



APPLETON'S MARKET

Digital Marketing Strategy
September 2021
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SWOT ANALYSIS

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Convenient bite-sized snack that's healthy and easy to store.• Products are grain-free, dairy-free, Paleo- and Keto-friendly.• Fast and simple prep (microwaveable).• Bags are BPA-free.	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Frozen product that limits shipping distance; focused primarily on delivering to the West coast.• New startup run primarily by founder; limited resources and time.• Young company in a competitive market.• Audiences are not familiar with what the product is and how it works.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Partnerships with retailers.• 78% of US consumers view eating healthy as key to emotional well-being (Mintel).• 2021 reports on healthy snacking trends indicate people want bite-sized snacks. Millennials also replace full meals with snacks because they are convenient and require little to no prep (Glanbia Nutritionals).• Health and wellness market generates more than \$4.2 trillion annually (Linchpin).	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Product sampling not available for CPGs.• Recent iOS 14.5 update that allows users to determine if third-party sites can track their data influences ad effectiveness on Facebook and Instagram.• COVID-19 impact on increasing inflation which leads to higher production costs.• Supply struggling to keep up with demand due to COVID-19.

BUYER PERSONAS

GOOGLE ANALYTICS

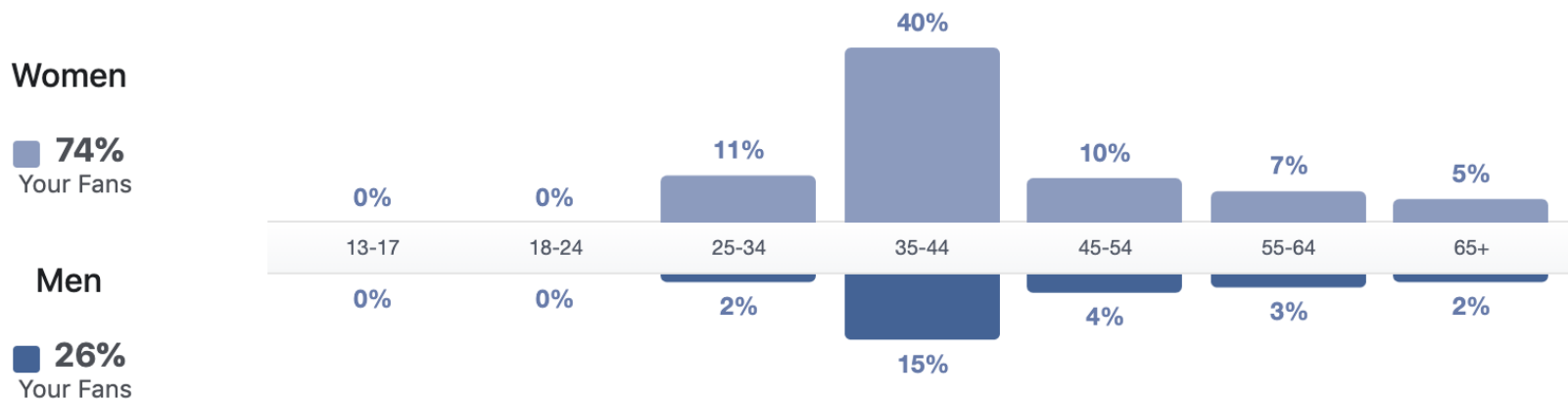
Region ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	18,105 % of Total: 85.41% (21,198)	18,128 % of Total: 85.55% (21,189)	21,980 % of Total: 86.13% (25,520)	76.14% Avg for View: 75.92% (0.29%)	1.69 Avg for View: 1.71 (-1.04%)	00:00:44 Avg for View: 00:00:48 (-8.47%)	109 % of Total: 97.32% (112)	\$4,815.75 % of Total: (\$4,925.45)	0.50% Avg for View: 0.44% (13.00%)
1. California	4,038 (22.10%)	4,014 (22.14%)	6,066 (27.60%)	68.66%	2.03	00:01:12	81 (74.31%)	\$3,450.18 (71.64%)	1.34%
2. Texas	1,461 (8.00%)	1,455 (8.03%)	1,581 (7.19%)	77.86%	1.58	00:00:33	3 (2.75%)	\$136.65 (2.84%)	0.19%
3. Florida	967 (5.29%)	965 (5.32%)	1,100 (5.00%)	74.00%	1.77	00:00:41	2 (1.83%)	\$144.75 (3.01%)	0.18%

