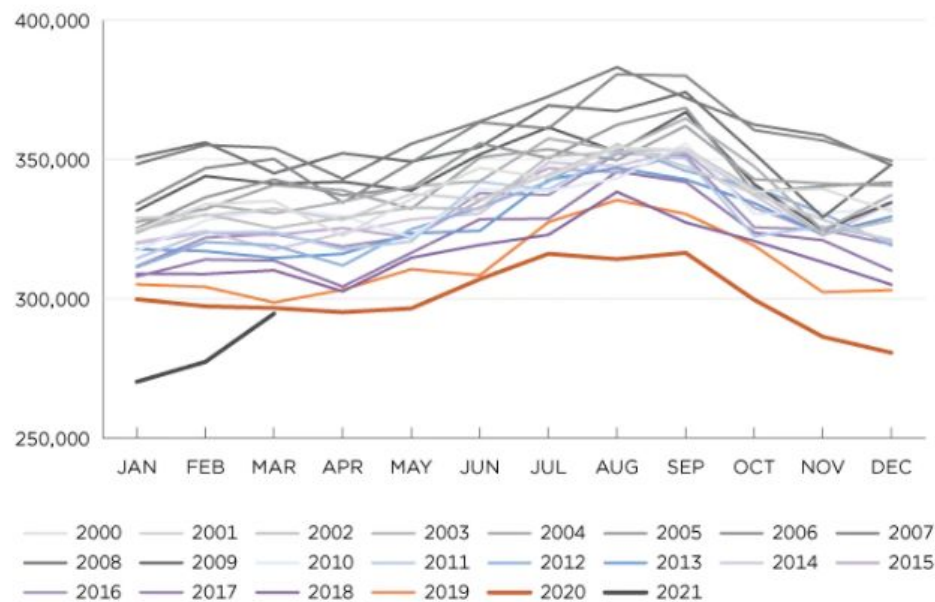


SMART START®

# Marketing Playbook

## Current Prenatal Market Overview

U.S. Births by Month: 2000-2021



Note: The data in the figure distribute births based on the months' observed daily average if days were evenly distributed across months. For example, December is always one day longer than November. Additionally, there were technically more births in February 2020 than in February 2019. February 2020 was one day longer than February 2019, however, because 2020 was a leap year. When looking at daily averages, February 2019 had more births per day than February 2020.

Source: National Center for Health Statistics (NCHS).

## Customer Research

### PRENATAL SALES

- Currently prenatal sales are relatively flat, but largely driven by innovation
- Industry growth has slowed, but still represents \$1B in retail sales
- Expectant parents are less focused on price

### BIRTH RATES

- Historically, studies show pandemics create a birth decline.
- Additionally, the number of U.S. births has been declining every year since 2008.
- The birth rate decline was much steeper in 2020.
- Birth rates fell the most in:
  - Families most economically impacted by the pandemic
  - States that had the highest number of Covid cases
  - Highly educated women, older women, and those who already had children
- Births returned to pre-pandemic trend levels in March 2021.
- Historical pandemic data suggests that we might see a baby boom 24 months after the COVID pandemic subsides.

## Who We Are



## Brand Personality + Voice

The voice represents the character of the brand and the structure of our messaging. Our brand voice should inform and reflect the brand personality in all future touchpoints and content.

If Smart Start were a person, it would be an OBGYN with a passion for prenatal development and the optimal health of mother and child. Our ultimate goal is to help families reach wellness and fulfillment through research-based solutions.

- **PIONEERING**  
Leading the next generation of prenatal nutraceuticals, we offer solutions backed by the newest and most convincing research. With this informed data, we can offer superior products.
- **PREMIUM**  
Smart Start is a high-quality product trusted by physicians. The combination of nutrients provides prenatal neurocognitive development, better adaptive hormonal responses to stress, lower incidence of congenital disabilities, and more.
- **EDUCATED**  
Smart Start was formulated by medical professionals who specialize in women's health. We have the big picture perspective required to best serve parent and child needs.
- **PROACTIVE**  
Reaching optimal family wellness and fulfillment wouldn't be possible without proper foresight and planning.

## Who We Are



## Our Tone

While the voice represents who is speaking and the personality, the brand tone represents how we communicate with the audience. This includes the choice of words and the writing style. Our audience should recognize our brand, and notice our tone consistently evokes these characteristics.

