



DIY Marketing Playbook for Wellness E-Commerce Brands

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A Proven System to Scale Your Wellness Brand with Data-Driven Strategies

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1. Introduction

1.1 Mission and Vision

At PinkWellnessROI, our mission is to empower wellness e-commerce brands to achieve predictable, sustainable growth. We provide honest, data-driven marketing systems that uncover your unique challenges and deliver tailored strategies to maximize revenue and efficiency. Our vision is to make high-impact marketing accessible to hands-on CEOs who want measurable results without relying on expensive agencies.

1.2 Who This Playbook Is For

This playbook is designed for CEOs of wellness e-commerce brands, such as those selling supplements, yoga gear, or skincare, generating \$100K+ in annual revenue. It's a high-ticket, DIY solution for optimizing ads, email funnels, SEO, and analytics, perfect for leaders seeking control over their marketing strategy.

1.3 How to Use This Playbook

Follow the step-by-step guides in each section to implement strategies at your own pace. All templates are ready to use, hosted on Netlify, and accessible via the Downloads page. Start with the discovery process and focus on one channel (e.g., Google Ads, email) at a time to build momentum. Contact support@pinkwellnessroi.com for assistance.

2. Discovery Process: Uncovering Challenges

2.1 Audit Current Performance

1. Log into Google Analytics to export data on traffic, bounce rates, and conversions.
2. Review ad platforms (Meta, Google Ads) for cost-per-click, ROAS, and conversion rates.
3. Install Hotjar to analyze user behavior (e.g., clicks, scrolls) on your website.
4. Document findings in the KPI spreadsheet (Section 12).

2.2 Identify Pain Points

1. Conduct a SWOT analysis to identify weaknesses (e.g., high cart abandonment).
2. Create a Typeform survey asking customers about purchase barriers (e.g., price, trust).
3. Map your funnel in a tool like Lucidchart to spot drop-offs (e.g., low email opens).
4. List top 3 pain points to address in your growth plan.

2.3 Set SMART Goals

1. Define Specific, Measurable, Achievable, Relevant, Time-bound goals (e.g., "Increase email open rates to 25% in 90 days").
2. Calculate customer lifetime value (CLV) using Shopify reports to align goals.
3. Log goals in the KPI spreadsheet and review weekly.

3. Understanding ROI

3.1 What is ROI?

Return on Investment (ROI) measures campaign profitability: **(Revenue from Campaign - Campaign Cost) / Campaign Cost × 100**. Example: \$500 Meta Ads spend generating \$2,500 sales = 400% ROI.

3.2 How to Calculate and Optimize ROI

1. Track revenue in Google Analytics or ad platforms (e.g., Meta Ads Manager).

2. Log costs: ad spend, software (e.g., MailerLite \$9/month), creative expenses.
3. Use KPI spreadsheet to calculate ROI weekly.
4. Pause campaigns with ROI < 200%; scale those > 400%.
5. A/B test ad copy, audiences, and landing pages to boost ROAS.

4. SEO for Wellness Brands

4.1 What is SEO?

Search Engine Optimization (SEO) improves your website's ranking on Google, driving organic traffic. For wellness brands, SEO targets high-intent keywords (e.g., "best organic supplements") to attract customers without ad spend.

4.2 Step-by-Step SEO Implementation

1. Keyword Research:

- Sign up for SEMrush (free trial) or Google Keyword Planner.
- Search for keywords like "organic supplements" (1K–10K monthly searches, low difficulty).
- Select 10 primary keywords (e.g., "vegan protein powder") and 20 long-tail (e.g., "best vegan protein powder for women").
- Save keywords in a Google Sheet for tracking.

2. On-Page SEO:

◦ Meta Descriptions with Keywords:

- Write 160-character descriptions including primary keyword (e.g., "Shop the best organic supplements for wellness. Free shipping on orders \$50+!").
- Edit in Shopify: Products > Edit > Search Engine Listing Preview.
- Check existing descriptions in Google Search Console: Performance > Search Results > Pages.

◦ Headers (H1, H2, H3):

- Use one H1 per page with primary keyword (e.g., "Best Organic Supplements").
- Add 2–4 H2s for subtopics (e.g., "Why Choose Our Supplements?").
- Include keywords naturally in headers to signal relevance to Google.
- Edit headers in Shopify's page editor or theme code.
- Optimize title tags (60 characters) with keywords (e.g., "Organic Supplements | [YourBrand]").
- Add alt text to images (e.g., "vegan protein powder bottle").

