

# Lifekitchen Digital Marketing Plan

## Executive Summary

**Lifekitchen**, a ready made meals producer, distributor and retailer both offline and online. I am focusing on the developing a digital marketing plan for the company's dessert range (project) in the Irish marketplace. The digital marketing plan will reevaluate it's existing digital marketing activities - goals/kpi's, the market positioning of the dessert product range through a SWOT analysis/digital audit, the branding of the website/e-commerce sites, choosing the most effective online marketing channels to reach the core audience that will extend the effectiveness of the traditional marketing mix elements.

I am focusing on the *Grey/seniors* and *Carers* of the elderly market as the products are supplemented naturally to address common health issues for this persona – bone health, appetite, muscle degeneration and co-ordination(**sarcopenia**), well being and healthy weight management. This segment in particular are aware that they are getting older and that they need a different nutrient profile to keep them healthy. “Many older people are unable to comply with a balanced nutrition diet– meal skipping is prevalent – disinterest in food or unable to open the packaging. 45% of older persons living at home, in hospitals or nursing homes are undernourished. The Over 50’s are now a significant segment in Ireland.

There are currently 1.5m consumers over 50 and this is expected to rise by 15% over the next 5 years.. Seniors have more cash freedom. One in eight boomers enjoy a disposable income of 1,000 euros per week. Life expectancy is increasing concurrently. Seniors are aging physiologically faster Social isolation is a key driver of malnutrition.” (R3).

I recommend management to focus relentlessly on building awareness online and offline through instore Supervalues's supermarkets, community meetings/programmes/homecare institutions, leisure and gaa. centres, attending tradeshow and launching pr/marketing campaigns using traditional media and online through lead generation using facebook, instagram, pinterest, video, email marketing campaigns – newsletter sign ups, running competitions, paid search advertising and remarketing, website news updates and blog sharing information.

The allocated budget is **2,000 euros** one off cost for website reconstruction. **Facebook** advertising – 210 euros, **SEO/Google adwords** – 280 euros, *Pay per click* (PPC) – 200 euros, *competitions/vouchers* etc. – 300 euros. A marketing student will manage the website content updates, Google Analytics and ad campaigns.

This is a lower volume, high margin markup product so management can aim to achieve a gross margin of 40% - 50%. with a net margin of 10% - 15%.

### **Business Objectives and Digital Goals**

- To drive traffic to website/e-commerces sites and increase online sales.
- Create awareness campaigns using both traditional and digital channels to create an online community of followers.
- A projected sales revenue of 320,000 euros by the year end 2017 for the dessert products range.
- Increase customer acquisition and repeat purchases and customer spend of Lifekitchen dessert product using all digital marketing channels - At least double fan growth on the Lifekitchen dessert *Facebook/instagram* pages within the months of March 2017 – August 2017.
- Ensure that the website and all digital marketing channels are optimised and SEO (Search engine friendly)
- Create high quality content reflecting a core message consistently across all channels to target influencer and end user personas - (55+ age group): Guide tutorial on the nutritional benefits of product, links to blog articles, managing and creating effective email marketing, facebook/Istagram and google campaign ads.

### **Company background**

Lifekitchen was founded by John Collier in April 2015. Lifekitchen was born out of real life need and concern. It is an innovative company trading online as [www.lifekitchen.ie](http://www.lifekitchen.ie), producing, marketing and distributing ready made nutritional meal solutions to Supervalue retail outlets and direct to a person's household online.

### **Mission statement**

“Our mission is to deliver tasty, healthy and nutritionally balanced meals to help with all meal occasions.”

Making sure that our food is healthy and nutritious is not an easy task these days. You can be sure that the company's desserts will provide customers with a rich taste, a celebration of flavours and a joyful experience. Lifekitchen is a great solution for people who may not be aware of their own dietary requirements as they grow older. Peoples' needs change with age and having such a unique product that is healthy, tasty and delivered direct to their door is a fantastic in this day and age. John uses nutritional principles to design his dessert product range. That is why they are fully balanced and contain all the nutrients a body needs.

### **Situational/macro environmental analysis for Lifekitchen Desserts**

For **Lifekitchen** to proceed forward with a digital marketing plan for it's dessert range of products , it will need to re-evaluate it's own business operations as it exists presently and also the external environment in which the company operates. Where the company is presently – a digital audit (marketing mix strategy), an analysis of it's existing competitors and a SWOT analyses are marketing tools used to address the company's situation and explore all digital marketing opportunities going forward as a business.

### **Current Marketing Assessment**

<b>Marketing mix elements</b>	<b>Where Lifekitchen is presently</b>
<b>Product /brand</b>	<ul style="list-style-type: none"> <li>•Brand personality – Lifekitchen's story should be the foundation of it's brand. This is how people experience the lifekitchen's dessert product – the brand/product imagery, presently may look a bit stale and unattractive to appeal to new personas - questionable – brand colour scheme, logo and tone of voice needs refreshing, the look and feel of the website - new theme/background needed.</li> <li>•High protein product – 20 grams per portion, no added sugar, gluten and dairy free</li> </ul> <p>Product's features and benefits:</p>

