

tartly

SPARKLING
FRUIT SHRUB

CREATED BY: ANN LIN
DIGITAL MARKETING CAMPAIGN

NOV. 16 2017

BUSINESS MODEL



Tartly Shrubs

Grab to-go sparkling juices which enhance functional mix with organic apple cider vinegar. It is healthy and natural alternatives to soda.

The products can be purchased at the local grocery stores in SF Bay Area with an accessible price.

WHY TARTLY?



	TARTLY	FRUIT JUICES	SODAS
CALORIES (per 12 fl oz)	Under 100	130-200	140-160
GRAMS OF SUGAR	14-16g	33-39g	30-40g
INGREDIENTS	All Natural	All Natural	Preservative, artificial flavors
FLAVOR	Sweet + Tart	Sweet	Sweet
BENEFITS	Vitamins Refreshing Aids digestion Clean cocktail mixer	Vitamins	Refreshing

CUSTOMER PERSONAS



**AMY
THE FINANCIAL ANALYST**

- o works hard
- o no time to prepare meals
- o to-go lunch all the time
- o looking for alternative to soda



**SAMANTHA
THE MILLENNIAL FOODIE**

- o Foodie
- o willing to make trade-offs between flavor and health
- o shares food pictures on social media



**NATALIE
THE HOME PARTY LOVER**

- o prepares party drinks for friends
- o likes cooking + watching drink recipes
- o invites friends over twice a month

CURRENT STATE OF BUSINESS

In-store & Event Promotion

Shelf talker ads
Product sampling

Digital Media

Website
Facebook
Instagram

MARKETING OBJECTIVE



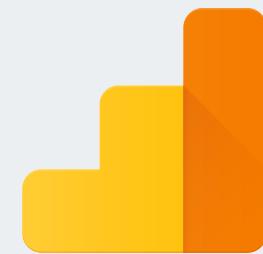
GOAL

Tartly's goal this quarter is to increase website traffic from new visitors by 25% in order to generate brand awareness.



KPI

unique visitors



RESULTS

Unique visitor data will be tracked in Google Analytics.



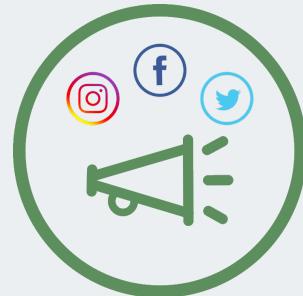
1 SEM

Inc. Unique Visitors

GOOGLE ADWORDS
GOOGLE KEYWORDS



Increase website traffic
from new visitors



2 PAID SOCIAL

Inc. Unique Visitors

FACEBOOK
INSTAGRAM



3 SEO

Inc. Unique Visitors
from Organic Search

PAGE SCORE

TACTIC 1: SEM

CAMPAIGN
OBJECTIVE

INCREASE WEBSITE TRAFFIC
FROM UNIQUE VISITORS

KPI

UNIQUE VISITORS

AD GROUP
RELEVANT
KEYWORDS

1

APPLE CIDER
VINEGAR
DRINKS

2

APPLE CIDER
VINEGAR
RECIPES

3

BENEFITS
OF
VINEGAR

LANDING
PAGE

Homepage

RECIPES

WHY
VINEGAR

KEYWORDS

Group 1: Drinks	Group 2: Recipes	Group 3: Benefits
healthy sparkling drinks	apple cider vinegar recipes	apple cider vinegar benefits
apple cider vinegar drinks	apple cider vinegar drink recipes	health benefits of apple cider vinegar
drinking vinegar	sparkling juice recipes	benefits of apple cider vinegar
apple cider vinegar with fruits	cocktail recipes with apple cider vinegar	apple cider vinegar health benefits
cider vinegar	making cocktails recipes	is apple cider vinegar good for your health
fruit shrubs	easy cocktail recipes	apple cider vinegar uses
drinking apple cider vinegar	apple cider vinegar cocktail recipes	why apple cider vinegar
sparkling fruit drinks	how to make apple cider vinegar drinks	apple cider vinegar drinks benefits
apple cider vinegar with lemon	cocktail recipes	apple cider vinegar uses and benefits
vinegar cocktails	switchel recipe	benefits of vinegar
apple cider vinegar		apple cider vinegar is good for your health
probiotic drinks		
soda alternatives		
sparkling juices		
apple cider vinegar with ginger		
apple cider vinegar juices		
vinegar drinks		
organic Apple Cider Vinegar		

Apple Cider Vinegar Drinks - BEST Sparkling Juices & Blends

Ad www.tartlyshrubbs.com

Low-calorie sparkling juices. Perfect pairing with foods and drinks.

