

MARKETING PLAN 2026

FitFuel Snacks – Marketing Plan

Strategy, channels and budget for 2026

PREPARED BY
Brand & Growth Team

PERIOD
2026

VERSION
Draft 1.0



CONTENTS

Agenda

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



Image

SITUATION

Where we are today

₹1.2 Cr

annual revenue

9%

online share of sales

260

retail outlets

Baseline figures are sample data.

SITUATION

SWOT analysis

S

Strengths

High-protein recipes
Clean labels

W

Weaknesses

Low brand recall
Few flavours

O

Opportunities

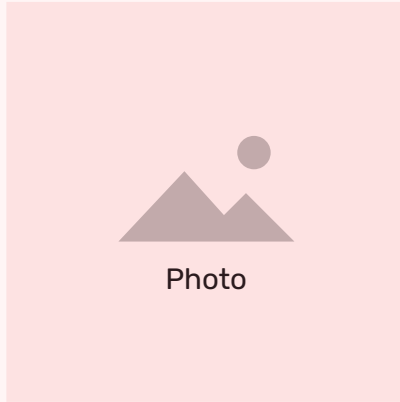
Gym and campus tie-ups
Quick-commerce growth

T

Threats

Copycat products
Price-sensitive buyers

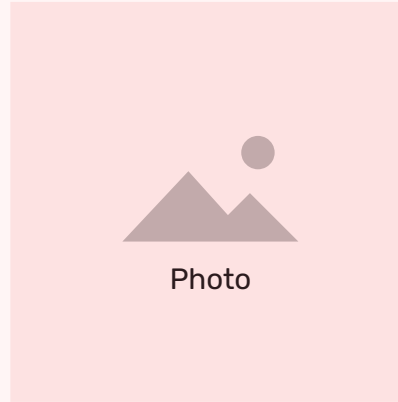
Target personas



Aditya, 22

COLLEGE ATHLETE

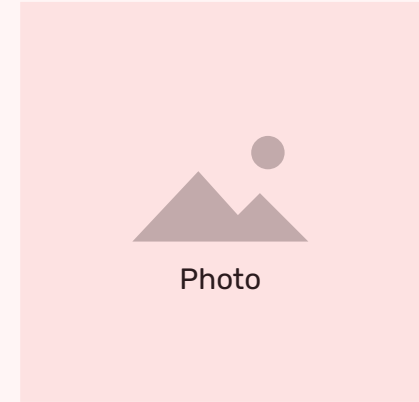
Needs quick protein between classes and training.



Pooja, 29

BUSY PROFESSIONAL

Wants healthy snacks at her desk.



Sameer, 45

HEALTH-CONSCIOUS PARENT

Reads every label before buying.

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%.

