

Wake and Take

Digital Marketing Plan

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For: Sean Johnson

May 5th, 2020

Company bio and mission statement

Company bio:

Wake and Quake is a company that caters toward health and fitness enthusiasts by producing the most innovative blurred (health-conscious beverages such as coffee protein smoothies) RTD (ready to drink) beverages in the market. The most popular RTD beverage Wake and Quake currently sells is their “Protein Mocha Explosion” which provides consumers with everything they need to start the day and begin their workout by giving them protein and coffee in one convenient bottle.

Market research:

1. **Market size:** The meal replacement product manufacturing industry, which includes RTD protein shakes, is a 3.8-billion-dollar industry. Within this industry, RTD protein shakes account for 34.2% of industry revenue in 2019. Meanwhile, the Coffee Production industry within the U.S is a 13.1-billion-dollar industry with 12.7% of total revenue coming from RTD coffee beverages in 2019.

<https://my-ibisworld-com.libproxy.uoregon.edu/us/en/industry-specialized/od4285/industry-at-a-glance>

<https://my-ibisworld-com.libproxy.uoregon.edu/us/en/industry/31192a/industry-at-a-glance>

2. **Competitors:** My specific product, which is the RTD protein and coffee beverage, has a very small competitive landscape since there are very few products exactly like mine out there. One major competitor that has copied my product idea is Nestle, which has a 13.8% market share in the U.S coffee production industry. Additionally, Starbucks is another major player in the U.S coffee production industry at a 40% market share, which sells RTD Frappuccino beverages. However, the broader market for meal replacement contains competitors such as Abbot Laboratories at 13.7% market share followed by Herbalife Nutrition LTD with 13.3% market share and Cytosport Inc., which produces Muscle Milk, at 1.3% market share.

<https://my-ibisworld-com.libproxy.uoregon.edu/us/en/industry/31192a/major-companies>

<https://my-ibisworld-com.libproxy.uoregon.edu/us/en/industry-specialized/od4285/major-companies>

<https://www.beveragedaily.com/Article/2018/10/29/Nescafe-brings-texture-and-functionality-to-RTD-coffee>

3. **Geographic areas:** States within the U.S that have searched the term “coffee and protein” the most on Google are New York, followed by Florida, and lastly California. Additionally, New York is the only state that has searched for the term “ready to drink coffee” on Google.

<https://trends.google.com/trends/explore?geo=US&q=coffee%20and%20protein>
<https://trends.google.com/trends/explore?geo=US&q=ready%20to%20drink%20coffee>

4. **Trends in meal replacement product manufacturing industry:** Some trends in the meal replacement product manufacturing industry include consumers being overscheduled which limits their time to sit down and eat. Another trend in this industry explains when consumers eat healthier, demand for substitute products falls.

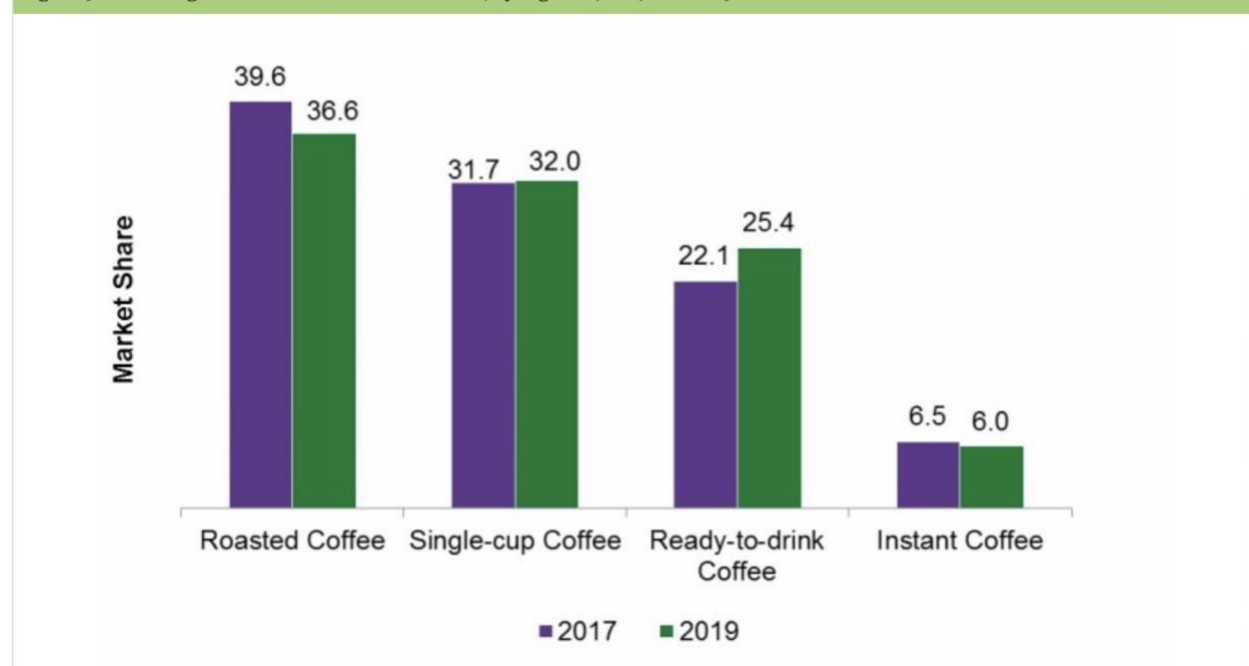
<https://my-ibisworld-com.libproxy.uoregon.edu/us/en/industry-specialized/od4285/industry-at-a-glance>

5. **Market growth:** The RTD coffee segment grew by 22% between 2017 and 2019, which is the biggest increase in market share compared to the rest of the segments (Roasted coffee, single-cup coffee, and instant coffee). For the meal replacement product manufacturing industry, it is projected to grow by 3.1% from 2019 to 2024.

<https://reports-mintel-com.libproxy.uoregon.edu/display/966422/>

<https://my-ibisworld-com.libproxy.uoregon.edu/us/en/industry-specialized/od4285/industry-at-a-glance>

Figure 9: Percentage market share of coffee market, by segment, 2017 and 2019



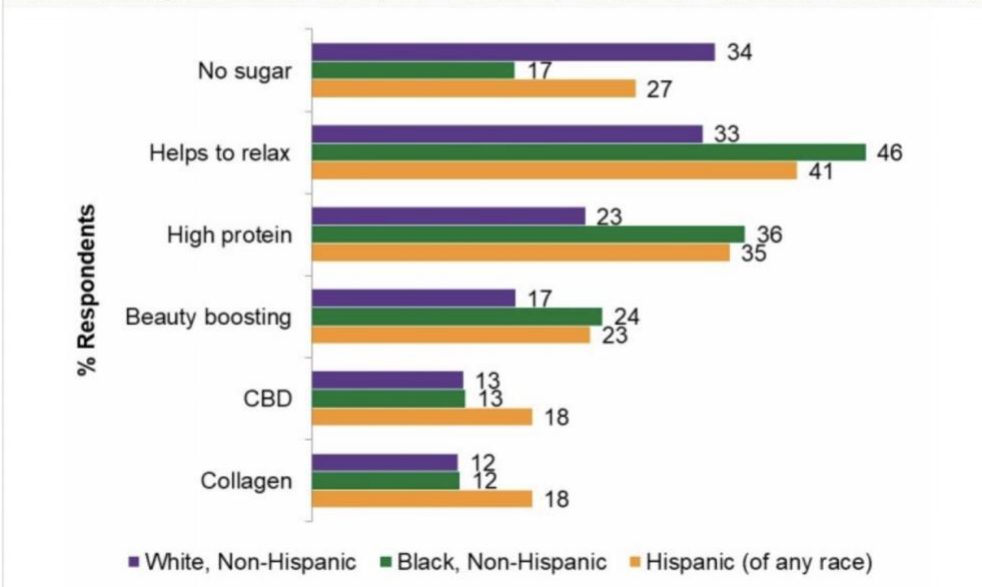
6. **Another Possible Customer Segment:** According to food analyst Jill Failla, Hispanic consumer in America of the lower to middle class are contributing to a rise in demand for RTD beverages. Further, this demographic has also showed an interest in coffee drinks that includes high protein; based on 1600 respondents, 35% of Hispanics surveyed preferred their coffee to include protein in it. The problem this segment wants solved is, currently, they are not satisfied with the products in the market for RTD coffee. They want a RTD coffee that has high protein in it while remaining cost efficient.

<https://reports-mintel-com.libproxy.uoregon.edu/display/966450/>

Figure 34: Functional coffee qualities, by race and Hispanic origin, May 2019

Base: 1,600 internet users aged 18+ who drink any coffee beverage

"If you could create your own ideal coffee drink, which of the following attributes would it have? Please select all that apply."



Mission Statement: Wake and Take's mission is to lift the human spirit by providing motivation in a healthy and active lifestyle all while prioritizing low cost and convenience in every bottle.

Taglines:

- **(5-word)** Go Loco on the Go-Go (Persona #2)
- **(15-word)** Question. Why brew coffee? Why blend protein? All it takes is one Wake and Take. (Persona #1)

Introduction/Goals

- GOAL 1- Increase Customer Loyalty
 - Fast responses: develop efficient live chat, reply fast to social media complaints, stock emails
 - Higher customer satisfaction: Good UX(User-centered website design/fast loading time/mobile friendly), offer returns, fast checkout out, bulk order savings
 - Optional free membership signup-: CTA for signup on website and relationship marketing tactics in newsletter.
 - Good Ecommerce tactics: faster shipping, live chat, include extras in box.
- GOAL 2- Increase Brand Awareness
 - Increase traffic to site: Backlinks, email sign ups, high SEO ranking, social media presence
 - Engagement: User generated content, Product reviews, follows and shares on social media platforms, CTA on website

Competitive Analysis: Wake and Take SWOT

Three most important aspects

1. Having product price advantage as being cheaper than competitors is crucial to differentiate myself from the rest of the similar brands out there. This is obtainable through focusing on cheap advertising methods. One method includes increasing SEO ranking, which is free traffic driven by organic clicks, rather than paid search marketing. Can increase SEO ranking through producing content and hiring cheap journalist to develop interesting blogs for content. Some other methods include prioritizing social media and email marketing as well.
2. Going into multiple channels of digital marketing initially will be hard to manage as Wake and Take is a new company and might not have enough members for marketing team.
3. Competing against competitors high ranking SEO will be difficult as they may rank higher for competing keywords and their domain will be older than our new domain.

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • High reach from social media channel. • High brand awareness through engagement with social media and content. • High initial brand awareness through affiliate marketing. • Unique content marketing strategy through user generated content as well as a hub and spoke model with guides and articles that ultimately promotes topic authority and increases traffic to site through higher SEO rankings. • Product price advantage (cheaper than competitors) due to producing through economies of scale and prioritizing cheap advertising methods. One method includes increasing SEO ranking, which is free traffic driven by organic clicks, rather than paid search marketing. Can increase SEO ranking through producing content and hiring cheap journalist to develop interesting blogs for content. Some other methods include prioritizing social media and email marketing as well. • High customer loyalty and satisfaction through providing fast responses to complaints on social media and a live chat service on website. • More power and revenue generated from using own website as ecommerce platform instead of relying on platforms such as Google Shopping or Amazon. • Potential for big email list through having users signing up for newsletters that provide discounts on first order. • Multiple purchasing options. Option to purchase bulk orders and option to subscribe for monthly shipments. Also, consumers can go to convenience stores to purchase products. Providing multiple purchasing options creates better value for customers. 	<ul style="list-style-type: none"> • Limited budget when starting out. Is a problem since digital is not an absolute free channel. • Hard to manage multiple channels of digital marketing with small marketing team. Need to hire multiple data analysis to gather insights on data produced by social and website. • High initial coding costs for technical SEO in order to increase SEO rankings. • New domain. Will rank lower in SEO compared to competitors who have an older domain. • Not using Amazon for ecommerce platform when starting out and using own ecommerce platform can cost a lot more.
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Peruse purpose driven branding by launching a campaign that will personally resonate with target markets. Millennials, who are a part of my target audience, want to buy from a product that stands for something. • Create exercising/workout guides on website that will increase SEO and increase site traffic. • Expand product mix (food items with protein and caffeine) 	<ul style="list-style-type: none"> • Red Ocean market: Recent rise of competitors such as Nescafe and CytoSport creating RTD protein coffee beverages that were never in the market before. • Competing against similar keywords that competitors rank high for. • Noise. New technologies that block out different digital marketing channels such as ad blocker or spam filter in emails.

