

E-Commerce Strategy

Prepared for Client Name



Overview, Objectives & Goals

Objectives & Goals

Acquiring New Business and Retaining Existing Business.

We help create growth by addressing the following opportunities:

- **Generate Demand for Products**
- **Secure Demand for Products**
- **Cultivate Customer Relationships**
- **Retention and Growth of Existing Customers**

We are able to identify specific opportunities and marketing goals for [ClientName] in the following areas:

- **Grow Revenue through Direct Web Sales** - *Increase Online Sales*
- **Increase Brand Awareness** - *Improve Brand Visibility and Positioning through Targeted Marketing Tactics*
- **Create Repeat Business** - *Remarket to Previous Clients to Encourage Repeat Business*

About [ClientName]

[ClientName] is a California Based brand specializing in premium CBD infused wellness beverages. Established in 2018, [ClientName] offers the perfect solution to anyone seeking to optimize their physical and mental health through the use of cannabinoids and natural plant derivatives in a certified Vegan organic beverage.

In 2019, rounding of its first year of sales, [ClientName] dominated the market becoming the largest HEMP CBD beverage by market share in the US. (BusinessWire, 2019.)

Product Offerings Include:

- 7 Flavors of 25MG CBD Beverages

Other Offerings:

- CBD Supplements
- Branded Apparel
- Candles

Audience Overview

Demographic	Pain Points	Solution	Social Media Platforms	Associated Brands
Females ages 20-45 interested in organic nutrition. Influencers and Trendsetters.	Seeking holistic and organic approach to pain and stress relief for: <ul style="list-style-type: none">• Anxiety• Depression• Insomnia• Overall health optimization	A premium wellness beverage made with 25mg Hemp CBD to bring calm and balance to the mind and body.	<ul style="list-style-type: none">• Facebook• Instagram• YouTube• Google• Pinterest• Twitter• Spotify• Tik Tok• Snapchat	<ul style="list-style-type: none">• Moon+Lea• Herbivore• Poetry• Madewell• Vegamour• Standard Dose• Haus• Dirty Lemon• Free Movement• Urban Outfitters• Sunwink• Better Rhodes• Revolve• Feals• Moon Juice• Moment

SWOT Analysis

CBD infused bottled water was the top selling CBD (cannabidiol) beverage in the United States in 2019. Sales of the beverage reached over 3.4 million U.S. dollars in that year.

S

- Fast Growing Trend
- Evolving Consumer Preferences
- Increasing Market Value and Large Market Share
- Same Day Distribution in Specified Locations

W

- Poor SEO
- Challenging UX
- Higher Price Point
- Limited Wholesale and National Product Accessibility

O

- Increase Brand Awareness
- Capitalize on Growing Demand of Products (Utilize Influencers and Celebrities)
- Community Involvement

T

- CBD State Regulations
- Increasing Competition

Competitive Landscape

	<i>Competitor 1</i>	<i>Competitor 2</i>	<i>Competitor 3</i>
Strategy Summary	<ul style="list-style-type: none"> • Affiliate Program • E-commerce • PR • Wholesale 	<ul style="list-style-type: none"> • Affiliate Program • E-commerce • Wholesale 	<ul style="list-style-type: none"> • E-commerce • Wholesale
Strengths	<ul style="list-style-type: none"> • Top Rankings for "CBD drink" • Easy to Navigate Website • Brand Mentions and Press • Strong Social Media Following • Wholesale and Affiliate Program • Brand Partnerships 	<ul style="list-style-type: none"> • Community Involvement • Sustainability Advocacy • Wholesale and Affiliate Program • Celebrity Endorsement • Partnership with <i>Recess</i> 	<ul style="list-style-type: none"> • Community Involvement • Strong Social Media Presence • Larger Product Selection • US Wide Wholesalers
Weaknesses	<ul style="list-style-type: none"> • CBD Regulations • Fast Emerging Competitors 	<ul style="list-style-type: none"> • CBD Regulations • Weak Social Media Following 	<ul style="list-style-type: none"> • Increasing Options on Non-Alcoholic Beverages
Opportunities	<ul style="list-style-type: none"> • Community Involvement • Celebrity Endorsements 	<ul style="list-style-type: none"> • Untapped Market Potential 	<ul style="list-style-type: none"> • Projected Market Growth

