

# BISA Wellness



COOP 272  
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# Our Team



Aneko Knowles



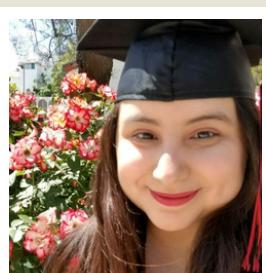
Alma Velazquez



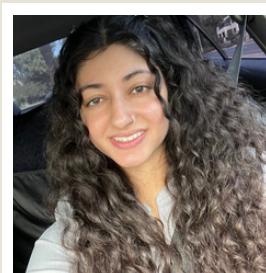
Angelo Parayno



Brandon Yi



Dania Crumpton  
Grande



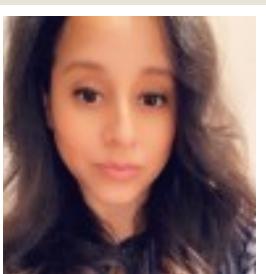
Ela Jamwal



Ever Alaka



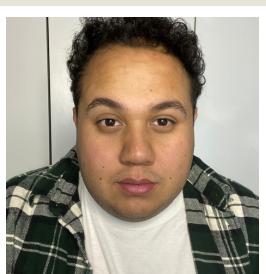
Fartun Adan



Gladys Vallejo



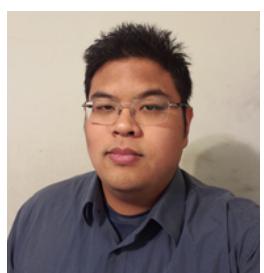
Jacqueline Gomez



Jose Avila



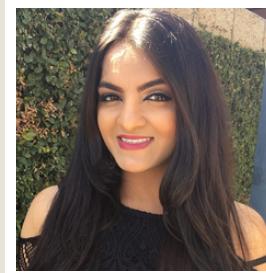
Liliana E Hernandez  
Garcia



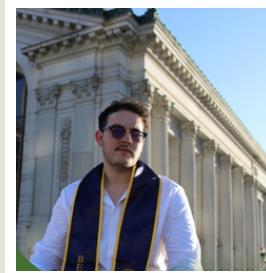
Patcha Hornvech



Peter Huang



Preeti Kumari



Ramiro Ruiz



Vy Dang



# Our Captains

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**Caroline Velez**



**Rachel Pau**



**Candy Gasca**



**Stephanie Reyes**

# Deliverables

- Analyze past advertising to identify areas of growth for future promotions for BISA
- Identify the market and create a persona for potential customers
- Analyze the website / social media and identify ways to increase sales/conversions
- Inform future marketing strategies BISA
- Identify the market to visualize the overlap between your current customer base



# Advertising Campaign Analysis





# Open Rate & Click Rate

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## Open Rate -

A metric that measures the percentage at which your emails are opened.



## Click Rate -

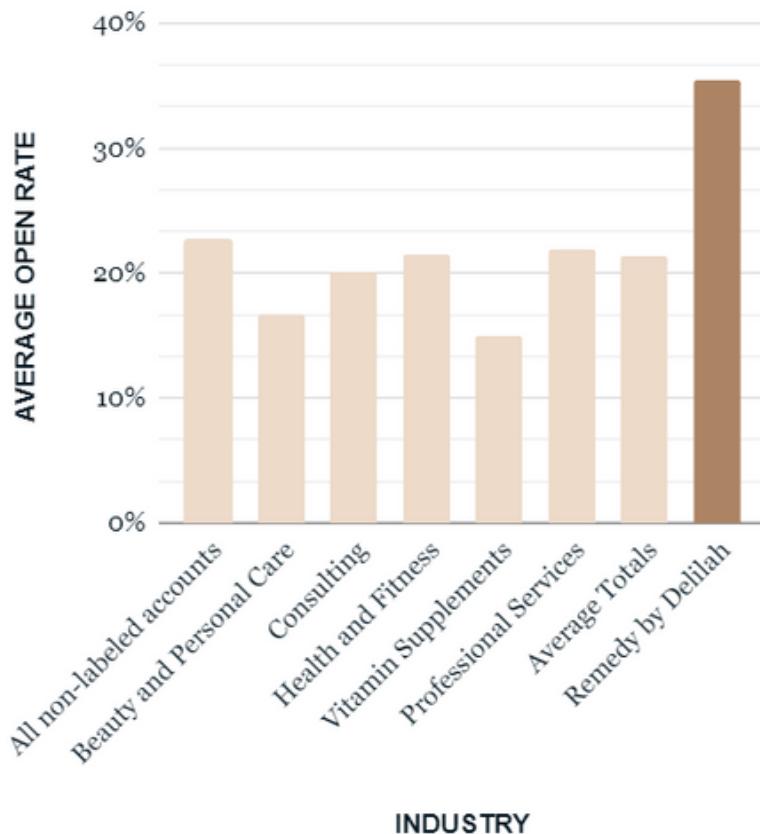
A metric that measures the percentage of people who clicked on a link or image within an email.



