



ELEVATING BRANDS, ENGAGING AUDIENCES, DRIVING GROWTH DIGITALLY

WE'VE REBRANDED!

GOLDEN CAPE IS NOW SOCIAL CRUMBLE - SAME EXPERTISE, NEW IDENTITY!

Plan Pricing Policy



Prepared By
NIKHIL BATHEJA

Prepared For
EVERBLOOM WORLD



+91 9769005022



Delhi, India



Nikhil@socialcrumble.com



Main Goals:

- Position EverBloom as Delhi’s most respected premium health & wellness brand for seniors.
- Build an emotionally resonant online presence – combining medical expertise with human warmth.
- Create trust among primary decision makers – caregivers (aged 30–55) and seniors.
- Generate high-quality inquiries & appointments through a combination of:
 - Organic content - Paid campaigns - Community engagement
- Support future business lines (elder care products, home-based services, accessories).
- Drive consistent website traffic with SEO.

Key Observations:

- Competitors are strong in storytelling, but weak in visual identity consistency.
- SEO opportunity: “Senior rehabilitation Delhi” – an underserved keyword.
- Caregivers actively research on Google & Meta – community reviews matter hugely.
- Existing EverBloom branding has a solid foundation – we should add to it, not replace it.

STRATEGIES & PLATFORM GROWTH

#02

Platform	Strategy	Tactics & Focus
Instagram	Build emotional trust + humanize services	Reels, behind-the-scenes, community events, Indian senior imagery
Facebook	Caregiver-first communication	Posts, groups, testimonials, workshop invites
LinkedIn	Expert positioning	Founder articles, doctor interviews, policy thought leadership
Google My Business	Reviews & local SEO	Weekly posts, star rating strategy, review collection
Website	SEO-first, lead capture	Blog, CTAs, appointment forms
WhatsApp	Direct caregiver contact	Automated replies, human follow-up
YouTube	Authority content	Doctor interviews, patient journeys, myth-busting content

COMPETITION BENCHMARKING

#03

The Wisdom Club (Mumbai)

- Strong storytelling & emotional caregiver focus.
- Frequent community-driven events.
- Weak in expert-driven authority content.

3. Epoch Elder Care

- Beautiful human-first brand tone.
- Strong SEO – content hub is effective.
- Instagram inconsistent.

• Positioning & Brand Voice (Recommendation for EverBloom)

- → “Health & Wellness, Science-backed, Indian cultural relevance”
- → Voice: Warm, intelligent, hopeful – always balanced between medical credibility and emotional connection.

2. Antara Senior Care

- Premium aesthetic, polished SEO play.
- Balanced positioning: Health + Lifestyle.
- Weak Instagram – opportunity for EverBloom to outperform.

4. Athulya Senior Care (Chennai)

- Premium rehab positioning.
- Great use of testimonials & reviews.
- Weakness: Visual brand inconsistency.

- Set up/optimize: Instagram, Facebook, LinkedIn, Google My Business.
- Develop a cohesive brand identity:
 - Color palette, typography, tone (warm, clinical yet personal)
 - Signature hashtags
 - Photography guidelines (soft light, human warmth, aspirational seniors)
- Build content pillars:
 - Rehab & Recovery Journeys
 - Expert Insights
 - Caregiver Education
 - Community Life @ EverBloom
 - Mental & Emotional Wellness
- Website SEO keywords:
 - “Senior physiotherapy Delhi”
 - “Stroke rehab for seniors”
 - “Daycare for the elderly in Delhi”
 - “Luxury geriatric rehab”

META ADS STRATEGY (INSTAGRAM + FACEBOOK)

#05

Campaign	Objective	Content	Target Audience	Budget	Running Days
Awareness	Build trust & visibility	Founder message, facility showcase, testimonials	Caregivers aged 30–55	₹300–₹500/day	20 (All Weekdays)
Lead Generation	Drive appointments	“Book Consultation” ads, Reels, Carousels	Primary caregivers + Indian family audience	₹600–₹800/day	12 Days (3 Days a Week)
Events & Workshops	Promote camps	Event countdowns, promos	Local area targeting	₹1,000/day during events	3 Days (Seasonal)
Retargeting	Nurture leads	“Why families choose EverBloom” Reels, testimonials	Warm leads	₹300/day	8 Days (All Weekends)

By the above running day total ad spent comes to a total of 25,000 monthly

PHASED EXECUTION PLAN

#06

Phase	Focus	Content	Budget/day
Phase 1	Brand & Authority	Doctor-led Reels, facility tours	₹300–₹500
Phase 2	Caregiver Engagement	Myth-busting Reels, “How EverBloom helps”	₹500–₹700
Phase 3	Retargeting	Testimonials, event promos	₹300
Phase 4	Community Growth	Workshop invites, community moments	₹1,000/day (during event week)

FUTURE-PROOFING (WHEN PRODUCTS START)

