



Marketing Strategy

L U M I

May - June 2023



Product Details.

Dec 2022

- Company Launched

Feb 2023

- Online store selling hand woven women's clothings.
- Hired me as an external consultant in feb.

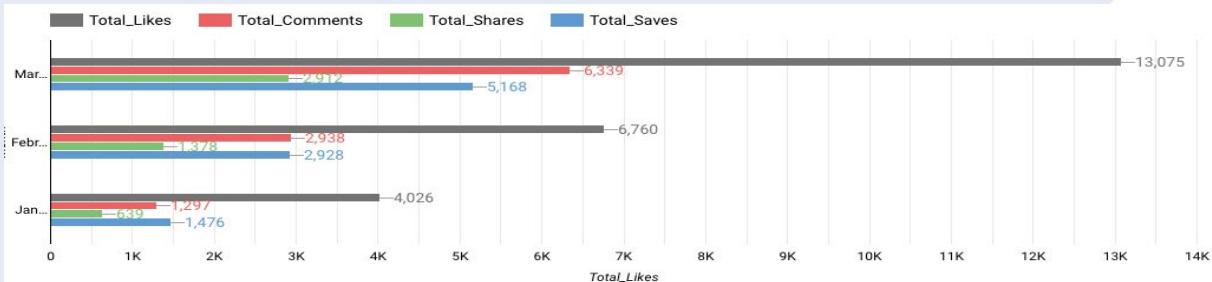
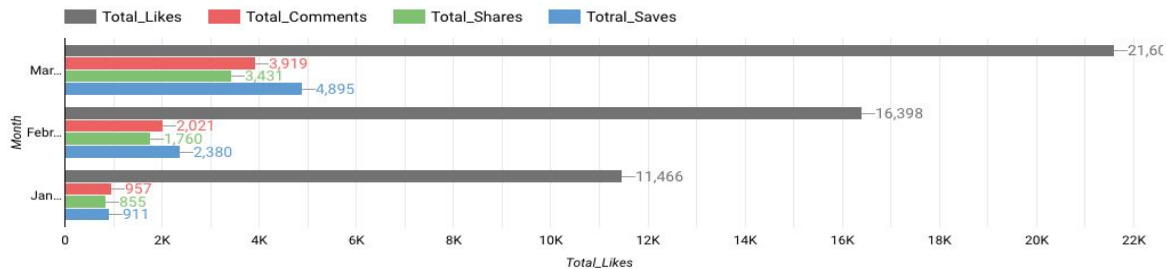
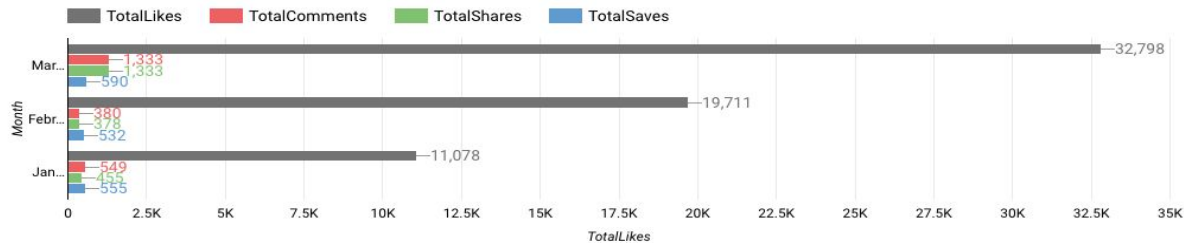
Mar 2023

- Launched V1 MVP in March.
 - Traffic was generated through social media platforms for the V1 MVP.

