

Momscription Box

Business Plan

Patricia Totti, Owner
Created on July 6th, 2021

CONTENTS: Jump Menu

I. OVERVIEW

- 1) Business Name
- 2) Location
- 3) Legal Structure
- 4) Mission Statement
- 5) Issue
- 6) Need
- 7) Goal
- 8) UVP

II. BUSINESS PLAN

- 1) Executive Summary
- 2) Company Description
- 3) Products and Services
- 4) Marketing Plan
- 5) Operational Plan
- 6) Organization and Management Team
- 7) Financial Plan
- 8) References

III. BRANDING & MARKETING

- 1) Client Info
- 2) Brand Analysis
- 3) Simple Style Guide
- 4) Situation Analysis
- 5) SWOT Analysis
- 6) Competitor Analysis
- 7) Media Analysis
- 8) Value Proposition

IV. AUDIENCE & POSITIONING

- 1) Audience Segmentation, Targeting, Positioning
- 2) Positioning
- 3) Personas
- 4) Marketing Funnel

V. GOALS, OBJECTIVES & MEASUREMENTS

- 1) Goal of This Campaign
- 2) Objectives & Measurements

VI. CAMPAIGN STRATEGIES & TACTICS

- 1) Strategies
- 2) Tactics
- 3) Exploring Messaging
- 4) Campaign Focus: “The Big Idea”
- 5) Content Development
- 6) Media Plan
- 7) Production Plan & Budget
- 8) Media Schedule

PART 1: OVERVIEW

[\[Back to top\]](#)

Business name

Momscription Box

Location

Tampa, FL

Legal structure

Sole Proprietorship

Mission statement

We are facilitating working parents' care-packaging duties when their children go off to college.

Issue

The average American ages 25-40 works over 40.5 hours a week. However, recent data from the Gallup Survey indicate that the weekly average has increased by 7 hours. This 40-47-hour workday excludes other factors such as raising children, caring for family, and household chores. Based on these findings, the average American lacks the time and effort to put together a care package for their kids that go off to college.

Need

Momscription Box's focus is on sending personalized care packages based on the student's taste and likes as provided by the parents. We collect this data through a survey we send the parents. This way, the students receive something more personalized rather than just a box full of snacks, which most pre-existing companies offer. Additionally, we provide working parents with our service of purchasing, developing, and shipping individual packages. This way, parents will not have to go to the store and shop themselves.

Goal

(1) facilitating working mothers/ family members creation and delivery of care packages to their college students and (2) helping put a smile on those students' faces through them.

Unique Value Proposition

Due to most, if not all, already existing college care package companies delivering snacks to students, Momscription Box's focus will be on delivering a more personalized care package with knick-knacks. We would work hand-in-hand with the parents to create students' profiles with their specific likes for a personalized care package.

PART 2: BUSINESS PLAN

[\[Back to top\]](#)

1

EXECUTIVE SUMMARY

[Back to top](#)

What sector are you in?

According to a BBC article, *Role of business in society*, the sector I would be in would be the 'tertiary sector' as I provide a service for consumers.

What products/ services do you provide?

We provide timely and efficient delivery of care packages.

Who is your target audience?

Working mothers with college students (30-55y.o.)

All undergraduate students away at college (17-22y.o.)

What does the future of your industry look like?

Exponential growth as society is shifting into e-commerce.

What are your plans for the business?

We are establishing, developing, and growing.

Who are the owners of your company? Backgrounds? Experience in sector/ business?

Patricia Totti – owner

Current M.A. student.

I have worked in a family-owned retail business.

Limited experience.

What motivated you to start your own company?

For the past five years, I have been studying far from home. Thus, I have struggled with homesickness multiple times. However, I come from a household of two small business owners. This means that most days are full of countless responsibilities and very little free time. So, every time they could send me a small care package or a letter, it would be an instant pick-me-up. It would put a smile on my face even when I felt that it was not possible. This first-hand experience in seeing how good receiving care packages are as pick-me-ups and how much of a struggle it can be for working parents to find the time to send them inspired my start-up business Momscription Box.

2

COMPANY DESCRIPTION

[Back to top](#)

Detailed information about company, company structure, team members or who works in your company and what they do.

Company structure: Ownership Operation.

Team member(s): Patricia Totti, CEO

Role: purchasing, shipping, and handler

Problems your business solves.

Working parents do not have much spare time to go out and purchase, develop and ship personalized care packages to their kids off in college. With the services rendered, they pay me for product purchasing, developing a personalized care package, shipping, and service.

Boost strengths and competitive advantage.

(1) providing personalized service to families, (2) dedicating time, (3) facilitating the shipping and handling process, and (4) pricing.

3**PRODUCTS AND SERVICES**

[Back to top](#)

How much does it cost to produce?

Not applicable as I am not buying to sell.

How much will you sell each piece for?

Minimum order purchases will be \$35.00. This price excludes shipping and service charges.

Is there packaging?

Yes.

How will the client purchase the product?

The client must provide me with the order request through our website.

What system will you use to bill them?

We will offer online debit payments such as PayPal, Venmo, Chase Zelle.

Are there extra costs in getting it to the customer?

No, unless client requires special delivery services.

How will it be transported?

United States Postal Service

4**MARKETING PLAN**

[Back to top](#)

How do you plan to reach your target market?

Social media marketing campaign

Flyers/ brochures

Email

Direct contact with universities

How do you plan on selling to those target markets?

Facebook ads

Instagram ads

Flyer/ brochures provided to universities/colleges

Email subscriptions

Tabling at universities/colleges

What is your price plan?

Service commission—[for] purchasing, shipping & handling.

What types of activities and partnerships do you need to make?

We are tabling at universities/colleges offering my services to families and students at the beginning of the fall semester and spring semester. Additionally, reaching out to universities on National Decision Day (May 1st) to email the recently admitted students a flyer/poster with a discount code for signing up to use our services and another one for the first order purchase for the fall semester.

5**OPERATIONAL PLAN**

[Back to top](#)

Location

Tampa, FL

Logistics

Customer places order → Order is Processed → Efficient & Timely Service is provided → Packing Order → Shipping Order → Mailing Invoice → Requesting Payment → Processing Payment.

Transportation

United States Postal Service

Legal

As a small start-up business, I will not require a license. However, I will need a sales tax registration. In the state of Florida, this is the Florida Business Tax Application.

Inventory

No inventory.

Providers/ suppliers/ freelancers

Freelance business.

6**ORGANIZATION AND MANAGEMENT TEAM**

[Back to top](#)

Hierarchical chart leadership

Patricia Totti, CEO

Any steps for your staff to expand – any new hires you want to make and why

The expansion would require a personal assistant to help with purchasing, shipping, and handling based on the business's success and growth within a year. If, after that second year, the business continues to grow exponentially, additional staff members will be required, such as an outside accountant, logistics manager, and social media marketer intern or staff member.

