



INTRODUCTION

Love, Bekah is a small business rooted in sisterhood — offering thoughtful products and writing workshops that empower women to express themselves, share their stories, and feel seen.



PRODUCTS



Cap and Bow Dreams Sticker
\$4.00 USD



Coquette Cherry Baby Sticker
From \$3.00 USD



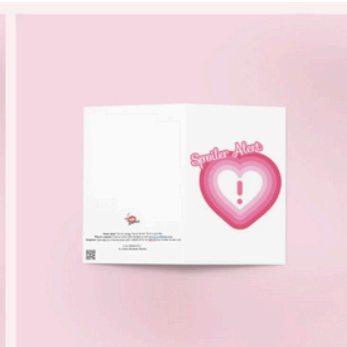
Pink Ribbon Club Sticker
From \$3.00 USD



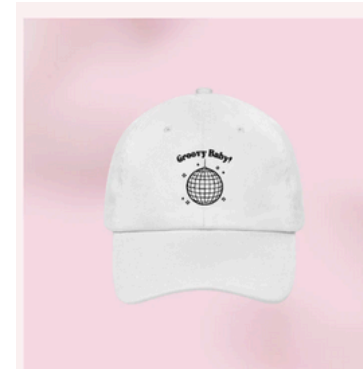
XOXO Love, Bekah Sticker
From \$3.00 USD



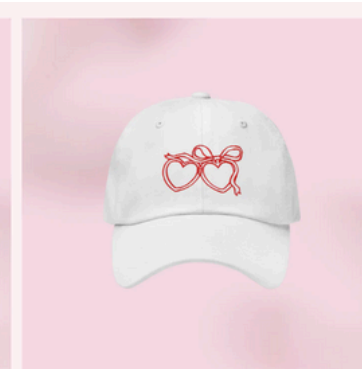
Ex's Loss Greeting Card
\$5.00 USD



Spoiler Alert Greeting Card
\$5.00 USD



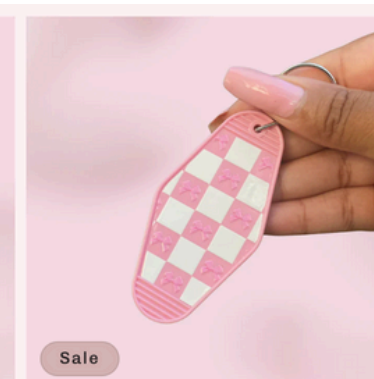
The Groovy Baby Lid
\$20.00 USD



The Locked in Love Lid
\$20.00 USD



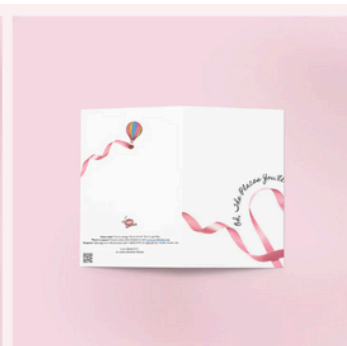
Love Yourself First Journal
\$15.00 USD



Love, Bekah Coquette Keychains
~~\$15.00 USD~~ \$7.00 USD



We All Hated Him Greeting Card
\$5.00 USD



Oh, the Places You'll...Twirl Graduation Card
\$5.00 USD

WRITING WORKSHOPS

Publicity for Authors and Business Owners

How to Get Published

How to Hire an Intern

One-on-One Consults

Author 101

Picture Book 101

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TARGET AUDIENCE

Who they are...

- Millennial and Gen Z women (ages 18–35) who value self-expression, emotional wellness, and community.
- Many are navigating transitional life moments (breakups, career shifts, graduation, burnout, or grief).