Product

Recipes

Why Vinegar

Stores

Apple Cider Vinegar Drinks - BEST Sparkling Juices & Blends

Ad www.tartlyshrubbs.com

Low-calorie sparkling juices. Perfect pairing with foods and drinks.

Product

Get sparkling juices with organic Apple Cider Vinegar drinks.

Recipes

Mix Apple Cider Vinegar with meals and cocktails.

Why Vinegar

Learn why vinegar is good for your health.

Stores

Find where to get our products in SF & Bay Area.

ADWORDS SAMPLES

GROUP 1

APPLE CIDER VINEGAR **DRINKS**

Apple Cider Vinegar Recipes - Function Can Taste Good

Ad www.tartlyshrub.com/recipes

Explore more than 10 easy recipes to make party drinks.

Product

[Recipes](#)

Why Vinegar

[Stores](#)

ADWORDS SAMPLES

GROUP 2

APPLE CIDER VINEGAR **RECIPES**

Apple Cider Vinegar Recipes - Function Can Taste Good

Ad www.tartlyshrub.com/recipes

Explore more than 10 easy recipes to make party drinks.

Product

Get sparkling juices with organic Apple Cider Vinegar drinks.

[Recipes](#)

Mix Apple Cider Vinegar with meals and cocktails.

Why Vinegar

Learn why vinegar is good for your health.

[Stores](#)

Find where to get our products in SF & Bay Area.

Why Apple Cider Vinegar - Is it good for your health?

[Ad] www.tartlyshrubs.com/why-vinegar

Why Apple Cider Vinegar? The benefits of drinking apple cider vinegar.

Product

Recipes

Why Vinegar

Stores

ADWORDS SAMPLES

GROUP 3

BENEFITS OF VINEGAR

Why Apple Cider Vinegar - Is it good for your health?

[Ad] www.tartlyshrubs.com/why-vinegar

Why Apple Cider Vinegar? The benefits of drinking apple cider vinegar.

Product

Get sparkling juices with organic Apple Cider Vinegar drinks.

Recipes

Mix Apple Cider Vinegar with meals and cocktails.

Why Vinegar

Learn why vinegar is good for your health.

Stores

Find where to get our products in SF & Bay Area.



AD GROUP		CLICKS	CPC	USERS	SESSIONS
1.	Benefits	50	\$0.69	43	49
2.	Drinks	10	\$0.82	9	10
3.	Recipes	7	\$0.59	5	5
	TOTAL	67	\$0.70	55	64

TOP 10 KEYWORDS

SEARCH KEYWORDS		AD GROUP	CLICKS	IMPRESSION	CTR	AVG. CPC
1.	Benefits of apple cider vinegar	Benefits	13	192	6.77 %	\$0.77
2.	Apple cider vinegar drinks benefits	Benefits	12	159	7.55 %	\$0.72
3.	Apple cider vinegar uses and benefits	Benefits	11	74	14.86 %	\$0.62
4.	Apple cider vinegar drink recipes	Recipes	6	130	4.62 %	\$0.58
5.	Why Apple cider vinegar	Benefits	4	18	22.22 %	\$0.71
6.	Apple cider vinegar health benefits	Benefits	3	9	33.33 %	\$0.44
7.	Benefits of vinegar	Benefits	3	31	9.68 %	\$0.58
8.	Bragg apple cider vinegar	Drinks	3	555	0.54 %	\$0.93
9.	Apple cider vinegar	Drinks	2	243	0.82 %	\$0.99
	Apple cider vinegar benefits	Benefits	1	77	0.37 %	\$0.70

<input type="checkbox"/>	●	Ad group	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	●	Benefits	Campaign ended	50	657	7.61%	\$0.69	\$34.57	Standard	None
<input type="checkbox"/>	●	Drinks	Campaign ended	10	2,447	0.41%	\$0.82	\$8.19	Standard	None
<input type="checkbox"/>	●	Recipes	Campaign ended	7	181	3.87%	\$0.59	\$4.10	Standard	None
Total: Ad groups				67	3,285	2.04%	\$0.70	\$46.86		