	<p><a href="https://lifekitchen.ie/wp-content/uploads/2016/02/PannacottaFullNutrition.pdf">https://lifekitchen.ie/wp-content/uploads/2016/02/PannacottaFullNutrition.pdf</a></p> <p>“Hold down the <i>Control key</i> on the keyboard and click on this <i>hyperlink</i> simultaneously to open this link/page”.</p>
<b>Price</b>	<ul style="list-style-type: none"> <li>•Customer perception of price of product at existing 2.99 price point. Customers may perceive that the product's price point represents poor value for money as the product portion is too small – 125 grams.</li> <li>•Price must support the brand promise – high in protein, dairy free etc.</li> </ul> <p>*See notes on <b>Market Research</b> in <b>Appendices</b></p>
<b>Promotion</b>	<ul style="list-style-type: none"> <li>•Facebook/instagram pages- needs more engagement and interaction with visitors.</li> <li>•Branding/imagery of dessert product range may need to be refreshed.</li> <li>•The website's text copy content needs to be updated/using strong call to actions (CTA) - “Click here to get your <b>Free dessert</b> product with your first order online with us”</li> </ul>
<b>Place</b>	<ul style="list-style-type: none"> <li>• Product stocked in 12 Supervalu stores nationwide.</li> </ul> <p>Stockist pages to be listed on website.</p> <ul style="list-style-type: none"> <li>•Product delivered nationwide via DPD courier service to customer household.</li> </ul>
<b>People</b>	<ul style="list-style-type: none"> <li>•Staff and customers play an important role in ensuring that brand promise/culture of the company (internal marketing) – this is who we are and what we stand for must be aligned to all customer contact point/touchpoints (external marketing).</li> <li>•John Collier trains Supervalu staff members as <i>product champions</i> in store – providing customers information about the product features and benefits but there is no staff member/person assigned presently to respond to any customer questions and comments on social media channels and updating fresh content on the website for <i>seo</i> purposes. John intends to employ a marketing student from UCC for the coming months.</li> <li>•The following piece of content marketing is a very authentic blog post written by the company's founder. It is a sub – menu of the <i>Community</i> page on the website homepage. The content is in a conversational tone to introduce</li> </ul>

	readers to their blog: <a href="https://lifekitchen.ie/category/blog/">https://lifekitchen.ie/category/blog/</a>
<b>Process</b>	<ul style="list-style-type: none"> <li>•The handmade production process in the kitchen used by John Collier, using fresh quality ingredients is unique to Lifekitchen and differs remarkably from conventional automated processes used other dessert suppliers.</li> </ul>
<b>Physical evidence</b>	<ul style="list-style-type: none"> <li>•Use new website structure – proper planning of pages/posts, using bullet points, using an up to date theme may be necessary.</li> <li>•Poor linking structure – broken page links – not SEO friendly.</li> <li>•No internal links or external links/backlinks to the site.</li> <li>•Not intuitively organised.</li> <li>•E-commerce site up and running but there is a slow rate of customer acquisition and retention – high bounce rate (Google Analytics).</li> <li>•Quality packaging is crucial to gaining customer attention and loyalty, in forming impressions and creating expectations for new customers and building the company's image. Ease of opening and convenience and legibility is a crucial factor – tamper proof and being sealed effectively.</li> </ul>

### **Competitor Analysis - Chilled dessert market in Ireland**

#### **Market Distribution**

<b>Channel</b>	<b>% Share</b>
Supermarkets/hypermarkets	73.10%
Specialist retailers	19.60%
Convenience stores	5.50%
Others	1.90%

#### **Overview**

“The growing consumer trend of convenience has accelerated the opportunity for chilled ready meals. This category largely benefits from consumer trust and has broadly positive associations. Freshness is the most top of mind benefit. Consumers do recognise the strong advantages of chilled ready foods over frozen foods in particular taste. Expectations can be high as a consequence making quality, nutrition and health important underlying factors when choosing chilled.

Consumers see retailers improving their own offering in this market i.e. consumers are

seeing an improved shopper experience in the chilled arena from the supermarkets they shop. Own label brands are highly visible and appear to offer the best value for many consumers. As a result there are high levels of promotion evident meaning products are frequently purchased on promotion.

The chilled desserts market consists of retail sales of cheesecakes, flans and mousses, and does not include fromage fraisor frozen desserts. The Irish chilled desserts market grew at a strong rate during the period 2006-2010. Ireland accounts for 1.2% of the European chilled desserts market value. The Irish chilled desserts market is fairly concentrated, with top three players holding 52.5% of the total market value. Supermarkets/hypermarkets form the leading distribution channel in the Irish chilled desserts market, accounting for a 73.1% share of the total market's value. Specialist retailers accounts for a further 19.6% of the market.” (R5)

### Competitors Audit

#### Direct Competitors

- Glenilen Farm <http://www.glenilenfarm.com/>
- Galberts <http://www.galberts.com/>
- Danone's fortysips [www.danone.com](http://www.danone.com) – suppliers to niche market - hospital institutions/health care centres
- Nestle's brands – rolo, aero and milky bar mousses, <http://www.nestle.ie>
- Coltildesfruit, [www.coltildesfruit.ie](http://www.coltildesfruit.ie)
- Supermarket own brands: signature supervalue range, tesco and dunnes own brands, Centra, Lidl, Aldi

