

Brand Strategic Guide - CELLMAXX

Version: Draft 1

1. Brand Purpose & Vision — Cellmaxx

Brand Purpose:

To empower everyday Malaysians to regenerate their vitality and cellular health using nature's most intelligent superfood—AFA stem cell technology.

Cellmaxx exists to bridge the gap between advanced wellness science and accessible, everyday health maintenance. It believes cellular regeneration is not a luxury—it's a basic right.

Explanation in action:

Just as skincare became part of a self-care ritual, Cellmaxx is pioneering a culture where internal cell repair becomes a daily wellness habit.

- Tesla's Purpose: "To accelerate the world's transition to sustainable energy."
 - IKEA's Purpose: "To create a better everyday life for the many people."
 - Cellmaxx's Equivalent: "To democratize access to stem-cell-inspired wellness."
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Brand Vision:

To become Southeast Asia's most trusted and accessible stemcell-based wellness brand, enabling millions to age actively, live longer, and feel younger—cell by cell.

By 2030, Cellmaxx aims to:

- Be in every major pharmacy and health store across Malaysia and Singapore.
- Cultivate a community of 1 million users who consume Cellmaxx daily.
- Back its product efficacy with clinical research and education to gain the trust of health professionals.

Vision in action:

Think how Nestlé Health Science or Blackmores became trusted household names—Cellmaxx envisions a similar trajectory, starting from Malaysia and going regional.

2. Brand Archetype & Personality — Cellmaxx

****Primary Archetype:**

The Creator

The Creator archetype is about innovation, self-expression, and bringing transformative ideas to life. In the wellness context, it represents the frontier of science, technology, and creativity fused into something beneficial and meaningful.

How Cellmaxx embodies the Creator:

- Uses AFA technology, a rare and forward-thinking natural solution.
- Turns complex stem cell science into daily, consumable sachets—practical yet potent.
- Speaks to people who want control over their health and aging process.

Case Study Example 1: Apple (Creator)

- Apple doesn't just sell tech; it offers beautifully designed, empowering tools for self-expression.
- Like Cellmaxx, it leads with design, innovation, and education.

Case Study Example 2: Aesop (Creator)

- Aesop merges science with design and storytelling, turning skincare into a daily ritual.
- Cellmaxx, similarly, offers a “ritual of regeneration” in every sachet.

Secondary Archetype: The Sage

The Sage archetype is about truth, knowledge, and guidance. In wellness, this means empowering people with credible, research-backed information to make better health decisions.

How Cellmaxx embodies the Sage:

- Educates consumers on how AFA stem cell technology works.
- Prioritizes scientific transparency and documentation.
- Doesn't use hype or fear—uses facts, case studies, and testimonials.

Case Study Example 1: Mayo Clinic (Sage)

- Known for credibility and cutting-edge research. Cellmaxx can borrow this tone when communicating product benefits.

Case Study Example 2: Headspace (Sage)

- Simplifies complex neuroscience into a consumer-friendly mental health app. Similarly, Cellmaxx simplifies cellular science into sachets.

Brand Personality Traits

Emotional posture: Nurturing, Inspiring, Empowering

Tone of voice:

- Warm but wise – speaks like a knowledgeable friend or trusted pharmacist.
- Clarity-driven – avoids hype, prioritizes understanding.
- Gently persuasive – taps into emotion without being pushy.

Language style:

- Plain language when educating
 - Confident when promoting benefits
 - Inviting and inclusive—“for people like you”
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Sample Phrases:

- “Powered by the intelligence of nature, backed by science.”
- “Start repairing your cells—before your body starts complaining.”
- “Not all supplements are created equal. Ours goes to the root.”

3. Positioning Statement — Cellmaxx

Positioning Template:

For [target], [brand] is the [category] that [benefit], because [reasons to believe].

Cellmaxx Positioning Statement:

For health-conscious Malaysians aged 25 and above,

Cellmaxx is the premium stem cell-based supplement

that helps rejuvenate your body from within, boost vitality, and promote long-term wellness, because it is formulated with AFA technology—nature’s most potent stem cell activator—trusted by thousands and backed by science.

