

# SCALING AN ELITE WELLNESS BRAND

HOW A COMMUNITY-FIRST STRATEGY UNLOCKED CELEBRITY  
AFFINITY, VIRAL CULTURE, AND E-COMMERCE GROWTH.

JEANETTE GREDONIA, SOCIAL MEDIA STRATEGIST & CREATIVE LEAD

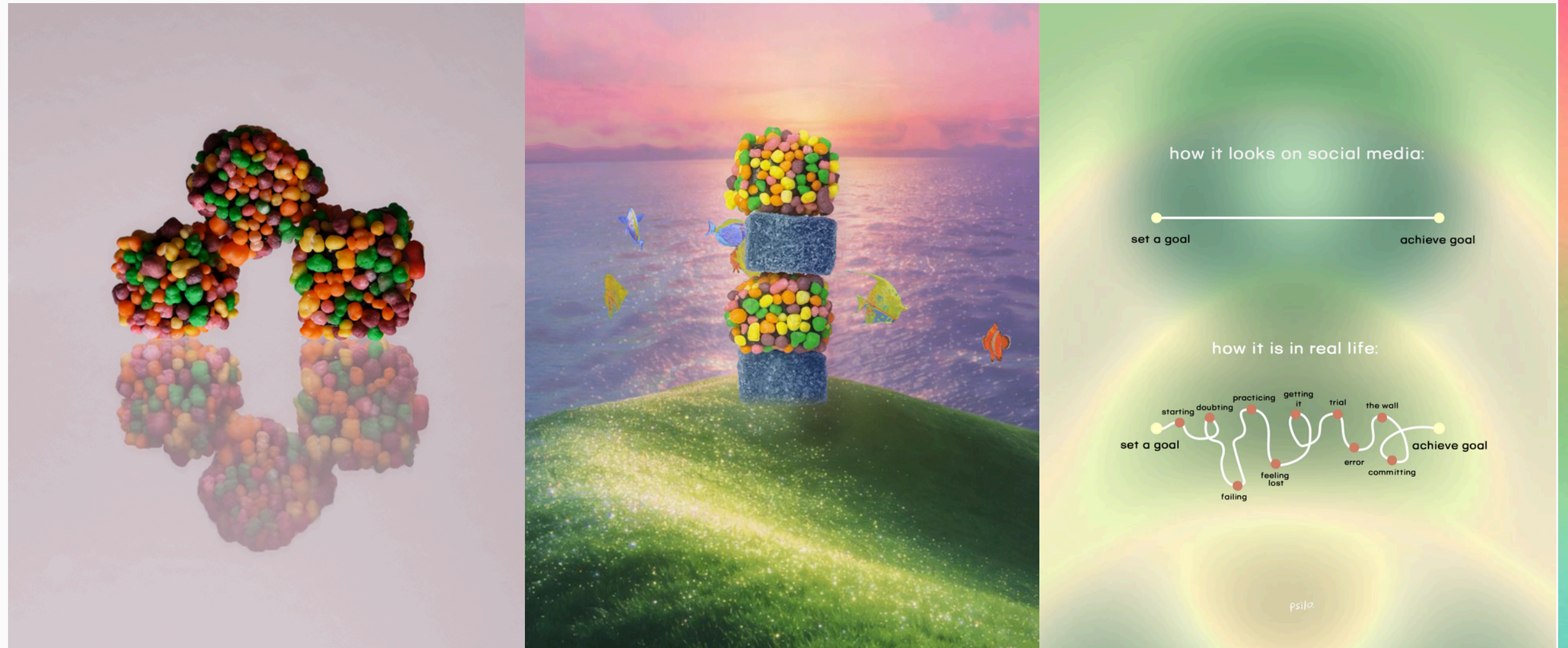
# THE BRIEF + MY ROLE

## THE CHALLENGE

The functional wellness market is heavily saturated with cold, clinical, minimalist brands. The company needed to stand out, build organic trust, and convert passive followers into buying customers without relying solely on paid ads.

