

# Nüssli118

## Market Report

2021

Created For  
Angela Hofmann

Created By  
Nandini Shah  
Isabella Cardona  
Cameron Vadnais  
Akshay Sundaram  
Sahil Kudva  
Alison Liang



# MESSAGE FROM OUR DIRECTOR

---

Yen Phanova

Northeastern Consulting Group, Director

[phanova.y@northeastern.edu](mailto:phanova.y@northeastern.edu)



High quality has always been a strong, guiding value at Northeastern Consulting Group. We believe that NCG holds a particular responsibility towards helping companies achieve their goals. Naturally, we take very seriously our responsibility to our clients, and our duty to build actionable recommendations to meet our clients' goals. We continue to reinforce this commitment, which is fundamental to our organization's success, enabling us to mitigate issues, create long-term value and earn the confidence of our clients and stakeholders.

# TABLE OF CONTENTS

PG3.	BACKGROUND SWOT Analysis, Comeptitor Analysis
PG6.	TARGET MARRKET Market Sizing, Customer Profiles
PG10.	SEO App and Optiization Strategy Recommendations
PG14.	SOCIAL MEDIA Instagram and Facebook Recommendations videnim
PG17.	SHOPIFY, ANALYTICS, AFFILIATE MARKETING Shopify, LittleData, UpPromote,
PG20.	CONCLUSION Key Takeaways, Timeline, Appendices



TO HELP OUR CLIENTS MAKE DISTINCTIVE, LASTING, AND SUBSTANTIAL IMPROVEMENTS IN THEIR PERFORMANCE AND TO BUILD A GREAT FIRM THAT ATTRACTS, DEVELOPS, EXCITES, AND RETAINS EXCEPTIONAL PEOPLE.

## BACKGROUND

# VALUE PROPOSITION

This comprehensive market report is a culmination of the work done by Northeastern Consulting Group (NCG) for the healthy, organic and vegan shop Nüssli118. The report is broken down into several sections, which will be overviewed here. We began with the fundamentals, followed by a SWOT and competitor analysis, to highlight Nüssli118's value proposition and how the company stacks up against primary competitors. This section will provide solid comparison metrics and potential areas of improvement. Next, we will address the current market and the target market. The client hopes to increase sales by expanding its customer base and targeting a younger market may help achieve this. Moving into the recommendations section, we will further analyze these customer segments and the different means to target them, including leveraging Google and Shopify analytics, incorporating Shopify referral, loyalty and affiliate programs and implementing search engine optimization (SEO). We also look into Nüssli118's social media platforms, Instagram and Facebook, and how the client could improve engagement and utilize ads. The report concludes with a timeline for our actionable suggestions, to help Nüssli118 prioritize tasks and establish deadlines.

To begin this analysis, we want to highlight Nüssli118's value proposition, so that it can be used as a basis for the company's offerings and marketing. This value proposition focuses on the health benefits of the products Nüssli118 offers:

"AT NÜSSLI118, WE MAKE IT EASY TO EAT WHAT'S BEST FOR YOUR BODY WHILE LOVING EVERY BITE. OUR PRODUCTS ARE SIMPLY PREPARED USING THE BEST, ORGANIC INGREDIENTS: RAW, SPROUTED NUTS AND SEEDS, NATURALLY SWEET FRUITS, FRESH VEGETABLES AND FAIR TRADE SPICES. HEALTHY NEVER TASTED SO GOOD!"

We believe that highlighting these characteristics through promotional strategies will solidify the company's brand and be a propel future growth.



