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## FINAL DIGITAL MARKETING PLAN



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# Nature's Reset

"Your journey, your pace."

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MKT 448

PREPARED BY  
OLIVIA KREY

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# Executive Summary

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## Company Overview

The primary audience for Nature's Reset is postpartum women ages 25-40 who seek natural ways to manage their weight gained during pregnancy. There has been an increasing rate of interest in weight management and tracking ingredients. Women in particular tend to want a holistic approach to supplements for health problems.

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## Objectives and Issues

Goals are to reach 50,000-75,000 impressions via social ads, gain 1,000 app downloads within 3 months of launch, and achieve a 2-5% conversion rate. Issues include product positioning, saturation of the weight loss industry, and consumer skepticism.

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## Marketing Strategy

The company should utilize four main strategies: 1) Launch a personalized AI app tailored to the customer's needs, 2) collaborate with micro-influencers to target niche audiences and grow awareness for the product and app, 3) implement a social media campaign highlighting personal stories of women and mothers, 4) utilize Google Ads, Facebook and Instagram Ads to drive app downloads.

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## Financial Data

Total Budget of \$2,500 with \$1,200 going towards AI app development, \$500 for social media campaigns, \$500 for paid advertising, and \$300 for influencer marketing. Total expected returns of \$2,500-\$7,600.

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## Action Plan and Controls

Month 1 involves making plans for app development, securing influencer collaborations, and setting up social media accounts. In month 2, the company will continue app development, launch boosted posts, and run A/B testing for ad campaigns. In month 3, the app will be published and paid advertisements will target postpartum health-related searches

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## Company Overview

Nature's Reset is a wellness brand dedicated to supporting new mothers in their postpartum journey. The main product sold is a natural weight loss supplement made from nutrient-rich cabbage, designed to promote safe and effective weight management. Founded on the principles of transparency and science-backed evidence, Nature's Reset is free from harmful chemicals and artificial additives, offering moms a safe and trustworthy solution to help them rediscover their confidence.

They believe that every mother deserves to feel her best from the inside out. This product is a natural and effective tool for postpartum wellness, aiming to inspire confidence and promote a supportive community.

Postpartum women are the ideal segment to target because of the product's whole ingredients that align with a breastfeeding mom's desire to choose natural alternatives. Additionally, many women have goals to lose the weight they likely gained during the pregnancy, and may seek options that aid in weight loss.



## Target Market

Our primary audience is postpartum women ages 25–40 who are

- 1) seeking natural ways to manage weight gained during pregnancy
- 2) concerned about safety for breastfeeding and recovery
- 3) interested in holistic health and wellness.

Key Psychographics of this segment include health-conscious and those focused on sustainable solutions, core values on natural ingredients and transparency, and influenced by mom-focused social media communities.



## Key Statistics

**25-40**

Target Age

**F**

Females

**3+ hrs**

On Social Media  
Per Day

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# Market Analysis

Consumers have increasing rates of interest in weight management.<sup>1</sup> The vitamins, minerals, and supplements industry is projected to reach a worth of 37.4 billion in 2024. This is around a 3% increase from 2023. Additionally, there is an increased consumer interest in tracking ingredients, with customers gravitating towards supplements with less ingredients that is tailored to their specific needs.<sup>2</sup>

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<b>Strengths</b>	<ul style="list-style-type: none"><li>• Increasing demand and shift towards health and fitness</li><li>• Supplements are convenient to consumers, providing an alternative to diets and exercise</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• Highly saturated market, difficulty in standing out</li><li>• Many products have similar formulations, causing lack of differentiation</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• Focusing on natural ingredients</li><li>• Collaborating with influencers and dieticians to boost reach and credibility</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• Regulatory restrictions can harm profitability</li><li>• High market saturation</li></ul>

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Women tend to be driven to find more holistic wellness supplements to target their health problems, making a cabbage based supplement a good fit for this market. Simplicity is key when it comes to products, with consumers placing an emphasis on transparency of ingredients. More specifically, there has been an overall shift towards natural and herbal ingredients in the weight loss supplement industry.<sup>3</sup>

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<sup>1</sup> HTF Market Intelligence Consulting Private Limited. "Weight Loss Supplements Market SWOT Analysis." Open PR, July 3, 2024. <https://www.openpr.com/news/3564527/weight-loss-supplements-market-swot-analysis-by-leading-key>.

