



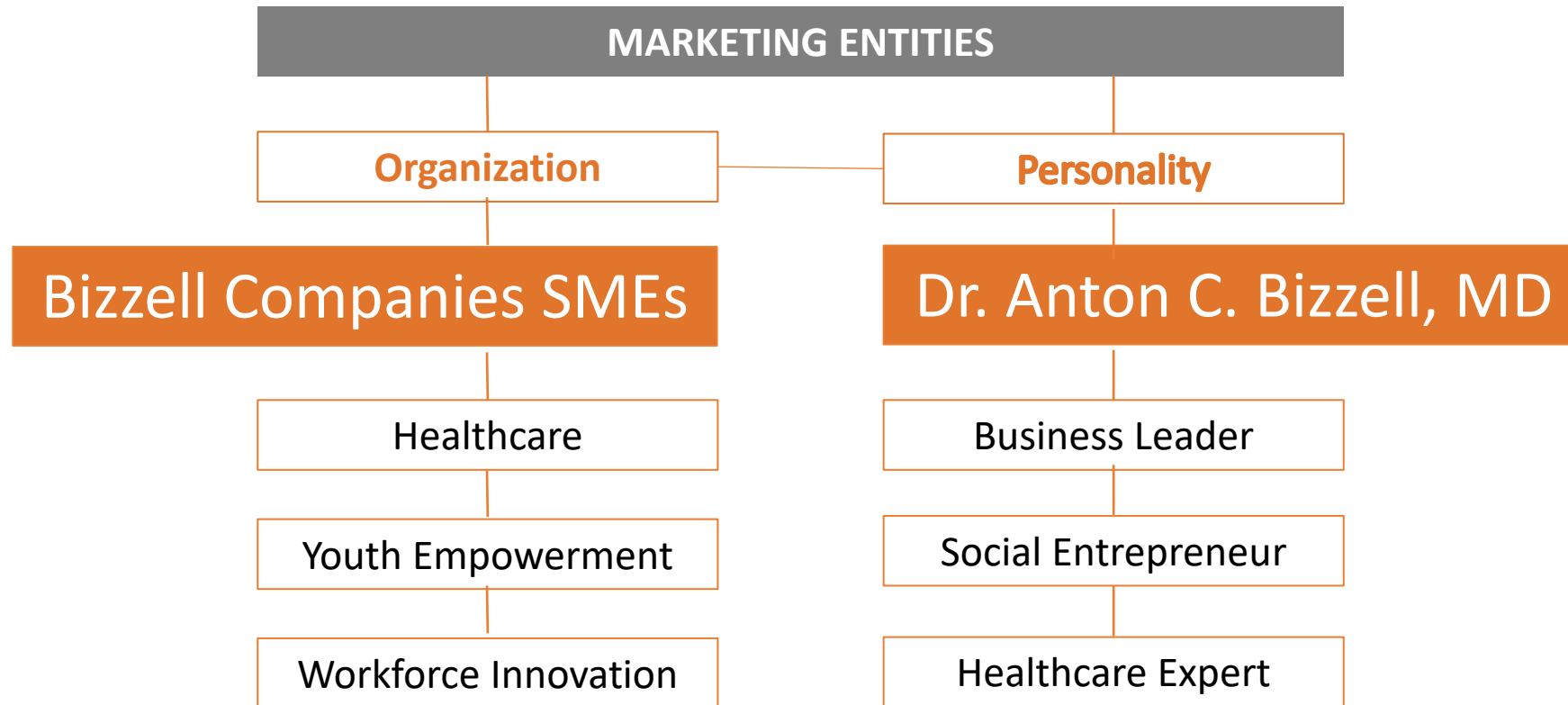
2023 Market Impact Strategy

Social Media & PR Outreach

August – December 2023 (5 months)

Big Hairy Audacious Goal (BHAG)

To use social media and public relations outreach to add value to Bizzell's marketing entities and create an industry buzz, elevate market influence, and bring new partnerships.