ANGELA HOFMANN

## BACKGROUND

# SWOT & COMPETITOR ANALYSIS

### SWOT ANALYSIS



#### MAXIMIZE STRENGTHS

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



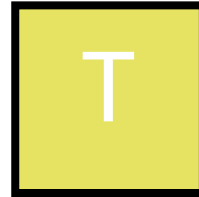
#### MINIMIZE WEAKNESSES

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



#### MULTIPLY OPPORTUNITIES

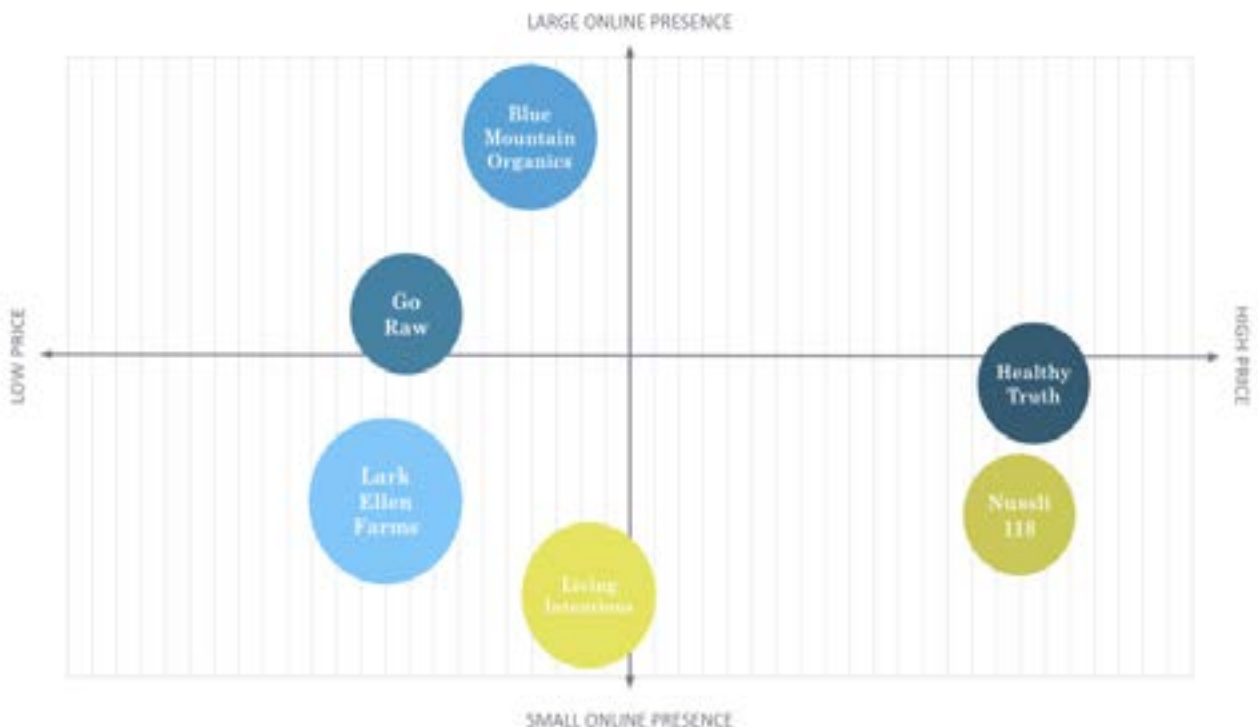
Take advantage of U.S.A. plant-based food expected CAGR of 11.4% from 2021-2026 to target growing customer market with referral and affiliate programs via Shopify applications.



#### MITIGATE THREATS

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

### COMPETITOR ANALYSIS



## CURRENT MARKET

# CURRENT MARKET: 20-50 YEARS OLD

### MARKET SIZING

[20-49 year old female  
US population]:  
64,000,000



[20-49 year old  
female Massachusetts  
population]: 1,350,000



[20-49 year old female  
Boston population]:  
167,000



[Suitable income]:  
83,500



[Vegetarian]: 9,185



### GEOGRAPHIC

The population tends to be located in city environments. The older age range is starting to move into the suburbs, but the majority of the population is still located in urban settings.

### DEMOGRAPHIC

Majority is female and in a relationship. The average income for households between 25 and 44 years old in Cambridge is \$115,955. This age range has a high level of education which correlates to a high buying power.

### PSYCHOGRAPHIC

The current customers tend to be recurring customers who are still relatively tech savvy. This age group lives a healthy lifestyle and frequents places like Whole Foods, Trader Joe's, and local farmers markets.

### BEHAVIORAL

This group's social media is more limited to Facebook. Almost a third of Millennials buy products directly on Facebook and Facebook is Gen Xers favorite social media platform. Gen X prefers email marketing out of the different marketing platforms.

# CURRENT MARKET

## CUSTOMER PROFILE

---

[JENNY]

Age: 34

Gender: Female

Education: Master's Degree

Income: \$85,000

Occupation: Interior Designer



### BACKGROUND

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

B

#### BEHAVIORS

Visits Nussli shop once every month or two instead of shopping online. She knows what she wants to buy when she comes in the store, and occasionally tries a new product. Not very price-sensitive.

M

#### MOTIVATORS

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

N

#### NEEDS

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

C

#### CHALLENGES

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



## TARGET MARKET

# TARGET MARKET: 18-29 YEARS OLD

### MARKET SIZING

[18-29 year old US  
population]: 56,000,000



[18-29 year old  
Massachusetts]: 970,000



[18-29 year old Boston  
population]: 160,000



[Suitable income]:  
20,16



[Vegetarian]: 2,217



### GEOGRAPHIC

The population tends to be located in city environments. The older age range is starting to move into the suburbs, but the majority of the population is still located in urban settings.

### DEMOGRAPHIC

Male or female and single or in a relationship. The average income for households under 25 years old in Cambridge is \$61,297. This age range has a high level of education which correlates to a high, and growing, buying power.

### PSYCHOGRAPHIC

The younger generation is more interested in organic, sustainable, and environmentally friendly products. As a result, they are willing to pay more for these kinds of products. Climate change is a top priority for them as they have a higher stake in relation to it.

### BEHAVIORAL

This generation cares a lot about forming brand relationships, so interacting with Angela is fundamental for them. In addition to their loyalty, they are willing to put their money where their mouth is and support sustainability.



# TARGET MARKET

## CUSTOMER PROFILE

---

### [ALEX]

Age: 23

Gender: Male

Education: Bachelor's Degree

Income: \$65,000

Occupation: Web Designer



### BACKGROUND

Some of Alex's hobbies include playing Valorant, jogging, and writing. Compared to Jenny, Alex's hobbies are not as physical health oriented. Alex is trying to have a more plant-based diet, so he recently stopped eating meat during the weekdays.

#### B

##### BEHAVIORS

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

#### M

##### MOTIVATORS

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

#### N

##### NEEDS

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

#### C

##### CHALLENGES

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

# ANALYTICS, SEO, & SHOPIFY

## SEO

---

### SEO AT A HIGH LEVEL

For Nussli 118 to be effective in their approach to search engine optimization, the individuals managing the website should be aware of some key fundamentals that define SEO. SEO can be categorized into two main categories: on-site SEO and off-site SEO.

