

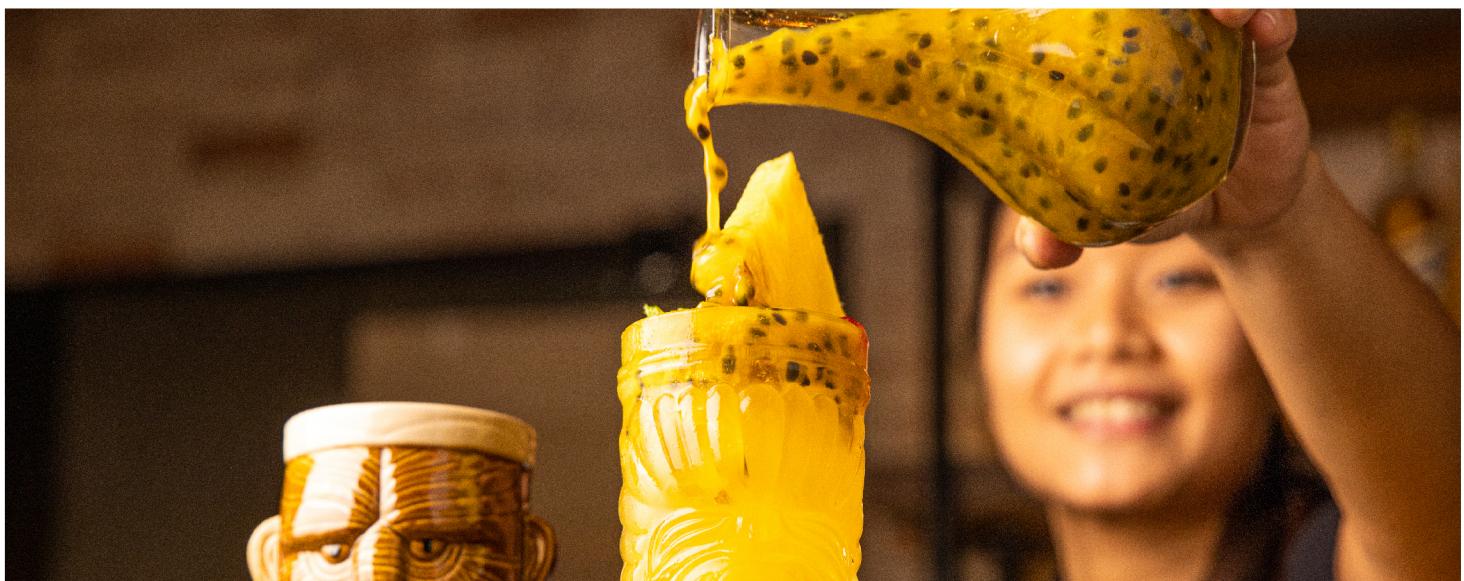
HOW FOOD ON FOCUS MEDIA STRATEGIZED ONLINE MARKETING

FOR A START-UP - NATURALZ?

INTRODUCTION

Naturalz is a startup, committed to producing Pulp which is a 100% Pure Passion Fruit Pulp.

Their vision for the brand is to redirect mixology towards a healthier future by introducing 100% Pure Pulps which improve Taste, Time and Quality.