Evaluate the skills, experiences, and resources your management team will need

1. Timeliness/ Punctuality
2. Time Management Skills

3. Good Customer Service Skills
4. Marketing Skills
5. Efficiency

Addressing your company's needs during implementation

Sales Tax (business registration)

Federal Tax

Employer Social Security Number

7

FINANCIAL PLAN

[Back to top](#)

Momscription Box Pro Forma Financial Plan Notes & Assumptions		
Working capital		
	Initial investment	\$5,000.00
Equipment		
	One initial computer	\$1,600.00
Labor force		
	Initially, one person will be in charge of the entire operation. As the business grows, additional persons will be employed.	
Method of operation		
	Clients will send an email indicating the products to be purchased, the amount of the order, and the required delivery time. The client will be responsible for the cost of the goods, the shipping cost, and any other special requests. A service fee will be charged for the services rendered.	
	The minimum order amount will be \$35.00.	
Business year		
	This business closes its books on a calendar year	
Shipping process/costs		
	The packages will be sent using USPS. The standard boxes that will be used are the medium flat rate box, priority mail. Its maximum weight is 70 pounds, and the cost is around \$7.70 . The delivery will be 1-3 business days.	
	A faster method will be the priority mail express, whose cost is \$26.35 , and its delivery will be the next day to 2 days guaranteed. The cost will be additionally charged.	

	Larger boxes and its cost will be charged additionally.	
Payment methods		
	The payment method will be by using a debit card, money order, bank transfer, or check. As soon as the order is ready to be shipped, an electronic invoice will be sent for its payment.	
Business income		
	Service processing fees which include the shipping charges	
Type of organization		
	In the beginning, it will be handled as a private business entity. Depending on its growth, this business will be organized as an LLC company.	
Financial statements		
	Assets are stated at their estimated current values and liabilities at their estimated current amounts. The business property and equipment are recorded at cost. It is depreciated using the straight-line method.	

Momscription Box Pro Forma Financial Plan For the year ending on december 31, 2021 Balance Sheet					
		Beginning	Level 1	Level 2	Level 3
Current assets					
	Cash on hand and in bank	\$5,000.00	\$11,720.00	\$26,820.00	\$32,520.00
	Accounts receivable	-	-	-	-
	Supplies	\$200.00	\$200.00	\$200.00	\$200.00
Total current assets					
		\$5,200.00	\$11,920.00	\$27,020.00	\$32,720.00
	Property and equipment - Computer equipment, net of accumulated depreciation	\$1,600.00	\$1,280.00	\$1,280.00	\$1,280.00
Total assets					
		<u>\$6,800.00</u>	<u>\$13,200.00</u>	<u>\$28,300.00</u>	<u>\$34,000.00</u>
Liabilities and capital					

	Current liabilities				
	Accounts payable	\$100.00	\$100.00	\$100.00	\$100.00
	Customer's deposits				
Total current liabilities					
		\$100.00	\$100.00	\$100.00	\$100.00
Owner's capital					
		\$6,700.00	\$13,100.00	\$28,200.00	\$33,900.00
Total liabilities and owner's capital					
		<u>\$6,800.00</u>	<u>\$13,200.00</u>	<u>\$28,300.00</u>	<u>\$34,000.00</u>
Owner's capital reconciliation					
	Beginning balance		\$6,700.00	\$6,700.00	\$6,700.00
	Income from operations, before depreciation		\$36,720.00	\$55,420.00	\$63,520
	Depreciation, amortization		(\$320.00)	(\$320.00)	(\$320.00)
			\$43,100.00	\$61,800.00	\$69,900.00
	Owner's drawings		(\$30,000.00)	(\$33,600.00)	(\$36,000.00)
	Owners capital balance		<u>\$13,100.00</u>	<u>\$28,200.00</u>	<u>\$33,900.00</u>

Momscription Box Pro Forma Financial Plan Statement Of Income						
				Level 1	Level 2	Level 3
				\$35.00	\$45.00	\$50.00
Income (formula: 10 orders/day x 5/day x 4.3 weeks x 12mo)						
Service fees	\$27.30	\$37.30	\$42.30	\$70,434.00	\$96,234.00	\$109,134.00
Shipping costs	\$7.70	\$7.70	\$7.70	\$19,866.00	\$19,866.00	\$19,866.00
Total income						
	\$35.00	\$45.00	\$50.00	\$90,300.00	\$116,100.00	\$129,00.00
Operating expenses						
	General and administrative			\$4,580.00	\$6,256.00	\$7,090.00
	Rental			\$4,800.00	\$4,800.00	\$4,800.00

	Vehicle, gasoline, and maintenance			\$5,285.00	\$7,220.00	\$8,180.00
	Office and shipping supplies			\$2,470.00	\$1,925.00	\$2,200.00
	Internet, cellular, and other communication			\$3,520.00	\$4,810.00	\$5,460.00
	Shipping costs			\$19,866.00	\$19,866.00	\$19,866.00
	Insurance			\$2,100.00	\$2,890.00	\$3,270.00
	Bank charges			\$1,410.00	\$1,925.00	\$2,183.00
	Marketing			\$1,050.00	\$1,440.00	\$1,640.00
	Computer and programs			\$499.00	\$568.00	\$691.00
	Others			\$2,000.00	\$2,730.00	\$3,100.00
	Accounting, legal			\$6,000.00	\$6,250.00	\$7,000.00
	Depreciation			\$320.00	\$320.00	\$320.00
				\$53,900.00	\$61,000.00	\$65,800.00
	Estimated income, before taxes					
				\$36,400.00	\$55,100.00	\$63,200.00

Momscription Box Pro Forma Statement Of Cash Flows For the year ending on december 31, 2021					
		Beginning	Level 1	Level 2	Level 3
Cash flow from operating activities					
	Net income	-	\$36,400.00	\$55,100.00	\$63,200.00
	Adjustments to reconcile net income to net cash provided by operating activities				
Non-cash expense transactions					
	Depreciation		\$320.00	\$320.00	\$320.00
	Gain (or loses) on disposal of fixed assets				

	Financing charges				
	Deposits				
Changes in operating assets and liabilities - (increase) decrease in:					
	Accounts receivable, trade		(\$100.00)	(\$100.00)	(\$100.00)
	Accounts receivable, other				
	Due from officer				
	Due to related companies				
	Income tax deposits and withholdings				
	Prepaid expenses	(\$200.00)			
Changes in operating assets and liabilities - (decrease) increase in:					
	Accounts payable, suppliers	\$100.00			
	Due to officer				
	Payroll and taxes due				
	Accrued expenses				
	Taxes on income				
Net cash provided by operating activities					
		\$100.00	\$36,720.00	\$55,420.00	\$63,520.00
Cash flow from investing activities					
	Purchase of property and equipment	(\$1,600.00)			
	Deposit leased office				
Net cash used in investing activities					
		(\$1,600.00)			
Cash flow from financing activities					

	Advances from a related company				
	Owner's drawings		(\$30,000.00)	(\$30,000.00)	(\$30,000.00)
	Owner's contributions	\$6,700.00			
Net cash used in financing activities					
		(\$6,700.00)	(\$30,000.00)	(\$33,600.00)	(\$36,000.00)
Net increase in cash					
		\$5,000.00	\$6,720.00	\$21,820.00	\$27,520.00
Cash, beginning of year			\$5,000.00	\$5,000.00	\$5,000.00
Cash, end of year					
		<u>\$5,000</u>	<u>\$11,720.00</u>	<u>\$26,820.00</u>	<u>\$32,520.00</u>



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[Back to top](#)

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PART 3: BRANDING & MARKETING

[Back to top](#)

1

CLIENT INFO

[\[Back to top\]](#)

COMPANY OVERVIEW

What is the Name of the Company/Org? Momscription Box

What does it do/sell?

