



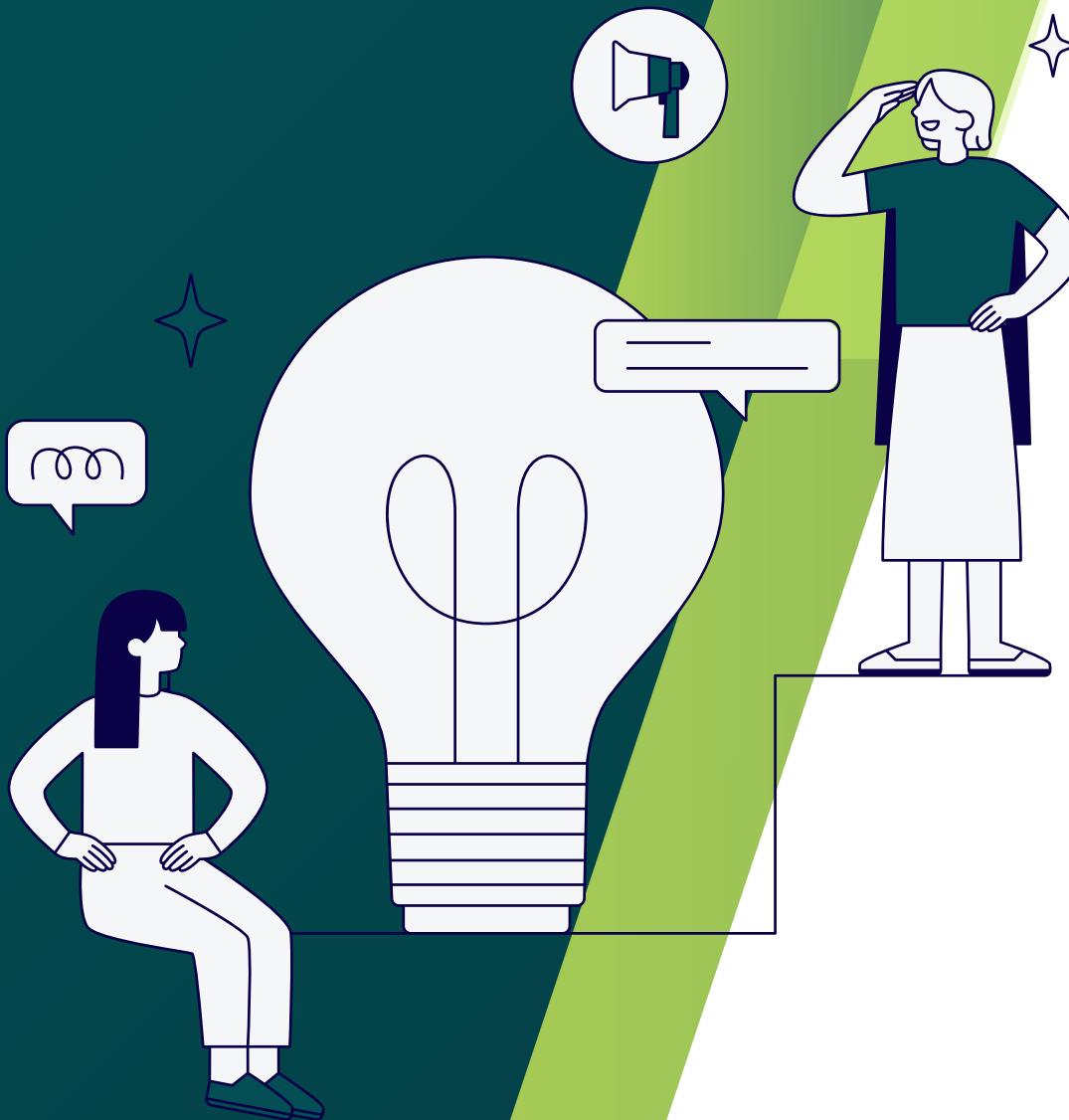
# **MARKETING STRATEGY**

Unveiling the Blueprint for Success: Our Marketing Plan Presentation. Join us as we navigate the strategies, innovations, and exciting campaigns that will propel our brand to new heights.