Competitor Research

- **CytoSport:** One of my top competitor's brand, Muscle Milk, has similar products to mine, being the Coffee House Protein Shakes (Appendix A (1))
 - CytoSport was acquired by Hormel in 2014, then in February of 2019, Hormel sold the CytoSport business to PepsiCo inc (Appendix A (2))
 - CytoSport sells to wholesalers, retailers, and to the general public (Appendix A (3)). One of the top stores that CytoSport sells to that fits both a retailer and wholesaler is Costco. Some other major retail stores that sell Muscle Milk products include Target, Walmart, and Walgreens. CytoSport also uses Ecommerce platforms to sell their products. They use platforms such as Amazon (Appendix A (4)) and their own website (Appendix A (5)) to sell to the general public.
 - CytoSport's target audience was redefined. CytoSport first targeted male gym fanatics or athletes who would buy RTD Muscle Milk at a minimart to supplement their protein powder at home. Now, CytoSport targets both male and female consumers with active lifestyles that want a healthy alternative beverage. They have switched to this target audience as protein has become more mainstream over recent years. No longer is most of the protein only consumed by male gym fanatics and athletes, now, it is commonly used among females and those who partake in minimal exercising as well. CytoSport has demonstrated this switch in its target audience through one of their campaigns called "Stronger Everyday", which appeals to the broader consumer base and features NBA star Stephen Curry (Appendix A (6&7))
 - CytoSport's content strategy for its brand Muscle Milk includes using landing pages on its site to spread brand awareness, increase brand loyalty, and provide customer engagement. CytoSport also wants to be seen as having topic authority to products relating to protein powder through use of these landing pages. One of their landing pages includes having a news page on their site that frequently publishes articles which informs customers what the company is about and what recent actions they have done such as new sponsorships, new innovative products, and fundraising campaigns (Appendix A (8)). This landing page provides site visitors with knowledge of who CytoSport is and what they are all about. Through site visitors acknowledging this information, CytoSport can spread brand awareness and loyalty to their product, Muscle Milk. Further, by having articles on sponsors, such as major colleges involved in sports and famous athletes, users can better understand who the brand represents by knowing these colleges and athletes, which in favor results in more user loyalty for CytoSport. To add, CytoSport's articles relating to fundraising campaigns are done to promote their purpose-driven branding, which also can increase brand awareness and brand loyalty. Also, users can share these articles on social media platforms such as Facebook and Twitter or send them as an attached email to their friends or families. This is done by a click of a button below every article,

which drives convenience in the process. By users being able to share these articles, users can engage in the content and write their thoughts about it on social media. This action also allows for CytoSport to be able to get their content shared and increase their brand awareness. Another landing page CytoSport has implemented into their Muscle Milk website is a recipe page (Appendix A (9)). The strategy this subpage is going for is to encourage customer engagement as well as maintaining topic authority over protein powder. Users who are intrigued by using protein powder can follow CytoSport's protein recipes and share these recipes on social platforms and emails, just like the news articles. CytoSport has created this content so that they could be seen as owning topic authority over protein powder as they create and share recipes to users interested in protein powder as well as create more content with the keyword "protein powder" being used. It is not a necessity for CytoSport to create a subpage for recipes relating to protein powder, however, because they do, they are more involved in how customers engage with their product as well as they provide more content relative to protein powder.

- CytoSport's channels used includes email, social media, and content marketing. Their content marketing channel is described above. For their email marketing channel, CytoSport encourages visitors on their website to subscribe to their newsletter. CytoSport does this through using a reward strategy. This strategy includes a CTA promotional button on the bottom of their product page, which says: "Save 10% Sign Up For Our Newsletter". In addition to this, CytoSport uses a relationship marketing strategy along their email channel through making their customers feel special after they have signed up for their newsletter. This is done by calling customers a VIP in the first email a customer gets for signing up for the newsletter (Appendix A (10)). Further, CytoSport's social media channel uses platforms such as Facebook, Twitter, and Instagram (Appendix A (11-13)). Muscle Milk's social media profiles are very consistent across different social media outlets. Muscle Milk contains the same username and profile pictures across platforms such as Facebook, Twitter, and Instagram, which allows for their profiles to be viewed by users as more professional and easier to identify. Muscle Milk's photos and videos used on all three platforms are all related to either working out at a gym or protein recipes. Their images and videos are very professional and aesthetic to the eye as the editing quality is done well. Their brand voice on these platforms are encouraging and uplifting as they promote strength and pushing each other to work out in most of their posts. Their goal in their social media marketing is to grow their brand through awareness. Most of their posts are about their athlete sponsors drinking their products which can contribute to gaining more followers who support these athletes. Additionally, by posting recipes for people to try with their protein powder boosts the content of their accounts and creates more awareness for the brand.
- A strategy I wanted to shed light on that I think Muscle Milk focuses heavily on is their endorsement marketing. Muscle Milk has renewed its partnership with Stephen Curry through 2018 to promote their "Stronger Every Day" message

which is trying to gain the attention of their target audience, being everyday athletes. (Appendix A (14&15))

- **Nescafe:** Nescafe is another top competitor of mine, especially after releasing their RTD Coffee Protein Smoothie in January of 2019 (Appendix B (1)).
 - Nescafe sells globally with close to 23% of the global coffee market in 2015 while in 2013, Nescafe had 16.7% share of the global retail coffee market, and 44% of the instant coffee sub-segment. Its biggest market is Asia Pacific where it has 35.2% regional share. Nescafe also focuses on selling through retail channel as they are among the best-selling FMCG (fast-moving consumer goods) grocery brands. Consumers can buy Nescafe products all over the world, more specifically, in grocery shops, supermarkets, in smaller local stores as well as online. Further, Nescafe uses Amazon as their eCommerce platform (Appendix B (2 & 3)).
 - Nescafe has recently narrowed down their target audience. Before, Nescafe would target individuals from ages 15 through 61 and over. However, Nescafe now is prioritizing their efforts to reach millennials. Their target customer includes coffee drinking millennials, both male and female, all around the world that are in the lower to middle class who find attributes of convenience and price as their most important attributes associated to coffee products. Nescafe targets millennials through their user generated content that personally speaks to them as well as releasing innovative products that serve the needs of millennials. For example, those in older generations such as generation X, Boomers, and Silent generally want a traditional coffee with no additives. However, millennials desire to have a beverage, such as Nescafe's Coffee Protein Smoothie, that offers more to their ordinary coffee and is new and different. Further, Nescafe targets lower to middle class as their prices are very competitive compared to other coffee brands. Lastly, Nescafe promotes convenience in their coffee products through focus on selling products such as instant coffee and RTD coffee beverages, that require no brewing of coffee and are easily consumable. Nescafe also focuses on convenience through other factors such as having store shelves almost everywhere stocked with Nescafe products (Appendix B (4))
 - Nescafe's content marketing strategy involves focusing on customer engagement to spread brand awareness. They do this through using user generated content on their website and YouTube channel. For instance, in 2014, Nescafe created a new communication platform in hopes to generate quality consumer-created content to attract Millennials to its brand. This was done by Nescafe using eYeka, which is a co-creation platform that lets brands announce and conduct contests through the internet. Nescafe asked participants to submit videos based on "It all starts with Nescafe" and Nescafe would provide rewards for 8 winners (Appendix B (5)). Nescafe was able to obtain 60 high-quality videos from different countries around the globe and posted the winner's videos on their official YouTube channel (Appendix B (7)). Through establishing a contest

where consumers can create content for their company, Nescafe was able to encourage customer engagement as well as spread brand awareness by posting these videos to their YouTube channel. Furthermore, another piece of content Nescafe has added to its website's home page is the "Culture" section at the bottom of the page(Appendix B (6)). This section consists of different photos that were either posted from Nescafe's social media platforms. Most of these photos are photos taken by customers who tagged Nescafe. The strategy behind this content is to bring exposure to customer engagement as Nescafe is posting customer photos on their homepage. By doing so, users entering Nescafe's homepage can see the community orientation behind Nescafe since these users can see how there are a ton of different types of photos all taken by different customers, which also is a strategy used to spread brand awareness.

- For Nescafe's social media channel, Nescafe uses social platforms such as Facebook, Instagram, and Twitter in order to grow their brand through follows and shares as well as turn customers into advocates through comments and likes (Appendix B (8-10)). Nescafe follows some of the best practices to remember for using a social media platform. They make sure to include high quality images in every post on each platform to create engaging content, have claimed their "NESCAFE" username across all platforms so that their profiles look authentic/professional and are easy to find, avoid posting URLs, and provide interesting content such as recipes their followers can create themselves and share to others. Nescafe also follows the 80/20 rule as they post interesting content more than 80% of the time that relates to entertaining their audience/followers through posting funny/clever ads that contains visualizing images and thoughtful taglines as well educating their audience/followers through posting useful recipes that go with their products. I also noticed how good of a job Nescafe does with engaging with customers on Facebook. When you first load into their Facebook profile, a live chat box appears saying response will be no longer than an hour. Also, a ton of Nescafe's comment sections for their posts contains lots of replies from Nescafe, for both supportive and complaining comments. Nescafe uses the commenter's names when replying as well, which provides a human side to their brand image. Nescafe also uses content marketing channel as described above.
- An important strategy that Nescafe focuses on is video marketing. Not only have they pursued user generated videos for their contest campaign "It all starts with Nescafe" as described above, they also created another user generated video campaign called "Really Friends" which was a 42-video web documentary that generated over 8 million views, 63,050 likes, 5,550 shares, and 4,850 comments on Facebook. The video was about challenging a 37-year-old, who had 1,200 friends on Facebook, to film interactions with each of his Facebook friends to see if they are really "friends". As a result of this campaign, Nescafe was able to increase its Facebook fans by 400% (Appendix B (11)).

- **Starbucks:** Another top competitor of mine, Starbucks, has not yet developed a RTD coffee protein beverage, however, their current RTD coffee beverages (Starbucks RTD Frappuccino) still compete in the market I am going into. Additionally, Starbucks can implement a new RTD coffee protein beverage in the future with ease as they contain so much market power.
 - Starbucks uses an omnichannel retail strategy to sell their products through offering different methods for consumers to shop. Starbucks sells beverages and snacks through their globally massive coffee shop chains. Consumers can find Starbucks shops in nearly every town and city, sometimes being blocks apart from each other. Through Starbucks's massive coffee shop expansions, internationally and globally, Starbucks can increase customer loyalty and brand awareness by having consumers constantly exposed to the brand wherever they are or traveling to. Further, Starbucks sells CPG (consumer packaged goods) products in grocery stores, airports, hotels, and convenience stores in close to 40 countries around the world. Lastly, Starbucks uses Amazon as it's ecommerce platform to sell a variety of its CPG products (Appendix C (1&2))
 - Starbucks is one of the more expensive coffee brands compared to other brands, which is also why they specifically target middle to upper class male and female consumers around the world (Appendix C (3)) Starbucks's segmentation strategy includes segmenting their customers through two main channels: demographic and geographic. Demographically, Starbucks targets the characteristics of age, gender, lifecycle stages, and occupations. Specifically, male and female consumers with ages ranging from 22 years old to 60 years old. Further, Starbucks breaks these consumers into four more specific segments: the bachelor stage (young, single people not living at home), newly married couples (young with no children), full nest I (families with youngest child under six), full nest II (Families with youngest child six or over), and full nest III (older married couples with dependent children). Starbucks considers those who are students, employees, and professionals when targeting consumers. Additionally, Starbucks targets specific regions around the world with areas of high density. This includes the urban areas of the US, Canada, Latin America, Europe, Middle East, Africa, China, and Asia Pacific region (Appendix C (4)).
 - One of Starbucks's content marketing strategy includes the Starbucks Stories & News page (Appendix C (5)). This page acts as a hub and spoke model as it acts as a landing page for a competitive keyword that Starbucks ranks high for (hub) and has articles about topics relating to that keyword (spoke). Additionally, this page links to the main Starbucks website at the bottom of the page. Further, Starbucks implements a lead magnet in their landing page through having a highlighted box to subscribe to Starbucks Stories & News. To add, in the bottom right of each blog post or article, there is a button that users can click to share each article on social media platforms or email. More specifically, the Starbucks Stories & News page includes all relevant information and news about Starbucks as a company which includes its social impact, the community it creates, its new and innovative products, and more. This site is used to promote brand

awareness and loyalty for Starbucks as it informs and educates users about relative information regarding Starbucks as well as it encourages users to share this information. This also helps Starbucks maintain topic authority over subjects relating to their company and products. Lastly, the lead magnets are likely to work due to Starbucks permission marketing strategy. This is because Starbucks provides relevant and informative content that will drive users to go to the Starbucks Stories & News page multiple times, which then leads to conversions and sign ups with their emails.