SOCIAL MEDIA

SM Goals

- To strengthen **brand identity**
- To increase **website traffic**
- To increase **sales leads**
- To establish and broaden **audience reach**
- To increase **social engagement**
- *To add value and influence in **SMEs** and **thought leadership** spaces*



SM Strategy

Objectives

- To create share worthy social posts
- To attract & leverage Social Influencers (micro 1K-100K & macro 100K+)
- To provide interactive engagement opportunities for target audiences

Apply Best Practices

- Consistent, integrated and impactful branding messages on all editorial content and channels (i.e. blogs, social, emails, etc.)
- Active voice marketing copywriting
- Increased searchable Hashtags & tags
- Interactive & participatory campaigns
- Purpose-Driven Out-of-the-Box Campaigns (i.e. pink ribbons, purple fingernail, pay it forward, etc.)
- Strong measurable CTA's

Types of Messaging

- Awareness
- Instructional
- Educational
- Interactive Campaigns

Strategies

- Short form video storytelling
- Multi-slide Posts
- Motion Graphics
- Static Graphics
- Profile frames
- Giphy's
- Potential Boosting & Ad Buys
- Live & recorded Webinar Series
- Dr. Bizzell Podcast Show
- Youtube Channel
- Boomerangs
- Autoplay Video Loops

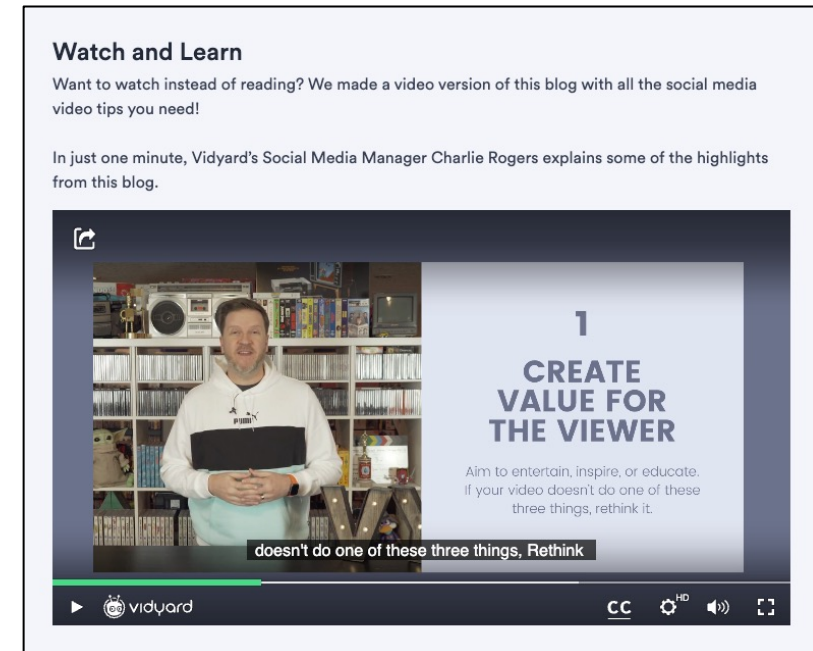
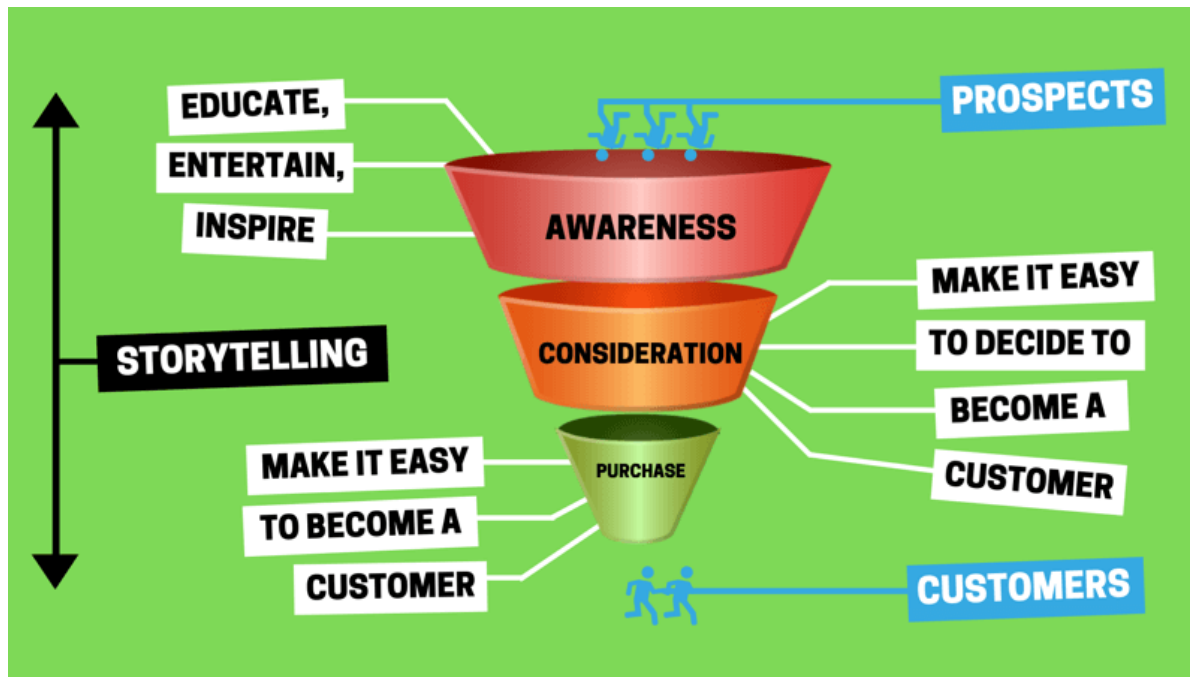
Measurement

