

MARKETING PLAN 2026

FitFuel Snacks — Marketing Plan



Strategy, channels and budget for 2026

PREPARED BY
Brand & Growth Team

PERIOD
2026

VERSION
Draft 1.0



Agenda

01

Situation

04

Channels

02

Audience

05

Budget & KPIs

03

Strategy

01

SITUATION





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**

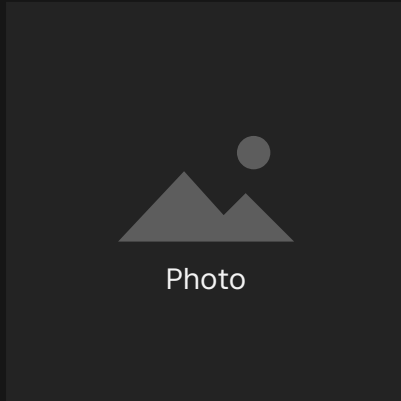
Gym and campus tie-ups
Quick-commerce growth

T **Threats**

Copycat products
Price-sensitive buyers



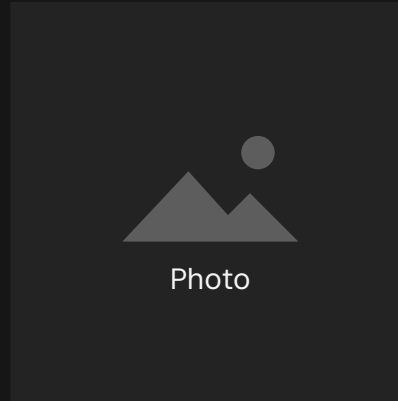
Target personas



Aditya, 22

COLLEGE ATHLETE

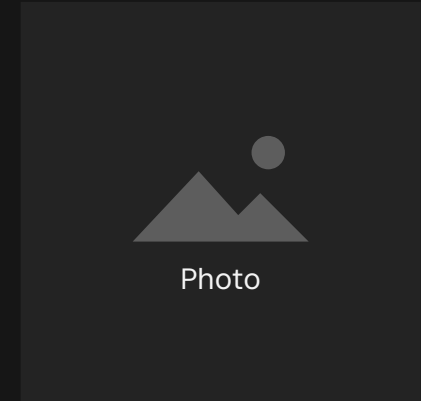
Needs quick protein between classes and training.



Pooja, 29

BUSY PROFESSIONAL

Wants healthy snacks at her desk.



Sameer, 45

HEALTH-CONSCIOUS PARENT

Reads every label before buying.

02

STRATEGY



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.

03

CHANNELS





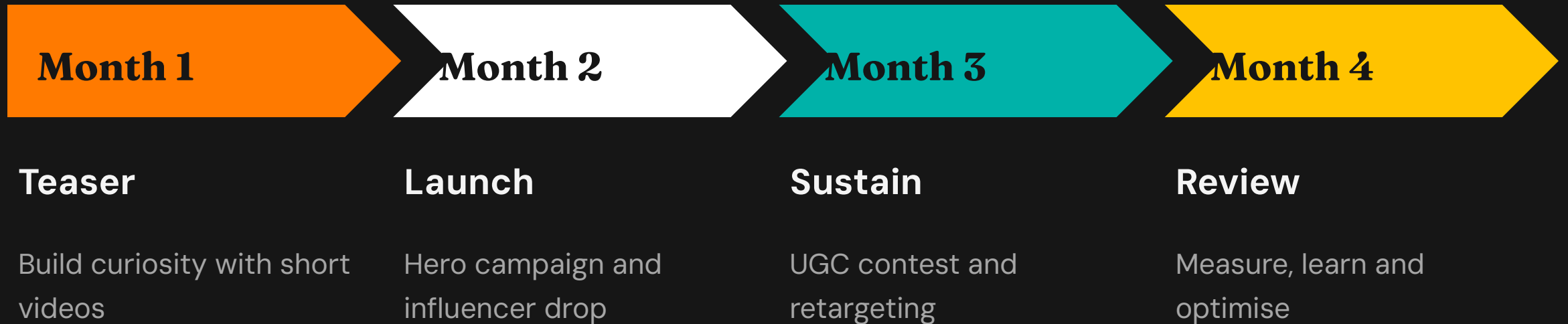
Channel mix



Sample data for illustration.



