

Marketing Plan

# ESLANDA's SENSORY RESET

MRKT621-21-Group 6

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# Introduction



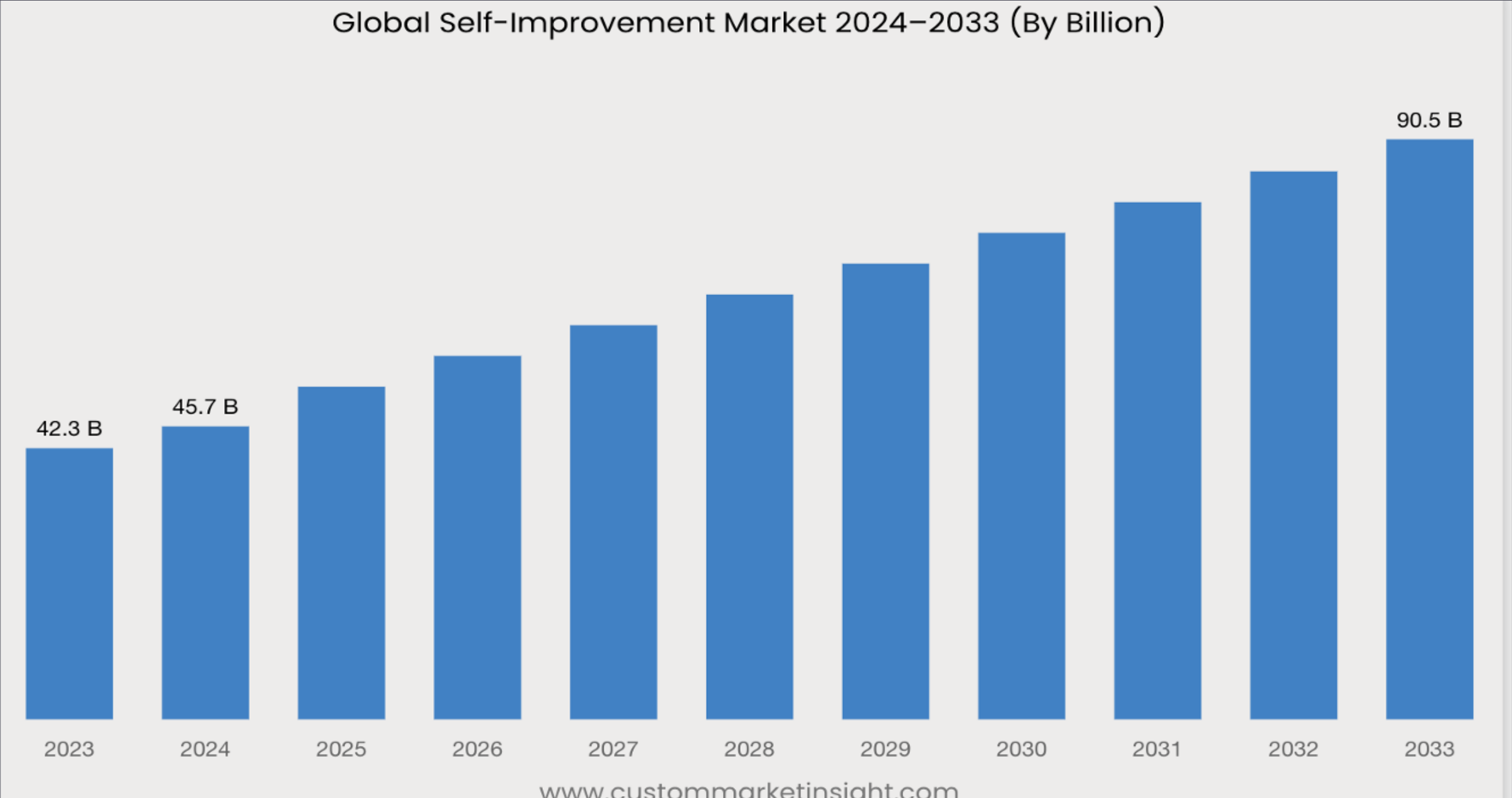
Is there a way to escape from  
overestimulation?

Science + AI + sensory immersion

**Solution: Eslanda's Sensory  
Reset**

Retreat with AI powered system helping  
people to disconnect and reconet with their  
senses.