Metro	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	4,038 % of Total: 19.05% (21,198)	4,014 % of Total: 18.94% (21,189)	6,066 % of Total: 23.77% (25,520)	68.66% Avg for View: 75.92% (-9.56%)	2.03 Avg for View: 1.71 (19.03%)	00:01:12 Avg for View: 00:00:48 (52.23%)	81 % of Total: 72.32% (112)	\$3,450.18 % of Total: 70.05% (\$4,925.45)	1.34% Avg for View: 0.44% (204.26%)
1. Los Angeles CA	2,510 (61.29%)	2,479 (61.76%)	3,690 (60.83%)	65.28%	2.24	00:01:28	69 (85.19%)	\$2,904.04 (84.17%)	1.87%
2. San Francisco-Oakland-San Jose CA	603 (14.73%)	588 (14.65%)	936 (15.43%)	68.38%	1.88	00:00:59	5 (6.17%)	\$239.42 (6.94%)	0.53%
3. San Diego CA	377 (9.21%)	364 (9.07%)	532 (8.77%)	75.38%	1.67	00:00:40	6 (7.41%)	\$237.35 (6.88%)	1.13%

FACEBOOK AUDIENCES

Your Fans | Your Followers | People Reached

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Country	Your Fans
United States of America	157
United Kingdom	3
Egypt	1
Taiwan	1

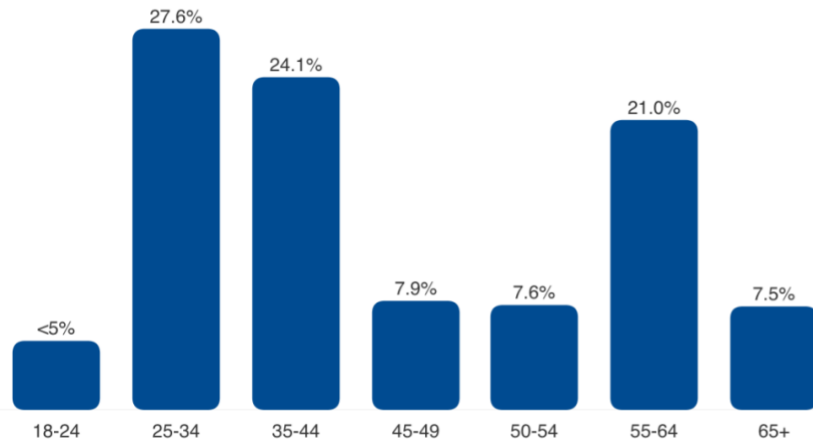
City	Your Fans
Los Angeles, CA	30
Chicago, IL	7
Arlington, VA	6
Fenton, MI	4

Language	Your Fans
English (US)	163
English (UK)	2
Traditional Chinese (Ta...)	1

PINTEREST AUDIENCES

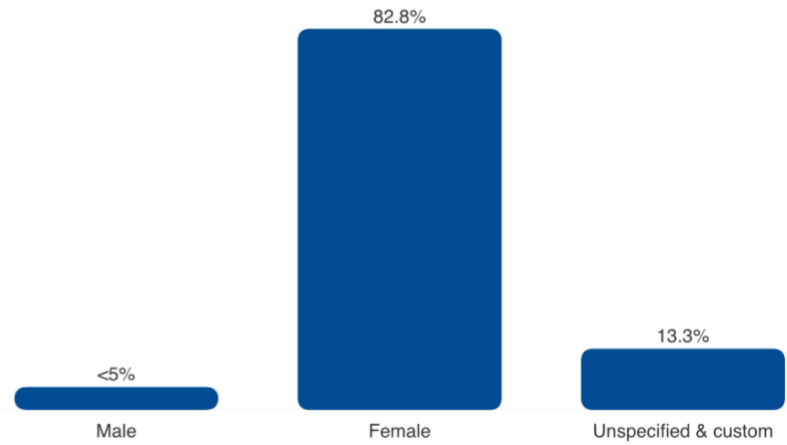
Age

The age distribution of this audience i



Gender

The gender distribution of this audience i



Categories and interests

The most popular categories and related interests for this audience

Category	Affinity i	% of audience ↓
food and drinks	1.66x	98.2% ▬ >
design	1.43x	67.4% ▬
health	1.96x	66.7% ▬

