

New Venture Lab at Gonzaga University

Prepared For
Megan Matulis

INW Acupuncture

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NewVenture**Lab**

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INTRODUCTION

Purpose

Our primary purposes in collaborating with INW Acupuncture are to:

1. Improve understanding of market, competitors, and local retail opportunities.
2. Establish herbal product line & organize pricing strategy.
3. Audit outreach platforms (website, SEO, social media, Google Business).
4. Pinpoint target insurance companies.

Project Background

Inland Northwest Acupuncture is an acupuncture studio located in Spokane Valley. Its mission is to support women through the cycles of life. Founded by Megan Matulis in May 2023, INW Acupuncture primarily focuses on treatments for women including periods, fertility, pregnancy, postpartum, menopause, and pain management.

SCOPE

The purpose of this document is to outline the services that the New Venture Lab (NVL) will provide for Inland Northwest Acupuncture (INWA). Any action item in this document is subject to change with the approval of the NVL and Megan Matulis. In the first phase of this project, the INWA NVL team will perform research on INWA's target market, target insurance companies, and market competitors. In the second phase, the team will analyze costs of the business' herbal product line and create a template for pricing. In the third phase, the team will research and employ techniques to improve the business' website and search engine optimization strategies.

Project Meetings/Updates Expectations:

1. Weekly Project Meetings
 - a. Fridays @ 8am
2. Communication with Entrepreneur
3. Deliverable:
 - a. One bound Deliverable
 - b. 1 Executive Summary

The following lists details the deliverables that the NVL will provide for the Inland Northwest Acupuncture, and the scope of work intended for this project:

Phase 1: Market, Competitor, and Retail Research (Week 1 - 3)

Week 1 - Target Market Research

- Perform target market research. Figure out primary consumer groups and opportunities for growth in this sector.

- Research trends in women's healthcare to increase the percentage of women's healthcare clients.
- Research social media trends in this sector.

Deliverable:

- Comprehensive target market report.

Week 2 - Competitor & Collaborator Analysis

- SWOT analysis of local competitors and collaborators.
- Investigate competitors' locations, pricing strategies, and market trends within women's healthcare.
- Analyze ways INWA can differentiate itself from competitors.
- Find other women's healthcare providers (PT's, chiropractors, midwives, etc.) for INWA to meet & network with.

Deliverable:

- Competitor & Collaborator analysis report.

Week 3 – Retail Analysis

- Conduct an analysis to identify potential stores for selling INWA's products.
- Perform site visits to potential retail opportunities.

Deliverable:

- Retail opportunities report.

Phase 2: Herbal Product Line Establishment & Website SEO (Week 4-6)

Week 4 - Sales & Product Details

- Review/perform profit and loss analysis for developing products.
- Look closely at specific INWA products.
 - What ingredients are needed? How much do they cost?
 - How much does it cost to market and ship products?

Deliverable:

- Organized product cost report.

Week 5 - Template Creation

- Create a template for each product and to be used for new products.
- Address pricing, ingredients, shipping, marketing, competitors and labor.

Deliverable:

- Pricing template for each current product.
- Generic template for future use.

Week 6 - Website & SEO

- Conduct a social media & website audit.
- Optimize SEO for terms like pregnancy acupuncture, period acupuncture, women's health.

- Utilize research from week 3 to enhance website and social media presence.

Deliverable:

- Website and social media optimization strategies report.

Phase 3: Outreach Feedback & Insurance Research (Week 7-9)

Week 7 - Google Business

- Develop strategies to increase Google business reviews and have clients write reviews.
- Analyze analytics reports.

Deliverable:

- Recommendations for improving Google Business reviews.

Week 8 – Social Media

- Develop a social media posting schedule (optimal days/times).
- Create templates for stories, reels, and highlights for Instagram.
- Develop strategies to get more client interactions.
- Develop specific post topic ideas that pertain to INWA's target market.

Deliverables:

- Social media posting schedule.
- Social media templates.
- List of social media strategies and ideas.

Week 9 - Target Insurance Companies

- Identify broad insurance trends to aid in addressing problems with mid-level insurance companies to mitigate the burden of working with insurance companies.
- Research employers that offer the easiest insurance plans to work with.

Deliverable:

- Suitable insurance companies and employers report

Upon completion of the project, a file containing all deliverables will be given to Inland Northwest Acupuncture. The date of completion for this project is April 25, 2024.

METHODS

Library Research:

- Utilized academic databases and industry reports for secondary research (Demographics Now, IBISWorld, Pitchbook)
- Focused on consumer behavior in the wellness industry and successful membership models in similar businesses.

Site Visits

- Performed site visits to potential retail locations to evaluate opportunities.
- Pinpointed potential sites to sell INWA products and communicated with store owners to gather information on what getting products in their stores looked like.

Website and Social Media Analysis:

- Reviewed INWA's website and social media platforms for user engagement and content effectiveness.
- Identified effective SEO keywords to increase website traffic.

Competitor & Collaborator Analysis:

- Conducted a thorough analysis of local competitors and collaborators in the acupuncture and women's health sector.
- Used online tools and resources to gather information about competitors' offerings, pricing, and customer engagement strategies.

Team Collaboration and Work Division:

- Evenly distributed weekly work divided amongst five team members, ensuring a balanced workload, and learning opportunities.
- Regular team meetings ensured coherence in approach and findings.

RESULTS

Result 1: Enhanced Understanding of Customer Base and Market:

Through comprehensive customer research and market analysis, valuable insights were uncovered regarding customer preferences, behaviors, and unmet needs within the acupuncture and wellness sector. The analysis identified four distinct target market groups for INWA's women's health services: Group G: Young City Solos, Group O: Singles and Starters, Group F: Promising Families, and Group B07: Across the Ages. These findings provide a solid foundation for developing tailored strategies to effectively reach and engage with each target demographic.

Result 2: Collaborator and Retail Opportunities

The team successfully identified potential collaborators and retail opportunities for INWA's products and services. By forging strategic partnerships with complementary businesses and exploring retail channels, INWA can expand its reach and tap into new markets. These opportunities offer avenues for mutual growth and the enhancement of INWA's brand presence within the industry.

Result 3: Cost Templates & Pricing Suggestions

Comprehensive cost templates and pricing suggestions were developed based on thorough research and analysis. By considering factors such as sustainable packaging options and CBD regulatory landscape, the team provided actionable insights to inform INWA's pricing strategy. These templates ensure that INWA can price its products competitively while maintaining profitability and sustainability.

Result 4: Outreach Enhancement Recommendations

The team designed a set of recommendations aimed at enhancing outreach efforts for INWA. These recommendations encompass various strategies, including specific social media post ideas, targeted advertising, community engagement, and collaborations with various community partners. By implementing these recommendations, INWA can effectively expand its reach, attract new customers, and strengthen its presence in the acupuncture and women's healthcare market.

Result 5: Insurance Research

The team analyzed the amount Megan earns from different insurance providers for an hour of her services. Team members then created formulas and charts to aid Megan in evaluating if the different insurance companies are worth working with. Given the administrative burden that specific insurance companies require, their error rates, and different range of payments, makes it difficult to predict which insurance companies are worth working with. From their equations and charts, the team then predicted which insurance companies are no longer worth INWA's time and effort to work with.

