

DATA-DRIVEN STRATEGY AND RECOMMENDATIONS

# Bellabeat Marketing Strategy

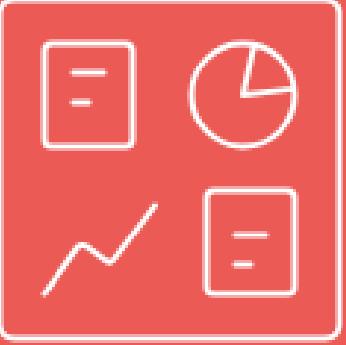
# Overview



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**Customer understanding**

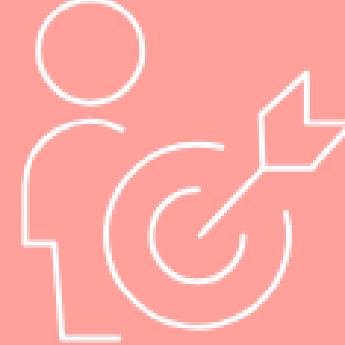
Understanding customer needs and behavior.



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**Data Dashboard**

Visualizing key metrics and performances.



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**Marketing Strategy**

Promoting products and reaching customers.

# Customer Profile

**Highly Active and Balanced Performers**  
high activity and excellent sleep balance.



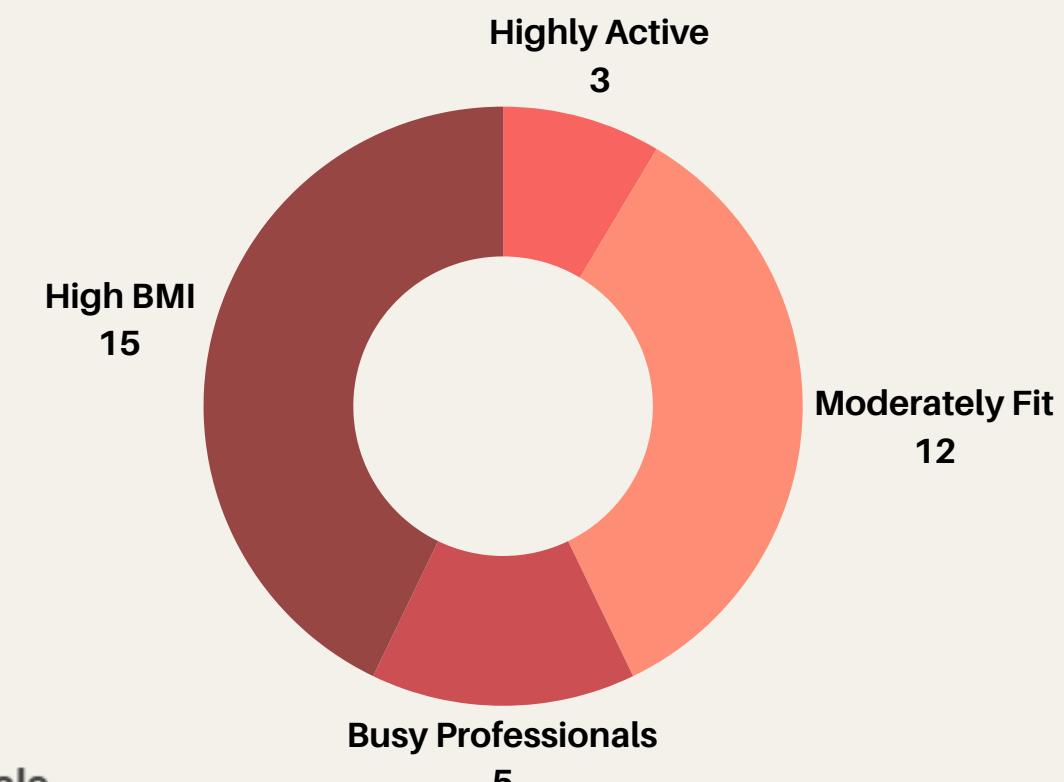
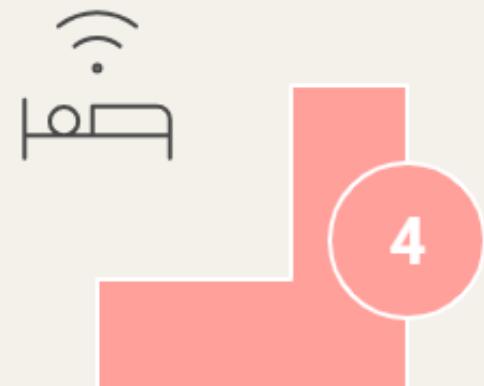
**Busy Professionals**  
Moderate activity, low sleep, lower calories burned, often sedentary during the day.



