

PrettyBrownGirl

MARKETING GROWTH STRATEGY

Presented by:
Umera Noor Fatima





GOAL

1. Empower girls of color in schools through identity, self-love & education.
2. Apparel line promoting pride + positive messaging.

Goal: Integrate both missions into one cohesive growth strategy.

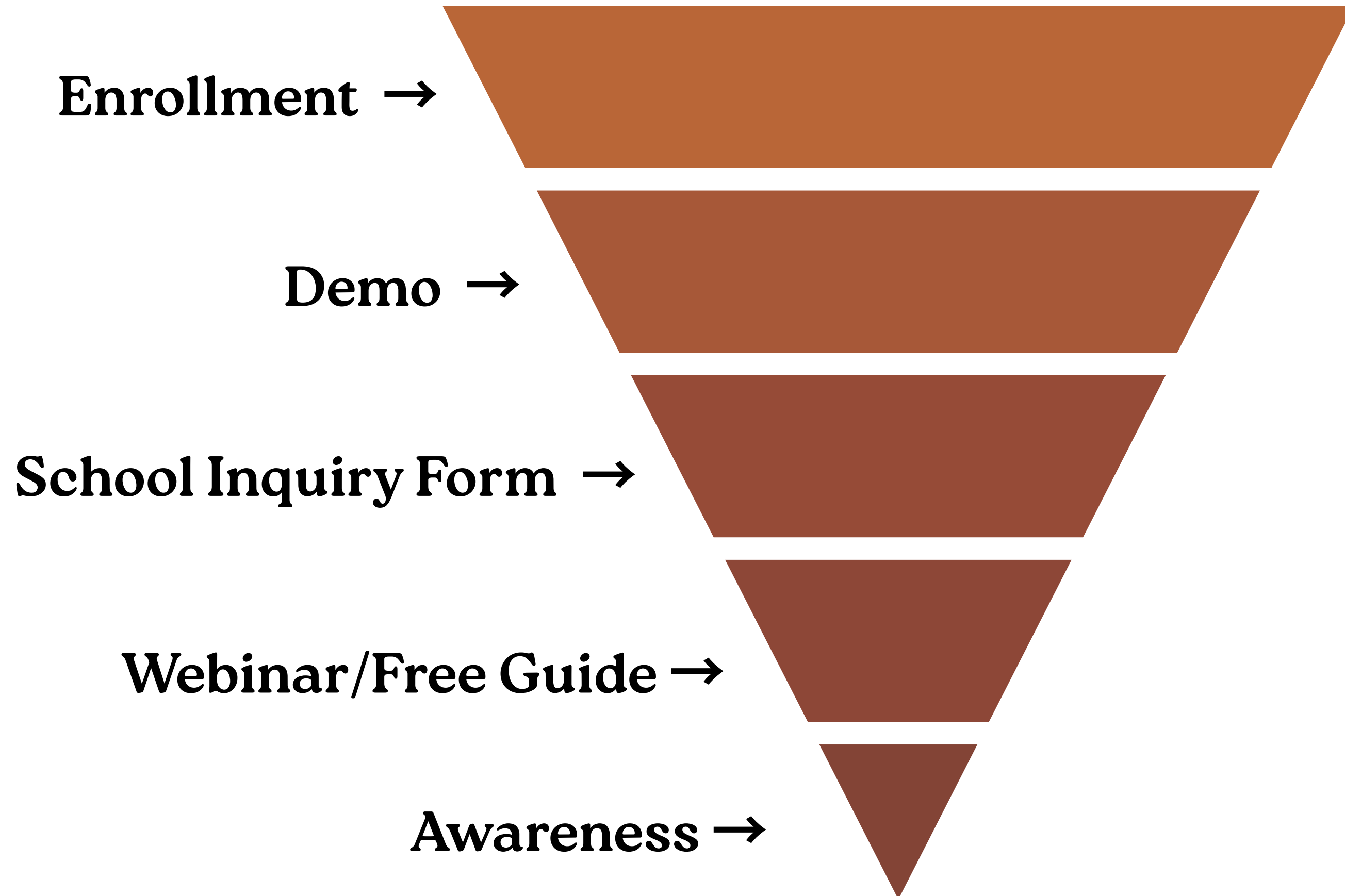
GROWTH STRATEGY FOR SCHOOL PROGRAM



Social Media Pillars

- **Email Campaigns:** Target educators, principals, youth program directors
- **Partnerships:** Nonprofits, after-school programs, sororities, community orgs
- **Webinars:** Free “Empowering Girls of Color” teacher PD sessions”
- **LinkedIn:** Make a 100% presence on LinkedIn. (It’s been 5 months, no update on LinkedIn)
- **Meta:** Both Instagram and Facebook should be active and live 24/7 through posts and stories
- **Blogs:** We need to write weekly blogs which we need to interlink with the website and social media. (Highlight Success Stories/ Motivational Stories)