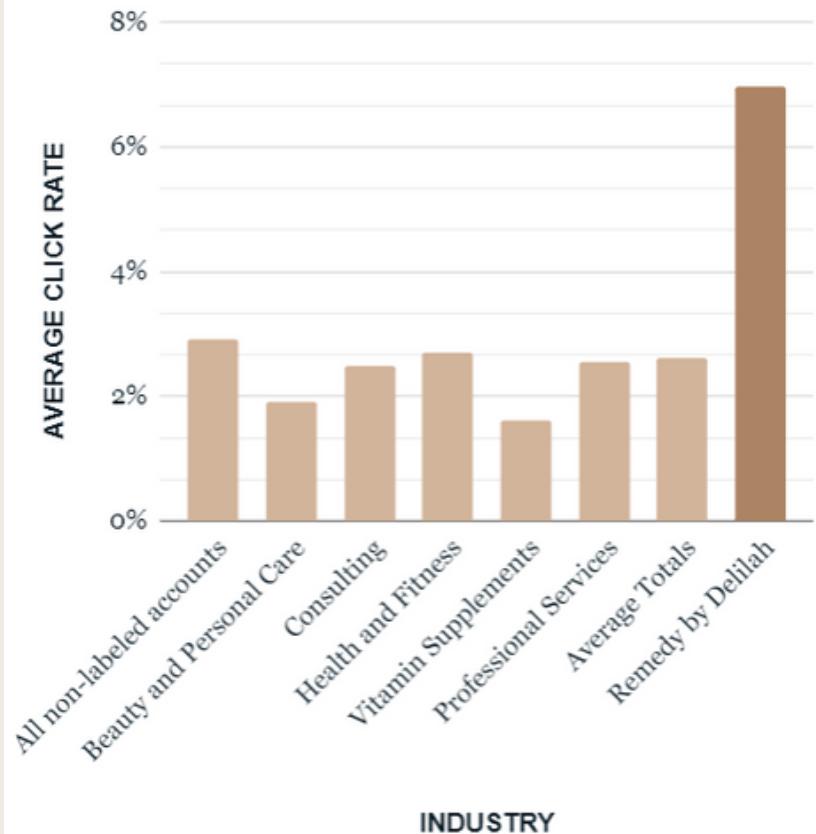
# Email Marketing Benchmarks



## Average Open Rate vs. Industry



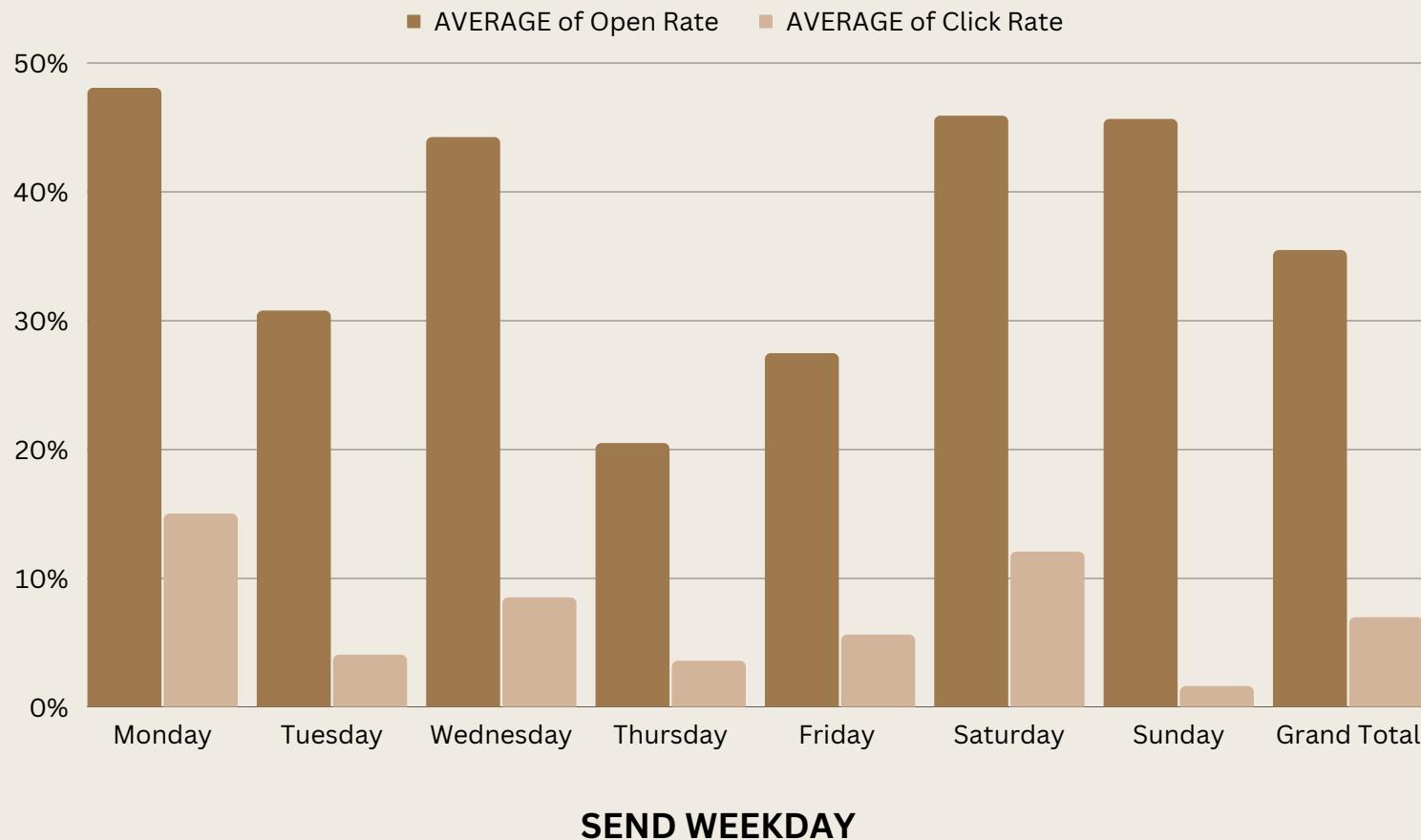
## Average Click Rate vs. Industry





# Email Marketing Benchmarks

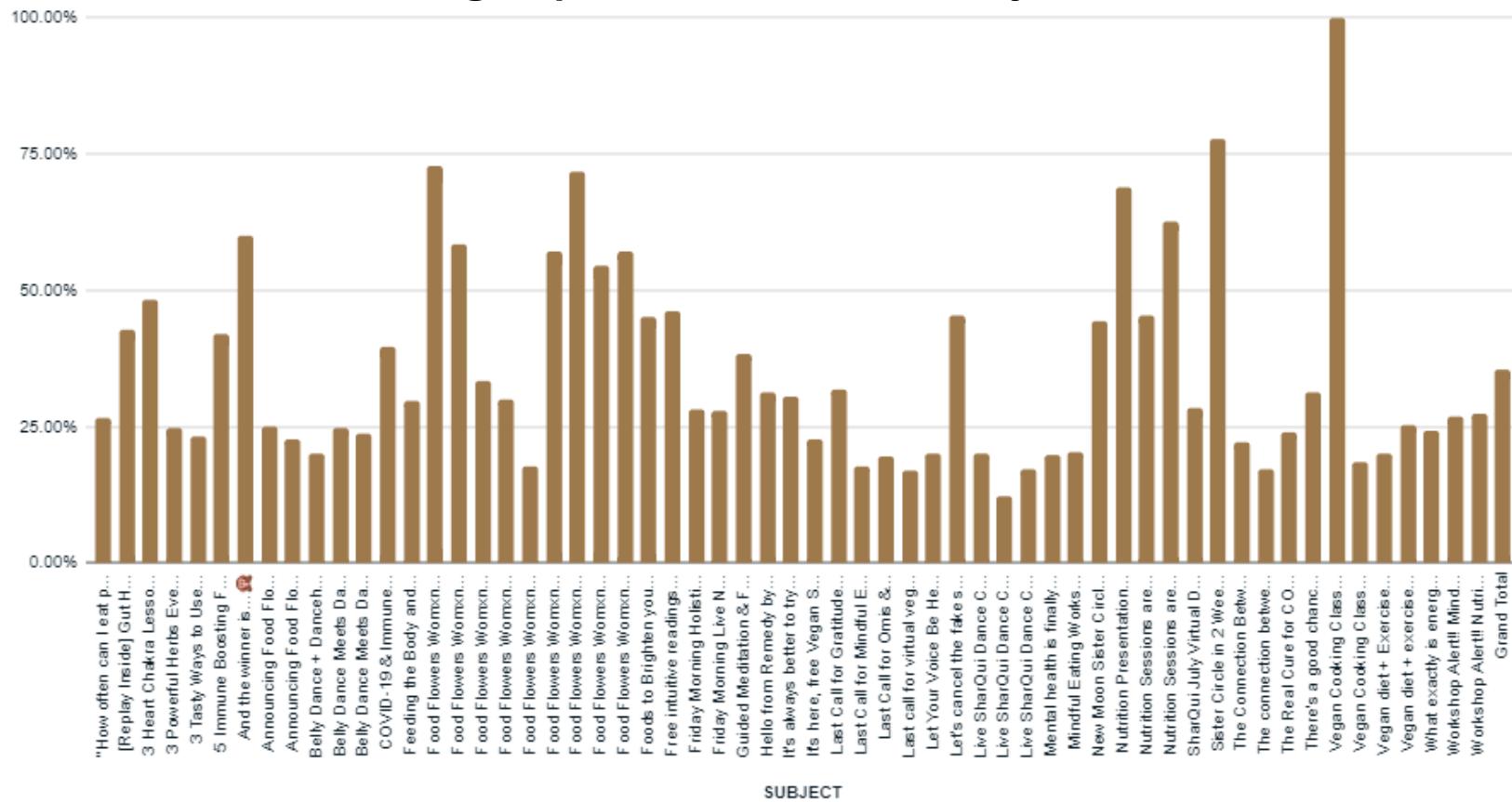
## Average Open rate & Click rate





# Email Marketing Benchmarks

## Average Open Rate Based on Subject Line



- 100% Vegan Cooking Class Alert!!
- 78% Sister Circle in 2 Weeks + Full Moon
- 73% Food Flowers Womxn Day 1- Replay Inside
- 72% Food Flowers Womxn Starts in 30 Minutes
- 69% Nutrition Presentation Link

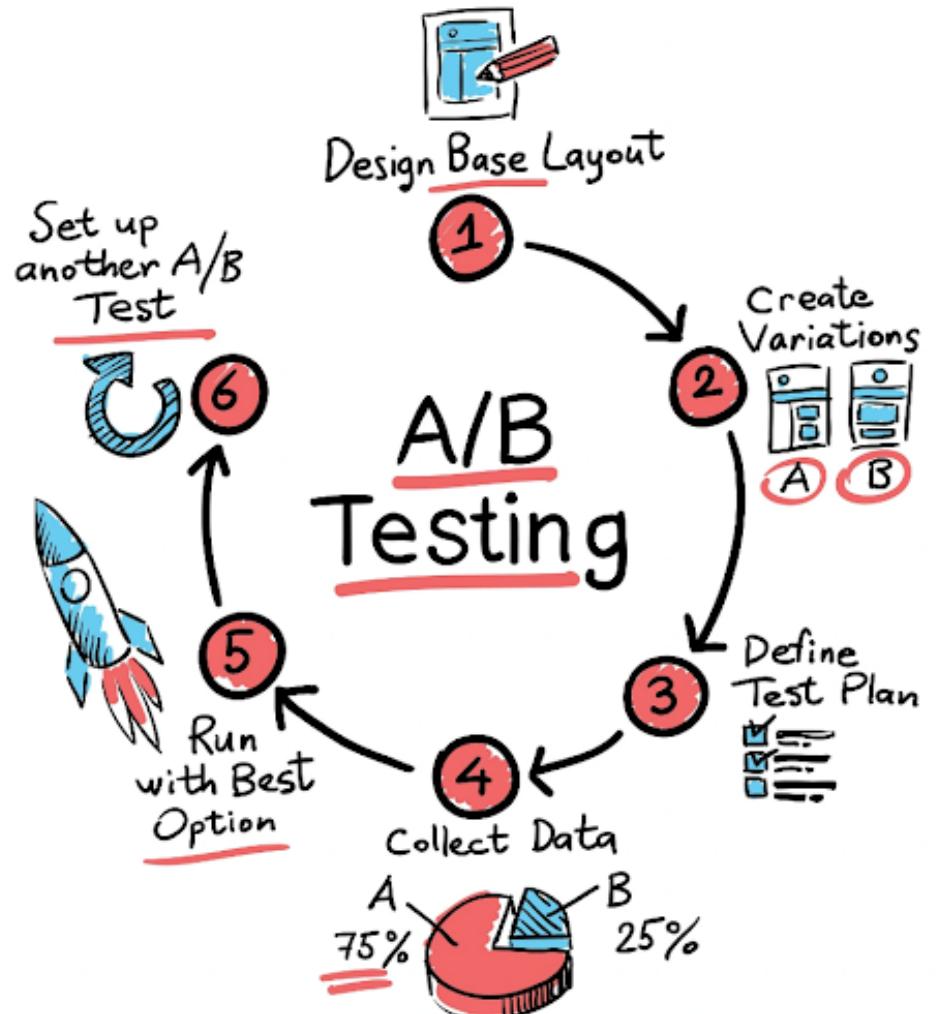


# Email Marketing - Recommendations

What type of A/B test is more successful?

Subject line messaging recommendations:

- A/B Test
- Incorporate the word **vegan** into more subject lines
- Variation A vs B: Incorporate a non-offer vs offer in subject line
- Continue to use messaging that works best in **Evergreen content** to increase awareness for product.



# Current Customers

Market + Persona ID



# Customers

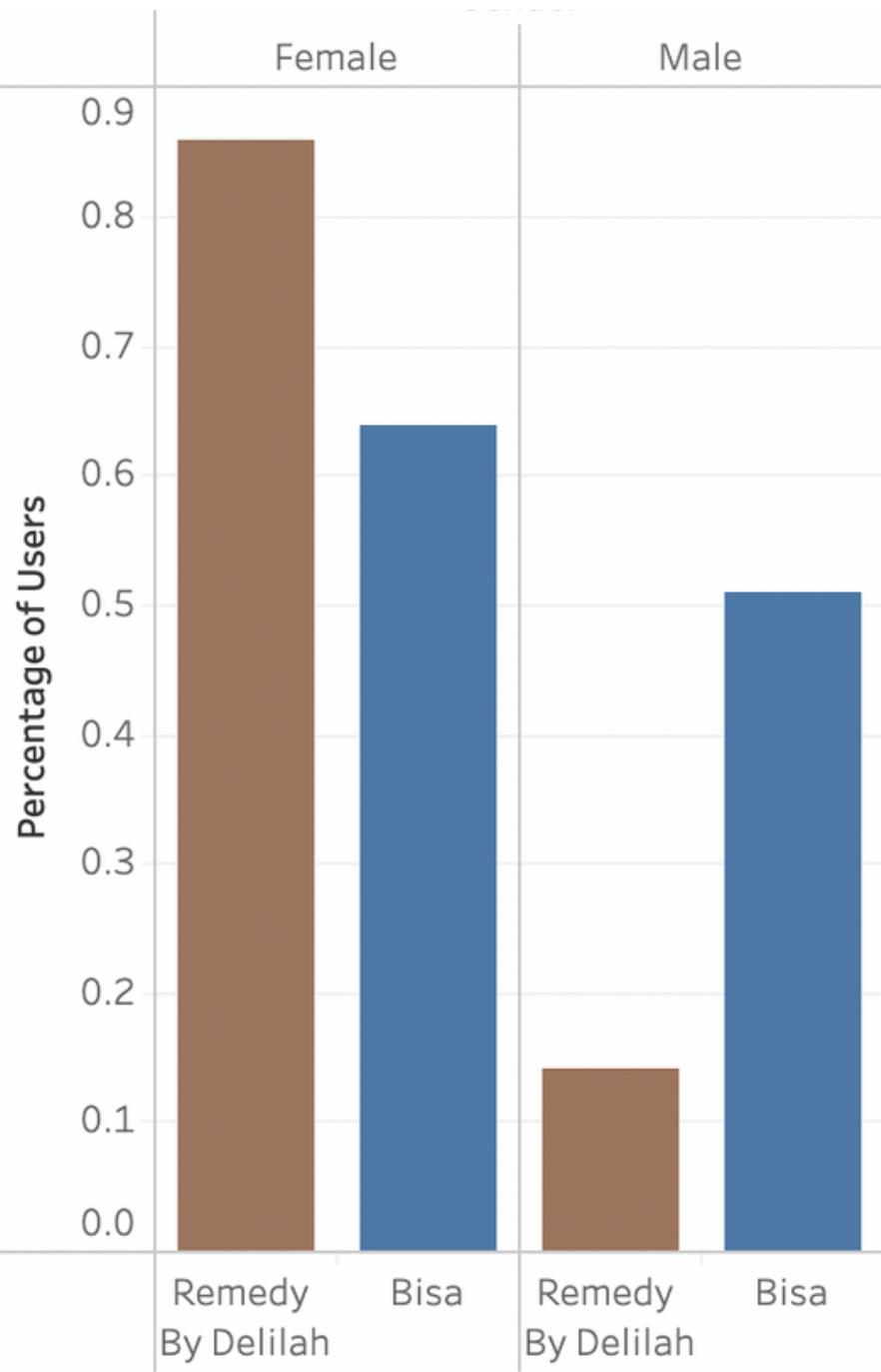
## Remedy By Delilah

25-34  
Women  
Vegan  
Reiki  
Nutrition Interest  
California, New York,  
Arizona

## BISA

Women  
Men  
Vegan  
Environmentally  
Conscious  
California, Oregon





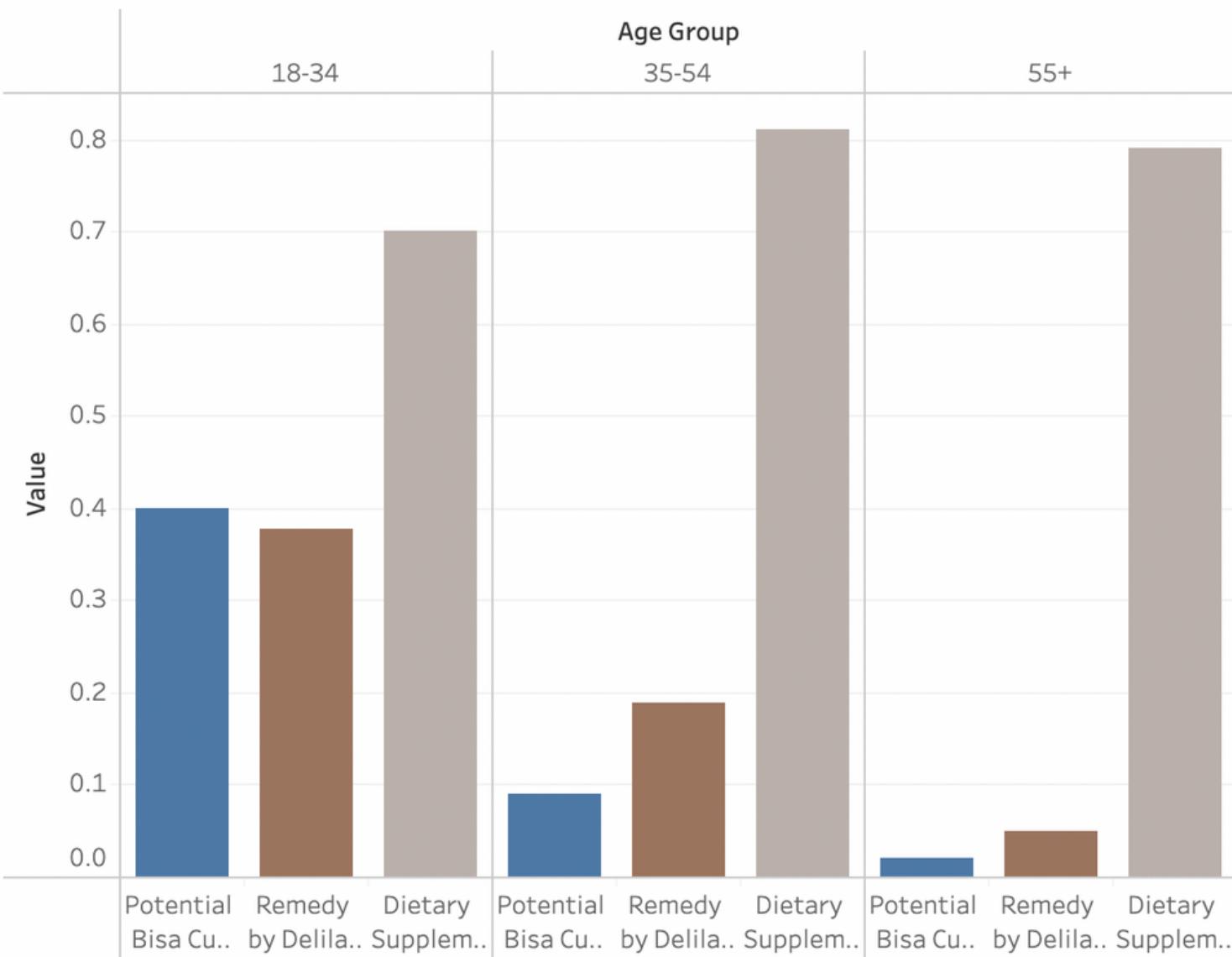
## Who takes supplements?

