

## **Sustainable Solutions for Healthy Homes Branding Plan**

Contact Tascha Halliburton: [Tascha.Halliburton@live.com](mailto:Tascha.Halliburton@live.com)



**Empowering Transformations for  
Healthier Homes and Families**

### **1. Review, Revise, and Affirm Mission Statement**

**Sustainable Solutions for Healthy Homes** is committed to inspiring, empowering, and transforming families and their homes.

### **2. Examine the Present Situation**

**Sustainable Solutions for Healthy Homes** is a health and lifestyle brand founded by Michelle Przedwiecki and geared towards making the world a better place through finding sustainable solutions for families which empowers them to feel better physically, mentally, and emotionally.

### **3. Statement of Objectives**

- To increase the overall awareness of the Sustainable Solutions brand to target audiences
- To educate and provide target audiences with practical solutions for physical, mental, and emotional issues

### **4. Statement of Goals**

- Increase the brand's visibility within the health and lifestyle industry
- Increase the number of customers who purchase services of the Sustainable Solutions brand

### **5. Strategies**

Over the next year, Sustainable Solutions will:

- Develop a consistent brand across social media channels, website, and offline
- Create digital content (Blog content, guest blogging, videos) that will establish the brand as a credible authority within the health and lifestyle industry

- Offer valuable services to target audiences such as, private sessions, classes, workshops, guest speaker events, healthy home consultations

## 6. Target Audiences/Market

**Internal Audiences:** Sustainable Solutions Interns, Braathe Enterprises (partner), Guest Blogging Partners, Sponsors

**External Audiences:** Parents (especially moms age 20-50 and homeowners (esp first time owners age 20-40), or parents looking to find a healthy home for their family including rentals) Local Saratoga Springs, New York community for home consultations and larger US market for classes and programs delivered virtually and over the phone, Potential Companies/Brands who wish to partner/sponsor

### Target Market:

- Women (esp. mothers) 25+ looking to better their physical, mental, emotional health and are interested in finding practical, new solutions for their health.
- Moms (working or stay at home) with children looking to better the physical, mental, emotional health of themselves and their families
- Families interested in buying or moving into a house and concerned with the health of their family.
- Young women and girls who need to learn healthy beliefs and mindsets before beginning their parenting journey.

## 7a. Brand Positioning

### How is our business different from our competition?

With Michelle's background in Science, Public Health, Education, and Real Estate as well as her experiences as a mother of four and a doula, she is uniquely qualified to help you find healthy solutions for yourself, your family, your home and your business.

Her focus is not only on preventing disease but on promoting and preserving health. ***Your health affects everything else that you are able to do and accomplish.*** She is constantly looking for ways to promote health both globally and in her local community.

When she looks at patterns of health and disease, she is constantly looking to find ways to help people in the most effective way. Since the health of the womb affects you more than any environment will for the rest of your life, she has concentrated a lot of her work on supporting

mothers and babies. She also volunteers her time to mentor women and girls to be more empowered to make healthier choices for themselves. And since women are often the caretakers both at home and in their occupations, this has global implications.

The Sustainable Solutions brand focuses mainly on moms—because moms are the most important aspect of the overall health of a family. Mothers are typically the main caretaker of children, the one who provides the meal plans for a family, suggests activities for the family to partake in, etc.

So if we can affect the health choices of mothers, then the overall health of the family will be affected a well! As a result, the Sustainable Solutions brand is a brand for moms of all ages.

Sustainable Solutions is here to show that the brand is concerned for the actual health of families and is not interested in selling tie-in products. Instead, the brand is focused on using its knowledge of holistic health and the eco-friendly lifestyle to help improve the lives of families.

Sustainable Solutions supports the eco-friendly lifestyle because is it healthier and a better long term investment for families and communities, not because it is trendy. We focus more on re-using and repurposing natural materials or choosing long-lasting options than buying something that is labeled Green.

## **7b. Message Strategies**

**Tone of voice:** Accessible, Friendly, Professional, and informative messaging. We want target audiences to trust the information we provide and feel comfortable using the brand as a credible source on topics related to sustainable living.

**Brand Messaging:** Sustainable Solutions realizes that not every family is the same. Which is why we offer *customized solutions* for families. Sustainable Solution services will save families time and money as they sustain their family's health long-term, while staying within their budget.

### **7b 1. Branding Imagery we can use to drive messaging can include:**

- Health and wellness-style pics (pics of meditation, nature, mindfulness, healing)
- Stock imagery of moms and their children, families (from a variety of backgrounds)
- Michelle's clients with their children (With Consent)
- Pictures of Michelle and actual workshops and classes offered by brand

### **7c. Name, Logo, Tagline**

**Name: DBA registered in Saratoga County is “Sustainable Solutions for Healthy Homes”.**  
Also: SheSellsHealthy on social media and MichelleSheSells on email/facebook

Michelle rhymes with Seashell. The name comes from the old poem “She sells seashells by the seashore”. And used because her last name is never spelled correctly!

**Logo/Brand Colors:** Sage Green, White, Blue/purple, and natural earthy tones, “shabby-chic farmhouse and landscapes that reflect the northeast US.



**Tagline: Empowering Transformations for Healthier Homes and Families**

### **8. Marketing Tools**

#### **Tier One:**

##### ***One-On-One Communications:***

- PowerPoint/Speaker Notes for Guest Speaker events

##### ***Interactive Media:***

- Sales Sheets on services offered
- Brochures on services/courses offered

#### **Tier Two:**

##### ***Interactive Media:***

- Social Media Sites (Twitter, Facebook, Instagram, Google+)

- Company Website
- Online Courses through Eliademy

### ***Controlled Media (Content Marketing Strategy)***

- Blog content educating target audiences of topics related to sustainable living
- Wikipedia Page explaining the brand

## **9. Task Group**

We Need a:

- Brand Specialist
- Social Media Intern (checks trending terms and gathers and posts articles to twitter and organizes the blogging posting schedule)
- Blog Intern (gathers references and pictures for the next post and posts completed blogs)
- Graphic Designer (prepares flyers and brochures)
- Marketing Intern

## **10. Monitoring and Measurement Systems and Procedures Continued**

To see if we achieve our goals:

- Increase the brand's visibility within the health and lifestyle industry
- Increase the number of customers who purchase services of the Sustainable Solutions brand

— We Can —

- Track the number of visitors to our website and social media sites
- Track the type of feedback we receive on our social media updates
- Track the number of people who sign up for classes, personal consultations, workshops, guest speaker events