Food and drinks interests		
Interest	Affinity i	% of category audie... ↓
snacks	3.03x	70.5% ▬
dairy	1.44x	56.6% ▬
cooking method	3.14x	52.7% ▬

Buyer Persona: Wellness Enthusiast



Name: Morgan

Quote: "A healthy outside starts from the inside." –Robert Urich

Needs & Goals

- Maintain physical and mental well-being
- Sustain a well-balanced diet with fresh fruits and vegetables, healthy carbs, and lean protein
- Keep a regular weekly exercise routine
- Wants to find and purchase products that are sustainable and support a green lifestyle

Challenges

- Juggling health routines with growing demands of personal and professional life
- Concerned about how [food shortage](#) caused by the pandemic may impact their grocery shopping
- Worried about buying necessities and paying bills with rising inflation
- Finding healthy snacks to eat before workouts that are filling
- Risk spending money on a product they might not like

Behaviors

- Tracks meals, water intake, and workouts daily on a phone app
- Keeps a health journal to reflect on physical fitness and mental well-being
- Plans and preps meals on the weekend
- Uses Pinterest and Instagram to find new recipes and products
- Follows nutritionists, health, and green living bloggers for advice
- Interested in keto- and paleo-friendly foods

Demographics

- 32 years old
- Lives in Los Angeles, California
- Works in media/entertainment

Buyer Persona: Busy Parent



Name: Kendall

Quote: “The well-being and welfare of children should always be our focus.” –Todd Tiaht

Needs & Goals

- Focused on successfully juggling the needs of their kids with career and personal life
- Wants to provide their children with a quality, healthy lifestyle
- Would like to have time each day for themselves
- Needs products that offer convenience and flexibility

Challenges

- Worried about cooking food and finding snacks that everyone in the family will enjoy
- Nervous their family will be disappointed in the food they choose for them
- Not sure if products that claim to be healthy and good for kids are actually correct
- Concerned about how returning to the office for work will impact their family life
- Is afraid about kids returning to school with new COVID-19 variants on the rise
- Worried about buying necessities and paying bills with rising inflation

Behaviors

- Regular phone calls with friends and family for tips and advice
- Searches for products that offer convenience and are easy to manage/prepare
- Consults parenting Facebook groups to get ideas for recipes and meals to cook for the whole family
- Reads parenting blogs for tips
- Regularly visits Pinterest to find ideas for food, new products, and recipes that will satisfy the whole family

Demographics

- 42 years old
- Lives in San Diego, California
- Works in advertising

Buyer Persona: Young Professional



Name: Riley

Quote: “Have the end in mind and every day make sure you’re working towards it.” – Ryan Allis

Needs & Goals

- Wants to be an executive leader in the future
- Focused on building their skills and experiences for future career opportunities
- Interested in a conscious lifestyle but needs products that are convenient to fit into their busy work schedule
- Needs products that can support them in juggling many tasks

Challenges

- Worried about reaching project deadlines and goals
- Concerned about returning to the office with the uncertainty of COVID-19
- Struggles with juggling personal life and interests in green living with professional commitments
- Risk spending money on a new product they might not like
- Worried about buying necessities and paying bills with rising inflation

Behaviors

- Has groceries and other necessities delivered to apartment
- Regularly checking phone notifications to see if there are project updates and new tasks
- Signs up for online trainings and webinars to enhance skills
- Always looking through LinkedIn for new opportunities and consulting young professionals’ Facebook groups for career advice
- Scrolls through Instagram and Pinterest for quick and simple ideas for cooking

Demographics

- 28 years old
- Lives in San Francisco, California
- Works in Investing

Objectives

- **Objective #1: Increase brand awareness in 2022**
 - Primary KPIs: Reach, impressions, engagement rate, clicks
 - Secondary KPIs: Cost-Per-Click, Click-Through-Rate (CTR)
- **Objective #2: Increase sales by 200% at the end of 2022**
 - Primary KPIs: Conversion rate, Average Order Value (AOV), Return on Investment (ROI)
 - Secondary KPIs: Cost per lead, Cost-Per-Click

Digital Marketing Strategies & Tactics

- [Organic and paid social media on Facebook, Instagram, and Pinterest](#)
- [Google Ads and SEO](#)
- [Blog](#)
- [Future tactics](#)
 - Affiliates
 - Email marketing
 - TikTok

Organic and paid social media on Facebook, Instagram, and Pinterest

Why? Reviewing data on social media channels in Google Analytics from March 2020–August 2021 shows that these channels have generated the most revenue and traffic. Most of this is due to conversion ads currently running on these platforms.

