

SmarthHydrate

ECHO FLASK HYDROGEN WATER

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ECHO FLASK

- Echo Flask is a smart water bottle designed to help users stay hydrated efficiently.
- Utilizes hydration tracking, temperature control, and app connectivity.





PRODUCT OVERVIEW

- Echo Flask is designed to keep health conscious individuals stay as hydrated as possible throughout their daily activities.
- Bluetooth connectivity with a mobile app
- Has a large capacity of 12 oz
- Improved battery with USB-C fast charging
- Provides hydration tracking and monitoring throughout the day as you use
- Higher hydrogen concentration up to 8 PPM which helps with various health topics

TARGET MARKET

Primary :

- Active health conscious professionals
 - Age 25-40
 - Prioritize self-care and work-life balance
 - Value convenience

Secondary:

- Tech Enthusiasts
 - Age 18-35
 - Care about the newest technology
 - Drawn to “smart” water bottle

Located in urban and suburban areas, primarily in technology and wellness hotspots.

Marketing Mix





Product

- Innovative bottle infuses water with molecular hydrogen for health benefits.
- Supports energy, recovery, and cellular health through antioxidant properties.
- Fast hydrogen generation, ready in minutes.
- Lightweight, portable, and rechargeable for on-the-go use.
- Made from durable, BPA-free, food-grade materials.
- Eco-friendly alternative to disposable plastic bottles.
- Features self-cleaning electrolysis technology for hygiene.
- Designed for fitness enthusiasts, wellness seekers, and eco-conscious users.



Place



- Sold on official Echo website (DTC model for brand control).
- Available via Amazon, Walmart, and health-focused online platforms.
- Distributed in gyms, health stores, and wellness centers.
- Supported by influencer and affiliate marketing with referral programs.
- Multi-channel approach ensures broad visibility and accessibility.



Price

- Retail price: \$299.99.
- Value-based pricing strategy targets health-focused, premium buyers.
- Justified by advanced technology, durability, and sustainability.
- Competitively positioned with similar high-end hydration products.
- Offers bundling discounts and a subscription model for replacement parts.
- Seasonal promotions (e.g., Black Friday, health expos) drive sales.



Promotion



- Digital ads on Google, Facebook, and Instagram targeting wellness demographics.
- Influencer marketing with fitness and wellness professionals.
- SEO and content marketing via blogs, videos, and webinars.
- Email/SMS campaigns for personalized offers and engagement.
- Sponsored presence at wellness expos and fitness events.
- Referral and loyalty programs encourage repeat purchases and advocacy.

STRENGTHS & WEAKNESSES

STRENGTHS

- Innovative product- first smart hydrogen bottle. Highest hydrogen concentration in combination with the largest water capacity.
- Eco-friendly design

WEAKNESSES

- Low consumer awareness
 - Consumers may be unaware of the benefits of hydrogen infused water
- High production costs, high selling cost
- Lacks established recognition

- Market growth
 - Health and wellness demands
- Global opportunities

- Established competitors
- Customer skepticism surrounding health claims
- Economic sensitivity

OPPORTUNITIES

THREATS

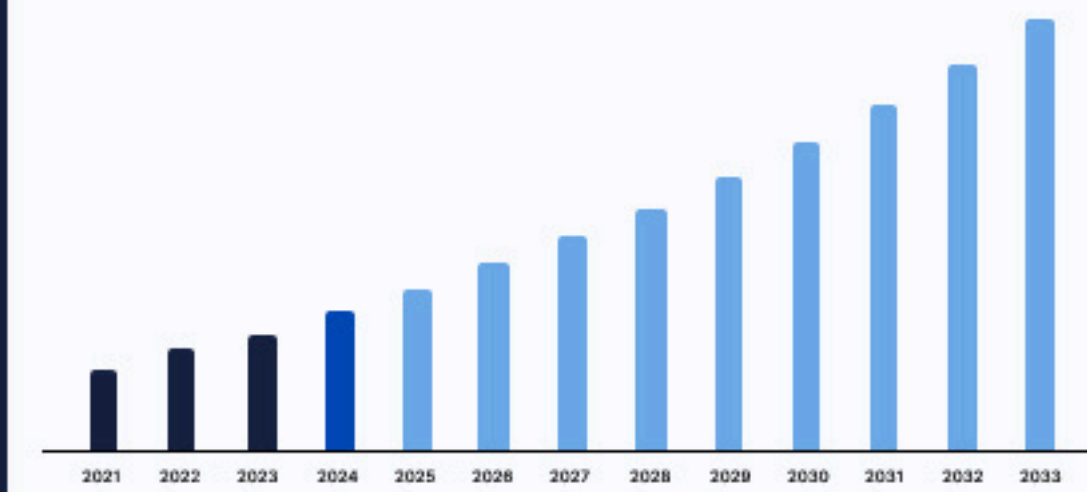
MARKET ANALYSIS

- The smart water bottle market is projected to grow by 10.51% CAGR from 2024-2033
- Increase in consumers focussing more on health, wellness, and hydration tracking
- Growing demand for tech-integrated wellness devices (Apple Watch, Fitness Apps)
- Interest in personalized health and data driven habits



Smart Water Bottle Market

Forecast 2024-2033



straits
research

Source: www.straitsresearch.com

Market Size in 2024

USD 159.96 Million

10.51%

CAGR (2024-2033)

Market Size in 2033

USD 391.27 Million

COMPETITORS

HyEdge Inc.