## MY SCOPE OF WORK

Owned end-to-end organic social strategy, content ideation, copywriting, custom graphic design/illustration, and community management.



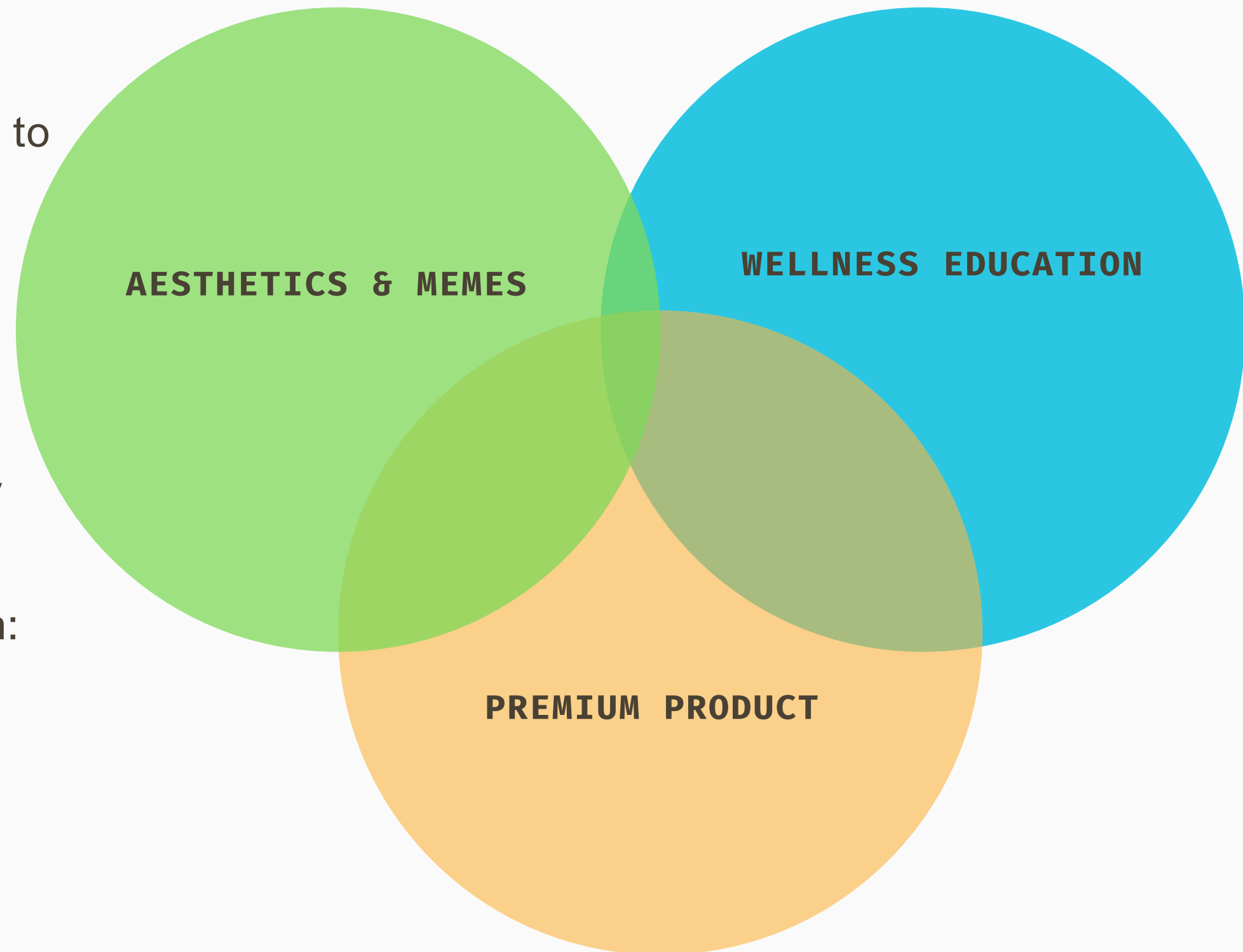
# THE OVERARCHING STRATEGY

## THE PHILOSOPHY

Moving away from corporate broadcasting to build a modern cultural hub.