Social Network	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	13,996 <small>% of Total: 64.29% (21,770)</small>	13,955 <small>% of Total: 63.98% (21,811)</small>	15,129 <small>% of Total: 57.53% (26,296)</small>	81.47% <small>Avg for View: 75.87% (7.37%)</small>	1.46 <small>Avg for View: 1.70 (-14.38%)</small>	00:00:23 <small>Avg for View: 00:00:48 (-52.41%)</small>	0.05% <small>Avg for View: 0.44% (-87.91%)</small>	8 <small>% of Total: 6.96% (115)</small>	\$375.59 <small>% of Total: 7.41% (\$5,071.13)</small>
1. Facebook	9,091 (64.78%)	9,071 (65.00%)	9,786 (64.68%)	79.26%	1.51	00:00:22	0.05%	5 (62.50%)	\$228.94 (60.95%)
2. Pinterest	4,244 (30.24%)	4,243 (30.40%)	4,451 (29.42%)	91.62%	1.16	00:00:21	0.02%	1 (12.50%)	\$81.85 (21.79%)
3. Instagram	395 (2.81%)	384 (2.75%)	436 (2.88%)	31.65%	2.95	00:00:45	0.23%	1 (12.50%)	\$49.85 (13.27%)

Despite the revenue generated, Facebook and Instagram ads have a negative ROI (-5.79) and led to few purchases. Instead of optimizing these ads for conversions, additional steps are outlined below to run ads with goals set for awareness, engagement, and website traffic to gain interest in this new product instead of attempting to push customers into becoming buyers.

Pinterest has also led to high traffic and shows potential as a way to build awareness and lead to purchases. During 2020, [84% of weekly Pinners report using Pinterest](#) when actively considering products or services to buy. Although users' online shopping may change with businesses reopening, Pinterest's main audience is 77% of all women 25-54 in the US, a demographic that aligns with target customers for Appleton's Market. Targeting women is key for the company as the global income of

women reaches trillions of dollars and [women are expected](#) to control almost 75% of discretionary spending worldwide by 2028.

Below are organic and paid social media strategies that can be used to establish Appleton’s Market as a trusted resource for healthy living and eating. Building trust with audiences can in turn lead to interest in the company’s products and sales.

KPIs

- Engagement rate
- Click-Through-Rate (CTR)
- Conversion rate
- Average Order Value (AOV)
- Return on Investment (ROI)
- Cost-per-Click (CPC)

Content Pillars

Wellness tips and tutorials	Lifestyle humor/jokes	Customer POV
–Green living advice –Recipes/healthy eating tips (can be infographics) –Christina’s advice/picks –Q&A w/nutritionists	–Grandma Izzy memes –Infographics	–UGC –Customer reviews –AMA about products

Facebook

- Continue using organic content to inspire and educate customers about product
- Additional organic content:
 - Repurpose information on blog posts about [quinoa](#), [kale](#), and other ingredients into infographics to share
 - Host a monthly AMA about products
 - Start a bi-weekly series featuring Christina’s picks (i.e. favorite workouts, nutrition resources, snack ideas, etc.)
 - Turn recipes into short-form videos
- Run ads using the Dollar a Day Strategy to generate interest and purchases
 - Create 3 videos for each category (total of 9 videos):
 - Awareness: Help customers identify a need and realize that product can potentially fulfill that need
 - Feature busy mom trying to take care of kids and feeds them with veggie bites

