

Brand Objectives and KPIs

1. Increase Brand Awareness

Specific: Target fitness enthusiasts aged 25-45 on social media.

Measurable: Increase brand mentions by 30% in 6 months.

Assignable: Social Media Manager.

Time-related: Achieve within 6 months.

How to Achieve:

- 3D ads
- Awareness content
- Collaboration with nutritionists and dermatologists
- Partnership with related events

KPIs:

KPI 1: Number of mentions on social media.

KPI 2: Growth rate in followers on Instagram and Facebook (by 30%).

KPI 3: Engagement rate (likes, shares, comments) with brand posts.

2. Boost Online Sales

Specific: Increase online sales via the website and Amazon.

Measurable: Achieve a 20% sales increase in 3 months.

How to Achieve:

- Targeted ads and promotions

KPIs:

KPI 1: Total number of sales through the website and online shopping stores.

KPI 2: Conversion rate from website visits to purchases.

KPI 3: Monthly revenue from online sales.

KPI 4: Average order value per customer.

3. Enhance Customer Retention

Specific: Launch a loyalty program to boost repeat purchases by 15%.

Measurable: Increase the repeat customer rate by 15% within 4 months.

How to Achieve:

- Choose a specific loyalty program.

KPIs:

KPI 1: Percentage of repeat customers after launching the loyalty program.

KPI 2: Number of customers who joined the loyalty program.

KPI 3: Re-purchase rate per customer.

KPI 4: Average time between the first and second purchase.

4. Improve Product Reviews and Feedback

Specific: Increase positive product reviews by encouraging customer feedback through follow-up emails.

Measurable: Increase 5-star reviews by 25% on Amazon and the website within 6 months.

Assignable: Customer Support and Marketing Team.

Time-related: Achieve within 6 months.

KPIs:

KPI 1: Number of 5-star reviews on Amazon and the website.

KPI 2: Ratio of positive to negative reviews.

KPI 3: Email open rate for follow-up messages requesting reviews.

KPI 4: Percentage of reviews coming from customers who received a follow-up email.