



Digital Marketing Strategy

E-Commerce Project

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Gabrielle Caveney
Narmeen Fazwani
Andrew Watson
Luke Ifrene

EXECUTIVE SUMMARY

The Good Stuff is a Vancouver-based startup that delivers the world's healthiest, "ready-to-blend" smoothies right to one's doorstep. Their website emphasizes their business and brand purpose, while selling individual and smoothie program subscriptions online.

This report will act as an audit for The Good Stuff's Google Analytics, Search Engine Optimization (SEO) and Social media, while providing an original marketing campaign idea and the subsequent advertising, content and social marketing strategies that support the campaign theme.

A Digital Marketing Measurement Model (DMMM) has been set in place to provide an overview of objectives, website goals, key performance indicators, targets and segments. The objectives focus on increasing subscription user base, increasing new leads and boosting Social media presence by increasing followers on Instagram. Most importantly, The Good Stuff wants to focus on selling subscriptions to users, who would buy smoothie programs, rather than one-time purchasers.

Google Analytics was used to detect and optimize traffic sources, discover new avenues for better user retention and measure DMMM goals. Recommendations have been made in order to better optimize site content and goals.

An original campaign has been created to engage with the public and help promote the brand, leading to increased sales. The campaign's theme revolves around the concept of "A Smoother Way to Life," which seeks to blend a healthy lifestyle style with convenience in a relatable way to the target audience. The aim of the campaign is to show that living healthily does not have to be complex; hence, a smoother way to life.

Going along with the campaign, a brand filter has been created, examining the motivation, purpose, values, personality and behaviour of the brand. This resonates with the target persona, brand style and content. Content marketing strategies have been suggested for The Good Stuff's blog and email newsletter.

Social media strategies have also been created based upon an audit of The Good Stuff's Instagram, Facebook and Twitter channels. New optimization strategies have been implemented for the channels in order to achieve the DMMM goals. Hootsuite metrics were analyzed to improve social listening and channel management overall. An editorial calendar has been created for the month of April, encompassing all content and social media.

An SEO audit has been conducted for the The Good Stuff; strategy, keyword and off-page strategies have been created to improve domain and page authority for the website.

To go along with the campaign, advertising strategies have been suggested. A Facebook advertising strategy has been recommended to drive sales and conversions through funneling and A/B split tests. Google AdWords Search and Display mockups have been created to apply a pull marketing strategy. A CPA spreadsheet has been generated to forecast advertisement costs and results.

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1. BACKGROUND

1.1 Purpose of Website and Context for Brand

The Good Stuff is a smoothie and healthy lifestyle brand founded in Vancouver. The primary purpose of The Good Stuff is to provide a smoothie delivery service that gives consumers the best smoothies without any inconveniences.

1.2 Baseline Website Metrics

Baseline website statistics are drawn from The Good Stuff's Google Analytics account from August 16th, 2017 to January 30th, 2018. The Good Stuff averages just over 1300 visitors monthly. The top five traffic sources are organic Google traffic, direct traffic, email, Facebook and Instagram. The average bounce rate is 3.2%, but this statistic has been severely deflated due to potential mismanagement of Google Tag Manager. The average time on site is 3 minutes and 53 seconds with 1.34 pages per session¹.

Direct and Organic searches account for 80% of The Good Stuff's online traffic and sales. These sources are prominent because of effective SEO practices and overall brand awareness, coupled with little to no pay-per-click advertising (PPC).

The average Ecommerce conversion rate is 1.6%, with an average 23 transactions per month and an average order value of \$60. User traffic was most prevalent from desktop (78.35%) as compared to mobile (17.22%). The majority of purchases are taking place on desktop; a reason for this may be because users feel they have more purchase control and potentially a better experience buying via desktop.

1.3 Social Media Statistics

Based on analysis, Instagram appears to be the best traffic source as it attracts more followers and user interaction. The Good Stuff's social media centers around their Instagram business account. However, a recommendation to analyze Facebook Insights would be beneficial in determining whether concentrating more efforts on Facebook would be fruitful. Audits and strategies have been provided for both Instagram and Facebook. The Good Stuff's social media engagement metrics are as follows:

Facebook: 1,251 Followers, 1,263 Likes

Twitter: 884 Followers, 2660 Likes

Instagram: 3,368 Followers

1.3.1 Instagram Audit

Instagram is an ideal platform for businesses like The Good Stuff to cater to its potential audience by using good quality visuals supported by captions to describe its products. As mentioned earlier, The Good Stuff uses Instagram as its primary social media marketing tool and currently has 3363 followers. It also has a very strong selling pitch in terms of Instagram bio and a link to their blog. On average, each post has between 70-100 likes and between 2-5 comments per post. The type of content currently shared is pictures of The Good Stuff smoothies and frozen mixes, videos of how to make smoothies and pictures of influencer collaborations. The best performing posts are the ones that tell a story about what The Good Stuff is and the people behind it².

1.3.2 Twitter Audit

¹ Appendix 13

² Appendix 24

The Good Stuff's twitter handle has a solid description of who they are and how to reach them. Currently, they have a following of 884 people and 2660 likes. The content they have shared aligns with the message they are trying to convey to their target persona; however, most of the posts shared content from their Instagram profile. The tweets are also missing hashtags, which are an essential part of increasing engagement on Twitter. The Good Stuff had tweeted consistently during early to mid 2017 that later died down towards the end of 2017 and early 2018, which could indicate why their current engagement rate is generally very low.

1.3.3 Facebook Audit

Their current Facebook following is 1263 people. There is a pinned post of a video explaining what The Good Stuff is so that the user does not have to scroll further to understand what they are offering. The Good stuff's Facebook page is not a primary channel used for their social media marketing as there is a very low user engagement on each post. Compared to Twitter, more curated content is shared with call to actions in most captions. Types of content include pictures of their products, partnering with influencers and guest posts. The best performing post is a video that is pinned at the top of the page explaining how The Good Stuff works.

1.4 Search Engine Optimization (SEO) Audit

On The Good Stuff's home page, the search term "meal prep service" appears in the title tag, meta description and H1 headline. However, this keyword is not generating the desired click-through traffic; therefore, the keywords should be optimized to better suit the audience, focusing more on the term "smoothie" rather than "meal-prep service." The Good Stuff's home page has H1 and H2 title tags. These tags are the headers and subheaders that are relevant to the page content, and help Google determine what the website is about. The Good Stuff's headers focus more on the concept of "meal prep service" instead of quality. A meta description is also present, however there is no prevalent keyword. New keywords are being recommended for the Home page. The H2 headings do not contain internal links to other pages and do not contain LSI keywords. It is recommended that the headline keywords be optimized to align more with the brand concept and website theme.³

1.5 Advertising Audit

1.5.1 Facebook Advertising Audit

A Facebook Insights Audit was performed for The Good Stuff. Of peak interest was determining the big picture by analyzing the lifetime results: A CPM of \$5.68 indicates that reaching the targeted audience is not expensive and can potentially drive the CPC down. However, with a low CTR of 0.34%, less users are likely to click on the advertisement which will increase the CPC. Ultimately, the average CPC is \$1.67, which can potentially be improved.

The CTR metric has room for improvement and will potentially bring down the CPC. A low CTR could be a result of a poor ad created or an indication that the targeted audience is poorly targeted. The Good Stuff had 198,884 impressions with a CTR of 0.34%, which resulted in 676 link clicks. A CPM of \$5.68 indicates that reaching the targeted audience is not expensive and can potentially drive the CPC down. Hypothetically, and with the same amount of impressions (198,884), a CTR of 1.5% would have resulted in 2983 link clicks, which derived 400% more traffic.

A Frequency score of 5.4 was found. This metric appears high because one of the campaigns (Retargeting 2016) has a frequency of 74.53 which skewed the average frequency metric. Having a high frequency will bring down ad relevance. This can drive away potential customers. High frequency can be solved by creating automated rules on the ad creative level. Setting a frequency cap of 2.0 or 3.0 is advised, especially on the retargeting campaigns, as they tend to have a smaller audience.

³ Appendix 8

1.6 Target Persona

A target persona has been chosen for The Good Stuff to focus their website and social media objectives around one type of person. She is Karin, an environmental lawyer at Fasken and mother of two. She and her family lead active and busy lifestyles. Some of her challenges include finding time to eat healthily while working long hours. As someone who values healthy eating and an active lifestyle, The Good Stuff's at home smoothie delivery provides Karin with both convenience and nutrition for her and her family. Karin actively uses Instagram, Facebook and Twitter, and is a subscriber to various health and wellness e-magazines⁴.

2. ANALYTICS

2.1 Digital Marketing Measurement Model

A DMMM has been implemented to give an outline of the objectives, goals, key performance indicators, targets and segments for the website and social media channels. This will help The Good Stuff measure the success of the digital marketing strategies and see how successful the website, social media channels and brand is. The DMMM will be implemented in relation to the target audience. The Good Stuff has three objectives⁵:

- 1) To increase recurring sales on the website
 - The goal is to increase the number of subscription based users. Tracking the performance of the indicated metrics will help determine how many users are subscribing per month.
- 2) To generate leads through the website
 - The goal is to increase the number of new leads directly acquired through the website. Analyzing this data will help determine if the website is effective in getting users to sign-up for the email.
- 3) To increase their social presence
 - To increase the number of followers on Instagram. Tracking this data will help indicate if The Good Stuff's Instagram site is effective in attracting new and engaging with followers.

2.2 Google Analytics Implementation

The Good Stuff's website analysis is completed with the help of Google Analytics. Based on the DMMM, goals can be set up to track in Google Tag Manager and the results can be viewed in Google Analytics. This helps determine the success rate of the website and gives The Good Stuff a starting point to make recommendations for improvement.

2.2.1 Views

The Good Stuff has five views from which to analyze data. There are three master views. One is the "Master view" from August 8th, 2017 which is archived and not being used for testing data. This view will be disregarded for this analysis. Others are the present "Master view" and a "Blog Master view". The "Master view" should be the primary analytic source for reporting. Additional "Test" and "Unfiltered" views have been created. The "Test view" allows for optimization that will be tested and analyzed before being applied to the "Master view". An "Unfiltered Data view" contains all unfiltered data for archiving purposes should any data on the main view be altered unexpectedly.

2.2.2 Filters

Filters help deliver data that is not skewed in order for a more accurate measurement. A pre-existing filter excluding "RED IP Jan 2018" has been created for the "Master view". Existing additional filters have

⁴ Appendix 1

⁵ Appendix 2

been created in the “Test view.” There are multiple exclusion filters within the Test View, however, it might be beneficial to move filters like “exclude internal IPs” into the “Master View.” Please see the appendix for “Test View” filters⁶.

2.2.3 Goals

The Good Stuff has several pre-existing goals (3 event, 2 destination) set up in the “Master view.”⁷ All goals in the ‘Master view’ have been implemented correctly. As of Aug 16th, 2017, there have been 190 goal completions with a completion percentage of 2.04% and an abandonment rate of 0%. Pop-up Submission Email and Clicked Hours and Location have delivered the majority of these completions (approximately 76%).⁸ In the “Test view,” several previous destination goals have been set up including: Checkout complete - bundle + pickup, Contact form submission, Newsletter subscription (x3), Pick-up Funnel.⁹

2.2.4 Custom Reports & Dashboards

Custom reports and dashboards can be valuable tools to help for quick, daily optimization of Google Analytics. Custom reports provide the ability to check on specific deliverables by customizing metrics and dimensions that differs from standard GA tables. Depending on the metric, the user can customize based on three formats: Explorer, flat table and map overlay, all of which, allow for quick and easy measurement. It is recommended The Good Stuff utilizes custom reports to track specific measurables. For example, tracking bounce rate vs. session that is segmented by user device and location. This would give a highly specific analysis of a particular group of users. Dashboards can be set up to measure things like: users, page views, and sessions — of which, one can look at daily when tracking campaigns.

