

Phase 2 Recommendations

Pavement E-commerce Implementation Plan - Phase 1 Deliverable #16

Date: November 2025

Prepared for: Dan Edwards & Dale, Chocolat on James

Status: Complete - Ready for Implementation

Executive Summary

This document provides comprehensive Phase 2 implementation recommendations focused on Pavement website deployment, building on all Phase 1 research findings. The recommendations prioritize e-commerce launch, marketing automation, and channel scaling to achieve Year 1 revenue targets of \$698K-723K.

Platform Decision: Pavement (recommended)

Implementation Timeline: Q1 2026

Revenue Target: \$105K-137K e-commerce Year 1

Investment Required: \$50K-75K

Platform Decision: Pavement

Why Pavement

Strategic Fit: - Local Hamilton platform with community focus - Integrated e-commerce capabilities - Local delivery optimization - Community marketing features - Supports "Hamilton's Chocolate" positioning

Advantages: - Local market knowledge and support - Community engagement tools - Local delivery integration - Hamilton-specific features - Established local presence

Considerations: - Platform-specific optimization requirements - Pavement-specific SEO considerations - Integration with existing systems - Customization options

Status: Pavement recommended based on Phase 1 research and platform evaluation

Phase 2 Implementation Framework

Strategic Objectives

- 1. E-commerce Launch (Q1 2026)** - Launch Pavement website by January 2026 - Target: \$105K-137K Year 1 revenue (15% of total) - 1,500-2,000 orders Year 1
- 2. Channel Diversification** - Walk-in: Maintain 75% of revenue (\$524K) - E-commerce: Grow to 15% (\$105K-137K) - Corporate: Grow to 10% (\$37K-70K)
- 3. Marketing Automation** - Email marketing: 2,500+ subscribers Year 1 - Social media: 20K+ Instagram followers - SEO: #1 Local Pack ranking - Content: 15 blog posts Year 1

4. Operational Efficiency - Process automation - Staff training - System optimization - Time savings for Dan

Q1 2026: E-commerce Launch (Jan-Mar 2026)

Month 1: January 2026 - Platform Setup & Product Launch

Focus: Pavement platform setup and product upload

Key Activities:

Week 1-2: Platform Setup - [] Complete Pavement account setup - [] Configure payment processing (Stripe, PayPal) - [] Set up shipping/delivery zones (Hamilton, GTA, Ontario) - [] Configure tax settings (HST 13%) - [] Set up email notifications

Week 2-3: Product Upload - [] Product photography (40-60 SKUs) - Professional product photos - Lifestyle images - Packaging photos - [] Product descriptions (optimized for SEO) - [] Pricing (implement new pricing: \$3.50-3.99/truffle) - [] Product categories and tags - [] Inventory management setup

Week 3-4: Testing & Soft Launch - [] Test checkout process - [] Test payment processing - [] Test shipping calculations - [] Test email notifications - [] Soft launch (friends/family/test orders) - [] Bug fixes and optimization

Investment: \$8,000-10,000 - Platform setup: \$500-1,000 - Product photography: \$3,000-4,000 - Development/customization: \$2,000-3,000 - Initial marketing: \$2,500-2,000

Revenue Target: \$3-5K (soft launch)

Orders Target: 30-50

Month 2: February 2026 - Public Launch & Valentine's Campaign

Focus: Public launch and Valentine's Day execution

Key Activities:

Week 1: Public Launch - [] Public launch announcement - [] Social media campaign - [] Email campaign to subscribers - [] Google Business Profile update - [] Press release (local media)

Week 2-3: Valentine's Campaign - [] Valentine's collection launch - [] Email campaign (3-email series) - [] Social media daily content - [] Paid advertising (Facebook, Instagram) - [] Google Ads campaign

Week 4: Post-Valentine's Optimization - [] Analyze launch performance - [] Optimize based on data - [] Customer feedback review - [] Process improvements - [] Inventory adjustments

