

# WELLNESS WEB CREATIONS

BRANDING & MARKETING  
STRATEGY

20

23



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## **Non-Disclosure Agreement**

This document is produced under the permission granted by Wellness Web Creations (the client) to Zaryab Zafar Inc. (the consultant) for providing a branding and marketing strategy. All information provided by the client will neither be used for any commercial purposes nor shared with anyone else by the consultant.

## **How to Use This Document**

This document is split into three sections: target market, branding strategy and marketing strategy.

The target market section provides the demand trend for your website development solutions for wellness-oriented businesses. It also includes the target market demographics and client preferences so that your services can be positioned accordingly for increased conversions.

The branding strategy section deals with the overall image of Wellness Web Creations and how it is to be presented to your audience who need your services for better online presence and aligning their website with their wellness brand persona. This section guides to develop Wellness Web Creations as a fitting brand that represents all the website development services a wellness brand can need. The branding strategy has been devised keeping in view your objectives and target audience and this section includes suggestions for your various brand dynamics.

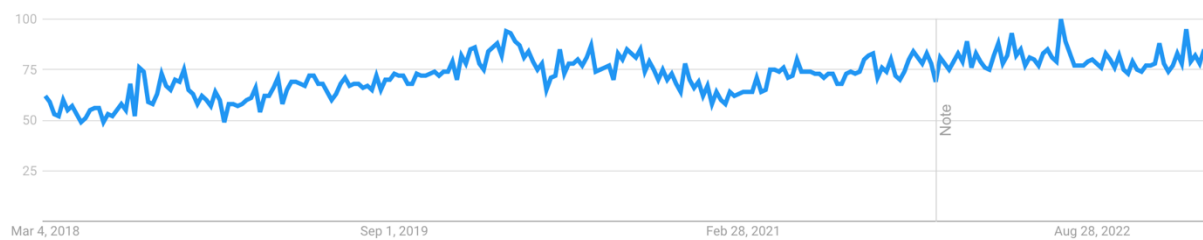
The marketing strategy section has been developed by keeping your brand's desired positioning in consideration along with a marketing structure that would fit its needs. It provides you multiple strategies so that you can have a cohesive message on all of your platforms for easy and effective communication with your target market.

## Target Market

### Interest and Demand Trend

As you want to offer your services to wellness-oriented businesses who want to outsource the website development to an expert that aligns with their wellness persona, so it is important to know how the demand for your website development services varies with time.

The five-year trend for your services shows that the demand took an upward path after the pandemic. This is obvious that all ventures, start-ups, and brands in the wellness industry have had to shift online. So, the need and demand from your potential clients has also increased.



*Data source, copyrights, and ownership: Google Trends – For Informational Purposes Only*

The other key takeaway from the interest trend is that the demand of your website development services remains stable throughout the year and experiences an increase in January, June and September. You should increase your marketing intensity and promotions during these months to capitalize on the increased interest during and around these months.

## **Audience Demographics**

Your target audience are the owners and decision-makers of wellness-oriented businesses. They are likely to have the following characteristics:

**Age bracket:** 25 to 45 years

**Gender:** Skews female

**Designation:** Owners of wellness companies, decision makers, entrepreneurs,

## **Pain Points of Clients**

Your target audience needs help with the following:

- They want to know what change your websites will create for them in terms of their ROI, their growth etc. (statistics would help)
- How you would help them stand out in the online space and enhance their business's presence among their competitors
- How you would bring efficiency and automation to their website
- How you would help them with their needs (here you should tell them about your tailored all-encompassing solutions and how they are different from competitors)
- They are looking for an all-encompassing service for their website in which they don't need other stakeholders or service providers

## **Effective Channels**

You need to use the following channels for reaching your target market:

- Instagram
- Facebook
- TikTok
- YouTube
- Twitter
- Google Ads
- Email Marketing



## **Branding Strategy**

### **Brand Personality Traits and Voice**

Brand personality traits are the aspects that one will assume about your website development services just by browsing your website or after having an initial interaction with your brand. They are the silent traits which are not explicitly mentioned by the brand but will be felt subconsciously by the target market through its tone, message, and behaviour.

They have been developed to give your brand an image of mutual trust, partnership, and friendliness.