2.3 Google Tag Manager Implementation

Google Tag Manager has been implemented by The Good Stuff. Each page on the website will contain a short snippet of Javascript to track user flow and user behaviour. Once the user lands on the page, a tag should fire, sending data to Google Analytics. However, particular issues have occurred regarding tag setups which has had an effect on bounce rate, posting an abnormally low score of roughly 3.2%. It is recommended that The Good Stuff readjusts their GTM to more accurately track and measure user activity.

3. CAMPAIGN

A marketing campaign is imperative to driving brand awareness and increasing user acquisition on their way to purchasing. It emphasizes a brand’s story, while also personalizing it in order to differentiate The Good Stuff from other smoothie companies. It is highly recommended that The Good Stuff put a face and story behind its brand.

3.1 A Smoother Way To Life

“A Smoother Way To Life” is a campaign that will revolve around the idea of pairing healthy living with convenience. The campaign would emphasize The Good Stuff’s business model of delivering healthy and ready to blend smoothies right to one’s door, taking the hassle out of healthy eating. The campaign is relatable to the target persona because it speaks to the challenges she faces trying to eat healthy while leading a very busy life. In 30 seconds flat, she can easily blend a dietitian prepared smoothie that meets all of Karin’s nutritional needs, without having to take up too much time. One’s day can be rough sometimes; breakfast should never be. Hence, “A Smoother Way To Life.”

⁶ Appendix 3

⁷ Appendix 3

⁸ Appendix 3

⁹ Appendix 4

The campaign will be distributed on The Good Stuff's various social channels, as well as the website, in the form of a video, photos, inspirational and promotional content. Instagram will be the primary outlet for campaign distribution; however, the campaign can act as a catalyst to help generate more traffic on Facebook and Twitter. The campaign is identifiable with the concept behind "The Good Stuff." With strategic posting and highly engaging content, the campaign could help establish a greater social media presence, which in turn, can help drive traffic back to www.thegoodstuffco.com, funneling users towards conversion goals.

4. CONTENT AND SOCIAL MEDIA MARKETING

4.1 Brand Filter

A brand filter establishes the motivation, purpose, values, personality and behaviour of a brand. The brand filter contributes to the awareness of the brand as people come to identify it with certain descriptions and attributes. The Good Stuff's motivation is to help people achieve their lifestyle goals. Their purpose is to provide fast, healthy and tasty smoothie options to people who lead busy lives. As a company who initially grew their own ingredients in their backyard and now support local suppliers, they value grassroots and community. The Good Stuff's personality is helpful, supportive and optimistic. As a result, their behaviour is fun, active, energetic, healthy and friendly.¹⁰

Based on the brand filter, The Good Stuff's thematic style includes the colours green and white. Green represents balance, growth, and prosperity which is representative of the brand's goals and values. The Good Stuff uses fresh and natural ingredients, and supports growth, balance and positivity in people's lifestyles; hence, the use of the colour green. The colour white demonstrates that The Good Stuff is clean and pure, and strives for perfection, also proving to be an effective brand colour. The chosen colours for the brand are consistent throughout all of The Good Stuff's marketing platforms.

4.2 Video Content

The campaign video would feature either Michael or "The Good Stuff" ambassador holding the smoothie and talking about the business while walking through the various life scenarios of the target audience. The variation in scenes would demonstrate the brand's adaptability to any lifestyle, which would create a relatability element that would resonate with the target persona.

4.3 Blog Content

The Good Stuff has a blog called "The Weekly Blend," which is the same name for their e-newsletter. With a combination of original content and guest posts, a new blog post has been created once a month recently. It is recommended that The Good Stuff have a new post every week, to be consistent with the title of their blog.

Blog content should focus on topics about healthy eating, relating to the brand. There should be different types of blog posts, such as top-ranking methods and explanations. These types of blog posts are eye catching if the headline is written well. Examples of blog post titles include: "5 Tips for Healthy Eating as a Busy Parent," "All About Juice Cleansing: What You Should Know," "The Power of Protein Smoothies for Athletes," "How We Can Provide the Daily Nutrition Everyone Needs," and "Fruits and Vegetables from the Ground to Your Doorstep: Our Smoothie Process." Keywords have been researched to help these blog headlines rank well.¹¹ Going forward, The Good Stuff should conduct keyword research for all new blog posts.

¹⁰ Appendix 22

¹¹ Appendix 27

Aimed at the target audience, each of the blog posts give tips, facts or information for healthy eating. This ties in perfectly with the “A Smoother Way of Life” campaign. The target persona should be able to read a blog post and relate to it or find it interesting. The blog should help increase the target audience’s engagement with the website’s content, leading to purchasing a product(s) or contacting Michael for more information. Sharing the blog posts externally on The Good Stuff’s Facebook and Twitter pages will help promote their brand awareness. The target audience will be able to click on a link to the website and read the blog posts. The blog also demonstrates that The Good Stuff is keen about the various healthy lifestyles and products that they promote and sell.

4.4 Email Marketing

Email marketing can be one of the best ways to acquire more conversions. The Good Stuff uses MailChimp to create their email newsletters, called “The Weekly Blend.” Currently, the newsletter has approximately 800 subscribers and is sent out every Wednesday.

4.4.1 Building Email Lists

Building email lists is the process of acquiring email subscribers with their permission. On The Good Stuff’s website, viewers are able to subscribe to the newsletter in three different ways. There is a pop-up that opens on all webpages, an option at the bottom of all pages excluding the “Order Now” page, and an option at the bottom of the blog page.

It is recommended that the three ways to subscribe to the newsletter be consistent and ask for the same information. For example, all methods should ask for a first and last name, and email address. Currently, this is not the case as one method only asks for an email address and another method wants a full-page form to be filled out. It should also be consistent as to when a new subscriber receives the latest newsletter. At present, when someone signs-up for the newsletter via the pop-up, a newsletter is sent shortly afterwards, while for the other methods of subscribing, a newsletter is not sent until the next Wednesday. It is recommended that all new subscribers receive their first newsletter only on Wednesdays to be consistent. All methods of subscribing should also state what someone is signing up for, and how often the newsletter will be sent. This is only indicated on the blog page and not in any other places to subscribe to the newsletter. Viewers should read the “Quick-and-easy tips for health, wellness, and delicious smoothies, sent every Wednesday” statement in all options of signing up.

4.4.2 Email List Segmentation

Dividing email lists into different segments is important to better target various subscribers. It is recommended that The Good Stuff divide their email lists into segments based on the smoothie program that subscribers purchase. These are: “Weight Loss,” “General Health,” and “Muscle Gain.” This way, different emails with content catered towards each group can be sent. For example, a subscriber who purchased a weight loss smoothie program could be sent an email about green vegetables and weight loss. MailChimp for Shopify, which automatically syncs Shopify to MailChimp, should be used so that a subscriber’s purchase history is easily located in their profile, making it easy to create the email segments.

4.4.3 Email Newsletter A/B Testing Recommendations

A/B Testing is a way to assess different emails to see which performs better. This can be accomplished through different email subject lines, sender names, send days and times, call-to-actions and content. For the “A Smoother Way to Life” campaign, one sample email newsletter has been created, with two test versions.¹² The difference is the subject line. One version’s subject line is “Mornings are rough, breakfast shouldn’t be,” and the other’s is “Is your busy morning robbing you of a good breakfast?” These versions can be sent to different lists of people, to test

¹² Appendix 23

the effectiveness of each. It is recommended that The Good Stuff experiment with A/B testing in the following ways to see what leads to a higher click-through-rate:

- Use different times and days of the week
- Send from personal names as well as the company name
- Use different subject lines
- Use html buttons and links

4.4.4 Abandoned Cart Recovery Email Template

An abandoned cart recovery email is used in an attempt to persuade potential customers who started an e-commerce checkout process but never continued to purchase a product. Using their Shopify Pro account, The Good Stuff should have an abandoned cart recovery email template to send to their “almost” customers. Shopify Pro enables customer conversion rates to be tracked. If someone does not complete the conversion, an automatic email can be sent. It should be personal, thanking the receiver for their interest in the company and product. An image of the product almost bought should be included and the text should be clear and simple. The email should persuade the receiver to return to the website and checkout the product(s), but also give the option to explore other products that may be of interest¹³.

4.5 Digital PR (Public Relations) plan

Digital PR is a great way to generate positive engagement with a brand. It is recommended that The Good Stuff develop a digital PR plan to increase brand awareness by creating relationships with affinity bloggers and social media influencers in order to promote a brand’s presence through viral “word of mouth.”

4.5.1 Influencer Outreach & Distribution Strategy

To increase organic growth even further, it is recommended that The Good Stuff utilize influencer outreach to further promote the brand. Local bloggers and social media influencers with heavily engaged followings can be a powerful advertising presence. Creating social partnerships with healthy lifestyle brands like Vega would be hugely beneficial. For example, creating a partnership with current Vega brand ambassadors. Since Vega protein powder is currently in some smoothies made by The Good Stuff, a natural partnership could be developed for Vega ambassadors to use and promote them.

Creating influencer marketing and brand ambassador relationships will be important for the brand’s growth. Instagram should be the primary medium for influencer marketing outreach. It is recommended that The Good Stuff reach out to top Vancouver Instagram wellness influencers such as Sisley Killam (@thepurelife_) or Erin Ireland (@erinireland) to spread the brand through their social network. While influencers with high social followings could require some compensation, influencers like Sisley Killam are the “sweet spot,” with a follower base that is small enough she would likely do a free partnership, but with a base large enough that there is benefit in sharing The Good Stuff’s content.

4.6 Social Media Marketing

4.6.1 Instagram

Shares images, Instagram is currently the most powerful platform for The Good Stuff. With the use of strong branding and good quality visuals it can help create a powerful online presence for The Good Stuff. A very consistent content posting strategy should be followed that would post content regarding the product itself, How-to videos and Influencer collaborations. In addition, incorporating customer reviews would help amplify the brand’s credibility. The second strategy would include visuals that depict the

¹³ Appendix 24

different types of target personas; for example, a young family with kids consuming the product. This would narrate The Good Stuff's objectives and help relate to the target persona that is Karin.

The Good Stuff currently falls under a "Restaurant" category on Instagram and also has its former store address that is believed to be shut down; hence, it is recommended to change it to a "Product/Service" category for a clearer message to the user who lands onto their Instagram profile. It is also recommended to have consistent branding with focus on the actual product itself. Most captions used are missing a call to action and could be populated with easy to find/land hashtags. Moreover some of the posts with fellow influencers have very long captions and is missing "The Good Stuff" branding.

Content should be published in a consistent timely manner — roughly 3 to 4 times a week. Each picture will include a powerful caption and engaging hashtags that will also be used to attract users interested in the brand in order to increase the following. Examples like *#healthyliving* can be used to make it easy for the target persona to land on to these posts as that is one of their main challenges.

4.6.2 Facebook

The Good Stuff's Facebook page has their logo as the brand's profile page picture and a pertinent cover photo. The about page includes the former store address, phone number, link to the website, category, price range and opening hours which is an example of a good strategy and strong branding. It also lists The Good Stuff's products and a short description mentioning who they are and what they have to offer. All of this adds up to a strong branding and depicts the business to be stable and reliable.

