

Marketing Plan for Eternal Aura

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Executive summary

Eternal Aura is an emerging startup in the personal care industry that aims to disrupt the traditional deodorant market by offering a natural, aluminum-free alternative crafted with health-conscious consumers in mind. Founded by Johnathan Fellers, the brand positions itself within a rapidly growing segment of the \$28.41 billion deodorant market by emphasizing clean ingredients, flexibility, and bold branding. Unlike established competitors, Eternal Aura leverages its startup agility to experiment with messaging, trends, and consumer engagement strategies, particularly through social media. This approach allows the company to quickly adapt and build a distinct identity in a crowded but opportunity-rich market.

The core marketing strategy focuses on two objectives: establishing a strong brand presence and building a loyal customer base within the first one to two years. To achieve brand recognition, Eternal Aura will prioritize social media platforms such as Instagram, TikTok, and YouTube, where Gen Z and Millennial audiences are most active. Through consistent, trend-driven content and cohesive visual branding, the company aims to reach 2,000–3,000 viewers while clearly communicating its identity, values, and product benefits. Performance will be tracked through bi-monthly analytics reviews to ensure steady growth and engagement. In addition to awareness, developing customer loyalty is a key priority. Eternal Aura plans to simplify the purchasing process by utilizing familiar third-party platforms like Amazon and TikTok Shop, making the product easily accessible to new customers. At the same time, the brand will emphasize its positioning as a healthier alternative to conventional deodorants, reinforcing trust and encouraging repeat purchases. Continuous feedback collection will also play a role in refining the product and aligning it with consumer expectations over time.

The target market initially centers on health-conscious young adult males, particularly those engaged in fitness and wellness lifestyles. This segment aligns well with the brand's emphasis on clean ingredients and performance. As the company grows, Eternal Aura plans to expand its reach to include female consumers with similar health-focused values, highlighting product versatility and broader usability. Overall, this strategy is designed to help Eternal Aura carve out a unique niche, rapidly build awareness, and establish a strong foundation for long-term growth.

Situation Analysis

The company, Eternal Aura, founded by Johnathan Fellers, seeks to apply a fresh vision to the beauty and personal care industry. By making deodorant at home from scratch, the brand aims to cater to the health-conscious and all-natural demographic of consumers. With a market size of 28.41 billion, there is a clear opportunity for those who can find their niche within the industry. As the all-natural products market continues to grow rapidly, Eternal Aura looks to position itself as a new face in space, with ambitions of becoming a trend leader on social media where there is significant potential for growth and profit.

With a deodorant made without aluminum and antimicrobial ingredients and instead focusing on more natural alternatives rather than harsh chemicals, the company sets itself apart from competitors. Despite being a new company that must meet FDA cosmetic regulations and scale production, there is a level of flexibility that more established companies do not have. This allows Eternal Aura to take risks, make drastic changes when needed, and adapt quickly. Unlike older companies that are often stuck in long-established ways, Eternal Aura has the ability to be more vocal, experimental, and bold in its approach.

To gain market share, Eternal Aura will conduct itself in a largely unmonitored and unfiltered manner online. The brand will be willing to poke fun at competitors, engage with trends in a unique way, and even involve itself in controversial topics to capture attention. The goal is to create rapid awareness and position the company as one of the fastest-growing ventures in the beauty and personal care industry, focusing on a short-term window of two to three years to achieve fast growth and generate high profits.

Market Summary

Eternal Aura's market is comprised of health-conscious athletes to trendy teens who want to be part of the latest trend. During the first year of operations, the company will specifically target health-conscious students, athletes, and individuals with sensitive skin. These segments can range from everyday consumers to businesses that may purchase in bulk, such as gyms or schools that run athletic programs.

Overall, deodorant is an essential product that is used across a wide range of demographics, and Eternal Aura aims to appeal to as many of these groups as possible. Students, ranging from teenagers to adults, constantly need to manage body odor, especially since they are in public settings throughout the day. With frequent movement from class to class, they benefit from a product that is both effective and gentle on the skin. At the same time, many students are influenced by trends and social behavior, meaning that if the product gains popularity, there is a strong chance they will feel a sense of urgency to be part of what others are using.

Athletes represent another key segment, as they place a strong emphasis on health and performance. This aligns directly with the core values of the product, which focuses on a low ingredient list, health benefits, and superior gentleness compared to traditional options. With a balance between effectiveness and skin health, along with the potential for different size offerings, the product also provides convenience for those who need an easy, on-the-go deodorizing solution.