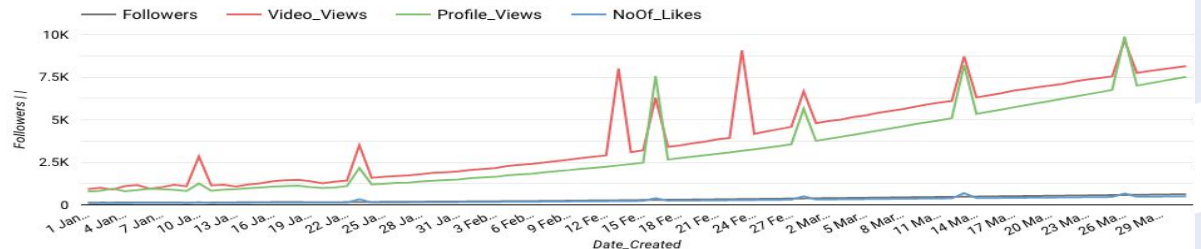
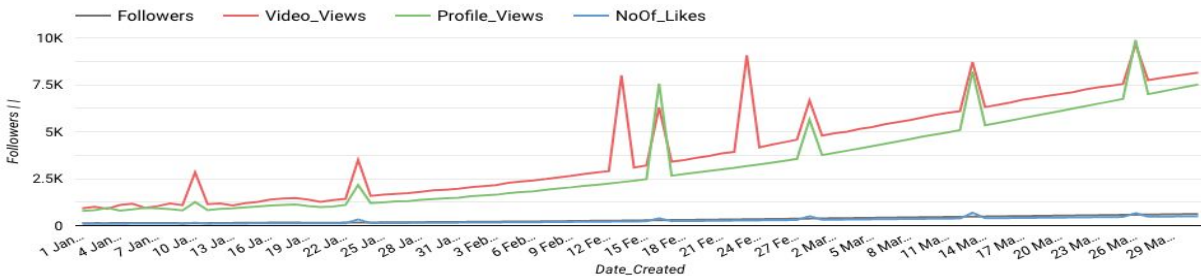
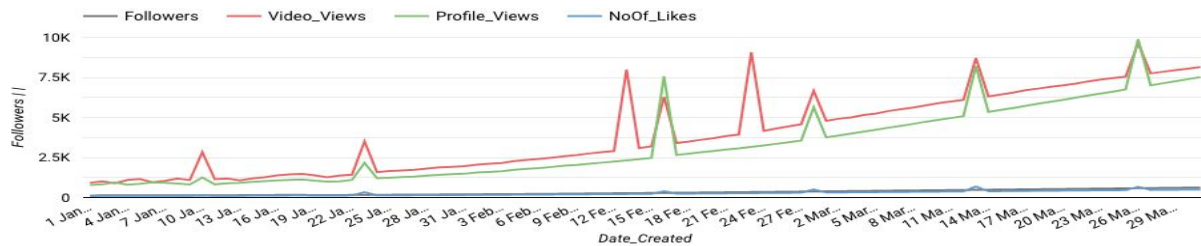
April 2023

- No Ads. campaigns in Q1
- Launched V2 MVP in April.
 - Started running Ads Campaigns in April.

Social Media Engagement Q1.



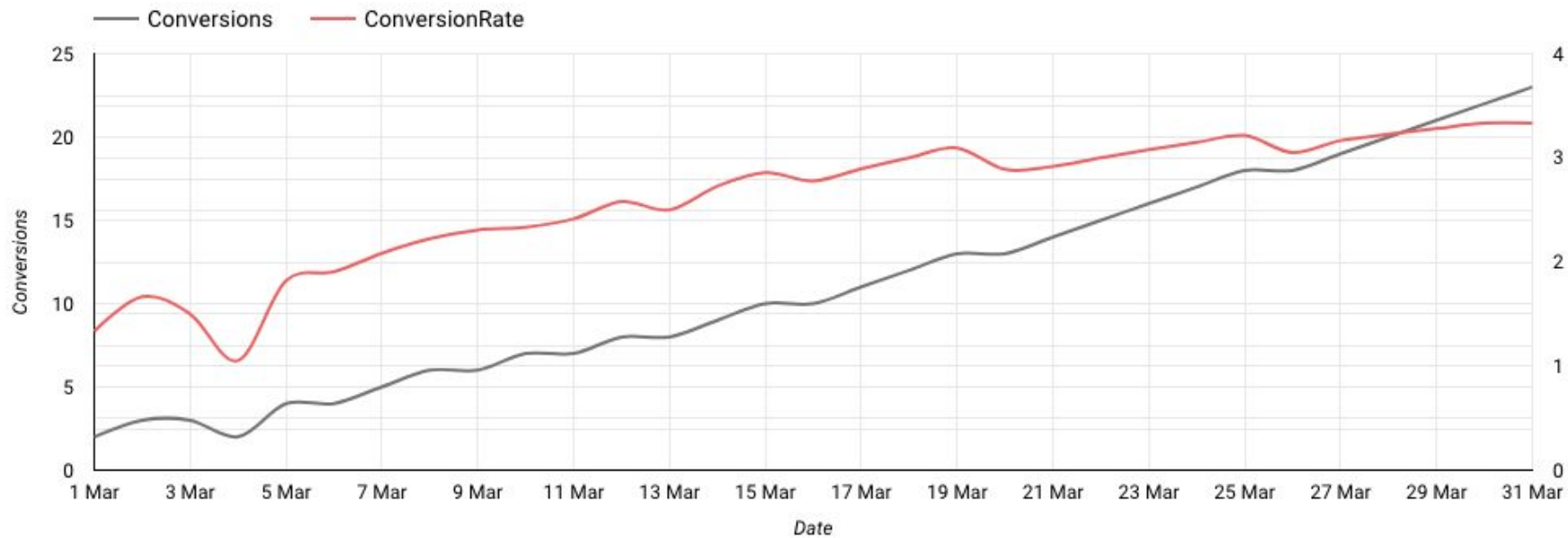
Social Media Performance Q1.