	AdWords Ad Group ?	Acquisition				Behavior		Conversions	Goal 1: Find a location ▼		
		Clicks ? ▼	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Find a location (Goal 1 Conversion Rate) ?	Find a location (Goal 1 Completions) ?	Find a location (Goal 1 Value) ?
		67 % of Total: 100.00% (67)	\$46.86 % of Total: 100.00% (\$46.86)	\$0.70 Avg for View: \$0.70 (0.00%)	55 % of Total: 63.22% (87)	64 % of Total: 59.26% (108)	92.19% Avg for View: 78.70% (17.13%)	1.25 Avg for View: 1.52 (-17.68%)	7.81% Avg for View: 10.19% (-23.30%)	5 % of Total: 45.45% (11)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Benefits	50 (74.63%)	\$34.57 (73.77%)	\$0.69	43 (75.44%)	49 (76.56%)	89.80%	1.33	8.16%	4 (80.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Drinks	10 (14.93%)	\$8.19 (17.48%)	\$0.82	9 (15.79%)	10 (15.62%)	100.00%	1.00	10.00%	1 (20.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Recipes	7 (10.45%)	\$4.10 (8.75%)	\$0.59	5 (8.77%)	5 (7.81%)	100.00%	1.00	0.00%	0 (0.00%)	\$0.00 (0.00%)

All Web Site Data

Search reports and help



HOME



CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

Overview

Active Users

Lifetime Value BETACohort Analysis BETAAudiences NEW

User Explorer

▶ Demographics

▶ Interests

▶ Geo

DISCOVER

ADMIN

Audience Overview ✓

Nov 8, 2017 - Nov 12, 2017

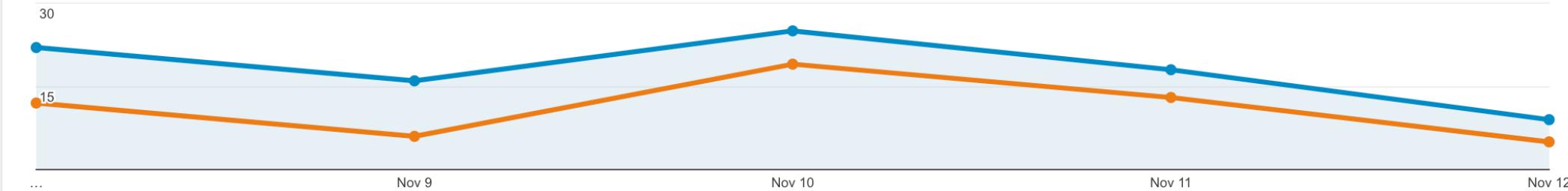


Overview

Users ▼ vs. Select a metric

Hourly Day Week Month

● Users (All Users) ● Users (Paid Traffic)



