LMNT Strategic Communication Action Plan

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SITUATIONAL ANALYSIS

Brand Overview

- LMNT is a rapidly growing electrolyte drink mix brand positioned around high sodium content, zero sugar, and a focus on performance, wellness, and low-carb lifestyles (e.g., keto, paleo, fasting).
- The product is sold primarily as single-serve drink packets mixed with water for hydration support throughout the day (e.g., workouts, travel, long workdays, studying, recovery, fasting, etc.).
- The brand has gained traction through influencer marketing, podcast advertising, and strong direct-to-consumer (DTC) sales, particularly on platforms such as TikTok, Instagram, YouTube, and wellness-focused podcasts.
- LMNT has built a loyal audience through transparent ingredient messaging and strong positioning around hydration, energy, focus, and recovery.

Current Climate

- The functional beverage market is highly competitive and saturated with established brands such as Gatorade, Liquid I.V., Body Armour, and Pedialyte.
- Consumer preferences are increasingly shifting toward:
    - Low-sugar and clean label products
    - Functional beverages that support hydration, energy, and recovery
    - Wellness products that fit into busy daily routines such as work, school, fitness, and travel
- Platforms such as TikTok and Instagram have increased interest in wellness, hydration and productivity-focused content, including morning routines, workout content, and recovery habits, creating opportunities for hydration brands to market products beyond athletic performance.
- Many younger consumers are also moving away from traditional sugary sports drinks in favor of products perceived as cleaner and more wellness-focused.

Brand Positioning Challenges

- Many college students and young professionals may not fully understand:
    - The role electrolytes play in hydration
    - Why sodium is important for hydration balance
    - How electrolyte drink mixes differ from traditional sports drinks
- LMNT's higher sodium content may create hesitation among consumers unfamiliar with electrolyte-focused hydration products.
- The brand also faces limited retail visibility due to its heavy reliance on DTC online sales.

SWOT Analysis

- **Strengths**
    - Strong product differentiation (high sodium, zero sugar)
    - Clear and recognizable brand voice
    - Loyal niche audience (fitness, keto, endurance athletes)
    - Effective use of influencer and podcast marketing
    - Simple, transparent ingredient messaging
- **Weaknesses**
    - Limited mainstream brand awareness
    - Polarizing taste perception due to high sodium levels
    - Premium pricing compared to traditional sports drinks
    - Limited retail visibility due to heavy reliance on DTC sales
- **Opportunities**
    - Expansion into broader wellness and lifestyle markets
    - Partnerships with gyms, fitness studios, and college campuses
    - Growing demand for hydration products beyond athletic performance (hangovers, travel, daily wellness)
    - Continued social media growth through TikTok, Instagram Reels, and short-form content
- **Threats**
    - Competition from larger brands with strong retail presence and advertising budgets
    - Consumer skepticism toward wellness and supplement-related health claims
    - Misconceptions surrounding sodium intake and electrolyte consumption
    - Growth of competing clean-label and zero-sugar hydration brands

OVERALL CAMPAIGN GOAL

- The goal of this strategic communication campaign is to increase brand awareness and position LMNT as an everyday hydration solution among college students and young professionals ages 18-30. The campaign aims to expand LMNT beyond its niche fitness audience by emphasizing its role in supporting hydration, energy, focus, recovery, and overall wellness throughout daily routines (e.g., work, school, travel, workouts) while increasing consumer understanding of electrolytes and their role in daily hydration and performance.

RESEARCH

Primary Research

- Conduct online surveys among college students and young professionals ages 18–30 to assess:
    - Hydration habits
    - Brand awareness
    - Perceptions of electrolyte drinks
    - Consumer understanding of electrolytes and sodium intake
- Use findings to identify misconceptions, purchasing behaviors, and effective messaging strategies.

Secondary Research

- Review data on the functional beverage market and note any industry trends.
- Analyze competitor messaging from brands such as Gatorade and Liquid I.V.
- Research hydration, electrolyte balance, and sodium intake (including educational content from LMNT's website link).
- Analyze TikTok and Instagram trends related to hydration, wellness, and lifestyle content.

KEY PUBLICS / TARGET AUDIENCE

Public 1 – College Students & Young Professionals (Ages 18–30)

- Highly active on TikTok, Instagram, and YouTube, and heavily influenced by trends, peer recommendations, and influencer content.
- Interested in wellness, productivity, fitness, and maintaining energy throughout busy daily routines.
- Frequently consume convenient beverages such as coffee and energy drinks and are open to healthier alternatives.
- May not fully understand hydration, electrolytes, or the importance of sodium balance, creating opportunities for education-based messaging.
- Price-sensitive but willing to try products that align with their lifestyle and perceived wellness benefits.

