

Sprint 2 BLITZBLEND

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Agenda


Task one

Task two

Task three

Task four

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overview of the countertop Blender Market

The global kitchen blender market is expected to grow steadily due to increasing consumer demand for versatile home appliances.

Key competitors include Ninja, Vitamix, Breville, and budget-friendly brands like Oster.

Market trends include Smart technology integration, focus on health-conscious consumers, and rise in digital marketing strategies.

- Consumers seek affordability, power, and convenience in blending solutions.

The countertop blender market is evolving, driven by consumer preferences for convenience, performance, and affordability. The rise of health-conscious lifestyles has increased demand for high-powered blenders that can make smoothies, frozen drinks, and sauces effortlessly. Brands like Ninja, Vitamix, and Breville dominate the market, each targeting different price segments.



The following slides contain the in depth competitor analysis

Product Highlights

- **Price:** \$109.99 (discounted to \$99.99).
- **Power:** 1400W motor for ice crushing & smooth blending.
- **Capacity:** 72-oz pitcher, suitable for family-sized portions.
- **Key Features:**
 - Auto-iQ Technology (pre-programmed blending).
 - Multiple speeds & pulse function.
 - BPA-free & dishwasher safe.
- **Market Performance & Digital Insights**
- **Website Traffic:** 4.379M visits (↓10.91% from last month).
- **Traffic Sources:**
 - 41% direct (strong brand recognition).
 - 35% organic search (mostly branded keywords).
 - 7% paid search (low investment).
- **Social Media Presence:**
 - **YouTube:** 100K+ subscribers, high engagement.
 - **Instagram:** 916K followers, influencer collaborations.

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Ninja Professional Plus is a competitively priced, high-powered blender designed for home use. Its Auto-iQ technology simplifies blending, making it attractive to busy consumers. Ninja's digital strategy is strong, relying heavily on organic search and social media. However, it underinvests in paid advertising, creating an opportunity for competitors like BlitzBlender to capitalize on digital ads and influencer partnerships.

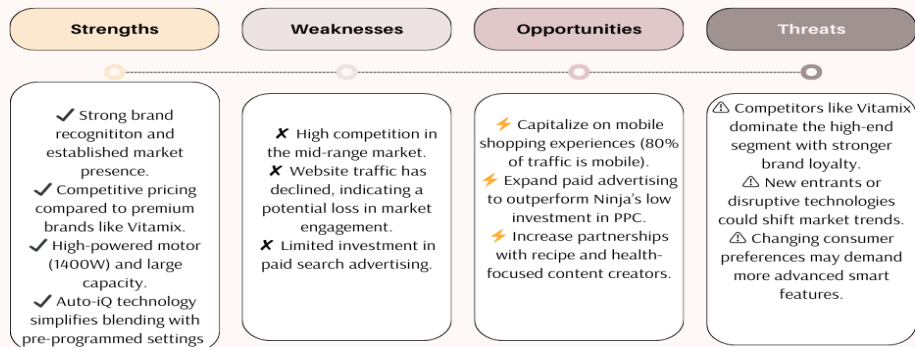
Competitive Analysis

Swot Framework

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SWOT Analysis



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The SWOT analysis highlights Ninja's competitive edge in pricing and brand recognition, but also its weaknesses. Opportunities exist in targeting mobile shoppers and boosting digital advertising. However, competition from premium brands and evolving consumer demands pose potential threats. Understanding these factors will help BlitzBlender position itself strategically.

Conclusion and strategy derived from competitive analysis

- **SEO Optimization:** Focus on non-branded keywords to capture new search audiences.
- **Mobile-First Strategy:** Ensure a seamless shopping experience for mobile users.
- **Aggressive Paid Advertising:** Invest in PPC and display ads to outperform Ninja in digital visibility.
- **Influencer Collaborations:** Leverage YouTube and Reddit communities for organic brand awareness.
- **Smart Features Integration:** Consider adding connectivity features (e.g., app-controlled blending) to appeal to tech-savvy consumers.

To effectively compete with Ninja, BlitzBlender should focus on a strong digital strategy. By enhancing SEO for non-branded keywords, increasing investment in paid ads, and leveraging influencer marketing, we can expand our reach. Additionally, offering smart features can set BlitzBlender apart in a market that is increasingly leaning towards tech integration.

Customer Journey

Goal: Establish Market Presence

Define Stage	Initial Launch of Blitzblend focuses on acquiring new customers
Customer persona	Customers currently use a competitor blender
Scope & Timeframe	Transition from competitor to Blitzblend

Start thinking about...

