

MEJURI



# CONTENT MARKETING



DISTRIBUTION PLAN

# MEJURI'S BUSINESS GOAL

Increase Annual Revenue to \$76 million CAD by end of December 2021



Affected by Covid-19 Pandemic, Mejuri's Annual Revenue dropped from 64.1 million CAD in 2019 to \$55.2 Million CAD in 2020

Targeting the North American Market (US & Canada), Mejuri's Goal of 2021 is to increase sales by 38% or 20.8 million CAD. **Formula: (76 million - 55.2 million)/55.2million\*100**

**Marketing Budget for 2021 is 7.5% of 2020's annual revenue = \$4.14 million CAD**

| Content Marketing Budget (Jan. - July) 2021 | Content Marketing Budget (Aug. - Dec.) 2021 | Content Creation budget for the Whole Year | Other Marketing Activities Budget |
|---|---|--|-----------------------------------|
| 25%   | 45%   | 13%  | 17%                               |
| \$1,035,000                                 | \$1,863,000                                 | \$538,200                                  | \$703,800                         |

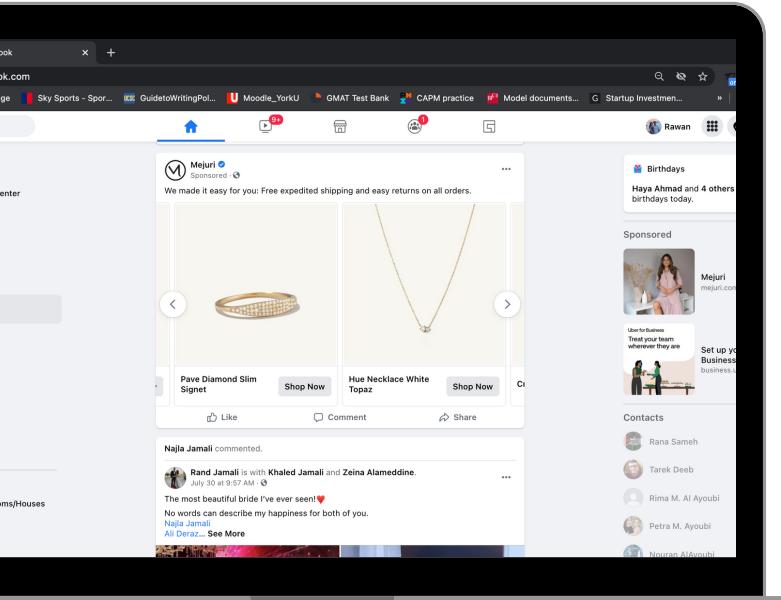
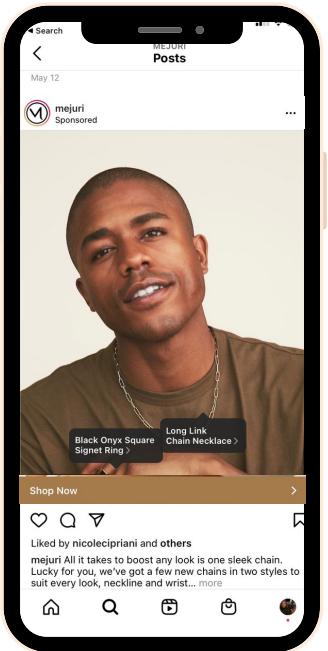
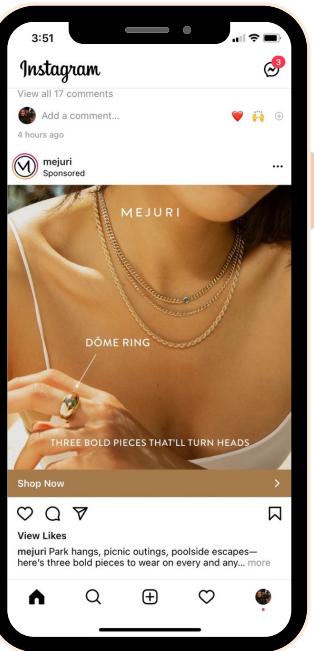
Assuming by July 2021, Mejuri utilized \$1.035 million CAD  
The remaining \$1.863 million CAD will be deployed for the distribution of content marketing campaigns from August 2021 until December 2021

Emphasizing on events that include **Thanksgiving, Black Friday, Christmas, Boxing Day, and New Year's Day**, this plan allocated 45% of its total marketing budget for campaigns that will run for 5 months from August 1, 2021, until December 31, 2021.

