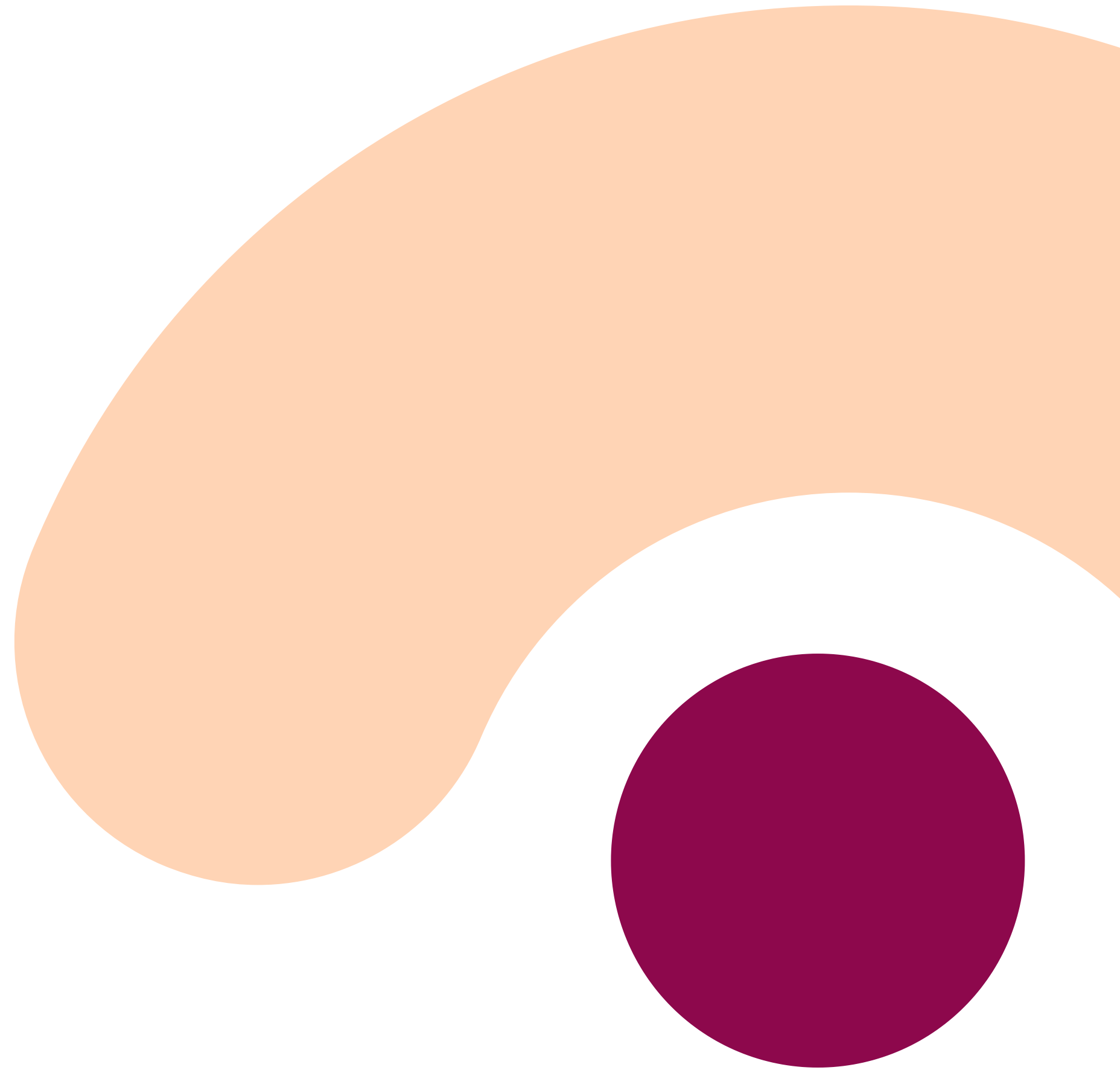
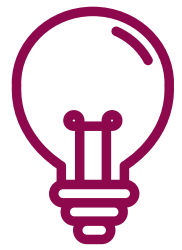