#### **Friendly**

You should give your clients the feeling of being engaged in a friendly partnership. They should feel heard, and their needs addressed. Website development service providers often make their service structure very rigid which repels small and medium businesses (which are going to be central in the wellness niche). Wellness Web Creations should appear flexible enough to cater to the evolving needs of small business, start-ups, online businesses, and wellness entrepreneurs by providing an environment-friendly solution.

#### **You need to do the following:**

- To encourage more and more clients to connect with Wellness Web Creations and choose it as their service provider, it needs to look ready to cater to their needs. For example, rather than saying “Try our free consultation session” you should say **“Lets discuss your website needs for your wellness business, we won’t charge for it.”**

- You should develop a page on the website with title “**How we make wellness brands stand out**” in that section you should talk about the processes your company follows for helping each client along with successful examples
- Similarly, a conversational style is required for your advertisements and content. It will help them understand better and build trust on your brand

### **Problem Solver**

The solution to complex problems of digital presence for clients are not found in complex technicalities rather in simple yet effective website solutions which an expert knows and that can be broken down for a layperson. You need to tell exactly this to your target market.

It is also an important trait for Wellness Web Creations. It should be considered as the brand with all the specialty expertise needed for wellness businesses – rather than hiring just another website development company, business should hire a specialist who knows the wellness industry inside out.

### **You need to do the following:**

- Mention latest issues/problems in the online presence of wellness businesses and how you have the smart ways to go around them and make the website stand out
- Refer to solutions they can go for on their own (such as automated website builders) but if they want to get the most out of their online presence and keep their presence attention-worthy, they should hire an expert (this is important to discourage potential clients to use automated online presence tools and rely on your professional service instead)

- Your blog on your website and a YouTube channel for Wellness Web Creations should be used to showcase your expertise to the audience

### **Experienced**

To establish the authenticity of your knowledge and expertise, you should relate Wellness Web Creations with your team's experience in the industry.

#### **You need to do the following:**

- Develop a video each month specifically for small to medium wellness business owners to let them update their knowledge about online presence and how to leverage latest trends
- Develop social media content that caters to those brands that are looking for effective and authentic ways to promote themselves. Also, your posts should talk about different tips your clients can use to improve their presence on their own – this will make them connect with you and buy your services eventually
- Similarly, there should be testimonials of clients you have worked with along with data showing improvement in their online engagement

These will be reflected in content and advertisements that indirectly show these traits.

## **Brand Values**

Brand values are the issues that Wellness Web Creations will associate with. They can be understood as a reflection of your brand personality traits and should be mentioned explicitly in your branding and marketing content.

You may use the following brand values:

### ***Helping Wellness Businesses Stand Out***

*At Wellness Web Creations, we help small and medium wellness businesses reach their potential by improving their digital presence through our creative website solutions. Your wellness business needs a specialist website!*

### ***Our Expertise in Wellness Websites***

*We are experienced in achieving business goals specifically for the wellness industry. We analyse your needs and objectives and then provide a comprehensive and tailored solution that keeps in consideration your wellness niche and its requirements.*

While branding Wellness Web Creations, you should mention that you work on specialization. By having a focused job of being an expert in wellness-oriented websites, you have a higher efficiency in doing the same task through specialist resources than your client who has an entire business to run.

## **Unique Selling Propositions (USPs)**

Your USPs should be your strong suit and should be shown more prominently in your content and advertised distinctly as well when you choose to use Google ads and social media ads. You may use the following USPs for Wellness Web Creations:

1. **Highly focused and goal-driven website development services tailored to the needs of wellness businesses**
2. **Adaptability to focus on client's needs rather than a one-size-fits-all solution**
3. **Wellness Web Creations innovates to build websites that are aligned with your wellness business's persona**
4. **Our comprehensive solutions are designed to provide a seamless experience to our clients so they can focus on running their business**

## **Brand Narrative**

Before moving on to the specific narrative of your brand, let's see what the purpose of a brand narrative is. A brand narrative is a tool to relate with the customer or target audience of your message. Brands try to compete against each other on material grounds and the quality of their service, but very often the decision of the customer is not based on a competitive analysis of different brands but due to an attachment that he/she feels with one of them. In short, the brand narrative should be catchy and powerful and crafted according to your target audience.

