GROW



Sportive

CONTENT &
MEDIA STRATEGY

growcdx.com

Agenda

Objective

Action Plan

Content Plan

Media Plan

Shooting & Schedule

Requirements

Objective

Our objective is clear and simple become known as the hub for recovery & wellness center with a multidesplinary team of renowned medical professionals

Our first objective is filling the rooms with additional hours per month

The second objective is showing all of the services that we have under one roof

The third objective is creative a sense of loyalty to the studio rather than to and individual doctor

How are we going to do this?

01 Performance Lead Gen Meta Campaigns

02 Build Equity through Content Marketing

03 Build a retention flow that's impossible to ignore

Content Pillars

ONE ROOF 25%

One body, one building, one plan

AFTER THE SURGERY 25%

Post-partum and post-operative lymphatic drainage.

5 PHYSIOS 20%

Naming all of them makes patients loyal to a bench rather than a person
Talking about all the services we have cupping, ems when and so on

PAIN EXPLAINED 20%

The teaching pillar. Back, neck, knee, shoulder, posture

MEMBERSHIPS 10%

Commercial Pillar so that it's not heavy and doesnt look cheap

Services

PHYSIO 40%

Including recovery ems, cupping & lymphatic drainage

OBGYN 15%

Pregnancy & Child Birth

NUTRITION 15%

TBD

PSCHYE 15%

mental health content

RHEUMATOLOGY 15%

a medical specialty focused on diagnosing and treating inflammatory and autoimmune diseases that affect the joints, muscles, bones, and connective tissues

PILLAR: PHYSIO (REEL)

Stop living in pain

Fast Cuts - Different Pains - Different actions

Reuires doctor & patient shooting day

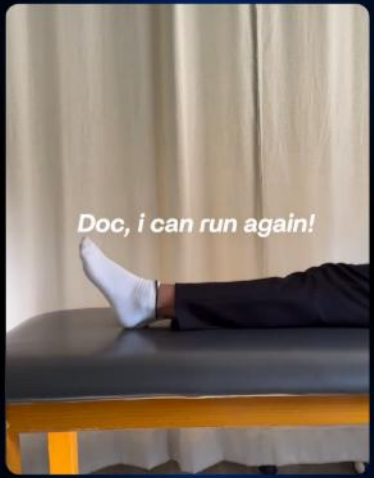


PILLAR: PHYSIO (REEL)

Doc I can walk again

Different people with different messages hitting that emotional vibe

Requires one or two models & four different outfits



PILLAR: ONE ROOF (REEL)

A full recovery day start to finish ·

Recovery means as much as phyisotherapy

Requires one or two models & four different outfits



PILLAR: PHYSIO (REEL)

No matter the pain we got you

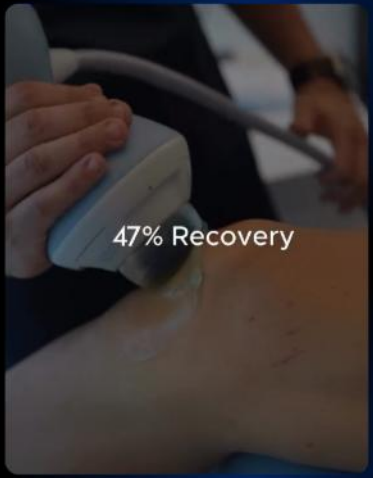
Different types of pain neck, back and so on and so on then shots from practicing



PILLAR: PHYSIO (REEL)

From 0% to 100% Recovery

A visual representation of the recovery journey — from feeling drained to fully recharged



PILLAR: PHYSIO (REEL)

Premium Recovery Experience

A cinematic look into the recovery session, highlighting the premium experience, calm atmosphere, and attention to every detail

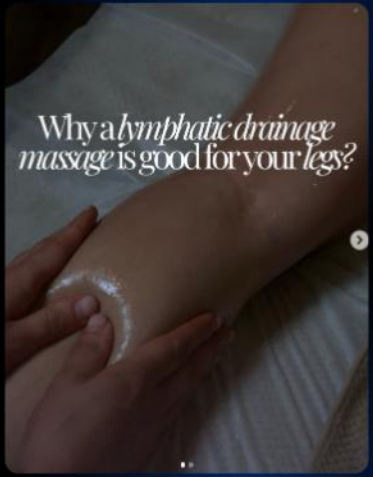


PILLAR: ONE ROOF (STATIC)

What lymphatic drainage actually does

Focusing on lymphatic drainage and its different kind of patients

Requires one or two models & four differnt otfits

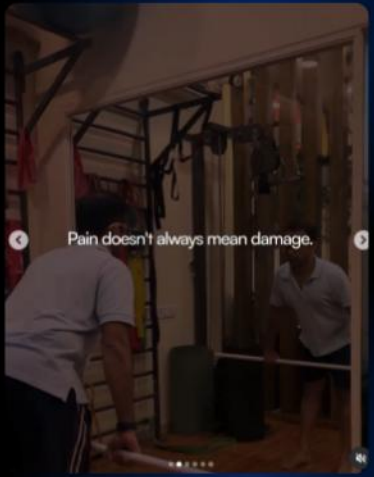


PILLAR: ONE ROOF (STATIC)

Why your lower back hurts after sitting

Understanding your body better before starting any sessions (assessments)

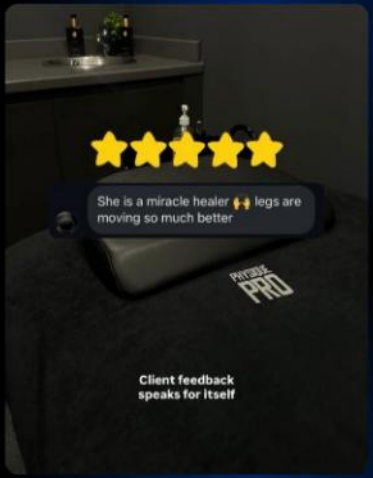
Requires one or two models & four different outfits



PILLAR: ONE ROOF (STATIC)

Real Reviews

Displaying client feedback and reviews on our page



PILLAR: ONE ROOF (STATIC)

Can you reach behind your back?

