

Parisa Wang JBP - New Channel Test

Business Goals

Phase 1 - 150 Waitlist Subscribers

Phase 2 - 50 Bags in Sales

Parisa Wang Marketing Goals

**Leverage Digital Channels to Acquire
High Value Customers & Drive Sales Revenue**

2019 Joint Business Plan Overview

Leverage Digital Channels to Acquire

High Value Customers & Drive Sales Revenue

BUSINESS OBJECTIVE #1

Identify & acquire new audiences

- Identify existed active customers
- Drive more social media exposure to the audiences
- Increase social media content engagement
- Increase brand awareness

BUSINESS OBJECTIVE #2

Drive more traffic to website

- Optimize landing page
- Improve engagement on website and social media

BUSINESS OBJECTIVE #3

Drive on-site behaviors

- Reengage with lower funnel audience through sending them email (limited time coupon, private discount) to call back them to check out



OBJECTIVE	TEST CHANNEL	WHY	How
Identify & acquire new audiences	Google organic Search	<ul style="list-style-type: none"> • Identify website ranking on Google • Test high frequency searched keywords 	<ul style="list-style-type: none"> • Use MOZ and Google Trends to do SEO • Content optimization
	Social Media Ads (Instagram, Facebook)	<ul style="list-style-type: none"> • High identifying opportunity by customers 	<ul style="list-style-type: none"> • Organic posts and paid ads • Optimize cross-channel exposure (mobile & desktop)
	Video - YouTube	<ul style="list-style-type: none"> • Focus on upper-funnel (call to action or direct conversion) 	<ul style="list-style-type: none"> • Reach out influencers and bloggers to feature our brand in their vlog and video

OBJECTIVE	TEST CHANNEL	WHY	How
Drive more traffic to website	Google organic search	<ul style="list-style-type: none"> Identify website ranking on Google Test high frequency searched keywords 	<ul style="list-style-type: none"> Use MOZ and Google Trends to do SEO Content optimization
	Display ads	<ul style="list-style-type: none"> Frequently exposure to audiences Increase brand awareness 	<ul style="list-style-type: none"> Display advertising throughout video, articles
	Social media ads	<ul style="list-style-type: none"> Creative optimization for customer segments in different stages 	<ul style="list-style-type: none"> One-stop purchase (direct check out on social media platform) Direct to website page

OBJECTIVE	TEST CHANNEL	WHY	How
Drive on-site behaviors	Website	<ul style="list-style-type: none"> Optimize website to reduce bounce rate 	<ul style="list-style-type: none"> Test landing page, product page
	Google paid search	<ul style="list-style-type: none"> Drive sales through Google search ads 	<ul style="list-style-type: none"> Test ad copy and ads campaign
	Social media	<ul style="list-style-type: none"> Remarketing to existing customer segments 	<ul style="list-style-type: none"> Promotion events Increase community engagement (hashtag)

Media	Budget	Key Takeaways
Organic and Paid Search	\$400 per month (334-558 clicks)	<ul style="list-style-type: none"> • Leverage high search volume keywords to drive more clicks • Targeting mid-upper funnel customer segments
Social media (Instagram, Facebook)	\$600 per month (audience reach: 2600-7600; # of link clicks: 71-205)	<ul style="list-style-type: none"> • Establish social to drive user engagement activities (likes, refer, etc) • Leverage social display to drive sales (call to action)
Email	\$1000 per month	<ul style="list-style-type: none"> • Target middle and lower funnel customers to drive waitlist subscribers and sales

Execute Timeline



3.1-3.15

- Keyword research and analysis
- Ad copy test
- Campaign content creation (text, image, video)
- Set up social channels
- Influencer outreach



3.15-4.1

- Launch campaign on social media (Instagram, Facebook)
- Content optimization
- SEO for copywrites
- Email and PR creation