- Starbucks's digital marketing channels include social media marketing, email marketing, and content marketing. Starbucks social media channel uses platforms such as Facebook, Twitter, and Instagram. Starbucks follows some of the most important best practices to use for social media. These include claiming similar usernames across all platforms, filling out their social profiles completely, every post including either an image or video, following the 80/20 rule, and posting platform specific content. An example where they post platform specific content is on Twitter. Starbucks on Twitter is named "Starbucks News" and uses Twitter as a formal news source for the company. It is important for those using Twitter as their social platform to be on top of the news, and Starbucks does a magnification job with this. To correlate this with recent news, Starbucks has acknowledged the huge impact COVID-19 has on society. As a result, they have tweeted a bunch of tweets all relating to how their company is adapting through issues relating to COVID-19. Further, they have also Tweeted about their donations and aid they are providing to those in need during the pandemic (Appendix C (8)). I personally believe Starbucks's goal on Twitter is to grow their brand through awareness by obtaining follows as people want to follow Twitter accounts that keep them informed on what's going on around the world as well as want to know more information about how companies, such as Starbucks, are impacting the world we live in. Moving onto Twitter and Facebook, Starbucks does an incredible job with their product images (Appendix C (9&10)). They make the images very bright and vibrant with outstanding edits. This helps gain social media users' attentions when scrolling down their feed. Further, on Instagram, Starbucks makes sure to post every post a specific size to create whitespace around the images that make the images collide well when viewing all the images at once. This allows for their Instagram profile to look much more professional than competitors who do not partake in similar Instagram posting strategies. For Starbucks's email marketing, Starbucks does not offer discounts for subscribing to their newsletter as they already have their loyalty program which customers create accounts to get discounts. Users visiting the Starbucks Stories & News site can find a box at the top left side of the page saying "Stay in Touch. Get Starbucks stories and news delivered. Subscribe" with a box for users to enter their emails into (Appendix C (5)). Starbucks has acknowledged user site viewing behavior tactics by putting this sign up box at the top left side because users generally don't scroll down and look left before they look right. Starbucks believes that their content on this website is valuable enough to have users

willingly giving up their email to the company instead of doing so for a discount. The value users get for signing up for this newsletter is content relating to Starbucks. Starbucks's main goal with their emailing strategy is to keep customers informed with Starbucks's news/content and foster brand awareness through having these customers constantly exposed to articles that Starbucks releases, eventually creating brand advocates or loyal customers who support Starbucks and what their actions entail. Starbucks's content marketing channel is described above.

- A key strategy that Starbucks uses to gain customer loyalty and increase their CLV is through their loyalty program (Appendix C (6)). This program challenges customers by encouraging them to create an account on the Starbucks App or Starbucks website which then promotes customers to frequently purchase products in-store in order to obtain free products later on. This program also provides more content to their website and mobile app. Further, this program also generates conversions of emails to add to Starbucks's email list as it incentivizes offers to their customers which in turn leads to more email signups. Lastly, this program increases customer loyalty as it encourages repeated transactions as well as increases CLV as it popularizes long term frequent purchasing behavior by customers in order to redeem discounts (Appendix C (7)).

Target Market

Persona One (based on survey results)

WAKE & TAKE

PERSONA CREATION DELIVERABLE
PREPARED BY: MAX ROGERS
FOR: SEAN JOHNSON
APRIL 5TH, 2020



PERSONAL INFORMATION

NAME: Active Andy
GENDER: Male
AGE: 22 years old
JOB: Full time college student with possible part time job.
LOCATION: Bay Area, California
BIO: Enjoys playing video games and various types of exercising activities including working out at the gym, sports, and hiking/ mountain biking. May also be partial to college clubs.

GOALS

- Wants to achieve a bachelor's degree
- An aspiration to be healthy and fit through exercising and may use products such as protein powder and coffee to achieve these goals.

PAIN POINTS

- **Money:** Has limited savings and wants to buy products that will save themselves money. In order to solve Active Andy's problem, my product would be cheaper than buying protein shakes and coffee all together while beating competitor's prices.
- **Time:** Has limited time to spare as he is busy going to lectures, doing homework, and possibly working part time jobs. My product would save Active Andy time through providing coffee and protein in one convenient bottle without the haste of blending protein and buying or making coffee.

BEHAVIOR

- Active Andy drinks coffee for two functional uses:
 1. Coffee to help begin their day.
 2. At times uses coffee to help energize himself for exercising.
- He consumes protein as a complement with exercising in order to achieve his goal of being healthy and fit.
- Uses social media networks such as Instagram, Twitter, Snapchat, TikTok and Facebook daily. On Instagram the most.
- Pays Attention to New York Times, Barstool, and Sports Center.

BEHAVIORAL DATA

- Drinks around 2 cups of coffee per week
- Exercises around 4 to 5 times per week.
- Checks their emails at least once per day.

Other Factors that Influence Buying Decisions

- Active Andy is the main person doing research for buying decisions.
- Active Andy's most important attribute when valuating products is value. He believes it is important for a product to associate its price with its quality.

Persona Two (based on assumptions, market research, and appendix D)

WAKE & TAKE

PERSONA CREATION DELIVERABLE 2
PREPARED BY: MAX ROGERS
FOR: SEAN JOHNSON
MAY 27, 2020



PERSONAL INFORMATION

NAME: Conscientious Carlos
GENDER: Male
AGE: 28 years old
RACE: Hispanic
JOB: Construction Laborer
LOCATION: New York, New York
BIO: Works long weekdays and sometimes on the weekends. When done working for the day, comes home to family and watches television to wind down. Enjoys being outdoors for work and past time. May partake in physical activities on the weekends such as running and hiking with work friends or the family.

GOALS

- Financial support his family through working construction.
- Be able to maintain working construction until retirement. Must be healthy and fit in order to keep up with the physical labor that is required for construction.

PAIN POINTS

- **Money:** Conscientious Carlos has limited excess income to spend since he needs to support his wife and children while working the average hourly wage of \$19.77 for construction workers in New York. Want to purchase products that provide discounts and savings.
- **Health:** Must remain healthy in order to keep supporting his family through working. Will only consume products that provide some sort of health benefits.

BEHAVIOR

- Drinks RTD coffee early in the morning to help energize himself for work.
- Does not currently consumer protein powder, but desire to in near future if it is not too expensive.
- Goes to 7-11 or similar convenience stores in the morning to purchase RTD coffee.
- Only social media platform used is Facebook.
- Watches NBC New York to keep up with local news.

BEHAVIORAL DATA

- Drinks coffee at least 7 times a week.
- Checks emails 2-3 times a day.

Other Factors that Influence Buying Decisions

- Conscientious Carlos is the main person doing research for buying decisions as well as has the purchasing power when it comes to shopping in convenience stores for coffee in the morning. When it comes to household purchasing decision, conscientious Carlos's wife oversees the research for buying decisions, but conscientious Carlos still has the purchasing power.
- Conscientious Carlos needs a RTD coffee protein beverage that is affordable and offers health benefits.

Market Segment #1: For my first market segment, the demographics I would target include males 16 to 24-year-old who are college students with a possible part time job. The reason I chose this younger age demographic is because fitness is generally considered a younger segment. Further, those under 16 years old are not as health conscious or interested in buying product to complement their health and fitness orientated goals compared to those that are 16 years or older. Those 16 years and older are more health conscious possibly as a result from taking health and fitness classes in high school or college. To add, those under 16 years old would not have the purchasing power to buy the RTD beverages either since parents make the purchasing decisions in the household and generally frown upon purchasing coffee-related products for their children. The reason I chose to target male over female consumers is because there is a much bigger market for males trying to bulk up in weight for fitness purposes by consuming protein compared to females. Lastly, I chose to target college students with a possible part time job as they attend college and have access to the free gyms that colleges offer with tuition. Further, if this segment is a full-time college student then they would have a ton of extra time after classes allowing them to have the time to exercise and need products to complement their exercising. To add, full time college students or college students with a part time job generally want the best deals/lowest prices when purchasing non-essential goods since they don't have a full-time job and rely on some of their parent's income which then results in budgeting. My product directly serves this segment's low-cost need as it offers bulk discounts as well as cheaper per-bottle prices compared to competing brands. Lastly, college students value the attribute of convenience in their products, especially for my RTD beverages, since they most likely do not have a blender and/or coffee machine in their apartment or dorm rooms and want to be able to quickly grab a bottle and get their workouts done as fast as possible as they have other things to worry about such as homework or socializing with friends.

Market segment #2: For my second market segment, the demographics I would target include male Hispanic construction workers aged 18 years old to 35 years old who live in New York and are in the lower to middle class bracket. Again, I would target males since there is a much bigger market for males trying to bulk up in weight and gain muscle through consuming protein and exercising compared to females. Further, I chose Hispanics in the lower to middle class bracket as, based off my market research, they are a growing segment in America that demands an RTD coffee protein beverage. Further, lower to middle class consumers want a product that is low cost which my product serves as it beats competitors prices. Further, I chose the geographic area of New York based off my market research I have conducted using Google Trends. Apparently, New York has searched the term "coffee and protein" on Google the most compared to other U.S states as well as New York is the only state that has searched for the term "ready to drink coffee" on Google. I also chose the ages of 18 to 35 years old as construction workers are generally around this age bracket and this segment is considered a young segment and exercising/fitness caters towards young segments more so than older segments. Lastly, I chose construction workers as most of their jobs include physical labor which is a form of exercising. Construction workers also heavily drink coffee in the early mornings to start their day as well as a huge population of construction workers in America are Hispanic.

Buying Cycle

- 1. Awareness:** In this stage, potential customers will realize they have a problem that they need a fix to.
 - Potential Customer #1: This potential customer has run out of both coffee and protein powder at home and want to try something new and higher in quality which leads them to begin considering where to find replacements.
 - Potential Customer #2: This potential customer begins their exercise journey and realizes they need supplements to complement exercising.
 - Potential Customer #3: This potential customer sees their friends exercising on their social media stories and realizes they want to start working out like them but need a product that encourages or motivates them to exercise.
 - Potential Customer #4: This potential customer realizes how expensive their current options for coffee and protein intake are and begin searching for alternatives.
 - Potential Customer #5: This potential customer's coffee machine or blender broke and doesn't want to keep brewing coffee and blending protein every time they are about to begin exercising and searches for alternatives.
 - Potential Customer #6: This potential customer wants to change up their morning routine and make the processes of waking up and starting their day easier.
- 2. Consideration:** In this stage, the buyer defines their problem and searches options to solve it.
 - Potential Customer #1: This potential customer searches for the best coffee and protein on Google. This is where one of my blogposts comes up that ranks high for the keyword "best coffee and protein" that talks about my products and how it contains the perfect blend of quality coffee and protein in one bottle.
 - Potential Customer #2: This potential customer may search the term "healthy beverages for exercising" on Google which will have my article coming up first as it ranks highest for the keyword "healthy beverages" and will explain facts on why Wake and Take's beverages boosts the benefits that exercising has to offer as well as how beneficial each bottle is to one's health.
 - Potential Customer #3: This potential customer may scroll through Facebook and see a one of their friends share a video posted by Wake and Take. This video is a user generated video that consists of a yearly time-lapse of someone taking pre and post workout photos every day in the mirror to show their workout progression with a bottle of Wake and Take in their hands. After watching this video, this potential customer could be more encouraged then before to begin exercising and possibly want to use Wake and Take's beverages to help them on the way.
 - Potential Customer #4: This potential customer may search "cheap coffee and protein" on Google which then will display pictures of my beverages and their

prices on Google Shopping Ads which will be cheaper than competitors alongside my ad.

