



MINDFUL MOMENTS SELF DISCOVERY



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MINDFUL MOMENTS SELF DISCOVERY



Mindful Moments Self Discovery is a faith-centered lifestyle brand created to support 18-25 year-old Latter-day Saint women in balancing their academic, professional, and personal lives while staying grounded in their spirituality.

Through inspiring and uplifting content, Mindful Moments encourages the development of healthy habits mentally, physically, and spiritually. My mission is to create a strong, supportive social media community where women can find encouragement, share experiences, and grow in faith as they navigate the challenges of higher education and young adulthood.

Starting February 3, 2025, my goal was to establish Mindful Moments as a trusted lifestyle brand for young women seeking inspiration, balance, and self discovery. Together, we can cultivate a life of intention, faith, and personal growth.



EXECUTIVE SUMMARY

Over this campaign, we believe that faith and wellness go hand in hand. Our brand is dedicated to helping 18-25 year-old Latter-day Saint women find balance in their academic, professional, and personal lives while staying spiritually grounded. Through intentional content, we provide inspiration for mental, physical, and spiritual well-being, creating a space where faith and self-care thrive together.

OUR PURPOSE

We exist to empower young women in their journey of self-discovery by integrating mindfulness, personal growth, and faith. In a world that often feels overwhelming, we offer a place of encouragement, reminding women that prioritizing their well-being is not just essential—it's sacred.

OUR GOALS

- Build a faith-centered community that uplifts and inspires.
- Promote wellness through mindfulness, self-care, and spirituality.
- Increase followers on Instagram from 39 to 400 by April 1, 2025 to reach and support more women.
- Grow Pinterest Presence from 0 to 800 monthly viewers by April 1, 2025.

KEY TAKEAWAYS

Mindful Moments is more than a brand, it's a space for faith, balance, and personal growth. It's a reminder that self care and spirituality go hand in hand, helping women in every aspect of life.

Branding



ORIGINAL



UPDATED



MINDFUL MOMENTS

SELF DISCOVERY

ALTERNATIVE LOGOS



COLOR PALETTE



#E6DDD3



#808D94



#582308



#B2935B



#C9a9a6

FONTS

HEADER FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT FONT

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MOODBOARD INSPIRATION





CONTENT PILLARS

Physical

Spiritual

Mental

CONTENT PILLARS

PHYSICAL

- Encourages exercise, nutrition, and healthy habits that align with faith and self-care.
- Reinforces the belief that physical health fuels mental clarity and spiritual strength.
- Inspires women to honor their bodies while managing their busy academic and professional lives.

MENTAL

- Provides content on stress management, emotional resilience, and a positive mindset.
- Encourages self-reflection, journaling, and goal-setting to navigate academic and personal challenges.
- Helps young women develop a growth mindset while staying true to their values.

SPIRITUAL

- Offers faith-based inspiration to help young women strengthen their testimony and personal relationship with God.
- Encourages daily spiritual practices like prayer, scripture study, and gratitude.
- Reminds women that true balance comes from aligning life with faith and purpose.



Social Media Execution

1. Faith-Focused Mindfulness

Mindful Moments Self Discovery focuses on spirituality with self-care. We share daily reflections with a mix of scripture, mindfulness practices, and personal growth tips to help women align their busy lives with their faith. This is about finding peace and guidance in both daily challenges and spiritual growth.

2. Career Growth and Spiritual Alignment

Many young women are striving for success in school and work, but it's hard to stay true to your faith while balancing everything. We focus on how to stay spiritually grounded while navigating the pressures of career and academic goals.

3. Quick & Simple Self- Care for Busy Students

Since life is packed with school, jobs, and internships my content focuses on quick, easy self-care that fits into a busy schedule. Think 5-minute mindfulness practices, yoga poses, and journaling tips to recharge in between responsibilities.

4. Staying Rooted in Faith While Chasing Goals

It's possible to pursue big dreams without losing sight of spiritual values. This space offers encouragement and practical tips for maintaining a strong connection to faith while striving for academic and career success, so you don't have to choose between personal growth and spiritual well-being.

Research

I analyzed successful faith-based wellness brands, studying their strategies and engagement on social media. This helped me set goals to grow Instagram and Pinterest, identify effective content like affirmations and self care tips, and find the best posting times and hashtags.

I blended faith and wellness by creating uplifting content aligned with spiritual teachings and mindful practices. To reach more women, I set goals to increase Instagram followers from 39 to 400 and grow Pinterest views from 0 to 800 by April 1, 2025. I reposted on my stories, followed similar brands, and researched content trends, while focusing on authentic engagement through relatable content that addresses common challenges women face. This helped foster a supportive community, empowering young women in their physical, spiritual and mental well-being.



Demographics

18-25 years old Latter-day Saint women pursuing an education, who balance school, minimum wage part-time jobs, and looking for internships.

This group enjoys light activities like yoga, short walks, spending time in nature, and browsing Instagram and Pinterest in their free time to find inspiration for personal growth.

They are busy, balancing their education with part-time jobs and looking for internships to launch their careers. Their routines are often packed, leaving limited time for self-care, yet they prioritize moments of rest and rejuvenation.

Psychographics

In their downtime, they seek light, mindful activities like yoga, taking short walks, and connecting with nature to relax. They value simplicity and tranquility to de-stress from their busy schedules.

They frequently browse Instagram and Pinterest, seeking inspiration and ideas that promote personal development and enhance their lives. These platforms provide a sense of community and a place for finding motivation, wellness tips, and advice on balancing school, work, and life.

They are focused on academic success, finding meaningful work experiences through internships, and a fulfilling career. They aspire to be well-rounded individuals.