☐ B2B

☒ B2C

☐ Both

Need info?

PRODUCTS/SERVICES & BENEFITS

- **PRODUCTS & FEATURES: What are the specific products/services the company offers?** We provide working parents with our service of purchasing, developing, and shipping individual packages. **What are their features?** Momscription Box's focus is on sending personalized care packages based on the student's taste and likes as provided by the parents. This way, they receive something more personalized rather than just a box full of snacks, which most pre-existing companies offer. **In what ways are they unique from the competition?** Due to most, if not all, already existing college care package companies delivering snacks to students, Momscription Box's focus will be on delivering a more personalized care package with knick-knacks. We would work hand in hand with the parents to create students' profiles with their specific likes for a personalized care package.
- **BENEFITS: What benefits do these products/services offer audiences?** We provide working parents with our service of purchasing, developing, and shipping individual packages. **What makes these benefits valuable?** By providing said service, we facilitate working parents' care-packaging duties when their children go off to college.
- **PROBLEM-SOLVING: What is your audience's main problem?** The average American ages 25-40 works over 40.5 hours a week. However, recent data from the Gallup Survey indicate that the weekly average has increased by 7 hours. This 40-47-hour workday excludes other factors such as raising children, caring for family, and household chores. Based on these findings, the average American lacks the time and effort to put together a care package for their kids that go off to college. **How do your benefits solve it?** We provide working parents with our service of purchasing, developing, and shipping individual packages.
- **PRICE: Where are the products/services/donation requests priced in comparison to their competition?** Minimum order purchases will be \$35.00. This excludes shipping and service charges compared to the competition, where they tend to have flat rates ranging from \$24.99 to \$199.99 plus shipping.

- **LOCATION: In what geographic locations are products/services available, and how is location significant?** Since it is a start-up business, we will start by focusing on students in universities/colleges in Florida. This would be a great starting point as many students in these universities/colleges are snowbirds. Depending on the company's success with the universities/colleges of Florida, we would then expand to the East Coast. The end goal would be growing the business Nationally and catering to universities/colleges across the 50 states.

■ CORE VALUES

1. Passion
2. Quality
3. Commitment to Customers

■ MISSION / PURPOSE

We are facilitating working parents' care-packaging duties when their children go off to college.

■ BACKGROUND / HISTORY

Momscription Box was founded in 2021 by Patricia Totti, a current master's college student. For the past five years, she had been studying far from home. Thus, she has struggled with homesickness multiple times. She comes from a household of two small business owners, which meant that most of their days are full of countless responsibilities and very little free time. So, every time they could send her a small care package or a letter, it would be an instant pick-me-up. It would put a smile on her face even when she felt that it was not possible. This first-hand experience in seeing how good receiving care packages are as pick-me-ups and how much of a struggle it can be for working parents to find the time to send them inspired her start-up business, "Momscription Box."

■ VISION

We are establishing, developing, and growing.
Exponential growth as society is shifting into e-commerce.



BRAND ANALYSIS

[\[Back to top\]](#)

■ YOUR OWN EXPERIENCES / IMPRESSIONS

This first-hand experience in seeing how good receiving care packages are as pick-me-ups and how much of a struggle it can be for working parents to find the time to send the care packages.

■ IMAGE COLLECTION: "LOOK & FEEL"

PINTEREST LINKS: <https://www.pinterest.com/pin/26106872830647842/> ,
<https://www.pinterest.com/pin/759489924630042424/> ,

<https://www.pinterest.com/pin/188377196903346614/> ,
<https://www.pinterest.com/pin/25332816639695093/>



What common visual themes and language do you see? Lighthearted, colorful, and themed.
What do they communicate? Thinking of you. **Are they consistent with the brand?** Yes.

■ BRAND STORY

The average American ages 25-40 works over 40.5 hours a week. However, recent data from the Gallup Survey indicate that the weekly average has increased by 7 hours. This 40-47-hour workday excludes other factors such as raising children, caring for family, and household chores. Based on these findings, the average American lacks the time and effort to put together a care package for their kids that go off to college.

Coming from a household of two small business owners, I know first-hand what it feels like to miss your parents when you go off to college but due to their countless responsibilities and very little free time, rarely being able to receive a care package from them. But, on those rare occasions I did, it would be an instant pick-me-up. It would put a smile on my face even when I felt that it was not possible. This experience of how good receiving care packages are as pick-me-ups and how much of a struggle it can be for working parents to find the time to send them, inspired my start-up business Momscription Box.

■ BRAND ARCHETYPE

The CAREGIVER nurtures you.

The caregiver is benevolent and just wants to be there for you. Caregiver brands build trust. It's rare to see a caregiver brand run an ad that takes a shot at their competition. They are the opposite of confrontational.



3

SIMPLE STYLE GUIDE

[\[Back to top\]](#)

Organization Name: Momscription Box

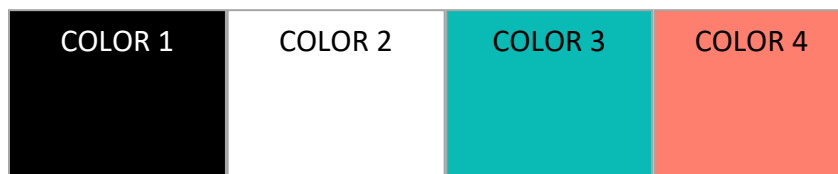
Domain Name: Momscriptionbox.com

Email Address: momscriptionbox@gmail.com



MOMSCRIPTION
BOX

COLORS:



