

# ***HYDRATECH***





# ***MARKETING STRATEGY***

In today's fast-paced, health-conscious world, staying properly hydrated is more crucial than ever. The Smart Water Bottle Project was developed to address a growing consumer demand for innovative, eco-friendly hydration solutions that seamlessly integrate into modern lifestyles. This project aims to revolutionize how people approach hydration by combining cutting-edge technology with sustainability, targeting a diverse audience that includes Fitness Enthusiasts, Eco-Conscious Consumers, and Health-Conscious Individuals

# ***AGENDA :***



- Vision and Mission
- Target Audience
- Brand Positioning
- Value Proposition
- Brand Voice
- Customer Journey
- Marketing Channel
- Objectives
- Key Performance Indicators
- Cost

# USER PERSONAS



USER PERSONA 1



**NAME** William Jones

**AGE** 32

**LOCATION** USA

**OCCUPATION** Environmental Consultant

**MARITAL STATUS** Married

**KIDS** No

**ANNUAL INCOME** \$90,000

INTERESTS	<ul style="list-style-type: none"><li>Eco-friendly products, renewable energy, conservation efforts, and green technology.</li></ul>
VALUES	<ul style="list-style-type: none"><li>Prioritizes sustainability, personal well-being, and community involvement. Believes in making conscious choices that positively impact the environment.</li></ul>
LIFESTYLE	<ul style="list-style-type: none"><li>Environmentally aware, health-conscious, and active in community and sustainability projects. William frequently participates in beach clean-ups, local eco-initiatives, and workshops on sustainable living.</li></ul>
GOALS	<ul style="list-style-type: none"><li>Environmental Impact: Aims to reduce his carbon footprint and promote sustainable practices within his community.</li><li>Health Improvement: Wants to maintain optimal health through proper hydration and nutrition.</li><li>Community Leadership: Aspires to be a role model and leader in promoting eco-friendly practices.</li></ul>
MOTIVATION	<ul style="list-style-type: none"><li>Sustainable Living: Looks for innovative, sustainable products that support a green lifestyle.</li></ul>
FRUSTRATION	<ul style="list-style-type: none"><li>Environmental Concerns: Struggles with finding genuinely eco-friendly products that align with his values.</li><li>Health and Wellness: Needs to balance personal health with his busy professional and community engagement schedule.</li></ul>
SOURCES OF INFO	<ul style="list-style-type: none"><li>Online Content: Reads environmental blogs, sustainability websites, and conservation forums.</li></ul>
SOCIAL MEDIA	<ul style="list-style-type: none"><li>Active on Instagram, Facebook, and LinkedIn. Follows eco-friendly influencers and sustainability pages.</li></ul>





# VALUE PROPOSITION

**Our Smart Water Bottle is the perfect choice for eco-conscious consumers committed to reducing plastic waste and living sustainably. Made from durable, eco-friendly, BPA-free materials, this bottle helps you make a positive impact on the environment while staying hydrated. With every sip, you contribute to a greener planet, all while enjoying advanced hydration tracking technology that promotes health and wellness."**



# VALUE PROPOSITION

Our Smart Water Bottle is designed for fitness enthusiasts who want to stay hydrated, improve their workout performance, and recover faster. With advanced hydration tracking and seamless integration with your favorite fitness apps, our bottle provides personalized reminders to ensure you stay at peak performance. Never miss a hydration goal again and optimize every workout with technology tailored to your fitness journey."

USER PERSONA 2



NAME

• Emily Johnson

AGE

28

LOCATION

USA

OCCUPATION

Marketing Manager

MARITAL STATUS

Single

KIDS

No

ANNUAL INCOME

• \$60,000 - \$90,000 annually

INTERESTS	: Fitness, wellness, eco-friendly products, and the latest technology trends	MOTIVATION	<ul style="list-style-type: none"><li>Lifestyle Optimization: Looks for smart and innovative solutions to integrate into her daily routine for a more efficient lifestyle.</li></ul>
LIFE STYLE	<ul style="list-style-type: none"><li>Health-conscious, tech-savvy, and socially active. Emily regularly participates in fitness classes, yoga sessions, and runs in local parks.</li></ul>	FRUSTRATION	Messy application navigation. Can't decide on the plan.
VLAUES	Prioritizes personal well-being, innovation, and sustainability. Believes in living a balanced life with a focus on physical and mental health	SOURCES OF INFO	<ul style="list-style-type: none"><li>Trusts brands that are transparent about their sustainability practices and product quality.</li></ul>
GOALS	<ul style="list-style-type: none"><li>Health Improvement: Aims to achieve better overall health and wellness through proper hydration.</li><li>Performance Enhancement: Seeks to improve physical and cognitive performance both at work and during exercise.</li></ul>	SOCIAL MEDIA	<ul style="list-style-type: none"><li>Active on Instagram, Facebook, and Twitter. Follows fitness influencers and wellness pages.</li></ul>



