



Marketing Plan

Energize Natural Energy Drinks

Marketing Plan: 3 broad Objectives

01

Increase the rate of website visitors by 25% who seek additional details during the following six months.

02

Rise retail sales by 50% and online sales by 20% in the Q4.

03

Increase revenue by 20% compared to the closest competitors.

3 corresponding KPIs

KPI

Organic Traffic

KPI

Social Media Campaign

KPI

Customer Acquisition
Rate

Marketing Plan: Marketing Strategies

1

Objective

Increase the rate of website visitors by 25% who seek additional details in the Q4.

1

Marketing Strategy

Use content marketing via blogging to increase leads by 25% in the Q4 to boost awareness of the new product launch.

1

Tactics

- Insert dynamic CTAs into blog entries to publish more relevant CTAs.
- Create one in-depth article every month to increase traffic from long-tail keywords.
- Use Facebook marketing to drive people to in-depth blog entries.

Marketing Plan: Marketing Strategies

2

Objective

Rise retail sales by 50% and online sales by 20% in the Q4

2

Marketing Strategy

Building a distinct brand for the company inside the Local Business Network hub, advertising and engaging more consumers over the next six months.

2

Tactics

- Ensure the products availability both in-store and in online search results.
- Display the nearby stores in Google search and on Google Maps.
- To encourage customers interaction, create an industry network and host webinars.
- Promote upgrades add-on sales
- Display Customer Testimonials and Trust Signals with Ad Extensions and Ad Clicks.

Marketing Plan: Marketing Strategies

3

Objective

Increase revenue by 20% compared to the closest competitors

3

Marketing Strategy

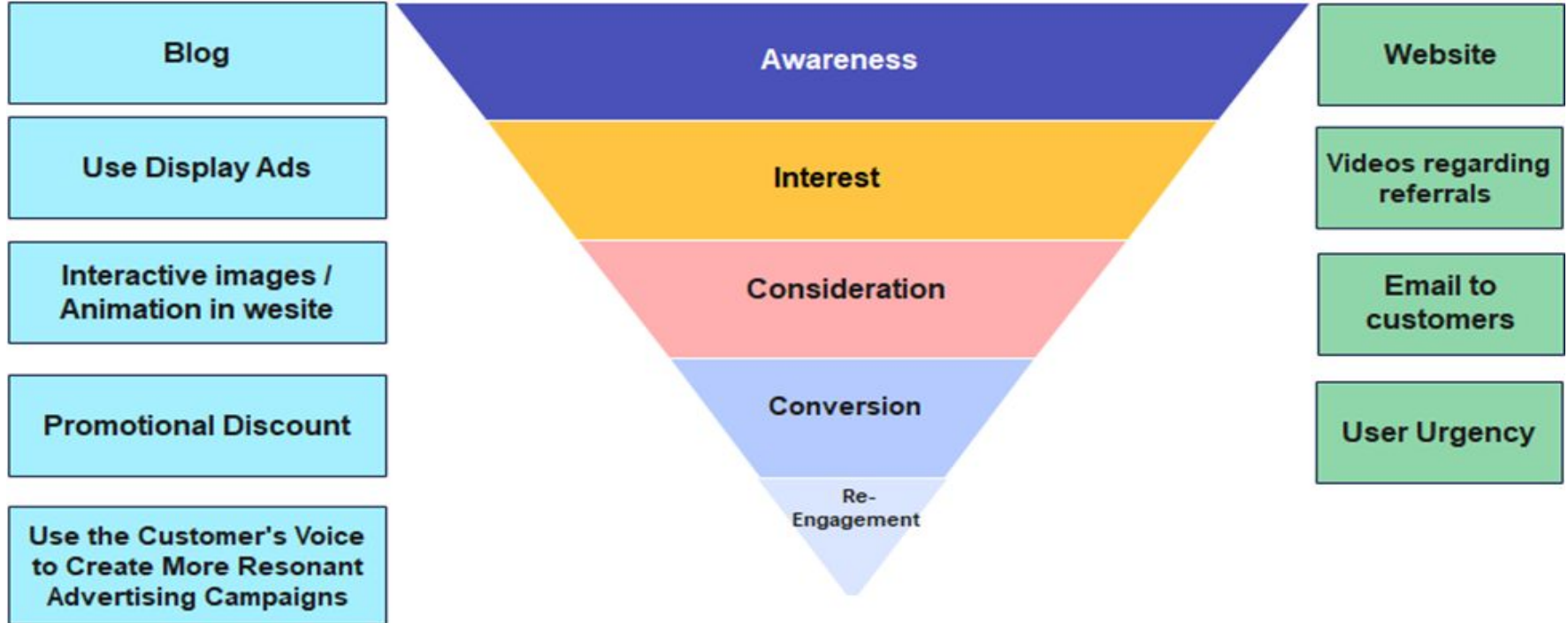
Create an effective value proposition that targets certain consumer personas via follow-up email in the next six months

3

Tactics

- Request customer recommendations.
- Increase the relationship with influencers (e.g., Gymnasts, popular corporate personnel etc.) in order to escalate the brand's social media presence.
- Recontact former consumers promoting the new product launch.
- Promote social responsibility in business.

The Conversion Funnel: Tactics



Marketing Plan: KPIs

TACTIC	OBJECTIVE FOR TACTIC	KPI FOR TACTIC
BLOG	Attract new consumers in the following six months	1000 Shares in Social in Q4
WEBSITE	Drive more traffic from audience to website in the Q4	Conversion Rate
DISPLAY ADS	Inform people about the features and benefits of new items.	Impressive visual impact
VIDEOS REGARDING REFERRALS	Promote products through customers' experience	Net Promoter Score (NPS)
INTERACTIVE IMAGES/ANIMATION IN WEBSITE	Create brand awareness and a brand connection with customers	Play Rate
EMAIL TO CUSTOMERS	Enhance repeat sales	Click Through Rate (CTR)
PROMOTIONAL DISCOUNT	Increase the consumption of products identifying potential customers	Return on Investment (ROI)
USER URGENCY	Increase sales by 20%	CTA rate

Marketing Plan: Executive Summary

01

By 2026, the company expects to have a market share of roughly 20% by producing healthier and more nutritious drinks, particularly among new growing target segments such as women.

02

The company's marketing purpose is to grow retail sales by 50% and online sales by 20% in the 4th quarter of their first year of operation

03

Over the following six months, increase the rate of website visitors by 5% to increase revenue by 20% in comparison to the closest competitors.

04

The company's strengths include a new, innovative product that is nutritious and tastes better than its competitors' offerings.

05

The company's opportunity includes high demand in the targeted sectors, worldwide marketing opportunities, and rising desire for healthier and more nutritious drinks other than caffeine and sugar.

06

The company may face challenges such as a strong reaction and the prospect of competitors creating comparable items.