

LYTEBALANCE®

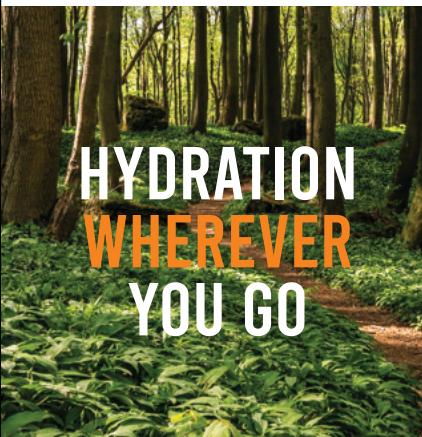


**SUMMER 2024
MARKETING
STRATEGY**

5/14/24

OVERVIEW

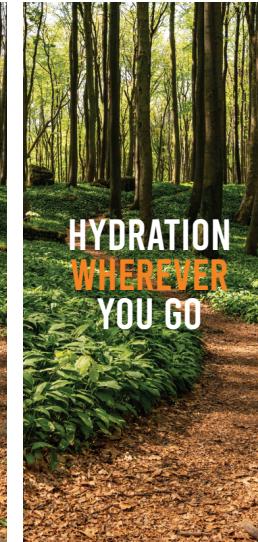
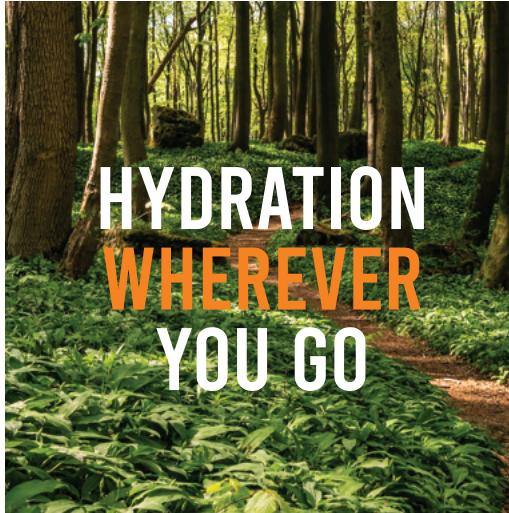
The summer 2024 marketing campaign for Lyte Balance aims to increase sales of their liquid and powder electrolyte products. The campaign focuses on educating consumers about electrolyte importance, showcasing product features, and providing educational resources. Through these strategies, Lyte Balance aims to boost brand awareness, engage customers, and drive conversions.



JUNE 2024

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1 PINNED POST PART 1
2 PINNED POST PART TWO	3	4 PINNED POST STORY	5	6 REEL #1	7	8 POST #1
9	10 POST #1 STORY	11	12 REEL #2	13	14 POST #2	15
16 POST #2 STORY	17	18 REEL #3	19	20 POST #3	21	22 POST #3 STORY
23	24 REEL #4	25	26 POST #4	27	28 POST #4 STORY	29
30 POST #4 GIVEAWAY RESULTS	1	2	3	4	5	6

PINNED POST & STORY



Caption: Hydrate on the go with our single serve electrolyte powder #WhereverYouGo #Electrolytes
Goal: Promote single single serve electrolyte powder

POST & STORY #1



JUST ONE
PACKET =

7 NAKED ELECTROLYTES

1. SODIUM — EXTRA-CELLULAR BOSS
HELPS REGULATE BODY FLUIDS, SUPPORTS CIRCULATION, AND MANAGES YOUR FIGHT OR FLIGHT RESPONSE THROUGH THE SYMPATHETIC NERVOUS SYSTEM
2. POTASSIUM — INTRA-CELLULAR BOSS
HYDRATES CELLS, DELIVERS NUTRIENTS, SUPPORTS STRESS MANAGEMENT, REGULATES HEARTBEAT, AND AIDS MUSCLE, NERVE, AND DIGESTIVE FUNCTIONS
3. MAGNESIUM — THE MEMBRANE MAGICIAN
HELPS WITH SMOOTH MUSCLE AND NERVE FUNCTION, PARTICULARLY FOR THE HEART. IT ALSO SUPPORTS CELLULAR TRANSPORT, AIDING IN CELL FUELING AND CLEANSING

4. BICARBONATE
HELPS THE BODY MAINTAIN A NORMAL ACID-BASE (PH) BALANCE AND BUFFERS ELECTROLYTES FOR MAXIMUM HYDRATION.

5. PHOSPHORUS
FUELS CELLULAR ENERGY (ATP), ACTIVATES ENZYMES, MAINTAINS EXTRACELLULAR PH, SUPPORTS DNA/RNA REPLICATION, AND ENHANCES THE BENEFITS OF VITAMIN D, MAGNESIUM, ZINC, AND IODINE

6. CHLORIDE
REGULATES FLUID VOLUME, CONTROLS NUTRIENT FLOW, MAINTAINS PH BALANCE, MANAGES OXYGEN AND CARBON DIOXIDE EXCHANGE, SUPPORTS STOMACH ACID, AND ACTIVATES NERVE AND MUSCLE CELLS.

