



SOCIAL MEDIA BRAND'S PROFILE ANALYSIS

Course: Digital Media Analysis

Bhumi Mehta(101548432)

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Company Overview

Brand Name: Saje Natural Wellness

Brief Description: Saje is a Canadian wellness company that specializes in natural products, especially diffusers and essential oils. They provide a variety of different products that are designed to boost physical and mental health by lowering stress, improving immunity, and increasing sleep.

Products/Services: Essential oils, diffusers, body care products, gift sets and wellness accessories.

Target Audience: People who are concerned about their health and are looking for natural ways to relax, reduce stress, and improve their general well-being. primarily women between the ages of 25 and 45, but it also attracts to families and men.

Unique Selling Proposition (USP): Saje Natural Wellness provides organic, 100% natural products that are produced with integrity and designed with a commitment on consumer education and experience. The goal of these goods is to empower consumers to live healthier, more balanced lives by promoting overall wellness. Saje highlights the effectiveness of natural cures and how they can improve day-to-day living.



Product Information

Key Features:

- A large range of combinations for requirements, particularly for energy, sleep, and relaxation
- Pure, therapeutic-grade essential oils.
- Creative diffuser design
- All-natural and environmentally friendly ingredients
- FDA and Health Canada-registered for health.

Benefits:

- Enhanced mood and well-being
- Decreased stress and anxiety
- Better sleep quality
- Improve mood and well-being
- Natural solution to synthetic products



Brand Visual Identity

Logo: A clean, minimalist logo that reflects nature and well-being with its gentle, flowing text.



Color Scheme:

1) Primary Colors:

- Soft Green(#6A9E6F) – Represents health, nature, and healing.
- Beige(#E6DBC8) – Reflects calmness and balance.

2) Secondary Colors:

- Earthy Brown(#8D6C4D) – Symbolizes warmth and connection with nature.
- White(#FFFFFF) – Represents simplicity and purity.

Tagline: “Connect to the healing power of plants”



Connect to the healing power of plants.

Company Objectives and Main Campaigns

Company Objectives

- Raise awareness via educational materials of the advantages of natural wellness products.
- Increase revenue and engagement with focused social media marketing.
- Encourage influencer collaborations and user-generated content to increase client loyalty.

Campaigns

Campaign	Theme	Key Messages	Expected Outcomes
Campaign 1	Stress Relief	Relieve stress naturally.	Increased sales of stress relief products
		Essential oils for everyday wellness.	Boosted brand loyalty
		Natural remedies for mental clarity.	Increased customer retention
Campaign 2	Sleep Wellness	Sleep better with Sage	Higher engagement and product reviews
		A restful night with natural products	Increased conversations
		Improve your nighttime routine	Enhanced brand visibility

Target Market and User Personas

Target Market Analysis

Category	Description
Demographics	
Age	25-45 years old
Gender	Primarily female, with an increasing male audience
Income Level	Middle to upper class
Education	College-educated professionals
Occupation	Health-conscious professionals and wellness enthusiasts
Psychographics	
Interests	Wellness, mindfulness, yoga, holistic living
Attitudes	Preference for natural remedies and sustainable lifestyles
Values	Sustainability, personal health, mental and emotional balance, holistic well-being.
Lifestyle	Busy professionals balancing work and wellness, values personal time for self-care, yoga, meditation, and other wellness rituals, active in outdoor activities like hiking and fitness. Conscious of work-life balance and often integrate wellness practices into daily routines.
Behavioral Characteristics	

Purchasing Behavior	Users frequently look for eco-friendly, natural solutions to meet their wellness and health requirements. They are prepared to spend more for quality products that come from ethical sources. In order to support their healthy lifestyle, Saje's target customers often buy wellness goods including essential oils, diffusers, and self-care packages.
Brand Loyalty	Since Saje's products are natural and effective, there is a high level of brand loyalty. These clients are frequently repeat customers who recommend the brand to others and make numerous purchases throughout the year.
Usage Rate	Heavy to frequent use. Essential oils, diffusers, and other goods are added into daily routines by many customers, who use them for self-care rituals, stress reduction, or improved sleep. Purchases are frequently made, particularly for limited-edition collections and seasonal product lines.