Facebook is the largest and most used social media channel that caters to a wide range of audiences. Since The Good Stuff's target persona includes a broad audience, it should consider increasing its Facebook presence—alongside Instagram—to engage with potential users. The way they can do is by replying to any and all queries, comments and reviews on the Facebook page in alignment with the brand's personable and trustworthy voice. The campaign "A Smoother way to life" could be carried out by having a pinned post or a cover photo personifying the campaign to attract users attention as soon as they land on their Facebook page. The target persona Karin likes to read in depth before making any consumption decision as she is a mother and trusts only brands that are transparent about what they do and how they do it. Videos and blog posts about why The Good Stuff was created and how they operate will get Karin's attention and she is more likely to interact with the post. A posting frequency of 3-4 times a week would be suggested during early morning or late evening times as Facebook has the most amount of traffic during those times.

The Good Stuff's Facebook reviews are excellent, with an average score of 5/5 stars over 18 reviews.¹⁴ Most of the feedback is regarding the quality of the smoothies. While reviews are good, a suggestion could be made for The Good Stuff to engage with its audience by replying to reviews, while providing new updates and content. Doing so will create a personalization of the brand to correlate with such strong product affinity.

4.6.3 Twitter

It is unfortunate that the correct handle for The Good Stuff is not available. Their current twitter handle @thegoodstff could be changed to @TGS or @thegoodstuffvancouver.¹⁵ It is recommended that instead of sharing the same content from Instagram, separate captions should be tweeted along with relevant hashtags to attract the right audience. As this is more likely for people to engage with the content.

¹⁴ Appendix 12

¹⁵ Appendix 25

Twitter is a good tool for real time updates and news. Links to their blog with relevant articles paired with hashtags are recommended to be tweeted in a timely manner. Another major use of their Twitter account could be to engage with customers in real time and answer any queries or reviews they might have. This would be helpful for them to generate ideas for new recipes by asking for customers opinions to find out what might sell better. The Good Stuff can also follow certain hashtags to spot their potential consumers and engage with them by educating about The Good Stuff's products and its benefits. Keeping an active twitter feed could help bring a substantial difference to their business that could be tracked by Twitter analytics in terms of tweets that are performing less than the others to later optimize the content.

4.6.4 Hootsuite

Hootsuite is an “all-in-one” social listening and publishing tool designed to help The Good Stuff's social media monitoring. It also aids the DMMM goals of increasing social media engagement by sharing relevant content to attract potential customers on their website, and to increase their email subscriptions. It is recommended to make use of UTM codes for every link that is to be shared via Hootsuite. Separate codes are to be created for separate platforms to analyze the source and the medium of traffic landing on to the website.

The Good stuff currently has a small team hence pre scheduling content publishing could save a lot of time. Different captions are suggested to be used on all channels catering to the dynamics of users. For example there should be a longer and more engaging caption for a Facebook post that would lead to The Good Stuff's website whereas on Twitter the tweet would be short, intriguing and to the point with a relevant hashtag. To evaluate the performance, Hootsuite analytics would help determine the post engagement across channels and the follower growth along with clicks on the links. Hootsuite can also be used to follow certain keywords that align with the brand and also to follow competitor strategies that would help cater a wider range of audience.

4.7 Editorial Calendar

An editorial calendar has been built to ensure that content is posted consistently on all channels and that there are no gaps. The Good Stuff's proposed editorial calendar for the month of April includes posts for their blog, Instagram, Facebook and Twitter, as well as Email marketing and Video promotion.¹⁶

5. SEARCH ENGINE OPTIMIZATION (SEO)

SEO is used to ensure that websites and pages have good search rankings. A webpage that is optimized this way will have a better chance of showing up in top search results. The Good Stuff ranks in the top-5 of search results and is found on the first page when searching for the brand name.¹⁷ The home page utilizes internal linking to drive traffic towards conversion pages, which is applicable to the DMMM goal of acquiring more subscription downloads. As a whole, there is a solid amount of internal linking throughout the website, as well as an easy navigation menu.

5.1. Keyword Research

Currently, the keywords centered around “meal prep service” aren't generating the desired click-through traffic. Therefore, it is recommended that The Good Stuff utilize more relevant keywords for its website. The keyword “Smoothies Vancouver” showed a search volume of 11-50, and a OCTR of 100%. “Smoothie Detox” carries a search volume of 201-500, a difficulty score of 32 and a OCTR of 94%. Lastly, a strong latent semantic indexing (LSI) keyword would be “Juice Cleanse Vancouver.” These keywords should be placed on different web pages in order to be most relevant to search queries. “Smoothies Vancouver” would be best placed on the home and about pages, while “juice cleanse

¹⁶ Appendix 27

¹⁷ Appendix 7

Vancouver” as a secondary LSI option. Although the desired keyword term “smoothie” is not in this keyword, this LSI keyword search volume of 501-850 shows that it is a popular search query; its low difficulty score (30) and high OCTR (86%) shows that this keyword could be useful in generating more traffic to the website. Since The Good Stuff is highest ranked when this query is searched, it is recommended that this keyword be used to improve relevance and page score. “Smoothie Detox” could serve well on the ‘Programs’ page on the website because it is relevant to the smoothie program types delivered by The Good Stuff.

In accordance to the goal of increasing subscriptions, these keywords would be more attractive to audiences that are in the market for healthy smoothies, with the convenient option of having those smoothies delivered.¹⁸ The Good Stuff is in a fairly fledgling space, servicing a niche that has not been served before; therefore, implementing these keywords would be highly beneficial to establish higher rankings and assert the brand at the top of Google SERP for Vancouver based smoothie companies.

For the blog page, it is recommended that the keyword “health and wellness blog” be used. The search volume of 51-100, low difficulty score (36) and OCTR of 100% makes this a highly useful keyword to attract visits to “The Weekly Blend” blog¹⁹. Other keywords should be introduced for specific blog posts about more niche topics, while “health and wellness” remains the main keyword for the blog page. For example, the blog post “The World’s Easiest Breakfast Smoothie Bowl Recipes” should optimize for a keyword such as “smoothie bowl recipes.” This keyword should be implemented in the headings as well as throughout the text; however, without interrupting the readability of the post. It is recommended that The Good Stuff avoid keyword stuffing but strategically place keywords throughout in order to increase page authority in SERP. More on blog posts will be discussed later on in the report.

5.2 On-Page SEO Strategy

These keywords should be included in page headings, title tags and meta-descriptions, in order to help Google attribute more authority to the site. “Meal prep service” related searches are not proving to be highly engaging; therefore, a recommendation is being made to refocus keyword optimization towards fitting the aforementioned search terms.

These keywords should be strategically placed throughout the website in order to improve domain and page authority in Google SERP. Currently, The Good Stuff’s Domain Authority (DA) ranking is 32, which indicates some limited visibility in search results.²⁰ GSC indicates that top user search queries include the terms “juice cleanse,” “smoothie cleanse,” or a combination of “juice and smoothie cleanse.” These keywords should be placed in title tags, meta-descriptions and in page headings. Another suggestion would be to incorporate these keywords into headline tags. These tags highlights what the content of the page is about. This will help Google connect a page’s relevancy to the user’s search query, which will help the page rank higher. All images should also have alt tags, image filenames and attribution tags in order for images to appear in search results, be described without keyword stuffing and be found in case of any technical malfunctions. These should be incorporated on all pages.

The Good Stuff has links to their social media accounts and social share buttons on their blog page. However, adding social share buttons to their product page could also provide some benefit to the target audience, who might want to share a specific smoothie to their social followings.

5.3 Off-Page SEO Strategy

¹⁸ Appendix 9

¹⁹ Appendix 10

²⁰ Appendix 8

The Good Stuff has already done a good job with link building and backlink creation through guest blogging. With 393 links, it is the most backlinked page on the website, and the majority of backlinks come from youtube.com, phruitfuldish.com and vegeexpo.ca.²¹ It is recommended that The Good Stuff continue to consider creating backlinks by guest blogging and social networking on other websites.

5.3.1 Guest Blogging

Guest blogging can be an essential component for developing backlinks. The Good Stuff has and has done guest blogging in the past; however, it is suggested that if original content is difficult to create on thegoodstuffco.com, then guest blogging to drive traffic back to the website would be an effective strategy to consider. An example of a blog where The Good Stuff would benefit from guest blogging would be thepurelife.ca. The blog is authored by Sisley Killam, a holistic nutritionist and blogger who is Vancouver based. Her blog is dedicated to publishing healthy recipes, while providing nutritional consultation. Guest blogging here would be beneficial because The Good Stuff would be reaching an affinity audience and would tap into an already highly engaged follower base that would have interest in learning more about “A Smoother Way to Life,” and The Good Stuff brand. In addition, given Ms. Killam’s well engaged follower base, receiving a review from her would also generate more traffic for The Good Stuff.

5.3.2 Social Networking

Social Networking forums provide an often overlooked opportunity for brands to promote their content. Forums like Reddit have many subgroups that focus on niche topics like smoothies or juice cleansing. These would be appropriate forums for The Good Stuff to post in. A recommendation should be made to engage on social networking platforms such as the Reddit forum “Smoothie Lovers, UNITE!” or Facebook Group “Salt, Sand and Smoothies Community.”²² These would be excellent places to engage with the target audience and grow brand awareness globally.²³

5.4 Technical SEO

Although The Good Stuff website appears first in Google search results, SERP and discoverability would be optimized by using Google Search Console (GSC). GSC serves as a useful tool for quick maintenance of website content; this would include certain aspects such as: SERP ranking, mobile responsiveness, and spam and malware monitoring. GSC would allow The Good Stuff to indicate which keywords and search queries it ranks best for; thus, it would be able to optimize accordingly.

GTMetrix gave a pagespeed score of 54% and a page loading speed ranging between 5-7 seconds (currently 5.3s) which hovers near the average of 6 seconds; however, for more favourable rankings, it is advised that thegoodstuff.com maintains a load speed of 3 seconds or less. The current speed score is an indicator of some user experience issues that need to be optimized for quicker loading speed.

6. ADVERTISING (Pay Per Click)

Running a successful advertising campaign will allow The Good Stuff to get immediate and consistent well-targeted traffic on their E-commerce website. Advertising also provides geo-targeting and ad scheduling which will increase relevance to the target market. In this section of the report, an audit will be performed on their advertising platforms and provide some of the solutions to maintain an overall positive ROAS through Ads Funnelling.

6.1 Facebook Sales Funnel & Retargeting Recommendation

²¹ Appendix 11

²² Appendix 13

²³ Appendix 13

6.1.1 Overview

A sales funnel strategy is recommended to lead customers to the buying process through several logical steps. This funnel is designed to guide users toward a buying decision by moving them from one stage to another based on their behaviour. Three target audiences have been created for The Good Stuff for cold targeting. A retargeting Strategy has also been created to make the most out of the users based on the events triggered.

6.1.2 Target Audiences

Three target audiences have been created for The Good Stuff. The first audience targets millennials that show interests in healthy and wellness as well as smoothies with an audience size of 10,000²⁴. The campaign is optimized for conversions and the conversion event is Add to Cart. The second audience targets women between the age of 25-50 that also show interests in health and smoothies²⁵. The campaign is optimized for conversions as well.

The third audience is a Lookalike audience. The Good Stuff's purchase pixel has fired 153 times. This hints that the Purchase Audience size is above 150 and can potentially generate a successful Lookalike audience (LAA). At this point in time, it is recommended to use a Purchase LAA and add a few targeting layers, such as geographic, to fully refine the targeted audience.²⁶ A mockup ad set on Facebook was created using a LAA (CA, 1%) with an overall audience size of 230,000 people that has been narrowed down to 11,000 potential customers.

This new LAA should be used as a main audience for cold targeting. Once the purchase pixel fires over 500 times, creating a Value-Based LAA will allow The Good Stuff to emphasize on their most loyal customers and let Facebook find more customers that share similar traits.