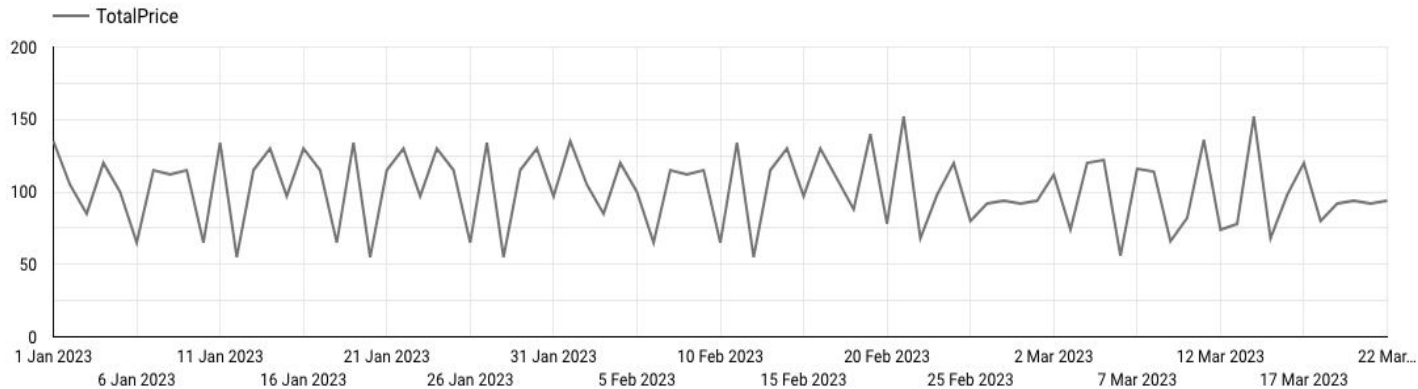
WebApp V1 MVP.



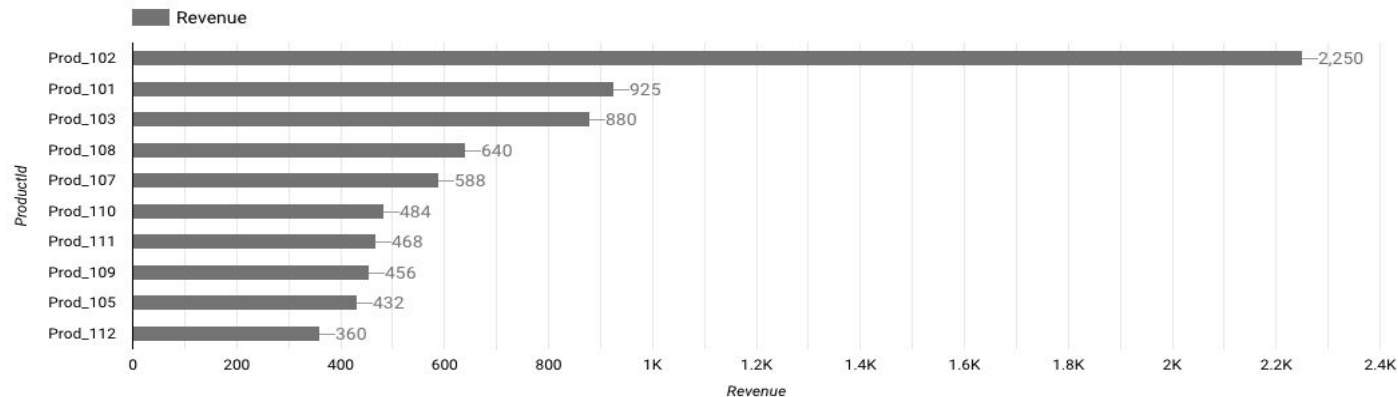
WebApp V1 MVP.



