



NÜSSL1118

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Executive Summary

1 Background

SWOT Analysis

Strengths: retention rate (Shopify and in-store)

Weaknesses: Instagram conversion/engagement rate

Opportunities: Shopify's extensive apps and programs

Threats: competitive pricing

Competitor Analysis

Low versus high price (aver per oz. of product)

Small versus large online presence (Google keywords)

Competitors: Blue Mountain Organics, Go Raw, Lark Ellen Farms, Living Intentions, Health Truth

2 Target Market

Current Market

Geographic: Cambridge/Boston urbanities and suburbs

Demographic: 20 -50 year olds, millennials, higher education

Psychographic: healthy lifestyle, tech savvy

Behavioral: Facebook and email marketing

Target Market

Geographic: Cambridge/Boston urbanities and suburbs

Demographic: 18-29 year olds, Gen Zs

Psychographic: environmentally conscious

Behavioral: forming relationships with Angela and creating brand loyalty

Market Size: Boston population with suitable income and vegetarian

3 Recommendations

Analytics

Combine Shopify and Google analytics data with LittleData's package and company benchmarks for KPIs

Shopify

Referral and loyalty programs through smile.io and affiliate marketing programs through UpPromote

SEO

Nussli Ranks Highest on Google Search for Keywords with Themes of 'Sprouted' and 'Nuts'

Social Media

Targeting features to reach current and target market on Facebook and Instagram with corresponding budget



Agenda

Client Presentation 12/13/2021

1. Background

SWOT analysis and competitor analysis

2. Target Market

Current profile/sizing and opportunities in new markets

3. Recommendations

Shopify programs, analytics, SEO, social media

4. Conclusion

Summary and next steps

1. Background

SWOT analysis and competitor analysis



Nussli118 Has Opportunities to Expand Customer Base While Maintaining Retention Rate Above 25%

MAXIMIZE STRENGTHS

- Maintain and improve **retention rates** of **25%** on Shopify and **35-40%** on-site by offering attractive **loyalty** and **affiliate programs** via Shopify applications.



S

MINIMIZE WEAKNESSES

- Run social media ad campaigns to improve **Instagram website conversion rate** (now 1%)
- Increase **Instagram's organic engagement** (now 3.91%) with content based strategies, including timing, use of emojis and hashtags.



W

- Take advantage of U.S.A. plant-based food **expected CAGR** of **11.4%** from 2021-2026 to target growing customer market with **referral** and **affiliate programs** via Shopify applications



O

MULTIPLY OPPORTUNITIES

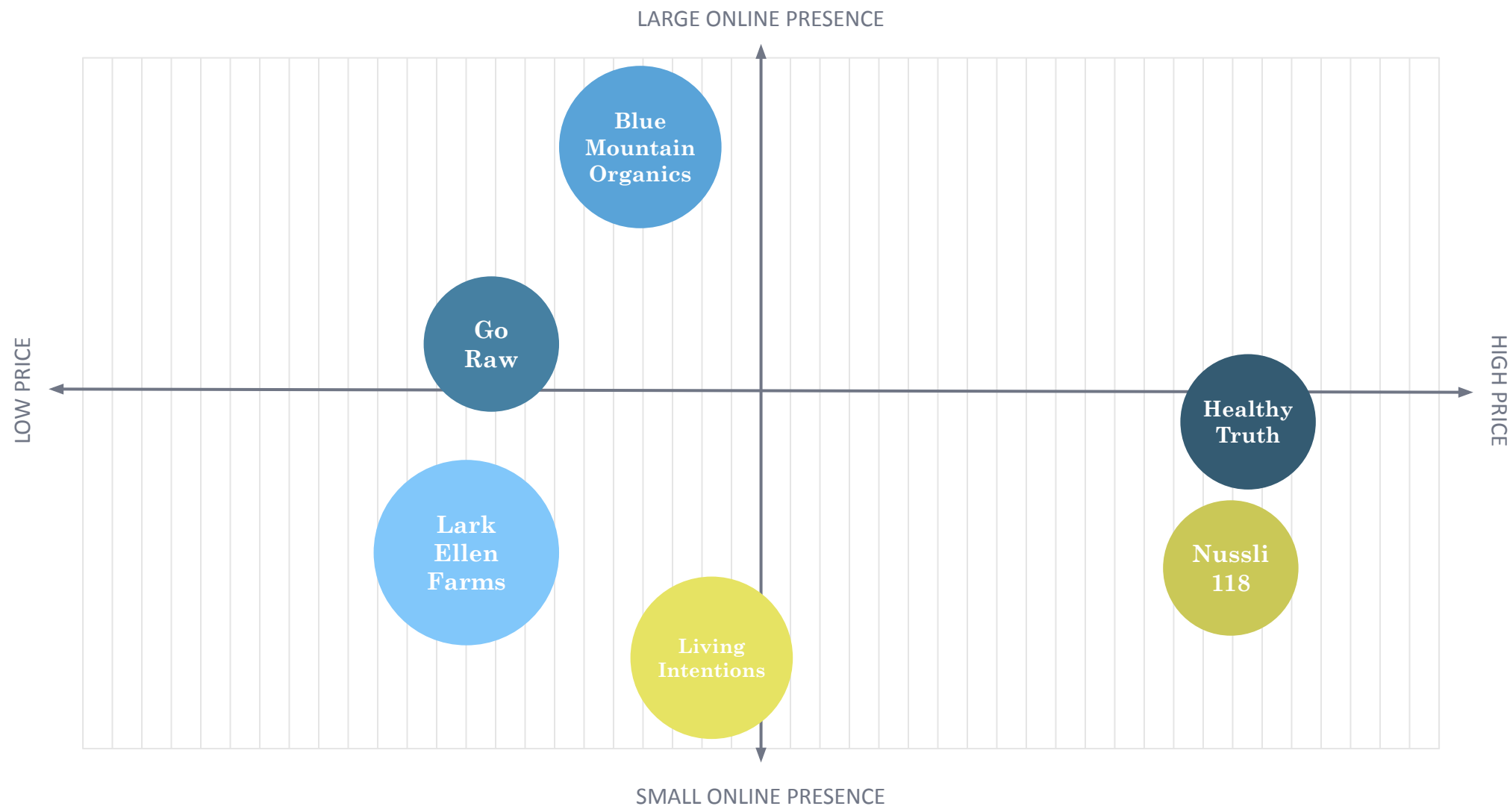


T

- Compete with **lower prices** at rival plant-based shops by focusing on other **differentiating** factors through use of **high volume keywords** on website and **public relations** growth
- **Price** was ranked as **second most important factor** from Nussli118's June 2020 internal survey

MITIGATE THREATS

Nussli Operates in the High-Price, Smaller-Sized Online Space, Directly Rivaling Healthy Truth in the Same Market