User Persona

Persona 1	Details
Name	Aayushi Modi
Demographics	Age: 28 , Gender: Female, Income Level: \$70,000 Education: College Educated Occupation: IT Associate

Interests	Yoga, mindfulness, and wellness blogs
Social Media Behavior	<p>Platforms Used: Instagram, Pinterest</p> <p>Frequency of Use: Daily, multiple times a day</p> <p>Types of Content Engaged With: Wellness tips, influencer posts, yoga and mindfulness tutorials, product recommendations, self-care content.</p>
Needs	Stress relief and better sleep
Pain Points	Saje can help resolve Aayushi's struggle with managing work-related stress and achieving restful sleep by offering stress-relief essential oils and sleep-enhancing blends.

Persona 2	Details
Name	Akash
Demographics	<p>Age: 40</p> <p>Gender: Male</p> <p>Income Level: \$90,000</p> <p>Education: Masters in IT</p> <p>Occupation: Consultant</p>
Interests	Outdoor activities, fitness, healthy living
Social Media Behavior	<p>Platforms Used: Instagram, Facebook</p> <p>Frequency of Use: Several times a week</p>

	Types of Content Engaged With: Fitness routines, healthy living tips, product reviews, outdoor activities, relaxation techniques
Needs	Energy boost and relaxation after work
Pain Points	Saje's energy-boosting oils and relaxation diffusers can help Akash overcome his weariness and trouble relaxing after long workdays.

Social Media Platform and Brand Website Audit

Platform Justification

Saje Natural Wellness should concentrate on **Instagram**, **Facebook**, and **Pinterest**. Following factors make these platforms suitable with their target market and product offerings:

1. **Instagram:** A highly interactive platform that's ideal for promoting wellness lifestyle content and showing visually appealing products like oils and diffusers. Additionally, Instagram allows influencer collaborations, which are essential for connecting with Saje's health-conscious customer base.
2. **Facebook:** One of the most popular platforms, Facebook enables specific targeting of wellness communities and health-conscious users. It is also excellent for communicating with a wide range of people, including families and senior audiences, and sharing wellness advice and product updates.
3. **Pinterest:** Saje's target audience frequently uses Pinterest, a visual discovery engine, to find ideas about natural remedies, wellness, and self-care. The platform works very well

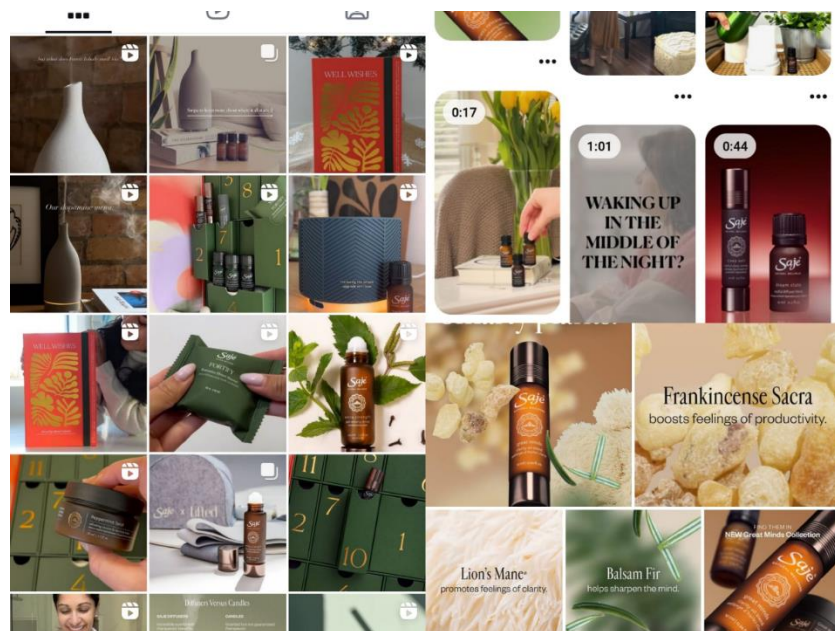
for sharing product guides, wellness routines, and infographics, which increases website traffic for Saje.

Audit Report

Criteria	Details
Profile Completeness	All Facebook, Pinterest, and Instagram profiles are up-to-date, including the most recent contact details, links to websites, and product highlights. Saje's goal of natural wellness is evident on every platform.
Branding Consistency	Saje uses the same logo, color palette, and messaging on all platforms to maintain consistent branding. The visual identity is consistent on Facebook, Pinterest, and Instagram and includes product photos and wellness-related content.
Content Quality	Each platform features high-quality content, including user-generated content, wellness advice, and expert product photography. Infographics and video tutorials make their content more informative. Clearly, the goal is to inform customers about natural wellness.
Audience Engagement	Instagram shows the highest level of engagement, with frequent likes, shares, and comments on wellness tips and product posts. Facebook engagement is moderate but effective in reaching

