



Marketing Strategies & Activities - Aromaverse

V 1.2

Jan 04 2024

—

Software Developers Inc
20665 4th Street, Suite 204
Saratoga, CA 95070



SDI will create and execute marketing strategies to propagate, distribute and create a strong brand recognition for Aromaverse's perfume kits. SDI will also review analytics and activities on an ongoing weekly basis to alter strategies, create new channels and endeavor to constantly grow online visitors to your Website/Amazon shopping pages. We will then work on conversion of this traffic into real shoppers who will buy products from Aromaverse.

Here is the initial list of tasks that we will start working on

- 1) [Collaborate with Micro influencers](#)
- 2) [Express your Individuality](#)
- 3) [Aromaverse Values Inclusivity](#)
- 4) [Sample vials promotion](#)
- 5) [Limited addition or Seasonal kits](#)
- 6) [QR code marketing](#)
- 7) [Perfume Dictionary](#)
- 8) [Social Listening](#)
- 9) [Perfume Identity](#)
- 10) [Personalized Gifts](#)
- 11) Website landing pages creation for product marketing purposes
- 12) [SEO optimization](#) for search engine ranking purposes
- 13) [Page speed optimization](#) to follow google best practices & guidelines
- 14) [Creative social media accounts setup](#) (Facebook & Instagram) for product branding and its recall value
- 15) [Business profile submissions to local directories](#) for becoming verified and for brand recognition
- 16) [New content Generation](#) - and publishing on a weekly basis to attract more online visitors to our website and social media pages.



Investment

Tasks	Duration	Cost
Setup of Assets and Campaigns	One Time	USD 4500
Ongoing marketing activities	Monthly	USD 2800
Tiktok videos (upto 5 per month) - Optional	Monthly	USD 1000

Delivery Timelines

Setup of Assets and Campaigns - 45 days

Monthly Activities begin after the above is completed

Weekly activities

1. Writing 1 blog per week, optimizing for SEO and publishing it
2. Writing and publishing 5 posts per week on Facebook
3. Designing and publishing 1 image per week on Instagram
4. We will join 10 relevant groups on Facebook per week
5. We will get more followers on Instagram
6. We will identify and reach out to 25 micro influencers (Facebook/Instagram) and collaborate on marketing content for promoting our brand Aromaverse (We will start creating a list of micro influencers and start contacting them)
7. We will draft content required to collaborate with influencers (Emails, messages, comments on their posts)
8. We will run ad campaigns targeting different demographics and age ranges. We will create and run campaigns on Facebook and Google. The budget will range for \$100-\$500 per week per campaign.
9. We will run 1 poll or survey question per week to engage with customers and gather their feedback and



preferences.

10. We will monitor the performance of our marketing activities and share weekly reports.
11. We can create a post 5 Tiktok video content on a monthly basis (this is optional service if you wish to add)



Details on Tasks

Collaborate with Micro influencers

Our strategy involves identifying, establishing connections with, and distributing sample products to micro-influencers across social media platforms. We aim to engage 25 micro-influencers at the start, encouraging them to share their experiences with Aromaverse's products to their followers and fans. To initiate this effort, we will identify specific micro influencers that we'll plan to reach out to initially. For e.g. - [@mr.fragrance.paris](#) [@annnicoleng__](#) [@cultureshommes](#)

Express your Individuality

We will encourage visitors and users to create their own content (UGC). Influencers will be provided guidance and requested to craft their unique perfume recipes. They will then be prompted to title and share these creations on their social media platforms, promoting them by tagging Aromaverse's social handles. This approach aims to foster a community-driven environment, empowering individuals to express their creativity and contribute to the promotion of Aromaverse through personalized fragrance experiences

Examples of Target Influencers - Divas, Fraternities, Sororities, RangerZ, Charli DAmelio, Mr.Beast, Won Jeong, JoJo Siwa, XO Team

Aromaverse values Inclusivity

Promoting inclusivity by reaching out to a variety of individuals, groups, and communities. Our strategy involves closely monitoring the product's reception within different communities and tailoring our marketing content accordingly. By identifying which communities are showing increased interest and popularity for the product, we can create targeted marketing materials specifically designed to resonate with those particular demographics. This adaptive approach ensures that our messaging is inclusive and aligns with the preferences and interests of diverse communities.

Examples of Target Groups - Millennial clubs, Gen Z clubs, Teen Clubs, Up at 3 am Clubs, Flash clubs, Girl group themes, Beauty Clubs, Designer Handbag clubs, Fashion Housewives clubs, Women Poker clubs, Cooperatives - Fashion, Modern art, Designers, Dance clubs, Modern Health, Hype House, Beverly Hills Clubs, French House, LGBTQ+ (Pride House, Gay men, Gay women, Pan sexual, Trans men, Trans women, Non binary, Boys clubs), DIY clubs - (Skincare, Haircare, Perfume, Nails, Used Designer stuff), Racial or ethnic



communities (Southeast Asian, African American, Latinos, Black clubs, Waysians, Indian), Women's groups (Women fashion, DIY mom groups)

Sample vials promotion

We can send sample vials of additional ingredients that we are about to launch. We will encourage customers to participate in surveys, and upon completion, they will be eligible to receive complimentary additional ingredients with their next kit order. This initiative not only provides customers with a sneak peek of our upcoming offerings but also allows us to gather valuable feedback through surveys, enhancing the overall customer experience and tailoring future product releases to their preferences.