Psychographics

- US-based, urban/suburban, mix of college students, early professionals, creatives, and entrepreneurs.
 - Emotionally self aware
 - Value female empowerment and mutual support
 - Love aesthetics and intentional gifting
 - Seek authenticity

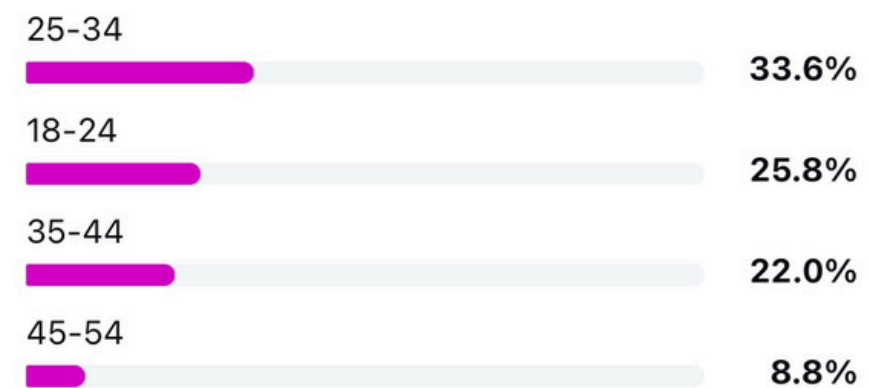
What they want

- A brand that feels like a best friend, not business.
- Content that makes them laugh, cry, feel seen.
- Transparent stories behind products.
- Representation!

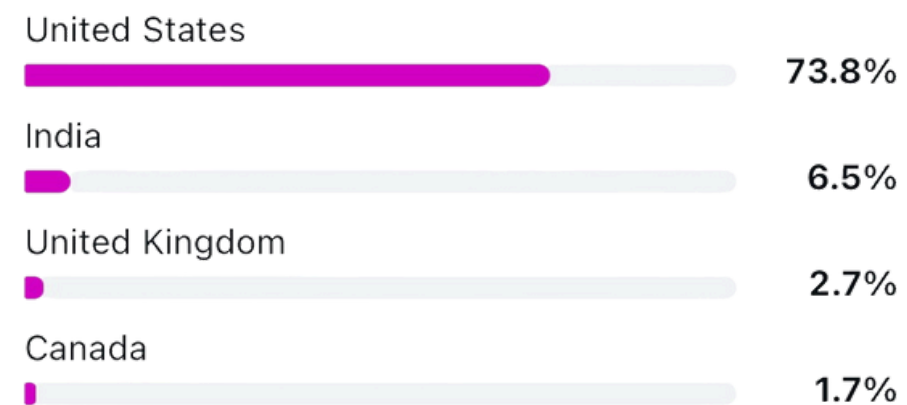
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TARGET AUDIENCE

Top age ranges



Top countries



Gender



DATA

Trust & Brand Perception

- 70% of Gen Z and 69% of Millennials only trust a brand after doing their own research ([Vogue Business](#))
- Millennials value brand trust over brand loyalty. They expect ethical practices, transparency, & consistency ([Public Media Solution](#))

Digital Behavior

- Gen Z makes up 40% of the consumer market worldwide ([Edelman](#)).
- 57% of Gen Z cite YouTube and TikTok as key drivers of shopping behavior ([Vogue Business](#))
- 51% of Gen Z say social media influencers create new trends (vs. 36% of Millennials) ([Vogue Business](#))
- 53% of Millennials shop online, and 70% are more likely to engage with video ads (Amra & Elma)
- 75% of Millennials enjoy interactive content (polls, quizzes, etc.) (Amra & Elma)

Values

- Rising demand from both groups for personalization, eco-friendly design, and emotionally specific messaging (GlobalNewswire)
- 59% of Gen Z and 62% of Millennials prefer physical cards over digital due to emotional resonance (The Guardian)

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INSIGHT

When life feels uncertain, people trust brands that show up consistently with honesty and care, like a friend who knows just what to say.

STRATEGY

Anchor our weekly posts in that feeling of care, so whether it's a product spotlight, a quote, or a women feature, Love, Bekah becomes the moment of pause our audience looks forward to.

*Love,
Bekah*

POSTING SCHEDULE

based on when our followers are most active

Here's when your followers have
been most active recently

Best times to reach them

Tuesdays, 3-6 pm

Thursdays, 3-6 pm

Fridays, 3-6 pm

Tuesday: Product Promo (*Instagram Post*)

post between 3 p.m. to 6 p.m.

Wednesday: Women Wednesday (*Instagram Reel*)

post between 3 p.m. to 6 p.m.

Thursday: Talk Thursdays (*Instagram Story*)

post between 3 p.m. to 6 p.m.

Friday: Trend + Product Promo (*Instagram Post*)

post between 3 p.m. to 6 p.m.