Why this positioning works:

- Target clarity: “Health-conscious Malaysians aged 25+” hits the educated, curious, urban buyer.
 - Category clarity: “Premium stem cell-based supplement” sets a clear niche, not just another vitamin.
 - Emotional & functional benefit: “Rejuvenate, boost vitality, long-term wellness” appeals to those seeking daily prevention, not just cure.
 - Reasons to believe: “AFA tech + trusted + backed by science” taps into both archetypes—Creator (innovation) and Sage (knowledge).
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Market Comparison: Positioning Examples

1. AFA-CM (Direct Competitor)

Likely positions itself as a scientific, doctor-recommended supplement, but lacks mass accessibility branding. Often feels like it's made by health pros, for health pros.

2. Blackmores (Indirect Competitor)

"For people who care about natural health, Blackmores offers a range of trusted, researched-backed wellness products."

- Functional but lacks "regenerative" promise that Cellmaxx uniquely owns.

Validating & Evolving the Positioning

How to validate this positioning:

- Customer interviews & testimonials – ask: Why did you choose Cellmaxx? What results did you feel?
- Split test ads – compare "rejuvenate from within" vs "stem cell power" vs "natural cell repair"
- Social listening – monitor wellness forums, FB groups, and TikTok trends for terms like "daily vitality," "natural healing," or "stem cell supplement."

How to evolve it:

- As the product scales, evolve from functional benefit ("rejuvenation") to identity benefit ("I am someone who takes charge of my health").

4. Target Audience Personas — Cellmaxx

We'll break this into 2 core personas based on Malaysia's wellness consumer segments:

1. The Preventive Professional (Age 30–45)
2. The Recovery Seeker (Age 45–60+)

Persona 1: The Preventive Professional

- Name: Nurul, 34
- Profession: Senior Executive at a GLC
- Location: Klang Valley
- Income: RM6,000–RM10,000/month
- Family Status: Married, 1 child
- Education: Degree holder
- Lifestyle:
 - Busy weekdays, gym twice a week
 - Spends on skin care, organic food, health checkups
 - Researches products before buying
 - Active on Instagram and Facebook
 - Listens to health podcasts and reads reviews
- Psychographics:
 - Believes in prevention over cure
 - Curious about new health trends but avoids hype
 - Looks for long-term health solutions
 - Wants to stay youthful and energetic for her career and family
- Frustrations:
 - Feels tired easily despite supplements
 - Unsure who to trust in the supplement market
 - Overwhelmed by health info online
- Buying Triggers:
 - Word-of-mouth from friends or health influencers*
 - Scientific proof or doctor endorsement*

- Product trials or starter packs
 - Ritual-like consumption (e.g. “every morning before breakfast”)
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Persona 2: The Recovery Seeker

- Name: Encik Razak, 52
- Profession: Small business owner (catering)
- Location: Johor Bahru
- Income: RM4,000–RM7,000/month
- Health Background:
 - Recently diagnosed with mild hypertension
 - Struggles with fatigue and joint pain
 - Exploring non-hospital solutions
- Lifestyle:
 - Relies on Facebook and YouTube for health info
 - Trusts product reviews and testimonials
 - Influenced by religious leaders or ustaz health campaigns
- Psychographics:
 - Wants to avoid relying on medications
 - Believes in natural healing (e.g. madu, habbatus sauda')
 - Seeks products that align with Halal and natural claims
- Frustrations:
 - Doesn't understand complex health jargon
 - Worried about scams and fake health claims

- Afraid of wasting money on ineffective supplements
 - Buying Triggers:
 - Affordable pricing with visible effects
 - Positive testimonies from people his age
 - Easy-to-understand benefits (“help tenaga”, “cepat segar”)
 - Shared by someone trusted in his community
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Real Brand Comparison:

Glossier (Community-Driven Shopper)

- Persona: Early adopters of skincare, trust peer reviews, love transparency—similar to Persona 1.

Herbalife (Health Rebuilder)

- Persona: People recovering from fatigue or health conditions, follow community testimonies—similar to Persona 2.
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Recommended Research Methods:

- Social Listening: Facebook Groups (Kesihatan Alternatif Malaysia, Vitamin Lovers)
- Mini Focus Groups: Segment by age 25–35 and 45–60 to test different messages
- Surveys: Run short WhatsApp or IG Stories polls: “Would you take a supplement to boost stem cells?”

