










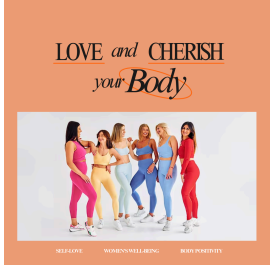








ChewFit Social Media Content Calendar

| Time Slot | Facebook Post Details | Twitter Post Details | Instagram Post Details |
|-----------|---|--|--|
| Day 1 | | | |
| 9:00 AM | <p>Post Title: Client Testimonial</p> <p>Content: Duo-picture of before and after results of a client.</p>  <p>Note: Image</p> | <p>Post Title: Co-Founder Endorsement</p> <p>Content: A quote from the co-founder stating that Chewfit is effective.</p>  <p>Note: Image</p> | <p>Post Title: 30-Day Free Trial</p> <p>Content: An announcement of a 30-day free trial with ChewFit packaging.</p>  <p>Note: Image</p> |
| 1:30 PM | <p>Post Title: Healthy is Wealthy</p> <p>Content: A motivational message about health.</p>  <p>Note: Image</p> | <p>Post Title: Motivational Graphic</p> <p>Content: Showcasing packaging.</p>  <p>Note: Image</p> | <p>Post Title: Benefits of ChewFit</p> <p>Content: A deep dive into benefits</p>  <p>Note: Image</p> |

| | | | |
|-----------------|--|---|---|
| <p>5:30 PM</p> | <p>Post Title: Transformation Tuesday</p> <p>Content: Before and after results of a real client.</p>  <p>Note: Image</p> | <p>Post Title: Success Story</p> <p>- Stacy</p> <p>Content: A testimony from a real life client of how ChewFit changed her life.</p>  <p>Note: Image</p> | <p>Post Title: Love Your Body Quiz</p> <p>Content: A quiz to the audience about why they aren't hitting their fitness goals.</p>  <p>Note: Image</p> |
| <p>Day 2</p> | | | |
| <p>10:00 AM</p> | <p>Post Title: Water Tip</p> <p>Content: Staying hydrated while being on ChewFit.</p>  <p>Note: Image</p> | <p>Post Title: CEO Statement</p> <p>Content: A statement from the CEO of ChewFit.</p>  <p>Note: Image</p> | <p>Post Title: Love and Cherish</p> <p>Content: Eye-catching post that encourages friends to use ChewFit together.</p>  <p>Note: Image</p> |

| | | | |
|----------------|--|--|---|
| <p>3:00 PM</p> | <p>Post Title: ChewFit Ingredients</p> <p>Content: List of key ingredients that are in Chewfit.</p>  <p>Note: Image</p> | <p>Post Title: Health Shouldn't be an Issue</p> <p>Content: A motivational image stating that health is vital and includes a hashtag.</p>  <p>Note: Image</p> | <p>Post Title: Friend Discount</p> <p>Content: A duo spotlight post that encourages a discount when a friend joins.</p>  <p>Note: Image</p> |
| <p>6:00 PM</p> | <p>Post Title: Kelly Clarkson Testimony</p> <p>Content: A celebrity endorsement and sale announcement by Kelly Clarkson.</p>  <p>Note: Image</p> | <p>Post Title: Text Chain</p> <p>Content: A playful post hinting at friends texting about ChewFit.</p>  <p>Note: Image</p> | <p>Post Title: Every Body is Worthy</p> <p>Content: A motivational post with graphics that show fit women to encourage the audience to use ChewFit.</p>  <p>Note: Image</p> |

Author's Note: My approach for this campaign was to highlight endorsements, benefits, education and the overall feel of ChewFit. The overarching theme for the posts