6.1.3 Retargeting Strategy

This retargeting strategy focuses on nurturing existing customers through a strategic funnelling system. Every dollar spent on previous traffic, whether they converted or not, will be recaptured in the retargeting funnel to make the most out of those users. The key is to construct a funnel strategy that makes sense based on the user's interactions. Retargeting is only useful when there is a purpose behind the campaign. Retargeting to the same collection page over and over again will most likely result in a higher bounce rate. In that case, creating new context to retarget the users based on their previous behaviour is essential. A two-page cycle/funnel that will potentially increase the CVR has been created. The plan is as follows:²⁷

1) Create one highly constructed page where the product is pitched.

This page will act as presell content and contain enough information to persuade the target audience. The context of this presell page should revolve around the campaign "A Smoother Way to Life" and contain a video to communicate the campaign idea.

2) Fully refine the product per collection page. An option would be to separate the subscription form option from the shopping stage and make it a section of its own. That would benefit The Good Stuff in two ways; reduce the number of steps to reach the ATC page and emphasize the subscription based model as a valuable sector of its own, which can potentially increase its value in the user's perspective.

This system will revolve around those two pages. The point of this funnel is to make sure that customers (that did not convert) will interact with these pages (at least once). Based on the customers behaviour, it

²⁴ Appendix 16

²⁵ Appendix 17

²⁶ Appendix 18

²⁷ Appendix 19

should be known how to retarget them. This will give the customer, not one, but two persuasive reasons to convince themselves that The Good Stuff provides the absolute best smoothies in British Columbia.

A retargeting campaign (optimized for conversion) with three ad sets has to be build to retarget users based on their previous behaviour on the LAA ad sets. The first ad set targets bounced users from the video page to the collection page and the second ad sets targets bounced users from the collection page to the video page. The third is an ATC ad set that targets users who abandoning their cart with a dynamic carousel ad type. With these campaigns set in place, a big percentage of the bounced users will return to www.thegoodstuffco.com in a different way to persuade them further on buying the product.

A separate retargeting campaign should most of the time be running to generate additional income. Retargeting the purchase audience with complementary products almost guarantees a positive ROAS. Retargeting the Email audience with relevant content maximizes exposure and drives sales.

6.2 AdWords Campaigns & Remarketing Recommendation

Google Analytics data shows that only 0.4% of over 9,000 sessions came from paid search, which means that the client did not drive much traffic to thegoodstuffco.com through AdWords. This section of the report will explain the various methods of targeting that Google offers and how each campaign can play a role in achieving The Good Stuff's DMMM.

6.3 Google Search Network

This campaign type targets hyper-active buyers, or acts as “pull marketing”. How it works is simple, specific keywords are added such as “*smoothies in Vancouver*” or “*best smoothies*” etc. These specified keywords will essentially trigger the customers into seeing a text ad on Google and hopefully convert them into leads. It is important to run a Search Network campaign to be able to target customers that show interests in smoothies.

The Search Network campaign should target cold audiences that are potentially interested in juice cleanse and smoothies. Regarding the campaign structure, it is recommended to start off with one main campaign, and two ad groups. Each ad group will contain a set of advertisements, and five to ten relevant keywords.

A mockup performance forecast has been created through Google's Keyword Planner to portray the possible outcomes of the selected keywords. With a budget of \$10 per day, it estimates a CPC of \$0.85, 11 clicks and average position of 2.03. To improve the quality score and the ad rank, it is recommended to use up to six sitelinks on advertisements. An ad mockup has also been created for mobile and desktop.²⁸

6.4 Google Display Network & Remarketing Recommendation

Google Display Network allows targeting customers based on two aspects; Audiences & Content. Audiences are divided into three components (interests, affinity & demographics). Customers based on their long-term passion can be targeted. Content is divided into three components (keywords, placements, topics) where customers, based on where they are surfing on the internet, can be targeted. It is important to use GDN for brand awareness, broad targeting and remarketing.

A mockup performance forecast has been created through Google Display Planner to portray the possible outcomes of the specified targeting. Based on a few generic keywords, and The Good Stuff's landing page, Google generated an overall of 500M to 1B possible weekly impressions. It has been narrowed down to three segments:

- Demographics: 25-54 | M+F

²⁸ Appendix 20

- Interests (affinity): Health and Fitness Buffs
- Topics: Food and Drink

With a budget of \$10 per day and a maximum bid of \$0.05 per click, the Display Planner forecasts a weekly performance of 1.43K clicks for roughly \$70 spent. This campaign is ideal for broad targeting, and for brand awareness, with a mockup ad created to exemplify this.²⁹

Another suggestion is to use Google Display Network as a Remarketing Campaign. This provides the ability to reach users who previously interacted with www.thegoodstuffco.com through Google placements. Setting a frequency cap of three to five is recommended on any remarketing campaign to avoid spamming the users which will negatively impact the ad rank. It is important to monitor the Audience Manager section that AdWords provides and consistently create warm audiences, such as cart audience or abandoned checkout, to be able to retarget them.

6.5 Cost Per Acquisition (CPA)

In order to calculate the current Cost Per Acquisition (CPA) for The Good Stuff, the budget spend and number of conversions generated from that budget must be determined. A spreadsheet has been created to forecast costs and results of advertising channels.³⁰ This spreadsheet represents a three-month advertising performance with a rough budget of \$1,200 per month. Working with a more flexible budget is proven to provide more efficient and consistent results in the long run.

There are many variables that can, positively or negatively, impact the CPA. A higher CTR will bring down the CPC, which will impact ad spend and ultimately the CPA. Forecasting an accurate CPA without backing it up by real data is not easy, however, an average CPA of \$71.05 across 5 channels has been calculated based on GA data and industry benchmarks.

7. CONCLUSION

Analytics, SEO, social and paid advertising audits have been conducted to see where The Good Stuff currently stands. Based on the audits, a DMMM was made, including the objectives of recurring sales, generating leads and increase social presence. The target persona, Karin, has been created to aim these objectives towards. An original marketing campaign was designed to increase brand awareness and motivate audience interaction. Content and social marketing strategies were suggested to push out the campaign message and engage users with The Good Stuff brand. SEO recommendations were made to further improve page, domain ranking and authority within Google SERP. For example, new keywords were suggested to better speak to the target audience. Paid ad mockups and strategies were developed to exemplify potential targeting ideas for the target audience, centered around the campaign. Together, these recommendations offer solutions to help The Good Stuff expand its brand awareness and ultimately increase product sales. If taken into consideration, these recommendations will help position The Good Stuff for future growth.

²⁹ Appendix 21

³⁰ Appendix 22

8. Appendices

Appendix 1 - Target Persona

Karin

- Environmental Lawyer at Fasken

Demographics

- Age: 45
- Gender: Female
- Salary: \$200 k/yr
- Location: Vancouver, British Columbia
- Education: LLB
- Family: husband and 2 children



Challenges and Goals

- Finding time to make and eat healthy food while working long hours
- Eating healthy and quickly made breakfasts on a regular basis

Values and Fears

- Values: An active lifestyle, feeling happy about her life choices
- Fear: Feeling unhealthy and resorting to carb-filled fast food options because they are convenient

Marketing Message

- For people who lead busy lives and want to eat healthily, The Good Stuff is an e-commerce company that makes fast, healthy and tasty ready-to-blend smoothie packages.

Elevator Pitch

- The Good Stuff helps others achieve their lifestyle goals. They value community, flexibility and nutrition.

Social Channels:

- Facebook
- Twitter

Google Analytics

Appendix 2 - Digital Marketing Measurement Model (DMMM)

Objective	Recurring Sales	Generate Leads	Social Presence
Goal	Increase number of subscription based users	Increase number of new leads directly acquired through www.thegoodstuffco.com	Increase number of followers on Instagram
KPI	% of users who subscribed / month	# of email subscribers	# of new followers
Target	5 % increase in the next 3 months	increase Email CVR to 8%	20% increase in the next 3 months
Segments	Traffic Source Returning Users Goals / CVR	E-mail Conversion Rate E-mail Click-through Rate	Location Post Engagement Rate Post time activity

Appendix 3 - Filters + Goals

Search		
Rank	Filter Name	Filter Type
1	Spam Websites	Exclude
2	Internal Host Name	Include
3	Exclude internal IP's	Exclude
4	Excluding RED Academy traffic	Exclude
5	New RED IP	Exclude
6	RED IP Jan 2018	Exclude

Search					
<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Checkout Complete	Goal ID 9 / Goal Set 2	Destination	2	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	Checkout Complete - Bundle + Pickup	Goal ID 3 / Goal Set 1	Destination	2	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	Contact form submission	Goal ID 2 / Goal Set 1	Destination	0	<input type="checkbox"/> OFF
<input type="checkbox"/>	In Cart Page Sessions	Goal ID 4 / Goal Set 1	Destination	0	<input type="checkbox"/> OFF
<input type="checkbox"/>	In Checkout Sessions	Goal ID 5 / Goal Set 1	Destination	0	<input type="checkbox"/> OFF
<input type="checkbox"/>	New Newsletter Sign Up	Goal ID 6 / Goal Set 2	Destination	0	<input type="checkbox"/> OFF
<input type="checkbox"/>	Newsletter subscription	Goal ID 16 / Goal Set 4	Destination	0	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	Newsletter Subscription	Goal ID 19 / Goal Set 4	Destination	0	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	Newsletter Subscription	Goal ID 11 / Goal Set 3	Destination	0	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	Pick-Up Funnel	Goal ID 8 / Goal Set 2	Destination	2	<input checked="" type="checkbox"/> ON

Show rows 10 | Go to 1 | 1 - 10 of 13 | < | >

7 goals left

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Clicked Hours + Location	Goal ID 3 / Goal Set 1	Event	0	<input type="checkbox"/>
<input type="checkbox"/>	Consultation Submission	Goal ID 5 / Goal Set 1	Destination	0	<input type="checkbox"/>
<input type="checkbox"/>	Popup Email Submission	Goal ID 1 / Goal Set 1	Event	0	<input type="checkbox"/>
<input type="checkbox"/>	Recurring Order	Goal ID 2 / Goal Set 1	Event	1	<input type="checkbox"/>
<input type="checkbox"/>	Weekly Blend Signup	Goal ID 4 / Goal Set 1	Destination	0	<input type="checkbox"/>

15 goals left

Rank	Filter Name	Filter Type
1	RED IP Jan 2018	Exclude

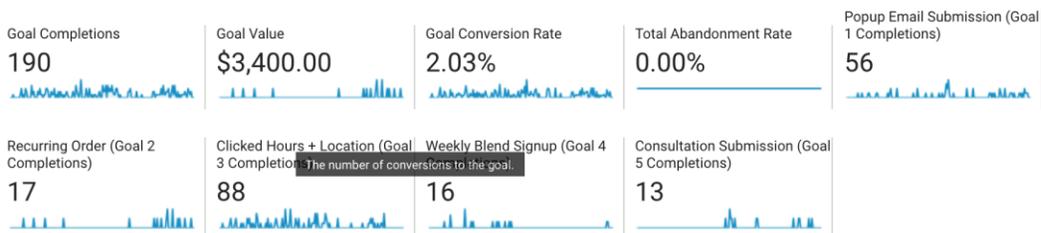
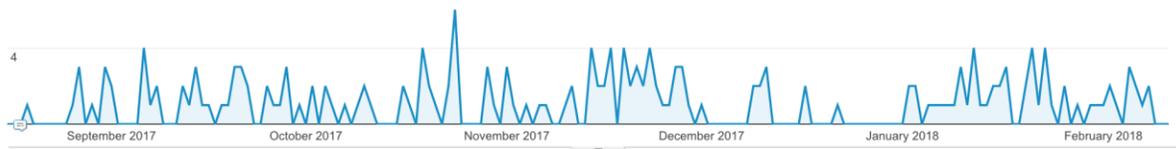
Appendix 4 - Goal Completions