#### Indirect Competitors

- Online shopping
- Restaurants
- Wholesale suppliers ingredients

### SWOT ANALYSES

Strengths	Weaknesses
-----------	------------

<ul style="list-style-type: none"> <li>•Healthy, tasty and convenient product delivered to your door based on consumers' nutritional and lifestyle needs</li> <li>•High quality product that commands a premium price</li> <li>•ABC1 have a higher disposable income and not overly sensitive to price</li> <li>•Unique dessert offerings. Niche market. Differentiation in the market</li> <li>•Existing customer loyalty and an increasing rate of new customer acquisition</li> <li>•Modern state of the art kitchen – size – fully HACCP compliant</li> <li>•Entrepreneurial spirit of the owner/director and fully qualified in science element of product - high protein content</li> <li>•Limited company. No exposure to venture capitalists</li> <li>•Copyrighted recipes</li> <li>•High in free fatty acids and low salt content</li> <li>•Products are supplemented naturally to address common health issues for the <i>grey/seniors market</i> over 55 age group – bone health, appetite, muscle degeneration and co-ordination (<b>sarcopenia</b>), well being and healthy weight management</li> <li>•Amino acid – <i>leucine</i> – product ingredient stimulates muscle growth</li> <li>•The over 50's are a significant segment in</li> </ul>	<ul style="list-style-type: none"> <li>•20% is production rate presently - will need to increase product volume/range to gain economies of scale</li> <li>•There is a trade of between price and quality.</li> <li>•Price and quality are interchangeable and consumers expect a certain standard of ready made dessert at varying price points.</li> <li>•No recent market research to understand what senior demographic want – may be unsure how to use ecommerce site. May need to conduct new study to understand why people are not using e-commerce site</li> <li>•Existing e-commerce model not a success – slow rate of customer acquisition and needs promoting</li> <li>•High bounce rate – 35%</li> <li>•Establishing a standalone brand that will be considered superior to that of the midrange/premium own brand offerings will be challenging for Lifekitchen's management</li> <li>•Desserts are not generally accepted as part of everyday meals and can be readily substituted by yogurts, biscuits and chocolate focused on health benefits</li> <li>•Seniors may be unable to eat products - health issue</li> <li>•The dessert product category is typically limited to occasional weekday treats after dinner, weekend and special occasions</li> <li>•Consumers exercise caution on frequency of</li> </ul>
--	---

<p>the Irish market</p> <ul style="list-style-type: none"> <li>•High quality nutritional meal brand promise – real benefits to address nutritional needs to counteract any negative emotional association with ready desserts – disinterested in eating through isolation and loneliness, etc.</li> <li>•Brand promise – peace of mind, sense of community, compassion and expertise ( built on the science of nutrition)</li> </ul>	<p>consumption</p> <ul style="list-style-type: none"> <li>•Poor traction on online marketing communications/sales - not enough engagement on social media channels – Faceook/Istagram</li> </ul>
<p><b>Opportunities</b></p>	<p><b>Threats</b></p>
<ul style="list-style-type: none"> <li>•Life expectancy is increasing concurrently</li> <li>•Seniors have more cash freedom</li> <li>•Social isolation is a key driver of malnutrition</li> <li>•Natural foods are in. People are more health conscious reflects the changing profile of the contemporary consumer</li> <li>•Changing eating habits – not eating breakfast – obese people</li> <li>•Focus has shifted away from number of years to “healthy life years”</li> <li>•Seniors are aging physiologically faster</li> <li>•Grow community online by communicating up to date, relevant, engaging and fresh content</li> <li>•The growth in convenience shopping and longer opening shopping hours</li> <li>•The Grey market (55+ age group) becoming more internet savy – Free tutorials on laptop, android, iphone and</li> </ul>	<ul style="list-style-type: none"> <li>•Entry of new competitors into this market</li> <li>•Product contamination or product recall</li> <li>•Financing and managing growth rate of the company</li> <li>•Nationwide regional focus may present a challenge – owner looks after manufacturing/marketing/sales/accounts of company</li> <li>•Profitability/losses and growth of cost base</li> <li>•Potential disappointing revenues and profits</li> <li>•Many older people are unable to comply with a balanced nutrition diet– meal skipping is prevalent – disinterest in food or unable to open packaging</li> <li>•The need to gain visibility or shelf space versus private label will be difficult but important in attracting consideration from consumers</li> </ul>



<p>tablet etc. with <i>Age Action Ireland (Getting Started Programme)</i> - No existing player catering for this niche market</p> <ul style="list-style-type: none"> <li>•56% of boomers have agreed that technology has made life easier for them</li> <li>•Focussing on Irish ingredients rather than cuisine will present more of an opportunity. Irish ingredients, as a core component, will communicate quality, transparency and health/good food choice.</li> <li>•For consumers it is evident that the chilled category is an evolving category, with the range and choice within chilled expanding greatly - Nursing homes and institutional catering – hospitals, gaa/leisure centres and gyms</li> </ul>	
--	--

### Objectives and Goals

**RACE (Reach, Act, Convert and Engage)** is a digital marketing strategy planning tool/practical framework to help Lifekitchen's management map out it's digital goals and objectives and manage and improve the commercial value of his company going forward.

