

# Chillomania's Online Marketing Strategy

Sabina & Fabio Marketing Agency





Building a brand online is like crafting one of your incredible sofas – it requires a strong foundation, beautiful design, and meticulous attention to detail.

But we'll guide you through every step.

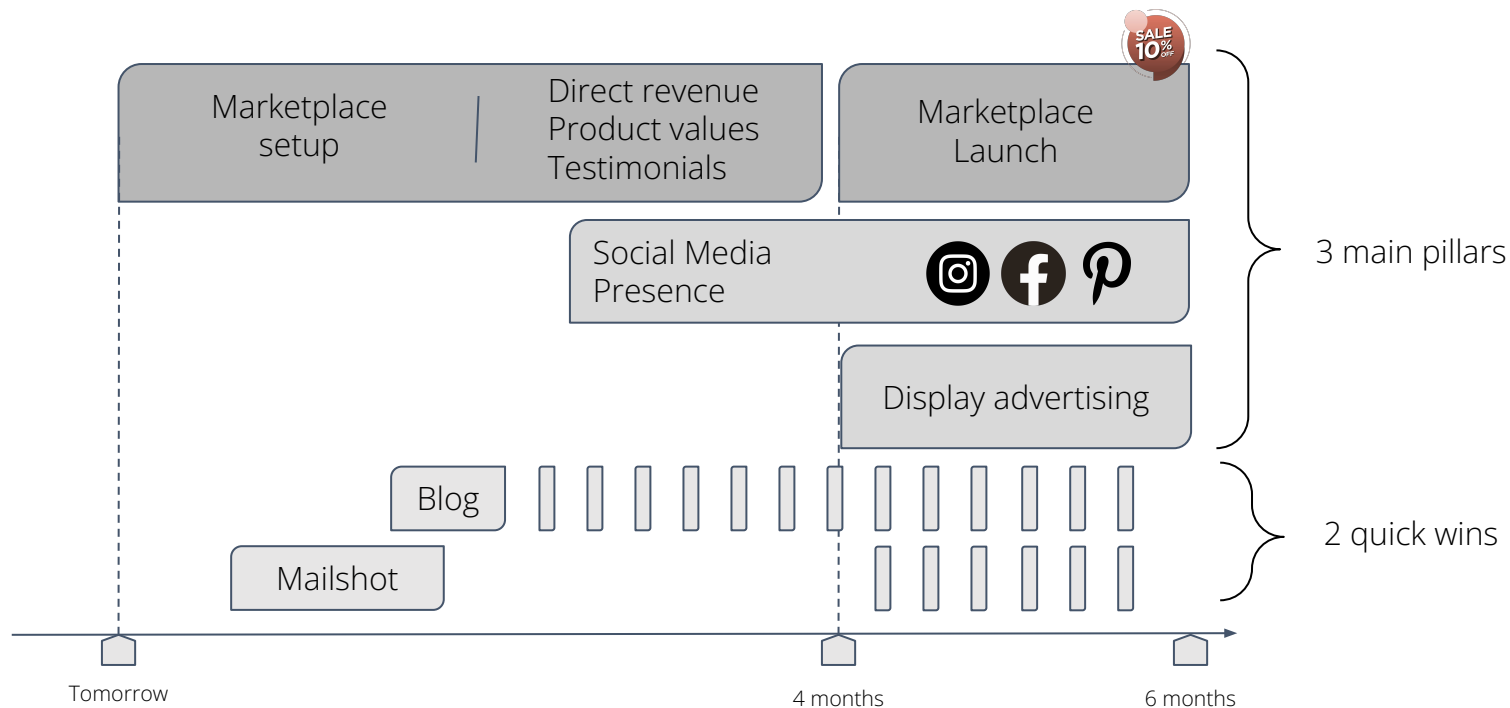


**Chillomania Online Presence**

Customer Journey Map

Marketing Technology Stack

# Our 5 go-to-market tactics to generate traffic and revenue:



## Tactics for the long term (after 6 months):

**Newsletter** to promote product launches, discounts, last stock promotions and blog content

**Influencers** for attracting new target groups (netflix users, families, office managers)

**Review platforms** to increase brand positioning (TrustedShop)

**Tiktok/video** content



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## Buyer Personas



Name: Jennifer Mayer

Occupation: Key Account Manager

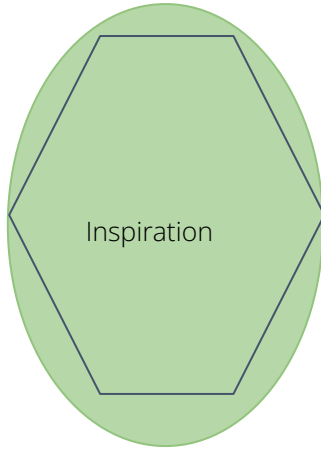
Age: 34

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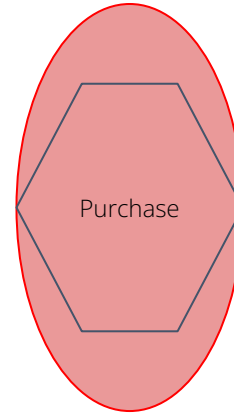
She is tec savvy,  
She is Confident and Professional busy Woman.  
She follows Sustainable lifestyle.  
She keeps looking for unique design furniture that is  
sustainable, unique and multifunctional for her home.