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BEFORE POSTING...

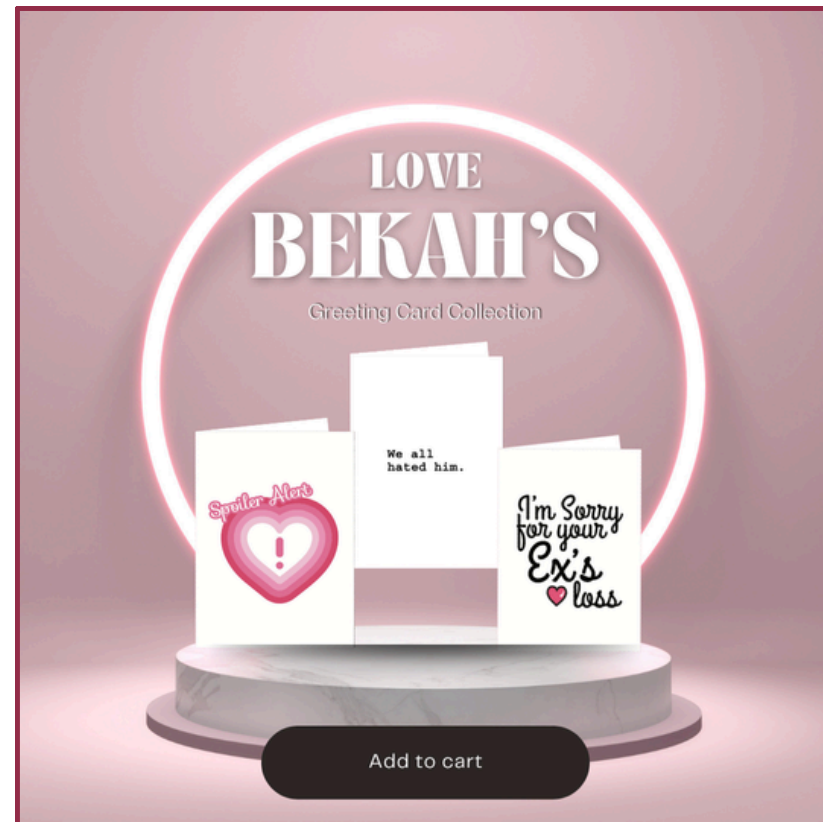
Review the Love, Bekah Brand Guidelines in the Social Media Folder in the Google Drive.

- Details colors, fonts, and logo to incorporate with executing social content on all platforms.
- Logo should always be in the bottom right corner unless otherwise.
- Always include the lovebekah.com website on bottom of post (example)
- Upload all *posted content* to the 2025 Social Media Posts Folder
- **LOOK @ EXAMPLES ON OUR INSTAGRAM OR CANVA FOR REFERENCE**



TUESDAY

Product spotlight / promo of our hats, keychains, cards, journal, or writing workshops. Take a look at our products!



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WEDNESDAY

Spotlighting women of the week (must be related to theme of the week)
The women are influencers that Tam suggests to promote our products!

WOMEN WEDNESDAY

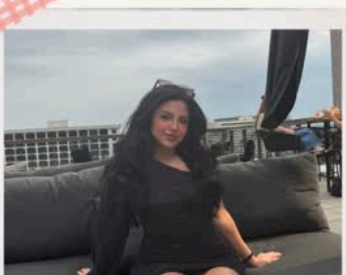


Ta



Taylor Swift is a singer-songwriter and producer who has become one of the most influential figures in music and pop culture. She is a multi-award-winning artist who has earned 14 Grammy Awards and is recognized for her advocacy for female empowerment, artists' rights, and gender equality in the entertainment industry.

@love.bekah xo



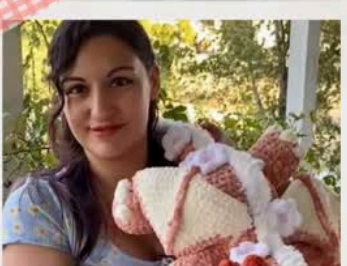
Layni Vazquez



Layni Vazquez is a 3rd year Radio-Television-Film major at the University of Texas at Austin and an Honors student with a minor in Rhetoric and Writing. She currently serves as the Content Creator Intern for Love, Bekah, where she contributes to brand campaigns and social media engagement. She has grown her own following as a self-employed content creator by developing trend-driven, engaging content. In doing so, she also promotes Love, Bekah on her social media platforms. Passionate about storytelling and visual media, she is building a career in film, digital content, and communication.