#000000

#FFFFFF

#0ABAB5

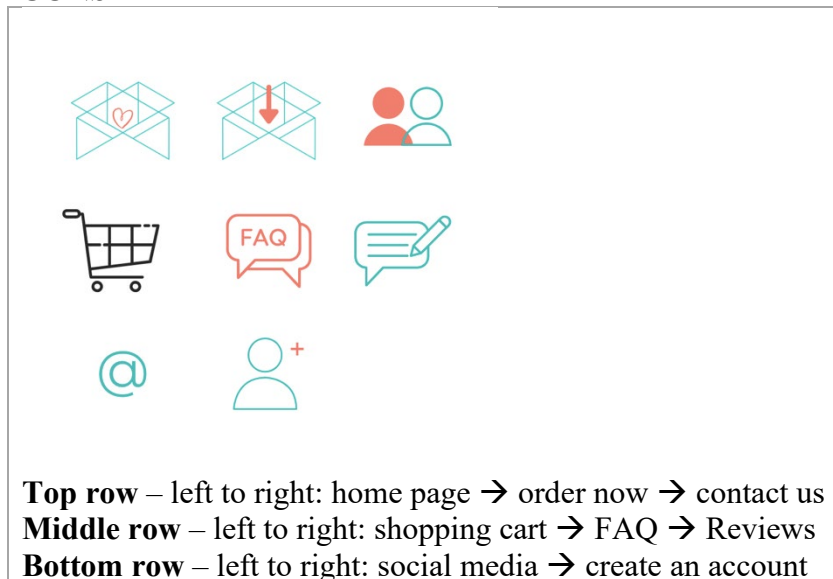
#FF7F6F

FONTS:

Font Name	Example of Font	Used How?
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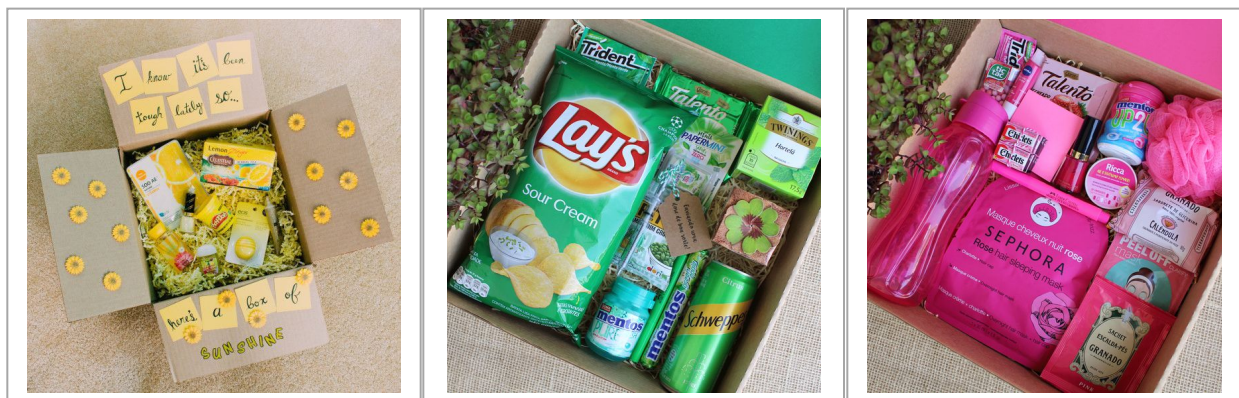
Montserrat	MOMSCRIPTION BOX	Brand name, Logo, Icons
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ICONS



TONE: Warm & Nurturing

VISUAL STYLE:



4

SITUATION ANALYSIS

[\[Back to top\]](#)



What is the current state of the market? Booming thanks to services such as eBay, Amazon, FedEx, and UPS. **Is it growing/declining? Growing. Why?** The economy is shifting into an e-commerce based one. There is also the convenience factor of ordering online, having items shipped to your doorstep, and returning the items ordered. **What are the current trends related to this business? Positive business**

trend. What are the predictions? Due to high demand, it will continue its exponential growth, and according to the NYSE, it does not seem to be impacted by inflation.

PESTEL ANALYSIS	
POLITICAL	N/A
ECONOMIC	Runaway inflation will have detrimental effects
SOCIAL	Recession
TECHNOLOGICAL	Telecommunication collapse, social media hacking, website crash, the internet being down
ENVIRONMENTAL	Lousy weather, flooding/fire at workplace
LEGAL	Frivolous lawsuit

5

SWOT ANALYSIS

[\[Back to top\]](#)



Strengths



Weaknesses



Opportunities



Threats

STRENGTHS:

- Providing a service where I facilitate working parents' care packaging needs. As well as the shipping and handling.
- I allow family members to focus on a budget making it more inexpensive rather than costly.
- Reliable

WEAKNESSES:

- There are a lot of already existing care package companies.
- Families have to pay for not only shipping and make a minimum order payment, but they also have to pay for shipping.

OPPORTUNITIES:

Success = company growth, hiring workers, collaboration with universities/colleges, economic impact

THREATS:

External factors: UPS labor strike, social media hacking, website crash, the internet being down, weather affecting electricity/internet, flooding/fire at the workplace, inflation

[\[Back to top\]](#)

COMPETITORS:

Competitor Name	Products/Services/Features	Benefits to Customer / Strengths & Weaknesses
OCM	Make your care package, send it a customized note, and deliver it straight to the student.	<p>Strengths: Select from an extensive array of snacks and edible goods.</p> <p>Weakness: May only send food. \$30.00 minimum; if you do not reach it, the package may not be processed.</p>
Campus Cube	They offer a monthly subscription, wellness, birthday, exam, gluten-free, nut-free, and vegan care packages.	<p>Strengths: Select from an extensive array of care package styles.</p> <p>Weakness: Primarily only deliver snacks and one or two miscellaneous items.</p>
Hug-a-box	Select from 13 different types of care packages offered	<p>Strengths: They offer a care package catered to different occasions such as adventuring, sending love, needing breaks, best wishes, happy holidays, snack boxes, back-to-school supplies, and weekend getaways.</p> <p>Weakness: A limited array of items for sale. Range from \$30-\$70 + shipping for a limited number of items sent.</p>
Beyond Bookmarks	Select from up to 39 different types of care packages.	<p>Strengths: Select from up to 39 different types of care packages.</p> <p>Weakness: May only send food. Prices range from \$30-325</p>
Amazon	Over 2,000 results pop up when searching for “care packages.”	<p>Strengths: Select from thousands of boxes Quick delivery at your doorstep</p>

		<p>Prime membership lowers the cost of purchase</p> <p>Weakness: Most care packages sold are snack boxes Cannot purchase miscellaneous things and send them in a single care package—send each item separately</p>
--	--	---


COMPETITOR COLLECTIONS

WEBSITE: <https://hugabox.com/collections/all> , <https://www.ocm.com/make-your-custom-care-package> , <https://www.collegecarepackages.com/> , <https://www.beyondbookmarks.com/collections/college-students> , https://www.amazon.com/s?k=Care+Packages&ref=nb_sb_noss_2