Investment: \$5,000-7,000 - Marketing spend: \$3,000-4,000 - Paid advertising: \$1,500-2,000 - Professional services: \$500-1,000

Revenue Target: \$25,000-35,000

E-commerce Revenue: \$8-13K

Orders Target: 50-80

Month 3: March 2026 - Optimization & Easter Prep

Focus: E-commerce optimization and Easter preparation

Key Activities:

Week 1-2: Optimization - [] SEO optimization (Pavement-specific) - [] Page speed optimization
- [] Mobile optimization - [] User experience improvements - [] A/B testing setup

Week 2-3: Easter Preparation - [] Easter collection launch - [] Product photography - []
Email campaign - [] Social media content - [] Inventory preparation

Week 4: Easter Campaign Launch - [] Easter campaign launch - [] Email marketing - []
Social media promotion - [] Paid advertising - [] Monitor performance

Investment: \$4,000-6,000 - Optimization: \$1,000-2,000 - Marketing: \$2,000-3,000 - Professional services: \$1,000

Revenue Target: \$35,000-40,000

E-commerce Revenue: \$10-15K

Orders Target: 80-120

Total Q1 E-commerce: \$26-40K (13-19% of total)

Q2-Q4 2026: Scale & Optimize

Q2 2026 (Apr-Jun 2026)

Focus: E-commerce scaling and partnership development

Key Activities: - [] Scale e-commerce marketing - [] Partnership development (Ti-Cats, hotels)
- [] Content marketing launch (blog) - [] Email automation expansion - [] Review generation campaign

Revenue Target: \$175K-195K

E-commerce Revenue: \$28-38K

E-commerce Orders: 200-350

Email Subscribers: 1,000-1,500

Q3 2026 (Jul-Sep 2026)

Focus: Seasonal campaigns and optimization

Key Activities: - [] Summer marketing campaigns - [] Back-to-school corporate gifting - []
Content marketing (5-6 blog posts) - [] SEO optimization - [] Performance optimization

Revenue Target: \$150K-170K

E-commerce Revenue: \$30-45K

E-commerce Orders: 400-600

Email Subscribers: 1,800-2,200

Q4 2026 (Oct-Dec 2026)

Focus: Holiday peak and corporate gifting

Key Activities: - [] Holiday campaign launch - [] Corporate gifting peak - [] Black Friday/Cyber Monday - [] Inventory management - [] Year-end optimization

Revenue Target: \$275K-325K

E-commerce Revenue: \$60-87K

E-commerce Orders: 600-900

Email Subscribers: 2,500+

Total Year 1 E-commerce: \$105K-137K (15% of total)

Pavement-Specific Implementation

SEO Optimization (Pavement-Specific)

On-Page SEO: - [] Title tags (optimized for keywords) - [] Meta descriptions (compelling, keyword-rich) - [] Header tags (H1, H2, H3 structure) - [] Product descriptions (SEO-optimized) - [] Image alt tags (descriptive, keyword-rich) - [] URL structure (clean, keyword-rich)

Technical SEO: - [] Page speed optimization - [] Mobile optimization - [] Structured data (Schema markup) - [] XML sitemap - [] Robots.txt - [] Canonical tags

Local SEO: - [] Google Business Profile integration - [] Local citations (40+ directories) - [] Location pages - [] Local keywords - [] Review generation

Reference: See SEO On-Page Playbook for detailed Pavement-specific optimization

Content Requirements

Product Content: - [] Product titles (clear, descriptive) - [] Product descriptions (compelling, SEO-optimized) - [] Product images (professional, multiple angles) - [] Product videos (optional but recommended) - [] Lifestyle images (product in use)

Website Content: - [] About page (“Hamilton’s Chocolate” story) - [] Location page (James Street North) - [] Corporate gifting page - [] FAQ page - [] Contact page

Blog Content: - [] 15 blog posts Year 1 - [] Monthly publishing schedule - [] SEO-optimized content - [] Content calendar (see Blog Calendar document)

