



Ecotique India - Natural products
Branding, Marketing & Sales
V.1.2

Confidentiality of Important Information

The information in this Document is confidential and is intended solely for the attention and use of employees of **Alcos**. It might contain privileged information. If it has come to you in error and you are not the intended recipient you must not proceed further, disclose, copy, use or disseminate any information contained therein, please delete it and contact us (**raj@sdi.la**) without delay so that we may take whatever action we consider appropriate. Although this document is believed to be free from any virus it remains the responsibility of the recipient to ensure that this document is virus free and we accept no responsibility in this regard.

Contacts

Contact Role	Name	Company
Alcos/ Ecotique	Girish Vaze	Alcos
Client Interface (Business)	Raj Srivastav	Software Developers Inc.
Task Manager	Natasha Singh	Software Developers Inc.

Inputs:

Girish Vaze has asked us to review their products and determine Marketing, Sales and Promotional strategies for establishing and selling their Ecotique products in North America & Australia.

Objective:

- To create a marketing plan and selling strategies for Ecotique products in North America & Australia.
- To promote the brand through exclusive promotional campaigns for the selected target segments.
- To bring awareness about the product and its origins by establishing its online presence through Social and marketing activities.

Salient Points of this contract

1. All content will be generated by SDI at no extra cost to Alcos. All content will be created from scratch by our content writers and it will be original copy. Alcos has no liability on content that is created by us.
2. It will take approximately 4 months for us to build all online assets and after that SDI and Alcos will have engaged in a 6 month Sales contract which can be renewed or cancelled by Alcos at the end of 6 months.
3. We have mentioned deliverables per week/month against each task below
4. All assets will be created and maintained by SDI. Any bugs will be resolved by SDI at no extra cost to Alcos. Hosting will be on one of SDI's secure servers. SDI cannot guarantee against viruses/malware threats/attacks but will take immediate steps to resolve it if it occurs.
5. SDI will provide a weekly back-up of all assets and also provide training in handling all assets throughout the contract period to one of Alcos's assigned team members
6. The first phase of this contract will be "Asset building." SDI will build all assets and deliver them to Alcos apart from hosting them on one of its servers. Once this is done, then SDI will start on the 'Sales' contract. Alcos will have the right to cancel the 'Sales' contract if SDI does not deliver all assets as per the "Asset building" phase of this contract. All assets that are to be built and delivered are mentioned in this document.
7. Product Pricing decision will be Alcos's decision. SD will try and sell at the price that Alcos decides. SDI will make suggestions on pricing based on market research and feedback but the final decision will be Alcos's decision at all times.
8. SDI will deliver all of the source codes and the Alcos team will have full access to everything that we are creating and working on at all times. Alcos will be the owner of all assets at all times provided agreed Invoices mentioned in this contract are paid to SDI.

Brand Awareness

We will establish and build the online presence of “Ecotique products” brand in the international (North America & Australia) market. The following activities will help us to create an awareness about your product, its origin, and why consumer should use it.

1. **Website (Website redesign with new keywords/tags as per trends)**
 - 1.1. Your website is the spotlight of your Brand. We will attract targeted users to the website and showcase all the products.
 - 1.2. We will Link your website to high Authoritative pages, build strong Google approved backlinks to generate desired traffic.
2. **Blogs & Articles (1 blog a week=4 blogs a month & 2-4 articles/month. We need to keep up with market trends so will constantly iterate accordingly)**
3. We will create and market rich product based content on top traffic generated keywords and most popular skin care products.
 - 3.1. Trending blogs will be curated and shared on various blog sites, guest blogging and Web2.0 sites.
4. **Videos (1-2/Month)**
 - 4.1. Interactive videos related to the Ecotique History and origin, its benefits, research based facts, beauty secrets, founders of this product/and their personal growth, etc will be helpful in educating the visitors/consumers and why they should try this product.
 - 4.2. Videos will be provided by Ecotique and SDI will publish it.
5. **Slideshows & Infographics (1-2/month)**
 - 5.1. There are 2 categories of people, 1 who love to read and find as much information as they can and the others who like informative visuals and short but effective information. The information in the form of slideshows and infographics is to attract the attention of the 2nd category of consumers. These will also be helpful for generating traffic from various other social networks who use only images to spread information like Pinterest and Instagram.

Brand Positioning

We will do market research on a continuous basis to identify the competition who is selling similar product, what will be the price points, what is going to be the distribution channel, the packaging style, and the niche market of consumers. (target segment)

1. Pricing

- 1.1. The price determination of the Ecotique is dependent on the distribution, packaging and existing competition.
- 1.2. If we are going to target the niche market where the product is not sold in large volume then we have to sell the product as high end product.
- 1.3. For selling high end products packaging, distribution channels, shipping and handling is very important which will add to the cost.