# AGENDA :



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



## VISION

We dream of becoming the global leader in hydration technology, recognized for our commitment to sustainability, health, and innovation. We aspire to see millions of people using our Smart Water Bottle as their daily companion—helping them perform better, live healthier, and reduce their environmental impact, one sip at a time.

## MISSION

Our mission is to empower individuals to live healthier, more sustainable lives through smarter hydration. We envision a world where staying hydrated is not only effortless but also a meaningful contribution to a greener, more health-conscious future.

# USER PERSONAS



# USER PERSONA 1



<b>NAME</b>	William Jones
<b>AGE</b>	32
<b>LOCATION</b>	USA
<b>OCCUPATION</b>	Environmental Consultant
<b>MARITAL STATUS</b>	Married
<b>KIDS</b>	No
<b>ANNUAL INCOME</b>	\$90,000

<b>INTERESTS</b>	<ul style="list-style-type: none"><li>Eco-friendly products, renewable energy, conservation efforts, and green technology.</li></ul>
<b>VALUES</b>	<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>
<b>LIFESTYLE</b>	<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>
<b>GOALS</b>	<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>
<b>MOTIVATION</b>	<ul style="list-style-type: none"><li>Sustainable Living: Looks for innovative, sustainable products that support a green lifestyle.</li></ul>
<b>FRUSTRATION</b>	<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>
<b>SOURCES OF INFO</b>	<ul style="list-style-type: none"><li>Online Content: Reads environmental blogs, sustainability websites, and conservation forums.</li></ul>
<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"><li>Active on Instagram, Facebook, and LinkedIn. Follows eco-friendly influencers and sustainability pages.</li></ul>

## USER PERSONA 2



<b>NAME</b>	• Emily Johnson
<b>AGE</b>	28
<b>LOCATION</b>	USA
<b>OCCUPATION</b>	Marketing Manager
<b>MARITAL STATUS</b>	Single
<b>KIDS</b>	No
<b>ANNUAL INCOME</b>	• \$60,000 - \$90,000 annually

<b>INTERESTS</b>	: Fitness, wellness, eco-friendly products, and the latest technology trends	<b>MOTIVATION</b>	• Lifestyle Optimization: Looks for smart and innovative solutions to integrate into her daily routine for a more efficient lifestyle.
<b>LIFE STYLE</b>	<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>	<b>FRUSTRATION</b>	Messy application navigation. Can't decide on the plan.
<b>VALUES</b>	Prioritizes personal well-being, innovation, and sustainability. Believes in living a balanced life with a focus on physical and mental health	<b>SOURCES OF INFO</b>	<ul style="list-style-type: none"><li>• Trusts brands that are transparent about their sustainability practices and product quality.</li></ul>
<b>GOALS</b>	<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>	<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"><li>• Active on Instagram, Facebook, and Twitter. Follows fitness influencers and wellness pages.</li></ul>

## USER PERSONA 3



<b>NAME</b>	• Charlotte Clark
<b>AGE</b>	29
<b>LOCATION</b>	USA
<b>OCCUPATION</b>	• Nutritionist at a private clinic

<b>MARITAL STATUS</b>	Single	<b>INTERESTS</b>	Fitness, nutrition, wellness retreats, holistic health practices, and technology that supports health goals
<b>KIDS</b>	No		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.
<b>ANNUAL INCOME</b>	• \$50,000 - \$70,000 annually	<b>VALUES</b>	
<b>OCCUPATION</b>	Nutritionist at a private clinic		
<b>SOCIAL MEIDA</b>	Regularly reads health blogs, wellness websites, and scientific journals.		
<b>FRUSTRATION</b>	Messy application navigation. Can't decide on the plan.	<b>LIFE STYLE</b>	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
<b>SOURCES OF INFO</b>	Social media, platforms, word of mouth.		
<b>ADDITIONAL.</b>	Wants to accomplish many personal and professional goals by improving time management.	<b>GOALS</b>	Aspires to achieve peak physical and mental health through disciplined routines and advanced health monitoring tools.

# 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

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



# 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 your product or service.
- 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