Pain Points

- Juggling academics, part-time work, and internship searches leaves little time for self-care and personal growth. This group feels overwhelmed by the pressure to excel in all areas of their life.
- The stress of excelling in school while working a part-time job can lead to burnout. Finding a fulfilling internship feels like an added pressure.
- With minimum-wage part-time jobs, financial constraints are a significant concern. There may be a desire for personal growth experiences that seem out of reach financially.

- Staying aligned with their faith and spirituality while balancing so many responsibilities can be difficult, especially when they feel disconnected or overwhelmed.
- Browsing Instagram and Pinterest may lead to feelings of inadequacy or self-doubt, especially when comparing their achievements or lifestyles with others.
- Limited time to focus on self-care often leads to neglecting mental and physical health. The busy lifestyle can result in Mindful Moments Self Discovery feeling disconnected from their spiritual and personal growth.



COMPETITOR ANALYSIS

@TheWellnessWay: A wellness influencer who focuses on self-care practices for young adults, sharing mindfulness tips, quick stress-relief techniques.

@MindfulStudent: An Instagram account that specifically tailors content for students and young professionals, focusing on mental health, self-care, and mindfulness during high-pressure times like exams, job hunting, and transitioning from college to professional life.

@MentalHealthMatters: Accounts that focus on mental health awareness and support, which can appeal to the same audience looking for guidance on stress relief and managing the pressures of work, school, and personal life.

@HealthyHabitsLife: A lifestyle account focused on offering tips for making healthy eating and fitness a part of a busy life, appealing to the same demographic but with less of an emphasis on mental health and emotional wellness.



**Take
time for
yourself**

INSTAGRAM

OBJECTIVES

Increase followers on Instagram from 39 to 400 by April 1, 2025.

KPI'S

Increase non-follower reach and followers to reach my objectives and strategies.

STRATEGIES

- Collaborate with other small businesses to reach new audiences through crosspromotion posts.
- Use research to find high performing hashtags among my niche and other competitors to increase Non-follower reach.
- Tag other creators, businesses, and influencers in my stores to increase followers.



Note...

60 posts

127 followers

221 following



Aubree's Journey to Self Discovery

Personal blog

Creating healthy habits one day at a time.

Find more information with me!

pin.it/186Y7du22 + 1



Physical Health



Spiritual Health



Mental Health



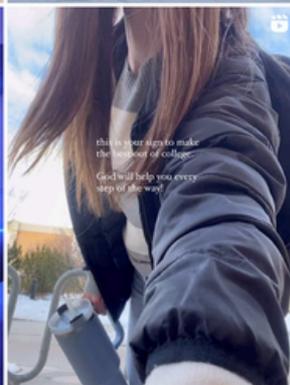
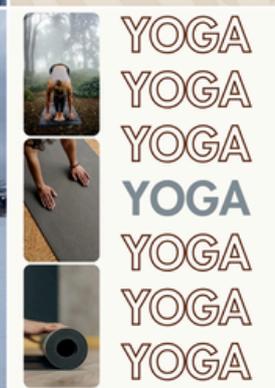
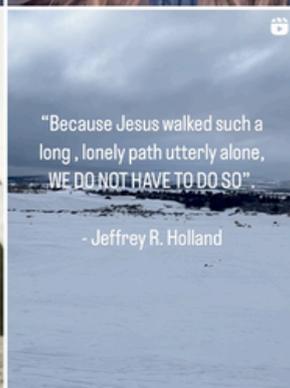
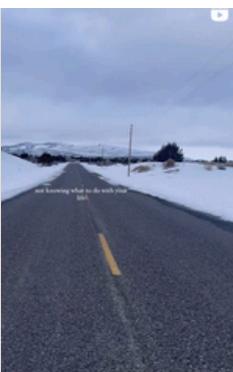
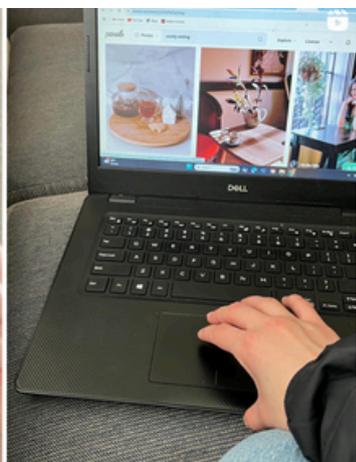
New

POSTS

REELS

SAVED

TAGGED



CONTENT CALENDAR

Monday

Content Type: Carousel Post

Strategy: Increase Followers

Content Pillar: Spiritual

Share a few simple ways to stay spiritually grounded during the week.

Reel Strategy: Increase Reach

Tuesday

Content Type: Carousel Post

Strategy: Increase Followers

Content Pillar: Physical

Share a few simple ways to stay active and energized throughout the day, especially when balancing study and work.

Reel Strategy: Increase Reach

Wednesday

Content Type: Carousel Post

Strategy: Increase Followers

Content Pillar: Spiritual

Show how to utilize spiritual practices into everyday activities, from morning routines to study breaks

Thursday

Content Type: Reel

Strategy: Increase Reach

Content Pillar: Spiritual

Share a short gospel message to center my audience in the middle of the week.

Friday

Content Type: Reel

Strategy: Increase Reach

Content Pillar: Physical

Offer tips for staying physically active even when time is limited, focusing on mindful thoughts.