5. Brand Promise — Cellmaxx

Brand Promise Statement:

“Every sachet of Cellmaxx delivers nature-powered cellular renewal—so you can feel younger, live stronger, and take charge of your long-term health.”

This is more than a product claim—it's a functional + emotional contract between Cellmaxx and its customers.

Functional Promise:

- Supports cell regeneration using nutrient-rich AFA (Aphanizomenon flos-aquae).
 - Helps improve energy, vitality, focus, and overall wellness over consistent use.
 - Easy-to-consume sachet format for daily health rituals.
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Emotional Promise:

- Restores confidence in aging.
 - Inspires a sense of hope and empowerment over one's health journey.
 - Provides trustworthy science in a world full of health misinformation.
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Example Brands with Strong Brand Promises:

FedEx:

"When it absolutely, positively has to be there overnight."

— Built on reliability.

Headspace:

"Your mind. A happier place."

— Built on emotional wellness.

Blackmores:

"Trusted by generations."

— Built on long-term health trust, similar to Cellmaxx's aspirations.

Usage in Practice:

- On packaging:

“Reclaim your health. Start with your cells.”
- On website hero banner:

“Cell repair made simple. Feel younger from within.”
- In sales pitch:

“We don’t treat symptoms—we help your body regenerate, naturally.”

6. Messaging Pillars — Cellmaxx

1. Cellular Rejuvenation from Within

- Description:

Your body already has the intelligence to repair itself—Cellmaxx activates that power through AFA stem cell support.
 - Emotional Value:

Hope. Control. Confidence in long-term wellness.
 - Sample Phrases:
 - “Activate your body’s natural healing power.”
 - “Repair from within, one cell at a time.”
 - “Not a trend. A transformation.”
 - Usage Context:

Hero banner, explainer video, testimonials, influencer content
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2. Backed by Science, Powered by Nature

- Description:

Cellmaxx is formulated with AFA (Aphanizomenon flos-aquae), a clinically studied

superfood with stem cell-supporting properties.

- Emotional Value:

Trust. Reassurance. Credibility.

- Sample Phrases:

- “Nature’s most intelligent superfood.”
- “Where ancient waters meet modern science.”
- “Trusted by thousands. Studied by scientists.”

- Usage Context:

Product page, FAQ section, brochures, doctor/influencer collabs

3. Wellness Made Easy, Every Day

- Description:

One sachet a day makes Cellmaxx part of your morning routine—no complex regimens, no hard pills.

- Emotional Value:

Relief. Simplicity. Empowerment.

- Sample Phrases:

- “One sachet. Ten seconds. Lifelong difference.”
- “Wellness that fits your life.”
- “Your new morning ritual.”

- Usage Context:

Packaging, onboarding emails, IG Reels/TikTok demos

4. Affordable Premium Health

- Description:

High-performance health supplements don't have to cost hundreds. Cellmaxx delivers advanced wellness at a fair price.

- Emotional Value:

Inclusivity. Satisfaction. Value.

- Sample Phrases:

- "Premium wellness, without the premium price tag."
- "Because self-care shouldn't be a luxury."
- "RM9.80/day to protect your future health."

- Usage Context:

Sales page, promo campaigns, affiliate/agent training decks

5. Your Daily Reset Button

- Description:

Beyond prevention, Cellmaxx becomes a ritual of resetting your body after fatigue, stress, or overwork.

- Emotional Value:

Relief. Gratitude. Self-love.

- Sample Phrases:

- "You recharge your phone daily—why not your body?"
- "Reset your body. Reclaim your energy."
- "Start again, every day."

