



PRIMARY

Customer

Our Primary customer:

Profile: Female

15-23 years old

Gen Z Activist

Likes:

Manifestation
Positive affirmations

Follows:

Jay Shetty and other mindset coaches Positive quote pages

Owns: Plants A journal A planner Activities:

Yoga Running

Meditation Social activities: events,

live music, bars, pubs

etc..

Shops:

Depop Vinted

Vestiaire



MARKETING

Social media

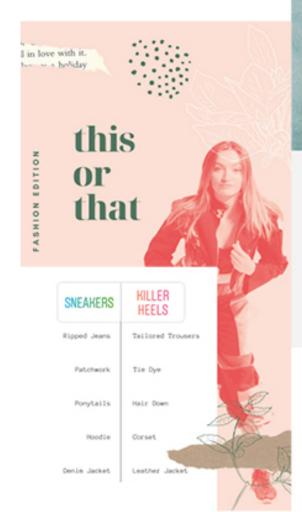
Marketing which focuses on

- Transparency
- Community
- Education

Behind the scenes Sharing favou

Raise levels of engagment:
Social media platform algorithms favor accounts who have high engagment levels.
To raise our engagment levels we will be creating instagram stories that are interactive.

Valuing the customer is exremely important: Giveaways show customer appreaciation and they are an opportunity to get more reach.







Check out last post to enter!