## THE PILLARS

1. Top of Funnel - Aesthetics & Memes:  
Driving massive reach and shareability
2. Middle of Funnel - Wellness Education:  
Building product authority and trust
3. Bottom of Funnel - Premium Product:  
Converting attention into sales





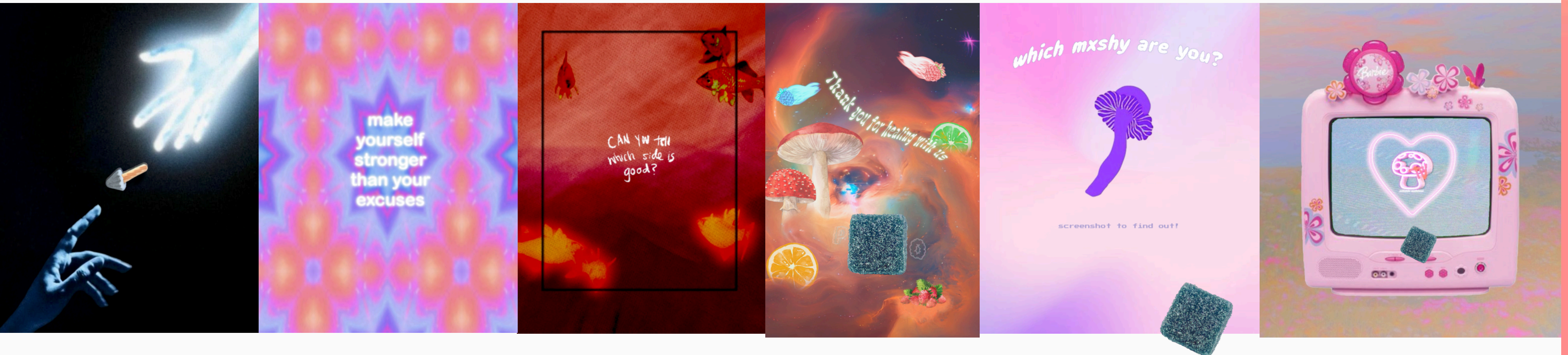
# CREATIVE EXECUTION - PSYCHEDELIC ART

## THE STRATEGY

Disrupting the "bland-wellness"  
aesthetic

## THE EXECUTION

Designed custom, vibrant, psychedelic-pop graphics that leaned into the natural heritage of the product while staying fiercely trendy. This established a unique visual moat that copycat brands couldn't easily replicate.