- **INFORMATIVE**  
We are always on the cutting edge of science; we make sure you're up to date on the latest findings. Customers can trust our solutions are informed by research.
- **PASSIONATE**  
The knowledge we share comes from our passion for prenatal care, proper child development and the benefits we can provide to mother and child.
- **TRUSTWORTHY**  
Responding to healthcare needs requires a dedication to wellness and experience in the nutraceuticals industry. Our partners have devoted themselves to the improvement of well-being.
- **INTENTIONAL**  
We care about life-long nutrition. We will introduce Smart Start as a prenatal supplement while promoting and highlighting the associated outcomes with long-term use.



# Marketing Personas

## PERSONA 1

# First Time Family Planners



## Demographics

**Age:** 26-39

**Marriage Status:** Likely married

**Education:** Bachelor's or Graduate Degree

**Salary:** \$80,000+

**Household Income:** \$200,000

## Identifiers

- "Type A"
- Overachieving personality type
- Educated
- Health conscious
- Values science
- Planner

## Challenges

- Learning about pregnancy
- Stress regarding fertility
- Family planning
- Finding science backed products
- Getting enough nutrients with busy schedule

## General Information

14% of women want to become a parent in the next 12 months

"The average age of first-time mothers in America is now up from 21 to 26" (MOD, 2017)

## Preferred Brands

- Whole Foods
- Lululemon
- Target
- Neimans
- Levis
- Gap
- Amazon

## Online Activities

- WebMD
- Google
- YouTube- Fertility content
- TikTok
- Instagram
- Facebook groups for those trying to conceive

## Offline Activities

- Running, maybe even marathons
- Tennis club
- Golf club
- Ski trips
- Country club memberships
- Book club
- Going out with friends (bar scene)

**The health conscious overachiever. No current children, and not yet pregnant, but planning a family and preparing for eventual pregnancy. Adjusting to pregnancy-safe habits.**

## PERSONA 2

# Expecting Mother



## Demographics

**Age:** 26-39

**Marriage Status:** Likely married

**Education:** Bachelor's or Graduate Degree

**Salary:** \$80,000+

**Household Income:** \$200,000

## Identifiers

- Pregnant
- Want to give their child the best head start in life.
- Type A
- Overachieving personality type
- Health conscious
- Educated
- Values Science

## Challenges

- Vitamin induced nausea
- Hormonal changes
- Pregnancy pain
- Finding science backed products
- Getting enough nutrients with busy schedule

## General Information

97% of women reported taking prenatal vitamins during pregnancy

74% of pregnant women\* reported seeing their physician for information

Less focused on price compared to family planner

## Preferred Brands

- Buy Buy Baby
- Seraphine
- A Pea in a Pod
- Whole Foods
- Lululemon
- Target
- Neimans
- Levis
- Gap

## Online Activities

- Pregnancy Apps (the bump)
- Web MD
- Pinterest (when nesting)
- Games on their phones (especially during bed rest)
- Shop for registries
- Google
- YouTube- Pregnancy tips
- TikTok
- Instagram
- Facebook groups for expecting mothers

## Offline activities

- Doctor's appointments
- Nesting
- Redecorating
- Baby showers
- Gender reveal
- Country club memberships
- Birthing classes
- DoorDash (food apps)

**Pregnant overachievers who are educated, health conscious, and concerned for their baby's health and intelligence. She is also concerned for her own health, especially during pregnancy.**

## PERSONA 3

# Mother, Trying to Conceive



### Demographics

**Age:** 26-39

**Marriage Status:** Likely married

**Education:** Bachelor's or Graduate Degree

**Salary:** \$80,000+

**Household Income:** \$200,000

### Identifiers

- Very busy
- Willing to do whatever it takes to give their child the best of everything.
- "Type A"
- Overachieving personality type
- Educated
- Health conscious
- Values science
- Planner

### Challenges

- Exhaustion due to busy schedule
- Adjusting to new identity
- Parenting
- Finding science backed products
- Getting enough nutrients with busy schedule

### General Information

14% of women want to become a parent in the next 12 months

Overall, women have 2.07 children during their lives on average – up from 1.86 in 2006

Less focused on price compared to family planner

### Preferred Brands

- Netflix
- Disney
- Lego
- Hershey's
- Whole Foods
- Lululemon
- Target
- Neimans
- Levis
- Gap

### Online Activities

- WebMD
- Google
- YouTube- kids channels, parenting content
- TikTok
- Instagram
- Facebook groups for current mothers