3. Technical SEO:

- Submit sitemap.xml via Google Search Console (find in Shopify: Settings > Files).
- Test site speed on PageSpeed Insights; aim for 90+/100 (use Shopify's Optimize Images feature).
- Use Screaming Frog (free version) to find broken links; fix in Shopify.
- Ensure mobile-friendliness via Google's Mobile-Friendly Test.

4. Content Creation:

- Write 2 blog posts/week (1,500–2,000 words) targeting primary keywords.
- Example: "10 Benefits of Vegan Protein Powder" with H2s like "Supports Muscle Growth."
- Share posts on Pinterest and Meta with keyword-rich captions.

5. Link Building:

- **Guest Posts:** Email 10 wellness blogs (e.g., MindBodyGreen) monthly, offering a 1,000-word article (e.g., "Top Wellness Trends for 2025") with a link to your site.
- **Influencer Partnerships:** Collaborate with 2–3 micro-influencers (10K–50K followers) to create co-branded content linking to your product pages.
- **Directory Listings:** Submit your site to niche directories (e.g., WellnessMama directory).
- **Forum Participation:** Answer questions on Reddit (r/Supplements) or Quora, linking to your blog posts where relevant.
- Track backlinks monthly using Ahrefs' free Backlink Checker.

6. Track Performance:

- Log into Google Search Console weekly to monitor:

- **Clicks:** Number of clicks from search results (aim for 10% monthly growth).
- **Impressions:** Times your site appeared in searches (track trends).
- **Average Position:** Keyword rankings (aim for top 10 for 5 keywords in 6 months).
- Use Google Analytics to track organic traffic and conversions (e.g., purchases, sign-ups).
- Set up a Google Data Studio dashboard to visualize clicks, impressions, and revenue.
- Review rankings monthly in SEMrush; adjust content for underperforming keywords.
- Document metrics in the KPI spreadsheet (Section 12).

5. Building a Proven Marketing Funnel

5.1 Funnel Structure

- **TOFU:** Awareness via blog posts, Meta Ads, Pinterest Pins.
- **MOFU:** Consideration via email sequences, webinars, quizzes.
- **BOFU:** Conversion via retargeting ads, limited-time discounts.

5.2 Step-by-Step Funnel Creation

1. Create a lead magnet (see Section 6.2 for template).
2. Build a Netlify landing page to capture emails (Section 10).
3. Set up a 5-email nurture sequence in MailerLite (Section 9).
4. Launch Meta retargeting ads for MOFU leads (budget: \$10/day).
5. Send a 15% discount email to BOFU leads.
6. Track funnel conversions in Google Analytics (e.g., email sign-ups, purchases).

6. Google Ads for High-ROI

6.1 Campaign Setup

1. Create a Google Ads account at ads.google.com and link to Google Analytics.
2. Set up a Search campaign for high-intent keywords and a Remarketing campaign for site visitors.
3. Create ad groups by product categories (e.g., supplements, yoga gear).
4. Set a daily budget of \$20–\$50, adjusting based on ROI.

6.2 Ad Creation and Optimization

1. Keyword Bidding:

- Use Google Keyword Planner to find high-intent keywords (e.g., "buy organic supplements," "vegan yoga mats").
- Set bids for exact match keywords (e.g., \$1–\$3 per click).
- Add negative keywords (e.g., "free," "cheap") to avoid irrelevant clicks.

2. Ad Copy Creation:

- Write 3 ads per ad group using templates (Section 13).
- Example: Headline: "Shop Premium Supplements" | Description: "Save 20% on organic supplements. Free shipping \$50+!" | CTA: Shop Now.
- Include ad extensions (e.g., site links: "Shop Supplements," "View Yoga Gear").
- Use dynamic keyword insertion for relevance (e.g., {Keyword:Supplements}).

3. Lead Magnet Integration:

- Create a lead magnet to capture emails (e.g., "Free Supplement Guide").
- The lead magnet PDF is available at https://pinkwellnessroi.com/lead_magnet.pdf.
- Promote via a Display ad linking to a Netlify landing page.

4. Optimization:

- Install conversion tracking for purchases and sign-ups (Google Ads > Tools > Conversions).
- A/B test ad headlines and descriptions weekly.
- Pause ads with click-through rates < 1% or cost-per-conversion > \$20.
- Scale ads with ROAS > 4:1 by increasing budget 20% weekly.

