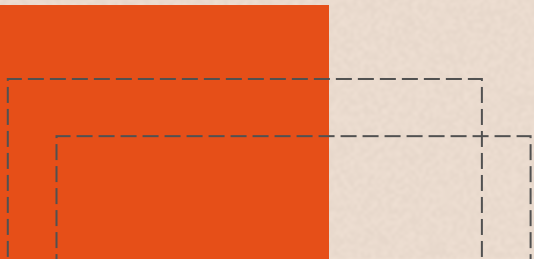
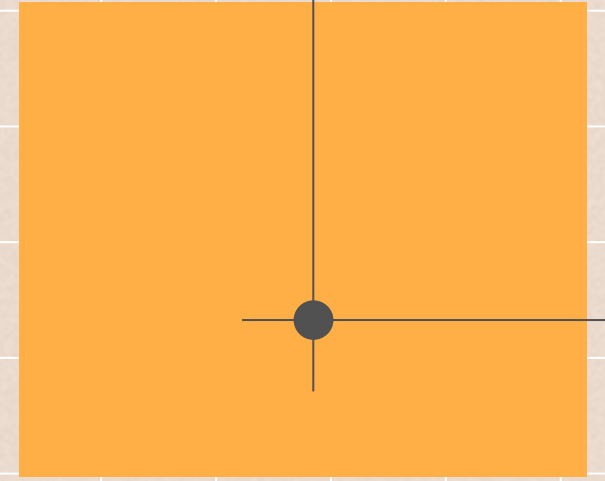


Building Chillomania's Direct Online Marketing Strategy

Presentation by Borja and Muhannad



Introduction

Chillomania

Chillomania: A Hamburg-based startup in its first year.

Unique Selling Points: Designs, sustainability, durability.

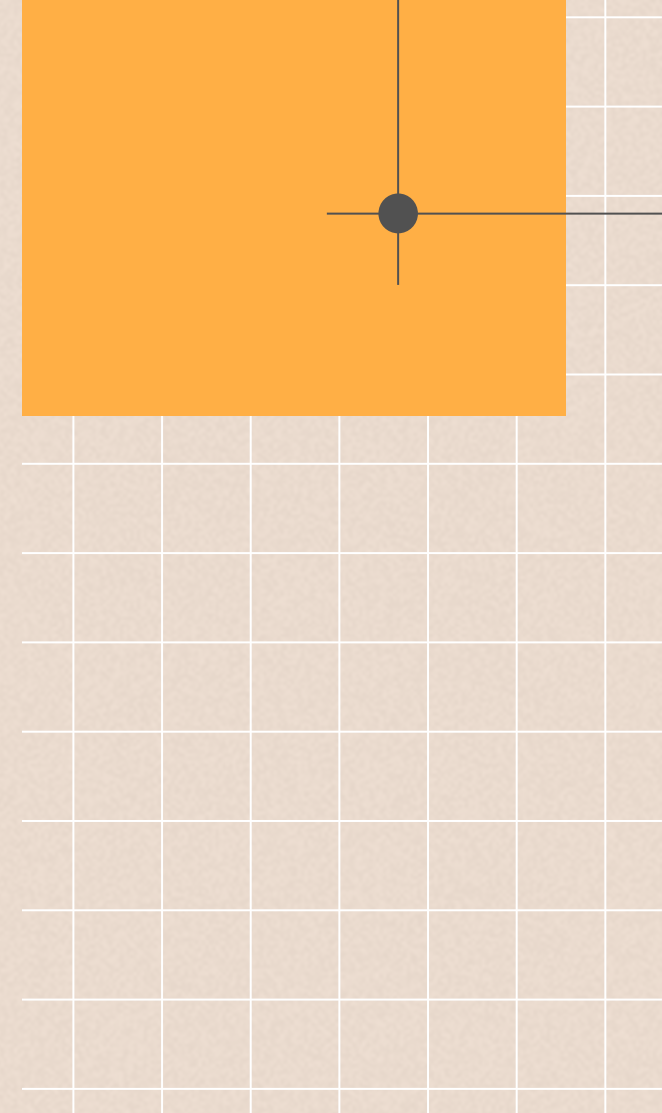
Goal: To reduce dependency on distribution partners and increase sales.

Current Situation

Current Dependence: Relying heavily on distribution partners for sales.

Need for Change: Reducing reliance, increasing profitability.