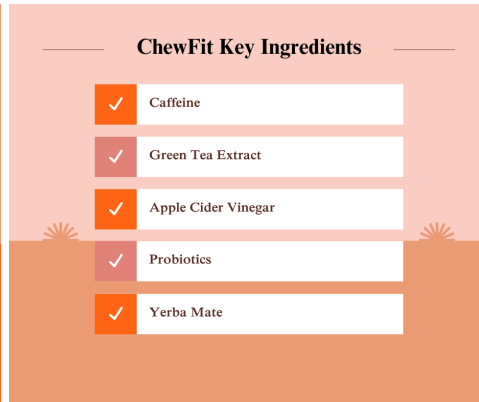
is to emphasize ChewFit as a transformative, yet approachable, weight loss solution. Each post is crafted to showcase a different facet of ChewFit's benefits. Through personal success stories, expert endorsements, or highlighting product benefits I aimed at providing value and driving conversions. There's a strong focus on inclusivity, with messaging that assures followers that no matter where they are in their journey, ChewFit can help them move closer to their goals. I wanted to create visuals that were clean and vibrant but also showcased what was going to be posted on each platform. The hashtags used in the posts are used to drive engagement as well as the vibrant visuals. My target audiences vary when it comes to each platform as Facebook is for the older generation of women while Instagram and Twitter cater towards Millennials and Gen Z. The content is fully drafted for a two-day span with a mix of post types—each designed to work cohesively across Facebook, Twitter, and Instagram, but with platform-specific nuances. I've made sure to balance visual storytelling (through compelling images) with concise, engaging copy that highlights ChewFit's unique value proposition. Each post is tagged with relevant hashtags, making it easy for users to find and engage with the brand. My main focus was to use different graphics for each post on every platform so the audiences weren't receiving the exact same information. I also included a real-life endorsement because the use of influencers in branding is growing and I felt that it was necessary for the Facebook feed that I curated. My color scheme was my favorite part about crafting this feed because I was able to use my creative thinking to make an entire campaign from scratch. I am seeking for feedback on the length of my captions and if they need to be shortened. I would also appreciate feedback on the color scheme of my posts and if the versatility is too overwhelming and if there could be more connection between each platform.

Facebook Graphics:

Day 1:



Day 2:



Twitter Graphics:

Day 1:

C“ChewFit is FDA approved and provides a healthy remedy to quick and effective weight loss. Chew then repeat.”

Estelle Darcy
Co-Founder, Beautiful Women Everywhere LLC



Day 2:

LIVE
LIFE
WITH
CHEW FIT



WHY CHEWFIT?

“As a busy mom of two and a full-time professional, I struggled to find time for complex diet plans or lengthy workouts. ChewFit made it easy! One chew a day fit right into my routine, and within a few weeks, I noticed not only weight loss but also a boost in my energy. I feel more confident and healthier than ever, and the best part? It’s so simple!”

-Stacy Waters, 30



“I wanted to create a solution for busy women like myself who need an effective way to stay healthy and manage weight without complicated routines or sacrifices.”

KORINA VILLANUEVA
CEO & FOUNDER
BEAUTIFUL WOMEN
EVERYWHERE LLC



CHEWFIT Beautiful Women Everywhere

HEALTH

SHOULDN'T BE AN

ISSUE

💖 #ONECHEW

9:45 am

Hey, have you tried ChewFit?

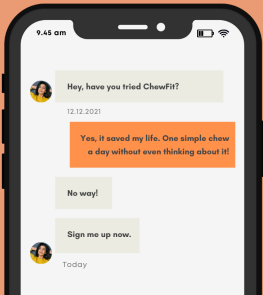
12/12/2021

Yes, it saved my life. One single chew a day without even thinking about it!

No way!

Sign me up now.

Today

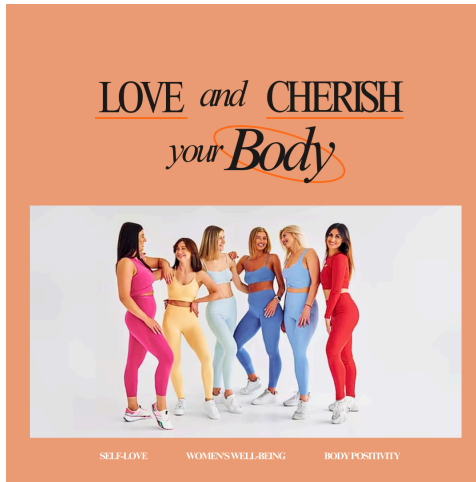


Instagram Graphics:

Day 1:



Day 2:




Facebook Feed:



Facebook User
10 hrs



Are you ready to take your fitness journey to the next level? With ChewFit, you can transform your body in no time, and the results are simply shocking! Visit the LinkTree in our bio to visit our website and JOIN NOW!
[#ChewFit](#) [#FitnessTransformation](#) [#Health](#) [#Wellness](#)


Client
TESTIMONIALS





before


after

12

 Like

 Comment

 Share





Facebook User

10 hrs

Start your journey towards a healthier you today! Visit our website to learn more about how ChewFit can help you achieve lasting results. #WeightLoss #HealthyLiving #ChewFit #Wellness #Transformation



😊❤️ 12



Like



Comment



Share





Facebook User

10 hrs

We're thrilled to share an incredible success story from one of our dedicated clients this Transformation Tuesday.