**Sedentary, High BMI group**  
Lowest steps, minimal physical activity, highest BMI and weight, low sleep and calorie burn..

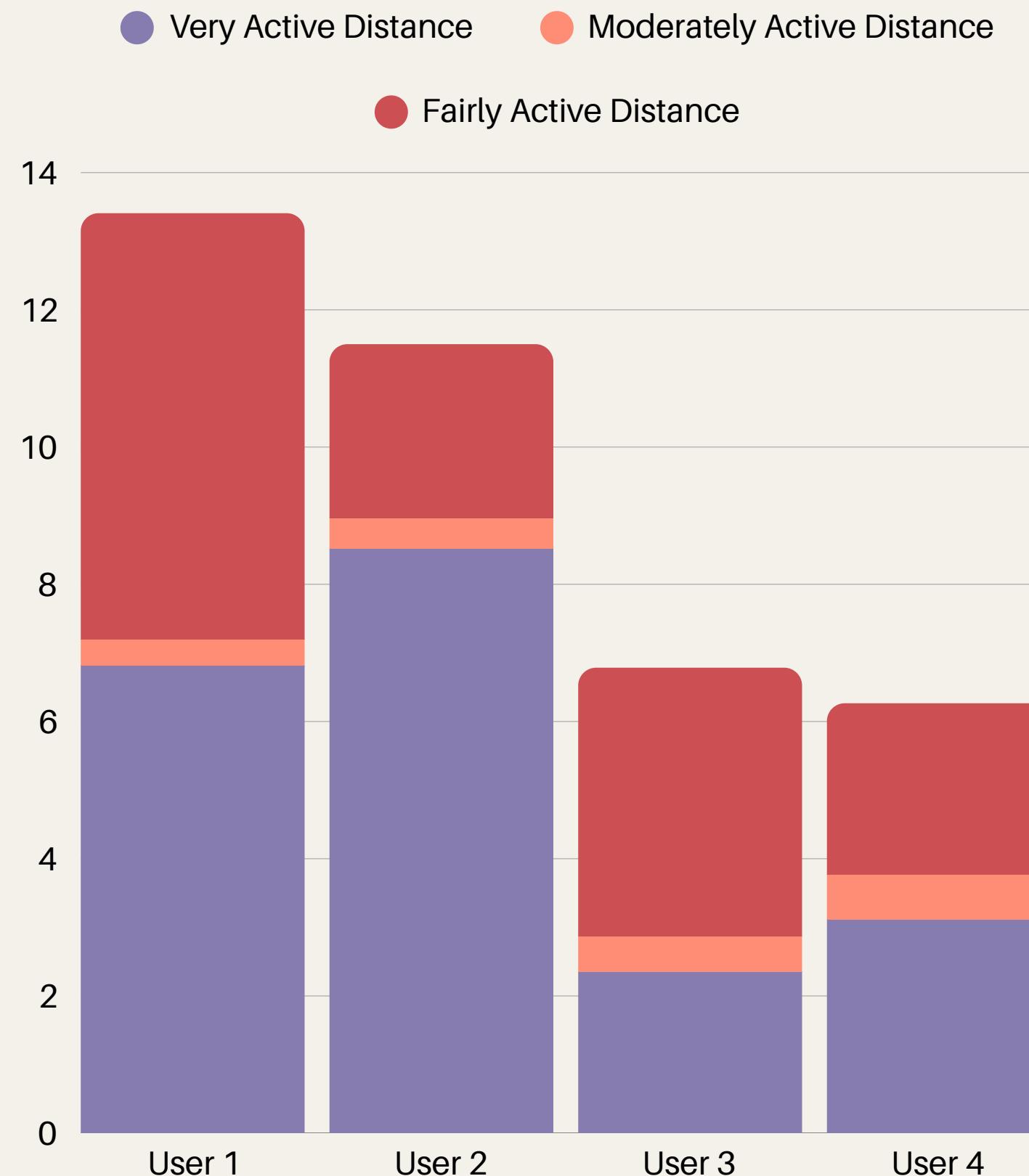