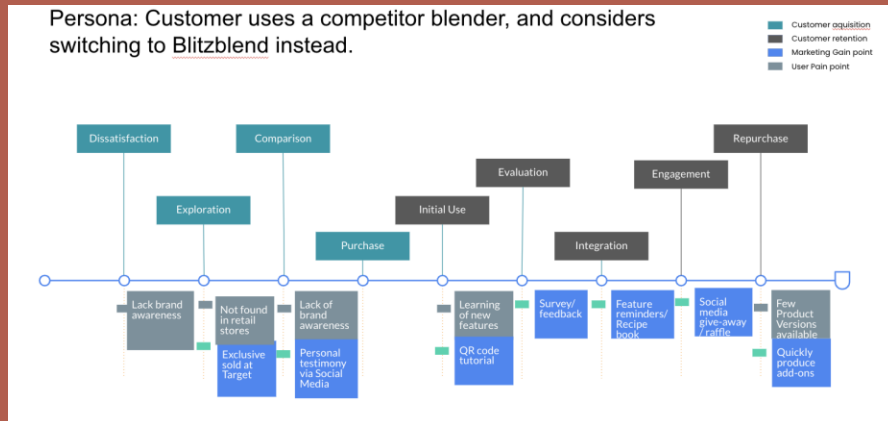
- Touchpoints
- Actions
- Thought
- Feelings
- Pain points
- Opportunities

When thinking about growing our market presence, I'm going to start from the initial launch of our company. Let's assume that customers are using a competitor's product currently or don't own an immersion blender. The customer journey will contain the customers' transition from a competitor to Blitzblend and their usage of our product. Throughout this journey I want to focus on touchpoints, actions, thoughts, feelings, pain points, and opportunities as guides for marketing plans. The theme is to establish market presence so to do this we need to stand out, convince customers to convert from competitors, and retain a strong initial customer base.

Customer Journey

Goal: Establish Market Presence

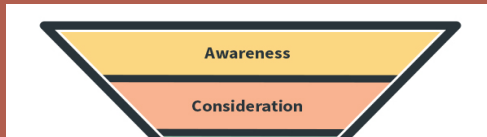
Persona: Customer uses a competitor blender, and considers switching to Blitzblend instead.



Our customer here is someone that has never used Blitzblend before. The customer journey starts at dissatisfaction of their current competitor blender. This might be due to quality issues, lack of necessary features, or just curiosity to try something new. When they first think of replacing their current product, they likely will think of Ninja, Nutribullet, or Vitamix first. This is the first painpoint we experience as a new brand is our lack of brand awareness. Moving into the exploration phase, the customer will shop around both online and in person for a blender. As we learned in class, companies need to spend money to be put in the best areas in a store which are likely already occupied by these big name brands. To combat this pain point, we should partner with a specific grocery store that sells many blenders such as Walmart or Target. Customers will likely already be shopping for blenders in this store, and the store will be incentivized to push this product if it sells well since they would likely get a larger cut of the profits from us rather than Ninja which is sold at all stores. Lack of brand awareness might hinder us again in the comparison phase when customers have multiple options in front of them. The reputation of our brand needs to be built up by personal testimonials they've seen as sponsored posts on social media to have a chance of competing with existing reputations of large brands. We should focus on smaller influencer accounts since our budget should include ads of these videos on commonly used social medias such as TikTok and Instagram. Let's assume that these

testimonials are strong enough to convince customers to try out our product for the first time. Note that this requires us to initially sell at a price that is much lower than existing competitors. The first use of our product should be guided by a tutorial easily accessible by QR code. In this QR code after the tutorial, we could include a short star rating survey of their onboarding experience. We want users to seamlessly integrate this product into their daily lives by sending them new recipes they can make using our product which utilize all different features our product has to offer. This will allow them to find new uses for the product and also discover all of its capabilities. To grow our market share once we've acquired our initial customer base, we can acquire new customers using the same strategy as the comparison phase. We will incentivize our customers to post their own testimonials for a chance to win a new add-on to our product or a gift card. Looking into the future growth of our company, we want to release add-ons to break into the market for other uses such as an ice cream making like the Ninja Creami or juicing like the Magic Bullet Mini Juicer. Marketing these as add-ons instead of buying a whole new appliance could be a competing strategy to competitors that launch new products with only one use case.

