



# NutriBoost

# NB

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# Marketing Mix

## Product

**Vitamin  
Supplement Box**

## Price

**\$39.99**

## Promotion

**Social Media,  
Workout  
Facilities etc.**

## Place

**Online Website**

# Target Market



- We target middle age women ages from 35-50.
- In order to effectively reach our target market, most of our marketing will be used on Facebook, where many middle aged women spend their time.



## Product

- We specialize in supplement boxes, for people who are passionate about staying fit.
- We offer a variety of vitamin supplements so our customers can experience all of our products.
- NutriBoost is different than most vitamin boxes, as we offer replacement options, so if you do not like one of the items in the box you can switch it out.



## Price

Monthly

Yearly

Single Time  
Purchase

\$34.99 per  
month

\$349.99 yearly

\$39.99

30% off

One Time  
Purchase

12.5% off  
Recurring  
Purchase,  
Charged Every  
Month

Recurring  
Purchase,  
Charged  
Every Year

facebook  
ads



## Promotion

- Facebook Ads
- Organic Tik Toks
- Gym Entrances
- Supplement Stores