Users

All Users

87

Paid Traffic

55

New Users

All Users

84

Paid Traffic

55

Sessions

All Users

108

Paid Traffic

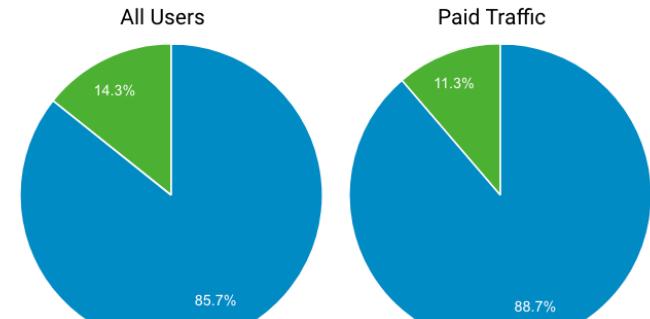
64

Number of Sessions per User

All Users

1.24

Paid Traffic

1.16New Visitor ■ Returning Visitor

Pageviews

All Users

Pages / Session

All Users

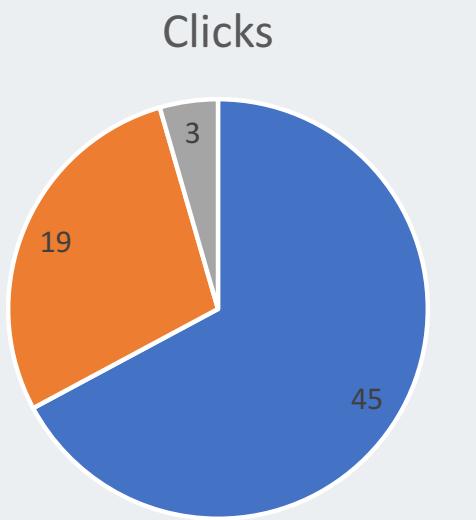
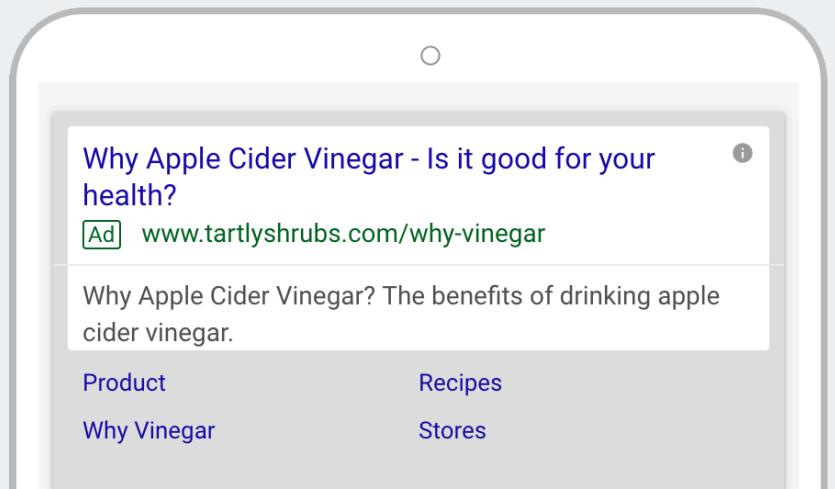
Avg. Session Duration

All Users

Bounce Rate

All Users

TACTIC 1: SUMMARY



■ mobile devices with full browsers
■ computers
■ tablets with full browsers

- Gained 55 new users
- Received 67 clicks
- Most clicks were from mobile users
- Users are more interested in benefits of apple cider vinegar topics
- Longtail keywords ad had performed the best result
- The ads were on second page of the search engine, needs to improve website rank in order to display the Ads on the first page of the search engine

