

clarabelle's

WELLNESS

CASE STUDY



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Executive Summary

At Clarabelle's Wellness Co., we believe skincare should be as pure as nature intended. Our non-toxic, handcrafted skincare products are made from garden-grown herbs nurtured by my grandmother's own hands. Every ingredient serves a purpose—no harsh chemicals, no artificial fragrances, no unnecessary fillers, just simple, effective skincare.

Our Purpose

We exist to provide a clean, natural alternative for those who want better for their skin. Our formulas embrace the power of herbal remedies, offering gentle yet effective solutions that nourish and restore.



Our Goals

- Make safe, non-toxic skincare accessible to all.
- Honor tradition and simplicity in every product.
- Empower customers to care for their skin naturally.

Key Takeaways

Clarabelle's Wellness Co. is more than skincare—it's a return to nature, a celebration of time-tested remedies, and a commitment to skin health

Background

My grandma (Nana) got into natural skincare creation right after COVID-19 and began making her own products. Since beginning her journey in natural skincare, she now has recieved her diploma in Herbology and has a diverse knowledge of natural herbs and remedies.



Brand Story

Clarabelle is my grandma's Jersey Dairy cow who has been on the ranch with her for around 3 years now! Nana bottle-fed & halter-trained Clarabelle from 3 weeks of age.

Clarabelle was the inspiration behind the name for the brand. Nana hopes to someday utilize Clarabelle's milk in some of her natural skincare products.





Audience Insights

TARGET AUDIENCE

Individuals who are interested in alternatives to fragrances and plant-based skincare.

DEMOGRAPHICS

- Gender Neutral, but mainly targeted toward women.
- Individuals who value fragrance free & plant based skincare.
- Can be located anywhere in the U.S.
- Primarily women ages 24-35

PSYCHOGRAPHICS

- Individuals with sensitive skin, allergies or fragrance sensitivities.
- Health-conscious individuals who read the product labels.
- These individuals find natural and eco-friendly skincare appealing.

Revised Content Pillars



PRODUCTS

Showcasing the products created and available on Etsy.



PROCESS

Showing the “how” behind the products we handmake.



INGREDIENTS

Highlighting the natural/organic ingredients and their redeeming qualities.



FAMILY

Content related to the relationship between Nana and I, or showcasing Clarabelle.

Style Guide

clarabelle's
WELLNESS

clarabelle's WELLNESS

COLOR PALETTE



#2E2E2E



#6E6353



#8A887E



#A2A092



#D1D0CB

INDIVIDUAL FONTS

Aa Primary Font

rayyan

BRAND STRATEGIES

Aa Secondary font

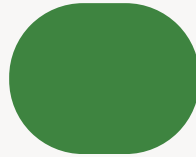
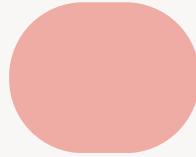
Bebas

MOOD BOARD



Rebrand

PREVIOUS BRANDING



Initially Clarabelle's showcased Clarabelle as the brand logo, and kept natural colors for branding.

REBRAND

clarabelle's
WELLNESS



Going forward, I chose more bright colors that pop out to the eye.

The oranges bring more life to the brand.

Instagram Strategy Execution



Primary Objective

Increase Engagement on the Instagram account by 2% on average and grow following by 300 people.

Secondary Objective

Make 10 Etsy sales by April 10 2025 through utilizing Instagram.

Instagram Account

What's new?

Clarabelle's Wellness Co.

15 posts **42** followers **37** following

Lip Balms, Soaps & Salves!
Helping my grandma start her own non-toxic skincare line!

Nampa, Idaho

www.etsy.com/shop/ClarabellesWellness

+ Add school

Professional dashboard
6.3K views in the last 30 days.

Edit profile Share profile

Ingredient of the week
roadleaf Plantain
(plantago major)

that feeling after finally starting your grandma's dream company for her

new product! what could it be?!
dropping this week!