Reference: See Content Pillars Blog Calendar for 12-month content plan

Integration Requirements

Email Marketing: - [] Klaviyo integration (recommended) - [] Email capture (popup, checkout) - [] Abandoned cart emails - [] Order confirmation emails - [] Post-purchase emails

Payment Processing: - [] Stripe integration (recommended) - [] PayPal integration (optional)
- [] Credit card processing - [] HST calculation (13%)

Shipping/Delivery: - [] Local delivery (Hamilton) setup - [] Shipping zones (GTA, Ontario, Canada) - [] Shipping rates configuration - [] Delivery date selection (optional)

Analytics: - [] Google Analytics integration - [] Pavement analytics - [] Conversion tracking - [] Revenue tracking

Marketing Automation

Email Marketing Automation

Welcome Series: - [] Email 1: Welcome (immediate) - [] Email 2: Our story (Day 2) - [] Email 3: First order encouragement (Day 7)

Abandoned Cart: - [] Email 1: Reminder (2 hours) - [] Email 2: Incentive (24 hours) - [] Email 3: Last chance (5 days)

Post-Purchase: - [] Email 1: Thank you (immediate) - [] Email 2: Product care (Day 3) - [] Email 3: Second purchase (Day 14)

Seasonal Campaigns: - [] Valentine's Day (3-email series) - [] Easter (2-email series) - [] Mother's Day (2-email series) - [] Holiday (4-email series)

Reference: See Email Marketing Strategy for complete automation workflows

Social Media Integration

Content Calendar: - [] Daily posts (5-7/week) - [] Daily Stories (7-10/day) - [] Weekly Reels (2-3/week) - [] Use 50+ Canva templates

Cross-Promotion: - [] Drive traffic from social to Pavement website - [] Share website content on social - [] UGC campaigns drive to website - [] Link in bio to products

Reference: See Social Media Strategy for complete content calendar

Financial Projections

E-commerce Revenue Projections

Year 1 (2026): \$105K-137K - Q1: \$26-40K (soft launch + Valentine's) - Q2: \$28-38K (scaling) - Q3: \$30-45K (optimization) - Q4: \$60-87K (holiday peak)

Orders Projections: - Q1: 150-250 orders - Q2: 200-350 orders - Q3: 400-600 orders - Q4: 600-900 orders - **Year 1 Total:** 1,500-2,000 orders

Average Order Value: - Target: \$55-70 - Month 1-3: \$50-65 (lower initially) - Month 4-12: \$60-75 (optimization)

Investment Required

Phase 2 Total Investment: \$50K-75K

Q1 2026 Investment: \$17K-23K - Platform setup: \$8K-10K - Marketing: \$5K-7K - Optimization: \$4K-6K

Q2-Q4 2026 Investment: \$33K-52K - Marketing: \$20K-30K - Optimization: \$8K-12K - Professional services: \$5K-10K

ROI: - Year 1 Revenue: \$105K-137K - Investment: \$50K-75K - ROI: 140-183% - Payback: 5-7 months

Success Metrics

Key Performance Indicators

E-commerce Metrics: - Revenue: \$105K-137K Year 1 - Orders: 1,500-2,000 Year 1 - Average Order Value: \$55-70 - Conversion Rate: 1.5-2.5% - Return Customer Rate: 20-30%

Traffic Metrics: - Website Traffic: 20K-30K visits Year 1 - Organic Traffic: 40-50% of total - Direct Traffic: 30-40% of total - Social Traffic: 10-15% of total - Email Traffic: 5-10% of total

Marketing Metrics: - Email Subscribers: 2,500+ Year 1 - Email Revenue: \$30K-60K Year 1 - Social Media Followers: 20K+ Instagram - Google Reviews: 50+ Year 1 - Local Pack Ranking: #1 target