Content marketing activity today using the **RACE** model:

Objectives	Digital goals	KPI's	Target
<p><b>Reach</b></p> <p>Where does Lifekitchen want to be</p> <ul style="list-style-type: none"> <li>•Build and communicate a strong personality behind the lifekitchen dessert brand – usp – nutritional</li> </ul>	<ul style="list-style-type: none"> <li>•Grow traffic new/unique visitors/fans to e-commerce website</li> <li>•Grow social media</li> </ul>	<ul style="list-style-type: none"> <li>•Grow # unique visits to website</li> <li>Increase # of</li> </ul>	<ul style="list-style-type: none"> <li>•Increase existing online traffic from 391 current active users to 440 every month</li> <li>•Facebook likes: 600 pm</li> </ul>

<p>benefits of product</p> <ul style="list-style-type: none"> <li>•Build awareness of product availability in Supervalue stores</li> <li>•Build awareness of e-commerce model - order product online with delivery</li> <li>•Grow social media following</li> </ul> <p style="text-align: center;"><b>Act</b></p> <ul style="list-style-type: none"> <li>•Increase engagement with the brand</li> <li>•Create an <b>editorial calendar</b> to map out content/activities for a certain timeframe/dates ensuring campaign tags are added to track campaigns in Google analytics</li> </ul>	<p>following to increase interaction with the brand</p> <ul style="list-style-type: none"> <li>•Increase the # of email newsletter and blog subscriptions</li> <li>•Increase interaction with social media platforms</li> </ul>	<p>facebook/instagram likes and twitter followers</p> <ul style="list-style-type: none"> <li>• Increase # the number of email and blog subscriptions</li> <li>•Download guide for over 50's Nutrition guide</li> <li>•# of likes, shares, comments and retweets</li> <li>•# of page views per visitor in 6 months</li> <li>•Bounce rate</li> </ul>	<ul style="list-style-type: none"> <li>•Twitter: 200 Followers: pm</li> <li>•Instagram Followers: 100 pm</li> <li>•Increase # email subscribers:20 per month</li> <li>•Blog subscribers: 30 per month</li> <li>•Increase social media interaction by 30%</li> <li>•4 visits per customer over 6 month period</li> <li>•Reduce bounce rate from current 36.4% to 10%</li> </ul>
<ul style="list-style-type: none"> <li>•Create inbound/external links to website/e-commerce sites. Guest Blog - link building</li> </ul> <p style="text-align: center;"><b>Convert</b></p> <ul style="list-style-type: none"> <li>•Increase sales and conversion</li> </ul> <p style="text-align: center;"><b>Engage</b></p>	<ul style="list-style-type: none"> <li>•Build the number of clients and sales</li> <li>•Increase # of online sales per day</li> <li>•Increase # of returning visitors</li> </ul>	<ul style="list-style-type: none"> <li>•Time spent on site overall</li> <li>•Conversion rate</li> <li>•Transaction value</li> </ul>	<ul style="list-style-type: none"> <li>•Increase average time spent on website from 2.52 presently to 5 minutes</li> <li>•Increase to 1% over a 6 month period</li> <li>•Increase average transaction value to 40.00 euros</li> <li>•Increase # returning</li> </ul>

•Improve customer retention	and repeat sales	•# of site visits by returning customers	visitors from 25% to 50%
-----------------------------	------------------	--	--------------------------

### Target Market Personas – Segmentation

Lifekitchen's management will need to understand the target market personas – the key influencers – *Carers* of the elderly, the *Grey market - over 50's* and other publics – segment under served with high quality meals and use the key brand promise/nutritional benefits – high in protein, gluten and dairy free to address the dietary needs of both *Jo* and *Susan*. These target personas are a significant segment in Ireland today. They are more health conscious reflects the changing profile of the contemporary consumer. Natural foods are in. How can Lifekitchen reach them most effectively?

The *Grey market (55+ age group)* are becoming more internet savvy – They are availing of free tutorials on laptop, android, iphone and tablet etc. with *Age Action Ireland (Getting Started Programme)*. (<http://www.gettingstarted.ie>.) *Carers* of the elderly are very internet savvy – comfortable using iphone, laptop, i-pad, android and using social media platforms – facebook, twitter, instagram etc. This boomer generation are the fastest growing group on *Facebook/Instagram* and are comfortable with making online transactions – nine out of ten users reportedly made an online purchase.

- Jo*– is sixty years of age, busy working professional, married woman, earning 60,000 euros salary a year, tech and social media savvy, high blood pressure, being monitored for potential diabetes, keen to eat more healthily and is actively researching solutions.
- Susan* is 52 years of age, married, 3 children, is a part-time carer for father who is 87 and lives alone. He is very active and managing diabetes but skips meals regularly. He is unable to use the microwave or oven. Susan is computer literate and active on social media.