GENERAL RECOMMENDATIONS

Strategic Collaborations

Forge strategic collaborations with complementary businesses such as chiropractors, midwives, and holistic wellness centers to expand reach, share resources, and offer integrated healthcare solutions to clients. Additionally, establish partnerships with local retail locations, such as Jodi's Broom Closet and My Fresh Basket, to sell INWA's products, leveraging their established customer base and foot traffic. Strategically placing products in retail stores catering to health and wellness will allow INWA to increase brand visibility and accessibility to potential customers who may not have been reached through online channels or word of mouth. These collaborations can also provide valuable feedback and insights into consumer preferences, allowing for product refinement and optimization based on market demand.

Target Marketing for Identified Customer Groups & Customer Feedback

Develop marketing strategies tailored to the unique characteristics and preferences of identified customer groups (Group G: Young City Solos, Group O: Singles and Starters, Group F: Promising Families, and Group B07: Across the Ages). Emphasize wellness, self-care, and unique experiences in marketing campaigns, catering to the health-conscious and adventure-seeking aspects of the target audience. Include statistics and welcoming images of yourself and your office to allow customers to feel comfortable entering your space. Engage through social media frequently. Boost engagement through regular updates, stories, and interactive content on social media platforms.

Utilize Cost Templates for Product Pricing

Utilize team-developed cost templates to accurately determine product pricing. Along with incorporating cost-effective packaging options, such as eco-friendly materials like paper push-up tubes and biodegradable materials, INWA can ensure competitive pricing while maintaining sustainability initiatives by using the cost template. Sustainable and cost-effective packaging not only aligns with INWA's commitment to sustainability but also helps minimize production costs and enhances the overall customer experience. Combining product creation expenses such as packaging, ingredients, labor, and shipping, the cost template will help INWA price its products at a reasonable yet profitable amount.

Continuous Website Optimization

Continuous website optimization is essential for INWA to enhance user experience and maximize engagement. By implementing recommendations such as adjusting color schemes for consistency, improving navigation, and creating dedicated sections for LGBTQIA+ community engagement, INWA can ensure its website remains relevant, accessible, and inclusive to all visitors as it continues to grow and refine its business proposition model.

Further Engage the LGBTQ+ Community.

Further engaging the LGBTQ+ community is crucial for INWA's inclusivity and outreach efforts. By prominently featuring LGBTQ+ inclusive language and services on the website, participating in LGBTQ+ events like Spokane Pride, and collaborating with LGBTQ+ organizations such as the Queer Student Union at Gonzaga, INWA can demonstrate its commitment to providing supportive healthcare services for all individuals regardless of gender identity or sexual orientation and increase its queer client base.

Continuously Enhance Google Business Review

Ensure accurate and detailed information on INWA's profile, including comprehensive FAQs and inviting images of the clinic space to improve searchability and clients knowing about INWA through the internet. Implement strategies to encourage more reviews, such as a follow-up email program for satisfied customers, offering incentives for reviews, and making it easy to leave feedback through links on the website, email communications, and business cards. Additionally, prompt responses to customer reviews demonstrate care and responsiveness, contributing to a positive online reputation.

CONCLUSION

Key Areas of Focus:

- **Enhanced Outreach & Engagement Strategies:** Boosting its outreach efforts by leveraging targeted marketing campaigns, engaging community partnerships, and interactive virtual events will allow INWA to boost its outreach efforts. By actively engaging with its audience through various channels and offering informative content, INWA can foster stronger connections with existing customers while also attracting new clientele.

- **Strategic Marketing and Communication:** Customized marketing strategies that target specific customer groups will enable INWA to effectively communicate its unique value proposition. Utilizing social media platforms for regular engagement and education around women's health and acupuncture will build trust with current and future clientele.
- **Product Line Pricing and Retail Expansion:** INWA should conduct thorough pricing analysis for its product line and explore opportunities to collaborate with local retail locations for distribution. Strategically pricing its products and expanding into retail stores, will allow for INWA to increase accessibility to its product offerings and services reach a broader customer base.
- **Key Demographic & LGBTQ+ Marketing:** INWA should further engage with the LGBTQ+ community through dedicated website sections, inclusive language, and collaborations with LGBTQ+ organizations.

Prospects and Considerations:

- **Adaptability to Market Changes:** As the wellness industry continues to evolve, Anam Cara must remain adaptable to changing market trends and customer preferences. Regular market analysis and customer feedback collection will be key to staying ahead of the curve.
- **Sustainable Growth:** While focusing its marketing efforts on a more targeted demographic, INWA should focus on sustainable growth strategies that maintain the quality of service and community atmosphere that defines the brand. Come up with a goal of how many new clients per month to grow sustainably and not feel overwhelmed.
- **Product Introduction and Time Management:** Megan, as the sole proprietor of INWA, faces the challenge of introducing a new product line while managing the day-to-day responsibilities of providing acupuncture services. To effectively balance these demands, careful time management strategies should be implemented. Megan could consider allocating specific blocks of time each week dedicated to product development and marketing efforts, ensuring that it does not interfere with patient appointments. Additionally, she might explore streamlining administrative tasks or outsourcing certain responsibilities to free up time for product-related activities.

INWA's Strengths:

INWA stands out in the field of acupuncture thanks to its focus on personalized care. Megan Matulis, the acupuncturist behind INWA, tailors treatments to each patient's specific needs, with a particular focus on women's health across various life stages. From menstrual support to pregnancy assistance and pain management, INWA offers a comprehensive range of services delivered with clinical expertise. The clinic itself fosters a welcoming and relaxing environment, where patients can feel at ease and heard. Moreover, INWA goes beyond acupuncture, incorporating herbal medicine and nutritional counseling for a holistic approach, particularly beneficial for conditions related to women's health. Finally, INWA maintains an engaging online presence, featuring informative content and visuals that showcase their expertise and welcoming demeanor, making it easy for prospective clients to feel confident choosing INWA for their healthcare needs.

RESOURCES

Customer Research and Market Analysis Tools:

- **Demographics Now:** Useful for detailed demographic analysis and target market identification.
- **Ibis World and Pitchbook:** For comprehensive industry reports and competitor financials, aiding in strategic planning and market positioning.

Digital Marketing and Social Media Engagement:

- **Hootsuite or Buffer:** For managing and scheduling social media content, essential for engaging the identified customer groups effectively.
- **Canva:** For creating visually appealing marketing materials and social media posts.

Content Creation and Management:

- **Adobe Creative Suite:** For professional-grade graphic design and video editing, enhancing the quality of digital content.

Website Optimization and User Experience Tools:

- **Google Analytics:** To track website traffic, user behavior, and conversion rates, facilitating website optimization based on user interaction.
- **SEMrush or Ahrefs:** Tools for SEO and online presence analysis of competitors, providing insights into their digital strategies.

Customer Relationship Management (CRM):

- **HubSpot or Salesforce:** To manage customer relationships, track interactions, and automate marketing efforts.

Email Marketing Platforms:

- **Mailchimp or Constant Contact:** For designing and sending newsletters, promotional emails, and membership communication.

