



SOCIAL MEDIA CASE STUDY

Brand: HK Vitals



ABOUT THE BRAND

HK Vitals is a multi-category nutritional supplement brand founded in 2021 in New Delhi as a subsidiary of the House of Healthkart. The brand is committed to providing high quality nutraceuticals in the skin, hair and wellness category. With a wide range of products, it serves in the B2C space in the Life Sciences and Healthcare market segments. The brand ensures high quality, transparency and efficacy with continuous clinical testing at every step of the development process.

OBJECTIVES/TASK/BRIEF AT HAND

The brand is committed to providing a range of authentic power-packed health products & supplements. In terms of social media, the product portfolio is categorised in 3 main segments, hair, skin and wellness with different social media handles in order to reach a targeted audience.

The main handle, @hkvitals is focused on skincare with a product portfolio consisting of Skin Radiance Collagen Veg & Non Veg, Korean Collagen and Glutathione Effervescent Tablets. The page targets people investing in skincare regimens.

The objective of the brand is to promote skin health from within while maintaining a clinical and result-driven tone of voice.

STRATEGIES INVOLVED

The brand follows a content strategy that is focused on building a community of like-minded individuals interested in improving their skin health from within. Each content piece highlights a clear, credible voice, consistent tone of voice, inviting people into the science behind the each product and ingredient with in-depth explanations on skin concerns.

The strategy is focused on a consumer first approach providing data that would help in reaching out to a larger target audience, while creating opportunities for people to learn more.

CAMPAIGN ACTIVATIONS

The HK Vitals Happiness Sale is an alternate month campaign that involves exciting offers, deals and freebies. The sales started from July 2023 and is executed every second month thereon with a different creative approach each time.

The main objective behind the Happiness sale is to drive sales with amplified reach, engagement and follower growth on social media handles.

With each forthcoming sale, the creative strategy is altered in order to garner maximum reach, engagement and follower growth.

CAMPAIGN AMPLIFICATION (OFFLINE, INFLUENCERS, COLLABORATIONS, GIVEAWAYS ETC)

The Happiness Sale is executed with a 9 post grid involving prebuzz posts in order to build curiosity and anticipation. Followed by launch posts that are focused on highlighting the start of the sale and offer callouts to create awareness about the sales and drive KPIs.

The content involves multiple influencer collaborations across platforms to reach larger audiences and create content ripples. With each sale a giveaway post or a new product launch is planned in order to create a sustained growth of KPIs post campaign as well.