### E- tools to implement digital marketing strategy (Tactics)

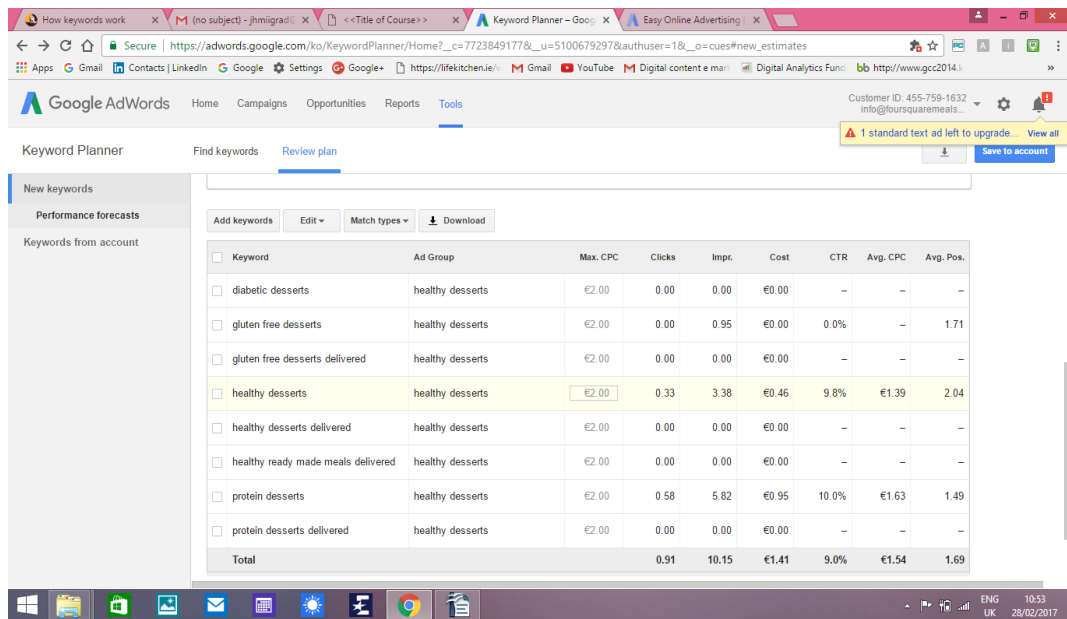
•

- Digital marketing activities will focus on building awareness both offline and online through lead generation using social media channels, growing and engaging the online community.
- Management can focus on digital marketing activities such as building awareness *offline* using traditional media through its instore Supervalues's *supermarkets, community meetings/programmes/homecare institutions, leisure/gaa centres*, attending *tradeshows*, launching *pr/marketing campaigns* and *online* through lead generation using *facebook, instagram, pinterest, video, email marketing campaigns – newsletter sign ups, running competitions, paid search advertising/remarketing, website news updates* and *blog sharing* information.
- The website is the /most important component of the digital marketing strategy. The better the company's marketing, the more visible its website is. It will be simple, well thought out and highly functional: the *tagline, logo* and logo must all reflect the brand imagery of the dessert product. It must be up to date, seo friendly and mobile responsive.
- How effective are the existing social media channels used by Lifekitchen in relation to connecting with both existing and potential customers? Management will need analyse their existing online behaviour - review channels available in relation to connecting with the new personas - test each media proposed. This can be achieved by researching what their customers like and target them accordingly. Pay per click advertising is a good option for client acquisition as it attracts new customers and the company pays only when they click on the ad and visit the website. As digital marketing is highly measurable, traceable and very affordable, management will be able to see exactly what effect its investment is having: they will need to keep analysing *Google analytics* for marketing KPI's.
- John Collier can share his company's values – support causes such as Age Action “Ireland Getting Started Programme” - <http://www.gettingstarted.ie> and look at online communities such as :<http://www.olderinireland.ie/>, <http://www.seniortimes.ie>.

### **Search engine optimisation strategy**

Choosing and organizing **keywords** is one of the most important things that Lifekitchen's management will want to do when setting up a paid search account. I have created a custom list of *keyword* or *phrases* that match his product's description (desserts) that he wants to display the ads against. By providing high quality user generated content will help his business to build pages for target keywords that the search engine will like and simultaneously giving his customers useful and unique information relating to Lifekitchen's dessert product and business. Initially, I brainstormed a list of keywords related to the dessert product and then evaluated their *relevance*, *search volume* and *competition*. I used the Google **Keyword Planner** to get that data. Taking these factors into account this allowed me to make an informed decision and choose the relevant key words.

- I have created an **Ad Group** called “healthy desserts.”
- The bid strategy is set at **2.00 euros** per day.
- The **keywords** selected are shown on the **screenshot** below. The results show the number of impressions(clicks), click through rate (CTR), average cost per click (CPR) and the average position. Based on these results, Lifekitchen's management can experiment with a specific campaigns at a particular time of year, Easter or Whit Weekend, “healthy desserts for Christmas”, to target both *Carers* of the elderly and *Seniors*. The appropriate keywords will be selected to target the key personas using a table below:



## Keyword and persona mapping

Lifekitchen Value proposition	Target market persona	Channel	Keyword category
<ul style="list-style-type: none"> <li>•Brand promise -</li> <li>•(dessert product built on the science of nutrition)</li> <li>•Products are supplemented naturally to address common health issues – bone health, appetite, muscle degeneration and co-ordination (sarcopenia), well being and healthy weight management</li> </ul>	<ul style="list-style-type: none"> <li>Seniors and over 55 age group</li> <li>•Focus has shifted away from number of years to “healthy life years”</li> <li>•This growing segment are becoming more internet savy - using <b>free</b> computer lessons with</li> <li>•<a href="https://www.ageaction.ie/how-we-can-help/">https://www.ageaction.ie/how-we-can-help/</a></li> </ul>	<ul style="list-style-type: none"> <li>•Customer/website/</li> <li>•delivery</li> <li>•Customer/store/</li> <li>•purchase</li> <li>•Customer//website/</li> <li>delivery</li> <li>•Customer/social media/website</li> <li>•/delivery</li> <li>•Customer/email/website/</li> <li>delivery</li> <li>•Friend/carer/website/</li> <li>delivery</li> <li>•Friend/carer/customer/</li> <li>•website/delivery</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•healthy desserts</li> <li>•healthy desserts delivered</li> <li>•healthy foods delivered</li> <li>•gluten free desserts</li> <li>•healthy meal options</li> <li>•</li> <li>•protein meals delivered</li> <li>•diabetic desserts</li> <li>•</li> <li>•</li> <li>•</li> <li>•healthy meals delivered</li> <li>•gluten free desserts</li> </ul>