Audience Insights

12.5K

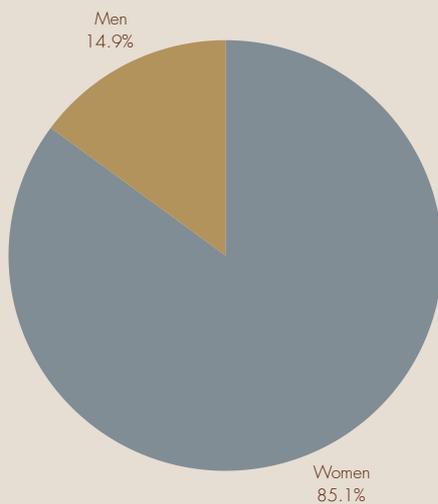
Views

520

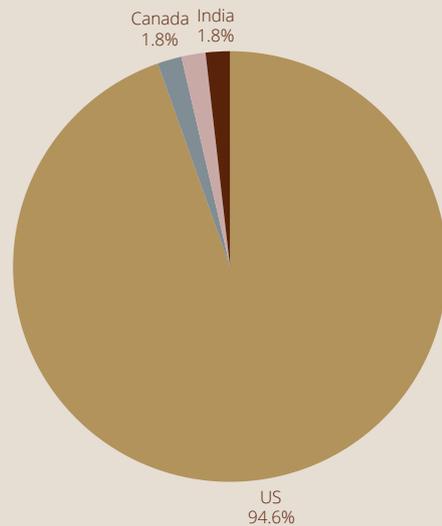
Interactions

127

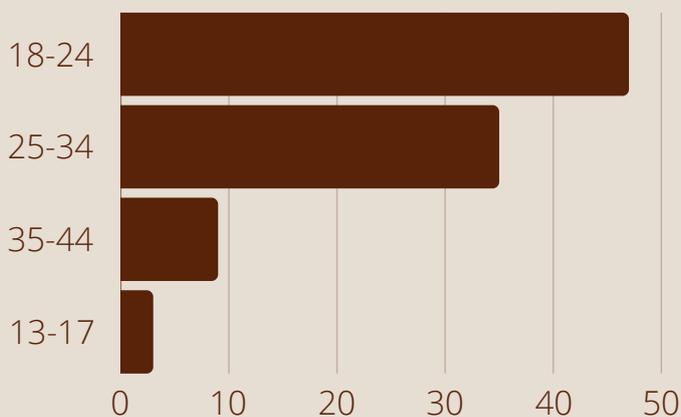
Total Followers



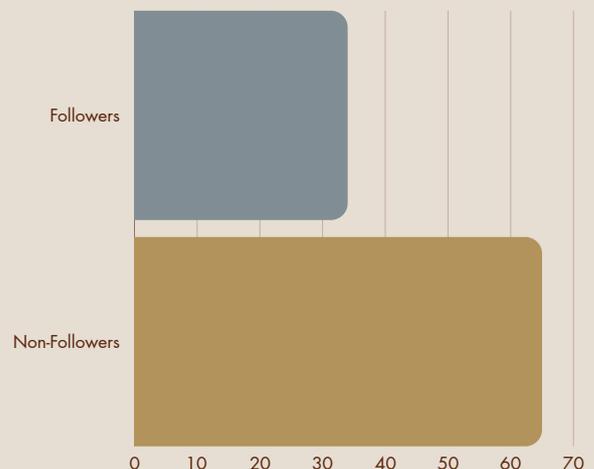
Gender



Location



Age



Non-Follower Reach

Analytics



12,459

ACCOUNT VIEWS

770

PROFILE VISITS

128

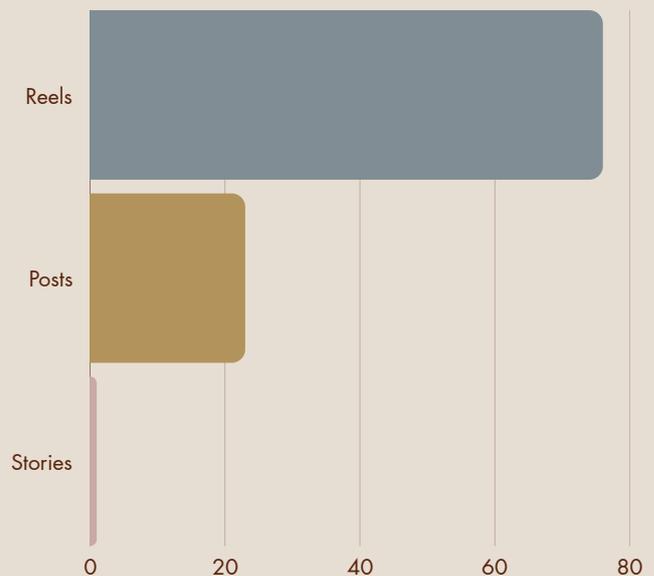
FOLLOWERS

516

INTERACTIONS

19

EXTERNAL LINK TAPS



#1 TOP VIEWS

46

LIKES

2

COMMENTS

5

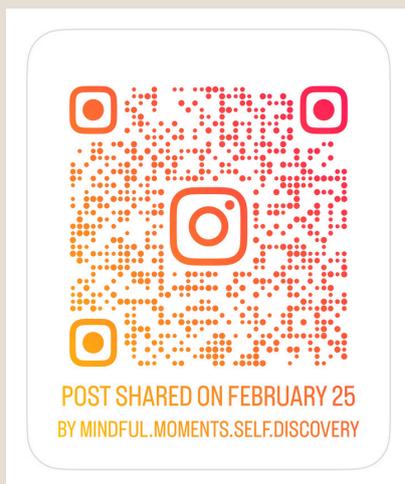
SAVES

3

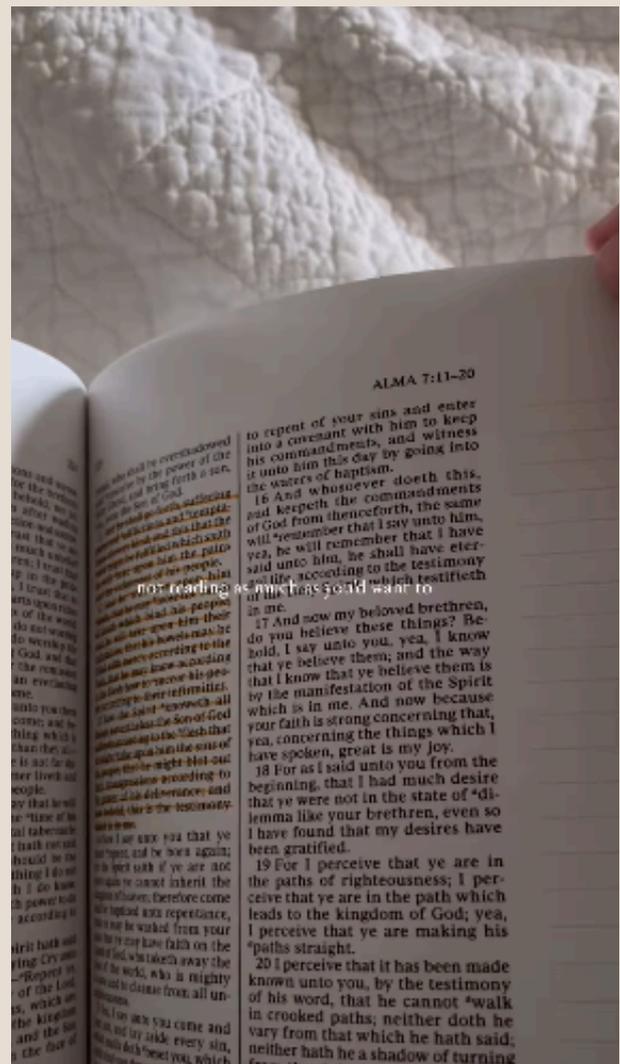
SHARES

1,840

VIEWS



This post performed well in non-follower reach, gaining 1,840 views and strong engagement. The high interaction helped expand visibility and align with my goal of reaching non-followers.