BEST PERFORMING POSTS



Reach: 1,225,204
Interactions: 465

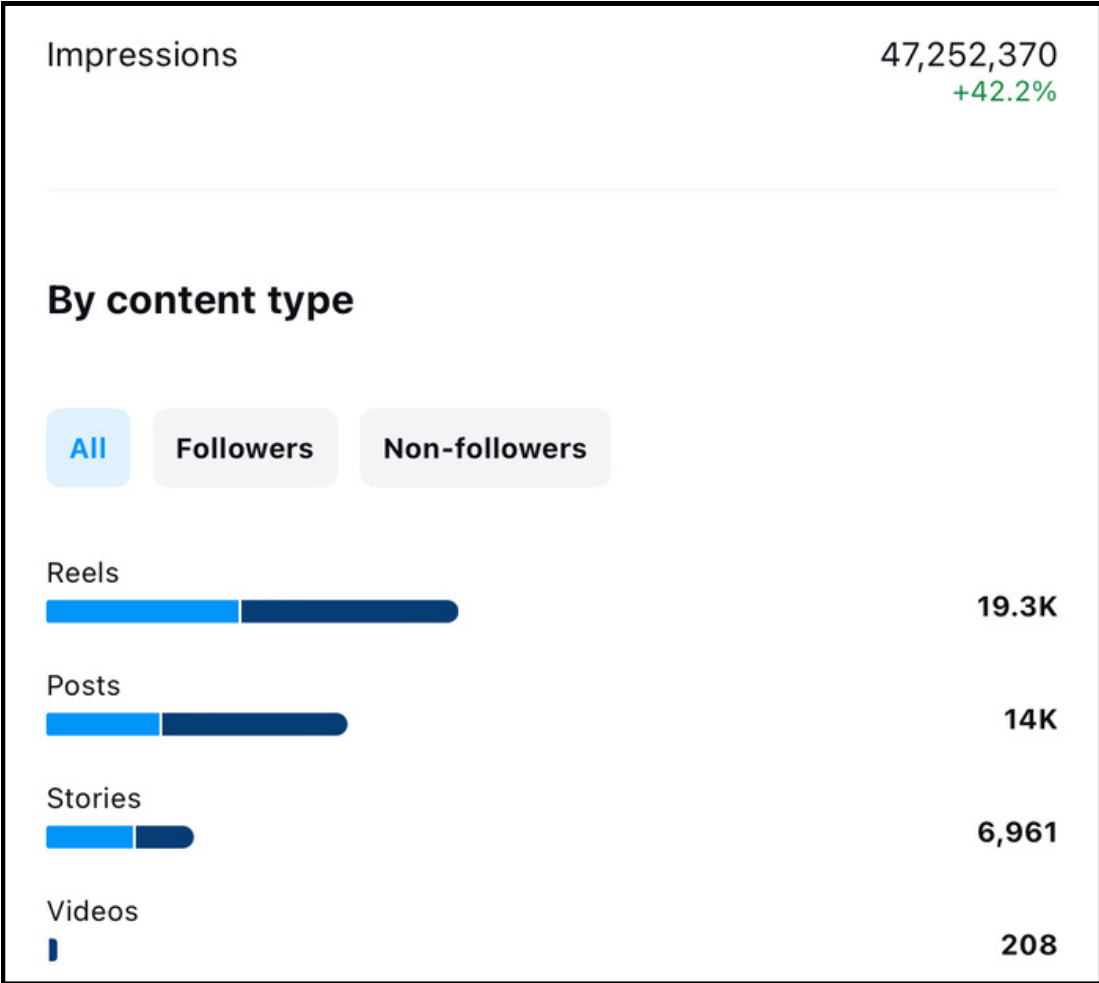


Reach: 239,318
Interactions: 48,869

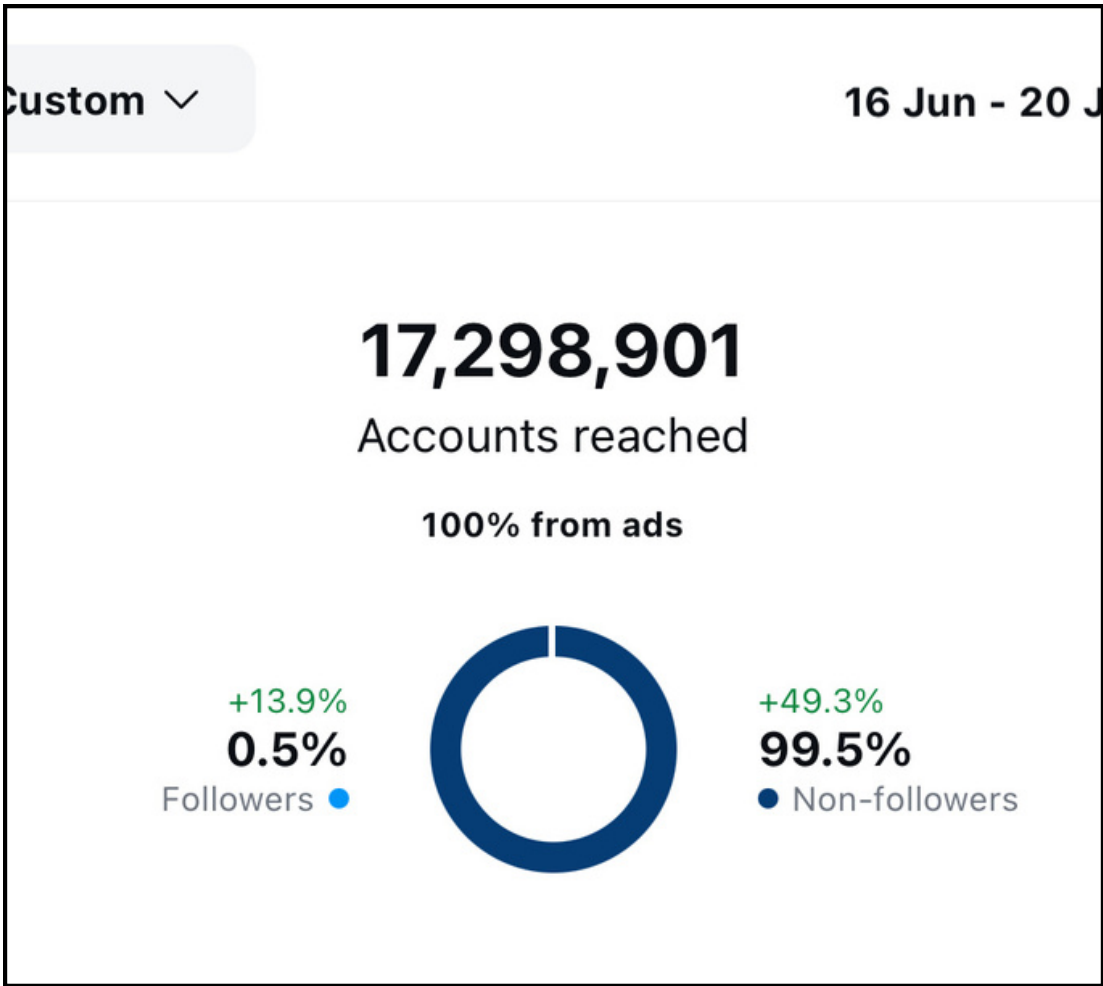


Reach: 227,490
Interactions: 49,133

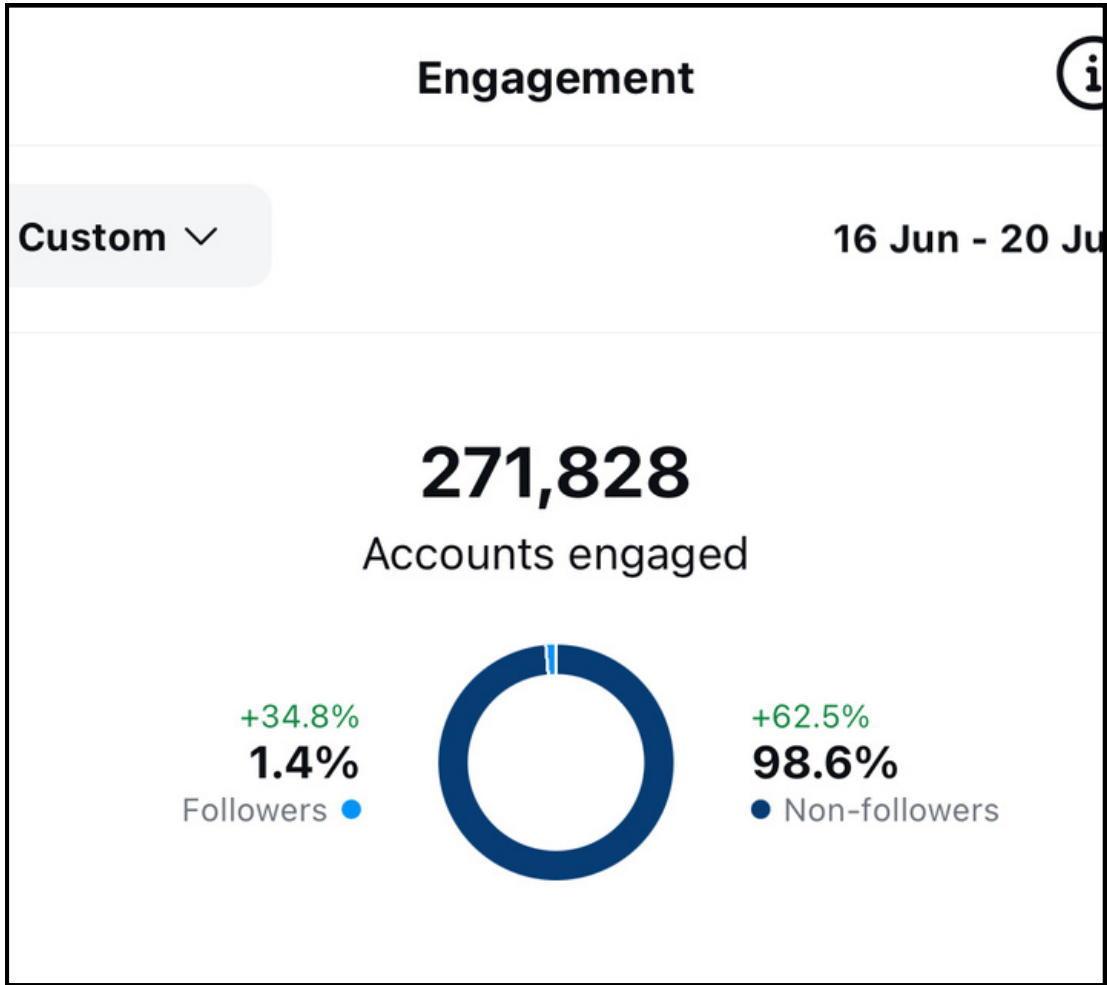
RESULTS/STATISTICS



Impressions
47,252,370



Reach
17,298,901



Engagement
271,828

RESULTS/STATISTICS



Analysis: The page performance is better in June with the Happiness Sale reach at 32,864,296 and engagement at 841,680.