2. Target Market

Current profile/sizing and opportunities in new markets



Nussli's Current Market Differs From the Potential Target Market Most Notably by Their Psychographic Characteristics

Market	Geographic	Demographic	Psychographic	Behavioral
1 Current Market	Setting: City and suburbs	Age: 20-50 Income/Spending Power: \$115,955 Education: Master's Degree Marital Status: Relationship	Interests: Hiking, jogging, traveling Lifestyle: Health focused	Social Media: Facebook
2 Target Market	Setting: City and suburbs	Age: 18-29 Income/Spending Power: \$61,297 Education: Bachelor's Degree Marital Status: Single or Relationship	Interests: video games, jogging, listening to music Lifestyle: Sustainability and health focused "Generation Z and Millennials are the most likely to make purchase decisions based on values and principles (personal, social, and environmental)." ⁹	Social Media: Instagram

Nussli's Current Market is Mostly Female and Comprised of Older Millennials and Gen X

Geographic

- Urbanites
 - Urban communities in America tend to have **higher median incomes** compared to their rural counterparts
 - More educated
- Cambridge and Boston suburbs
 - Wealthier parts of Massachusetts

Demographic

- 20-50 years old
- Generally **female**
- Most customers encompass millennial group
- Singles, couples, small families
- Average income for households between 25 to 44 years in Cambridge is **\$115,955**
- Spending Power
- **High education level**

Psychographic

- **Recurring customers**
- Tech savvy
 - Applies to portion of current market
- **Healthy lifestyle**
 - Frequents places like Whole Foods, Trader Joe's, local farmers markets

Behavioral

- Social Media
 - Almost a third of Millennials **buy products directly on Facebook**
 - Gen X prefers email marketing out of the different marketing forms
 - Facebook is Gen Xers favorite social media platform

Nussli's Current Customer is Focused on the Health Aspect



[Jenny]
[Interior Designer]

Demographics:

- Age: 34
- Gender: Female
- Education: Master's Degree
- Income: \$85,000

Background:

- Interests include going on runs, hiking, cooking, and gardening



Behaviors

Visits Nussli shop **once every month or two**. Chooses to shop in the store instead of online. Not very price-sensitive when it comes to the products she chooses. She knows what to buy in the store, but she occasionally tries a new product.



Motivators

Trying to eat as healthy as possible. Likes the taste of Nussli food in addition to the health benefits. Enjoys conversations with Angela when she visits the store.



Needs

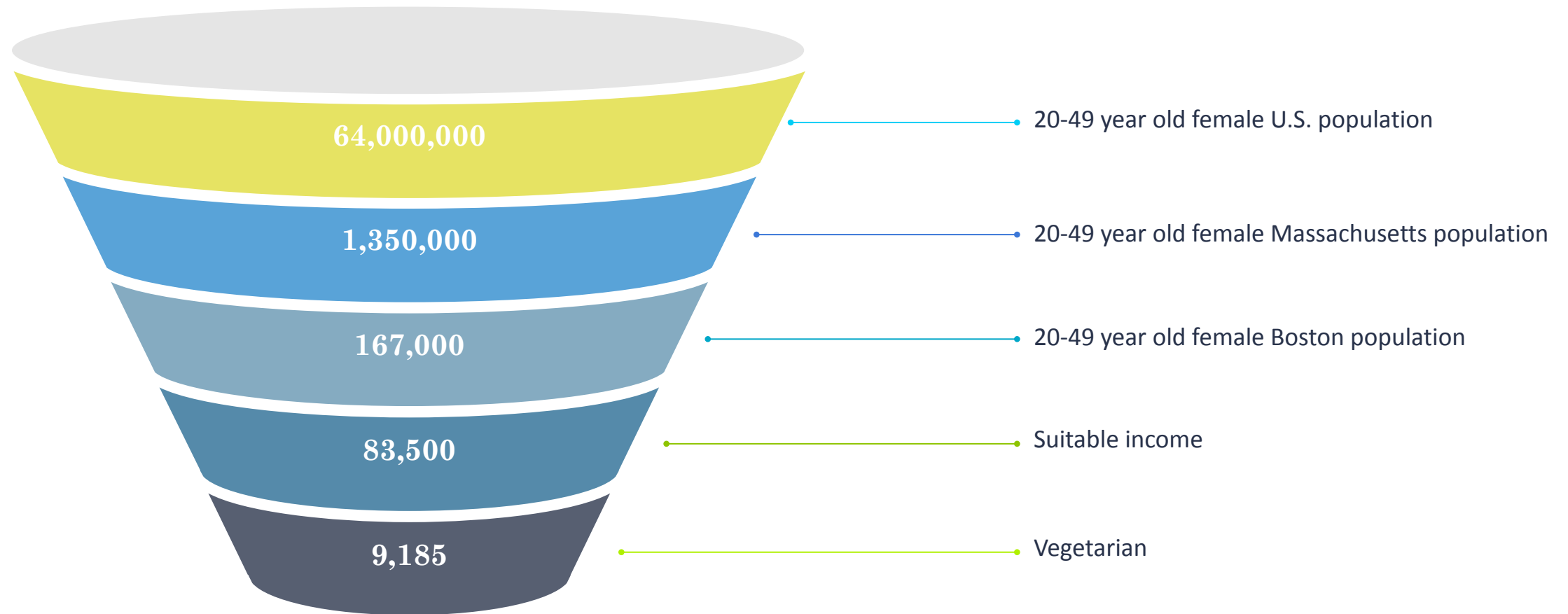
To maintain a **healthier lifestyle** that includes a balanced, nutritious diet.



Challenges

Getting **harder to find the time to visit the store**, especially as her job is getting busier, and her child starts attending elementary school and participating in more activities.

Nussli's Current Market is Bigger But Will Have a Much Slower Growth Rate



The Target Market Customer Base is Younger and More Interested in the Social and Environmental Story

Geographic

- Urbanites
 - Urban communities in America tend to have **higher median incomes** compared to their rural counterparts
 - More educated
- Cambridge and Boston suburbs
 - Wealthier parts of Massachusetts

Demographic

- 18 - 29 year olds
- Male and female
- Single or in relationship
- Average income for households < 25 years in Cambridge is **\$61,297**
- **High education level**
- **Gen Z buying power**
 - “Generation Z isn’t far behind, projected to hit \$33 trillion in income by 2030 ... pass Millennials in spending power the year after.”

Psychographic

- **Interested in organic, sustainable, environmentally friendly**
- Current agricultural practices are not a sustainable way for people to get their food, and the younger generation understand this
- Very conscious about health / pursue healthy lifestyle
- Willing to **actively pursue** other avenues **to get sustainable food**
- Support for **minority and female owned businesses**

Behavioral

- Top social media platform is Instagram
- Forming relationship/interactions with Angela (**Brand Loyalty**)
- More willing to put **money where their mouth** and heart is

Nussli's Target Customer Focuses on the Sustainability Aspect



[Alex]

[Web Designer]

Demographics:

- Age: 23
- Gender: Male
- Education: Bachelor's Degree
- Income: \$65,000

Background:

- Hobbies include playing video games, jogging, and writing
 - Activities not as health-focused compared to Jenny's
- Trying to have a more plant-based diet
 - Recently stopped eating meat during the weekdays



Behaviors

Visits Nussli shop once or twice a month. Also **browses website** sometimes to view if there are any new products.