### Offline Activities

- Taking child to recreational events (sports, piano)
- Go to the park
- Shopping
- Socializing
- Playdates
- Try to meet new friends on Facebook (new moms are often lonely)

**Current mother interested in having more children. Concerned for her unborn child's health, intelligence, and future. Online and offline behavior orient around her children.**

## PERSONA 4

## OB/GYN



*OB is short for obstetrics or for an obstetrician, a physician who delivers babies. GYN is short for gynecology or for a gynecologist, a physician who specializes in treating diseases of the female reproductive organs.*

**Qualifications:** Doctorate in Gynecology and Obstetrics

**Demographic**

**Gender:** 79.1% women, 16.4% men

**Average age:** 44

**Ethnicity:** The most common ethnicity of Ob/Gyns is White (70.3%), followed by Black or African American (11.3%) and Hispanic or Latino (8.2%)

**Job Responsibilities**

- Providing medical support to pregnant women
- Performing routine check-ups on female patients.
- Serve women throughout all phases of their lives, from teenager to older menopausal women.

**Industry Info**

By 2022, two-thirds of ob/gyns will be women;

**Challenges**

- Work life balance
- Avoiding professional burnout
- Having confidence in treatment
- Having confidence in new medications or supplements

**Resources for Information**

- Pubmed
- Medical conference
- Pharmaceutical Reps
- Doximity- healthcare networking
- LinkedIn- physician portal
- **New England Journal of Medicine**
- **OB journals**
- Doctor version of WebMD
- Cleveland clinic (just for Doctors)
- Mayo clinic

**Preferred Method of Communication**

- Face to face
- Email
- Office phone call
- Letters

**Always looking for new products that could help patients, especially expecting mothers/current mothers. Prioritize science backed products and advice. Keep up with medical studies regarding women's health.**

## PERSONA 5

# Certified Nurse Midwives (CNM)



*A midwife is a trained health professional who helps women during labor, delivery, and after the birth of their babies. Midwives may deliver babies at birthing centers or at home, but most can also deliver babies at a hospital.*

**Qualifications:** BS Nursing  
Masters degree in Midwifery

### Demographic

**Gender:** Approximately 99% of AMCB-certified midwives were female.

**Average age:** 30-69

**Salary:** \$100,000 and \$149,999

### Services

- Pregnancy care
- Postpartum care
- Family planning
- Disease prevention and management
- Delivery and labor coaching
- Preconception care
- Medication prescribing
- Treatment and counseling for sexually transmitted diseases
- Primary care

### Challenges

- Work life balance
- Avoiding professional burnout
- Feelings of demoralization
- Shortage of resources
- Societal challenges
- Personal struggles

### Resources for Information

- Pubmed
- Medical conference
- Journal of Midwifery & Women's Health
- Continuing Education
- [www.midwife.org](http://www.midwife.org)

### Preferred Method of Communication

- Face to face
- Email

**Want to ensure the health of their clients and their future children. Also prioritize science backed products and advice. Keep up with medical studies regarding women's health and midwifery.**



# Customer Journeys

# Marketing Funnel

## 01 Awareness

Research and planning phase. Hear from friends and family, see offline and online ads, expectant mother targeting, industry influencers and publications, social media.

## 02 Consideration

Compare and evaluate prenatal alternatives, compare health benefits.

