



# Challenge 3



 THE LION  
FOUNDATION



Young  
Enterprise  
Scheme

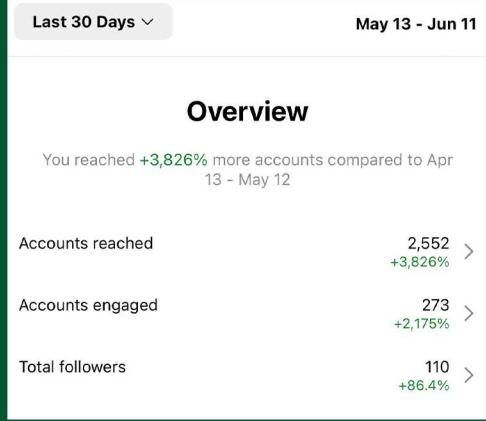
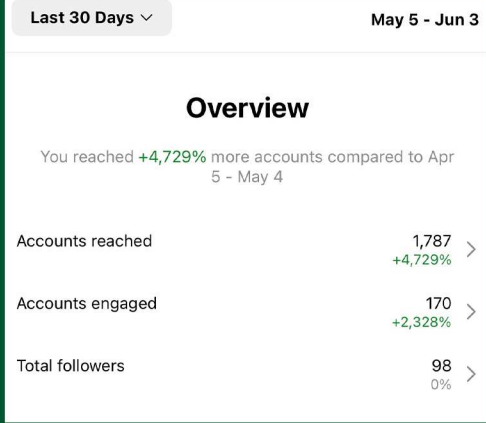
# kaha



## Promotion & Sales

# Promotion

## Part 1



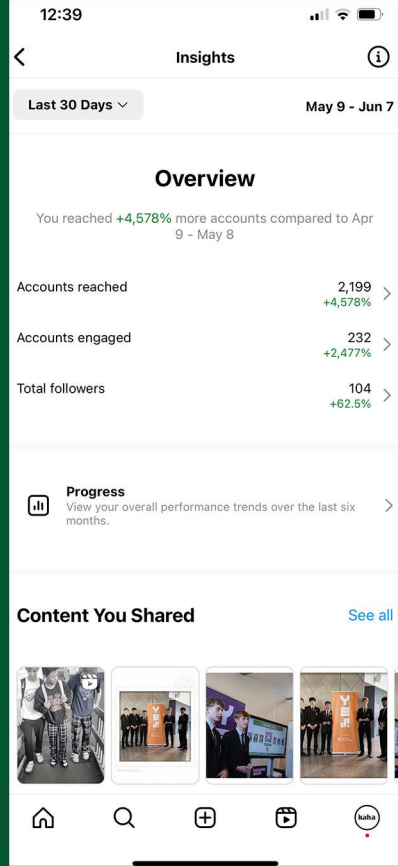
**kaha**

**Kaha**  
Pioneering the development of a natural focus-inducing inhalant.

Retail Health and Personal Care Products  
Auckland, Pukekohe · 5 followers

Followed by Leon and 3 others you know

Message [Following](#)



**kahanewzealand**

**kaha** 14 Posts 137 Followers 13 Following

**Kaha**  
Pioneering the development of a natural aromatherapeutic inhalant.  
Operating under @yesauckland  
Based in Auckland, New Zealand.

linktr.ee/kahanewzealand?utm\_source=li...

**Professional dashboard**  
621 accounts reached in the last 30 days.

Edit Profile Share profile

kaha kaha is here kaha +

Highlights Testimonials Certificate New

**Kaha**

**kaha.**

@kahanewzealand

1 Following 24 Followers **+1** 216 Likes

Edit profile Add friends

Looking to pioneer the development of a natural, focus enhancing inhalant.