Search

90% of proceeds go to childhood cancer research

Cart 0




HOME SHOP CHARITY: SARCOMA CANCER RESEARCH OUR STORY NEWS GROWN & FLOWN

Products

Shop by Designer

Care Packages for College Students




hugabox

Adventure Pack Care Package

\$69.00

Add to Cart




hugabox

All You Need is LOVE and Brownies Care Package

\$29.00

Add to Cart



hugabox

Break Time Care Package

\$69.00

Add to Cart

CAMPUSCUBE


CollegeCarePackages.com

Cart 0

CARE PACKAGE PLANS SHOP BY SCHOOL EXAMS BIRTHDAY WELLNESS GF, NUTFREE & VEGAN ALL DORM ESSENTIALS

College Care Packages

Healthy Care Packages • Beautifully Packaged College Student Gifts



Order A Care Package Plan Now for 2021-2022 School Year

SPECIAL OFFER - SAVE 10% ON ORDERS OF 3 OR MORE BOXES

** Don't know your students mailing address yet? Use your billing address and update us by email by August 15th! **

*** Place separate Orders to ship to multiple addresses ***

Online - CampusCube Help Desk

BEYOND

bookmarks

CARE PACKAGES & GIFT BASKETS

ACCOUNT

My Cart

0

f

search store

home

college students

gift baskets

summer camp

gifts for teens

gifts for kids

add on items

view all packs

FAQs

HOME / COLLEGE STUDENTS

Student Gifts - View All

Student care packages from Beyond Bookmarks are the perfect way to support, encourage, and inspire your favorite students! From their first day of class thru graduation, and everything in between, we've got you covered! Exams, birthdays, holidays, special occasions - we have tons of great choices to make your student happy.

Sort by

Best Selling

Filter by Gift Presentation

All

Filter by Recipient

All

College Savings Pass! 20% off bedding, bath, decor & more. Use CAMPUS2021 at checkout.

Find your school Ambassador

Blog

Become a Student Help

OCM

Search for products or your school

Bedding

Bath

Decor

Apartments

Personal Care

Care Packages

Fan Shop

Graduation

Sale

1

GET 10% OFF

2

3

Help

amazon

Select your address

All

Care Packages

Hello, Sign in

Account & Lists

Returns & Orders

Cart

All

Best Sellers

Customer Service

Prime

New Releases

Pharmacy

Books

Fashion

Toys & Games

Kindle Books

Gift Cards

Amazon Home

Registry

Sell

Save on school essentials

1-48 of over 2,000 results for "Care Packages"

Sort by: Featured

Eligible for Free Shipping

Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Department

Grocery & Gourmet Food

Snack Food Gifts

Food Assortments & Variety Gifts

Coffee & Tea Gifts

Snack Nuts & Seeds

Snack & Trail Mixes

Health Care Products

Cold & Flu Medicine

Avg. Customer Review

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

★☆☆☆☆ & Up

Brand

UnboxMe Gifts

Nut Cravings

CRABBOX

Snack Chest

Sweet Choice

Blue Ribbon

Frito-Lay

See more

Price

The Exceptional Tea Experience

Shop: Tea Forte

Tea Forte

Tea Forte Tea Tasting Assortment Presentation Box Tea Sampler Gift Set, 20 Assorted Variet...

★★★★★ 3,531

prime

Tea Forte Lotus Relaxing Tea Presentation Box Tea Sampler Gift Set, 20 Assorted Variet...

★★★★★ 3,531

prime

Tea Forte Presentation Box Presentation Box Tea Sampler Gift Set, 20 Assorted Variety Ha...

★★★★★ 3,531

prime

Sponsored

Snack Box Variety Care Pack - College Student Care Package

Sponsored

UnboxMe Care Package For

Sponsored

Care Package (40 Count) Snacks

Sponsored

Snack Box Variety Pack (50 Count)

7

MEDIA ANALYSIS

[\[Back to top\]](#)

CURRENT MEDIA:

PLATFORM/LINKS (Paid, Owned, Earned)	Impressions of Strengths	Needs for Improvement
--------------------------------------	--------------------------	-----------------------

Facebook, Instagram, Facebook, Pinterest, Etsy	N/A	N/A
--	-----	-----

■ COMPETITORS' MEDIA:

Competitor Name	Media/Links	Strengths	Weaknesses
OCM	https://blog.ocm.com/ https://www.instagram.com/ocmcollegelife/	Post blogs offering tips on college life, and dorm décor and bedding	The Instagram page does not show the care packages they offer/make.
Campus Cube	N/A	N/A	I could not find social media pages, therefore, affecting their exposure.
Hug-a-box	https://www.instagram.com/HUGABOX/	Participate in events, therefore, giving them more exposure.	The Instagram page does not show the care packages they offer/make. It is more focused on events they support and attend.
Beyond Bookmarks	https://www.instagram.com/beyondbookmarks/	Make posts showing boxes they sell or the goodies that they put within them.	They have very little social media exposure, following, and interaction.
Amazon	https://www.amazon.com/ https://www.instagram.com/amazon/	Known globally.	Lack social media engagement despite having millions of followers.

■ COMPETITORS' EXAMPLES



ocmcollegelife [Follow](#)

985 posts 9,386 followers 6,798 following

OCM | College Bedding & Decor

🛏️ We make shopping for college essentials fun, easy & affordable.

🎓 Each purchase helps fund your school's student organizations.

www.ocm.com



Highlights



#OCMTak...



Apartments



#OCMAm...



College 101



Room In...



GMA

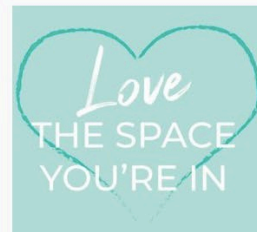
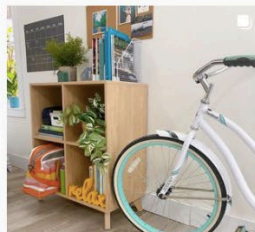
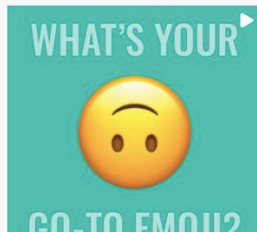
POSTS

GUIDES

REELS

IGTV

TAGGED



hugabox [Follow](#)

1,973 posts 1,465 followers 628 following

hugabox Care Packages

💎 Send big HUGS

💎 90% proceeds go to childhood cancer research

💎 Click for discounts off your next purchase

linktr.ee/hugabox



Cancer Re...

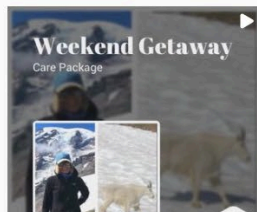


World Kin...

POSTS

IGTV

TAGGED



beyondbookmarks [Follow](#)

465 posts 435 followers 810 following

Beyond Bookmarks Care Packages

Care Packages and Gift Baskets to say:

🌟 Miss You

🌟 Get Well Soon

🌟 Good Luck

🌟 Happy Birthday

🌟 and more....