Public 2 – Fitness & Lifestyle Influencers/Content Creators

- Active on TikTok, Instagram, YouTube, and wellness-focused podcasts.
- Create content centered around fitness, wellness, productivity, routines, and lifestyle habits.
- Have strong influence over purchasing decisions among younger audiences.
- Help translate LMNT's benefits into relatable, real-life use cases.
- These influencers also provide social proof and credibility by demonstrating how LMNT fits into everyday routines beyond athletic performance.

Public 3 – Fitness & Wellness Enthusiasts

- These consumers are already engaged in fitness and health-focused lifestyles, making them more familiar with electrolyte products.
- Includes gym-goers, athletes, runners, and individuals following keto, paleo, or fasting lifestyles.
- Already understand performance and hydration benefits.
- More likely to adopt LMNT quickly and act as brand advocates.
- Frequently consume content from fitness influencers and wellness communities.
- This audience can help expand brand awareness through word-of-mouth recommendations and user-generated content.

KEY MESSAGES

Core Message: LMNT is not just for athletes. It is a simple, effective hydration solution that supports *everyday* wellness, energy, focus, and performance throughout daily life.

4 Supporting Messages:

1. **Everyday Hydration –** Hydration is essential for more than just workouts. LMNT helps support energy, focus, and overall well-being throughout daily routines like studying, working, and traveling.
2. **Product Differentiation –** Unlike traditional sports drinks, LMNT contains zero sugar and delivers electrolytes designed to support effective hydration without unnecessary ingredients, making it a cleaner and more intentional hydration choice
3. **Education & Awareness –** Sodium and electrolytes are often misunderstood. Proper electrolyte balance plays an important role in hydration, energy levels, and physical performance, and LMNT provides a science-backed hydration solution.
4. **Lifestyle Fit –** LMNT fits seamlessly into modern lifestyles, whether used during morning routines, workouts, long days, travel, or recovery.

Call to Action – "Incorporate LMNT into your *daily* routine to experience better hydration, improved energy, and enhanced overall performance."

CAMPAIGN OBJECTIVES

1. **Increase brand awareness** of LMNT among college students and young professionals (ages 18–30) by **30% within 6 months**, measured through pre- and post-campaign surveys, social media reach, and engagement analytics.
2. **Increase the percentage of target consumers who understand LMNT** as an everyday hydration product rather than solely a fitness supplement to at least 60% within 6 months, measured through survey responses and engagement with educational content.
3. **Generate a 20% increase in first-time purchases** among the target audience within 6 months through campaign-specific promo codes, influencer partnerships, and campus activations.
4. **Increase LMNT's social media engagement** on **TikTok and Instagram by 40% within 6 months**, measured through likes, shares, comments, saves, and video views generated through short-form content and influencer partnerships.
5. **Partner with 15–20 fitness, wellness, and lifestyle influencers** to create authentic branded content that generates a combined reach of **at least 500,000 impressions** during the campaign period.

STRATEGIES & TACTICS – 6 TOTAL

Strategy 1: Use Social Media to Reposition LMNT as an Everyday Hydration Brand

- Launch a TikTok and Instagram Reels campaign centered around "Day in My Life with LMNT" showing use beyond workouts such as studying, traveling, morning routines, and workdays.
- Create a branded hashtag such as **#HydrateWithLMNT** or **#EverydayElectrolytes** to encourage user-generated content and increase campaign visibility.
- Post short, visually engaging videos explaining how LMNT supports hydration, energy, focus, and wellness in relatable everyday situations.
- Utilize trending sounds, creators, and platform-specific formats to increase discoverability among college students and young professionals.

Strategy 2: Leverage Influencer Marketing to Build Trust and Relatability

- Partner with micro- and mid-tier influencers in fitness, wellness, and lifestyle spaces to create authentic product integrations.
- Have influencers demonstrate real-life use cases such as morning routines, long study sessions, post-workout recovery, and travel days.
- Provide custom discount codes targeted towards students and young professionals while tracking conversions through affiliate links and engagement metrics.

- Collaborate with influencers to debunk common myths about hydration and sodium intake, including:
    - Only athletes need electrolytes
    - High sodium is always unhealthy
    - Sports drinks and electrolyte supplements are the same thing
- Present information in a simple, visually-engaging, and easy-to-understand format. Prioritize influencers whose audiences align closely with LMNT's desired target market to increase authenticity and engagement.