- Potential Customer #5: This potential customer may search for “easy coffee and protein” on Google. The first search result pops up with a Wake and Take article that ranks high for the keyword “easy coffee and protein”. This article explains how convenient Wake and Take’s RTD protein coffee beverages are through not having to blend protein or brew coffee anymore as all it takes is one bottle of Wake and Take.
- Potential Customer #6: This potential customer may search for “morning routine made easy” on Google and see my article post pop up on top of search results as it ranks high for the keyword “morning routine”. This article explains general customers pain points to morning routines and recommends buying Wake and Take’s beverages to reduce the steps involve in mornings, which includes making coffee and blending protein.

3. Decision: In this stage, the buyer chooses a solution.

- Potential Customer #1: This potential customer is interested in my products quality from the blog post but is cautious and wants to see some reviews before making a purchasing decision. They click on the link at the bottom of the blog page that directly links them to my main website where they look at my products for sale and read the reviews for the highest review beverages. They end up purchasing which ever beverage has the highest review and only buy a small quantity as they want to sample the product first before buying a bulk order. They make this purchase directly on my ecommerce website.
- Potential Customer #2: As this potential customer is reading my article a lead magnet pops up and asks for their email to subscribe to Wake and Take content. They put in their email as they value the content that is put into the article because it is educational and relative to their search. After they put their email in, they leave the page. This potential customer may still be in the exploring stage and looking at other alternative health beneficial products that complement their newly adopted exercising routines. However, they check their email and see Wake and Take’s email that was sent to them. They are interested in what the email has to say and begin to directly type in Wake and Take’s URL to locate the home page and check out the product’s Wake and Take offers. This potential customer is interested but still looking at competitors to make a final decision, so they end up going onto Wake and Take’s site 2-3 more times before making a purchasing decision. They end up purchasing on my ecommerce page.
- Potential Customer #3: This potential customer ends up following Wake and Take’s Facebook page where every day (until they unfollow) they are exposed to Wake and Take’s brand presence when visiting Facebook. After a around a week and already have visited Wake and Take’s Facebook page 2 or 3 times, they decide to visit again and see the about box and click on Wake and Take’s link that directs them to the product page on Wake and Take’s site. When this potential customer lands on the page, they will sign up for the newsletter that will incentive signups for a discount on first purchases. After they get the discount code in their email that was sent out immediately after signing up, they will browse the

products page and decide which flavor best suits them best. After, they will explore different purchasing options and purchase and use whichever option suits them best (either they subscribe, purchase in bulk, or purchase small quantity).

- Potential Customer #4: This potential customer will want to just find the cheapest solution to their needs and will purchase fast without much consideration. They will click on my ad which will lead them to my website's ecommerce page. Once in this page, they will see a box that says, "Sign up for Wake and Take's Newsletter and save 20% on your first order!" and will instantly sign up to get further savings on their purchase. Next, they will browse all my products and choose the flavor that appeals to them the most and explore their purchasing options before making a purchase. This potential customer will most likely purchase in bulk to increase their savings.
- Potential Customer #5: This customer likes the content in the article and agrees that the problem presented, having to brew coffee and blend protein, is a pain point for themselves. This customer navigates through the article and clicks on Wake and Take's main website to view the different beverages and prices Wake and Take offers. This is where the potential customer will put their email in the newsletter sign up to get a discount before ordering. This potential customer then will decide which purchasing options to use before purchasing. They will then decide the best purchasing option for themselves and use the promo code.
- Potential Customer #6: This potential customer likes the content provided in the article and end up putting their emails in the lead magnet popup to subscribe to the content Wake and Take creates. They get new emails every time Wake and Take has a new article that is similar to the one they read before. This potential customer reads a few of these articles until they decide to visit Wake and Take's homepage. Once they visit the home page, they will look at the products section and decide which beverage flavor is best for themselves. After, they will explore their purchasing options before making a purchase. They may also sign up for the newsletter to get a 20% discount before making a first purchase.

Unique Selling Proposition

- One aspect that differentiates Wake and Take from competitors is value customers get from Wake and Take's beverages. It beats competitors' prices all while prioritizing superior quality. Wake and Take's beverage's quality is better than competitors through providing more protein in each bottle, locally sourced coffee grounds, and making sure to send out fresh and sealed bottles in every shipment. Starbucks does however beat our prices with their RTD Frappuccino bulk package deal on their Amazon Ecommerce platform, however, there are lots of poor reviews relating to quality control as customers are getting nearly expired RTD Frappuccino's or broken bottles (cracked or seal is broken). Further, Starbucks does not have protein in their RTD beverages, which my target market values a lot in their RTD beverages.
- Another factor that differentiates Wake and Take from competitors is Wake and Take's purchasing options. Wake and Take provides multiple different purchasing options for customers in order to make the purchasing process more personalized and convenient than ever. Customers can purchase Wake and Take at convenience stores as well as on the Wake and Take website. When a customer decides to purchase on Wake and Take's

website, customers can choose between three different options: (1) customers can purchase in small quantity, (2) customers can purchase in bulk to increase savings, (3) customers can set up a subscription plan and pay per month to reduce the haste of having to keep filling out new orders as well as get even more savings. Different subscription plans include purchasing small quantities of beverages or bulk purchasing. Starbucks does offer bulk packages for big savings on their Amazon Ecommerce platform; however, their beverages still lack in quality.

- Wake and Take also differentiates itself from competitors through offering up to four different flavors, which is included in the bulk variety pack. This is important as customers make simultaneous choices (i.e buying in bulk) they prefer variety. Starbucks does offer a bulk variety pack on their Amazon Ecommerce platform, but, again, they lack in fundamental quality of their beverages. Additionally, Muscle Milk offers a 12-bottle variety pack, however, this is considered their bulk package which offers little savings compared to mine and is not as big as my bulk package (being 32-bottles).
- **(Appendix E for tables and sources)**

Brand

- Being the life coach and expert for health and fitness.
 - Personality: Motivational, Adolescent, Athletic, Educational, Caring, Masculine
 - Values: The value Wake and Take's brand provides for the customer is encouragement and support for those seeking a healthy and active lifestyle.
 - Reflection: Customers perceive themselves as those who are proud to take care of their health and bodies and want to keep moving forward in life when they interact with my brand.
 - Assets (color)
 - Aqua: This color is associated with emotional healing and protection. (<https://zevendesign.com/color-association/Yellow/Gold>)
 - Yellow: Produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. (<https://zevendesign.com/color-association/>)
 - Blue: This is a masculine color; according to studies, it is highly accepted among males. (<https://zevendesign.com/color-association/>)
 - Logic behind logo: Looking to strength, looking to a symbol that denotes strength with clean and minimalistic lines. Easy to recognize. In Greek mythology, Kratos (or Cratos) the personification of strength. The symbol of Kratos is minimalistic. Three different logos to choose from.



WAKE & TAKE



WAKE & TAKE



WAKE & TAKE

Website

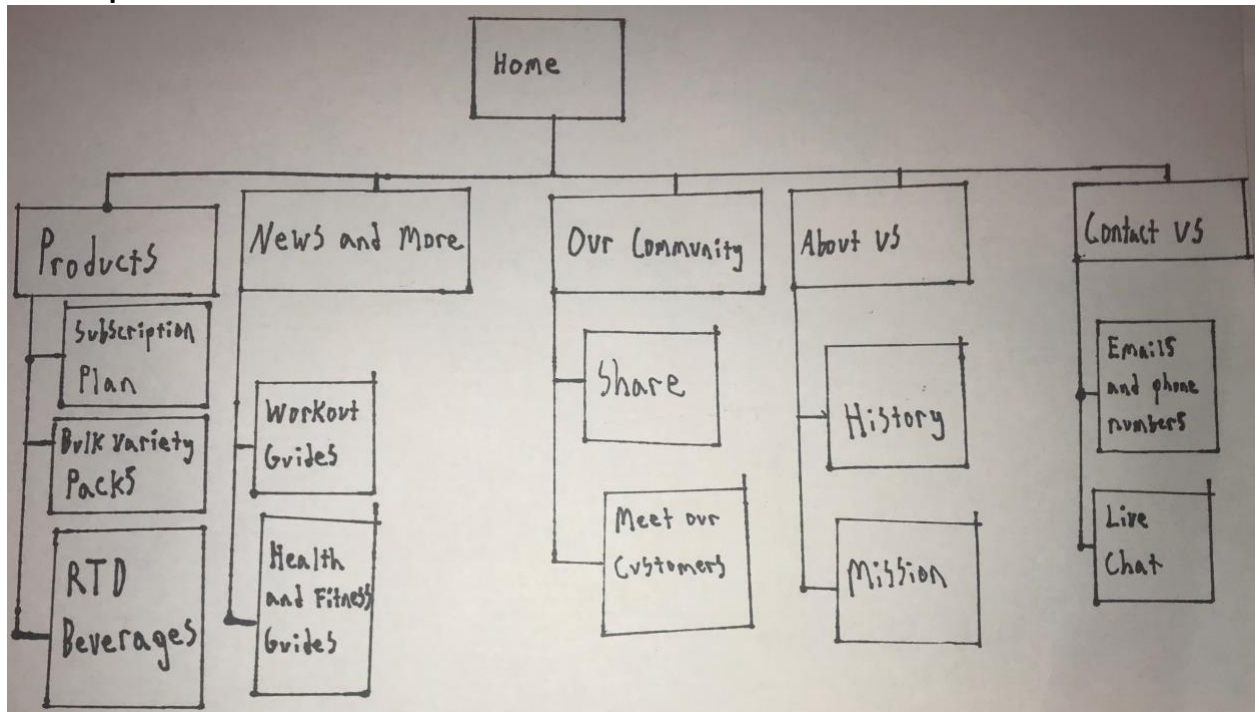
- **Website Goals:**

- Sales
- Low bounce rate
- Email sign ups

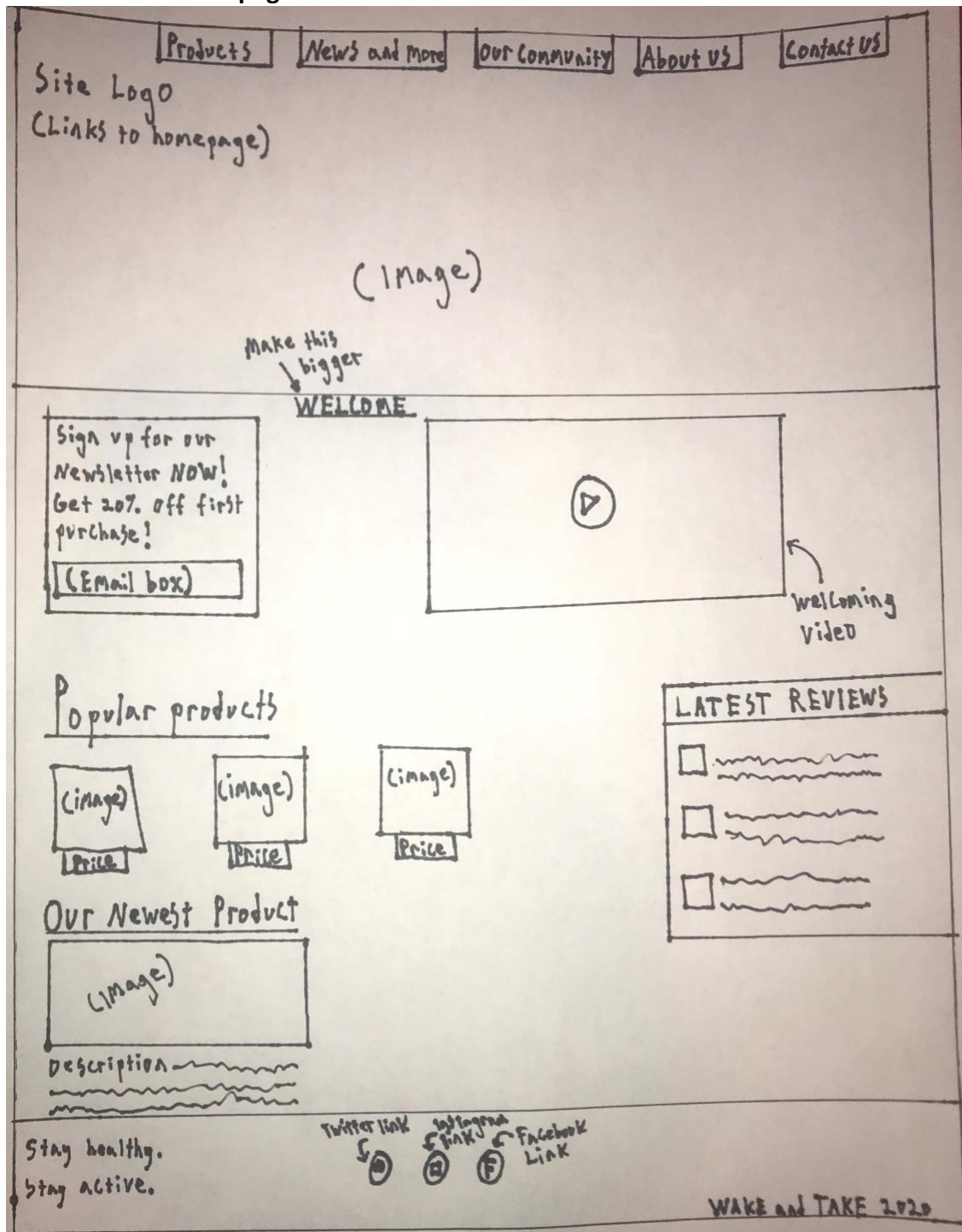
- **Prospective URL:**

- <https://www.wakeandtakebeverages.com/>
- https://www.godaddy.com/domainsearch/find?isc=gofd2001aj&checkAvail=1&tmkey=1dom_03_godaddyb&domainToCheck=WakeandTake

