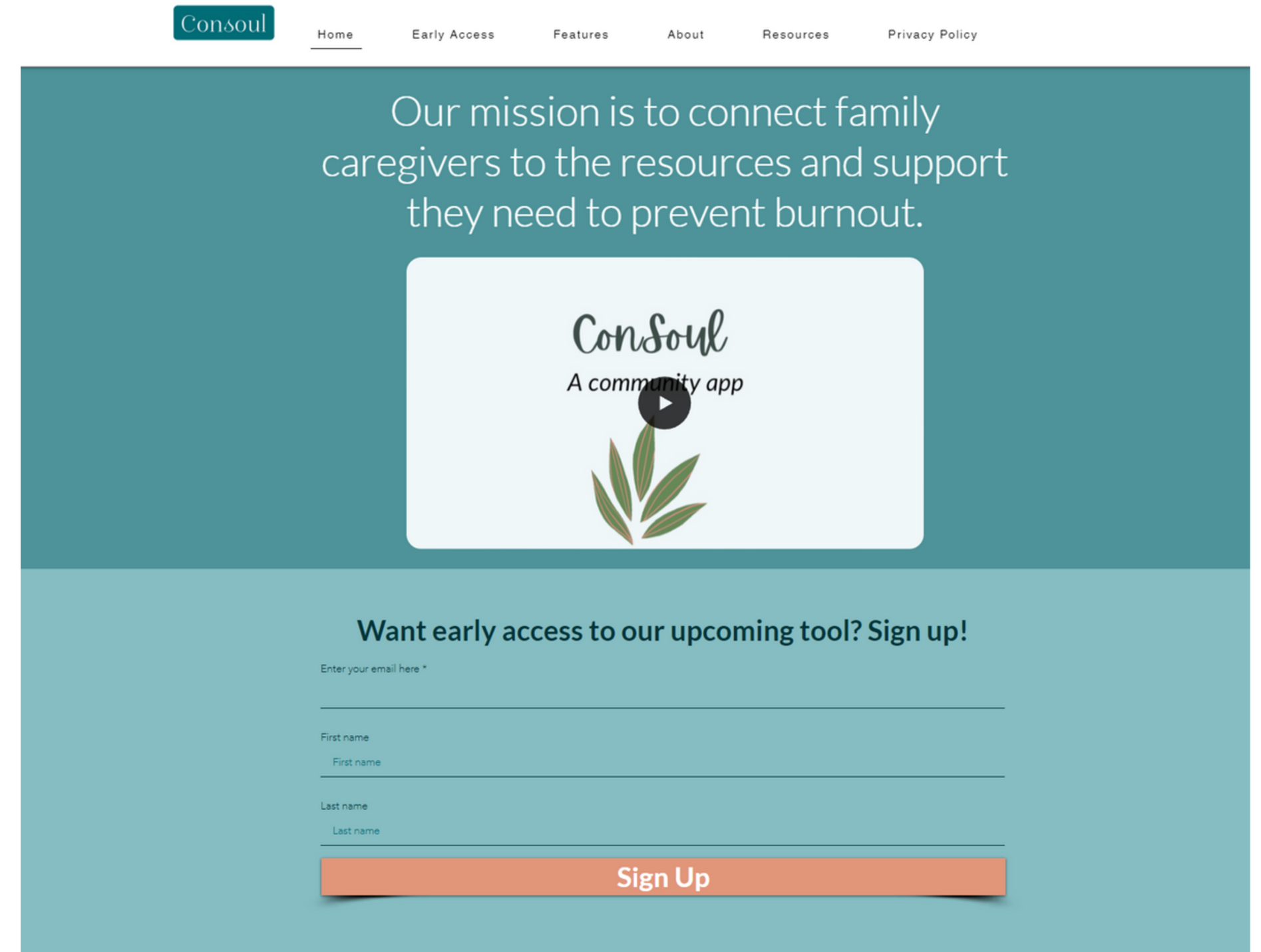
- TV
- Radio
- Broad Audience Reach
- More engaging audiences
- Established Trust and Credibility
- Localized Marketing
- Driving Traffic to Digital Platforms:





# Recommendations for Client Website

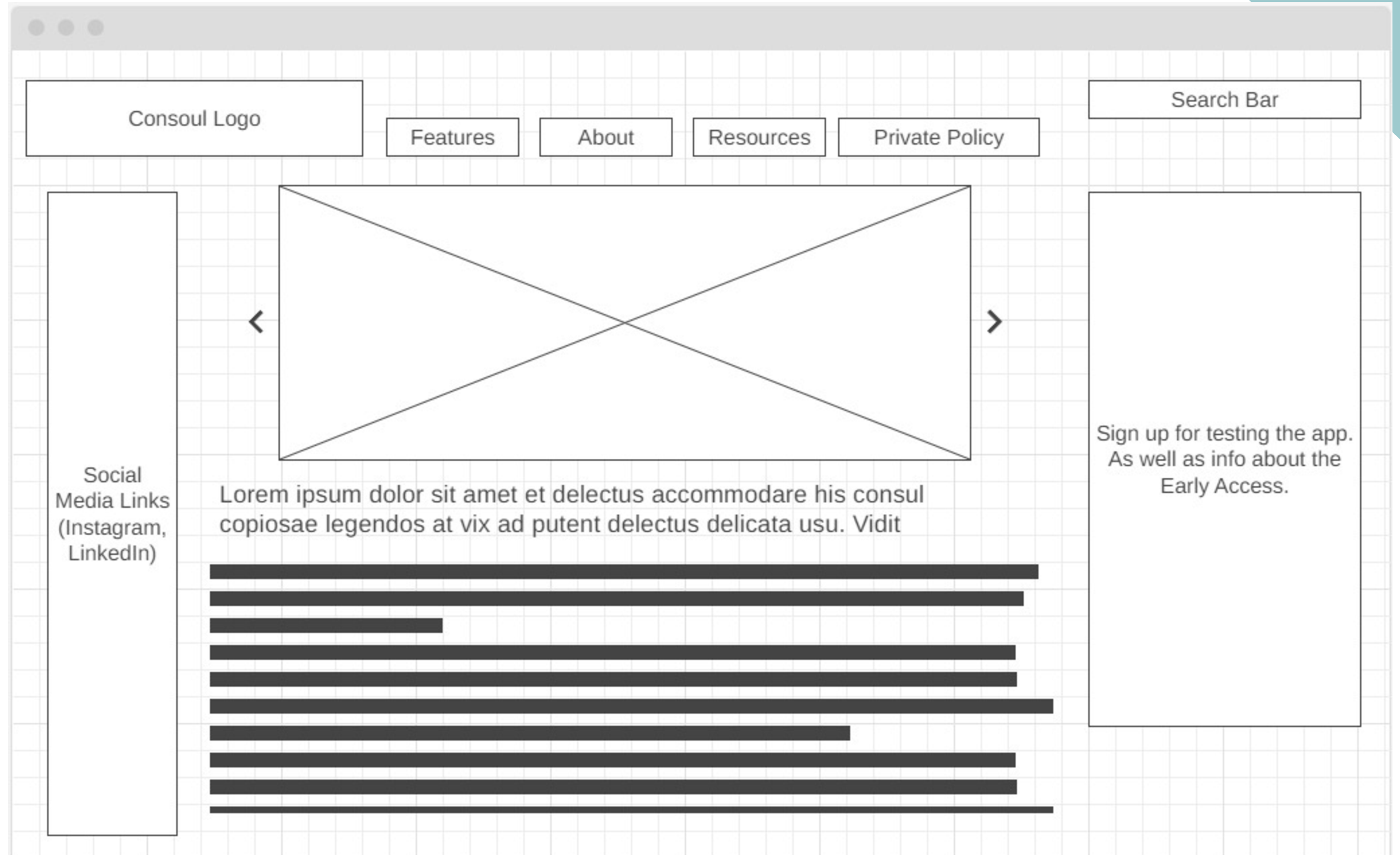
- The website is optimized for mobile but could be better optimized for PC.
  - Using the space better
  - Adding a search bar
  - Add a carousel that cycles through different videos of Consoul and posts from varied social media.
  - Possibly make the logo bigger.



(ConSoul, 2023)



# Wireframe



(Wireframe.cc, 2023)

**Thank You**  
**For Listening!**

# Sources

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