	broader audiences, while Pinterest drives a large amount of organic traffic from saved pins
Reach	Saje's monthly reach includes 60.6K unique visitors across platforms, with a significant portion coming from organic Pinterest activity
Engagement	Engagement rate on Instagram is around 6.32%, with moderate engagement across Facebook. Pinterest sees high levels of user interaction, particularly with educational infographics and product guides
Impressions	The platforms generate approximately 78.6K total visits per month, with Pinterest leading in impression growth
Post Frequency	Saje posts content 3-5 times per week on Instagram, twice a week on Facebook, and updates Pinterest boards regularly with fresh infographics and blog content
Notable Campaigns and Goals	Recent campaigns focus on stress relief and sleep wellness, aiming to educate the audience on natural ways to manage these issues. The campaigns have resulted in increased product awareness and customer testimonials across all platforms.
Audience Size	Instagram: 331k followers, Facebook: 170k followers, Pinterest: 37.3k followers

Content Type (Paid or Organic)	Saje uses a mix of paid and organic content. Organic posts focus on user-generated content, wellness tips, and product promotions, while paid campaigns target specific demographics with product offers and educational content
Number of Paid Promotions	Saje runs 2-3 paid promotions per month across Instagram and Facebook, primarily focused on seasonal product launches and wellness guides
Strengths and Weaknesses Against Competition	<p>Strengths: Strong engagement through influencer collaborations, consistent branding, high-quality content.</p> <p>Weaknesses: Needs to increase paid promotion on Pinterest to further boost traffic, and post frequency on Facebook could be increased to match Instagram's engagement</p>



Metric Analysis Hypotheses

Hypothesis 1: Over the next three months, user-generated content (UGC) will boost Instagram engagement rates by 15% because it promotes community interaction and trust, which in turn leads to more likes, shares, and comments.

Hypothesis 2: Facebook tutorial videos that highlight wellness practices with Saje products will boost website traffic by 20% because they are more interesting and build credibility, which encourages viewers to learn more about the products.

Hypothesis 3: Because Pinterest users are drawn to informative, eye-catching content, which drives traffic through organic search and saved pins, infographics on the advantages of essential oils will boost website traffic by 25% over the course of the next six months.