- 63.8% Female
- 50.8% Male





## Potential Bisa Customers, Remedy by Delilah Customers, and Dietary Supplement Consumers



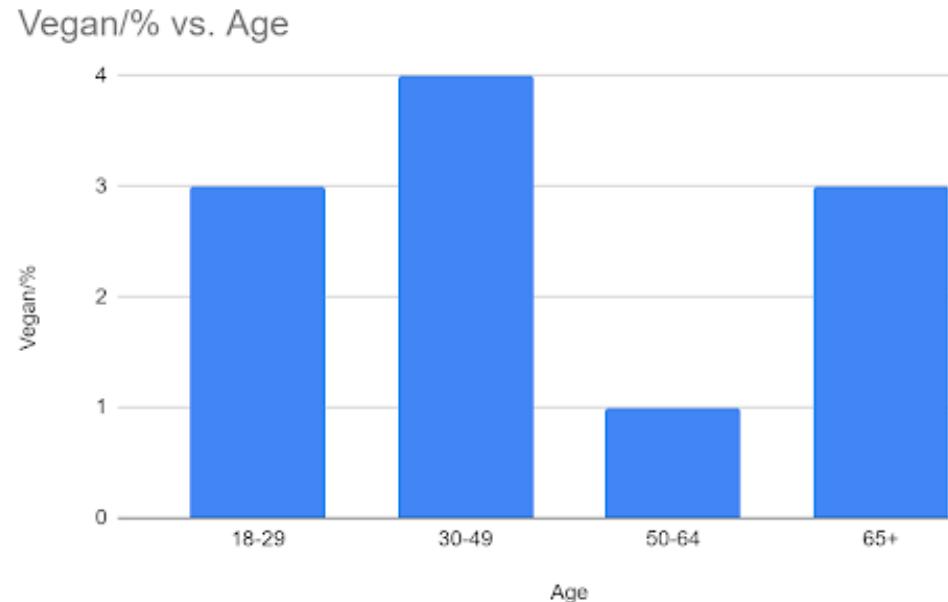
# Audience Profiles

## Analyses + Personas



# Ideal Customer Base

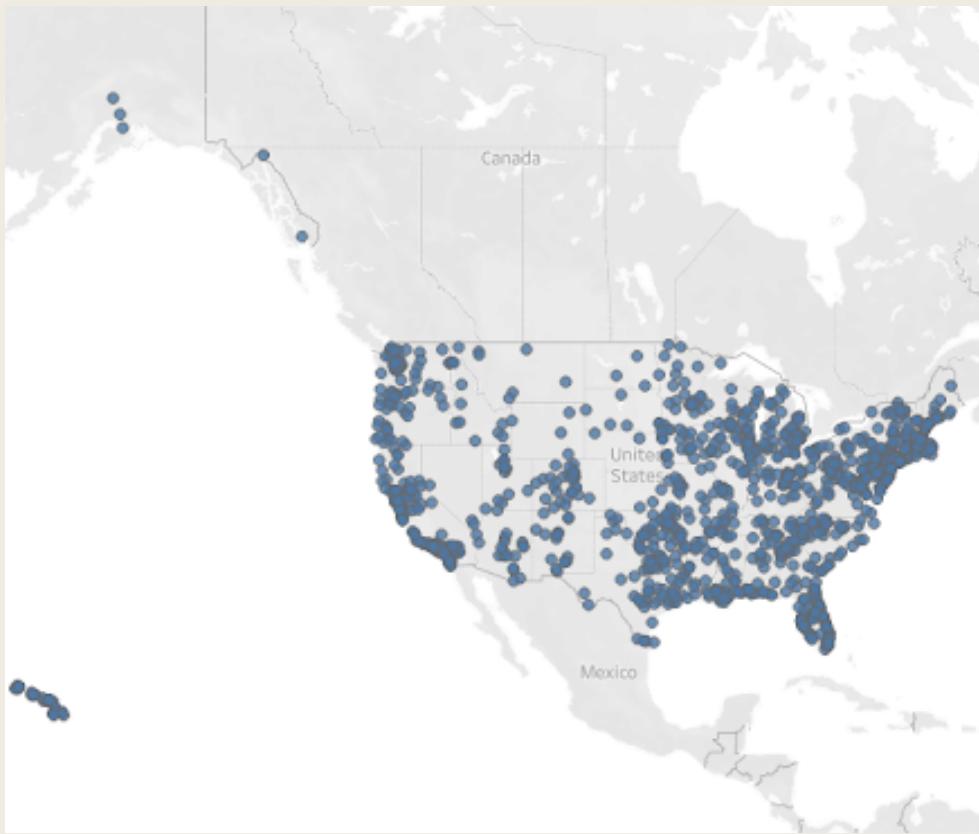
- Demographics
- Gender: Men, Women, Non-Binary People
- Age: 18-45+
- Income: All socio-economic backgrounds
- Geography: Los Angeles, New York, Phoenix, and Oakland



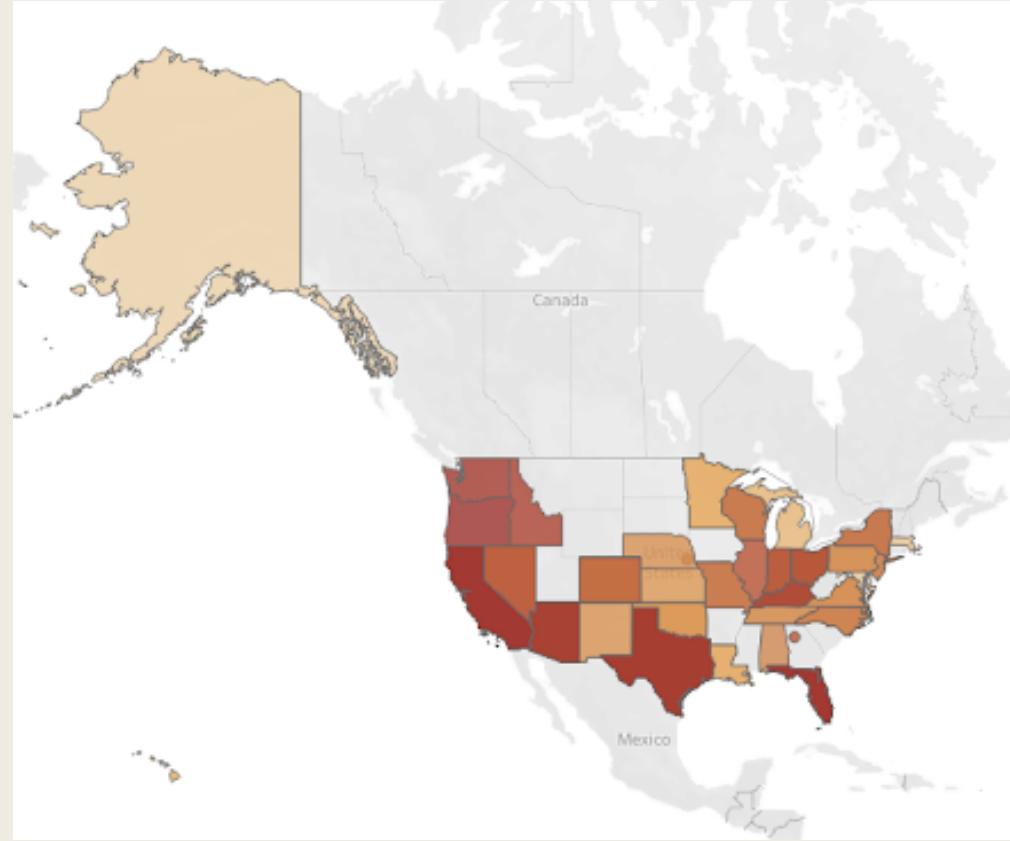
GALLUP, JULY 1-11, 2018



# Geographical Analysis



Vegan Restaurants



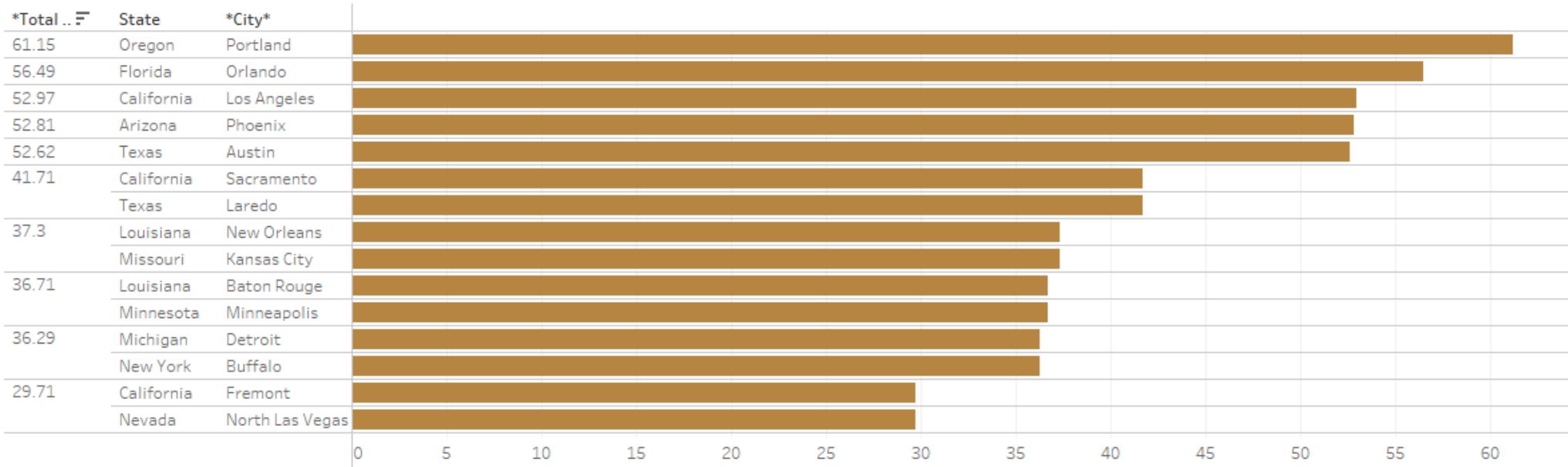
Vegan Friendly Cities





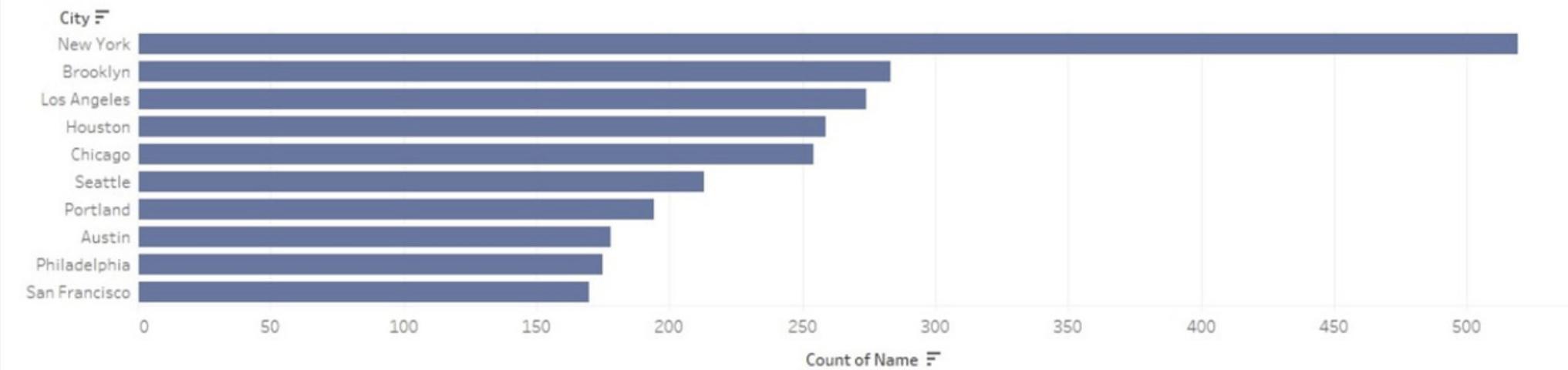
# Top 10 Cities

## Top 10 Vegan Friendly Cities



States in the "Top 10 Vegan-Friendly States" and not in the SquareSpace Analytics, are opportunities for your brand to grow

