

THE ART OF GROWING SPROUTS

Prepared For: The Sarcastic Nutritionist

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Objectives

- Sell 150 units of The Art of Growing Sprouts by July 1, 2017.
- Increase brand awareness of The Sarcastic Nutritionist within their target demographic by July 1, 2017.

Target Market

The target market for the product will be friends of the pregnant women, who range from 20 to 40-years-old.

Meet Alice, a 21-year-old from Missouri. She is currently a junior at New York University majoring in English and has a 35-year-old friend (also a former coworker) named Claire who lives in St. Louis, Missouri. Alice recently found out Claire is newly pregnant and would love to support Claire through her pregnancy, but is unable to do so due to school. Alice enjoys a good dose of sarcasm in her products and has a collection of humorous phrases pinned to her bulletin in her dorm.

While looking for binders with funny sayings, Alice came across The Sarcastic Nutritionist's website, where they just launched their new product: The Art of Growing Sprouts. She has already looked at their other products (particularly the binders because that was her original intention) and really likes them so far. Although she is unable to return to her home state and support her friend in person, she really wants to show Claire that she cares throughout the pregnancy.

Core Messages

The Art of Growing Sprouts supports the one you love from near or far to ensure the healthiest pregnancy possible.

Trustworthiness: The product is created by registered dietitians, so it will have accurate information.

Care: The product provides a slow drip support throughout a woman's pregnancy, which lasts approximately 40 weeks.

Health: The product wants to help pregnant women have the healthiest pregnancy possible from start to end.

Strategies and Tactics

Tactic 1: Branding Refresh on Twitter

Although most of The Sarcastic Nutritionist's customers are from ages 25-35 and come from Facebook, Twitter is where most of the younger people are on in regards to social media channels. It is a fresh platform for the company to gain new customers and reach a larger audience.

The Sarcastic Nutritionist made their Twitter account in February of 2016, so it will help increase brand awareness among younger generations, who will find other products useful even if they do not get their newest product. Those interested in product most likely know someone who is within their biggest market of those ranging from 25-35, whether it is an older relative, a friend, a coworker, etc. they can buy it for.

The first thing I would recommend The Sarcastic Nutritionist do is changing their username, which is currently @TSN_Josh_Steph. Their current username is too complicated to search for on Twitter without going on their website. Although that will increase website visits, it does take time from potential customers, and most people value time they can use to do other tasks.

A Twitter username should be easy to find from the mere clicking of the search function and typing in the words, “The Sarcastic Nutritionist.” I would recommend changing the username from TSN_Josh_Steph to TheSarcasticRD. Using TheSarcasticRD as their new username is much more relevant to their company because they want to be funny and edgy while continuing to provide accurate advice from registered dietitians. It is also more simple and easy to remember than TSN_Josh_Steph.

The second thing I would recommend is changing their Twitter name. Currently, The Sarcastic Nutritionist’s display name is ‘sarcasticnutrition.’ Their current name is not something someone can easily find on Twitter without having to go on their website, especially if the recommendation is by word of mouth from a friend. The person doesn’t know the name is ‘sarcasticnutrition’ on Twitter, and chances are, the friend probably did not tell them, “By the way, their Twitter name is one word rather than two.” Instead, they should change it to “The Sarcastic Nutritionist,” which will help when a potential customer is searching for the company name without having to go on the company’s website.

As mentioned earlier, it makes searching the company easier through a click or two with a few typing rather than going to their website, scrolling down to the bottom of the website, and finding their Twitter there.

Third, I would recommend updating the cover photo for the product when it launches and throughout the duration of the campaign. That way, when someone goes onto their Twitter page, they will see right from the beginning what their latest product is, and if they are interested, they can simply go to the website and check out the product in more detail. If they are not interested, they may also browse the website for other products, as the The Sarcastic Nutritionist’s website homepage displays a menu of all the items that they sell.



The cover photo can also be carried over to other social media channels, such as their Facebook page.



Last, but not least, The Sarcastic Nutritionist should also consider using Twitter’s pinned post option to their advantage. On their Twitter profile, they currently do not have any pinned posts and it instead shows their most recent tweets. The Sarcastic Nutritionist can use pinned posts to help showcase their new products - when someone first goes on their Twitter page without first going on their website, the first thing they see is their newest product. Having a pinned post also keeps The Sarcastic Nutritionist from spamming their followers’ timelines when they send out a tweet about their newest products at different intervals.

Tactic 2: Twitter/Instagram Hashtag Contest

Everyone loves free items and being competitive, so why not integrate a contest with The Sarcastic Nutritionist’s newest product on Twitter and Instagram? Not only does it get engagement from the community as a whole, but it also increases brand awareness.

Because the product name is The Art of Growing Sprouts, The Sarcastic Nutritionist can theme the contest around nature and sprouts using the hashtag #GrowASprout. #GrowASprout is a smaller version of the product name, but it still conveys the same idea with the metaphor: helping a pregnant woman have the healthiest pregnancy possible - the sprout being the baby.

#GrowASprout is a hashtag contest on Twitter that lasts for four weeks with four different themes, each based off something that is actually from the product itself. For week one, the theme might be apple seeds, week two might be eggplant, etc. Because there are forty cards and the contest will last for four weeks, the themes can be varied in many ways for future contests as well.





Participants can enter the contest by tweeting a witty phrase in relation to the theme of the week - those with the most engagement or are favorites have the opportunity to be retweeted or favorited by The Sarcastic Nutritionist. At the end of the week, the company can compile their favorites and choose the best caption to win the contest, or a winner can be chosen randomly.

The winner can choose to give it to someone they know, or they can choose to keep the product for themselves. This allows the contest to be entered by a variety of people rather than limited to those who are pregnant.

Throughout the week, The Sarcastic Nutritionist can push the contest on Twitter in other ways by tweeting a fun nutritional fact in relation to the theme while using #GrowASprout. This keeps the fun and edgy tone the company has, but it also pushes the contest in a very subtle way with the hashtag.



The hashtag contest does not have to be Twitter - it can also be adjusted to be used on Facebook and Instagram as well.



The hashtag contest can also be integrated with their website, which will help increase awareness of the contest to those who are not aware but may be interested in participating. On the website they can showcase their favorites from the week, including the winner’s entry at the end.

Tactic 3: Behind the Scenes Facebook Live/YouTube Videos

Most people would love to find out what happens behind the scenes of something they love, whether it is the making of a product, a music video, a movie, etc. Showcasing some videos behind the making of the cards allows the community to be more engaged. The videos do not have to apply to the cards as well - The Sarcastic Nutritionist can allow viewers to get a peek behind what goes on at the Tech Shop they use to make their binders.

The videos are primarily aimed for use on YouTube, but it can also be used on other channels. They can be recorded live on Facebook, which lets the community be involved directly in the

moment as they are making the product as though they are there at Tech Shop with The Sarcastic Nutritionist.

Evaluation

Sell 150 units of The Art of Growing Sprouts by July 1, 2017: View sales reports for the product at the end of the campaign.

Increase brand awareness of The Sarcastic Nutritionist within their target demographic by July 1, 2017: View levels of engagement (retweets, favorites, mentions) at the end of the campaign and compare it to levels of engagement at the beginning of the campaign.