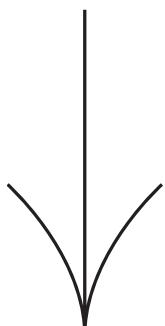


# MARKETING STRATEGY

Made simple



**TEBOHO & CO**  
HANDCRAFTED

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01

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## Brand style

Colour Palette | Fonts | Mood  
Board and Colour Inspiration

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## COLOUR PALETTE

#ffffff

#000000

#419a2b



## FONTS

### HEADER FONT

Aa  
Montserrat Classic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BODY TYPE

Aa  
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Luxury



Minimalism



Affordable 03

# WHY GREEN?

## 01. CONCEPT

- Green represents growth and renewal, which goes well with Teboho & Co.'s journey of expansion and evolving as a brand. It can represent the brand's commitment to continuous improvement and innovation.
- Green is associated with freshness and tranquility, which aligns with the calming and soothing effects of scented candles. Adding this color can evoke the feelings of peace and relaxation



## 02. OVERALL

Green complements both black and white beautifully, adding a touch of vibrancy without overwhelming or compromising the minimalist look of the brand.





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02

# Giveaways

Implementation | Benefits |  
Key Aspects

# GIVEAWAYS



Giveaways are marketing campaigns in which a company or brand offers a product or service for free to participants.

The goal is often to promote the brand, increase visibility, engage with an audience, or collect leads. Participants typically need to take some action to enter the giveaway, such as following a social media account, signing up for a newsletter, sharing a post, or tagging friends.

## How can it be implemented

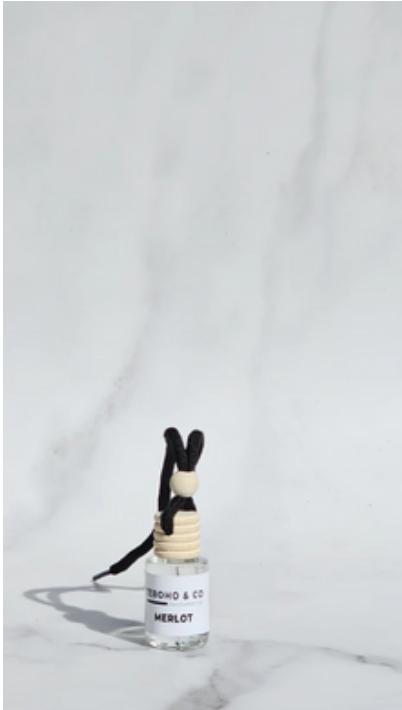
### 1. Customer giveaways :

- Post polls on Instagram asking the target audience questions related to Teboho & co products and randomly select people you are going to do giveaways for.
- It is also important to encourage the winners to share on their social media platforms about the products to achieve greater brand visibility.

### 2. Influencer giveaways:

- Do giveaways of scented candles for neno influencers( less than 10k followers) that produce beauty and lifestyle content.
- It might be effective to customize the candles with the influencers name.
- Research shows that influencers are more likely to share the give-away products on their social media platforms as it also improves their brands as well.

# GIVEAWAYS



Benefits of doing  
giveaways

- Increase Brand awareness:
- Boost customer engagement
- Grow follower's list
- Potential to generate leads and sales
- Promotes products for brands

Key aspects of  
giveaways

- Prize must be clearly stated
- Duration of the giveaway
- Entry method
- Announcing winners



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03

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## Holiday Marketing Strategy

Seasonal Scents | Holiday Gift  
Sets | Social Media Campaigns



# HOLIDAY MARKETING STRATEGY

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## TAILORED PRODUCT LAUNCHES

- **Seasonal Scents:** Introduce limited-edition candle collections tailored to the different holidays of the year. For example, creating romantic scents for Valentine's Day, fresh florals for Easter and warm, cozy fragrances for Christmas. These exclusive product deals can tap into seasonal demand and create a sense of urgency for customers to purchase because it will be only be available for a limited time.
- **Holiday Gift Sets:** Curating gift-ready packages for holidays like Mother's Day, Father's Day and Christmas makes it easier for customers to buy thoughtful gifts, driving impulse buying.
- **Social Media Campaigns:** Create holiday-specific content. For example, sharing candle styling tips for Christmas or DIY candle decoration ideas for Easter. Then encourage customers to share how they use your candles during those holiday season. This will increases engagement while simultaneously promoting your products.

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04

## Content Calendar

Foreword | Event Background |

Event Objective

# WEEKLY SOCIAL MEDIA CONTENT CALENDAR

WEEK: 1

DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
PLATFORM						
CAPTION	"Comment below what you like about our scented candles"	"At Teboho & Co., we specialise in crafting customised fragrances and candles that make the ideal corporate gift. Visit our website to explore our latest collections"	"Comment below what you like about our scented candles"	"Curious about how scents can transform your space? Discover the secrets of choosing the right fragrance! Follow for more candle insights!"	"Curious about how scents can transform your space? Discover the secrets of choosing the right fragrance! Follow for more candle insights!"	"Create new content for the social media"
HASHTAGS	#smallbusinesscheck #homefragrance #candle	#smallbusinesscheck #candlemaking #candletok	#smallbusinesscheck #candlemaking #candletok	#smallbusinesscheck #candlemaking #candletok	#smallbusinesscheck #candlemaking #candletok	#smallbusinesscheck #homefragrance #candle
TIME	09:30 am   16:00 pm	10:00 am	09:30 am	15:00 pm	09:30 am	13:00 pm
NOTES	Recommended times to post Instagram: 3x a week TikTok: 2x a week	LinkedIn: 2x a week	GOALS	Increase engagement by 2% this week	Increase impression by 2% this week	Increase conversion by 2% this week
TIME	10:00 am   16:00 pm	09:30 am	15:00 pm	09:30 am	13:00 pm	Any time available
NOTES	◆	◆	◆	◆	◆	◆



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04

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## Conclusion

Define Goals | Content audit |  
Consistency



# CONCLUSION

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## TIPS TO GROW YOUR CONTENT STRATEGY

### 1. Define your goals

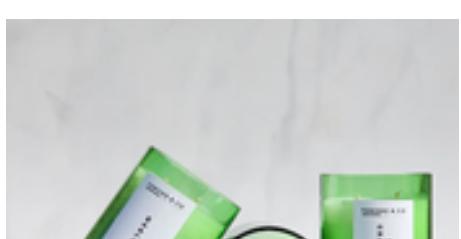
What do you want to achieve with your content and what kind of emotion do you want to evoke?

### 2. Conduct a content audit

As much as we have given you ideas on what type of content to post, it is important to look and decide; on the type of content based on how is it performing.

### 3. Consistency

When people think about consistency on social media, they usually think of how frequently they post. But consistency goes way beyond that. Consistency also includes brand voice, design, and the content itself. These elements come together to create a consistent brand that shines on social media.





# THANK YOU

Best of luck with future endeavors

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