

DAYLY Social Media Campaign

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Organization Overview: DAYLY

DAYLY is a gut health, start-up company based in Sydney, Australia. It was founded in 2022 and the company recently launched their first product, DAYLY Gut Health, in March. The company's mission is to help people improve their gut health issues naturally. The company specifically states, "DAYLY is all about helping people with gut problems live better. Whether you're hampered by problems like IBS, or you have the occasional fling with gas and bloating, every grain of powder we produce is designed to ease your discomfort so you can get past that 'urgh' feeling sooner and get back to living." Since DAYLY is a start-up company, it has a small team which includes the two co-founders, a few advisors and an intern. Additionally, all the team members work remotely because the company doesn't have a headquarters. Therefore, technology is an integral part of the company because almost all of the communication is done virtually through emails and video calls.

DAYLY's overall public perception is positive, fun and casual. For instance, the company is known to be very friendly and welcoming. The team makes sure to always use casual language on all of their media from their website to their social media platforms. As a result, their customers leave casual, fun comments on their posts. Additionally, the majority of the feedback and engagement they have received has been positive. For instance, since the launch of the new product they've only received positive reviews and feedback on their social media accounts. Therefore, the overall public perception of DAYLY is positive and friendly.

In general, gut health is a more prominent issue in Australia. Studies have found that 1 in 2 Australians struggle with digestive upset. In addition, gut health has become a topic of conversation in recent years. For instance, Australian journalists have written several articles with tips and tricks on how to resolve gut health issues. Therefore, the current conversation about

gut health in Australia is geared to finding solutions for digestive issues. DAYLY has a lot of competition from established Australian health companies because there are a variety of remedies for gut health problems like supplements, probiotics and digestive enzymes. Therefore, DAYLY is competing with other gut health supplement companies as well as all the companies that sell probiotics and digestive enzymes. A few of their major competitors are Gut Guardian, ZuPoo and Emma Daily Digestive. These are larger, gut health companies that are reputable and have established customer bases.

DAYLY's public relations issue is a lack of brand awareness around potential customers. Therefore, this campaign will address how the company can raise brand awareness among possible customers through their owned media.

Public Relations Research

Since DAYLY is a relatively new company, it has limited owned media. For instance, the company only has a website, Instagram, LinkedIn, and TikTok. Therefore, it relies primarily on social media to communicate with its targeted publics. DAYLY's strongest owned media is their website because it includes everything a potential customer would need to know about the brand, the product itself and how to purchase it. The website also has a blog section where they provide gut health tips to their customers to further validate their product. In addition, their website is easily accessible on google, so they have good SEO for the site. The website's one weakness is its lack of traffic. DAYLY's Instagram account is their second strongest owned media because it's their most active social media account. They post relatively consistently and are actively trying to build their following. In addition, the account adheres to the company's brand identity in regard to its casual nature and informativeness. With that said, the account does have several weaknesses. For instance, they only have 495 followers, and they are in the middle of a

rebranding phase so there's isn't a clear theme. Both LinkedIn and TikTok are the company's weakest owned media because they're the least active. Although both accounts accurately represent the brand as a whole, they fail to be a proper source of information and a platform for engagement for their existing customers because they lack consistency. In addition, they fail to attract potential customers because the platforms are hardly used at the moment.

Since DAYLY is a new company, it hasn't had any media coverage. Even so, the company is actively working to attain media coverage by sending out press releases to local newspapers and magazines. They are also attempting to get organic promotion on podcasts by reaching out to relevant lifestyle podcasts that already have their target audience as listeners. Therefore, the company is seeking media coverage, but has not received any yet.

DAYLY's general target audience includes Australians who experience gut health issues within the age range of 12-65 and up. The level of severity of digestive issues is also quite broad ranging from minor to more severe problems so long as they aren't medical grade because DAYLY doesn't claim to cure any illness or disease. With that said, the company's primary target audience is young, Australian women within the age range of 18-24 who struggle with digestive upset. As a result, the channel of communication that would be most effective in reaching DAYLY's primary target public is Instagram because studies have found that young women are among the top users on the platform. Therefore, Instagram would effectively reach the majority of DAYLY's primary target audience.

