



Increase your Marketing IQ Challenge:

Step 1 - Pick 1 sub-niche

Step 2 - Find a TOP brand in that sub-niche

Step 3 - Figure out WHY they are successful, full research on their avatar, roadblocks and solutions, their products, and their visible funnels. WHY ARE THEY BUYING?

Step 4 - Summarize the lessons you've learned and how you are going to apply them. Share with the group in the most engaging format you can come up with.

(Bonus Step 5 - Use what you learned to reach out to their competitors and offer your help)

1. Sub-niche:

Childbirth

2. Top brand:

Medela, a Swiss company that specializes in breastfeeding and pumping products for new mothers (and various other products)

3. WHY there are successful:

Target Market

- What kind of person is going to get the most out of this product?

Pregnant Women after birth

- Who are the best current customers, with the highest LTV?

Young women, who've had their 1st baby because there's a chance they'll buy other products after having the 2nd child

- What attributes do they have in common?

Young, no babies before

Avatar

- **Name, age and face.**

Paula 26 years of age



- **Background and mini life history.**

Paula is a Brazilian 26 yo woman who immigrated to the US in her early years with her parents, where she passed all her life

studying and eventually graduated & studied accounting and got her job in a not so big nor so small company as an accountant, she's doing well and she's a fit girl who's taking care of herself and goes to the gym often. After 2 years of working there she met a handsome man whose name is Trevor and who she's married to currently (they're in complete love)

- **Day-in-the-life.**

After she got her 1rst baby, her routine totally changed as her mood did (especially when she could'nt go to the gym anymore).But overall she's a person that takes care of herself and still eating healthy and having a healthy lifestyle.

After she wakes up she makes her own healthy breakfast and eats it with her husband (avocado toast and eggs + mint tea) then she kisses him goodbye and stays at home taking care of the baby and searching in the postpartum care niche all day to make her life easier, as well as talking to her mother and other friends to get their support.

After her husbands come home he brings with him snacks for his wife as always to eat them while watching their favorite Netflix serie the blacklist.

- **Values.** What do they believe is most important? What do they despise?

Paula is in total love with her husband and she values family and

is ready to sacrifice many things for it (even permanently quitting her job for the sake of raising the baby and taking care of her husband). But on the other hand, she really values herself and has some non-negotiables such as going to the gym (which she'll get back to after that postpartum period) and staying fit as well as eating clean 80% of the time (and the fact that her husband must provide for her and her child).

She hates nonambitious people and lazy ones, especially ones that do not take responsibility for what they're doing and who are just drifting in life without any real purpose.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

The avatar is primarily influenced by her husband who she spent the most time at home. as well as her acquaintance Laura who's a best friend of her, as well as some other co-workers, best friends & parents (especially her mother cause she's been through the same experience and can help her).

Other outside forces that may re-shape her brain are some of the female influencers and singers she loves and take as Idols (let's say social media)

Current State

- What is painful or frustrating in the current life of my avatar?

Its their first time having this experience and do not know what to do and who to get advice from

- What annoys them?

You can express while baby is feeding and doesn't take up any more time. Newborns are exhausting so one less task to try and fit in is wonderful!

the fact that women's voice isn't that much heard in the medical sector and that she can't go out without worrying about her breast milk leaks that may REALLY embarrass her in public

- What do they fear?

Staying in the same position and not finding a permanent solution

- What do they lie awake at night worrying about?

How difficult it would be to live as a postpartum mother, from staying up breastfeeding the baby and not sleeping to the clothes that are filled with milk and that must be washed currently (washing a lot will waste a lot of her energy)

and They feel insecure and inferior and discouraged

- What words do THEY use to describe their pains and frustrations?

Discourage, Insecurity Exhaust Overwhelmed

Dream State

She will be able to go back to work/gym/ go out without worrying about her breast leaking in public and the leaks appearing and embarrassing her

as well as people will perceive her as a clean organized woman.

Finally, she'll gain back her confidence & self-esteem that were destroyed

Roadblocks

whenever she wants to get in a new dress or have a great dinner with friends and family she finds herself worrying and extra-self-conscious about having some milk leak which doesn't allow her to have a great time

Solution

she needs to stop the leaking of her breast

If she could stop her leaking then she'll be able to come back to her normal life and have a great time outside.

Product

with its simple mechanism, the mother simply puts it in her nipple, and VOILA no leaks appear anymore

that way she can literally do whatever she wants and go anywhere anytime without worrying about the leaks

Funnels

Some of the unique things that I've noticed about their funnels is the fact that they ask you on the opt-in page to fill in both your email AND your child's birth or Due date, which gives them an advantage that will allow them to send you perks and discounts of their products the moment you need their products the most and the moment you're most vulnerable and ready to purchase the product (a woman may purchase a breast pump after she gives birth anyways but when she receives an email of the company congratulating her and offering her a discount coupon/code, it makes her WAY vulnerable to purchase from THEM and stays loyal to them)

and I've noticed that they have around 316 free guide and blogs that offer massive valuable information for pregnant ladies out there (free value)

- Conclusion (what I've learned) :

One of the most effective ways to make people both remember you and stay loyal to you is remembering their details and giving them personalized gifts so it doesn't seem cheap or given to everybody (even though it is the case). So adding additional information to fill in the opt-in page such as a mother's due date to give birth or a little one such as birthday date may give the brand a step ahead in influencing its audience and persuading (or pre-suading) them into buying from them.

As well as giving a lot of free value about the subject and putting it on the website for the avatar to download/check (in this case valuable information in form of blogs about giving birth that pregnant ladies REALLY NEED).