Sales in Q1

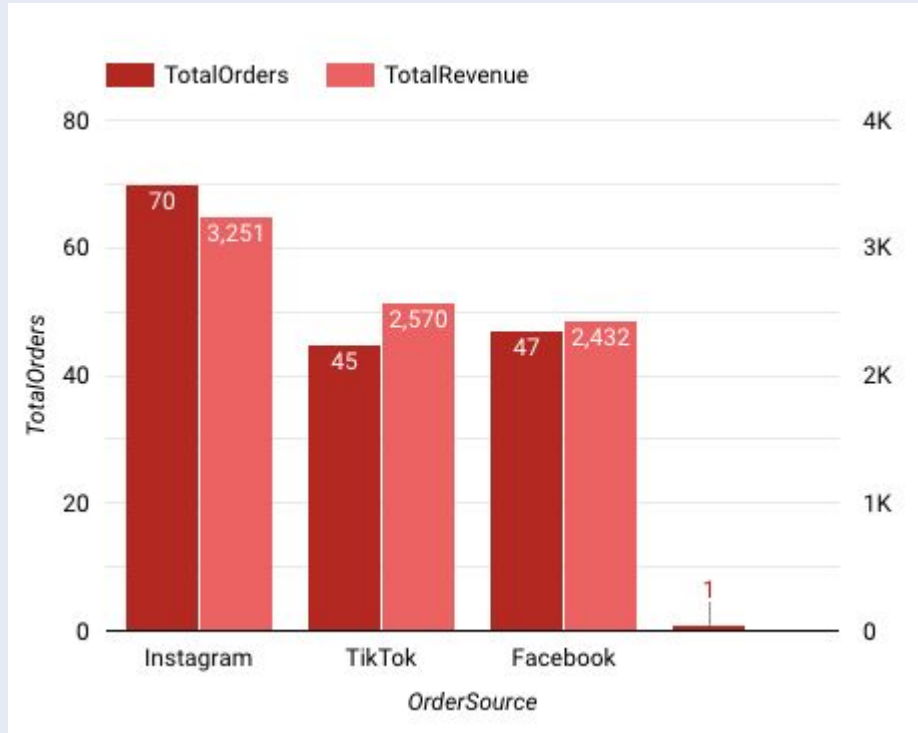


Avg sales per day
95 €.



Best selling products
Prod 102,101,103 and 108.

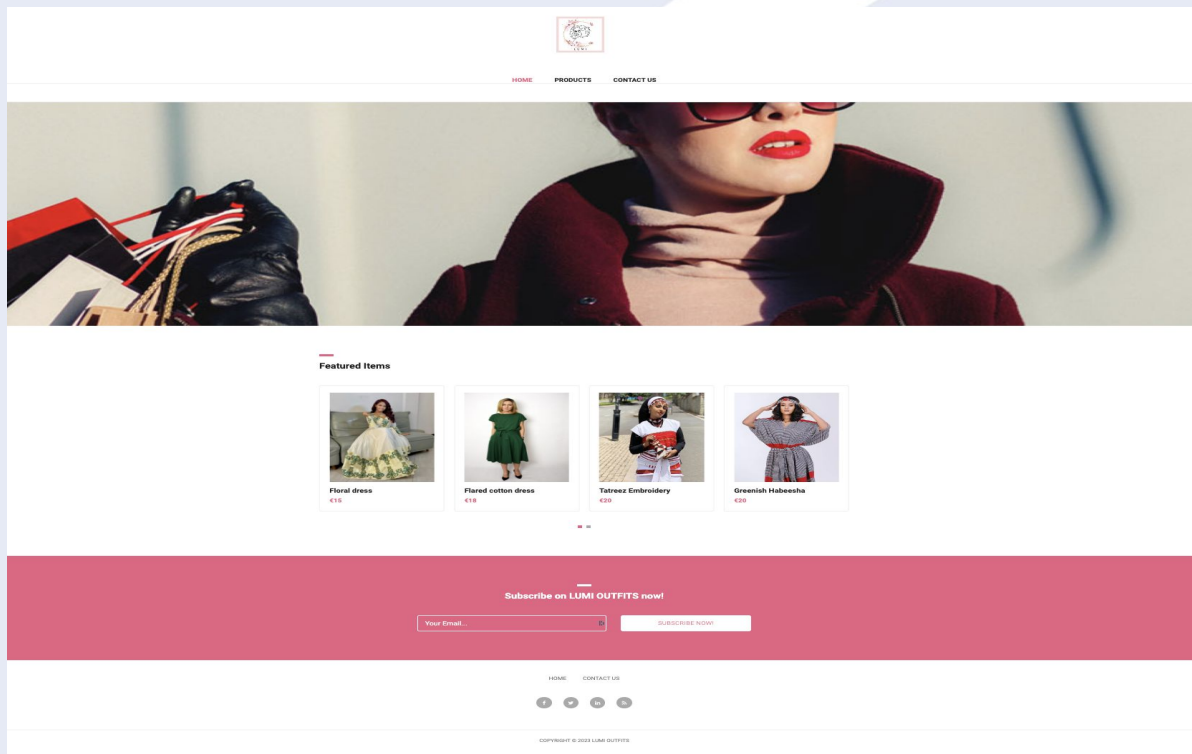
Sales in Q1.