Goal Completions vs. Select a metric

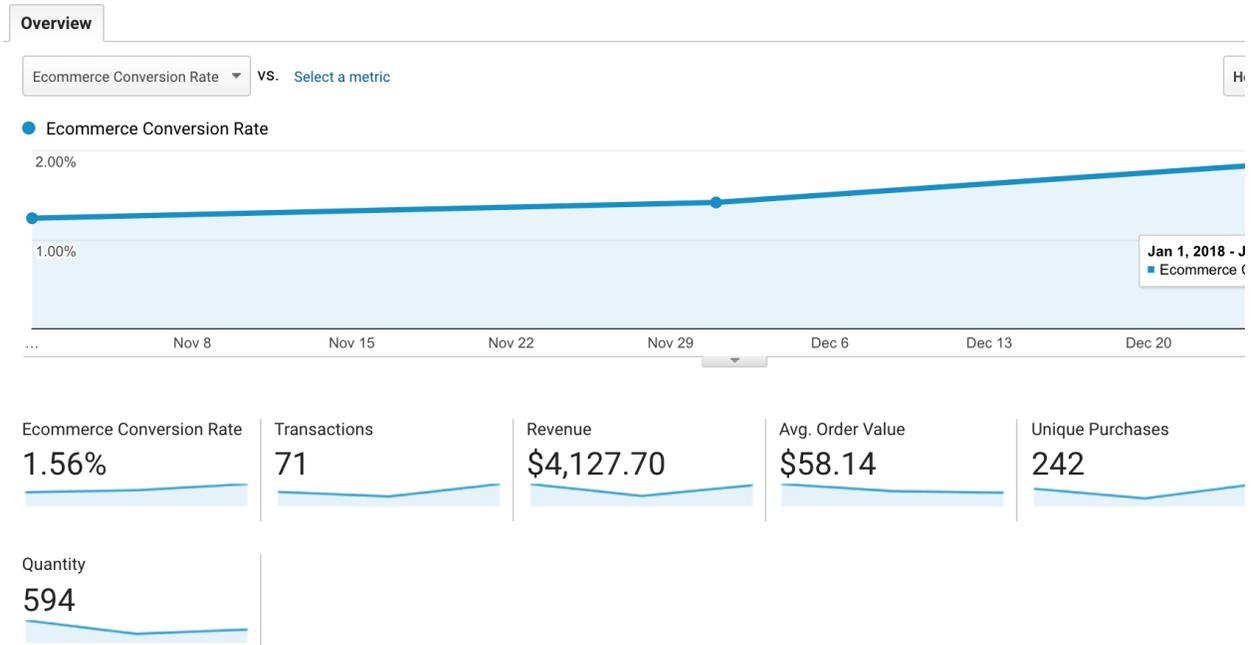
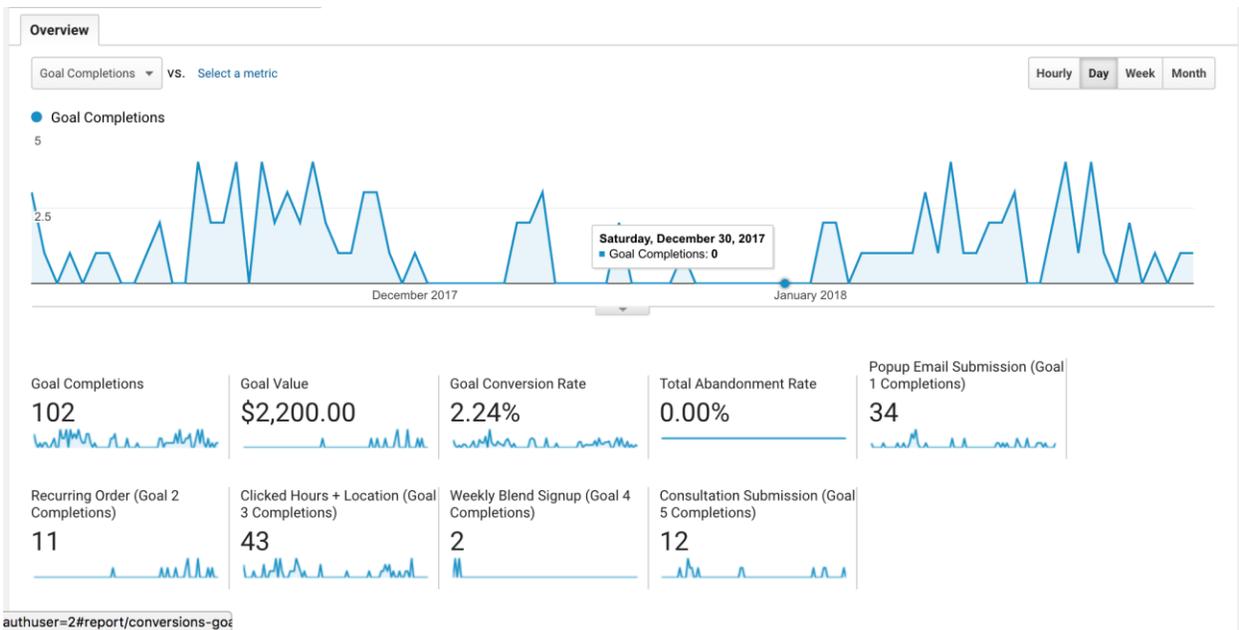
Hourly Day Week Month

● Goal Completions

8



Appendix 5 - GA session duration & bounce rate metrics



Appendix 6 - GA Top Traffic Channels

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	6,997	6,868	9,353	3.19%	9.53	00:03:53	1.64%	153	\$8,578.34
1 Organic Search	4,494			2.46%			1.19%		
2 Direct	1,356			4.74%			3.16%		
3 Social	441			2.70%			0.77%		
4 Email	430			2.12%			2.88%		
5 Referral	263			9.57%			1.06%		
6 (Other)	171			4.53%			2.06%		
7 Paid Search	28			7.41%			0.00%		

Search Engine Optimization

Appendix 7 - Search Rankings

The Good Stuff | Smoothie Meal Prep Service - Vancouver

<https://thegoodstuffco.com/>

The Good Stuff is Vancouver's first meal prep service for smoothies. We make frozen, "ready-to-blend" smoothie kits, so breakfast is ready whenever you are.

[Smoothies](#) · [About Us](#) · [Buy](#) · [The Weekly Blend](#)

You've visited this page 2 times. Last visit: 02/02/18

Our Smoothies | The Good Stuff

<https://thegoodstuffco.com/collections/smoothies>

Frozen whole food (not a powder) mixes of delicious fruits, veggies, and superfoods. ... Unsure which smoothies are best for you? One of our health experts will put together a smoothie plan with you.

You visited this page on 02/02/18.

About Us | The Good Stuff

<https://thegoodstuffco.com/pages/about-us>

But they had a problem... They couldn't get their veggies. Their only options were wilted spinach or expensive juice. So they got their hands dirty. The Good Stuff's first ingredients were grown right in their backyard. Now, they're bringing Vancouver The Good Stuff. Ready-to-blend smoothies, delivered right to your door.

Kenny Chesney - The Good Stuff - YouTube



<https://www.youtube.com/watch?v=IYQZJ9NUzYU>

Nov 23, 2009 - Uploaded by KennyChesneyVEVO

Kenny Chesney's official music video for 'The Good Stuff'. Click to listen to Kenny Chesney on Spotify ...

The Good Stuff - Home | Facebook

<https://www.facebook.com> > Places > Vancouver, British Columbia

★★★★★ Rating: 5 - 19 votes

The Good Stuff, Vancouver, British Columbia. 1.2K likes. The Good Stuff delivers frozen, ready-to-blend whole-food smoothies right to your door.

The Good Stuff Smoothie Shop ★
4.6 ★★★★★ 16 Google reviews
Website Directions
Health Food Restaurant

Address: 4515 West 10th Avenue, Vancouver, BC V6R 2J1, Canada, Vancouver, BC V6R 2J1
Hours: Closed · Opens 12 p.m. Thu. ▾
Phone: (604) 725-3950
Order: foodora.ca, doordash.com

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question [Ask a question](#)

Reviews from the web
5/5 Facebook · 19 votes

Appendix 8 - Moz Homepage Keyword Research

Keyword Overview:

smoothies vancouver

[+](#) Add to...

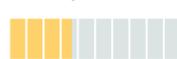
11-50

Monthly Volume [Learn more](#)



36

Difficulty [Learn more](#)



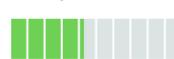
100%

Organic CTR [Learn more](#)



43

Priority [Learn more](#)



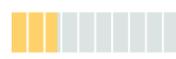
Keyword Overview:
juice cleanse vancouver

+ Add to...

501-850
Monthly Volume ⁱ Learn more



27
Difficulty ⁱ Learn more



90%
Organic CTR ⁱ Learn more



64
Priority ⁱ Learn more



Keyword Overview:
health and wellness blog

+ Add to...

51-100
Monthly Volume ⁱ Learn more



33
Difficulty ⁱ Learn more



94%
Organic CTR ⁱ Learn more

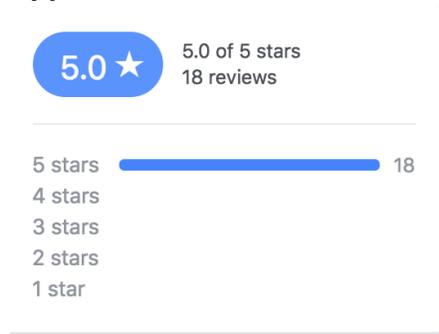


51
Priority ⁱ Learn more



<input type="checkbox"/>	smoothie detox Canada (English) - en-CA	no URL	201-500	32	94%	3 Neutral	59	Analyzed 2/8/2018	
--------------------------	---	--------	---------	----	-----	-----------	----	----------------------	--

Off-page SEO
Appendix 9 - Facebook Reviews



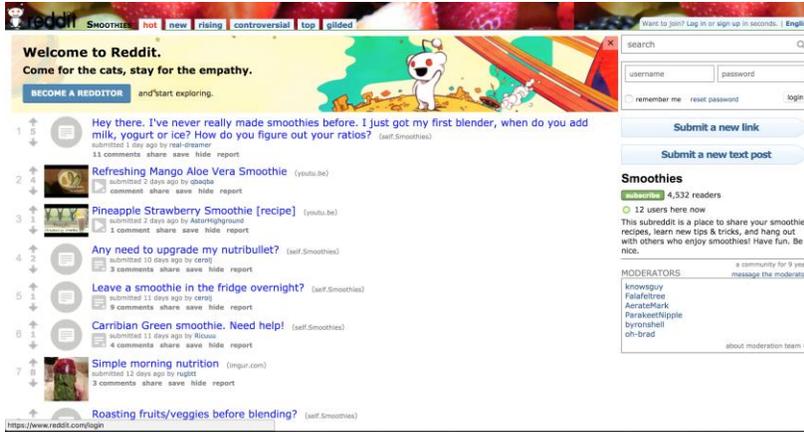
Appendix 10 - Social Networking Groups (Reddit & FB Groups)

Salt Sand and Smoothies Community +1 Join

1.7K members · 4 posts a day

Hawaii · Plant Based Vegan Support Group. For anyone and everyone interested in learning more about adopting a healthful and humane...

Mathias Pagano is in this group



Appendix 11 - Backlink Metrics

Total links 481		
Who links the most		Your most linked content
wordpress.com	46	https://thegoodstuffco.com/ 393
youtube.com	43	/pages/faqs 21
phruittfuldish.com	42	/products/purple-cowboy 17
vegexpo.ca	35	/pages/about-us 14
foodgressing.com	30	/collections/smoothies 12
More »		More »
Top 117 domains linking to thegoodstuffco.com/	Total links 393	Total domains 118
Top 3 domains linking to /pages/buy	Total links 11	Total domains 4

Appendix 12 - Mobile Responsiveness

Speed	Optimization
Unavailable	Good
	88 / 100

Data about the real-world performance of this page was **unavailable**. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more.](#)

Page Stats

PSI estimates this page requires 5 additional round trips to load render blocking resources and 6.8 MB to fully render. The median page requires 4 round trips and 2.7 MB. Fewer round trips and bytes results in faster pages.