**Moderately Fit and Rested**  
Moderately fit individuals with high activity and good sleep.



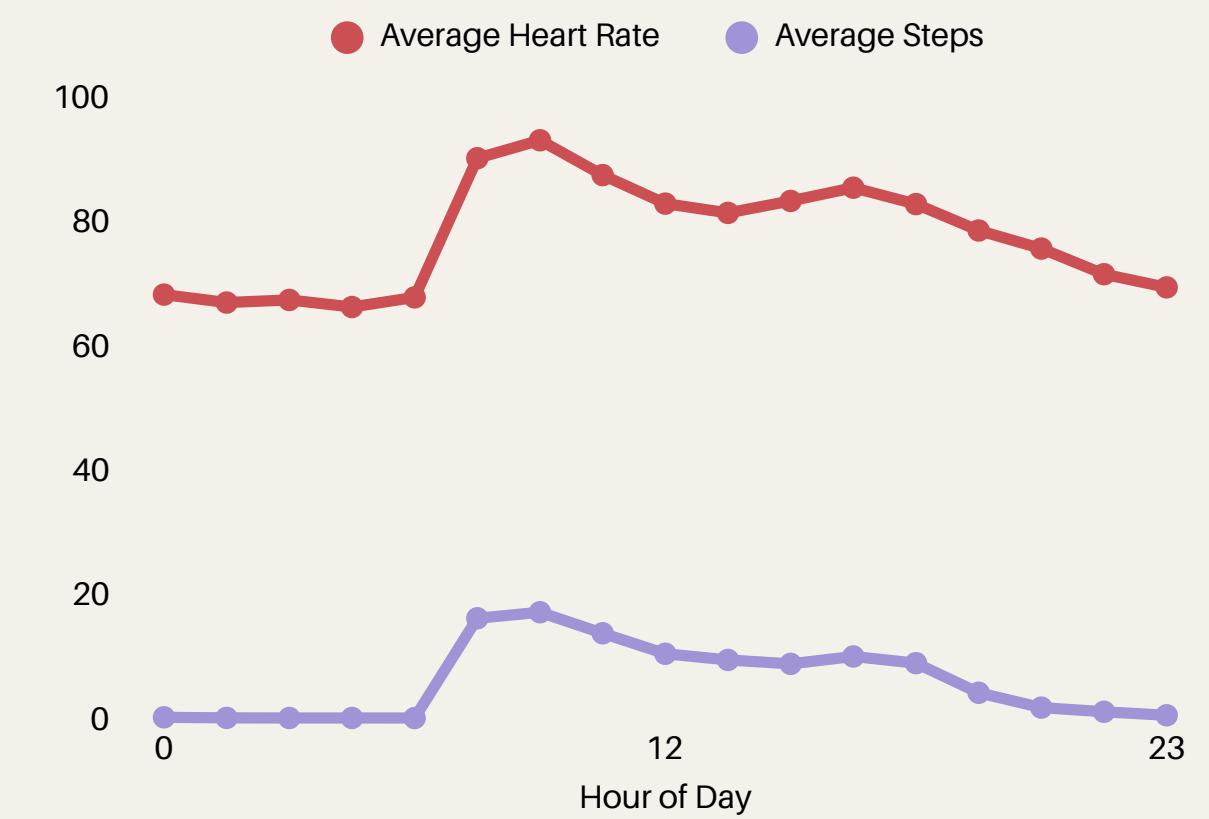
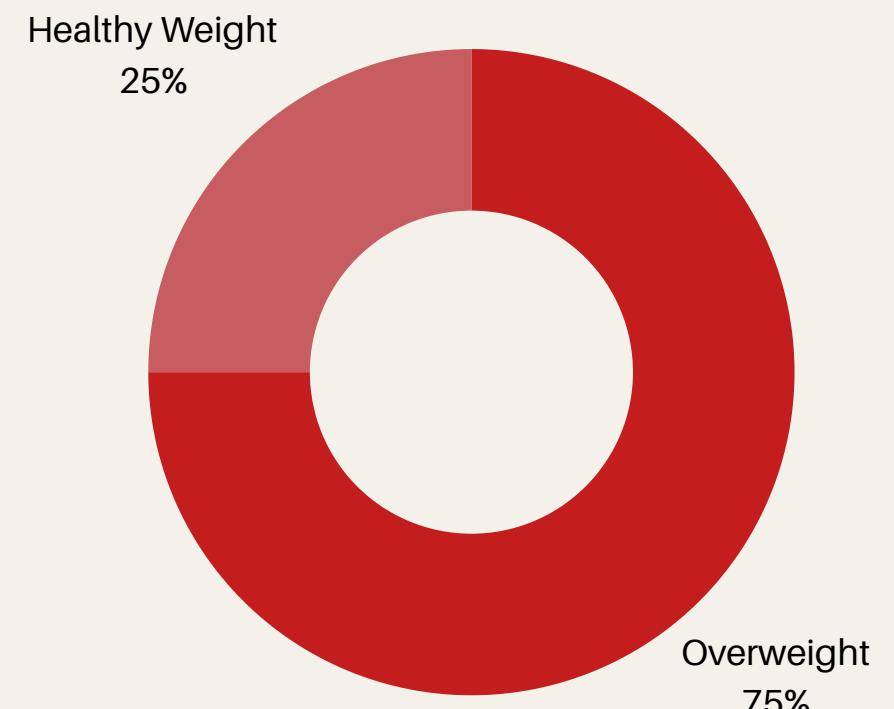
# Highly Active Performers

