earthnutri®

MARKETING PLAN



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AGENDA

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THE *BRAND*

EARTHNUTRI®

CREATED BY A GROUP OF HEALTH-MINDED INDIVIDUALS WHO FOCUSED IN THE FOOD AND SUPPLEMENTAL INDUSTRY

Who We Are

- U.S.-based, family-run premium health & nutrition brand
- Created to fight fillers, synthetic ingredients, and low transparency in supplements

What We Stand For

- Natural products · Transparent creation · Powerful effects

What We Offer

- Clean-label supplements: protein, metabolic health, stress & cognitive support, energy & recovery
- No artificial sweeteners, fillers, dyes, or chemical additives

Quality & Trust

- Ingredients from trusted partners (e.g., Aquamin, PeakO2, PurCaf)
- Made in California in FDA-, USDA Organic-, GMP-, NSF-, and Halal-certified facilities

Lifestyle, Channels & Community

- Positions itself as a lifestyle and educational wellness brand
- Uses Instagram, TikTok & YouTube for science-based, habit-building content



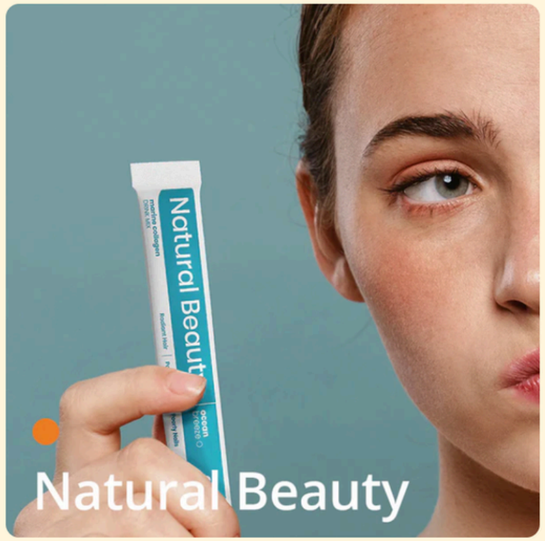
PRODUCT

Find Your Supplement









INDUSTRY OVERVIEW

U.S. DIETARY SUPPLEMENT MARKET



01 ~$64B U.S. market in 2024, with near double-digit long-term growth

02 More adults using multiple supplements, especially post-COVID for immunity, stress & overall wellness

03 Fragmented category: big brands + private labels + niche players; premium wins with clinically proven, clean, branded ingredients

04 ~75% of sales still offline; online is fastest-growing via e-commerce, subscriptions & personalization

05 Tightening FDA/FTC rules favor transparent, evidence-based brands like EarthNutri

TARGET AUDIENCE



YOUNG ADULTS (AGES 20–35)

Key Needs:

- Athletic performance & recovery
- Beauty benefits (skin, hair, energy glow)
- All-day energy + convenience



BUSY PROFESSIONALS & PARENTS (AGES 30–50)

Key Needs:

- Mental clarity, stress reduction
- Nutrition that fits hectic schedules
- Reliable + premium formulations



OLDER ADULTS (50+)

Key Needs:

- Athletic performance & recovery
- Beauty benefits (skin, hair, energy glow)
- All-day energy + convenience



CROSS-AGE UNIVERSAL TRAITS

Key Needs:

- Science-driven, research-backed formulas
- Clean, responsible, allergen-free nutrition
- Multilingual access + cultural inclusivity
- Local community engagement and ambassadors

SWOT ANALYSIS

STRENGTHS (S)

- Core Brand Differentiators
  - science+nature
- Loyal Customer Base
  - repeat customers
- Value-Driven Positioning
  - family-owned and consumer-centric

WEAKNESSES (W)

- Limited UGC
  - underdeveloped video content
- Limited Marketing Resources
  - constrained budgets for large-scale advertising

OPPORTUNITIES (O)

- Growing Supplement Industry
  - post-pandemic focus on proactive wellness
- Gen Z Market Penetration
- Booming Online Sales
  - growing e-commerce for supplements

THREATS (T)

- Intense Competition
  - compete with large and well-funded brands
- Regulatory Risks
  - strict guidelines
- Shifting Wellness Trends
  - Gen Z's preferences on functional foods

THE *OBJECTIVE*

Expand EarthNutri's college-focused affiliate program through social media and experiential marketing.