Email

yesauckland 15m

@yesauckland

**FOCUS HERE**

Focus from a click on your phone

6:22

yesauckland 6:22

yesauckland 18m

**LINK IN BIO**

**FEELING BUZZED?**

**GRAB A STICK.**

aromatherapeutic inhalant to achieve focus, clarity, calm

BUY NOW

yesauckland

Send message



# Promotion

Kaha utilized social media marketing to drive engagement and traffic to the business. The promotional methods that were used consisted of: Social Media Marketing, Storbie Site/Website, Promotional Videos, Promotional Discounts, and Guerilla Marketing.

## Social Media Marketing

### Instagram

Kaha posted regularly (atleast once per week) to the Instagram page, this included reels, stories, and posts. Instagram was the platform in which Kaha saw the most traffic and engagement, with high growth occurring in the May-June period, generating a 2,450%+ increase in reach. Majority of Kaha's content was also re-posted on the @yesauckland and @futureautstuent accounts which further expanded our reach. Through this we were able to achieve great organic growth on our page which led to a strong presence at markets.

### TikTok

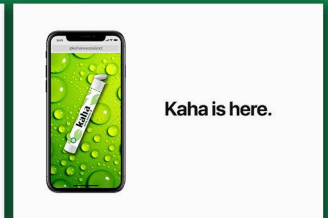
Kaha created promotional videos that were uploaded to TikTok so that we could target the teenage/young adult audience as most of them reside on this platform. Our TikTok page did not grow as much as our Instagram page. However, we were able to see a gain in views and exposure as our videos captured a lot of attention. Surmounting to over 2,000 views in total on our TikTok page.

### LinkedIn

This page was the least active of our social media pages. This was mainly due to the populus of our target demographic residing on platforms such as Instagram and TikTok which led to us placing focus on growing on those platforms.

### Linktree

Kaha's Linktree was used as a hub for all social media links. This was an easily accessible site that was displayed on all social media pages as well as at Kaha's market appearances as a QR code. This was an extremely effective way of directing customers to our pages.





# Promotion

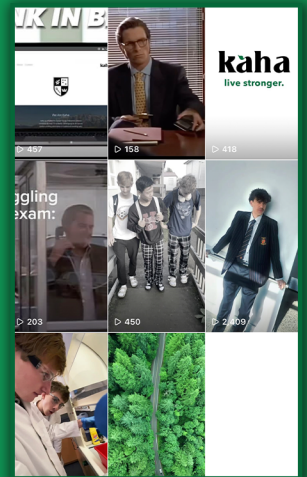
## Storbie

This was an important platform for Kaha as it hosted a means for consumers to purchase our product from anywhere in New Zealand. It was also utilized to place pre-orders. Kaha was also available on the YES marketplace. However, it was not as effective in promoting our brand as the YES Online Marketplace is saturated with various businesses.



## Promotional Videos

Kaha created promotional videos that were uploaded to our Instagram and TikTok pages. This proved to be a highly engaging method of promotion as our videos accumulated over 5,000 views in total across both platforms. This meant increased exposure of our brand and more traffic to our social media accounts.



## Promotional Discounts

We offered bundle deals for our inhalants which incentivized consumers to purchase more than one unit. Our most popular bundle that was purchased was the 3 for \$20 deal, we have 4 customers purchased this from us which meant 12 units sold in only 4 sales interactions.

Our psychological pricing method also made consumers feel that they were getting the better end of the deal. Our product was originally priced at \$10, but was on sale for \$7.99. This meant consumers were more inclined to purchase in the moment which meant more sales overall for us.