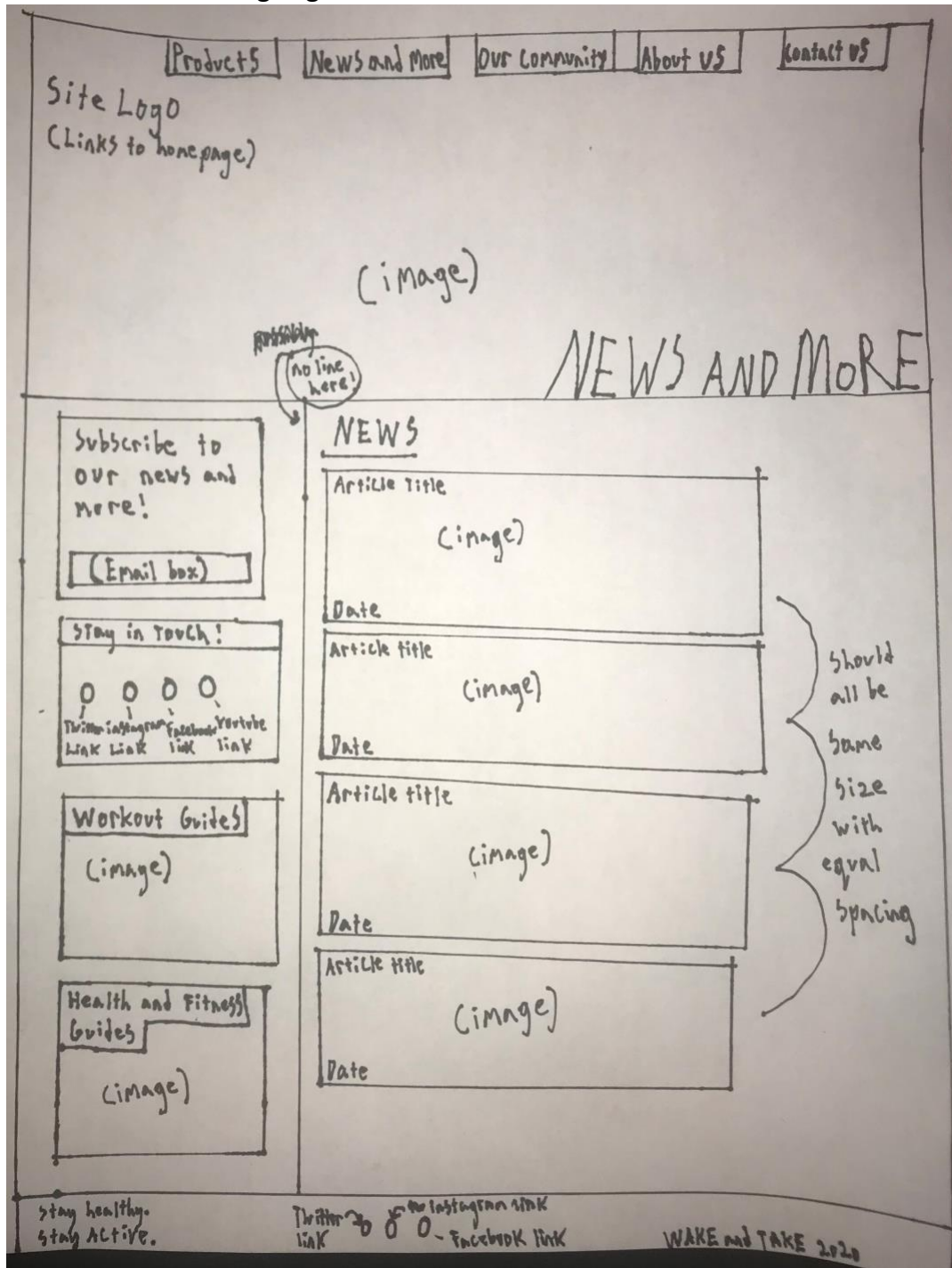
- **Site Map**



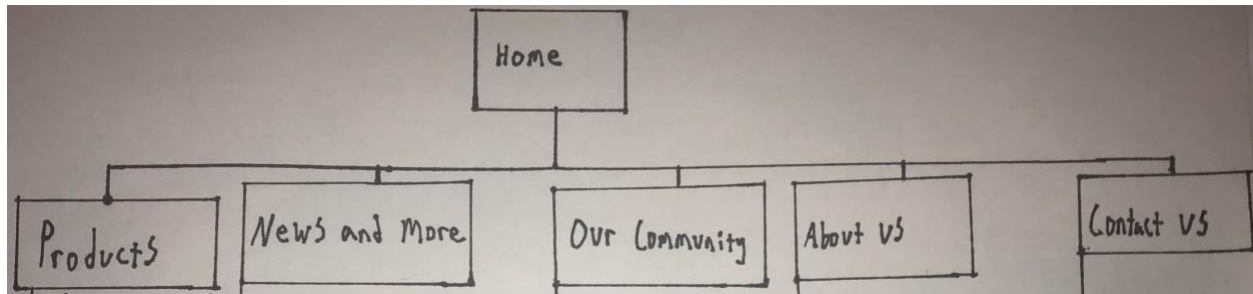
- Wireframe
 - Homepage:



○ Landing Page:



- Menu structure



- SEO Strategy

- Exercise (focus keyword for Home page)
 - power
 - strength
 - workout
 - healthy lifestyle
 - healthy beverages
- workout supplement (focus keyword for product page)
 - best coffee
 - best protein powder
 - power drink
 - mocha
 - coffee with protein
 - grab and go
- fitness (focus keyword for news and more page)
 - lifehack
 - morning routine
 - workout routine
 - health and fitness
 - innovative products

Keyword	Search Volume	SEO Difficulty	Paid Difficulty	Cost Per Click	Links			
Power	673,000	63	7	\$3.07	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			
Exercise	368,000	63	8	\$1.21	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			
best coffee	246,000	52	17	\$1.04	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			
fitness	201,000	73	40	\$1.93	https://app.neilpatel.com/en/ubersuggest/overview?lang=en&			
Strength	110,000	61	1	\$2.19	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			
Workout	110,000	63	9	\$3.08	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			
Lifehack	90,500	59	1	\$0.88	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			
Mocha	60,500	50	1	\$0.50	https://app.neilpatel.com/en/ubersuggest/overview?keyword=			

best protein powder	60,500	62	100	\$0.77	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
Workout routine	60,500	42	20	\$2.85	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
morning routine	18,100	26	8	\$0.49	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
healthy lifestyle	12,100	24	9	\$2.87	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
Grab and Go	8,100	18	8	\$1.81	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
workout supplement	6,600	50	100	\$2.00	https://app.neilpatel.com/en/ubersuggest/overview?lang=en&
coffee with protein	5,400	45	100	\$0.98	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
health and fitness	4,400	17	8	\$2.90	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
Innovative products	2,900	25	22	\$2.96	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
healthy beverages	1,300	42	77	\$2.08	https://app.neilpatel.com/en/ubersuggest/overview?keyword=
power drink	1,300	49	100	\$0.51	https://app.neilpatel.com/en/ubersuggest/overview?keyword=

(Ranked by highest search volume)

- Page URLs, <title>, <h1>, and 2 <h2> tags

Page Name	URL	Title	<h1>	<h2>	<h2>
Home	https://www.wakeandtakebeverages.com/	Wake and Take Improve Your Exercise	More Power To You!	Increase strength	Boost Workout
Products	https://shop.wakeandtakebeverages.com/	Wake and Take Shop For The Best Workout Supplements	Coffee With Protein	Best Protein Powder	Best Coffee
News and More	https://www.wakeandtakebeverages.com/news/	Wake and Take The World of Health and Fitness	All About Fitness	Workout Routine	Innovative Products

- Sample Images for Home Page



- <alt> tag text: alt="Male college student working out and building strength and power in core"



- <alt> tag text: alt="Male college student living a healthy lifestyle through exercising and running on the beach"

- Sample Images for Landing Page (News and More)



- <alt> tag text: alt="Tire flipping workout routine "



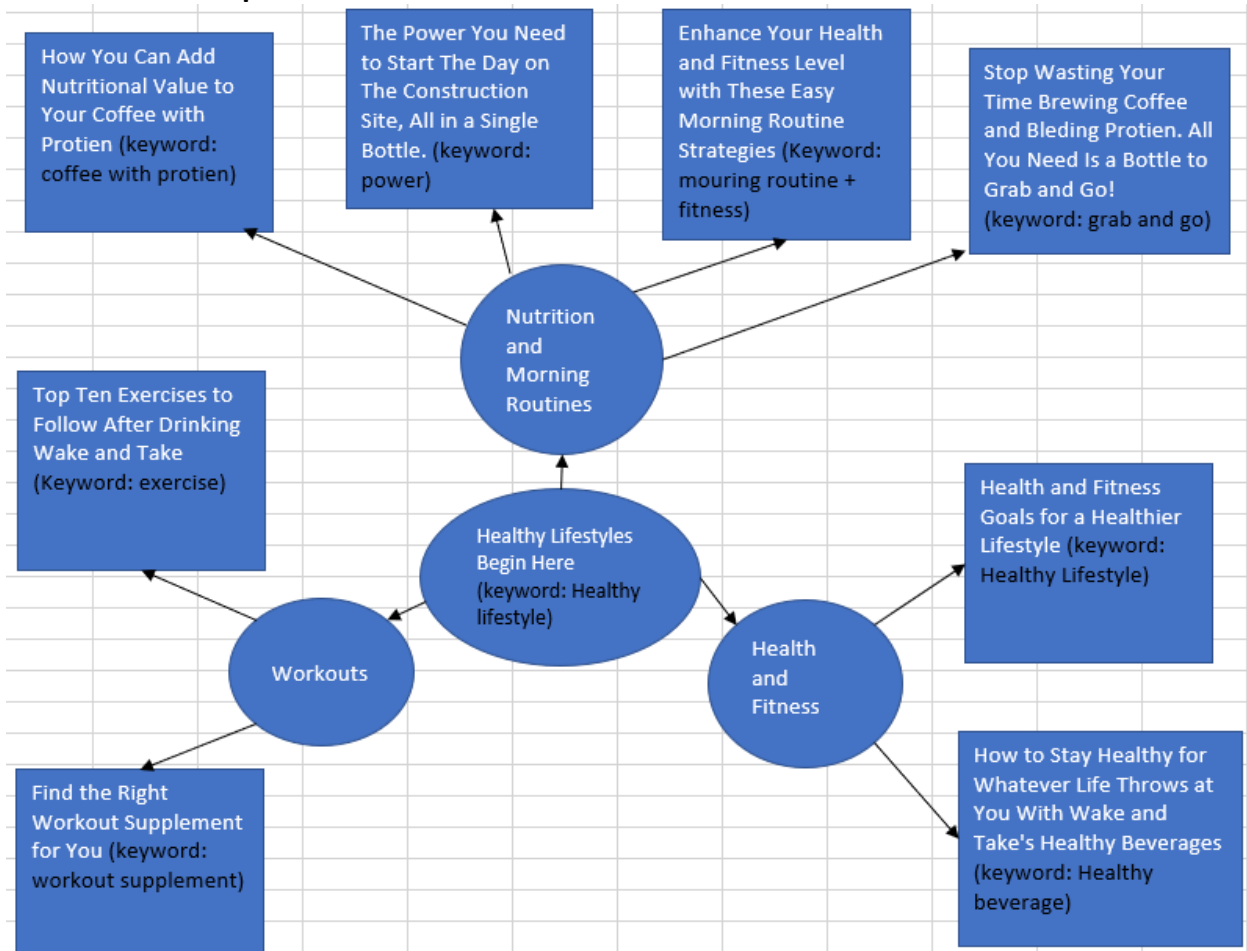
- <alt> tag text: alt="New innovative product, the Wake and Take Protein Mocha Explosion Bar"