Financial Strength: 1,500,000 € in Revenue and 100,000 € Profitability



Buyer Personas



Jennifer: 34 years old, Key Account Manager

- Pain Points: Finding stylish and functional furniture
- Preferences: Sustainability, parenthood, self-fulfillment



Olaf: 64 years old, retired architect

- Pain Points: Reflecting extroverted personality, pet-friendly.
- Preferences: Unique design, pet-friendliness

Direct Online Marketing Components

Company Web App

Create an attractive, user-friendly website showcasing the unique sofa designs, sustainability, and durability

Social Media Marketing

The use of platforms like Instagram and Facebook to visually showcase products

Email Marketing

Send personalized newsletters with product recommendations

Online Advertising

Investing in PPC (Pay-Per-Click) ads on Google and Facebook

Customer Reviews

Encourage satisfied customers to leave reviews and ratings on the website

Listing

Being present in Local Platforms



Customer Journey

	Awareness	Consideration	Purchase	Retention	Advocacy
What is the customer thinking or feeling?	Jennifer Meyer needs furniture	She is considering chillomania because its matching her interest of having sustainable life	She feels the company meets her expectations	She likes the products and she is thinking to buy another piece	She is going to recommended to another friends
What is the customer doing?	she is looking for stylish and functional at the same time	She is reading the website's information that the products are fairly and sustainably produced	She is connecting her google account and buying	She is writing a review	She is sending photos of the new sofas to her friends
What are the customer's touchpoints?	The pictures on the website, social media, and google ads	Opinions on products in review sites, newsletter campaign	She got nice experience with her interaction with sales assistants and call centres.	The experience with the delivery arriving on time and helping her out putting in the right corner of her living room.	She is posting on her social media the new sofa.

	Awareness	Consideration	Purchase	Retention	Advocacy
What is the customer thinking or feeling?	Olaf Carl needs furniture	He is considering chillomania but he is not sure if he should buy online	He is thinking about making his first online purchase	He receive the sofa with expected quality which made him satisfied	After a few days using the sofa he is happy about its resistance to stains
What is the customer doing?	he is looking for furniture that reflects his extroverted personality and is a pet friendly	He is reading about the material that chillomania produce its furniture	He is buying a new sofa and the customer service helping him out with the process	He is enjoying the time on the sofa with his pets	Checking the website again and thinking if he needs more products
What are the customer's touchpoints?	When Searching online he founds chillomania through paid advertisement	That he found information on the website that the material is animal friendly	His interaction with customer service	The company's newsletter highlights the upcoming products	He is going to recommended to his retired friends



Relevant MarTech tools

Website


Use WordPress for
website development

Email Marketing

Platforms like Mailchimp

Social Media Management

Tools like Hootsuite




Analytics

Google Analytics for
website data

Ad Management

Google Ads and Facebook
Ads Manager



Benefits for Chillomania

Reduced dependency

Decrease reliance on distribution partners

Enhanced visibility

Boost brand visibility through multiple marketing channels

Improved Client Retention

Taking care of customer's loyalty with personalized marketing strategies



Conclusion

Unlocking Success

By adopting this comprehensive online marketing strategy, Chillomania has the potential to unlock substantial growth

Room for Adaptation

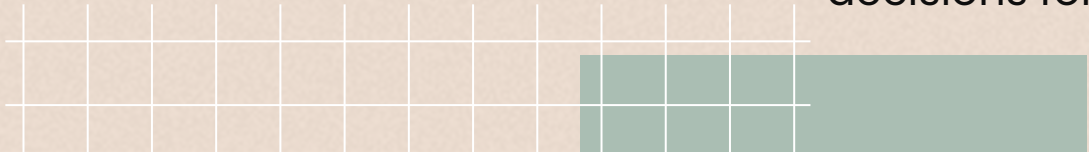
Flexibility is built into this strategy. Chillomania can adapt and refine the components based on evolving market trends, customer feedback, and emerging opportunities to ensure long-term success.

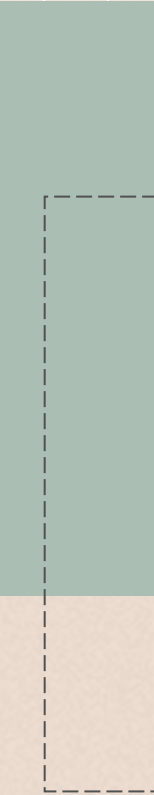
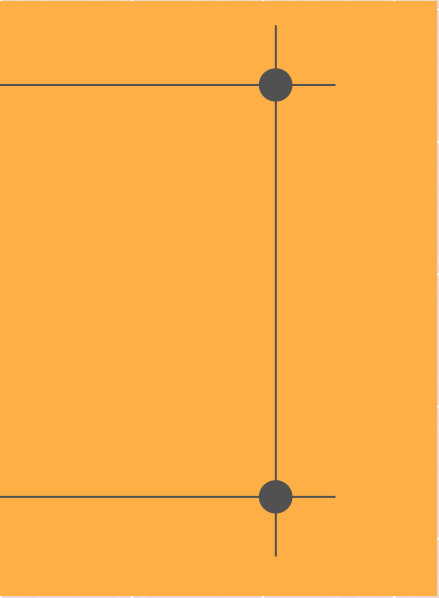
Improved Control

This approach grants Chillomania greater control over its sales channels. By transitioning to direct online marketing, they will reduce dependency on distribution partners

Development

Optimizing marketing efforts and make data-driven decisions: By using metrics like website traffic, conversion rates, social media engagement, and sales data will help them optimize their marketing efforts and make data-driven decisions for future campaigns.





**Thank you for your
attention!**