Strengths, Weaknesses, Opportunities, and Threat Analysis

Despite Eternal Aura having a relevant strength in its low production cost, the company is still held back by several weaknesses, such as being underdeveloped in accordance with FDA regulations. At the same time, there is a strong opportunity for the company to be bold and take risks in how it builds its brand. However, there is also a significant threat from industry giants who have the ability to price the company out of shelf space and other key distribution channels.

Strengths

Pricing – Due to the low cost and minimal funds required to produce the product, Eternal Aura has the ability to undercut competitors. This also allows the company to reallocate funds into other important areas such as marketing or licensing, and manufacturing.

Product Leverage – The company has a clear and focused product vision centered on creating a clean and effective deodorant.

Weaknesses

FDA Compliance – The product must meet FDA requirements and include proper labeling before it can be widely distributed.

In Need of a Patent – The company is in need of securing a patent to protect its product line from competitors entering the same space.

Small Scale – The current base of operations is within Jonathan's home, which limits production and will need to be expanded into a larger facility to support growth.

Opportunities

Flexibility – With no deeply established structure, the company has the ability to take drastic risks without needing to adjust existing systems or processes.

Grassroots – As a small and emerging company, there are opportunities to secure loans and financial support through Texas Wesleyan University and government programs.

Threats

Competition – The presence of major industry players creates a risk of being priced out of retail shelf space and other distribution opportunities.

Algorithm Reliability – Since the company relies on direct-to-consumer channels, changes in platforms like Amazon's search algorithm could reduce visibility and impact sales.

Competition

The beauty and personal care industry is dominated by major companies that have been established for many years and are valued in billions due to their large market share. These industry giants have the capital to price out smaller competitors, mass-produce products at scale, and support their brands with strong marketing initiatives.

Unilever PLC– Owner of Rexona (Degree/Sure/Shield), Axe (Lynx), and Dove. Valued at 126.16 billion USD and founded in 1930, Unilever is a clear industry leader. Despite how

dominant the company is, it manages a bloated portfolio of over 400 brands, which creates complexity in management and leads to high operational costs.

Procter & Gamble– Owner of Secret, Old Spice, and Native. Valued at 344.37 billion USD, the company has a massive presence in the market. However, it relies heavily on mature, slow-growth markets such as North America and Europe, faces exposure to foreign currency fluctuations, and deals with intense competition from lower-cost private-label brands.

Beiersdorf AG– Owner of NIVEA (including NIVEA MEN), 8x4, and Hidrofugal. Valued at 17.69 billion EUR, this European-based company faces challenges with weak mass-market demand and an overall decline in certain segments.

L'Oréal S.A.– Valued at 235.53 billion USD, L'Oréal operates as one of the largest beauty companies in the world. The company deals with a complex and decentralized organizational structure that can slow decision-making, along with a high dependency on mature Western markets and vulnerability to rapidly shift consumer beauty trends.

Nexus Capital Management– Holds a major stake in Dollar Shave Club and Sky Organics. Valued at 4.87 billion USD, the firm has been flagged as potentially unsafe due to an absence of regulatory oversight and concerns surrounding unreliable management information.

Product Offerings

Eternal Aura deodorant, priced at \$8.99, is designed to provide a strong balance between effectiveness and skin health. The product is positioned as a cleaner and more thoughtful alternative compared to traditional competitors, with a focus on both performance and ingredient quality.

The deodorant features an aluminum-free formulation, offering a more natural approach that aligns with the growing demand for cleaner personal care products. It focuses on odor control through antimicrobial ingredients rather than relying on harsh chemicals, allowing for effective protection without compromising skin health. In addition, the formula is designed to be skin-friendly, helping to reduce irritation, especially for individuals with sensitive skin. By

maintaining a clean and simple ingredient list, the product avoids unnecessary additives and reinforces its commitment to transparency and quality.

Distribution

Eternal Aura currently operates with a direct-to-consumer distribution strategy. The company plans to sell primarily through its own website, along with online marketplaces such as Amazon. This approach allows the brand to build a strong identity, maintain direct relationships with customers, and keep overall costs manageable during the early stages of growth.

By focusing on digital channels, Eternal Aura can control its messaging, gather customer feedback more efficiently, and adapt quickly to consumer behavior. As the company continues to grow and establish its presence, there is potential to expand into retail partnerships and local stores, increasing accessibility, and reaching a broader audience.

Marketing strategy

For Eternal Aura, our main objectives include establishing a brand presence and building a loyal customer base. Both of these objectives are meant to help increase the recognition the company is missing at the moment. The goals are specific for this business as a start-up needs some separation from its competitors and stand out in a unique reasonable way. The objectives are meant to be achievable in the span of 1-2 years.