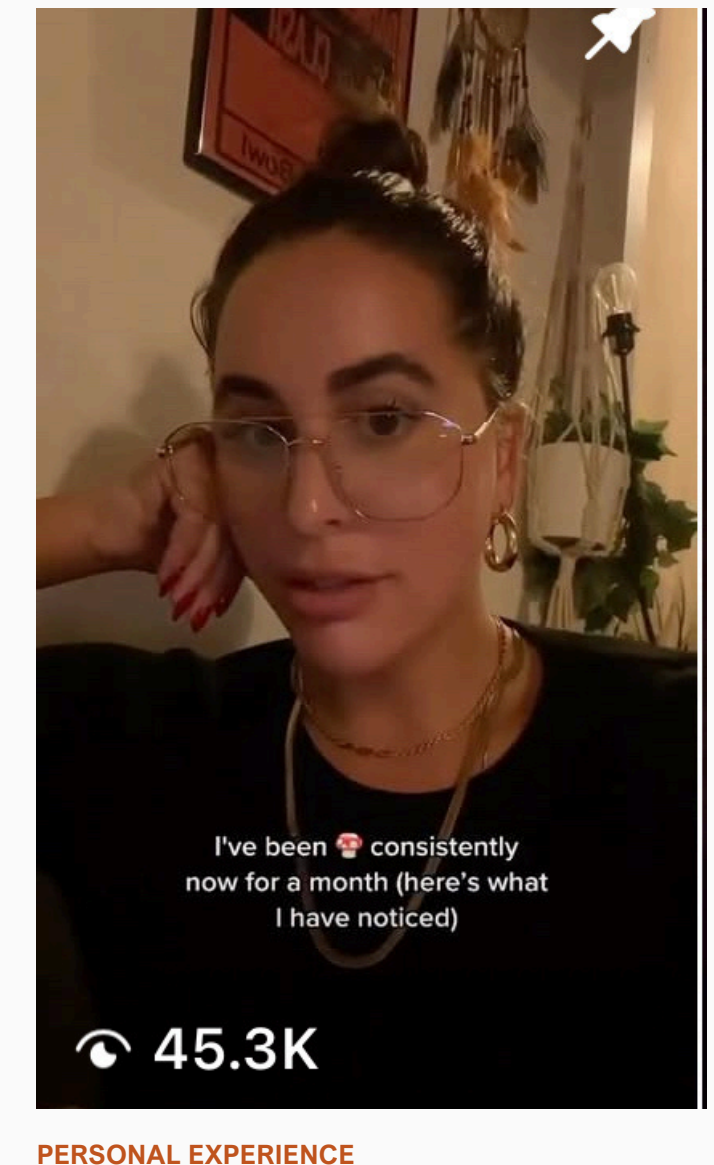
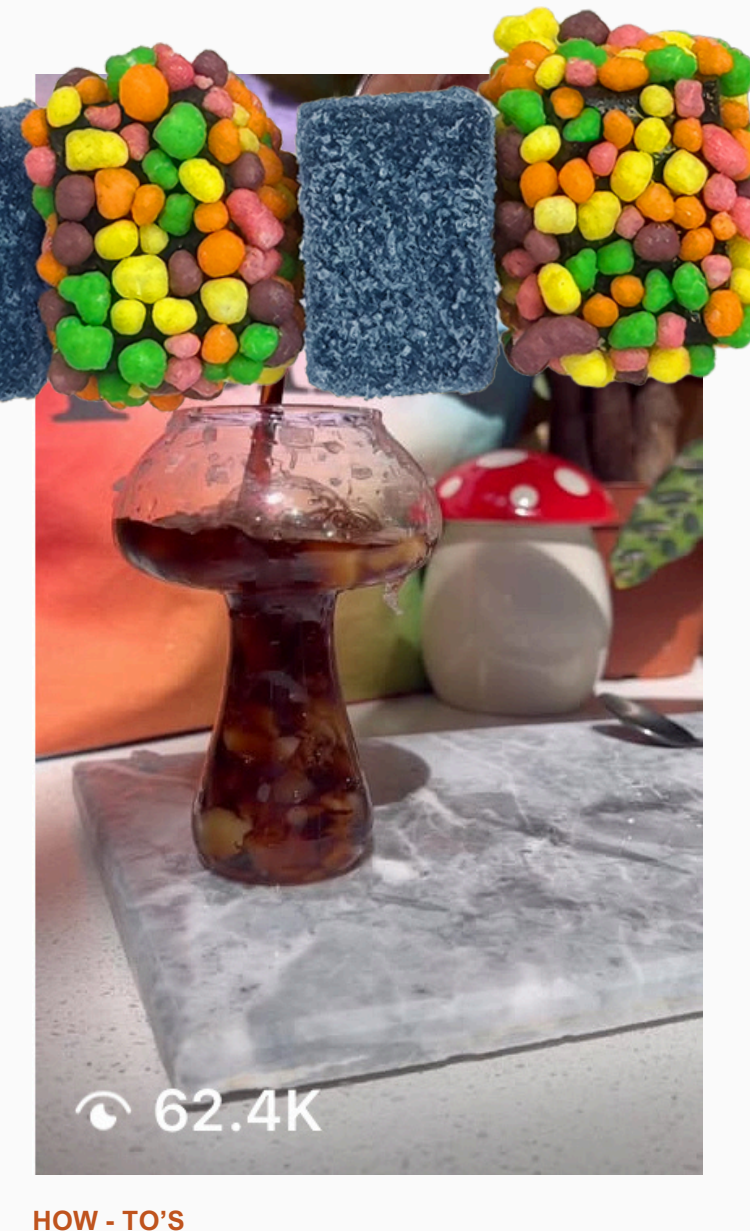
# DRIVING VIRALTY - TRENDS

## THE STRATEGY

Mastering internet culture to lower acquisition costs.

