

Developing digital marketing strategy for a fictional local brand

Product: Prickly pear seed oil

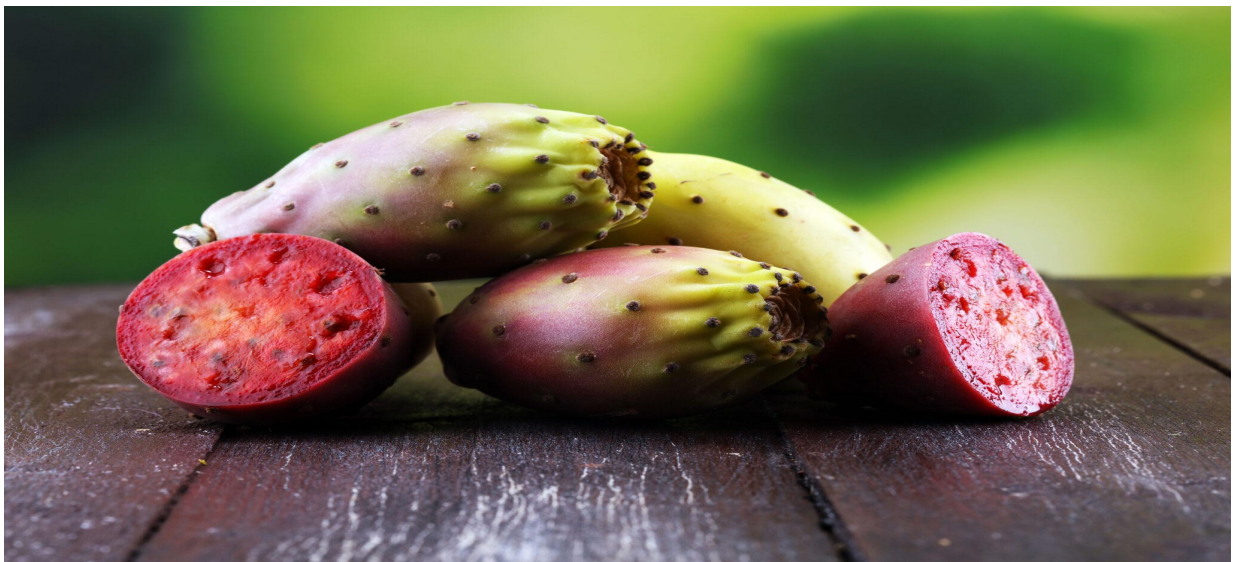
Subject: Digital Marketing

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Proposition of a fictitious local brand: Prickly pear essential





- **How were we inspired ?**
- **Why the prickly pear exactly ?**

If prickly pear cactus and clear, radiant, youthful skin don't go hand in hand in your mind, it's because you've never researched the insane beauty benefits of prickly pear oil. It is exactly what it sounds like – pear seed oil that's most often cold-pressed in small batches, and there's a lot of science behind its growing beauty buzz.

Summary:

Description of the product

Product description

All the prickly pear oils are not alike !

Properties and benefits

➤ **Mix-marketing**

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Pharmacies

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Economic factors:

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➤ **Online retailers**

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Digital strategy: Social media framework

Our objectives (business and digital): SMART analysis

- **Business objectives**
- **Digital objectives**
- **Buyer persona**

One-page plan:

Reference sites and links:

Description of the product:

Product description:

Prickly pear seed oil is a highly valued and sought-after oil that is extracted from the seeds of the prickly pear fruit. It is a rich and luxurious oil that has numerous benefits.

This precious vegetable oil is obtained by the **first cold pressure** of prickly pear seeds, which helps to preserve the natural properties of the oil. It is not only valuable for its **proven benefits** on the skin, body and **health**, but also for its rarity: it takes more than 1000 kilos of prickly pear fruit to get a liter of the oil knowing that each fruit contains only 0.1% of seed oil.



Overall, prickly pear seed oil is a high-quality, luxurious oil that is treasured in the skincare industry. It is an excellent choice for anyone looking for a natural, effective way to improve the health and appearance of their skin and hair.

All the prickly pear oils are not alike !

The pure oil must not be confused with **the macerate** which is extracted from the pup of the fruit. This macerate is cheaper but especially much less effective.



Prickly pear oil is taken from the fruit (prickly pear) of the prickly pear cactus. There is also super-concentrated prickly pear extract, particularly rich in the antioxidants from the prickly pear cactus.



The cactus grows fruit pods that contain small seeds, and these seeds are filled with a nutrient-rich oil that's extracted and used in skincare.

Properties and benefits:

With age, our skin loses its elasticity, becomes thinner, drier, loses its radiance and wrinkles appear.

- **Best** natural oil anti-aging, anti-wrinkle, repairing, regenerating, restorative, antioxidant, firming and moisturizing. It is a beauty elixir that strengthens hydrated and well-nourished skin.
- It is a precious, 100% pure, natural and concentrated cosmetic oil, extracted by cold pressing (without solvents or chemicals) Organic prickly pear.
- This oil is **exceptionally rich in active ingredients**: its richness in vitamin E, omega-6, omega-9 and sterols makes this precious oil an exceptional ingredient to fight against the signs of skin aging, stimulates cell renewal, reduces and prevents the formation of

wrinkles as well as the reduction of pores for smoother, elastic and more refined skin.

- The prickly pear oil keeps the skin moisturized and well nourished, giving your skin a more youthful appearance and restoring its elasticity. It also improves the appearance of mature skin, scars and nourishes highly damaged skin (chiseled by the sun ..)
- In comparison with argan oil, prickly pear seed oil **contains almost twice as much linoleic acid and 70% more vitamin E.**
- **An effective carrier:**

Prickly pear oil is not just an essential oil. Instead, it's commonly used as a carrier oil to dilute more potent essential oils, or simply on its own to boost skin health.

Vitamin A has well-studied skin benefits, but when used alone, it often causes skin irritation. The research concluded that prickly pear oil is a suitable and safe carrier for delivering other nutrients that can't be directly applied to the skin, including vitamin A.

➤ **Mix-marketing:**

Product:

Features: The essential oil with Barbary fig is of high quality and made from natural, organic ingredients. The product is marketed as having numerous health benefits, such as improving skin health and improving hair quality.

Packaging:



The packaging of our product is eco-friendly. The oil is contained in a reusable glass bottle (in fact after buying the product for the first time you can bring your bottle to refill it and have a reduction). Also the outer cover is made of recycled plastic.

We consider using a simple and elegant design that highlights the natural ingredients and benefits of the product

Before using the product, which attracts attention, it is the careful presentation of the packaging and the pump bottle. Thanks to the pump bottle, the oil is easily applied and penetrates quickly enough without leaving too much residue on the hands, face and neck.

Branding: The brand is positioned as a premium, high-end product that is both luxurious and natural. We consider using branding that is reminiscent of the Tunisian landscape or culture, such as a vibrant color palette or Arabic calligraphy

Range: our products cater to different consumer needs, such as different scents, sizes...

Application:

- Mostly **manually**; Apply to perfectly cleansed skin overnight, gently massage with fingertips until complete absorption. It can be used as an intensive anti-aging and moisturizing treatment. If your skin needs additional hydration you can also use it twice a day. You can also apply it only on dry areas or subject to wrinkles. It can even be used on the eye contour.
- The inhabitants of Zelfen and the Tunisians generally use it frequently in the form of a **mask** which they spread at night before sleeping for more efficiency. Being low in fat, it is suitable for all skin types and is very effective against scars.
- Blended with white or green clay, the organic prickly pear oil can be used as a mask exfoliating and soothing, especially during the ritual of the oriental hammam. After sweating and scrubbing, it is also recommended to get a **massage** based on essential oils.



