


Online Business and Marketing Proposal

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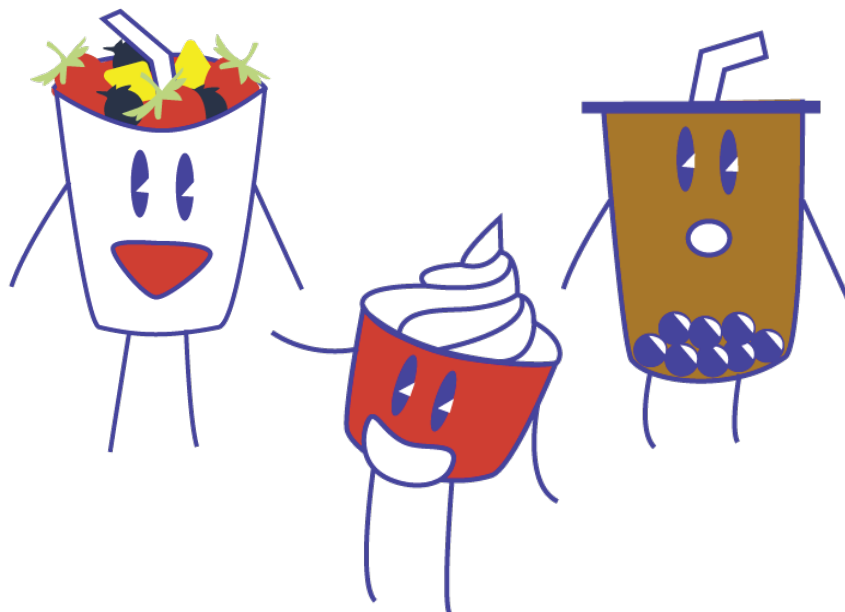
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Twisted
Yogurt

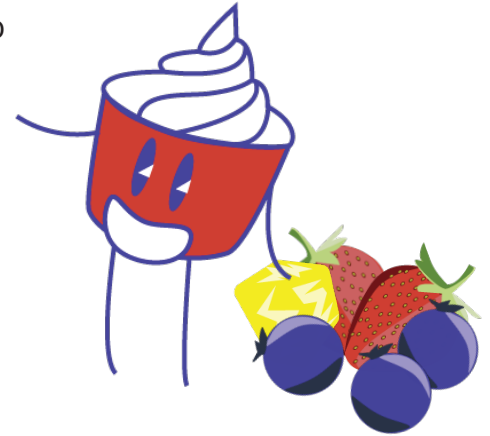
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Business Overview

Twisted Yogurt is located in Saginaw, Texas and specializes in frozen yogurt, a healthy dessert alternative to ice cream. Twisted Yogurt also offers boba tea and smoothies. All of these products can be completely customized by the customer. It is known for its special deals and rotating options of plentiful toppings.



Value Proposition

What sets you apart from other frozen yogurt stores is your inclusion of boba tea and smoothies, which means anyone in the family can find something they like to eat there.

Benefits

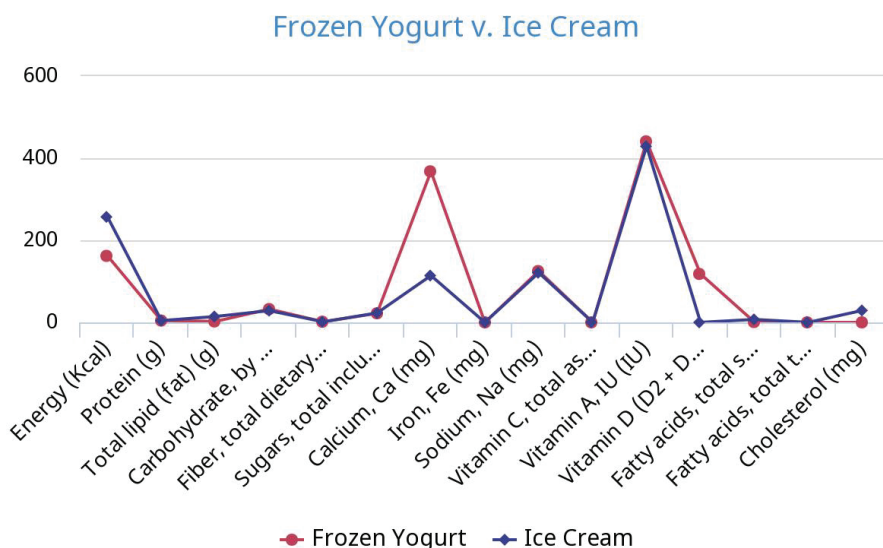
Frozen yogurt contains the same probiotics found in yogurt which are good for your digestive system. This makes it easier to digest than ice cream especially for people who are lactose intolerant.