#### On-site SEO

Work that is done on-site includes anything having to do with the internal website itself, meaning changes made to optimize webpage URLs, titles, images, metadata (the brief webpage description that is listed under each result when you make a Google search), and the content itself. On-site SEO also includes ensuring website functionality so there are no bugs and pages load and run smoothly. One of the biggest ways you can optimize your on-site SEO is with the strategic use of keywords. Keywords are the search terms that your customers can use to locate your website, and they are highly specific to individual webpages. The more keywords your website can rank highly for (in the top couple pages of Google), the more visible your business and brand will be, ultimately leading to more customers.

#### Off-site SEO

Unsurprisingly, off-site SEO is considered the opposite of on-site SEO: this includes anything that happens externally that still has an effect on your website. The biggest factor of off-site SEO is what's called link building, or gaining new references (links) to your webpages from other locations around the internet. The more links that are connected to your website, the higher domain authority your website holds. This is very important for ranking highly on Google Search, as high domain authority tells the algorithm that a website is reputable and established.



Volume - the general level of interest for a keyword.

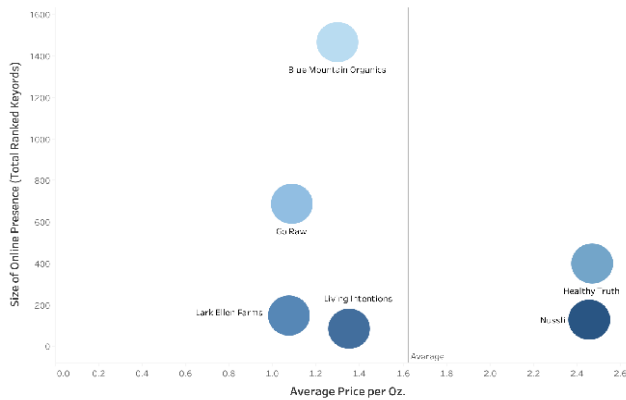


Difficulty - indicates the level of competition for websites attempting to rank for a keyword.



Intent - purpose for the keyword. Ex: informational if the searcher is looking to learn, and transactional if the searcher is looking to buy.

Nussli's Closest Online Competitors



## ONLINE COMPETITOR ANALYSIS

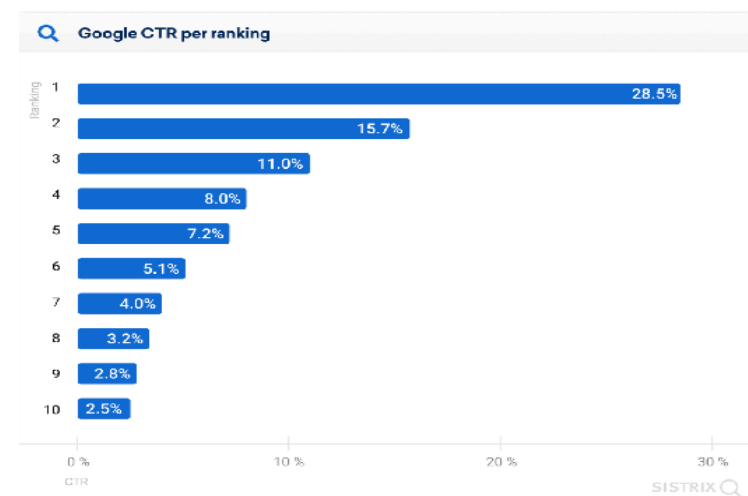
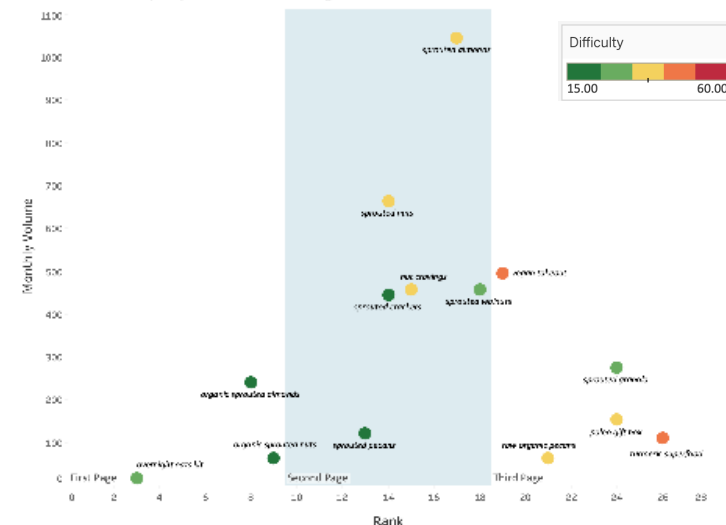
Based on shared keywords, Nussli's top competition in the digital realm turns out to be Lark Ellen Farms, Living Intentions, Healthy Truth, Go Raw, and Blue Mountain Organics (not in any particular order). In the graphic to the left, these businesses have been plotted on the basis of their online presence (total number of ranked keywords) versus their average price per ounce for selected products.