Establishing Brand Presence

Establishing Brand Presence will be done through improvement of social media presence. By creating socials for the company, this can be a way to reach the target market where they are most likely to view the product first. This is a clear way in establishing who eternal aura serves, the problem they wish to solve, and the difference between competitors as it will reflect a clear visual of the brand on all platforms. Post and videos will include the product with the latest trends along with cohesive visuals to showcase eternal aura's identity, such as logo, color, and

font. We want to be able to reach at least 2,000-3,000 viewers focusing on Instagram, YouTube, and TikTok. These three platforms are where the primary target market (Gen-Z and Millennials) are most active and will be able to consistently share the company's values and showcasing product use. Analytics will be regulated through check ins every 2 months to check viewership and follower interaction.

Building a Loyal Customer Base

For Eternal Aura, the company needs not only a recognizable brand and message, but also consumers who believe that the brand resonates with them the most. For this objective, the main goal is to make the product simple and accessible for all. By the end of the first year, the goal is to make a clear and easy buying process through the help of third-party sellers such as Amazon and TikTok shop. With third party sellers, it makes it easy for consumers as they already have familiarity with the third parties. The next step is to work on keeping in mind consumer needs in the span of one-year eternal aura should have their message of being a healthier alternative than other competitive deodorant brands and continuing to take in feedback on the product for future development.

Target Market

The target market that eternal aura should aim for is primarily young adults, specifically those very interested in their physical health and prioritize what ingredients go into their products. While the product is for everyone the product in the early stages should focus on targeting their male audience. Males who are into fitness would be the main priority, as the product will be marketed to match a healthier and fitness focus identity. Fitness males are the focus because of their lifestyle in maintaining a healthy wellbeing.

In later years Eternal Aura can continue to target all groups but can also include a separate focus on females who are also into a healthy lifestyle. The target towards fitness females will be focused on the benefits of the product such as it can also be used for multiple areas besides the typical underarms area.

Positioning

Eternal Aura's positioning is an opportunity to get into an already dominant industry. As of now, Eternal Aura has a product specifically for those looking for nontoxic chemicals and other add-ons in their skin products. While there are many products such as this in the industry, what makes Eternal Aura stand out is the company's three ingredient recipe and adaptability to all areas of sweat. Eternal Aura compared to other deodorant brands have a short ingredient list and by targeting young health focused groups can be beneficial as the ingredients are clear and not overcomplex chemicals. Overall, the company positions itself as a healthier, simpler, and accessible product for all health focused young adults.

Strategies

Eternal Aura's deodorant has three basic ingredients and is able to be used in all areas that sweat along with having a long-lasting effect. As of now the product is strictly only a stick deodorant with no strong overpowering scent. Eternal aura plans to introduce other scents outside the original that include scents such as peppermint. The product displays the logo of eternal aura on the front of the retractable plastic stick. Eternal Aura deodorant will be introduced on third party seller's websites priced at \$8.99. With these in mind, the main strategy here is to create visibility among consumers. Social media platforms such as Instagram and TikTok will be the primary channels in reaching the target market, using a mix of trend-based content and product showcases. Influencer partnerships and collaborations is the long-term goal for eternal aura to work towards. Additionally, the company can also have promotional efforts and encourage purchases from consumers through different types of digital interactions.

Marketing Mix

Eternal Aura will start their social media launching their short-term goal in July. Below breaks down each month for check points to hit while also explaining what goes into each month.

- June: Eternal Aura will work on posts that involve the usage of the product. Some examples include wearing the product along with focus groups that show consumers favoring the product to other brands. In this month the company will also work on creating accounts for both Amazon and TikTok shop to distribute the product.
- July: Eternal Aura will start the launch of their social media accounts. These accounts will primarily focus on the content of the usage of the product and be used to gather customer feedback. TikTok Shop and TikTok content will be the also be the way to collaborate with other creators. Focusing on the smaller creators to create the image of relatability and value customer feedback.
- August: In this month we hope for active engagement, for this company we hope for viewership of at least 5000-6000. With 5000-6000 viewers this is a small but reasonable milestone, with platforms like YouTube and TikTok allows for the content to be shared more with other users. This small milestone in viewership also means that there is at least one viral moment and that there is steady growth.
- September: In this stage with continued growth, eternal aura can reach out to small creators ranging from 1,000 to 10,000 followers. Reaching small creators would increase the chances of accepting PR packages. PR packages can include the product itself, original tea tree oil scented deodorant, along with other promotional items such as apparel, accessories, and other specialty items such as stickers. With PR packages, send outs to small creators that fit eternal aura branding and values can promote their thoughts on our product. If the reviews of the promotional product are negative, eternal aura can take this as customer feedback to develop the product further.
- October: With promotion with small content creators and consistent content on the main 3 primary channels of social media, in October eternal aura can introduce a new element to their promotion, a mascot. By including a mascot to the promotional efforts, consumers can start to see the brand more and find relatability with the mascot. This element can also be used for other events such as fandom convention events, local community events, and pop-up shops.