Organic Skincare Ingredient of the week

all natural lip balm 😊

Account Analytics

SINCE
ACCOUNT
BEGAN

8.1k

Account Views

259

Profile Visits

9

Etsy Link Taps

163

Likes

14

Comments

4

Saves



Most Engaging Reel



28
Likes

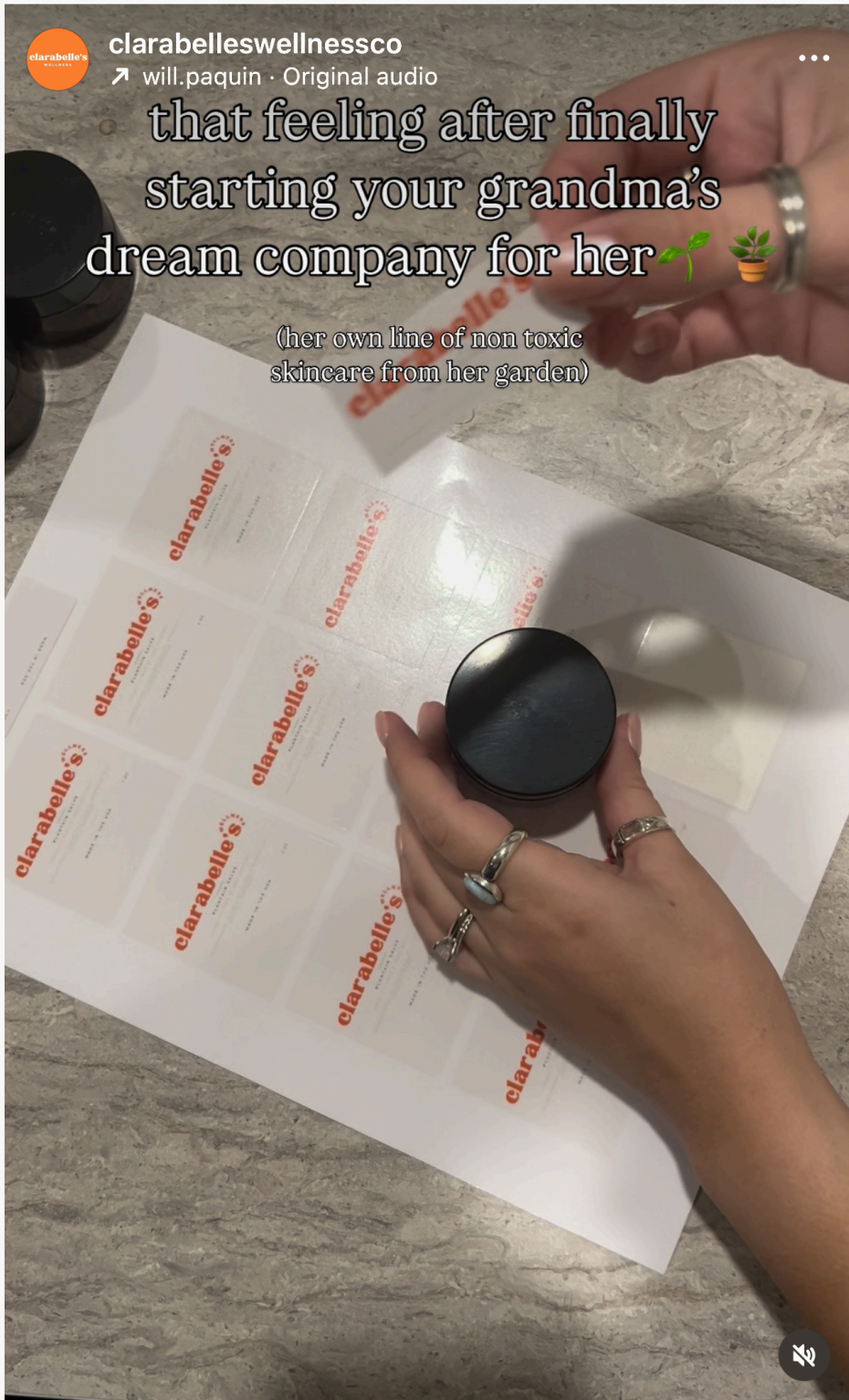
4
Comments

2
Share

616
Views



2nd Most Engaging Reel



12

Likes

2

Comments

1

Share

2

Saves

544

Views



Most Viewed Reel

15
Likes

1.9k
Views



Most Engaging Post



12

Likes

1

Comments

1

Saves

62

Views



2nd Most Engaging Post



13
Likes

64
Views



TikTok Strategy Execution



Primary Objective



Increase engagement on TikTok by 3% on average and grow following by 200 people.

