

Marketing Communications Plan for Create Wellness Inc.

Group C5: Cleon Cardozo, Zan Feng, Daegyu Lee, Evan Mowder, Kiley Zheng

ICCIT, University of Toronto Mississauga

CCT302H5: Developing and Managing Communication Campaigns

Prof. Peter Smit

December 4, 2024

Campaign Overview

In recent years, there has been a spike in supplements and the health and wellness market. As social media has taken society by storm, brands are looking for new ways to connect with their target consumer and build relationships with a younger audience. This is where Create Wellness was born. Founded in 2022 by CEO Dan McCormick, Create is an innovative supplement company that specializes in health and wellness supplements in the form of gummies. Since the company was founded, they have generated more than \$15 million in net revenue (Yahoo Finance, 2024). Our team created the *Better Health, Better Performance* campaign to elevate Create's brand by growing its brand awareness, expanding its consumer base, and fostering a strong community. We have outlined the target consumer segments with specific messaging and selected optimal channels to maximize campaign success. Through our implementation strategy timeline, Create will be able to use metrics to learn and build off what made the campaign successful, which will be highlighted through our targeted impact.

Target Segments

Fitness Enthusiasts & Athletes

Fitness enthusiasts and athletes represent the creatine supplement market's largest and most significant segment. This group encompasses individuals aged from late teens to 65+, with Millennials and Gen Z comprising the largest sub-groups. These demographics heavily engage in fitness activities, including strength training, high-intensity workouts, and sports, which drive their demand for creatine supplementation.

Market Size

- Canada: As of 2023, approximately 11% of Canadians (around 4 million people) reported having a gym membership (Blair, 2024).

- United States: In 2020, 20% of Americans (over 60 million people) were gym members, indicating a significant market for fitness-related products such as creatine supplements (Aneta, 2024).

Creatine Usage Patterns

- Daily Use: 45% of fitness enthusiasts who consume creatine report daily usage (Benton et al., 2021).
- Weekly Use: An additional 38% consume creatine 2–6 times per week (Benton et al., 2021).
- Dosage: The typical daily dosage is 5g. The average consumption of strength trainers and high-intensity athletes increases to 6.4 ± 4.5 g per day (Benton et al., 2021).

Athlete Segment

Athletes form a critical sub-segment of the creatine market due to their performance-oriented training routines. Key statistics include:

- General Athletes: Approximately 40% of professional and collegiate athletes report using creatine (Stats Market Research, 2024).
- Young Athletes: Usage rates rise to 34% among young athletes, with up to 44% reporting usage at some point during their high school sports careers (MaxHealth Living, 2024).
- NCAA Division I Athletes: Approximately 28% of NCAA Division I athletes use creatine as part of their performance enhancement regimen (MaxHealth Living, 2024).

Male Segment Segment

The male demographic constitutes a significant and dominant segment within the creatine supplement market. Men are generally more active in sports and demonstrate a higher demand for dietary supplements, including creatine. This segment's influence makes it a critical target for marketing efforts. Developing and implementing targeted strategies that

appeal to this demographic is projected to significantly enhance Creatine Wellness Inc.'s profitability and market share.

- *Market Share*: Men account for approximately 70% of the total creatine user base, underscoring their dominant role in the market (Stats Market Research, 2024).
- *Usage Statistics*: Among adolescents, the proportion of creatine consumers is notably higher among males. Approximately 8.8% of male adolescents use creatine, a rate nearly 8 times higher than the 1.8% reported among female adolescents (MaxHealth Living, 2024).

Health Conscious Segment

Creatine supplements have the potential to appeal not only to fitness-focused individuals but also to health-conscious consumers concerned with overall well-being. According to research by Smith et al., creatine significantly enhances cognitive functions, potentially playing a critical role in preventing or delaying the onset of neurodegenerative diseases associated with aging (Smith et al., 2014). Furthermore, creatine's antioxidant properties, ability to combat mental fatigue, neuroprotective effects against toxicity, and potential to alleviate symptoms of neurological disorders such as depression and bipolar disorder make it a compelling option for this demographic.

The primary age group within the health concern segment is individuals aged 60 and above. This demographic is known for its heightened awareness of health issues and an active interest in purchasing a wide range of nutritional supplements and health products.