Marketing Research

While social media presence for eternal aura is the goal for the company to get a brand reputation, the content is what makes it stand out to the target audience. With PR packages, this can be a way to get direct feedback from consumers as they review the products they receive. This strategy works in gathering a wider audience; however, the focus for eternal aura is also to expand their own image individually. With other promotional elements such as a mascot is important for increasing awareness of the brand. According to the research of Çakir & Solak, The Effect of Using Mascot on Products and Services to Remind the Brand, out of 241 students 63% agree that mascots allow for them to remember the brand more easily. Along with that percentage 72.7% of women agree in buying from brands that do use mascots.

With this small sample with our target audience in mind to use a mascot to help build Eternal Aura's brand image is beneficial in being memorable among consumers. While taking into consideration the research found for this promotion strategy, compared to other rivals there are not many brands they are in the industry of deodorant and skin care that include mascots.

Financials

Eternal Aura's financial strategy reflects its early-stage position, with a strong emphasis on cost control and efficient resource allocation. Operating on a \$500 marketing budget, the company will prioritize high-impact, low-cost tactics, primarily organic social media content and platform-based selling. Because the business is self-funded and still in development, spending will remain focused on essentials such as basic content production, small promotional boosts, and potential micro-influencer collaborations within the fitness space. This lean approach allows the brand to build awareness without overextending financially.

On the production side, costs are intentionally kept low through a streamlined ingredient list and small batch manufacturing. This not only reduces financial risk but also allows Eternal Aura to continue refining its product before scaling. Since revenue is not yet at a significant level, the company's immediate financial goal is not profiting maximization but rather product validation

and market entry. By keeping operations small and manageable, Eternal Aura can remain flexible and make improvements based on real consumer feedback without incurring major losses.

As the brand begins to gain traction, financial performance will be evaluated through indicators such as cost per unit, customer acquisition cost, and early sales conversions through platforms like Amazon and TikTok Shop. Any initial revenue generated will likely be reinvested into marketing efforts and incremental production increases. This cycle of testing, learning, and reinvesting positions Eternal Aura to grow sustainably, ensuring that when the company does scale, it does so with a more refined product and a clearer understanding of its target market.

Controls

The implementation of Eternal Aura's marketing plan will focus on executing a consistent and data-driven social media strategy while ensuring operational readiness for product distribution. Content creation will be scheduled on a weekly basis across Instagram, TikTok, and YouTube, aligning posts with trending topics and maintaining a cohesive brand identity through visuals, tone, and messaging. The company will set clear short-term benchmarks, such as reaching 2,000–3,000 viewers and increasing follower engagement within the first few months. Performance metrics including views, likes, shares, and conversion rates will be reviewed every two months to assess effectiveness and make necessary adjustments. This structured timeline ensures that growth is intentional rather than random, allowing the brand to scale its presence strategically.

Implementation will also include streamlining the purchasing process by integrating with third-party platforms like Amazon and TikTok Shop within the first year. This step is critical for reducing friction in the customer journey and increasing conversion rates. Customer feedback will be actively collected through reviews, comments, and direct engagement, providing insights for product improvement and messaging refinement. While the brand's bold and unfiltered online voice is intended to generate attention, it will still require oversight to ensure it aligns with long-term brand goals and avoids unnecessary risk. Overall, the implementation plan balances

creativity with structure, ensuring that rapid growth does not come at the expense of consistency or brand integrity.

Marketing Organization

Eternal Aura's marketing organization will be designed to remain lean and flexible, reflecting its startup nature while still maintaining roles and accountability. Having a small core team would help manage key functions, including a social media manager responsible for content planning and engagement, a content creator focused on producing high-quality visuals and videos, and a marketing analyst tasked with tracking performance metrics and consumer insights. This structure allows for efficient communication and quick decision-making, which is essential for keeping up with fast-moving social media trends and maintaining the brand's bold, experimental approach.

Collaboration will also play a major role in the organization's effectiveness. Team members will work closely together to ensure that branding, messaging, and customer engagement remain consistent across all platforms. As the company grows, Eternal Aura may incorporate influencers or brand ambassadors, particularly within the fitness community, to extend its reach and credibility among its target market. Leadership will prioritize adaptability, encouraging team members to test new ideas while still aligning with overall objectives. This organizational approach supports both creativity and accountability, positioning Eternal Aura to scale its marketing efforts while staying true to its identity.

Sources

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