# Jennifer's Journey To Dream Sofa

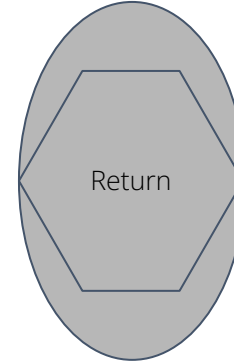
1. Awareness
2. Consideration
3. Purchase
4. Retention
5. Advocacy



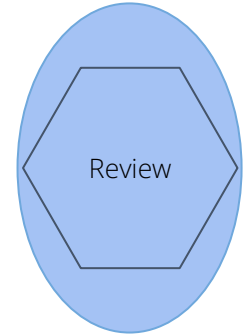
Google,  
Chillomania's website  
idealo,  
review sites



10% discount on Chillomania's website.  
Smooth process using Paypal.  
Receives updates on delivery, return policy, and customer support.



decides to return due to a color change preference.  
Feels assured by easy return policy on website.  
Get new couch with new design and colour.



Shares a picture of the new sofa on social media and post a positive review on Chillomania's websites.



## Buyer Personas



Name: Olaf Carl

Occupation: Retired Architect

Age: 64

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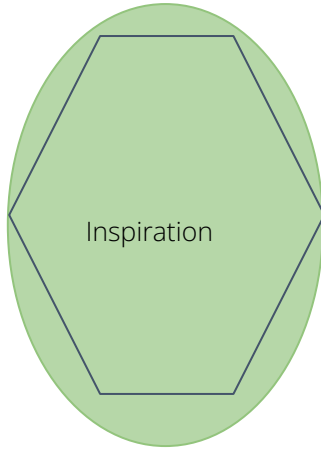
He is enjoying his Retried life.

He loves Spending time in nature, With his beloved dog.

He is more conservative when it comes to online presence.  
Being an architect he has keen eyes on good design which reflect his mindset.

# Olaf's Journey to his New couch

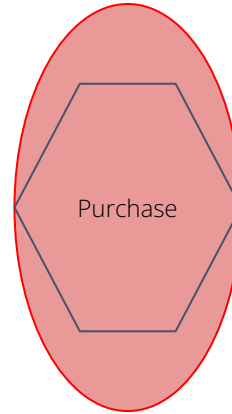
1. Awareness
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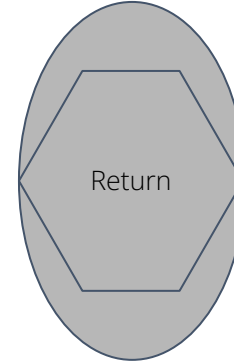
Billboard in the mall  
Google Search



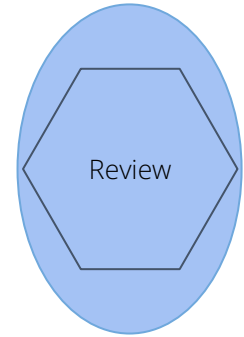
Desires stain-free, pet-friendly, and locally-made sofa.  
Prefers assisted purchase. Asks his daughter to help research in online, Social Media (Daughter's research)



Calls Chillomania to place an order, ask about paying by invoice, returns policy and installation. purchase the Sofa as per instruction of call center agent.



Dissatisfied - dog hairs stick  
Calls customer service to discuss return. Appreciates customer support's solution - upgrade to leather with a discount. Receives the new couch. Satisfied with the solution



positive review online  
Word-of-Mouth



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## A secure, easy to setup and all-in-one solution:



**Advanced**  
**3.500€ p.y.**



- Templates, marketing mailing automations, in-depth analytics
- Dedicated e-commerce workflows on shipping management and returns
- Learning centers (youtube tutorials, webinars, community events)
- App extensions for further development f.e. payment management, CRM, SEO optimization, product reviews

## MarTech starter pack, less (and free) is more:

### Content Creation

- **Pexels (free)**: images
- **Canva (free)**: graphic design
- **ChatGPT (free)**: text generation

### Content Optimization

- **Google Keyword Planner (free)**: keyword optim.
- **SEOAnt (free ext)**: AI SEO Optimizer

### Content Distribution

- **Google and Social Media Ads (paid)**
- **Buffer (free ext)**: to manage Instagram, Pinterest & Facebook at once

### Analytics

- **Shopify Analytics (free)**
- **GTM/GA4 (free)**

### Customer Relationship

- **Judge.me (free ext)** collect reviews
- **Chatty (free ext)**: livechat helpdesk, FAQ

Linda, Kevin and Belinda,  
are you now ready to make **and sell** some great couches?

Let's start!

# Thank you

Marketing Team