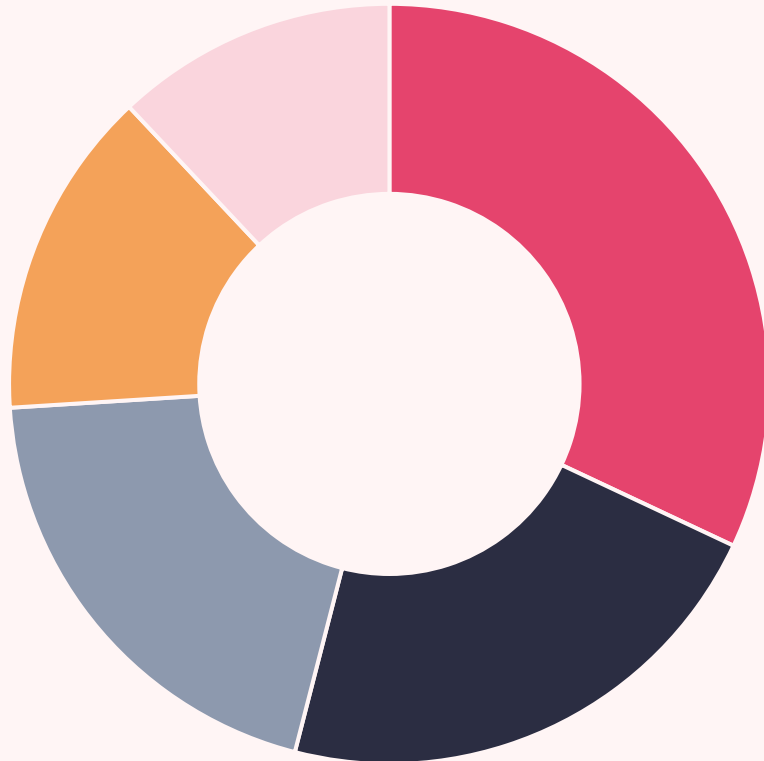
03

Trial

5 lakh free samples via gyms.

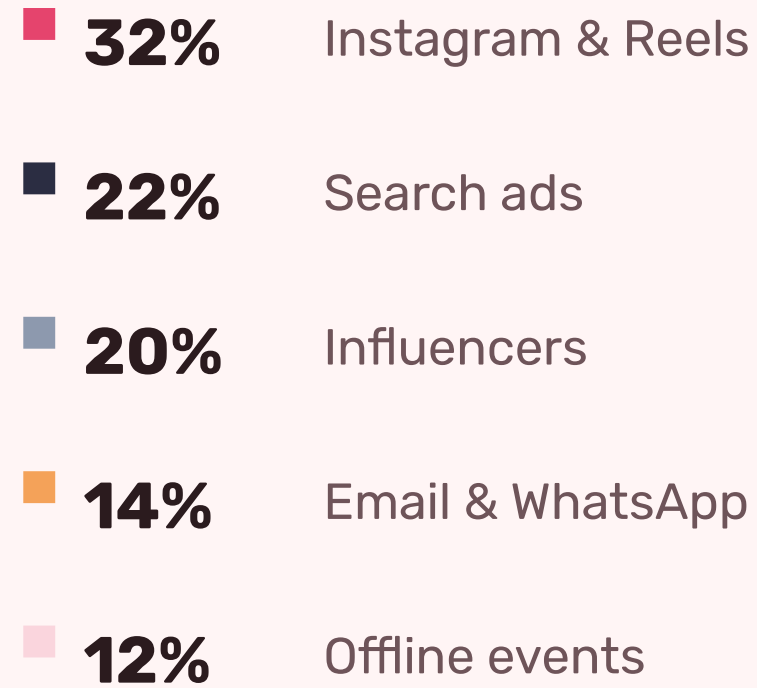
CHANNELS

Channel mix

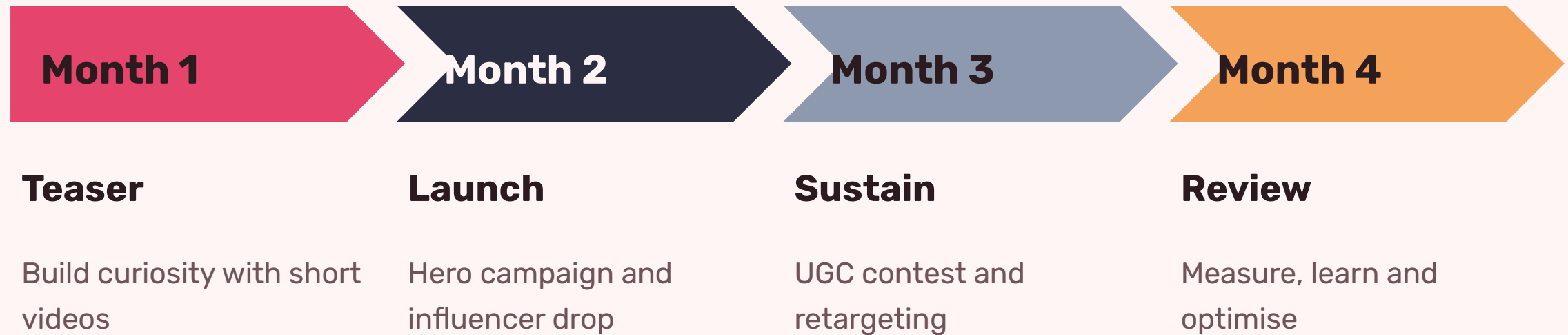


Sample data for illustration.