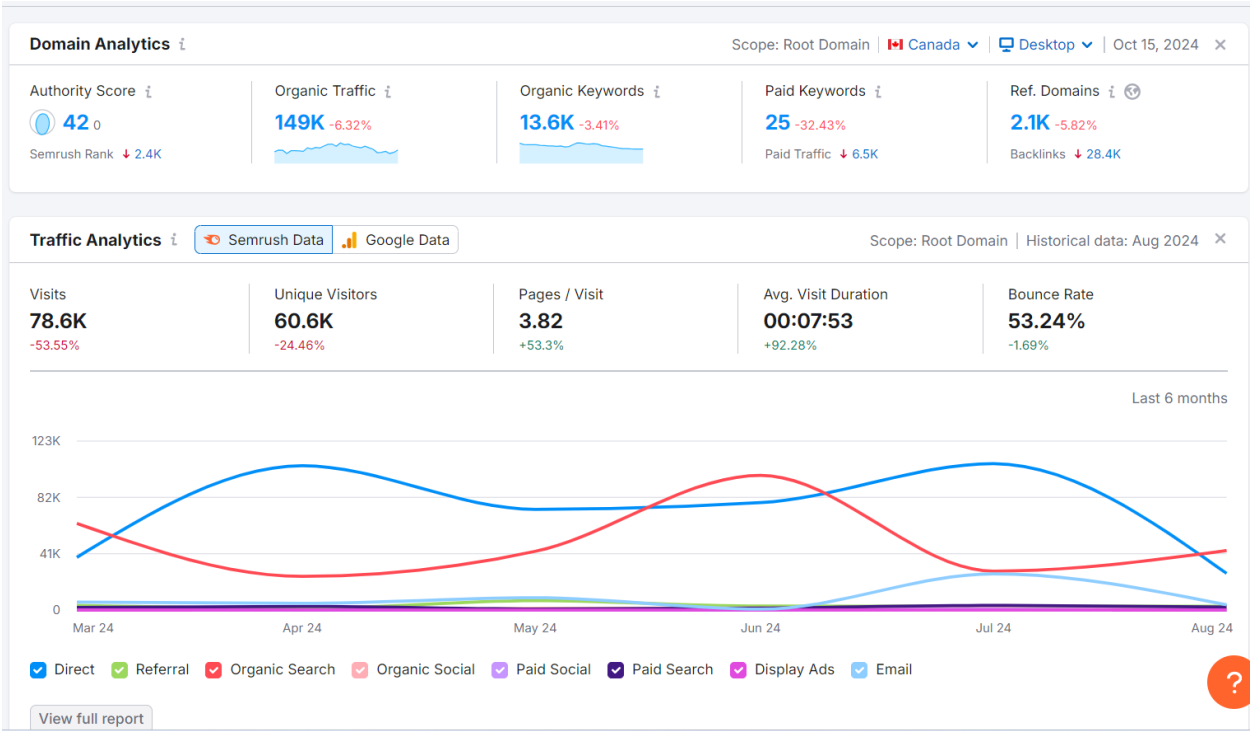
Metrics and KPIs Identification

Metric	KPI
Engagement Rate	15% growth in engagement across Instagram and Facebook.
Reach	60.6k unique visitors per month
Click-Through Rate	20% increase in CTR for Facebook video content.
Conversion Rate	5% increase in conversions from social traffic
Bounce Rate	53.24% bounce rate for website visitors
Impressions	78.6K monthly impressions
User-Generated Content	1,500+ UGC posts per month
Customer Feedback	Increased positive reviews and testimonials

Influencer Partnerships	10 influencer collaborations per quarter.
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Tools and Techniques

Tool/Technique	Purpose
Google Analytics	Tracks website traffic, bounce rate, session duration and conversion rate.
SEMrush	Monitors organic traffic, keyword performance, and backlink analysis
Hootsuite	Manages social media posts, tracks engagement and measures CTR and reach across platforms.



Suggestive Content and Audience Strategy

Content Type	Themes	Platform	Strategy for Attraction	Strategy for Retention	Frequency	Measurement	Timeline
Blog Posts	Wellness tips, natural remedies	Website, Facebook	SEO optimized content to drive organic traffic.	Use newsletters and social shares to keep audience engaged.	2x per week	Organic traffic, session duration	Ongoing
Infographics	Benefits of essential oils, self-care	Pinterest, Instagram	Visually appealing posts to drive saves and shares	Regular updates to Pinterest boards	3x per week	Repins, reach, click-through rate	Ongoing
Videos	DIY wellness routines, product usage	Instagram, Facebook	Create engaging, short-form videos to	Save videos to highlights and playlists	2x per week	Video views, engagement rate	Ongoing

			capture attention				
User-Generated Content	Customer reviews, wellness stories	Instagram, Facebook	Encourage customers to share their experiences	Feature UGC regularly to boost community loyalty	Weekly	UGC posts, mentions	Ongoing
Interactive Content	Polls, quizzes on wellness routines	Instagram, Stories	Use polls and quizzes to engage followers	Regularly feature results to maintain engagement	1x per week	Poll participation, story views	Ongoing
Influencer Partnerships	Wellness Influencer collaborations	Instagram, Facebook	Collaborate with influencers for authentic product promotions	Repost influencer content and feature them regularly	Monthly	Influencer engagement, conversions	Ongoing

Contests and Giveaways	Wellness packages, product bundles	Instagram, Facebook	Attract new followers with giveaway entries	Regularly host giveaways to maintain excitement	Quarterly	New followers, post shares	Ongoing
Behind-the-Scenes	Product creation, company values	Instagram Stories	Showcase the brand's transparency to build trust	Continue sharing behind-the-scenes content	1x per week	Engagement, story interactions	Ongoing
Educational Content	Natural wellness benefits, tutorials	Pinterest, Blog	Use in-depth guides to attract wellness seekers	Offer downloadable guides to keep users engaged	2x per month	Click-throughs, downloads	Ongoing
Stories and Reels	Quick tips, daily wellness practices	Instagram	Use stories and reels for quick, engaging tips	Feature stories as highlights to keep content accessible	Daily	Story views, reel engagement	Ongoing

Engagement Tactics

1. Website:

- *Strategy:*
 - i) **Engaging Blog Content:** Regularly share reviews of products, wellness advice, and recommendations for natural remedies on the blog.

Individuals are encouraged to share the blog entries on social media or to leave comments.
 - ii) **Product Reviews and Ratings:** Show client testimonials on product pages and invite customers to leave comments. Promote the best-rated items to gain the confidence of prospective customers.
 - iii) **Loyalty Program Integration:** Encourage the development of a loyalty program in which users may collect points for posting reviews or encouraging social media interaction that can be exchanged for special offers or discounts
- *Community Management:* Follow up with people who have interacted with blog entries or product pages via tailored email campaigns. In order to keep them interested, make suggestions based on their prior exchanges.