- Show person preparing to workout and can't find a snack until they pull out a veggie bite from the freezer and heat it up
 - Focus on a young professional in multiple virtual meetings and looking for a quick and healthy snack
 - Engagement: Help customers evaluate why product is best positioned to give them the solution they need
 - Show things you can do in 1 minute ending with a customer preparing and eating veggie bite at the end
 - Stop-motion video showing ingredients and how product is prepared
 - Feature different kinds of meals that can be prepared using veggie bites
 - Conversion: Product/service-focused so customer buy product
 - Customer testimonials
 - Case study
- Post each video organically and boost them for \$1 per day for 2-3 weeks. Run the three videos with the most views as ads for website clicks for an additional 2-3 weeks.
- Hubspot recommendation
 - Use when more audiences are developed
 - Set up custom audiences segmenting those who have engaged with particular videos (i.e. One custom audience can be for those who have watched an awareness video for 10 minutes)
 - Attach custom audiences in the Include and Exclude section of audiences in Facebook ad. (i.e. For engagement video, attach "Audiences who have watched awareness video" to Include section and attach "Audiences who have watched engagement video" to Exclude section.)
- Run for 1 month spending \$1 on each video for a total of \$9 per week
- Once popular videos have been identified by the highest results, extend the run of those ads for 1 month
- Use results from ad to determine direction for future video content

Pinterest

- Continue pinning blogs and other blogs the company is featured in to generate website traffic using potential categories:
 - Recipes
 - Healthy Living
 - Green Living
 - Wellness Advice
 - About Appleton's Market

- Run A/B test with images versus video to see which creative leads to more website visits
 - Focus on recipes since Pinterest to appeal to those looking for new meal ideas
 - Creative #1: Carousel of images showing different meals with veggie bites
 - Creative #2: Video highlighting a recipe from the blog post
 - Use results to determine creative for future ads

Instagram

- Continue using organic content to inspire and educate customers about product
 - Additional organic content:
 - Use Guides to collect posts for relevant categories (guides can include posts from other accounts that have similar content):
 - FAQs
 - Reviews
 - Gift guides
 - Recipes
 - Healthy eating tips
 - Green living
 - Wellness/lifestyle humor
 - Start monthly Instagram Live Q&A series with other health and wellness bloggers and nutritionists
 - Set up A/B test comparing results for website traffic with carousel vs. video
 - Feature steps that show how the product is made:
 - Creative #1: Stop motion video showing the product's ingredients and how the veggie bites are prepared in the microwave
 - Creative #2: Carousel with photos of product
 - Veggie bites surrounded by ingredients with the words "Quick and healthy snack"
 - Veggie bite package in the microwave with the words "Ready in 1 minute"
 - Veggie bite in a taco with the words "Perfect by itself or for Taco Tuesday"
 - Use results to determine creative for future ads
-

Google Ads and SEO

Why? Direct and organic search led to the most revenue from March 2020–August 2021 at \$3738.89. Google ads are also not as heavily impacted by iOS 14.5 updates (search ads are not affected at all).

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	21,770 <small>% of Total: 100.00% (21,770)</small>	21,814 <small>% of Total: 100.01% (21,811)</small>	26,296 <small>% of Total: 100.00% (26,296)</small>	75.87% <small>Avg for View: 75.87% (0.00%)</small>	1.70 <small>Avg for View: 1.70 (0.00%)</small>	00:00:48 <small>Avg for View: 00:00:48 (0.00%)</small>	0.44% <small>Avg for View: 0.44% (0.00%)</small>	115 <small>% of Total: 100.00% (115)</small>	\$5,071.13 <small>% of Total: 100.00% (\$5,071.13)</small>
<input type="checkbox"/> 1. Direct	5,031 (22.56%)	5,034 (23.08%)	6,212 (23.62%)	69.99%	2.01	00:01:20	0.80%	50 (43.48%)	\$2,098.37 (41.38%)
<input type="checkbox"/> 2. Organic Search	1,214 (5.44%)	1,145 (5.25%)	1,786 (6.79%)	46.75%	2.86	00:02:21	2.07%	37 (32.17%)	\$1,786.20 (35.22%)
<input type="checkbox"/> 3. Referral	668 (2.99%)	359 (1.65%)	1,356 (5.16%)	71.53%	1.87	00:01:28	1.33%	18 (15.65%)	\$756.21 (14.91%)
<input type="checkbox"/> 4. Social	13,996 (62.75%)	13,955 (63.97%)	15,129 (57.53%)	81.47%	1.46	00:00:23	0.05%	8 (6.96%)	\$375.59 (7.41%)
<input type="checkbox"/> 5. Email	84 (0.38%)	81 (0.37%)	87 (0.33%)	94.25%	1.31	00:00:36	1.15%	1 (0.87%)	\$27.86 (0.55%)

\$3154.26 were spent on Google Ads from the same time frame but only yielded 1 conversion. Changing the goal to Website Traffic and bid strategy to Maximize Clicks can help in generating awareness and interest in this new product before pushing customers to buy. Running ads for traffic instead of conversion will also be more affordable. As audiences and traffic grows, ads can be switched to Leads and Sales to get as much conversion value as possible. Running Google Ads in this way guides customers from awareness to conversion. Their results can be leveraged to determine keywords' effectiveness and where keywords can be used organically.