Key Public:

This campaign will focus on DAYLY's primary target audience: young, Australian women who experience gut health issues within the age range of 18-24.

Goal and Objective:

- Goal: Raise DAYLY's brand awareness around potential customers.
- Objective: To increase Instagram followers by 10%.

Key Message: DAYLY Gut Health is an all-natural supplement that targets the root cause of gut issues.

Tactics:

1. A nutritionist series on Instagram reels with an internal spokesperson.

The nutritionist series on Instagram reels would feature Clare Gibson as the internal spokesperson because she is one of the co-founders of the company, and she is also a registered nutritionist. The fact that Clare is a registered nutritionist adds a tremendous amount of credibility to both the series and the company as a whole because her advice is reliable and backed by science. So, the series would feature videos of her providing gut health advice twice a week utilizing trending sounds and hashtags to make the reels discoverable by people who don't already follow the DAYLY account. Additionally, a nutritionist series on Instagram reels would be an effective tactic to increase DAYLY's followers because reels are a major part of the platform today and can be more easily discovered by people who don't already follow the account in comparison to standard feed posts and stories. As a result, a reels nutritionist series on Instagram with Clare would be an incredibly effective tactic to gain followers on the account while increasing their overall credibility.

2. A celebrity spokesperson who struggles with gut issues.

The celebrity spokesperson who struggles with gut issues would promote the product, DAYLY Gut Health, on their own platform as well as be featured on the company Instagram. The celebrity can produce a variety of content from Instagram stories to reels where they explain their gut health struggles and their experience using the new product. By doing so, the company

would get a tremendous amount of exposure because it's likely that the majority of the celebrity's following isn't aware of DAYLY. In addition, the celebrity's followers are likely already aware of their gut health issues so the fact that they support a specific gut health company would add a lot of credibility. Therefore, it is likely that a lot of the celebrity's followers would be interested in DAYLY after they promote it and would be inclined to follow the company's account to learn more. Therefore, a celebrity spokesperson who openly struggles with gut issues would be an effective tactic to increase DAYLY's Instagram following because they would reach a new audience who is already interested in gut health and likely looking for a solution.

3. Pitch to health bloggers with a young demographic to review the product.

A pitch to prominent health bloggers with a young demographic asking them to review the gut health product would be an effective tactic because they would expose DAYLY to a completely new audience who is already genuinely interested in health. The bloggers could receive the product for free to test for a week and then write about their experience using it. In addition, the company can ask the blogger to link the company website and Instagram account within the blog/review encouraging their audience to learn more about the product. The company can also provide a unique discount code to the blogger to distribute to their fan base to further encourage them to try it. Therefore, a pitch to health bloggers asking them to review the product would be an effective tactic because it would expose the company to a new, yet curated audience who is actively seeking health knowledge and products.

Timeline & Budget

1. **Tactic:** A nutritionist series on Instagram reels with an internal spokesperson.

- a. **Timeline:** The nutritionist series should last approximately eight weeks with two reels per week. The suggested timeline for the series is from June 1 to July 31.
 - b. **Budget:** The budget for this tactic is \$0 because it consists of an internal spokesperson and simple Instagram reels that company team members can edit and post.
2. **Tactic:** A celebrity spokesperson who struggles with gut issues.
- a. **Timeline:** The collaboration with the celebrity spokesperson should be for about a month so the celebrity can try the product for an extended period of time and actively share their experience with their fanbase. The suggested timeline for this tactic is from August 1 to August 31.
 - b. **Budget:** The budget for this tactic is approximately \$50-100 because the goal is to get an organic partnership with a celebrity through earned media so the cost is only for the product that would be provided to the spokesperson.
3. **Tactic:** Pitch to health bloggers with a young demographic to review the product.
- a. **Timeline:** The health bloggers tactic should be for about two weeks so the blogger can test the product for an extended period of time and accurately share their experience with their audience. The suggested timeline for this tactic is from September 1 to September 14.
 - b. **Budget:** The budget for this tactic is approximately \$50-100 because the only real expense is for the product that the company would provide to the blogger.