- Market advanced features like heart rate variability, workout recovery tracking, and performance analytics.
- Promote subscription-based coaching plans or app integrations for training.
- Partner with fitness influencers and athletic apparel brands.



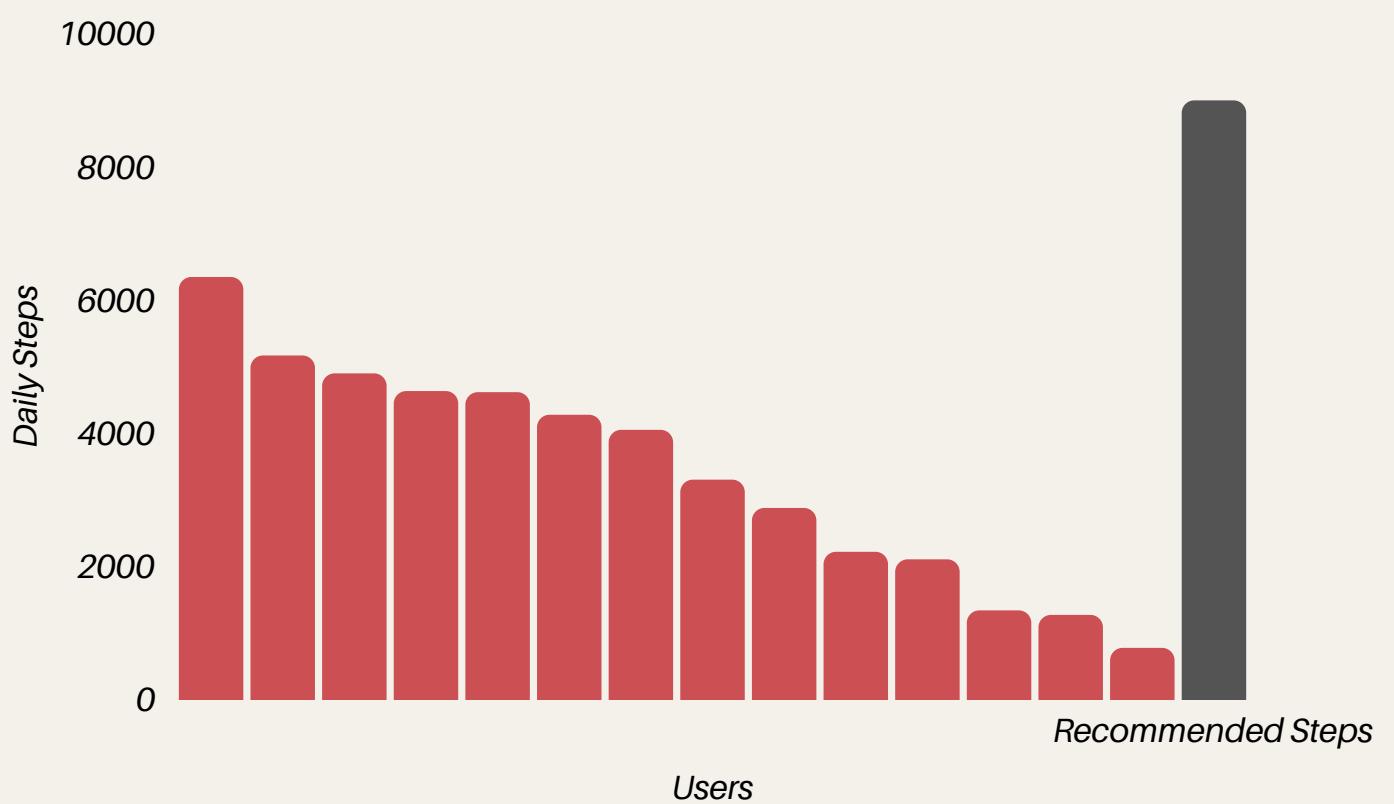
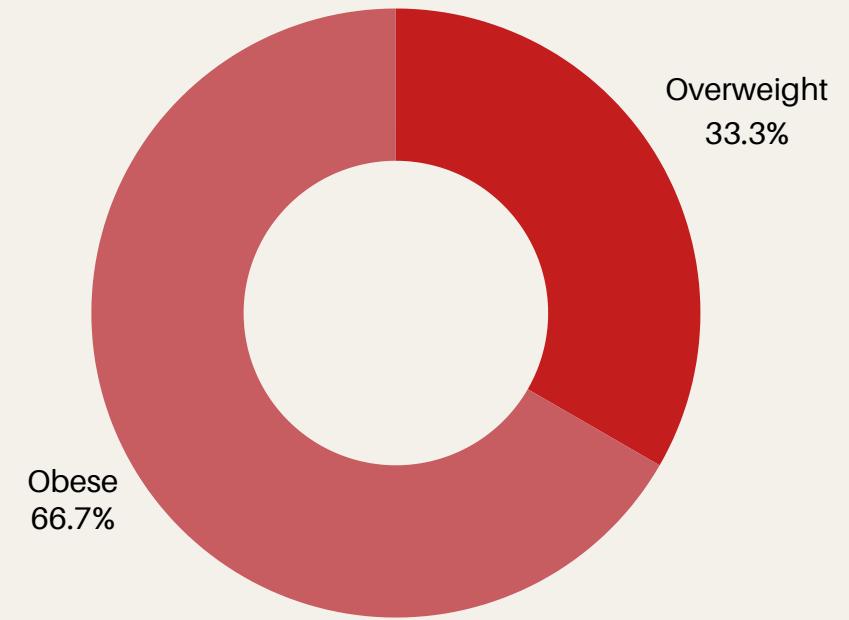
# Busy Professionals

- Highlight inactivity reminders, hydration alerts, and sleep coaching.
- Position the device as a tool to improve work-life balance.
- Use messaging like: “Stay healthy even with a 9–5 lifestyle”.
- Bundle with desk wellness accessories (e.g., ergonomic kits, water bottles).