Strategy, Tactics & Recommendations

Demand Generation

Brand Building and Demand Generation through Thought Leadership and Content Marketing

While COVID has impacted [ClientName] retail business, DTC (direct to consumer) sales has seen an increase. To maximize current and future market demand, [ClientName] should emphasize on expanding its marketing footprint to capture as much of the market share as possible.

Goals	KPIs
<p>Generate Interest and Optimize Demand through:</p> <ul style="list-style-type: none">• Authoritative Content Clusters (Blog Posts)• Public Relations and Press• Built Social Media Following• Partnerships and Affiliations	<ul style="list-style-type: none">• Lower Customer Acquisition Costs• Increase Percentage of Brand Mentions• Increased Social Media Engagement

Demand Generation

Brand Building and Demand Generation through Thought Leadership and Content Marketing

This strategy focuses on creating and distributing quality, relevant, and constant content to engage and retain the outlined audience and drive website traffic and potential customer sales.

Recommended Approach:

- Blog and Article Postings on Website (Topic Clusters).
Sample Topics Include:
 - What is CBD water and why should you try it?
 - Do CBD-infused drinks get you high?
- Increase Press Outreach. Get Features on the Following Media:
 - BevNet
 - The Culture Curators
 - Popsugar
- Content Creation and Curation for Social Media. *(Share Relevant Content)*
- Partnerships and Affiliations



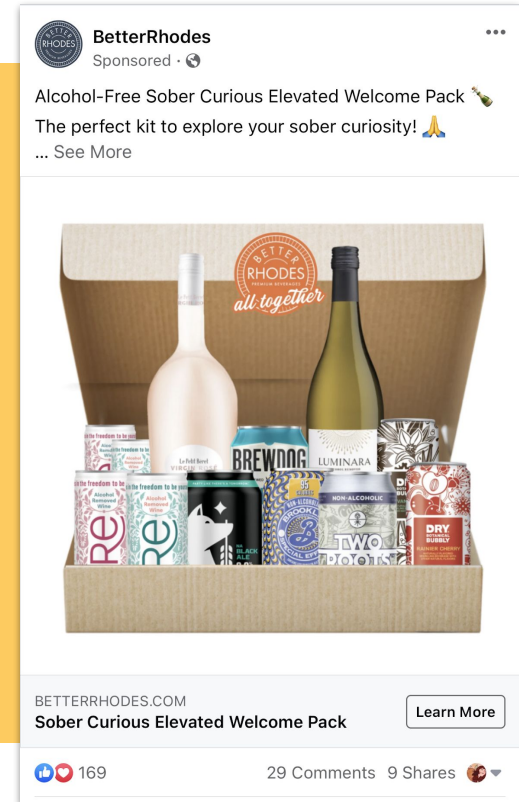
Demand Generation

Brand Building and Demand Generation through Affiliation

Affiliate with services that offer similar brands to generate exposure and Brand Awareness. For instance, an affiliate with a subscription based custom curated box for non-alcoholic beverages and Hemp/CBD products. This would be a good outlet to generate product interest and reach potential customers.

Potential Affiliates:


- Budzy Box
- Nugg Club
- Better Rhodes
- CBD Flower Club Monthly
- Zatural CBD
- Live Hemply
- Hemp Crate Co



The image shows a Facebook post from the page 'BetterRhodes'. The post is sponsored and features a photograph of a cardboard box filled with various non-alcoholic beverages and hemp products. The box is open, revealing a white bottle, a green bottle, and several cans and boxes of drinks. The BetterRhodes logo is visible on the inside of the box lid. The text of the post reads: 'Alcohol-Free Sober Curious Elevated Welcome Pack 🍷', 'The perfect kit to explore your sober curiosity! 🙏', and '... See More'. Below the image, the website 'BETTERRHODES.COM' is listed, along with the product name 'Sober Curious Elevated Welcome Pack' and a 'Learn More' button. At the bottom, engagement statistics show 169 likes, 29 comments, and 9 shares.