KPIs

- Conversion rate
- Average Order Value (AOV)
- Return on Investment (ROI)
- Cost-Per-Click
- Click-Through-Rate (CTR)

SEO

- Continue using keyword and blog recommendations from SEO experts.
- Review keyword search terms in Google Ads to see which words are attracting customers and use them as organic keywords in blog posts and website
- Evaluate keywords used organically to see if they are generating search results

Google Ads

- Switch Google Ads' bid strategy from Maximize Conversions to Maximize Clicks for 1-2 months to build awareness and traffic from online audiences
 - Focus on Search ads because they have not been impacted by the iOS 14 updates.
 - As website traffic grows, begin running ads for Leads and then Shopping to optimize ads for conversions and ad spend
 - Target keywords including:
 - Quick and healthy snacks
 - Healthy living recipes
 - Healthy eating for a healthy weight
 - Paleo-friendly snacks
 - Keto-friendly snacks
 - Healthy meals and snacks
 - Veggie recipes healthy
 - Healthy mini meals
 - Healthy snack meals
 - Healthy veggie snacks
 - Veggie snack recipes
 - Healthy mini snacks
 - Healthy bites snacks
 - healthy snack bites
 - Snacks which are healthy
 - Easy snacks to make at home
 - Healthy snacks for work
 - Health snacks for adults
-

Blog

Why? The blog has the potential to expand to the company's strong organic search and provide relevant content that could be repurposed and re-shared on social media (especially Pinterest) to drive traffic to the website. It can also establish Appleton's Market as a trustworthy brand that is an expert in healthy living and eating. The blog can also generate backlinks when content is shared by audiences on social media or linked on other websites. This trust can lead to more sales and support from customers.

KPIs

- Website traffic (sessions and pageviews)
- Bounce rate
- Average views per post
- Top posts by pageviews
- Average time on page
- Traffic channels

Content Pillars

Recipes	Healthy Eating Education
-Quick recipes using product -Quick and healthy snack ideas	-Healthy eating tips -Advice from nutritionists

Blog posts

- Add CTAs at the end of each blog post offering additional recipes for healthy meals and snacks not featured in posts in exchange for visitors' emails
- Share blog posts on a monthly basis and optimize:
 - Use keywords from SEO experts and top results from Google Ads
 - Incorporate bullet point lists to guide search bots and readers
 - Add internal and external links throughout posts
 - Embed videos where appropriate and add high quality images with alt text
- Start adding posts to Pinterest and run ads, when appropriate, to increase awareness and website traffic
- Use blog posts to develop content such as short-form videos with recipes and infographics for Facebook and Pinterest

Blog post topics

- 10 Quick and Healthy Snacks the Whole Family will Love
- Quick and Healthy Snack Ideas for Work
- Easy Snacks to Make at Home
- Top 5 Foods to Help You Maintain Weight
- How to Determine if Eggs are Cage-Free
- Healthy Ingredients Every Salad Needs
- Healthy Recipes to Lower Your Cholesterol
- 5 Things You Need to Have in Your Diet for Lower Cholesterol
- The Best Foods That Lower Your Blood Sugar
- The Benefits of Quick Workouts

- 15-minute Workouts That Don't Require Equipment
 - The Best Quick and Easy At-Home Workouts
 - Thai Siriracha recipe ideas
 - Spicy Thai Lettuce Wraps ([Inspiration](#))
 - 30-Minute Thai Salad ([Inspiration](#), adapt to replace brown sugar and beef)
 - 10-Minute Thai Cucumber Salad ([Inspiration](#), add veggie bites)
 - Pad Thai Salad ([Inspiration](#))
 - Mexican Enchilada recipe ideas
 - Low Carb Cauliflower Rice ([Inspiration](#))
 - Low Carb Cauliflower Skewers ([Inspiration](#))
 - Taco Lettuce Wraps ([Inspiration](#))
 - Keto-Friendly Taco Salad ([Inspiration](#))
 - Sun-Dried Tomato Basil recipe ideas
 - Antipasto Salad ([Inspiration](#))
 - Pesto Zoodles ([Inspiration](#))
-

Future Strategies & Tactics

Below are additional strategies and tactics Appleton's Market can implement after the initial strategies and tactics are used, optimized, and evaluated.