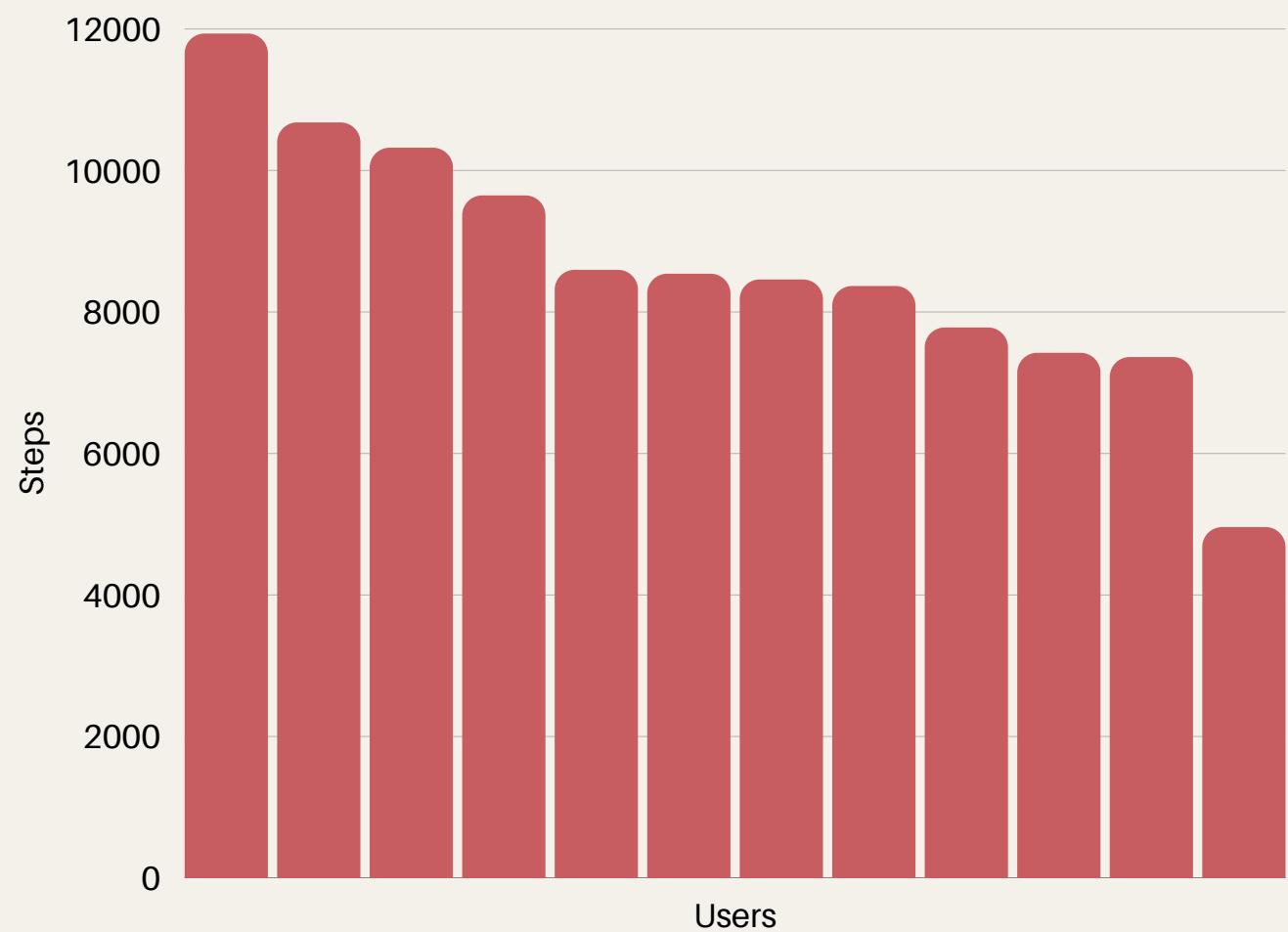
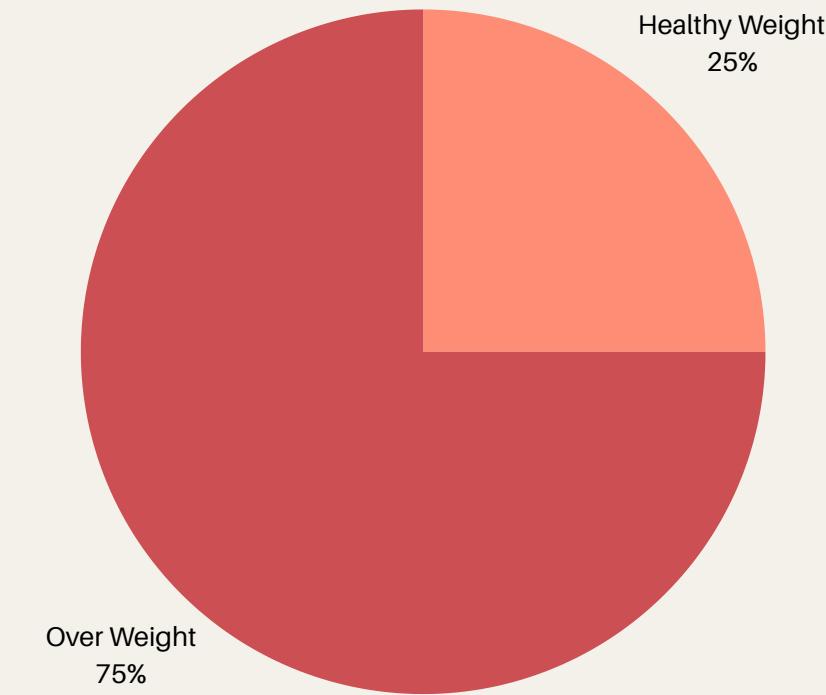
# Sedentary, High BMI Group