Pricing data was calculated from a basket of shared product categories for each competitor, focusing on those most important to Nussli's offerings: granola, nuts, blends, and crackers/crisps. Not all of these competitors offered all four of these products, however. This information is useful for displaying a general sense of how Nussli is positioned in the e-commerce market: as shown in the visual, the company operates specifically in the higher-price, smaller-scale market, and closely mirrors Healthy Truth in terms of these dimensions.

## KEYWORDS OUTLOOK

As mentioned previously, keywords can be highly effective as part of a successful SEO strategy. Using Moz Analytics, the team was able to understand exactly how many keywords Nussli's webpages were ranking for on Google Search, and the results of some of the top performers are summarized to the right. The rankings are segmented by the Google page they correspond to- first, second, or third. The highest-potential keywords are those that exhibit high volume and low difficulty (green bubble), however, in our recommendation for focusing on particular keywords, we noted that the most important were those that were ranked in the first and second pages of Google already, and the reason for that is that there is a massive advantage to being in the first page of Google over the second. It's well-known that people typically never venture beyond those first handful of Google listings when they are making a search, and it's estimated that the first page captures approximately 70-90% of traffic clicks(6).

How do Nussli's top keywords rank on Google Search?



## IMPROVING OFF-SITE SEO

Broadly speaking, there are four different types of off-site SEO strategies to pursue: guest posting, traditional P/R, influencer product reviews, and brand/link reclamation. All four strategies entail a good amount of research, outreach, and failures, and the key for most of these is that you will only get out of them what you put in to them; effort is highly important.

For Nussli, we feel as if the best strategy for off-site SEO is to focus on traditional P/R, as it is highly organic, perceived as trustworthy by consumers, and infectious- it helps to accelerate the visibility of your business and can reach large audiences. For pursuing more P/R for your business, following a four-step approach should yield the best results:

1. Understand audience preferences, habits
2. Identify the right publications
3. Identify the right journalists
4. Reach out to targets

Once you have an idea of the audience that will be most receptive and interested in hearing about your business in traditional media, research must be done to weed out the publications, blogs, and news agencies that could be potential landing points for your brand name. A good way to find these types of publications is to look to your main competitors and figure out the content that they are getting traffic from- through the links that connect to their webpages. This is made easier using online SEO tools that provide link research capabilities, such as Moz (they offer a 30-day free trial as well). A sample of publication leads found through this process is included in the Appendix.

Reaching out to targets using this method is also a critical point to make or break the success of the research process. After selecting a handful of journalists, reaching out to them through a friendly, non-invasive email is the best way to proceed. It's not always necessary to come right out by pitching your business to them- a good way to tread lightly is to ask them for advice or feedback on a business situation of yours, if they have expertise in the area. What's reassuring is that as a journalist, their job requires them to be good story-seekers; if there's a story in your business, they should pick up on that. Additionally, what also helps encourage successful outreach is making the journalist's job easier. It's worth your time to provide some details/info for them to reference if they do decide to write a story on you- sketch out rough ideas for stories, and provide them with supporting quotes, data, or whatever else might help to facilitate the writing process. This is sure to motivate journalists to show your business high consideration, especially when they likely have dozens of other businesses also asking for coverage.



### HARO: AN ADDITIONAL RESOURCE

HARO is a free service that you sign up for, and they send you three emails a day with information of journalists looking for expertise on a variety of topics. It directly connects you with journalists and is a simple, low-effort way to get mentioned in articles.

# ANALYTICS, SEO, & SHOPIFY

## SHOPIFY APPS

### REFERRAL AND LOYALTY

Shopify has many extensive options for referral and loyalty apps that businesses may choose from, and it can often be tough to understand what is worth considering as a company investment or what provides the most bang for your buck. A comparison of some of the top referral and loyalty apps can be examined below.

App Name	Referral Program	Loyalty Program	Rating	Pricing			Referral Features		Loyalty Features	General Features		
				Free Plan/Trial	Basic	Small Business	Enterprise	Referral Call to Action (CTA)	Ways to refer	Rewards Supported	Support	Ease of Use
<a href="#">Referral Candy</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4.8/5 (over 1300 reviews)	30 days free trial	\$49			"Refer friends. Get rewards."	Email, Facebook, Instagram, Twitter, Messenger		Email, Live Support	Easy
<a href="#">Smile: Rewards &amp; Loyalty</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4.8/5 (over 3700 reviews)	30 days free trial	\$49	\$199	\$599	"Refer friends and Get rewards"	Using personalized referral links	Fixed discounts, % off discounts, free products, free shipping	24/7 Email, Online Customer Support	Easy
<a href="#">Loyalty, rewards and referrals</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4.6/5 (355 reviews)	Free plan	\$159	\$399	\$699	"Invite Friends"	Email, get referral links	Fixed discounts, % off discounts, free products, free shipping, buy with points	Email, Online Support	Medium
<a href="#">Conjured Referrals</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4.9/5 (155 reviews)	14 days free trial	\$29	\$99	\$299 - \$1,000	"Invite a friend and take \$5 off"	Email, SMS, Twitter, Facebook, or WhatsApp		Email, Online Support	Easy
<a href="#">Gift Cards &amp; Loyalty Program</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4.9/5 (731 reviews)	7 days free trial	\$20 - \$60	\$200	\$600	"Let's send your gift card"	Email, get referral links	Store credit	Email, 24/7 Online Support	Medium
<a href="#">Yotpo Loyalty &amp; Rewards</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4.7/5 (2161 reviews)	Free plan	\$29	\$249		"Get \$25 off"	Instagram, Email, Facebook		Email, 24/7 Online Support	Easy
<a href="#">Social Boost Giveaways Contest by Apps May</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4.8/9 (86 reviews)	Free plan				"Refer a friend"	Facebook, Messenger, Whatsapp, Twitter, Email		Email, Online Support	Easy