Motivators

Cares about the environment and sustainability, so he's trying to consume more plant-based and **sustainable products**. The health aspect of Nussli's products is also a big plus.



Needs

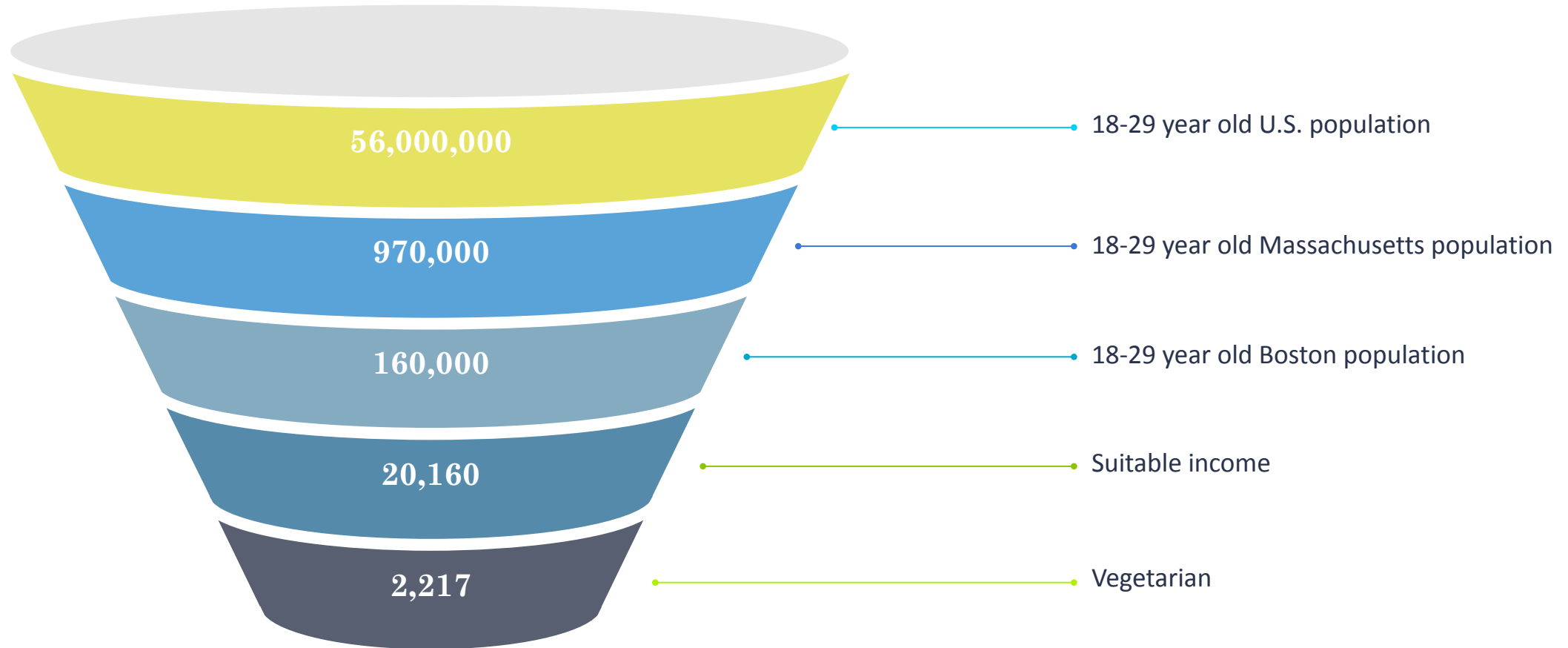
To support more **local, black/female owned businesses**. Also, to try and eat food that comes from sustainable methods in addition to maintaining a healthy diet.



Challenges

Wants to buy more from Nussli, but **product costs are high**. Would order online and ship products, but it's too expensive.

The Potential Target Customer Base is Smaller But Will Have a Fast Growth Rate as the Suitable Income Population Grows



3. Recommendations

Shopify programs, analytics,
SEO, social media



Using LittleData's Standard Package Will Ensure Accurate Data and Correct For Disparities Between Shopify and Google Analytics

- Standard Package: \$79/month when paid annually (\$99/month if paid monthly)
 - Take advantage of the 30 day free trial first
- LittleData's smart script ensures accurate data from marketing channels through recurring transactions
- Fixes data in Google Analytics, with smart connections to Shopify, Google Ads, Facebook Ads and others

Rationale

1. Google Analytics Integration for Shopify

- Data driven growth for Shopify stores
- Ecommerce tracking for Shopify in Google Analytics
- Captures recurring payments in Google Analytics

2. Facebook Ads Integration

- Fixes campaign tagging
- Import ad costs
- Connect your sales and marketing apps

3. Google Ads Integration

- Automatic setup in the LittleData app
- Retarget e-commerce segments in Google Ads

Recommendation:
Purchase LittleData's Standard Package after using the 30 day free trial

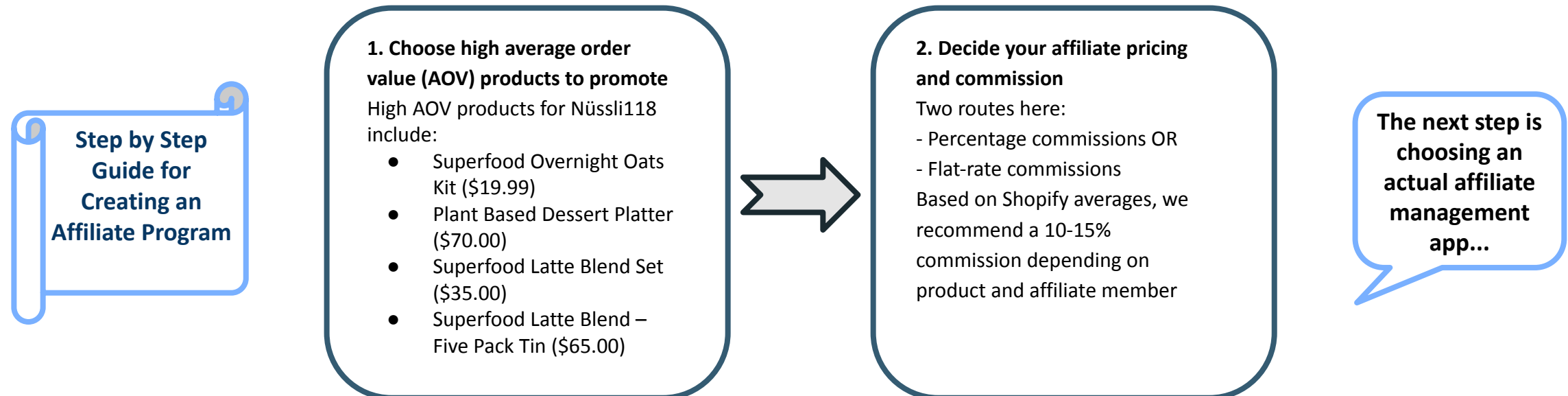
Tracking Key Performance Indicators (KPIs) is Important For Evaluating the Success of Your Analytic Based Business Strategy