Local Competitors:

- **Emily Farish Acupuncture:** Spokane, WA
- **South Hill Acupuncture:** Spokane, WA
- **Godwin Acupuncture:** Spokane, WA
- **Longevity Acupuncture:** Spokane, WA
- **Songs Acupuncture:** Spokane, WA

Week 1 Deliverable: Comprehensive Target Market Report

Industry Notes¹:

- Both demand and industry performance have increased due to Medicare's coverage.
- There is no one driving a competitive force in the market however, Chinese acupuncture is the dominant form of acupuncture revenue-wise.
- Establishing relationships with other businesses in related industries is a key way to grow client base through referrals.
- Many people are switching over to forms of alternative health care and therefore the demand should only be increasing.
- The rapidly growing industry also means that it will be important to keep up with new innovations and trends.
- Most of the market is catering toward elders above 65 mostly, and then above 45.

Trends in Women's Healthcare^{2,3}:

- Since 2020, women's concerns about their health have increased significantly.
- Women look to female-centric brands. They want to avoid misdiagnosis or mistreatment.
- They are also embracing natural remedies and a holistic approach more than ever. Beauty and wellness are seen as a mindset. They are looking into treating their body better overall instead of just seeking care when something is wrong. This includes taking supplements and substances to help with digestion, improving overall eating habits, and using natural remedies a try.
- A huge focus nowadays is destigmatizing women's health. This could apply to acupuncture as well as things like menstrual health, fertility concerns, and postpartum.
- Personalization is important. Individualized supplements, really advertise how everyone is unique and a different herb will help for different people
- Women want to be as informed as possible before deciding.
- Electroacupuncture is the most recent innovation in the industry.
- Looking for solutions for hormonal imbalances, digestion, cosmetics, menstrual pain/symptoms, endometriosis, fertility.

Young Adult Customer Segment⁴:

O Singles and Starters (19-24): Active on social media and willing to try new things. Middle age singles usually are really into research. If INWA promotes information online, it opens a doorway to new clientele.

G Young City Solos (19-24): Willing to spend time and money on their health and wellbeing. These people have extra money they are "looking" to spend on themselves. They appreciate the finer things, especially when dealing with the upkeep of their well-being and appearance.

R Aspirational Fusion (19-30): Without the disposable income for services like acupuncture, they are likely to avoid extra medical services. They may be enticed to visit if they feel like

acupuncture may be something that shows they have status. Perfect demographic to advertise insurance offers to make acupuncture more accessible to them.

F Promising Families & I Family Union (25-45): Younger people with a family focus. Most are married and either have young children or are on the path to having children. Community and family oriented. Great group to target in terms of pregnancy pains and fertility issues.

- The Young Adults Customer segment is currently the smallest market segment for the acupuncture industry, suggesting a potential for growth and untapped opportunity.
- To increase awareness and interest in acupuncture among young adults, targeted marketing campaigns utilizing social media platforms like TikTok and Instagram can be effective in reaching this demographic where they are most active.
- Advertise the benefits of acupuncture to overall wellbeing (decrease stress, balance hormones, feel better overall)
- Ensure there is a way for young clients to ask questions about your services. These women want to be informed on their health and health care options before they start care.
- Women, particularly in minority groups, are increasingly proactive about their health, seeking information and treatments independently. The rise in health consciousness is also driving women to balance work with health, utilizing services like daycare. This indicates a growing market for health services tailored to women's specific needs, including acupuncture.
- This demographic frequently uses social media platforms and specialized online forums to research health trends and treatments. Family-to-family health centers also emerge as crucial information hubs for this group. These insights suggest that enhancing online visibility and engaging with community centers could effectively attract more clients.
- Collaborating with influencers or wellness advocates popular among young adults can help promote acupuncture as a relevant and beneficial healthcare option.
- Offering special promotions or discounts tailored to the preferences and budget constraints of young adults can incentivize them to try acupuncture and foster long-term engagement.
- Incorporating educational content and testimonials specifically geared towards addressing common concerns and misconceptions among young adults can help demystify acupuncture and make it more accessible and appealing to this demographic.

Older Demographics to target:

B07 Across the Ages (51-65): Older Women who prioritize health. Affluent and enjoy life's finer things. Women reaching menopause.

B09 Family Fun-Tastic (36-45): Comfortable spending for health and wellbeing, upscale middle-aged parents, family oriented. Opportunity to market services to girls and teens as well.

- Respond well to referrals from other providers. Also respond well to flyers and word of mouth. Continue to place flyers in your space about new products and initiatives. Also give flyers to collaborators (doulas and midwives) and hang them up in local coffee shops and information boards.

- An information event somewhere in the community could be helpful for people interested in your work to ask questions. Hosting workshops or offering free sessions at community events could introduce acupuncture to a wider audience.
- This demographic also responds well to blog posts. Writing blog posts would also be helpful to get more people to your website.
- Facebook groups are a great place to advertise your services. Ask clients what groups they are in and encourage them to comment with their testimonials.

Social Media Ideas to target key demographics:

- Advertise statistics for herbal products, differentiate your products from generic products on Amazon. Speak to how they can be personalized, and you can help people find a perfect combination of supplements and your products. It is important to establish a reason why they should come to you (differentiation) as they can just buy herbs on amazon or the store (DIY style) and research how to use it themselves.
- Teach self-acupuncture or acupressure tips for quick fixes that the audience can try on themselves.
- Convince that acupuncture is the best solution. Posts specifically about how acupuncture helps with fertility, pregnancy, menstrual cycle, and menopause. Talk about reproductive focus while also mentioning other benefits (increased relaxation, aid in gut health, etc.).
- Increase focus on families and providing care for both moms and their daughters.
- A lot of testimonies are key to effective marketing for women's acupuncture. Videos of women on Instagram or TikTok pages talking about their experience and how acupuncture has helped them with their health. (Also great for Google Reviews)
- Social media platforms show a strong interest in acupuncture for fertility and menstrual pain relief among women. There's a noticeable trend towards seeking natural and holistic treatments over traditional medicine. This engagement on social media platforms suggests a valuable channel for reaching potential clients interested in these services.
- Create videos with tips and often include the benefits of doing things like acupressure, acupuncture, and different massages.
- Having Q&A days on Instagram stories, making reels to show the process of things or explaining tips and tricks for managing pain.
- Utilize Instagram to target younger audience (period pain, fertility) and Facebook to market to older audience (menopause).
- Market towards college students and recently graduated students (untapped market). Gaining social media more social media recognition will be important. Possibly promoting first time discount offers and promoting statistics on social media.
- Create videos to reassure future clients about their fear of needles or any doubts they have about going into the clinic. Talk about your calm character and how you will validate their concerns and meet them where they're at.

Week 2 Deliverable: Competitor and Collaborator Analysis Report

Competitors Researched: Emily Farish Acupuncture, Longevity Health Center, South Hill Acupuncture Spokane, and Godwin Acupuncture

Strengths to Emulate:

Educational Content:

- Emily Farish Acupuncture provides articles and blog posts discussing the benefits of acupuncture, contributing to client education and awareness.
- South Hill Acupuncture Spokane offers statistics and scientifically backed information, instilling confidence in the efficacy of acupuncture treatments.
- Provide more sources on the benefits of acupuncture. Godwin doesn't do a great job of this, but providing outside sources increases confidence in potential clients.
- Explain the specific processes of each treatment. Like providing alternative sources, this empowers customers, and results in them being more confident about their treatment before they walk through the door.