BetterRhodes
Sponsored · 🌐

Alcohol-Free Sober Curious Elevated Welcome Pack 🍷
The perfect kit to explore your sober curiosity! 🙏
... See More



BETTERRHODES.COM
Sober Curious Elevated Welcome Pack [Learn More](#)

👍❤️ 169 29 Comments 9 Shares 🗨️

Secure Demand

Secure Demand - Capitalize on Existing Demand from In-Market Buyers

Be found for your solutions by increasing presence on platforms and channels used by potential customers.

Goals	KPIs
<p>Optimize Performance Marketing through:</p> <ul style="list-style-type: none">• Search Engine Optimization• Search Ads	<ul style="list-style-type: none">• Customer Volume• Product Sales• Cost per Customer Acquired

Recommended Approach:

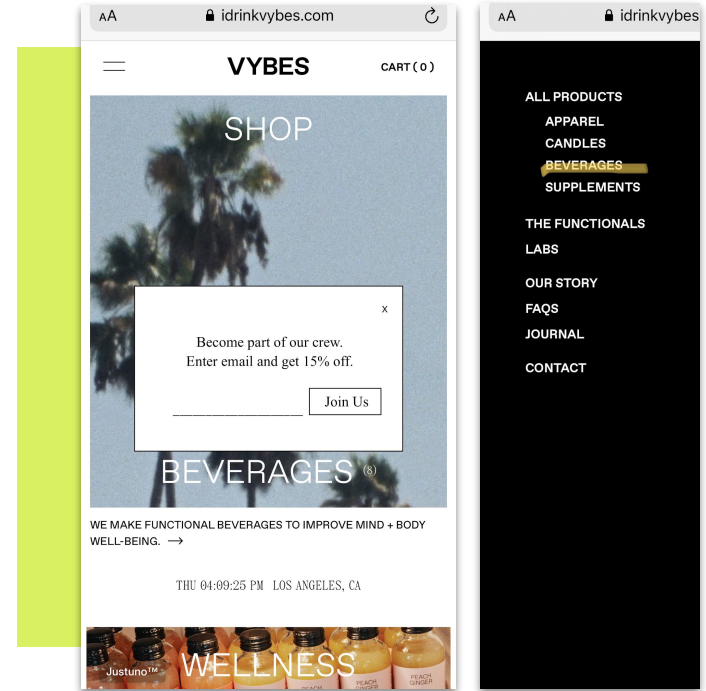
- Shopping Ads / Smart Shopping (Optimize Feed with Images / Product Titles)
- Top Sellers, All Other Products
- Branded Search Campaign
- Search Ads for Product Categories
- Custom Intent Audience
- Competitor Campaign

Secure Demand | Buyer Journey

Secure Demand - Buyer Journey Improvements through Website Enhancements

Improve website visibility and attract suitable traffic by optimizing the following areas of the website for an enhanced user experience and buyer journey with a lower bounce rate:

- **Increase Website Speed and Load Time**
- **Improve Usability on Mobile**
- **Improve Website Layout:**
 - Change Product Order to Beverage First
 - Add Same Day Delivery Banner to the Top of the Page (*Free same day delivery available in LA, SF & NYC*)
 - Update Design for Above the Fold on Mobile



Secure Demand | Buyer Journey

- **Improve Checkout Process:**
 - Ask for Email Upfront
 - Streamline Check Out with Multi Step Form
(see LOFT example)
- **Include Age Verification:**
 - State Specific Regulations require age restriction of 18+
- **Build Brand Trust:**
 - Include List of Retailers
 - Add Blog Content to Journal Page
 - Add Press Portion
 - Add Testimonials

