

Out With The Old

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Digital Strategy

Our digital strategy is centered around fostering authentic, relatable connections with millennial moms (ages 28–36) who value sustainability and simplicity in their busy lives. The core message is, “Out with the old.”

This emphasizes getting rid of old habits and traditional shampoos and conditioners. We are the rejuvenating, young, minimalist shampoo and conditioner that reduces waste in every possible way, without sacrificing quality.





Target Audience

Our target audience is married, millennial women (ages 28–36) who are balancing busy, working lives with raising children between the ages of 3–10. These moms are eco-conscious and value sustainable solutions that simplify their daily routine.

Persona

Age: 34

Location: Cherry Creek, CO

Income: Upper middle class

Family: Married / 3 kids

Education: Undergrad, CU Boulder

Profession: Social worker

Bio

Ashley Anderson graduated from the University of Colorado Boulder in 2012. She married her college boyfriend, Matt, and they have since moved to Cherry Creek, Colorado. She is a mother of two girls (ages 6 and 8) and one boy (age 4). Ashley is a stay at home mom who works a remote job.



Motivations / Goals

- Find eco-friendly products that work.
- Reduce stress and anxiety.
- Get organized and manage time better.

Brands

- Patagonia
- Trader Joe's
- Allbirds

Tone of Voice

Our tone of voice should be warm and approachable using language that feels more conversational than informative.

Brand “Vibe”

Our overall vibe should be authentic and relatable. We should showcase real moments and experiences that resonate with busy moms.

Vocabulary

We want to use family friendly vocabulary on social media to show that Suds & Eco can be used for the entire family.

Blog Posts

For our blog posts we will post content weekly focusing on our theme of “Out with the Old.” We’ll focus on better eating habits, recipe ideas, eco-friendly cleaning, self care, and time management. We’ll use our blogs to post tips and ideas for busy moms to better themselves.

Blog Ideas:

- Closet Clean out Tips
- Why Natural Detergent is Better for your Family
- Why Self-Care Matters
- How to Teach Your Kids About Sustainability



Blog_ Post

Meal Prep Like a Pro



Video Ideas

We will use videos to stay up to date and trendy, mostly posting relatable or funny short videos that appeal to our audience. These include short videos showing cleaning hacks or tips, exercise routines, and mom's POV content to be relatable.

Video Ideas:

- Mom POV" Trend
- "Clean Tok" Satisfying Laundry Routine Video
- DIY Eco-Friendly Cleaning Spray
- "Mom Life: 3 Seconds of Me Time"



