

### Strategic Business Objectives

- Increase sales of the new product line
- Increase brand awareness and loyalty
- Increase market share

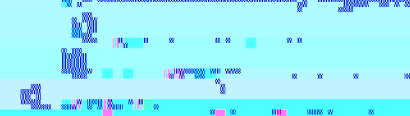
The brand's marketing strategy is to create a strong and consistent brand identity across all touchpoints, including packaging, advertising, and social media.

### Target Audience

The brand's target audience is young women aged 18-30 who are interested in fashion and beauty. They are active on social media and value high-quality, affordable products.

### Marketing Channels

- 1. Social media: Facebook, Instagram, and Twitter
- 2. Influencer marketing: Collaborating with fashion and beauty influencers
- 3. Retail partnerships: Partnering with department stores and boutiques
- 4. Direct mail: Sending samples and promotional offers to potential customers



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### Marketing Mix

- 1. Product: High-quality, affordable products
- 2. Price: Competitive pricing
- 3. Place: Retail partnerships and direct mail
- 4. Promotion: Social media, influencer marketing, and direct mail

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