Are there any reasons not to use prickly pear oil?

Prickly pear oil is generally **safe** for healthy people of all skin types and ages to use. If you have a known allergy to prickly pears or other fruits, you should avoid using this product.

If you have sensitive skin, **do a patch test** by applying a small amount of undiluted prickly pear oil to your wrist, then wait 24 hours. If you have a bad reaction within this time frame, don't use this oil.

Place:

Online: we are selling our essential oil through an e-commerce platform that offers a seamless shopping experience for customers. That's why our product is accessible to customers anywhere in the world, making it easy to reach a larger target market.

Health stores: the product can also be sold through health stores that cater to a similar demographic as the target market for the essential oil, as consumers who are interested in natural products are more likely to frequent these types of stores.

Pharmacies: Pharmacies are another potential outlet for the essential oil, as it can be marketed as a natural remedy for various ailments.

Tourist destinations: As the brand is Tunisian, selling the product in tourist destinations such as hotels, spas, and gift shops will allow the product to be marketed to a broader range of consumers, including tourists who may be interested in trying out a natural, locally-made product.



Note that this oil is, by virtue of its virtues, more and more integrated by hotels, thalassotherapy centers and spas to their offers of care and protocols of beauty.

Price:

The pricing strategy should reflect the high quality of the products and their unique benefits.

- **Competitors' prices:**

Schwarzkopf	20 TND-120 TND
BIO-OIL	10 TND-70 TND
OMEGA TUNISIE	20 TND-70 TND

- **Price range of target audience:**

10 TND-80 TND

- **Our brand's price range:**

15 TND-80 TND

The categories according to the volume:

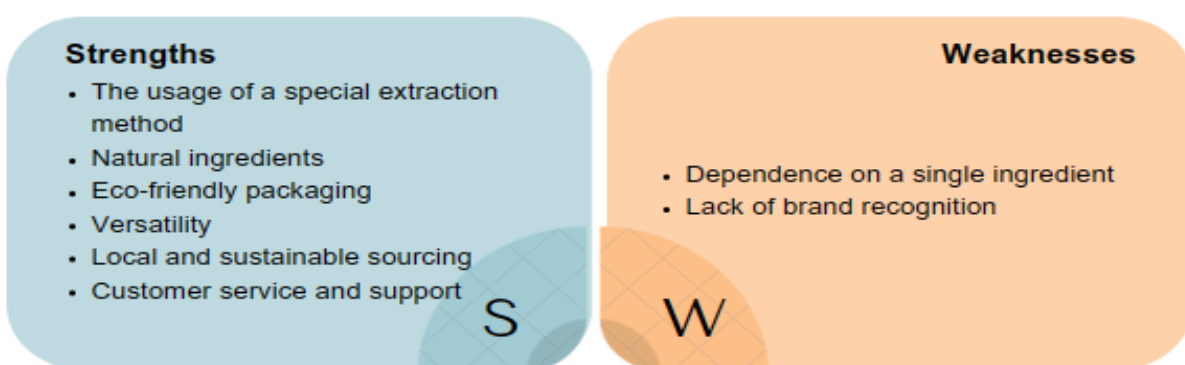
15ml	15 TND
60ml	50 TND
100ml	80 TND

⇒ Organic prickly pear oil, now a luxury product, is sold on the Tunisian market at **1800 TND per liter** and more than **1000 EURO per liter** on international markets.

- **Pricing strategies:**

1. **Communicate value:** The brand should communicate the value of its products through its digital marketing efforts. By highlighting the benefits of Barbary fig oil for hair and how the products are unique, the brand can justify its pricing to potential customers.
2. **Offer promotions:** Promotional offers, such as discounts or free samples with purchase, can help incentivize potential customers to try the products. These promotions can be advertised through email marketing, social media, or other digital channels.
3. **Use dynamic pricing:** Dynamic pricing involves adjusting prices based on demand or other market factors. Digital marketing channels can be used to test different price points and monitor customer response. For example, the brand could offer a limited-time discount and track how sales are affected.
4. **Leverage influencer marketing:** Influencer marketing can be an effective way to reach a specific audience and justify pricing to potential customers. By partnering with influencers who align with the brand's values and target audience, the brand can build trust with potential customers and justify its pricing.
5. **Test and optimize:** Digital marketing allows for continuous testing and optimization of pricing strategies. The brand can track metrics such as click-through rates, conversion rates, and customer feedback to determine the effectiveness of different pricing strategies and adjust accordingly.

➤ **SWOT Analysis:**



Strengths:

- **Unique benefits:** The usage of a special extraction method enhances the potency of the prickly pear.
- **The usage of natural ingredients:** Without excessive chemical products make our product a high quality product.
- **Ecofriendliness:** As consumers are becoming increasingly environmentally conscious using eco-friendly packaging attracts more customers.
- **Versatility:** Prickly pear essential oil can be used for a variety of purposes, such as aromatherapy, skincare, and hair care.our brand emphasizes the versatility of the product and provides customers with different usage ideas and instructions, which sets us apart from our competitors.
- **Local and sustainable sourcing:** Our raw material is sourced from local farmers and promotes sustainable farming practices, this could appeal to consumers who are interested in supporting local businesses.
- **Customer service and support:** We ensure a good customer experience and journey and we offer support to our customers in the usage as well as offering tips and guidance.

Weaknesses:

- **Dependence on a single ingredient:** our brand's product is primarily focused on one ingredient (prickly pear), this could be a weakness that makes it vulnerable to changes in supply, demand, or pricing of that ingredient.

- **Lack of brand recognition:** as our brand is new in the market and customers are not aware yet of the benefits of our products this could be a weakness

Opportunities:

- **Growing demand for natural and organic products:** The increasing trend towards natural and organic products creates an opportunity for our brand to capitalize on the demand for all-natural and organic essential oils.
- **Increasing health and wellness awareness:** As consumers become more health-conscious, there is a growing demand for products that promote wellness, relaxation, and self-care, creating an opportunity for our brand to target this audience.
- **Expansion into new markets:** By expanding your distribution channels or targeting new markets, you can increase your brand's visibility and reach new customers.
- **Diversification of product range:** By diversifying your product range to include related products, such as skincare or aromatherapy products, you can increase customer loyalty and generate additional revenue streams.

Threats:

- **Economic conditions:** Economic downturns or fluctuations in consumer spending could impact demand for luxury or non-essential products, such as essential oils.
- **Regulatory changes:** Changes in regulations or standards related to the production, labeling, or marketing of essential oils could impact our brand's ability to operate and grow.
- **Increased competition:** As the popularity of essential oils continues to grow, more brands may enter the market and compete for customers. This could make it more difficult for our brand to stand out and attract new customers.
- **Changing consumer preferences:** Consumer preferences and trends can change rapidly, and if our brand doesn't keep up with these changes, it could lose relevance and market share

Micro and Macro environment:

➤ Industry trends analysis:

Growing demand for natural and organic products:

The global natural and organic beauty market is experiencing significant growth, and this trend is reflected in the Tunisian prickly pear seed oil industry as well. Consumers are increasingly seeking out natural and organic alternatives to conventional beauty products, and are willing to pay a premium for products that are free from synthetic ingredients **and harsh chemicals and** are perceived to be more environmentally friendly.