Risk Mitigation

Key Risks & Mitigation Strategies

- 1. E-commerce Launch Delays** - Risk: Missed Q1 2026 launch - Mitigation: Begin setup Q4 2025, buffer time, clear timeline - Status: Platform decision Q4 2025
 - 2. Technical Issues** - Risk: Platform bugs or integration problems - Mitigation: Soft launch testing, backup plans, support resources - Status: Testing phase included in timeline
 - 3. Low Initial Traffic** - Risk: Slow start after launch - Mitigation: Email list building, social media promotion, paid advertising - Status: Marketing budget allocated
 - 4. Inventory Management** - Risk: Stockouts or overstock - Mitigation: Inventory forecasting, reorder points, safety stock - Status: Inventory management system setup
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Implementation Timeline

Pre-Launch (Q4 2025)

November 2025: - [] Finalize Pavement platform decision - [] Begin platform setup - [] Schedule product photography - [] Begin product description writing

December 2025: - [] Complete platform setup - [] Complete product photography - [] Complete product uploads - [] Begin testing phase

Launch Phase (Q1 2026)

January 2026: - [] Complete testing - [] Soft launch - [] Bug fixes - [] Public launch

February 2026: - [] Public launch campaign - [] Valentine's campaign - [] Performance optimization - [] Customer feedback review

March 2026: - [] SEO optimization - [] Performance optimization - [] Easter preparation - [] Easter campaign launch

Scale Phase (Q2-Q4 2026)

Q2 2026: - [] Scale marketing - [] Partnership development - [] Content marketing launch - [] Performance optimization

Q3 2026: - [] Seasonal campaigns - [] Content marketing scaling - [] SEO optimization - [] Performance optimization

Q4 2026: - [] Holiday campaigns - [] Corporate gifting peak - [] Performance optimization - [] Year-end planning

Related Deliverables

- **Growth Roadmap:** 12-month execution plan with e-commerce milestones
 - **SEO On-Page Playbook:** Pavement-specific SEO optimization guide
 - **Content Pillars Blog Calendar:** 12-month blog content plan
 - **Email Marketing Strategy:** Complete email automation workflows
 - **Social Media Strategy:** Content calendar and template system
 - **Pricing & Product Strategy:** E-commerce pricing recommendations
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Next Steps

Immediate Actions (This Week)

1. **Review Phase 2 Recommendations** - This document
2. **Approve Pavement Platform Decision** - Confirm platform choice
3. **Schedule Product Photography** - Begin photography planning
4. **Begin Platform Setup** - Start Pavement account setup
5. **Create Implementation Timeline** - Detailed week-by-week plan

This Month (November 2025)

1. **Finalize Platform Decision** - Confirm Pavement
2. **Begin Platform Setup** - Account creation and configuration
3. **Schedule Product Photography** - Professional photographer booking
4. **Begin Product Descriptions** - Write SEO-optimized descriptions
5. **Plan Q1 2026 Launch** - Detailed launch plan

Next Quarter (Q1 2026)

1. **Complete Platform Setup** - Full configuration
 2. **Complete Product Upload** - All products live
 3. **Launch E-commerce** - Public launch (January)
 4. **Execute Valentine's Campaign** - Major seasonal push
 5. **Optimize Performance** - Data-driven optimization
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Conclusion

Phase 2 implementation focuses on Pavement e-commerce launch, building on all Phase 1 research findings. The recommendations prioritize e-commerce launch (Q1 2026), marketing automation, and channel scaling to achieve Year 1 revenue targets.

Key Takeaways: 1. Pavement recommended for local Hamilton focus 2. Q1 2026 launch timeline with soft launch approach 3. \$105K-137K e-commerce revenue Year 1 target 4. Complete implementation roadmap provided 5. All tools and templates ready for execution

Ready for: - Immediate Q4 2025 platform setup - Q1 2026 e-commerce launch - Long-term growth and optimization

Next Phase: Phase 2 Implementation (Q1-Q4 2026)

Document Status: Complete

Prepared for: Dan Edwards & Dale, Chocolat on James

Submission Date: November 2025

Ready for Implementation: Yes