Strategy 3: Educate Consumers to Reduce Misconceptions About Electrolytes

- Create infographic-style posts and short videos explaining:
    - Why electrolytes matter
    - The role of sodium in hydration
    - Differences between LMNT and traditional sports drinks
    - Signs of dehydration and electrolyte imbalance
- Create a "Hydration 101" content series across Instagram and TikTok.
- Share quick facts and myth-busting content using a conversational, non-technical tone that is easy for younger audiences to understand.
- Link educational content back to LMNT's website and science-backed resources for additional credibility.
- Use side-by-side comparisons between LMNT and traditional sports drinks to visually reinforce product differentiation.

Strategy 4: Create Experiential Marketing Opportunities on College Campuses

- Host pop-up hydration stations on college campuses offering free LMNT samples during high-traffic events such as finals week, welcome week, and student organization fairs.
- Distribute branded merchandise including stickers, reusable cups, and sample packets to increase visibility and brand recall.
- Partner with campus gyms, fitness classes, or student organizations for product trials and collaborations.
- Include QR codes linking directly to discounts, social media pages, and product information to track engagement and conversions.
- Create interactive photo opportunities and branded backdrops to encourage social sharing and user-generated content during events.

TIMELINE / TIMETABLE

- This campaign will run over a **6-month period**, allowing time for research, content development, campaign execution, and evaluation.
- **Month 1 – Research & Planning**
    - Conduct primary research through surveys targeting college students and young professionals ages 18–30
    - Analyze social media trends and competitor messaging
    - Finalize campaign messaging and influencer partnerships
    - Develop creative assets and a social media content calendar
- **Month 2 – Content Development & Soft Launch**
    - Begin production of TikTok and Instagram content
    - Launch the "Hydration 101" educational content series
    - Onboard influencers and distribute campaign guidelines and affiliate links
    - Soft launch branded hashtag campaigns such as **#HydrateWithLMNT** and **#EverydayHydration**
    - Test initial social media advertisements and audience engagement strategies
- **Months 3–5 – Full Campaign Execution**
    - Launch the full social media campaign with consistent posting schedules
    - Roll out influencer partnerships and monitor engagement weekly
    - Publish educational and myth-busting hydration content
    - Host campus pop-up hydration stations and experiential events
    - Deploy podcast advertisements and retargeting ads
    - Promote student discounts, starter bundles, and limited-time offers
    - Monitor engagement, conversions, and audience feedback weekly
- **Month 6 – Evaluation & Optimization**
    - Conduct post-campaign surveys to measure awareness and perception shifts
    - Analyze social media metrics, influencer performance, website traffic, and sales data
    - Evaluate the effectiveness of campus activations and partnerships
    - Compare campaign performance against established objectives and KPIs
    - Adjust future strategies based on findings and prepare a final campaign report

EVALUATION

- Evaluation will occur throughout the campaign and at its conclusion to measure success across outputs, outcomes, and outgrowths.

Outputs (Execution-Based Metrics)

- Number of TikTok and Instagram posts created and published
- Number of influencers partnered with (goal: 15–20)
- Quantity of campus events hosted and samples distributed
- Number of podcast advertisements placed and impressions generated
- Amount of user-generated content created using campaign hashtags

Outcomes (Results-Based Metrics)

- Increase in brand awareness measured through pre- and post-surveys
- Social media engagement growth (likes, comments, shares, saves, and video views; goal: +40%)
- Reach and impressions from influencer campaigns (goal: 500,000+)
- Increase in first-time purchases (goal: +20%) through promo codes and links
- Website traffic and click-through rates from campaign content

Outgrowths (Long-Term Impact)

- Improved perception of LMNT as an everyday hydration product
- Increased consumer understanding of electrolytes and sodium benefits
- Stronger relationships with influencers, campus organizations, and target audiences
- Growth of a loyal customer base beyond niche fitness communities

BUDGET

- The estimated budget for this 6-month campaign is **$75,000–$100,000**, allocated across the following areas:

1. Influencer Marketing – $30,000–$40,000

- Payments for 15–20 micro/mid-tier influencers
- Product seeding and affiliate incentives

2. Content Creation – $10,000–$15,000

- Video production, editing, and graphic design
- Social media content development

3. Campus Activations – $10,000–$15,000

- Sampling materials (LMNT packets)
- Branded merchandise (stickers, cups, signage)
- Event setup and logistics

4. Paid Media (Social + Retargeting Ads) – $15,000–$20,000

- Instagram and TikTok ad placements
- Retargeting campaigns for engaged users

5. Podcast Advertising – $5,000–$10,000

- Sponsorship placements on relevant wellness and productivity podcasts

6. Research & Evaluation – $3,000–$5,000

- Survey tools, data analysis, and reporting

7. Miscellaneous / Contingency – $2,000–$5,000

- Unexpected costs, additional content boosts, or campaign adjustments

Funding Sources

- Primary funding from LMNT's marketing budget
- Potential co-promotions with influencers or campus partners