Increased awareness of the benefits of prickly pear seed oil:

Prickly pear seed oil is gaining **recognition** as a powerful ingredient in skincare and haircare products, due to its high levels of antioxidants and essential fatty acids.

As more research is conducted on the benefits of prickly pear seed oil, **consumer awareness** is likely to increase, driving demand for products that contain this ingredient.

Sustainability and fair trade practices:

There is growing concern among consumers about the **environmental impact and social implications** of the products they use. Companies that prioritize sustainable and fair trade practices, such as organic farming methods and fair compensation for farmers, are likely to gain favor with consumers and differentiate themselves in the marketplace.

Innovative product formulations:

As competition in the market increases, companies are looking for ways to differentiate themselves and offer unique products. This has led to the development of **innovative product formulations**, such as combining prickly pear seed oil with other natural ingredients, or incorporating prickly pear seed oil into new types of products, such as facial mists and serums.

Increasing focus on e-commerce:

With the rise of online shopping, companies are increasingly focused on developing strong **e-commerce** strategies to reach customers around the world. This includes creating engaging digital content, leveraging social media platforms, and optimizing their online stores to improve the customer experience.

Rise of clean beauty:

Clean beauty is a **trend** within the natural and organic beauty market that emphasizes transparency in ingredients and production methods. Clean beauty products are **free from potentially harmful ingredients** such as parabens, phthalates, and sulfates. As consumers become more aware of

the potential risks associated with certain ingredients, they are seeking out clean beauty products that are perceived to be safer and healthier for their skin.

Emphasis on local sourcing and production: With a growing interest in sustainability and supporting local economies, companies are placing greater emphasis on sourcing and producing products locally. This trend is reflected in the prickly pear seed oil industry in Tunisia, with many companies promoting the fact that their products are made using **locally-sourced ingredients and sustainable farming methods**.

Increasing focus on the therapeutic benefits of prickly pear seed oil: While prickly pear seed oil is most commonly used in skincare and cosmetic products, there is growing interest in the therapeutic benefits of this oil. Prickly pear seed oil has been found to have **anti-inflammatory, analgesic, and antiviral properties**, and is being explored for its potential to treat a variety of health conditions.

Diversification of product offerings:

As the market for prickly pear seed oil products becomes more crowded, companies are looking for ways to stand out and offer consumers a wider range of products. This has led to the development of **new product categories**, such as prickly pear seed oil supplements and food products, as well as the incorporation of prickly pear seed oil into products such as candles and home fragrances.

➤ **Micro environment:**

Consumer behavior analysis:

- **Consumer awareness** of prickly pear seed oil in Tunisia is increasing, but it is still a relatively niche product. Consumers who are interested in natural and organic products, as well as those with specific skin care needs, are more likely to be aware of prickly pear seed oil.
- Tunisian consumers are drawn to prickly pear seed oil because of its perceived **health and beauty benefits**. It is believed to have anti-aging properties, as well as benefits for skin hydration and complexion. Some

consumers also appreciate the fact that it is a **natural and sustainable** product.

- Price is a significant factor in consumer behavior for prickly pear seed oil. As a relatively niche product, it can be more expensive than other oils on the market. Tunisian consumers are generally price-sensitive and may be hesitant to purchase a product that is **significantly more expensive** than its alternatives.
- The packaging and branding of prickly pear seed oil products can also impact consumer behavior. Consumers may be drawn to products with attractive packaging or those that have a recognizable brand. Additionally, products that **emphasize their Tunisian origin or highlight the natural and organic aspects** of the oil may be more appealing to Tunisian consumers.
- Tunisian consumers are increasingly interested in **online shopping and e-commerce**, and this trend is likely to continue. However, many consumers still prefer to purchase products in physical stores, where they can see and test the product before buying. Retailers that offer both online and physical shopping options may be more successful in reaching a wider range of consumers.

Suppliers analysis:

- **Prickly pear farmers:** The primary suppliers of prickly pear seed oil are the farmers who grow and harvest the prickly pear cactus fruit. These farmers are typically small-scale, family-owned operations located in rural areas. They sell their harvested fruit to larger companies or cooperatives who extract the oil from the seeds.
While some of the 550,000 tonnes of fruit it produces every year are sold in markets and from street carts known as “hindi”, most goes to oil. The prickly pear seeds oil is produced by a dozen companies in Tunisia who buy this fruit from 800 farmers who provide about 2,500 tons of organic prickly pears locally.
- **Oil extraction companies:** Once the prickly pear fruit has been harvested, it needs to be processed to extract the oil from the seeds. There are several companies in Tunisia that specialize in the extraction of prickly pear seed oil, including Huilerie El-Karima and Les Huiles Ben Taieb. These companies purchase the harvested fruit from farmers, extract the oil, and sell it to buyers or distributors.
- **Exporters:** Many Tunisian producers of prickly pear seed oil export their products to other countries, particularly to Europe and the United States. There are several companies that specialize in the export of Tunisian products, including Sotumag and Sfax Export. These companies work with

producers and extraction companies to export prickly pear seed oil to buyers and distributors in other countries.

- **Distributors:** Once the prickly pear seed oil has been extracted, it needs to be distributed to buyers and retailers. There are several distributors in Tunisia that specialize in the distribution of natural and organic products, including Cosmepur and Esprit Naturel. These distributors purchase the oil from extraction companies and sell it to retailers or directly to consumers.
- **Retailers:** Finally, retailers are the last link in the supply chain for prickly pear seed oil. They purchase the oil from distributors and sell it to consumers. Retailers can include health food stores, natural product stores, and online retailers. Some popular retailers of natural and organic products in Tunisia include Bio-essence and Nature House.



- Many organisations among which PAMPAT (Projet d'Accès aux Marchés des Produits Agroalimentaires et de Terroir) have been helping farmers with training and business advice since 2013, and has seen rapid growth in the sector.
- The success of the crop in Zelfen has prompted farmers in other regions such as Nabeul and Kairouan to take an interest.
- Farmers all over the country played the role of both the producers and suppliers of the prickly pear fruit, especially those close to the prickly pear fields.



As for the companies of seeds oil that are located far from the countryside, they are making deals with companies that sell prickly pear fruits in order to supply them, for instance MEDILIFE (a manufacturer and a trader)

Analysis of competitors marketing strategy:



Nopal Tunisie is a family-owned company founded in 2005, leader in *Opuntia ficus indica* (prickly pear) ingredients .

We unlock the power of nature and transform cactus crops into ingredients and solutions for cosmetic, food and nutraceutical industries .

Today Nopal Tunisie has become **the global leader** in the **production and export** of organic prickly pear (barbary fig) seed oil for the cosmetic international market.

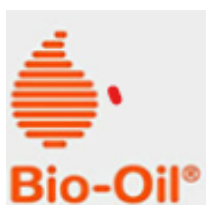
Nopal Tunisie are deeply involved in sustainable development on many levels: environmental protection, social assistance for the local population, and the economic growth of the regions from which our raw materials are sourced.