#07

- Add dedicated Instagram Highlight: “EverBloom Essentials”
- Create educational content around each product category:
 - “Choosing the Right Mobility Aid”
 - “How to prevent bed sores”
 - “Nutrition + Wellness Kits for Seniors”
- SEO blog: “Top 5 Must-Have Products for Senior Care”
- WhatsApp catalog integration for product sales.
- Workshop tie-ins: “How to Use Elder Wellness Products Safely”

BLOG TOPICS (SEO-FIRST)

#08

1. “How Geriatric Physiotherapy Helps Seniors Reclaim Mobility”
2. “Stroke Recovery: What Families Need to Know”
3. “Why Nutrition is Critical for Healthy Aging”
4. “5 Exercises to Improve Balance for Seniors”
5. “Understanding Cognitive Decline: When to Seek Help”
6. “How Community Programs Boost Senior Mental Health”
7. “Senior Rehab vs. Home Care — What’s Right for Your Family?”
8. “Fall Prevention Tips for Elderly at Home”
9. “How Group Activities Reduce Loneliness in Seniors”
10. “Choosing the Right Geriatric Health & Wellness Clinic in Mumbai”

GUEST POST TOPICS (PR / AUTHORITY)

#09

1. “A New Era for Senior Wellness in India” — pitch to health & wellness sites
2. “How Modern Clinics Are Changing Elder Care in Mumbai” — Times of India, Mid-Day
3. “Why Physiotherapy is the Best Gift for Parents Over 60” — lifestyle blogs
4. “The Untold Benefits of Laughter Therapy for Seniors” — wellness magazines
5. “5 Myths About Aging That Need to Go” — healthcare portals

QUESTIONS TO ASK PATIENTS FOR UGC (VIDEO / WRITTEN)

#10

1. “How did you feel before starting therapy at EverBloom?”
2. “What changed for you after joining EverBloom?”
3. “What is your favorite part of coming to EverBloom?”
4. “How has our team supported your recovery?”
5. “Would you recommend EverBloom to your friends or family? Why?”
6. “What does ‘healthy aging’ mean to you?”
7. “What advice would you give to others your age about staying active?”
8. (For caregivers): “What has EverBloom meant for your parent/grandparent?”

Format tip: Have them answer in full sentences for better story flow.

Content Calendar - Visit Sheet

[CLICK THIS LINK](#)

ADDITIONAL COMPETITOR BENCHMARKING

Brand / Competitor Name	Content & Channels	Tone & Imagery	Strengths	Weaknesses	EverBloom Takeaway
Epoch Elder Care (Mumbai)	Active on LinkedIn & Facebook; shares event posts like “Dementia talk sessions” and senior-care campaigns	Warm, community-oriented visuals; professional experts leading conversations	Strong thematic positioning around elder-care education; visible expert thought leadership	Low Instagram presence; lacks consistent visual identity and daily engagement	Leverage LinkedIn and Facebook for educational content + build expert credibility. Amplify through visual-rich Instagram presence to fill the gap.
Aastha Hospice & Geriatric Care Centre (Lucknow)	Presence in mainstream media and active public health campaigns; shares philanthropic efforts & awareness drives	Compassionate, community-driven with a social mission	High trust through awards and government recognition; strong CSR narrative	Minimal digital storytelling for individual patients or brand positioning; lacks visual polish	Showcase certifications and community initiatives. Build a more visually engaging narrative around patient recovery journeys.
Antara Senior Living	Polished website + LinkedIn; coverage in media about stigma-breaking, retirement living	Luxe hospitality combined with health-care messaging	Strong brand credibility, supported by real estate + wellness integration	Lacks strong Instagram; online community engagement is low	Draw inspiration for premium site design; own identity more through digital community storytelling.
HelpAge India (NGO)	Public-facing campaigns, international awards; less tactical digital campaigns	Empathetic, awareness-focused, policy-driven	High trust via UN awards and long legacy; strong social activism	Lacks brand-level differentiation, no paid/ad funnel, minimal Instagram	Use credibility via certifications + results. Add compelling storytelling and paid campaigns to build a funnel.
Seniority (E-commerce for seniors)	Product-focused, sells mobility and wellness tools, active online store	Functional, helpful, sale-driven	Strong brand positioning with senior-specific products; good e-commerce UX	Lacks content or community-building narrative; heavily transactional	If expanding into products, balance sale messaging with expert guides and testimonials.

What EverBloom Can Learn

1. Use Emotional + Expert Storytelling
 - Mix caregiver/patient stories (Epoch/Aastha) with expert advice (Epoch, Antara).
2. Build Trust via Credentials
 - Leverage certifications, awards, medical credentials, and healing outcomes (Aastha, HelpAge).
3. Maintain Visual Premium Identity
 - Emulate Antara’s luxe aesthetic but customize with daily Indian elder imagery and community moments.
4. Leverage Social + Paid Channels
 - Actively post Instagram visuals + Facebook community content + LinkedIn expert content + paid funnel campaigns.
5. Prepare for Products/E-commerce
 - When ready, integrate product awareness with health guides, not just transactional posts (Seniority).

