

# 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  
2017 ANN



- 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

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## In-store & Event Promotion

Shelf talker ads  
Product sampling

## Digital Media

Website  
Facebook  
Instagram

# MARKETING OBJECTIVE

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## 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

TARGET LOCATION:  
San Francisco-Oakland-  
San Jose

CAMPAIGN DURATION:  
5 Days

RESERVED

# 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](http://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](http://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.tartlyshrubbs.com/recipes](http://www.tartlyshrubbs.com/recipes)

Explore more than 10 easy recipes to make party drinks.

Product	<a href="#">Recipes</a>
Why Vinegar	<a href="#">Stores</a>

ADWORDS IN ACTION

Apple Cider Vinegar Recipes - Function Can Taste Good

[Ad] [www.tartlyshrubbs.com/recipes](http://www.tartlyshrubbs.com/recipes)

Explore more than 10 easy recipes to make party drinks.

Product	<a href="#">Recipes</a>
Get sparkling juices with organic Apple Cider Vinegar drinks.	Mix Apple Cider Vinegar with meals and cocktails.
Why vinegar	<a href="#">Stores</a>
Learn why vinegar is good for your health.	Find where to get our products in SF & Bay Area.

## ADWORDS SAMPLES

### GROUP 2

#### APPLE CIDER VINEGAR RECIPES

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

[Ad] [www.tartlyshrubs.com/why-vinegar](http://www.tartlyshrubs.com/why-vinegar)

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

Product

Recipes

Why Vinegar

Stores

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

[Ad] [www.tartlyshrubs.com/why-vinegar](http://www.tartlyshrubs.com/why-vinegar)

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

Product

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Recipes

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Why Vinegar

Learn why vinegar is good for your health.

Stores

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

# ADWORDS SAMPLES

## GROUP 3

### BENEFITS OF VINEGAR



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

**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
10. Apple cider vinegar drinks	Drinks	2	75	2.67 %	\$0.76

<input type="checkbox"/>	<span style="color: gray;">●</span> Ad group	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
<input type="checkbox"/>	<span style="color: green;">●</span> Benefits	Campaign ended	50	657	7.61%	\$0.61	\$34.57	Standard	None
<input type="checkbox"/>	<span style="color: green;">●</span> Drinks	Campaign ended	10	2,447	0.41%	\$0.82	\$8.19	Standard	None
<input type="checkbox"/>	<span style="color: green;">●</span> 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 <span style="font-size: small;">?</span>	Acquisition				Behavior		Conversions		Goal 1: Find a location <span style="font-size: small;">▼</span>	
		Clicks <span style="font-size: small;">?</span> <span style="float: right;">↓</span>	Cost <span style="font-size: small;">?</span>	CPC <span style="font-size: small;">?</span>	Users <span style="font-size: small;">?</span>	Sessions <span style="font-size: small;">?</span>	Bounce Rate <span style="font-size: small;">?</span>	Pages / Session <span style="font-size: small;">?</span>	Find a location (Goal 1 Conversion Rate) <span style="font-size: small;">?</span>	Find a location (Goal 1 Completions) <span style="font-size: small;">?</span>	Find a location (Goal 1 Value) <span style="font-size: small;">?</span>
		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)
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%)
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%)
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 ✓

SAVE

EXPORT

SHARE

INTELLIGENCE

Nov 8, 2017 - Nov 12, 2017

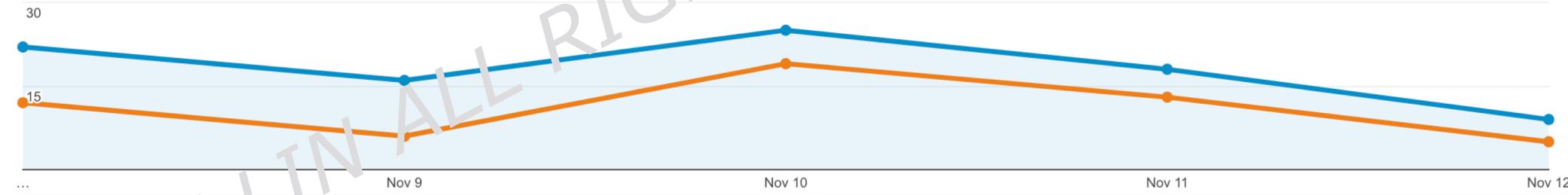
All Users  
100.00% UsersPaid Traffic  
63.22% Users

Overview

Users ▼ VS. Select a metric

Hourly Day Week Month

Users (All Users) Users (Paid Traffic)

