**Econest and FitTrack** 

# Marketing Strategy & Campaign

Srijan Mishra



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# **Key Objectives**

# 01

#### **Econest**

Drive a 30% increase in sales and growth within 12 months by building brand awareness, visibility, social media growth, and customer loyalty.

### **FitTrack**

Launch the smart fitness tracker with a targeted digital marketing campaign focused on health-conscious Millennials and Gen Z.



#### **Econest Audience**

- Primary Audience: Age 18 40
- Secondary Audience: 40 55
- Demographics: Primarily urban areas,
  growing in rural and suburban areas
- Income: Upper to middle-class
- Interests: Sustainability, environmental causes, social responsibility
- Behavior: Actively engage with brands on social media, seek transparency in production and sustainability, willing to pay a premium for eco-friendly products.

#### FitTrack Audience

- Primary Audience: 28 45
- Secondary Audience: 18 28 and 45 55
- Income: Upper to middle-class
- Interests: Tech-savvy, fitness enthusiasts, individuals aiming to improve their health and adopt innovative technology.
- Behavior: Likely to adopt new technology and engage with content that motivates self-improvement in health and fitness.

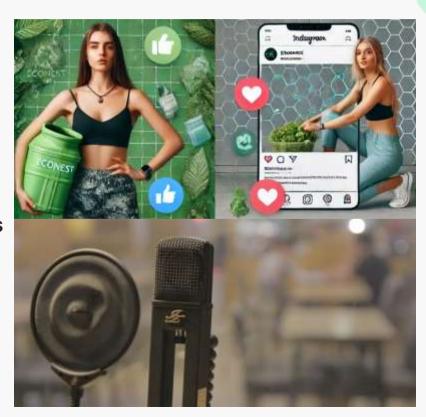
# **Econest Strategy Overview**

- Focus on educating users, engagement, story telling, 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
- Podcast & Interviews: Explaining Vision,
  Story & Thought



## **KPIs & Metrics: Econest**

- Organic traffic growth
- Social media engagement (likes, shares, comments, UGC)
- Conversion rates across channels
- ROAS and media mentions
- Media coverage
- Influencer collaboration posts
- Enquiries, articles and features



## FitTrack: 'Get on Track towards a Healthier Tomorrow'

- Messaging: Empower users to track and improve their health journey.
- Highlight FitTrack's seamless integration into everyday fitness routines.
- Pre-launch: Tease the product via influencer collaborations, sneak peeks, and exclusive early access for influencers.
- Launch: Announce the product on all social media channels and start fitness challenges #OnTrackWithFitTrac.
- Post-launch: Engage users through UGC, influencer follow-ups, and showcase user fitness stories.



# 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**

## **Challenges**

- Competition in eco-friendly & fitness markets
- Rising PPC costs

#### **Solutions**

- Strong brand narrative & community-building
- Focus on differentiation, trustbuilding, 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.

# Thank You

Apologies, as I ended up using a lot of AI for the images only though and couldn't make it in time because of my current work in the Central Timezone.

Srijan Mishra