You may use the following brand narrative:

*At Wellness Web Creations, our process starts from analysing the needs of your wellness business and requirements for online presence. We believe your website can always benefit from a specialist.*

*We are experts in the wellness industry and pay attention to industry trends and standard when creating your website. Through our technical expertise and experience in the wellness industry, your website will not only stand out in the wellness niche but also fulfil your business requirements.*

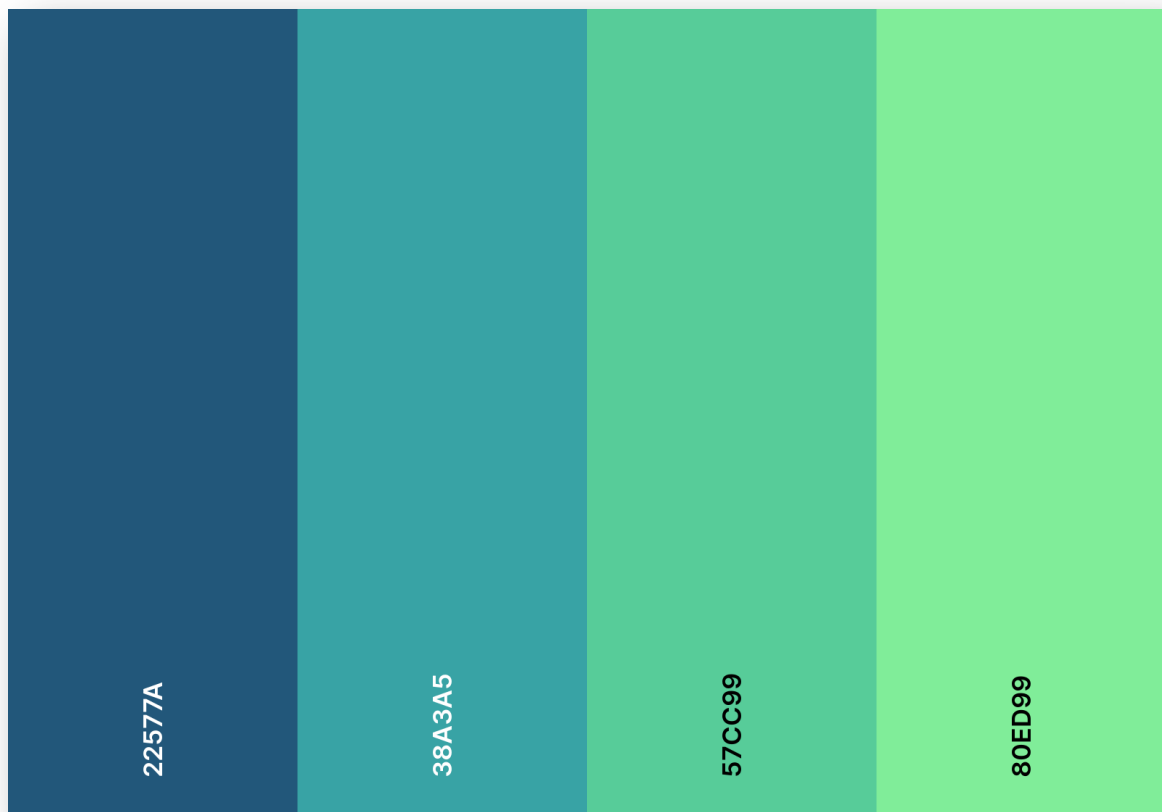
*We create impressive website for you so you can focus on running your wellness business.*

This doesn't need to be a story which is told repeatedly. It is a couple of well-written paragraphs of few sentences on your website. It will be a good idea to make a video regarding your brand's journey with narration.

## Branding Suggestions

### Brand Colours

You may use the following colour palette for branding your service. They have been aligned with the wellness niche. The shade of blue represents trust while green represents progress:



### Brand Fonts

1. Recoleta
2. FF Cocon
3. Modest Sans Sarif

## **Pricing Guide**

Your service packages should provide value-added content at every tier of service you provide. As a general rule, your services should be priced about 10% less than that of established service providers making websites.