The Campaigns will highlight all Women's Jewelry and Men's Jewelry sections as well.

The rest of the marketing budget was allocated for content creation and other marketing activities for the whole year, as well as for the content marketing distribution from Jan. to July 2021.

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# SOCIAL MEDIA CONTENT MARKETING

## Content Type and Channels of Distribution

Mejuri will utilize Facebook & Instagram to target potential prospects (80% Female & 20% Male) and incorporate the following:

- Male and female models, modeling Mejuri's jewelry exquisite pieces.
- Gift ideas for him and her (for Thanksgiving & Christmas)
- Customer Testimonials and Experiences
- Remarkable offers and discounts (for Black Friday and Boxing Day)
- Tips and Advice for styling clothes with jewelry (depending on the event and season)
- Giveaways from meaningful contests, followed by reviews and pictures posted by the winners tagging and mentioning Mejuri.

## Budget & Timeline

30% of Digital Content Marketing Budget (\$558,900 CAD) is allocated for paid social media ads (Facebook and Instagram Ads) that are set to run from August 1, 2021 until December 31, 2021.

## KPIs:

The monthly KPI estimates utilized to meet our ROI are:

- CPM: \$4.5 CAD
- Number of Impressions: 24,840,000 million impressions
- CTR: 1.45%
- Number of clicks: 360,180 clicks
- CVR: 4.10%
- Number of conversions: 14,767
- Cost per conversion: \$10.95 CAD

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# SEARCH ENGINE MARKETING

## Content Type and Channels of Distribution

Mejuri will utilize Google Ads for search engine marketing activities (on both mobile & laptops) to optimize the appearance of Mejuri's ads on its products and website link on the SERP for the North American Market . The goal here is to analyze Mejuri's keyword list, update it by bidding on new high search volume keywords and eliminate low search volume keywords.

The intention is to run several Ads with links that lead to different landing pages. The content that will be used on Google Ads will mainly be landing pages of the items or comparative items that people will search for in the search engine search box.

Google Trends will be used to help with finding the right and highest search volume keywords typed by users in search. Additionally, Google Analytics will be used to monitor results and behaviors of users; hence, tweak the ads depending on those results.

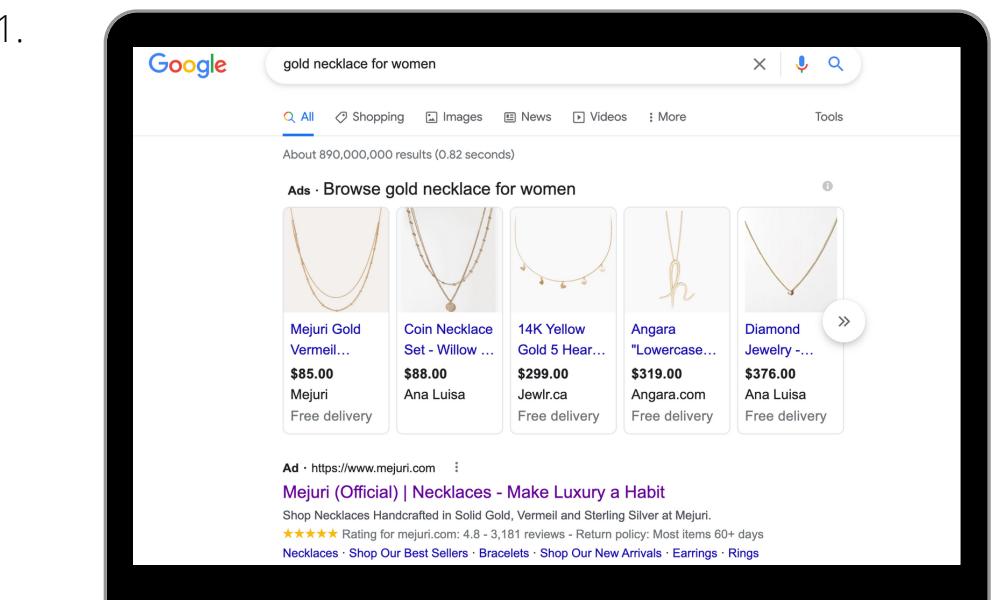
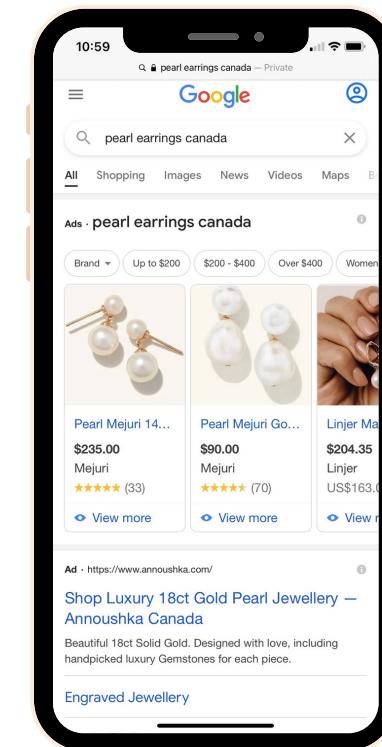
## Budget & Timeline

