



Appleton's Market

Digital Marketing Strategy
Brooke Vlasich

Our Product

Veggie Power Bites that are stored in the freezer and heated in the microwave for 40-60 seconds.

Highlights:

- Easy to prep
- BPA-free steaming bags
- Locally sourced ingredients
- Grain-free
- Dairy-free
- Keto- and paleo-friendly



Current Digital Marketing Status

- Startup launched in spring 2020.
- Although the website is visually appealing and SEO experts were hired to optimize website and site speed, there is a low amount of website visitors.
- About 4.5K followers on Instagram, Facebook, and Pinterest.
- Emails sent bi-weekly to a small subscriber list.
- Current ads optimized for conversions on social media and Google with low ROI.

Goals



Objectives & KPIs

Objective #1: Increase brand awareness in 2022

Primary KPIs: Reach, impressions, engagement rate, clicks

Secondary KPIs: Click-Through-Rate (CTR)

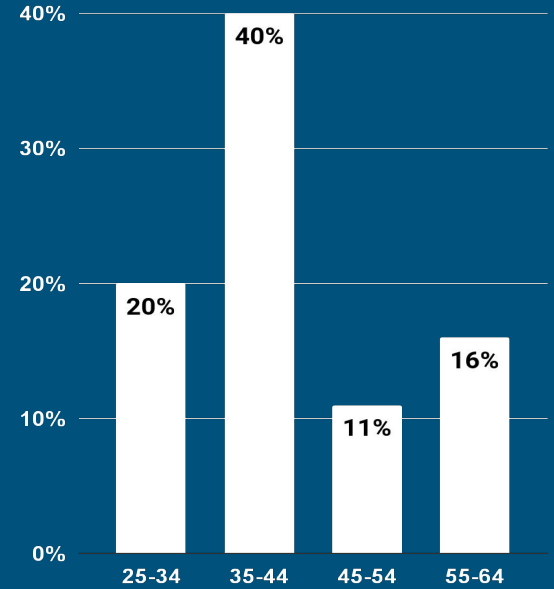
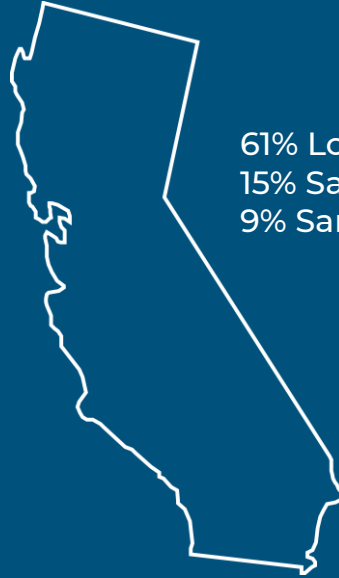
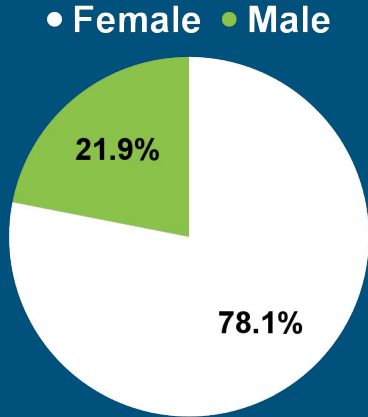
Objective #2: Increase sales by 200% at the end of 2022

Primary KPIs: Conversion rate, Average Order Value (AOV), Return on Investment (ROI)

Secondary KPIs: Cost per lead, Cost-Per-Click

Buyer Personas

Demographics



Gender

Location

Ages

Wellness Enthusiast: Morgan

About

- 32 years old
- Lives in Los Angeles
- Interests: Nutrition, health, and green living
- Finds products on Pinterest and Instagram

Needs & Goals

Morgan strives to maintain physical and mental well-being with a well-balanced diet and fresh fruits and vegetables, healthy carbs, and lean protein. They keep a regular weekly exercise routine.

Challenges

- Juggling health routines with growing demands of personal and professional life.
- Risk spending money on a product they might not like.



Busy Parent: Kendall

About

- 42 years old
- Lives in San Diego
- Interests: Recipes for quick meals
- Consults Facebook groups and Pinterest

Needs & Goals

Kendall focuses on successfully juggling their desire to provide their kids with quality, healthy lifestyle with career and personal life. They need products that offer convenience and flexibility.

Challenges

- Worried about finding food and snacks their kids will like.
- Not sure if products that claim to be healthy and good for kids are actually correct.



Young Professional: Riley

About

- 28 years old
- Lives in San Francisco
- Interests: Quick snacks for their busy day
- Scrolls through Pinterest and Instagram

Needs & Goals

Riley's top priority is building their skills and experiences for future career opportunities. They're interested in a conscious lifestyle but they need products that are convenient to fit into their busy work schedule.

Challenges

- Struggles with juggling interests in healthy living with professional commitments.
- Risks spending money on a product they might not like.



Tactics

Social Media

Pinterest
Facebook
Instagram

Justification


These channels have generated the most traffic on social media from current ads. Their visual nature can showcase the product's features and how it can address pain points.



KPIs

- Engagement rate
 - Click-Through-Rate (CTR)
 - Conversion rate
 - Average Order Value (AOV)
 - Return on Investment (ROI)
 - Cost-per-Click (CPC)
-

Tactic #1– Social media: Pinterest & Instagram ads

- Switch objectives from conversions to engagement and website traffic.
- Run A/B tests on Pinterest and Instagram: Video vs. Image
 - Turn blog recipes into short-form videos for Pinterest and Instagram ads.
 - Experiment with stop motion videos for Instagram ads.
 - Add UTMs to track traffic coming from different ads.
 - On Pinterest, target keywords for healthy recipes, cooking, and nutrition.