USER PERSONA 3



- NAME

• Charlotte Clark
- AGE

29
- LOCATION

USA
- OCCUPATION

• Nutritionist at a private clinic

MARITAL STATUS	Single
KIDS	No
ANNUAL INCOME	<ul style="list-style-type: none"><li>\$50,000 - \$70,000 annually</li></ul>
OCCUPATION	Nutritionist at a private clinic
SOCIAL MEIDA	Regularly reads health blogs, wellness websites, and scientific journals.
FRUSTRATION	Messy application navigation. Can't decide on the plan.
SOURCES OF INFO	Social media, platforms, word of mouth.
ADDITIONAL.	Wants to accomplish many personal and professional goals by improving time management.

INTERESTS	Fitness, nutrition, wellness retreats, holistic health practices, and technology that supports health goals
VALUES	Prioritizes health, well-being, personal growth, and balance in life. Charlotte Clark is also passionate about staying informed and up-to-date on health trends and research.
LIFE STYLE	Highly focused on health and wellness, Charlotte Clark maintains a balanced diet, regular exercise routine, and mindfulness practices. She regularly attends fitness classes and engages in wellness communities both online and offline
GOALS	Aspires to achieve peak physical and mental health through disciplined routines and advanced health monitoring tools.



# VALUE PROPOSITION

For health-conscious individuals who want to improve their well-being, our Smart Water Bottle is more than just a hydration tool—it's a partner in your health journey. Featuring advanced sensors and a user-friendly app, it tracks your daily water intake, provides personalized reminders, and ensures you stay hydrated throughout the day. With sleek design and seamless health app integration, our bottle helps you build better hydration habits to support your overall wellness goals

# MARKET ANALYSIS

- The global hydration market is projected to grow at a CAGR of 9.5% from 2021 to 2028.
- Increasing consumer awareness around the importance of hydration and eco-conscious living is driving demand for innovative products like the Smart Water Bottle.



♥ 4K

Sustainability Focus: Consumers are prioritizing environmentally friendly products.

Health and Wellness: Demand for health-monitoring products.

Tech-Driven Solutions: Consumers are adopting wearable and connected devices that offer personalized experiences.



# Customer Journey for persona William the Eco-Conscious Consumer

## Customer Journey Map

	Awareness	Consideration	Decision	Post-Purchase
Customer Actions	Reads sustainability articles - Follows eco-influencers - Watches documentariesa.	Researches eco-friendly bottles - Compares features - Reads sustainability-focused reviews	Adds bottle to cart - Looks for discounts - Completes purchase	Uses the product - Shares experience - Encourages others
Touchpoints	- Social media feeds - Eco-blogs - Documentaries	- Company website - Review sites - Email newsletters	- Checkout page - Email confirmations - Customer service	- Follow-up emails - Social media groups - Customer support
Marketing Channels	Social media ads	Product comparison articles	Easy purchase options on website	- Follow-up emails
Pain Points	Frustration with plastic prevalence - Finding reliable eco-products	Confusion over materials - Greenwashing concerns	- Price hesitation - Authenticity concerns	- Setup difficulties - Long-term sustainability concerns
Internal Processes	- Develop educational materials - Manage ad campaigns - Reach out to bloggers	- Ensure high SEO rankings - Handle queries via live chat - Create product guides	- Ensure seamless checkout - Provide discounts - Offer purchase support	- Assist with issues - Engage with users - Run loyalty programs



Emilly jouhnson	William	Charlotte Clark Hassan
Smart water bottle, hydration for athletes, best water bottle for workouts, hydration tracker	Sustainable products, eco water bottle, green technology	Healthy hydration, wellness water bottle, Smart Water Bottle Benefits
Tech water bottle, stay hydrated, enhance performance. water bottle for athletes	Eco-friendly water bottle price, sustainable water bottle, How Do Smart Water Bottles Work.	Best water bottles for health, healthy water bottle reviews, Smart Water Bottle Sizes.
best water bottle for gym, water bottle integrated with fitness apps, Smart Water Bottle Weight.	tech water bottle, hydration products, Are smart water bottles BPA-Free, water reminder bottle.	Buy health water bottle, healthy hydration bottle, water bottle that reminds you to drink.
hydration tips, hydration reminder, tracking water bottle.	How To Clean Smart Water Bottle,	smart bottle reviews. Are Smart Water Bottles Safe, smart water bottle dimensions.
Hydration tips, fitness performance with smart bottle	eco-friendly water bottle price, Smart Water Bottle Price.	wellness hydration

# MARKETING MIX (4PS)



## Product

- Advanced hydration tracking, personalized reminders, seamless fitness app integration, eco-friendly materials. d reach by 30%
- Standard, Premium, Luxury
- Compatible with popular health and fitness apps.