Limited addition or Seasonal kits

This exclusive offering aims to captivate customers by providing a unique and time-limited opportunity to craft personalized fragrances. The kit would include an array of carefully curated and seasonally inspired ingredients, allowing customers to experiment with different scent combinations. The limited edition aspect adds an element of scarcity and exclusivity, motivating customers to make a purchase before the opportunity expires.

QR code marketing

We will provide a QR code, customers can scan the code, express their liking for a product by choosing from available options, share their personal views, and post the feedback on their Instagram or Facebook stories. As a token of appreciation, participants will receive a gift card that can be redeemed for future purchases on Aromaverse. This incentivized feedback loop not only encourages engagement but also rewards users for their valuable input, enhancing their connection with the brand.

Perfume Dictionary

We will run giveaway campaigns, during which we will invite micro-influencers to create their own unique fragrances using the ingredients provided in our kit. They can name their creations and share their experiences, along with the recipe, on our social handles. If their posts gain popularity and reach over 25,000 views and 10,000 shares, we will randomly select 20 winners. These winners will receive their next order, with a maximum value of \$100, as a complimentary gift. Additionally, we will include their perfume names, along with their initials, in our perfume dictionary.



Social Listening

We intend to conduct polls featuring multiple-choice questions (MCQ) to actively engage with our customers. This interactive approach will enable them to share their insights, experiences, and suggestions for enhancements to our product line. This direct engagement helps us better understand preferences and refine our products to meet customer expectations.

Perfume Identity

Crafting a perfume identity involves recognizing the personal and tangible nature of the fragrance experience. When marketing online through social media, integrating music can add a distinctive layer of personalization, enhancing the overall sensory connection. This collaboration between scent and music aims to evoke emotions, creating a unique and memorable brand experience for our audience.

Personalized Gifts

Offering personalized gifts as a thoughtful gesture for users to share with friends and family is a meaningful concept. To enhance this experience, we propose customization options that include attaching a handwritten note or message. This personalized touch complements a user-generated perfume recipe, creating a unique and tailor-made present suitable for various occasions. By allowing users to add a personal touch, we aim to provide a heartfelt and distinctive gifting solution that resonates with both the giver and the recipient.

SEO activities

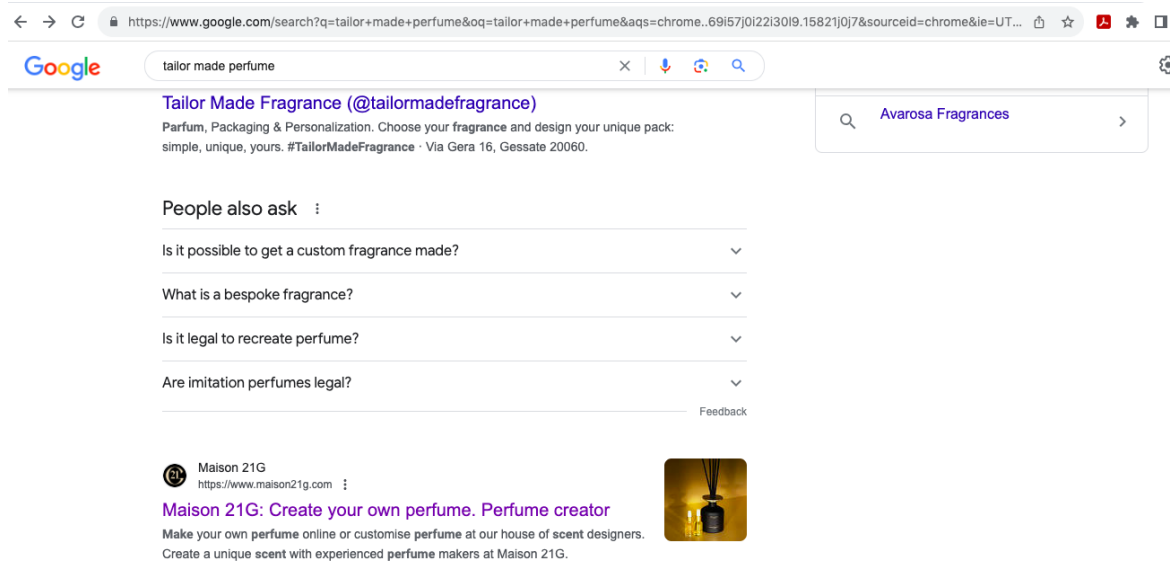
1. **Keyword Research:** We will search and identify relevant high-volume and long-tail keywords related to your products and niche using tools such as Google Keyword Planner or SEMrush.

For e.g. - tailor made perfume (If you search with this keyword you will see Maison 21G is at 2nd position on 1st page of google search results)

- Custom perfume creation (this keyword shows Olfactory NYC at 1st position on 1st page of google results).