- Free consultancy – Offer a short 10-minute brainstorming session for those who subscribe to a newsletter/ mailing (it is recommended that you have a newsletter along with a mailing list)
- Offer e-books and tips for making online presence in the wellness industry
- Price your service packages differently for small and medium wellness businesses, offering an all-inclusive and more expensive package to medium-sized businesses



## **Marketing Strategy**

It takes time for clients to decide which type of website solution to go for and which service will be more fitting to their goals. For this reason, regular and sustained communication with your audience is very important so your potential clients have the time to fully understand and consider your website development services.

Most of the target market uses online mediums for seeking and looking for similar services. Hence, online marketing and promotions would be very important for your brand. Initially, the marketing and promotion budget should be small, but it should increase in the long run when you start getting more clients.

## **Marketing Goals**

Marketing strategies have been developed to achieve the following goals:

- ✓ Establish your brand's footprint in the market
- ✓ Establish client trust on your website development services and develop brand equity
- ✓ Generate quality leads and increase conversion
- ✓ Get people to join your mailing list for newsletters etc.
- ✓ Establish word-of-mouth marketing and get repeat clients

## **Following medium will be used for marketing**

- Facebook Page
- Instagram Handle
- TikTok Handle
- YouTube Channel
- Google Ads
- Email Marketing

YouTube will have 2 posts every week.

- 1 on Saturday
- 1 on Wednesday

There will be at least 3 posts a day on your social media handle (FB, IG,)

- 1 based on 1<sup>st</sup> marketing strategy
- 1 based on 2<sup>nd</sup> marketing strategy

### **1<sup>st</sup> Marketing Strategy (Communication Funnel)**

Your marketing and promotions would be divided into 5 steps which will initially begin from the introduction of your wellness-oriented website design services.

This strategy can be implemented on one-time marketing content like an e-mail, single Google ad, one-on-one conversation with the clients, etc by dedicating a separate phrase, sentence, or paragraph to each phase.

Similarly, it can also be implemented in four different phases of time like in weeks or months or any time phases on Google ads, social media, and other online platforms.

#### **Phase 1**

You should attract the attention of your potential clients by reaching them and telling them about Wellness Web Creations' USPs first. This would provide you a **snowball start** with which it can directly get into touch with many interested potential clients.

You should start with Google Ads and wellness industry-specific newsletters/emails to let your target audience know about your services. Make sure that USPs and basic introduction are in focus at this stage.

**Content focus:**

- Mentioning your clients' needs and their struggle for engaging with their customers and increase their ROI
- Wellness Web Creations' introduction with your areas of focus – websites tailored to the wellness industry
- Its USPs
- How it is different from others in market and focused on results for its clients
- Call to action (learn more)

**Phase 2**

After the initial contact, your potential clients will develop interest in your services and would like to know more. The key step here is to get relevant. Promotional content and advertisements should shift to telling the potential client about the range of the services you offer and your expertise in wellness industry websites.

**Content focus:**

- Your unique focused and thought-based approach for their needs to achieve their goals while keeping the website aligned with their wellness persona

- What is included in each service option and the results it ensures for them
- How the brand helps its clients - also mention testimonials of current clients.
- Call to action (schedule a free consultation call/let's talk about your needs)

Facebook, YouTube and Instagram should be used for promoting video content based on your website development services.

### **Phase 3**

Once Wellness Web Creations has developed the interest of its potential client in its service, then their desire to take action will follow. At this point, back and forth communication is the key as your potential client may have specific requirements or they may want to discuss elements of their business and their needs. If you slow down communication at this point or you take an unusual gap, the interest may decline.

You should tell the cost and benefits that will arise from using your expert digital presence services clearly at this time. Special pricing and additional statistics are very useful at this stage. You should tell them the exact amount of money they will save in the long-term by spending on taking your services today.

Desire should also be increased by offering them a discounted package for a limited time. As they are already interested, it would give them a final push to buy at this point.

Furthermore, you should keep offering free sessions of consultation or brainstorming with your potential clients at this stage to build up their desire to buy your website development services. At this stage if you decide to run ads, your online advertisements should provide relevant buttons in the ads that will

redirect the viewer to a page to register for a free consultation session for guidance or brainstorming.