#2 TOP REEL

36

LIKES

2

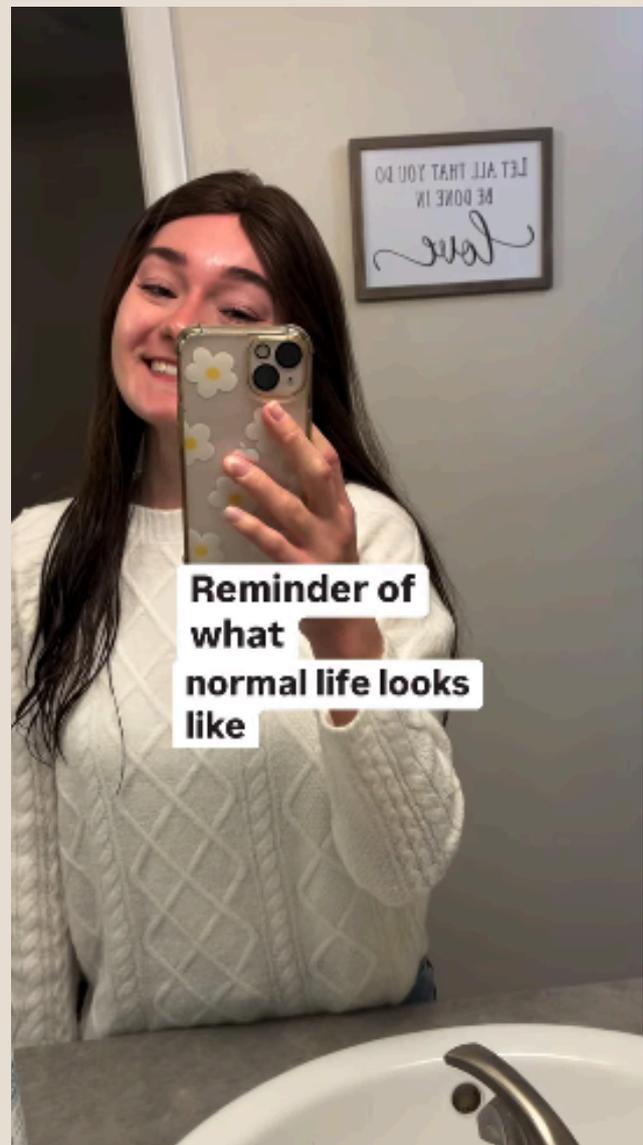
COMMENTS

1

SHARE

952

VIEWS



This post performed well in non-follower reach, gaining 952 views with 36 likes. The engagement, especially the share, helped boost visibility, while hashtags played a key role in attracting new audiences beyond my followers.

#3 TOP REEL

23

LIKES

8

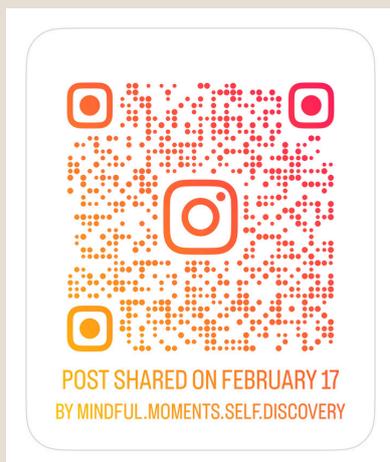
COMMENTS

1

SHARE

887

VIEWS



This post helped increase brand awareness by driving strong engagement of 3.61%. The high interaction expanded its reach, making it more visible to non-followers. It attracted new audiences, helping grow my brand beyond my current community.