Secondary Objective


Make 10 Etsy sales by April 10 through utilizing Instagram & TikTok.

TikTok Account

\$50


Clarabelle's Wellness...  

Women's Day!








@clarabelleswellnessco

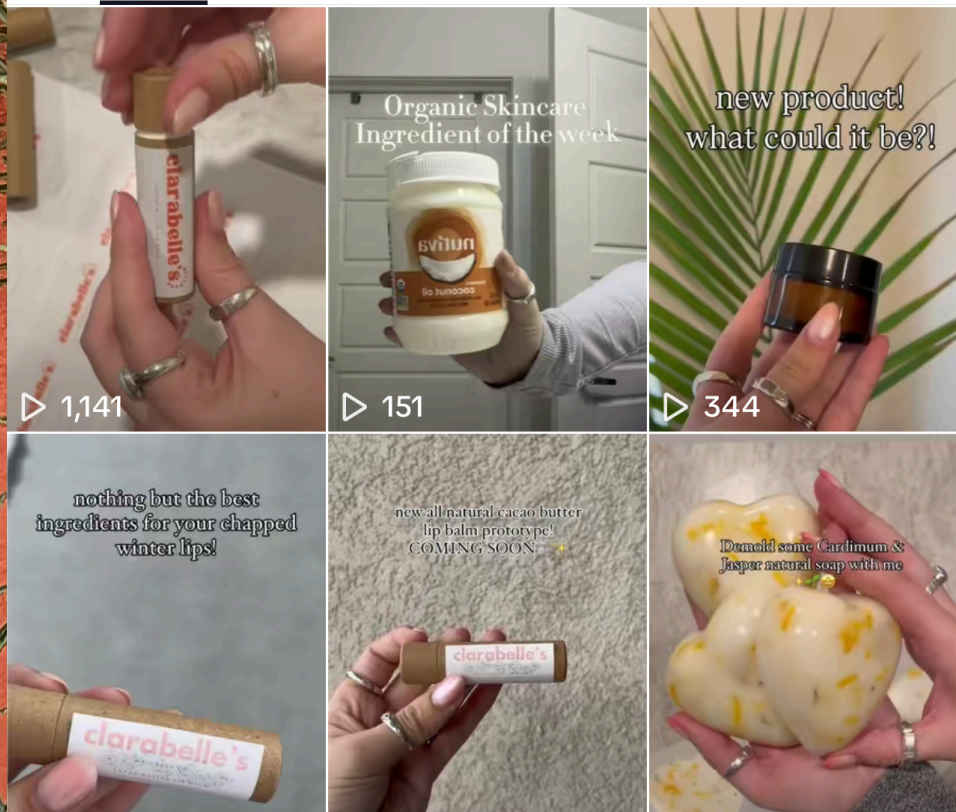
2 Following | 9 Followers | 114 Likes

Edit profile | Share profile | 

Non-Toxic Skincare!
Helping my grandma sell her skincare products!