## EXECUTION

Rather than posting generic product ads, I tapped into timely, relatable wellness humor. This turned our audience into an active marketing army—driving saves, story shares, and massive algorithmic push.





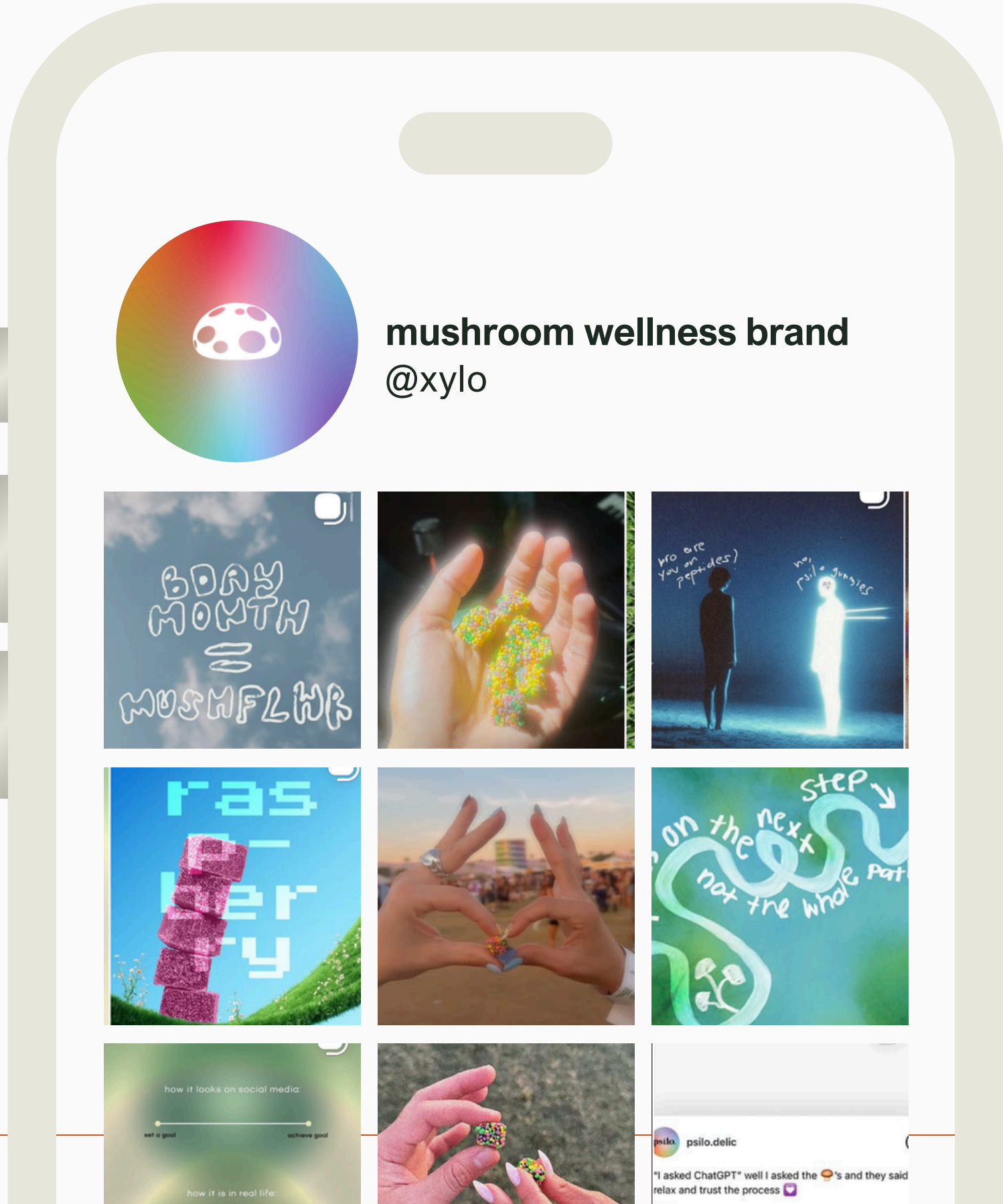
# BALANCING THE GRID – PRODUCT & WELLNESS

## THE STRATEGY

Contextualizing the product in daily life.