...  Recipes ▾ 


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5 easy lunch ideas to get more veggies into your diet

We all know that we need to eat more veggies -- the FDA recommends at least 2-3 cups per day and 90% of people do not meet that goal -- so we're here to help give you some easy ideas to get more... [More](#)

 **Appleton's Market**
6 followers 

Photos Comments

Tried this Pin?
Add a photo to show how it went 

 **Appleton's Market** saved to **Food & Nutrition Education**

Tactic #1–Social media: Facebook ads

Dollar-A-Day Strategy

- Set up Dollar-A-Day Strategy
 - Create nine videos with focus for awareness, engagement, and conversion.
 - Round 1: Publish videos and boost them to increase awareness. Place daily budget of \$1 for each video for 2-3 weeks.
 - Round 2: Use videos with most views as ads for clicks to generate traffic.
 - Hubspot recommends setting up custom audiences for retargeting, but current audiences are too small.
 - Add UTMs to track traffic sources coming from each video.

AWARENESS	Video 1 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>	Video 2 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>	Video 3 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>
	Video 4 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>	Video 5 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>	Video 6 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>
	Video 7 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>	Video 8 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>	Video 9 <input type="checkbox"/> Existing post <input type="checkbox"/> Need to create Title: <input type="text"/>
CONVERSION			

Search

Google Ads
SEO

Justification

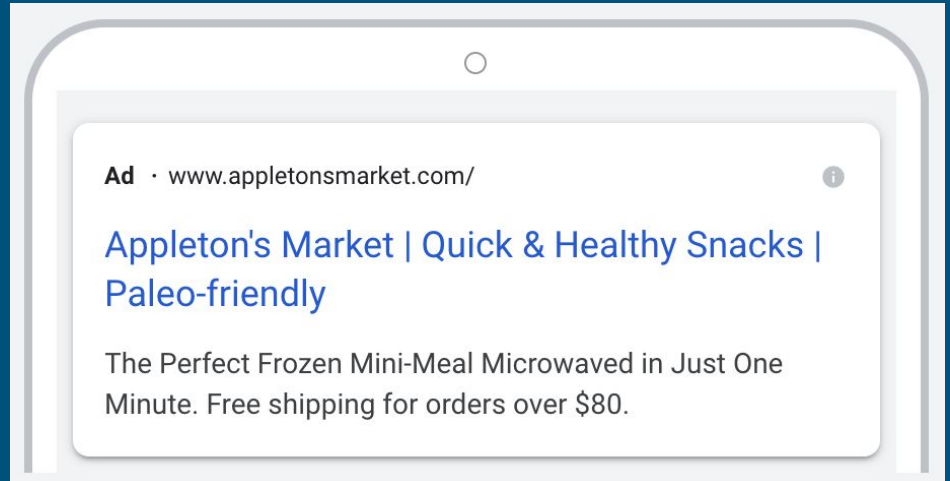
Organic search is one of the top traffic and revenue sources. Google ads can also direct traffic to the site and determine keywords that can be used organically.

KPIs

- Conversion rate
 - Average Order Value (AOV)
 - Return on Investment (ROI)
 - Cost-Per-Click
 - Click-Through-Rate (CTR)
-

Tactic #2–Google Ads

- Switch bid strategy from Maximize Conversions to Maximize Clicks to build awareness and generate traffic.
- Focus on Search ads (not impacted by iOS 14.5 updates)
- Example target keywords:
 - Quick and healthy snacks
 - Healthy living recipes
 - Paleo-friendly snacks
 - Easy snacks to make at home
 - Healthy snacks for work
 - Health snacks for adults



Ad · www.appletonsmarket.com/ ▾

Appleton's Market | Power Veggie Bites | Quick & Healthy Snacks

Naturally Grain-Free, Dairy-Free, Keto- and Paleo-Friendly. Free shipping for orders over \$80.

Blog

Monthly posts

Justification

The blog provides relevant content that can be repurposed for social media. It also establishes the brand as an expert in healthy eating and generates backlinks.

KPIs

- Website traffic (sessions and pageviews)
 - Bounce rate
 - Average views per post
 - Average inbound links per post
 - Top posts by pageviews
 - Average time on page
 - Traffic channels
-

Tactic #3–Blog

Build on current blog content by:

- Publish on a monthly basis.
- Add CTAs at the end of each blog post offering additional recipes in exchange for visitors' emails.
- Use keywords from Google Ads results.
- Add bullet point lists for search bots.
- Add internal and external links.
- Use blog posts to develop content such as short-form videos with recipes and infographics to use on social media.

The perfect 2 minute taco

December 1, 2020



Who doesn't love taco night? Tacos are always my go-to when I'm feeling festive, or tired, or it's a Tuesday...really anytime! But like many of you, I also appreciate my #lazygirllifestyle and am always looking for ways to spend less time in the kitchen. The best part - these are super easy to customize

If it doesn't work out...

Social media

- Experiment with different images and videos or run different kinds of A/B tests.
- Reallocate social media ad budget to other sources like paid search or email.

Paid Search

- Evaluate keyword performance and launch campaigns with new keywords.

Blog

- Explore new topics: Interviews with experts, link roundups, and guest bloggers.
- Conduct customer survey to see what content is relevant to them.



What's next

Future tactics



Affiliates	Email	TikTok
<ul style="list-style-type: none">● Referral traffic● Backlinks● Audience growth	<ul style="list-style-type: none">● Personalized content● Referral program● Product education● Sales and offers	<ul style="list-style-type: none">● Awareness and reach● Engagement● Tap into growing audience of women 30-39

Thank you!



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