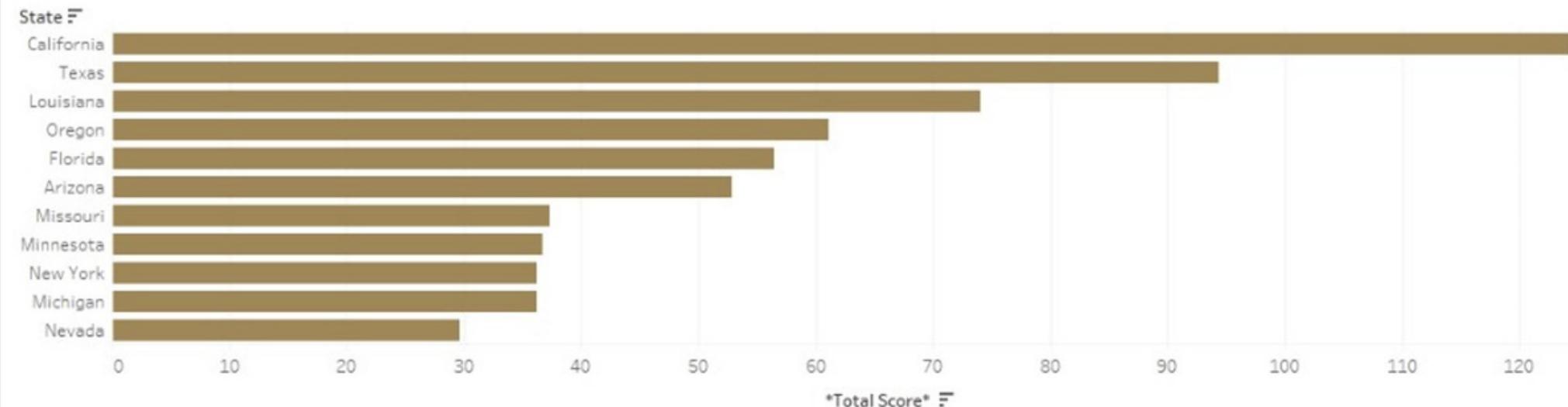
## Top 10 Cities with Vegan Restaurants





# Top 10 Squarespace

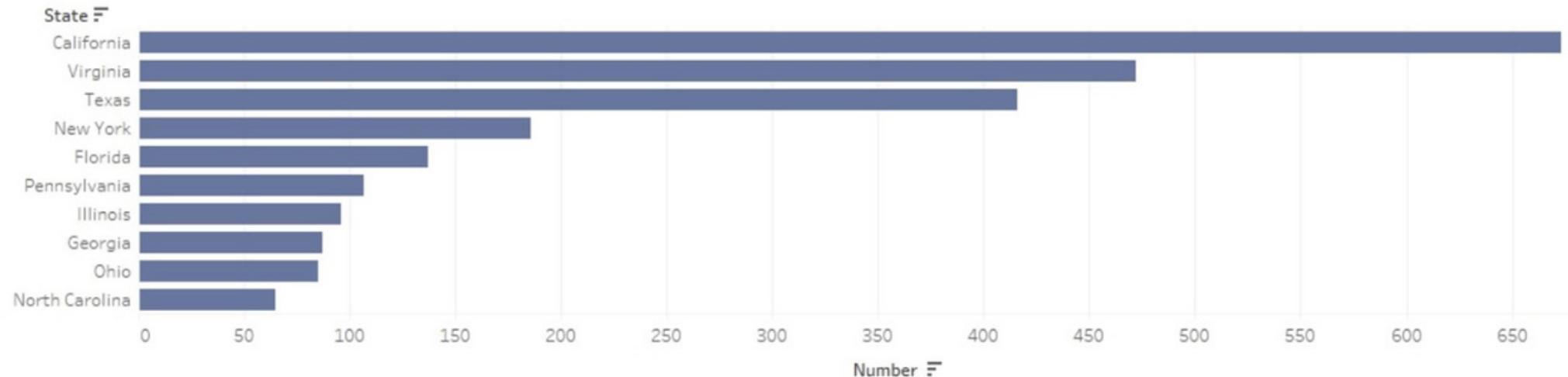
## Top 10 Vegan Friendly States



There are areas of opportunity to grow, cities like Portland or Los Angeles, are already established  
However

there are cities such as Orlando-Florida or Austin-Texas that do not have many vegan restaurants but are areas of opportunity to expand

## Top 10 States Squarespace



# Universal Truth - “It’s for the Culture”

- Values - Authenticity, Mindfulness, Self-care, Self-esteem, & Self-love
- Attitudes-Open Mindedness
- Lifestyles-- Health Conscious
- Vegans are a **small minority** in the U.S., but they are more common among younger generations.
  - According to a Pew Research poll, about 1-in-10 Americans follow **vegan** or vegetarian diets at least mostly.
  - 3% say they follow a strict **vegan** or vegetarian diet and another 6% say they are mostly vegan or vegetarian.
- Social Networks: friends eat like friends
  - The Pew Research Center survey finds that there is a correlation between people that tend to cluster together in social networks and people who have similar eating philosophies and dietary habits.
  - 12% of U.S. adults say that at least some of their close family and friends are vegan or vegetarian.



# Diving Deeper

- Position - Bisa as the go-to source for vegan supplements, nutrition, and an overall healthier lifestyle.
- How - Understand consumers' values and how it intertwines with Bisa's.
- Pew Research Poll - 1% of Hispanics and 8% of African Americans identify as vegans and or vegetarians.
- Data also shows younger age groups taking health more seriously, identifying as vegan or vegetarian, and caring about the environment.
- This allows us to reach college-age students, and position Bisa as top of mind when looking for vegan supplements & lifestyle sources during and after college.





Jazmine

Age Range 18-24

Hi, my name is Jazmine.  
I'm starting college in the spring; I took a gap semester to travel. My parents are worried about me moving away. I'm more worried about finding vegan restaurants or restaurants with vegan options near my school.



Alfredo

Age Range 25-30

Hello, my name is Alfredo. I am a remote Junior Data Analyst at a consumer research agency in Burbank. My favorite vegan restaurant is on my jogging route with my 2 Pomeranians, Sugar and Spice. I get my dietary supplements from the local drugstore, but not only are they more than 50 bucks, but the packaging also is not sustainable.



Adriana

Age Range 25-30

Hi, my name is Adriana. My partner and I matched on a dating app based on our vegan dietary preferences, our love of fitness and love for the environment. We live a mostly vegan lifestyle. The only struggle we have is with protein shakes since there aren't many vegan options. The few brands with vegan options are so out of our price ranges.





Michael  
Age Range 38+

Hi, my name is Michael.  
My family and I have been enjoying meatless Mondays for the past 6 months, not only is it budget-friendly, but we love the plant-based meat substitutes. It's difficult to find a community to learn and guide our transition to a vegan lifestyle living in the suburbs in Michigan, Meatless Mondays can also be a chore, as one of the breadwinners, and primary shoppers for my family I really have to plan ahead.



The Gardener

Hello, my name is Asia. A nurse by night gardener by day, I love planting cucumbers, carrots, and tomatoes, my favorites are squash during the spring harvest. I would consider myself a low-carb vegan to help reduce my blood pressure. Social eating can be complicated as a low-carb vegan, especially when I go out with my friends, I feel peer-pressured to avoid feeling left out.



The Allergic Eater

Hi, my name is Gloria. I'm allergic to many types of food, most of these foods are cheeses, and processed foods. I also struggle with nuts and citrus fruits which are my trigger foods that make it harder to be vegan. With my low iron, there are situations where the only gluten-free option isn't vegan, and the only vegan option isn't gluten-free, creating another significant restriction.





The Transplants

Hi, we're - Jen and Jess.  
We moved to Houston after graduating. It's scary living away from family and friends but we've been having a blast meeting some of the vegan communities, but it's a little harder to maintain a vegan lifestyle with a BBQ joint every 5-mile radius. Plus the process of finding a specific vegan diet that works with our lifestyle has been rough. Our biggest fears are that vegan diets and supplements needed are so confusing, and restrictive and fail to meet our nutritional needs long-term.



Restrictions

Hello, my name is Claire.  
I currently take supplements to help with my dietary restrictions. Most healthy vegan foods are too high in fiber for me, and the raw foods upset my gut. An area stricken with low access to fresh affordable produces, and my neighborhood lives below the median income in the state. I also felt tired, probably from not eating enough.



The Over Researcher

Hi, my name is Martha,  
Really, I have no problems with vegan or veganism lifestyles, it's just I heard from my Mommy and Me class, that strict healthy eating itself, like vegetarianism or veganism, is an eating disorder called "orthorexia Nervosa." Probably heard it from her doctor. When I googled it and found information on Facebook groups, I found many plant sources of protein, like beans and nuts, have too much phosphorus and potassium. Is it true that plants may have too much phosphorus for my diet?



# #Nourishtheculture



Since **migrating** from Vietnam, I've found some "American" foods and others that I can't understand. Last week, at lunch, a colleague mentioned they were "*Going vegan*", I was surprised when she opened a bowl with vegetables and rice, with a slice of tuna. I guess compared to this country the food portions in Vietnam are smaller, and mostly contain rice veggies, and fish.  
Does that mean when I make a Vietnamese dish I'm going "vegan"?



# Website/Social Media Analysis



# EverGreen Marketing

A timeless, sustainable marketing initiative that can regularly bring in new sales or prospects.

## Advantages

- Less frequent tweaks/changes to ads
- Efficient for local/small companies managing various business aspects (operations, customer service, financing, etc.)
- Builds brand authority and credibility
- Cost-Effective



# Creating an EverGreen Marketing Strategy

1. Set your goal
2. Understand Target Audience
3. Take Advantage of Various Channels
4. Develop Valuable Content
5. Update EverGreen Content/Ads as needed
6. Consistency is KEY!
7. Tweak and Test



# EverGreen Video Content Ideas

(On Tiktok, FB, and YT Shortcuts)

- **Tik-Tok Trends:** Pack an order with me or behind the scene videos
- **Cooking videos** of easy vegan meals that can be paired with the Bisa vegan supplements.
- **Explanation videos:** Discussing in detail the eco-friendly packaging (Soybean based ink, non-plastic packaging)
- **Q&A: Question and Answer videos**
  - This allows Delilah to interact with prospective clients and answer any questions they may have about the supplements.
  - A chance for her to be fully transparent about her products, ingredients, and brand.
- **Testimony videos - Personal journeys with BISA**



# EverGreen Visual (Facebook & Instagram)



Examples of Visual Content that the client can use to recycle on posting new products on Instagram.