The screenshot shows the LOFT checkout process on a mobile device. At the top, there's a navigation bar with the LOFT logo and a shopping cart icon. Below it, a promotional banner reads "FREE SHIPPING* ON QUALIFYING ORDERS OF \$75+". The main heading is "CHECKOUT" with three steps: 1. Shipping (active), 2. Billing, and 3. Review. The "1. Shipping" section includes a "Ship to:" label and three input fields for "First Name", "Last Name", and "Start typing your shipping address". There are also checkboxes for "Enter address manually" and "PO Box", and a "Phone Number" field with a location pin icon. At the bottom, there's a "Shipping Method:" section with a question mark icon and a disclaimer: "Please make sure you have entered information in required fields above."

The screenshot shows the LOFT checkout process on a mobile device, specifically the "2. Billing" step. At the top, there's a navigation bar with the LOFT logo and a shopping cart icon. Below it, a "CONTINUE" button is visible. The main heading is "2. Billing" with a plus sign icon. Below that, there's a "3. Review" step with a plus sign icon. The "ITEMS IN YOUR ORDER" section shows "VIEW 1 Item" with a plus sign icon. There's a promotional banner for "Get an extra 15% Off!! Your First Qualifying Purchase" and a "live chat" button. At the bottom, there's a "Customer Service" section with links for "Privacy Policy", "California Privacy", "Terms Of Use", "Site Map", "Careers", "Responsibility", "California Transparency", "Investors", "T&C Order Alerts", "About Our Ads", "Do Not Sell My Personal Information", and "Business Updates".

Secure Demand | Buyer Journey

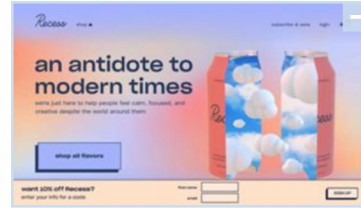
Compare Reports

+ Add Another URL



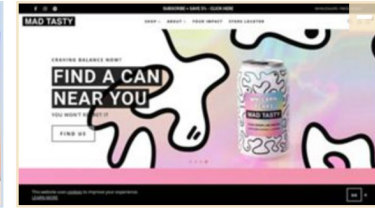
<https://idrinkvybes.com/>

Tue, Mar 23, 2021 5:57 AM -0700
Vancouver, Canada
Chrome (Desktop) 86.0.4240.193



<https://takearecess.com/>

Tue, Mar 23, 2021 5:59 AM -0700
Vancouver, Canada
Chrome (Desktop) 86.0.4240.193



<https://madtasty.com/>

Tue, Mar 23, 2021 6:00 AM -0700
Vancouver, Canada
Chrome (Desktop) 86.0.4240.193

GTmetrix Grade
Performance Score
Structure Score
Largest Contentful Paint
Total Blocking time
Cumulative Layout Shift

F

50%

48%

1.2s

1.4s

0

D +14%

56% +6%

78% +30%

729ms -485ms

1.5s +101ms

1 +1

D +20%

64% +14%

81% +33%

1.5s +333ms

448ms -959ms

0.06 +0.06

Secure Demand | Google Ads

Secure Demand - Increased Presence and Growth using Recommended Platforms

Boost your website traffic by using Google Ads and drive qualified traffic to your business while appearing in searches for similar businesses.

Our recommendations while using this platform:

- **Campaign Type (Sales):**
 - Set up Responsive Search Ads, Shopping Ads, and YouTube Ads
- **Campaign Settings: (Pending Sales Data)**
 - Focus on Current Sales Data and Current Market Demand (i.e. ATL & FL)
 - Alternative: Focus Geographic Targeting in Areas You Can Provide Same Day Delivery
 - Phase 1 Initial Targeting: LA, SF & NYC (?)
 - Exclude Age Group
- **A/B Test:**
 - Flavors (i.e. if Strawberry Lavender sells better, display product individually in Google Shopping Campaign as it will have a higher conversion rate)

