

Karma Nuts Strategy: Thanksgiving 2021

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About

Sale information

- 3 SKUs for \$3.99 (cinnamon, raw and sea salt wrapped jars)
- 15% off on all other items

Goals

- Total revenue within 20% of last year

KPIs

- Conversion rate
 - Average Order Value (AOV)
 - Return on Investment (ROI)
 - Return on Ad Spend (ROAS)
 - Click-Through Rate (CTR)
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Key Dates

- Thanksgiving: Thursday, November 25
 - Black Friday: Friday, November 26
 - Sale dates: Thursday, November 25–Monday, November 29 at 12am
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Visual Identity

- [Karma Nuts branding](#)
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Social Media Advertising

Facebook/Instagram

- Custom audiences
 - Update website visitors and purchasers so they're within the last 60 days. Currently this custom audience is from May 2021 and may not include people using iOS 14.5 or later.
 - Create a custom audience from email subscribers.
 - Create lookalike audiences from refreshed website visitors, email subscribers, Shopify, and Facebook and Instagram engaged users.
- Optimize ads for website clicks
- Facebook visuals
 - Carousels with images of raw cinnamon jars, sea salt wrapped jars, and general collection of products
- Instagram visuals
 - Carousels with images of raw cinnamon jars, sea salt wrapped jars, and general collection of products
- Add UTMs for tracking

Pinterest

- Optimize for website clicks
 - Visuals
 - Product images for carousel and/or shopping pins
 - Add UTMs for tracking
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Google Ads

Search ads

- Note: Generated the most revenue (\$10,945.49) and ROI (1.62) during the past year
 - Select keywords from top performing list in Google Analytics
 - Highlight sales and discounts in ad copy headers
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Timeline & Budget

Date	Content	Notes
Now–Wednesday 11/24	Gather images, videos, and copy needed for advertising Update and/or create custom audiences for Facebook and Instagram ads Set timeframe for running ads during Thanksgiving holiday and weekend	Determine if can repurpose or use images from current Facebook and Instagram ads Determine if we can update videos with bumpers and crop in a 2:3 ratio for Pinterest ads
Thursday 11/25	Start running: <ul style="list-style-type: none"> ● Facebook ads ● Instagram ads ● Pinterest ads ● Google ads 	
[Date]	End digital advertising for sales Report total sales, KPIs, and website traffic	