

Paid Advertising (PPC)

Google Ads

We'll run targeted ad campaigns to reach potential customers actively searching for relevant products. We'll leverage search ads, display ads, and shopping ads with a \$5,000/month budget and a target ROAS of 4:1.

Social Media Ads

We'll use Facebook, Instagram, and TikTok to reach a wider audience. We'll create engaging ads with high-quality product images and videos, implement retargeting campaigns, and A/B test ad variations.

Influencer Marketing

We'll collaborate with relevant influencers to promote Plum Goodness products to their followers. We'll partner with micro-influencers and macro-influencers with strong engagement rates, using unique discount codes and affiliate links to measure campaign performance.

Social Media Marketing

Content Strategy

We'll create engaging content that resonates with the target audience. We'll share behind-the-scenes content, product tutorials, customer testimonials, and user-generated content.

Platform Optimization

We'll tailor content to suit the unique characteristics of each platform, focusing on high-quality images and videos on Instagram, informative posts and contests on Facebook, and short-form videos on TikTok.

Community Engagement

We'll actively interact with followers, respond to comments and messages, and foster a sense of community around the brand. We'll also host live Q&A sessions with skincare experts.