## Guerilla Marketing

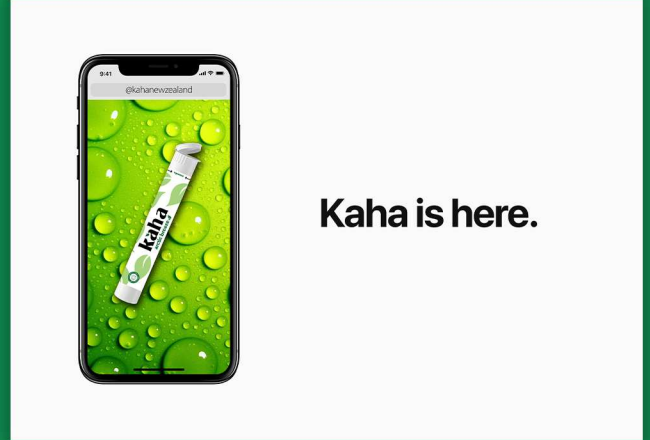
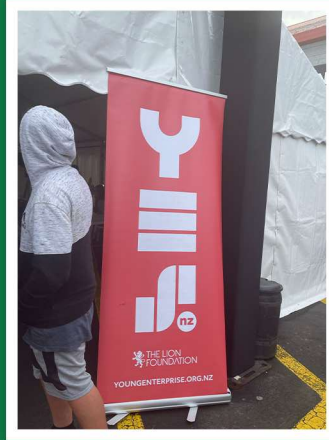
We had signs at our stall that boldly displayed 'Feeling Buzzed?' which attracted more customers to our stall as it induced curiosity. This was effective as we noticed a lot of people walking by and looking at our stand which allows us to rope them into our sales pitch, as they either inquired us or we greeted them.

We also had an energy drink can that was covered with a poison label, marking our goal to offer a substitute to unhealthy energy products that contain large amounts of sugar and caffeine. This meant that the Kaha brand was associated with being a healthier alternative to such products. Promoting positive brand reception for Kaha.