## 03 Decision-making / Desire

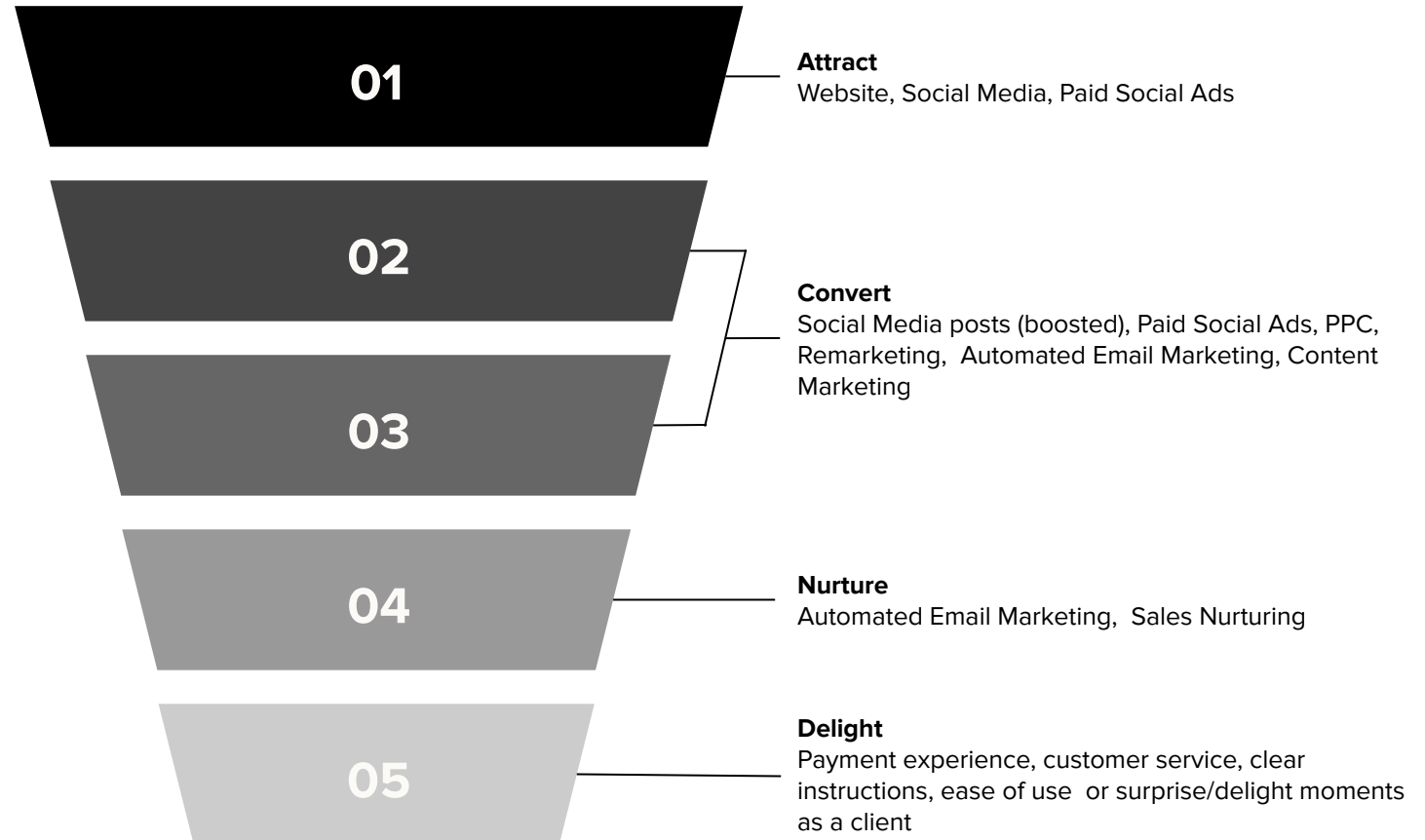
Comparing health benefits, customer service, and price. Use multiple mediums to fulfil satisfaction in product needs. Get inspired. Place order.

## 04 Action / Purchase

Effortless delivery or pick up and clear communication throughout entire process.

## 05 Client Loyalty

Share experience. Repeat customer, Positive Feedback



Stage	Awareness	Consideration	Decision	Delivery & Use	Loyalty & Advocacy
<b>Activities</b>	Know they will eventually need to take a prenatal vitamin everyday for the sake of their baby	Begin asking friends and family for recommendations. Compare and evaluate vitamin alternatives.	Study relevant research Learn the importance of Vitacholine® and DHA. Choose Smart Start	Delivery/pick up is a smooth process. No negative side effects. Feel relief regarding baby's health.	Eventually enjoy the product. Continue use after pregnancy
<b>Customer Goals</b>	Conceive. Potential mother wants to ensure her vitamin and mineral intake is sufficient for baby's health, in case of pregnancy. Price conscious.	Interested in taking prenatal vitamins in preparation of pregnancy. Researching the most important nutrients during pregnancy. Discovers the importance of Vitacholine® and DHA..	Smart Start is clearly the best prenatal vitamin considering its all natural vitaVitacholine® + DHA complex.	Delivery/pick up is smooth. No negative side effects. Feel relief regarding potential baby's health	Takes Smart Start upon and after pregnancy. Takes Smart Start next pregnancy
<b>Touchpoints</b>	Social media ads, targeting ads, influencer promotion, YouTube tutorials, YouTube pregnancy blogs, Tik Tok stories regarding vitamins	Hear from family and friends, continue to see online ads, discovers Cornell study	Automated marketing, nurturing emails, influencer promotions, research studies	Email confirmation and feedback form, (Special Offer for recommendations?)	Positive reviews, word of mouth,
<b>Content</b>	Cornell Study Blog Post Social Media Post Whitepaper Checklist How-To Video Educational Webinar	Cornell Study Doctor Pamphlet Influencer videos Infomercial Product Comparison Guide Case Study Free Sample Subscribe to Newsletter	Free Trial Consultation Offer Coupon Newsletter Content	Clear Instructions Educational pamphlets with product Online reviews Heightened Customer Service Customer Appreciation Newsletter Content	Customer Stories/Spotlights Customer Appreciation Newsletter Content
<b>Experience</b>	Beginning process, searching the market for quality options.	Feeling pressure to find the right vitamin complex. Requiring effort but starting to gain excitement.	Excited to be proactive towards future child's health and intelligence	Requires effort, happy when received, feels relief regarding health of future child.	This is a great product, I have to share.
<b>Business Goal</b>	Increase awareness and interest.	Products that set them apart from competitors.	Smart Start stands out against competitors.	Product is easy to use and beneficial to the customer	Brand consistency, on trend, offers superior products, and customer service.
<b>KPI</b>	Number of family planners reached	New website visitors	Conversion rate	On time delivery, customer service, product reviews	Retention rate, value, frequency
<b>Organization Activities Internally</b>	Create digital campaign	Creation of digital campaigns	Optimize leads	Convert leads	Target marketing, make reordering easy