7. SULFUR
ASSISTS IN MAINTAINING CELLULAR FLUID LEVELS AND SUPPORTS THE HEALTH OF YOUR LIGAMENTS, TENDONS, AND SKIN.



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PACKET =

7 NAKED ELECTROLYTES

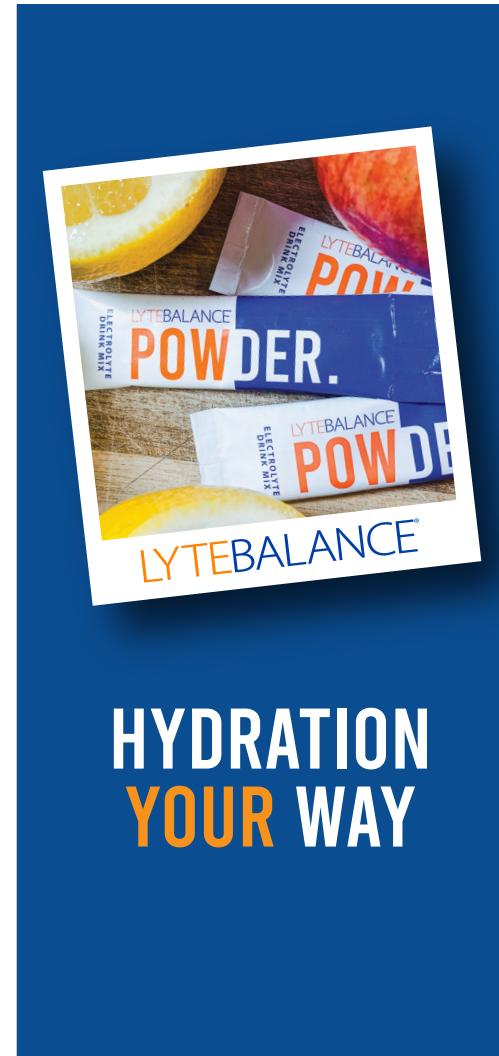
1. SODIUM
2. POTASSIUM
3. MAGNESIUM
4. BICARBONATE
5. PHOSPHORUS
6. CHLORIDE
7. SULFUR

IF YOU'RE ON
THE HUNT FOR
UNFLAVORED,
CONCENTRATED
ELECTROLYTES
THEN YOU'VE
FOUND THE
RIGHT PLACE.

LYTEBALANCE.COM

Caption: If you're on the hunt for unflavored, concentrated electrolytes then you've found the right place. #Minerals #Electrolytes
Goal: Educate viewers of the specific electrolytes found in lytebalance powder

POST & STORY #2



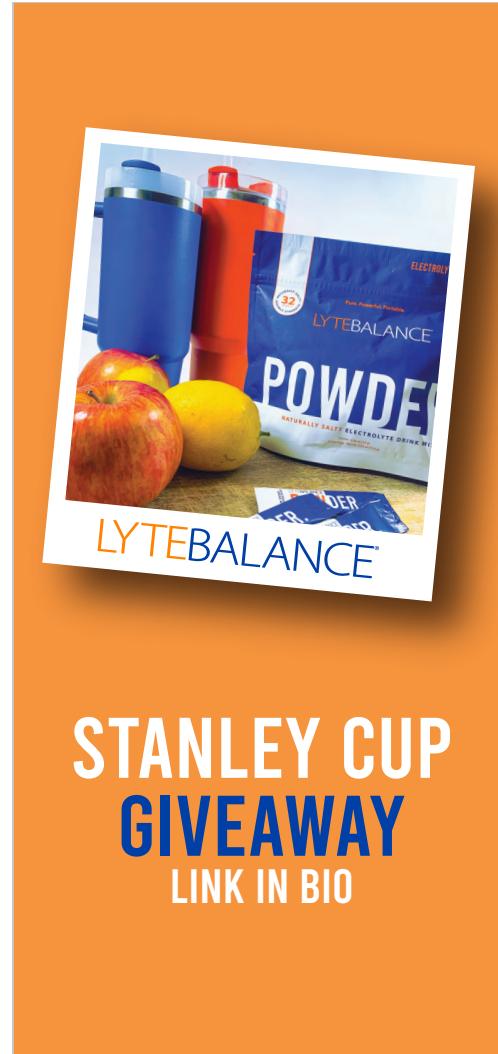
Caption: Our electrolyte powder is the ingredient you didn't know you were missing #Minerals #Electrolytes
Goal: Encourage viewers to use electrolytes powder

POST & STORY #3



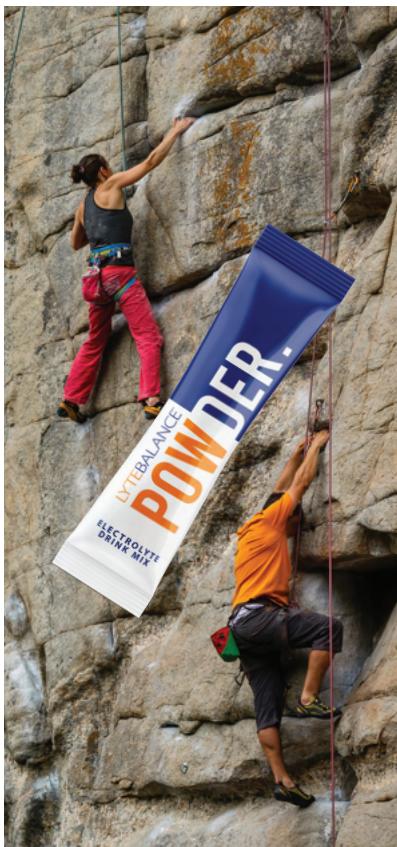
Caption: Hydrate your way - add our electrolyte powder to any drink #Minerals #Electrolytes
Goal: Encourage viewers to use electrolytes powder

POST & STORY #4



Caption: Giveaway time!! Buy any LyteBalance bundle and you'll be entered to win a stanley cup #Giveaway #Stanleycup
Goal: Encourage viewers to use electrolytes powder

REELS



Reel #1

Caption: Hydrate on the go with our single serve electrolyte powder.



Reel #2

Caption: Hydrate your way - add our electrolyte powder to any drink.



Reel #3

Caption: Hey its me! Your one stop shop for any hydration needs.



Reel #4

Caption: Hydration your way #LyteBalance



THANK
YOU!