In order to:

- INCREASE INFLUENCER - BRAND RELATIONS
- GROW BRAND'S VIDEO CONTENT PORTFOLIO



STRATEGY ONE

USC Lifestyle Marketing Campaign: #21DaysofEarthNutri



targets student influencers and ambassadors

boost brand awareness among Gen Z

drive trial purchases of its supplements

Stage One

Recruit core ambassadors from USC (nano-influencers).

Specialize in fitness, wellness, or student lifestyles.

3-5 organic videos over 21 days.

Stage Two

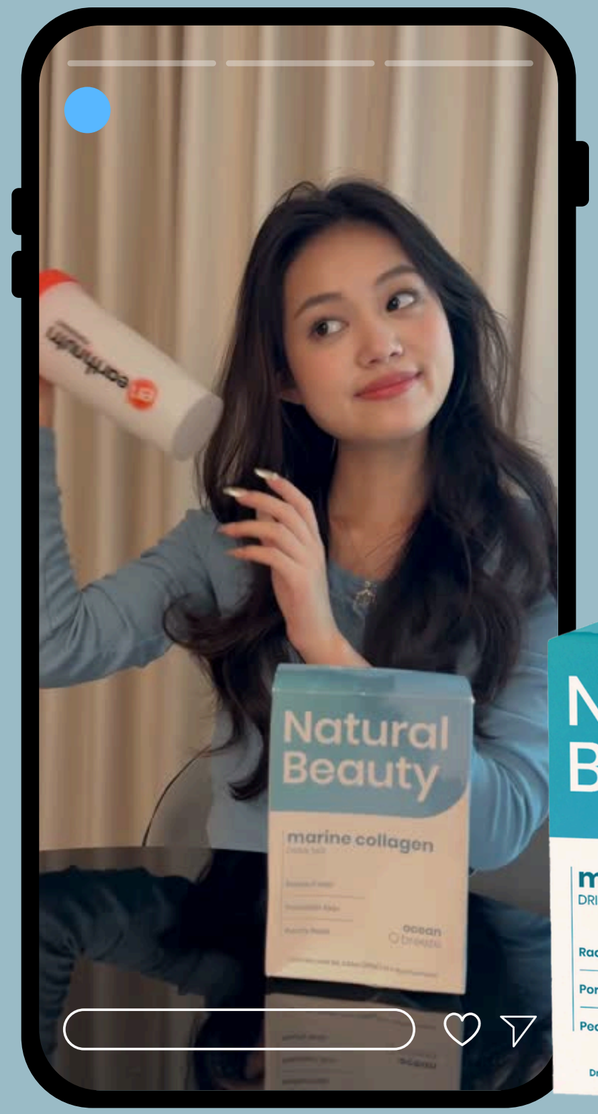
Repurposing top-performing clips into low-cost, high-authenticity ads.

Stage Three

Ads will be distributed on TikTok and RedNote.



LIFESTYLE SHARING











EMAIL INVITE

Boost YourTrojan Life

earthnutri USC

Calling all On Campus Influencers!

Out of the thousands of your classmates on [platform] your profile stood out to us. We want to work with you to show USC what a healthy lifestyle is! Here's how:

#21DaysofEarthNutri Campaign

Become a student ambassador for EarthNutri and join a cohort of 20 other influencers dedicated to documenting their healthy habits – big or small – for 21 days.

Your Content	Our Products
Your voice, your day. Just like you do everyday, you'll take your followers along with you. But over 21 days, you'll show them how you integrate health into that journey.	By agreeing to participate in the **#21DaysofEarthNutri campaign, you'll get sent a month supply of product samples to try while you document your healthy lifestyle.**

EarthNutri

Created by USC alumni who want to make health journeys safer and more accessible. We support your health and fitness journey with the highest quality, scientifically-backed products in the wellness industry.

Interested? Reply to this email to get started.

*By participating in this campaign, you grant the brand permission to use your content related to this campaign, in whole or in part, for promotional purposes, including in marketing materials, social media, and promotional videos.

