

EVION BEAUTY

Marketing Strategy

01



Cause-Based Collaborations

Evio Beauty partners with social causes, such as domestic violence and LGBTQ2S+ rights, to align with its brand values, driving impact and raising awareness

02



Influencer Marketing

The brand leverages authentic voices through partnerships with micro-influencers who align with its values, promoting transparent and meaningful engagement

03



Community Engagement

Evio Beauty builds a strong community by creating platforms for open discussions on beauty, wellness, and entrepreneurship, fostering loyalty and gaining insights.

04



Strategic Partnerships

Collaborating with brands like Aurora Cannabis helps Evio Beauty innovate in product offerings, enter new markets, and align with trends like cannabis-based cosmetics.

05



Authentic Storytelling

Founder Brandi Leifso's personal journey serves as a powerful storytelling tool, connecting emotionally with consumers and reinforcing the brand's mission.