6.3 Lead Magnet Template

- **Title:** "Your Guide to Choosing the Best Supplements"
- **Structure:**
 - Page 1: Cover with pink/light green branding.
 - Page 2: Intro – "Why Supplements Matter for Wellness."
 - Page 3: "Top 5 Supplement Types" (e.g., protein, vitamins).
 - Page 4: "How to Choose Quality Products" (e.g., check certifications).
 - Page 5: CTA – "Shop PinkWellnessROI Supplements:
<https://pinkwellnessroi.com/products>."
- The lead magnet is already created and hosted at
https://pinkwellnessroi.com/lead_magnet.pdf.

7. Pinterest Marketing

7.1 Setup and Pin Creation

1. Create a Pinterest Business account at business.pinterest.com and claim your website.
2. 10 pre-designed pins are included in the Ad Script Templates (Section 13).
3. Write descriptions with 2–3 keywords (e.g., "Discover organic supplements for wellness! Save 10%. #HealthyLiving").
4. Link pins to product pages or blog posts.

7.2 Ads and Tracking

1. Create a Promoted Pin campaign with \$20 daily budget.
2. Target interests (e.g., wellness, yoga) and keywords (e.g., "supplements").
3. Track clicks, saves, and conversions in Pinterest Analytics.
4. Scale pins with > 2% click-through rate by increasing budget 10% weekly.

8. Meta Ads for Targeted Growth

8.1 Audience and Creative

1. In Meta Ads Manager, create audiences for interests (e.g., yoga, vegan) and lookalikes (1% similarity to customers).
2. 3 pre-designed carousel ads are included in the Ad Script Templates (Section 13).
3. Use ad template: "Boost Your Wellness with [Product]! Save 15%."

8.2 Campaign Management

1. Set up TOFU (60% budget), MOFU (30%), and BOFU (10%) campaigns.
2. Test 5 ad sets with different creatives and audiences.
3. Track ROI in Meta Ads Manager; scale ads with > 3:1 ROAS.

9. Email Marketing Funnels with MailerLite

9.1 Building Your List

1. The lead magnet ("7-Day Yoga Challenge" PDF) is available at https://pinkwellnessroi.com/lead_magnet.pdf.
2. The landing page to capture emails is hosted at <https://pinkwellnessroi.com/landing.html>.
3. Promote via Pinterest Pins and Meta Ads (budget: \$10/day).

9.2 Email Sequences

- **Welcome Sequence** (3 emails): Builds trust, delivers lead magnet.
- **Nurture Sequence** (5 emails): Educates, drives engagement.
- **Abandoned Cart Sequence** (2 emails): Recovers lost sales.

All email templates are pre-designed and hosted at https://pinkwellnessroi.com/email_swipe.html.

9.3 Automation Setup

1. In MailerLite, create workflows for each sequence (see Section 14).
2. Triggers are pre-set for form submission, cart abandonment, and purchase.
3. Test emails on mobile and desktop for responsiveness.

10. Landing Page Creation with Netlify

10.1 Design and Deployment

The landing page is pre-designed and hosted at <https://pinkwellnessroi.com/landing.html>. It uses pink (#f06292) and light green (#d4edda) branding, with a clean, mobile-responsive layout. The form is already connected to MailerLite to collect emails.

Template Overview:

- **Structure:** A single HTML file with embedded CSS for simplicity.
- **Visual Design:**
 - Hero Section: Full-width background in light green, with a pink headline ("Unlock Your Wellness Potential") and a bold CTA button ("Download Now").
 - Form Section: A simple email input field and submit button, styled in pink.
 - Layout: Centered, with 60px padding for the hero and 20px margins for the form.
- **Functionality:** The form collects emails and adds them to your MailerLite list.

Optimization:

1. Install Hotjar to track clicks and scrolls (e.g., CTA button clicks).
2. A/B test headlines (e.g., "Unlock Wellness" vs. "Start Your Journey") and button colors (pink vs. green).
3. Check load time on PageSpeed Insights; aim for < 2 seconds.
4. Add trust elements (e.g., testimonials) if desired.

11. 6-Month Growth Plan

11.1 Proven System Overview

This 6-month plan drives 20–50% revenue growth through ads, email, and SEO, with weekly actions tailored for wellness brands.