TACTIC 2: PAID SOCIAL

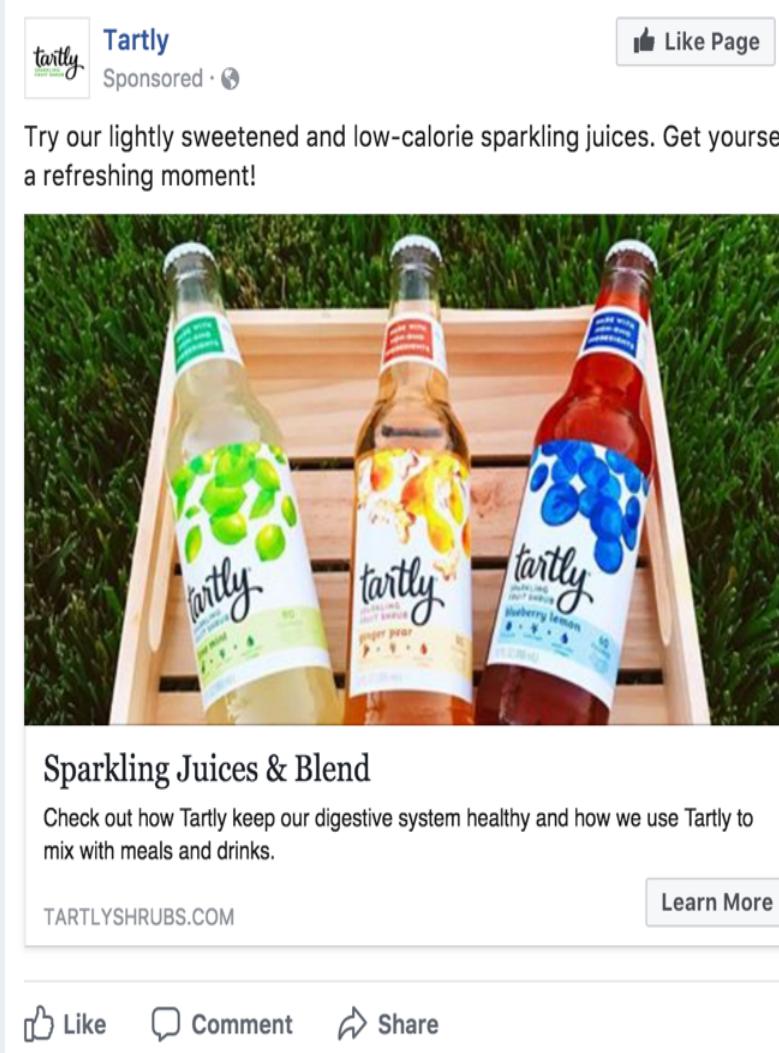
CAMPAIGN OBJECTIVE
INCREASE WEBSITE TRAFFIC
FROM UNIQUE VISITORS

KPI
UNIQUE VISITORS

TARGET MARKET

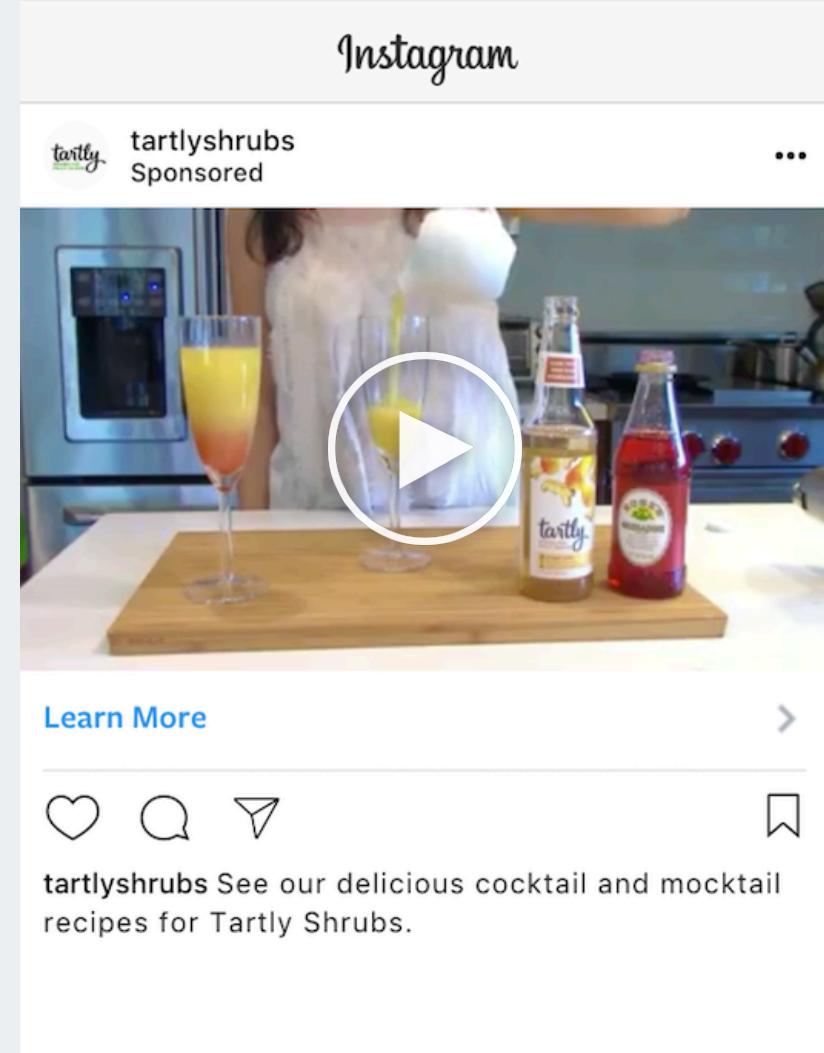
- San Francisco-Oakland-San Jose
- Age 24-65+
- Men & Women
- Food & Drinks

 ----- HOMEPAGE


Tarty Sponsored · 1 Like Page
Try our lightly sweetened and low-calorie sparkling juices. Get yourself a refreshing moment!

Sparkling Juices & Blend
Check out how Tarty keep our digestive system healthy and how we use Tarty to mix with meals and drinks.
TARTLYSHRUBS.COM [Learn More](#)
Like Comment Share

 ----- RECIPES (VIDEO)


Instagram
tartlyshrubs Sponsored

Learn More

Heart Search Filter Bookmark

tartlyshrubs See our delicious cocktail and mocktail recipes for Tarty Shrubs.

Social Network		Acquisition		
		Users	New Users	Sessions
		14 % of Total: 28.00% (50)	13 % of Total: 30.95% (42)	14 % of Total: 25.93% (54)
1.	Facebook	12 (85.71%)	12 (92.31%)	12 (85.71%)
2.	Instagram	2 (14.29%)	1 (7.69%)	2 (14.29%)

- Install Facebook Pixel for retargeting purpose
- UTM code links to “homepage” and “recipe” page
- Expect to earn more new users to the website
- Tracks data in Google Analytics and Facebook Analytics to see how many new visitors are from those 2 ads