Note: We need to complete this research to shortlist relevant keywords and add our own unique keywords that will help us to rank higher on google search results.

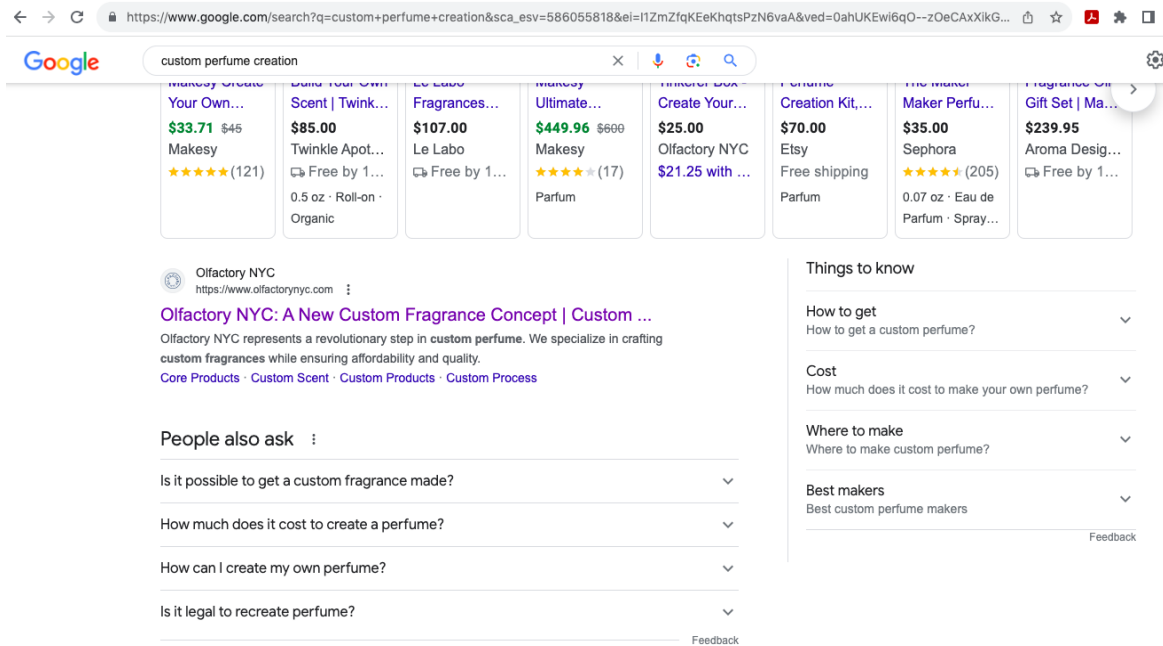


2. Metadata optimization for website pages

- a. Create & implement a page structure using metadata which can be easily read by search engines
- b. Create relevant and descriptive page title tags, meta descriptions, and headers.
- c. Meta descriptions should include target keywords
- d. Create SEO-friendly page URLs

For e.g. - when you search for “custom perfume creation” you will see search results that show page title followed by description. So metadata helps in making the content informative that can appeal to users so that they are more likely to click and view the content in detail.

If you see “Olfactory NYC results it defines the page title and provides a 2 line page description that also highlights the keywords”



3. Product Page Optimization:

- Product images should be high quality with descriptive alt text.
- Add detailed product specifications and features.
- Add steps involved in custom creating your own fragrance.
- Display customer reviews and ratings as it adds credibility.

For e.g. - Above tasks also involve tagging the images with descriptions called “Alt image tags”, this helps images to rank high in the google search results.

So we need to make sure that all the images that you are using on your website, product related or marketing content related should include image alt tag.

Choose at least five bottles (5,5 ml.)
The wooden case is given with six bottles.



Aalacho N°1
€ 20.00



Aalacho N°2
€ 20.00



Afghan Tcharas
€ 20.00

Gift A Design Experience

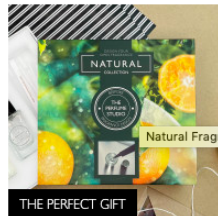
Refill Bespoke Fragrance

Explore Gift Sets

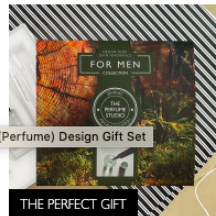
Fragrance Design Gift Sets



Design Your Own
Fragrance - Floral Collection
★★★★★ 2 REVIEW(S)
£49.00



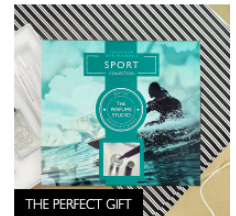
Design Your Own
Fragrance - Natural
Collection
★★★★★ 1 REVIEW(S)
£49.00