Secure Demand | Google Ads Settings

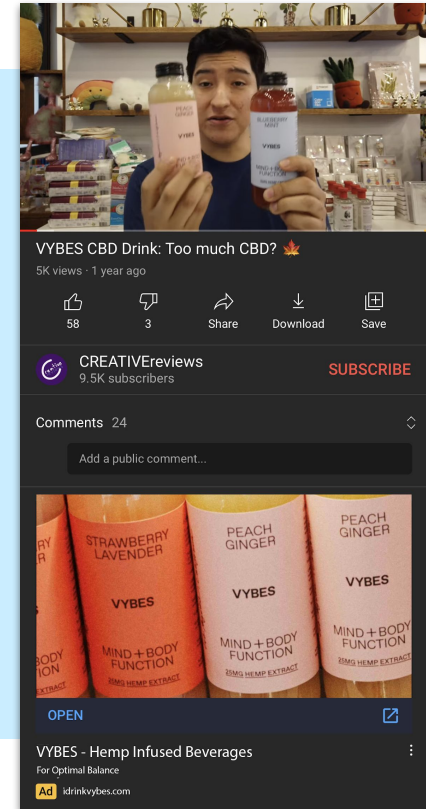
We recommend the following settings to maximize reach to convert potential customers:

Youtube Ads:

- **Video Targeting** - *Target Videos Related to Plant-Based and Holistic Stress Relief, Meditation and Other Related Topics (Videos that Target Audiences We Are Engaging With)*

Ad Types Include:

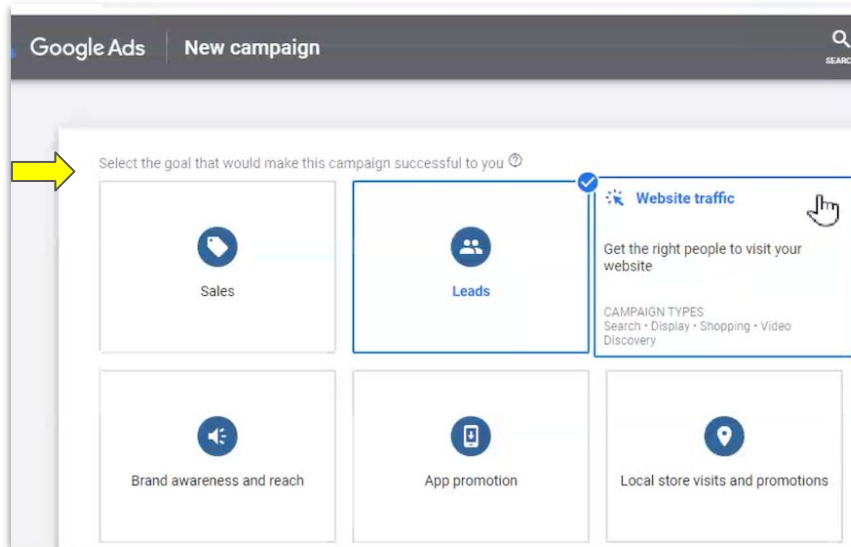
- Sponsored Videos
- Pre-roll Videos
- Skippable and Non Skippable Video Ads
- Discovery Ads
- In-video Text Ads



The image shows a YouTube video player interface. The video thumbnail features a man in a dark blue shirt holding two bottles of VYBES CBD drinks. The video title is "VYBES CBD Drink: Too much CBD?" with a fire icon, 5K views, and posted 1 year ago. Below the video are interaction icons for likes (58), comments (3), share, download, and save. The channel name is "CREATIVEreviews" with 9.5K subscribers and a "SUBSCRIBE" button. There are 24 comments, with a text input field for adding a public comment. Below the video player is a product image of four VYBES bottles: Strawberry Lavender, Peach Ginger, and two Mind + Body Function bottles. At the bottom, there is a link to "OPEN" the product page and an advertisement for "VYBES - Hemp Infused Beverages" for optimal balance, with the website "kdrinkvybes.com".