“The fat content in ice cream is 10-18%, whereas in frozen yogurt it is lower. Non-fat and low fat flavors are available for both.”
(Diffen)

More calcium and Vitamin D in Frozen yogurt than Ice cream. (USDA)

“One cup of regular vanilla ice cream contains 275 calories, 15 grams of fat, and 9 grams of saturated fat. One cup of regular vanilla frozen yogurt contains 221 calories, 6 grams of fat and 4 grams of saturated fat.”
(Spoon University)

“One of the ingredients of frozen yogurt is live bacterial cultures, which are good for the body’s immune system.” (Diffen)



(Statistics found on USDA's website, Chart made in statpedia)

statpedia.com

What is your current core value? Innovation

How to capitalize on this in your website: Make it to where customers can customize their frozen yogurt online. Also make a community where they can share their creations and like other users creations. Put the power in the customer's minds and hands.



Why customers should buy from you over your competitors.

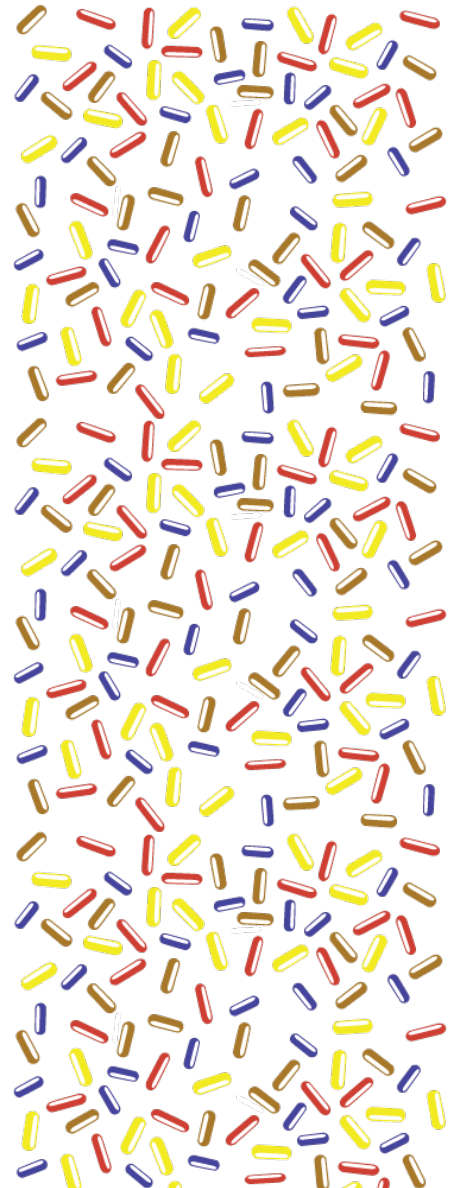
Customers should buy from you because you offer numerous healthy alternatives to traditional sweets within a family-oriented atmosphere. Customers can completely customize their frozen yogurt online and pick it up at the store, or have it delivered to their door. Your innovation and incorporation of family members via your excellent customer service drive in new customers and retain loyal ones. Your trust in your customers' choices and ideas sparks trust for you in them.

Revenue Model

Your current source is derived purely from in-store sales. Your website can add to this revenue by introducing shopping and account mechanisms. Customers will have a greater ease purchasing from you with accessible and user-friendly opportunities to purchase from your website both on mobile and desktop.

Additionally, advertising across other websites via Google's display network banners and search engine ads will be helpful for increasing your branding awareness and direct responses from targeting key market segments.

A community section on your site where people can post their own custom frozen yogurt recipes they have ordered from you to share with others, will help grow your customer loyalty and add a fun component to ordering your frozen yogurt online.



SWOT

Strengths

Offers boba tea, smoothies and unlike other frozen yogurt shops.