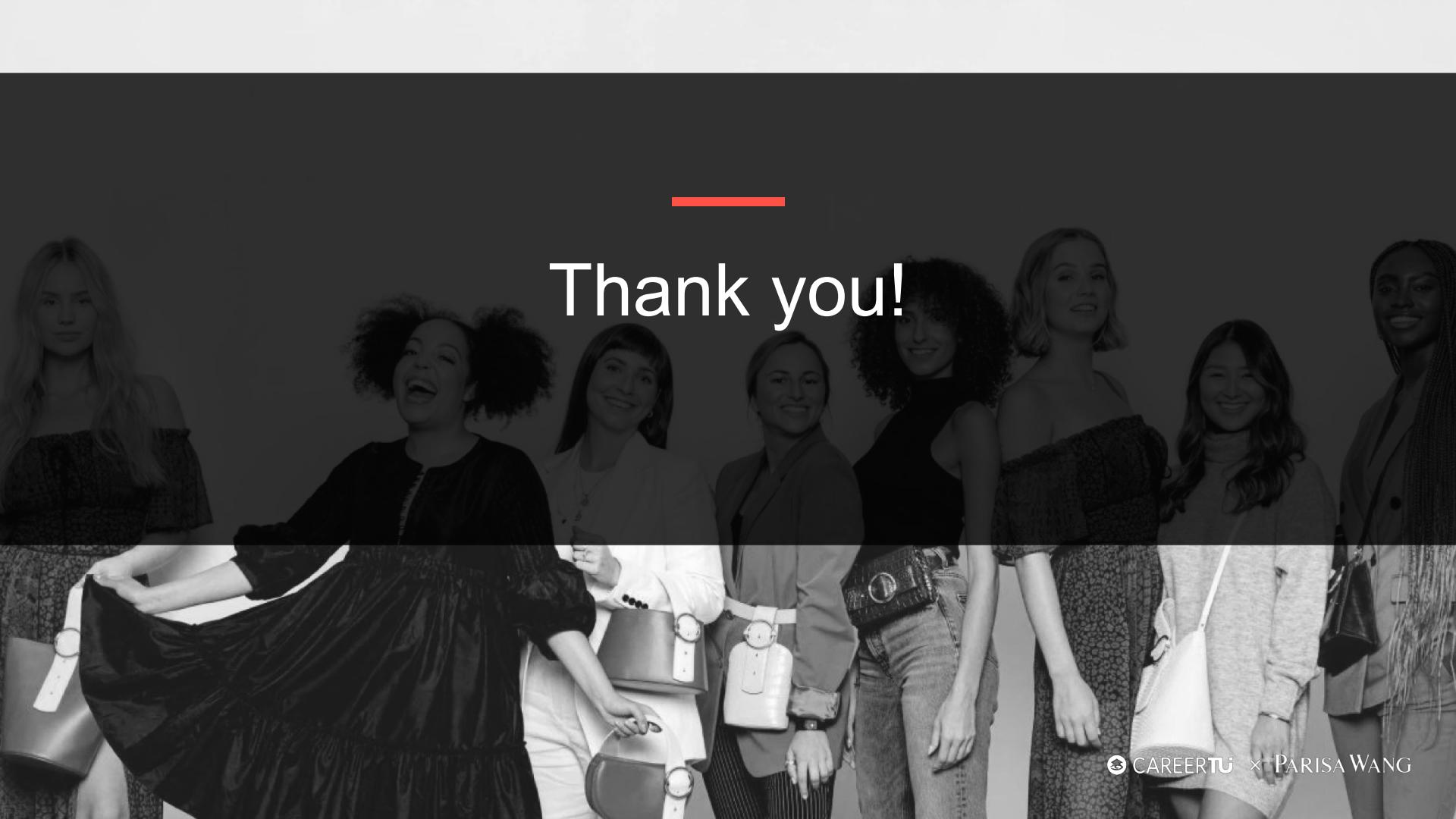
4.1-4.15

- Publish waitlist page
- Email distribution



4.15

- Publish and track search ads
- Increase social media ads volume
- Send emails for remainder and promo code



Thank you!