MARKETING FUNNEL



CAMPAIGN FUNNEL

- **Lead Magnet:**
Free downloadable "Self-Love Toolkit for Classrooms"
- **Landing Page:**
Collect emails from educators /parents.
- **Nurture Emails:**
Success stories, videos from girls/teachers, CTA → "Bring PBG to your school"
- **Conversion:**
Consultation call / program enrollment

***We can use organic outreach to build an email list of educators, parents, and pretty girls seeking support. For paid efforts, Meta ads and targeted email marketing campaigns can help us expand that list further.



GROWTH STRATEGY FOR APPAREL LINE



Cross-sell/Upsell

- Bundle apparel with school kits (t-shirts for group workshops, uniforms for “PBG Clubs”)
- Exclusive “Program Participant Discount” codes for families
- School group orders (bulk pricing + fundraising tie-in)



Website/Social Integration:

- Shop pages link to Program (“Every purchase supports girls’ empowerment”)
- Program pages feature apparel (“Wear your PBG pride”)
- Highlight the products on Social Media. Pixel, TikTok Studio.



PR Packages

- Media Features: Share program success stories with education & lifestyle outlets.
- Influencer Voices: Partner with moms, educators, and women of color advocates.
- Speaking Events: Highlight PBG at DEI, education, and youth conferences.

EMAIL & BUNDLING STRATEGIES

Welcome Series:

Introduce PBG Program + Apparel with “shop + support” angle

Thematic:

“Back-to-School Empowerment Kits” (program + apparel)

Holiday Campaign:

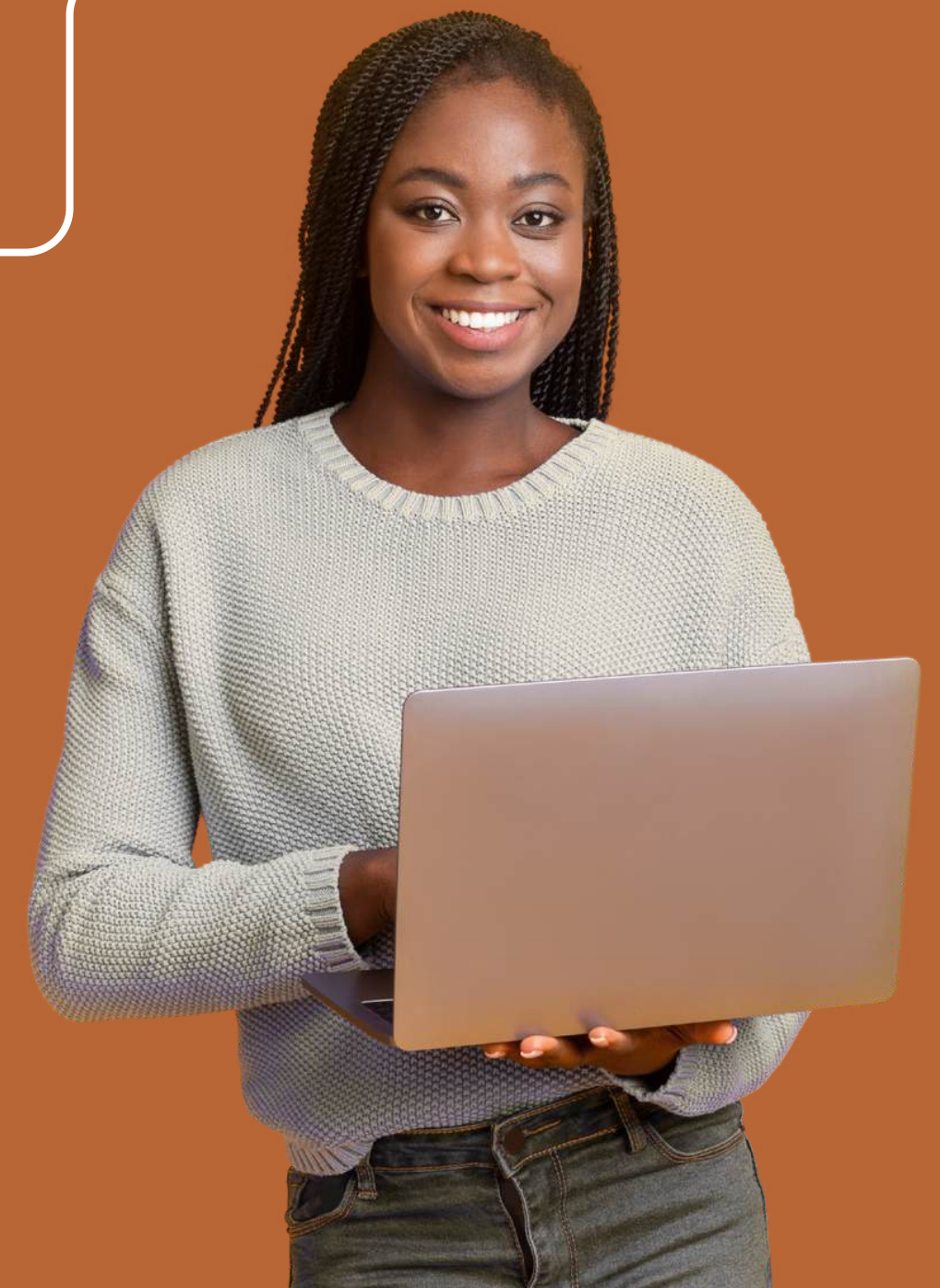
“Gift Pride, Gift Empowerment” (merch + donation to school program)

