



CONSUMER RETAIL MARKETING PLAN

Getting Started

Abstract

Getting your marketing off of the ground is the biggest challenge for a start-up company. There are many facets to consider as well as opportunities to allow yourself to see. Learn about the options available to you here as well as the best course of action to take, now.

Growth Empowered Marketing Services
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Goals for January 2018

Email Strategy

- Initial email: newsletter welcome email; allow for unsubscribes; encourage to follow on social
- Second: 3-5 days later with industry updates, product successes and/or new goings-on
- Third: The following week; possibly a Survey/encourage feedback, ask what they want to see? Or could just be a happy New Year email for Jan.
- Fourth and regular/monthly send out (aim for monthly to start, preferably provide options to consumers of frequency): Newsletter type format with useful tips, white papers, and/or product promotion.

Social Media Strategy

Facebook: Post 2-3 times per week when users are most active and test other times once/week.

- Posts will be based on industry news or facts
- Product/brand promotion no more than once/week
- Facebook ads recommendation: \$30-50/week if possible, per month if not in order to test earning new business
 - o Want to do ads
- Research and contact influencers in the fitness industry to see if they will post about them for free samples.

Sample FB Post:

Nutrition trends for 2018 – but not just your average “eat less” diet!

https://www.washingtonpost.com/lifestyle/wellness/7-nutrition-trends-youll-see-in-2018/2017/12/18/5dbb9276-c3d1-11e7-afe9-4f60b5a6c4a0_story.html?utm_term=.37022810192f

*Focus also on people who eat fast – people rushed/busy/working etc. Blog post 1/9

Twitter: Post 5-7 times per week when users are most active.

- Include interesting facts about current affairs, industry news and facts
- Re-tweet, engage, and tag industry people/influencers
- Use hashtags people search for and use when looking for diets, etc.
- Post/share local news
- Ask for people’s pics using their forks in the form of a contest.

Sample Twitter post:

Check out the more than 50 #healthy snacks to try on this list! <http://ow.ly/TjpU30hnTbR>

Instagram: need access to Dropbox

- We could post similar photos to FB as well as work done, with their permission.
- Follow/share related industry people/boards.
- *Create account

Pinterest: Pin 30 on average per week

- Create boards for flatware/tools, nutrition, recipes, etc.
- Follow others, influencers, posts, etc.

Google Plus: Post once per week; can be same as one of the other platform's posts.

- Set up account.

LinkedIn: Post once per week; can be same as one of the other platform's posts but should be on the professional edge rather than 'fun'.

- Join groups, engage/post
- Post articles on co page
 - o *Create LinkedIn Company page

Website Strategy

- Blogs! A goal of doing these weekly if possible.
 - o *Create one within the next week
 - o Edit SEO within website
- Google Ad recommendation: Test primary industry keywords for pricing.