Before:



After:



Before:

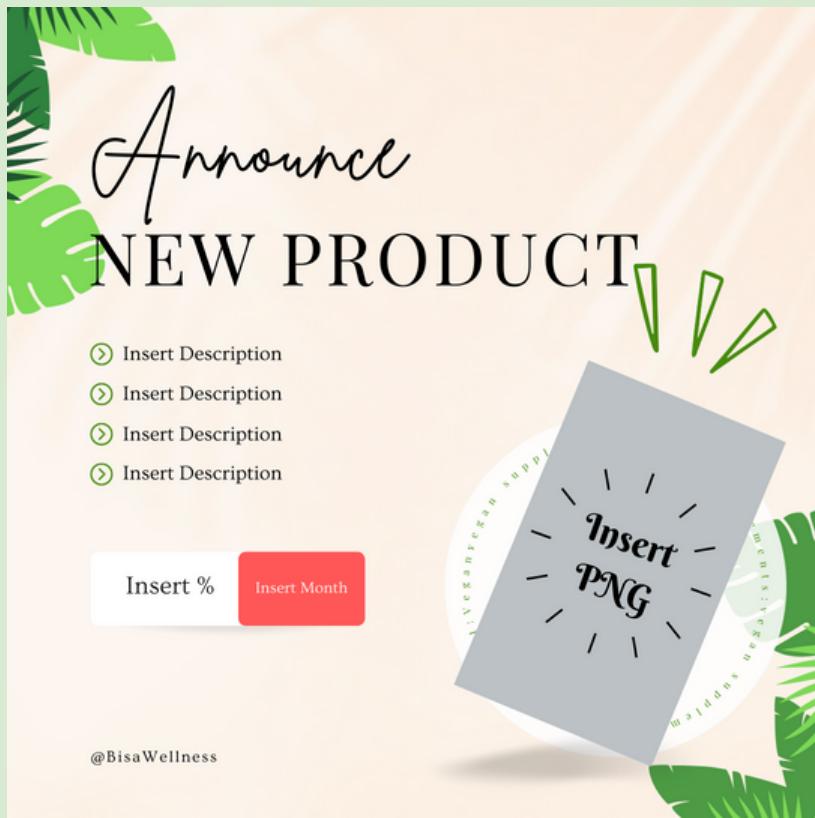


After:



# EverGreen Visual (Facebook & Instagram)

Before:



After:



# Research Tools





# Google Trends

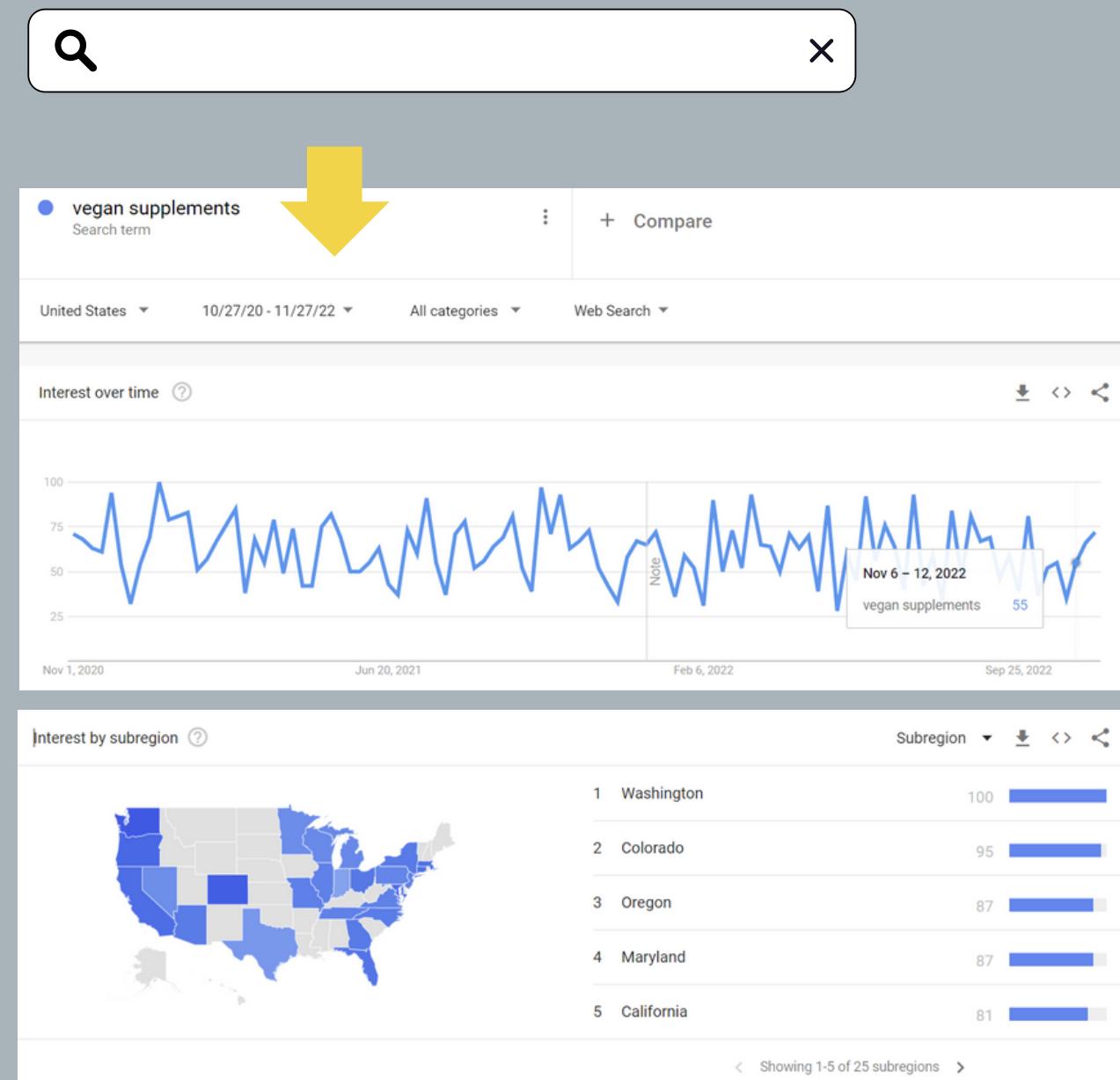
WHAT ARE PEOPLE  
SEARCHING FOR ON  
GOOGLE?

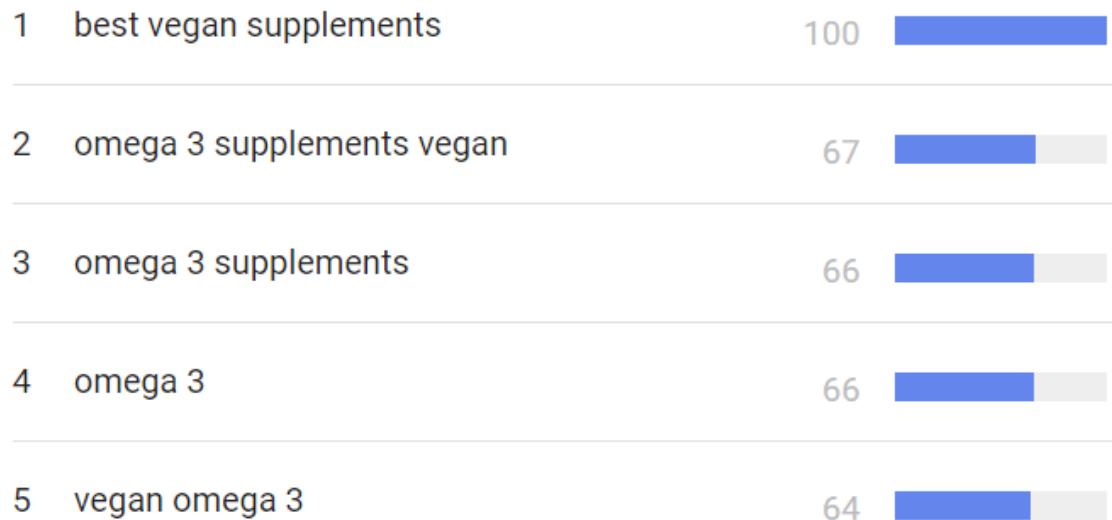
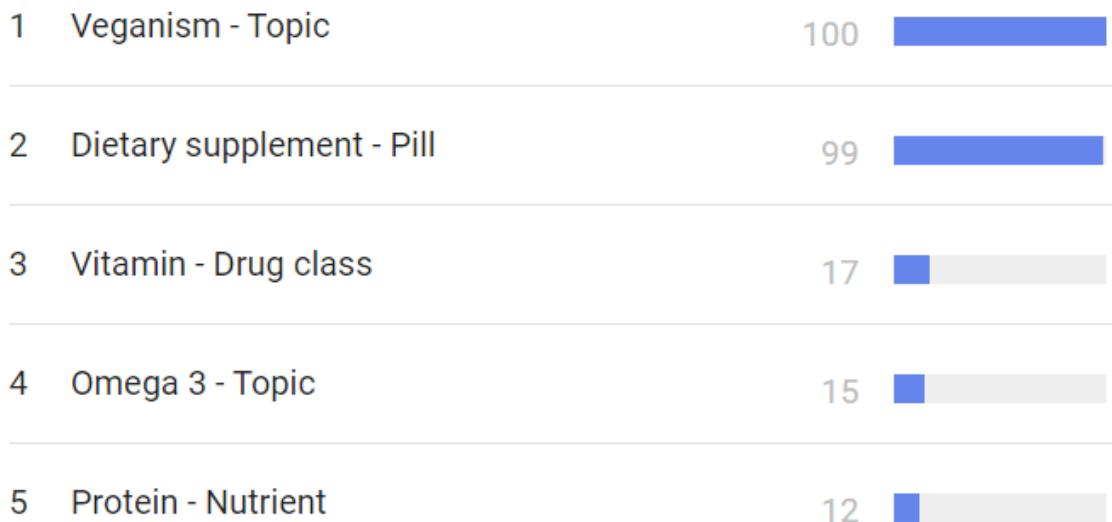
## Interest over time

Numbers represent **search interest** relative to the highest point on the chart for the given **region** and **time**.

A value of 100 is the **peak popularity** for the term.

A value of 50 means that the term is **half** as popular.



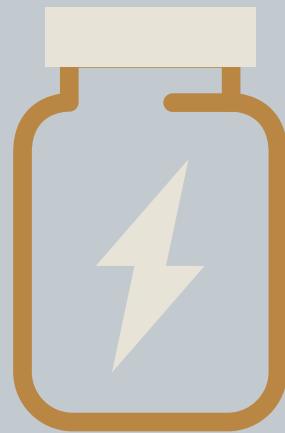
Related queries Top    Related topics Top    

Users searching for  
your term also  
searched for these  
topics.

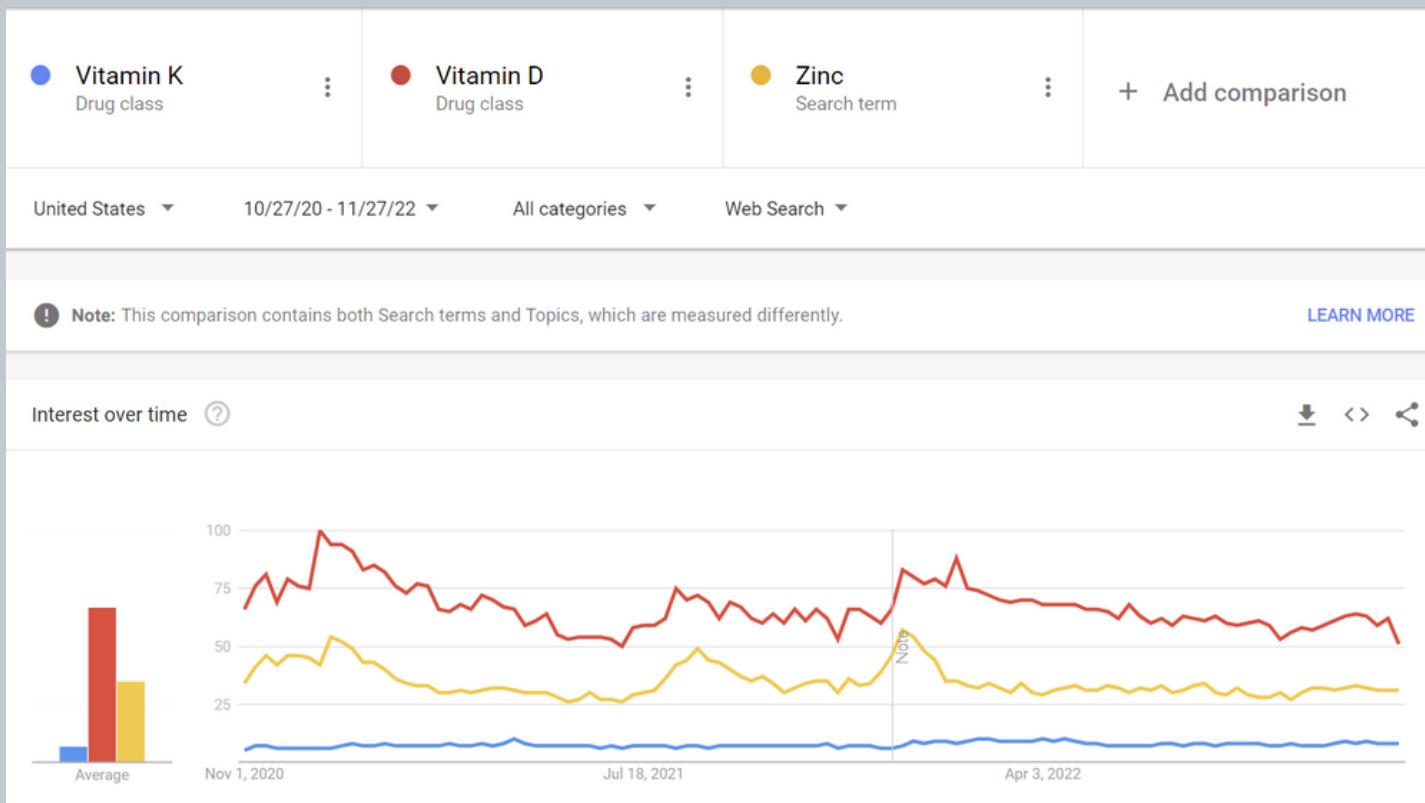


# What type of nutrients should be considered for supplements?

- Supplementation is an important part of healthy vegan nutrition
- Vegans need more than B12, Iron, Calcium, Iodine, and Omega 3
- Consider Zinc, Vitamin K, and Vitamin D for future supplements