Shop our posts! 🌟

linkin.bio/beyondbookmarks



Raves



Summer!!



Graduation



Easter



St. Paddy'...

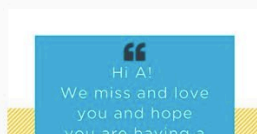


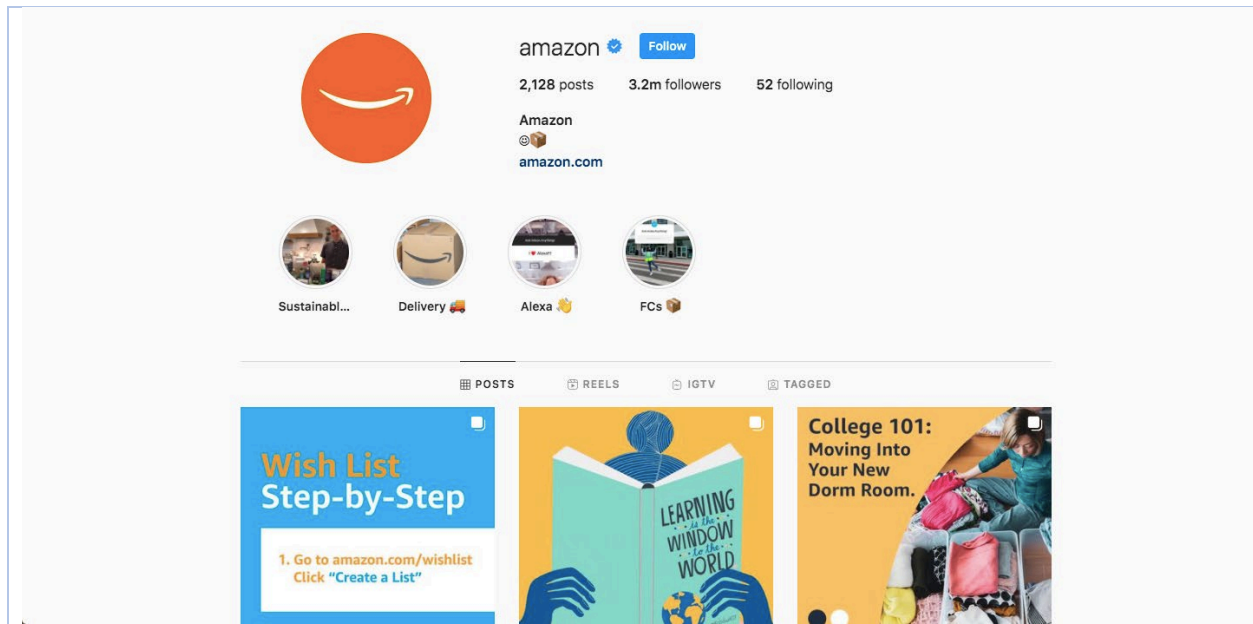
Winter Hol...

POSTS

REELS

TAGGED





8

VALUE PROPOSITION

[\[Back to top\]](#)

Due to most, if not all, already existing college care package companies delivering snacks to students, Momscription Box's focus will be on delivering a more personalized care package with knick-knacks. We would work hand in hand with the parents to create students' profiles with their specific likes for a personalized care package.

PART 4: AUDIENCE & POSITIONING

[Back to top](#)

1

AUDIENCE SEGMENTATION & TARGETING

[\[Back to top\]](#)

■ SEGMENTATION

A. GEOGRAPHICS: Where do your consumers live? Across the United States. **What research supports this?** As the company develops, we will focus on colleges and universities exclusive to Florida. However, as it grows, we will expand to universities across the states due to university profile statistics from the University of Tampa indicating that as of August 2020, 50% of the student body was out of state. **Would there need to be different campaigns for different locations?** No. We are catering to all college students across the states.

B. DEMOGRAPHICS: What are the main demographic groups of your customers (e.g., age, gender, income level, status, family, religion, “race,” nationality, language, etc.)? 18-55. This ranges from the college students receiving the care packages to the parents placing the orders. All college students are welcome.

C. PSYCHOGRAPHICS: What are the attitudes, aspirations, beliefs, motivations, personalities, priorities, needs, hobbies, and lifestyles of your customers? Hardworking individuals. **Are there widely varying groups, or are they reasonably consistent? Describe.** Consistent as we are catering specifically to parents with college kids.

D. BEHAVIORAL: What behaviors do your customers demonstrate concerning your product/service/org? Are there various groups—for example, light, medium, and heavy users? There could be the possibility of some consumers using our services more than others. **Are there different ways people use this product or service?** No, it is strictly for purchasing my services to facilitate the development, creation, shipping, and handling of care packages for the parent’s college students. **Different motivations?** No. **Different levels of brand loyalty?** Considering there are no other services like mine, there could be a chance of brand preference.

E. BENEFIT SEGMENTATION: Are different audiences using products/services for different benefits? Identify. No, if they are using my services, they want to send their students something to show them that either they are missed or thinking of them.

F. DISTRIBUTION: Where do customers purchase the product/service or take the desired action? Through our website www.Momscriptionbox.com. **Can they go online?** Yes. **To a physical location?** N/A. **Is there a catalog?** There will be a tab dedicated to the type of service offered. **Are there different groups of people who access distribution one way vs. another, or is it a mix? Explain these audiences.** Yes, different groups of people can access distribution in different ways. For example, I can buy and distribute products myself or buy the products and pay someone to distribute them for me.

G. DECISION-MAKERS: Who tends to make the buying/donating decisions about your product/service? Patricia Totti, CEO & Developer.

■ SEGMENTATION EXAMPLES

AGE As Defined By	Common Segmentations
YEARS	18-21, 22-34, 35-54, 55-64.
LIFE CYCLE	Young adults to Adults
GENERATION	Gen Z to Boomers II

INCOME	Common Segmentations
MODELS	Middle working class

GENDER	Common Segmentations
VARIES	Male, Female, Nonbinary, LGBTQIA+

FAMILY	Common Segmentations
INDIVIDUAL STATUS	N/A
KIDS	1+
FAMILY w/ KIDS CONFIGURATIONS	Single Parent, Mother & Father, Same-sex Parents, Blended Family, Extended Family (DINK) Dual Income No Kids

■ TARGET AUDIENCE(S)

My target audience will be Gen Z to Boomers II.
Our brand has to be appealing enough to college students who would be excited enough to receive something from us. However, it also has to be appealing to Millennials, Gen X, and perhaps Boomers II, as those are the age/ generation ranges of the parents of those students.

2

POSITIONING

[\[Back to top\]](#)

Variety

The selection of goods to put within each care package will not be exclusive to snacks as most pre-existing companies do. It will be focused more on other non-food-related items.

