

## 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

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### 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

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### 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

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### 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

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## **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

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### **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

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### 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)

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### 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

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#### 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

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## 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)

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## 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

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## 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

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## 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

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## 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

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## 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

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## 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)

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## 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

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## 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

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## 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

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### 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

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### 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

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### 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)

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**Document Status:** Complete

**Prepared for:** Dan Edwards & Dale, Chocolat on James

**Submission Date:** November 2025

**Ready for Implementation:** Yes