20% of Digital Content Marketing Budget (\$372,600 CAD) is allocated for Google Ads campaigns that are set to run from August 1, 2021 until December 31,2021.

## KPIs:

The monthly KPI estimates utilized to meet our ROI are:

- CPM: \$35 CAD
- Number of Impressions: 2,129,143 million impressions
- CTR: 2.69%
- Number of clicks: 57,274 clicks
- CVR: 2.77%
- Number of conversions: 1,586
- Cost per conversion: \$46.97 CAD



# OWNED



## EMAIL MARKETING

### Content Type and Channels of Distribution

Mejuri will utilize Mailchimp to send out emails to existing contacts as well as newly subscribed contacts.

Through Mailchimp, Mejuri will send out:

- Discount codes for new subscribers
- New arrivals and new discount offers
- Browse abandonment emails for subscribed users who browsed and left the website, but did not add any items to their cart
- Cart reminder emails for subscribed users who have added items to their cart (demonstrating an intention to buy) yet left the browser without continuing to checkout and filling a purchase detail form
- Cart Abandonment emails for users who have filled out the detailed purchase form, yet decided not to complete the transaction and purchase

### Budget & Timeline

7% of Digital Content Marketing Budget (\$130,410 CAD) is allocated for email marketing campaigns that are set to run from August 1, 2021 until December 31, 2021.

### KPIs:

The monthly KPI estimates utilized to meet our ROI are:

- Number of emails sent to contacts: 4,383,529
- CTOR: 18.81%
- Number of emails opened: 828,049
- Avg. CTR: 9.4%
- Number of clicks: 77,837
- CVR: 1.47%
- Number of Conversions: 1,144
- Cost per conversion: \$22.80 CAD

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# CONTEXTUAL PROGRAMMATIC ADS

## Content Type

Mejuri will use contextual advertising to target potential prospects by which our campaigns are chosen to only appear on content pages which are contextually relevant to Mejuri's products.

These content pages will mainly be websites or blogs about beauty, styling, fashion, travel and lifestyle.

Through contextual ads, Mejuri will show case:

- Products suitable for the season
- Seasonal offers
- New arrivals of exquisite pieces of jewelry
- Male/Female models showcasing styling ideas with Mejuri's jewelry products