- Focus on habit building
  - Gamification, Goal Reminders
- Beginner-friendly workouts
- Emphasize on mental wellness.
- Use testimonials from users who went from inactive to active using Bellabeat.



# Moderately Fit and Rested

- Promote whole-body wellness: combine physical and mental health.
- Focus on progress and streaks
- Market long-term tracking benefits like menstrual health trends and sleep consistency.
- Encourage upgrading to premium wellness insights or personalized coaching.



# Marketing Recommendations

WELLNESS BEYOND FITNESS

DESIGN-DRIVEN DIFFERENTIATION

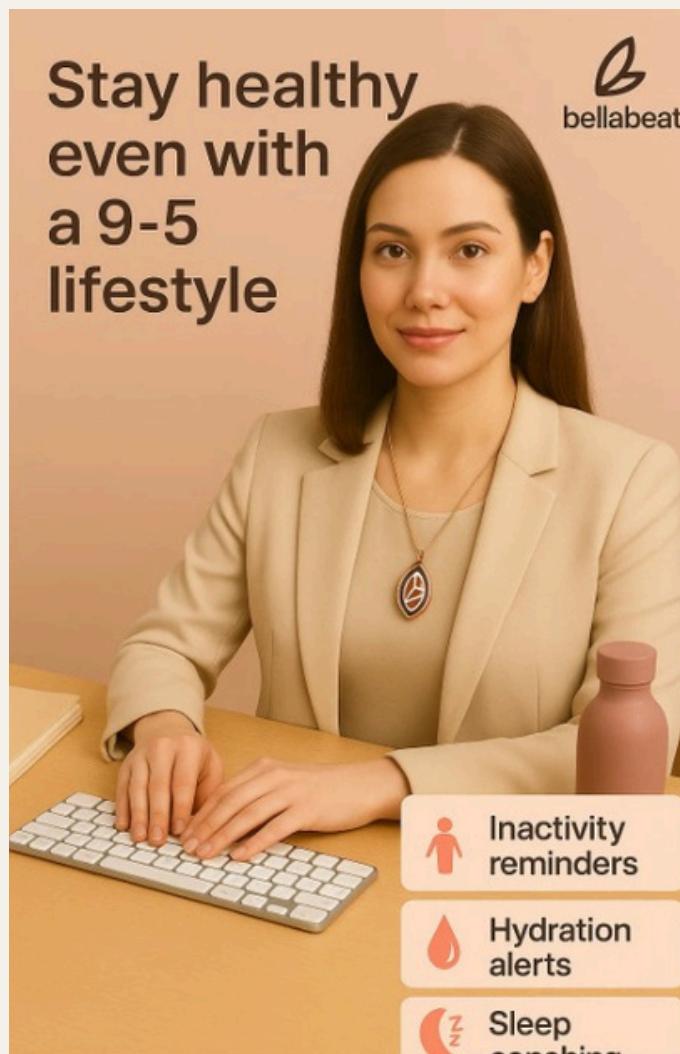
BEHAVIOR-BASED APP ENGAGEMENT

SOCIAL MEDIA MARKETING AND EDUCATION

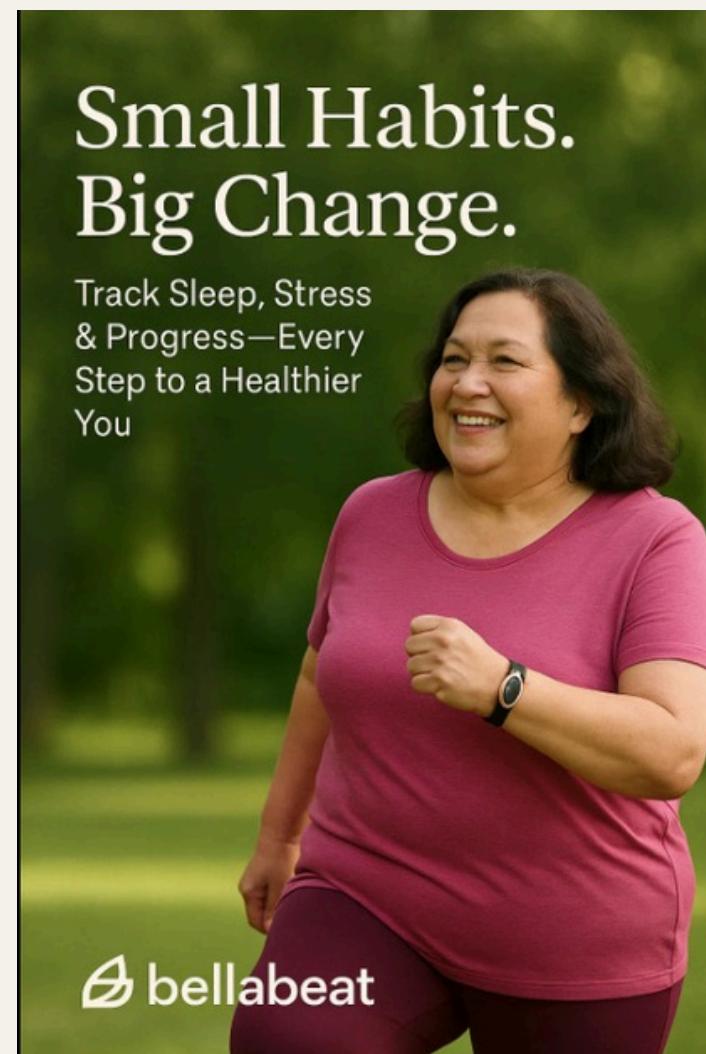
# Editorial



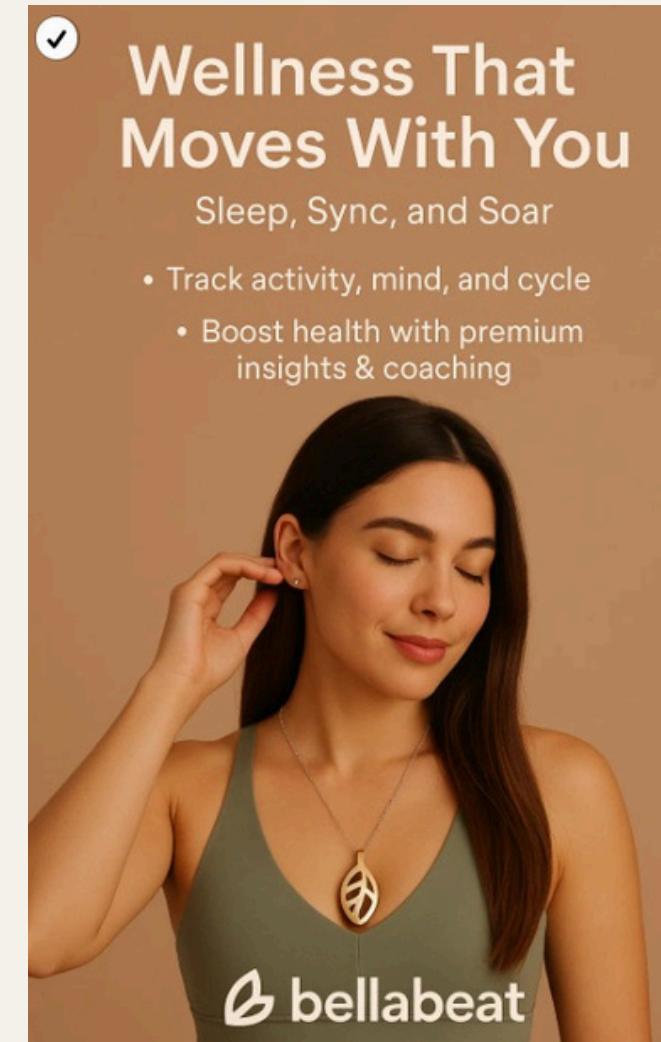
HIGHLY ACTIVE



BUSY PROFESSIONALS



SEDENTARY



MODERATELY FIT

Thank you



Dashboard