## EXECUTION

Balanced high-energy memes with premium, aspirational product shots and educational carousels. This proved the brand was culturally relevant and scientifically credible.





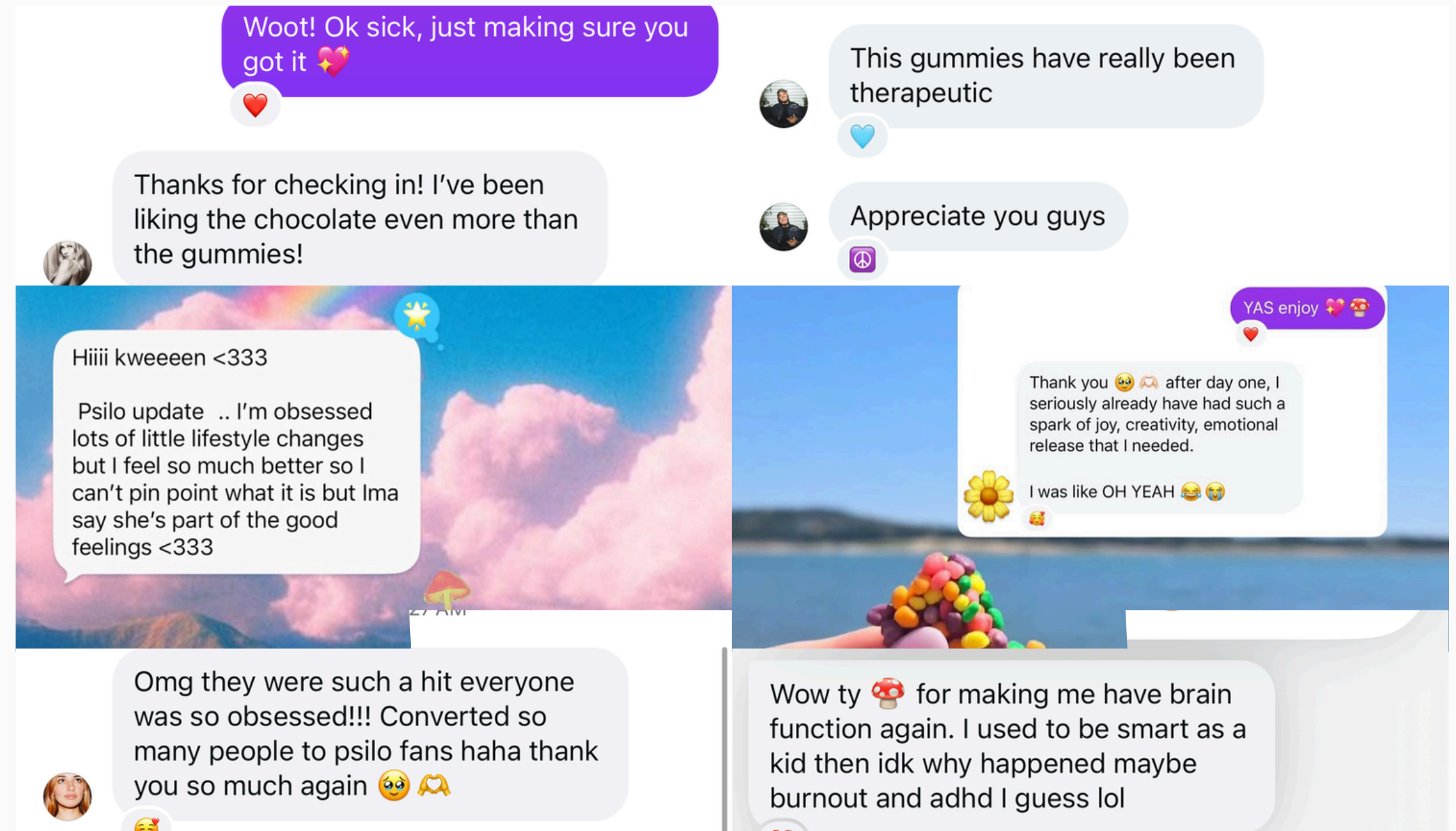
# BUILDING COMMUNITY

## THE STRATEGY

Shifting from "Customer Service" to "Community Cultivation."

## EXECUTION

Treated the comments section as an extension of the content. By ditching corporate jargon for a human, witty, and deeply empathetic