

THE CLARK'S NUTRITION

WELLNESS PROJECT

HELPING EACH OTHER TO LIVE BETTER

PROMOTION PARTICIPATION SCHEDULE

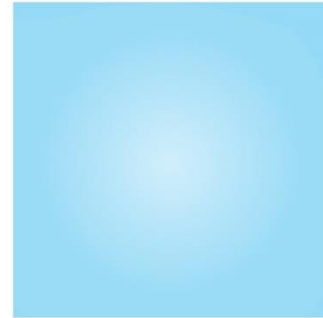
Contact:
Marketing@clarksnutrition.com

PROMOTIONAL PARTICIPATION SCHEDULE

**MARCH
1-7**

POST BLUE SQUARE IMAGE ONLY

Monday - Sunday: Begin posting daily the blue box only to all your social platforms and eblasts. You can add teaser content like, "I (we) are Wellness" or "Get ready to join the movement"



**MARCH
8-14**

POST SMILE IMAGE ONLY

Monday - Sunday: Post the smile image on your social media. You can add teaser content like, "Wellness is a team sport" or "We are wellness"



**MARCH
15 -
APRIL 4**

SHARE IMAGE INCLUDING YOUR LOGO OR NAME

Monday - Sunday: Add verbiage that reflects you being a part of this movement and encourage others to join. Share through all portals of communication (i.e., email signature, website, eblasts, memos, etc.) what you are doing to promote physical, mental and/or emotional wellness.



**APRIL
5-11**

PLACE WATERMARK ON PICS. & POSTS

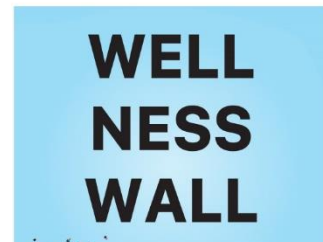
Monday - Sunday: Continue to share stories and ideas of wellness using the watermark image. Use social media paid promotion opportunities to spread your message.



**APRIL
12-25**

POST "WELLNESS WALL IMAGE

Monday - Sunday: Encourage people to share on your posts how they are keeping physically, mentally and/or emotionally well, ideas for wellness, struggles and stories. Re-post and share various stories as they are added to your "Wellness Wall"



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