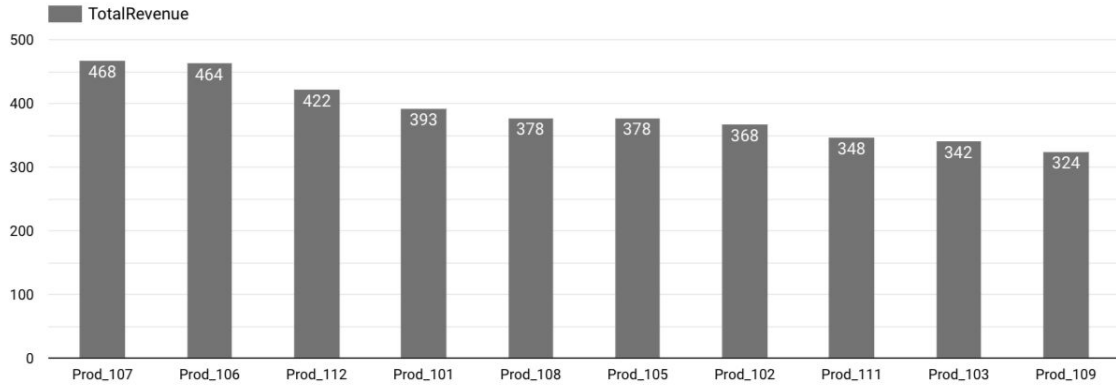
Total Revenue generated in Q1
8217 €.

V2 MVP.

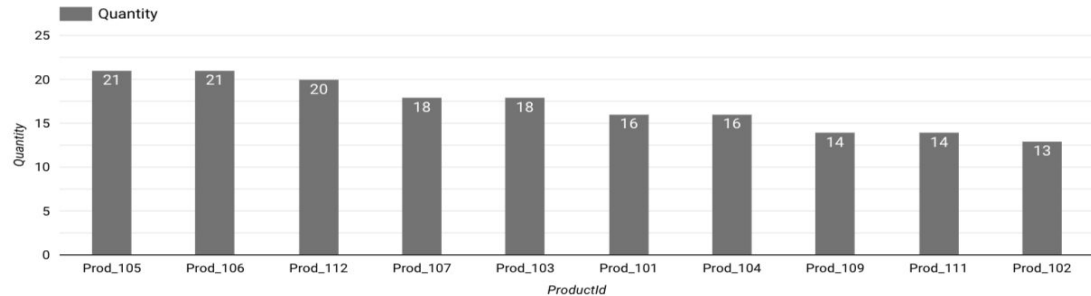
<https://lumi-outfits.netlify.app>



Sales in April. Revenue/Product & Quantity/Product



Quantity sold vs unit price



Sales in April.

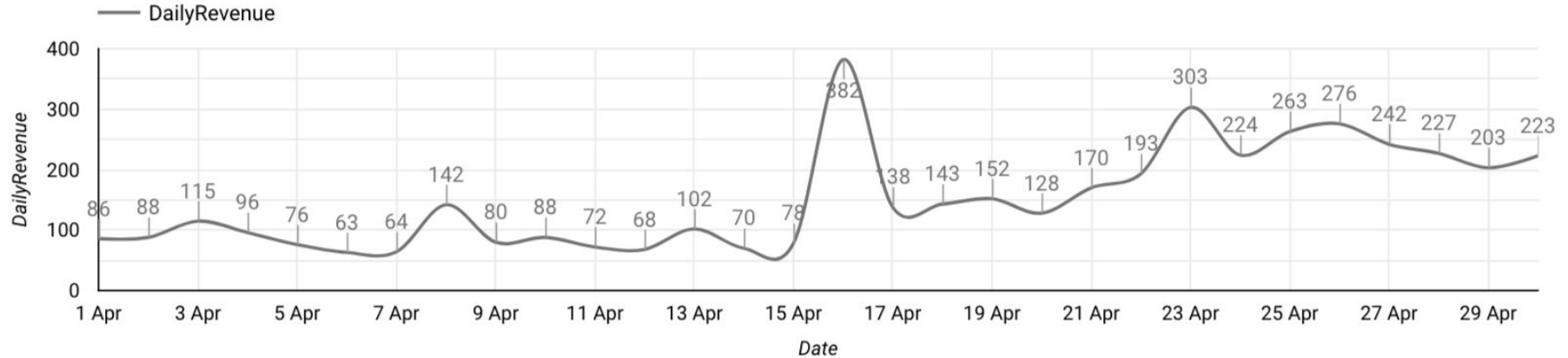
Potential Customers.