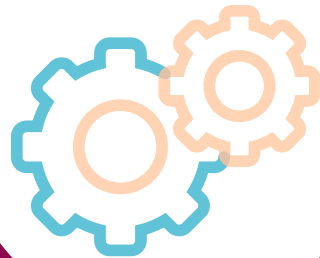
**OVIRA:  
CONTENT  
STRATEGY  
Q4 2020**



# Contents



Goals



Current State



Research



Action Plan



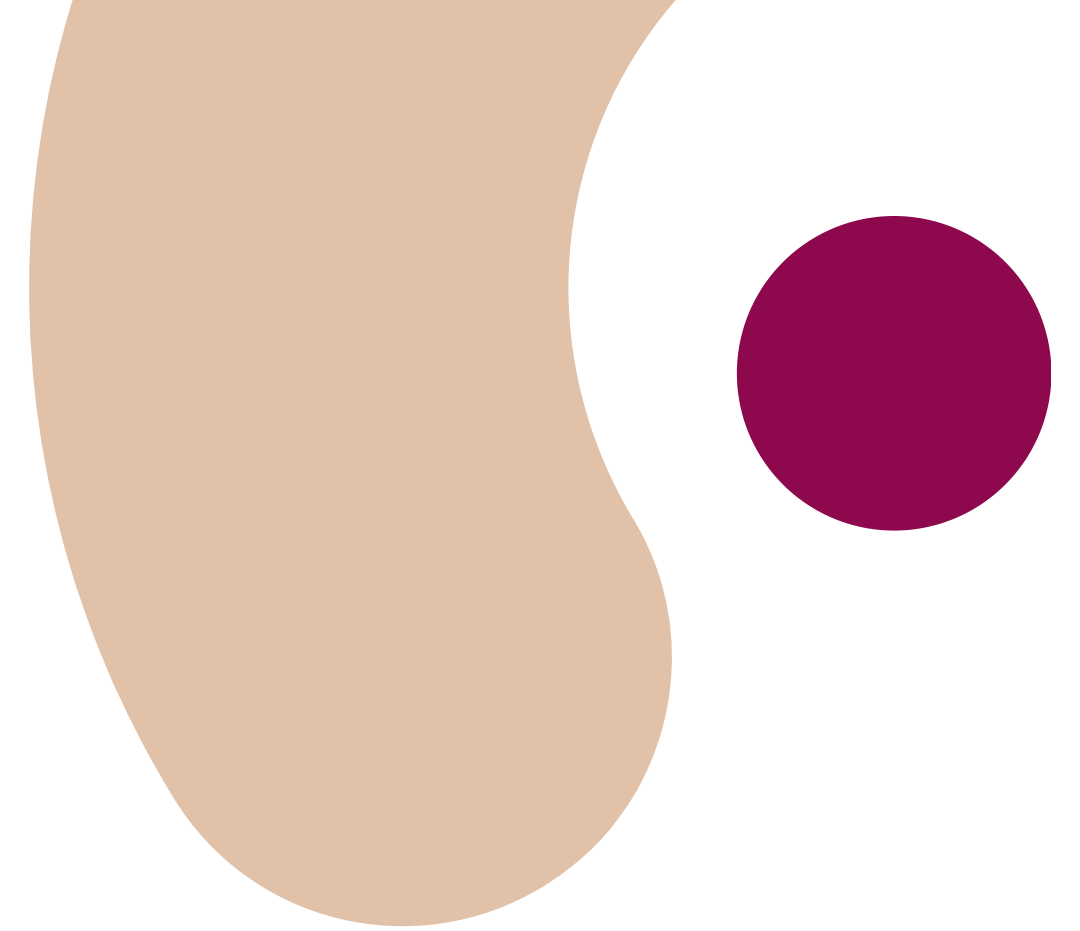
Content Examples

# Goals for Q4 2020

- INCREASE BRAND AWARENESS
- GAIN AUDIENCE TRUST
- BUILD CONTENT LIBRARY
- INCREASE OVERALL QUARTERLY SALES ONLINE BY 25%
- INCREASE FOLLOWERS BY 25% ON INSTA + FB



