

How I Built a Global Marketing Strategy for a Herbal Wellness Brand to Drive E-commerce Growth and Brand Positioning

1. Project Overview

Oteli Herbs is a premium herbal wellness brand focused on:

- Ceylon herbal teas
- Ayurvedic hair oils

The goal was to create a **scalable marketing system** to:

- Enter global markets
- Build brand trust
- Drive e-commerce growth

2. The Problem

The brand faced key challenges:

- Low global brand awareness
- No structured digital marketing system
- Strong competition from established wellness brands
- Limited trust as a new premium brand

Core Problem:

How to position a new brand as premium and trustworthy in a competitive global market

3. Market Opportunity

- Rising demand for herbal wellness products
- Growth of clean beauty and natural remedies
- Strong global interest in Ayurveda and Ceylon origin

Opportunity:

Combine heritage + wellness + storytelling

4. Objectives

- Build global brand awareness
- Achieve 2–3% e-commerce conversion rate
- Increase repeat purchase rate (30%+)
- Establish premium positioning

5. Strategic Approach

Core Strategy Pillars:

- Content-driven storytelling
- Influencer-led trust building
- E-commerce optimization
- Multi-market localization

6. Execution Plan

Weekly Content Plan

- Monday → Product storytelling (ingredients, origin)
- Wednesday → Educational content (benefits, usage)
- Friday → Customer/UGC content
- Sunday → Offer or product promotion

Monthly Actions

- Launch 1 campaign (seasonal or wellness-focused)
- Publish 4 blog articles
- Collaborate with 5–10 influencers

Result:

Consistent content + structured growth

7. Customer Journey

1. User sees Instagram/TikTok content
2. Visits website
3. Reads product benefits/blog
4. Adds product to cart
5. Completes purchase
6. Receives follow-up email
7. Becomes repeat customer

Connects content → sales → retention

8. Brand Positioning

Oteli Herbs differentiates through:

- Premium Ceylon origin
- Ayurvedic authenticity
- Sustainability and ethical sourcing
- Wellness-focused lifestyle branding

9. Campaign Strategy

- **#MyOтелиRitual** → UGC campaign
- Influencer collaborations (wellness & beauty)
- Seasonal campaigns (winter wellness, Ramadan gifting)
- Product education series

10. Expected Results

- 2–3% website conversion rate
- 30% repeat purchase rate
- Increased global brand awareness
- Strong customer trust through content

11. Key Insights

- Trust is critical in wellness brands
- Content drives both education and conversion
- Influencers accelerate brand credibility
- Consistency is key for e-commerce growth

12. Final Outcome

This strategy provides:

- A structured global marketing system
- Clear execution plan
- Scalable e-commerce growth model
- Strong brand positioning

If you' re building a product-based brand and need a **clear, structured marketing system to grow online**, this is the type of strategy I can help you develop.