Affiliates

Why? Building an affiliate network allows brands to connect with their audiences through a more personalized connection with creators. [81% of brands and 84% of publishers](#) leverage the power of affiliate marketing and 16% of all orders made online can be attributed to the impact of affiliate marketing. Partnering with affiliates who enjoy and value products from Appleton's Market can lead to more genuine content and referrals. Audiences will also trust the opinion of affiliates they respect and follow, which can lead to more sales.

Email marketing

Why? Currently the amount of email subscribers is small and cannot be segmented. Over the past year it has only generated \$27.86, but growing a base adding CTAs to blog posts and offering relevant content in exchange for email addresses can help build the subscriber base. Email also allows direct contact with customers and isn't limited by an algorithm like social media channels.

Content ideas

- Regular features of top nutrition tips, updates on green living, and new recipes
- Repurpose content from Instagram Live Q&As, Facebook series featuring Christina's picks, and FAQs/AMAs
- Highlight upcoming sales

Social Media: TikTok

Why? [TikTok is gaining more female users in their thirties](#). Women in the US aged 30 to 39 represent 13.8% of the app's user base on Android devices, making them the second largest group of monthly active TikTok users. Brands are using this space to discuss women's health, workout tutorials, and recipes, all topics and demographics that align with Appleton's Market audiences.

Content ideas

- Recipes using veggie bites
- Behind-the-scenes of producing content and highlight failures and successes (i.e. show outtakes from recipe video)
- Workouts (i.e. favorite workouts, failed workouts, quick routines for the busy woman)
- Things you can do in 1 minute ending with heating up a veggie bite
- Answer FAQs about veggie bites
- Latest updates on nutrition and wellness
- Women's health tips

Video Projects Creative Brief

Overview

Produce, film, and edit videos that connect potential customers with Appleton's Market and show them how the company's products provide solutions to their pain points.

Objectives

- Increase brand awareness of veggie bites and how they're prepared
- Generate more website traffic through paid and organic methods on social media

Target Audiences

- Women aged 25–35 living in on the west coast (California, Oregon, Washington, Nevada, Arizona)
- Interested in quick and healthy snacks that they can easily prepare during their busy day

Timeline

- Finish updating stop-motion video for Instagram ads / September 17
- Complete awareness videos for Facebook / October 29
- Produce recipe videos for Pinterest ads / October 29

Specs

/ Facebook

Dims: 1080x1920 px (9:16)

Duration: 30 sec–1 min

File type: .mp4

Max file size: 10GB

/Instagram

Dims: At least 1080 x 1080 px

Duration: Less than 1 min

File type: .mp4, .mov or .gif

Max file size: 250MB

/Pinterest

Dims: 1:1 (square) or 2:3, 4:5 or 9:16 (vertical)

Duration: 15 sec–1 min

File type: .mp4, .mov or .m4v
Max file size: 2GB

Updates to stop-motion video / Instagram

- Focus on one veggie bite instead of all three. It takes a while to get to the microwave. By doing this, one video can be made for each veggie bite with the same setup.
 - Include a moment after the microwave where the veggie bite is unwrapped from the plastic and placed on a plate.
 - End with a partial bite and product on a plate.
 - Add text to the video to guide audiences through:
 - Add to the beginning: Paleo-friendly snack
 - During microwave part: Ready in under a minute
 - For the end: Real food, real fast
-

Awareness videos / Facebook

Produce three videos that show each buyer persona how the product can address their pain points and provide a solution.

Buyer persona: Busy parent

- Open with Mom playing with kids. They're starting to get restless and fussy.
- Mom goes to the kitchen to find a snack.
- Mom opens the freezer and pulls out a veggie bite and puts it in the microwave.
- Kids are getting restless. Mom plays with them until the microwave beeps.
- Mom pulls veggie bites out of the microwave and unwraps.
- Mom and kids enjoy veggie bites together.

Buyer persona: Wellness enthusiast

- Woman in workout clothes looking for a healthy snack in her cupboards—disappointed she can't find any good options.
- She goes to the freezer and pulls out a veggie bite and heats it in the microwave.
- She sets up home workout weights while the microwave runs.