- Usage Context:

Email nurture sequences, retargeting ads, end-of-day content

7. Visual & Verbal Identity – Step-by-Step Guide for Cellmaxx

A. Visual Identity

1. Color Palette

- Primary Color: Soft Aqua Blue or Mineral Green

(Symbolizes water, nature, purity, and stem-cell regeneration)
- Secondary Colors:
 - Clean White: clinical feel, science-backed
 - Warm Sand/Beige: wellness, earthiness
 - Charcoal or Slate Gray: modernity, contrast, and credibility

Example Reference:

- The Nue Co. and Somavedic (clinical wellness with warm earthy tones)
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2. Typography

- Header Font: Sleek, humanist sans-serif (e.g. Montserrat, Lato)

(For clarity and modern authority)
 - Body Font: Neutral serif (e.g. Merriweather, Georgia)

(Adds warmth, readability, and trust)
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3. Logo Style

- Design Theme: Circular or wave-based, echoing cell membranes or water flow
- Typeface: Clean, geometric sans-serif for modernity

- Optional Symbol: A stylized cell, molecule, or subtle leaf-inside-orbit to suggest AFA/nature-meets-science

Reference Brand:

- Polène (quiet elegance) meets Blackmores (trust and legacy)
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4. Packaging Aesthetic

- Minimalistic sachet design
 - Iconography showing “1 sachet = 1 daily reset”
 - QR code linking to science explainer videos
 - Eco-conscious cues: recyclable box, biodegradable inner wrap
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5. Layout System & Design Grid

- 8-column web design grid for responsive mobile site
 - Balanced negative space to signal clarity and professionalism
 - Lifestyle images of calm, confident users (not overly fit, but “well” and radiant)
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B. Verbal Identity

1. Tone of Voice

- Empathetic (speaks to real health concerns)
 - Clear (no jargon or woo-woo)
 - Uplifting (instills hope, possibility, daily progress)
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2. Writing Style

- Conversational yet credible:

“Think of Cellmaxx as a reset button your body’s been waiting for.”

- Use analogies to explain science simply:

“Your body is like a garden. We help you plant better seeds.”

- Avoid exaggerated claims or miracle language. Focus on:

- ***“Consistent use”**
- ***“Backed by AFA science”**
- **“Rejuvenation takes time—let’s start today.”**

3. Phrases to Use:

- **“Daily ritual of repair”**
- **“Backed by nature. Validated by science.”**
- **“Support your cells. Support your future.”**
- **“Smart health. Every day.”**

4. Phrases to Avoid:

- **“Cure” or “treats disease” (regulatory risk)**
- **“Magical” or “miracle” (breaks Sage credibility)**
- **Overhyped MLM lingo: “You’ll never get sick again!”**

8. Customer Experience Strategy – Process Flow & Detail

We’ll break this down into 6 experience stages, each designed to create delight, trust, and long-term loyalty.

Stage 1: Discovery

Goal: Help potential customers understand why Cellmaxx is different from other supplements.

- Channels: Facebook Ads, TikTok explainers, Influencer stories, Pharmacy booths
 - Key Experience Touchpoints:
 - Educational video about AFA & stem cell benefits
 - Testimonials from Malaysians across age groups
 - Interactive quiz: “Is your body ready for regeneration?”
 - Emotional Aim: Curiosity + Trust
 - Sample CTA: “See what your cells could feel like in 30 days.”
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Stage 2: Consideration

Goal: Build credibility and nudge trial.

- Channels: Website, WhatsApp support, agents, pharmacist interactions
 - Key Experience Touchpoints:
 - Scientific explanation page (simple language + infographics)
 - Doctor/health coach video explainers
 - Free sample offer with shipping fee
 - Side-by-side comparison with other supplements (no stem cell support)
 - Emotional Aim: Clarity + Confidence
 - Sample CTA: “Try Cellmaxx for 10 days—your body will tell the difference.”
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Stage 3: Purchase

Goal: Make the buying process simple, reassuring, and satisfying.

- Channels: Website, Shopee/Lazada, WhatsApp agents
 - Key Experience Touchpoints:
 - Easy checkout with multiple payment options (FPX, eWallets)
 - Fast shipping promise: 48 hours or less
 - Welcome email: “Your Reset Ritual Begins Today”
 - Emotional Aim: Relief + Satisfaction
 - Sample CTA: “Your journey to inner vitality starts here.”
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Stage 4: Unboxing

Goal: Create a moment of surprise, assurance, and ritual-setting.

- Packaging Must-Haves:
 - Personal message: “This is not just a sachet. It’s a science-backed reset.”
 - Simple usage guide
 - QR code to Day 1 video: “Let’s begin your 10-Day Reset”
 - Reminder card: “Take 1 sachet daily before breakfast”
 - Emotional Aim: Anticipation + Belonging
 - Inspiration: Like how Glossier or Aesop turn simple packaging into experiences.
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Stage 5: After-Sales Support & Retention

Goal: Encourage habit formation and repurchase.