- **Sample copy for home page and one landing page**
 - Home page
 - <h1> tag: <h1> More Power To You! </h1>
 - Tagline: All It Take's Is One Wake and Take
 - 25-100 words of SEO relevant text: Our RTD beverages provides more power to you. With a perfect blend of coffee and protein, Wake and Take offers the strength you need to complete your workouts.
 - Landing page (News and More)
 - <h1> tag: <h1>All About Fitness </h1>
 - Tagline: Stay Active. Stay Healthy.
 - 25-100 words of SEO relevant text: Improve your fitness levels with ease. Introducing our new innovative product line: Wake and Take protein coffee bars. Are morning routines feeling more exhausting as days go by? We got a fix for that! Check out our guides for new workout routines that fit your schedule!
- **Meta descriptions**
 - Home page
 - <meta name= "description" content= "Bring out the exercising you by increasing your strength and boosting your workouts with Wake and Take. Healthy beverages to fit your healthy lifestyle. Ditch your coffee machine and protein blender today. Learn more!">
 - Landing page (Products)
 - <meta name= "description" content= "Welcome to the official Wake and Take store! The best coffee and protein, all in one bottle. Great tasting. High quality. The most convenient workout supplement you will ever use. Grab it and go workout! Try our RTD beverages now! Shop variety bulk packs and more here.
- **Short link building strategy**
 - Check competitor's backlinks to know what strategy is working for themselves when implementing my own backlink strategies.
 - Obtaining more backlinks by becoming a source for bloggers through content provided in my site's blogs. More specifically, Wake and Take will be publishing ultimate guides on workout routines and health and fitness nutrition that are the "go-to" resources for these topics. This will inhibit bloggers to link to my guides whenever they write about my guides in their blogs.
 - Request sites for backlinks by reaching out to site owners. They will mostly not decline because my site will have a proper domain security and will be relevant to their sites content.

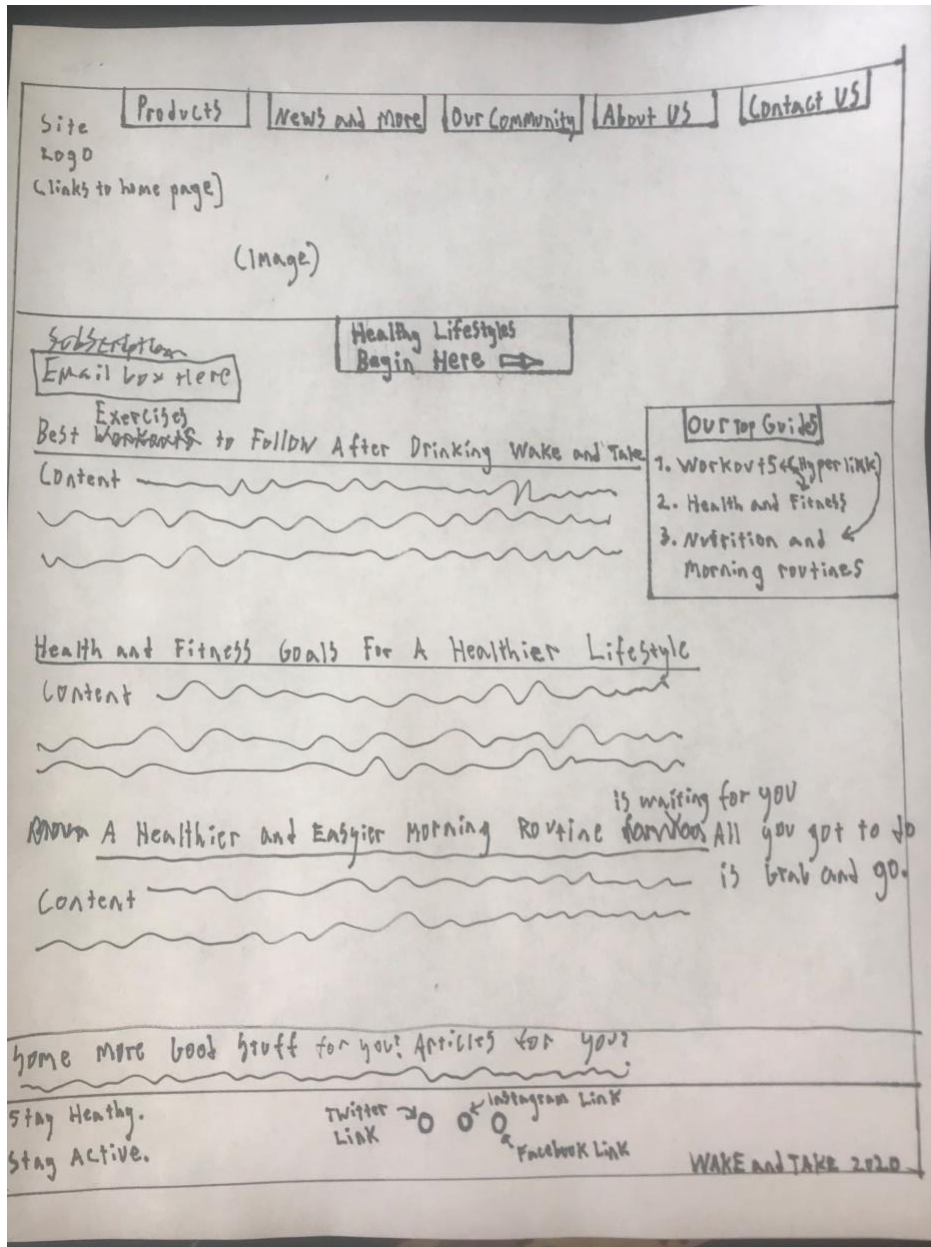
Marketing Channels

Content Marketing

- Hub-and-Spoke Model



- Hub and Spoke Page Wireframe



- **Table**

Home Page Keywords	Article Title	Persona
Exercise	Top Ten Exercises to Follow After Drinking Wake and Take	1
Healthy beverage	How to Stay Healthy for Whatever Life Throws at You With Wake and Take's Healthy Beverages	2
Power	The Power You Need to Start the Day on The Construction Site, All in a Single Bottle.	2
Healthy Lifestyle	Health and Fitness Goals for a Healthier Lifestyle	1 and 2
Landing Page (Products) keywords	Article Title	Persona
Workout supplement	Find the Right Workout Supplement for You	1
Coffee with protein	How You Can Add Nutritional Value to Your Coffee with Protein	2
Grab and go	Stop Wasting Your Time Brewing Coffee and Blending Protein. All You Need Is a Bottle to Grab and Go!	1 and 2
Extra: Landing Page (News and More) keywords	Article Title	Persona
Mourning Routine + Fitness	Enhance Your Health and Fitness Level with These Easy Morning Routine Strategies	1 and 2

- **Article with Title, Image, and Text**

- Title: Health and Fitness Goals for a Healthier Lifestyle



- <alt> tag text: alt="Lifting bar, water, and apples to resemble nutrition and exercising which goes along with a healthy lifestyle"
- Text: In order to live a healthier lifestyle and to start seeing improvements, we recommend you follow these three goals: (1) Be in it for the long run (2) Follow a healthy nutrition plan (3) Be consistent. It is crucial to follow a healthy nutrition plan to get results from the exercises you partake in. We recommend that whatever health nutrition plan you follow, make sure to consume protein either in foods or in powdered forms. You can also consume protein through RTD beverages, such as Wake and Take's beverages. Additionally, in order to achieve being consistent, we recommend you organize your exercising schedule in a digital calendar with notifications.

- **Publishing Schedule**

- Wake and Take will be publishing new articles under guides 3 times a week in order to keep the content fresh and up to date. Posting three articles weekly also allows for users who have subscribed to Wake and Take's newsletter with their emails to be able to get alerted 3 times a week for when new articles are published. The reason behind not publishing more than 3 articles a week is because Wake and Take does not have enough human resources to create more than 3 articles a week. If Wake and Take decides to create more than three articles a week, quality of the article content will be greatly reduced.
- Wake and Take will also include completely new topics through implementing at least one new guide every six months that fits new pain points found in Wake and Take's personas. This will ultimately improve our SEO rankings and create more backlinks.

Social Media Marketing

- **Goals for Each Platform**

- Twitter: Grow brand audience
 - Wake and Take will use Twitter as a go to platform to promote news related to the company and the word of fitness. This will also be the platform where Wake and Take expresses their brands personality the most, which will include posts that are motivational, athletic, educational, caring, and masculine. Furthermore, we would use Twitter as a platform to target market segment 1, as 44% of U.S adults age 18-24 use Twitter and market segment 1 for Wake and Take includes individuals in the age ranges of 16-24 years old (Appendix F (1)). Through using Twitter as a news source for Wake and Take as well as demonstrating Wake and Take's personally on this platform, Wake and Take can achieve growing a brand audience through obtaining followers and retweets.
- Facebook: Increase Sales
 - Wake and Take will use Facebook to generate more web traffic in order to drive sales. This can be done by posting about Wake and Take's guide and article content as well as posting about products. Wake and Take will also reply fast to comments and dm's on this platform. This is important as users who scroll through Wake and Take's comment section and see unanswered complaints will not trust the brand enough to click on the link in Wake and Take's bio or purchase from Wake and Take's website. Furthermore, in order to get more shares and page followers for the Wake and Take Facebook page, Wake and Take will hold a variety of user-generated video contests and post the winner's videos. By obtaining shares and more page followers for Wake and Take's Facebook page, there will be more exposure for the page, which then could lead to higher possibilities of clicks on Wake and Take's link in the bio. To add, page followers will also be exposed to Wake and Take posts in their news feed

daily. Some of these posts will be about Wake and Take's guides and articles, which then will lead users to Wake and Take's website by clicking on the link to the guide or article. Lastly, Wake and Take will target both persona #1 and #2 on this platform as persona #1 goes on Facebook every day and persona #2 only uses Facebook as their go to social media platform.

- Instagram: Turn customers into advocates
 - Wake and Take will use Instagram to drive community engagement in order to turn customers into advocates. Wake and Take's Instagram will have tons of user-generated content as Wake and Take will ask users to use the hashtag #WeAreWakeAndTake and post creative pictures of Wake and Take products to have their username and pictures featured in the daily Wake and Take Instagram posts. Having user-generated posts helps promote a community aspect to Wake and Take's Instagram, which contributes to creating more loyal fan base. This also helps Wake and Take be able to find high quality photos that are not stock images. We will be targeting individuals that fit persona #1 as they use Instagram daily and fall in the younger segment which is important as Instagram's largest age category is 18-24 years old (Appendix F (2)). Further, Wake and Take will also start conversations with users by using Instagram Stories Stickers such as the question sticker, the quiz sticker, and the countdown sticker that will be used for new product releases. Stories are attractive to our target audience since stories are generally used more by the younger demographic.
- LinkedIn: Finding Talent
 - Wake and Take's LinkedIn profile will be used for networking and hiring. In order to do this, Wake and Take must look very professional by posting longer posts than other platforms and using a more formal language since the audience on LinkedIn is generally more professional. Further, our LinkedIn profile can be used for athletes or organizations to connect and discuss sponsorships.
- **Company Bio Text for Facebook:** Stay healthy and fit with Wake and Take beverages. Check out our products here: <https://shop.wakeandtakebeverages.com/>
- **Company Bio Text for Instagram:** We are fitness enthusiasts. We are those seeking strength. We are a community. Together we are Wake and Take.
- **2 Example Posts for Facebook:**
 - Post 1
 - Goal: Product awareness. This post achieves increasing Wake and Take's product awareness through using a visually appealing graphic to advertise Wake and Take's Protein Mocha Explosion RTD beverage with a catchy description that users can get behind.