Reliability

Priority mail: orders will take 1-3 business days to be shipped.

Quality

We will be working exclusively with good/high-quality products.

Pricing

Although the minimum purchase order is \$35.00, at the end of the day, the parents have a say in how much they are willing to spend or not.

DIY/ Aesthetics

Appealing to each individual student as it will be created catered to their likes.

3

PERSONAS







[\[Back to top\]](#)

“PAINS & GAINS”







FRUSTRATIONS & FEARS	GOALS & GAINS
What does a bad day look like for your customer? Their boss being extra demanding and making them work overtime.	What does this person want and aspire to? Have spare time to send their college student a well-thought-out, personalized care package.
What is this person afraid of? Not fulfilling all responsibilities and not getting tasks done in time.	How does this person measure success? By having good time management skills and being patient.
What keeps this person up at night? They are missing their student, meeting deadlines at work, responsibilities outside of work.	How could this person benefit? By contacting Momscription Box and using our packaging services!
What is this person responsible for? Student, household, bills, marriage.	What can we offer this person? We are facilitating their care packaging needs.
What obstacles stand in this person's way? There are only so many hours in a day to get everything done.	

WRITING PERSONAS

PERSONA #1 (example)

	Preferred Method of Communication <ul style="list-style-type: none">• Phone• Email• Face-To-face	Tools They Need to Do Their Job <ul style="list-style-type: none">• Accounting and Bookkeeping Systems• Cloud-Based Storage & File Sharing Applications• Employee Scheduling Software• Invoicing Software• Email
Name Mom		
Job Title Doctor		
Age 35 to 44 years		
Highest Level of Education Doctorate (e.g. PhD, EdD)	Job Responsibilities Attending to patients	Their Job Is Measured By Patient quantity
Social Networks     	Reports to Self/ Co-owner	Goals or Objectives Being able to have sufficient time to send their college student a well thought out, personalized care package.
Industry Health Care		
Organization Size 1-10 employees	They Gain Information By Continuing education courses	Biggest Challenges Not enough hours in a day.

PERSONA #2 (example)

 <p>Name Freshman in college</p> <p>Job Title Student</p> <p>Age 18 to 24 years</p> <p>Highest Level of Education High school degree or equiv</p> <p>Social Networks</p>     	<p>Preferred Method of Communication</p> <p>Texting Snapchat Instagram Twitter</p>	<p>Tools They Need to Do Their Job</p> <ul style="list-style-type: none"> Google drive Email Blackboard
	<p>Job Responsibilities</p> <p>Being a good student.</p>	<p>Their Job Is Measured By</p> <p>Maintaining good GPA and good grades</p>
	<p>Reports to</p> <p>Professors</p>	<p>Goals or Objectives</p> <p>Having fun and getting to experience life out of their home town!</p>
	<p>They Gain Information By</p> <p>Attending college courses</p>	<p>Biggest Challenges</p> <ul style="list-style-type: none"> Adaptation Homesickness Problem Solving & Decision Making Professional Development Resources

4

MARKETING FUNNEL

[\[Back to top\]](#)

MARKETING FUNNEL & ENGAGEMENT	What exists now?	What needs to be created or changed?
AWARENESS & INTEREST: How might a persona become aware of the company and interested? Word of mouth? FB ad? Google search? News? Personal stories? Blog article? Video? Emotional content? Website? eBook? A combination? Etc.).	What is available now to engage the prospect? N/A	What needs to be created or changed? The website and marketing campaigns need to be created. Website has yet to be launched.

CONSIDERATION: What process of consideration is likely to happen? (Comparing competition? Reading reviews? Asking friends? Reading news? Searching Google? Watching videos? Reading a compelling story? Learning something new? Signing up for an email newsletter or texts?)	What information, stories, and inspiration will the person need to be able to make a decision? List what exists now. N/A	What needs to be created or changed to help prospects make a decision? The website, which still needs to be created/launched, will have a 'service' tab with a detailed explanation of the service and what customers can expect.
CONVERSION: How will the shopper convert to customer? What media will be most persuasive? What calls to action will be readily visible? What information or special offers might compel action?	What is available now to make conversion easy? N/A	What needs to be created or changed to make conversion easy? Positive reviews left by customers and high engagement on future social media pages will ensure easy conversion.
LOYALTY: What experience will the consumer have after taking the desired action? Will the product and/or service exceed expectations? Is there a way to return a product easily? Receive special offers? Receive quick, accurate customer support? Increase donations? (Etc.) What might need to be created?	What exists now to encourage loyalty? N/A	What needs to be created to encourage repeat sales, donations, etc.? As stated above, positive reviews and engagement will impact all aspects of making Momscription Box successful. Additionally, discount codes and personalized thank you notes will encourage loyalty further. It is all about the little details to show gratitude for using our services.
ADVOCACY: How can customers endorse the company/org? Review products or service? Post user-generated content (e.g., in contests)? Repost news? Suggest a new member for a discount?	What opportunities exist now for happy customers to engage others? N/A	What needs to be created or changed for customers to easily pass on good word about their experiences? The website, which still needs to be created/launched, will have a 'reviews' tab where happy customers can engage with each

		other and talk about their experience using our services.
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PART 5: GOALS, OBJECTIVES & MEASUREMENTS

[Back to top](#)

1

GOAL OF THIS CAMPAIGN

[\[Back to top\]](#)

Goal: INCREASE BRAND AWARENESS










- **Specific:** I want to make college parents aware that a service facilitates their care packaging duties when their children go off to college.
- **Measurable:** Increase traffic through email and social media campaigns
- **Achievable:** Create a website and social media pages
- **Realistic:** By developing the website and social media pages and creating the media campaigns, we can boost brand awareness, generate media traffic/ engagement and start sales.
- **Timebound:** End of the year.

2

OBJECTIVES & MEASUREMENTS

[\[Back to top\]](#)

OBJECTIVES	PERFORMANCE MEASUREMENT
Raise awareness	Increased likes, followers, mentions, retweets Market awareness research (surveys).
Enhance customer relations	Increased engagement, reviews, positive reposts
Drive more website traffic	Increased # of visits, time on site, traffic from SM
Launch new product or services	Purchases, reviews, positive reposts, engagement Hashtag performance
Target new customers	Increased # of new visitors
Grow market share	Increased market share reports
Improve conversion rates	Increased sign-ups and purchases Increased traffic from SM sites
Increased purchases/donations	Increased purchases
Increase loyalty	Increased visits, time on site, SM engagement
Increase advocacy	Increased positive sentiment, reviews, reposts Increased sign-up-your-friends form completions Increased social media shares
Enter a new market	Market share reports

A	B	C
Acquisition KPIs	Behavior KPIs	Conversions KPIs
Visitors 	Bounce Rate 	Goal Conversion Rate 
Percentage of New Visitors 	Pages per Visit 	Goal Completions 
Number of New Visitors 	Average Visit Duration 	Goal Value 