KPI	What is it?	How can you use it?	What constitutes good performance?	Strategies to improve underperformance
Conversion Rate	Conversion rate is the number of visitors that take action on your website, divided by the total number of visitors	Your conversion rate is indicative of how successful all of your business strategies are in getting people to engage with your ecommerce website . Ultimately, it impacts just about every other KPI involved in ecommerce	Nearly half of respondents said a good conversion rate for an ecommerce business is between 1-4% Average conversion rate per Littledata is 1.3%	Onsite optimization split-testing, threshold-free shipping pricing, product bundles, and FOMO. With the same amount of traffic, you can effectively double or triple your revenue through effective conversion optimization testing
Average Profit Per Customer	Average profit per customer measures the amount of profit that a company generates from an individual customer. It's calculated by dividing the total profit of the business by its total number of customers	Tracking ARPU allows you to plan for the long-term and the short-term . On one end it can be the base for accelerating your Monthly Recurring Revenue (MRR) growth through higher paying customers. Higher ARPU is also a source of fuel for your customer Lifetime Value (LTV) goals, ensuring that your SaaS business is on the trajectory path that it needs to be for optimal success in the long term	Dependent on industry	This KPI is improved by altering the distribution of customers towards ones that re-spend frequently on high profit services , and by either cross-selling or dropping low-profit customers
Customer Retention Rate	Customer retention rate measures the number of customers a company retains over a given period of time . It's expressed as a percentage of a company's existing customers who remain loyal within that time frame	A Harvard Business School study shows that just a 5% increase in retention can increase profits anywhere from 25% to 95% . Finding ways to get more business out of existing customers is hugely profitable and cost-effective	Retention rate average for DTC food is 31%	Have a smooth onboarding process (first impressions). Close the loop on customer feedback. Send recurring advertisements (marketing). Reward promoters and loyal customers

There are dozens of important KPIs to keep track of for your business. Find a more extensive breakdown [here](#)

Nussli118 can Take Advantage of Affiliate Marketing to Drive Sales and Generate Significant Online Revenue

- Affiliate marketing is a reward-based system that encourages partners to promote your products in exchange for a commission
- A customer, advocate, or industry marketer signs up for your affiliate program and sends visitors to your Shopify store through their special referral link, and any sales that you make as a result of their promotion earns the marketer a reward
- An affiliate program will pay via a flat dollar amount or a percentage of the total sale, but incentives could also be free or discounted products. It's a win-win for both parties



We Recommend Using UpPromote: Affiliate Marketing, Due to Their Pricing and Feature Advantages Over Primary Competitors

App Name	Rating	Pricing				Affiliate Features			
		Free Plan/Trial	Basic Plan	Small Business	Enterprise	Referred Orders/Affiliates	Tracking	Automated Marketing	Ease of Use
Affiliate Marketing & Tracking	4.8/5	14 day free trial	-	\$89	-	130 affiliate orders/month	Conversion triggers to allow tracking across multiple platforms	Yes	Easy
LeadDyno Affiliate Marketing	4.5/5	30 day free trial	\$29	\$49	\$79-\$149	\$29: Up to 2,000 unique visitors/month	Track visitors, leads, and customers for each affiliate or tracking campaign	Yes	Medium difficulty
UpPromote: Affiliate Marketing	4.9/5	Free plan	\$22	\$70	\$140	\$22: Approve/deny 300 referral orders/month	Automatically tracking methods through affiliate links, coupons, SKUs, emails	Yes	Easy
Affiliatly Affiliate Marketing	4.5/5	90 day free trial	\$16	\$24	\$59-\$129	No constraint on # of referred orders	Track your affiliates' referrals by link, coupon code, QR code, client's email, product etc.	Yes	Limited training options for beginners

Smile.io Stands out from Similar Shopify Apps due to its Wide Range of both Referral and Loyalty Services at Competitive Pricing

App Name	Referral Program	Loyalty Program	Rating	Pricing				Referral Features		Loyalty Features	General Features	
				Free Plan/Trial	Basic Plan	Small Business	Enterprise	Referral Call to Action (CTA)	Ways to refer	Rewards Supported	Support	Ease of Use
Referral Candy	✓	X	4.8/5 (1300+ reviews)	30 days free trial	\$49			"Refer friends. Get rewards."	Emails, Facebook, Instagram, Twitter, Messenger		Email, Live Support	Easy
Smile: Rewards & Loyalty	✓	✓	4.8/5 (3700+ reviews)	30 days free trial	\$49	\$199	\$599	"Refer friends and get rewards"	Using personalized referral links	Fixed discounts, % off products, free shipping	24/7 Email, Online Customer Support	Easy
Loyalty, Rewards, & Referrals	✓	✓	4.6/5 (355 reviews)	Free plan	\$159	\$399	\$699	"Invite friends"	Email, get referral links	Fixed discounts, % off products, free shipping, buy with points	Email, Online Support	Medium
Conjured Referrals	✓	X	4.9/5 (155 reviews)	14 days free trial	\$29	\$99	\$299 - \$1,000	"Invite a friend and take \$5 off"	Email, SMS, Twitter, Facebook, or WhatsApp		Email, Online Support	Easy



Purchasing Smile.io's Starter Package will Provide Nussli with New Opportunities to Attract and Retain Customers through Minimal Investment in Time and Money

Rationale

- Highly reputable
 - 4.8/5 star review on Shopify (3,700+ reviews)
- Lower-cost option
 - Starter package: **\$49/mo**
- Highly supportive + high ease of use
 - Reviewers of Smile.io emphasize that some of their best features are customer service and training videos included in the package