# Google trend for Zinc, Vitamin K, and Vitamin D



KEY INDICATORS

- Highly Searched
- Avg. Searched
- Lowest Searched



52

Questions





# Overview: Instagram Keywords & Social Media Strategies



# Instagram

## What is Instagram Algorithm?

- A **set of rules** that decides what content shows up, and in what order
- analyzes every piece of content posted to the platform.
  - **metadata** - captions, location, alt-text, filters
  - **engagement metrics** - like, views, comments
  - **hashtags**
- In simple terms, the Instagram algorithm cross-references information about **content** (Posts, Stories, Reels) with **information about users** (interests and behavior on the platform)



# Instagram

## What is Instagram Algorithm?

- 3 most important ranking factors of the 2022 Instagram algorithm:
  - **Relationship** - Do you follow each other? Any interactions?
  - **Interest** - Does a user typically interact with this type of content?
  - **Relevancy** - Where it fits with trending topics as well as the timeliness factor?





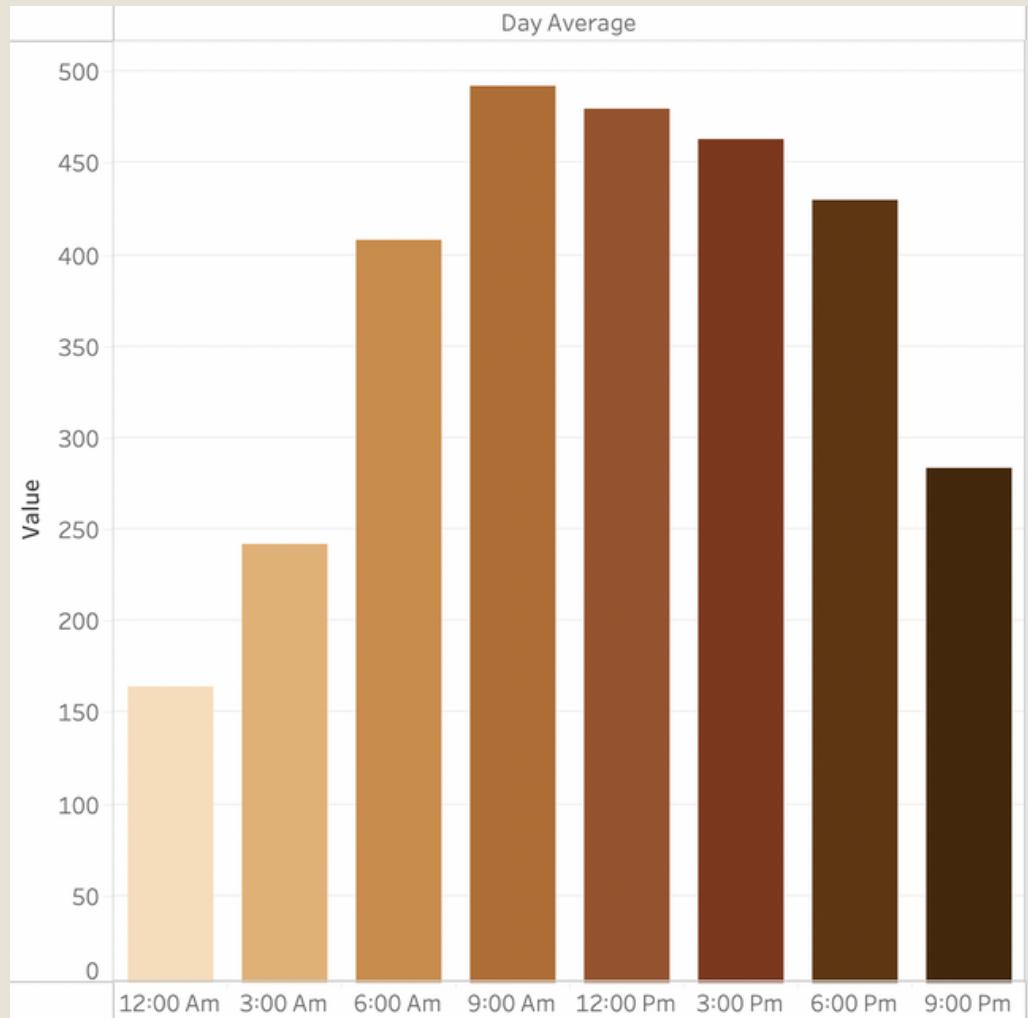
# Instagram

## 2022 Instagram Algorithm

		
Post relevance and popularity	Overall popularity	User's activity and interest
Interest based on interactions	User's <b>activity history</b>	<b>What the video is about:</b> - <i>audio track</i> - <i>analysis of the pixels and frames</i> , - <b>video's popularity.</b>
Quantity and content	Consistency	Engaged audience

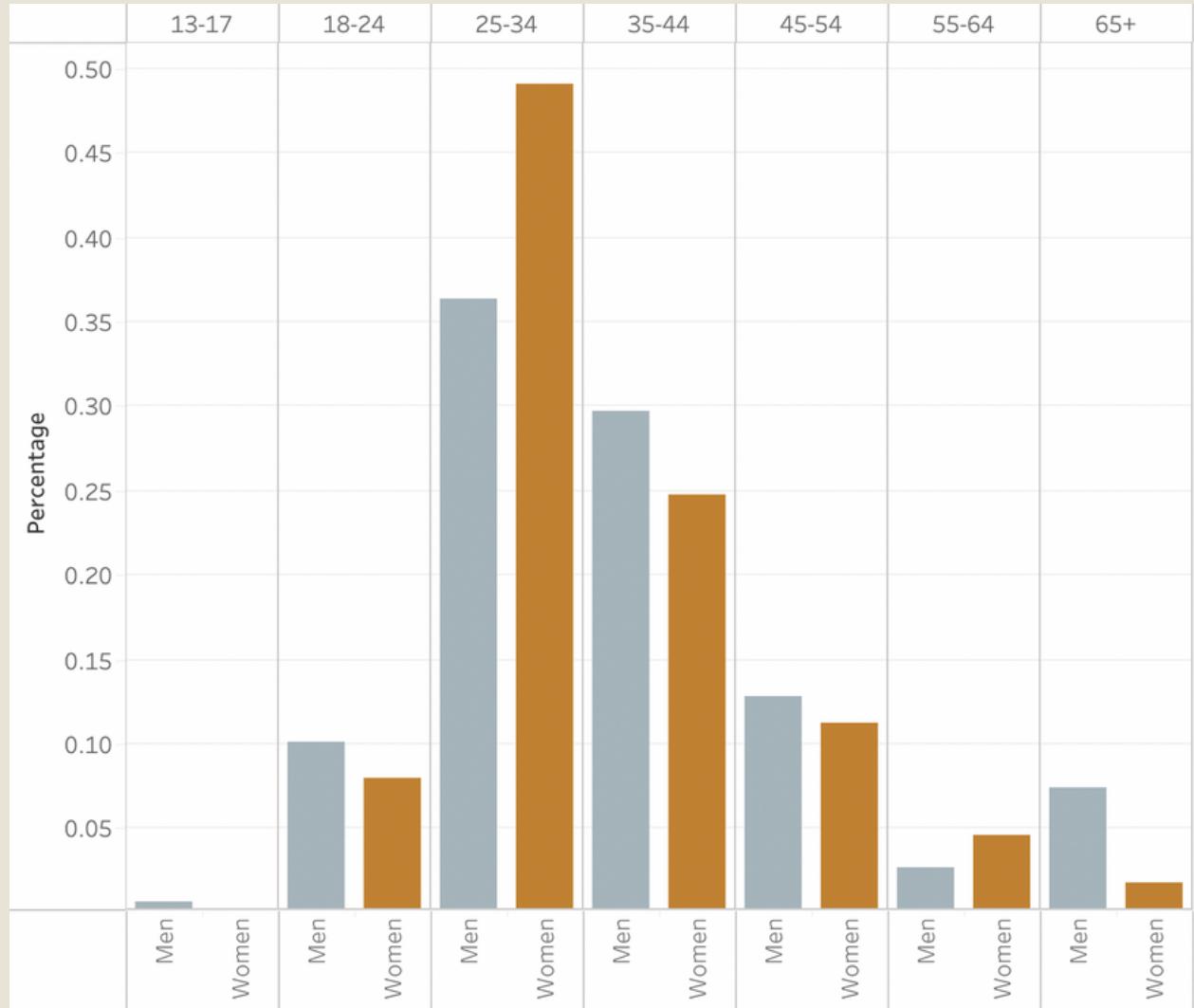
# Remedy by Delilah Engagements Insights

Best time to repost BISA content from Remedy by Delilah is 9:00 am onwards local time

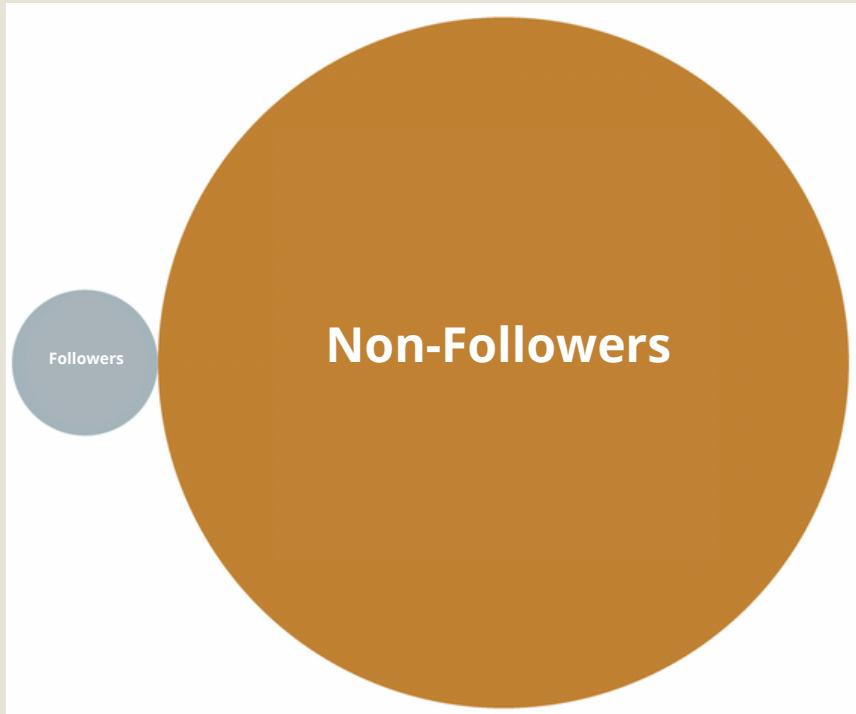


# Remedy by Delilah Engagements Insights

- Even though the main age demographics shows that women has the higher engagement rate
- It's interesting to see that in most age brackets, Men lead the engagements