For Nussli, the Smile Rewards and Loyalty app presents the best value proposition, for three main reasons. For one, Smile is a highly reputable platform, and comes with both referral and loyalty capabilities. Secondly, these capabilities are provided to users at a competitive price- \$49 for the basic package being the target here. Lastly, the platform is highly supportive; it's easy to use and provides extensive resources for learning how to optimize customer engagement as well as how to interpret the results of specific campaigns to strategically improve over time. We recommend Nussli to subscribe to the \$49/mo Starter plan over using the free version because there is high value in the additional features of advanced branding and customized rewards emails that the free version does not include. The Starter plan will allow Nussli to build upon its brand image and reputation much more effectively, as this package also removes any Smile.io branding in the referral/loyalty programs. For Nussli to truly own this professional approach to attracting and retaining customers, they should take full control over the presentation and user experience.

## SOCIAL MEDIA

# INSTAGRAM & FACEBOOK

### GENERAL USER BEHAVIOR

Social media marketing is important for small businesses looking to increase sales because users spend hours daily scrolling on platforms like Instagram. 83% of Instagram users discover new products and services on the platform, revealing the significance of establishing a strong shopping platform (1). 2/3 of Facebook users visit a local business page weekly, showing how potential customers no longer need to enter physical stores to learn about a brand's products and values, they can conveniently interact through social media (1). The average monthly follower growth of business accounts on Instagram is +1.46%, providing a key metric that each business can track to ensure they are consistently growing (1). Nussli is already established on Instagram and Facebook and have impressive engagement; however, they have only utilized organic methods so far. Running paid ad campaigns may increase engagement, especially from a niche market of women who are health-conscious and identify as raw vegan.



### Nussli118 KPIs

Engagement rate: 3.91%  
Conversion rate: 2% (4% during holiday)

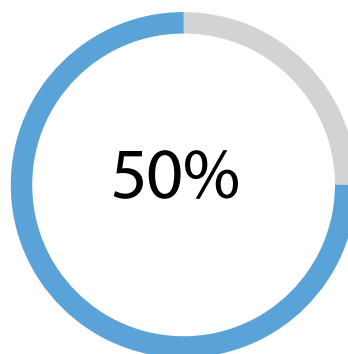
### Average KPIs

Engagement rate: 1.55%  
Conversion rate: 1.55%

### BUDGETING

According to the U.S. Small Business Administration, small businesses should allocate 7-8% of their revenues to marketing (3). According to the February 2021 CMO survey, B2C product companies spend around 21.8% of their marketing budget on social media (5).

- 70% of digital marketing budget on safe strategies currently working for Nussli
- 20% of digital marketing budget on moderately risky strategies with a high chance of success
- 10% of digital marketing budget on risky and new strategies



50% of Instagram users are more interested in a brand when they see ads on Instagram (4).

The average small business spends around \$1,000 to \$3,000 per month on Facebook ads (4).



### POST TYPE

For accounts with less than 5000 followers, image posts have an average engagement rate of 5.13%, carousel posts have 5.40%, and video posts have 5.14% (not industry-specific) (4).



### CAPTION LENGTH

Short captions (under 10 words, excluding hashtags) increases the average engagement rate to 3.13% for carousels, 2.54% for images, and 2.35% for videos (4).



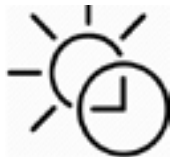
### EMOJI USE

Emojis increase engagement from 2.15% to 2.72% in photos, from 2.52% to 3.06% in carousels, and from 1.88% to 3.20% in videos (4).

LITLEDATA CAN CONNECT GOOGLE ANALYTICS TO FACEBOOK AND INSTAGRAM ADS TO: ANALYZE COST-EFFICIENCY, IMPORT AD COSTS, CONNECT SALES AND MARKETING APPS (SHOPIFY AND EMAIL MARKETING), AND BENCHMARK NUSSLI'S WEBSITE.



Use around 6 hashtags in the comment section as that is correlated with the highest engagement rate (4).



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



Post more photos with human faces as they perform 40% better than photos without (4).



## AUDIENCE TARGETING ON AD CAMPAIGNS

There are two ways to run ads on Instagram and Facebook - promoting existing posts and creating new ad campaigns. Promoting/boosting posts is applied to posts that have already have a high engagement rate; they are a simple way to increase engagement with little effort. Traditional ad campaigns are more complex but offer more insights; they are created and managed via Facebook Ads Manager and A/B tests can be run to ensure users are reached optimally.

While the two are different, the targeting features are virtually identical. Business owners can select an objective, target an audience, and set a budget and schedule (all detailed below). The current market should be targeted separately from the target market as this can allow for more specific understanding of how each age demographic is reached.

### OBJECTIVE: CONVERSION

To increase any desired action on your website, usually, sales and purchases. Facebook optimizes ads and displays them to users who are more likely to be interested in your product and convert them into a customer. However, this objective requires the set up of a "Facebook Pixel," which reports whenever someone visits or takes action on your website. This is most suitable for targeting the current market as users aware of the brand are more likely to convert.