Secure Demand | Google Ads Set Up

Set up your Google Ads account through the Merchant Center. Create your campaign using the “Sales” feature. You may also use the “Leads” and “Website Traffic” campaign goals to target potential customers. Link your account and select your Country to begin advertising your products in Google Ads.



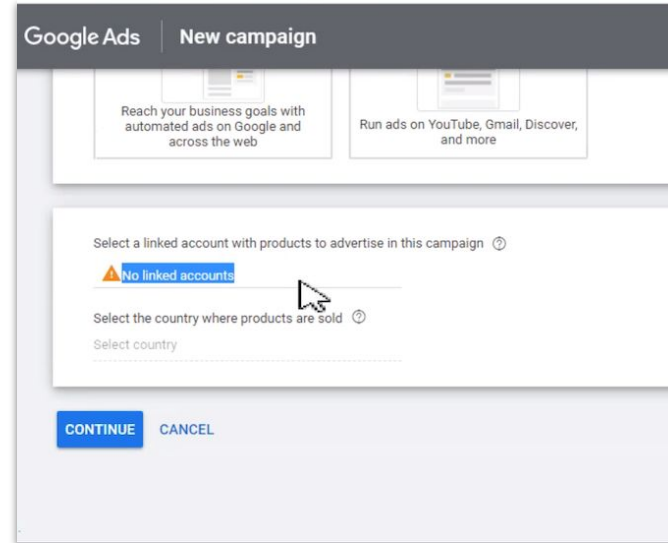
Google Ads | New campaign

Select the goal that would make this campaign successful to you ?

- Sales
- Leads
- Website traffic** (Selected)
- Brand awareness and reach
- App promotion
- Local store visits and promotions

Get the right people to visit your website

CAMPAIGN TYPES
Search · Display · Shopping · Video
Discovery



Google Ads | New campaign

Reach your business goals with automated ads on Google and across the web

Run ads on YouTube, Gmail, Discover, and more

Select a linked account with products to advertise in this campaign ?

No linked accounts

Select the country where products are sold ?

Select country


CONTINUE CANCEL


Secure Demand | Google Ads Set Up

Implement Keywords, Placements, and Retargeting by Affinity Audiences


Enter or paste your keywords, one word or phrase per line

Get keyword ideas

 Enter a related website

 Enter your product or service

Keywords (by relevance)


Search by word, phrase, URL, or video ID 


Websites >


YouTube channels >


YouTube videos >


Apps >


Affinity audiences 


Banking & Finance 


Beauty & Wellness 


Food & Dining 

Home & Garden 

Lifestyles & Hobbies 

Media & Entertainment 

News & Politics 

Shoppers 

Secure Demand | Google Ads Preview

VYBES | Hemp Infused Drinks | For Optimal Balance

Ad idrinkvybes.com/collections/beverages ▼

We make functional beverages to improve mind + body well-being. Find natural stress relief in our beverages made with 25 Hemp extract for optimal balance.

Natural Stress Relief · Plant Based · Certified Vegan · Hemp Infused

Deal · [10% off and free shipping with autoship](#) ·

Peach Ginger

Activated by 25mg Hemp
25 calories. Certified Vegan

Tangerine Turmeric

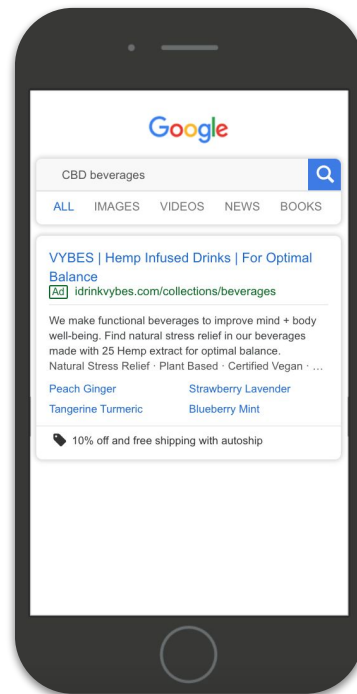
Activated by 25mg Hemp
25 calories. Certified Vegan

