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Clean EatZ Kitchen

<http://www.cleaneatzkitchen.com/>

GIT 435

Module 6: Multi-Channel Marketing and Social Media



VEGAN MEAL PLAN



PRODUCT PROPOSAL

New Product: Vegan Meal Plan

We are introducing a new line of "Clean Eat Kitchen Vegan Meals," featuring fully cooked and ready-to-reheat vegan options. Building on our existing meal plans, which include gluten-free, keto, and our most recent addition of "just the meats," these vegan meals offer customers convenient and flavorful plant-based choices that are both delicious and nutritious.

Target Audience

Our primary target audience for this campaign is health-conscious individuals aged 25-40 who follow a vegan or plant-based diet or are interested in incorporating more plant-based meals into their lifestyle. This aligns with our persona, Jill, who seeks convenient meal options that support her busy lifestyle while prioritizing quality and health.

Measurable KPIs

Key Performance Indicators (KPIs) for this campaign will include:

- Sales volume of Clean EatZ Kitchen Vegan Meals
- Customer engagement and media mentions
- Increase in website traffic and conversion rate
- Customer satisfaction and retention rates

1. Sales Volume of Clean EatZ Kitchen Vegan Meals:

The sales volume will be tracked through our e-commerce platform's sales reports. Over a 12-week period, we will monitor the number of units sold for the Clean EatZ Kitchen Vegan Meals. To measure success, we aim for a 20% increase in sales volume compared to the previous 12-week period.

2. Customer Engagement and Media Mentions:

Engagement metrics such as likes, shares, comments, and clicks will be tracked on our social media posts promoting the Clean EatZ Kitchen Vegan Meals. We will also monitor follower growth and the reach of our posts. Success will be measured by achieving a 25% increase in engagement rates and a 15% growth in follower count over a 12-week period. For tracking media mentions, we will use a media monitoring tool like SEMrush Brand Monitoring. Our goal is to achieve at least 50 media mentions across online publications, blogs, and social media platforms within the same timeframe.

3. Increase in Website Traffic and Conversion Rate:

Website traffic will be monitored using tools like Google Analytics. We will track the number of visitors to our website, focusing on pages related to the Clean EatZ Kitchen Vegan Meal Plan. To measure our conversion rate, we will use the following formula:

$$\text{Conversion rate} = (\text{conversions} / \text{total visitors}) \times 100\%$$

(Crowe, 2021)

Our target is to achieve a conversion rate of at least 5% over the 12-week period.

4. Customer Satisfaction and Retention Rates:

Customer satisfaction will be measured through post-purchase surveys and feedback collected from customers who have purchased the Clean EatZ Kitchen Vegan Meal Plan. To assess customer retention, we will calculate the churn rate using the formula:

$$\text{Churn rate} = (\text{Lost quantity} / \text{Number of "x" at the beginning of time})$$

(Crowe, 2021)

Success will be measured by achieving a churn rate of less than 10% over the 12-week period. This formula will help us understand if our customers are satisfied with our product and if there are any underlying issues that need to be addressed.

SEM and SEO Marketing Strategy

We will leverage Search Engine Marketing (SEM) to target potential customers who are actively searching for vegan meal delivery services online. This strategy allows us to connect with our target audience precisely when they are showing interest related to our offerings. To achieve this, we will launch a Pay-Per-Click (PPC) advertising campaign on platforms like Google Ads and Bing Ads. Our ads will be made to appear prominently at the top of search engine results pages (SERPs) for relevant keywords such as "vegan meal delivery" and "plant-based meal kits". By bidding on these keywords, we aim to ensure our ads are prominently displayed to users actively seeking vegan meals.

Alongside PPC advertising, we will prioritize optimizing our website content and structure to enhance organic search visibility. This optimization strategy will include:

- **Keyword Optimization:** We will conduct keyword research to identify relevant keywords and phrases that our target audience uses when searching for vegan meal options. These keywords will be integrated into our website content, meta tags, and URLs to boost our rankings on SERPs.

- **Content Creation:** We will develop high-quality content tailored to our target audience. This will include blog posts and recipes focusing on vegan nutrition, meal preparation, and lifestyle tips. This content not only aims to enhance our SEO but also positions us as a trusted authority in the vegan meal delivery industry.
- **Technical SEO:** We will ensure our website is technically optimized for search engines by enhancing site speed and implementing best practices for on-page SEO. To conduct a technical SEO audit and identify areas for improvement, we will use the Screaming Frog SEO Spider tool.

By integrating SEM into our marketing strategy and combining both PPC advertising and SEO tactics, our goal is to increase brand awareness, drive traffic to our website, and convert visitors into customers.

Social Media and Marketing Strategy

Social Media and Email Marketing are indispensable tools for reaching and engaging with our target audience. These channels not only offer platforms to build brand awareness but also provide opportunities to create lasting relationships with customers. As we introduce the Clean EatZ Kitchen Vegan Meal Plan to the market, our focus will be on utilizing Social Media platforms like Facebook, Instagram, Pinterest, and Youtube to share compelling content, run targeted ads, and create an engaging online community.