#1 TOP POST

22

LIKES

4

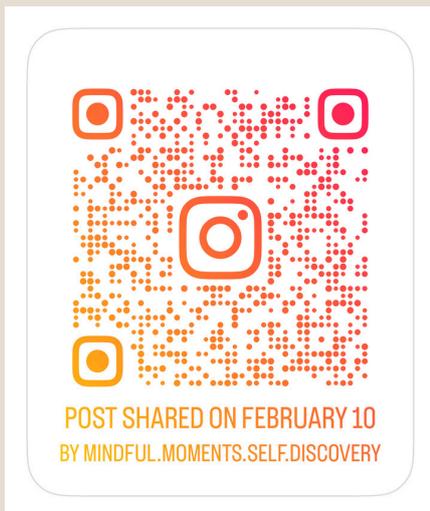
COMMENTS

1

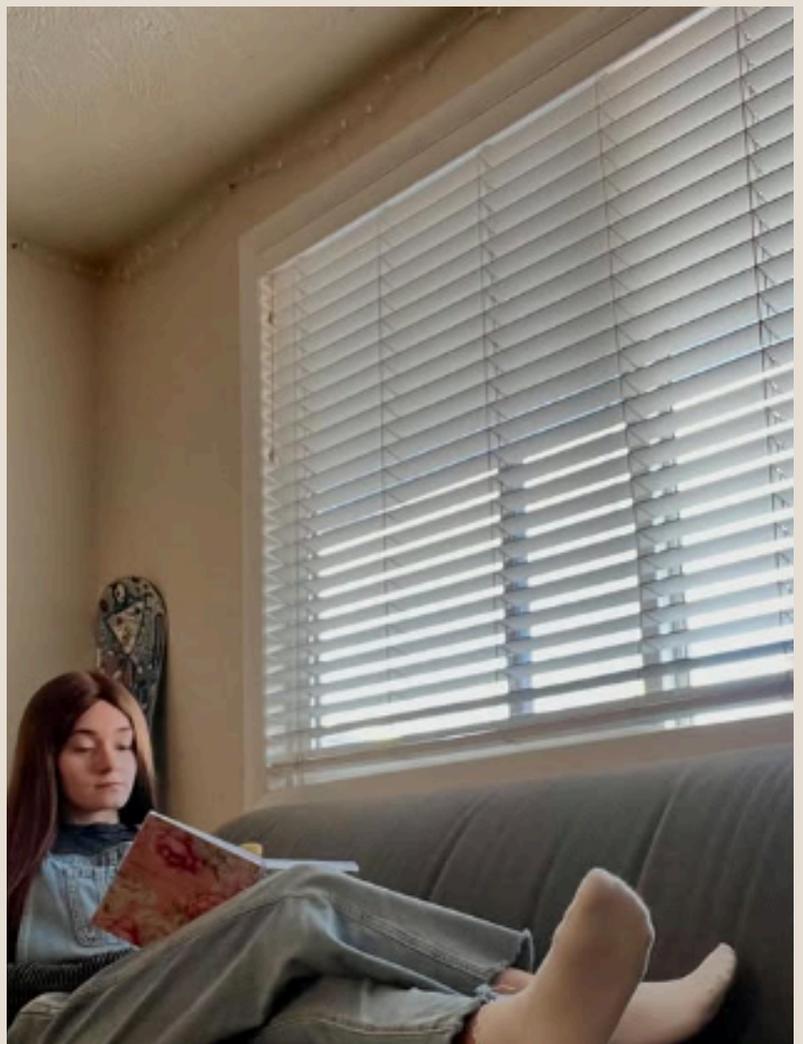
SHARE

172

VIEWS



This post performed well in reaching non-followers, gaining 172 views and 22 likes. The engagement helped boost its visibility, allowing it to appear in more feeds beyond my current audience and increasing brand awareness.



#2 TOP POST

20

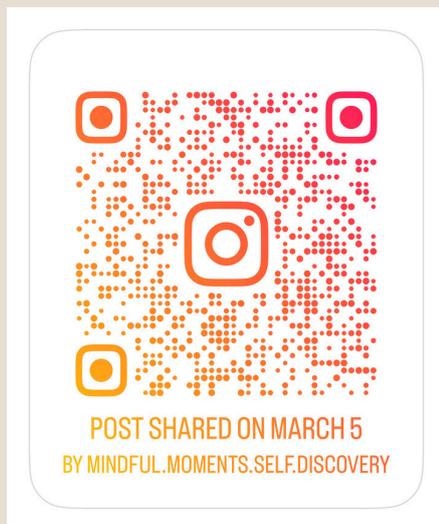
LIKES

2

COMMENTS

168

VIEWS



This post performed well by reaching 168 views, expanding visibility to a broader audience. The engagement helped increase awareness, reaching non-followers and drawing attention to my brand, which is key to growing my community.

SUMMARY



Posting consistently five times a week has shown me that Reels perform best, especially in reaching non-followers. Initially, I focused on carousels and static posts, but I've noticed that mental health-related content resonates most with my audience.

Key Takeaways:

- Reels drive the most reach and engagement.
- Mental health content connects well with my viewers.

Next Steps:

- Create more Reels in this niche to expand my reach.
- Keep testing different formats while staying consistent.



PINTEREST

OBJECTIVES

Grow Pinterest presence from 0 to 800 monthly viewers by April 1, 2025.

KPI'S

Expand non-follower reach to drive impressions and grow Pinterest viewers.