Design Your Own
Fragrance - For Men
Collection
★★★★★ 5 REVIEW(S)
£49.00



Design Your Own
Fragrance - Bespoke
Collection
★★★★★ 1 REVIEW(S)
£57.50

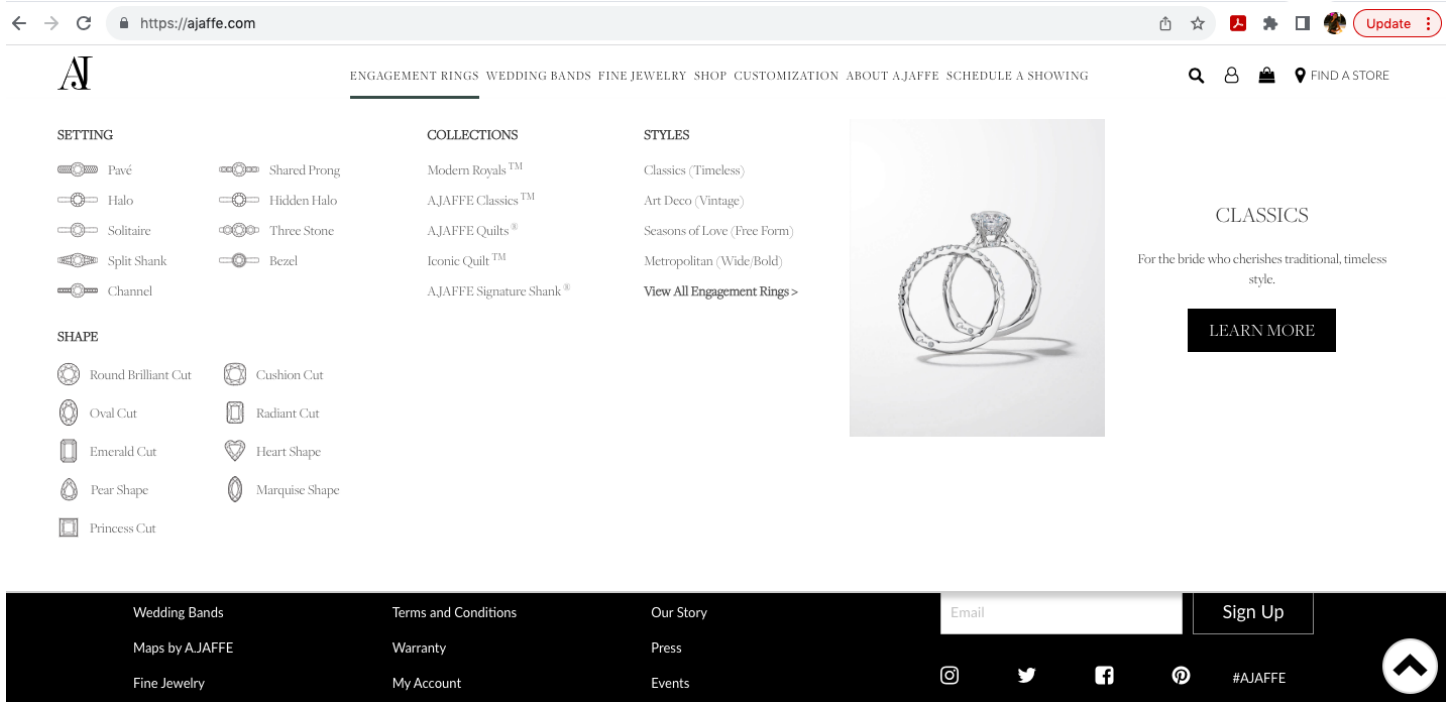


Design Your Own
Fragrance - Sport Collection
For Men
£49.00

4. Site Structure:

- Ensure a logical and user-friendly site structure.
- Implementing a clear navigation hierarchy with a sitemap.
- Add breadcrumb navigation for easy user navigation and search engine crawling.

For e.g. The main menu, sub menu links within the content and links in the footer, all of this has to be organized for google crawlers to navigate through the website pages and also for the users to easily go from one page to another. We can also add breadcrumbs to shopping products navigation.



5. Page speed optimization:

Use google page speed insights to view page loading speed and fix the issues to increase site speed.

For e.g. - our goal should be in the green zone so the score above 80 is good. At the moment Aromaverse score is low on both Desktop and mobile.

