

☐ MAX KITCHENWARE – DIGITAL MARKETING & GROWTH PLAN

1. Objective

To build a strong Direct-to-Consumer (D2C) sales system using a combination of website, digital marketing, and customer retention strategies, resulting in consistent and scalable revenue growth.

2. Growth Strategy Overview

The overall system will work in 4 stages:

1. **Traffic Generation** – Bring visitors through ads, content, influencers
 2. **Conversion** – Convert visitors into customers via website
 3. **Retention** – Turn buyers into repeat customers
 4. **Scaling** – Increase sales using data and optimization
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3. Website Strategy (Conversion Focused)

The Shopify website will act as the **main sales engine**.

Key focus areas:

- Clean and user-friendly design
- Mobile-first experience
- High-converting product pages
- Clear product benefits (problem → solution)
- COD (Cash on Delivery) option for trust
- Bundles and combo offers to increase order value

Goal:

Maximize conversion rate and increase average order value.

4. Meta Ads Strategy (Facebook & Instagram)

Meta Ads will be the primary paid traffic source.

Approach:

- Focus on **problem-solving video ads**
- Target relevant audience (home makers, kitchen interest users)
- Retarget website visitors and engaged users

Campaign Types:

- Cold audience ads (new users)
- Retargeting ads (warm audience)
- Offer-based ads (discount / bundle deals)

Goal:

Generate consistent traffic and scalable sales.

5. Google Ads Strategy

Google Ads will capture **high-intent buyers**.

Approach:

- Search Ads targeting keywords like:
“kitchen storage rack”, “vegetable organizer”, etc.
- Shopping Ads for product visibility

Goal:

Capture customers who are already ready to buy.

6. Influencer Marketing Strategy

Micro influencers will be used to generate trust and content.

Approach:

- Collaborate with 5K–50K follower creators
- Focus on kitchen, home, and lifestyle niche
- Product demonstration and review content

Model:

- Free product + small payment
- Performance-based commission (per sale)

Goal:

Increase trust, reach, and content creation for ads.

7. Content Marketing Strategy

Content will be used to attract and engage audience organically.

Content Types:

- Problem → solution reels
- Kitchen organization videos
- Before/after transformation content
- Kitchen hacks and tips

Platforms:

- Instagram (Reels)
- YouTube Shorts

Goal:

Build brand awareness and generate organic traffic.

8. Retargeting Strategy

Most users do not buy in first visit.

Strategy:

- Run ads for:
 - Website visitors
 - Add-to-cart users
 - Instagram engagement audience

Ad Types:

- Reminder ads
- Offer-based ads

- Customer testimonial ads

Goal:

Increase conversion rate and reduce cost per sale.

9. Customer Retention Strategy (Backend Funnel)

This is the most important long-term growth system.

Tools:

- WhatsApp marketing
 - Email marketing
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WhatsApp Strategy:

- Order updates
 - Product usage tips
 - Offer messages (2–3 per week)
 - New product announcements
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Email Strategy:

- Welcome email
 - Product education
 - Upsell and cross-sell
 - Discount offers
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Example Flow:

Day 0 – Order confirmation

Day 3 – Product usage tips

Day 7 – Review request

Day 10 – Related product recommendation

Day 15+ – Offer / bundle promotion

Goal:

Turn one-time buyers into repeat customers.

10. Product Strategy

Focus only on high-demand and visually appealing products.

Priority Products:

- Kitchen storage racks
- Vegetable racks
- Fridge organizers
- Folding stools
- Kitchen tools (like slicers)

Strategy:

- Promote only 20–30 top products initially
- Use bundles to increase order value

Goal:

Maximize profitability and simplify marketing.

11. Scaling Strategy

Once initial sales start:

- Identify best-performing products
- Increase ad budget on winning products
- Use influencer content as ads
- Launch combo offers and discounts

Goal:

Scale revenue efficiently with controlled cost.

12. Expected Outcome

- Build a strong direct sales channel
- Generate consistent monthly revenue
- Increase profit margins
- Build brand presence
- Create long-term scalable business