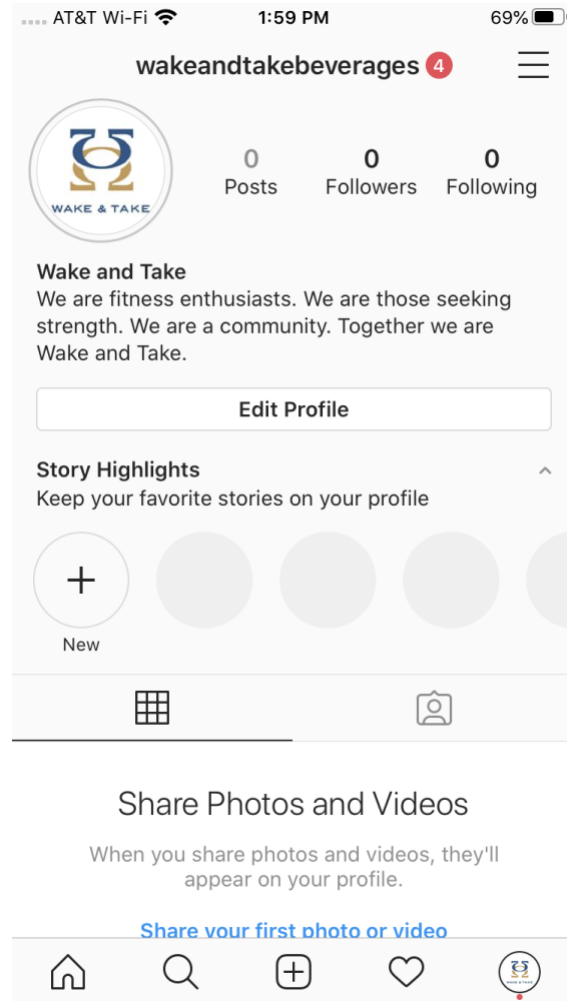
- Text: Own the gym and own your body with Wake and Take's Mocha Protein Explosion. The perfect blend of premium coffee and protein... AKA the good stuff your body needs to complete your workouts! #ALLitTakesIs1Wake&Take

○ Post 2

- Goal: Shares and Page follows. Users can be motivated by this video and want to share this post to their friends so that they can motivate their friends to work out as well. Shares lead to more page publicity which ultimately leads to page follows. Additionally, users will be more interested in posts created by customers themselves which could lead to page follows.
- Video: A winning user-generated video of a time lapse of an individual taking images of themselves in the mirror after working out while holding a bottle of Wake and Take to show their muscle progression.
- Text: Congratulations to Edward Mathews for winning the Wake and Take video contest! Motivation can really show results, especially when you are drinking Wake and Take! #ALLitTakesIs1Wake&Take

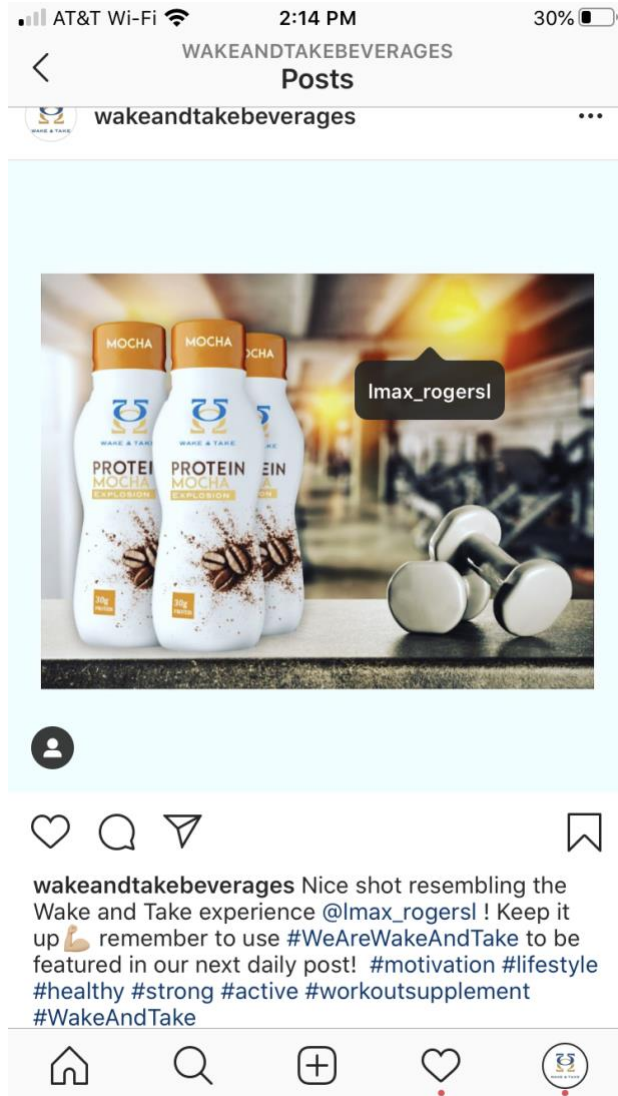
- **2 Example Posts for Instagram:**

- Instagram profile:



- Post 1

- **Goal: Create a loyal fan base:** This post serves to promote the community aspect of Wake and Take by posting an image created by a fan of the brand. This post also encourages others to use the hashtag #WeAreWakeAndTake to post photos of their Wake and Take experience. Over time, having multiple user-generated photos (like this post) on the Wake and Take Instagram profile puts exposure on the variety of personalities that are included in the Wake and Take community. Through users feeling like they are a part of this community, they can feel belonging and encouragement to bring their friends and family along as well, ultimately creating a more loyal fanbase.



Post 2

- Goal: Engagement: This story promotes engagement by having users involved in Wake and Take's product decisions for which new flavor of Wake and Take's beverage should come out next. Having users vote on Wake and Take's stories allows for more engagement between users and the brand.



- **Social Post for Article Using Facebook:**

- Goal: Increase site traffic: This post is to promote one of Wake and Take's articles, "Health and Fitness Goals for a Healthier Lifestyle", which users will click on the image to direct them to the article, further increasing site traffic.



- Text: Want to start living a healthier lifestyle? We got you covered. Check out our latest article on our top goals that you can easily follow to live a healthier lifestyle. Start treating your body with the love and respect it deserves.

Email Marketing

- **Three-segmented lists**
 1. Purchase behavior (purchased in past, types of purchases (small quantity, bulk, subscription), abandon cart etc.)
 2. Type of sign up (email signup for order subscription, newsletter, event etc.)
 3. Email behavior (clicked on email or not, time spent reading email, clicked on links in email)
- *Purchase behavior*
 - Goal: Have users who abandoned their cart and left page go back and complete orders through offering a free bonus item in their order.
 - Subject line: Did you get cold feet? So what. We got you covered. Go back now to receive a FREE bonus item!
- *Type of sign up*
 - Goal: Send relevant emails to the type of email sign up to increase email click through rate. Also send feedback emails to maintain customer connection so that customers remain loyal and don't feel left out.
 - Subject line: How are your subscription orders coming along? It would be wonderful to hear from you!
- *Email behavior*
 - Goal: Increase email click through rate, traffic to site, and sales by offering discount codes. Also encourage newsletter subscribers feel special and send personal messages to further increase email click through rate.
 - Subject line: [17.5% off] Hey Dave! Your health is important to us, so important that we are offering you a discount on your next order!

Paid Acquisition

- I chose Google Ads as my platform since Google is the most used search engine and can help reach the most exposure of my ads to my target audiences. Further, one of Wake and Take's main goals is to be one of the first websites to pop up on search results through having high SEO. Google Search Ads helps Wake and Take remain high on search results by having the ad displayed high on search results.
- The goal behind Wake and Take's campaign for Google Ads is to promote sales. This can be done through using keywords in the Google Search Ads that are the same keywords in the Wake and Takes product page that only users who want to buy a product, like Wake and Take's RTD beverages, will search for. Users who click the ads will be directed to the Wake and Take product page.
- I will also include Google display ads to promote sales. When users click on the image, they will be directed to the Wake and Take product page.
- **8 targeting parameters for Google Ads Google Search**
 1. Products page keywords

2. Demographics (16-35 year old males who either go to high school/college or work construction)
3. Topics (Hobbies & leisure=>fitness=>workout supplements/food and beverages=>coffee and protein=>coffee with protein /healthy lifestyle=>nutrition=>coffee with nutritional value/morning routines=>coffee)
4. Interest Categories: In-market audiences (In-market audiences are valuable as they are further down the funnel and are comparing products like Wake and Take's beverages before making a purchase decision)
5. Placement Targeting (I will use this option to display ads on the websites I know my target audience is visiting)
6. Contextual Targeting (I'll allow Google to place Wake and Take ads on web pages that contain content that matches the keywords I have selected.)
7. Site Category Exclusions (I'll allow Google to exclude site categories that include error pages, "bizarre" pages, and parked domains. Excluding sites that are not appropriate for Wake and Take can help improve our ROI on Google Display Ads)
8. Remarketing (Target users that have already been to the Wake and Take website or interacted to Wake and Take's ads so that they see my ads more often. This will help with ad exposure to users that may be interested in my brand as they interacted with my brand previously)

Ad #1: Google Display Ad



Ad #2: Google Search Ad

#1 Workout Supplement in The World | Wake and Take | The Best Coffee and Protein, All in One Convenient Bottle | Free Shipping Shop Now |

Ad <https://shop.wakeandtakebeverages.com/>

★★★★★ Rating for <https://shop.wakeandtakebeverages.com/>: 4.8

\$8 4-pack, \$32 8-pack, \$48 12-pack, \$118 32-bulk variety pack. Enhance your exercises with Wake and Take's popular RTD Protein Mocha Explosion. Grab it and go get your workouts done fast and easy. Free shipping. Subscribe now for more savings!

Measurements and KPIs

- **Five KPIs**

1. Website traffic
2. Conversions
3. Engagement
4. Acquisition
5. Reach

- **Metrics for Website**

1. Bounce Rate- We want a low bounce rate for Wake and Take's website since a high bounce rate is a clear sign that our website's content is not targeted to the browser's wants and needs. Additionally, one of Wake and Take's goal is to have good UX, however, having high bounce rate is a sign that we are not following this goal. Lastly, one of the KPI's for Wake and Take is conversions, and with high bounce rate, entrance pages will not be relevant to our visitors which means we won't expect any conversions such as email entries or sales.
2. Acquisition by Organic Search- Acquisition through organic search is a huge metric for Wake and Take as the main goal for Wake and Take is to prioritize high SEO rankings and to be one of the first results on Google search for our keywords. Through measuring acquisition by organic search, we can determine how successful our SEO rankings are. With low SEO rankings, the number of site visitors coming from organic search will be lower and competitors will be able to have higher conversions and website traffic compared to Wake and Take as we will be placed lower on Google's search page.
3. Average Page Load Time- A goal of Wake and Take is to have high ranking SEO and good UX for the website, however, having a high average page loading time is terrible for UX and ranking high for SEO. Average page load time is also crucial for Wake and Takes KPI, monthly website traffic, as traffic is greatly affected by SEO rankings.

- **Metrics for Content Marketing**

1. Bounce Rate- Bounce rate is especially important for our news and guide pages. High bounce rate will mean users landed on one article page and left without

going to any additional pages. One of Wake and Take's goals is to have good UX, and high bounce rate could be a sign that the news and guide page's UX is no good. Furthermore, having a high bounce rate also is bad for one of Wake and Take's KPIs, being conversions, as users will not be interested enough to subscribe to Wake and Take content as they are not interested enough to click on other pages of the Wake and Take website.

2. Time on Page- Time on page is a crucial metric for Wake and Take's news and guide pages. If a user is on the page for a very short amount of time, this could be a clear sign that our content was not relevant to their search result or that the content was not interesting to them. This ultimately leads to less conversions, one of Wake and Take's KPIs, as users will not subscribe to the newsletter.
3. Backlinks- Backlinks are a crucial metric for Wake and Take's goal, to increase SEO rankings. Further, Wake and Take's strategy for content marketing includes creating content such as articles and guides that is high in quality in order to obtain more backlinks. It is important to measure how many backlinks we have and compare our number of backlinks to competitors as we want to compete for higher SEO rankings.