Report from Nov 28, 2023, 2:52:40 PM

https://aromaverse.net/

Analyze

Mobile

Desktop

Discover what your real users are experiencing

No Data

Diagnose performance issues

56
Performance

95
Accessibility

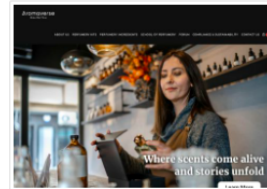
100
Best Practices

75
SEO

56
Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

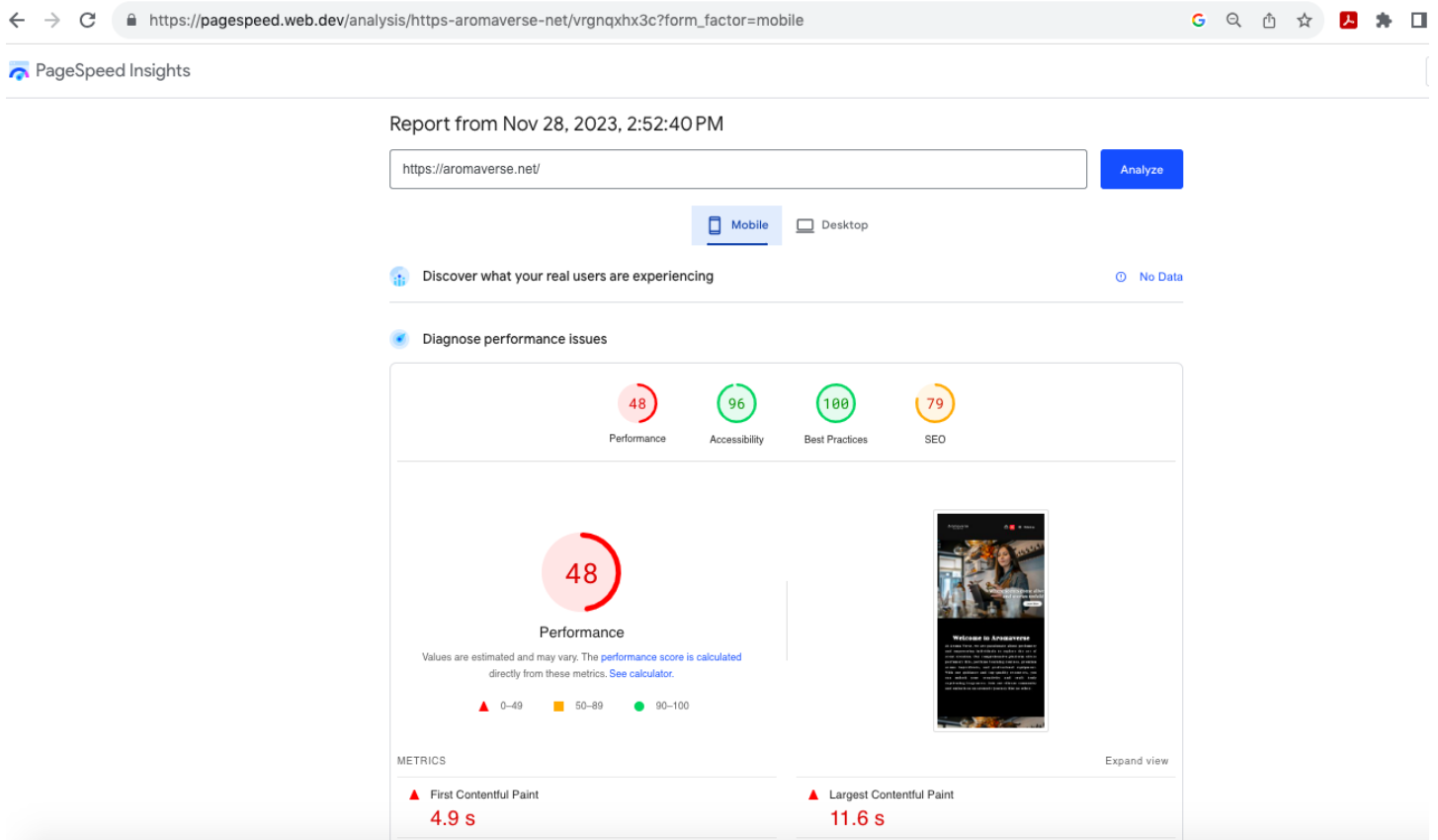


METRICS

Expand view

▲ First Contentful Paint
2.6 s

▲ Largest Contentful Paint
3.0 s

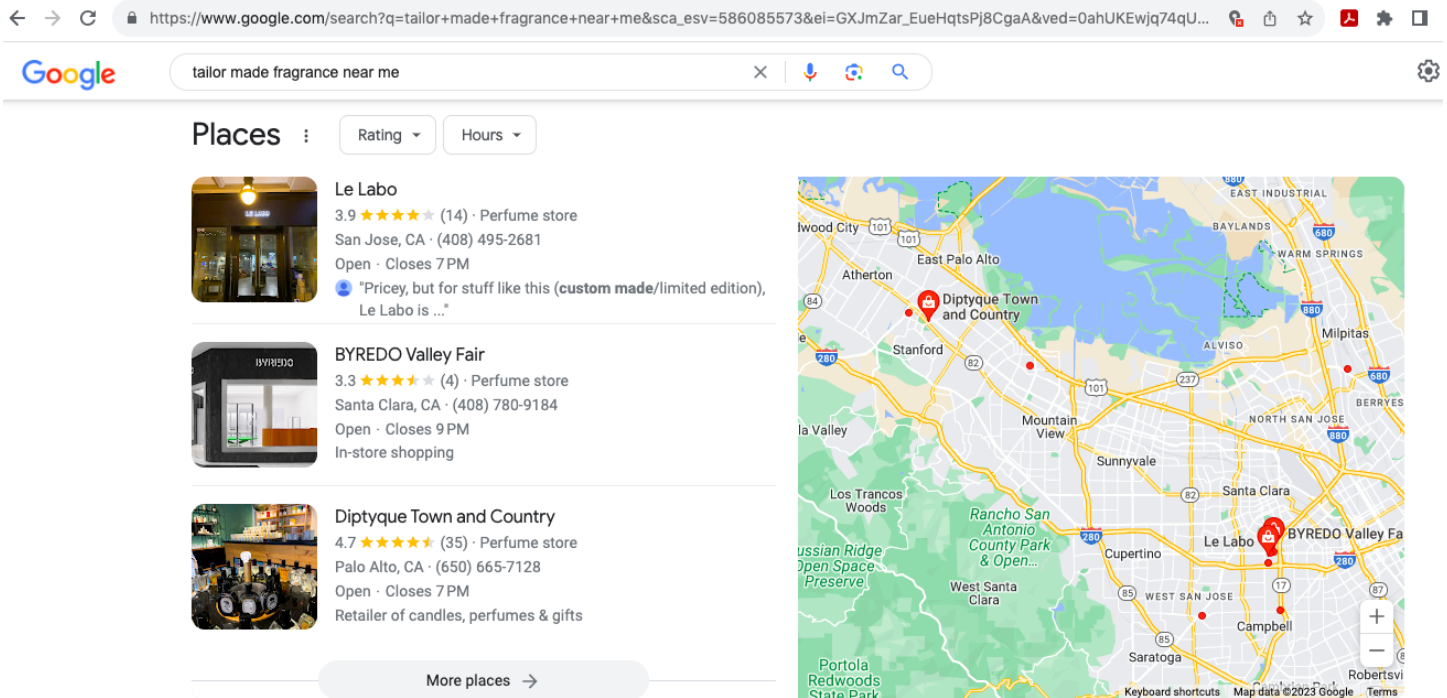


6. Mobile Optimization:

- We will check that your website is mobile-friendly, as Google prioritizes mobile-first indexing.
- We will also analyze page loading speed on mobile devices as well.

7. Local SEO:

- Optimize your Google My Business profile with accurate business information, including address, phone number, and business hours. (This helps the users to understand that it's a verified business and not a scam)
- Add customer reviews on Google platform as well.