2. Distribution channels/retailers

- 2.1. Contacting online distribution channels.
- 2.2. Considering dermatologist or herbal care providers who have interest in partnership
- 2.3. Make up schools/ institutes and makeup studios for on the shelf promotions.

3. Packaging

- 3.1. The packaging will be visually appealing
- 3.2. The packaging should speak for the product itself, if the Product is natural ayurvedic product then a recycled packaging can be a good idea.
- 3.3. If the product is targeting the premium segment then the touch and feel of the product packaging has to be as luxurious as you describe the product and its story.

4. Competition

- 4.1. We will focus on the product's key differentiators and position it as a 100% organic/natural products as compared to the related brands.

Search Engine Optimization (SEO)

Our custom Search Engine Optimization campaign will go hand-in-hand with the creation of a promotional website. We have numerous strategies, tactics and tools for SEO. We will implement the best combination based on unique circumstances, making any necessary adjustments along the way. Our initial tasks may include (but are not limited to):

Analytics and Webmaster Tools Review (Every Month)

We will design Ecotique's website to take advantage of modern Analytical tools. Analytics are crucial to any online marketing campaign, as they allow us to monitor progress and react to changes in activity over time.

Server Optimization (Every Month)

Our SEO team will work with our web developers to perform server optimization as it relates to SEO. Server optimization primarily focuses on proper site indexing and site speed.

Server optimization includes but is not limited to the following:

- Sitemaps - XML, Video, News, etc.
- Robots.txt
- Webmaster Tools
- Canonicalization
- 301 and 302 Redirects
- IP Blocklist

Website Architecture Optimization/Rebuild (One time set-up and Monthly revisions)

SDI perform site architecture optimization to ensure good indexing by search engines.

Site architecture work will include but is not limited to the following:

- Define Site Hierarchy
- Global and Sub-Navigation
- Internal Linking (aka cross linking)
- URL Structure
- Siloing of Content
- Page Size
- Header/Footer Structure
- Custom 404 error page

Code Optimization (One time setup)

SDI's web development team will optimize the site's code for SEO. Code optimization includes but is not limited to the following:

- Keyword Analysis
- Implement improved heading structure on pages
- Head Section HTML Elements
- Body Section HTML Elements
- Alt and Div Tags
- Table Optimization
- Fully Qualified vs. Relative Page Linking

Content Development, Optimization and Strategy (One time setup and Monthly revisions)

Well-optimized, quality content will build authoritativeness for the site. With Google integrating universal search, content optimization is no longer limited to text. Content development and optimization includes but is not limited to the following:

- Keyword Research/Mapping
- Content Identification/Mapping
- Content Redistribution Strategy
- Content Calendar Development
- Head Section Variables (e.g. Title, Description)
- Application of Headings
- LSI-derived on-page within the Body
- Image Alt Tags
- Anchor Text
- RSS Feed Syndication
- Image and Video Syndication (universal search)
- Blog Optimization
- SEO Copywriting

Link Popularity Campaign (One time setup and Monthly revisions)

We will build Ecotique's PageRank by creating high quality backlinks according to the latest Google algorithms. Before developing links, it is a best practice to perform an analysis of your competitors' existing link popularity using a baseline of the core metrics.

Basic metrics include:

- Number of links
- Number of link sources
- Diversity of link sources
- Number of links to the Home Page
- Number of links to interior pages

- Anchor Text diversity to Home Page
- Anchor Text diversity to interior pages
- Age of the links
- Page Rank of the linking page
- Page Authority of the linking page
- Domain Authority of the linking page
- TrustRank of the links
- Theme association of links
- Canonicalization of the links

Once a baseline of activity is performed, a custom link development plan will be developed and implemented based on this data. Each month the plan is reevaluated based on the ranking improvements and adjusted accordingly utilizing a combination of the following link tactics:

Guest Post Outreach (Monthly)

On behalf of Ecotique, we will outreach to relevant bloggers and websites to establish a content publishing relationship as a guest blogger. Guest blogging is a great way to build authoritative backlinks on relevant websites, as well as reach out to a targeted audience and spread brand awareness.

Content Marketing Link Development (Monthly)

SDI's content writing team will write high quality, valuable articles containing individual keywords, anchor text links and have them placed on authoritative sites throughout the internet. These sites vary from authoritative [Online Blogs with Page Ranks of 3+ and Domain Authorities of 25+](#) to popular news sites with Page Ranks of 5+ and Domain Authorities of 60+.

[Your site will gain valuable exposure and increased search engine visibility from the content placed on these popular sites. Google will elevate your sites rankings on individual keyword phrases and consumer confidence in your site will increase due to the distribution of this valuable content.](#)

Optimized Press Releases (2-4/Month)

[SDI's writers will write, optimize and distribute newsworthy press releases through online distribution channels. An online press release when properly distributed will get syndicated on 3rd party sites while increasing incoming links from authoritative websites.](#)

Social Media Marketing (SMM)

Social Media Marketing is a valuable tool for increasing the circulation of news, press coverage, and other information relating to the Ecotique brand. Through social media, we will be able to spread Ecotique branding through numerous customer networks.