PART 6: CAMPAIGN STRATEGIES & TACTICS

[Back to top](#)

1

STRATEGIES

[\[Back to top\]](#)

Key Performance Indicator	Your Strategies
Raise awareness	Design website to appeal to the target audience As we grow, ambassador programs throughout the universities across the states could be developed Digital marketing campaigns Add click-worthy content of value (videos, reels, tik toks)
Enhance customer relations	Add click-worthy content of value (videos, reels, tik toks) Digital marketing campaigns Test new website with eye-tracking, observation, and focus groups
Drive more website traffic	Add social proof/testimonials on the home page Digital marketing campaigns Add click-worthy content of value (videos, reels, tik toks)
Launch new product or services	Design website to appeal to the target audience Digital marketing campaigns
Target new customers	As we grow, ambassador programs throughout the universities across the states could be developed. Word-of-mouth recommendations Digital marketing campaigns Add click-worthy content of value (videos, reels, tik toks)
Grow market share	Increased sign-ups and purchases Yearly sales reports
Improve conversion rates	Add social proof/testimonials on the home page Digital marketing campaigns Add click-worthy content of value (videos, reels, tik toks) Word-of-mouth recommendations Design website to appeal to the target audience
Increased purchases/donations	Design website to appeal to the target audience As we grow, ambassador programs throughout the universities across the states could be developed. Add social proof (how products are developed/outcome)/ testimonials on the home page. Add click-worthy content of value (videos, reels, tik toks)
Increase loyalty	Add social proof/testimonials on the home page As we grow, ambassador programs throughout the universities across the states could be developed.

Increase advocacy	As we grow, ambassador programs throughout the universities across the states could be developed. Word-of-mouth recommendations
Enter a new market	Contact universities and pitch them my idea to see if we can partner up.

2

TACTICS

[\[Back to top\]](#)

OWNED ASSETS

Website
Social media sites (Facebook, Instagram)
Social media posts (posts, reels, tik toks)
Email subscriptions
Purchase codes
Flyers
Shipping tracking messages

PAID MEDIA

Paid ads on Facebook and Instagram
As we grow, contact happy students so they can become ambassadors at the university they attend

EARNED MEDIA

Social media sharing
Social media engagement
Reviews
Word-of-mouth sharing

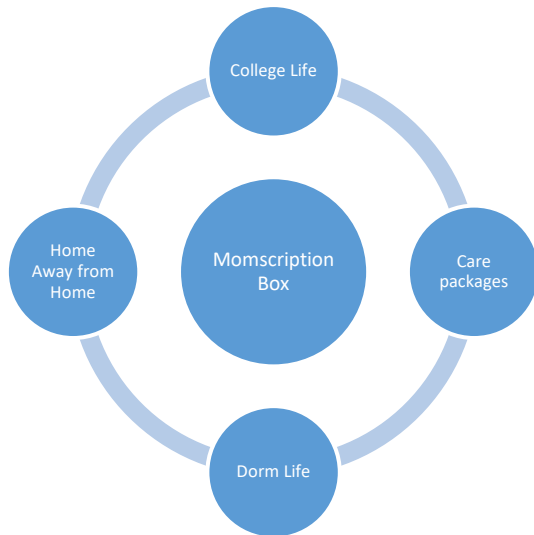
3

EXPLORING MESSAGING

[\[Back to top\]](#)



TOPICS OF FOCUS



CREATIVE COLLECTION

TUMBLR LINKS: [Home Away from Home](#) , [Dorm Life](#) , [College Life](#) , [Care Packages](#)



4

CAMPAIGN FOCUS: THE “BIG IDEA”

[\[Back to top\]](#)

- 1) Share a Box
- 2) Send a Box

- 3) Thinking of You
- 4) It's the Little Things
- 5) Momscription Box Ambassador
- 6) Momscribe
- 7) Mom love in a box
- 8) Motivated by mom
- 9) College kids' appreciation
- 10) Homesick remedy

CAMPAIGN HASHTAG: #ShareABox #SendABox #ItsTheLittleThings #ThinkingofYou #MomscriptionBoxAmbassador #Momscribe #MomLoveInABox #MotivatedByMom #CollegeKidsAppreciation #HomesickRemedy

5

CONTENT DEVELOPMENT

[\[Back to top\]](#)

CONTENT BRAINSTORM



6

MEDIA PLAN

[\[Back to top\]](#)

OWNED MEDIA

PLATFORM	CAMPAIGN LENGTH (weeks)	METRICS	BUDGET
Website	52 weeks	-	According to google domains, purchasing momscriptionbox.com

			for 5 years will cost \$60.00.
Facebook page	52 weeks	-	Free
Instagram page	52 weeks	-	Free

■ PAID MEDIA

PLATFORM	CAMPAIGN LENGTH (weeks)	METRICS	BUDGET
Instagram	12 weeks	-	\$100.00 max
Facebook	12 weeks	-	\$100.00 max

■ EARNED MEDIA

MEDIA LIST	CONTACT	EMAIL	PHONE
Reviews	-	-	-
User generated content	-	-	-
News	-	-	-
Social media engagement increase	-	-	-

7

PRODUCTION PLAN & BUDGET

[\[Back to top\]](#)

Tasks	Subtasks	Team	Deadline	Budget
Website development	Create email subscriptions	Patricia Totti	12/31	-
Photos		Patricia Totti	12/31	-
Create Instagram Page	Create posts, reels, highlights, stories & paid ads	Patricia Totti	12/31	According to WebFX, CPC (cost-per-click) costs \$0.20 - \$2.00. CPM (cost-per-impression) costs \$6.70.
Create Facebook Page	Create posts, stories & paid ads	Patricia Totti	12/31	According to WebFX, CPC (cost-per-click) costs \$0.97. CPM (cost-per-impression) costs \$7.19.

FACEBOOK General Recommendations to Client

Media	Frequency	Posting Times
Videos (:60 sec)	3x/week	According to Sprout Social blog posts, the best times to post on Facebook are as following: EST: Tuesday, Wednesday, and Friday 10 a.m.–2 p.m. PST: Tuesday, Wednesday, and Friday 7 a.m.–11 a.m. CST: Tuesday, Wednesday, and Friday 9 a.m.–1 p.m.
Organic Posts w/ Photos	Daily	
Reposts	1x/week	
Promotional Posts	1x/week	

INSTAGRAM General Recommendations to Client

Media	Frequency	Posting Times
Videos (:30 sec)	3x/week	According to Sprout Social blog posts, the best times to post on Instagram are as following: EST: Tuesday noon–3 p.m., Monday through Friday noon PST: Tuesday 9 a.m.–noon, Monday through Friday 9 a.m. CST: Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.
Organic Posts w/ Photos	Daily	
Reposts	1x/week	
Promotional Posts	1x/week	