Stage	Awareness	Consideration	Decision	Delivery & Use	Loyalty & Advocacy
<b>Activities</b>	Friends and family refer prenatal vitamins. See online ads on social media.	Compare and evaluate vitamin alternatives. Study relevant research	Learn the importance of Vitacholine® and DHA. Choose Smart Start	Delivery/pick up is a smooth process. No negative side effects. Feel relief regarding baby’s health.	Enjoyed the product. Continue use after pregnancy
<b>Customer Goals</b>	Ensure unborn child is healthy. Find the perfect prenatal vitamin with the most benefits for her and her unborn child. May already be taking a prenatal vitamin. Less price conscious.	Researching the most important nutrients during pregnancy. Discover the importance of Vitacholine® and DHA.	Smart Start is clearly the best prenatal vitamin considering its all natural vitaVitacholine® + DHA complex. If applicable, stops taking other prenatal vitamin.	Delivery/pick up is smooth. No negative side effects. Feel relief regarding baby’s health	Repeat customer, positive feedback
<b>Touchpoints</b>	Social media ads, targeting ads, influencer promotion	<b>Hear from Doctor, hear from midwife, hear from family and friends, continue to see online ads, discovers Cornell study</b>	Automated marketing, nurturing emails, influencer promotions, research studies	Email confirmation and feedback form, (Special Offer for recommendations?)	Positive reviews, word of mouth,
<b>Content</b>	Cornell Study Blog Post Social Media Post Whitepaper Checklist How-To Video Educational Webinar	<b>Cornell Study Doctor Pamphlet Influencer videos Infomercial Product Comparison Guide Case Study Free Sample Subscribe to Newsletter</b>	Free Trial Consultation Offer Coupon Newsletter Content	<b>Clear Instructions Educational pamphlets with product Online reviews Heightened Customer Service Customer Appreciation Newsletter Content</b>	Customer Stories/Spotlights Customer Appreciation Newsletter Content
<b>Experience</b>	Searching the market for quality options.	Feeling pressure to find the right vitamin complex. Requiring effort but starting to gain excitement.	Excited to be proactive towards child’s health and intelligence	Requires effort, happy when received, feels relief regarding health of child	This is a great product, I have to share.
<b>Business Goal</b>	Increase awareness and interest.	Products that set them apart from competitors.	Smart Start stands out against competitors.	Product is easy to use and beneficial to the customer	Brand consistency, on trend, offers superior products, and customer service.
<b>KPI</b>	Number of expectant mothers reached	New website visitors	Conversion rate	On time delivery, customer service, product reviews	Retention rate, value, frequency
<b>Organization Activities Internally</b>	Create digital campaign	Creation of digital campaigns	Optimize leads	Convert leads	Target marketing, make reordering easy