New flavors every week

Frozen yogurt is low in calories

Over 20 toppings

Weaknesses

No online ordering

No social media presence

Website

Opportunities

Take advantage of online ordering

Only frozen yogurt in Saginaw

Middle-income area

High concentration of families

Threats

Covid 19

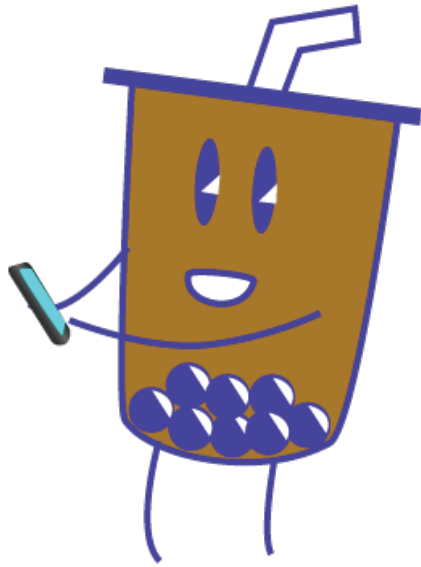
Poor economy

Ice cream shops

Yelp rating

Market Opportunity

Channels: Frozen yogurt will be sold via your website, phone, and your physical location.



Targeting: Marketing to single individuals with personalized messages (micromarketing) and behaviorally advertising to them based on their browsing history will be a great way to encourage potential customers to convert even when they leave your site. Additionally, marketing to previous visitors (remarketing) is essential to your marketing strategy.

Segments

Geographic: Target the geographic segment of people living within Saginaw, Texas. People within that region do not have another healthy alternative to ice cream like Twisted Yogurt offers.

Psychographic: Targeting individuals who value active, healthy lifestyles is a way you can keep people wanting to associate with the brand. Active people seek healthy alternatives, which you provide. You can also target those with positive attitudes towards technology, medium income, and those devoted to family.

Demographic: Demographically, attract families with an emphasis towards kids. This allows you to focus on their similarities in technological use, communication, and subcultures. Families with kids are typically in favor of establishments being more up-to-date on current trends and more casual with language and personality.






Behavior: Customers desire great deals, multiple options, efficient delivery services, and delicious but healthy yogurt. They should be of medium tech use and very engaged on the web. This will allow you to target those most likely to visit your website and ultimately your store.

Competitive Environment






There are no other froyo establishments in the Saginaw area. Your closest to direct competitor is Braum's because they do sell some frozen yogurt. Their pricing for frozen yogurt ranges from \$1-\$3, depending on how many scoops and without toppings. Their topping selection is limited. This can be kept in mind when determining pricing.

You have 40 indirect competitors including ice cream, donuts and cakes (Google Maps). A majority of these competitors are small mom and pop shops.

Here are a few of your competitors:

-  Braum's
-  Shipley's Do-Nuts
-  Terry's Donut
-  IT'SUGAR
-  Donut King

Competitive Advantage










-  Only froyo store in Saginaw
-  Not many nearby Saginaw that also offer bubble tea and smoothies
-  Deliver and add online ordering
-  Market yourself as a price leader. Have lower dessert prices than competing stores.
-  Provide excellent, family-friendly customer service.

Differentiation Strategy: Mass Customization -

Create a way for people to build their own yogurt and smoothie online; choose a size, flavor, and toppings.

Segmentation Strategy - Create a branded community within the website to target existing consumers interested in your product.




Marketing Strategy

-  Google Ads
-  Consistent brand personality across social media platforms
-  Social media campaigns
-  Branded community
-  Search Engine Optimization
-  Viral marketing via user-generated content
-  Sharing customer customizations
-  Video ads
-  Email marketing with coupons, deals, promotions

Website Features


Build

Create a way for people to build their own yogurt and smoothie online; choose a size, flavor, and toppings.

-  Users are more likely to purchase if you innovatively allow them to create.
-  This fosters creation on the user's end and ultimately bumps up satisfaction.
-  Those who can create are more invested in seeing the brand itself succeed.




Share

Create a way for customers to submit their custom froyo combination and it gets added to a page called "Community Recipes."

-  Users can view customer submitted creations and order them. Users trust other users.

Save

Create a way for people to login and save their favorite froyo customization.

-  If users can save their creations, they are more likely to share with their friends on social media, generating user generated content through earned media.
-  Consumers are more likely to buy often if they can just use a previous selection.
-  This can be tracked to see what ingredients and combinations are most popular.