## Price

- Standard: \$63.99 (Entry-level)
- Premium: \$99.99 (Advanced hydration features)
- Luxury: \$149.99 Customizable design, AI-powered insights)
- Subscription Models for app-based features (\$1.99 - \$5.99/month).

## Place

- Website, Amazon, Shopify
- Gyms, health clubs, eco-friendly stores.
- Direct-to-consumer

## Promotion

- Instagram, Facebook, YouTube
- Collaborating with fitness, health, and sustainability influencers.
- Targeted Facebook and Google ads to retarget leads and drive conversions.

# ***BRANDING***

Introduction to digital marketing tactics for promoting your brand and driving traffic, such as:

- Social Media Advertising
- Blogs and Influencer Marketing
- Wellness Apps Marketing



# ***MARKETING CHANNEL***

Maximizing Reach, Minimising Costs: Our marketing plan focuses on strategic channels to amplify brand visibility without breaking the bank.  
Let's navigate the path to success together!



Facebook And  
Instagram



Health Blogs And  
Eco-Influencers



Fitbit, Apple Health

☐ HydraTech



Niche	Brand Voice	Do	Example Copy	Don't	Example Copy
<b>Fitness Enthusiasts</b>	Energetic, Motivational, Supportive.	Inspire, Engage, Educate, Highlight Features	<p>We know staying hydrated can boost your workout. Our Smart Water Bottle is here to help you reach peak performance.</p> <p>Unlock your fitness potential with our Smart Water Bottle. Stay hydrated, stay strong.</p> <p>Hey, ready to crush your workout? Remember to hydrate with our Smart Water Bottle!</p>	Overwhelm, Alienate, Neglect	<p>Just drink water, it's not that hard.</p> <p>If you don't stay hydrated, you won't perform well.</p> <p>Dear customer, please stay hydrated.</p>
<b>Environmentally Conscious Consumers</b>	Ethical, Responsible, Informative, Supportive.	Promote Sustainability, Be Transparent, Connect Emotionally, Support Community	<p>We know you care about the planet. Our Smart Water Bottle helps you stay hydrated while reducing plastic waste.</p> <p>Make a difference with every sip. Our Smart Water Bottle supports your sustainable lifestyle.</p> <p>Join the green movement with our Smart Water Bottle. Stay hydrated, save the planet!</p>	Greenwash, Neglect Functionality, Ignore Feedback	<p>Using plastic bottles is bad, stop it.</p> <p>If you don't care about the environment, use plastic.</p> <p>Dear customer, please consider the environment.</p>
<b>Health and Wellness Advocates</b>	Compassionate, Empowering, Knowledgeable	Empower, Educate, Be Supportive, Use Testimonials	<p>We understand that your health is a priority. Our Smart Water Bottle helps you stay hydrated and healthy.</p> <p>Boost your health with our Smart Water Bottle. Stay hydrated, stay well.</p> <p>Hi there! Staying hydrated is key to good health. Our Smart Water Bottle makes it easy!</p>	Be Prescriptive, Overpromise, Ignore Personalization	<p>Not drinking water is unhealthy.</p> <p>If you don't drink water, you'll get sick.</p> <p>Dear customer, ensure adequate hydration.</p>

# CAMPAIGN GOALS

Our marketing campaign goals are clear: connect, engage, and make a lasting impact. Get ready to witness the power of strategic marketing in action.

## Awareness

- Increase brand reach by 30%
- Boost website traffic by 25%
- Partner with 10 micro-influencers
- Achieve 20% higher social media engagement

## Consideration

- Capture 500 new leads
- Drive a 40% increase in product page visits
- Publish 8 educational blog posts or videos

## Decision

- Improve qualified e-commerce conversion rate by 15%
- Increase sales of product bundles by 25%
- Convert 30% of buyers into subscribers

# KEY PERFORMANCE INDICATOR



To effectively track the progress of the content plan, it's crucial to identify Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) KPIs that align with the content objectives. Below is a list of potential KPIs that can be used to monitor success across website traffic, social media engagement, lead generation, email marketing, and conversion rates.

## Website Traffic KPIs

- Total Website Visits
- Unique Visitors
- Average Session Duration
- Bounce Rate

## Engagement Rates KPIs

- Social Media Engagement Rate
- Time on Page
- Video Views
- New Social Media Followers

## Conversion Rate KPIs

- Lead Conversion Rate
- (CTA) Click-Through Rate
- Content-Driven Conversioners



# ***BUDGET***

Our strategic marketing plan maximises impact while optimising resources. Get ready to witness effective marketing that speaks volumes without breaking the bank.

- Focus on the most relevant market segments for our product
- Utilise customer data to understand preferences and purchasing behaviour.
- Optimise online marketing campaigns using cost-effective digital tools like social media and performance-based advertising.





**Have a  
question?**

**Thank  
you**