Top of Funnel Marketing Tactics



1. Influencer Collaboration
 - o Youtube
 - o TikTok
 - o Instagram
2. Amazon Ads
 - o Sponsored Product
 - o Prime Day Deals
3. In Store Demo
 - o Costco
 - o Whole Foods

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- Influencer promotions are used in both the exploration and engagement phase of the customer journey. Seeing how people use the product in their own ways may help marketing find a slogan that best represents their users. Hearing testimonials from your favorite youtubers in longer form content can help customers gain trust in our product, and TikTok and Instagram reels grab the attention of potential customers in short form content.
- Influencers commonly have their own links to Amazon products they promote, so Amazon could be a likely place we market our products. Amazon ads could promote our product as the first product on the page when “immersion blender” is searched. From gathering Amazon reviews, we could see what users love most about the Blitzblend. Prime day deals could reach a larger audience as most Amazon Prime users visit Amazon during Prime days.
- In store demos could show customers how to use our product and how it might differ from competitors. Grocery stores like Costco and Whole foods usually offer demos and samples of foods made with products as part of the shopping experience. This might help us reach customers that haven’t owned an immersion blender before after they see how easy it is to use. After deciding on a slogan, the person doing the demo could say it after each demo to remind customers of our major selling points.

Bottom of Funnel Marketing Tactics



1. 1 year Warranty
 - o Costco Free Returns
 - o Free Return Shipping
2. Add-ons
 - o Announce New Releases
 - o Giveaways
 - o Bundles
3. Comparison Table
 - o Features
 - o Price
 - o Satisfaction

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- Offering a free warranty for customers who might be on the fence about purchasing a lesser known product could ease concerns about quality. Costco could be a good place to offer this warranty since Costco has a no questions asked return policy for most of its products. On the Blitzblend website, we could offer free return shipping for 30 days giving customers a chance to try out the product before committing to long-term use.
- Add-ons are an easy way to incentivize customers to revisit our site during the engagement phase by offering new products that are easy to produce for us and cheap to buy for them. This way, we can increase loyalty to our brand even when customers are not looking to make a large purchase. We can email customers about new releases of add-ons, promote giveaways on our social media, and even offer bundles of a free attachment with purchase of a blender. Add-ons are generally a purchase made online, so if this initiative works we can allocate our budget towards online purchases instead of in-person purchases.
- Comparison tables help returning customers in the repurchasing phase stay confident in their loyalty toward Blitzblend. We can showcase how Blitzblend's features, price, and customer satisfaction compare to leading brands such as Ninja. If it seems that we are leading in offering the lowest price, our slogan can be something related to getting the best bang for your buck. If we offer more

features than other brands while maintaining a high satisfaction rate, we can make a slogan for versatility. This feature is already built in on Amazon, so we could start by testing it out there.

Blitzblender – Top 10 Features



Table Stakes

- **Powerful Motor (1000-watt):** Ensures efficient blending for all ingredients.
- **Multiple Speeds + Pulse Function:** Provides user control for different tasks and textures.
- **72 Fluid Ounce Capacity:** Family-sized servings in one batch.
- **Dishwasher-Safe Parts:** Easy cleaning for convenience.
- **Affordable Price Point (~\$99.99):** Competitive pricing within the mid-range category.

Points of difference

- **Blades at the Bottom (Traditional Blades):** Provides smoother blending and better results for thicker mixtures.
- **Unique Color Options (Bright Limited Range):** Limited edition vibrant colors for a standout visual appeal.
- **Quiet Operation:** Low noise levels during blending for a quieter kitchen experience.
- **Recipe Booklet or App Access:** Added value through recipes or inspiration for diverse users.
- **Auto-IQ Technology (Pre-programmed Settings):** Convenience of automatic blending cycles for perfect results every time.

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The table stakes features are the basics customers expect, and these are essential for Blitzblender to compete. The 1000-watt motor ensures it handles various ingredients with ease. Multiple speed settings allow for customization, and the 72-ounce capacity is perfect for larger batches, catering to families. Dishwasher-safe parts make cleaning convenient, adding value to the product. Lastly, price competitiveness is crucial, especially when competing with similar products like the Ninja Professional Plus. These features help Blitzblender meet customer expectations and stay competitive.

On the other hand, the points of difference are what set the Blitzblender apart from the competition. The unique bottom blade design offers smoother blending, especially for thicker mixtures. The bright color range adds excitement and appeal, especially with the limited edition launch. Quiet operation is a bonus for customers who prioritize peace in the kitchen. Auto-IQ technology provides convenience, making it easier to create perfect blends. Including a recipe booklet or app access adds value, encouraging customer engagement and enhancing the overall experience. These features will help Blitzblender stand out in the market.

References

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Thank You

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