Users  
All Users:

37

Paid Traffic

55

New Users  
All Users:

84

Paid Traffic

55

Sessions  
All Users:

108

Paid Traffic

64

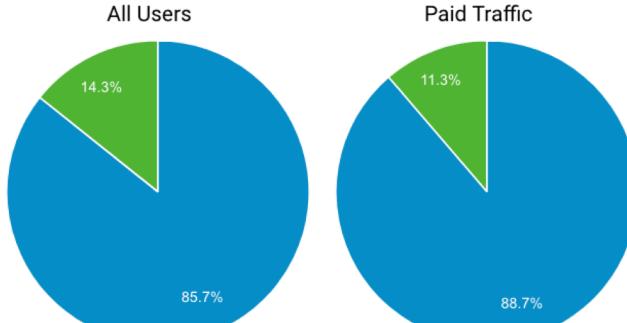
Number of Sessions per User  
All Users:

1.24

Paid Traffic

1.16

New Visitor Returning Visitor

Pageviews  
All Users:

112,000

Pages / Session  
All Users:

1.00

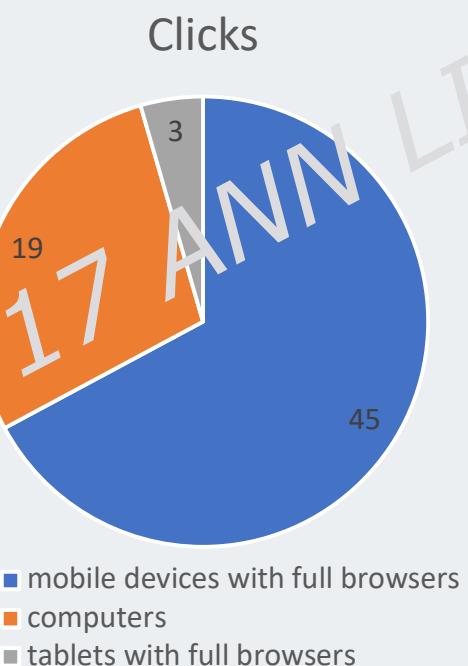
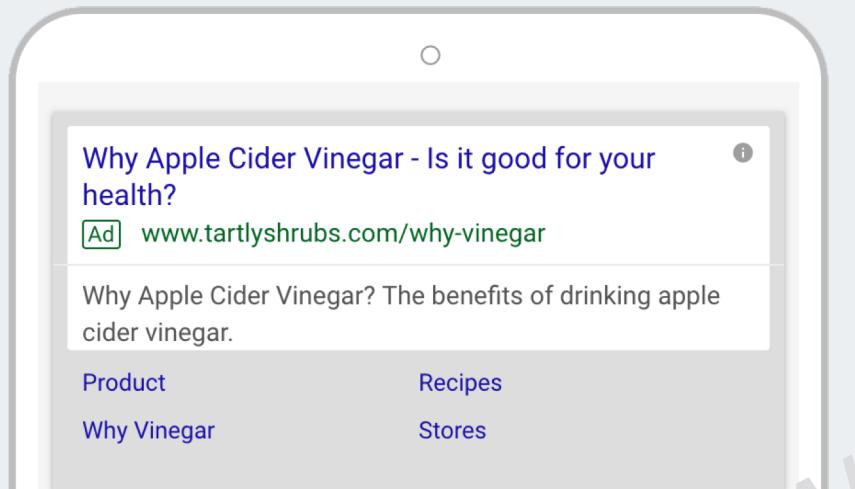
Avg. Session Duration  
All Users:

1:00

Bounce Rate  
All Users:

45.0%

# TACTIC 1: SUMMARY



- 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



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----- HOME PAGE

Tarty Sponsored

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)