- Tools:
 - WhatsApp check-in: “How’s Day 3? Feeling any change yet?”
 - Day 7 email: “What your cells are doing right now” (education + motivation)

- Reorder reminder on Day 8 with 10% off code
 - Emotional Aim: Encouragement + Consistency
 - Repeat Offer: Subscription plan at RM88/box monthly
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Stage 6: Loyalty & Advocacy

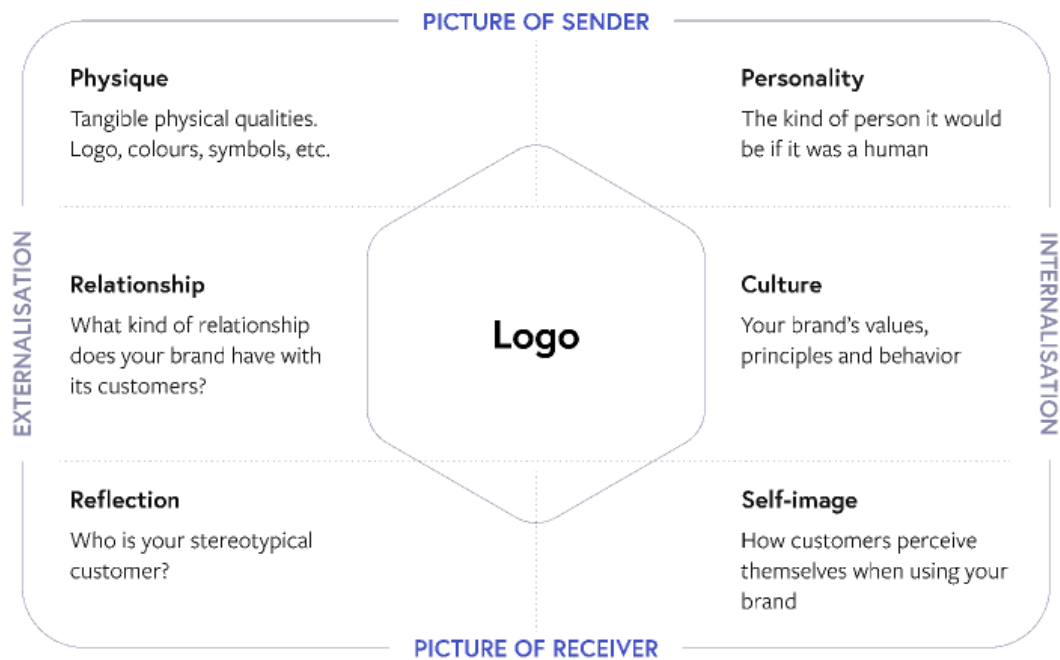
Goal: Turn happy users into lifelong fans and micro-ambassadors.

- Initiatives:
 - Testimonial contest: “Tell us your Cellmaxx story”
 - Referral rewards: “Give RM10, get RM10”
 - Community: Regenerate+ Facebook group with wellness talks
 - Surprise gift with every 5th order (e.g., shaker, tote bag, or journal)
- Emotional Aim: Pride + Identity
- Loyalty Badge Concept: “Regenerator Club – Your 100-Day Milestone Achieved”

9. Brand Identity Prism — Cellmaxx

Here’s how each facet plays out for your Creator–Sage brand:

Kapferer Brand Identity Prism



1. Physique (Tangible Attributes)

What customers see, touch, and recognize.

- AFA-based stem cell supplement (10 sachets/box)
- Clean, minimal packaging with soft scientific cues
- Easy daily ritual: 1 sachet before breakfast
- Visual symbols: wave, cells, water, molecular curves
- Natural + scientific in balance (not just "herbal")

Comparable Brands:

The Nue Co., Blackmores, Sunday Riley (in wellness layout)

2. Personality (Brand Voice & Character)

How the brand behaves and communicates.

- Warm, knowledgeable, and empowering
- Speaks like a trusted wellness coach—not a doctor, not a salesman
- Balances science with human language
- Uplifting but grounded: “We don’t cure. We support your body to heal.”

