

Oshala Farm

What are they trying to achieve with this marketing? What are their top 1-3 goals/problems?

They are using giveaways, promo codes, event promotions and content marketing to drive traffic to their linkin bio. From there the traffic is diverted mainly to their website. Mainly promoting their products.

"It is an honor to work with such a committed and talented group of people to **continue to move the Herbal Products Industry forward** and to provide a farmer's insight to the industry."

"It's a truly wonderful lineup of herbalists, farmers, and business **owners uniting to build up a community and help each other build around our passion for plants!**"

To distribute their products as far and as wide as possible. They are trying to find new customers.

What piece of FV connected to their top 1-3 goals/problems can I make?

Since they're trying to expand their reach to new people I could make a DIC post which is geared toward people who aren't particularly familiar with a brand, creating intrigue and desire. Perhaps funneling them to a blog on the website where they'll learn more.

How can I present this in an interesting and curious invoking way?

By mentioning the fact that if they want to reach people on social media who aren't familiar with their brand, in order to increase the amount of people who are using their products, then they're going to have to use the right tools to attract customers in the "wild".

If you are looking to find people who aren't familiar with your brand, but who are moderately interested in herbs then you must tailor your message to resonate with them.

Who is your avatar?

Name: Karen

Age: 45

Face:



Day To Day Life

Karen wakes up at 7am, gets ready for work, eats a healthy breakfast and takes her pain medication in the morning. She leaves to start work at 9am, working 10 hours and comes back late evenings where she catches up with her husband and then retires to her room to relax and research herbal medicine.

What pains do they experience in their current state? And how do they feel about it?

She experiences the regret of not following up on her inclination to learn about herbs earlier. Now far older, she currently wishes to heal herself with herbs because she is suffering with diseases and diabetes. As a result of her ailment she has a low quality of life and feels a great deal of pain, restriction of freedom, depressed, resentful and angry towards the conventional medicine she was lied about, powerless but still hopeful that herbal medicine will help her.

What is their dream outcome?

They dream of having knowledge and access to the highest quality of organic herbs that they know are pure, so that they can restore their health and that of their loved ones. To finally act upon an inherent lifelong yearning to work with plants and start really looking at the medicinal gift that herbs are, to live a healthier lifestyle overall.

What roadblocks do they face?

Feels overwhelmed by the amount of information and thinks that she'll never learn it all. Feels like without the proper guidance that she'll make mistakes. OVERALL: **she lacks the knowledge** of which herbs help her ailment, how to use them and where to find them.

What is the solution?

To acquire the knowledge and find a producer to learn about herbs and source them.

The Product

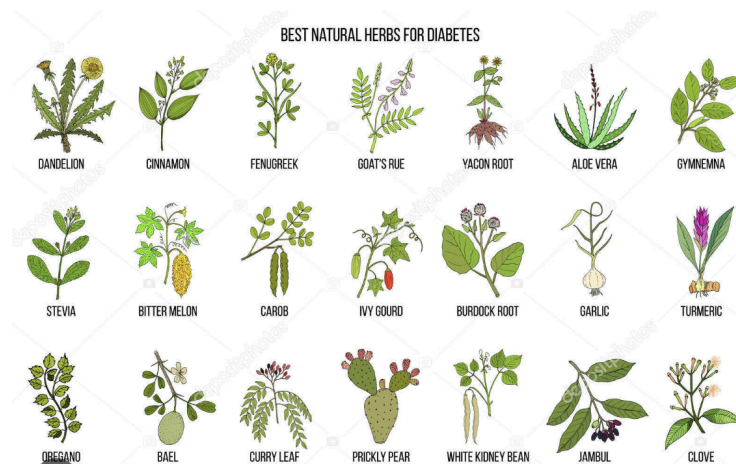
Northern California Women's Herbal Symposium

Before you sit down to contemplate, what's my objective? Then use the tools to achieve it.

Lack of an opt-in page!

DIC

Caption: From Pain to Purpose: Embrace Your Calling to Herbalism and Find Relief From Your Pain



Conventional medicine has made it **clear** they have *no pharmaceutical cure for diabetes*

That is to say, no medication produced can restore blood sugar levels to normal ranges again.

I've seen facial expressions turn upside down with despair as patients' eyes well up at this disheartening news.

Can you really blame them...?

Their entire lives they thought conventional medicine was the be all and end all?

When in fact, herbal medicines have been used to treat ailments since the dawn of human time.

So this next line might just be an earth-shattering revelation for you...

A 2013 study published in the *Annals of Family Medicine and Diabetes Care* shows that **cinnamon is beneficial for people with Type 2 diabetes.**

Mother nature instilled cinnamon with bioactive components that can help lower blood sugar levels!

The only thing standing between you and a life of health, happiness, and vitality is a gap in your understanding of herbal remedies...

[Discover the secrets of herbalism to unlock their natural healing powers in order to take care of yourself and those dearest to you](#)

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