# Current State: Where is Ovira now?



## CUSTOMER

- Small but loyal customer base
- Organic brand ambassadors
- Customer is social media savvy and more likely to post about product

## SALES

- Steady sales growth since launch
- One time customer means no repeat spending (other than buying Ovira as a gift)

## CONTENT

- Web assets including photography - product shots and lifestyle imagery
- No blog
- Small well curated Instagram
- Small FB following - low engagement
- Twitter account - low following/not much activity

## S.W.O.T

- STRENGTHS - happy loyal customers, great product, fresh and agile team, strong brand and aesthetic
- WEAKNESSES - budget, small business can mean strain on time/resources
- OPPORTUNITIES - Q4 means 'gifting' season; opportunity for sales, limited edition product offerings, promotions etc., building community within our customer base through content and events
- THREATS - prolonged effects of COVID-19 could impact business operation and the running of events

# Current State: What does that mean for Ovira?

## BUYING HABITS IN Q4

- Q4 means gifting shopping
- End of season promotions
- Christmas themed promotions
- Festive themed promotions

## Q4 TIME SENSITIVE CONSIDERATIONS

- Launch new limited edition product
- Themed gifting packaging
- Festive themed content
- Festive themed events
- Festive themed promotions



# Research



## ANALYSE OUR DATA

- Draw on traffic, conversion, average basket size and demographics like interests, income, age etc.
- Pull out insights from customer reviews



## MARKET RESEARCH – CUSTOMER + INFLUENCER

- Surveys/quizzes through newsletter
- Incentivised events with customer/potential customers and appropriate micro influencers to gather data and insights



## CREATE BUYER PERSONA

- Use analytics and market research to create buyer persona
- Flesh out buyer persona and present to staff in well designed deck
- Create style guide based on buyer persona and Ovira's core values

# Action Plan

## ORGANISE

- Decide on software or app to create content calendar eg. Asana
- Create content calendar with reference to business strategy and marketing strategy timelines

## CREATE

- In house creation of web assets
- Engage local artists and photographers for collabs
- Creation of social media posts, videos, BTS, interviews, lifestyle and wellness content
- Utilise out of house creators to produce playlists and podcasts

## CONNECT + LEVERAGE

- Micro influencers posts and 'takeovers'
- Events teaming up with our brand ambassadors and influencers to bring helpful advice and skills to our customer base

## PROMOTE

- Highlight our reviews through website homepage and content
- Paid ad component- social media channels and Google Ads
- Giveaways and PR work via founder eg. appearances on blogs, vlogs, tv, podcasts

# Content Examples

## SOCIAL

OVIRA team BTS content – packing, production, team

OVIRA branded hashtags and filters across insta, tiktok themed around ending taboo, pain free period life!

Wellness content via Youtube, Pinterest

Trusted micro influencer team – sponsored posts and organic posts, insta stories, giveaways, takeovers

Sharing pain stories, sharing relief stories, tip, tricks, sharing pics wearing OVIRA – focus on ending shame, taboo

OVIRA Playlists

Start FB group for OVIRA users to safely share/connect

UGC – pics of our customers wearing OVIRA on shop product page

## WEBSITE

Blog – helpful advice and info re menstruation health, sexual health and emotional and mental strain due to period related and reproductive health issues

Regular updating of homepage to reflect social content and promotions

## PRODUCT

OVIRA new product offerings – part replacements, new colourways

OVIRA 'bestie' duo pack – gifting promotion

OVIRA limited edition happy holidays gift packaging – engage young emerging artists

## PR

OVIRA Podcast

OVIRA ambassador events for our team of Influencers

OVIRA Wellness Seminars – yoga, self development, meditation, manifesting etc.

## ADVOCACY

Utilise Twitter to highlight this work

OVIRA founder appearances on tv, podcasts, blogs, web series and at women's health, reproductive health events – focused on endo, PCOS, fertility, etc.