Stage	Awareness	Consideration	Decision	Delivery & Use	Loyalty & Advocacy
<b>Activities</b>	Open to learning about different prenatal vitamins. Talks to doctor, family, and friends about other options	Compares Smart Start to past prenatal vitamins. Refers to research studies	Learns previous prenatal vitamin was lacking in vital ingredients. Interested in Smart Start	Delivery/pick up is a smooth process. No negative side effects. Feel relief regarding baby's health.	Enjoyed the product. Continue use after pregnancy
<b>Customer Goals</b>	Current mother wanting to have a bigger family. Open to different prenatal vitamins for next pregnancy. Wants to ensure future baby is healthy and intelligent. Less price conscious.	Compares past used prenatal vitamins to new ones. Discover the importance of Vitacholine® and DHA.	Smart Start is clearly the best prenatal vitamin considering its all natural vitaVitacholine® + DHA complex. If applicable, drops other prenatal vitamin.	Delivery/pick up is smooth. No negative side effects. Feel relief regarding potential baby's health	Smart Start upon and after pregnancy. Takes Smart Start next pregnancy
<b>Touchpoints</b>	Mom friends, social media ads, targeting ads, influencer promotion, YouTube tutorials, YouTube pregnancy blogs, Tik Tok stories regarding vitamins	Hear from health podcast, hear from family and friends, continue to see online ads, discovers Cornell study	Automated marketing, nurturing emails, influencer promotions, research studies	Email Confirmation and Feedback Form, (Special Offer for recommendations?)	Positive reviews, word of mouth,
<b>Content</b>	Cornell study Blog Post Social Media Post Whitepaper Checklist How-To Video Educational Webinar	Cornell Study Doctor Pamphlet Influencer videos Infomercial Product Comparison Guide Case Study Free Sample Subscribe to Newsletter	Free Trial Consultation Offer Coupon Newsletter Content	Clear Instructions Educational pamphlets with product Online reviews Heightened Customer Service Customer Appreciation Newsletter Content	Heightened Customer Service Referral Requests Customer Stories/Spotlights Customer Appreciation Newsletter Content
<b>Experience</b>	Although they have a current product, they search the market for other quality options.	Feeling pressure to find the right vitamin complex. Requiring effort but starting to gain excitement.	Excited to find a better product that would help their next child	Requires effort, happy when received, satisfied, feels relief regarding health of future child.	This is a great product, I have to share.
<b>Business Goal</b>	Increase awareness and interest.	Products that set them apart from competitors.	Smart Start stands out against competitors.	Product is easy to use and beneficial to the customer	Brand consistency, on trend, offers superior products, and customer service.
<b>KPI</b>	Number of mothers trying to conceive reached	New website visitors	Conversion rate	On time delivery, customer service, product reviews	Retention rate, value, frequency
<b>Organization Activities Internally</b>	Create digital campaign	Creation of digital campaigns	Optimize leads	Convert leads	Target marketing, make reordering easy

Stage	Awareness	Consideration	Decision	Delivery & Use	Loyalty & Advocacy
<b>Activities</b>	Hear from colleagues, see offline and online ads, SEO, ob/gyn targeting, industry influencers and publications, social media.	Compares Smart Start to past prenatal vitamins. Refers to research studies	Determine Smart Start is the best prenatal vitamin for patients	Recommends to others	Continues to recommend product
<b>Customer Goals</b>	Keep up with products that could help patients, especially expecting mothers/current mothers. Prioritize science backed products and advice.	Learns of Smart Start via pharm rep, medical conference, or medical journal.	Smart Start is clearly the best prenatal vitamin considering its all natural vitaVitacholine® + DHA complex.	Recommends product to patients. They report zero negative side effects. The product benefits mother and baby.	Continues to recommend product to patients, positive feedback
<b>Touchpoints</b>	Medical conference, OB/GYN journals, social media ads, offline and online ads,	Cornell study, SEO, ob/gyn targeting, industry influencers and publications, social media.	Automated marketing, nurturing emails, salesforce, influencer promotions, research studies	Email Confirmation and Feedback Form, (Special Offer for recommendations?)	Positive reviews, word of mouth,
<b>Content</b>	Medical conference presentation Cornell study Whitepaper Checklist How-To Video Educational Webinar	American Journal of Obstetrics and Gynecology article Product Comparison Guide Case Study Free Sample Subscribe to Newsletter	Free Trial Consultation Offer Pamphlet from pharm rep Newsletter Content	Clear Instructions Educational pamphlets with product Online reviews Heightened Customer Service Customer Appreciation Newsletter Content	Heightened Customer Service Referral Requests Customer Stories/Spotlights Customer Appreciation Newsletter Content
<b>Experience</b>	Interested in best quality prenatal vitamin options for patients	Feeling open minded regarding the best vitamin complex. Intrigued by Cornell study	Eager to share Smart Start with patients. Excited to offer superior product.	Patients report positive feedback. Doctor continues to recommend.	This is a great product, I will continue to share.
<b>Business Goal</b>	Increase awareness and interest.	Products that set them apart from competitors.	Smart Start stands out against competitors.	Use products to match expectations.	Brand consistency, on trend, offers superior products, and customer service.
<b>KPI</b>	Number of OB/GYN reached	New website visitors	Conversion rate	On time delivery, customer service, product reviews	Retention rate, value, frequency
<b>Organization Activities Internally</b>	Create digital campaign	Creation of digital campaigns	Optimize leads	Convert leads	Target marketing, make reordering easy