- *Population*: over 600 neurological disorders affect approximately 50 million Americans annually (Brown et al., 2005).
- *Prospect*: As the population continues to age, the prevalence of neurodegenerative diseases is projected to rise significantly, further underscoring the demand for products that address these concerns.

Creatine's potential to support cognitive health and overall well-being makes it an attractive solution for this growing, health-focused segment.

Segment Messaging and Positioning

Through this marketing campaign, we are looking to build a welcoming and community-based message. From analyzing the target market and market competition to Create, we want to use their products to provide a fun and light-hearted mindset when consumers think of the brand. In addition, we want the message to be something that is memorable for consumers. One that is catchy and relatable to the product offering. We want to make sure we highlight key brand values such as wellness promotion, vegan formulas, and convenience. Additionally, we want the message and identity of the brand to be something they can be attracted to and relate to. According to a research article from GrandViewResearch, the adult segment ages 18-64 dominated the market share in 2023 (GrandViewResearch, 2023). They additionally highlight this largely due to individuals in this age bracket being more health-conscious and being active in sports activities (GrandViewResearch, 2023).

The first target segment is fitness enthusiasts and athletes, with our messaging focused on promoting the benefits of the creatine gummy. The goal is to market their gummies as a clean and safe product, designed to enhance athletic and physical performance. The majority of athletes and fitness enthusiasts, especially those in the younger demographic, are frequent social media users. For this reason, we will focus on emphasizing marketing efforts across these channels. This will be achieved through direct consumer interaction on Create's platforms by connecting with a larger audience through collaborations with content creators, influencers, and professional athletes. We want Create to be positioned in the market where the quality of the product matches the price consumers are paying. Create is not the cheapest

option in the market, but we will focus on emphasizing their health-conscious approach and drive for the highest quality product.

The second segment we will look at is specifically the Gen Z male demographic. With men being the larger consumer segment of creatine purchasers, we want to build a strong identity for Create amongst the male audience, whether that be consistent gym goers, bodybuilders, athletes, and everyone in between. Using Create's platform, the targeted message of our marketing efforts is that no matter the age or activity, Create's product offerings will benefit you as the consumer. We want to be positioned amongst the top creatine and supplement suppliers, as well as the top health and wellness consumables suppliers. Through marketing efforts across different channels, we aim to reach a broad consumer base and foster a sense of community in our targeted audience. This will range from forms of social media advertising, Google ads, retail distribution, and experiential marketing.

The third target segment is health-conscious individuals. The main message of this segment will be promoting the many benefits which the gummies offer. From mental well-being to physical health, the campaign will focus on making consumers feel confident in the product. Additionally, we will be promoting the quality which Create focuses on within their gummies, highlighting that the gummies are vegan, NSF-certified, and non-GMO. Due to the consumers of this segment being relatively older in age, we will make sure the marketing efforts are positioned towards this age group. Strategies include the use of more traditional marketing channels and selling the product as a healthy addition or alternative to regular daily vitamins, such as email marketing and ease of access in retail distribution. We aim to ensure that even consumers who may not be avid social media users are still well-informed about Create.

Marketing Channels

Digital Marketing

In order to help grow Create's brand awareness and footprint, our digital marketing strategies focus on utilizing digital media platforms and e-commerce to help reach our target audience and drive sales. For social media, our plan focuses on using Instagram and TikTok as our main platforms to create posts, videos, and engaging content that will help grow our brand visibility. Instagram allows content to be shared in multiple ways through photos, stories, and reels, this gives us many ways to showcase our products and services. Compared to other social media platforms, Instagram has one of the highest conversion rates – images on Instagram receive an average of 23% more engagement than when shared on Facebook (DeFazio, 2024). Additionally, Instagram's biggest user group ranges from ages 18-34, making up 60% of the user's platform (Zote, 2024). As a brand targeting young adults, this greatly benefits us. This is why we feel that Instagram is a great platform for growing our brand image and reaching our audience.

Instagram Advertising (Total Cost: \$50,000) [Source](#)

Cost Per Click (CPC) - \$0.40-\$0.70

CPC is based on a variety of different factors, such as industry, target audience, and bidding. As a relatively new brand in the fitness/nutrition industry, we estimate our CPC to be around \$0.70.

