

Digital Marketing Strategy & Campaign for Econest & FitTrack

Strategy Overview for Growth & Visibility

Objective: Econest

- Achieve a 30% increase in growth and sales within the next 12 months by building brand awareness, visibility, and loyalty among eco-conscious consumers.

Target Audience

- - Primary Audience: Millennials & Gen Z (Ages 18-40)
- - Secondary Audience: Upper to middle-class individuals, aged 40-55
- - Location: Urban areas with growing interest in suburban regions
- - Interests: Eco-conscious consumers who value sustainability and transparency

Strategy Overview: Econest

- Focus on education, engagement, and trust-building through digital channels.
- - SEO: Optimized for eco-conscious keywords.
- - Social Media: Instagram, YouTube Shorts, Pinterest.
- - Influencer Marketing: Collaborate with eco-friendly influencers.
- - UGC Challenges: Community-driven campaigns to engage users.

Marketing Channels & Tactics: Econest

- - Social Media: Instagram, YouTube Shorts, Pinterest
- - Influencer Marketing: Eco-friendly influencers for brand advocacy
- - Press Articles: Increase credibility and awareness
- - UGC Campaigns: Community challenges for engagement

KPIs & Metrics: Econest

- - Organic traffic growth
- - Social media engagement (likes, shares, UGC)
- - Conversion rates across channels
- - ROAS and media mentions

Objective: FitTrack

- Launch FitTrack to health-conscious Millennials & Gen Z.
- Highlight FitTrack as a tool to empower users in tracking and improving their health.

messaging. Empower users to track and improve their health journey.

- Highlight FitTrack's seamless integration into everyday fitness routines.

Marketing Channels & Tactics: FitTrack

- - Social Media: YouTube Shorts, Instagram, Pinterest for fitness content
- - Influencer Marketing: Fitness influencers showcasing FitTrack's benefits
- - Podcasts & Press Articles: Appear in fitness discussions and reviews

Timeline & KPIs: FitTrack

- - Pre-launch (Weeks 1-3): Teasers, influencer collaborations, sneak peeks
- - Launch (Week 4): Full product rollout, social challenges, pre-order incentives
- - Post-launch (Weeks 5-12): UGC engagement, influencer follow-ups
- - KPIs: Engagement rates, conversions, sales growth, UGC participation

Challenges & Solutions

- - Competition in eco-friendly & fitness markets
- - Rising PPC costs
- - Solution: Strong brand narrative & community-building
- - Focus on differentiation, trust-building, and engaging customer experiences.

Conclusion & Next Steps

- - Launch SEO & social media campaigns for Econest & FitTrack
- - Partner with influencers for campaigns
- - Track KPIs: Organic traffic, engagement, conversions, sales growth
- - Adjust campaigns based on performance data