Examples of Tone:

- “Your body has intelligence. Let’s activate it.”
 - “You don’t need more pills—you need smarter support.”
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3. Culture (Core Beliefs & Origin)

What the brand stands for deep down.

- Belief in natural intelligence of the human body
- Rooted in science, not superstition
- Wellness should be accessible, not elite
- Inspired by ancient lake waters and modern nutrition science

Cultural Reference:

Blends Eastern respect for nature with Western scientific validation

4. Relationship (Role the Brand Plays in Users’ Lives)

How the brand interacts and adds value.

- Wellness mentor, health guide, ritual partner
- Helps people stay committed to daily regeneration

- Not transactional—builds relationship over time
- Becomes a daily health anchor for energy, aging, and recovery

Positioning Role:

Think Calm + Blackmores + a quiet ritual like tea

5. Reflection (How Customers Want to Be Seen)

Who customers become (or aspire to be) by using Cellmaxx.

- Proactive about health
- Informed, intelligent, and in control
- Balancing modern life with timeless self-care
- Someone who takes care of themselves—before problems start

Self-image Aspiration:

“I’m investing in my future health, not reacting to illness.”

6. Self-Image (How They Feel Internally)

What customers tell themselves when they use Cellmaxx.

- “I’m doing the right thing for my body.”
 - “I deserve to feel better every day.”
 - “I’m not just surviving—I’m regenerating.”
 - “I finally found something that makes sense.”
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Summary Visual (Simplified)

Facet	Cellmaxx Expression
Physique	AFA stem cell sachets, clean ritual, accessible packaging
Personality	Warm, wise, clear, non-hype
Culture	Trust in science & nature's power
Relationship	Daily health partner, proactive support
Reflection	Smart, health-conscious individual
Self-image	"I'm regenerating myself, one sachet at a time."

10. Social Media Strategy — Cellmaxx

Primary Goal:

Build trust, educate through simplicity, and inspire daily health rituals.

Core Brand Behavior Across Platforms:

- Archetype: Creator + Sage
- Voice: Warm, clear, curious, and wise
- Content Vibe: Aesthetic meets accessible science
- Main CTA: "Start your daily regeneration"

Platform-by-Platform Strategy

1. Instagram

- Audience Behavior: Wellness-driven women 25–40, visual learners
- Tone: Inspirational + Informative
- Content Types:
 - Carousel: “What is AFA?”
 - Reels: Morning sachet rituals
 - Testimonial quotes with aesthetic photos
 - Story polls: “Have you ever tried stem cell supplements?”
- Hashtags: #CellRepair #AFAWellness #StemCellSupport #CellmaxxLife #Cellmaxx4Life #PastikanOriBaruBeli

2. TikTok

- Audience Behavior: Curious learners, trend-driven, younger demos
- Tone: Friendly, fast-paced, bite-sized clarity
- Content Types:
 - “POV: You just discovered AFA stem cells” (skit-style)
 - Myth-busting series: “Stem cell facts in 15s”
 - Unboxing reactions: “Here’s what’s inside Cellmaxx”
 - Voiceovers: “Day 1 vs Day 10 of taking Cellmaxx”
- Influencer Fit: Wellness creators, pharmacists, Muslimah lifestyle coaches

3. Facebook

- Audience Behavior: 35+, group-centric, long-read tolerance

- Tone: Conversational + Educative
 - Content Types:
 - Testimony compilations
 - “7-day Reset Journal” posts
 - Live Q&As with health experts or ustaz-doctors
 - Shareable wellness articles: “5 Signs Your Cells Need Repair”
 - Boosted Ads: Target users aged 30–60 interested in supplements, rejuvenation, or healing
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4. Pinterest

- Audience Behavior: Women 25–45, ritual-builders, vision-boarders
 - Tone: Aspirational + Visual
 - Content Types:
 - Infographics: “Benefits of Stem Cell Nutrition”
 - Morning health rituals visual boards
 - Quotes with calming, minimalist graphics
 - Pin-to-educate content: “Foods that support cell health”
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5. LinkedIn

- Audience Behavior: Working professionals aged 30–50
- Tone: Smart, purpose-driven, entrepreneurial wellness
- Content Types:
 - Founder story of Cellmaxx
 - “How entrepreneurs manage energy through stem cell nutrition”