- She pulls veggie bites out of the microwave and eats, feeling satisfied by her choice.

Buyer persona: Young professional

- Woman wearing headphones and participating in a virtual meeting.
 - She checks the clock on her phone and looks at her calendar, realizing she doesn't have time to prep a full meal.
 - She pulls out a veggie bite from the freezer and heats it in the microwave.
 - She goes back to her computer and sends out a few emails.
 - The microwave beeps and she pulls out the veggie bites. She eats the veggie bites while finishing up tasks on her computer.
-

Recipe videos / Pinterest

Turn blog recipes into videos that take audiences step-by-step through quick and healthy recipes using veggie bites.

Example: [Balsamic Beet Salad with Arugula and Goat Cheese](#), [Easy Homemade Guacamole Recipe](#)

The perfect 2 minute taco

- Show a hand pulling the Mexican Enchilada Power Veggie Bite out of the microwave.
- Close up of a hand chopping up cabbage and cilantro.
- Overhead of a hand using a knife to cut open the avocado, remove the pit, and remove the avocado from the skin.
- Clips of the hands putting the taco ingredients together starting with the veggie bite in the taco shell.

Budget

Media					Website				Return on Ad Spend (ROAS)		
Site Name	% of Spend	Budget	CPC	Clicks to Website	CTR	Conversions	Avg. Order Value	Revenue	ROAS Goal	Delivered ROAS	% vs. ROAS Goal
<i>Facebook (Dollar a Day Strategy)</i>	10%	\$279	\$1.84	152	1.22%	2	\$44	\$81.4	3%	-71%	-2461%
<i>Facebook (3 Top Videos from Dollar a Day)</i>	19%	\$500	\$1.60	313	2.00%	6	\$44	\$275.0	3%	-45%	-1600%
<i>Instagram A/B test (Clicks)</i>	7%	\$200	\$1.99	4,535	1.50%	68	\$44	\$2,993.1	3%	1397%	46452%
<i>Instagram A/B test winner</i>	19%	\$500	\$1.60	313	1.90%	6	\$44	\$261.3	3%	-48%	-1692%
<i>Pinterest A/B test</i>	7%	\$200	\$0.13	2,352	2.18%	51	\$44	\$2,256.0	3%	1028%	34167%
<i>Pinterest A/B test winner</i>	19%	\$500	\$0.10	2,352	2.50%	59	\$44	\$2,587.2	3%	417%	13815%
<i>Google Ads</i>	19%	\$500	\$0.89	562	1.73%	10	\$44	\$427.6	3%	-14%	-582%
Total Budget	63%	\$2,679	\$2.86	7,664	1.74%	133	\$67	\$8,881.6	21%	232%	1003%

	Start Date	End Date	Timeline	Status
Pinterest ads	Sep 20, 2021	Jan 14, 2022		
Compile images for ad	Sep 20, 2021	Oct 1, 2021		Upcoming
Outline and plan for video ad	Sep 20, 2021	Oct 1, 2021		Upcoming
Hire videographer	Oct 4, 2021	Oct 15, 2021		Upcoming
Film b-roll	Oct 18 2021	Oct 29, 2021		Upcoming
Edit videos	Nov 1, 2021	Nov 12, 2021		Upcoming
Approve videos	Nov 15, 2021	Nov 19, 2021		Upcoming
Upload materials for A/B test	Nov 22, 2021	Nov 26, 2021		Upcoming
Run A/B test	Nov 29, 2021	Dec 17, 2021		Upcoming
Evaluate ad results	Dec 13, 2021	Dec 17, 2021		Upcoming
Start new ad with A/B test winner	Dec 20, 2021	Jan 7, 2022		Upcoming
Evaluate ad results	Jan 10, 2022	Jan 14, 2022		Upcoming
		Burndown		
	Start Date	End Date	Timeline	Status
Google Ads	Oct 4, 2021	Dec 3, 2021		
Upload ads for search	Oct 4, 2021	Oct 8, 2021		Upcoming
Run ads	Oct 11, 2021	Oct 29, 2021		Upcoming
Evaluate ad results	Nov 1, 2021	Nov 5, 2021		Upcoming
Start and adjust ads based on results	Nov 8, 2021	Nov 26, 2021		Upcoming
Evaluate ad results	Nov 29, 2021	Dec 3, 2021		Upcoming
		Burndown		