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WOMEN WEDNESDAY



Kat



Katia is the creative mind behind KOGDI, a handmade brand full of color, comfort, and quirky charm. From squishy support plushies to playful art, she brings her love for nature, animals, and all things chunky to life. Her mission is to offer a little brightness and support for anyone going through tough days. Outside of creating, Katia enjoys being in nature and finding inspiration in life's small, joyful moments.

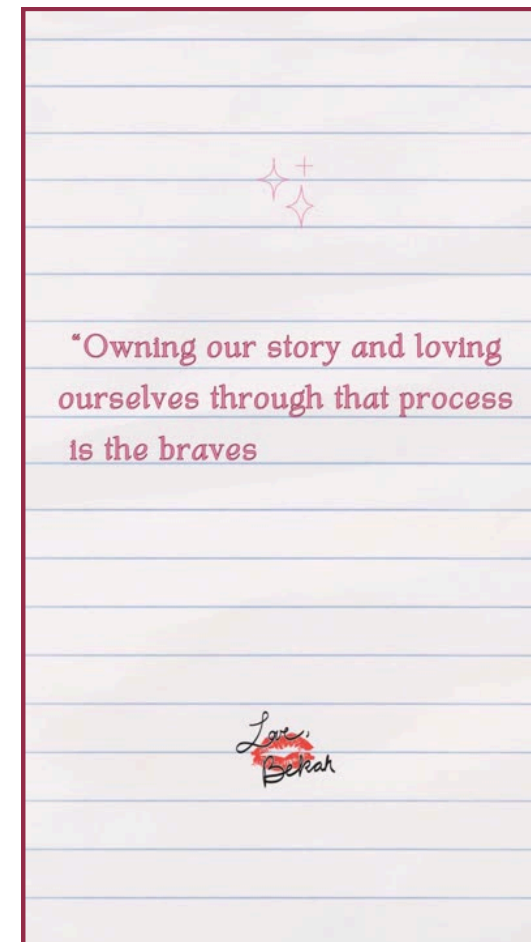
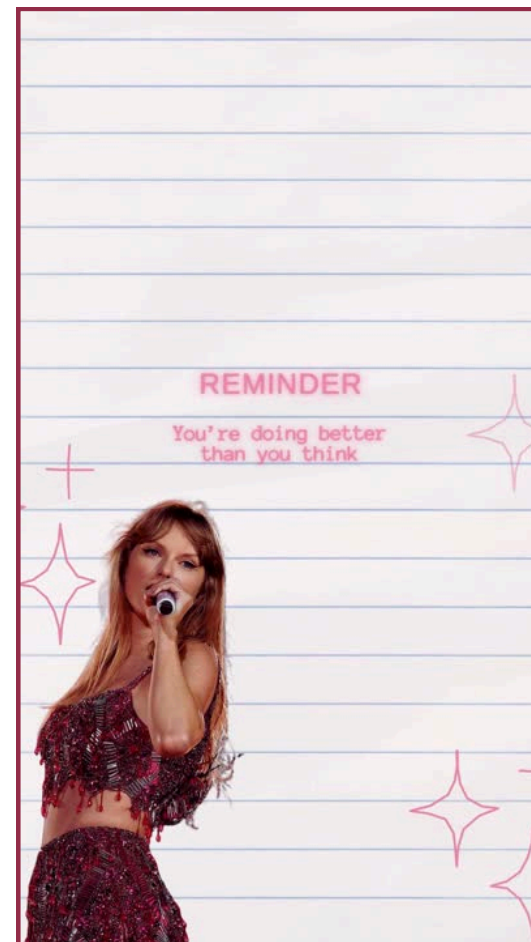
@love.bekah xo



THURSDAY

Inspiring quotes or lyrics for the end of the week

Must be related to theme of the week (ex. TSwift theme = TSwift quote)



FRIDAY

A Trendy way to promote our product offerings.

Research will be given by the Director of Brand Strategy, Mariam, for Judie & Layni to execute.