STRATEGIES

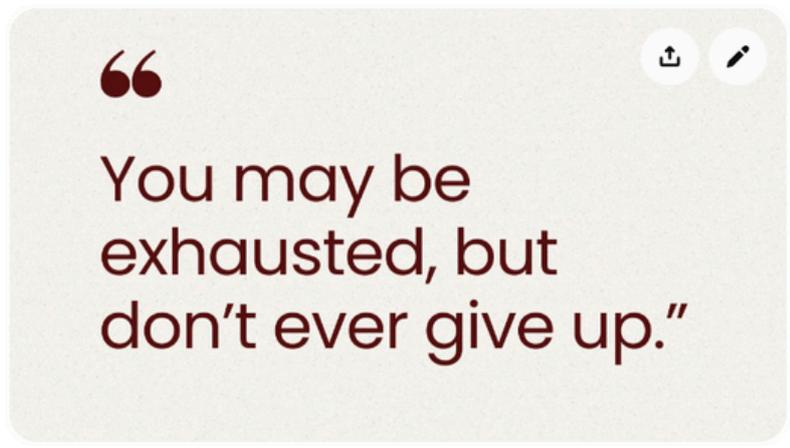
- Use nichespecific hashtags in my posts to increase shares and nonfollower reach.
- Develop a consistent posting schedule by pinning regularly to reach nonfollowers.
- Use nichespecific keywords in pin titles and descriptions to optimize for Pinterest search.
- Use timely and relevant content to increase Pinterest impressions.



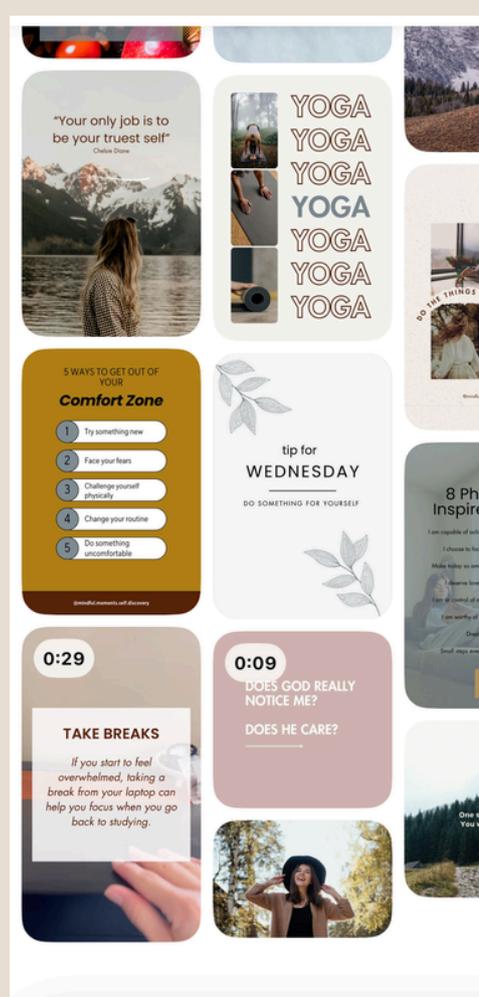
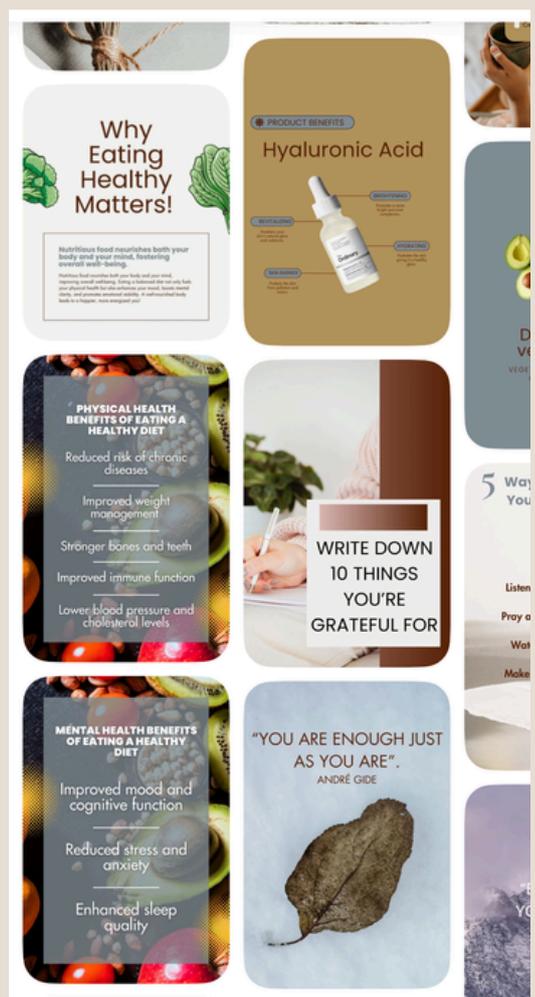
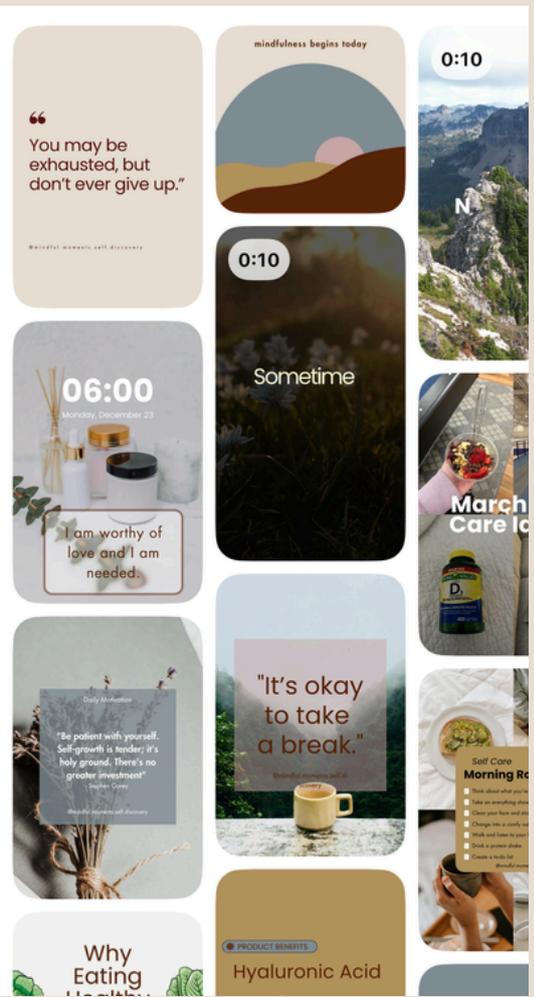
Mindful Moments Self Discovery
chr21087