 TikTok Studio



Account Analytics

SINCE
ACCOUNT
BEGAN

4.5k

Account Views

36

Profile Visits

10

Follows

115

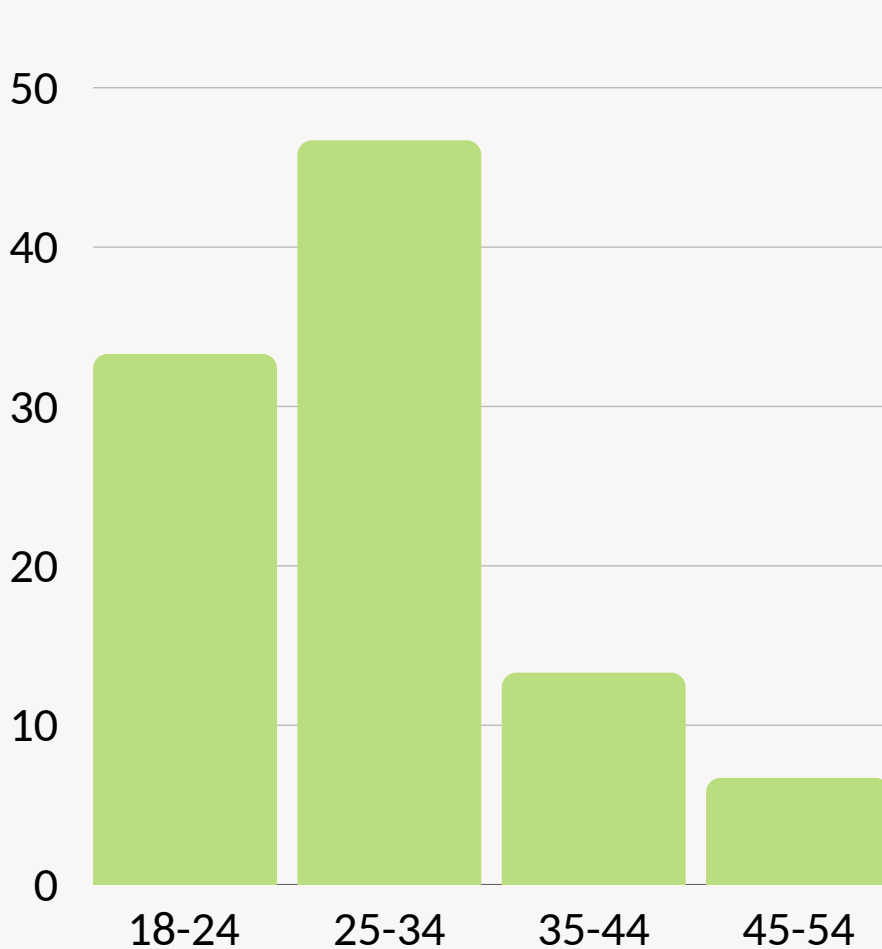
Likes

7

Comments

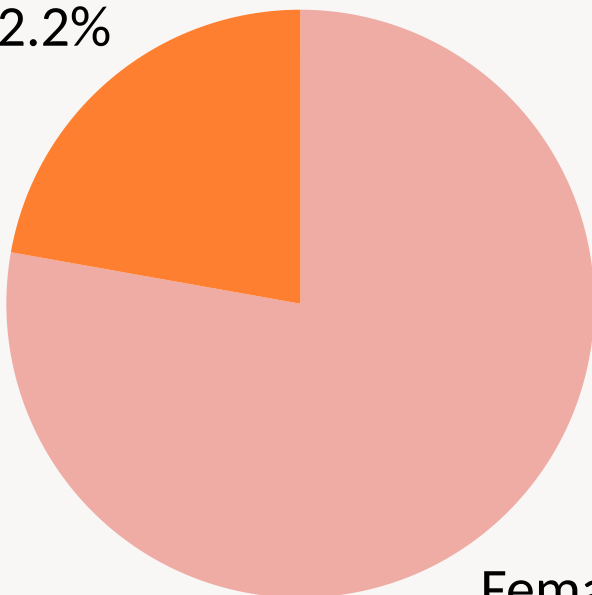


Audience Insights



While looking into the audience analytics for TikTik, the audience we are reaching does seem to be aligned with our target audience.