Video

TikTok Video: 5 Yoga Poses to
Relieve Stress



1. Child's Pose

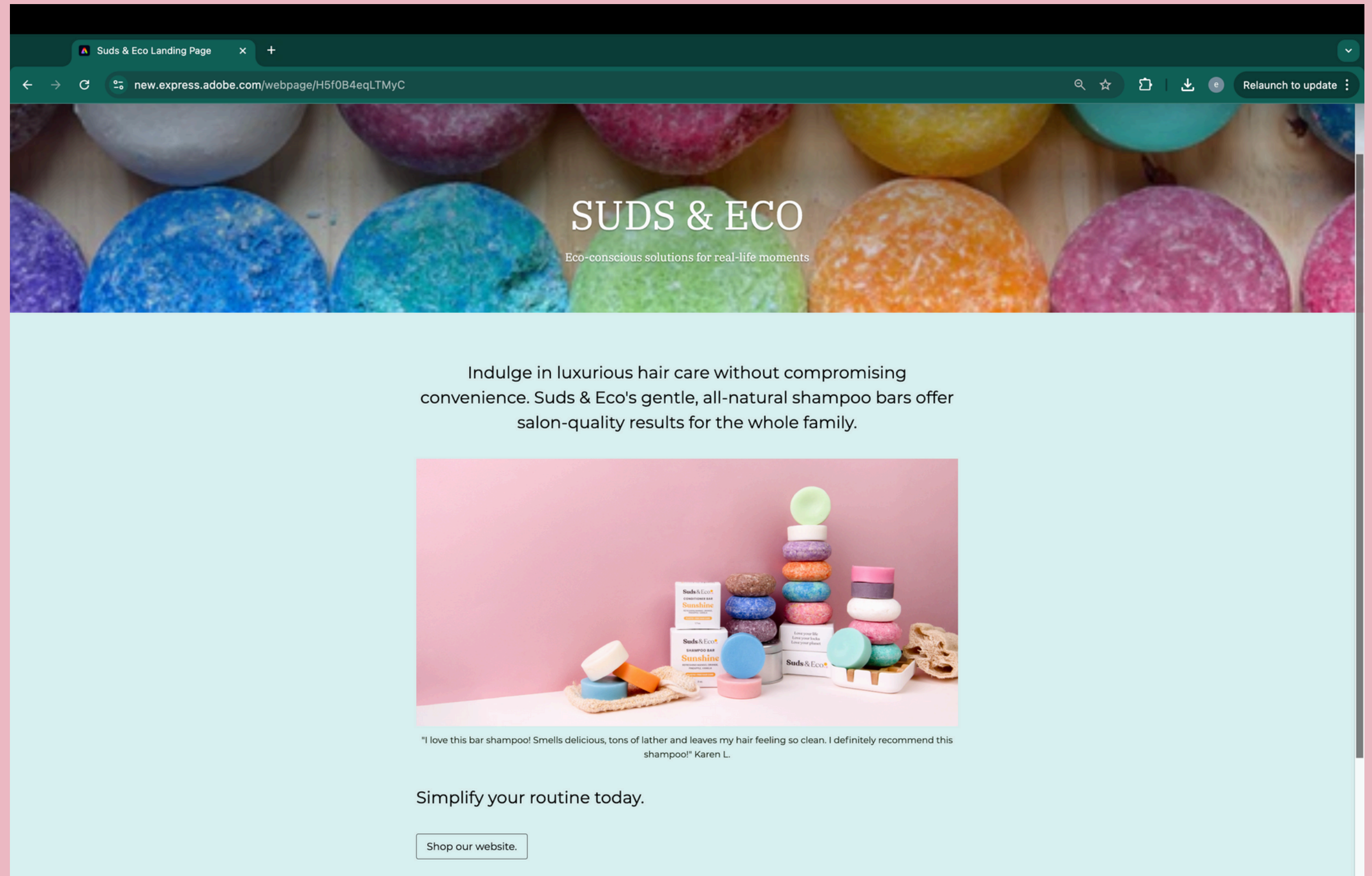
Digital Ads

We prioritize creating content that resonates with the daily experiences of moms by leveraging platforms like Instagram, Facebook and TikTok to showcase Suds & Eco's ability to simplify routines while aligning with eco-conscious values.

Relatable, family-friendly and visually engaging posts that establish trust and a sense of community.



Landing Page



<https://new.express.adobe.com/webpage/H5f0B4eqLTMyC>

Banner Ads

**LESS MESS,
LESS STRESS**

**Say goodbye to
slippery bottles and
cluttered showers!
Suds & Eco shampoo
bars are the perfect
solution to simplify
the bath time routine**

**Simplify Your Shower Today—
Switch to Suds & Eco!**

**Suds
& Eco**

[Shop Now](#)

Reduce waste, not
quality.

Discover endless
options for eco-
friendly hair care.

Visit our website and
find your perfect
match today.

[SHOP NOW](#)

Sustainability never
looked so good.

**Suds
& Eco**

**Less Mess,
Less Stress**

Say goodbye to slippery
bottles and cluttered
showers! Suds & Eco
Shampoo Bars are the
perfect solution to simplify
your bathtime routine!

**Suds
& Eco**

[Shop Now](#)

Digital Platforms

We have decided to use Facebook, Instagram, and TikTok as our platforms because these are the platforms Millennial women primarily engage with.

While it has been found that Millennials engage with Instagram and Facebook the most, TikTok allows us to use videos to reach our audience in a more relatable way.

Facebook



Instagram



TikTok



Frequency



Instagram

We will try to post around 2-3 times a week while also supplementing with Instagram stories as well.

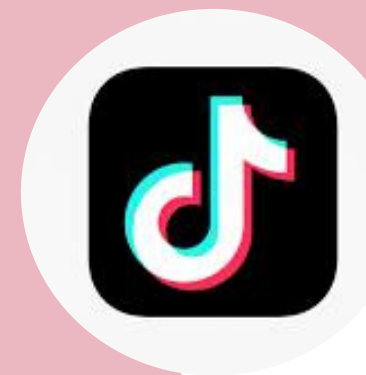
Since engagement for our audience is higher around lunchtime and evenings we will try to schedule posts accordingly.



Facebook

We will post once a week in order to stay visible while also avoiding overwhelming our audience.

We will use Facebook to post for our blog. We'll also post either in the afternoon or later in the evenings as that is when our audience have been found to engage the most.



TikTok

Since TikTok will not be our primary form of social media, we'll try to post around 1-2 times a week to continue to keep up with trends and stay relevant.

SOCIAL CALENDAR January 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 WEEK 1 BETTER EATING HABITS	02 TIKTOK POST QUICK, CLEAN & EASY RECIPE TUTORIAL	03	04 IG POST SUSTAINABLE GROCERY TIPS (INFOGRAPHIC)	05	06 BLOG MEAL PREP LIKE A PRO
07 TIKTOK POST QUICK HOMEMADE KIDS SNACKS	08 WEEK 2 MORE ECO-FRIENDLY HOUSEHOLD PRODUCTS	09 IG CAROUSEL ECO-FRIENDLY CLEANING PRODUCTS	10	11 BLOG BAD VS. GOOD PRODUCT COMPARISON	12	13 TIKTOK POST SWITCHING TO ECO-FRIENDLY PRODUCTS
14	15 WEEK 3 HOUSEHOLD CLEANING	16 IG CAROUSEL QUICK CLEANING TIPS	17	18 BLOG HOW TO DECLUTTER YOUR HOME	19	20 TIKTOK POST BEFORE AND AFTER (CLEANING ROOMS)
21 IG STORY FRIDGE ORGANIZATION / DECLUTTERING	22 WEEK 4 TIME MANAGEMENT / SELF CARE	23 BLOG 10 EASY SELF-CARE TIPS FOR BUSY MOMS	24	25 IG POST RELAXATION-THEMED GIVEAWAY	26	27 TIKTOK POST HOW TO: MANAGE TIME AS A MOM
28 IG STORY GUIDED SELF-CARE CHECKLIST	29	30	31	01	02	03

Thank you for
listening!