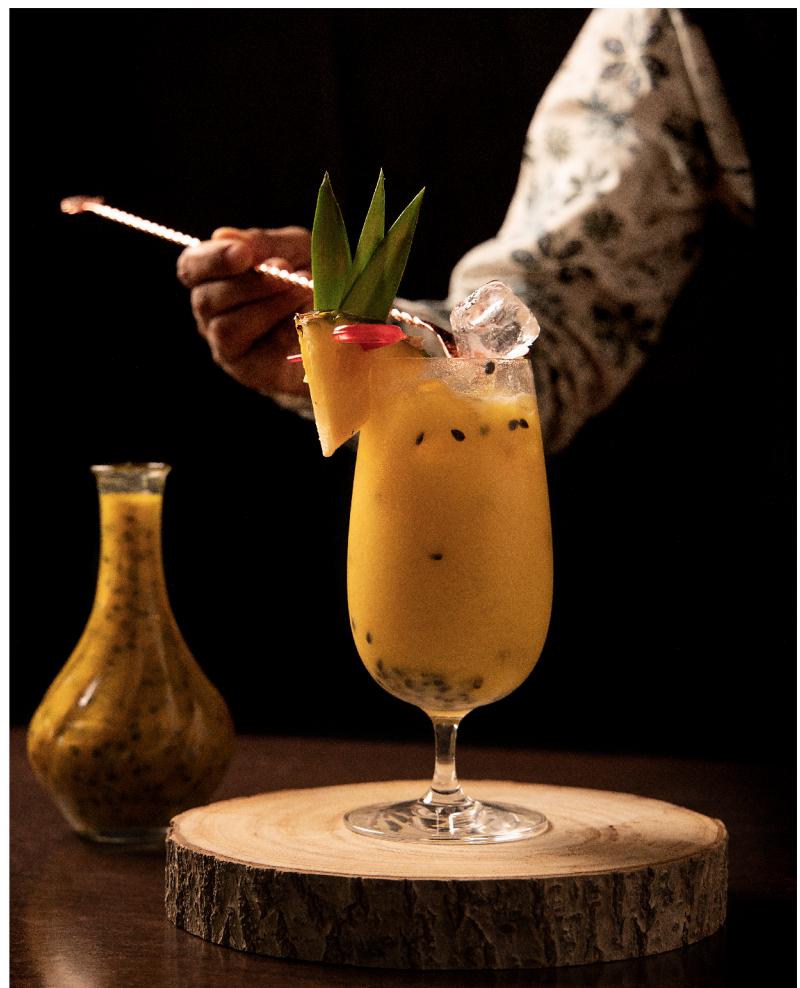
Food On Focus was approached by Naturalz to avail their expertise in reaching a wider audience with the help of social media marketing campaigns.

Through these campaigns, Naturalz amassed over 100 B2B leads and achieved 3 times their revenue by the end of three months.

THE STORY OF NATURALZ

Naturalz as a brand is committed to producing Pulp which is 100% Pure. Fruit Pulp Their dedication to maintaining consistent premium quality began with the fresh produce yielded from their native farms.

Expert countrymen ensured the cultivation of fruits that were complementary to the season, hence guaranteeing succulent fruits. These fresh fruits were then converted into pulp without the addition of preservatives, water, sugar or colouration.

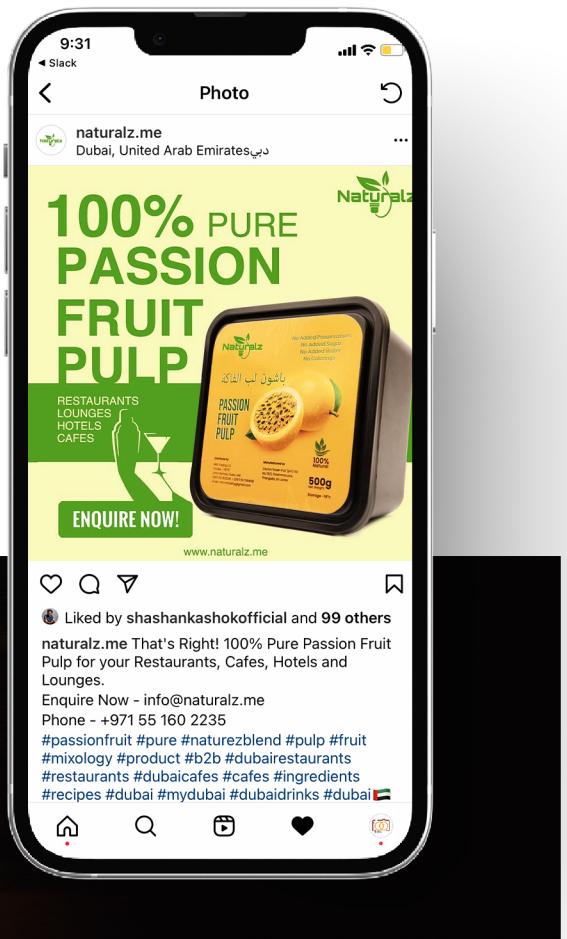


The end result is an easy-to-use healthy fruit pulp that adds a burst of flavor to all mixology creations.

As a seasoned marketing agency, Food on Focus was approached by Naturalz to aid in social media campaigns and build a following of loyal customers by introducing the brand to the public.

THE CONTENT PRODUCTION

Ultimately, the deliverables were 15 pieces of content per month that went up on Instagram and Facebook which included **6 Videos and 9 Photos** which were planned to keep in mind a customer-centric approach.





