



Presented by:
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WHO IS KID GOT STYLE?

VISION

To be the go-to online shop for eco-conscious parents and parents-to-be.

Kid Got Style is the home for eco-conscious parents and parents-to-be.

We specialise in reusable cloth nappies, but are growing into a store where environmentally conscious families can shop for everything they need to make their journey as parents a happy, healthy, safe and fun one.

MISSION

Make the world a little lighter and brighter by offering products that protect our environment and make eco-conscious choices for consumers easy.





THINK



Helpful mom friend,
not corporate baby
brand.





Demographics

- Parents aged 25–40
- First or second baby
- Middle income
- Online shoppers
- Active on Facebook parenting groups

Psychographics:

- Want to reduce waste
- Care about baby's skin and health
- Looking to save money long term
- Interested in sustainable parenting

KEY BRAND messages

1. Sustainability

Reusable nappies reduce landfill waste.

2. Affordability

Cloth nappies save thousands compared to disposables.

3. Simplicity

Cloth nappies are easier than parents think.

4. Community

Parents helping parents learn cloth.

KNOW



Cloth nappies aren't an impulse purchase. Users go through a learning journey before buying.





THE TYPICAL buyer journey

1. Discover cloth nappies
2. Research how they work
3. Overcome fear/confusion
4. Buy a small stash
5. Become repeat customer



GOALS



1. Educate parents about cloth nappies
2. Build trust with real parent experiences
3. Convert followers into customers





BRAND content pillars

PRODUCT CONTENT

- Baby photos in nappies
- Print showcases
- Feature of the week
- Customer stash photos
- "What's in my nappy bag?"

SUSTAINABILITY

- Waste reduction
- Eco parenting
- Laundry tips
- Sustainable baby products
- Cloth vs disposable environmental impact

PARENTING LIFESTYLE

- Real mom stories
- Cloth nappy journeys
- Day in the life with cloth
- Parenting humour
- Sustainable parenting tips

EDUCATION

- Cloth nappies 101
- Pocket vs prefold nappies
- Washing routine guides
- Cost comparison vs disposable
- Cloth nappy myths

THE MARKETING funnel



TOFU (AWARENESS)

- 60% of social strategy
- Parents discover cloth nappies and the brand
- “Did you know disposable nappies cost X?”

MOFU (CONSIDERATION)

- 30% of social strategy
- Parents research and compare options
- “Cloth vs disposable cost breakdown”

BOFU (CONVERSION)

- 10% of social strategy
- Parents decide to buy
- “Our starter kit saves you X over 2 years”

SOCIAL MEDIA strategy

INSTAGRAM *Primary platform.*

- Reels
- Baby photos
- Educational posts
- Customer content

FACEBOOK *Important for parenting communities.*

- Blog posts
- Discussions
- Cloth nappy advice
- Facebook Group

TIK-TOK *Cloth nappy content performs very well.*

- Washing routines
- Stash builds
- Baby outfit transitions
- Cloth myths



WEBSITE CONTENT strategy



SHOP

Sell reusable nappies and related products for babies and moms. Make it easy to purchase with stress-free checkout and a clear UX to guide users to their objectives.



EDUCATION PLATFORM

Content opportunities that build on our brand pillars. This creates trust, authority, and serves SEO and AEO.

Blog posts like: Cloth Nappy Starter Guide, Washing Routine Guide, Cloth Nappies vs Disposables, Night Nappy Guide, How Many Nappies You Need

ADDED value

We can offer more than cloth diapers and related accessories to parents and parents-to-be. Having a baby is daunting, whether it's the first or fourth, and making the right decisions can be tricky. We're here to support families to make the right choices for them.

CLOTH NAPPY-FRIENDLY DAYCARE LIST

We can create a ever-growing list of daycares and crèches that allow the use of cloth nappies. This is an important resource for parents because research shows that moms and dads often struggle to find and educate a daycare in their area that embraces cloth diapers.

This is also a potential source of revenue in the future, where the brand grows to be the go-to resource for eco-conscious parents, and we can monetise listings while keeping the information free for users.





THANK YOU