

# Digital Strategy

Chillomania



April 2024 - in partnership with MaKa Consulting



# Agenda

Intro & Goal

Online Presence

Your customer and their journey

- a) Buyer Persona: Jennifer Meyer
- b) Buyer Persona: Olaf Carl

Marketing Technology Setup

Key takeaways

**Goal**

Chillomania



# Drive Business Growth





# Online Presence

## Phase 1

1-3 months

*Set up digital profiles, own*



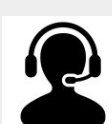
*...and on platforms*



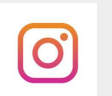
## Phase 2

3-6 months

*Optimise organic profile*



*Test paid search & product ads*



## Phase 3

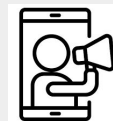
6+ months

*Continue optimizing organic*

*Scale successful paid channels*

*Optimise UI & payment options*

*Test collaborations with influencers and bloggers, display ads*





# Jennifer Meyer

**Age:** 34 years

**Occupation:** Key Account Manager





















**Goals:**

- Combining parenthood and self fulfillment
- Living a sustainable lifestyle

**Pain Points:**

- Finding furniture that is stylish and functional at the same time



		Awareness 	Consideration 	Purchase 	Retention 	Advocacy 
What is the customer thinking or feeling?		“Another stain. Is this going to wash out? This sofa is really not child friendly. It looks so bad already.”	“I’ve had enough. Is there anything pretty and durable out there? Where can I get the best deal”	“This is expensive, but I really like it!! Is it as good as it promises? Can I pay by credit card?”	“It looks even better in reality and the quality seems great. <b>Will it hold what it promises?”</b> <b>(Waste of €?)</b>	“I was able to wipe up this spill in no time. And everyone who visits compliments the design.”
What is the customer doing?		Research stain removal product	Research sofas compare products & prices read reviews	Purchase	Using sofa, assessing comfort & functionality.	Sharing how happy she is with design, functionality & sustainability
What are the customer’s touchpoints?		 	     	 		  



# Olaf Carl



**Age:** 64 years

**Occupation:** Retired Architect

**Goals:**


















- Enjoy retirement

**Pain Points:**

- Finding furniture that reflects his extroverted personality and is pet-friendly





	Awareness 	Consideration 	Purchase 	Retention 	Advocacy 
What is the customer thinking or feeling?	"This sofa looks odd, I want to lay down on a nicely designed sofa with Harry in the evenings."	"How much do I want to spend for a nice sofa? Can I wash the cover? What material is best?"	"Wow, this sofa looks perfect for me and Harry! Love it!"	I made the right decision, it was expensive but it fits! I hope it lasts for a long time though.	Enjoys his new sofa and recommends the brand to his network. "I might get a Recamiere, too."
What is the customer doing?	Reach out to his network for recommendations	Research for material and costs	Purchasing sofa "Woodnest", frame is out of wood. Polyester & cotton cover (washable)	Check warranty (Friction)  User Experience Customer Service	Checks other furniture Shares picture of Woodnest & Harry with his network & FB
What are the customer's touchpoints?	   	  		 	 





# Digital presence & content setup

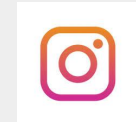
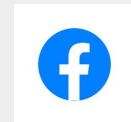
## Phase 1

1-3 months

*Set up digital profiles, own*



*...and on platforms*



Content Tools

Cost



*E-commerce  
site & blog*

*79€/month*



*Content  
creation*

*\$39/month*



*SEO*

*free*



*CRM &  
Newsletter*

*45€/month\**

*Shopify-HubSpot Link*

*\$30/month*

*\*3 users at 15€/month for basic*



# Measurement & Data

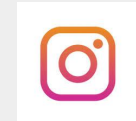
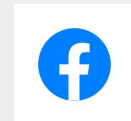
## Phase 1

1-3 months

*Set up digital profiles, own*

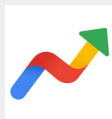


*...and on platforms*



Data Tools

Free



*Trends*



*Keywords  
research*



*Tag  
management*



*Web traffic & ad  
performance*



*Database*



*Analysis &  
Visualisation*



# Relationship

**Phase 2+**

**3+ months**

*Optimise organic profile*

*Run paid search & product ads*

*Target and retain customers*



**Tool**



**CRM**  
**Livechat & Chatbot**  
**Customer service**



**Review**  
**management**

**Cost**

**45€/month**

**free**





**THANK YOU**