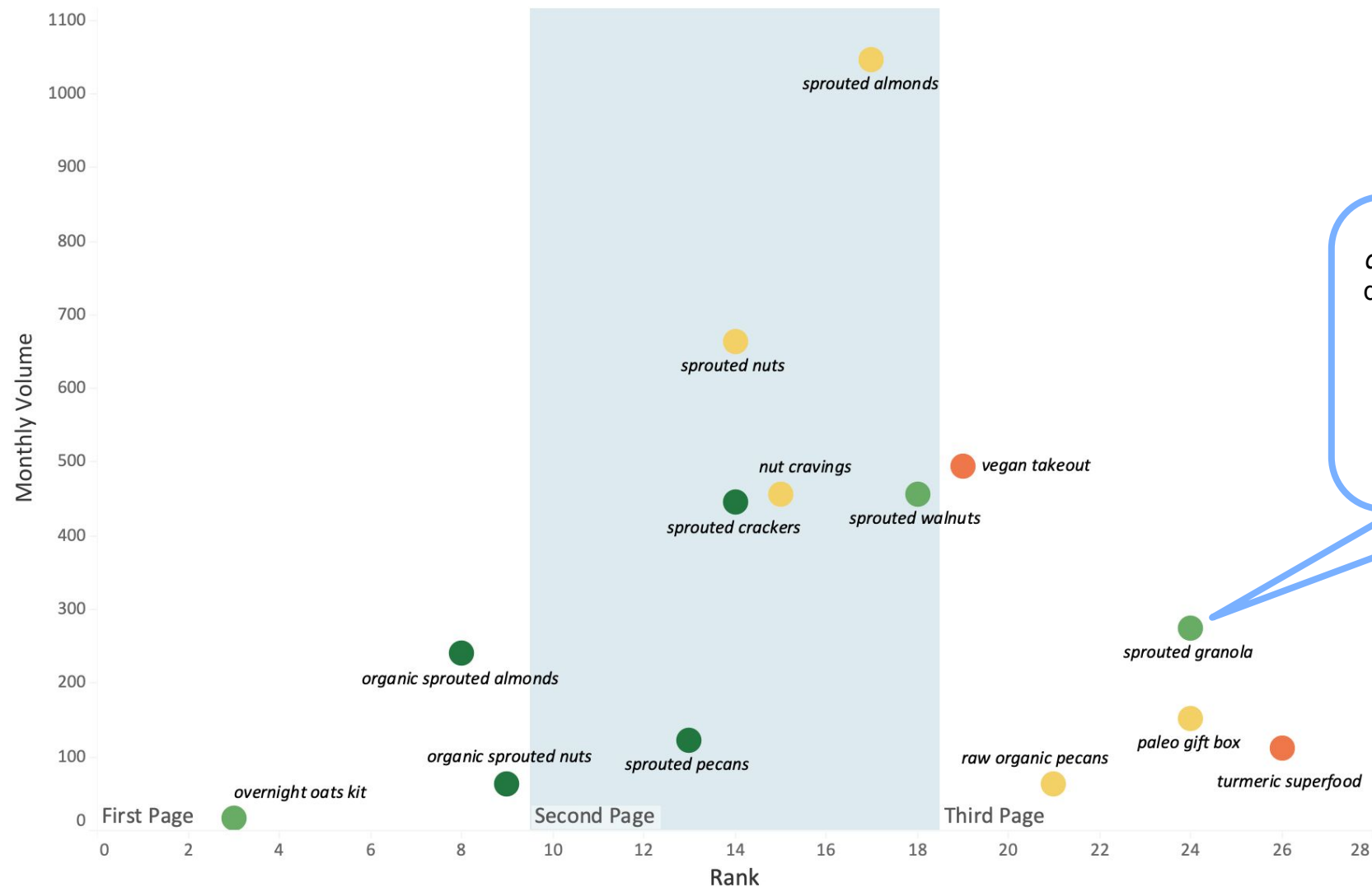
Value Addition

- Starter package will allow Nussli to build a stronger, more legitimate brand/community through:
 - Advanced branding
 - Removal of Smile.io branding
 - Customized reward emails
- Referral Program
 - Provides Nussli a window to monitor success through **in-app analytics** displaying referral traffic, sales, etc.
 - Drives **word-of-mouth** marketing
- Loyalty Program
 - Retains interest of existing customers through app **gamification**

Implementing an Effective SEO Strategy Requires a Strong Understanding of Three Core Focus Areas



Nussli Ranks Highest on Google Search for Keywords with Themes of 'Sprouted' and 'Nuts'



Plot colors signal *keyword difficulty* (per **Moz Analytics**), describing the general level of competition for ranking on Google Search.

"*Sprouted granola*" holds a difficulty of 29, on a scale of 1-100.

Optimize the use of High-Volume, First- and Second-Page-Ranking Keywords on Website to Drive Google Search Traffic

Target Keywords

Rank	Keyword	Difficulty	Volume
8	<i>organic sprouted almonds</i>	19	240
9	<i>organic sprouted nuts</i>	21	64
13	<i>sprouted pecans</i>	19	122
14	<i>sprouted nuts</i>	35	664
14	<i>sprouted crackers</i>	19	445
15	<i>nut cravings</i>	35	457
17	<i>sprouted almonds</i>	34	1,046
18	<i>sprouted walnuts</i>	27	457