Meet Sarah, a devoted mother of two who embarked on her fitness journey with ChewFit just six months ago. Her progress has been nothing short of inspiring! [#TransformationTuesday](#) [#ChewFitSuccess](#) [#FitnessJourney](#)



😊❤️ 12



Like



Comment



Share





Facebook User

10 hrs

Hydration is key to maintaining a healthy lifestyle, and ChewFit is here to help you make the most of it! Here is a professional tip to ensure you're drinking enough water throughout the day [#ChewFit](#) [#HydrationTips](#) [#HealthyLiving](#)



😊 ❤️ 12



Like



Comment



Share





Facebook User

10 hrs

At ChewFit, we believe in the power of nature to enhance your overall health and wellness. Our ingredients are carefully selected, ensuring that each chew is a step towards a healthier you. [#ChewFit](#) [#Wellbeing](#) [#NaturalIngredients](#)

ChewFit Key Ingredients



Caffeine



Green Tea Extract



Apple Cider Vinegar



Probiotics



Yerba Mate

😊❤️ 12



Like



Comment



Share





Facebook User

10 hrs

Kelly Clarkson has chosen ChewFit as her go-to product for maintaining a healthy lifestyle. Use code KELLYFIT at checkout for a 50% discount! Visit our link in bio to cash that discount now! [#ChewFit](#) [#KellyClarkson](#) [#Wellness](#)



CALL US
+123-456-7890

BIG
sale

UP TO
50% OFF

CODE: KELLYFIT

BUY NOW

GET THE CELEBRITY
LOOK YOU HAVE
BEEN CRAVING.

Learn more about how Kelly
Clarkson transformed using
ChewFit

😊 ❤️ 12



Like



Comment



Share



Twitter Feed:

Chew, then repeat! 🍷 Thanks to co-founder Estelle Darcy and Beautiful Women Everywhere LLC
[#ChewFit](#) [#HealthyHabits](#) [#WeightLossMadeSimple](#)

“ChewFit is FDA approved and provides a healthy remedy to quick and effective weight loss. Chew then repeat.”

Estelle Darcy

Co-Founder, Beautiful Women Everywhere LLC



Live life with ChewFit 🌱 Simple, effective, and designed for busy women who want to feel their best every day. [#ChewFit](#) [#HealthyLiving](#) [#WellnessJourney](#)



Stacy found a simple path to weight loss with [#ChewFit](#) 🌟 One chew a day, and she's feeling healthier and more energized. Ready to make a change? [#WhyChewFit](#) [#TransformationTuesday](#) [#HealthyHabits](#)

WHY CHEWFIT?



"As a busy mom of two and a full-time professional, I struggled to find time for complex diet plans or lengthy workouts. ChewFit made it easy! One chew a day fit right into my routine, and within a few weeks, I noticed not only weight loss but also a boost in my energy. I feel more confident and healthier than ever, and the best part? It's so simple!"

-Stacy Waters, 30



Korina is committed to transforming lives, our mission is to provide effective, science-backed solutions for sustainable weight management." 🌟 [#WeightLoss](#) [#HealthyLiving](#) [#CEOInsights](#)



"I wanted to create a solution for busy women like myself who need an effective way to stay healthy and manage weight without complicated routines or sacrifices."