Bioleum is an organic and natural oil **extraction company** that derives from rainfed fields south of the Mediterranean, Tunisia. The company provides cold-pressed vegetable oil without solvent by traditional press means to preserve the natural condition of the oil. Available types of oils: almond oil, bitter almond oil, **prickly pear oil**, essential oils and resinoids, castor oil, linseed oil, cumin oil, black seed oil ...



SUNNY MEDITERRANEAN FLAVORS From the north coasts of Tunisia, the heart of the Mediterranean, we present you a range of fresh vegetables and fruits with a unique flavor. A group of 116 farmers were associated together to create AL_WAFA cooperative company specialized in fresh fruits and vegetables production and commercialisation. In our company, we believe that creating direct deals between customers and farmers without any mediators will lead us to improve our production quality and increase profits for both sides by providing an incomparable prices range. For this aim, we have created **a marketing branch named Sunny Mediterranean Flavours** for our **products exportation** and wholesales and to get in touch with customers from all over the world to present our tasty and high quality products. Our farms principal products and seasonal availability are presented below: Fruits: -Prickly pears: available from July to October. **Essential oil: Organic Prickly pears seeds oil (certified): Available all year.**



BIO-OIL is an **extraction unit** of BIO prickly pear oil using the after cold pressing technique.



BioThala is a Tunisian company specialized in the **production and export** of organic cactus seed oil "OPUNTIA FICUS INDICA" to cosmetic ,healthcare industry markets.

BioThala provides cosmetic industry with organic opuntia seed oil, this precious oil is obtained by first cold pressure of prickly pear seeds.



Merveica



Omega Tunisie is a Manufacturer/ Producer, which operates in the Organic cosmetics industry. It also operates in the Organic vegetable oils, cosmetic vegetable oils, and cosmetic oils industries.



Bio orient is a Tunisian laboratory, Leader in the production and marketing of natural oils, essential oils, vegetable oils: prickly pear seed oil, nigella oil, linseed oil, sesame oil, mastic oil, coconut oil. apricot, coconut oil, jojoba oil, hazelnut oil, walnut oil, milk thistle oil, argan oil, bitter almond oil, grapeseed oil, sweet almond oil, oil castor oil, watercress oil, mustard oil, fenugreek oil, tiger nut oil, safflower oil, Aleppo pine oil, borage oil, garlic oil, nettle oil, aloe vera oil, avocado oil, wheat germ oil, prickly pear vinegar, shea butter.

Les Huiles Ben Taieb: Les Huiles Ben Taieb is **one of the largest producers** of prickly pear seed oil in Tunisia, with a strong reputation for quality and sustainability. The company has been in operation for over 20 years and is known for its commitment to fair trade and environmentally-friendly practices. Les Huiles Ben Taieb products are **available both domestically and internationally.**

Huilerie El-Karima: Huilerie El-Karima is **another prominent producer** of prickly pear seed oil in Tunisia. The company is based in the Kairouan

region and has been in operation for over a decade. It has a strong focus on organic and sustainable production methods, and its products are available both **domestically and internationally**.

Prickly Pear Paradise: Prickly Pear Paradise is a **Tunisian-based company** that specializes in the production and distribution of prickly pear seed oil products. The company was founded in 2015 and has quickly gained a reputation for quality and innovation. Prickly Pear Paradise products are available **online and in select retail locations**.

Cactus Smile: Cactus Smile is a **relatively new player** in the Tunisian prickly pear seed oil market, but it has gained attention for its unique branding and packaging. The company offers a range of prickly pear seed oil products, including facial oils, body oils, and hair treatments. Cactus Smile products are available **online and in select retail locations**.

Nopal Tunisie: Nopal Tunisie is a **Tunisian company** that specializes in the production of natural and organic products, including prickly pear seed oil. The company has been **in operation for over a decade** and has a strong commitment to sustainability and fair trade practices. Nopal Tunisie products are available both domestically and internationally.

Huilerie Jouda: Huilerie Jouda is a Tunisian-based company that specializes in the production of organic vegetable oils, including prickly pear seed oil. The company has been in operation for over 20 years and has a strong reputation for quality and sustainability. Huilerie Jouda products are available **both domestically and internationally**.

L'Huilerie de Djerba: L'Huilerie de Djerba is a family-owned business that produces a range of natural and organic oils, including prickly pear seed oil. The company is based on the island of Djerba and has been in operation for over a decade. L'Huilerie de Djerba products are available both **domestically and internationally**.

Les Huiles Essentielles de TébourSouk: Les Huiles Essentielles de TébourSouk is a Tunisian company that produces a range of natural and organic products, including prickly pear seed oil. The company has a strong commitment to sustainability and fair trade practices, and its products are available **both domestically and internationally**.

Le Jardin de Marjorie: Le Jardin de Marjorie is a French-Tunisian company that specializes in the production of natural and organic

cosmetics, including prickly pear seed oil products. The company has a strong focus on sustainability and ethical sourcing practices, and its products are **available online and in select retail locations**.

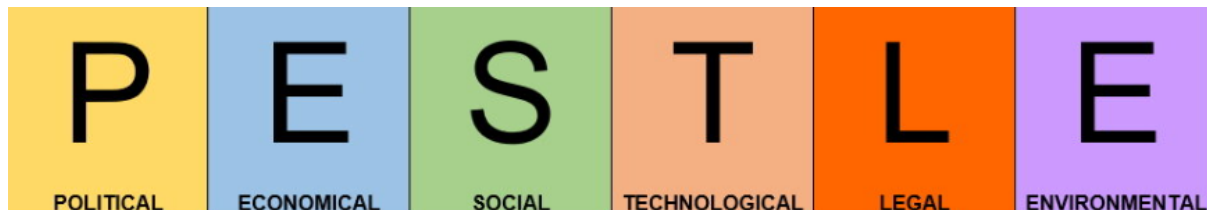
Zelfana: Zelfana is a Tunisian-based company that produces a range of natural and organic cosmetics, including prickly pear seed oil products. The company has a strong commitment to sustainability and environmental protection, and its products are available **both domestically and internationally**.

Brand name:	Product offerings:	Production methods:	Market reach:	Sustainability practices:	Reputation and customer satisfaction:	Pricing:	Marketing and branding:
Nopal Tunisie	Nopal Tunisie is a leader in the production and export of organic prickly pear seed oil for the cosmetic international market. They offer various prickly pear-based ingredients and solutions for the cosmetic, food, and nutraceutical industries.	Nopal Tunisie is committed to sustainable development and uses environmentally friendly processes to transform cactus crops into ingredients and solutions. They have control over the entire production chain from cultivation to manufacturing, ensuring the highest quality.	Nopal Tunisie has a global reach, with a focus on the cosmetic international market.	Nopal Tunisie is deeply involved in sustainable development on many levels, including environmental protection, social assistance for the local population, and economic growth in the regions where their raw materials are sourced.	Nopal Tunisie has a good reputation and positive customer feedback, with a focus on quality and sustainability.	Nopal Tunisie's pricing is not available online, but it is likely to be higher than competitors due to their focus on organic and sustainable products.	Nopal Tunisie's branding and marketing are focused on their commitment to sustainable development and high-quality organic products.
Bioleum:	Bioleum offers cold-pressed vegetable oil without solvents, including prickly pear oil, almond oil, bitter almond oil, and other essential oils.	Bioleum uses traditional press methods to preserve the natural condition of the oil and ensure the highest quality.	Bioleum's customer base is not clear, but they likely have a local or regional focus in Tunisia or nearby areas.	Bioleum's commitment to sustainable development is not clear from their website or available information.	Bioleum's reputation and customer feedback are not readily available.	Bioleum's pricing is not available online.	Bioleum's marketing and branding are focused on natural and organic products.
SUNNY MEDITERR	Sunny Mediterran	Sunny Mediterranea	Sunny Mediterranea	Sunny Mediterranean	Sunny Mediterranean	Sunny Mediterranean	Sunny Mediterranean