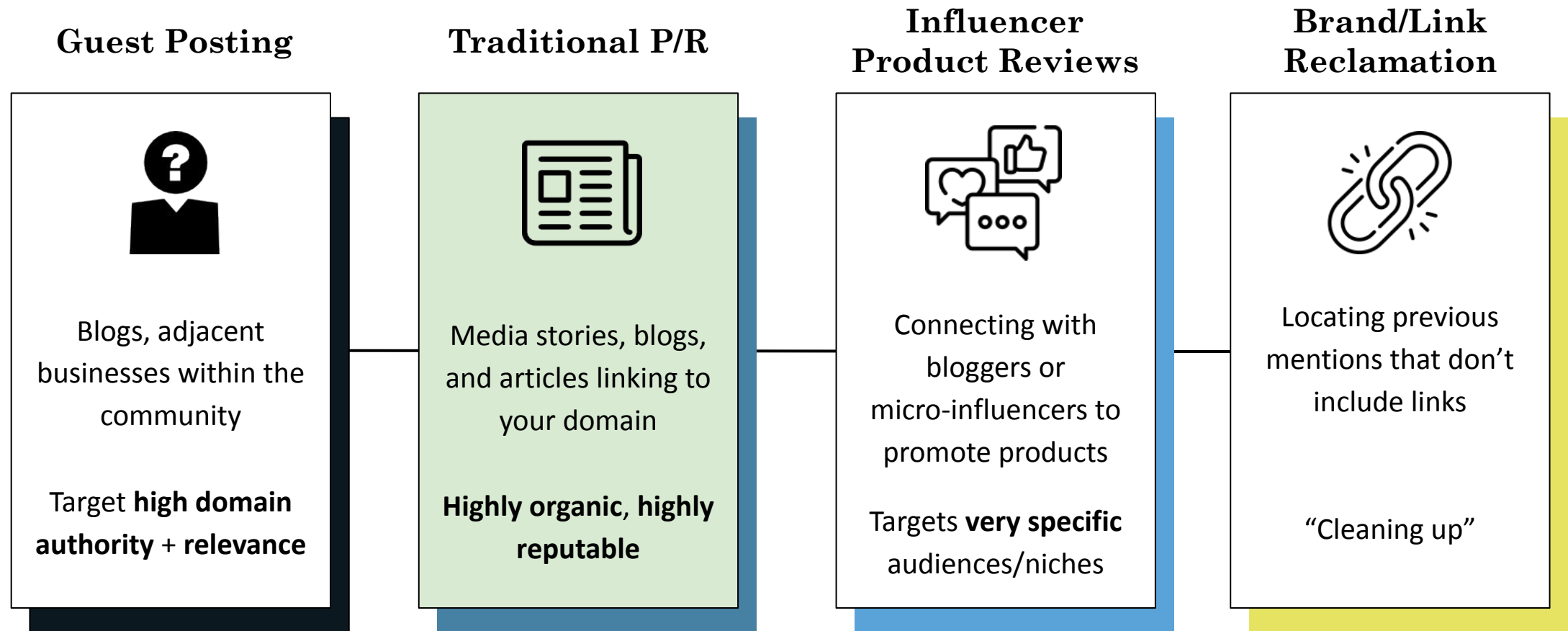
Rationale

- High volume = greater reach
- 1st page > 2nd page
 - First page of Google captures at least **71% of search traffic clicks**⁶

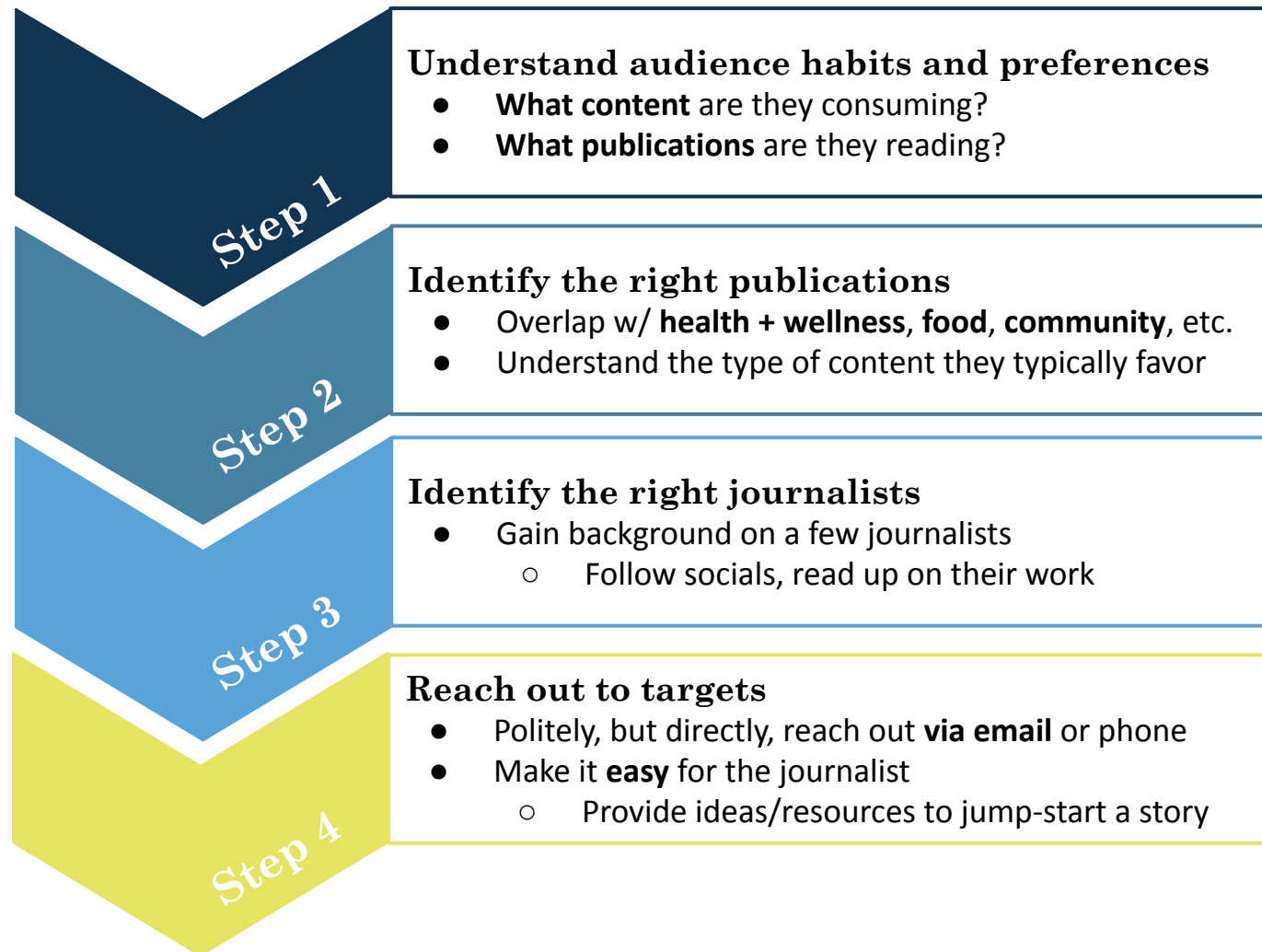
Implementation

1. Review current state of website optimization
2. Match target keywords to the appropriate webpages
 - a. Highest relevance
 - b. Aim to rank for **one keyword** per page
3. Revise webpage content, metadata, titles, URLs, and image alt-text to include sufficient mentions of the target keyword

Pursuing Traditional P/R as an Off-site SEO Strategy Aligns Best with Nussli's Brand and Positioning in the Market



Follow Four-Step Strategy to Focus on Growing Public Relations Presence for Nussli's Off-site SEO



Rationale

- Highly organic, is a top strategy for driving word-of-mouth
- Reputable approach: perceived as highly trustworthy
 - About half of consumers trust paid ads, while **92% trust earned media**⁷
- Can be used to target very specific audiences

General User Behavior on Social Media



83% of Instagram users discover new products and services on the platform¹



50% of users are more interested in a brand when they see ads on Instagram¹



2/3 of Facebook users visit a local business Page weekly¹



Instagram's largest advertising audience is from the **25-34** age group¹



The average monthly follower growth of business accounts on Instagram is **+1.46%**¹



98.3% of users access Facebook from mobile device¹

Increasing Organic Engagement with a Content Strategy

Recommendation: For organic growth, post more carousels with human faces, shorten and use emojis in captions, place hashtags in the comments, and publish content between 9am and 4pm.