	<p><a href="#">getting-started-computer-training</a></p> <ul style="list-style-type: none"> <li>•</li> <li>•<b>Carers</b></li> <li>•Busy, confident, professionals and like to be control of their own health and wellbeing</li> <li>•Very internet savy:</li> <li>•Comfortable using iphone, laptop, i-pad, android</li> <li>•Using social media platforms – facebook, twitter, instagram etc.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•Carer/website/delivery</li> <li>•Carer/customer/website/delivery</li> <li>•Carer/social media/website/delivery</li> <li>•Carer/email/website/delivery</li> <li>•Friend/carer/website/delivery</li> </ul>	<p>delivered</p> <ul style="list-style-type: none"> <li>•protein foods</li> <li>•healthy foods delivered</li> <li>•healthy meal options</li> <li>•protein desserts delivered</li> <li>•diabetic desserts</li> </ul>
--	--	--	---

### Search engine optimisation strategy

#### Recommendations

•Initially, to run an advertisement on **Adwords xpress**:

<https://www.google.com/adwords/express>. This feature will automatically manage the ad online. John decides a budget figure and Google will come with a list of related search phrases for the company's dessert product.

•To run at least one Google Search Ad within the next month and set the actual bid on a per click basis. This means that he will not pay for impressions but rather on an actual action.

**Google** automates the bids to maximize the number of clicks. So assume Lifekitchen's budget is 20 euros per day, google will optimise the company's ad with as many clicks as possible within this budget. The chosen keywords can be optimised on blog posts's content

and on the website.

- Management should prioritize this marketing activity as the vast online boom generation audience, *carers* and *seniors* use the internet to research health and wellness information. This provides even greater opportunity for people and search engines to find and see this content because they see it as authentic.

(**Moz pro** - [www.moz.com](http://www.moz.com) is a useful tool to analyse and rank **keywords**)

## **Website**

- The *website* is the most important component of the digital marketing strategy. The better the company's marketing, the more visible its website is. It will be simple, well thought out and highly functional: the *tagline*, *logo* and *colour* scheme must all reflect the brand imagery of the dessert product. It must be up to date and mobile responsive.

- Having the right domain name is essential. Your domain name is how your visitors find your website. It appears on your print and marketing materials and it's also shared both online and offline as your brand recognition increases. Lifekitchen's website *URL* is short, descriptive, relevant, memorable and user friendly. Its website functionality and ease of navigation should make it easy for customers to order the dessert product online, however, there is low rate of customer acquisition and retention.

- **Google Analytics** states that there is a high bounce rate – **35% bounce rate** on its existing e-commerce site. The reasons for this will need to be identified.

- Create clear website architecture and have all pages optimised and SEO friendly. For example, page *404*, does not exist on the existing website, a *301 redirect* to take visitors to the right place and this allows search engines know this is the new page for a particular link page.

- Creating an **XML sitemap** for all the website's *URL* pages, having a properly linking structure, ensuring each product has its own unique page/images and engaging content to help customers and search engines understand the structure of the site is crucial.

- The website will have custom *landing pages* will have strong call to actions - “10%



discount voucher/free desserts” (incentive) when a customer orders his/her first dessert product online, so that you he can track the activity the campaign generates, whether people saw your *press release*, saw information on *social media* or in a *print ad*.

- Sharing and adding relevant and up to date content is key to keeping the company's website visitors coming back for more and staying engaged. For example, if a visitor comes to his website and has subscribed to a *newsletter*, John Collier can follow up with a traditional phone call to asses their needs.

## **Social media marketing**

### **Facebook/Twitter**

- Lifekitchen's management will need to understand what social media channels and mobile devices the target audience – Seniors – over 50's and carers are using and target them accordingly with the appropriate messages.

- Target these personas through product differentiation: by focussing on Irish ingredients rather than cuisine - Irish ingredients as a core component and nutritional health benefits will communicate quality, transparency and health/good food choice.

- Introduce new dessert products ranges to appeal to new personas identified by market research and **facebook ads** and *facebook/instagram* insights – eg. healthy dessert for the “healthy life years”and this theme/phrase can be used as a hastag to share with the target audience.

- To build Lifekitchen's audience, existing customers can be encouraged and supporters and like the company's page. This will establish credibility and spread word of mouth communications. Experiment with different posts – do new persona like *photos* or sharing useful *links*.

- Make successful posts into successful promotions. When a post is getting alot of engagement, promote it to reach more people and get even more engagement. Devise an effective facebook/instagram advertisement to target the “Carer” group and “*Seniors*” age groups.

## **Istagram**

- It is a great platform for posting contests and giveaways. You can search within the instagram *app* to search for keywords related to Lifekitchen dessert product. Check what content people are posting about Lifekitchen's dessert products – what they like/dislike about them. You can communicate with customers just the same way as facebook.