- Weekly Analytics to adjust plan and pivot if needed
- Quarterly Analytics Reports
- Annual Impact Report

Storytelling Approach

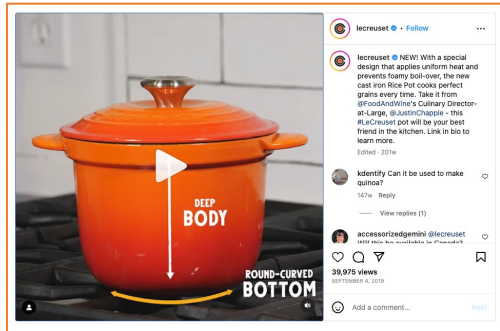
Focus on purposeful messaging, targeted audiences, **storytelling**, entertainment, interactivity, calls-to-action, and innovative messaging to inspire emotional connection, buy-in and action.

Social videos don't need to be high production cost. The more live raw footage, the more authentic. It's all about your strategy, your message and how you put it together to tell your story.

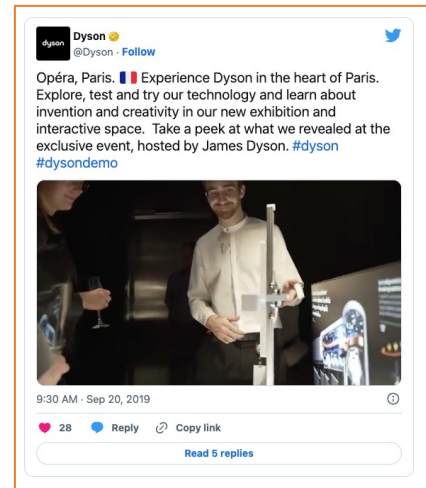


Good example of split screen instructional video

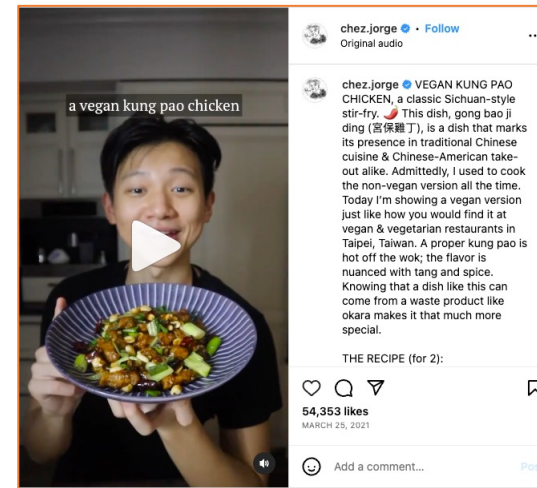
Examples of Social Media Video Posts



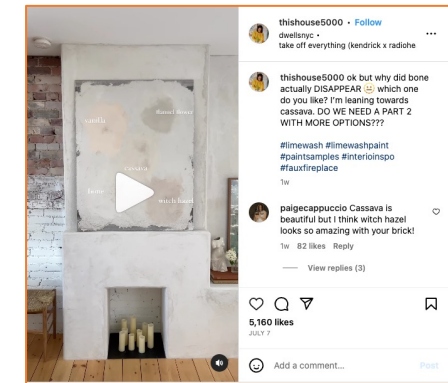
Product Features



Event Video



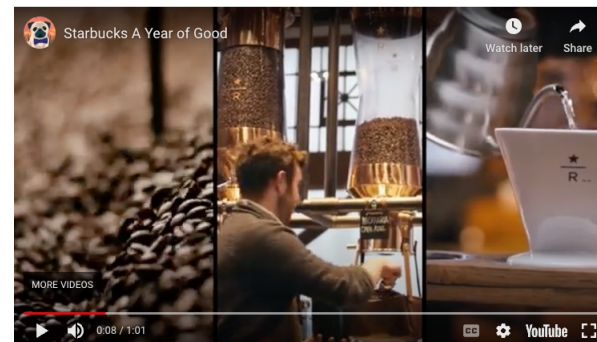
Instructional Recipe



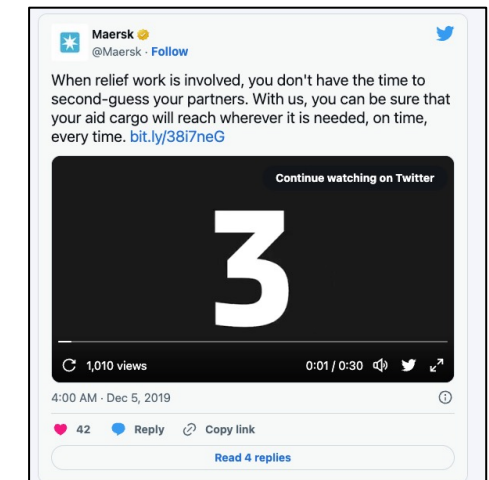
Short Autoloop



Promo Video: Colin Kaepernick's commercial for Nike (great script & editing)



