

KnitCraft Labs - Complete Marketing Implementation Guide

Phase 1: Foundation Setup (Week 1)

Website Optimization Checklist

✓ Homepage Conversion Elements

- [] Add "Get Free Consultation" pop-up (exit-intent)
- [] Install WhatsApp chat widget
- [] Add testimonial sections with photos
- [] Create "Free RFQ Template" download CTA
- [] Implement Google Analytics and Tag Manager tracking

✓ Landing Pages to Create (Already completed in previous update)

- [] Nordic Schools landing page (/uniforms-nordic)
- [] Fashion Startup landing page (/startup-manufacturing)
- [] Sample Development landing page (/samples)
- [] Case Studies page (/success-stories)

✓ SEO Technical Setup

- [✓] Install sitemap.xml (completed)
- [✓] Configure robots.txt (completed)
- [] Set up Google Search Console
- [] Submit sitemap to search engines
- [] Install schema markup for business info

Social Media Account Setup

✓ LinkedIn Company Page

- [] Optimize company description
- [] Add cover image with value proposition
- [] Create showcase pages for different services
- [] Post daily for first week to establish presence

✓ Instagram Business Account

- [] Business profile setup with contact info
- [] Bio optimization with link to website
- [] Story highlights for different product categories
- [] First 9 posts scheduled (grid aesthetics)

✓ Facebook Business Page

- [] Complete business information
- [] Add call-to-action buttons
- [] Create Facebook Shop (if applicable)
- [] Set up Messenger for customer service

Phase 2: Content Creation (Week 2-3)

Blog Content Priority Order

1. **“Complete Guide to Low-MOQ Apparel Manufacturing”** (High-value SEO)
2. **“Nordic School Uniform Procurement Guide”** (Niche targeting)
3. **“How to Create Perfect Tech Packs”** (Educational value)
4. **“Sustainable Manufacturing Guide”** (Industry trending)

Lead Magnets Creation Priority

1. **RFQ Template** (Universal appeal)
2. **MOQ Calculator Tool** (Interactive value)
3. **Nordic School Procurement Guide** (Niche valuable)
4. **Manufacturing Checklist** (Startup focused)

Email Marketing Setup

✓ Email Platform Setup (Mailchimp/ConvertKit recommended)

- ☐ Connect to website forms
- ☐ Create welcome email sequence
- ☐ Set up automated nurture sequences
- ☐ Design email templates matching brand

✓ Email Sequences to Create

- ☐ Welcome sequence (5 emails over 2 weeks)
- ☐ Fashion startup nurture (7 emails over 4 weeks)
- ☐ School administrator sequence (4 emails over 6 weeks)
- ☐ Post-consultation follow-up (3 emails over 1 week)

Phase 3: Paid Advertising Launch (Week 3-4)

Google Ads Campaign Structure

✓ Campaign 1: Search - Fashion Startups

- Keywords: “low MOQ apparel manufacturing”, “small batch clothing production”
- Budget: \$20/day
- Landing Page: Fashion startup page
- Target: US, Canada, UK, EU

✓ Campaign 2: Search - School Uniforms

- Keywords: “school uniform manufacturers”, “Nordic school uniforms”
- Budget: \$15/day
- Landing Page: School uniforms page
- Target: Nordic countries

✓ Campaign 3: Retargeting

- Audience: Website visitors (last 30 days)
- Budget: \$10/day
- Landing Page: Contact page
- Offer: Free consultation

Facebook/Instagram Ads

✓ Campaign 1: Fashion Entrepreneur Targeting

- Interest: Fashion design, entrepreneurship, small business
- Age: 25-45
- Budget: \$15/day
- Objective: Lead generation

✓ Campaign 2: Lookalike Audiences

- Based on: Email subscribers and website converters
- Budget: \$10/day
- Objective: Website traffic

Phase 4: Outreach and Lead Generation (Week 4-5)

LinkedIn Outreach Campaign

✓ Target Lists Creation

- [] Fashion startup founders (500 prospects)
- [] Nordic school administrators (200 prospects)
- [] Wholesale/import managers (300 prospects)
- [] Fashion industry professionals (200 prospects)

✓ Daily Activities Schedule

- [] 10 connection requests/day (personalized)
- [] 5 follow-up messages/day
- [] 1 value-add post/day
- [] 30 minutes engagement (like/comment)

Cold Email Campaign (Alibaba Leads)

✓ Email List Segmentation

- [] Fashion startups (40% of list)
- [] School uniform buyers (20% of list)
- [] Wholesalers/importers (30% of list)
- [] Corporate buyers (10% of list)

✓ Campaign Schedule

- [] Week 1: Segment A (fashion startups) - 25 emails
- [] Week 2: Segment B (school uniforms) - 15 emails
- [] Week 3: Segment C (wholesalers) - 20 emails
- [] Week 4: Follow-up sequences begin

Phase 5: Analytics and Optimization (Week 5-6)

Tracking Setup

✓ Google Analytics Goals

- [] Contact form submissions
- [] Lead magnet downloads
- [] Blog engagement time
- [] WhatsApp clicks
- [] Email newsletter signups