KORINA VILLANUEVA
CEO & FOUNDER
BEAUTIFUL WOMEN
EVERYWHERE LLC

Health shouldn't be an issue when trying to lose weight with ChewFit. 🍏🍏 #OneChew

CHEWFIT

Beautiful Women Everywhere

HEALTH

SHOULDN'T BE AN

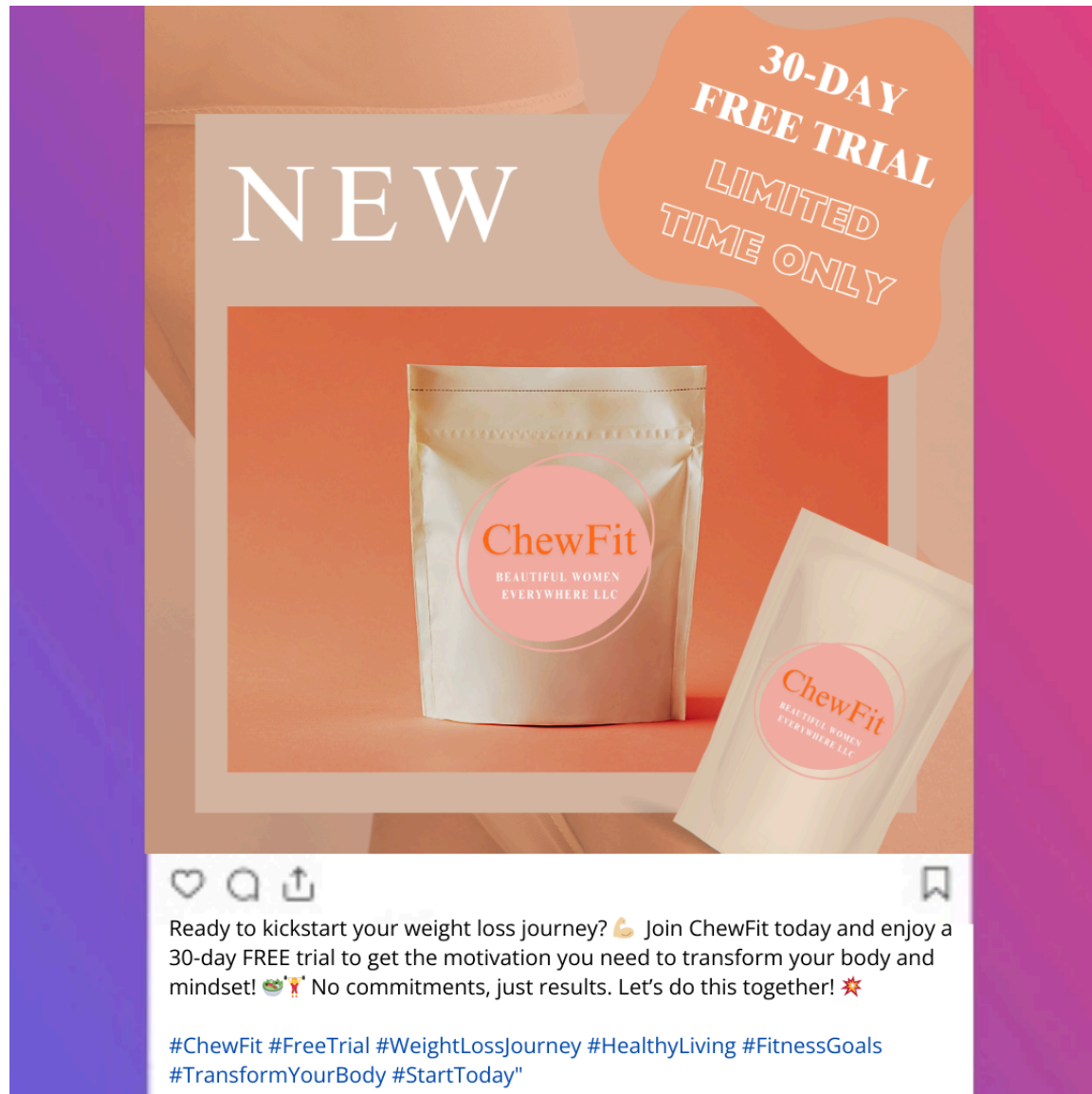
ISSUE

💗 #ONECHEW

Ready to kickstart your weight loss journey? 💪🍏 Discover the benefits of
#ChewFit today and start seeing results immediately! 🏃‍♀️🌟



Instagram Feed:



The image is a screenshot of an Instagram post. The main visual is a promotional graphic for ChewFit. It features a large, light-colored bag of ChewFit product in the center, with a smaller, tilted bag of the same product to its right. The background is a warm, orange-toned studio shot. Overlaid on the top left of the graphic is the word "NEW" in large, white, serif capital letters. In the top right corner, there is an orange, cloud-like shape containing the text "30-DAY FREE TRIAL" and "LIMITED TIME ONLY" in white, bold, sans-serif capital letters. The ChewFit logo, which includes the brand name and "BEAUTIFUL WOMEN EVERYWHERE LLC", is visible on both product bags.

