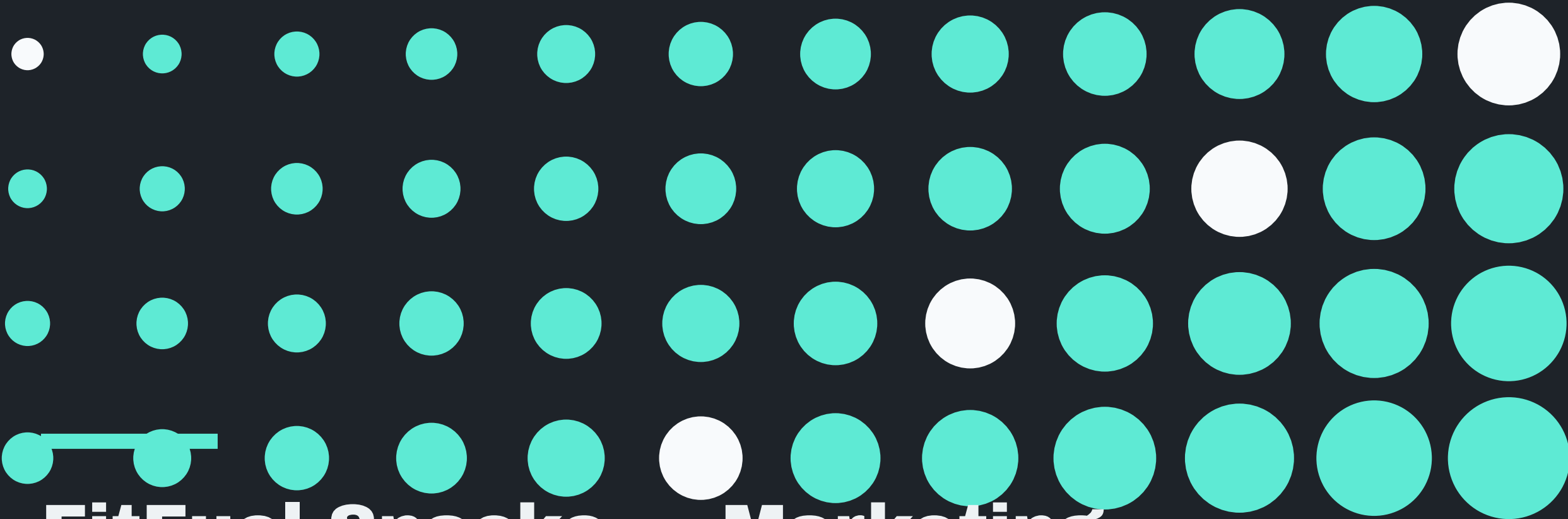




FitFuel Snacks — Marketing Plan

Strategy, channels and budget for 2026

Agenda

- 01** Situation
- 02** Audience
- 03** Strategy
- 04** Channels
- 05** Budget & KPIs



Image

Where we are today

₹1.2 Cr

annual revenue

9%

online share of sales

260

retail outlets

Baseline figures are sample data.

SWOT analysis

S Strengths

High-protein recipes
Clean labels

W Weaknesses

Low brand recall
Few flavours

O Opportunities

Gym and campus tie-ups
Quick-commerce growth

T Threats

Copycat products
Price-sensitive buyers

Target personas



Photo

Aditya, 22

COLLEGE ATHLETE

Needs quick protein between classes
and training.



Photo

Pooja, 29

BUSY PROFESSIONAL

Wants healthy snacks at her desk.



Photo

Sameer, 45

HEALTH-CONSCIOUS PARENT

Reads every label before buying.

KEY IDEA

**Snacks that work as
hard as you do.**

Campaign idea

Marketing objectives

01

Recall

Double unaided brand recall.

02

Online

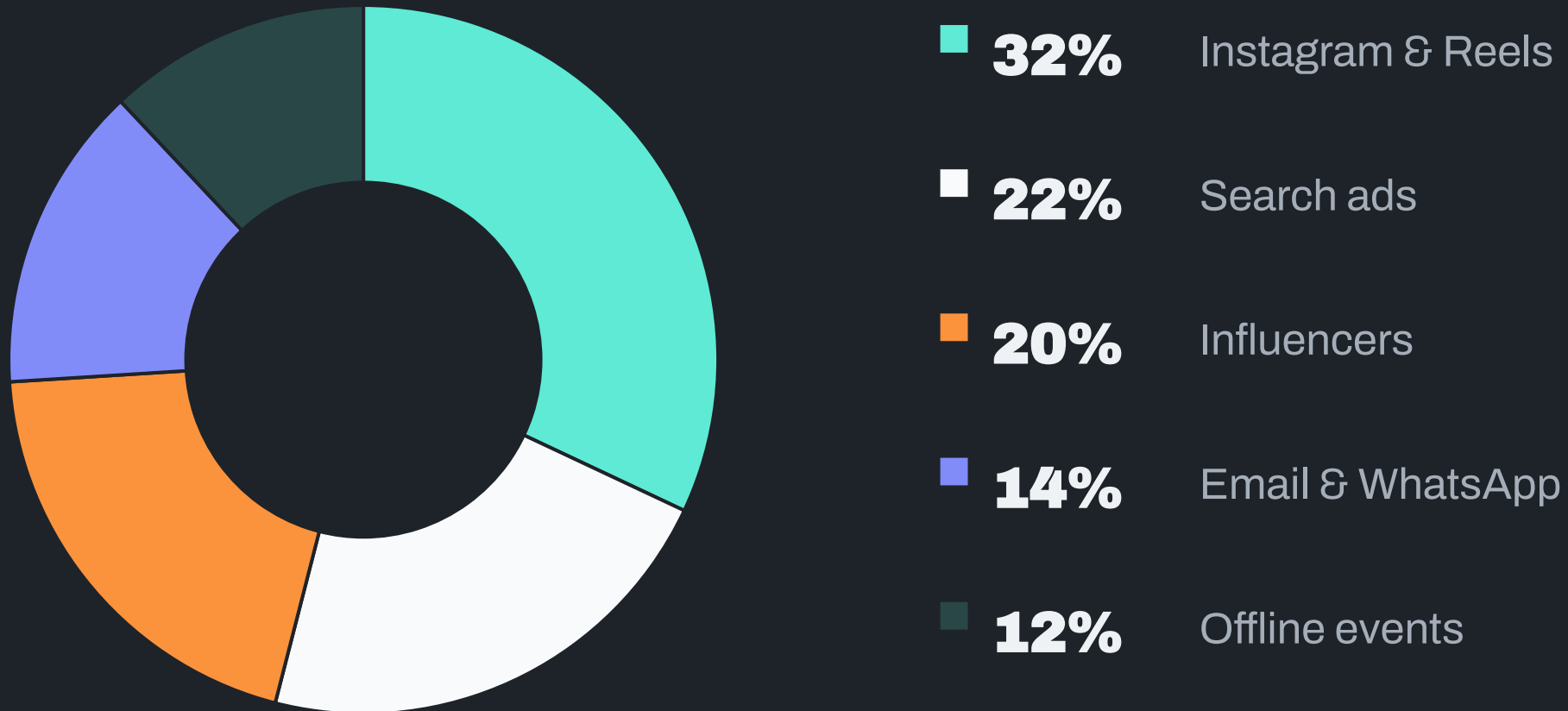
Grow online share to 20%.