Starbucks Year of Good

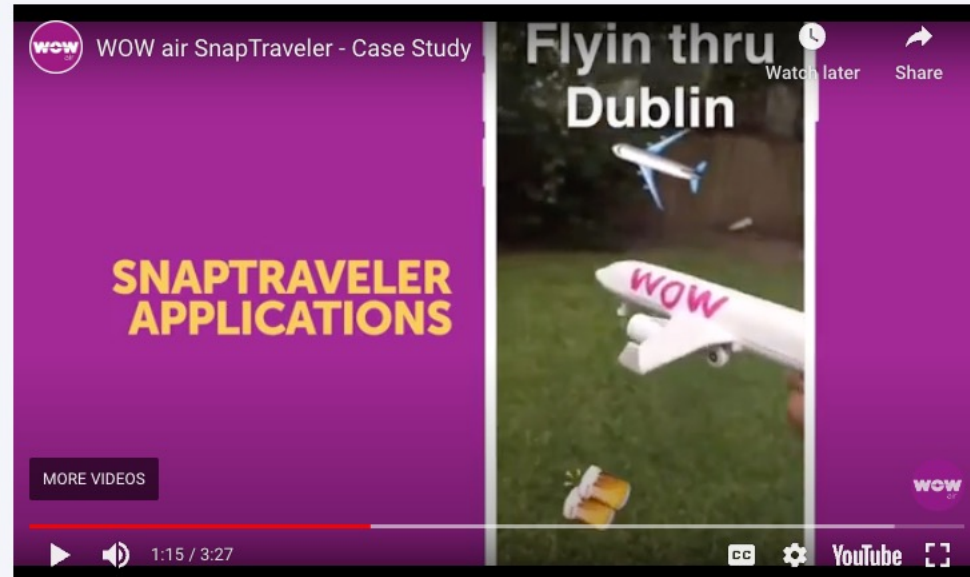


No narration needed

Interactive Campaigns

Learn From the Pros

Icelandic airline WOW air ran a large scale competition to have four people spend the entire summer traveling between the airline's destinations—all expenses paid—in order to create content for their Snapchat. As you'll see in this video recapping the campaign, they had thousands of applicants.



WOW air SnapTraveler

1. Twitter's If You Can Dream It, Tweet It Campaign



Taking an emotional approach to brand awareness, Twitter featured inspirational billboards of celebrities and Twitter users who shared their career and life goals on the platform, then made them come true. Users were pictured alongside their Tweets to share their dreams at scale and inspire others to follow suit.

SM Plans & Reporting

- **Social Media Plan:** [Monday Link](#) TBD
- **Social Media Calendar:** Monday Link TBD
- **Analytics:** Link TBD
- **Weekly Analytics:** Link TBD
- **Quarterly Analytics Reports:** Link TBD
- **Annual Impact Report:** Link TBD