NEW

30-DAY
FREE TRIAL
LIMITED
TIME ONLY

ChewFit
BEAUTIFUL WOMEN
EVERYWHERE LLC

ChewFit
BEAUTIFUL WOMEN
EVERYWHERE LLC

Ready to kickstart your weight loss journey? 🍌 Join ChewFit today and enjoy a 30-day FREE trial to get the motivation you need to transform your body and mindset! 🥗💪 No commitments, just results. Let's do this together! ✨

#ChewFit #FreeTrial #WeightLossJourney #HealthyLiving #FitnessGoals
#TransformYourBody #StartToday"

BOOSTS METABOLISM

ChewFit contains metabolism-boosting ingredients like green tea extract, which is FDA approved that helps the body burn more calories throughout the day.

BALANCES BLOOD SUGAR

ChewFit helps regulate blood sugar levels, reducing cravings and supporting steady energy. It keeps energy levels more consistent and reducing the risk of mid-day crashes.

4 WAYS CHEWFIT INCREASES YOUR HEALTH AND WELLNESS

HEALTHY HABITS

ChewFit can easily be incorporated into a busy schedule. Its simplicity encourages users to establish a healthy daily habit, integrating seamlessly into a fitness or wellness routine without the need for pills or powders.

DIGESTIVE HEALTH

ChewFit promotes digestive health, which plays an essential role in nutrient absorption, and even mental clarity. A healthy digestive system supports overall wellness energy throughout the day.

@BWEVERYWHERE



✨ Benefits of ChewFit: ✓ Boosts metabolism naturally ✓ Supports healthy digestion ✓ Reduces cravings and promotes satiety ✓ Elevates energy for an active lifestyle. Comment below your fitness goals!!

Join the [#ChewFit](#) community and redefine what wellness means to you! 🌱💚
[#MindfulEating](#) [#WeightLossJourney](#) [#HealthyLiving](#) [#WellnessWithChewFit](#)

BEAUTIFUL WOMEN
EVERYWHERE LLC

LOVE YOUR BODY

What stops you from achieving your health goals?

A Work-life balance

B Bad eating habits

C Not taking ChewFit!

One simple chew, one positive change. Every day is a step closer to the healthiest version of you.

www.beautifulwomeneverywhere.com



Your body is capable of amazing things—so why not give it the care and love it deserves? 💪

If you're not hitting your fitness goals, it's not about a lack of willpower, it's about finding the right plan that works for YOU at Chewfit ✨

#Chewfit #HealthJourney #WomenOnTheGo #RealResults #WeightLossGoals

LOVE *and* CHERISH *your* **Body**



SELF-LOVE

WOMEN'S WELL-BEING

BODY POSITIVITY



Your journey to a healthier you starts with love and balance 💪❤️
At ChewFit, we believe that weight loss is about progress, not perfection.
Embrace every step and cherish the incredible things your body can do.
Let's get stronger, healthier, and happier together! 🌱✨

[#ChewFit](#) [#BodyLove](#) [#ProgressOverPerfection](#) [#SelfCareJourney](#)

CELEBRATE EVERY INCH OF YOURSELF



you are
Beautiful
and
Worthy

THE SOFTNESS AND THE STRENGTH



Transform your body, transform your life with ChewFit! 💪 Start your weight loss journey today and get ONE MONTH FREE when you refer a friend! 🧑🏻🧑🏻✨ Ready to crush your goals together? Let's do this! 🌟 Click the link in bio for more info!

[#WeightLossJourney](#) [#FreeMonth](#) [#WomenOnTheGo](#) [#HealthyLiving](#)



EVERY *Body* IS UNIQUE
AND WORTHY *Of Confidence*

ChewFit

BEAUTIFUL WOMEN
EVERYWHERE LLC



Every journey to wellness is unique, just like every body. At ChewFit, we believe that your body is already worthy and wonderful, and we're here to support you on your path to feeling your best 💪❤️

[#ChewFit](#) [#EveryBodyIsBeautiful](#) [#UniqueAndWorthy](#)