Post type

For accounts under 5,000 followers, the average engagement rate is:⁴

5.13% for photos

5.40% for carousels

5.14% for videos



Photo features

Post more photos with human faces as they perform 40% better than photos without.¹



Caption length

Short captions under 10 words increases the overall average engagement rate across all types of posts.⁴



Hashtag use

Accounts with under 5,000 followers have the highest engagement rate when using 6 hashtags in the comment section.⁴



Content schedule

Publish content on Instagram and Facebook between 9am and 4pm on weekdays as that is when users are the most active.⁴

Emoji use

The use of 20-24 emojis in captions results in peak engagement. Emojis increase engagement from:⁴

- 2.15% to 2.72% in photos
- 2.52% to 3.06% in carousels
- 1.88% to 3.20% in videos

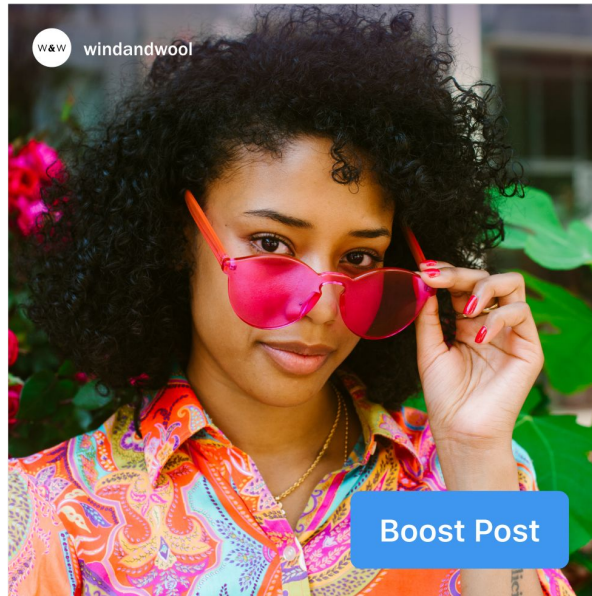
Choosing Between Paid Promotional Tools Based on Post Engagement

1

Promoting posts

Applied to posts that have a high engagement

Features: setting objective, budget, duration; targeting audience, location

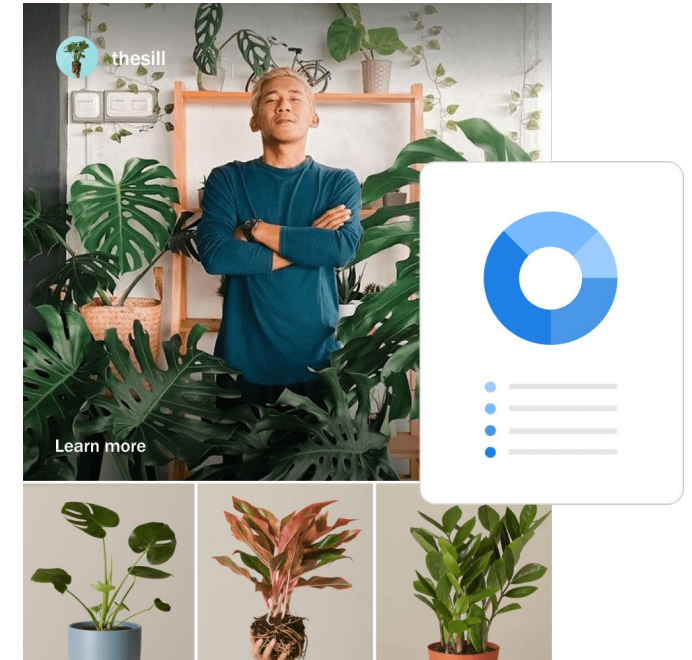


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Ad campaigns

Created and managed via Facebook Ads Manager

Features: setting objective, budget, duration; targeting audience, location; detailed placement on Facebook, Instagram, and Messenger; creating multiple sets of ads; running A/B tests



Targeting Features to Specifically Reach the Current Market

On Facebook and Instagram

Recommendation: Run conversion campaigns to increase sales and reach current the market; run awareness campaigns to increase brand recognition and reach the target market.

Objective	Conversion (to increase sales on your website, optimizes ads and displays them to users who are likely to be interested in your product and convert them into a customer)
Location	People living in Boston, MA (to support local small businesses and increase in-store traffic)
Age	30-55 (based on market research)
Gender	Women
Interests	Select fitness, wellness, veganism, vegetarianism, desserts, chocolate, and any other relevant key terms (aligns with customer profile and Nussli's story)
Placement	Mobile only (as 98% of Facebook users are mobile)

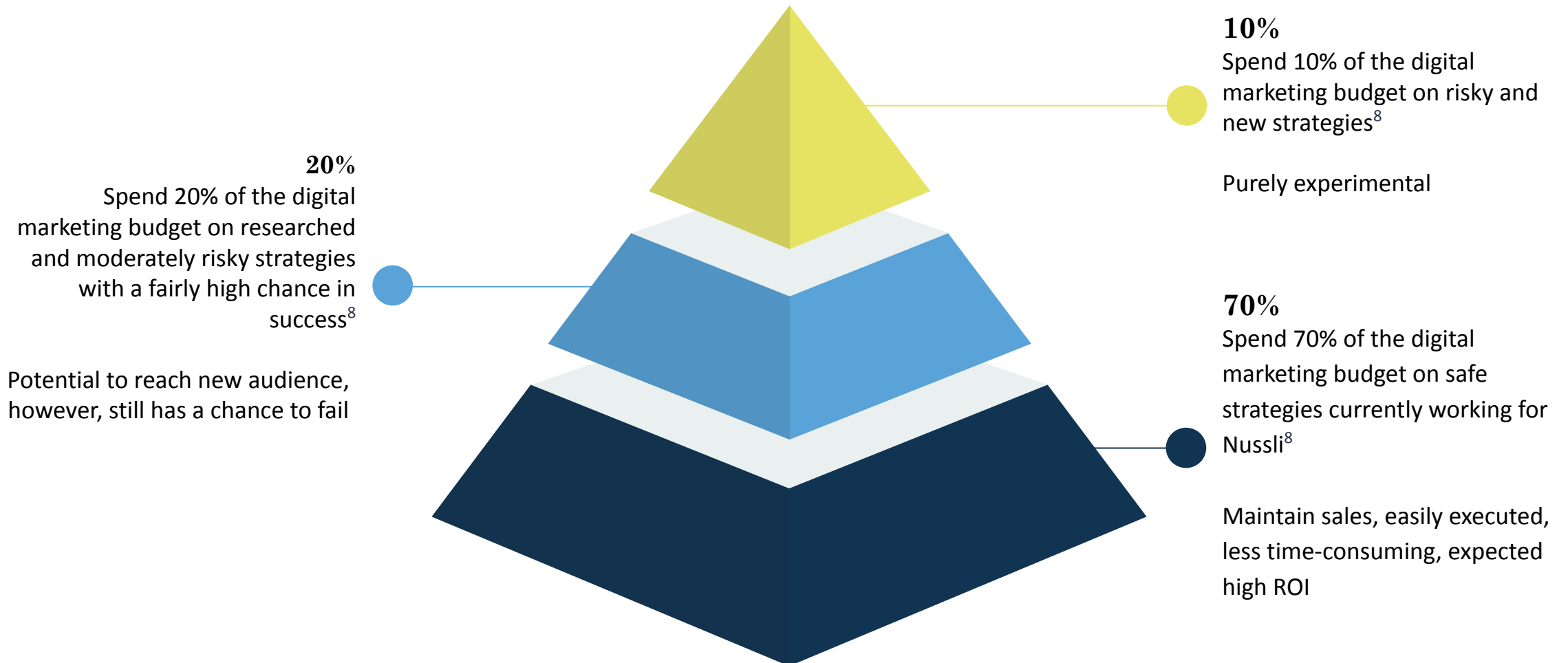
Targeting Features to Specifically Reach the Target Market