**Content Focus:**

- Brand's values and work process for efficient handling of each client's account
- Details of service packages offered
- Client Testimonials
- Free consultation session
- Call to action (explore all our website development services/schedule a consultation call)

**Phase 4**

By this time, your potential client will be willing to buy your website development services, so your efforts should focus on entertaining all those who are ready to buy. You can do this by strong client support during this phase and promotional prices, so you remain in touch with potential clients interested in your services. Your advertisements should show the "Take action now" button that will lead to direct purchase of your services.

This way you will lead your potential client towards buying your services by walking them through all the four stages. This division of steps will make marketing much easier and streamlined for you and your client will also feel comfortable with you as you would also educate them throughout this process.

**Content Focus:**

- Reiteration of your USPs
- Benefits for the clients who are willing to invest in their online presence
- Bundle offers for website development
- Promotional flat discount of 15% on each service
- Call to action (Take action now)

**Phase 5**

Once you have gained a client, then your swift and responsive services during their period of working with you should keep the clients satisfied.

Your blog/newsletter and a YouTube channel would be a great way to keep your clients engaged. You can also advertise new services through your newsletter that you can send out to existing clients. This is especially helpful for retaining clients on a monthly basis.

## **Social Media Strategy**

The content that your brand should generate on social media should be divided into three categories: **Owned**, **Paid**, and **Earned**.

Owned content is that which Wellness Web Creations owns such as your website and other social media handles. The content that you generate is fully under your control. It is also free other than the hosting or development fees of the website. However, this is also unlikely to be popular unless paired with the other two types of contents.

Paid content is the promotional material that you pay for. It can be Facebook banner ads, YouTube video ads, or Instagram ads. If you pay a social media influencer to market your services, it will also count as paid content. It is necessary to increase the reach of your owned content hence this should be used to promote the owned content, so your eventual costs will decrease in the long-term.

Earned content would be the most valuable social media marketing for you. It is that content which is produced by people themselves for Wellness Web Creations. You do not have control over it, but it is an excellent source of word-of-mouth marketing and generating this type of content should be your ultimate social media goal. If a client publicly posts a review of your brilliant service that will also be a type of earned content. This can only be done by building a long-term relationship with your clients so that they own this relationship and recommend your brand.

## **Facebook Strategy**

You should boost your content on social media regularly and in-line with your target audience. You can also target people through the kind of content they are following on Facebook. For example, you can put in activities that your target audience would be more interested in while defining your target audience on Facebook and you will have a better shot at targeting the right people. For example, you audience belong to a certain age group (25-45) and you can use this characteristic while defining target audience of your social media ads.

## **Organic Reach Strategy**

You should follow the four-stepped MRAL strategy for Instagram. MRAL stands for Monitor, Respond, Amplify, and Lead.

Basically, what you do by implementing this strategy is that you mould the behaviour of your social media presence according to the prevailing trends online. This strategy is very helpful on Instagram because its trends change very quickly unlike other social media platforms and its target audience is very responsive to content surrounding that trend.

## **MRAL Strategy for Organic Growth Through Social Media**

**Monitor:** Look for trends and see what kind of posts are on your timeline (this strategy would be more effective if you are following a lot of people from your target audience or trend setters in the wellness niche/digital presence/website development industry). You can also monitor trends by analysing the performance of your own posts (see if a different hashtag is performing differently) or noting trending hashtags on FB and IG. In this way, you have an idea of what kind of posts will get traction.



**Trends Monitored**

- Tips and informational videos for increasing digital engagement
- How to enhance their reach and make their content more engaging

**Respond:**

- Develop different content types
- Connect with the people who comment on your posts and engage them in further discussion or comments

**Amplify:**

- Increase the type of posts which get more engagement
- Develop content type which gets more like, saves and shares (like carousel photos and videos)

**Lead:**

- When you increase your engagement with target audience then start putting your call to action in the next posts so that if people are interested in your services or knowing more than they can get to you on a call or through emails

## **TikTok Strategy**

Your TikTok strategy should be a mix of influencer marketing as well as organic content shared through your official Wellness Web Creations Handle.