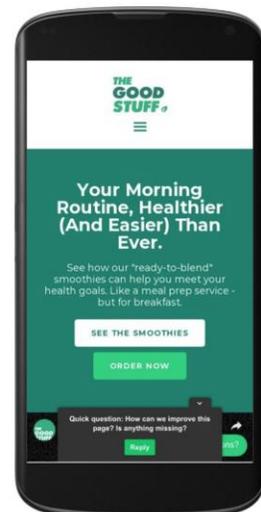
Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

› [Show how to fix](#)

Leverage browser caching

› [Show how to fix](#)



Appendix 13 - GTMetrix Site Speed Report



Latest Performance Report for: <https://thegoodstuffco.com/>

Report generated: Tue, Feb 13, 2018, 3:30 PM -0800
Test Server Region:  Vancouver, Canada
Using:  Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8
Additional tips:  Use a CDN

Performance Scores

PageSpeed Score E (54%) ▼	YSlow Score F (49%) ▼
-------------------------------------	---------------------------------

Page Details

Fully Loaded Time 5.3s ▲	Total Page Size 4.44MB ▼	Requests 196 ▼
------------------------------------	------------------------------------	--------------------------

Campaign & Advertising Appendix 16 Millennials

Vancouver, British Columbia + 25mi

Include Type to add more locations Browse

Drop Pin

Add Locations in Bulk

Age 18 - 35

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Health & wellness

Add demographics, interests or behaviors Suggestions Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests

Smoothie

Add demographics, interests or behaviors Suggestions Browse

Create a Lookalike Audience

Create Multiple Ad Sets in One Step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

Audience Size

Your audience is defined.

Potential Reach: 10,000 people

Estimated Daily Results

Reach

420 - 2,200

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Appendix 17
Women 25-50

Vancouver, British Columbia + 25mi

Include Type to add more locations Browse



Add Locations in Bulk

Age 25 - 50

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Health & wellness

Add demographics, interests or behaviors Suggestions Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests

Smoothie

Add demographics, interests or behaviors Suggestions Browse

Create a Lookalike Audience

Create Multiple Ad Sets in One Step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

Audience Size

Your audience is defined.



Potential Reach: 10,000 people

Estimated Daily Results

Reach

320 - 1,700

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Appendix 18
LAA Targeting

Audience

Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ

Lookalike

Lookalike (CA, 1%) - Purchase Audience -

Add Custom Audiences or Lookalike Audiences

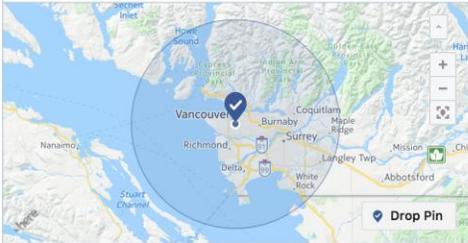
Exclude | **Create New** ▼

Locations ⓘ **People who live in this location** ▼

Canada

Vancouver, British Columbia + 25mi ▼

Include ▼ | Type to add more locations | **Browse**



Drop Pin

Add Locations in Bulk

Age ⓘ **21** ▼ - **50** ▼

Gender ⓘ **All** Men Women

• Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

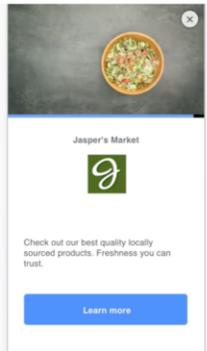
All Devices (Recommended) ▾

Asset Customization ⓘ

Select all placements that support asset customization

Platforms

<input checked="" type="checkbox"/> Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
<input checked="" type="checkbox"/> Instagram	<input type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>
<input checked="" type="checkbox"/> Audience Network	<input type="checkbox"/>
Native, Banner and Interstitial	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Rewarded Videos	<input type="checkbox"/>
<input checked="" type="checkbox"/> Messenger	<input type="checkbox"/>
Home	<input checked="" type="checkbox"/>
Sponsored Messages	<input type="checkbox"/>



Audience Network
[View Media Requirement](#)

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily Budget** \$
\$10.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$70.00** per week.

Optimization for Ad Delivery ⓘ

Conversions ▾



Why Also Optimize for Link Clicks?

Optimizing for both link clicks and conversions helps our system bring more of your audience to your ads if conversion optimization doesn't get enough results for your ad set to be successful.

How It Works ▾

Optimize for both link clicks and conversions if optimizing for just conversions doesn't get enough results.

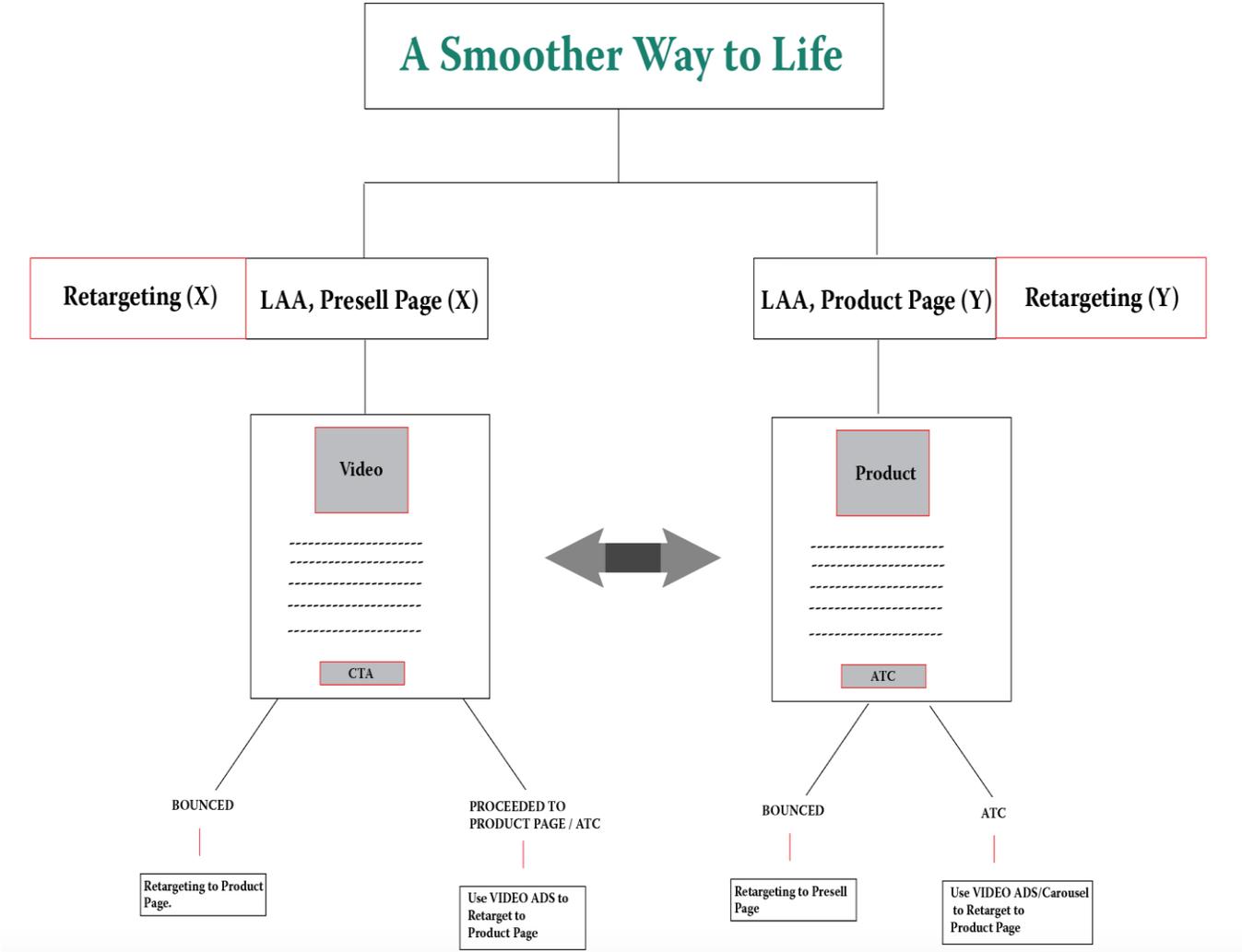
Standard ▾

Conversion window ⓘ

Bid Amount ⓘ **Automatic** - Let Facebook set the bid that helps you get the most purchases at the best price.
 Manual - Set your target cost per purchase ⓘ

When You Get Charged ⓘ Impression

Appendix 19
Retargeting Funnel



Appendix 20

Search Network Mockup

<input type="checkbox"/> Keyword	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
<input type="checkbox"/> best smoothies vancouver	CA\$1.35	0.00	0.00	CA\$0.00	–	–	–
<input type="checkbox"/> breakfast smoothies	CA\$1.35	0.12	2.51	CA\$0.07	4.7%	CA\$0.58	1.80
<input type="checkbox"/> healthy smoothie recipes	CA\$1.35	0.24	3.01	CA\$0.25	7.9%	CA\$1.05	2.17
<input type="checkbox"/> healthy smoothies	CA\$1.35	0.81	17.07	CA\$0.66	4.7%	CA\$0.81	1.32
<input type="checkbox"/> healthy smoothies vancouver	CA\$1.35	0.00	0.00	CA\$0.00	–	–	–
<input type="checkbox"/> juice cleanse vancouver	CA\$1.35	1.72	33.39	CA\$1.70	5.1%	CA\$0.97	3.15
<input type="checkbox"/> smoothie	CA\$1.35	6.90	116.00	CA\$6.03	6.0%	CA\$0.86	1.90
<input type="checkbox"/> smoothie recipes	CA\$1.35	1.69	22.60	CA\$1.28	7.5%	CA\$0.74	1.59
<input type="checkbox"/> smoothies vancouver	CA\$1.35	0.00	0.00	CA\$0.00	–	–	–
Total		11.48	194.59	CA\$10.00	5.9%	CA\$0.85	2.03

Show rows: 1 - 9 of 9 keywords |< < > >|

Desktop

The Good Stuff Smoothies | Healthy Life With Convenience

Ad thegoodstuffco.com/Best/Smoothies

Replace your morning bagel with our unique recipe. A smoother way to life.