Monthly Newsletter

Updates on program impact, student stories, new apparel launches

Bundles:

- “Starter Pack”: Workshop registration + t-shirt + journal
- “Classroom Pride Kit”: 25 tees for all participants



SOCIAL MEDIA POSTS



Empowerment

Inspire girls by sharing success stories through Reels, Instagram Highlights, and website blogs. For the apparel line, showcase real girls confidently wearing PBG merchandise, while also featuring engaging PR packages to boost brand visibility.



Program Impact

Weekly features such as Member of the Week, achievements, events, and testimonials can strengthen community connection and build trust with the brand.

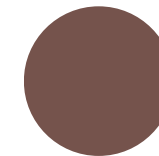


Call to Action

Engage teachers, students, and parents through organic marketing to capture their interest and encourage them to sign up with us. Though posts, Reels and cold messages/emails.

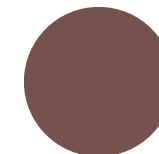


TESTIMONIALS



Teachers and parents:

Invite teachers and parents to share their experiences with PBG how it has impacted their lives and helped create a better, more empowering space for Pretty Brown Girls.



Students:

Encourage students to share their experiences with Pretty Brown Girl while wearing the apparel in their testimonials. Ask them to express how our premium-quality products make them feel and how wearing them boosts their confidence.

Viral Reel/TikTok Idea

We need to stay aligned with trends and expand to TikTok to create viral content. Since Gen Z and Gen Alpha are shifting away from Meta, establishing a presence on TikTok will ensure they know Pretty Brown Girl is here to help, motivate, and support them. Content can include transitional and motivational videos designed to inspire and uplift Pretty Brown Girls. so they know that there is an organization which are here to help, motivate and support. We need to make transitional videos, motivational videos to inspire the pretty brown girls.

Website Optimization

To enhance performance and user experience, I recommend optimizing both websites, the Program and Shop, by improving navigation flow, linking cross-promotions between the two, integrating SEO-driven content, and ensuring consistent branding and storytelling across both platforms.

- **Cross-Link Both Sites:** Add visible banners and CTAs linking the Program and Shop to encourage dual engagement.
- **Add Success Stories:** Feature blogs and testimonials on both sites to build credibility and emotional connection.
- **Improve Navigation:** Simplify menus so users can easily find “Join the Program” or “Shop PBG Apparel.”
- **SEO & Keywords:** Use empowerment and education-based keywords to boost visibility on Google.
- **Consistent Branding:** Align color themes, tone, and visuals across both websites for a seamless brand experience.
- **Social Media Integration:** Add social media handles to both websites, and include website links across all social media channels to create a connected and consistent digital presence.

THANK YOU

As a social media manager, I'm truly excited about this project, and I have countless creative ideas in mind. I hope my presentation aligns with your requirements and that I'll have the opportunity to be part of Pretty Brown Girl. Looking forward to connecting with you digitally soon.

Ciao!