### OBJECTIVE: AWARENESS

To show ads to users who are most likely to remember them. It is an appropriate selection when the goal is to have more people know of the brand, but doesn't mean more traffic or conversions on your website; rather, it optimizes ads for impressions. Brand awareness is most suitable for targeting the target market as individuals are more likely to consider purchasing products from brands they know and trust.



Location and Gender:  
Boston, MA; women



Age: 30-55 (current market);  
20-29 (target market)



Placement: mobile only



Interests: 'fitness', 'wellness', 'baking',  
'chocolate', 'desserts', 'organic food',  
'veganism', 'vegetarianism', and other  
keywords

The only thing changed when targeting the current vs. target market is the age. However, it is recommended to run different ads for different audiences, as what current customers are interested in (older demographic) may not be the same as what target customers prefer to see on social media (younger demographic). A/B tests can be run from Facebook Ads Manager to test which ad format works best. As paid campaigns are new to Nussli, utilize 20-30% of the digital marketing budget on this avenue of growth.

Experiment with post type (carousels, photos, videos), emoji use, hashtag use, and type of media (e.g., photos with faces, photos of products, videos of how products are created, etc.)

# RECOMMENDATION

## ANALYTICS

Despite Shopify and Google Analytics being set up, the client is having difficulties in interpreting the analytics provided. Oftentimes, there are discrepancies between the two softwares, and in general there is a need to turn data analytics into actionable items for improving sales.

Our Recommendation: Purchase LittleData's Standard Package at \$79/month when paid annually (\$99/month if paid monthly). Take advantage of the 30-day free trial before making a final decision. LittleData's smart script ensures accurate data at every customer touch point, from marketing channels through recurring transactions. The app fixes data in Google Analytics, with smart connections to Shopify, Google Ads, Facebook Ads and others.

Justification:

There are three main integrations that will be of use for Nüssli118, broken down further below.

1. Google Analytics integration for Shopify
2. Facebook Ads integration
3. Google Ads integration

### 1. Google Analytics Integration for Shopify

- Data-driven growth for Shopify store: visualize data in any Google Analytics reporting tool or dashboard, alongside ecommerce benchmarks and audit checks in the LittleData app
- Ecommerce tracking for Shopify in Google Analytics. Tracking includes: exact order volumes, marketing attribution, checkout steps, product list details & CTR, product variants (color, size, etc.)
- Capture recurring payments in Google Analytics: on-site search terms, essential details like when an item is removed from cart, first-time vs. recurring payments, customer lifetime value (LTV), data layer can be used with GTM

### 2. Facebook Ads Integration

- Fix campaign tagging: the client can audit their analytics setup for accurate tagging and tracking, including Facebook Ads, marketing channels, PPC campaigns, affiliate networks and checkout flows, ensuring that nothing is missed.
- Import ad costs: by automatically pulling ad costs into Google Analytics, Nüssli118 can drill down into their marketing data and connect campaigns with revenue. Access the data in GA and see smart reports in the LittleData app to make data-driven decisions and accelerate growth.
- Connect sales and marketing apps: the client can quickly integrate their Facebook Ads account from the Connections tab in the LittleData dashboard. They can additionally connect Google Analytics, Shopify, AdWords, ReCharge, CartHook, plus all social channels and email marketing platforms.

### 3. Google Ads Integration

- Automatic setup in the LittleData app
  - Easy setup and smart automation
  - Authorize Google account and LittleData does the rest in just four clicks
  - Link multiple AdWords accounts to multiple Google Analytics views
  - Ongoing audit to ensure data accuracy
- Retarget ecommerce segments in Google Ads
  - Increase AdWords ROI with ecommerce data for smarter retargeting
  - Retarget users who viewed product details but didn't buy
  - Stop wasting money acquiring visitors who have previously purchased
  - Connect LittleData's Shopify app for accurate tracking of checkout steps

## A Note on Key Performance Indicators (KPIs)

As the client continues to utilize analytic based advertising, they should keep in mind what key performance indicators are most relevant to their business. With prior experience with Google Analytics, Nüssli118 is already familiar with such KPIs. As key indicators of progress towards an intended result, KPIs can be categorized into several different types: including inputs, outputs, processes, outcomes, and milestones. Some examples of these include conversion rate, average profit per customer, and customer retention rate. These are just a sample of the numerous KPIs out there. For a more extensive list and breakdown, please refer to the excel sheet linked in slide 17 of our final deliverable. In general, as analytics are further integrated into a business, these KPIs can be useful baseline statistics to inform

## RECOMMENDATION

# AFFILIATE MARKETING PROGRAMS

This section strives to explain what affiliate marketing is, and how Nüssli118 can incorporate such a program to boost sales. The topics covered are as follows:

1. What is affiliate marketing?
2. How does it work?
3. Is affiliate marketing right for your business?
4. How to create an affiliate program, step by step

Our overall recommendations:

1. Choose high average order value (AOV) products to promote
  - a) SUPERFOOD OVERNIGHT OATS KIT (\$19.99)
  - b) PLANT BASED DESSERT PLATTER (\$70.00)
  - c) SUPERFOOD LATTE BLEND SET (\$35.00)
  - d) SUPERFOOD LATTE BLEND - FIVE PACK TIN (\$65.00)
2. Offer 10-15% commission depending on the product and affiliate member (i.e. their success)
3. Integrate the "Grow Affiliate" package from the UpPromote app to shopify account

What is affiliate marketing?