Our Email Marketing campaign will introduce the Clean EatZ Kitchen Vegan Meal Plan through a Welcome Series for new subscribers, highlighting our new offering. Weekly Educational Content emails will feature vegan nutrition tips and recipes, establishing Clean EatZ Kitchen as a trusted source in the vegan meal space. Promotional Emails will offer special discounts to drive conversions and encourage subscribers to try the Vegan Meal Plan. Key metrics like open rate, click-through rate (CTR), and conversion rate will be tracked to measure the campaign's effectiveness, allowing us to optimize our strategy.

Our Social Media and Email Marketing Strategy aims to build an engaging online community while driving conversions for the Clean EatZ Kitchen Vegan Meal Plan.

Integrated Multi-Channel Digital Marketing Strategy

In our Integrated Multi-Channel Marketing Strategy, we will seamlessly combine SEM, SEO, Social Media, and Email Marketing to create a cohesive and holistic approach.

Our SEM and SEO initiatives will kick off the campaign, boosting our online visibility and driving organic and paid traffic to our website. This will coincide with the launch of our Social Media campaign, where we'll roll out visually compelling imagery and posts that highlight the convenience, taste, and health benefits of the Vegan Meal Plan. The messaging will remain consistent across all platforms, encouraging followers to visit our website. Simultaneously, an Email Marketing campaign will be timed to align with the product launch. The emails will complement our Social Media posts with consistent imagery and messaging. This Email blast will include exclusive offers or discounts to incentivize immediate action.

Throughout the campaign, our messaging will emphasize the ease and deliciousness of our vegan meals, tailored to resonate with our target audience's interests and preferences. By aligning our messaging across all channels, we aim to create a cohesive and compelling narrative.

Marketing Message

Our marketing message for the Clean Eatz Kitchen Vegan Meal Plan will focus on conveying the utility that our product offers to our customers.

Here's how we'll communicate the five types of utility marketing:

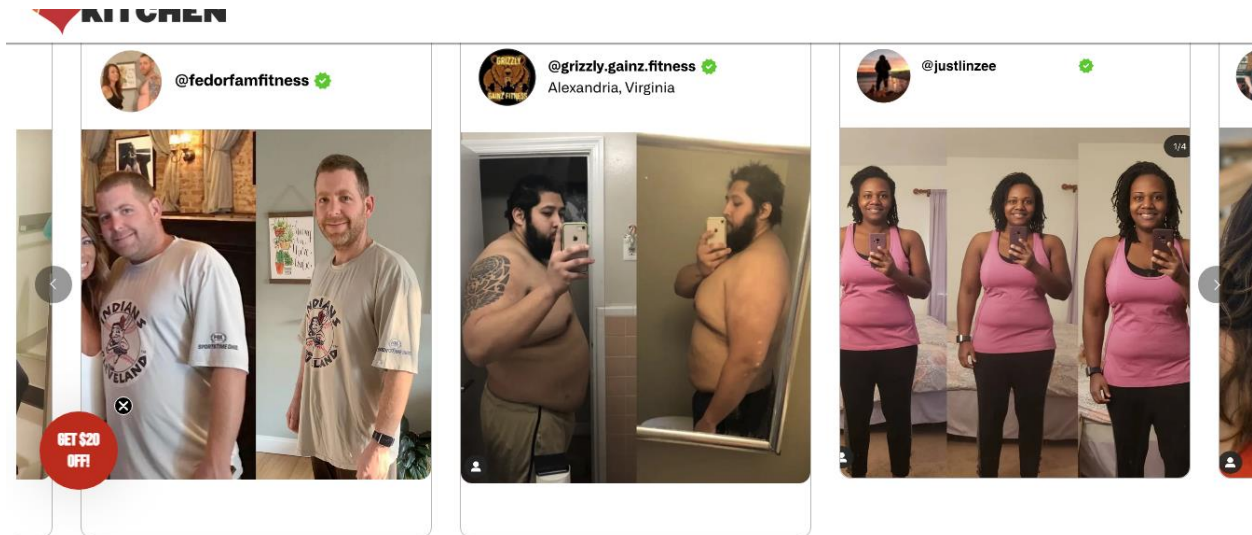
- 1) **Form Utility:** Our Vegan Meal Plan offers fully cooked meals that require no additional preparation. Customers can enjoy our delicious and nutritionally balanced vegan dishes straight from the packaging, eliminating the need for cooking or meal planning.
- 2) **Time Utility:** Highlighting the convenience of our meal delivery service, we'll stress how customers can save time by having nutritious vegan meals delivered directly to their doorstep. No grocery shopping or meal planning required.
- 3) **Place Utility:** With nationwide delivery, our Vegan Meal Plan offers the flexibility of enjoying plant-based meals wherever our customers are. We also conveniently offer our meals in-store at our cafes.
- 4) **Possession Utility:** Our Vegan Meal Plan offers customers the satisfaction of immediate ownership and enjoyment upon purchase. By delivering fully cooked meals directly to their doorstep, customers can experience the convenience and ease of incorporating healthy vegan options into their lifestyle without any delay.
- 5) **Information Utility:** Our website and social media platforms serve as resources for vegan nutrition, meal preparation tips,

and lifestyle inspiration. We'll continue to share informative content that educates our audience on the benefits of a plant-based diet and how our Vegan Meal Plan can support their health goals.