Campaign calendar





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

04

BUDGET & KPIs





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

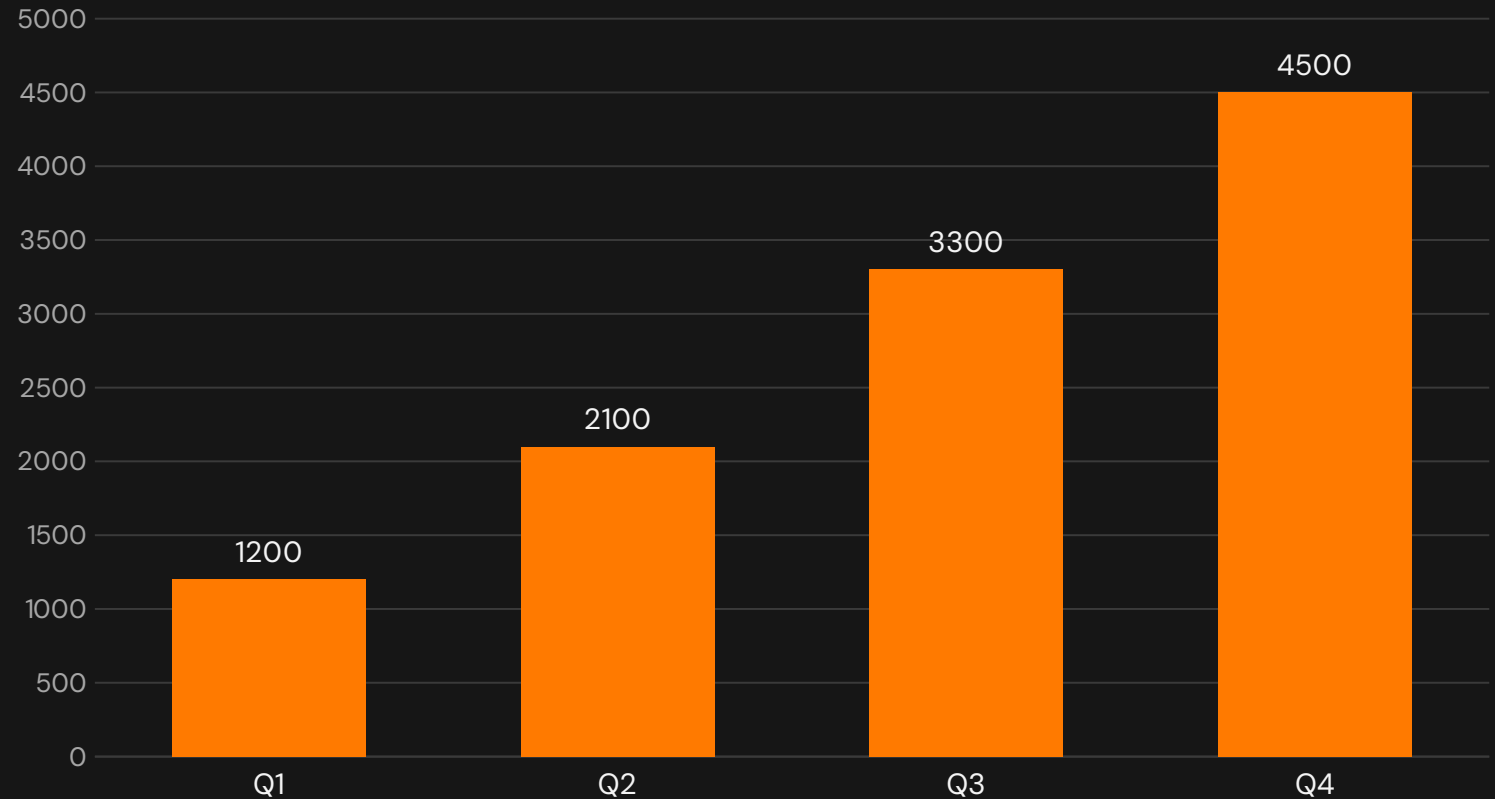
reach vs last year

2.5%

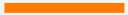
target conversion rate

₹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