3 Self Tests you can do yourself to make sure your back is aligned





NEW CONTENT · CAROUSEL (6 SLIDES) · MYTH VS FACT

4 recovery myths athletes still believe

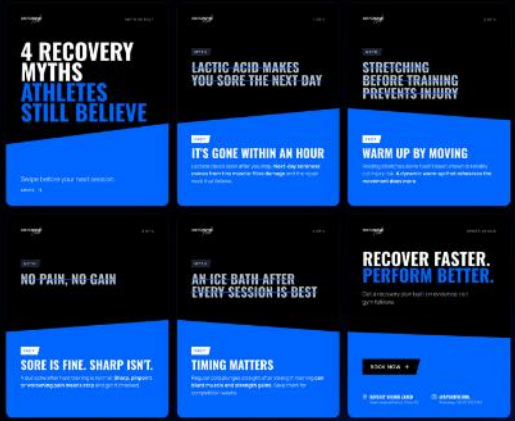
Bold black and blue split with the brand's slanted edge. Each slide crosses out a myth and answers it with the fact.

CAPTION

Still blaming lactic acid? 👀 Swipe to bust 4 recovery myths athletes still believe.

Get a recovery plan built on evidence, not gym folklore, at Sportive Hub, Beverly Sheikh Zayed.

#SportiveHub #RecoverFaster #PerformBetter #SportsRecovery #MythVsFact #Physiotherapy



SWIPE ORDER: LEFT TO RIGHT, TOP TO BOTTOM

NEW CONTENT · STATIC · SERVICES

Prime or Total?

Premium dark style with a faded close-up photo. Helps people choose between the two recovery sessions.

CAPTION

Upper body tight? Or does everything need attention?

That's the only question you need to answer.

Prime Recovery focuses on your upper or lower body, ideal when one area is carrying the load. Total Recovery covers you head to toe, for heavy training weeks and full-body fatigue. Add cupping to either one for a little extra.

Not sure which one fits? Send us a message and we'll help you choose. Book your session.

#SportiveHub #SportsRecovery #Physiotherapy #RecoverFaster #PerformBetter #SheikhZayed #SportsMassage



NEW CONTENT · STATIC · PSYCHIATRY

Your mind is part of your game

Premium dark style with a calm athlete portrait. Introduces confidential psychiatry care under the same roof.

CAPTION

You train your body every day. When did you last check in with your mind?

Pressure before competition. Sleep that won't come. Focus that slips. Burnout that creeps in.

These are part of performance too, and they deserve real care. Our psychiatry sessions are confidential, and under the same roof as your recovery.

Send us a private message when you're ready. We'll take it from there.

#SportiveHub #MentalHealth #AthleteMentalHealth #MindAndBody #Psychiatry #PerformBetter #WellnessEgypt



NEW CONTENT · STATIC · EDUCATION (SAVE-WORTHY)

Warm up like a pro

Clean white checklist with giant blue letters. A practical post people save and share, which grows reach.

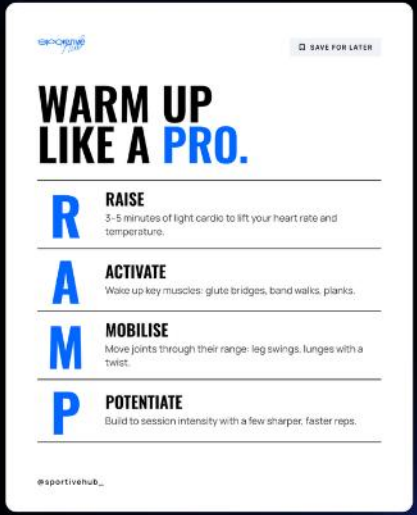
CAPTION

Five minutes on the treadmill isn't a warm-up.

Pros use the RAMP method:
R — Raise: 3–5 minutes of light cardio to lift heart rate and temperature
A — Activate: wake up key muscles with glute bridges, band walks, planks
M — Mobilise: move joints through their range with leg swings and lunges with a twist
P — Potentiate: build to session intensity with a few sharper, faster reps

Save this and try it before your next session.

#SportiveHub #WarmUp #InjuryPrevention #TrainSmarter #Mobility #PerformBetter #FitnessEgypt



Now on to the media plan,
78% of customer buy from
business who respond first



Media

01 Back Pain & Neck Pain Physio Centric Ads

02 Lymphatic Drainaige for Post Pregnancy Ads

03 Cupping & EMS (maybe)

AD #1

Cupping and its types and its advantages

different types of cupping and who exactly needs it



AD #2

Wrist, back and neck pain

physiotherapy concentrated videos



AD #3

Lymphatic drainage and its different patients

different types of patients and who exactly needs lymphatic drainage sessions

Requirements

01

Confirm Shooting Day Dates

02

Approve this document

03

Wire Media Budget

04

Reply to inquires really quickly

05

Coordinate with needed models & patient consent

06

Ge tthe patients on a call highly likely to convert + give first time discount

We can't wait to Enhance Your Brand Presence!

