

## Strengths

- Clinically Proven / Recommended
- Competitive Price (-37%)
- Designed and Manufactured in the USA
- Solid Ranking and Reviews

## Weaknesses

- Higher Paid Traffic / Spend
- Deficiency in Brand Protection
- Content Format
- Product Variation Communication

## Opportunities

- Organic Reach can Increase
- Size Chart on Main Images
- Price Opportunities
- Explore other Audiences

## Threats

- Marketplace Limitations
- Negatives Reviews
- Increase Price can Affect

# Marketing Strategy

## Action Plan

1. Perform content revisions to **improve listing quality scores**
2. Superfeet's **highest spend is on their own brand-related keywords** and on competitor-related keywords over regular keywords related to the market
3. We must protect our brands from the competition on PPC by implementing aggressive Sponsored Brand Campaigns (**Brand Protection Campaign**)
4. **We spend more on advertising than our main competitor.** Listing optimization can improve conversion rates from campaigns. It is also important to **optimize campaigns to reduce costs or increase revenue**
5. While **Superfeet has 45% higher prices and 22% fewer conversions** than us, they made **17% more revenue** than us. Pricing increases can sometimes boost revenue, however, it can also affect other factors