- Affiliate marketing is a reward-based system that encourages partners to promote products in exchange for a commission.
- A customer, advocate, or industry marketer signs up for a company's affiliate program and sends visitors to your Shopify store through their special referral link, and any sales that you make as a result of their promotion earns the marketer a reward.
- An affiliate program will pay via a flat dollar amount or a percentage of the total sale, but incentives could also be free or discounted products. It's a win-win for both parties.
- The affiliate marketing strategy is used both in business-to-consumer (B2C) and business-to-business (B2B) campaigns, with over 80% of brands using affiliate programs to promote their products.

### How does affiliate marketing work?

- Affiliate marketing works when someone (an affiliate) refers a product or service by sharing it on a blog, social media platform, podcast, or website. The affiliate earns a commission each time someone makes a purchase through the unique link associated with their recommendation.
- Commission rates vary depending on the company and the offer. On the low end, you'll earn about 5% of the sale but, with some arrangements, you can earn as much as 50%, usually when promoting a class or event. There are also affiliate-marketing programs that provide a flat rate per sale instead of a percentage.

### Is affiliate marketing right for your business?

- Affiliate marketing isn't right for every business. If you have small profit margins, for example, it may not make sense: it would be difficult for a business owner to pay affiliates and also turn a profit.
- Affiliate programs need to pay a portion of each sale in order for it to be worth the promoter's effort and money, depending on their approach to promoting your products.
- One of the best ways to find out if an affiliate program is a good fit for your business is checking to see if other companies in your industry have created them. Examples include: Lark Ellen Farm, Flackers, Simple Mills, Nuts.com.

---

### How to create an affiliate program, step by step.

#### 1. Choose high average order value (AOV) products to promote

You can include all your products, but it's smart to focus on high AOV products to increase revenue and affiliate earnings per click.

Think: a 10% commission on a \$80 product is more attractive than a 10% commission on a \$5 one. Tell affiliates exactly which products to advertise and offer them a few promotional tips like:

- Promoting free shipping on orders over \$50. Nine out of 10 shoppers say free shipping is the number one incentive to shop more online.
- Offering a first-time buyer discount. Give new customers an extra discount for their first purchase. You can then remarket to them through email and Facebook ads. Buy more, save more discounts. Offer a scaled discount sale to increase average order value. For example, save 20% when you spend \$50, or 25% when you spend \$100.
- Offering affiliates valuable products and promotional tips can help them sell more, which, in turn, leads to more sales for your business. You can always add or remove products from your affiliate program and tweak your messaging if your strategy isn't working.

High AOV products for Nüssli118 include: SUPERFOOD OVERNIGHT OATS KIT, PLANT BASED DESSERT PLATTER, SUPERFOOD LATTE BLEND SET, SUPERFOOD LATTE BLEND - FIVE PACK TIN

## 2. Decide your affiliate pricing and commission

Once you've chosen your products, you'll want to decide on a commission package. Ideally, cash is the most appealing reward. Some ecommerce brands can get away with giving free products or offering store credit. But aim for cash if possible.

The next step is setting the rate. There are two routes here:

- Percentage commissions, or a percentage of each affiliate sale (typical Amazon commission income rate ranges between 1% and 20%, depending on what products you're promoting.)
- Flat-rate commissions, or a set dollar amount for each sale

According to ReferralRock, the most common is a percentage commission in affiliate programs, with the average commission being between 5% and 30%. Shopify experts HeyCarson breaks affiliate commissions down by category, with commissions ranging between 10% and 40% of sales.

Choose a rate based on your category listed above to start. You can always raise or lower your pricing if it's not a good fit for your business. Or create different offers using multiple commission types.

Recommendation: Based on Shopify averages, we recommend a 10-15% commission depending on product and affiliate member.

## 3. Choose an affiliate management app

Recommendation: We recommend the service UpPromote. See slide 19 in our final deliverable for a comparison of apps and packages. We recommend using UpPromote: Affiliate Marketing, due to their pricing and feature advantages over primary competitors. Not only do they have a free plan for you to test the service, but the automated tracking methods and ease of use make it a logical choice for someone first experimenting with Affiliate marketing.

## 4. Recruit your affiliates

- Social media: Announce your affiliate program on your own social media marketing channels. Vianetic announced its affiliate program on Instagram, encouraging followers to learn more and apply. It reiterates the benefits of being an affiliate to draw more interest.

- Email marketing: If you have an email list, use it. Requests over email have the greatest impact on affiliate engagement compared to all other channels. Tell your subscribers about the affiliate program and encourage them to apply and help spread the word to others who may be interested.

- Your website: Visitors to your website are already familiar with your brand to some extent, making them potential candidates for your affiliate program. Plus, this is where affiliate marketers can find out about new programs.

Promote your affiliate program on your site with a link in an out-of-the-way but still easily accessible place, like your footer. You'll want to create a landing page dedicated to the program and highlighting the benefits of joining. Fill your website with high-quality content so that when affiliates come looking for partnerships they know you're a legit company to work with.