Strawberry Lavender

Activated by 25mg Hemp
25 calories. Certified Vegan

Blueberry Mint

Activated by 25mg Hemp
25 calories. Certified Vegan



Secure Demand | Google Ads Keywords

Keyword	Avg. Monthly Searches	Competition
cbd carbonated water	20	High
cbd sparkling	20	High
cbd sparkling drink	40	High
cbd sparkling water	2400	High
cbd water sparkling	40	High
sparkling cbd water	140	High

Keyword	Avg. Monthly Searches	Competition
natural stress relief	1900	High
natural stress relief meditation	140	High
natural stress remedies	720	High
best natural stress relief	90	High

Secure Demand | Google Ads Keywords

Keyword	Avg. Monthly Searches	Competition
vegan drink	1600	High
vegan energy drinks	1000	High
plant based alcohol	390	High
plant based protein drinks	720	High
plant based beverage	140	High
plant based drinks	320	High
adaptogenic sparkling water	30	High
meditation drink	70	Low


Secure Demand | Facebook Ads

Secure Demand - Increased Presence and Growth using Recommended Platforms

Use Paid Social Ads to create positive return. Through Facebook Ads you can pinpoint custom audiences who are most likely to buy. Market as organic and plant-based beverages to avoid CBD restrictions.

Our recommendations while using this platform:

- Use Consideration Ads (Website Traffic)
- Create Ad Funnels
- Remarket to Custom Audiences
- Split Test Ad Creatives
- Optimize Bidding for ROAS
- Vary Your Ad Sequence Based on Results and Budget (Review at 3 days or 1k Impressions)



The image shows a Facebook advertisement for Standard Dose. At the top left is the Standard Dose logo (SD in a circle) and the text "Standard Dose Sponsored". Below this is the main text: "Overworked and need some balance? Reset with Recess drinks for enhanced focus and a brighter mood. Shop more plant-based drinks and click below." The central image features a light blue can of Recess drink, tilted and resting on a piece of coconut, with another piece of coconut behind it. The can has "Recess" written in a cursive font and "coconut lime" in smaller text. At the bottom of the ad, it says "STANDARDDOSE.COM", "Shop Recess & Other Plant-Based Drinks", "Free Shipping & Free Returns", and a "Shop Now" button.

Cultivate Demand

Cultivate Demand - Convert Warm Audience into Customers and Cultivate Brand Promotion

Implement a systematic nurture strategy consisting of multiple touch points to ensure potential customers are reached throughout the purchase process and converted into repeat customers and brand advocates.

Goals	KPIs
<ul style="list-style-type: none">• Marketing Automation (Email Marketing)• Shopping Cart Abandonment Campaign• Loyalty: Free Birthday Gift Emails• Refer a Friend Programs• Remarketing	<ul style="list-style-type: none">• Engagement• Increased Sales• ROAS (Return on Ad Spend)

Cultivate Demand | Earned Media

Cultivate Demand - Grow Brand Promotion and Brand Mentions

Take advantage of Customer Reviews and Testimonials from third party outlets to help build brand trust. Utilize and share every review as earned media.

Strategies	KPIs
<ul style="list-style-type: none">• Boost Media Presence• Personalize Messages• Promote Reviews• Measure Results	<ul style="list-style-type: none">• Brand Mentions• Reach and Impressions• Publicity Value• Customer Sentiment

Cultivate Demand | Earned Media

Cultivate Demand - Grow Brand Promotion and Brand Mentions

Keep tabs of [ClientName] in the media by monitoring all earned content such as video reviews and blogs. Make sure to use a Media Monitoring tool to best track performance.

Blogs:

- Remedy Journal
- BevNet
- It's a Wellness Thing
- WeedHacker
- The George-Anne

Social Media:

- Facebook
- Twitter

Video Reviews:

- Creative Reviews (2)
- Highsnobiety
- Reset Performance
- The MediaMart

Online Retailers:

- Remedy Dose
- Oasis Snacks

