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## Social Media Digital Promotions Project

# lemme

I chose the client Lemme, which is a wellness gummy vitamin and botanical supplement. The company was founded by Kourtney Kardashian Barker in February of 2023 with the goal of helping customers live their best life. The client has a mainly female demographic and is relevant in the eyes of Gen Z. Lemme customers care about their health and what ingredients they put in their body. Many customers are also easily influenced by people like Kourtney Kardashian Barker. Lemme is sold in the U.S., Canada, United Kingdom, Australia, France, Italy, Germany, and Ireland.

Strength- Lemme has a huge following on social media channels like Instagram and TikTok. Many of the followers came from the founders and her family's page. With such an influential, well known founder, it is easy to draw attention to the brand.

Weakness- The wellness gummies are not available worldwide. This limits who can purchase it, or where they must be to get access to the product. If it was available worldwide sales would increase significantly, and more people would engage with the brand.

Opportunity- Lemme could sell apparel as well as the wellness gummies. Customers could purchase tote bags, water bottles, hoodies, t-shirts, stickers and more. This would offer more products for the company to make a profit on, as well as be a way to draw in attention to something new the brand now offers.

Threat- Lemme has many other competitors. Some of which have been around a lot longer and are continuously successful. Some of these include One a Day, Spring Valley, and Nature Made.

My goal is to increase social media engagement. Lemme has 465k followers on Instagram, but averages below 4,000 likes a post and typically under 50 comments. My goal is to increase the likes and comments by getting more students to engage. Students are more active on social media and are the age of the customer demographic. Students use these products for better day to day wellness.

# LEMME GIVEAWAY STUDENT GIVEAWAY



**DETAILS BELOW**

Hey students! Are you struggling during midterms? Having a hard time staying on task? Finding it difficult to stay focused? We got you covered! Enter to win our focus wellness gummies following the simple steps!

- 1) Follow the account!
- 2) Like this post!
- 3) Comment what year you graduate and tag 3 friends!

50 winners will be selected by the end of the week and will be messaged by this page!

This will be a post for Lemme to post on their Instagram page along with the caption for it. This is a form of owned media.



Tactic #2

This is an Instagram Story for Lemme to post encouraging student to go click on their recent post to learn about the giveaway.

### Tactic #3

My third promotion would be on Goodreads. It would be a banner ad including the Lemme Focus gummies. It will have a call to action, encouraging students to go to Instagram to enter the giveaway and win. This is a form of paid media. It will be beneficial for Lemme to get more engagement with their posts on Instagram because it will reach the target audience. Many students are readers and use platforms like Goodreads to learn about new literature. In addition, the people on this site also have a need to focus (the reading) and would likely be interested in the focus gummies the giveaway has to offer.