1. **Suggested SMM Assets:** These social networks can be used to distribute targeted or general brand messages to consumers.
 - 1.1. **Twitter (15 trending tweets with popular hashtags per week, and going a step deeper with localization as well)**
 - 1.1.1. Create a Twitter account to build followers, gain online branding and initiate conversations about Ecotique to spread brand awareness in broad strokes.
 - 1.1.2. Create hashtags to tag the identity of your product with trending keywords.
 - 1.2. **YouTube (1-2/ month)**
 - 1.2.1. Publish additional video content for Ecotique thereby enhancing traffic to your website.
 - 1.2.2. Reach out to popular YouTube channels to propose product reviews
 - 1.3. **Google+ (Join 2-3 active new groups every week, adding 5-10 G+ shares as per popular Google updates every week)**
 - 1.3.1. Create a company page and increase followers so to reach out to the Google+ community and build online awareness of your product.
 - 1.4. **Slideshare (Curating and designing 1-2 slideshares a month with a trending topic a setting up the correct tags & transcription)**
 - 1.4.1. Publish visually compelling slideshow content which can be shared across other social networks.
 - 1.5. **Pinterest (Setting up new boards & joining new ones every week, adding blog or image ads on pinterest daily 1-2 with relevant tags)**
 - 1.5.1. Create a Pinterest page and post relevant images and content.
 - 1.6. **Facebook (Join 2-3 active groups every week, adding 10-15 facebook updates every week)**
 - 1.6.1. Create Facebook page and build brand community.
 - 1.6.2. Images and rich content will encourage likes and shares, improving your visibility.

- 1.7. **LinkedIn (One time set-up for a linkedin presence and 2-4 regular promotions every week)**
 - 1.7.1. LinkedIn will be useful for reaching industry specialists and retailers.
 - 1.7.2. Publishing content on LinkedIn will legitimize your business and establish authority in the natural cosmetics industry.
- 1.8. **Reddit (Setting up a reddit account, subscribing to new reddit accounts and subreddits with 2-4 promotions every week)**

1. Install social network plugins to link Ecotique website to your social media pages.
2. Content posted to your blog will be valuable for both SMM and SEO purposes.
3. Join or create user communities across various social websites to introduce Ecotique brand to interested consumers.
4. Run paid ad campaigns on social media platforms promoting Ecotique
5. Analytics for Social Media can be installed to evaluate efficacy of social media strategies

Branding & Marketing Investment details

SDI will undertake and execute branding, marketing, Social Media and SEO related tasks described above for a duration of 12 months.

The costs involved are given below:

Phase 1 - The One Time “Asset Building” set-up costs for Branding and all collateral will be Rs.7,00,000/- Rupees Seven Lac only.

Phase 2 - Sales Contract - Ongoing Sales operations will cost Rs.1,60,000/month for 6 months + 20% sales commissions on generated sales.

Bifurcation

SEO	SMM	Other Marketing Channels
<ul style="list-style-type: none"> - Complete website competitive keyword analysis - Google keyword ranking -Meta tags and meta description 	<ul style="list-style-type: none"> - Social media activities - Creation of social media accounts and set up 	<ul style="list-style-type: none"> - Article submission - Blogging - Blog commenting - Free classifieds

<ul style="list-style-type: none"> - On page and off page optimization - Back link building - Keyword insertion - URL as per keyword - Alt and Image tag optimization - Adding Anchor txt in content 	<ul style="list-style-type: none"> - Posting on Google+, LinkedIn, Twitter, Pinterest/Instagram, Youtube - Joining Communities, Forums - Creation of image and banner ads - Image and banner ads submission 	<ul style="list-style-type: none"> - Citation listings - Guest blogging
--	---	---

Sales Goals

We have researched and discussed with Industry experts. We have also collated data on the market size and strengths/weaknesses.

We believe the we will be able to take up and successfully launch and sell Ecotique products. We will focus on selling the products online in India

Ecotique will also set-up shipping and logistics from Ecotique to clients in India. This will also include Refund and returns management. We will work on the following, Month to Month Sales Targets

Month	Volume	Example Pricing	Revenue
Jan	50	\$10	\$500
Feb	80	\$10	\$800
March	150	\$10	\$1,500
April	300	\$14	\$4,200
May	700	\$14	\$9,800
June	1000	\$14	\$14,000
July	800	\$18	\$14,400
Aug	600	\$18	\$10,800

Sep	1000	\$18	\$18,000
Oct	1200	\$18	\$21,600
Nov	1400	\$18	\$25,200
Dec	1220	\$18	\$21,960
	8500	\$15	\$142,760

We propose to set-up all assets **starting 4th Quarter 2015 and to start selling the products in the 1st quarter of 2016**, once the branding activities as well as logistics are setup and tested.