Potential customers!

	CustomerId	TotalPrice ▼
1.	Cust_201	96
2.	Cust_168	90
3.	Cust_229	84
4.	Cust_241	84
5.	Cust_255	78
6.	Cust_177	78
7.	Cust_235	75
8.	Cust_250	72
9.	Cust_264	66
10.	Cust_212	66

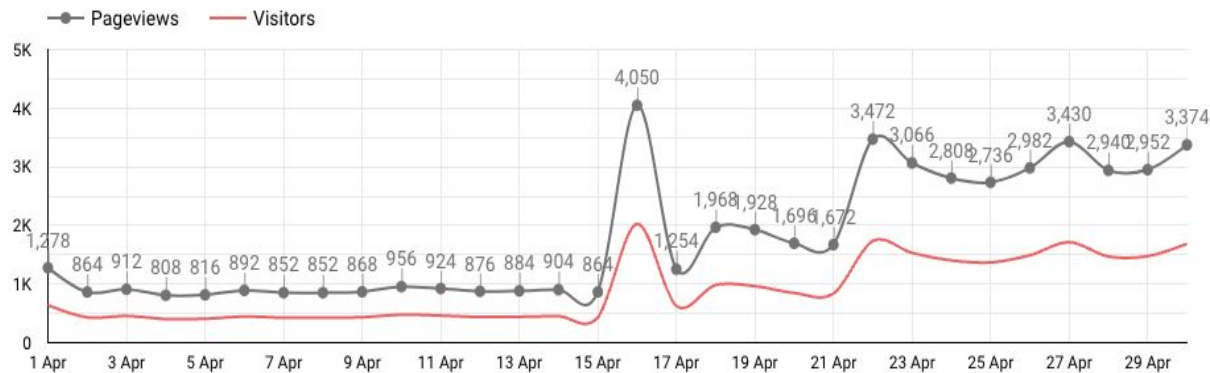
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Sales in April.



Total Revenue generated in **April**
4555 €.

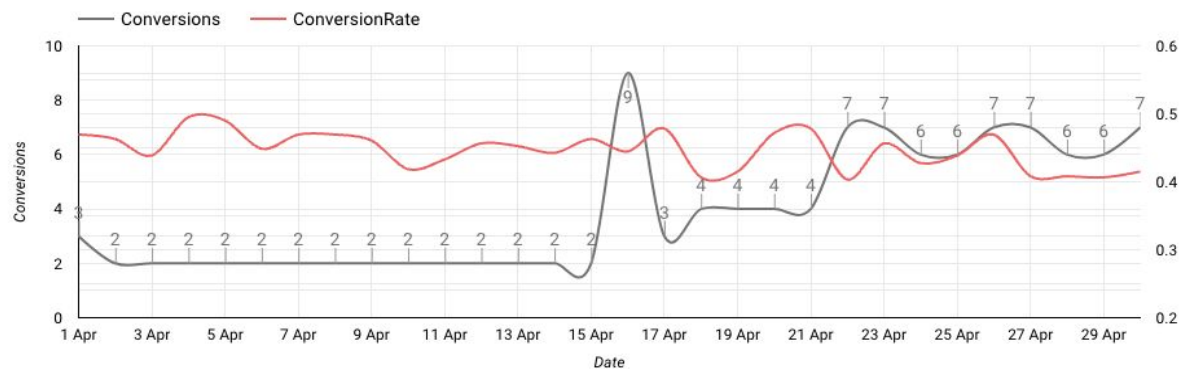
Website date April. V2 MVP.