- Thought-leader posts: The business case for cellular longevity
 - Highlight resellers & brand agents as “wellness partners”
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Process Flow: Strategy to Execution

Step 1: Strategy Planning

- Define monthly themes (e.g. “Rejuvenation Month”, “Science Behind the Sachet”)
- Map weekly content per platform (e.g. Reels on Mon/Wed, Carousel on Tues)

Step 2: Content Planning

- Use a 4x4 matrix:
 - Education | Emotion | Testimony | Ritual
 - Video | Carousel | Static | Live

Step 3: Execution

- Batch-create content 2 weeks ahead
- Use Canva templates, CapCut for TikTok, Later/Hootsuite for scheduling

Step 4: Engagement & Growth

- Assign a team/agent to reply to all DMs & comments within 12 hours
- Re-share tagged stories and reviews

Step 5: Performance Tracking

- Metrics to track:
 - Saves > Likes (for credibility posts)
 - Shares > Views (for testimonials)
 - DM responses (for retargeting)

- Comment keywords: “trust”, “nak cuba”, “ada testimoni?”

11. Content Strategy – Editorial Patterns, Formats & Flow

Brand: Cellmaxx

This strategy is designed to build trust, educate gently, and embed Cellmaxx as a daily wellness ritual.



A. 5 Core Content Pillars

Pillar	Purpose	Example Topics
1. Brand Values & Beliefs	Share the why behind Cellmaxx	“Why we believe in cellular regeneration”
2. Product Education	Explain AFA, stem cells, how it works	“How Cellmaxx supports your body’s natural stem cells”
3. Emotional Stories	Real testimonials & transformation moments	“I regained my energy in just 10 days”
4. Wellness Education	Holistic content to live well daily	“Foods that support cell repair”
5. Engagement & Community	Drive shares, UGC, and 2-way interaction	Polls, quizzes, live Q&As, “What’s your wellness score?”

B. Content Formats

Format	Platform Fit
Video (15–60s Reels/TikTok)	IG, TikTok, FB Ads

Carousel Posts	IG, FB, LinkedIn
Static Visuals with Quotes	Pinterest, IG
Testimonial Snippets	Stories, FB, WhatsApp
Mini Blogs/Articles	FB, LinkedIn
Infographics	Pinterest, IG, LinkedIn
Live Sessions	FB, TikTok
Email Content	Drip sequences, promotions, nurturing

C. 30-Day Content Calendar (Editable Template)

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	"Meet Cellmaxx" brand intro video	Carousel: 3 myths about stem cells	Testimony post (before/after)	AFA explained (1-min video)	Poll: Do you take daily supplements ?	UGC repost + comment	"Cellmaxx Sunday Tip" wellness quote
2	Founder story snippet	Carousel: "What happens to your cells in your 30s"	Influencer testimonial	FAQ video: "Is this safe for seniors?"	Quiz: What's your health age?	Story highlight: Day 5 user review	Sunday wellness habit post
3	Science short: AFA in 60 seconds	Static: "Not a vitamin. A cell-support system."	Long-form FB post: user story	Visual: Cellmaxx ritual explained	Promo reminder: 10-day starter pack	Unboxing video	Founder's weekly wellness message
4	Infographic: Compare Cellmaxx to others	Carousel: "Why 10 days matter"	Live Q&A: How to reset your health	Behind the scenes: packing day	Tips: When to take your sachet	Reseller spotlight	"Regenerator Community" shout-out

D. Execution Flow:

1. Ideation

- Use a 5-pillar brainstorm grid every month
- Pull inspiration from comments, FAQs, testimonials, trends

2. Batching

- Dedicate 1 shoot day/month: create 8–12 Reels & photos
- Repurpose testimonial stories into at least 3 formats

3. Scheduling

- Use Later, Metricool, or Notion calendar

- Schedule 2–3 posts/day across IG, FB, TikTok, Pinterest

4. Optimization

- After 30 days, evaluate:
 - Top 3 performing posts
 - Highest DM drivers
 - Best-performing CTAs
 - Double down on formats that work (e.g. testimonial Reels, AFA carousels)
-