03

Trial

5 lakh free samples via
gyms.

Channel mix



Sample data for illustration.

Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3x

reach vs last year

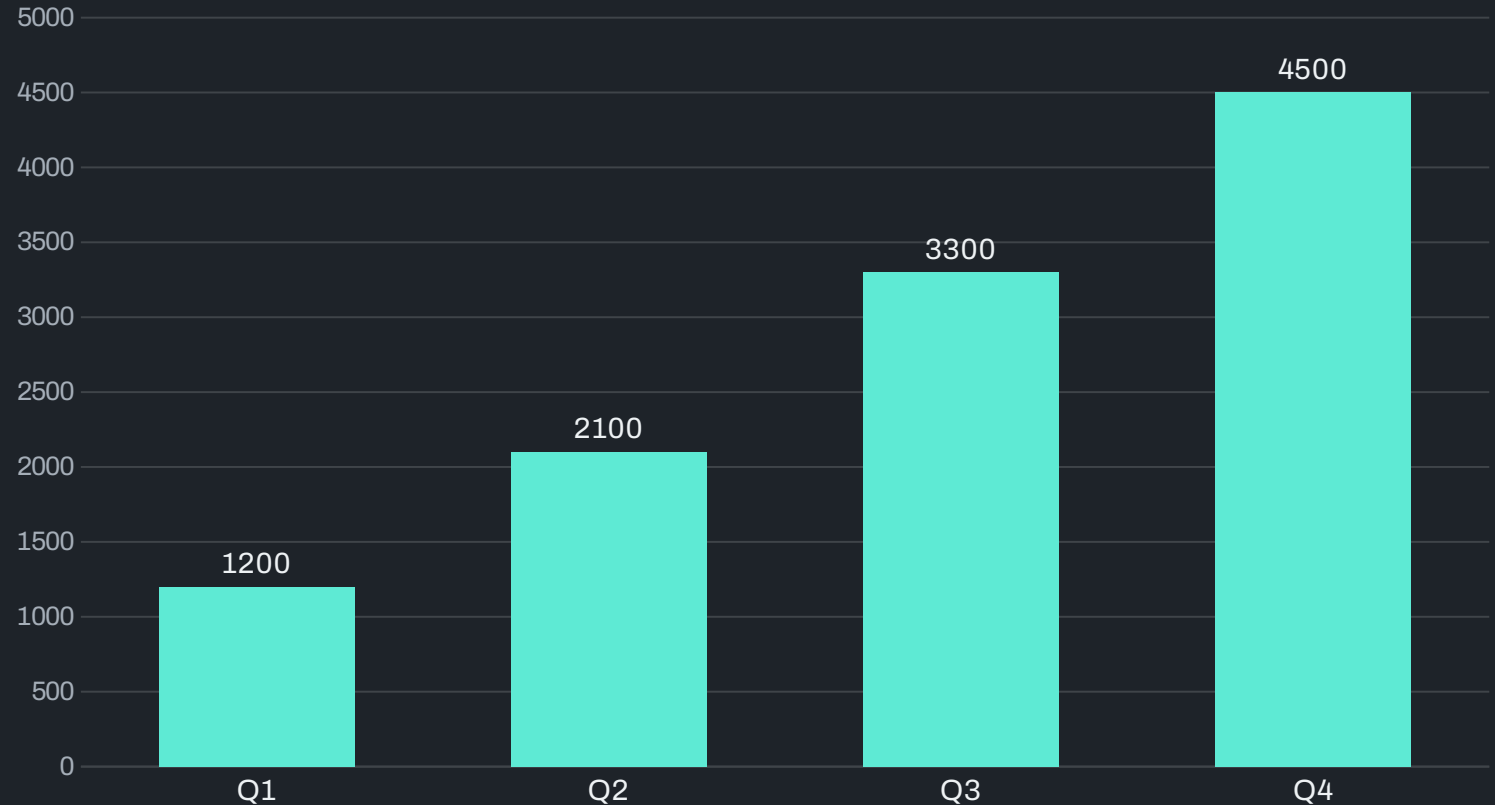
2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team
marketing@yourbrand.in