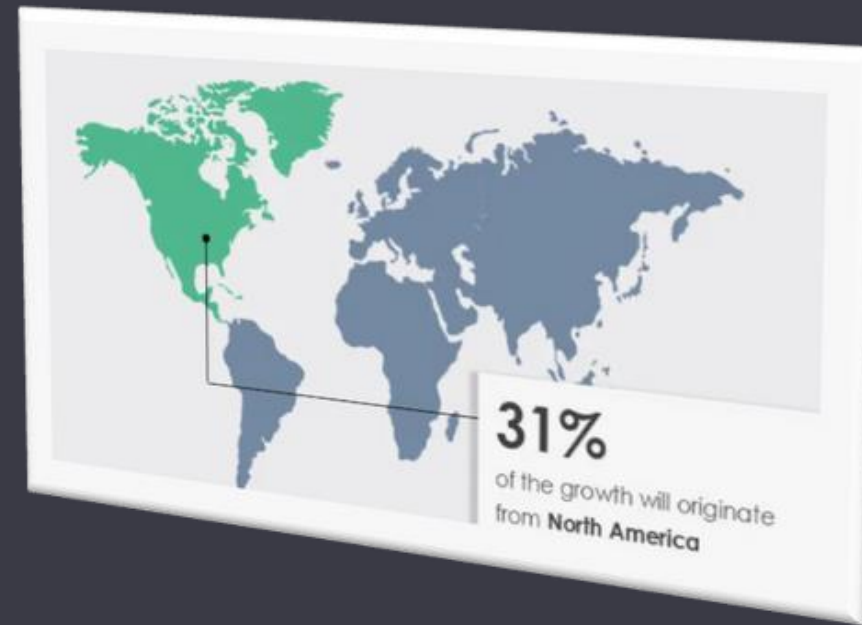
# Market Overview



# Market Overview



**59% of People Having Digital Fatigue-70% of Professionals Experiencing Burnout**



**6.3% Annual Growth, 31% from North America**




**Preference for Evidence Base Wellness**





# Competitors Analysis



Competitor	Key Offerings	Price Range	AI-Driven Tracking	Five-Sense Adaptation
Calm	Meditation App	\$46.99/year	X	X
Headspace	Mindfulness & Sleep Programs	\$89.99/year	X	X
Mindvalley	Self-Development & Transformation Programs	\$42/per month	X	X
Eslanda Sensory Reset	AI Tracked Science-Based Sensory Reset	\$59.99/per online events	√	√

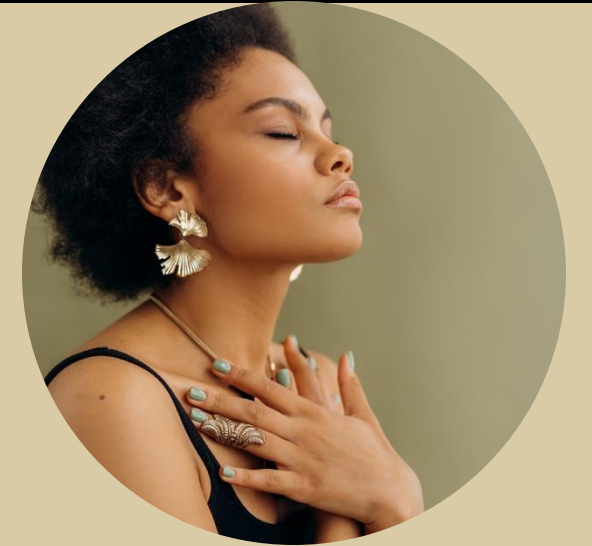
# STP Target Market



## Stressed Professionals

- Working as a manager
- Experiencing stress and burnout
- Main motivation is to improve mental wellbeing
- Interested in self-development books, podcasts
- Worries that wellbeing practices are time consuming

## Wellness Enthusiasts



- Practicing yoga and other wellbeing methods
- Main motivations is to discover his own potential and follow up newest trends
- Looking for science backed, technology integrated experiences
- Concerns that technology integrated courses will be expensive





# Product Strategy

- **Self-paced courses:** Essentials & Plus with AI Tracking Features
- **Sensory Reset Immersion:** 1-Day Retreat
- **Live-Streamed:** Sensory Reset Masterclass

Eslanda Sensory Reset: holistic wellness experience to help people disconnect from sensory overstimulation and reconnect with themselves through their senses (Smith et al., 2023).



**Unique:** it integrates science + AI monitoring + personalized/measurable experience.

**Competitive advantage**

**Tracking system**



# Place Strategy

Eslanda's Sensory Reset approach guarantees easy access to both digital and in-person events. (Direct Channel)

## Objective:

Seamless transition for participants between in-person experiences, live events, and self-paced courses.

## Deliver → omnichannel:

SEO + Email marketing + CRM + CDP + Affiliate partnership





# Promotion Strategy



## Targeted Ads

LinkedIn & Google for  
professionals

Instagram , Tiktok &  
YouTube for wellness  
enthusiasts



## Influencers

Executive coaches & business  
leaders

Wellness Experts &  
Mindfulness Advocates



## Engagement

Interactive Content,  
Stress-Relief Challenges,  
and Exclusive Webinars



# Price Strategy

ON Demand Courses & Events	
Sensory Resets Essentials (No AI)	\$9.99
Sensory Resets Plus (AI)	\$59.99
Live-Streamed Masterclassse (AI Tracking)	\$49.99
Sensory Reset Immersion	\$99.00



Exclusive Memberships	
Basic Membership	\$39.99/mo
Premium Membership	\$79.99/mo





# Budget

## Budget Distribution by Marketing Channel (IMC)

Digital Marketing Promotional Area	SEO, PCC, Social Media,	\$700 to \$1,300/mo
Content Marketing & Personalized Emails	SEO Blog, Email,	\$200 to \$600/mo
Influencer or Affiliates Partnerships & PR	PR, Collaborations	\$250 to \$500/mo
Sales Promotions & Direct Marketing		\$100 to \$300/mo
	Gran Total	\$1250 to \$2700/mo



- Budget: **Based on** industry benchmarks
- CAC: \$50/customer, **target** 25–50 new customers mo
- ROAS: 4-5x return, **generating** \$5,000–\$15,000 mo

(Salesforce, 2024) (Shopify, 2025) (Hootsuite, 2024) (Wix, 2025)



# Control & Monitor

## Key Performance Indicators (KPIs)

- Traffic, Engagement, Conversion, ROI

## Monitoring Tools & Techniques

- Google Analytics, Social Media, Testing Method of A/B

## Corrective Actions

- Targeting, Incentives, Relationships





# Conclusion Journey

*Mind reset through sensory  
experiences journey in natural  
environments*





# Conclusion

## *“Happiness”*





THANK YOU