1. For organic content, it is important to mix your service's placement with engaging content about wellness industry websites and how entrepreneurs can use your services to align their website with their business goals - place your service packages in the middle of the video rather than the end for maximum reach.
2. For generating organic content, focus on the need for a convenient website service for wellness business and tips for newly launched start-ups
3. Every week look at the top 3 trending/viral videos and incorporate them into the content for the next week
4. There should be one update every day on TikTok to maximize retention
5. For selecting influencers, I would recommend that you use Hypetrace to find influencers in the digital presence/business/wellness niche
6. Focus on influencers with high engagement rates - an influencer with high engagement but moderate following is better than an influencer with a massive following but low engagement
7. Provide marketing brief to selected influencers - include your brand personality, the tone of communication they should use, the exact service packages that they should mention during their videos, the choice of background music, etc.

Every month, evaluate influencers on the ROI they bring in - then adjust your influencer selection for the next month

## **YouTube Strategy**

YouTube is the emerging medium for establishing a brand's credibility, followership and brand's equity in the digital services market. You should post two videos in a week. Video should have relevant information with narration. Each video should be focused on some very specific issue related to your target market in the wellness niche and how that can be solved through website solutions offered by your company. The uniqueness of your channel will be that it will be focused on your brand's functions, latest trend in the wellness industry and related information. You should talk about the following things and should place your brand in your videos.

- Your services and brand narrative
- Specific features of each aspect of your service
- Link the founder's experience with the website development services
- Provide some simple tips to wellness businesses and entrepreneurs for making their business stand out
- Small bits of latest market information and changing needs of the market
- Upcoming services
- Any client testimonial (video-based)

## **2<sup>nd</sup> Marketing Strategy and Plan (for social media)**

Social media is a two-way street. It's important that you provide your digital connections, who have the potential to become your clients, with valuable information – not just content that serves your own interests.

Follow the 7-4-3 rule developed for Wellness Web Creations—which represents the ratio of types of content I recommend posting across your social networks.

Share seven (7) pieces of information about your website services, for every four (4) posts that engage people (such as comment and share prompts) by sharing something that will generate comments and will link that content with your brand, and three (3) posts about benefits of industry-tailored websites.

## Social Media Weekly Plan

Day	Strategy
Sunday	A photo about tips related to the website services your company is offering
Monday	A photo giving a general overview of your company and emphasizing its USPs
Tuesday	A video post about Wellness Web Creations' brand narrative and its services
Wednesday	Description of your different website services with a link to register for a free consultation session.
Thursday	A Photo relating to your company's USP and details of its services
Friday	An explainer video about each service and how the process works
Saturday	A photo showing how you solve problems and innovate effectively, preferably on Instagram. Can be casual and "behind the scenes"

## Monthly Marketing Budget Estimates

Two monthly marketing budgets are provided here for you. You can start with organic marketing and use an ad budget only when your business finances allow. You can select any one according to your preferences.

Platform	If monthly budget is \$500	If monthly budget is \$1500
Facebook	100	300
Instagram	150	300
YouTube	0	150
TikTok	100	250
Google Ads	150	500

## **Key Performance Indicators (KPIs)**

### **Client Surveys**

You should also ask your clients to fill a small survey form to get to know about their satisfaction level and the channel through which they got to know about your company and its services. This would help you in evaluating your marketing channels.

### **Sales Growth**

One of the best ways to judge your marketing's success is by measuring its growth in sales revenue. You should measure percentage increase in the sales between the time period a marketing budget has been utilized. It will also give you an estimate for returns per dollar.

### **Cost of Client Acquisition (COCA)**

The cost of client acquisition is the cost associated in convincing a prospective client to purchase your website development services. This can be measured simply by using the given formula:

$$\text{Total Marketing Expenditure} / \text{No. of Total Clients Acquired}$$

These measures will help you strategize in the future and change your marketing mix if something is not working because no plan is infallible.

### **The Viability Equation**

You should ensure that the profit-per-client is always greater than the COCA because what this essentially means is that your clients are spending with your firm more than what you are spending on them to get them purchase your services in the first place.

## **Conclusion**

If you have any specific queries after reviewing this document, please let me know. I will be more than happy to answer all your questions to your satisfaction. Furthermore, as part of the extended package, my advisory services will remain available to you throughout the implementation of this strategy. Whenever you need help with anything, I am just a message away!

# **Best of Luck!**