# Sales

## Market Appearances



YES Pukekohe Youth Concert Market - 24th June 2023



Pukekohe Matariki Market - 20th July 2023



YES AUT City Market - 26th July 2023



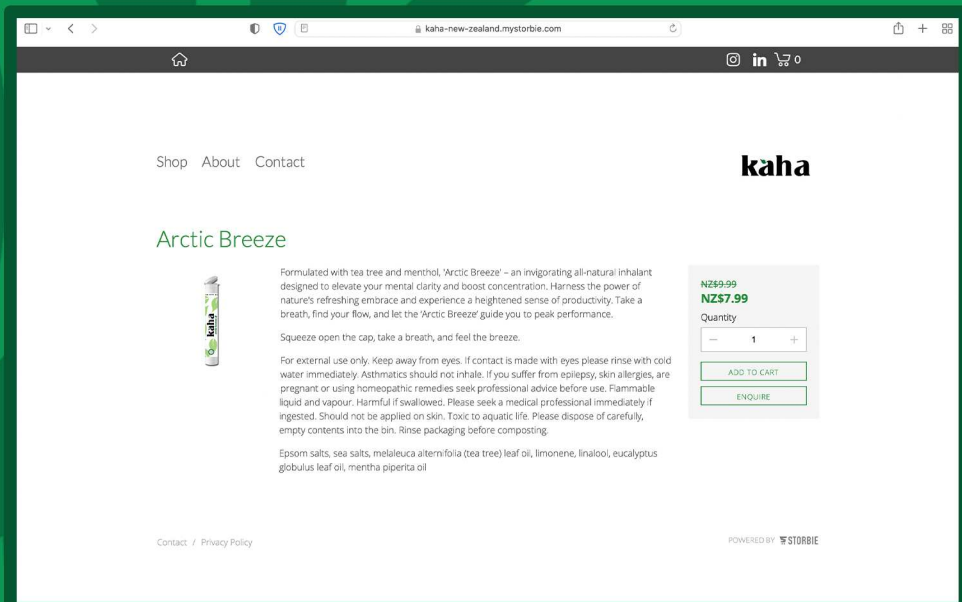
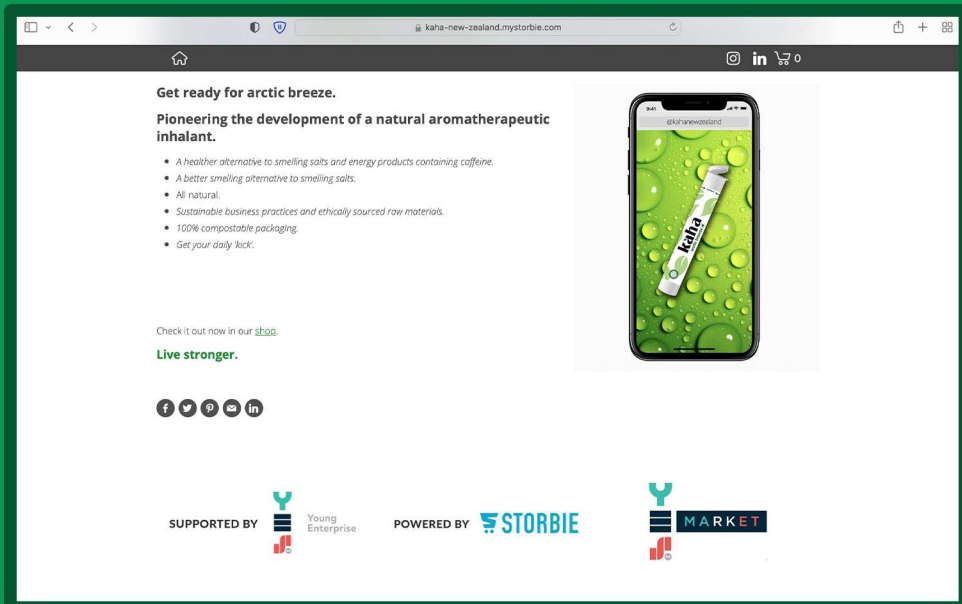
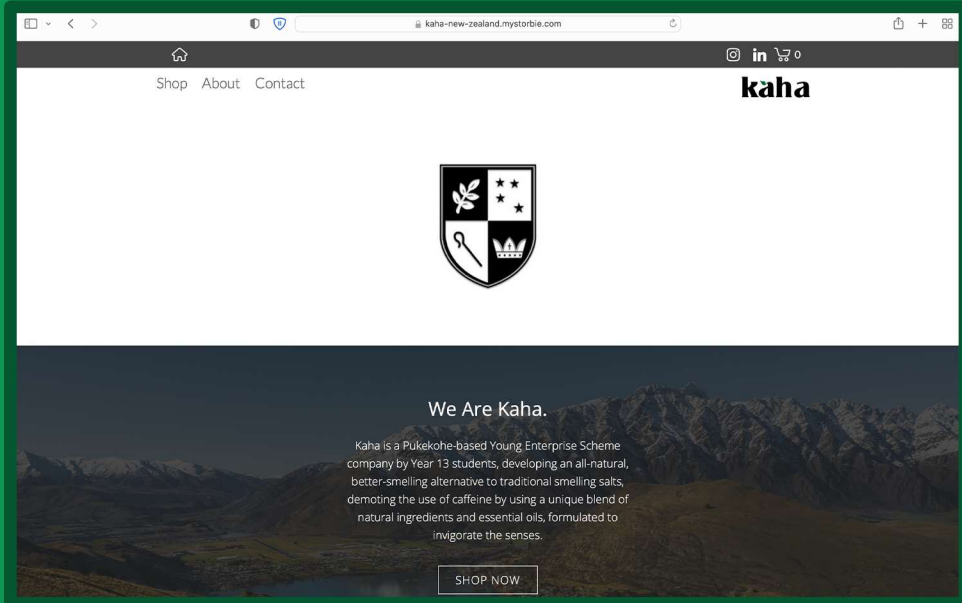
PHS Open Evening Market - 2nd August 2023

**Kaha attended 4 markets**  
**Successfully achieving sales at all 4 markets.**





# Sales Storbie / Website



# Sales

## Sales Channel 1 - Local Markets

Kaha attended two local markets. The Pukekohe High School Matariki Market (20th July) and Pukekohe High Open Day (2nd August). From this, we generated 10 sales at the Matariki market, and 4 sales at the open day. Families and schools from the Franklin region were invited to attend both occasions. We found that the Matariki market was more successful than the open day market as most families at the open day were not prepared for the market as they were there for a school tour. We did not expect any sales to come from the open day as it was not our target market that was in attendance but there was a surprising amount of interest from parents which allowed our brand to gain more exposure.