## 5. Manage affiliates

Understanding the effectiveness of your affiliate program is crucial for sustainable success. Identifying your top-performing affiliate marketers, for example, can help you ensure what's working.

Some metrics you'll want to consider paying attention to: total affiliate sales, sales per affiliate, average order size (especially compared to sales not attributed to affiliate marketing), total payout, payout-to-sales ratios, gross margin, total number of affiliates, number of new affiliates, number of affiliates who've left the program.

## CONCLUSION

# SUMMARY OF RECOMMENDATIONS

---

### RECOMMENDATION 1:

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

### RECOMMENDATION 2:

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

### RECOMMENDATION 3:

Optimize high-volume, first- and second-page-ranking keywords on website to drive google search traffic.

### RECOMMENDATION 4:

Follow the four-step strategy to focus on growing public relations presence for off-site SEO.

### RECOMMENDATION 5:

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

### RECOMMENDATION 6:

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





## APPENDIX

# REFERENCES

---

1. Bagadiya, J. (2021, December 1). 367 Social Media Statistics You Must Know In 2021. SocialPilot. Retrieved December 5, 2021, from <https://www.socialpilot.co/blog/social-media-statistics#fb-demographic-stats>.
2. Beesley, C. (2012, June 4). How to Set a Marketing Budget that Fits your Business Goals and Provides a High Return on Investment. Small Business Administration. Retrieved December 5, 2021, from <https://www.sba.gov/taxonomy/term/15051?page=37>.
3. Ecommerce Market Data and Ecommerce Benchmarks for the Food & Drink Market. IRP Commerce. (2021, October). Retrieved December 5, 2021, from <https://www.irpcommerce.com/en/gb/ecommercemarketdata.aspx?Market=9>.
4. Lozan, T. (2019, August 19). Instagram content and engagement study: What 7.4 million posts show. Socialinsider Blog. Retrieved December 5, 2021, from <https://www.socialinsider.io/blog/instagram-content-research/>.
5. Moorman, C. (2021). (rep.). The Transformation of Marketing: Emerging Digital, Social, and Political Trends. The CMO Survey. Retrieved December 5, 2021, from [https://cmosurvey.org/wp-content/uploads/2021/02/The\\_CMO\\_Survey-Highlights\\_and\\_Insights\\_Report-February-2021.pdf](https://cmosurvey.org/wp-content/uploads/2021/02/The_CMO_Survey-Highlights_and_Insights_Report-February-2021.pdf).
6. Shelton, Kelly. "The Value of Search Results Rankings." Forbes. Oct. 30, 2017. <https://www.forbes.com/sites/forbesagencycouncil/2017/10/30/the-value-of-search-results-rankings/?sh=361cd74844d3>

## APPENDIX

# SAMPLE P/R TARGETS

Linking Website Info (Opportunities)						
Name of Linking Domain	City	State	Target Categories	Journalists	Notes	URL
<b>Lark Ellen Farms - 143 linking domains</b>						
Hunker	Santa Monica	CA	Food, Wellness	Kirsten Nunez, Anna Gragert	Good target for recipes, gift boxes	<a href="https://www.hunker.com/">https://www.hunker.com/</a>
Cupcakes and Cashmere	Los Angeles	CA	Food	Emily Schuman (owner), Leslie Stephen, Jess Kane	Good for recipes	<a href="https://cupcakesandcashmere.com/">https://cupcakesandcashmere.com/</a>
Snack Nation	Los Angeles	CA	[Gifting]	Ashley Bell	Not always focused on food; has a lot of corporate-related content (including corporate holiday gifts)	<a href="https://snacknation.com/blog/">https://snacknation.com/blog/</a>
Bee Healthy			Nutrition, Health		Medical/science focused	<a href="https://www.beehealthy.org/">https://www.beehealthy.org/</a>
The Real Simple Good Life	Bend	OR	Recipes	Justin and Erica Winn	Big on recipes	<a href="https://realsimplegood.com/">https://realsimplegood.com/</a>
<b>Blue Mountain Organics - 780 linking domains</b>						
Organic Authority			Kitchen-Recipes, Nutrition-Wellness			<a href="https://www.organicauthority.com/">https://www.organicauthority.com/</a>
Go Dairy Free			Reviews, Grocery Guides		No product reviews consistently for various dairy-free brands	<a href="https://www.godairyfree.org/">https://www.godairyfree.org/</a>
<b>Healthy Truth - 264 linking domains</b>						
Tasting Table	Santa Cruz	CA	Food, Recipes			<a href="https://www.tastingtable.com/index.htm">https://www.tastingtable.com/index.htm</a>
VegNews			Recipes, Health-Wellness			<a href="https://vegnews.com/">https://vegnews.com/</a>

\*For reference: Nussli 118 has 103 linking domains (external webpages directly connected to Nussli webpages)

\*The chosen domains have the highest relevance/opportunity based on their content, tendency to mention 3rd party brands/businesses in articles, and domain authority based on Moz

## APPENDIX

# OUR TEAM

---



**NANDINI SHAH**  
PRINCIPAL



**ISABELLA CARDONA**  
ENGAGEMENT LEAD



**CAMERON VADNAÏS**  
SENIOR CONSULTANT



**AKSHAY SUNDARAM**  
SENIOR CONSULTANT



**SAHIL KUDVA**  
SENIOR CONSULTANT



**ALISON LIANG**  
JUNIOR CONSULTANT