1 follower · 0 following · 5.2k monthly views
Creating healthy habits one day at a time. Check out my Instagram account below! @mindful.moments.self.discovery

Edit profile



Created Saved



CONTENT CALENDAR

Monday

Content Type: Pin

Strategy: Increase Reach

Content Pillar: Spiritual

Share a motivational quote or scripture for staying spiritually grounded during a busy week.

Tuesday

Content Type: Pin

Strategy: Increase Impressions

Content Pillar: Physical

Create a pin on self-care that includes tips for quick exercises or stretching routines to stay active during study breaks.

Wednesday

Content Type: pin

Strategy: Increase Reach

Content Pillar: Spiritual

Share a simple gospel message for followers seeking mindfulness during busy days.

Thursday

Content Type: pin

Strategy: Increase impressions

Content Pillar: Mental

Design an infographic that offers mental health tips for students and young professionals to manage stress for academic and personal life.

Friday

Content Type: pin

Strategy: Increase Reach

Content Pillar: Physical

Create a pin for a light workout routine that can be done in 10 minutes or less.

Audience Insights

6.35K

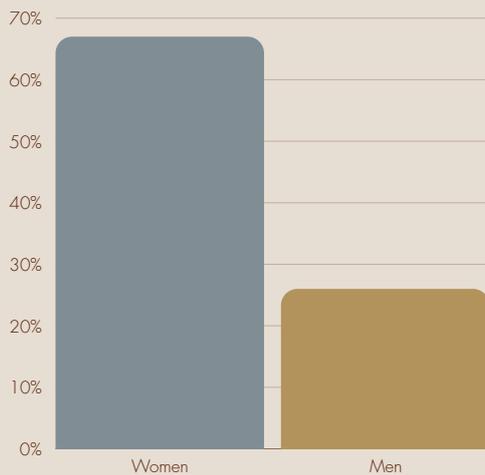
Impressions

388

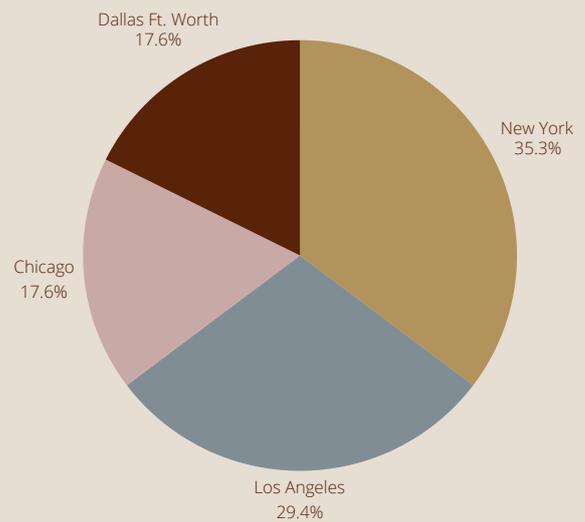
Engagements

4.71K

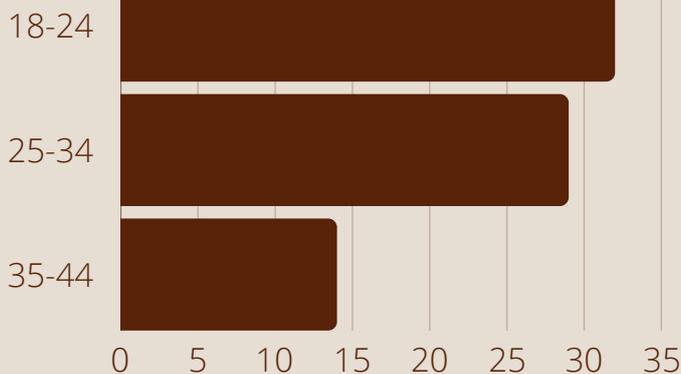
Total Audience



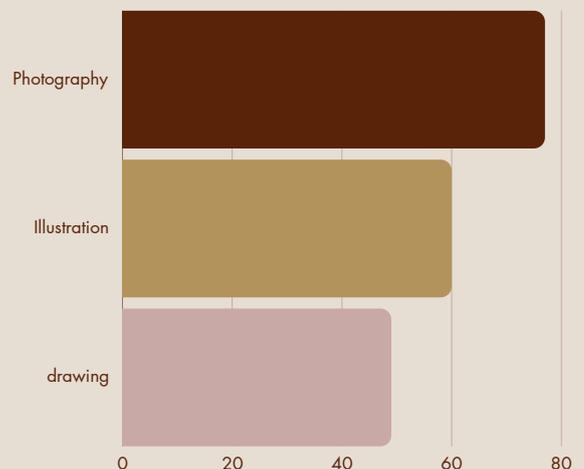
Gender



Location



Age



Interests

Analytics



8.7K

IMPRESSIONS

517

ENGAGEMENTS

74

SAVES

6.51K

TOTAL AUDIENCE

2

OUTBOUND CLICKS

395

ENGAGED AUDIENCE

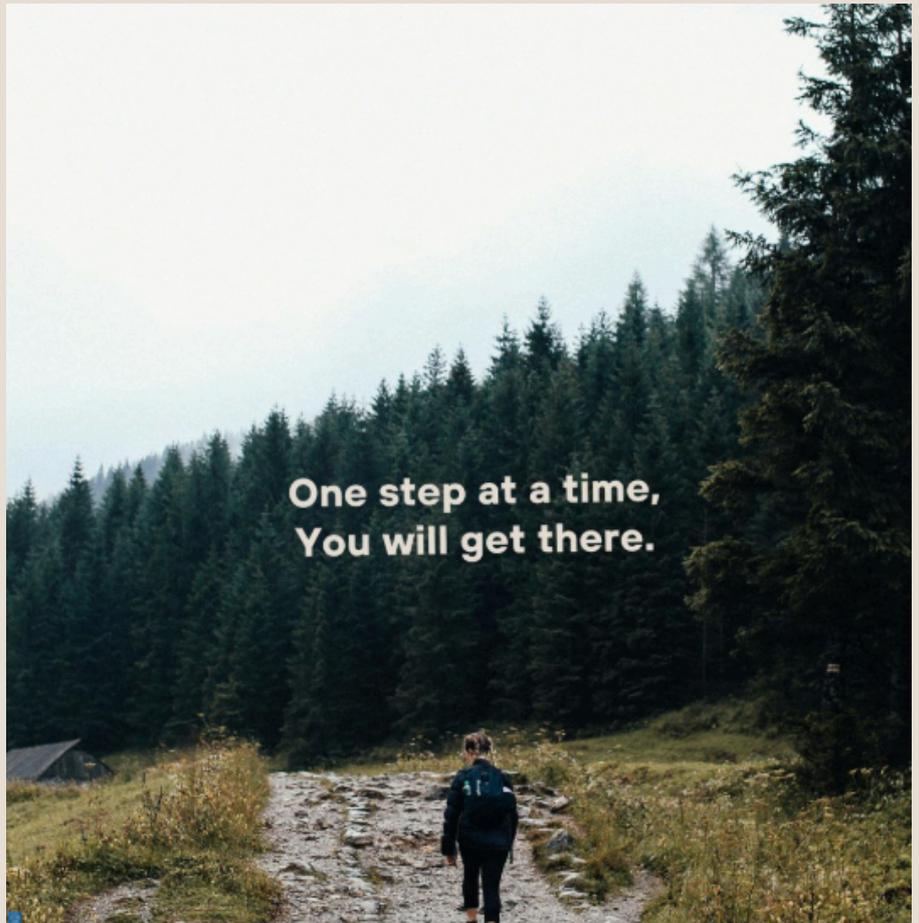
MOST IMPRESSIONS

106

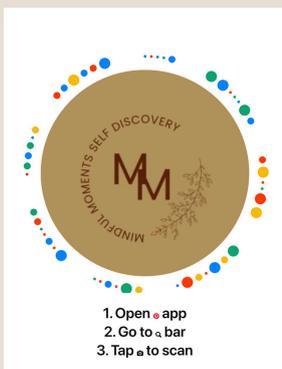
IMPRESSIONS

1

PIN CLICK



Published on January 30, 2025



This pin received the highest number of impressions. I will create more content like this to boost views.

TOP POSTS

53

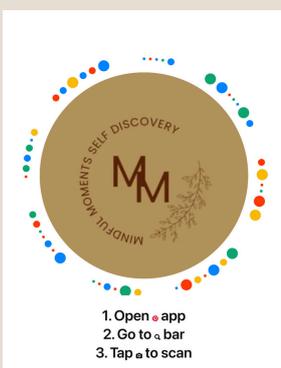
IMPRESSIONS

2

PIN CLICKS



Published on February 18, 2025