Male
22.2%



Female
77.8%



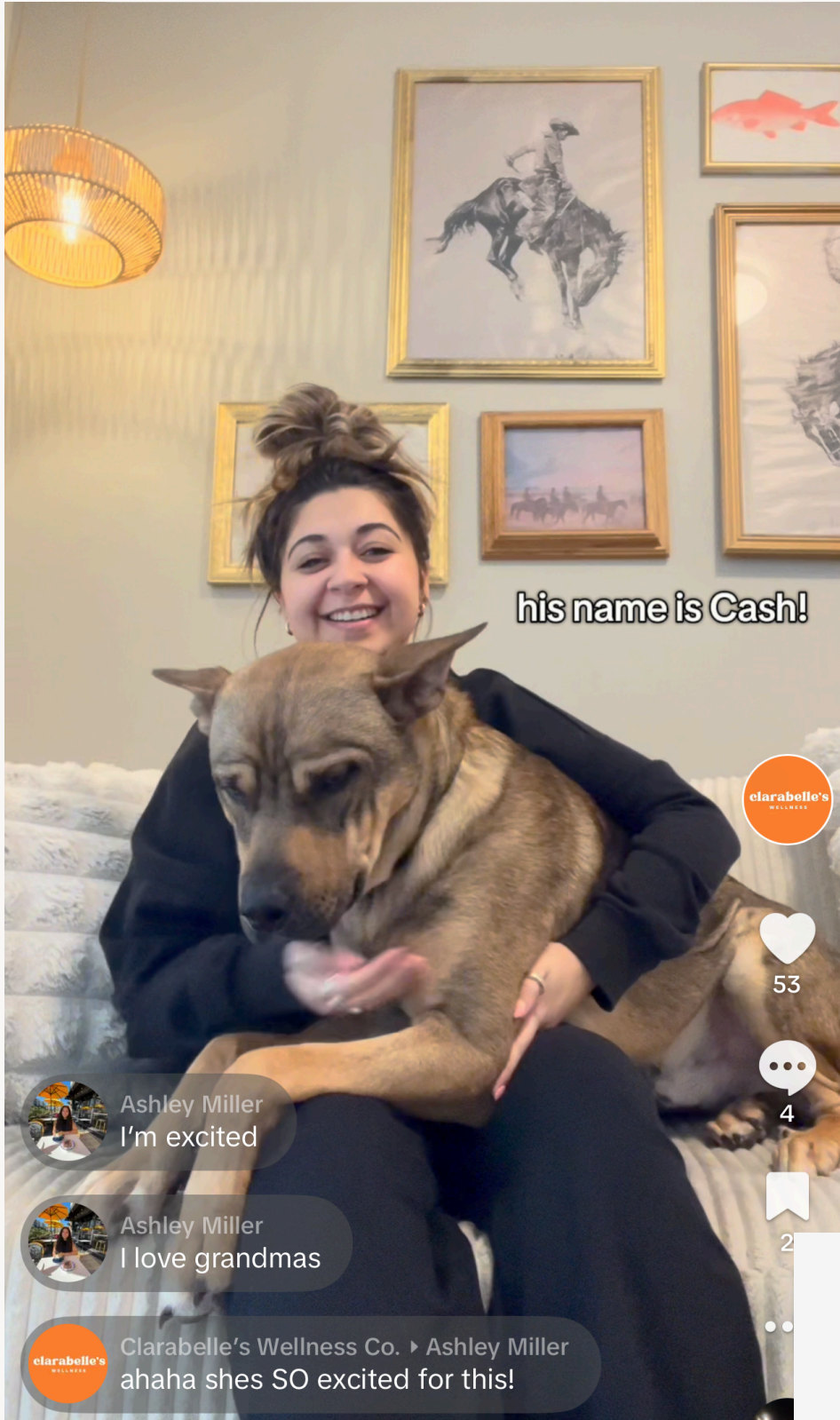
Most Viewed TikTok

13
Likes

1.1k
Views



Most Engaging TikTok



53
Likes

4
Comments

2
Saves

1.1k
Views



2nd Most Engaging TikTok

28

Likes

1.1k

Views



Etsy Strategy Execution



Primary Objective

Make 10 Etsy sales by April 10 through
utilizing Instagram & TikTok.

Secondary Objective

List 5 products on Etsy by April 10.

Digital Storefront

The screenshot shows the top portion of an Etsy storefront. At the top left is the Etsy logo and a 'Categories' menu. A search bar contains the text 'Search for anything'. To the right of the search bar are icons for a heart, a gift, a bell, a shopping bag with a '2' notification, a globe, and a shopping cart. Below the search bar is a navigation bar with categories: 'Gifts', 'Personalized and Custom Jewelry', 'Home Favorites', 'Fashion Finds', 'Registry', and 'Gift Cards'. The main banner features a background image of fresh herbs and a red onion. The text 'clarabelle's WELLNESS' is prominently displayed in orange and red. To the right of the banner are two badges: 'NATURAL Ingredients' and 'HAND MADE'. Below the banner, there is an 'Edit shop' button and a list of products: 'LIP BALMS | SALVES | SOAPS'. The shop name 'ClarabellesWellness' and location 'Nampa, Idaho' are shown, along with the shop owner's name 'Linda Richey' and a 'Contact' button. A 'Follow shop' button is also visible.