Cost Per Engagement (CPE) - \$0.01-\$0.05

CPE is a model where advertisers only pay when a user engages with their posts in a specific way (e.g. likes, comments, shares). It allows businesses to see how users are engaging with their content. CPE is a great tool for building a community or creating hype for a product. We project our CPE to be around \$0.05.

Cost Per Thousand Impressions (CPM) - \$2.50-\$3.50

Similar to CPC, CPM is based on different factors like bidding, audience, and seasonality. As a new brand in the industry, we will mostly likely be paying on the higher side at \$3.25-\$3.50 per one-thousand views.

TikTok is another key social media platform we plan to leverage to help increase our brand visibility and engagement. TikTok has the 2nd highest Gen-Z user group among all the other major platforms (West, 2024). Although TikTok only has one form of sharing content through short videos, it offers a unique opportunity to create highly engaging and viral content that resonates with our target audience. Additionally, individuals aged 20-29 make up 56% of TikTok's user base, aligning perfectly with our target audience (West, 2024). The same article stated that TikTok has the highest engagement rating at 2.56% by follower count, further highlighting the benefits the platform has to offer. By showcasing fun, educational, and fitness-focused videos, we can highlight the benefits of Creatwellness' creatine gummies in an authentic and engaging way. Lastly, 71.2% of TikTok shoppers make a purchase after seeing a product on their feed, highlighting the platform's strong potential to drive high conversion rates for our brand (West, 2024).

Referencing Appendix A, Image 1 showcases how influencers charge relative to their size of followers. We plan to collaborate with a mix of small and large influencers to maximize our reach and credibility. A budget of \$50,000 will be allocated specifically to smaller creators, who will receive sample-sized versions of our products for review. Our strategy focuses on collaborating with mid and macro-influencers, whose engagement rates are between 20-28%. Additionally, we plan on collaborating with mega-influencers and athletes to help promote Create's products. Mega-influencers will be compensated to endorse our products through commercials, brand partnerships, and exclusive deals. Our goal with the smaller creators is to help increase conversion rates. If consumers see their favourite influencer endorsing Create's products, there's a high chance that it might lead to a

conversion. With larger influencers, our goal is to help grow brand visibility and presence. By leveraging trusted and reputable individuals in the fitness and wellness industry, we aim to build brand awareness, offer genuine advice, and establish Create as a reliable name in sports nutrition.

TikTok Advertising (Total Cost: \$50,000) [Source](#)

Cost Per Click (CPC) - TikTok's CPC starts at \$0.25-\$4 per 1000 views. As mentioned, CPC is based on different factors the platform sets, such as audience, bidding, and industry. As a new brand, we are projecting our CPC to start at \$3-\$4.

Click Through Rate (CTR) - CTR measures the percentage of users who click an ad after viewing it (Vasylchuk, 2024). TikTok's CTR benchmark is around 0.84%. Due to Creatwellness offering products that are still relatively new in the market, we are projecting our CTR to be around 1-1.15%.

Cost Per Thousand Impressions (CPM) - CPM measures the average cost you pay for displaying your ad to 1000 users (Vasylchuk, 2024). On average, TikTok's CPM is around \$9.16. We are projecting our CPM to be around \$8-\$9.

Email Marketing

Not only is email marketing a cost-effective digital marketing strategy, but it also enables direct communication and personalized messaging for customers. As a growing company, Create can leverage the advantages of email marketing to strengthen its customer relationships and drive engagement. Unlike social media platforms, email marketing allows businesses to connect with their audience one-on-one, bypassing the noise and competition for attention. Additionally, it provides the ability to create highly personalized campaigns tailored to specific audience segments and ensures content relevance. When combined with data-driven insights, email marketing becomes a robust tool for building and developing lasting customer relationships. Additionally, research shows that 50% of consumers make

purchases from marketing emails annually, while 60% prefer to receive marketing communications through email over other channels (Miranda, 2024). This highlights email marketing's effectiveness not only in driving sales but also in aligning with consumer preferences. We propose that Creatwellness use email marketing to send newsletters and 15% discount codes for individuals who sign up. This can help increase conversion rates and help develop consumer relationships. According to WebFX, email marketing typically costs between \$51 and \$1,000 per month (WebFX, 2024). We plan to grow our email marketing strategy over time to build strong, lasting relationships with our customers. Based on our goals, we estimate spending around \$1,250 per month, which is slightly higher than average.