ANEAN FLAVORS:	ean Flavors offers fresh fruits and vegetables with a unique flavor, including prickly pears and organic prickly pear seeds oil.	n Flavors is committed to creating direct deals between customers and farmers without any mediators to improve production quality and increase profits for both sides by providing an incomparable price range.	n Flavors' customer base is likely local or regional in Tunisia or nearby areas.	Flavors is committed to sustainable farming practices and providing economic benefits to local farmers.	Flavors' reputation and customer feedback are not readily available.	Flavors' pricing is not available online.	Flavors' marketing and branding are focused on their fresh, tasty, and high-quality products.
BIO-OIL	BIO-OIL specializes in the extraction of BIO prickly pear oil using the after cold pressing technique.	BIO-OIL's production methods are not clear from their website or available information.	BIO-OIL's customer base and market reach are not clear from their website or available information.	BIO-OIL's commitment to sustainable development is not clear from their website or available information.	BIO-OIL's reputation and customer feedback are not readily available.	BIO-OIL's pricing is not available online.	
Les Huiles Ben Taieb:	Les Huiles Ben Taieb is known for producing high-quality prickly pear seed oil that is available both domestically and internationally. They also offer a range of other natural oils, such as argan oil, sesame oil, and olive oil.	Les Huiles Ben Taieb is committed to sustainable and environmentally-friendly production methods, using traditional extraction techniques to ensure the highest quality of their oils.	Les Huiles Ben Taieb products are available both domestically and internationally, with a strong focus on the European market.	Les Huiles Ben Taieb is committed to fair trade and sustainable development, working closely with local communities to ensure ethical and environmentally-friendly practices.	Les Huiles Ben Taieb has a strong reputation for quality and sustainability, with positive customer feedback.	Les Huiles Ben Taieb's pricing is not available online, but it is likely to be competitive with other high-end natural oil producers.	Les Huiles Ben Taieb's branding and marketing focus on their commitment to sustainability and fair trade practices, as well as the high quality of their oils.
Huilerie El-Karima:	Huilerie El-Karima is a leading producer of organic prickly pear seed oil, as well as a range of other	Huilerie El-Karima uses sustainable and environmentally-friendly production methods to ensure the	Huilerie El-Karima products are available both domestically and internationally, with a focus on the European	Huilerie El-Karima is committed to organic and sustainable practices, working closely with local communities to promote fair trade	Huilerie El-Karima has a positive reputation for quality and sustainability, with a focus on customer satisfaction.	Huilerie El-Karima's pricing is not available online, but it is likely to be competitive with other high-end natural oil	Huilerie El-Karima's branding and marketing focus on their commitment to organic and sustainable practices, as well as the high quality of their oils.

	natural and organic oils, such as argan oil and nigella oil.	highest quality of their oils. They have control over the entire production chain from cultivation to manufacturing.	market.	and environmentally-friendly methods.		producers.	
Prickly Pear Paradise:	Prickly Pear Paradise specializes in prickly pear seed oil products, including facial oils, body oils, and hair treatments. They also offer a range of other natural and organic cosmetics.	Prickly Pear Paradise uses sustainable and environmentally-friendly production methods, ensuring the highest quality of their products.	Prickly Pear Paradise products are available online and in select retail locations.	Prickly Pear Paradise is committed to organic and sustainable practices, using locally-sourced ingredients and environmentally-friendly packaging.	Prickly Pear Paradise has a positive reputation for quality and innovation, with a focus on customer satisfaction.	Prickly Pear Paradise's pricing is competitive with other natural and organic cosmetic brands.	Prickly Pear Paradise's branding and marketing focus on their commitment to sustainability and innovation, as well as the high quality of their products.

➤ Macro environment:



Environmental factors:

The macro-environment factors of prickly pear trees can include various environmental conditions that surround and influence the growth and development of these plants. Here are some of the important factors that can affect the prickly pear trees.

- **Temperature:** Prickly pear trees are adapted to grow in warm, arid climates, and they can tolerate high temperatures during the day and cooler temperatures at night. Extreme temperature fluctuations, however, can stress the plants and affect their growth and productivity.

- **Water availability:** Prickly pear trees are drought-tolerant, but they still require regular watering during the growing season to support healthy growth and fruit production.

This tree-like plant is endowed with an ingenious root system allowing it to survive in periods of drought. After a shower of rain, the prickly pear can grow “rain roots” that capture the water before they shrink or disappear altogether once the soil dries up.

In a dry country where access to water is already far below the 1,700 cubic meters per resident per year the United Nations defines as “water stressed”, the drought-tolerant cactus is a safer bet compared with thirstier crops.

- **Light intensity:** Prickly pear trees require full sun exposure to thrive and produce fruit. Shade or partial shade can reduce the plant's growth and fruiting capacity.
- **Wind:** Prickly pear trees are adapted to withstand windy conditions, but strong winds can damage the plants and affect fruit production.
- **Land use:** Human activities, such as land clearing or grazing, can affect the microenvironment of prickly pear trees by changing the soil quality, water availability, and other environmental factors that influence their growth and productivity.

“The prickly pear is undemanding, adapts to lots of soil types and doesn’t use much water,” Raddaoui said (one of the North African country’s first producers of cosmetic oil from the seeds of the fruit).

- The prickly pear tree is one of the most useful plants that nature has ever offered mankind. It grows well on its own in the most barren lands at no cost. Far from depleting the soil on which they grow, the prickly pear’s roots make it even more fertile. **This plant gives back to the soil as much as it takes from it.**
- **Climate change:** Changes in climate patterns could impact prickly pear farming and production. If temperatures rise or rainfall patterns change, it could impact the yield and quality of prickly pear crops.
- **Water scarcity:** Prickly pear farming requires significant amounts of water, and water scarcity could impact the industry. Producers may need to adapt their farming methods to use less water, or seek out **alternative water sources.**
- **Land degradation:** Over-farming and **land degradation** could impact the quality and yield of prickly pear crops. Producers may need to implement sustainable farming practices to prevent land degradation and maintain the quality of their crops.

Socio-Cultural Factors:

- The sector contributes to the **social development** of several regions of Tunisia since rural women are the main actors in the agricultural value chain.
- Historically, Prickly pears have always been one of the favorite fruits of Tunisians in summer but beyond the taste aspect, it contains many hidden treasures. Therefore, it is anticipated to be **THE PLANT OF THE FUTURE** thanks to its many benefits proven by scientific researches in several sectors such as the cosmetics, nutraceutical and agro-food sector.
- **Health trends:** Consumers are increasingly interested in natural and organic products, which could drive demand for prickly pear seed oil. However, this trend may not be as strong in all markets, and cultural attitudes towards natural products may vary.
- **Cultural attitudes:** Prickly pear seed oil has a long history of use in Tunisia, which could create a cultural interest in the product. However, this cultural interest may not translate to other markets.
- **Demographics:** Age, income, and education level could all impact the demand for prickly pear seed oil.
Understanding the demographic factors that influence demand can help producers better target their marketing efforts.