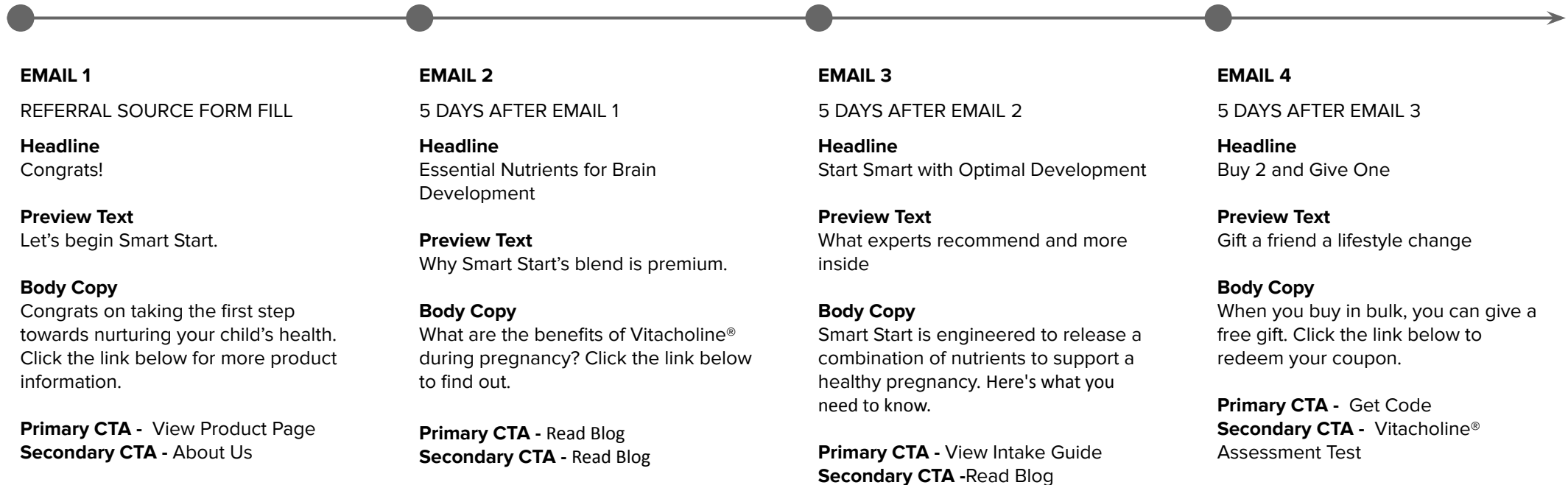
Stage	Awareness	Consideration	Decision	Delivery & Use	Loyalty & Advocacy
<b>Activities</b>	Hear from colleagues, see offline and online ads, SEO, midwife targeting, industry influencers and publications, social media.	Compares Smart Start to past prenatal vitamins. Refers to research studies	Determine Smart Start is the best prenatal vitamin for patients	Recommends to others	Continues to recommend product
<b>Customer Goals</b>	Their practice entails offering women non invasive, natural forms of treatment. Researches best products for pregnant patients.	Understands the importance of vitaVitacholine® and dha. Learns about Smart Start. Considers sharing product with clients.	Smart Start is clearly the best prenatal vitamin considering its all natural vitaVitacholine® + DHA complex.	Recommends product to patients. They report zero negative side effects. The product benefits mother and baby.	Continues to recommend product to patients, positive feedback
<b>Touchpoints</b>	Medical conference, Midwifery journals, social media ads, offline and online ads,	Cornell study, SEO, midwife targeting, industry influencers and publications, social media.	Automated marketing, nurturing emails, salesforce, influencer promotions, research studies	Email Confirmation and Feedback Form, (Special Offer for recommendations?)	Positive reviews, word of mouth,
<b>Content</b>	Medical conference presentation Cornell study Whitepaper Checklist How-To Video Educational Webinar	Journal of Midwifery Women’s Health article Product Comparison Guide Case Study Free Sample Subscribe to Newsletter	Free Trial Consultation Offer Coupon Newsletter Content	Clear Instructions Educational pamphlets with product Online reviews Heightened Customer Service Customer Appreciation Newsletter Content	Heightened Customer Service Referral Requests Customer Stories/Spotlights Customer Appreciation Newsletter Content
<b>Experience</b>	Interested in best quality prenatal vitamin options for patients	Feeling pressure to find the right vitamin complex. Requiring effort but starting to gain excitement.	Excited to offer superior product to patients.	Requires effort, happy when received, satisfied	This is a great product, I have to share.
<b>Business Goal</b>	Increase awareness and interest.	Products that set them apart from competitors.	Smart Start stands out against competitors.	Use products to match expectations.	Brand consistency, on trend, offers superior products, and customer service.
<b>KPI</b>	Number of midwives reached	New website visitors	Conversion rate	On time delivery, customer service, product reviews	Retention rate, value, frequency
<b>Organization Activities Internally</b>	Create digital campaign	Creation of digital campaigns	Optimize leads	Convert leads	Target marketing, make reordering easy

