



Leah Rose Organics

PR Plan

By: Leslie Campos

Website Concept
&
Visual Demo



Welcome to the Land of Self Care

Providing Beauty to the Soul's Essence.

Female Owned.

100% Natural Products, Handmade and Delivered with Light.

About Leah Rose Organics

Hello Goddesses and Kings of Self-Care!

Welcome to Leah Rose Organics.

A small self care business that dedicates itself to providing 100% NATURAL, vegan, and minimal ingredient products cultivated and handmade to your DIVINE design.

We combine the world of self care in both the mental and physical aspects of life! We want our products to help you all join in on our journey and begin your own self care journey with us.

- LEAH ROSE ORGANICS

About the Products

Our Rosewater Face Mist/Toner is the perfect product to restore and hydrate your face.

- It's made of 100% Rose hydrosol which uses all parts of the rose —other than just the petals— to extract the most beneficial properties of the rose.
- These properties are for BOTH oily and dry skin and is issued to restore the skin's PH balance, reduce redness in the skin with its strong anti-inflammatory qualities, and to gently subdue acne. Plus it smells lovely!

The Rose Oil

- Our fragrance free oil made of 4 essential oils to add into a glowing skin care routine: **Jojoba oil**, **Almond Oil**, **Grapeseed Oil (Vitamin E)**, and **Rosehip Oil**.
- The benefits for these oils are endless! The holy grail of soft and radiant skin!

How We Started

Owner Crystal Montas

- Purpose to starting Leah Rose Cosmetics?
- Why did you choose the name?
- What does self care mean to you?
- How do you hope Leah Rose Cosmetics resonates with its consumers?
- What led you to your idea of Leah Rose Cosmetics up into launch day?

Products



Rosewater Face Mist/Toner - \$10
The perfect toner to restore and hydrate your face!



The Rose Oil - \$12
Fragrance Free 4 essential oils. The holy grail of soft and radiant skin!

Self Care

Self Care Tip #1



Using our Rosewater Face Mist/Toner - Apply after skin care routine for a fresh and hydrated face!

Self Care Tip #2



Using our Rose Oil - Apply after showering for optimal skin hydration!

Contact Us

Email: LeahRoseOrganics@gmail.com

Name:

Email:

Type your message here...

Submit .



Social Media Plan

Social Media Plan

Leah Rose Organics
Instagram Page

- Key Factors
- Brand Personality
- Content
- Theme/Aesthetic
- Grid Layout
- Filter
- Consistency

Brand Personality

- To create an eye-catching Instagram aesthetic for your brand you first need to set a brand personality.
- Think about your brand as a person, what characteristics does it have?
- This will help you create a cohesive IG aesthetic that represents your business accurately and resonates with your target audience.
- Examples:
 - Friendly
 - Relaxed
 - Inviting
 - Sincere

Choosing a Theme

1. Visuals are everything. Your Instagram feed needs to stand out to your followers that will eventually become customers.
2. Themes can be clean and minimalistic, vintage, tropical, or bright/neon or follow a single color aesthetic that matches your logo/brand color.
3. Choosing a brand/color for your Instagram is a great way to build your brand recognition. According to a study, color increases brand recognition by 80%!

Deciding a Grid Layout

1. What is a grid layout? It's how you position your posts in your feed. A good grid layout will help you visually organize your IG feed and create a consistent look overall.
2. Your posts need a form of balance that is inviting and pleasing to the eye of current and future followers and customers. A consistent theme and organization makes the feed grid layout stand out!
3. Examples of grid layouts include: **Tile**- Altering images and quotes with solid backgrounds, **Row by Row** - Each row of your IG feed tells one story, **Rainbow** - Where the color of your IG feed changes as you scroll.

Picking a Filter

1. If you are going to use IG filters on your photos, remember to choose just one filter. If you choose multiple filters, your feed won't look consistent. Choose one that matches your theme and stick to it!
2. A consistent look on your Instagram feed is key to having brand recognition in terms of followers and customers engagement.
3. Choosing a brand Instagram consistent filter will help you easily create a great looking, consistent aesthetic.

Overall Objective

With these key factors implemented to your business' Instagram feed, you can easily create an eye-catching page that can get you noticed on social media.

Not only that but with a clean and consistent IG aesthetic, you can turn IG followers into LOYAL customers.

Social Media Mock Visual

Leah Rose Organics
Instagram Page



leahroseorganics

Message



3 posts

222 followers

331 following

Leah Rose Organics

Providing beauty to the soul's essence 🌸🌹

100% natural products handmade and delivered w/ light

Owner: @mbiivert

Order here:

docs.google.com/forms/d/e/1FAIpQLSfIVPCfYNr-0iUdjSnPMrqcxvPiUllgxdpqBx4P...

Week 1







leahroseorganics

Message [share icon] [more icon]

3 posts 222 followers 331 following

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Order here:

docs.google.com/forms/d/e/1FAIpQLSfVPCYVNr-0iUdJ5nPMrqqvPiUlgdpxBx4P...



WEEK 4



WEEK 3



WEEK 2



WEEK 1



WEEK 8



WEEK 7



WEEK 6



WEEK 5



A background of soft-focus pink and white flowers, likely cherry blossoms, with yellow centers. The flowers are densely packed and fill the entire frame.

Thank You!