Economic factors:

- Rows of sprawling cacti fill a valley in central Tunisia, where producers are hoping the spiky fruit can fuel a cosmetics cash-in.
- “This is the capital of the Barbary fig,” said Mohamed Rochdi Bannani, one of the North African country’s first producers of cosmetic oil from the seeds of the fruit — better known as the prickly pear.
He is hoping the oil, with its rich antioxidant properties and a price tag of some €350 euros a liter, can bring wealth to the marginalized province of Kasserine.
“This fruit has changed my life and the life of the region. It’s created **wealth** in the district, even though the fruit used to be a symbol of poverty,” one of the locals said.
- It is a much-needed **cash cow** in a region where one third of people live in poverty and unemployment runs at 20 percent.
- “This oil has become a catalyst for an inclusive local economy,” he said, praising the cactus for its “ability to adapt and produce in difficult conditions, as well as its industrial potential”.
- **Exchange rates:** The value of the Tunisian dinar against other currencies could impact the export of prickly pear seed oil. If the dinar

is weak against other currencies, it could make the export market more competitive for Tunisian producers.

- **Economic growth:** Tunisia's economic growth could impact the demand for prickly pear seed oil. If the economy is growing, there may be more demand for luxury products like prickly pear seed oil.
- **Market demand:** The global demand for natural and organic products has been increasing, which could create opportunities for Tunisian producers of prickly pear seed oil. However, if demand shifts to other natural products, the demand for prickly pear seed oil could decrease.

Political:

- **Stability:** Tunisia has experienced **political instability** in recent years, which could impact the prickly pear seed oil market. The instability could make it difficult for producers to operate and export their products, as well as impact the overall business environment in the country.
- **Government regulations:** The Tunisian government regulates the export of prickly pear seed oil, which could impact the market. Changes in regulations could make it easier or more difficult for producers to export their products, depending on the requirements.
- **Trade agreements:** Tunisia is part of the European Union's free trade agreement, which could make it easier for Tunisian producers to export prickly pear seed oil to EU countries. However, changes in the agreement or the imposition of tariffs could impact the export market.

Technological:

- **Agricultural technology:** Advances in agricultural technology could increase the efficiency and yield of prickly pear farming, making the production of prickly pear seed oil more cost-effective. However, access to technology may vary among producers, and not all producers may be able to take advantage of new technologies.
- In Tunisia, the digital environment of the prickly pear seed oil industry is still developing, but there is a growing trend towards establishing an online presence and using digital marketing techniques. Here are some specific data points

Legal:

- **Intellectual property rights:** Tunisian producers of prickly pear seed oil must adhere to intellectual property laws and ensure that their products are not infringing on any patents or trademarks. This can

impact the ability of producers to differentiate their products and create unique brands.

- **Labor laws:** Tunisian labor laws could impact the production and distribution of prickly pear seed oil. Producers must comply with labor laws to ensure fair treatment of workers and avoid legal issues

Positioning, segmenting and targeting strategies:

➤ Positioning:

- Brand positioning refers to the process of creating an image or identity for a brand in the mind of its target audience. It involves identifying and communicating the unique value proposition of the brand in a way that differentiates it from its competitors.
- Accordingly, our **ultimate goal** of brand positioning is to establish a distinct and favorable place for our brand in the **mind of our potential consumers**, which in turn can lead to **increased brand recognition, loyalty, and ultimately sales**.
- The positioning statement emphasizes the purity and naturalness of our essential oils, and positions them as a key element of a **holistic lifestyle**. This will appeal to consumers who prioritize natural and healthy living, and who are interested in alternative or complementary health practices.
- **To reinforce this positioning**, we will use **marketing messages** that focus on the natural and therapeutic properties of our essential oils, as well as their potential benefits for physical and emotional wellness. We can also highlight the origins of the oils and the careful sourcing and distillation processes used to create them.
- Another attribute that can be added to our product's positioning is its versatility. Numerous applications for essential oils exist, including **aromatherapy, massage, and skincare**. This characteristic can portray our brand as a flexible and multi-functional solution to our customers' wellness needs.
- As for our **Uniques Selling Point (USP)** we can emphasize the **high quality product** we are committed to offer to our customers. as well as the **organic ingredients** we are using and the **sustainable technologies** we are developing to ensure the highest standards of quality. Besides, our technical team is working on **rigorous testing and quality control processes** to differentiate our products.

⇒ By positioning our brand, we can appeal to a **specific segment** of consumers who are looking for natural and holistic products for their health and wellbeing.

➤ **Segmentation:**

- After studying the market and conducting surveys we found that originally essential oils products are way **more common** with **women**, especially for those under a lot of stress in their jobs who need frequent relaxation treatments. But now for the rising generation, **Gen Z**, it has become common with all categories as everybody wants to be relaxed especially since life is getting more complicated by the second.
- The main **criteria** we decided to work with in our segmentation are gender, age, region, profession and income. People seem to listen when talking to **doctors and pharmacists**, and these last two are considered **the most important segments** in the beauty product market as they tend to be really aware about their body needs. So as a result female pharmacists and female doctors are interesting segments.
- A recent survey by Klarna found that Gen Z consumes more **skin care products** than any, even older, other generations.

This generation's behavior has changed significantly, according to the survey, which was based on interviews with more than **15,000 consumers**. It also highlights their concern for maintaining the health and beauty of their skin. Skin care items were rated as the **top beauty item** category by **41.4 percent** of study participants.

Michela Griffin, the head of the beauty and accessories trade at Klarna, told WWD that "The younger generations of consumers are getting on this bandwagon of health and skincare awareness" which makes the part of this age group that is geographically located in **fancy parts** of the country, **a target** to aim for.

➤ **Targeting:**

- **Women aged 35-55** with middle to high income seek the precious vegetable oil derived from prickly pear seeds for its effective anti-aging and wrinkle-reducing properties. They desire products that deeply nourish, hydrate, and promote cell renewal for a smoother, refined

complexion. Minimizing pores and improving the appearance of scars are additional concerns for this target audience. By addressing these specific needs, the oil provides tailored skincare solutions for mature women, restoring radiance and promoting healthy, rejuvenated skin.

- **Girls aged 13-18**, in the process of establishing skincare routines, prioritize proper skin care practices and emphasize the use of natural and nourishing ingredients. They have a keen focus on prevention and protection, safeguarding their young and vibrant skin against sun damage and pollutants. These girls seek products that offer adequate nourishment and hydration to maintain the health and vitality of their skin, aiming for a youthful and hydrated appearance.
- **Boys aged 13-18** have specific skincare needs and prefer simple and effective skincare routines. They seek products that are easy to use, deliver effective results, and don't involve excessive steps or complicated processes. These boys face hormonal changes that often result in acne or breakouts, making it crucial for them to find skincare products that specifically address these concerns. They look for solutions that reduce inflammation, control oiliness, and promote a clearer complexion. They recognize the importance of moisturization and protection against environmental factors like UV rays and pollution to maintain healthy skin.
- **Men aged 35-45** benefit from our product due to its ability to meet their specific skincare needs. It offers simplified skincare, convenient hydration and moisturization, addresses signs of aging, and provides post-shave care. Our product caters to their preferences for an effective and streamlined skincare routine, helping them achieve a youthful and revitalized appearance.

