



PRE-CAMPAIGN STRATEGY FOR SHEA OLEIN

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Agenda

- Shea Olein: Overview
- Market Data Analysis
- Current Marketing Strategy
- Marketing Goals
- Proposed GA Strategies



Client Overview

Shea Olein

Website: <https://sheaolein.com/>

Cause/Vertical: Manufacturing

Location: Halethorpe, MD

Size: Small

Years in Business: 4

Products: Natural and skin care products.

Mission/ Societal Impact

- To introduce a safe and natural skin care product line in the market at a reasonable cost, while giving back to the community by creating hundreds of jobs for the locals.
- To ensure that Shea Olein becomes a staple household product and to eventually expand our manufacturing facilities across the U.S. and beyond.

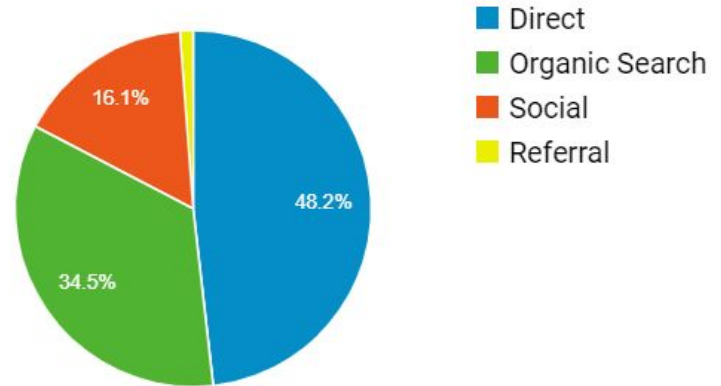


Market Data Analysis

Market Analysis

- **Past Week Revenue:** \$1,513.72 (May 27th - April 4th)
- **Users:** 408
- **Bounce Rate:** 26.67%
- **Page View:** 5062
- **Offline:** B2B; **Online (100%):** B2C
- **Google Ads:** Last implemented in 2017

Top Channels

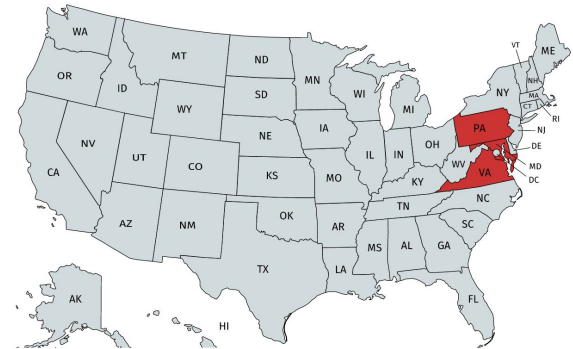


Market Analysis (contd..)

Target audience: Different sections and age groups of society. Major success in African-American communities.

Geography:

- Top 3 states: Maryland (46.27%), Virginia (16.67%), Pennsylvania (6.22%)
- New York is a profitable market.
- Plans to increase presence in Massachusetts, California, Atlanta, Texas.



Client Business Insights

- More than 95% sessions are originated in the USA.
- More than 60% people use mobile devices to browse through client website.
- User traffic is evenly spread-out throughout the day.
- The most revenue is being generated by disinfectants at the moment given the pandemic situation.
- Number of active users increased by 50% in the last 30 days.
- User retention is pretty low.

Market Analysis (contd..)

Demographics:

- Male (61.6%), Female (38.4%), **Age group**: 18-34(52%); 40-55(35%)
- **Income groups**: People with salaries greater than the national median by \$2000.

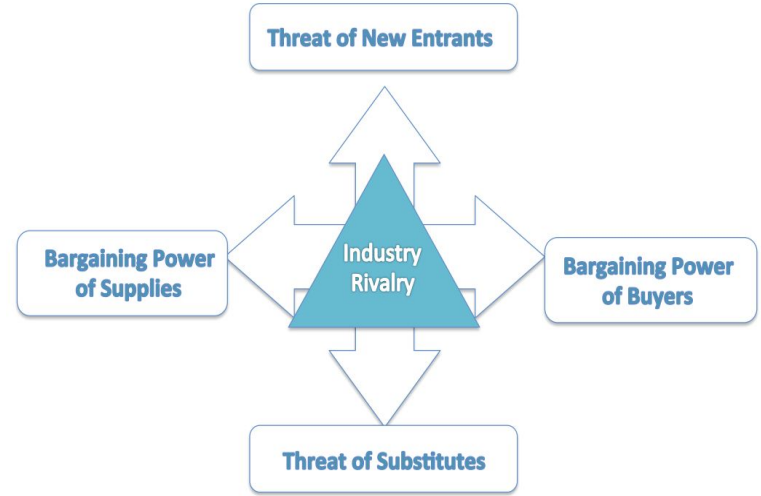
Customer Type: New (77.57%), Returning (22.43%)

Competitors:

- Hindustan Unilever Ltd., Procter and Gamble

Porter's Five Forces Analysis

- **Threat of New Entrants:** Medium
- **Threat of Substitutes:** Medium
- **The Bargaining Power of Buyers:** High
- **Bargaining Power of Supplier:** High
- **The intensity of Competitive rivalry:** High



SWOT Analysis

Strengths

- Natural/Organic
- Small, more agile than most competitors
- Limited start up risks
- Ability to sell online

Weaknesses

- Transportation and shipping costs
- Limited flexibility in pricing
- Limited start up costs- can't be used as assets in the longer run

Opportunities

- Target audience with common skin conditions like psoriasis; basically tie up with pharmaceuticals.
- Expand into more hygiene products
- Tie up with bigger retailers, resulting in bigger P/E
- Expand wholesale distribution

Threats

- Presence of others in the niche market
- Renowned companies moving into this space
- Upward Pricing

Future Prospect

Market Value: \$18 billion; expected to reach \$22 billion by 2024

Market Type: Fragmented; to grow at 36% in USA; Year-over-year growth is 6.87%

Expansion strategy:

- Engage pharmaceutical companies.
- Spread out in the US market; gain traction in Canada and Latin America; establish presence in Africa.
- Expansion to a second warehouse is being executed

Current Marketing

ONLINE

- On all popular platforms, like, Facebook, Instagram, Twitter and Youtube
- No ad campaign so far.
- Like any a short staffed firm, there are gaps in posts.
- Generally limited to significant events.
- Email and Content marketing through account signups and subscription to newsletter



OFFLINE

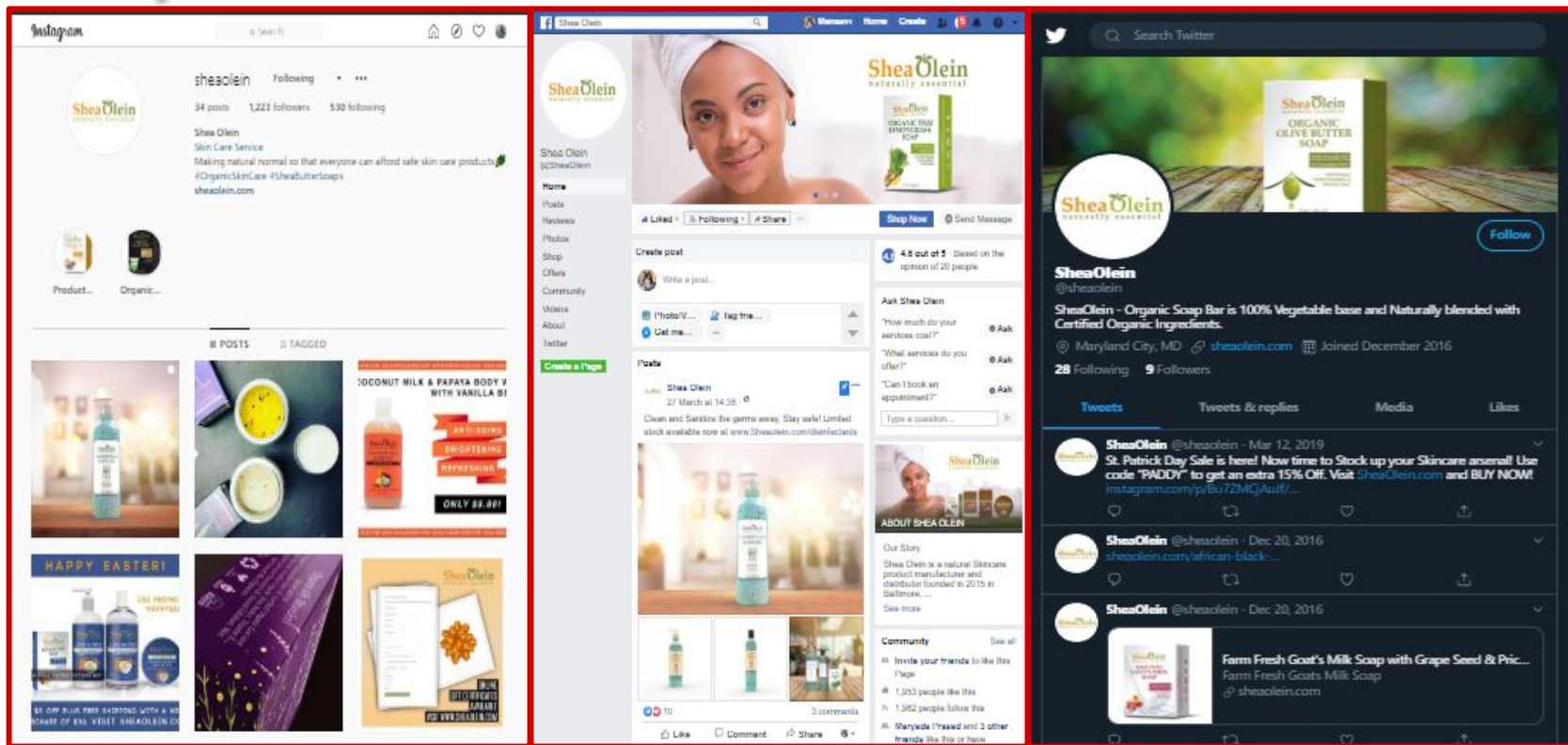
- No offline marketing
- Strong customer base through repeat and loyal customers.
- CMO ensures immediate response and issue resolution.