2. Facebook:

- *Strategy:*
 - i) Engage through Polls and Questions: Post wellness-related polls and questions to encourage participation. Share user stories or ask the community to share their favorite wellness routines using Saje products.
 - ii) Wellness-Focused Groups: Create and nurture Facebook groups centered on natural wellness, where members can share tips, ask questions, and discuss Saje products. This builds a sense of community and encourages peer-to-peer interaction.
 - iii) Facebook Live Events: Host live events to showcase new product launches, demonstrate wellness routines, and answer audience questions in real-time.
- *Community Management:* Actively monitor and engage with group discussions. Post questions or discussion prompts to maintain activity. Respond to customer inquiries and provide valuable wellness content to keep the group lively.

3. Pinterest:

- *Strategy:*
 - i) Create and Curate Wellness Boards: Develop visually appealing boards that feature Saje's products alongside broader wellness content (e.g., self-care routines, natural remedies). Include infographics and guides that users can easily pin.

- ii) Educational Pins: Post infographics that highlight the benefits of essential oils, self-care routines, and natural remedies. Educational content performs well on Pinterest and can drive significant traffic back to the website.
- *Community Management:* Monitor comments on pins and engage with users who save or comment on your content. Promote user-generated pins and repin relevant content from followers to show appreciation.

4. Instagram:

- *Strategy:*
 - i) Leverage Stories and Reels: Use Instagram Stories and Reels to share daily wellness tips, product tutorials, and customer testimonials. Interactive features like polls, quizzes, and countdowns will keep followers engaged.
 - ii) User-Generated Content (UGC): Regularly feature customer posts, reviews, and experiences. Encourage followers to share their own wellness stories and tag Saje for a chance to be featured on the brand's profile.
 - iii) Influencer Collaborations: Partner with wellness influencers to create authentic content that showcases Saje's products in use. Host takeovers or live Q&A sessions with influencers to boost engagement.
- *Community Management:*
 - i) Respond promptly to comments, direct messages, and mentions. Use personal replies to build a stronger connection with the audience.

- ii) Host monthly giveaways to foster community participation and excitement.

Success Criteria

Success Criteria	Metric Targets	Qualitative Goals
Engagement Rate	15% increase in engagement across Instagram and Facebook	Build a more interactive and active community, fostering stronger connections with users.
Reach	25% growth in monthly reach (target: 75K unique visitors)	Expand audience base and increase brand visibility across key platforms.
Impressions	100K impressions per month	Increase brand awareness by showcasing products to a larger audience.
Click-Through Rate (CTR)	20% improvement in CTR from social posts to website	Encourage more users to visit Saje's website through engaging and informative content.
Conversion Rate	5% increase in conversions from social traffic	Convert social media followers into paying customers, focusing on specific product promotions.

Bounce Rate	Reduce bounce rate by 10% (target: <50%)	Enhance website experience to keep users engaged, with clear navigation and relevant content.
Average Session Duration	Increase session duration by 20% (target: 9 minutes)	Encourage users to explore more pages and stay longer on the website through engaging blog posts and product guides.
User-Generated Content	20% increase in monthly UGC posts (target: 1,800 posts)	Strengthen community involvement and create social proof for Saje's products.
Customer Feedback	Increase positive customer reviews by 15%	Build trust and credibility through positive customer testimonials and reviews.
Influencer Partnerships	10 new influencer collaborations per quarter	Boost brand credibility and reach by partnering with well-aligned influencers to promote products.

Conclusion

Saje Natural Wellness has a strong foundation for future growth in both its online presence and clients through community development, educational material, and social media interaction.

Saje should focus on social media platforms like Facebook, Instagram, and Pinterest in order to effectively target its health-conscious customer base and promote its natural wellness products.

The company's concentration on user-generated content, influencer partnerships, and customized customer experiences will boost conversions and foster brand loyalty.

The KPIs and indicators mentioned above give Saje quantifiable objectives so it may monitor and improve performance on its website and social media accounts. Saje aims to increase brand awareness and expand its community of devoted customers through initiatives centered in enhancing the customer journey, expanding reach, and improving engagement. By putting these strategies into practice, the company will further its goals of teaching customers about the advantages of natural treatments and encouraging holistic well-being.

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