FITFUEL SNACKS



Campaign calendar



BRAND

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

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.

MEASUREMENT

KPIs and targets

3x

reach vs last year

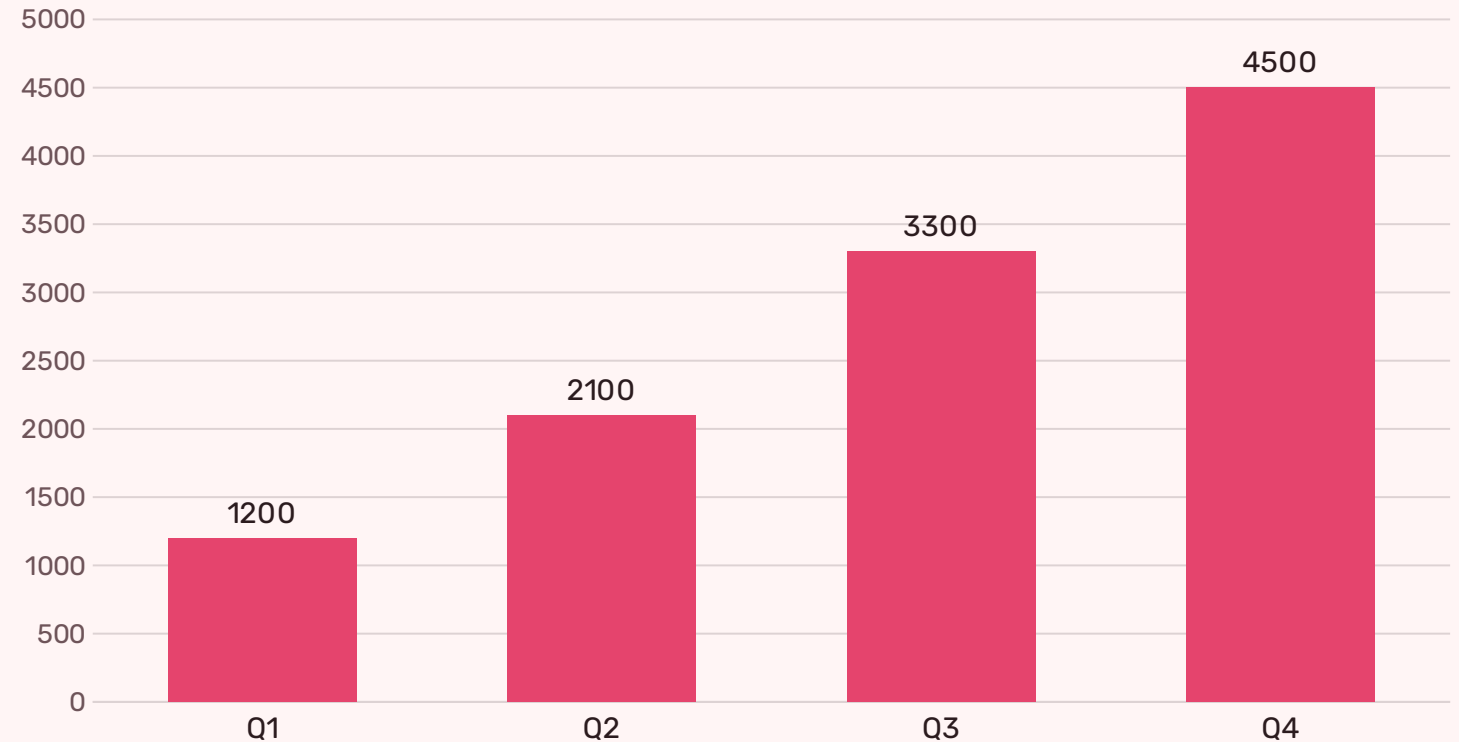
2.5%

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.

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