11.2 Monthly Breakdown

- **Month 1:** Audit performance, set up Google Analytics, launch Meta Ads (\$100/week).
- **Month 2:** Build 3 email sequences, optimize 10 keywords for SEO.
- **Month 3:** Launch 5 Pinterest Ads, refine Meta campaigns for 4:1 ROAS.
- **Month 4:** Scale top ads (increase budget 20%), publish 8 blog posts.
- **Month 5:** Test TikTok ads (\$50/week), launch loyalty program.
- **Month 6:** Expand to new products, review ROI for 30% growth.

11.3 Weekly Actions

- **Week 1:** Set 3 SMART goals, log in KPI spreadsheet.
- **Week 2:** Create 5 pins, 3 Meta ads, 1 blog post.
- **Week 3:** Send 2 emails, optimize 1 landing page.
- **Week 4:** Review ROI, pause ads with < 2:1 ROAS.

12. Tracking and Analytics

12.1 Setup Google Analytics

1. Create an account at analytics.google.com and add tracking code to Shopify (Settings > Checkout > Additional Scripts).
2. Set goals for conversions (e.g., purchases, email sign-ups).
3. Create a funnel visualization report in Behavior > Site Content.

12.2 KPI Spreadsheet

- Track: Ad Spend, Revenue, ROI, CAC, Conversion Rate.
- The KPI spreadsheet is available at https://pinkwellnessroi.com/kpi_tracker.csv.
- Update weekly; aim for 10% monthly improvement in conversion rate.

13. Templates and Resources

13.1 Ad Script Templates

All ad script templates are pre-designed and hosted at:

- [Ad Script Templates PDF](#)
- [Ad Script Templates HTML](#)

13.2 Email Swipe Files

All email templates are pre-designed and hosted at:

- [Email Swipe File PDF](#)
- [Email Swipe File HTML](#)

13.3 Netlify Landing Page

The landing page is hosted at <https://pinkwellnessroi.com/landing.html>.

13.4 KPI Spreadsheet

The KPI spreadsheet is hosted at https://pinkwellnessroi.com/kpi_tracker.csv.

14. Uploading to MailerLite and Netlify

14.1 MailerLite Upload

1. Log into MailerLite (mailerlite.com) and go to Campaigns.
2. Create a new campaign, select Custom HTML Editor.
3. Each email template (e.g., Welcome 1, Nurture 4) is saved as a separate HTML file and hosted at https://pinkwellnessroi.com/email_swipe.html.
4. Copy the HTML code for each email (e.g., welcome1.html), paste into the Custom HTML Editor, and save.
5. Automation workflows are pre-set in MailerLite for Welcome, Nurture, Abandoned Cart, and Post-Purchase sequences (see below).
6. Test emails on mobile and desktop; check deliverability in Reports.

14.2 Netlify Upload

1. Log into Netlify (netlify.com) and select your site (pinkwellnessroi).
2. Go to Sites > [Your Site] > Deploys.
3. In the "Drag and drop to deploy" section, drag all files provided:
 - [playbook.pdf](#)
 - [playbook.html](#)
 - [email_swipe.pdf](#)
 - [email_swipe.html](#)
 - [welcome1.html](#), [welcome2.html](#), ..., [abandoned_cart2.html](#)
 - [ad_scripts.pdf](#)
 - [ad_scripts.html](#)
 - [kpi_tracker.csv](#)
 - [lead_magnet.pdf](#)
 - [landing.html](#)
 - [downloads.html](#)
 - [post_purchase.html](#)
4. Verify all files are accessible (e.g., <https://pinkwellnessroi.com/playbook.pdf>).
5. Ensure your domain (pinkwellnessroi.com) is set in Domain Management.

6. Enable HTTPS in SSL/TLS settings.

14.3 Automating Post-Purchase Delivery

1. In Shopify (pinkwellnessroi.com), go to Settings > Checkout.
2. The post-purchase email is pre-set in MailerLite (see Post-Purchase Email at https://pinkwellnessroi.com/post_purchase.html).
3. Automation is pre-configured in MailerLite to trigger on purchase (see below).
4. Test the flow by placing a test order.

15. Conclusion

1. Start with the discovery process and Month 1 of the growth plan.
2. All templates are pre-loaded and accessible via <https://pinkwellnessroi.com/downloads.html>.
3. Track KPIs weekly using the spreadsheet at https://pinkwellnessroi.com/kpi_tracker.csv.
4. Contact support@pinkwellnessroi.com for assistance.