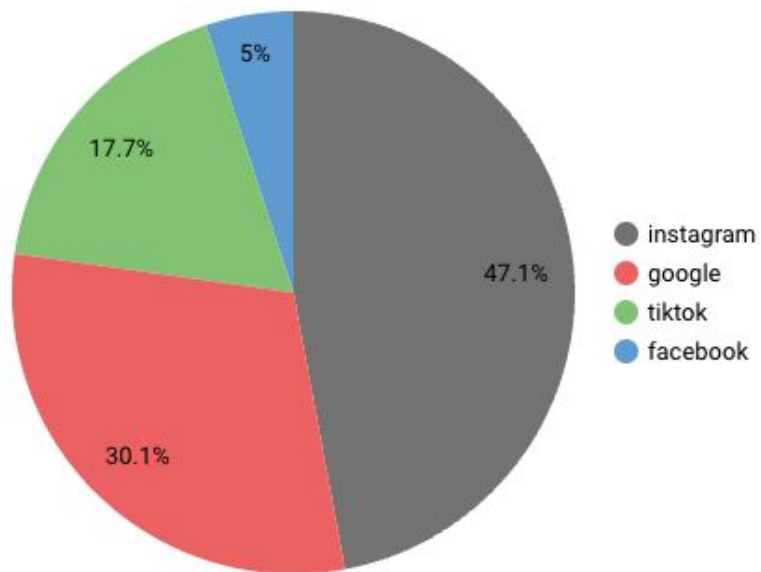
Ad. Conversion Proposition .

Weekdays = 60.160%

Weekends = 39.840%



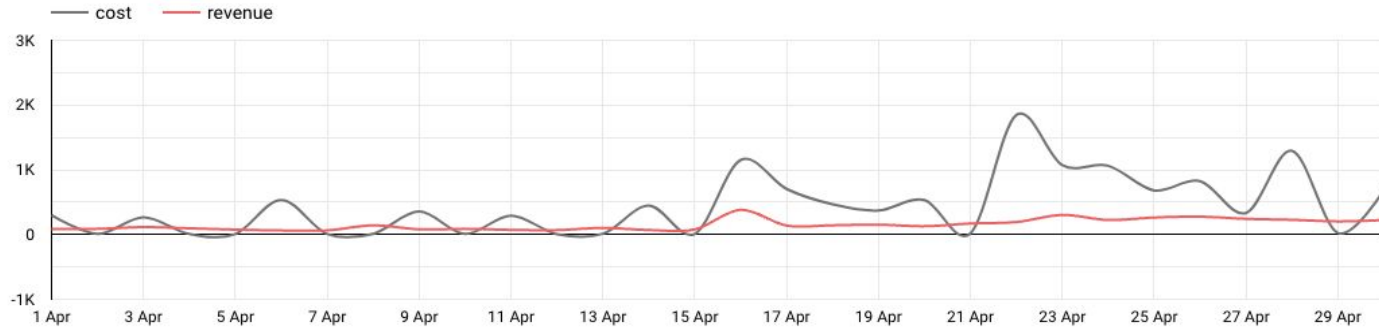
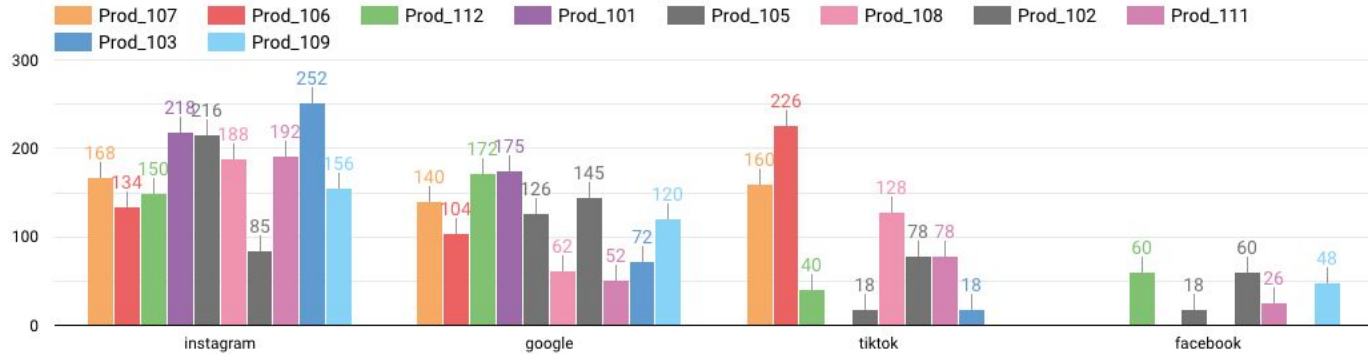
April Ad Campaigns Performance. Source & Campaign.