Follower Growth



CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

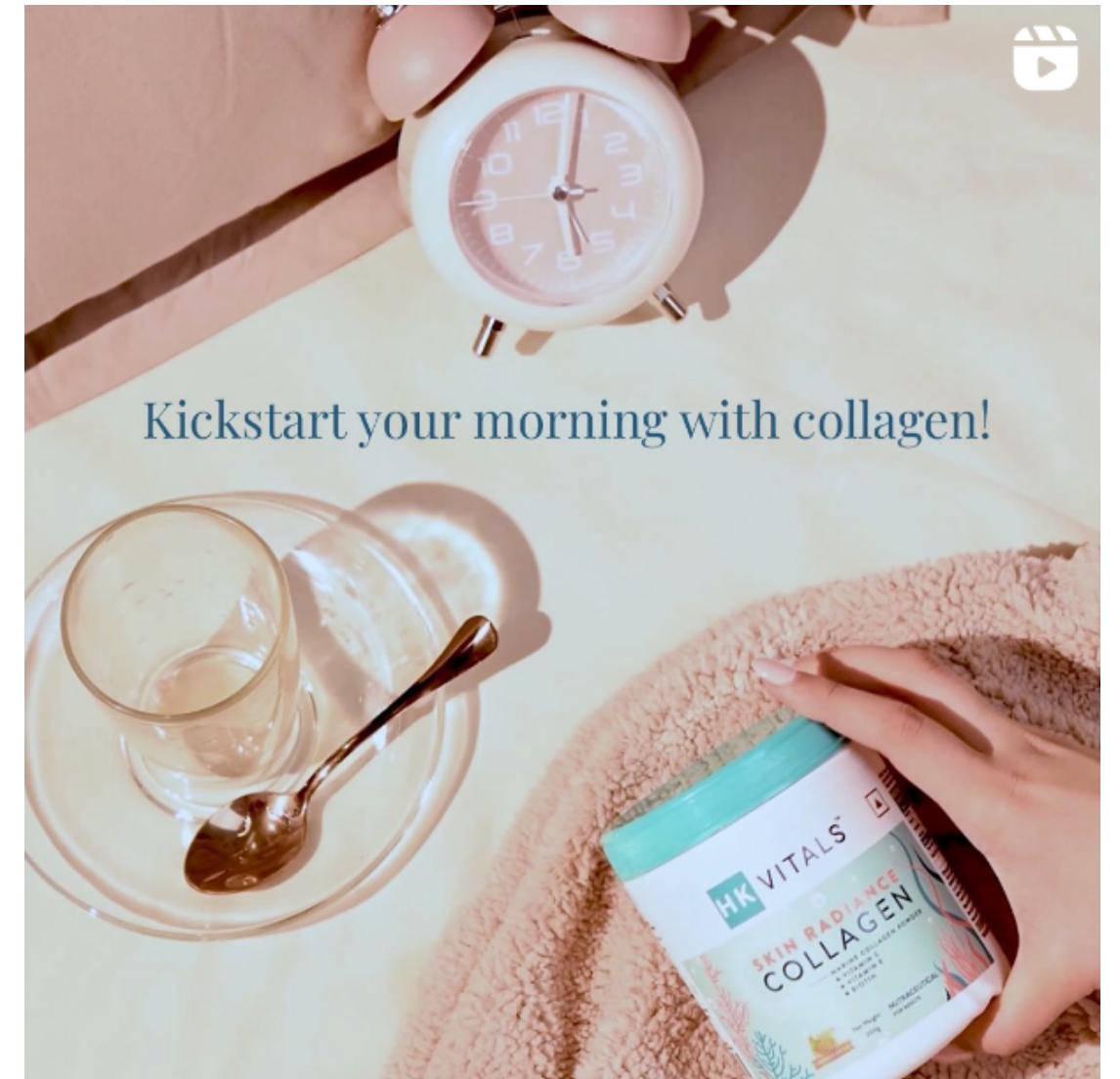
SHOOTS



CREATIVES



REELS





THANK YOU