Social Media Integration and Strategy Analysis for Clean Eatz Kitchen

Clean Eatz Kitchen has incorporated some social media elements into their e-commerce site. While they lack certain integrations like product share buttons and "Sign in with" functionality at checkout, they do have clear links to their social channels in both the header (only on webpages with breadcrumbs) and footer of their website. This facilitates easy access for visitors to connect with the brand on platforms such as Facebook, Instagram, Pinterest, and YouTube.

One notable feature that enhances the customer experience is the display of social content onsite. Clean Eatz Kitchen highlights user-generated content through a carousel on their homepage, showcasing Instagram posts by followers that include before and after weight loss photos. This not only serves as social proof but also encourages community engagement and showcases real-life results associated with their products.



Additionally, the inclusion of social share buttons at the bottom of each blog post encourages visitors to share content with their networks, expanding the brand's reach and

driving more traffic to their site. To improve this, I'd recommend adding these buttons at the top of the blog post too, making it easier for readers to share right away.

Despite these integrations, Clean Eatz Kitchen's social media marketing needs work. Their social media strategy appears to be more active on Instagram than on Facebook. For instance, they recently launched a new meal plan line called "Just the Meats," with three posts on Instagram and just one on Facebook. Considering Facebook's capability to post simultaneously to Instagram, content should be published on both platforms to maintain consistency.

A commendable aspect of their social media management is their responsiveness to user comments on Facebook. They respond to both positive and negative feedback in a personal manner. This responsiveness enhances customer trust and loyalty, demonstrating that they value their community's input.

However, their posting frequency is inconsistent, with some months seeing only one post while others have four. To improve engagement and maintain a consistent brand presence, Clean Eatz Kitchen should establish a regular posting schedule, ideally at least once a week. This consistency can help keep followers engaged and attract new audiences to their social channels.

In terms of audience engagement, it appears to be relatively low despite having a substantial following of 106k on Facebook. For instance, their recent post introducing the "Just the Meats" line received only 11 likes and 2 comments. This suggests that there's significant potential for improvement, particularly when it comes to promoting new products and refining their overall social media strategy.



Clean Eat Kitchen is in Anywhere and Everywhere.

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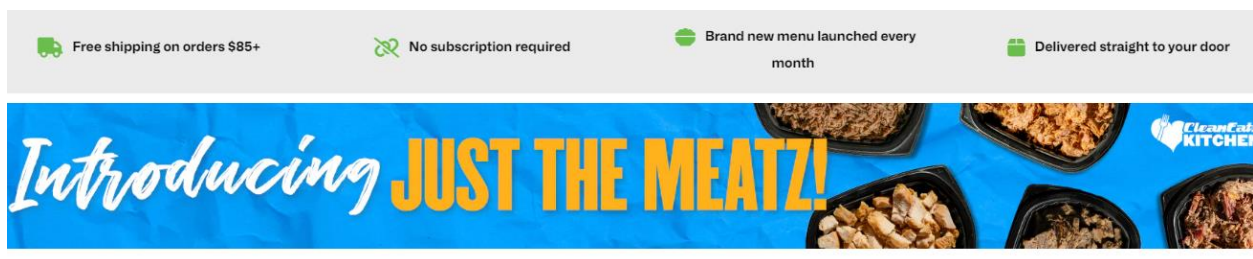
2  1 

 Like

 Comment

 Share

Regarding the recent launch of their “Just the Meats” meal plan, the promotion fell short, and they missed the chance to create excitement on social media. While there is a homepage banner and one rotating hero image, relying solely on this passive form of promotion limits their reach to their existing customer base. To maximize the impact of new product launches, it's crucial to employ a more aggressive and targeted social media marketing strategy. They could have used teaser posts, behind-the-scenes looks, and special promotional offers exclusive to social media followers.



Expanding on the recommendations provided earlier, Clean Eatz Kitchen could further enhance their social media engagement by implementing more interactive elements like contests, surveys, and Q&A sessions. For example, surveys on social media can help gather feedback on what customers want, guiding future product development.

By adopting these additional strategies, Clean Eatz Kitchen can not only boost their social media engagement but also broaden their reach, attract new customers, and ultimately drive sales. The combination of regular posting, interactive content, and targeted promotions can significantly elevate their social media presence, making their offerings more visible and appealing to a wider audience.

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