This pin has a strong engagement rate of 3.77%. While the total impressions may not be high, the content is still relevant and engaging to viewers.

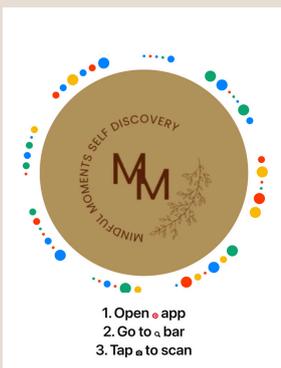
TOP POSTS

71

IMPRESSIONS



Published on February 12, 2025



This pin performed great, reaching 71 impressions, one of my highest so far!

SUMMARY



Posting consistently on Pinterest has shown that my content is getting decent impressions, but engagement varies. Initially, I focused on different types of posts, but I've noticed that certain styles and topics get more clicks.

Key Takeaways:

- My content is being seen, with some posts reaching over 100 impressions.
- Some pins have a better click-through rate, showing what resonates.

Next Steps:

- Focus on optimizing pins for engagement, not just reach.
- Analyze high-performing posts to refine my strategy.



Moving Forward

At the end of this campaign, this account will continue to be active on both Instagram and Pinterest.

Instagram:

Posting more reels to maximize non follower reach and engagement.

Pinterest:

Creating high-quality pins with strong CTAs to boost clicks.

- Sharing more mental health-related content, since it resonates most with my audience.
- Testing different formats, analyzing performance, and refining my approach.



HEY, I'M AUBREE

As of October 2023, I felt a strong desire to create a space where young Latter-day Saint women in college could find balance, purpose, and support on their journey to self-discovery. College is an exciting yet overwhelming time, filled with challenges that test us mentally, physically, and spiritually. I want to build a community that encourages healthy habits in all aspects of life, helping women strengthen their faith, take care of their well-being, and feel supported along the way.

Through this campaign, my goal is to grow a supportive online community where we can uplift and inspire one another. By sharing meaningful content and resources, I hope to connect with more women who are seeking balance and fulfillment.