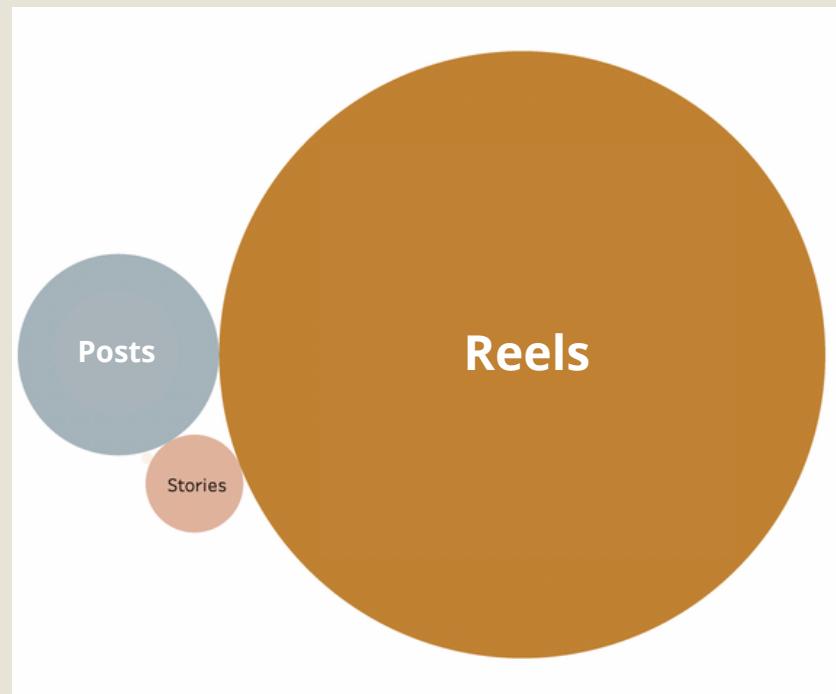


# Remedy by Delilah Engagements Insights



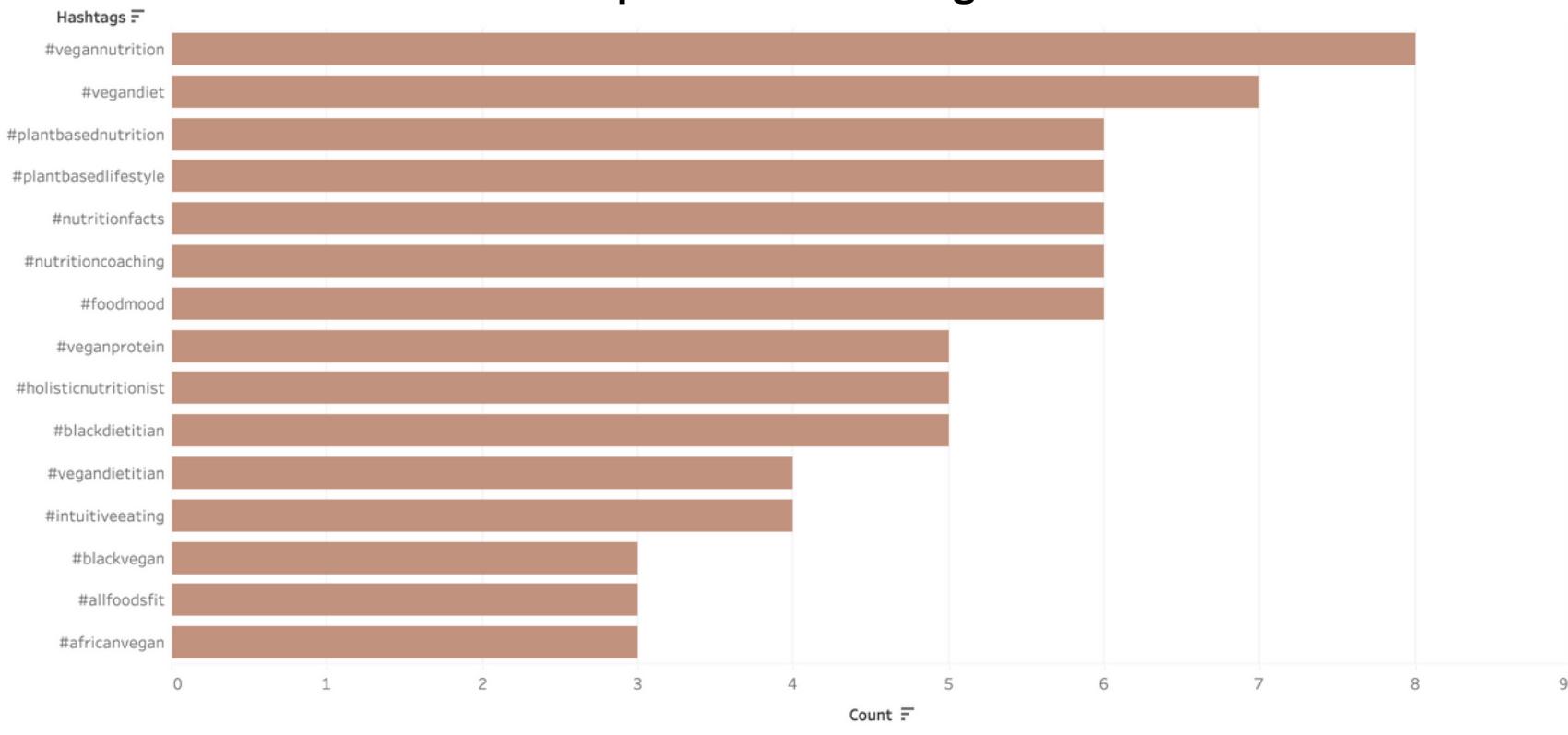
This correlates to the number of engagements on Reels. It just shows the potential of gaining more followers on Reels

It shows on the left diagram that non-followers have the most engagements than followers (182.9% diff)



# Remedy by Delilah Engagements Insights

## Top IG Reels Hashtags



- The chart above shows the number of times a hashtag was used in your reels with the most interactions
- With #blackdietitian having the most occurrences with low post content per hashtag
  - #blackdietitian (5 occurrences) 5000+ post
  - #intuitiveeating (4 occurrences) 2M posts



# IG Reels Tips & Recommendations

- Duration
  - As a general rule, it's good to stick to **7 to 15 seconds**
- Attention Grabbing Hook
  - The key moment with Reels happens within the first couple of seconds.
  - "Can I share a secret?" / "Fun fact" / "You need to hear this today"
- Content is Key
  - 70-20-10 Rule
    - 70% **Informational** -> Education, How-Tos, Important Advice
    - 20% **Emotional** -> Culture, Values, Inspiration
    - 10% **Promotional** -> Direct promotion of products and services

*For higher engagement. It's all about providing the most value to your audience in the shortest time frame possible*



# IG Reels Tips & Recommendations

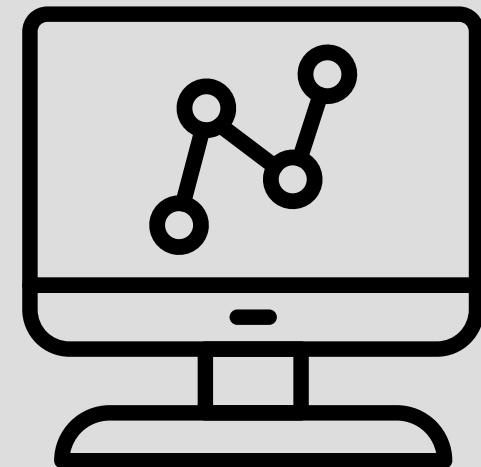
- On-Screen Text
  - 40% of users watch without sound
- Trends
  - Hashtags
    - 20 Hashtags
    - Use a mix of popular and niche hashtags
    - Keep them relevant to your brand and content
  - Audios
    - Find a popular song or sound that you think would be fun to lip sync
    - Use trending sounds and see if you can use them to tell a story



# IG Reels Tips & Recommendations

- **Analytics**

- Best Time
  - Know Your Audience
  - Time zones
- 2022 Statistics
  - High number of active users: 5 am - 6 am (EST)
  - High engagement: 11 am - 12 pm (EST)
  - Most businesses: 9 am - 1 pm (EST)



- **Monitor and adjust**

- test, analyze and check on your data



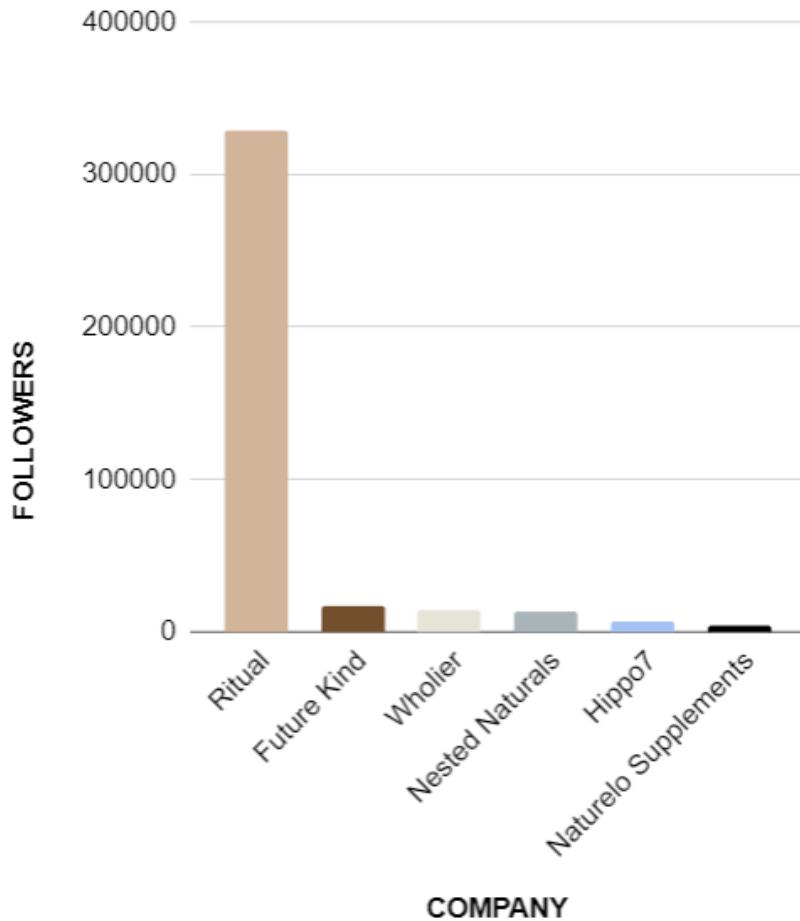
# Considerations on other SocMed sites

Platforms	Considerations	Cons
	Main Audience	High Ad Cost
	Potential to grow audience and reach	Relationship Building
	Provide discourse and insights on health and environmental concerns and policies	Small Ad Audience Company Currently on a Cultural Shift
	Provide more room for information, photos and links	Weak Organic Reach Unmatched Audience Demographics
	Good platform for creating How-Tos and Educational Videos (Lengthy Videos)	Video is Resource-Heavy