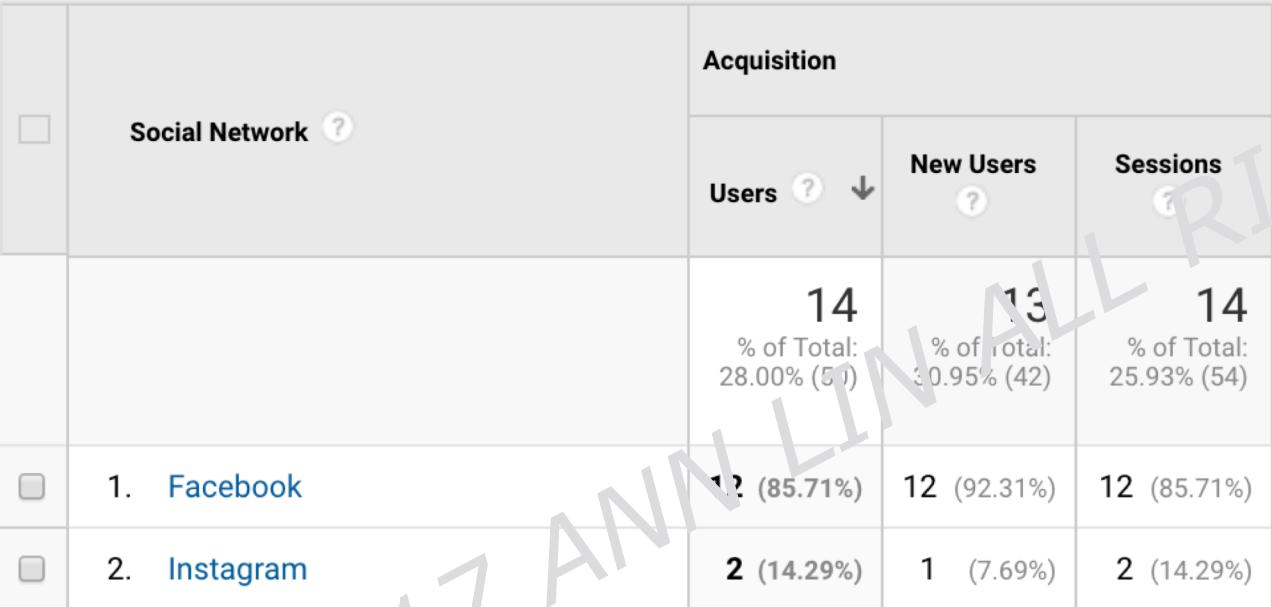
Instagram

tartlyshrub Sponsored

Learn More

Heart Search Filter Bookmark

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



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- 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

CAMPAIGN  
OBJECTIVE

# INCREASE WEBSITE TRAFFIC

KPI

INCREASE UNIQUE VISITORS  
FROM ORGANIC SEARCH

IMPROVE WEBSITE PAGE SCORE

CONTENT  
MATTER

TECHNIQUECAL  
ISSUES

TACTIC 3: SEO

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2017 ANNUAL REPORT

# IMPROVE WEBSITE PAGE SCORE

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

current

Tartly  
[tartlyshrubs.com/](http://tartlyshrubs.com/) ▾

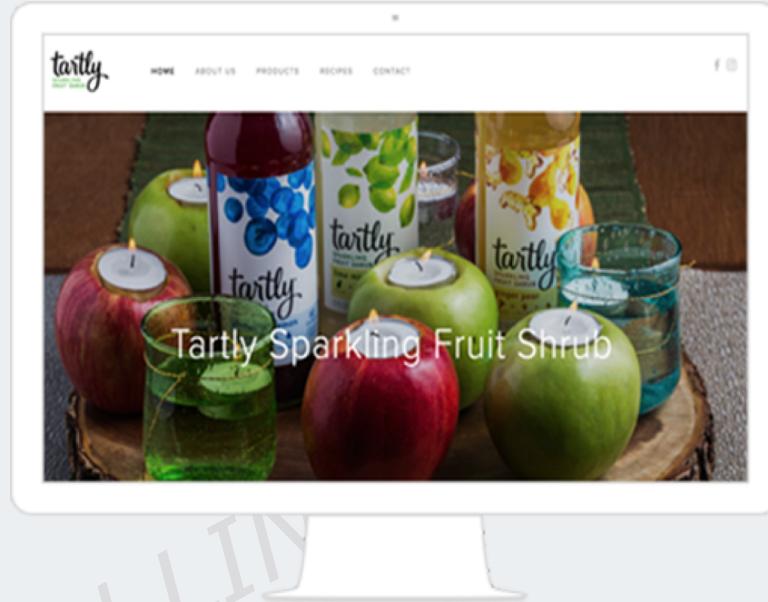
Tartly Sparkling Fruit Shrub is a natural low-calorie beverage made with non-GMO sparkling fruit juices and organic apple cider vinegar. Keep your digestive ...

revise

Tartly Sparkling Juices with Organic Apple Cider Vinegar  
[tartlyshrubs.com/](http://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

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### 1. EMAIL CAMPAIGN for newsletter

- Runs the sign-up form when the discount promotion is launched for incentive purpose

### 2. CONTENT STRATEGY 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*



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