Life is Good Nutrition

www.life-is-good.co.uk

Taking Product Marketing to the Next Level

Organisation Description

Life is Good Nutrition (www.life-is-good.co.uk) is currently run by the founder, Carola a qualified sport's nutritionist. The business is based online. Life Is Good Nutrition delivers five main product offerings: personalised Nutrition and Lifestyle plans, personal Nutrition and Lifestyle coaching, webinars and programmes for corporates (including workplace wellbeing), online courses for specific client groups, and wellbeing retreats. Life is Good Nutrition focuses on science-based findings on nutrition and aims to inspire their clients to make changes to the way they eat and live so they can feel well, work better and live healthier for good.

The project is to focus on developing a semi-automated process around the marketing and sales of Life Is Good's online courses, to structure a sales revenue stream which does not require the constant presence of the founder. While Life is Good's revenue goals for 2020 have not been met due to the pandemic, the business is on track for 2021, with the planned delivery of six courses.

Project Objectives

As a fully online-based business, established over the past six years, Life Is Good Nutrition will help students understand the different requirements of an online business in terms of reaching, approaching and converting new clients. The founder is looking for insight into how to tailor and develop Life Is Good's social media presence and marketing strategy. Increased online engagement should be designed to generate sales of Life Is Good's product range, including the newest product offering, online courses.

This Life Is Good Nutrition project placement opportunity focuses on developing a complete sales and marketing strategy for an established online micro-enterprise that is expanding their product offering. This would include conducting a competitor analysis and recommending strategies to identify and approach potential clients to convert into paying clients as well as think of new ways to use online advertising effectively.

Dates the project will run

Over 4 weeks on a flexible basis from Monday 1st of February through Friday 26th of February 2021.

Why students should pick this project

Gain insight into how to develop a strategic marketing plan that suits a business that does not work with clients face-to-face. The current growth plan for 2021 includes additional team members.

Deliverables

- Competitor analysis report (offer, pricing, value etc.)
- Measure success rates of email marketing workflows and identify best practices
- Social media marketing content and targeting strategy
- Inform future marketing materials, such as the design of infographics, templates, guides etc.

Project background

Launching various online courses was part of Life Is Good's growth strategy in 2020 but it became clear that a refined sales and marketing strategy was required. The strategy will need to focus on testable methods of attracting clients to the online courses, particularly via social media and email marketing. Another focus will lie in competitor research.

Knowledge or expertise needed for this project

- A head for sales and marketing
- Social media presence management and growth
- Email marketing and workflow creation

Why this work is important to the organisation

The online learning sector has grown massively, not only because of Covid. Online learning can be an effective way of learning relevant content and have low overhead costs, making them part of a low risk growth strategy for 2021.

Primary contact for students during the project

Carola Becker, Founder.

How the student team are expected to interact with the organisation

Expect to touch base with Carola around twice per week, via a video call on a Tuesday and Friday, to check progress, plan for the next few days and discuss who is doing what, what students need from her etc. Available on email for any questions. The student team will present achievements at an end of project presentation.

Company Policies

All client data to be deleted at the end of the project