This screenshot provides a more detailed view of the storefront. It includes the shop name 'ClarabellesWellness' and location 'Nampa, Idaho'. A 'Follow shop' button is present. Under the 'Items' section, there is a search bar with the text 'Search items' and a magnifying glass icon. Below the search bar, it shows 'All' items and a count of '2'. A 'Contact shop owner' button is also visible. Two product listings are shown: 'All-Natural Plantain Herb Salve' priced at '\$14.99' and 'Fragrance-Free Cocoa Butter Lip Balm' priced at '\$6.00'. At the bottom, there is a 'Shop policies' section with the text 'Last updated on' and a section for 'Accepted payment methods' which includes logos for PayPal, VISA, Mastercard, DISCOVER, Klarna, and Apple Pay. Below the payment methods, it states 'Accepts Etsy Gift Cards and Etsy Credits'.

Account Analytics

SINCE
ACCOUNT
BEGAN

37

Account Views



LIP BALM VIEWS

8




SALVE VIEWS

9

Etsy

High Performing Content



\$6.00
Fragrance-Free Cocoa Butter Lip Balm
ClarabellesWellness

- 📍 Ships from Idaho
- ✓ Arrives soon! Get it by Mar 17-24 if you order today
- ✓ Returns & exchanges accepted

Quantity:

Add to cart

♥ Add to collection


Item details ^

Highlights

- 👤 Made by ClarabellesWellness
- 📍 Ships from Idaho! Shorter shipping distances are kinder to the planet
- 🌀 Materials: coconut oil, cocoa butter, almond oil, h...

⋮

Pamper your lips with this all-natural, fragrance-free lip balm!



\$14.99
All-Natural Plantain Herb Salve
ClarabellesWellness

- 📍 Ships from Idaho
- ✓ Arrives soon! Get it by Mar 17-24 if you order today
- ✓ Returns & exchanges accepted

Quantity:

Add to cart

♥ Add to collection

Item details ^

Highlights

- 👤 Made by ClarabellesWellness
- 📍 Ships from Idaho! Shorter shipping distances are kinder to the planet
- 🌀 Materials: plantain herb, coconut oil, beeswax

This simple, all-natural salve is crafted with just three pure ingredients: Plantain Herb (Brodiaea), Coconut Oil, and Organic Beeswax.



Conclusion





Instagram Primary

Goal: Gain 300 followers.

PROGRESS:

Clarabelle's Instagram account currently has 44 followers. Although 300 followers was not achieved, 8.1k accounts were reached.

- 18 reels were posted.
- 9 static posts were posted.
- 15 stories were posted.

Instagram Secondary

Goal: Make 10 Etsy sales by utilizing Instagram.

PROGRESS:

0 sales were made throughout the course of the campaign, however, in an attempt to promote the Etsy shop many individuals were redirected to the shop.

- 279 Profile Visits.
- 9 External Link Clicks.



TikTok Primary Goal:

Gain 200 followers.

PROGRESS:

Clarabelle's TikTok account currently has 10 followers. Although 200 followers was not achieved, 4.5k accounts were reached.

- 12 TikTok videos posted

TikTok Secondary Goal:

Make 10 Etsy sales by utilizing TikTok.

PROGRESS:

0 sales were made throughout the course of the campaign.

My main focus was on the Instagram account, and the Etsy link was never added to the TikTok profile.

Etsy Primary Goal:

Make 10 Etsy Sales

PROGRESS:

0 Etsy sales were made throughout the course of the campaign, however, the Etsy shop received 37 views.

- Lip Balm viewed 8 times.
- Plantain Salve viewed 9 times.

Etsy Secondary Goal:

List 5 Products

PROGRESS:

2 products were listed to the Etsy shop.

- Cocoa Butter Lip Balm
- Plantain Salve

There are 2 other products that were nearing completion with labeling.

- Rosehip Oil Massage Oil
- White Clay Face Mask

Looking Ahead

We plan to....

- ✓ Focus on Etsy link clicks. They will be more important than social media follows.
- ✓ Consistency with posting & promoting products will be priority #1.
- ✓ Creating a portfolio of high quality images of products.