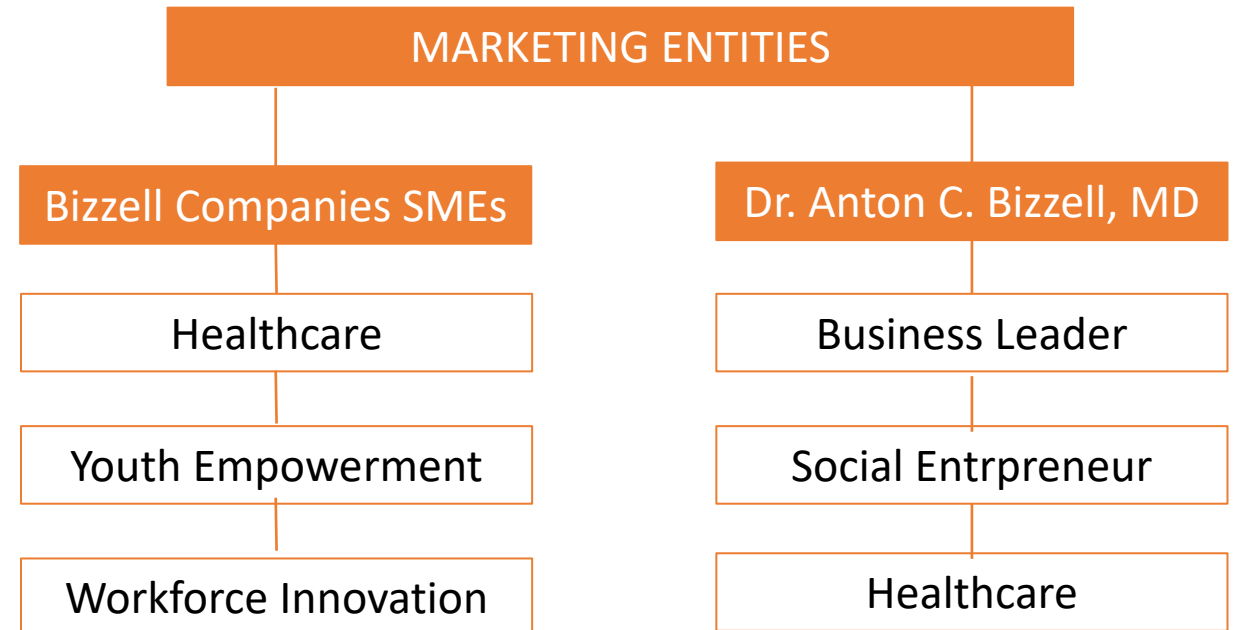
SM KPI's

- Increase Social Media **engagement** by 10-15%
- Increase & sustain **Facebook** 640 followers to 800
- Increase & sustain **Twitter** 299 followers to 600
- Increase & sustain **Instagram** 608 followers to 800
- Increase & sustain **LinkedIn** 2,305 followers to 3000
- Increase & sustain **Youtube** 13 Subscribers to 50-100
- Increase & sustain **Website traffic** by 5-10%
- Obtain 1-2 **sales leads** through social media

PUBLIC RELATIONS OUTREACH

PRO Goals

- To create a **database of marketable and bookable personalities** within SME's and Dr. Bizzell
- To create **PR and marketing assets** for each personality (toolkits, press kit, etc.)
- To establish SME **value and influence** in the market
- To create **speaking platforms and demand** for speaking engagement and appearance bookings
- To create **networking opportunities** within industries and SME spaces
- To elevate **authoritative ranking** in SME spaces



PRO Strategy

Bizzell Companies SMEs



Dr. Anton C. Bizzell, MD

- **Research:** Research resources and outlets for speaking, appearances, and networking opportunities..
- **Connect:** Make connections that result in invitations, nominations, engagements, awards, etc.
- **Book:** Fill up 2024-2025 with bookings for speaking or attending events.

Value-Adding Platforms

- **Speaking Engagements** (conferences, commencement ceremonies, Ted Talks, etc.)
- **Broadcast** (podcasts, radio, TV) Guest Hosting or Guest Appearances
- **Networking Events:** conferences, workshops, commencement ceremonies, awards events, etc.
- **Webinars:** Hosting live panel discussions
- **Podcast Show & Series**
- **Youtube Channel Content**
- **Judging Panels**
- **TedTalk**