Transparency and Trust:

- Emily Farish Acupuncture presents clear provider information, enhancing transparency and trust with potential clients.
- Longevity Health Center utilizes positive testimonials and Google Business reviews to highlight client satisfaction and enhance credibility.

Community Engagement:

- Emily Farish Acupuncture engages in community events, fostering a strong sense of connection and trust within the local community.
- Have the customer testimonials more accessible on the treatment pages, have it on the same page for ease of use. Maybe take and cite reviews directly from Google etc. to enhance independence.

Online Visibility and SEO Optimization:

- Longevity Health Center integrates Google Business photos and reviews, enhancing online visibility and credibility.
- South Hill Acupuncture Spokane includes keywords for SEO optimization, improving online discoverability.

Client Resources and Support:

- South Hill Acupuncture Spokane offers a comprehensive "what to expect" page, easing potential clients' anxieties and uncertainties about their first visit.
- South Hill Acupuncture Spokane provides engaging blog posts, patient stories, and a FAQ page, offering informative and relatable content for potential clients.

Holistic Approach to Healthcare:

- Godwin Acupuncture integrates acupuncture with birth services, offering a comprehensive approach to healthcare that addresses both physical and emotional needs during the birthing process.

These strengths collectively demonstrate the competitive advantages of each competitor and provide valuable insights for INWA's business strategy and development. By emulating these strengths and addressing any corresponding weaknesses, INWA can position itself effectively within the market and increase clients specifically seeking Woman's healthcare.

Weaknesses to Avoid:

- Limited emphasis on provider information and content visibility.
- Outdated testimonials and limited SEO optimization.
- Lack of visibility for licenses and credentials.
- Extensive lists of conditions treated, no specific focus or specialty.

These weaknesses collectively present opportunities for INWA to excel by prioritizing provider information and credibility, maintaining up-to-date testimonials and reviews on the website and Google reviews, optimizing SEO strategies for better online visibility, and maintaining a specific specialty and focus. Addressing these areas will enable INWA to differentiate itself and provide a superior experience to its clients.

Ways to Differentiate:

- Updated Testimonials and Reviews: Ensure a consistent stream of current and positive testimonials to build trust and credibility.
- Comprehensive Information: Provide in-depth educational resources, backed by scientific evidence, to empower clients and demonstrate commitment to their well-being.
- Personalized Patient Experience: Offer personalized treatment plans tailored to everyone's needs and preferences, fostering a sense of care and attention that sets INWA apart in the industry.
- Specialization in Women's Health: By maintaining a strong focus on women's health issues and offering specialized services tailored to female clients, INWA stands out from competitors.
- Developing targeted marketing campaigns, creating educational resources specific to women's health concerns, and staying up to date with the trends in women's health, will position INWA well to attract more clients seeking these services.

Collaborators Researched: The AdjustMeant Chiropractic, Sarah McDonald Birth Services, Lilac City Midwifery, Shannon Hart

In exploring potential collaborators within the acupuncture industry, the team has identified several businesses that offer complementary services or share similar goals, providing opportunities for mutually beneficial partnerships.

1. The AdjustMeant Chiropractic:

Collaborator Potential: The AdjustMeant Chiropractic's focus on provider education and collaborative content reposting indicates a willingness to engage with other healthcare professionals. Collaborating with chiropractors can offer opportunities for knowledge exchange and cross-referrals.

Possible Collaborations:

- Joint workshops or seminars on holistic wellness for clients interested in both chiropractic care and acupuncture.
- Content sharing on social media platforms to reach broader audiences and provide diverse perspectives on holistic healthcare.
- Co-hosting community events or health fairs to promote wellness and educate the public on the benefits of integrated healthcare approaches.

2. Sarah McDonald Birth Services:

Collaborator Potential: Sarah McDonald Birth Services' focus on mental and emotional support, particularly for postpartum patients, aligns well with acupuncture's potential benefits for emotional regulation and holistic well-being. Collaborating with birth services can offer additional support to clients during these significant life transitions.

Possible Collaborations:

- Offering joint workshops or support groups for new parents, combining acupuncture sessions with counseling and education on emotional well-being.
- Providing educational materials or pamphlets to clients, highlighting the complementary benefits of acupuncture for emotional regulation during pregnancy and postpartum recovery.
- Referring clients to each other's services, creating a network of trusted healthcare providers focused on holistic maternal and infant care.

3. Lilac City Midwifery:

Collaborator Potential: Lilac City Midwifery's comprehensive approach to prenatal and postpartum care, including nutritional counseling and herbal support, presents opportunities for collaboration in supporting women's health throughout the childbirth journey.

Possible Collaborations:

- Offering joint workshops or classes on holistic approaches to pregnancy and childbirth, combining acupuncture sessions with midwifery care and herbal remedies.
- Referring clients to each other's services based on individual needs, such as acupuncture for pain relief during pregnancy or midwifery support during labor and delivery.
- Collaborating on community events or health fairs to promote holistic approaches to women's health and childbirth education.

4. Shannon Hart:

Collaborator Potential: Shannon Hart's expertise as a doula and childbirth educator provides opportunities for collaboration in supporting expectant and new parents through comprehensive care and education. Collaborating with childbirth educators can enhance the support and resources available to clients during the perinatal period.

Possible Collaborations:

- Co-teaching classes or workshops on acupuncture for pregnancy and childbirth, integrating acupuncture sessions with childbirth education on pain management techniques and labor support.
- Referring clients to each other's services, offering a comprehensive approach to perinatal care that addresses physical, emotional, and educational needs.
- Collaborating on community events or support groups for expectant and new parents, providing a network of resources and support for holistic childbirth experiences.

5. Birth & Beyond

Collaborator Potential: Similarly to the previous midwives and doulas, Birth & Beyond works closely with expecting mothers and families. Their expertise and services provide opportunities for collaboration in supporting new parents and expecting parents through care and education. Here is an especially relevant collaboration, as INW Acupuncture is working towards the same goal of supporting the future, expecting, and new mothers.

Possible Collaborations:

- Cross-referral program. Perhaps refer some clients seeking help with certain pain issues to Godwin, and Godwin could refer clients with pregnancy, period, and other specific female treatments.
- Could potentially share materials on each other's pages on the benefits of their respective approaches. Though this could take away from target customers and may be confusing for perspective clients.

By collaborating with these other businesses and individuals, INWA can reach new audiences, and foster a stronger sense of community within the healthcare industry. Collaboration with these other professionals allows for a more comprehensive approach to patient care, promoting a culture of holistic health and wellness.

Week 3 Deliverable: Retail opportunities report

Retail Opportunities Analyzed in order of Most Recommended for INWA Products

Jodi's Broom Closet:

922 W Garland Ave, Spokane, WA 99205

Contact: Jodi – 509-710-9103, jodisbroomcloset@yahoo.com

Key Insights:

- Mostly female customers who match Megan's demographic.
- Prices are largely varied based on the item.
- Some herbs on display, spiritual medicines that are more spiritual than herbal, some tea for healing (15 for 2oz).
- The shelf by the entrance with the healing teas would be a great spot to place products.