<sup>2</sup> Hamlette, David. "Vitamins, Minerals & Supplements – US – 2024." Mintel, September 30, 2024. <https://clients-mintel-com.libproxy.csun.edu/report/vitamins-minerals-supplements-us-2024?fromSearch=%3Ffreetext%3Dweight%2520loss%2520supplements%26resultPosition%3D1>.

<sup>3</sup> "Weight Loss Supplement Market Size: Industry Report, 2030." Grand View Research. Accessed December 15, 2024. <https://www.grandviewresearch.com/industry-analysis/weight-loss-supplements-market-report>.

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# Objectives and Issues

The following goals have been set for the company:

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- Goal 1:** Build Awareness
- Reach 50,000 to 75,000 impressions via social ads.
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- Goal 2:** Drive Engagement
- Gain 1,000 app downloads within three months of launch.
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- Goal 3:** Increase Sales
- Achieve a 2-5% conversion rate
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To accomplish these goals there are certain objectives that must be met. Building awareness, driving engagement, and increasing sales are tangible goals that can be achieved by implementing a creative marketing strategy that is attention grabbing and innovative.

An issue the company may face is positioning their product in a unique way that sets them apart from the wide range on weight loss products on the market. With such a saturated market, it is all the more difficult to stand out. Additionally, they may face skepticism from customers who question whether the product is effective. This may effect the company's ability to turn brand awareness into sale conversions.

# Marketing Strategy

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## Personalized AI App

In order to stay innovative and differentiate themselves from other brands, the company should implement a social app that goes hand-in-hand with the supplement product use. It will tell the consumer the specified dosage amount and what times of day would be best for them to use the product based on their eating and breastfeeding schedules. The app will create meal plans to aid in weight loss and will monitor weight loss, sleep, and energy levels to make the supplement more effective. The social aspect of the app will create a community where women can connect on their postpartum journeys, share weight loss tips, and ask questions to their peers.

The app will build brand loyalty and keep customers coming back as a holistic view on weight loss. The company likely does not have a skilled team that can develop an app, so most of the budget will contribute to hiring an agency knowledgeable in the topic.

A social media campaign will be launched to build excitement around the app, including sneak peeks from a select few influencers and brand employees. As highlighted in the next section Influencers will be hand picked to promote the product and the launch of the app.

Promote an active, engaged community to retain users using internal resources

- Weekly challenges
- User spotlights highlighting user stories in app's community section

Key metrics to track

- App downloads: 1,000 downloads in first 3 months of launch
- Engagement: 50+ active users daily

# Marketing Strategy

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## Influencer Marketing

Partner with 10 micro-influencers (5k-50k followers) who are new moms, preferably ones that are postpartum to target. Influencers will be provided with the product, as well as specific guidelines to follow about their product content. They will promote the product as well as the launch of the AI app.

In addition to being postpartum moms, targeted influencers should be those in the wellness community with high viewer engagement on Youtube, TikTok, and/or Instagram.

Aim for influencers with at least a 4-6% engagement rate. Manually search hashtags relevant to your niche to find influencers that align with the brand. For example, #PostpartumJourney, #NewMom, #HolisticHealthForMoms. Review the profiles and make sure they have quality, family friendly content.

Approach the influencers and pitch the brand. Explain what it is for them: free product samples, monetary compensation and long-term partnership opportunities.

They will receive \$30 each in addition to free products. Deliverables depend on the specific influencer's primary platform, but may include:

- TikTok video explaining the product and the app, sharing their experiences with tracking their own progress.
- Instagram story with a picture of the product tagging Nature's Reset. They must provide a swipe up feature leading to the company's website.
- Sponsored Youtube video that goes through how to use the app, highlighting its community engaging aspects
- Provide personal discount code, eg. *Ashley'sJourney* for 15% off your first order

The brand will further promote the influencer's content by reposting their Instagram stories and TikToks. Continue to keep in touch after the campaign to encourage loyalty.



# Marketing Strategy

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## Social Media Strategy

Platforms: Instagram, Pinterest, TikTok.

Use of mom-focused hashtags such as #NaturalWellness #NaturalPostpartum

- Content:
  - Educational content
  - Testimonials from real postpartum moms that build community and support
  - Weekly community post or live session.
  - Quick, engaging videos explaining the benefits of cabbage for weight loss.
  - Before-and-after stories, motivational quotes and success stories from users
  - Tutorial videos showing how to navigate the app

Encourage customers to tag the brand in posts about their own personal journey through user generated content. Repost this content with captions that promote the individual's unique story.