- **Publications** – Contributing Writer

Examples of PRO Platforms

JOIN US AT THE 2024 POINTS OF LIGHT CONFERENCE



CONFERENCES

- [2024 Points of Light Conference in Houston](#)

AWARDS

- [Daily Points of Light Award](#)
- [Inspiration Honor Roll](#): Celebrating outstanding Individuals
- [George H. W. Bush Points of Light Awards](#) Sponsorship Opportunity

- [Ernst & Young Entrepreneur of the Year \(US\)](#): Honoring the ambitious entrepreneurs building a more equitable, sustainable and prosperous world for all.
- [List of International Healthcare Awards & Global Healthcare Awards](#)
- HCA Healthcare Awards of Distinction: Innovators Award, Humanitarian Award
- [Fierce Healthcare Awards](#)
- [22 Best Leadership Conferences To Attend 2023/24](#)

PODCASTS

- [22 Podcasts Every Social Entrepreneur Should Be Listening to During the Coronavirus Pandemic](#)

- [Countering the Opioid Crisis Podcast](#)
- [NPR: The Opioid Crisis](#)
- [Veterans Health Matters | Medicine podcast series](#)

TEDTALKS

- [Speaking at TED](#): At TED, we search year-round for speakers who will inform and inspire, surprise and delight. Our presenters run the world's most admired companies... [Speaker Nomination Form](#)

PRO Plans & Reporting

- **PRO Plan:** Monday link TBD
- **PRO Calendar:** Monday Link TBD
- **Quarterly Reports:** Link TBD
- **Annual Impact Report:** Link TBD

PRO KPI's

Bizzell Companies

Dr. Anton C. Bizzell, MD

For 2024-2025 Calendar (SMEs)

- Book 3 speaking
- Plan 3 appearances
- Obtain 3 award nominations
- Obtain 2 awards
- Make 5 influential connections

For 2024-2025 Calendar (Dr. Bizzell)

- Book 3 speaking
- Plan 3 appearances
- Obtain 3 award nominations
- Obtain 2 awards
- Make 3 influential connections