- **Metrics for Social Media Marketing**

1. Follows/Fans- Follows or fans are a metric for one of Wake and Take's KPIs, being reach. This is because reach is how many eyes our social media posts are getting in front of, and follows or fans indicates reach without any engagement as this is the total amount of people that could see Wake and Take's posts and have actively said they want to by following or becoming a fan.
2. Comments- Comments are a metric for one of Wake and Take's KPIs, being engagement. Comments, even complaints, are helpful in improving our marketing as silence is not. Having comments also is a sign that the social posts are hitting the right points of interest for Wake and Take's target audience. A goal Wake and Take has is to increase customer loyalty through replying fast to social media comments, so having comments in the first place is important to achieve this goal.
3. Shares- Shares is another important metric for the KPI, being engagement. Shares are crucial as they can turn customers into advocates of the brand. This is because when users share Wake and Take's social media posts, they are recommending our posts to their friends and family. Because of this, shares are a great metric to determine the quality of Wake and Take's social media posts.

- **Metrics for Email Marketing**

1. CTR- CTR is crucial for two of Wake and Takes KPIs, being site traffic and conversion. CTR is how many users click the link in Wake and Take's emails to go to the website. Low CTR means low conversion in sales as email subscribers are not clicking on Wake and Takes website link in the emails. Furthermore, CTR is also important for Wake and Take as Wake and Take has a newsletter and CTR is a critical metric for newsletter emails.

2. Open Rate- Open rate is also important for Wake and Takes KPIs, being site traffic and conversion. With low open rate, users will not see the content of our emails which includes links to our product page and home page. Further, the metric of low open rate could also mean our subject lines are not working, so we would have to spend more time sampling different subject lines until we find one that works well and increases our open rate. Lastly, it is important to factor in that sending out too many emails will cause a low open rate.
3. Delivery Rate over Bounce Rate- Delivery rate over bounce rate is a huge metric that Wake and Take needs to consider as having a higher bounce rate over delivery rate means that the emails are coming back since the email addresses are invalid. If this is the case, Wake and Take will need to act and purge their email lists in order to accurately measure other metrics for email marketing and not waste time sending out emails to invalid addresses.

Marketing Strategy and Tactics

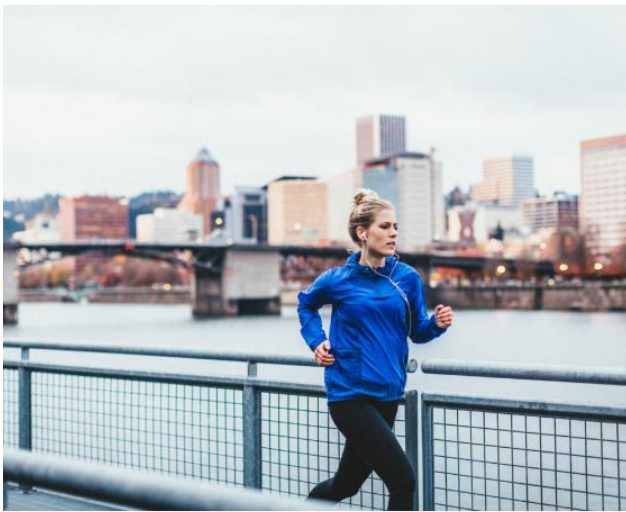
Wake and Take's digital marketing strategy includes using content, social, and email marketing channels to target the two different market segments, including 16-24 year old high school/college students as well as 18-35 year old Hispanic construction workers. We offer value to these segments with our beverages being low cost, convenient, and healthy. Wake and Take differentiates itself from competitors through having the lowest costs for beverages, better ingredients, more protein per bottle, and more purchasing options for the customer. Wake and Take's major goals include having higher SEO rankings compared to competitors to drive web traffic, increase customer loyalty, and to increase brand awareness. Wake and Take's tactics for their content marketing channel includes having a page on the Wake and Take website to post about company news and articles/guides that relates to the pain points of the two market segments. This page is also meant to increase newsletter signups and backlinks as users enjoy the content they see. For the social marketing channel, Wake and Take is using twitter to express the brands personality as well as news relating to the company in order to grow a brand audience. Further, Wake and Take will be using Facebook to increase sales through posting about products as well as Wake and Take's article and guides that encourage users to go visit Wake and Take's website. For Instagram, Wake and Take will turn customers into advocates by creating a community of user-generated posts and promoting customer engagement through Instagram Story Stickers. Lastly, Wake and Take will use LinkedIn for establishing professional connections which entails finding organizations/athletes to sponsor or finding talent to hire. For the email marketing channel, Wake and Take will send emails to users through newsletter signups. These newsletters sign up boxes will be displayed on the home page and products page where it will incentivize potential customers to sign up for first order discount code. There will also be a newsletter sign up box displayed on the news and more page where it will incentivize users to sign up to subscribe to Wake and Take content. For Wake

and Take's advertising campaign, Wake and Take will use Google Display ads as well as Google Search Ads to increase exposure of our brand to our target audiences and obtain sales.

Appendix A: CytoSport (Muscle Milk) Research Sources

1. <https://shop.musclemilk.com/Coffee-House-Protein-Shakes/c/MuscleMilk@RTD@Coffee>
2. <https://en.wikipedia.org/wiki/CytoSport>
3. <https://www-mergentonline-com.libproxy.uoregon.edu/privatecompanyreports.php?pagetype=privatereports&dunsnumber=008342664&signature=60000|60001|60002|60003|60004&type=full&rootsignature=60000&isprintpage=1>
4. https://www.amazon.com/stores/page/0C2101B1-2698-4B06-93AE-8E0E0A2E9207?tag=meastus-20&gclid=EAlalQobChMIutTloqHV6QIVgD2tBh3YwQ61EAAYASAAEgldnvD_BwE
5. <https://shop.musclemilk.com/>
6. <https://www.bevnet.com/magazine/issue/2010/pumped-up-muscle-milk>
7. <https://www.businessinsider.com/muscle-milk-rebrands-for-female-customers-2016-4>
8. <https://www.musclemilk.com/news/>
9. <https://www.musclemilk.com/recipes/>

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- 10.
11. <https://www.instagram.com/musclemilk/?hl=en>
12. <https://www.facebook.com/musclemilk/>
13. <https://twitter.com/musclemilk?lang=en>

14. <https://adage.com/creativity/work/stephen-curry/46527>
15. <https://www.prnewswire.com/news-releases/the-muscle-milk-brand-re-signs-stephen-curry-to-long-term-deal-300166324.html>

Appendix B: Nescafe Research Sources

1. <https://www.brandeating.com/2018/12/nescafe-ventures-into-ready-to-drink-coffee-with-new-coffee-smoothies-and-cold-whipped-lattes.html>
2. <https://www.adbrands.net/archive/ch/nescafe-ch-p.htm>
3. <https://www.amazon.com/stores/page/845114E6-E0C0-4D9B-A8FA-3B752AFF00CC?ingress=0&visitId=aee87f80-4258-42a3-8816-b60761812cf6>
4. <https://mervegulnazerdem.wordpress.com/market-segmentation/>
5. <https://en.eyeka.com/contests/8271-nuevo-comienzo-de-nescafe/results>
6. <https://www.nescafe.com/us/en-us/>
7. <https://www.youtube.com/playlist?list=PL2mHIKzzZrP97n7KI5Wj1qt67qIT3Dxe5>
8. <https://www.instagram.com/nescafe/?hl=en>
9. <https://twitter.com/nescafe?lang=en>
10. https://www.facebook.com/nescafeusa/?brand_redir=99351244175
11. <https://www.referralcandy.com/blog/nescafe-marketing-strategy/>

Appendix C: Starbucks Research Sources

1. <https://stories.starbucks.com/stories/2015/beyond-the-coffee-shop-one-million-places-to-find-starbucks/>
2. <https://www.amazon.com/stores/StarbucksCoffee/StarbucksCoffee/page/343549C8-F3F7-4B19-BEC7-21FE8F53B34F>
3. <https://coschedule.com/blog/starbucks-marketing-strategy/>
4. <https://research-methodology.net/starbucks-segmentation-targeting-and-positioning-targeting-premium-customers-with-quality-products-and-service/>
5. <https://stories.starbucks.com/>
6. <https://www.starbucks.com/rewards/>
7. <https://contentwriters.com/blog/uncovering-the-content-marketing-of-starbucks/>
8. <https://twitter.com/starbucksnews?lang=en>
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Appendix D: Persona 2 Sources

- [https://www.payscale.com/research/US/Job=Construction Worker/Hourly Rate/83382530/New-York-NY](https://www.payscale.com/research/US/Job=Construction_Worker/Hourly_Rate/83382530/New-York-NY)

Appendix E: USP table and Sources

- <https://shop.musclemilk.com/MUSCLE-MILK-Coffee-House-Protein-Shake--Vanilla-Latte/p/MUS-006408&c=MuscleMilk@RTD@Coffee>
- <https://www.nestleusa.com/media/pressreleases/nescafe-new-ready-to-drink-innovations>
- https://www.target.com/p/starbucks-frappuccino-chilled-coffee-drink-13-7-fl-oz-glass-bottle/-/A-12959301?ref=tgt_adv_XS000000&AFID=google_pla_df&fndsrc=tgtao&CPNG=PLA_Grocery%2BShopping_Local&adgroup=SC_Grocery&LID=700000001170770pgs&network=g&device=c&location=9031731&ds_rl=1246978&ds_rl=1248099&gclid=EAlaQobChMIoNvs3vfS6QIVkT2tBh2MlwCzEAQYAIAABEgLB7fD_BwE&gclsrc=aw.ds
- https://www.amazon.com/Starbucks-Frappuccino-Variety-Pack-15/dp/B077NLX2XT/ref=sr_1_1?crid=35759M767TU4O&dchild=1&keywords=starbucks%2Bfrappuccino%2Bvariety%2Bpack&qid=1590721084&srefix=starbucks%2Bfrappuccino%2Bvariety%2Caps%2C254&sr=8-1&th=1
- <https://www.amazon.com/stores/page/845114E6-E0C0-4D9B-A8FA-3B752AFF00CC>

Price	
Muscle Milk's Coffee House Protein Shake	\$9.29 For a pack of 4 (roughly \$2.32 per bottle)
Nescafe's Coffee Protein Smoothie	\$3.49 per bottle
Starbucks's RTD Frappuccino	\$2.69 per bottle (single bottle purchase at Target)
Wake and Take RTD coffee protein beverage	\$2 per bottle

Purchase option: Bulk pack + Variety	
Muscle Milk's Coffee House Protein Shake	Offers bulk packages with 12 bottles per pack. Also offers bulk variety packages of 12 with 3 different Flavors.
Nescafe's Coffee Protein Smoothie	Offers bulk packages with 12 bottles per pack. No variety bulk pack.
Starbucks's RTD Frappuccino	Offer bulk pack with 15 bottles. Also offers bulk variety pack of 15 with 2 different Flavors.
Wake and Take RTD coffee protein beverage	Offers bulk packages with 32 bottles per pack. Also offers bulk variety packages with 4 different Flavors.

Purchase option: Small quantity pack	
Muscle Milk's Coffee House Protein Shake	Offers smaller quantity option through pack of 4.
Nescafe's Coffee Protein Smoothie	None.
Starbucks's RTD Frappuccino	Offers smaller quantity option through pack of 8.
Wake and Take RTD coffee protein beverage	Offers smaller quantity options through pack of 12, 8, 4, and 2.

Bulk Package Savings

Muslce Milk's Coffee House Protien Shake	\$.16 saving per bottle
Nescafe's Coffee Protein Smoothie	\$0 savings per bottle
Starbucks's RTD Frappuccino	\$1.59 savings per bottle
Wake and Take RTD coffee protien beverage	\$.30 saving per bottle

Subscriptions?

Muslce Milk's Coffee House Protien Shake	Yes. 5% savings.
Nescafe's Coffee Protein Smoothie	No
Starbucks's RTD Frappuccino	No
Wake and Take RTD coffee protien beverage	Yes. 6% savings.

Flavor Count

Muscle Milk's Coffee House Protein Shake	3
Nescafe's Coffee Protein Smoothie	2
Starbucks's RTD Frappuccino	8
Wake and Take RTD coffee protein beverage	4

Protein Amount

Muscle Milk's Coffee House Protein Shake	20g
Nescafe's Coffee Protein Smoothie	15g
Starbucks's RTD Frappuccino	0g
Wake and Take RTD coffee protein beverage	30g

Appendix F: Extra Sources

1. <https://blog.hootsuite.com/twitter-demographics/#:~:text=More%20than%2080%25%20of%20Twitter's,age%2018%2D24%20use%20Twitter.>
2. <https://blog.hootsuite.com/instagram-demographics/>