My Fresh Basket:

1030 W Summit Pkwy, Spokane, WA 99201

Contact: Katrina - asd@myfreshspokane.com

Key Insights:

- Most store visitors were in their mid-20s and early to mid-30s. There were some college/new grad aged students.
- Looks like mid-high income, people seemed to be dressed nice/trendy signaling average-high income.
- Prices on the higher end, not a bargain store, but not the most expensive place one could shop at. Prices for “basic” goods (milk, cheese, produce, meat, eggs, etc.) were very reasonable, comparable to other stores; prices began to rise slightly for “extra” goods (snack items, ice cream, health foods, bakery, etc.).
- These products were more expensive than other things in the store, but it is because they are specifically for wellness purposes.
- Caring Coconut is a brand that has skincare items but aimed at post-partum moms. They have a healing salve and a post-partum kit that includes healing salve, soothing balm, and an herbal bath mix.
- Black Bear Herbery has a small selection of products available, but they are either herbal teas or a tincture used to relieve pain. They have tinctures for: liver cleanse, clear the mind, digestive bitters, and clear/tone/dry.
- End cap images to position products:



Main Market Co-op:

44 W Main St, Spokane, WA 99201

Contact: GM@mainmarket.coop

Key Insights:

- They are up to date with health trends and already selling natural remedies. There is a big focus on healthy foods.
- They don't have any Chinese Medicinal herbs making this a great place to sell new products.
- They have section devoted to women care.

Huckleberry's Natural Market:

926 S Monroe St, Spokane, WA 99204

Contact: info@huckleberriesnaturalmarket.com

- Most people seemed to get there by car (signaled by full parking lot & car keys), possibly from areas not directly next to the store. Very similar to Sprouts.
- Primarily women alone or with others, varying ages (fits demographic). A mostly younger crowd, with some older people.
- Average-high priced items catering to a mid-high income customer base.

Super Supplements:

2513 N Ruby St, Spokane, WA 99207

Contact: (509) 326-8505

Key Insights:

- Owned by Vitamin Shop, so there is likely a longer process to get products in store.
- Women were alone, with friends, or in a couple. Men were mostly in a couple.
- Looks like mid-high income, people seemed to be dressed nice/trendy signaling average-high income.

Email Template for Reaching Out to Retail Locations:

Subject: Inquiry Regarding Selling Products at [Retail Store Name]

Dear [Manager's Name],

I hope this email finds you well. My name is Megan, and I am the owner of Inland Northwest Acupuncture (INWA). We are an acupuncture clinic located in Spokane Valley and in the early stages of developing an herbal product line designed to help patients with pain management.

I recently came across [Retail Store Name] and was impressed by your [mention something specific about the store, e.g., "unique selection" or "commitment to supporting local businesses"]. We believe that our forthcoming herbal product line would complement your offerings and resonate with your clientele.

We are interested in learning more about the process of potentially selling our products at [Retail Store Name]. Could you please provide information regarding:

- Any requirements or criteria for new vendors?
- The process for submitting product samples or catalogs for consideration?
- Any fees or agreements associated with becoming a vendor?
- Your policies regarding product placement, pricing, and inventory management?

Additionally, if there are any specific categories or types of products that [Retail Store Name] is particularly interested in at this time, we would appreciate any guidance in tailoring our submission accordingly.

We are committed to ensuring a seamless partnership and would be more than happy to provide any additional information about our product line, including samples or promotional materials, upon request.

Thank you for considering our inquiry. We look forward to the possibility of collaborating with [Retail Store Name] and contributing to your continued success.

Please let me know the best way to proceed, whether it be via email or scheduling a meeting to discuss further.

Warm regards,
Megan Matulis

Week 4 Deliverable: Product Cost Report

This product cost report includes team member research on the different components that go into the pricing of INW products, including sustainable packaging and CBD regulations.

1. Low/No Chemical Packaging

Cramp Stick:

Paper Tube Co: paper push-up tubes that are plastic free and made with biodegradable recycled materials [Link](#)

- You can also order them with customized labels, either printed on or color plastic labels.
- Prices vary depending on the amount you order, ranging from \$1.00-\$1.35.
- Prices also increase if you customize the product.

Alibaba: another option for push-tubes that are eco-friendly [Link](#)

- These are customizable and a lot cheaper.
- \$0.20-\$0.69 depending on quantity ordered.
- Not sure about toxicity or materials.

For this product, I think the paper container is enough in terms of packaging and I don't think you would need to put it in a box as well, just to save on costs. This way the customer could also see what shape the product is. U-line also has nice glass jars with metal lids priced at \$1.10.

Mother Warming Oil

Bottle Store: 2 oz bottle with dropper top, best container option [Link](#)

- \$76.80 per carton of containers, 240 bottles per carton (\$0.32 per piece).
- Can make 3.5 batches with 1 carton.

Paper Mart: best packaging option: [Link](#)

- 2x2x4 in boxes, 500 count, \$71.25 per case (\$0.14 per piece)
- Can make over 7 batches with 1 order.

General Packaging:

Impacked Packaging: entire website focuses on bio-based, recyclable, very sustainable products/packaging. [Link](#)

Alibaba: paper bags for herbs, cheaper if bought in bulk, shipping takes a long time [Link](#)

- Paper bags for herbs is perfect. Paper is thin (not too much material) and can be recycled. Good to avoid plastic. These bags are also very cheap on the site that I listed above. Consider purchasing large enough glass containers to fit enough product to last the customer a long time. Larger containers increase sustainability in that the customer won't be disposing of the glass containers as often.

2. CBD Regulatory Landscape

The farm bill in 2018 helped legalize hemp derived products, as long as they had less than 0.3%. Even though this bill has passed businesses still face difficulties obtaining capital and standard services from banks because there are still negative connotations of cannabis and products derived from it. Market growth and diversity has been exploding though ever since the legalization in 2018. In terms of market trends, the fastest growing market for CBD is in North America and the largest market is Asia-Pacific. According to Mordor Intelligence, the CBD market will increase by 10% from 2024-2029. There are no additional fees with using CBD in products and selling them domestically. Issues may arise with international regulations for orders outside of the United States.

Week 5 Deliverable: Cost Template Product Reports

Generic Template:

Product:

Materials:

Product:	Source:	Individual materials cost:	Quantity per batch:	Cost per batch:	Cost per bottle:
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Total materials cost					\$0.00
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Production:

Process:	Cost per batch:	Cost per bottle:	Notes:
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Labor

Marketing

Total process cost	0	\$0.00	
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Total Cost:

Total batch cost	0
Total cost per bottle	\$0.00

Possible price (per bottle):

at 20% profit	\$0.00
at 50% profit	\$0.00
at 75% profit	\$0.00

Individual Product Cost Templates:

Product: Mother Warming Oil

Materials:

Product:	Source:	Individual materials cost:	Quantity per batch:	Cost per batch:	Cost per bottle:
AiYe (mugwort)	Spring Wind	\$12.00	2.00	\$24.00	\$0.34
jojoba oil	amazon	\$140.00	1.00	\$140.00	\$2.00
ginger EO	SnowLotus	\$24.00	0.1667	\$4.00	\$0.06
Containers	Bottle Store	\$76.80	0.29	\$22.40	\$0.32
Packaging	Papermart	\$71.25	0.14	\$9.80	\$0.14
Total materials cost				\$200.20	\$2.86