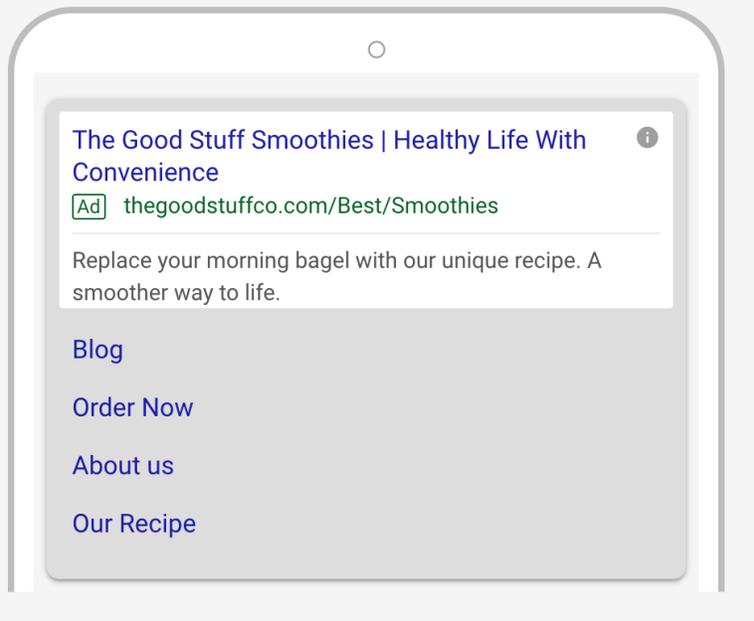
[Blog](#)

[Order Now](#)

[About us](#)

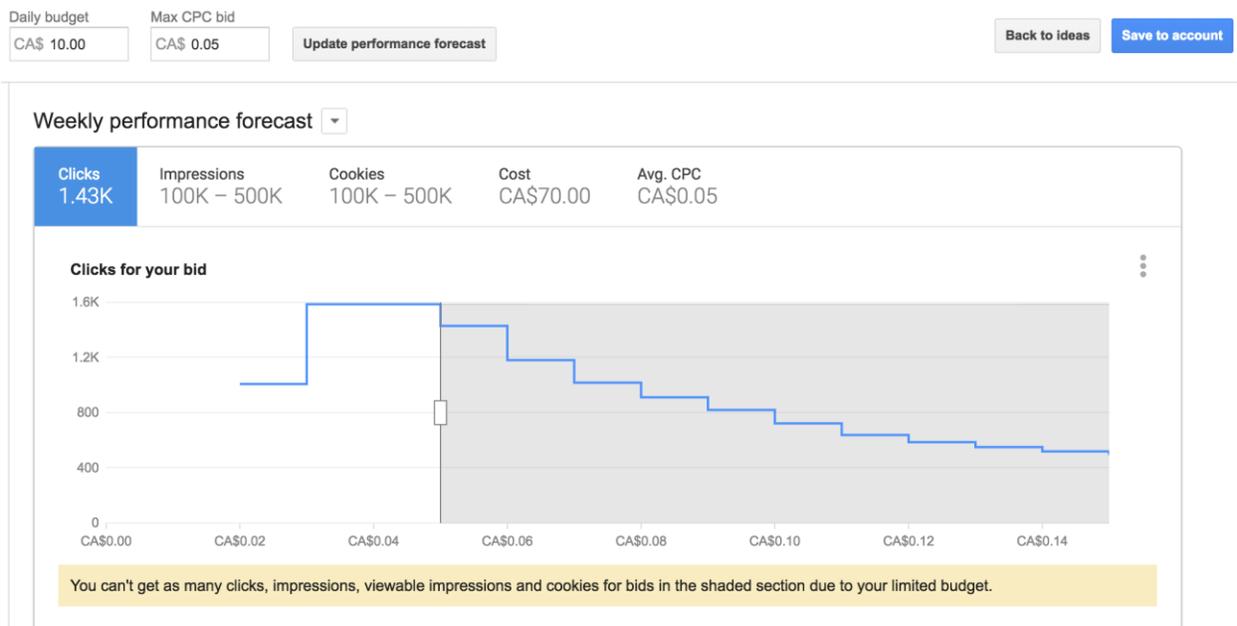
[Our Recipe](#)

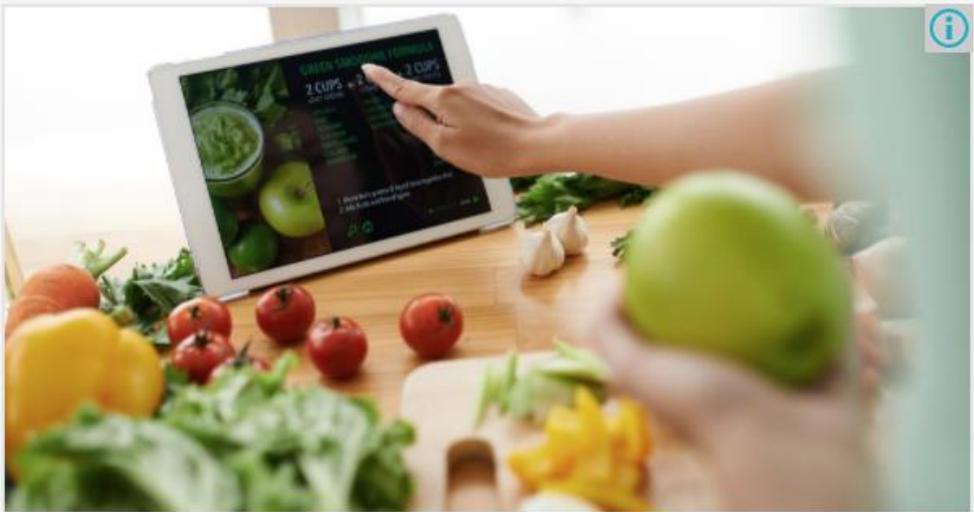
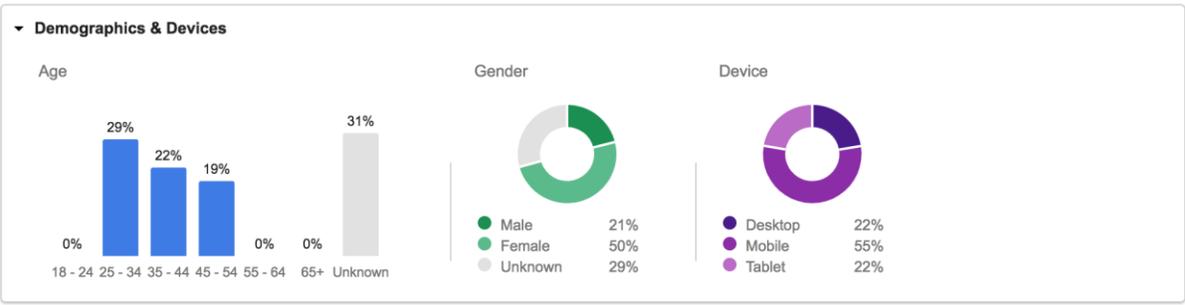
Mobile



Appendix 21

Display Network Mockup





Did you grab yours yet?

THE GOOD STUFF

Replace your morning bagel with our unique recipe. Truly, a smoother way to life.



Appendix 22 - Brand Filter



Appendix 23 - Email Newsletter Sample

THE GOOD STUFF

A Smoother Way to Life

When it comes to breakfast, does your hectic morning schedule leave you like this?





We know you can relate, and this is why The Good Stuff is the solution!

Each smoothie and program is designed by a dietitian to fit any lifestyle.

Whether your goal is to lose weight, build muscle, or just replace your morning bagel - we have the [recipe](#) for you.

Find Your Smoothie

**THE
GOOD
STUFF** 

Hi Karin,

Thank you so much for your interest in our "Greatest Hits" smoothie program!





I noticed that you were about to order the "Greatest Hits" smoothie program but didn't finish. Did you have any difficulties with the checkout process or have any other concerns? I'd be happy to help you out!

You can click the link below to return to your shopping cart.

Best wishes,

Michael Steele

Co-founder, Smoothie Enjoyer

[\(604\) 725-3950](tel:6047253950)

[Order Now](#)

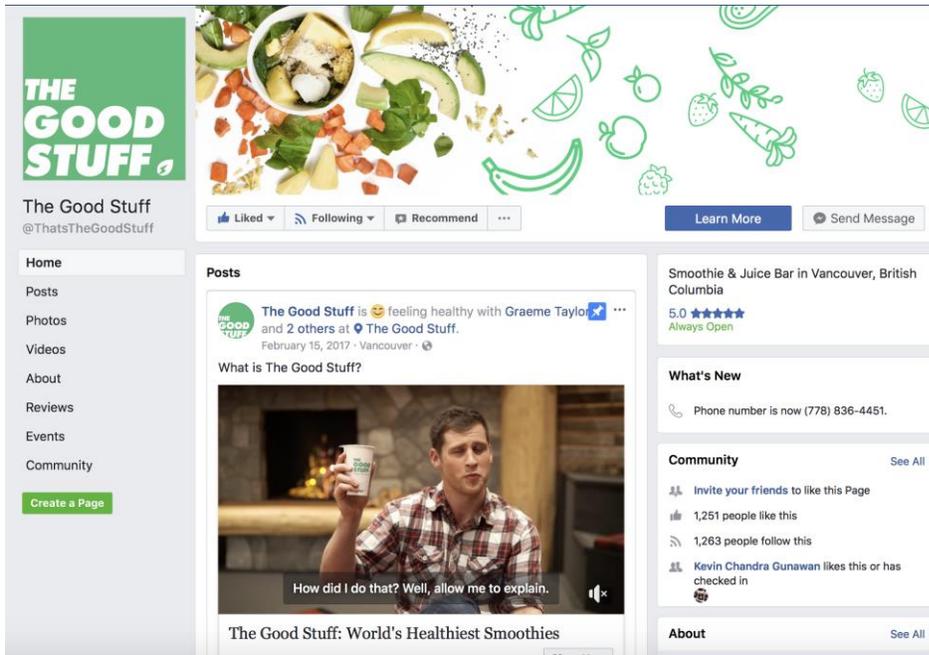
A Smoother Way to Life

We've got the smoothie option just for you! Explore our other smoothie options to see which is the best for

you: <https://thegoodstuffco.com/collections/smoothies>

Social Media

Appendix 25 - Followers



THE GOOD STUFF
@ThatstheGoodStuff

Smoothie & Juice Bar in Vancouver, British Columbia
5.0 ★★★★★
Always Open

What's New
Phone number is now (778) 836-4451.

Community
1,251 people like this
1,263 people follow this
Kevin Chandra Gunawan likes this or has checked in

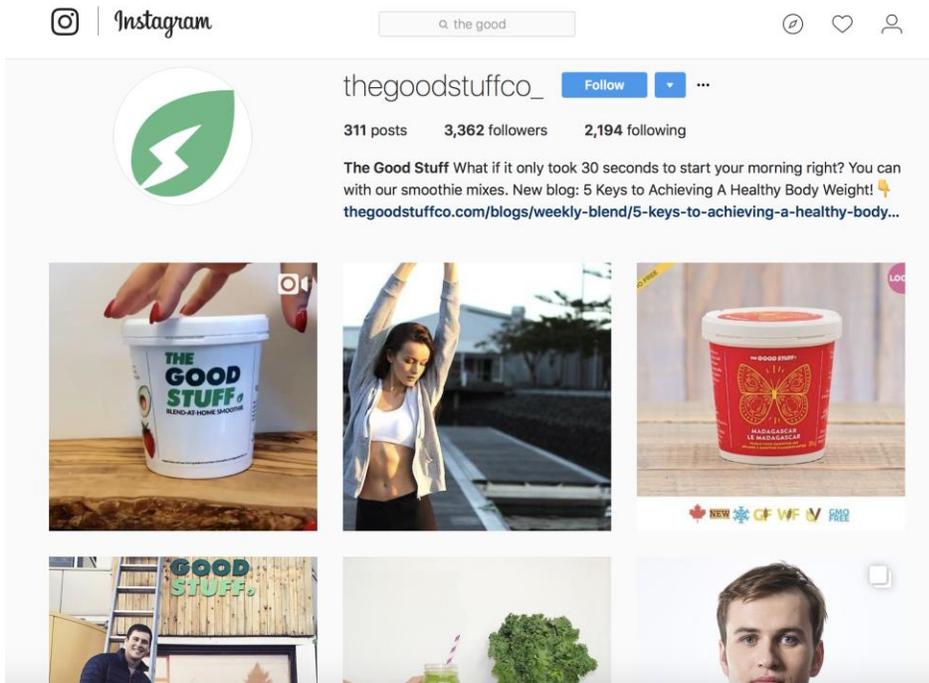
Posts

The Good Stuff is 😊 feeling healthy with Graeme Taylor and 2 others at The Good Stuff.
February 15, 2017 · Vancouver · 🌐

What is The Good Stuff?

How did I do that? Well, allow me to explain.