✓ CRM Integration

- [] HubSpot/Pipedrive setup
- [] Lead scoring system
- [] Automated follow-up workflows
- [] Sales pipeline tracking

Weekly Performance Review

✓ Website Analytics

- [] Traffic sources and quality
- [] Page conversion rates
- [] Lead generation performance
- [] User behavior analysis

✓ Social Media Analytics

- [] Engagement rates by platform
- [] Best performing content types
- [] Audience growth and demographics
- [] Click-through rates to website

✓ Email Marketing Metrics

- [] Open rates by segment
- [] Click rates and conversions
- [] Unsubscribe rates
- [] Revenue attribution

Daily Marketing Operations Schedule

Monday: Content Creation & Planning

- **9:00 AM:** Review weekend analytics and performance
- **9:30 AM:** Create and schedule week's social media content
- **10:30 AM:** Write blog post or work on lead magnets
- **2:00 PM:** LinkedIn outreach (10 connections)
- **3:00 PM:** Email marketing campaign management
- **4:00 PM:** Plan next day's activities

Tuesday: Engagement & Outreach

- **9:00 AM:** Respond to all social media comments and messages
- **9:30 AM:** LinkedIn engagement activities (30 minutes)
- **10:00 AM:** Cold email campaign (25 emails)
- **11:00 AM:** Follow up on previous week's outreach
- **2:00 PM:** Customer service and lead follow-up
- **3:00 PM:** Content creation for next day

Wednesday: Analytics & Optimization

- **9:00 AM:** Review paid advertising performance
- **10:00 AM:** Optimize ad campaigns and budgets
- **11:00 AM:** Social media engagement analysis
- **12:00 PM:** Website conversion rate optimization

- **2:00 PM:** Email sequence optimization
- **3:00 PM:** Lead qualification and CRM updates

Thursday: Content Distribution & PR

- **9:00 AM:** Share blog content across all platforms
- **10:00 AM:** Industry publication outreach
- **11:00 AM:** Influencer and partnership discussions
- **1:00 PM:** LinkedIn article publishing
- **2:00 PM:** Community engagement (Facebook groups, forums)
- **3:00 PM:** Podcast or interview opportunities research

Friday: Planning & Strategy

- **9:00 AM:** Weekly performance analysis
- **10:00 AM:** Strategy adjustments and improvements
- **11:00 AM:** Next week's content planning
- **1:00 PM:** Team communication and updates
- **2:00 PM:** Industry research and trend analysis
- **3:00 PM:** Weekend social media scheduling

Budget Allocation (Monthly)

Paid Advertising: \$1,350/month

- Google Ads: \$900 (\$30/day)
- Facebook/Instagram Ads: \$450 (\$15/day)

Tools and Software: \$200/month

- Email marketing platform: \$50
- CRM system: \$50
- Social media scheduling: \$30
- Analytics and reporting: \$40
- Design tools: \$30

Content Creation: \$300/month

- Stock photos/graphics: \$50
- Video creation tools: \$50
- Premium plugins/themes: \$50
- Outsourced design work: \$150

Total Monthly Marketing Budget: \$1,850

Success Metrics and KPIs

Lead Generation Goals (Monthly)

- **Website leads:** 50-75 qualified inquiries
- **LinkedIn leads:** 15-25 warm connections
- **Email leads:** 10-20 responses from cold outreach
- **Social media leads:** 5-15 direct inquiries

Traffic and Engagement Goals

- **Website traffic:** 2,000-3,000 unique visitors
- **Blog readership:** 1,500-2,500 monthly views
- **Email subscribers:** 100-150 new signups
- **Social media followers:** 500-750 combined growth

Conversion Goals

- **Lead to consultation:** 15-20% conversion rate
- **Consultation to quote:** 60-80% conversion rate
- **Quote to order:** 25-40% conversion rate
- **Customer lifetime value:** \$5,000-15,000 average

Risk Management and Contingencies

What If Paid Ads Don't Work?

- **Plan B:** Double down on organic content and LinkedIn outreach
- **Budget Reallocation:** Move ad spend to content creation and tools
- **Alternative Channels:** Explore industry publications, trade shows, partnerships

What If Cold Email Response Rates Are Low?

- **Improve Personalization:** Research prospects more thoroughly
- **Test New Approaches:** Try video emails, LinkedIn voice messages
- **Segment Further:** Create more specific buyer personas

What If Content Doesn't Generate Leads?

- **Audit Content Quality:** Ensure it addresses real customer pain points
- **Improve CTAs:** Make lead magnets more compelling
- **Distribution Strategy:** Focus on channels where audience is most active

Long-Term Strategy (Months 3-6)

Scale Successful Channels

- Increase budget for highest-ROI advertising campaigns
- Create more content in formats that perform best
- Expand to new geographic markets showing interest

Build Strategic Partnerships

- Connect with fashion incubators and startup accelerators
- Partner with Nordic education consultants
- Develop referral relationships with complementary service providers

Develop Advanced Content

- Create video content and virtual factory tours
- Develop interactive tools and calculators
- Launch podcast or webinar series

International Expansion

- Localized content for key markets
- Regional social media accounts
- Market-specific lead magnets and case studies