Digital environment:

➤ Technology:

- **E-commerce:** In Tunisia, the e-commerce sector is growing rapidly. According to a study by the National Institute of Statistics in Tunisia, the

e-commerce market in the country is expected to grow at a compound annual growth rate (CAGR) of **13.2%** between 2021 and 2025.

- **Social media:** According to the Global Digital Report 2021 by We Are Social and Hootsuite, there are **7.6 million** active social media users in Tunisia, representing **32%** of the total population. Facebook is the most popular social media platform in the country, followed by Instagram and YouTube.
- **Digital marketing:** According to a study by the digital marketing agency DigiGuru, **86%** of Tunisian companies use digital marketing techniques, with the most popular methods being social media marketing, email marketing, and search engine optimization (SEO).
Tunisian producers could use digital marketing to reach a wider audience and sell their products online. However, this requires investments in technology and marketing expertise, which not all producers may have.
- **Online reviews:** According to a survey by the market research company Statista, **43%** of Tunisian online shoppers check product reviews before making a purchase. This highlights the importance of having a positive online reputation for companies in the prickly pear seed oil industry.

⇒ Overall, these data points suggest that the digital environment of the prickly pear seed oil industry in Tunisia is still evolving, but there is a growing trend towards using digital channels to reach customers and increase sales.

➤ **Online retailers:**

- **Zithos:** Zithos is an online retailer that specializes in Tunisian organic skincare products, including prickly pear seed oil. They offer a variety of products, including pure prickly pear seed oil, facial oils, and serums.
- **Huileries El Karia:** Huileries El Karia is a Tunisian company that produces organic prickly pear seed oil and other natural oils. They sell their products online through their website and offer worldwide shipping.
- **Bioaromes:** Bioaromes is a Tunisian company that produces organic skincare products, including prickly pear seed oil. They sell their products online through their website and offer worldwide shipping.

➤ **Online customer insight:**

Our potential customers may have different behaviors, needs and characteristics that may affect their purchasing decisions.

- Our customers may be interested in natural health solutions, these people are health-conscious and eco-friendly individuals who try to use natural products.
Their needs may reduce stress or stress results on the skin or prevent their skin from possible illness.
As for their online behavior; they are reviews and recommendations oriented, interested in subscribing to newsletters and blogs about holistic health.
- As for those interested in Skincare and Beauty products; they are beauty enthusiasts and have concerns for their skin and anti-aging products.
Their needs may be having a clear, hydrated and glowing skin, improved skin texture and good appearance.
Their online behavior is based on research of ingredients and their effect on the skin, they like following beauty influencers on social media especially tiktok and instagram and they are easily affected by their offers and point of view.
- Other possible customers are people under high stress and seekers of relaxation and aromatherapy.
They may need our essential oil to improve sleep quality, increase feelings of calm and relaxation.
As for their online behavior is that these people search for mediation techniques and benefits of essential oils.
They are generally part of online communities for stress support, subscribing to wellness newsletters and blogs about self-care methods.
- Home decor and design enthusiasts may be our potential customers.
They may be seeking self expression and personalized touch.
Their online behavior is based on researching home decor trends and styles, engaging with home decor-related hashtags and following design influencers.
- Parents who seek family advice and resources are also another category of our potential customers.
Their main needs may be searching for natural remedies, a sense of connection and personalisation of their home...
Their online behavior may be Researching parenting and child development tips and resources, following parenting influencers and

experts on social media, engaging with parenting-related hashtags, subscribing to parenting and family blogs and newsletters.

Digital strategy: Social media framework

1. **Awareness:** The goal of this stage is to create awareness about the product among the target audience. Here are the tactics that we plan to use:
 - Social media advertising: Use Facebook and Instagram ads to target users interested in skincare and natural products.
 - Influencer marketing: Partner with influencers who have a strong following in the beauty and skincare niche to promote the product on their social media accounts.
 - Content marketing: Create blog posts, videos, and social media posts that highlight the benefits of barbary fig oil for the skin.
2. **Consideration:** Once the target audience is aware of the product, the next step is to generate consideration. Here are some tactics that can be used:
 - Product demos: Host virtual product demos on Instagram Live or Facebook Live to showcase the product and its benefits.
 - Educational content: Create educational content about the benefits of barbary fig oil for the skin, including how it can improve skin texture, reduce inflammation, and moisturize the skin.
 - Comparison content: Create comparison content that compares barbary fig oil to other natural skincare products to showcase its unique benefits.
3. **Conversion:** After generating consideration, the goal is to convert potential customers into actual buyers. Here are some tactics that can be used:
 - Limited-time offer: Create a limited-time discount or promotion to create a sense of urgency among customers.
 - Testimonials: Share customer testimonials and success stories that highlight the effectiveness of the product.
 - Social proof: Use social proof, such as the number of followers or reviews, to establish credibility and trust with the target audience.
4. **Evangelism:** Finally, the goal is to turn customers into brand advocates who will promote the product to their friends and family. Here are some tactics that can be used:
 - Referral program: Create a referral program that rewards customers for referring their friends and family to the product.
 - User-generated content: Encourage customers to share their experiences with the product on social media and offer incentives for sharing.

- Loyalty program: Create a loyalty program that rewards customers for repeat purchases and encourages them to share the product with their network.
- ⇒ By following the social media framework and implementing the tactics above, we created a comprehensive digital marketing strategy for our local cosmetic product made out of barbary fig oil.

Our objectives (business and digital): SMART analysis

➤ Business objectives:

- Reach 500 new customers before December
- Expanding into new markets in the next 5 years → increase our retail stores by 35%: We aim to expand our presence in international markets by developing relationships with distributors and attending trade shows.
- Increase sales by 20% before December
- Increase profit by 5% before December
- Use better extraction methods to have higher quality oil → working on having ISO certifications.
- Develop new methods of evaluation to improve business operations → this will lead to increasing revenue through the optimization of the process.
- Focus more on sustainability by using environmentally-friendly production methods. This may include reducing waste, using eco-friendly packaging, and investing in renewable energy sources.
- support local farmers who grow and harvest the fruit by providing resources, training and increasing salaries → 5% of the revenues should be invested to train workers.
- Promote Tunisian culture by highlighting the use of traditional techniques and ingredients in the production process and highlight these techniques in international trade shows → participate in 5 to 7 trade shows in the next year.
- Develop 3 new products in the same product line as the essential oil with Barbary fig.

➤ Digital objectives :

- Increase brand awareness by 15 % by the end of the year and increase brand's visibility online → this can be done through launching a social media campaign by partnering with healthcare influencers and content creators.
- Reach wider audience : we want to reach 20K followers on instagram and 10K followers on facebook → through collaborations with influencers
- Drive traffic to our website and drive traffic and sales to the website → by offering a limited-time discount code exclusively for social media followers.
- Generate leads to grow our customer base → we consider generating leads through email marketing campaigns and collaborating with other brands and offer samples of our oil.
- Increase digital sales by 10 % focusing on optimizing our e-commerce website for conversion → offer 5% discounts and ensure free delivery for online purchases.
- Build customer loyalty and ensure a good customer experience → this can be done through chat support, emails (offering personalized recommendation based on previous sales)
- Gather customer data → using online surveys, tracking website analytics, and monitoring social media engagement.
- Optimize our website for search engines (SEO) → this could be done using keyword research, content optimization, and link building.
- Leverage digital advertising to drive traffic and sales to our website to target specific customer segments → this could be done by leveraging platforms such as Google Ads, Facebook Ads, and Instagram Ads

➤ Buyer persona:

Fatima Marzouk

PROFILE

Gender : Female
 Age : 50
 Location : Sousse, Tunisia
 Occupation : Homemaker
 Income : Moderate level



BEHAVIORAL TRAITS:

- Fatima is a homemaker and enjoys decorating and organizing her home.
- She values natural and organic products and seeks out brands that align with her values.
- Fatima is a pet owner and values products that are safe and non-toxic for her pet.
- She is interested in products that offer multiple benefits, such as anti-aging and hydration.