- Well-established hydrogen wellness brand
- Limited smart technology integration

HyVIDA Brands

- Innovative hydrogen-infused beverages
- Only focused on drinks

Piurify

- Hydro-generator water bottles
- Does not track water and hydrogen consumption

MARKETING STRATEGY

01

- Digital marketing campaigns
 - Target influencers that create content focusing on fitness and overall wellness
- Social media advertisements
 - Create our own personal content while also utilizing search engine optimization.

02

- Public relations
 - Press announcements
 - 2025 Consumer Electronics Show in Las Vegas.

03

- Retail partnerships
 - Include both health and tech centered outlets
 - Best Buy, Amazon, original website.

Implementation and Milestones

Objectives:

- Establish Echo Flask as a premium hydration market leader within 12 months.

KPI's:

Sales revenue:

- 5,000 units sold by Month 12
- Revenue growth from product & subscriptions
- 20% repeat purchase rate by Year 1

Marketing Performance:

- 50,000 website visitors by Month 6
- 10,000 social media followers by Month 6
- Ad performance: CTR, CPA, ROAS

Customer Engagement:

- Email open/click rates (via Klaviyo)
- App usage: DAU, feature engagement
- Referral conversions & NPS scores

Operational Metrics:

- Inventory turnover rate
- On-time delivery & fulfillment speed



01

Buyer Personas

Name: Emily Chen

Age: 34

Occupation: Marketing Manager at a Tech Startup

Location: San Francisco, CA

Lifestyle: Active, health-conscious, eco-aware

Goals & Motivations:

- Maintain high energy and mental clarity throughout the day
- Improve hydration without compromising sustainability
- Invest in smart wellness products that enhance daily routines

Challenges:

- Busy schedule with limited time for health maintenance
- Skeptical of wellness fads—seeks real, science-backed benefits
- Wants reusable, sustainable options but without added hassle

Why Echo Flask Appeals:

- Quick hydrogen generation fits into her fast-paced routine
- Sleek, tech-forward design complements her modern lifestyle
- Self-cleaning feature offers convenience and peace of mind
- BPA-free, rechargeable bottle supports eco-friendly values

02

Buyer Personas

Name: Marcus Johnson

Age: 27

Occupation: Personal Trainer & Fitness Influencer

Location: Austin, TX

Lifestyle: High-intensity workouts, clean eating, recovery-focused

Goals & Motivations:

- Maximize physical performance and recovery time
- Stay hydrated with health-enhancing features
- Share effective wellness tools with his online fitness community

Challenges:

- Needs hydration gear that's durable, portable, and efficient
- Looks for products that align with his performance-first mindset
- Must vet and trust products before recommending them to followers

Why Echo Flask Appeals:

- Hydrogen-infused water supports muscle recovery and vitality
- Lightweight and rechargeable—perfect for on-the-go training
- Offers value he can share with clients and followers as a trusted resource
- Attractive referral program for influencers and affiliate marketers



Marketing Budget



Goal: Build brand presence, drive early adoption, and grow a loyal customer base

Approach: Flexible monthly optimization based on campaign performance

Focus Areas:

- Hyper-personalized marketing via AI/CRM
- Scalable digital reach through influencer & ad campaigns
- High-impact retention via loyalty & referral programs

Budget Breakdown (Estimated Total: \$72,000):

- Website & E-commerce (Shopify/SEO): **\$7,500**
- Social Media Setup (IG, TikTok, etc.): **\$2,000**
- Influencer Marketing (12 influencers): **\$15,000**
- Paid Digital Ads (Meta, Google, TikTok): **\$20,000**
- Content Creation (videos, blogs, UGC): **\$5,000**
- PR & Media Outreach: **\$4,000**
- Fitness Event Sponsorships: **\$10,000**
- Email Automation & Loyalty Programs (Klaviyo, CRM): **\$8,500**

The background is a solid dark blue color. It features several overlapping, semi-transparent light blue geometric shapes, primarily triangles and quadrilaterals, arranged in a pattern that suggests movement or a network. Some shapes are larger and more prominent, while others are smaller and more subtle. Thin white lines also crisscross the background, adding to the abstract, technical feel.

**THANK
YOU**

Questions?