tone, we built a fiercely loyal, tight-knit community of wellness advocates.





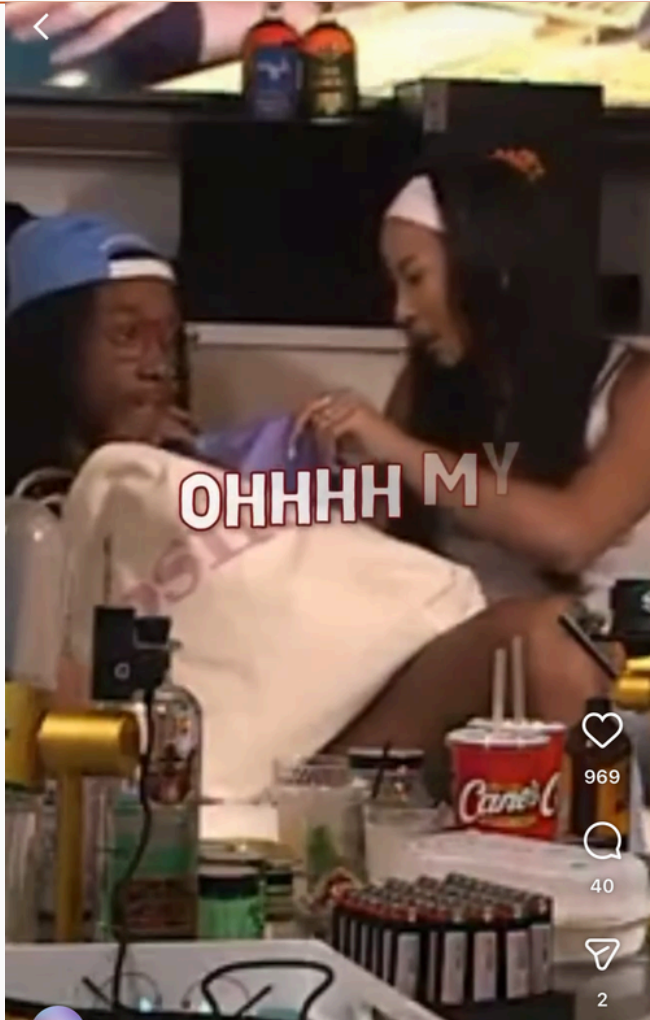
# BUILDING CLOUT

## THE STRATEGY

Organic influencer acquisition.

## EXECUTION

By creating a brand that felt like a cultural insider rather than a supplement company, we naturally attracted Tier-1 celebrities and cultural tastemakers. Inbound organic engagement from verified accounts increased by 20%, securing high-profile, unpaid brand affinity.