	campaign	total_reve...	total_c...	revenue_cost_pe...
1.	Prod_111	348	473.08	73.56
2.	Prod_107	468	774.42	60.43
3.	Prod_106	464	776.44	59.76
4.	Prod_103	342	634.76	53.88
5.	Prod_108	378	785.4	48.13
6.	Prod_102	368	868.72	42.36
7.	Prod_109	324	829.06	39.08
8.	Prod_101	393	1,193.06	32.94
9.	Prod_104	250	774.42	32.28
10.	Prod_113	166	616.7	26.92
11.	Prod_110	254	1,139.38	22.29
12.	Prod_112	422	2,317.08	18.21
13.	Prod_105	378	2,162.76	17.48

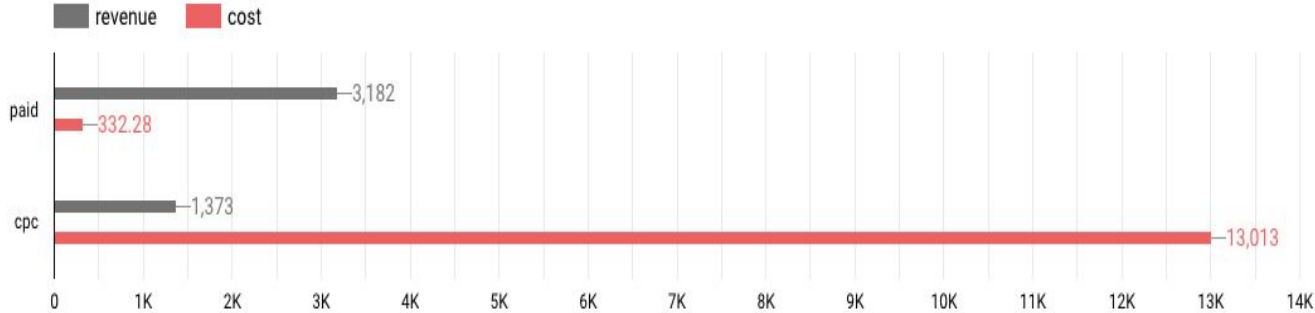
April Ad Campaigns Performance.

Campaigns/source.



April Ad Campaigns Performance.

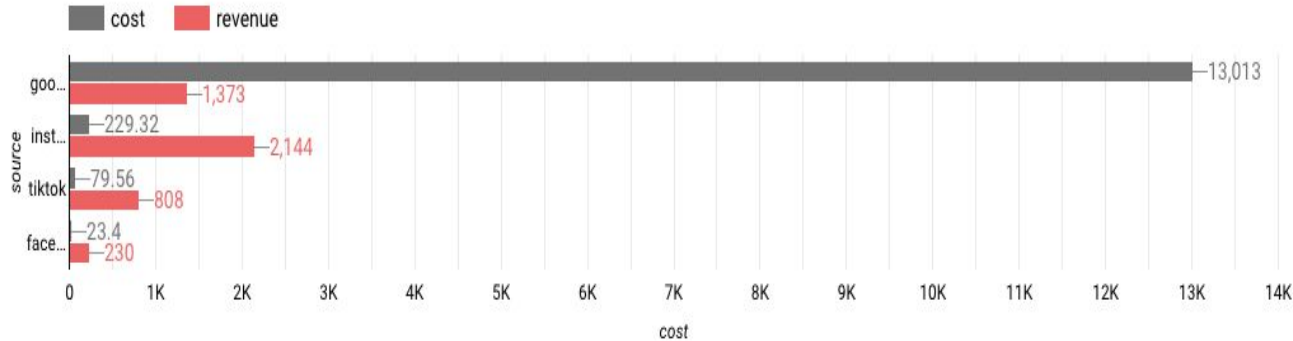
CRR (Cost Revenue Ratio)



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Paid - 10.44

CPC - 947.77



CRR (Cost Revenue Ratio)

Google - 947.77

Instagram - 106.9

Facebook - 101.7

TikTok - 98.4

Recommendations.

- Reduce the overall **CRR (Cost Revenue Ratio)**.
- **Reduce CPC (Google)** Budget to 50%
 - Distribute it for **Paid campaigns (Insta, Fb & TikTok)**
- **Stop** campaigns which is **performing < 30%**
 - Allocate this budget for campaigns performing in between **31% to 60%**
- Start **Email campaigns**
 - Provide more **personalized offers** for the **potential customers**.
- **Double** the ad campaigns on **weekends** and **reduce** it on the **weekdays**.
- **Optimize the ads contents**.
- Do the **user segmentation** by **demography** and **geography**.
 - Run more **specific ads**.

RIGHT CONTENT at the **RIGHT TIME** to the **RIGHT AUDIENCE**

Saran Raju



<https://www.linkedin.com/in/saranatberlin/>



<https://github.com/saranraju90>

Thank You!