CURRENT MARKETING STRATEGY

- Products to speak for themselves.
- Has a Chief Marketing Officer on staff who serves the organization multi-purposely for a small firm;

Glimpse of Social Media Accounts



Online versus Offline

Online	Offline
<ul style="list-style-type: none">● Recent venture started in 2018● Online sales are generated from 3 platforms : own website, Amazon and Ebay.● On average, online sales generate \$12-15K every quarter.● Sister company True Essence helps in promotion and sales	<ul style="list-style-type: none">● Major chunk of business comes from supplying to other businesses that target the offline retail market.● Quickbook sales generated from the Wholesale market and bulk phone orders.● Offline sales have generated more than \$150k in about 3 years.● Natural Soap Works - another venture that produces for other businesses.

Review of website along with goal tracking

Evaluation of website:

Positives	Negatives
Working functionalities	FAQ and discussion page
Product description	Testimonials
Proper categories	About us page
No complexity	RSS syndication
Social Media	Category appearance

Overview of goal tracking methods:



Marketing Goals

Marketing Goals

Target for increased sales

- Website traffic and E-commerce conversion rate

Appeal to customers

- Increase Sign-ups and subscriptions on website
- Increase social media presence

Invite other Businesses

- Acquire more distributors as partners.
- Attract other businesses to manufacture for



	Per Week	Goals
Website visits	254	350
Bounce Rate	56.8%	40%
Page Views	1567	2000
Average Session Duration	2:59	5:00
E-commerce Conversion Rate	7.87%	9%
Transactions	28	35
Revenue	\$1,050.17	\$1500

Proposed Google Ads Strategy

Proposed Google Ads Strategy

- Improve brand awareness and build brand image across the United States.
- 6 main campaigns with 36 ad groups
- Design the ad text to highlight products and entitle the customers to visit the site to make purchases.
- Research the keywords and subsequent negative keywords to improve quality score

Proposed Google Ads Strategy

Campaigns	Bar soap (Manasvi)	Body Wash (Pratik)	Disinfectant and Bundle (Sushil)	Essential Oil (Peng)	Lotion (Sakshi)	Shea Butter (Nihal)
Ad Groups	Bar Soap	Organic Body Wash	Disinfectant/Bundle	lavender/Tea Tree/ Peppermint/ Tea/ eucalyptus/ lemon Essential Oil	Lotion	Shea butter/ Organic Body butter
Positive Keywords	Neem Bar soap, Activated charcoal bar soap, Bar Soap +Shea +Butter, +african +black +soap, Aromatherapy Soap, Milk Bar Soap, Natural bath products, Bar Soap +Oil, Peppermint Bar soap	Body wash +oil +Rice bran, +avocado body wash +jojoba +shea butter, body wash +Thai +lemongrass, African black body wash, Milk body wash, butter shower gel, organic natural bath products, natural body wash	Bundle, Soap and Lotion, Soap and Body Wash, Lotion and Body Wash, Body wash and Shea Butter, Aloe Vera, Hand Sanitizer, Kills Bacteria, Disinfecting Hand Sanitizer, Disinfectant Gel	"Essential Oil", Essential+oil, +therapy+oil, +pure+essential+oil, +lavender+oil, +organic+essential+oil, +fragrant+perfumed,ar omatic+oil,	'Lotion', Butter body lotion, Milk body lotion, Hydrating lotion, Shea butter lotion Lotion + African black soap Lotion + coconut milk and papaya Lotion + farm fresh goat's milk, Lotion + love butter + shea + mango = cocoa butter Thai lemongrass lotion, Mango butter body lotion	+shea+butter, "Shea Butter", +shea+raw+butter, +organic+shea+butter, "Organic Shea Butter", +cocoa+butter, +organic+cocoa+butter, Aloe Shea Butter, +whipped+shea+butter
Negative Keywords	-hand wash, -handwash , -Bodywash, -body wash, -Lotion, -whipped shea, -Liquid soap, -Holder, -Container	-Handwash -Hand wash -Versus -Dispenser		-cook oil, -olive oil, -virgin oil, -ordinary oil, -fish oil	-cream -moisturiser -moisturizer -barsoap -handwash -	-Shea body wash, -Shea body lotion, -Shea bar soap, -Shea butter bar soap, -cooking butter
Location	United States	United States	United States	United States	United States	United States