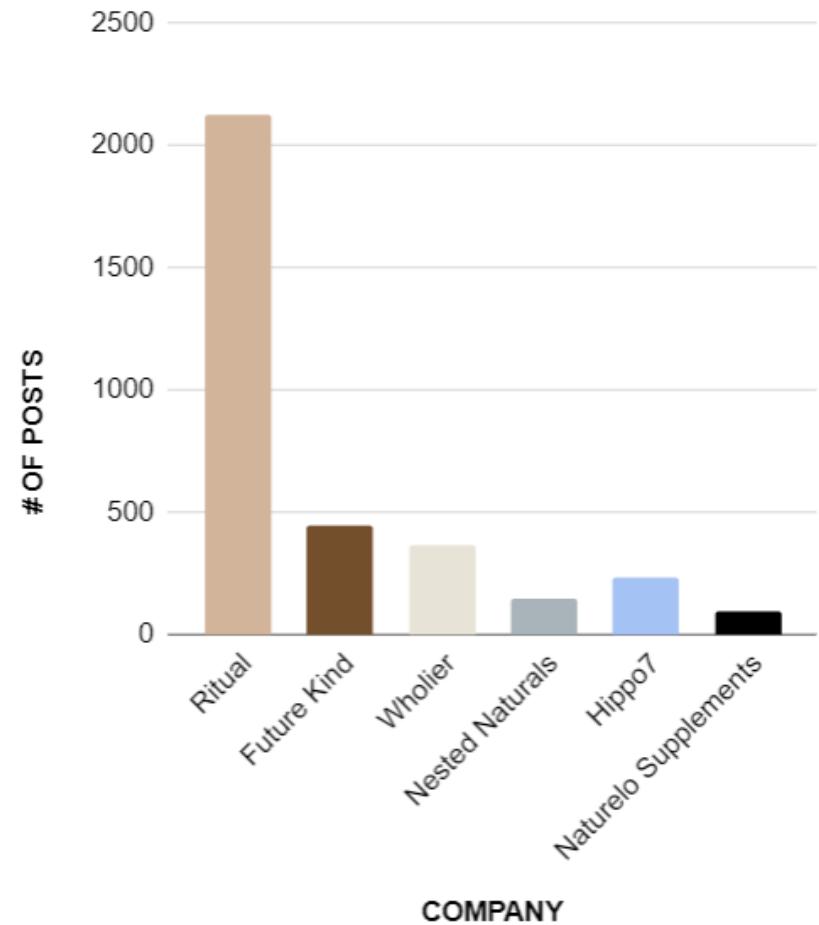


# BISA Wellness - Competitor Insights

## Followers vs. Company



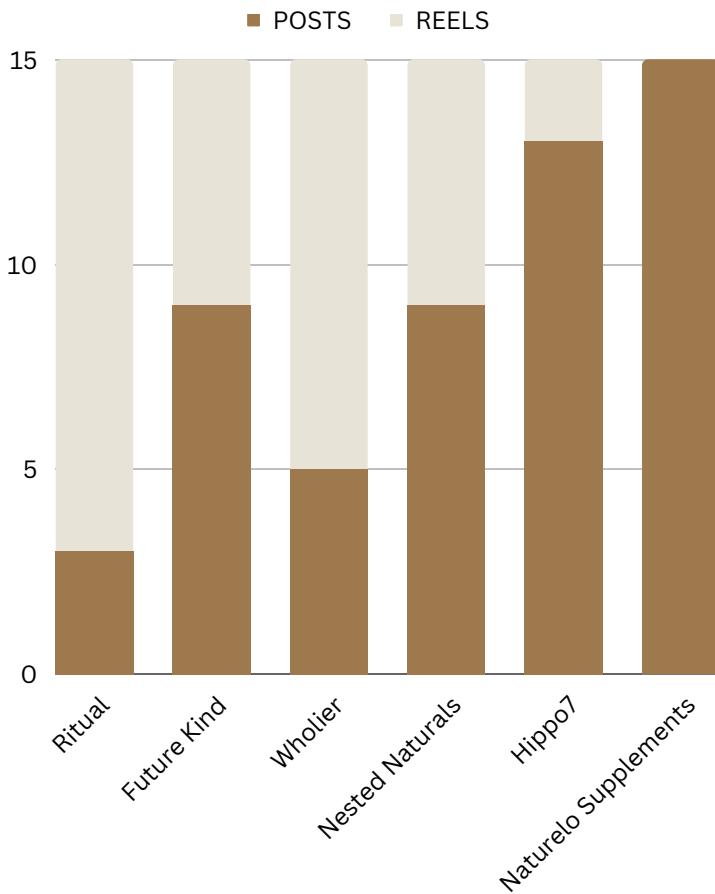
## Total # of Posts by Company



# BISA Wellness - Competitor Insights

## Instagram

### Posts Vs Reels



### Engaging Reels Ideas

1. Introduce Yourself & Your Business
2. Before and After
3. Showcase your products or services
4. Debunk a myth
5. Feature Customers
6. Share a Tip for Using your product
7. Expectation vs Reality Reel
8. Top 3

### Practices to Keep In Mind

- Tag Products in your Reels
- Templates of the reels you like
- Adapt to current trends
- Relevant hashtags and geotags

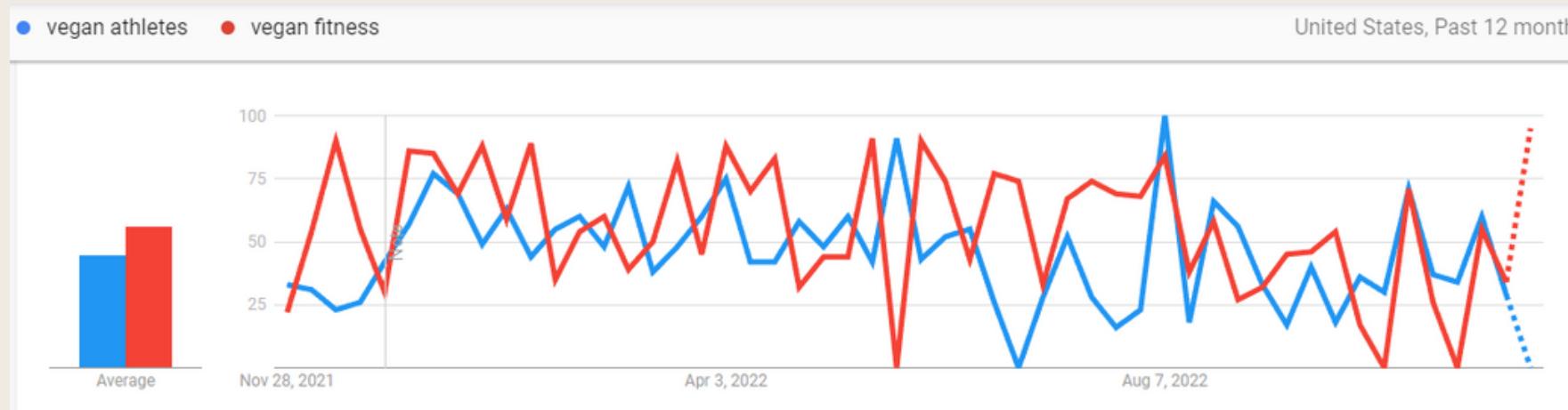


# Vegan Fitness



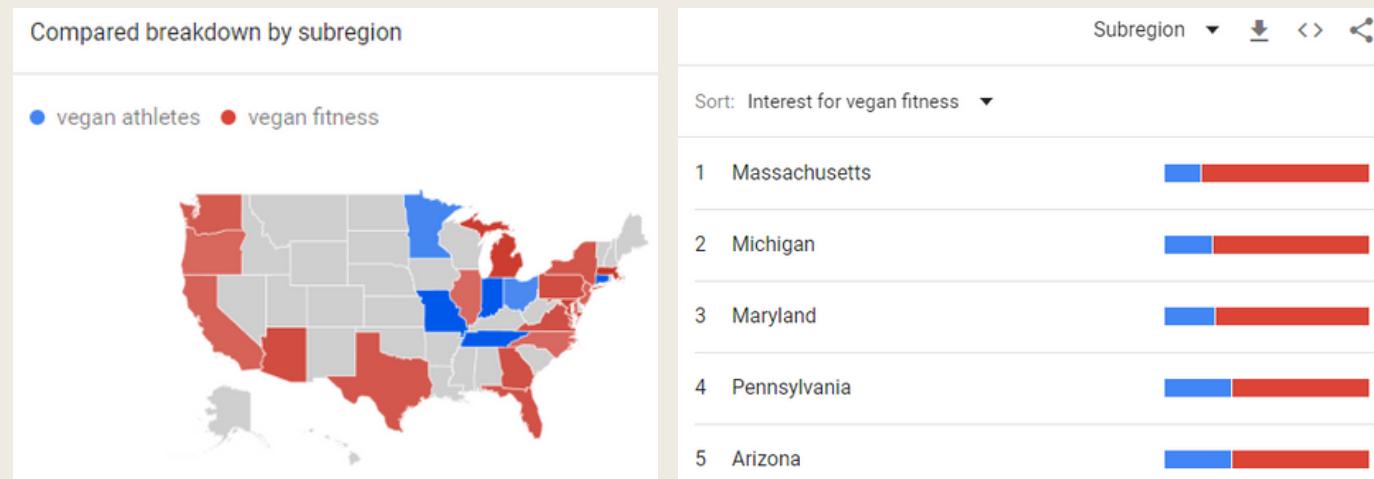
## OBJECTIVES:

Increase overall awareness with an emphasis on targeting Vegan fitness demographic through Instagram ads.



## DEMOGRAPHICS:

- Target Audience: 20-55 yr
- Physically active individuals looking to fulfill vitamin deficiencies, while supporting a common lifestyle.
- Trending searches by state : Massachusetts, Michigan, Maryland etc.



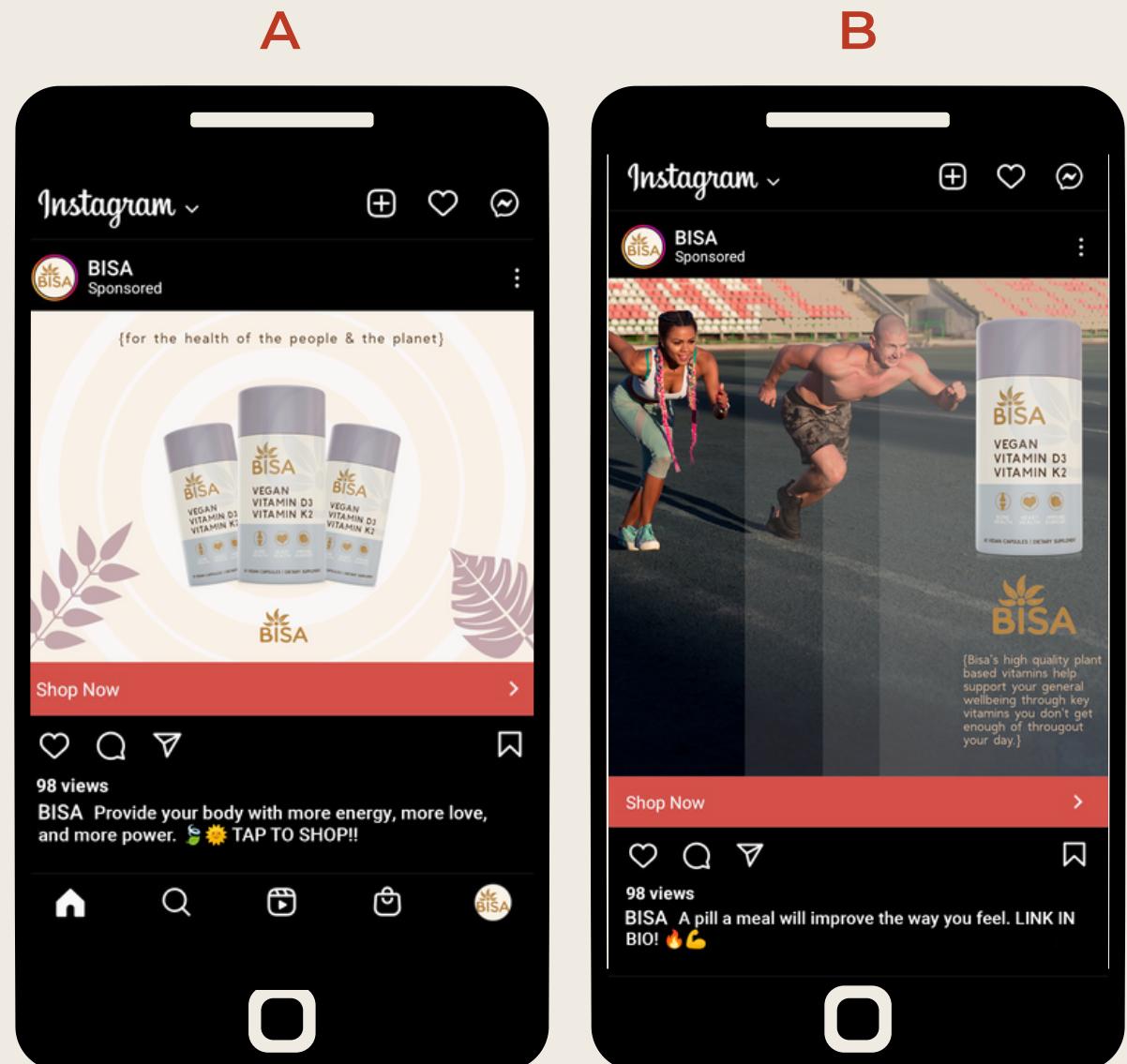
According to [Google Trends](#), the keyword searches between **Vegan Fitness** and **Vegan Athletes** has risen by 50% in one year time. That number indicates a rise in interest within the topic, and a good indicator to enter that market.

# STRATEGY - A/B Testing



Perform A/B testing on awareness campaign to collect data on CTR on ads Vegan Fitness demographic theme vs Supplements focus theme

- CTR (click-through-rate) defines how many users see an ad and click on it



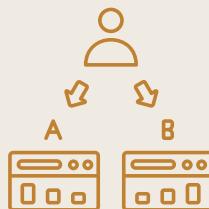
Disclaimer mock testing- Hypothesis

# Findings and Recommendations



## Reach new audiences

We noticed that the market entry is low when it came to the keywords **Vegan Fitness** and **Vegan Athlete**, potentially allowing BISA to be the initial supplement brand to establish that space.



## A/B Testing

A/B testing is versatile in seeing what works and what doesn't based on your determined parameters.



## Use Marketing Search Tools

Search for the trending terms and related questions people are looking at based on your products.

# Sources



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Thank you