- Check the competitors' **instagram** accounts.

- Remember the different ways the dessert product can be used – capture the “special moments”.

- Have a link at top of page to the lifekitchen website that contains nutritional benefits of product – *captions* that are uploaded to the photos – find out what *hashtags* visitors are using and ones with the most uploads. The key target persona - *seniors* showcase these users actually enjoying the healthy/taste benefits of the product - using hashtags - #healthy life years, #well being, #healthy dessert product.

- Have a posting schedule – *theme* days – for example - product demo/photos in Supervalu store on Wednesday, or a Fun Friday – post a funny picture to get people ready for the weekend - product demonstration in the Supervalu store.

## **Email marketing**

- Online providers such as **Mailchimp** and **Constant** systems will allow Lifekitchen's management to tailor it's *lists* to the target audience and then track the results in **Google Analytics**. Mailchimp can integrate with *wordpress* – a content management system.

- Launch an email campaign at least once a month, to target the new age demographic (personas) – *carers* and *seniors* and *over 50's*.

- Use the new email marketing campaigns (newsletter) to share the launch of a new website, blog posts on website showcasing product images and detailed information of key benefits- healthy and protein free – have option for customers to subscribe to these posts on website and linking the *newsletter* to social media sharing on *facebook*, *Instagram* and *Twitter* accounts. Ensure that all campaigns are tagged so as the activity can be monitored in *Google Analytics*.

## **Blog**

Lifekitchen's management can identify key persona *influentials* – *seniors/carers* and devote extra attention to them by provide compelling and engaging content who will want to tell their friends and professional communities. It is important that the *blog* is not an advertisement and should be a major part of a social media and marketing strategy. Frequent blogging can create a voice for the Lifekitchen dessert brand, communicating the value of the products or services it has to offer and help boost *search engine visibility*. Blog writing, reading and commenting should be a major part of the company's digital communications strategy.

- For example, by adding related articles to the company's blog post, having a **next** or **previous link** at the bottom of the page on the website. Look for ideas using the keyword research tool to identify topics worth discussing.

**Guest Blog - link building** This relates to the company's industry. This is when *Lifekitchen's* management reach out to another website and offer to produce content for it's *blog*. This blog content helps the other company's website and their users of their site. In return, *Lifekitchen* can get exposure to to a new audience through a *backlink* to the lifekitchen site from their site which provides added exposure and referral traffic back to the Lifekitchen website.

Management can check out the *comments* that are placed on the company's *posts* and be able to respond to them. Maintaining a blog on the website with an *RSS feed* enables customers to subscribe to the blog post.

## Editorial Calendar

As with all marketing, integrating digital tactics with traditional marketing requires knowing your audience, having a written plan, and executing the plan creatively. The *editorial calendar* will be a very important component of the company's content strategy. It maps out your content development process – what person is assigned to writing content on certain days of the week for his website and social media platforms – product pages, competitions, news articles, blogs posts and social media sharing content – what hastags to use etc.

Use the **editorial calendar** to schedule the company's posts and write appropriate product related content and being consistent – the more regularly you post, the more opportunity for connecting with people and this builds trustworthiness and credibility with them.

•See **Appendices** for more information

## Google Analytics

•Google analytics can be used to track activity of the target audience. The **google keyword planner** and **google trends** are very useful tools to research keywords. The three things companys' management will need to consider when researching the key words and phrases related to it's dessert product range - *search, volume, relevance* and *competition*.

•Keep analysing Google analytics for marketing KPI's, site traffic, unique visitors versus returning visitors, bounce rates, session duration, page view per visit and newsletter signups for existing site and e-commerce model. Use Facebook and instagram insights to monitor facebook/instagram activities. Use Twitter follower to follow trends, mentions@ and retweets of the company's posts.

## Budget Breakdown

<b>Marketing channel</b>	<b>Internal Man Hours</b>	<b>External Costs/Internal Costs</b>	<b>Comments</b>
--------------------------	---------------------------	--------------------------------------	-----------------

Website design E-commerce site	-----	2,000 euros one off cost <b>(outsourced)</b>	Reconstruction costs and maintenance updating site content/linkbuilding/rebranding website/e-commerce site
SEO/Google adwords	4 hours on a weekly basis	280 euros	Search engine Optimisation and keyword research Run 1 <i>Google Search Ad</i> within the next 2 weeks – (March , 2017) Marketing student member to manage and monitor website/google analytics data over 6 month period
Blog maintenance	8 hours per month	-----	Crafting blog content on a weekly basis by John Collier – business owner
Pay per click ads (PPC)		200 euros	Run Ad campaign for 1 month (start date to be scheduled)
Facebook Ad campaign	4 hours weekly	----- 3*70.00 euros) 210.00 euros	Run ad campaign for 2 weeks (start date to be scheduled). Run 3 campaigns over 6 months. Marketing student member to manage content updates and ad campaigns
Twitter maintenance	4 hours weekly	-----	Managed and updated weekly in house
Instagram maintenance	4 hours weekly	-----	Managed and updated weekly in house
E-mail marketing	10 hrs monthly	-----	Run at least 1 email marketing campaign every month and updating distribtion list - both managed by student
U- tube videos	4 hours monthly	.....	John manages same
Competitions/prizes ( 6 months)		300 euros	Money off vouchers, online subscriptions giveaway hampers and free product

Remarketing ads	-----		No plans at present for same
<b>Total</b>	400 hours	2,990 euros	(From March 2017 – August 2017)

### Marketing Strategy and Tactics

I can make the following suggestions: I have outlined the content of the strategy using a table below: using the **7 P's marketing mix elements** – Product, Place, Promotion, Price, People, Physical Evidence and Processes.