NEEDS AND CHALLENGES:

- Fatima has mature skin and is interested in anti-aging products that can help maintain her skin's youthfulness.
- She is interested in natural and organic products and seeks out brands that align with her values.
- Fatima values sustainable and eco-friendly products, and is looking for a brand that aligns with her values.
- As a pet owner, Fatima is conscious of using products that are safe and non-toxic for her pet.

MESSAGING AND COMMUNICATION:

- The brand can highlight the natural and organic qualities of their prickly pear seed oil, and emphasize how it can address Fatima's specific skin concerns.
- They can emphasize the anti-aging benefits of prickly pear seed oil, and highlight the ingredients and science behind the product.
- The brand can highlight their sustainable and eco-friendly practices, and emphasize the cultural and historical significance of prickly pear seed oil in Tunisian skincare.



Karim Mahjoub

Age	40
occupation	Environmental consultant
location	Sfax, Tunisia
income	High-level

Behavioral traits

- Karim is environmentally conscious and prefers to use products that are eco-friendly and sustainable.
- He is interested in supporting local businesses and promoting sustainable practices in his community.
- Karim values products that are high-quality and deliver results, but also prioritize sustainability and eco-friendliness.
- He may be an early adopter of new sustainable and eco-friendly products and is willing to pay a premium for them.
- Karim is likely to do his research before making a purchase and values transparency and honesty from brands.

Needs and challenges

- Karim is looking for a high-quality skincare product that aligns with his eco-friendly values and principles.
- He is interested in the anti-aging benefits of prickly pear seed oil and wants to address fine lines and wrinkles.
- Karim wants to support local Tunisian businesses and may be interested in learning more about the traditional and cultural significance of prickly pear seed oil in Tunisian skincare.
- As a busy professional, he may prefer products that are easy to use and integrate into his daily routine.


Messaging and communication

- The brand can emphasize their eco-friendly and sustainable practices, such as using organic and locally sourced prickly pear seed oil and sustainable packaging.
- They can highlight the anti-aging benefits of prickly pear seed oil and how it can address fine lines and wrinkles, without compromising sustainability.
- The brand can promote their commitment to supporting local Tunisian businesses and highlight the cultural significance of prickly pear seed oil in Tunisian skincare.
- They can leverage transparency in their messaging and communicate openly about their sourcing and production processes.

Webographics

- Karim is likely to be an active user of the internet and social media, particularly platforms that promote eco-friendly and sustainable practices.
- He may use search engines to research products and is likely to read customer reviews before making a purchase.
- Karim may prefer to shop online and values brands that offer sustainable packaging and shipping practices.
- He may be interested in reading blog articles or watching videos that promote sustainable living and eco-friendly products.
- Karim may be more likely to use mobile devices for shopping and browsing, preferring to use a smartphone or tablet instead.

Amira NAOUAR



Gender : Female
Age : 30

BEHAVIORAL TRAITS

- Health-conscious and environmentally aware
- Prefers natural and organic products over synthetic ones
- Values quality and authenticity in skincare products
- Willing to spend more on premium beauty products
- Trusts recommendations from friends and family
- Regularly shops online for

NEEDS AND CHALLENGES

- Amira wants to maintain healthy and youthful-looking skin.
- She is concerned about the effects of pollution, sun damage, and aging on her skin.
- Amira is looking for a skincare product that is effective, safe, and gentle on her skin.
- She wants to use a product that is made from natural ingredients and does not contain

MESSAGING AND COMMUNICATION

- Highlight the natural and organic ingredients used in the product.
- Emphasize the benefits of prickly pear seed oil for healthy and youthful-looking skin.
- Use testimonials and recommendations from satisfied customers to build trust.
- Showcase the quality and authenticity of the brand and its products

WEBOGRAPHICS

- Amira spends a significant amount of time online and uses the internet to research products and make purchases. She prefers to shop online for convenience and is likely to use search engines and social media to find information about skincare products.
- Amira is likely to use social media platforms such as Facebook, Instagram, and YouTube to connect with friends and family, follow influencers, and discover new products. She may be part of online communities focused on health and wellness, natural skincare, or eco-friendly living.
- Amira uses her smartphone frequently and prefers websites and apps that are mobile-friendly and easy to navigate.
- Amira is interested in high-quality



Adam Belhaj

Age 25

occupation **Fitness enthusiast**

location **Tunis, Tunisia**

income **Mid-level**

Behavioral traits

- Adam is interested in fitness and nutrition, and places a high value on taking care of his body.
- He enjoys trying out new products and supplements that can enhance his fitness and wellness routine.
- Adam is interested in natural and organic products, and seeks out brands that align with his values.
- He also values products that can help him relax and de-stress after a long day or workout.

Messaging and communication

- The brand can highlight the natural and organic qualities of their prickly pear seed oil, and emphasize how it can address Adam's specific fitness and skincare concerns.
- They can emphasize the anti-inflammatory and antioxidant benefits of prickly pear seed oil, and highlight the ingredients and science behind the product.
- The brand can also highlight the relaxation benefits of prickly pear seed oil, and provide content around the various ways that Adam can incorporate it into his wellness routine.
- They can also emphasize the affordability of the product and how it offers high quality and value for the price.
- The brand can create content around the cultural and historical significance of prickly pear seed oil in Tunisian skincare, tying in Adam's interest in natural and organic products.

Needs and challenges

- Adam is looking for products that can help him enhance his fitness routine, such as those that can improve his skin health or help him recover after a workout.
- He is interested in natural and organic products, and seeks out brands that align with his values.
- Adam values products that can help him relax and de-stress after a long day or workout, and is interested in products that can offer these benefits.
- As a young adult, Adam is mindful of his budget and is looking for products that offer high quality and value for the price.

Webographics

Psychographics:

- Interests: Fitness, nutrition, wellness, natural and organic products
- Values: Quality, effectiveness, affordability
- Personality: Adventurous, open-minded, health-conscious

Online behavior:

- Uses social media platforms like Instagram and YouTube to follow fitness influencers and bloggers
- Searches for information and advice on fitness and nutrition through online forums and blogs
- Values customer reviews and recommendations when considering a purchase
- Is willing to purchase products online if they are easy to navigate and have a secure payment system
- Is open to trying out new products and supplements that can enhance his fitness and wellness routine.

One-page plan:

<https://docs.google.com/spreadsheets/d/1tAOe89WD3-Ep2ngonoMY0QQc5GokESOxSzxG2B24YZI/edit?fbclid=IwAR24WNLfwndivkCG1MvhR46kuv83PXelAsRkz9MIWqV3VONI189tCxIvRmE#gid=0>

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