Google Ads

Google Ads is another effective marketing tool that can be used to reach our target audience and increase visibility. As a growing business, it's important for our brand to be the #1 search result for anything creatine-related. We propose that Create primarily uses search, display, and shopping ads. According to a research article, the top search results on Google get 27.6% of all clicks (Dean, 2024). Some of the benefits of being the number 1 result include higher brand visibility, credibility, and conversion rates. This is why we are proposing a \$200,000 expenditure towards Google ads and stronger SEO. When Create's ads appear as the top search result, it helps ensure that our product is seen by more potential consumers, which also drives traffic to our website and helps increase conversion rates. Pricing for Google Ads varies depending on the sector you're in. According to research, the average CPC for the health and wellness industry is \$4.8 (McCormick, 2024). By dividing our budget of 200,000 by the average CPC of 4.80, we estimate our total clicks to be around 41,666 clicks. Additionally, we will also use part of this budget to strategically bid on certain keywords like "NSF certified Creatine" and "Vegan Creatine," this ensures we remain the number one search result and helps drive our conversion rates up.

Retail Distribution

Retail distribution through Target is a strategic way to market and sell products while enhancing brand visibility and accessibility. Target is a well-established retailer in the U.S., operating nearly 2,000 stores nationwide, serving millions of customers weekly (Target, n.d.). Its reputation for catering to a broad and diverse consumer base makes it an ideal platform to reach those at convenience and value trust established brands. Instead of solely relying on online sales, an in-store presence allows customers to physically see and evaluate products, which can increase purchase confidence and drive sales. Studies show that 82% of purchasing decisions are made in-store, highlighting the importance of having a physical retail presence (Katz, 2024). To sell at Target, brands must meet specific requirements and go through a vendor application process (Jacob, 2024). Once approved, Target buys the products directly from the brand and handles the retail distribution in their stores, ensuring visibility and access to a vast customer base (Jacob, 2024). We plan on allocating \$100,000 for retail distribution at Target for premium shelf placement, banner ads, logistics and distribution, and extra production of products. In the future, Create can also consider expanding to sell on more retail platforms specializing in health and wellness products such as GNC and Popeyes, or other big retail giants like Walmart and Costco.

Experiential Marketing

Pop-up shops offer a unique opportunity to market the company's products, designed to directly engage with potential consumers and increase brand awareness. According to a survey, over half of U.S. consumers shopped at pop-ups to find unique products and experiences, and to support local businesses (Tighe, 2024). Additionally, pop-ups are effective in driving immediate sales as they create a sense of urgency and exclusivity amongst visitors, especially since Create currently does not sell its products in physical stores (Indeed, 2024). It

also allows brands to connect with customers on a more personal level, leaving positive impressions that can promote organic word-of-mouth referrals (Indeed, 2024).

These pop-ups will be strategically located in high-traffic venues that are relevant to health and fitness, such as gyms, wellness events, fitness expos, university campuses, and popular shopping malls. We plan to organize five pop-up shops in total, focusing on premium locations such as Toronto Eaton Centre and other smaller but high-traffic spaces in New York City. For Toronto Eaton Centre's kiosk rental pricing, we estimate it to cost \$50,000 for two weeks (Cadillac Fairview, 2024). We plan to organize two pop-ups at high-end gyms such as Equinox as our products align well with their clientele—individuals who are willing to invest in premium health and fitness products. By doing so, we can ensure we reach a demographic that values quality and is more likely to appreciate and purchase our products. We estimate a rental space at a high-end gym to cost \$20,000 for two weeks per location (Peerspace, n.d.). For our fourth pop-up, we plan to host one in collaboration with New York University to target Gen Z and younger demographics who are ideal consumers of creatine products. Lastly, we plan to host a pop-up in a health and wellness event in New York, estimated to cost around \$10,000.

Each pop-up will feature a main theme of “*Wellness Wonderland*”, making the pop-up more immersive and engaging for visitors. This creates a more memorable experience that not only highlights our products but also encourages a positive mindset and lifestyle revolving around health and fitness. Visitors will have the opportunity to exchange their contact information via email or phone number and social media follow for samples and learn about the benefits of creatine/health gummy bears. There will also be an Instagram photo spot where visitors can post about their experience and tag our social media account to receive a 10% discount on their next order. This strategy is beneficial as we can leverage user-generated content to grow our brand's visibility and reach on social media, and potentially drive sales.