Production:

Process:	Cost per batch:	Cost per bottle:	Notes:
Labor	\$170.00	\$2.43	Factors to the right
Marketing	\$500.00	\$7.14	Estimate
Total process cost	\$670.00	\$9.57	

Total Cost:

Total batch cost	\$870.20
Total cost per bottle	\$12.43

Possible price (per bottle):

at 20% profit	\$14.92
at 50% profit	\$18.65
at 75% profit	\$21.76

Batch size:

Oz	140
Bottles	70

Hourly wage rate:	\$85.00
Hours to make product:	2

Product: Period Cramp Stick

Materials:

Product:	Source:	Individual materials cost:	Quantity per batch:	Cost per batch:	Cost per bottle:
CBD		\$15.00	100 g	\$95.00	\$0.95
Jojoba oil		none	32 oz	\$30.00	\$0.30
Rose		?	8 oz	\$29.00	\$0.29
yi mu cao		?	8 oz	\$13.00	\$0.13
dang gui - wei		?	8 oz	\$21.00	\$0.21
Moon Cycles EO		\$9.65	2 oz	\$27.00	\$0.27
beeswax		\$17.22	8 lbs	\$72.00	\$0.72
cardboard tubes					
Total materials cost				\$287.00	\$2.87

Production:

Process:	Cost per batch:	Cost per bottle:	Notes:
Labor	\$340.00	\$4.86	Factors to the right
Marketing	\$300.00	\$4.29	Estimate
Total process cost	\$640.00	\$9.14	

Total Cost:

Total batch cost	\$927.00
Total cost per bottle	\$12.01

Possible price (per bottle):

at 20% profit	\$14.42
at 50% profit	\$18.02
at 75% profit	\$21.02

Batch size:

Oz	140
Bottles	70

Hourly wage rate:	\$85.00
Hours to make product:	4

Product: Caesarian scar
Massage Oil

Materials:

Product:	Source:	Individual materials cost:	Quantity per batch:	Cost per batch:	Cost per bottle:
Ingredient 1 cost		\$200.00	1.00	\$200.00	\$0.52
Ingredient 2 cost		\$320.00	1.00	\$320.00	\$0.83
Ingredient 3 cost		\$140.00	1.00	\$140.00	\$0.36
Ingridient cost 4		\$360.00	1.00	\$360.00	\$0.94
Packaging		\$200.00	1.00	\$200.00	\$0.52
Total materials cost				\$1,220.00	\$3.17

Production:

Process:	Cost per batch:	Cost per bottle:	Notes:
Labor	\$595.00	\$1.55	Factors to the right
Marketing	\$500.00	\$1.30	Estimate
Total process cost	\$1,095.00	\$2.84	

Total Cost:

Total batch cost	\$2,315.00
Total cost per bottle	\$6.01

Possible price (per bottle):

at 20% profit	\$7.22
at 50% profit	\$9.02
at 75% profit	\$10.52

Batch size:

Oz

Bottles 385

Hourly wage rate: \$85.00

Hours to make product: 7

Product: Post Partem
Soup

Materials:

Product:	Source:	Individual materials cost:	Quantity per batch:	Cost per batch:	Cost per bottle:
bai he		\$16.00	10		\$0.35
shan yao		\$18.00	10		\$0.40
long yan rou		\$21.00	10		\$0.46
gou qi zi		\$17.00	10		\$0.37
Ren Shen		\$115.00	5		\$1.27
lian zi		\$20.00	20		\$0.88
da zao		\$13.00	10		\$0.29
bai mu er		\$24.00	15		\$0.79
packaging		\$20			0.2
Total materials cost				\$0.00	\$5.01

Production:

Process:	Cost per batch:	Cost per bottle:	Notes:
Labor	\$255.00	\$2.55	Factors to the right
Marketing	\$500.00	\$5.00	Estimate
Total process cost	\$755.00	\$7.55	

Total Cost:

Total batch cost	\$755.00
Total cost per bottle	\$12.56

Possible price (per bottle):

at 20% profit	\$15.08
at 50% profit	\$18.84
at 75% profit	\$21.98

Batch size:

Oz
Bottles 100

Hourly wage rate: \$85.00

Hours to make product: 3

Product: Abdominal Compress

Materials:

Product:	Source:	Individual materials cost:	Quantity per batch:	Cost per batch:	Cost per bottle:
Castor Oil	EmersonEcologics	\$16.00			\$0.5
cheesecloth	amazon	\$14.00			\$0.8
xiang fu	Spring Wind	\$12.00			\$0.2
tao ren	Spring Wind	\$19.00			\$0.4
hong hua	Spring Wind	\$36.00			\$0.7
ai ye	Spring Wind	\$12.00			\$0.2

Total materials cost				\$0.00	\$3.0
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Production:

Process:	Cost per batch:	Cost per bottle:	Notes:
Labor		\$3.03	
Marketing	\$500.00		
Total process cost	500	\$3.03	

Total Cost:

Total batch cost	500
Total cost per bottle	\$6.06

Possible price (per bottle):

at 20% profit	\$7.27
at 50% profit	\$9.09
at 75% profit	\$10.61

Batch size:

Oz	140
Bottles	70

Hourly wage rate: \$85.00

Hours to make product: 6

Week 6 Deliverable: Website and Social Media Optimization Strategies

1. Keep:

- The mission statement and description of your services are at the top of the first page.
- Online booking is easily accessible on the top bar.

2. Feedback on optimizing navigation, page locations, and overall organization:

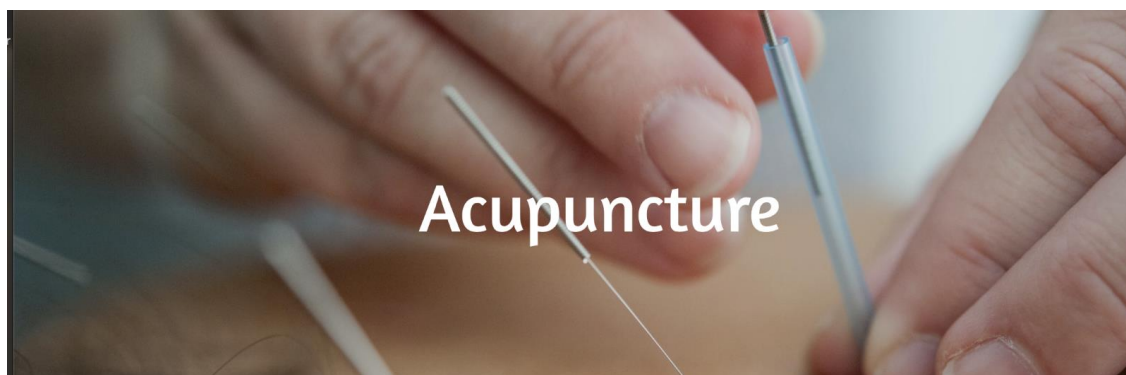
- Change the shade of the pink at the “Online Booking” tab at the top of the home page. Using the brand guide colors throughout the website would look great.

