

# Karma Nuts Strategy: December 2021

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## About

### Goals

- Increase impressions on all digital ads by 3% during the month of December
- Increase web traffic by 3% during the month of December

### KPIs

- Total Impressions
  - Total Reach
  - Number of Website Visitors
  - Click-Through Rate (CTR)
  - Unique Website Visitors
  - Bounce Rate
  - Average Time on Page
  - Top Landing Pages
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## Key Dates

- December 14–20 sales events:
    - 20% off if you buy \$30 or more: STOCKINGUP 12/14–12/16 12am
    - 15% off 6 jar bundles: BUNDLE15 12/16–12/18 12am
    - 10% off any product: 10SAVE10 12/19–12/20 12am
  - December 20–25 last-minute sales
  - December 26
    - 20% off: TODAY 20
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## Visual Identity

- [Karma Nuts branding](#)
- [Amazon videos](#)

- [Photography](#)
  - [Lifestyle photography](#)
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## Social Media Advertising

### Facebook/Instagram

- Custom audiences
  - Create a new potential audience to reach using [Audience Insights](#). Make a lookalike audience in the United States.
  - Continue using email subscriber lists and lookalike audiences in ads.
  - Select the Detailed Targeting Expansion box so Facebook and Instagram can display ads to people outside of targeting parameters when it's likely to improve results.
- A/B tests
  - Photos vs. Video (including Amazon recipe videos)
  - Ad copy
- Pixel
  - Set to Page View
- Add UTMs for tracking

### Pinterest

- Custom audiences
  - Targeting: Find new customers
  - Upload email subscribers to the audience list. Make an actalike audience.
- Tag
  - Set to Page Visit
- Keywords
  - Target healthy eating, nutrition, health and wellness, and recipes
- Pins
  - Promote product pins for brand awareness/reach
    - [Sweet Matcha](#)
    - [Cinnamon-Wrapped](#)
    - [Lime Twist](#)
    - [Peri Peri](#)
  - Promote recipe pins for website traffic
    - [Cinnamon Cashew & Hazelnut Holiday Tree](#)
    - [Holiday Snowball Cookies](#)
    - [Crunchy Cashew Pie Coconut Oat Crust](#)
    - [90 Second Chocolate Fudge with Cashews](#)

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## Google Ads

### Display ads

- Optimize for brand awareness/reach
- Go through current videos and images
- Upload Amazon videos

### Search ads

- Optimize for website clicks
- Select keywords from top performing list in Google Analytics
- Include keywords for winter shopping, stocking stuffers, holiday gifts, etc.
- Use [promotion extensions](#) to highlight discounts (either % or \$)

### Shopping ads

- Optimize for website clicks
  - Use [merchant promotions](#) to highlight any current sales
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## Timeline & Budget

Date	Content	Notes
Now–Sunday, December 5	Go through images and videos currently uploaded to social media and Google Ads  Add bumpers to Amazon videos and resize for advertising as needed  Create custom audience for Facebook and Instagram ads  Upload all ads as drafts for review	
Week of December 6	Start advertisements: <ul style="list-style-type: none"><li>• Facebook and Instagram A/B tests</li><li>• Google Display Ads</li><li>• Pinterest product pins</li></ul>	Optimize all for brand awareness/reach
December 14–31	Start advertisements:	Optimize all for website traffic

	<ul style="list-style-type: none"> <li>• Facebook and Instagram with A/B test winners</li> <li>• Google Search and Shopping</li> <li>• Pinterest recipe pins</li> </ul>	Change out for sales events (except Pinterest)
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<b>Campaign Name</b>	<b>Goal</b>	<b>% of Spend</b>	<b>Budget</b>	<b>CPC</b>	<b>Clicks to Website</b>	<b>CTR</b>	<b>Conversions</b>	<b>Avg. Order Value</b>	<b>Revenue</b>
<i>Facebook &amp; Instagram A/B test</i>	Reach	12%	\$100	\$0.13	769	2.00%	15	\$47	\$723.1
<i>Facebook &amp; Instagram A/B test winners</i>	Traffic	12%	\$100	\$0.25	400	3.00%	12	\$47	\$564.0
<i>Pinterest product pins</i>	Awareness	12%	\$100	\$0.15	4,535	1%	45	\$47	\$2,131.5
<i>Pinterest recipe pins</i>	Traffic	12%	\$100	\$0.75	133	2.50%	3	\$47	\$156.7
<i>Google display ads</i>	Awareness	12%	\$100	\$0.90	2,352	1.57%	37	\$47	\$1,735.5
<i>Google search ads</i>	Traffic	18%	\$150	\$2.00	2,352	2.75%	65	\$47	\$3,040.0
<i>Facebook &amp; Instagram reach end of year</i>	Engagement	12%	\$100	\$0.13	769	2.00%	15	\$47	\$723.1
<i>Google search ads</i>	Traffic	12%	\$100	\$2.00	50	2.75%	1	\$47	\$64.6
<b>Total Budget</b>		<b>59%</b>	<b>\$850</b>	<b>\$9.63</b>	<b>8,190</b>	<b>1.38%</b>	<b>113</b>	<b>\$74</b>	<b>\$8,350.7</b>