After the pop-up ends, we will follow up with attendees and offer them a 5% discount on their next purchase to encourage further engagement and drive online sales.

Overview of the Budget Allocation

[Spreadsheet of Budget Allocation](#), also seen in Appendix B.

Our budget allocation for each section is justified by the associated fees and investments required to effectively execute each strategy. Our strategy is split into 3 sectors. digital marketing, experiential marketing, and retail distribution. The main portion of our budget is spent on digital marketing with \$600,000 allocated towards this. Create is still a new company in the health and wellness industry. In order to increase success in the retail space down the line, it's important that we establish a strong digital presence as the first step. Experiential marketing is another step meant to help the transition into the retail space with roughly \$300,000 allocated towards it. Not only are pop-ups a great way of connecting with customers, but they also help simulate what retail spaces might look like without any long-term commitment. Lastly, our retail distribution is estimated to cost around \$100,000. Our goal is to be a well-established brand in the retail segment. We specifically plan to sell at retail locations like Target and Walmart.

Measurements & Tools of Success

Building on the channels selected in the previous sections, we will evaluate the success of the *Better Health, Better Performance* campaign using tailored metrics and tools. These measurements will allow us to track the progress of the campaign's goals, including increased revenue, enhanced toward the campaign's goals, including increased revenue, enhanced brand awareness, and expanded customer engagement.

Social Media

- *KPIs*: Engagement rates, follower growth, video views, and click-through rates (CTR).

- *Tools:* TikTok Analytics and Instagram Insights will track performance metrics, including audience interactions and post reach.
- *Execution:* Metrics will be reviewed weekly to identify trends and adjust content or targeting as needed. For example, if CTR is below 5%, ad creatives will be refined to improve resonance with the audience.

Google Ads

- *KPIs:* Impressions, clicks, conversion rates, and cost per click (CPC).
- *Tools:* Google Ads Dashboard will monitor campaign metrics, while website analytics will assess post-click behaviours like session duration.
- *Execution:* Data will be reviewed bi-weekly to optimize keyword targeting and reallocate the budget to high-performing ads.

Retail Distribution (Target)

- *KPIs:* Sales volume, shelf placement performance, and customer feedback (e.g., in-store reviews and average ratings).
- *Tools:* Target's store-level analytics will provide data on sales, inventory levels, and customer purchase trends.
- *Execution:* Tracking customer feedback and sales trends will identify potential product improvements and optimize marketing strategies to enhance customer satisfaction and drive higher in-store engagement.

Pop-up Shops

- *KPIs:* Foot traffic, on-site sales, and social media engagement during the events (e.g., hashtags like #CreatePopUp).
- *Tools:* QR code analytics and event feedback forms will collect consumer data.
- *Execution:* Real-time feedback during events will inform immediate adjustments, while post-event analysis will guide future strategies.

Overall Campaign Success

- *KPIs*: Revenue growth, social media engagement, website traffic, and email engagement rates.
- *Tools*: Customer relationship management (CRM) system and Google Analytics will provide insights into campaign performance.
- *Execution*: A final review at the end of the campaign will assess its success in achieving key goals, including increased brand visibility and customer loyalty.

These metrics and tools will ensure that our campaign remains impactful and adaptable, providing actionable insights for future initiatives.

Targeted Impact

The overall goal of our campaign is to increase sales and brand awareness for Create. We aim to grow the brand identity into a more household name in the supplement market. Through the success of our marketing efforts across the different channels, we are targeting a 30-40% increase in sales through the 2025 fiscal year. Through diligent and carefully executed messaging and advertising placement, we can build traction with consumers in the fitness and athletic performance market and solidify brand loyalty. With the importance of a social media presence in today's society, we are looking to grow the Create network across TikTok and Instagram. By the 2025 fiscal year-end, we are looking to increase Instagram followers to over thirty-five thousand, ideally hitting the 40 thousand mark. On TikTok, we are targeting to hit one hundred thousand followers. Lastly, we are aiming to produce a click-through rate of around 5% through Google and email advertising. Reaching these targets will allow us to see the utmost impact and success of our campaign. It will highlight the Create brand has begun to reach a wider audience and gain more consumer awareness, which in turn we are looking to translate into loyal customers. This circles back to the identity and sense of community we are hoping to build through the *Better Health, Better Performance* campaign.