Alternative Color Suggestions:



- Add a brief intro on the front page such as “Hello, my name is Megan, and I am the founder of INWA. At INWA ...” and then at the bottom "Read more about me in the “About Me” section of my website”. The bio on the front page uses the word “my” but there is no introduction to who Megan is so readers might wonder who. People want to know the person and feel familiar before even meeting you.
- Each tab has a large header. Make this smaller (reduce by 50%) or alternatively, have a picture behind them.

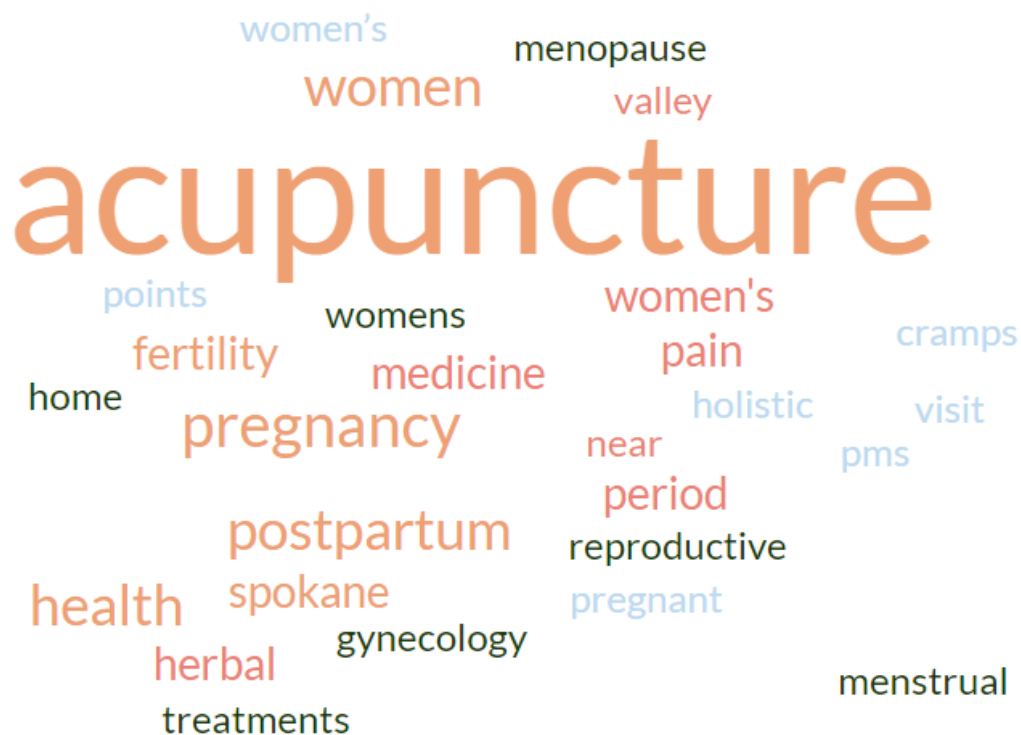
Example:



- The navigations on the side bar are great, but they could be moved to the top for ease of navigation and aesthetic purposes. This makes it easier to see lower tabs/click on them.
- Fix it so that you can see the entire company name. Right now, it cuts off mid-way.

- Put your location in Spokane Valley higher up on your web page, under the business name.
- Switch the order of your first two paragraphs on your home page.
- Place the free consultation higher up on the home page to let people know it is an option. Add an option to email for free consultation or include more steps for a client who wants to learn more but does not want to schedule an appointment.
- Add an FAQ page about acupuncture and your specific services. Talk about service offerings in the FAQ.
- Add an image or a collage to the home page. The INWA logo in the pink box takes up too much space.
- Move Instagram, email, and Facebook to the top right of the website rather than the bottom left. This helps people avoid having to scroll all the way down.
- Make “About” section clearer, format as such: About the Owner/ About Megan/ About Me.
- Move “How to Pay/ Insurance Tab” from under the “About” Section. Maybe add insurance information to the FAQ.
- Streamline in text/page links, so many that lead to the same pages it can be confusing what to click on/why there are random words underlined.

3. SEO Keyword Suggestions



- Acupuncture Spokane
- Acupuncture near me
- Acupuncture for women
- Acupuncture for gynecology
- Acupuncture for women's reproductive health
- Herbal medicine for women
- Fertility
- Pregnancy
- Postpartum
- Menstrual
- Menopause
- Women's Health
- Acupuncture that takes (insert insurance)
- Postpartum acupuncture home visit
- Acupuncture PMS
- Women's health holistic

Ideas to Engage the LGBTQIA+ Community:

- Make a section on website that is dedicated to LGBTQIA+ community, the information about it is buried, so individuals may see the advertising towards "women's health" and feel discouraged.
- Express that you can offer fertility treatment to transgender women. There are not a lot of spaces for trans women in the area and this could be another way for you to stand out.
- Also, on the website there is a section that has Male/Female fertility and then below is has a section where you can read about acupuncture for LGBTQ+ members. Make this its own section right beneath male fertility.
- Once you advertise inclusivity, ensure all paperwork and marketing material is checked for inclusive language (Ie. gender options: Male, Female, Nonbinary, prefer not to say).
- Add photos of queer people throughout the website to foster inclusivity.
- Have a booth to advertise services at events like Spokane Pride.
- Collaborate with Queer Student Union group at Gonzaga.

Week 7 Deliverable: Recommendations for improving Google Business Reviews

Overall Enhancement:

- Have accurate, up to date information on google business profile, keep as detailed as possible to reach clients with specific needs. Set aside time every few months to review your postings, google business profile, and website. This ensures what you are doing in the clinic reflects your online presents.
- Further utilize the Q&A and about section. Sometimes it is easier for a potential customer to only look at the Google business profile, so having a comprehensive FAQ can be helpful. Questions like, what services do you provide? Which products do you offer? Which insurances do you accept? Include brief mission statement, expand on service offerings, and share a little history.
- Add pictures to profile. People like to see the inside of the space which they are going to for a health service so it would help to have inviting images of where the service takes place. Add a picture of you or the inside as well, just to make it more welcoming. Do not use stock images, we have discussed a sort of “content day” that makes the business feel more real. Encourage clients to update their own photos with their reviews too.
- List all your products and services you provide, “fertility” “menstrual pain” etc. Include areas served for example when you release your products include all locations your product is sold. Use SEO words in your descriptions to increase the likelihood of INWA coming up with common search terms.
- Add popular times, provide a graph to show what days and times your most busy.
- Update contact to link to Megan website, not the site it links to currently. This might encourage future clients to schedule an appointment because of seeing what her site offers.

More Reviews:

- Create email follow-up program specifically for satisfied customers. Express gratitude in the email and provide the link to the review form. This will prompt the clients to review your business after you have worked with them.
- Add some incentives for clients to leave reviews on your google business. For example, add a 15-20% discount on your new product for your customers.
- Respond to customer reviews promptly to show that you care about your business and what people are saying about it.
- Make it easy to leave a review. Have links on the website, email communications, and business cards. Like the earlier point, follow up with a reminder or request to leave a review. People are more likely to leave a review when personally asked or requested. It is still important to not seem pushy though.
- Have a QR code to the rate her business page near the front desk or on the door so people will see it when scheduling their next appointment on the way out.