## Paid Advertising

Paid advertising will specifically be used to drive app downloads using Google Ads, Facebook and Instagram Ads. This strategy will increase awareness, engagement and conversions. These platforms will cater to women aged 25-40.

Facebook and Instagram Ads

- Launch video ads with testimonials from real moms showing their daily routines
- retarget users that visited the website and engaged with the app

Google Ads

- Use search ads with the following keywords:
  - "postpartum weight loss supplement"
  - "natural postpartum recovery solutions"
- Implement display ads on health and wellness blogs that are popular with new moms

# Detailed Implementation Plan

	Tasks
<b>Month 1</b>	<ul style="list-style-type: none"> <li>• Finalize app concept, design wireframes, and hire an app developing agency</li> <li>• Create content calendar with 20 planned posts for each month</li> <li>• Organize photoshoots with a minimal theme that embraces diversity</li> <li>• Research and contact 10 micro-influencers who align with the brand</li> <li>• Identify target keywords and audience demographics for Google and Facebook ads</li> <li>• Draft three ad concepts</li> </ul>
<b>Month 2</b>	<ul style="list-style-type: none"> <li>• Test usability of app's first prototype</li> <li>• Publish 20 pieces of content (about 5 per week) on various platforms including TikTok, Instagram, and Pinterest</li> <li>• Launch boosted posts</li> <li>• Engage with followers, responding to DMs and comments</li> <li>• send products to selected influencers</li> <li>• Run A/B testing for Google and Facebook ad campaigns</li> <li>• Monitor campaign performance weekly and adjust messaging accordingly</li> </ul>
<b>Month 3</b>	<ul style="list-style-type: none"> <li>• Finalize app and publish in app stores</li> <li>• Promote app on social media and through influencers</li> <li>• Create app specific content</li> <li>• Publish another 20 pieces of content on various social media platforms</li> <li>• Host weekly live sessions with experts in the field of weight loss and postpartum health</li> <li>• Continue running best-performing ads</li> <li>• Share influencer content on social media pages</li> <li>• Analyze engagement and sales driven by each influencer for future collaborations</li> </ul>

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# Financial Data

## Budget Allocation

Marketing Activity	Budget	Percentage
AI app development	\$1,200	48%
Social Media Campaigns	\$500	20%
Paid Advertising	\$500	20%
Influencer Marketing	\$300	12%
<b>Total</b>	<b>\$2500</b>	<b>100%</b>

## Expected Returns

Marketing Activity	Expected Returns
AI app	\$1,000-\$2,200
Social Media Campaigns	\$500-\$2,000
Paid Advertising	\$400-\$2,000
Influencer Marketing	\$600-\$1,400
<b>Total</b>	<b>\$2,500- 7,600</b>

# Action Plan

	Budget Allocation
Month 1	<ul style="list-style-type: none"><li>• First installment for app development (\$600)<ul style="list-style-type: none"><li>◦ collaborate with agency to finalize app details</li></ul></li><li>• Secure initial influencer collaborations (\$200)</li><li>• Social Media Setup (\$0)</li><li>• Social Media ad campaigns (\$250 total)<ul style="list-style-type: none"><li>◦ Photoshoot</li></ul></li></ul>
Month 2	<ul style="list-style-type: none"><li>• Continued app development (\$600)</li><li>• Launch social media boosted posts (\$250)<ul style="list-style-type: none"><li>◦ boost high-performing posts to reach larger audience</li></ul></li><li>• Google and Facebook ad campaigns with A/B testing (\$250)</li><li>• Additional gifts for influencer collaborations (\$100)</li></ul>
Month 3	<ul style="list-style-type: none"><li>• App is launched in app stores</li><li>• Scale retargeting campaigns and run Google Ads targeting postpartum health-related searches (\$250)</li></ul>

## Controls

To evaluate how well the company is achieving its goals, they should track the following metrics:

- Monthly sales to evaluate revenue growth
- Social media engagement (likes, shares, comments and followers)
- App downloads and engagement
  - track downloads, user retention rates, and other metrics (daily active users, session duration)
- Conduct surveys via social media to assess overall customer satisfaction

Additionally, the company should hold quarterly marketing meetings to assess the overall success of the campaigns and to make any necessary adjustments.