References

- Aneta. (2024b, November 11). *Essential Gym Membership Statistics 2024: Insights & Trends*. WodGuru. <https://wod.guru/blog/gym-membership-statistics/>
- Benton, M. J., Spicher, J. M., & McCormick, S. (2021). Community-Based Survey Exploring Use of the Dietary Supplement Creatine by Adult Non-Athletes. *Nutrients*, 13(8), 2529. <https://doi.org/10.3390/nu13082529>
- Blair, N. (2024, October 16). *Fitness Industry Statistics in Canada*. Made in CA. <https://madeinca.ca/fitness-industry-canada-statistics/>
- Borys Vasylchuk. (2024, July 17). *Top 10 TikTok Ads Metrics For PPC Specialists in 2025* | Coupler.io Blog. Coupler.io Blog. <https://blog.coupler.io/tiktok-ads-metrics/>
- Brown, R. C., Lockwood, A. H., & Sonawane, B. R. (2005). Neurodegenerative diseases: an overview of environmental risk factors. *Environmental health perspectives*, 113(9), 1250–1256. <https://doi.org/10.1289/ehp.7567>
- Cadillac Fairview. (n.d.). *CF specialty leasing activation*. <https://www.cadillacfairview.com/retail/specialty-leasing-form/>
- Dean, B. (2023, May 28). *We analyzed 5 million Google search results. Here's what we learned about organic CTR*. Backlinko. <https://backlinko.com/google-ctr-stats>
- DeFazio, A. (2024, September 20). *How Much Do Instagram Ads Cost in 2024? (+How to Save)* | WordStream. WordStream. <https://www.wordstream.com/blog/ws/2021/02/08/instagram-ads-cost>
- Indeed.com. (2024, August 15). *What is pop-up marketing and how do you use it?* <https://www.indeed.com/career-advice/career-development/pop-up-marketing>
- Katz, E. Y. (2024, August 13). *Council post: In-store branding and the psychology of Shopping*. Forbes.

<https://www.forbes.com/councils/forbesbusinesscouncil/2024/03/04/in-store-branding-and-the-psychology-of-shopping/>

Max Health Living. (2024, February 3). *39+ creatine statistics (insights on use, death rate & effects)*. Max Health Living – Fitness, Weight Loss & Nutrition Insights.

<https://maxhealthliving.com/creatine-statistics/>

McCormick, K. (2024, February 26). *How Much Does Google Ads Cost in 2024?* |

WordStream. WordStream.

<https://www.wordstream.com/blog/ws/2015/05/21/how-much-does-adwords-cost#:~:text=Home%20&%20Home%20Improvement,paid%20search%20advertising%20benchmarks%20here.>

Miranda, B. (2024, October 11). *12 Essential Email Marketing Statistics in 2024*.

Cyberimpact.

<https://www.cyberimpact.com/en/essential-email-marketing-statistics/#:~:text=7.5%,50%25%20of%20people%20buy%20from%20marketing,at%20least%20once%20per%20month.&text=This%20statistic%20shows%20the%20potential,businesses%20should%20focus%20on%20personalization.>

Peerspace. (n.d.). *Peerspace*. <https://www.peerspace.com/>

Smith, R. N., Agharkar, A. S., & Gonzales, E. B. (2014). A review of creatine supplementation in age-related diseases: more than a supplement for athletes.

F1000Research, 3, 222. <https://doi.org/10.12688/f1000research.5218.1>

Sports Nutrition Market Size, Share & Trends Report, 2030. (2023). Grandviewresearch.com.

<https://www.grandviewresearch.com/industry-analysis/sports-nutrition-market>

Stats Market Research. (2024). *Creatine Market, Global Outlook and Forecast 2024-2030*.

<https://www.statsmarketresearch.com/global-creatine-forecast-2024-2030-234-796396>

7

Statsmarketresearch. (2024, June 24). *Global creatine market analysis: Trends,*

Growth Drivers, and future outlook for 2024-2030. LinkedIn.

<https://www.linkedin.com/pulse/global-creatine-market-analysis-trends-growth>

-drivers-xvmvc/

Target. (n.d.). About target corporation. Target. Expect More. Pay Less.

