



## Ecotique - Anti aging natural products Branding, Marketing & Sales

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## Contacts

Contact Role	Name	Company
Iona World/ Ecotique	Renuka Thergaonkar	iONA World
Client Interface (Business)	Raj Srivastav	Software Developers Inc.
Task Manager	Natasha Singh	Software Developers Inc.

## Inputs:

Renuka Thergaonkar has asked us to review their Ecotique - Natural skin care anti aging products and determine Marketing, Sales and Promotional strategies for establishing and selling their Ecotique products in North America.

## Objective:

- To create a marketing plan and selling strategies for launching the Ecotique product in the U.S. market initially.
- 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.

## Brand Awareness

We will establish and build the online presence of “Ecotique - Natural Anti-aging skin care” brand in the US market. The following activities will help us to create an awareness about your product, its origin, and why consumer should use it.

### 1. **Website**

- 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**

- 2.1. We will create and market rich product based content on top traffic generated keywords and most popular skin care products.
- 2.2. Trending blogs will be curated and shared on various blog sites, guest blogging and Web2.0 sites.

### 3. **Videos**

- 3.1. Interactive videos related to the Ecotique’s story 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. **Slideshows & Infographics**

- 4.1. 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, Instagram, etc.

## 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 higher end product.
- 1.3. For selling higher end products packaging, distribution channels, shipping and handling is very important which will add to the cost.
- 1.4. Avg price points for selling the product based on the following product category:

Category of Products	Brands (Examples)	Average price
Lower End	Avalon, Burt's Bees	\$9 - \$19
Natural Brands	L'occitane, Kiehl's, etc	\$20 and up
Higher end	Skin Ceuticals, Arbonne, Elemis, etc	\$60 and up
Ayurvedic & Aromatherapy brands	VPK by Maharishi Ayurveda, La-isha	\$35 and up

## 2. Distribution channels/retailers

- 2.1. Contacting online distribution channels. For example : Amazon, eBay, etc.
- 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 should 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 anti-aging treatment 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**

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**

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**

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**

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**

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**

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 re-evaluated based on the ranking improvements and adjusted accordingly utilizing a combination of the following link tactics:

### **Guest Post Outreach**

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**

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**

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**
    - 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**
    - 1.2.1. 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+**
    - 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**
    - 1.4.1. Publish visually compelling slideshow content which can be shared across other social networks.
  - 1.5. **Pinterest**
    - 1.5.1. Create a Pinterest page and post relevant images and content.
  - 1.6. **Facebook**
    - 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**
    - 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. 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.

There are 2 primary costs associated with the campaign.

We will require a one-time set-up fee at the start of \$11,800.00 (Rs.7,40,000/-) to create & organize the primary assets and teams which will be used.

Ongoing Sales operations will cost \$2,800.00/month (Rs.1,75,000/-) for 6 months + 20% sales commissions on generated sales.

Company setup fee - Rs.50000

## 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 key markets starting with North America.

We will also set-up shipping and logistics from Ecotique to clients in the areas that we will service. This will also include Refund and returns management.

Following are some key summarized data points

The Online Skin care products market by Ecommerce sales is estimated to be \$541 Million in 2015 in North America.

We propose to sell the products starting 1st Quarter 2015 once the branding activities as well as logistics are setup and tested.

We will work on the following, Month to Month Sales Targets

Month	Volume	Example Pricing	Revenue
Jan	100	\$15	\$1,500

Feb	150	\$15	\$2,250
March	300	\$15	\$4,500
April	700	\$15	\$10,500
May	1200	\$15	\$18,000
June	500	\$15	\$7,500
July	500	\$18	\$9,000
Aug	800	\$18	\$14,400
Sep	1200	\$18	\$21,600
Oct	1500	\$18	\$27,000
Nov	1500	\$18	\$27,000
Dec	1550	\$18	\$27,900
	10000	\$16.5	\$171,150

We will request for a 30% commission on all sales. So our work will be paid for only if revenue is generated.