The Good Stuff: World's Healthiest Smoothies



Instagram | the good

thegoodstuffco_ Follow

311 posts 3,362 followers 2,194 following

The Good Stuff What if it only took 30 seconds to start your morning right? You can with our smoothie mixes. New blog: 5 Keys to Achieving A Healthy Body Weight! 🍌
thegoodstuffco.com/blogs/weekly-blend/5-keys-to-achieving-a-healthy-body...

THE GOOD STUFF BLEND-AT-HOME SMOOTHIES

THE GOOD STUFF MADAGASCAR LE MADAGASCAR

VEGAN GF WF LF FREE

Appendix 26 - IG Top Performing Posts



 thegoodstuffco_ • Follow

thegoodstuffco_ About the smoothie shop(from Mike):
When Graeme and I sat down at the end of 2017 to review the year, it felt like the first time we sat down together and reflected in a long time. Strange feeling for two co-founders.

At the start of 2017, we opened our smoothie bar. It represented a lot for our business. It was a huge step towards going from a little startup-in-diapers in a commissary kitchen to a big boy business with staff and a lease and a home of our own. .

But we spent the entire year on feet: helping customers, getting the word out, and generally keeping the lights on. Not much time for sitting or reflecting, let alone both.



204 likes



thegoodstuffco_ • Follow
The Good Stuff

thegoodstuffco_ Our new packaging is in and it's looking fly! 🥰
#fuelledbythegoodstuff

thegoodstuffco_ ①

📍
📌
•

#breakfastgoals #BCBuyLocal
#VancouverFoodie #VancityEats
#YVRLiving #YVRFoodie #insidevancouver
#vancouverisawesome #narcityvancouver
#holisticliving #foodisfuel
#veganvancouver #vanfitfam #vancityfood
#604eats #vnft #vancouverfitness
#greensmoothie

stirling_bell 🍌
aleioops 🍌🍌🍌
theholisticgangster Wow looks great 🍌

♡ 🗨️
512 views
7 DAYS AGO

Log in to like or comment. ...

Instagram | Search | Sign Up | Log In



thegoodstuffco_ • Follow

thegoodstuffco_ They say a storm is coming in Vancouver... stay healthy with our green smoothies! ☐
This week, get 15% off our Detox and Green programs with the code "RAINY" 🌧️

thegoodstuffco_ ①

📍
📌
•

#breakfastgoals #BCBuyLocal
#VancouverFoodie #VancityEats
#YVRLiving #YVRFoodie #insidevancouver
#vancouverisawesome #narcityvancouver
#holisticliving #foodisfuel
#veganvancouver #vanfitfam #vancityfood
#604eats #vnft #vancouverfitness
#greensmoothie

mattc_haynes Love it!

♡ 🗨️
103 likes

Appendix 27 - Editorial Calendar

Publish Date	Publish Time	Due Date	Title/Topic	Content/Details	Channel	Keywords
Week 1						
Apr. 1/18	9:00 AM	Mar. 29/18	5 Tips for Healthy Eating as a Busy Parent	Blog post: testimonial interview between The Good Stuff and a busy parent	Blog	Healthy Eating
Apr. 1/18	10:00:00 AM	Mar. 29/18	5 Tips for Healthy Eating as a Busy Parent	Email newsletter: same as blog post	Email	
Apr. 1/18	12:00:00 PM	Mar. 29/18	5 Tips for Healthy Eating as a Busy Parent	Share this week's blog post, Use hashtags: #healthyliving, #healthyeating, #parents, Encourage followers to comment	Facebook	
Apr. 1/18	3:00 PM	Mar. 29/18	5 Tips for Healthy Eating as a Busy Parent	Share this week's blog post, use hashtags: #healthyliving, #healthyeating, #parents, Encourage followers to comment, Stay active on site to live tweet in response to users comments	Twitter	
Apr. 1/18	6:00 PM	Mar. 29/18	5 Tips for Healthy Eating as a Busy Parent	Post photo of busy parents making smoothies, Use hashtags: #healthyliving, #healthyeating, #parents	Instagram	
Apr. 3/18	12:00:00 PM	Apr. 2/18	A Smoother Way to Life	Campaign Video: Michael or "The Good Stuff" ambassador holding the smoothie and talking about the business while walking through the various life scenarios of the target audience, Use hashtag: #asmoothenwaytolife	Facebook	
	12:00:00 PM		A Smoother Way to Life	Campaign Video: Michael or "The Good Stuff" ambassador holding the smoothie and talking about the business while walking through the various life scenarios of the target audience, Use hashtag: #asmoothenwaytolife	Twitter	
Apr. 3/18	5:00 PM	Apr. 1/18	Tips for Healthy Eating	Influencer collaboration post with @erinireland	Instagram	
Apr. 5/18	12:00 PM	Apr. 4/18	How It All Began	Post and Photo of Michael and Tonner: Story of how The Good Stuff started, roommates wanting to eat healthy, etc...	Facebook	
Apr. 5/18	12:00 PM	Apr. 4/18	How It All Began	Photo of Michael and Tonner, and strong caption, Make comments and engage with users in real-time	Twitter	
Apr. 5/18	5:00 PM	Apr. 4/18	How It All Began	Photo of Michael and Tonner, and strong caption	Instagram	
Week 2						
Apr. 8/18	9:00 AM	Apr. 7/18	All About Juice Cleansing: What You Should Know	Blog post: Write about the option of juice cleansing and how great it can be for one's health	Blog	Juice Cleansing
Apr. 8/18	10:00 AM	Apr. 7/18	All About Juice Cleansing: What You Should Know	Email newsletter: same as blog post	Email	
Apr. 8/18	12:00 AM	Apr. 7/18	All About Juice Cleansing: What You Should Know	Share this week's blog post, Use hashtags: #juicecleanse, #healthyliving, #healthyeating	Facebook	
Apr. 8/18	3:00 PM	Apr. 7/18	All About Juice Cleansing: What You Should Know	Share this week's blog post, use hashtags: #juicecleanse, #healthyliving, #healthyeating, Encourage followers to comment, Stay active on site to live tweet in response to users comments	Twitter	
Apr. 8/18	6:00 PM	Apr. 7/18	All About Juice Cleansing: What You Should Know	Post photo of juice cleansing smoothie and use hashtags: #juicecleanse, #healthyliving, #healthyeating	Instagram	
Apr. 10/18	12:00 PM	Apr. 10/18	All About Juice Cleansing: What You Should Know	Reply to any messages and comments, stay up to date	Facebook	
Apr. 10/18	12:00 PM	Apr. 10/18	All About Juice Cleansing: What You Should Know	Reply to any messages and comments, stay up to date, focus on real-time, enter other's conversations	Twitter	
Apr. 10/18	5:00 PM	Apr. 9/18	Product Promotion	Photo of a smoothie with strong caption	Instagram	
Apr. 12/18	12:00 PM	Apr. 11/18	Product Promotion	Photo of a smoothie, how it relates to target audience and can lead to #asmoothenwayoflife	Facebook	
Apr. 12/18	12:00 PM	Apr. 11/18	Product Promotion	Photo of a different smoothie, it can lead to #asmoothenwayoflife, focus on real-time replies	Twitter	
Apr. 12/18	5:00 PM	Apr. 11/18	Product Promotion	Influencer collaboration post with @thepurelife (Sisley Killam)	Instagram	
Week 3						
Apr. 15/18	9:00 AM	Apr. 14/18	The Power of Protein Smoothies for Athletes	Blog post: Write about the power that protein in healthy smoothies can bring you, focus on high performance athletics	Blog	Protein Smoothies
Apr. 15/18	10:00 AM	Apr. 14/18	The Power of Protein Smoothies for Athletes	Email newsletter: same as blog post	Email	
Apr. 15/18	12:00 AM	Apr. 14/18	The Power of Protein Smoothies for Athletes	Share this week's blog post, use hashtags: #protein, #power, #strong, #athletes, Encourage followers to comment	Facebook	
Apr. 15/18	3:00 PM	Apr. 15/18	The Power of Protein Smoothies for Athletes	Share this week's blog post, use hashtags: #protein, #power, #strong, #athletes, Encourage followers to comment, Stay active on site to live tweet in response to users comments	Twitter	
Apr. 15/18	12:00 PM	Apr. 15/18	The Power of Protein Smoothies for Athletes	Post photo of athletes drinking smoothies and use hashtags: #protein, #power, #strong, #athletes through from the time they are picked from the ground to the time they arrive at someone's doorstep,	Instagram	

Publish Date	Publish Time	Due Date	Title/Topic	Content/Details	Channel	Keywords
Apr. 17/18	12:00 PM	Apr. 16/18	Your Doorstep: Our Smoothie Process	nutritional value	Facebook	
				Video about the process that the ingredients go through from the time they are picked from the ground to the time they arrive at someone's doorstep, Emphasize that everything is local and has high nutritional value, Focus on replying in real-time		
Apr. 17/18	12:00 PM	Apr. 16/18	Fruits and Vegetables from the Ground to Your Doorstep: Our Smoothie Process		Twitter	
Apr. 17/18	5:00 PM	Apr. 16/18	Fruits and Vegetables from the Ground to Your Doorstep: Our Smoothie Process	Quick "Fast-Forward" video of the process	Instagram	
Apr. 19/18	12:00 PM	Apr. 18/18	Product Promotion	Post and Photo of a Smoothie	Facebook	
Apr. 19/18	12:00 PM	Apr. 18/18	Product Promotion	Post and Photo of a Smoothie, focus on real-time replies	Twitter	
Apr. 19/18	5:00 PM	Apr. 18/18	Product Promotion	Photo of a smoothie with strong caption	Instagram	
Week 4						
Apr. 22/18	9:00 AM	Apr. 21/18	How We Can Provide the Daily Nutrition Everyone Needs	Blog post: Write about the different nutrition options The Good Stuff offers and the important of achieving healthy lifestyle goals	Blog	Daily Nutrition
Apr. 22/18	10:00 AM	Apr. 21/18	How We Can Provide the Daily Nutrition Everyone Needs	Email newsletter: same as blog post	Email	
Apr. 22/18	12:00 PM	Apr. 21/18	How We Can Provide the Daily Nutrition Everyone Needs	Share this week's blog post, use hashtags: #nutrition, #healthyliving, #lifestylegoals, Encourage followers to comment	Facebook	
Apr. 22/18	3:00 PM	Apr. 21/18	How We Can Provide the Daily Nutrition Everyone Needs	Share this week's blog post, use hashtags: #nutrition, #healthyliving, #lifestylegoals, Encourage followers to comment, Stay active on site to live tweet in response to users comments	Twitter	
Apr. 22/18	6:00 PM	Apr. 21/18	How We Can Provide the Daily Nutrition Everyone Needs	Post photo that is in this week's blog post and use hashtags: #nutrition, #healthyliving, #lifestylegoals	Instagram	
Apr. 24/18	12:00 PM	Apr. 24/18	How We Can Provide the Daily Nutrition Everyone Needs	Reply to any messages or comments made to stay up to date	Facebook	
Apr. 24/18	12:00 PM	Apr. 24/18	How We Can Provide the Daily Nutrition Everyone Needs	Reply to any messages or comments made to stay up to date, focus on real-time, join conversations	Twitter	
Apr. 24/18	5:00 PM	Apr. 23/18	Product Promotion	Photo of smoothie with strong caption	Instagram	
Apr. 26/18	12:00 PM	Apr. 25/18	Product Promotion	Post and photo of smoothie	Facebook	
Apr. 26/18	12:00:00 PM	Apr. 25/18	Product Promotion	Post and photo of smoothie, focus on real-time replies	Twitter	
Apr. 26/18	5:00 PM	Apr. 25/18	Product Promotion	Photo of different smoothie with strong caption	Instagram	