8. Webmaster technical optimization

- We will do regular website audits to identify and fix technical issues (crawl errors, broken links, etc.).
- We will optimize website speed by compressing images, leveraging browser caching, and minimizing HTTP requests.

9. Content Marketing: This is very important as it helps in adding new content in the form of blogs to the website.

- New topics can help engaging with your customers, showcasing your products and supporting sales
- We can also use them for social media marketing.

10. Find and Fix Keyword Cannibalization Issues

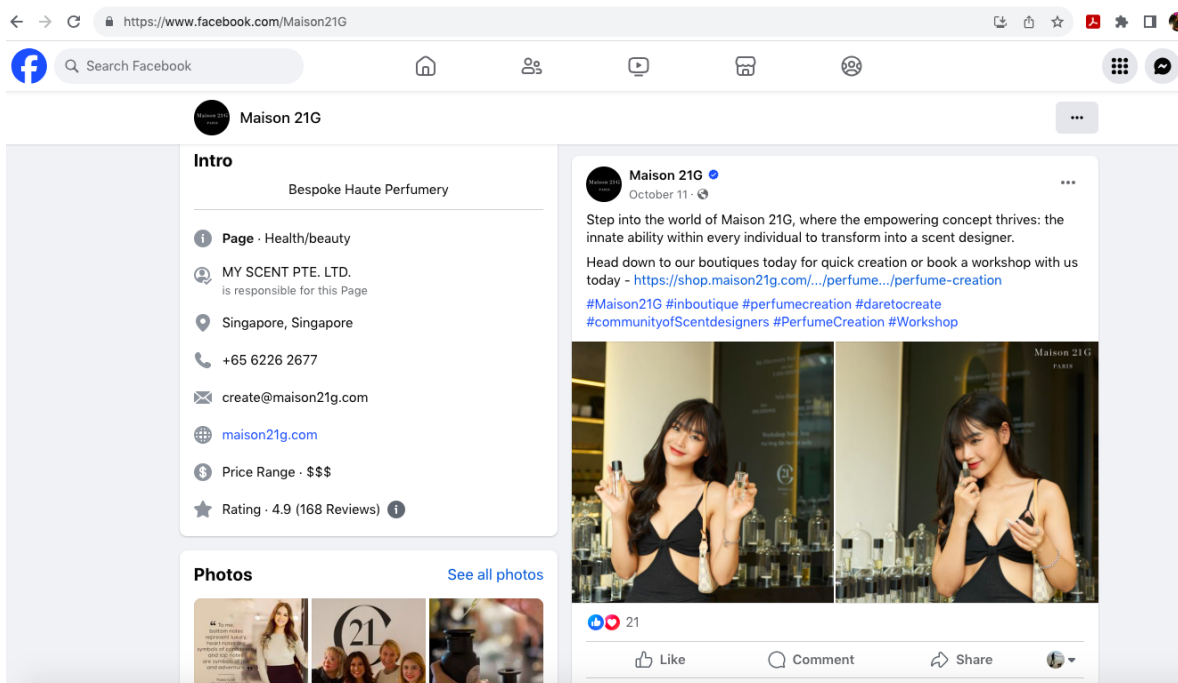


Social Media accounts setup and activities

The First step in setting up social media presence is to create Branding. The color themes, the punch lines, the messaging and the logo, all have to follow similar messaging across different marketing platforms. As we are going to publish content on various social media networks, branding will help users to recall “Aromaverse” brand/product