# Workflow Summary

**Persona** Trying to Conceive, Expecting Mother & Mother of Young Child

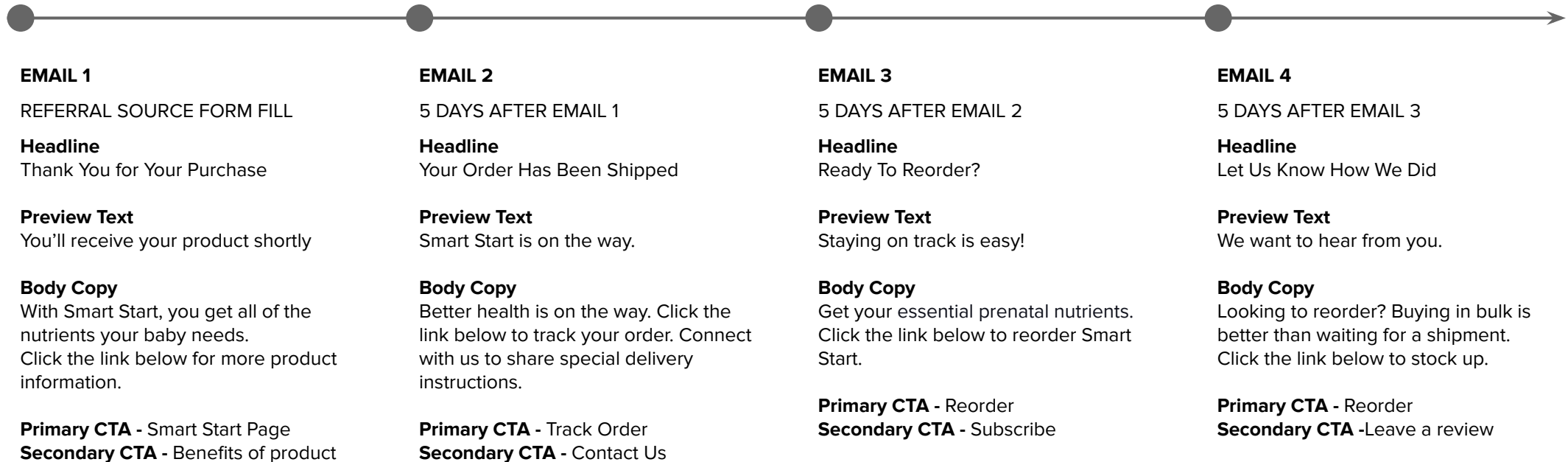
**Journey Stage** Consideration

**Intent** Build lasting relationships with the persona by providing insights and solutions that align with their pain points and goals.



# Workflow Summary

**Persona** Trying to Conceive, Expecting Mother & Mother of Young Child  
**Journey Stage** Retention and Loyalty  
**Intent** Share experience, repeat customer, and positive feedback



# Workflow Summary

**Persona** OB/GYN & Midwives/Doulas

**Journey Stage** Consideration

**Intent** Build lasting relationships with the persona by providing insights and solutions that align with their pain points and goals.