On Facebook and Instagram

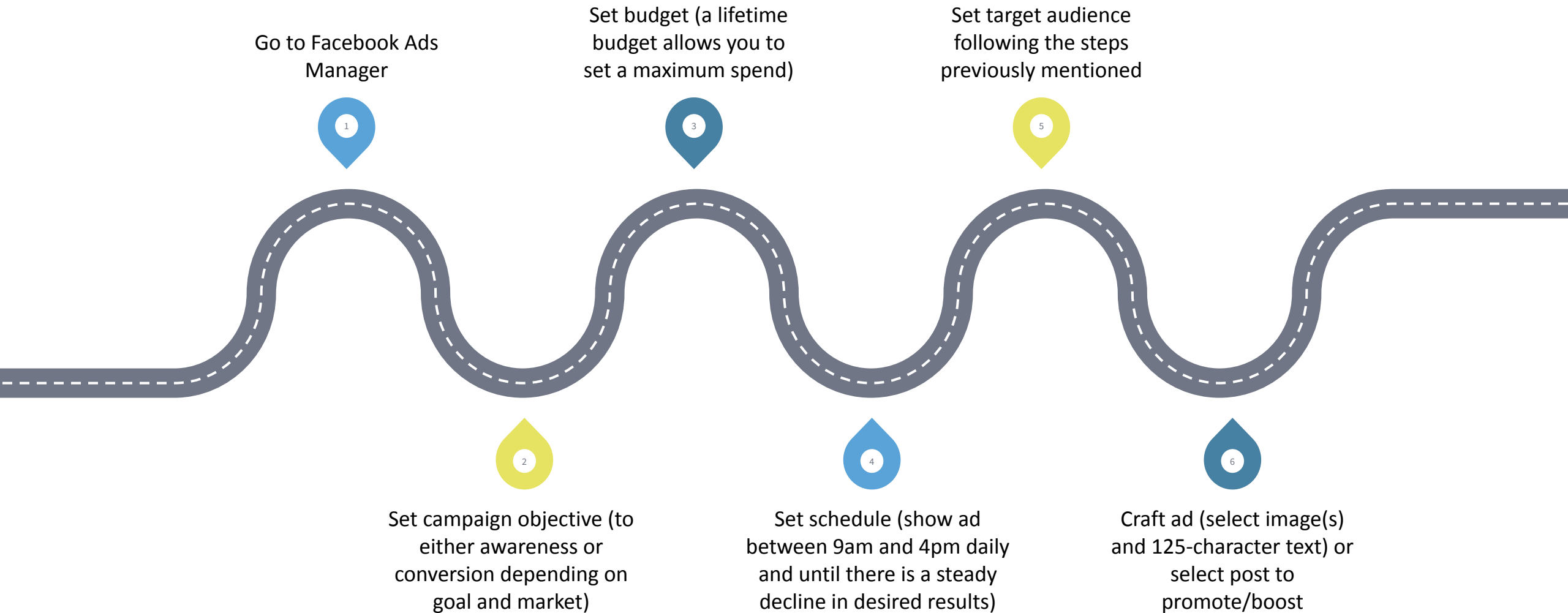
Recommendation: Run conversion campaigns to increase sales and reach current the market; run awareness campaigns to increase brand recognition and reach the target market.

Objective	Awareness (to show ads to users who are most likely to remember them)
Location	People living in Boston, MA (to support local small businesses and increase in-store traffic)
Age	18-29 (based on market research)
Gender	Women and men
Interests	Select fitness, wellness, veganism, vegetarianism, desserts, chocolate, sustainability, eco-friendly, and any other relevant key terms (aligns with customer profile and Nussli's story)
Placement	Mobile only (as 98% of Facebook users are mobile)

Creating a Budget for Social Media Marketing to Maintain Growth and Experiment with Paid Campaigns



How to Run a Paid Advertising Campaign through Ads Manager



Summary and next steps

[illegible]

Conclusion

Analytics

With enhanced settings in Google Analytics enabled, utilize **LittleData's** package to interpret results with benchmark values and determine next steps.

Shopify Apps

Undergo trial periods and subsequently purchase **Smile.io** for referral and loyalty programs and **UpPromote** for affiliate programs to boost customer base.

SEO

Optimize **high-volume, first- and second-page-ranking keywords** on website to drive Google search traffic. Follow the **four-step strategy** to focus on growing public relations presence for off-site SEO.

Instagram & Facebook

Target **conversion** in current target market and **awareness** in younger market. Implement the **70/20/10 budgeting strategy** for social media marketing.

Next Steps (Analytics, Shopify, SEO) for Nüssli118

	Weeks							Weeks						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	ANALYTICS													
Finalize important KPIs to track, and set up Google Analytics and Shopify fully by 12/31														
Purchase LittleData's Standard package, using the 1 month free trial in Jan 2022 to sample the service														
	SHOPIFY													
Sign up for Smile.io's 30-day free trial and work on implementing + tailoring the service to align with company goals														
Choose high average order value (AOV) products to promote and determine a 10-15% commission depending on the product and affiliate member (i.e. their success) by end of Feb 2022														
Integrate the "Grow Affiliate" package from the UpPromote app to shopify account by March 2022														
	SEO													
Conduct a website audit to find opportunities to include target keywords on-site														
Identify target publications + journalists to reach out to and compile a leads database for pursuing media coverage in the future. Reach out to leads, repeat process														

Next Steps (Social Media) for Nüssli118

	Weeks							Weeks						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Post carousels with human faces, shorten and use emojis in captions, place hashtags in the comments, and publish content between 9am and 4pm														
Boost recent, existing posts whenever they have a high engagement to both current and target markets.														
Create and run ad campaign from Ads Manager until there is a decrease in click-through or conversion rate.						set ad duration until there is a decrease in engagement					set ad duration depending until there is a decrease in engagement			
Track key metrics for page content and paid ads to ensure posts are engaging.														

Our Team



Isabella Cardona
Engagement Lead



Cameron Vadnais
Senior Consultant



Akshay Sundaram
Senior Consultant



Alison Liang
Junior Consultant



Sahil Kudva
Senior Consultant



Nandini Shah
Principal

Thank you!

Your success is our priority



References

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