STRATEGY TWO

Fitness Challenge Month: #TrojanVsBruinNutriClash



#TrojanNutriFIT (USC)

leverages the USC-UCLA rivalry for an online 30-day fitness challenge

boosting brand awareness and engaging Gen Z

led by ten nano-influencers

Stage One

Recruit ten fitness/lifestyle nano-influencers from each school.

Influencers kick off with synchronized "challenge announcement videos."

Stage Two

Influencers will post two to three fitness check-ins with the mandatory tags.

Other students can join by sharing authentic fitness content.



#BruinNutriFIT (USC)

FITNESS/OUTDOORS











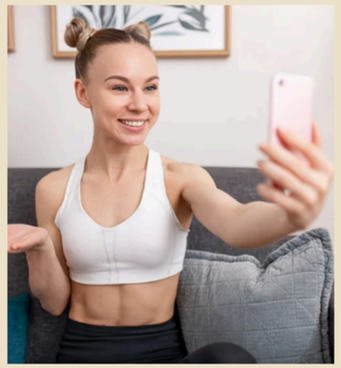
LANDING PAGE

earthnutri

You're a star on the rise. EarthNutri is ready to give you a boost.

Join our ambassador program tailored to spotlight LA university influencers!

READ MORE



Your content + our products = long lasting fans

You're a strong voice in your community, that much is clear. You care about your health, and you want your audience to see the best parts of you. With our ambassador program, they will!

Who We Are

Our Campaigns



YEAR - ROUD

#21DaysofEarthNutri

Show your followers what healthy means to you. 21 days of posting.





SEASONAL

#TrojanVsBruinNutriClash

Are you a Trojan or a Bruin? Either way, you're tough. Show off your strengths in this challenge!

Our Value Proposition

Gain followers

Be a brand ambassador

Grow your network

Boost your health

What our ambassadors are saying

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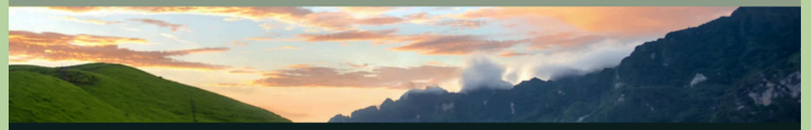
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- name



Ready to get started?

Handle

Email

Name

Contact Us

info@earthnutri.com
+1 (310) 523-5108

**Entry does not guarantee campaign association. Any content posted about the brand prior to contact from us will not be included in these campaigns. By participating in an EarthNutri campaign, you acknowledge and agree that the brand may use, reproduce, modify, and distribute your submitted content for promotional and marketing purposes, including but not limited to social media, advertisements, and promotional videos, without additional compensation.*

STRATEGY THREE

Co-Branded Capsule + Offline Pop-Up Tour — #FuelByEarthNutri



USC Village Smoothie Bar

launches a 3–4 week limited capsule with a credible partner

driving product trial, buzz, and evidence-led storytelling

co-led by partner talent and student ambassadors

Stage One

Identify 2–3 wellness partners with boutique gyms, campus cafe.

Co-develop co-branded flavor + shaker; create QR “proof cards.”

Preload TikTok Shop/DTC/Amazon listings

Stage Two

Run campus/gym pop-ups .

Capture 10–15s hooks and sip-and-react clips; post same-day stitches.

Drive QR traffic to DTC/Amazon; offer first-streak bonus for sign-ups.



USC Village Campus Gym

METRICS OF ***SUCCESS***

STRATEGY ONE

- 20 influencers agree to join program
- 10% impression rate on videos
- Site visit increases tracked back to campaign

STRATEGY TWO

- 10 influencers from each school agree to participate
- minimum of 40 vidoes associated to relevant #
  - Top 3 inlfuencers awarded with “Annual Brand Ambassador” status
- Site visits tracked back to campaign

STRATEGY THREE

- selection of partners and creation of capsule
- 80-100% attendance of events
- 10% impression rate on videos

OVERALL

If 75% of success metrics for each strategy are met, and the brand sees genuine benefit in this audience, the campaign will be determined successful



Thank you!