VISUAL IDENTITY IMAGINED PRODUCT STYLE



EVERBLOOM™

SLEEP & AGING

Common Challenges and Solutions



As we grow older, our sleep patterns often shift, but that doesn't imply that poor sleep is a normal part of aging.

Let's delve into what truly occurs and how we can effectively manage it.

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EVERBLOOM™

GERIATRIC

By EverBloom

Unpacking the tricks, myths & old wives' tales about senior health.

Myth: Caregivers must do everything themselves.
Fact: Support networks and respite care are essential for sustainability.



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EVERBLOOM™

BECAUSE YOUR GOLDEN YEARS

Should glow



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EVERBLOOM™

HIDDEN ADDED SUGAR

In Common Indian Foods



India has one of the highest rates of diabetes and fatty liver disease globally, and hidden added sugars in everyday foods may contribute to it. Hence, it's important to be smart when you buy packaged goods. Let's uncover what's really on our plate.

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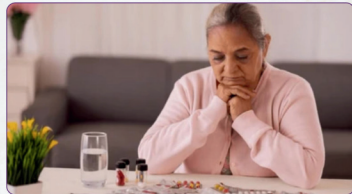
EVERBLOOM™

GERIATRIC

By EverBloom

Unpacking the tricks, myths & old wives' tales about senior health.

Myth: Supplements can replace meals
Fact: Only supplements are not enough for optimal health.



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EVERBLOOM™

BEST FOODS FOR

Brain Health After 60



Because a nourished brain is a sharper brain

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EVERBLOOM™

5 SIGNS YOUR AGING PARENT

Parent Might Need Extra Help



Because noticing early changes can make all the difference.

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EVERBLOOM™

GERIATRIC

By EverBloom

Unpacking the tricks, myths & old wives' tales about senior health.

Myth: Aches and pains are just a part of aging.
Fact: Chronic pain isn't inevitable - many causes are treatable.



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EVERBLOOM™

BECAUSE AGING WELL IS A SCIENCE &

A Right



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IG GRID - AS PER YOUR LAST 9 POST

PRICING & INCLUSIONS

Inclusion	Details
Daily Posts & Reels	Platform-specific creatives for Instagram & Facebook (Reels, Carousels, Static) with content pillars like product showcases, craftsmanship, styling, and education.
Occasion-Based Creatives	Custom content around festive triggers, auspicious dates, and seasonal gifting moments (e.g., Rakhi, Muhurat Days).
Campaign & Product Flyers	Support for collection launches, style edits, influencer collabs, and festive drop announcements in poster + carousel formats.
Story Management	Daily Instagram Stories with polls, countdowns, quizzes, BTS, FAQs, client responses, and influencer reposts to boost retention and interaction.
Cross-Platform Distribution	Content optimized and repurposed for Instagram, Facebook, and YouTube Shorts, ensuring platform-specific formats and timing.
Community Management	Regular monitoring of DMs, comments, mentions, prompt replies, story interaction handling, and basic follower cleanup and bot blocking.
Content Calendar Planning	Monthly content plan with date-wise scheduling, campaign integration, and creative format detailing (excludes Sundays).
Insights & Reporting	Monthly performance report with insights on reach, saves, shares, profile visits, top-performing creatives, and strategic next-step suggestions.
Meta Ads Management	Planning and executing IG + FB Ads including Awareness, Lead Gen, Retargeting, Festive Offers; A/B testing creatives, optimizing spends.
Total - This amount is a monthly retainer for Social Crumble	

In this we take care of all your digital needs mentioned about + Website designing

*The above amount does not include the ad spending budget

POLICY

WORKING POLICIES

Payment Terms

- Monthly fees are due by the 10th of each month.

Content Approvals

- All content will be shared in the group and posted only after it has been approved.

Posting Schedule

- The planned calendar will be followed. Late approvals may delay posting.

Revisions

- Each post allows 1 round of edits before final approval.

Communication

- All updates and feedback should be shared in the designated group or chat.

Platform Access

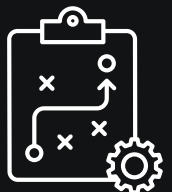
- Access to IG, FB, LinkedIn, YouTube & GMB to be provided before starting.

Pause Clause

- Work may pause if payment or approvals are delayed.

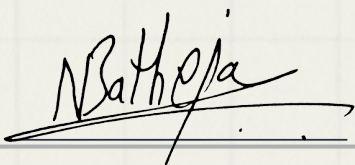
Confidentiality

- All brand info is confidential. Final content is for Everbloom's use only.



We look forward to partnering with EverBloom to

- Build a trusted, premium health & wellness brand for Delhi seniors
- Drive awareness and caregiver trust through strategic storytelling
- Convert online engagement into qualified appointments & loyal community



NIKHIL BATHEJA
AGENCY

EVERBLOOM

Thank You

SOCIAL