THE CONTENT PLAN

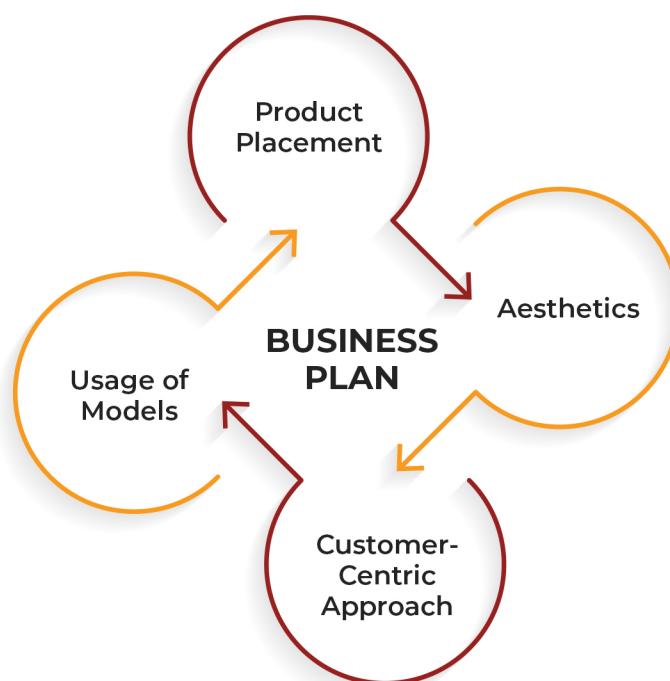
To run a successful marketing campaign, the crucial step is to share the best content which entices the audience to engage with the brand.

TARGET AUDIENCE

- Baristas
- Restaurants
- Cafes
- Hotels
- Students
- Kids
- Expats and Local Men and Women
- UAE - Dubai, Abu Dhabi, Al Ain & Sharjah

Food On Focus Media, held various brainstorming sessions with their content team to form a defined audience, target and pre-plan the production with the client.

Furthermore, the production and the post-production were thoroughly executed with the support of their in-house team.



#1 GENERATING B2B LEADS

Due to Naturalz being a start-up, Food On Focus started off with a clean slate. The strategy was to market and advertise within the **UAE market** on **Instagram and Facebook** platforms through a funnelled approach comprising 4 stages.

STAGE
01 Building Awareness

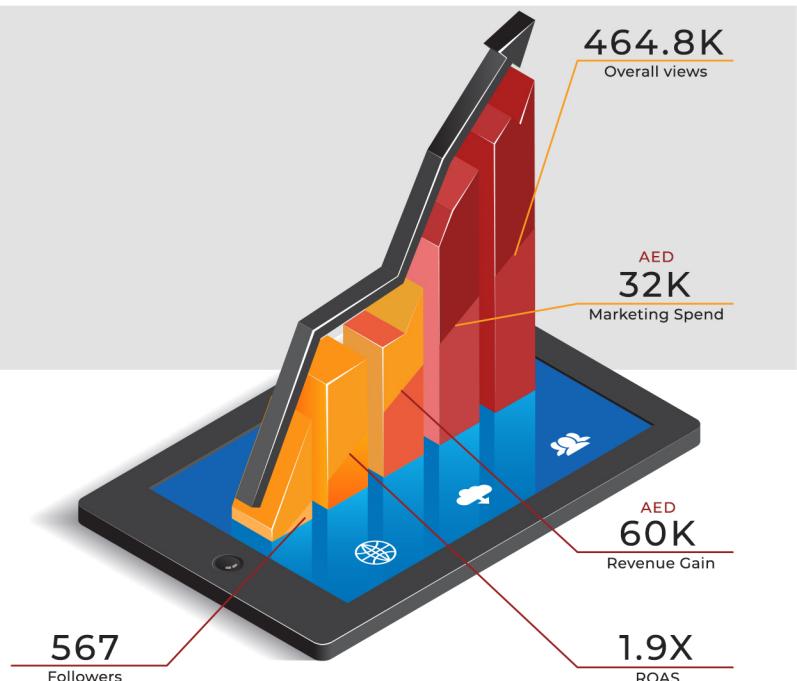
Building engagements
for the brand STAGE
02

STAGE
03 Re-Targeting

Lead generation STAGE
04



Food On Focus employed this approach to analyze the target audience for the brand, which in turn provided more insights into carrying out other marketing plans with the (0 to 150 followers) audience that engaged in the first month.



OVERALL RESULTS



"Food On Focus Media is the most reputed UAE-based agency with affordable and high-quality photography, filmmaking and marketing services. Working with the team of young minds gave us an uplift to the brand front and has been really professional. A young team with a creative mindset meets all the needs of our team"

- Dinesh Fernando

Food On Focus

media

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