Week 8 Deliverable: Social Media Strategies

Overall Social Media Strategies:

- **Maximize Engagement:** Utilize all of Instagram's features like invites, countdowns, music (selectively), stories (for reposts), and collaborations to boost engagement.
- **Community Building:** Foster a community around your business with recurring themes like #InfoMonday or #AskMeFriday to create consistent user interest.
- **Targeted Content & Highlights:** Create an FAQ highlight on stories (start with a post and add slides). Consider info series like "Acupuncture for Fertility" (linked to LGBTQ+ inclusivity) and a Pride Month series on inclusivity and resources.
- **Thumbnails:** Consider creating custom thumbnails for reels with your graphic designer to enhance professionalism.
- **Following from Hashtags:** Follow other people who have used your similar hashtags in the area. This is a strategic way to target users who will be interested in your business.

Instagram Post Ideas:

- LGBTQ+ Fertility Options
- Postpartum Soup Recipe
- Acupuncture for Beginners
- Fertility & Acupuncture Series
- Early Period Pain Relief
- Period Cramp Stick
- Inclusive Treatment
- Pregnancy & Acupuncture

Posting Schedule: Based on data analysis, focus on posting Mondays midday and Fridays mornings for maximum reach and engagement.

Asana Organization:

- **Priority Tags:** Implement priority tags to identify urgent tasks during busy times.
- **Status Tags:** Utilize status tags like "In Process," "Completed," or "On Hold" for project tracking.
- **Target Audience Tags:** Add target audience tags to identify demographics you are focusing on.

Hashtag Analysis:

- Analyze engagement with current hashtags.
- Investigate if users discover posts through existing hashtags.
- Focus on hashtags like #acupuncturespokane based on top performing posts.

Team Member Templates:



INW Acupuncture

add logo
here

Period Cramp Stick



Ease your period cramps by purchasing this new product
available in the clinic!

Add detail about pricing

More details about the product

INW ACUPUNCTURE

Acupuncture Benefits Throughout Pregnancy

HOW TREATMENT CAN HELP IN EACH TRIMESTER

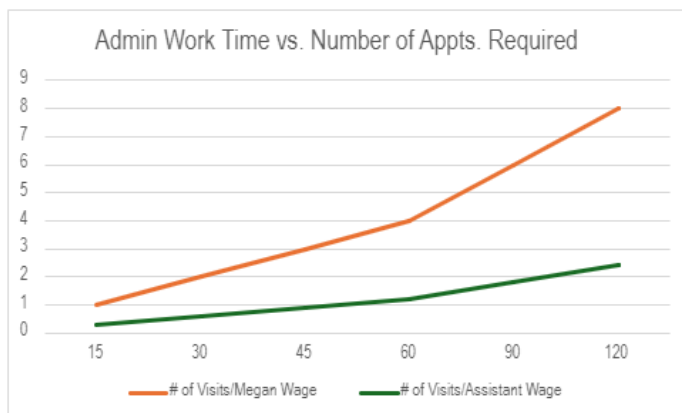
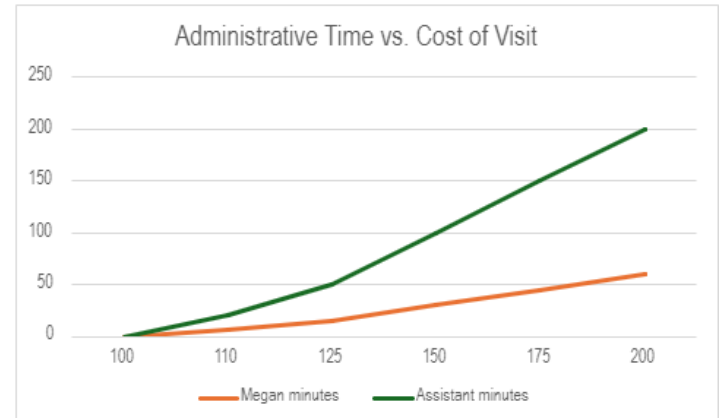
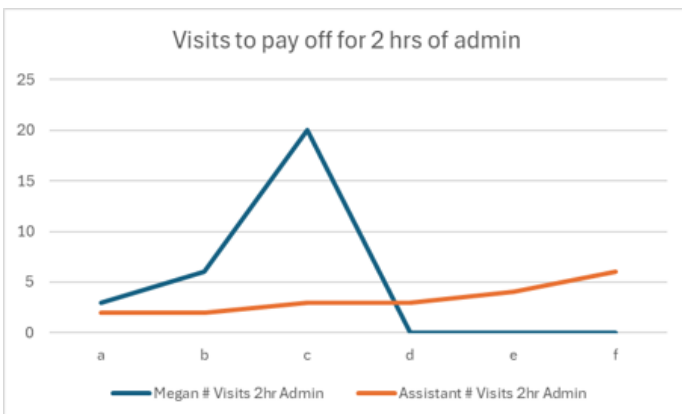
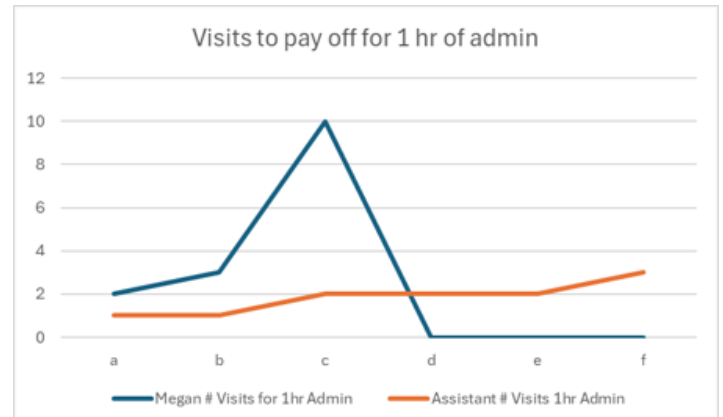
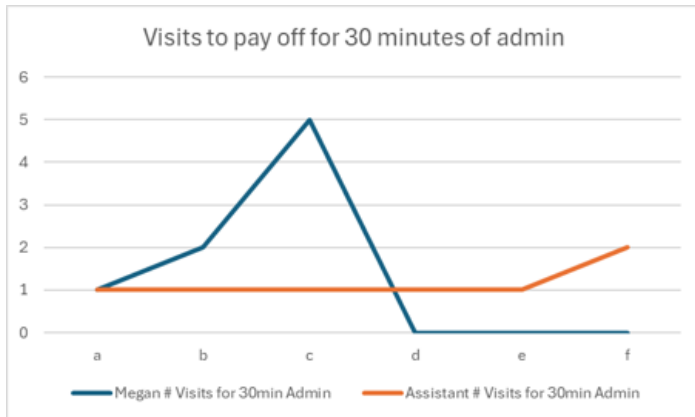


Week 9 Deliverable:

Please see this link for the Excel Spreadsheet three team member formulas for calculating administrative burden and determining how to proceed with the insurance claims:

[Week 9 Deliverable](#)

Tool #1: Charts for Easy Visualization of Administrative Labor and Visits Needed to Pay it Off.



Tool #2 and Tool #3 on the spreadsheet offer more formulas to determine if it is worth attempting to fix issues around the insurance to continue working with a client.