1) Facebook

- a) Create a Facebook page.
- b) Design a cover image with an engaging message or a punchline
 - i) Cover images can include CTA phrases or promotional content
 - ii) We will change cover images once a week
- c) We will join about 40 relevant groups and share facebook posts on those groups
- d) Facebook paid campaign (Optional)
 - i) We can select the demographics, age group, location and keywords
 - ii) We can select the period of the campaign
 - iii) Analyze results (impressions, engagement)





2) Instagram

- a) Create an Instagram account
- b) Bio and branding will be the same as on Facebook
- c) We will design visually rich images with engaging content & publish 1 image on a weekly basis
- d) We will identify about 40 influencers that suit your niche using relevant keywords and/or hashtags. These will be active influencers. We will approach the influencers by:
 - i) Briefly, presenting the product
 - ii) Outlining the campaign and its objectives
 - iii) Stating how they can create their own fragrance using the “Aromaverse” perfumery kit and get them more followers
- e) Instagram ad campaign (Optional)
 - i) Create Instagram 30 seconds video ad – lets you show your product in action.
 - ii) We will add caption and Call-to-action information

Local Directories, Classifieds and Search Engine list creation

Generating a list of platforms for free ad submission for “Aromaverse”.

1. Create a list of 50 classified directories on the basis of target regions clients wish to focus.
2. Search a list of 50 Facebook groups and join them, follow relevant influencers on Instagram
3. Design 2-3 email Templates for a complete followup plan of action with users who purchased the product. These emails can include, welcome email, steps to create their own custom fragrance, CTA to share the end product on our social media by using our @ or #.



Ongoing Marketing activities on a monthly basis

1. Writing and publishing 2 blogs every week on “Aromaverse” website.
 2. Manage social media pages like Facebook and Instagram,
 - a. We will promote the published blogs on social media pages in order to get more views and traction to the website.
 - b. Create 5 posts on facebook on a weekly basis using keywords & hashtags.
 - c. Designing and publishing 1 image per week on Instagram. We will monitor your social media presence and attract more followers to your social network.
 - d. We will promote the products & blogs via social media on a daily basis.
 - e. We will join 50 relevant groups on these social networks so that we can multiply the views when posted in a group that has thousands of members.
 3. Classified submissions - We will submit information on top classifieds on a daily basis. We will do 10 classified submissions weekly and target the potential cities/location.
 4. We will update the SEO keywords on a month to month basis. We will research the keywords your target audience is searching for and then create a list of keywords and use these keywords in the marketing content.
 5. We will check the website traffic on a daily basis and provide you with the weekly reports.
 - a. Weekly traffic to website
 - b. Which page ranked higher - page views
 - c. Social media traffic - Posts views, user engagement.
- Note** - Client will purchase the license for any third party images, fonts used for designing for the marketing purposes.
6. Regular websites check for broken links, bad links and fix them.
 - a. Submit the XML sitemap to all local search engines
 - b. Local Citations - Local directory listings not only provide links to the newly launched website but also help you capture a lot of local traffic.



Ongoing weekly tasks

1. **Product profile/content creation and submission, 5 per week:**

- a. Classified submission - Local
- b. Social media group submission

2. **Weekly reports & analytics:**

- a. Weekly traffic to website
- b. Which page ranked higher - page views
- c. Social media traffic - Posts views, user engagement.