<https://corporate.target.com/about>

Tighe, D. (2024, February 22). *Consumers' reasons for shopping at pop-up shops U.S. 2019*.

Statista.

<https://www.statista.com/statistics/1037400/consumer-s-reasons-for-shopping-at-pop-up-shops-us/>

p-shops-us/

WebFX. (2024). *How much does email marketing cost in 2024? | Email marketing pricing*.

WebFX. <https://www.webfx.com/email-marketing/pricing/>

West, C. (2024, February 20). *27 TikTok statistics marketers need to know in 2024*. Sprout

Social. <https://sproutsocial.com/insights/tiktok-stats/#business>

Unilever invests in US supplements business Create Wellness. (2024, September 10).

Yahoo Finance.

https://finance.yahoo.com/news/unilever-invests-us-supplements-business-165801740.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAALawhzXW-PQWuAdnUNsKiIDMoaDpVZSh2U8D7Z1ARZ9DkV6Kal8t6bjLtAfmkF4pBmyAEMdKJ7BE316_rB0WWfBCMP6dqzOw5i9I5Di6Nr6w_iQSTkKwEMRI84VzZgLFwuJarESgCgTaBF0LTLXpAtmRd4Ueth9dbIq3se_cw9g

html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAALawhzXW-PQWuAdnUNsKiIDMoaDpVZSh2U8D7Z1ARZ9D

kV6Kal8t6bjLtAfmkF4pBmyAEMdKJ7BE316_rB0WWfBCMP6dqzOw5i9I5Di6Nr

6w_iQSTkKwEMRI84VzZgLFwuJarESgCgTaBF0LTLXpAtmRd4Ueth9dbIq3se_cw9

g

g

Yohan, J. (2024, April 13). *How To Sell Your Product To Target*. Retailbound.

<https://retailbound.com/how-to-sell-your-product-to-target/>

Zote, J. (2024, February 22). *Instagram statistics you need to know for 2024 [Updated]*.

Sprout Social. <https://sproutsocial.com/insights/instagram-stats/>

Appendix A

Social Media Influencer Rates and Engagement Insights

Image 1

26. TikTok macro-influencers charge between \$150 and \$3,500 per post

Macro-influencers have between 500,000 and 1 million followers.
Their average rate per brand post **falls between \$150 and \$3,500**.

In general, influencer rates on TikTok are as follows:

- Nano-influencers (1k-10k followers): \$20-150
- **Micro-influencers** (10k-50k followers): \$30-400
- Mid-influencers (50k-500k followers): \$80-1,650
- Macro-influencers (500k-1m followers): \$150-3,500
- Mega-influencers (1m+ followers): \$1,200+

Image 2

27. Smaller influencers have higher engagement rates than larger influencers

Engagement rates of TikTok influencers are as follows:

- 5k-10k followers: 76.23%
- 10k-50k followers: 37.77%
- 50k-100k followers: 27.87%
- 100k-250k followers: 20.43%
- 250k-1m followers: 16.59%
- 1m+ followers: 12.69%

Appendix B

Budget Allocation & Timeline

Figure 1 - Spreadsheet of Budget Allocation


| Create Wellness Marketing Budget | | |
|-------------------------------------|--|-----------------------|
| Column 1 |  Budget Per Section | Detailed Costs |
| Category | | |
| Digital Marketing | \$600,000.00 | |
| Social Media | | \$100,000.00 |
| Email Marketing | | \$15,000.00 |
| Influencer Marketing | | \$285,000.00 |
| Google Ads | | \$200,000.00 |
| Experiential Marketing | \$300,000.00 | |
| Retail Space for Pop-Ups | | \$100,000.00 |
| Poster/Banners | | \$5,000.00 |
| Sample Production | | \$30,000.00 |
| Decoration & Supplies | | \$50,000.00 |
| Additional Employees | | \$115,000.00 |
| Retail Distribution - Target | \$100,000.00 | |
| Additional Production | | \$50,000.00 |
| Poster/Banners | | \$5,000.00 |
| Premium Shelf Placement | | \$20,000.00 |
| Logistics, Distribution, Storage | | \$25,000.00 |
| Total | \$1,000,000.00 | \$1,000,000.00 |

Figure 2 - Timeline of Marketing Channel Implementation

*create