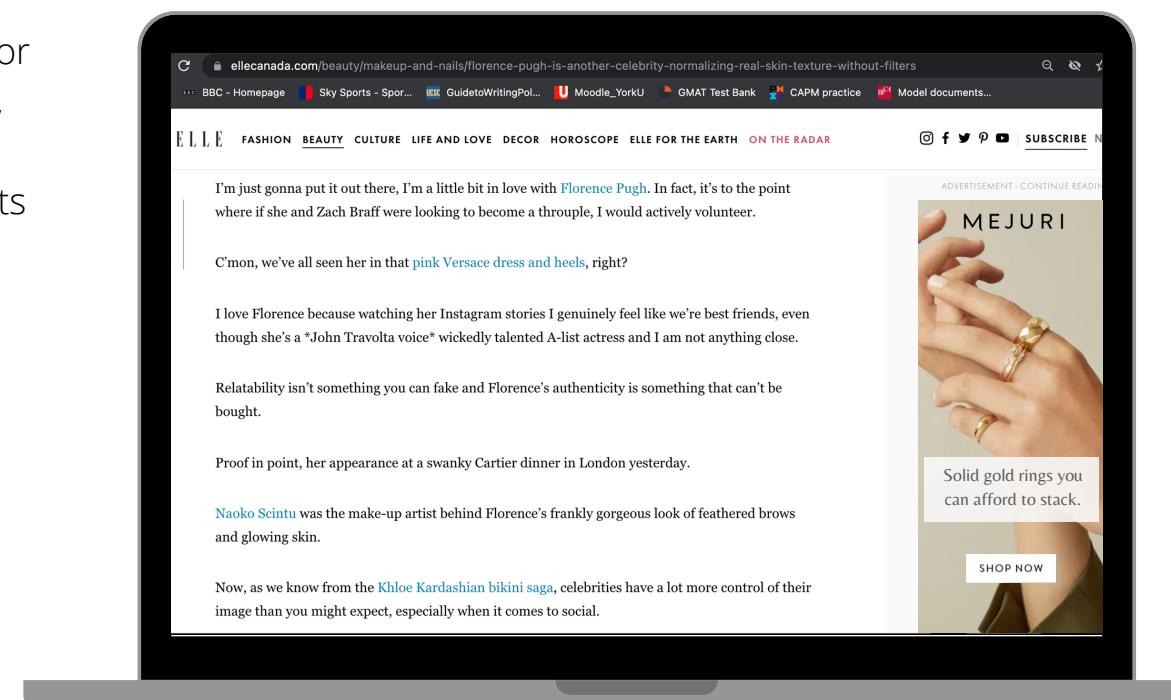
## Budget & Timeline

13% of digital content marketing budget (\$242,190) was allocated for contextual ads. These display advertisements will run for 5 months, from August 1, 2021 until December 31, 2021. The content and type of advertisement will vary depending on the season and events happening during these months.

## KPIs:

The monthly KPI estimates utilized to meet our ROI are:

- CPM: \$13 CAD
- Number of Impressions: 3,726,000 million impressions
- CTR: 4.00%
- Number of clicks: 149,040 clicks
- CVR: 0.62%
- Number of conversions: 924
- Cost per conversion: \$52.42 CAD



# INFLUENCER MARKETING

## Content Type and Channels of Distribution

Through influencer marketing, Mejuri plans to have paid partnerships and send out jewelry gifts to celebrities, major influencers whose follower base ranges from 100K to 4M followers, as well as micro-influencers whose follower base ranges from 5K to 99K followers.

In return, influencers are expected to showcase the products they received from Mejuri on all social platforms that they are active on (FB, IG, Pinterest, TikTok) and give their honest opinion about it.



For instance, for the upcoming 5 months campaigns, 4 of our major chosen celebrities plus influencers are Jessica Alba(19.1 M followers), Cindy Bruna(1.1 M followers), Alisha Boe(3.9M followers) and Rocky Barnes (2.3M followers)