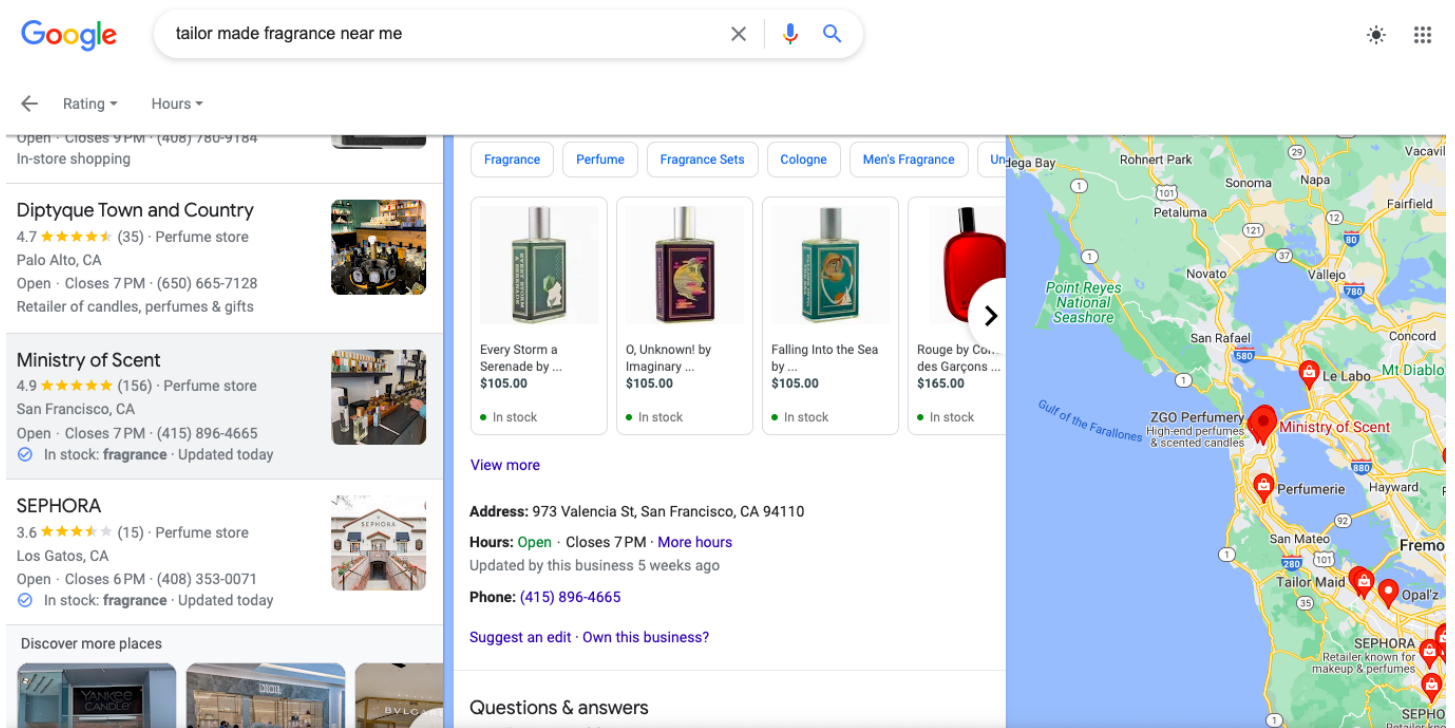
Note - Client will purchase the license for any third party images, fonts used for designing for the marketing purposes.

Optional Tasks

1. **Setup Google shop profile and run google ad campaigns**

- a. We will sign in with your Google business account and create a Google merchant account
- b. We will claim & verify the website
- c. Add products for sale
- d. Setup Google ad campaigns
- e. Track and review google insights
- f. Monitor and adjusts the campaigns based on analytics report

Note: Client will pay for ad campaigns. (<https://www.google.com/retail/>)



2. Create Amazon Ads campaign

- We will sign up for Amazon advertising account
- We can select a budget, review and launch campaigns
- We can also use sponsored brand/product video options and advertise sponsored videos on Amazon
- Analyze and review the campaign performance and make adjustments as needed

Note: We will assist the client in setting up Amazon ads and the client will pay for the ads.

(<https://advertising.amazon.com/>)

Item Volume

- ☐ Up to 2.9 fl. oz.
- ☐ 3.0 to 5.9 fl. oz.
- ☐ 6.0 to 8.9 fl. oz.
- ☐ 9.0 fl. oz. & above

Item Weight

- ☐ Up to 2.9 oz
- ☐ 3.0 to 5.9 oz
- ☐ 6.0 to 8.9 oz
- ☐ 9.0 oz & above

Business Type

- ☐ Small Business

Active Ingredients

- ☐ Ceramide
- ☐ Glycolic Acid
- ☐ Hyaluronic Acid
- ☐ Niacinamide
- ☐ Retinol
- ☐ Salicylic Acid
- ☐ Vitamin C
- ▼ See more

Material Features

- ☐ Cruelty Free
- ☐ Fragrance Free
- ☐ Natural
- ☐ Organic
- ☐ Vegan
- ☐ Biodegradable
- ☐ Gluten Free
- ☐ GMO Free
- ☐ Vegetarian

Number of Items



Sponsored ⓘ
Face Moisturizer Retinol Cream
 - Day & Night Moisturizing
 Cream - Neck & Neckline Crea...
 ★★★★★ ~ 8,095
 10K+ bought in past month
 \$22⁹⁹ (\$12.43/Ounce) List: \$29.99
 ✓prime
 FREE delivery Sun, Dec 3 on \$35 of items
 shipped by Amazon
 Or fastest delivery Thu, Nov 30

More results



Eucerin Advanced Repair Body
 Cream, Fragrance Free Body Cream
 for Dry Skin, 16 Oz Jar

16 Ounce (Pack of 1)



e.l.f. Holy Hydration! Face Cream -
 Broad Spectrum SPF 30 Sunscreen,
 Moisturizes & Softens Skin, Quick...

1.75 Ounce (Pack of 1)



Aveeno Sheer Hydration Daily
 Moisturizing Fragrance-Free Lotion
 with Nourishing Prebiotic Oat,...

18 FL Oz (Pack of 1)



NIVEA Cocoa Butter Body Cream
 with Deep Nourishing Serum,
 Cocoa Butter Cream for Dry Skin,...

15.5 Ounce (Pack of 1)