

Thank you for submitting our form!

Here are the details you sent us:

**First name:** Stephanie

**Last name:** Donovan

**Organization Name:** Promise Baby Inc.

**Address:** 6781 West Sunrise Boulevard Plantation Florida 33313

**Enter your email address:** [stephanie@promisebaby.com](mailto:stephanie@promisebaby.com)

**Phone Number:** [954 804 9752](tel:9548049752)

**Assistant's Name:** Paula Recalde

**Assistant's Email:** [paula@promisebaby.com](mailto:paula@promisebaby.com)

**Assistant's Phone:** [904 859 8042](tel:9048598042)

**How would you paint success for your company in the next 6 -12 months?:** - Get onboarded with all marketing campaigns

- Have more social media presence
- In 6 months, sell \$500/day
- In 12 months, sell \$1000/day
- 33 sales/day on average on a 12-month period

**What type of products or services do you offer?:** baby clothing, baby apparel

**Who are your clients, customers or audience?:** - Parents

- Relatives, colleagues, friends of kids under 6 years old

**What is their geography?:** - Worldwide

- International
- Phase 1: US
- Phase 2: Global

**What are their preferences?:** - Mostly women, between the ages of 18 to 40 year olds

- Most are mothers/parents
- Most purchase are from friends/colleagues/relatives
- Purchase for themselves: married, for others: single

**What mode of product or service delivery do they prefer?:** - Wholesale purchase

- Convenience of online/mobile e-commerce store

**How have you tried to reach/market to them?:** - Instagram marketing

- Facebook marketing (with advertising issues on Meta)
- Influencer marketing
- Purely organic marketing (\$150 sales, \$46 shipping)

**What new changes do you want to make to your marketing strategy?:** - Google Ads marketing

- Non-guest mode on Shopify
- Adapt Shopify plugins
- Email marketing

- Referral marketing, partnerships (Discount coupons)
- Expand on community outreach programs (Sock donations, discounts, etc)
- Run international ads and state 50 to 60 day free return policy

**What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?:** - Customer-centric approach on a personal level

- Ability to relate as a mother and friend
- Bamboo Viscose material
- To be the very best for ourselves and for the babies
- Giving back to communities
- 30-day free return and exchange policy
- Hassle-free returns (No additional costs)
- Easy and smooth

**What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?:** - Being new in the game

- Competitors have higher advertising/marketing budget
- Other companies offer slightly used products/services

**Years In Business :** 1-2

**Who are your competitors?:** - Little Sleepies

- Posh Peanut
- Kyte Baby
- Any baby company offering bamboo viscose baby clothing

**1st Competitor Website?:** <https://kytebaby.com/>

- Too much information
- Complex
- 5 years in the business
- Babies shouldn't be put on sleep bags/cribs because it's a hazard

**2nd Competitor Website?:** <https://poshpeanut.com>

- A simpler website
- Focused on neutrals/solid/minimal prints but expanding to variety of prints
- Find something in the middle between variety of prints and minimal prints

**Website in your industry that you like?:** <https://kytebaby.com/>

**OPTIONAL: Another website in your industry that you like?:** <https://poshpeanut.com>

**What do you like about these websites?:** - A simpler website

- Focused on neutrals/solid/minimal prints but expanding to variety of prints
- Find something in the middle between variety of prints and minimal prints

**Your Company Marketing Budget for next 12 Months?:** \$100K - \$150K

**What marketing services are you interested in trying?:** SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn B2B Lead Generation, LinkedIn Advertising, Google Adwords, Google shopping, YouTube Ads, Display remarketing ads, TikTok Ads, Facebook Ads, Facebook

Marketplace, Instagram Ads, Social media advertising, Public Relations/Press Mentions, Affiliate Marketing, SMS Marketing, Video Marketing, Podcast Marketing, Print Marketing