INCREASE WEBSITE TRAFFIC

CAMPAIGN
OBJECTIVE

INCREASE UNIQUE VISITORS
FROM ORGANIC SEARCH

KPI

IMPROVE WEBSITE PAGE SCORE

CONTENT
MATTER

TECHNIQUECAL
ISSUES

TACTIC 3: SEO

IMPROVE WEBSITE PAGE SCORE

- 1. Website title matters**
more chances to show up when users search key terms related to apple cider vinegar

current

Tartly
tartlyshrubs.com/ ▾

Tartly Sparkling Fruit Shrub is a natural low-calorie beverage made with non-GMO sparkling fruit juices and organic apple cider vinegar. Keep your digestive ...

revise

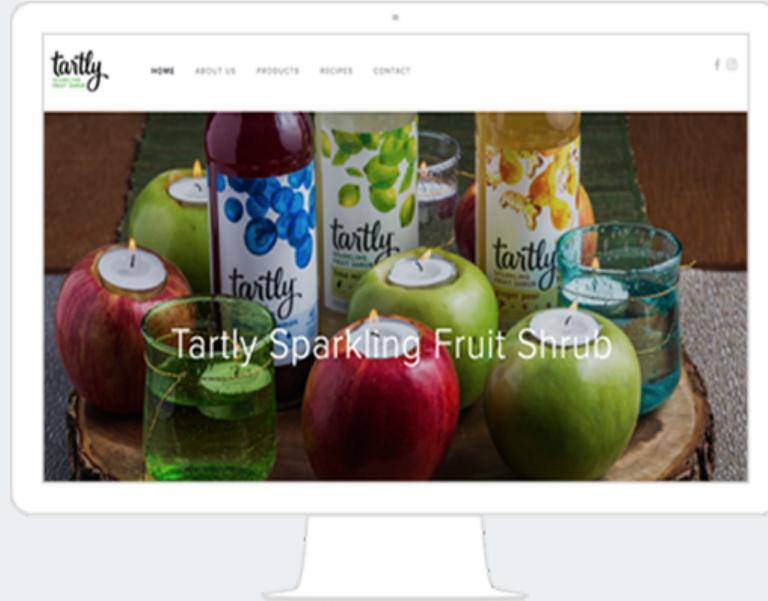
Tartly Sparkling Juices with Organic Apple Cider Vinegar
tartlyshrubs.com/ ▾

Tartly Sparkling Fruit Shrub is a natural low-calorie beverage made with non-GMO sparkling fruit juices and organic apple cider vinegar. Keep your digestive ...

- 2. Keyword research matters**
the language users are using when searching

- 3. Content matters**

using Google Trends to get inside look of what users are interested in and creating relevant contents based on the keywords which users are searching for



OPTIMIZE IMAGES

Reduce image sizes
Image names match keyword

Poor
36 / 100

Poor
46 / 100

TECHNIQUEL ISSUES

Eliminate render-blocking
Leverage browser caching

UNUSED TACTIC

- 1. EMAIL CAMPAIGN** for newsletter
 - Runs the sign-up form when the discount promotion is launched for incentive purpose

-
- 2. CONTENT STRTEGY** for website
 - Creates fresh content based on what users are searching for Apple Cider Vinegar topics
 - Creates more contents on Why-Vinegar page since more people are interested in that topic
(based on Google Adwords campaign result)

-
-
- 3. A/B TESTING** for paid social
 - Tests which topics can get more engagements:
Drinks, Recipes, or Benefits of Apple Cider Vinegar



1 SEM

Inc. Unique Visitors

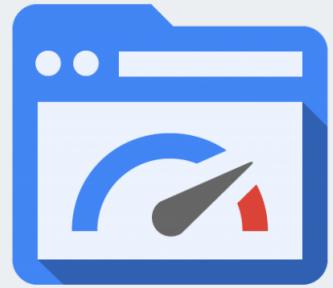
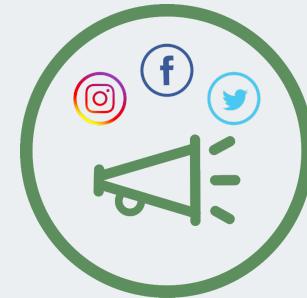
GOOGLE ADWORDS
GOOGLE KEYWORDS



2 PAID SOCIAL

Inc. Unique Visitors

FACEBOOK
INSTAGRAM



3 SEO

Inc. Unique Visitors
from Organic Search

PAGE SCORE

The goal this quarter is to increase website traffic from new visitors by 25% in order to generate brand awareness.

tartly

SPARKLING
FRUIT SHRUB

FUNCTION CAN TASTE GOOD