<b>Marketing Mix Elements</b>	<b>Where Lifekitchen wants to be</b>
Product/brand	<ul style="list-style-type: none"> <li>•Explore new opportunity to build and communicate a strong personality behind the lifekitchen dessert brand through product differentiation: by focussing on Irish ingredients rather than cuisine -</li> <li>•Irish ingredients - high in protein and gluten/dairy free as core components/nutritional health benefits will communicate quality, transparency and health/good food choice.</li> <li>•Introduce new dessert products ranges to appeal to new personas identified by market research – eg. healthy dessert for the “healthy life years”. Chilled category is an evolving category, with the range and choice within chilled expanding greatly.</li> <li>•Test new products ranges to create awareness of e-commerce business across special occasions – Valentines day, Mother's day, Easter etc. Promote across digital marketing channels. Use appropriate special hashtags to celebrate these treats/occasions.</li> </ul>
Price	<ul style="list-style-type: none"> <li>•Investigate the price/volume relationship: Increase product production volume and test lower prices in certain Supervalu stores to gauge customer reaction</li> <li>•Try new brand extension (bigger product portions to justify premium price)</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>•Test <b>taglines</b> – underlying proposition with new personas and see what is important to them as there is scope for alot of engagement on Facebook/instagram channels – Do <b>market research</b> - *See notes on</li> </ul>

	<p><b>Market Research in Appendices</b></p> <ul style="list-style-type: none"> <li>•Check the competitors' instagram accounts. Remember the different ways the dessert product can be used – capture the “special moments”</li> <li>•Consider launching a facebook campaign at least every 2 months to increase interaction with the brand</li> <li>•Branding of website/e-commerce sites may need investment to acquire and retain new customers and give them a new focus</li> <li>•Use new email marketing campaigns (newsletter) to share fresh content - blog posts on website showcasing product images and detailed information on product key benefits – have option for customers to subscribe to these posts on website</li> <li>•Link <i>newsletter</i> to social media sharing on <i>facebook, Instagram</i> and <i>Twitter</i></li> <li>•Upload new creative content to website/facebook/instagram- images of new persona being reached – showcasing the Senior/Grey market actually enjoying the taste and healthy benefits of the dessert product. Use appropriate hashtags to share this information with the target audience</li> </ul>
Place	<ul style="list-style-type: none"> <li>•Bring product to places where personas meet and delight them offline :</li> <li>•Community associations, GAA matches, swimming pools, keep fit and yoga classes and use <i>focus groups</i> at Supervalu outlets</li> </ul>
Physical Evidence	<ul style="list-style-type: none"> <li>•Website functionality and ease of navigation should make it easy for customers to order the dessert product online and create inbound website links on all pages to subscribe to online subscriptions and videos. A specific image of the 50+ age enjoying the tasty/nutritional benefits of desserts' products and a video link on the homepage - a product recipe demonstration appealing to the elder community.</li> <li>•Create a Google ads advertisement with a strong call to action landing page , i.e, the contact page – teaser page – “<i>Order online today to get your free product</i>”</li> <li>•Change the <i>newsletter</i> sign up content: “Check out some of our great recipes which can be viewed online. Here you will be the first to learn of</li> </ul>

	<p>our <i>recipes, tips, events</i> and new <i>products!</i>”</p> <ul style="list-style-type: none"> <li>•Research the relevant keywords in Google analytics <i>keyword planner/trends</i> and map the website content pages to target the key phrases related to the products' unique benefits used by visitors to improve website optimisation tactics.</li> </ul>
People	<ul style="list-style-type: none"> <li>• Convert existing and loyal customers as brand ambassadors – publish <i>reviews and recommendations</i> by them on all digital channels/blog sharing sites/website based on their experiences with an option to subscribe or to make a review.</li> <li>•The company's management should assign a staff member to respond to any customer questions and comments on all social media channels, communications that will come across as honest and caring</li> <li>•Gather insights from customer feedback and ensure actions are taken to rectify, improve or change processes/campaigns/platforms.</li> <li>•Use celebrities, ie. <i>Rachel Allen</i> posting on <i>Twitter</i> – bloggers, writers and health care professionals, <i>carers</i> of the elderly (key influencers) to communicate key nutritional (lifestyle and cognitive health) product information.</li> <li>•Identify key influentials on <i>Facebook</i> – <i>carers of the elderly</i> and devote extra attention to them by providing engaging and compelling content who will want to tell the elder community</li> <li>•John Collier can share his company's values – support causes such as Age Action “Ireland Getting Started Programme” - <a href="http://www.gettingstarted.ie">http://www.gettingstarted.ie</a>.</li> </ul> <p>Look at online communities such as :<a href="http://www.olderinireland.ie/">http://www.olderinireland.ie/</a>, <a href="http://www.seniortimes.ie">http://www.seniortimes.ie</a></p>