## Sales Channel 2 - YES Markets

Kaha attended two YES markets. The YES Pukekohe Youth Concert Market (24th June) and YES AUT City Market (26th July). We were able to accumulate 9 sales from the YES Pukekohe Youth Concert, and 14 sales from the YES AUT City Market. Both markets were successful as we sold out our stock we had prepared for those days. We also gained a lot of exposure from the YES AUT City Market, being posted on the @futureautstudents and @ye-sauckland Instagram pages. Majority of our target market (young adults) were present at this market. This made our product much more marketable to the customer base we were dealing with and could relate the product to them, e.g. exams coming up, needing a boost of clarity as uni students, etc. We see an increase in traffic to our profile after this event, gaining 12 followers on Instagram that day.



## Sales Channel 3 - Online Website / Storbie

Kaha sold only 3 units via our Storbie website.

This is mainly due to our product being a 'try before you buy' sort of product, as consumers are unable to grasp its effects from only reading of it online. It is a product that must be used in-person so that the consumer feels its full effect.

Order Details				
ITEM	PER UNIT	QUANTITY		COST
Arctic Breeze (arctic breeze) #	NZ\$9.99	3	<del>NZ\$29.97</del>	NZ\$29.97
Special Price			-NZ\$26.00	
			Subtotal	NZ\$33.97
			NZ Post	NZ\$4.50
			Total	NZ\$38.47

This did hamper our online sales but we understood that we would have to generate majority of our sales in-person anyways. Hence, we look to attend more markets and will be attending the upcoming Franklin Market hosted at the Franklin Library on Saturday 2nd September.

Overall, Kaha made 40 sales through attending markets and selling our product online via our Storbie website.

We found that the most effective sales method was from attending markets and engaging with customers face to face because that is where we generated majority of our sales. Hence, majority of our sales (37) were made in-person at our market appearances.



# Reflection

## Key Learnings

### Promotion

-We found that our most effective means of promotion was on Instagram as it captured the largest audience, evident with 2.4k+ accounts reached in a single month.

-Creating short yet engaging promotional videos created more exposure to our brand and also resided quite well with our younger target audience (teens to young adults) which allowed us to reach them more effectively. It also meant that all of our growth and traffic was organic, meaning Kaha had zero ad spend.

-Our Storie and LinkedIn did not generate as much traffic. This was because the YES Marketplace is heavily saturated with all other YES businesses and most people do not actively browse the YES marketplace in comparison to other marketplaces, e.g Facebook Marketplace. This is the same with LinkedIn, a lot of our younger target audience do not reside on the platform and tend to use platforms such as Instagram and TikTok more often.

-Guerilla marketing proved to be very successful as it attracted more customers to our stand. We noticed that majority of people walking by would look at our stand for more than 5 seconds which indicated curiosity, this allowed us to pull them into our sales pitch and engage with customers. Effectively increasing brand awareness as well as building a connection with our customer-base and developing a sense of Whanaungatanga which is one of Kaha's core Tikanga.

### Sales

-We found that our most effective sales channels were in-person markets, like our local markets and the YES markets.

-Online sales were not that suitable for our product as people had to have the product in-hand to feel the effects of Kaha's aromatherapeutic properties.

-Presentation is key, at the Pukekohe Youth Concert Market our stand was quite bare and we were very unprepared for that market. At future markets we added more decorations such as the grass tiles, photo frames, product stands, and displays, to create a more captivating and bold stall. We found that by doing this, we attracted greater amounts of interest from those passing by which gave more opportunities for us to convert sales.

live stronger.