# THE BOTTOM LINE: BUSINESS IMPACT

## THE ULTIMATE RESULT

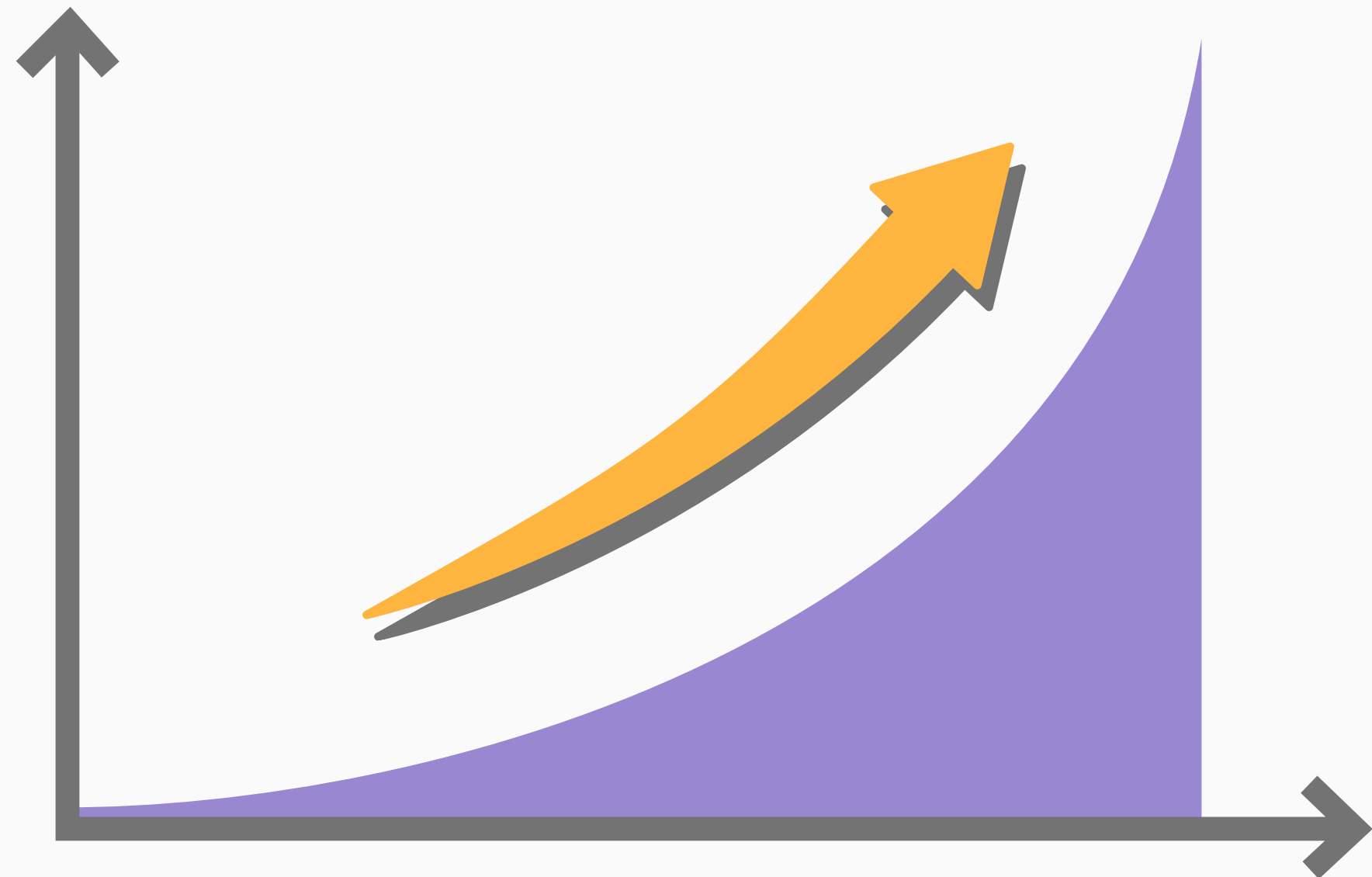
Culture drives cash.

The combination of:

- viral meme loops
- elite community sentiment
- strong visual identity

## KEY METRICS

- 60% increase of e-commerce sales over 6 months
- Organic social became the #1 driver of instagram traffic
- 70% growth in net-new community members



# THANK YOU

## THE TAKEAWAY:

Great social strategy isn't just about making pretty posts. It's about:

- Understanding cultural nuances
- Building genuine human connection
- Tying creative risks directly to business revenue



LET'S CONNECT

JEANGREDONIA@GMAIL.COM