Evaluation

1. **Tactic:** A nutritionist series on Instagram reels with an internal spokesperson.
 - a. **Metric:** Track the number of followers before and after the nutritionist series.

- c. **Progress Report:** Twice a week, check the follower count and record it to measure the progress across the two weeks.
- d. **Final Report:** After two weeks, record the number of Instagram followers and compare it to the number of followers from the baseline report.

Appendix

Social Media Calendar for Nutritionist Reels Series

*This is a sample calendar for the first two weeks out of the suggested eight-week timeline with two reels each week.

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Topic: What causes gut health issues?		Topic: 5 tips to heal your gut.		
Week 2	Topic: How gut health affects the rest of the body.		Topic: The truth behind restrictive diets like Fodmap.		

Guidelines for Reels

The internal spokesperson, Clare Gibson, should follow these guidelines when creating the reels to increase engagement and credibility.

1. All reels should be 30-90 seconds long and should include a minimum of five hashtags for optimal views and engagement.
2. The setting should be casual, indoors or outdoors to reflect the brand’s identity.
3. Clare should dress casually to deter from the medical feel because the brand is focused on a holistic approach to gut health rather than a pharmaceutical one.
4. Lastly, all the reels should have a fun and interactive call to action at the end.

Sample Introductory Script for Reels

Hi everyone! Welcome to our nutritionist series where I, a registered nutritionist, will talk about all things gut health from the root causes to the truth about restrictive diets. I’m here to help you learn more about gut health and why it’s important to treat it with the good stuff! Yup, the good stuff is the natural stuff! So, let’s dive in and talk about what gut health is and why it’s important... feel free to leave any questions you have below for a chance to win a special discount for our new gut health supplement, DAYLY Gut Health!

Email Pitch to Agency for Celebrity Spokesperson

List of possible Australian celebrities with gut issues:

1. Alyce Crawford
2. Brittani Nicholl
3. Martha Kalifatidis

Email Pitch

To: Australian, Celebrity Agency

Subj: DAYLY's New Spokesperson

Dear Agency,

We are pleased to announce that DAYLY is looking for a new spokesperson for the month of August! DAYLY is a gut health, start-up company based in Sydney, Australia. DAYLY's mission is to help people with gut problems live more comfortably so they can get back to doing what they love! Our all-natural supplement, DAYLY Gut Health, targets the root cause of gut issues, reducing bloating and repairing the gut lining. Typically, our customers begin to see results 1-2 weeks after consistent use and no longer need the supplement after several months depending on the severity of the gut issues.

Therefore, we are looking to collaborate with one of your clients who openly struggles with gut issues. We believe this partnership would be mutually beneficial because we would provide complementary sample products in both our Natural and Salted Caramel flavors which would improve your client's gut issues and they would use their platform to simply share their experience using our product.

Here is a link to our website and please don't hesitate to reach out to me if you have any questions. Thank you so much for your time and consideration, we hope to hear from you soon.

Best,

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Email Pitch to Health Bloggers

List of Possible Health Bloggers:

1. Kayla Itsines
2. Lyndi Polivnivk
3. Eliza Landgren

Email Pitch

To: Health Blogger

Subj: Your new blog topic for the week!

Dear Health Blogger,

We are pleased to announce that DAYLY is looking to collaborate with you! DAYLY is a gut health, start-up company based in Sydney, Australia. DAYLY's mission is to help people with gut problems live more comfortably so they can get back to doing what they love! Our all-natural supplement, DAYLY Gut Health, targets the root cause of gut issues, reducing bloating and repairing the gut lining.

We think you are a perfect fit for DAYLY because your health blog is reputable and informative. Additionally, we've noticed that your fanbase is interested in gut health so it's definitely a hot topic amongst your audience. We would like to send you a two-week sample of our product, free of charge, so you can try it and share your experience with your fanbase! We want an honest review of the product and we're certain that you'll love it!

Here is a link to our website and please don't hesitate to reach out to me if you have any questions. Thank you so much for your time and consideration, we hope to hear from you soon.

Best,

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