

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

Thank You
Any Question?