# INFLUENCER MARKETING

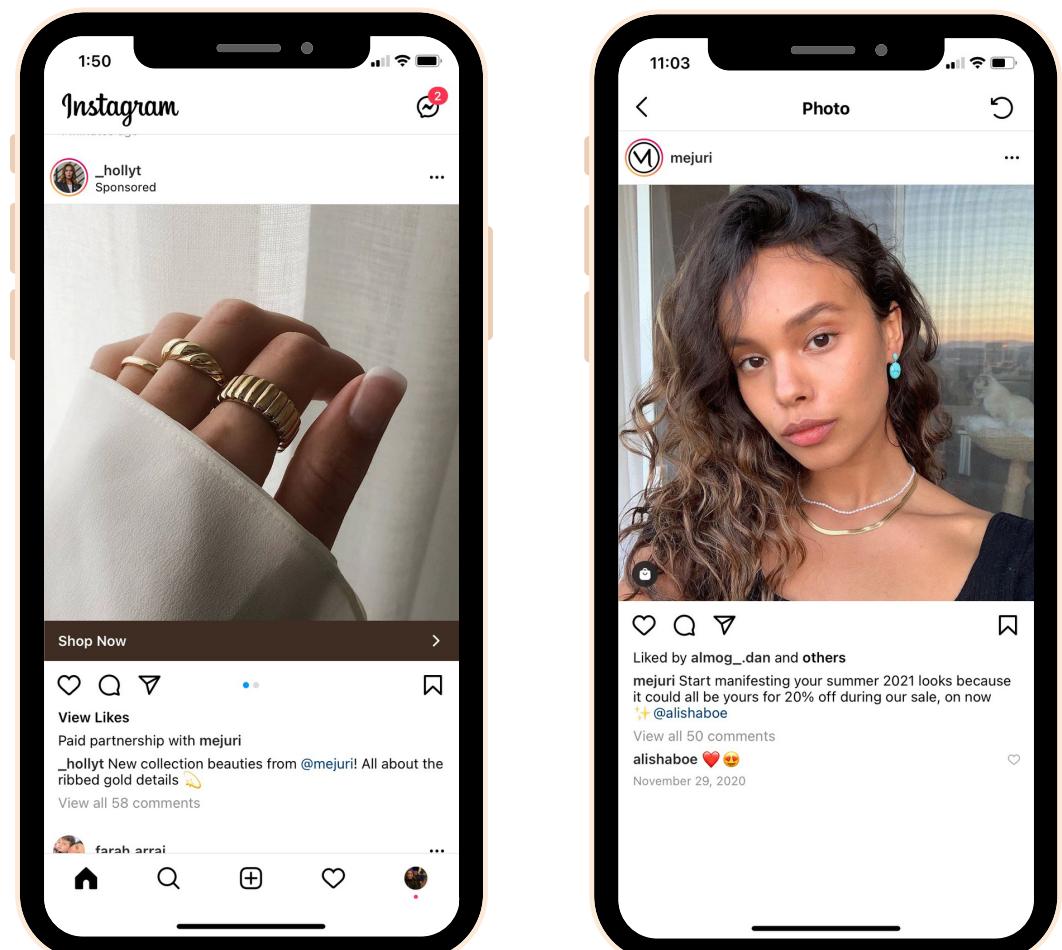
## Budget & Timeline

30% of Digital Content Marketing Budget (\$558,900 CAD) is allocated for influencer marketing campaigns that are set to run from August 1, 2021 until December 31, 2021.

## KPIs:

The monthly KPI estimates utilized to meet our ROI are:

- CPM: \$5 CAD
- Number of Impressions: 22,356,000 million impressions
- CTR: 3.00%
- Number of clicks: 670,680 clicks
- CVR: 2.50%
- Number of conversions: 16,767
- Cost per conversion: \$6.67 CAD



| In Millions CAD                      | JAN  | FEB  | MAR  | APR  | MAY  | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC | TOTAL        |
|--------------------------------------|------|------|------|------|------|------|------|-----|------|-----|-----|-----|--------------|
| <b>BASE SALES '20</b>                | 4.6  | 4.6  | 4.6  | 4.6  | 4.6  | 4.6  | 4.6  | 4.6 | 4.6  | 4.6 | 4.6 | 4.6 | <b>55.2</b>  |
| <b>SALES INCREASE FROM MARKETING</b> | 1.47 | 1.47 | 1.47 | 1.47 | 1.47 | 1.47 | 1.47 | 2.1 | 2.1  | 2.1 | 2.1 | 2.1 | <b>20.79</b> |
| <b>TOTAL SALES '21</b>               | 6.07 | 6.07 | 6.07 | 6.07 | 6.07 | 6.07 | 6.07 | 6.7 | 6.7  | 6.7 | 6.7 | 6.7 | <b>75.99</b> |

Mejuri estimates the base sales revenue will be \$55.2 million CAD and by utilizing the marketing budget, total sales revenue will grow to achieve \$75.99 million CAD by December 2021.

With a marketing budget of \$4.14 million CAD and a \$20.8 million CAD increase of sales by Dec. 2021, the expected

**Return on Investment(ROI)** =  $((20.8 \text{ m} - 4.14\text{m}) / 4.14\text{m} \times 100) = 402\%$

## CONCLUSION