



**GOODFOOD PEOPLE**

BY  SALADSTOP!

# Executive Summary

## Client

GoodFoodPeople (GFP), a up-and-coming online vegan food delivery brand by SaladStop! selling both groceries and pre-made meals.

## Task

Increase customer acquisition, awareness, conversion and retention.

## Recommendations

1. **Content Marketing Strategy** - Apply relevant content and channels by targeting the buyer personas' needs along with the marketing funnel.
2. **Paid Marketing Plan** - Improve social media content and implement paid marketing ads on Google and Facebook.
3. **Channel Sales Strategy** - To audit current partners and identify potential partnerships.
4. **Customer Journey & Website UI/UX** - Optimize GFP's website UI/UX after compared with competitors' websites to drive conversion.

# Susan

Casual, healthy and middle income

## Demographics



1. Female, 44 years old.
2. Married with 3 kids, lives in Yishun.
3. Middle Income.
4. Senior Office Manager.
5. English/Mother-Tongue.

## Pain Points

1. **Health** - Sourcing for foods that offer complete family nutrition.
2. **Budget.**
3. **Convenience** - Little time from balancing work and family.

## Buying Behaviour

Facebook  
Instagram  
YouTube

1. Does her best to get best quality items when budget allows.
2. Plans & buys groceries in bulk from Fairprice (offers), wet market (raw and fresh foods), online (dry goods).
3. Values affordability.

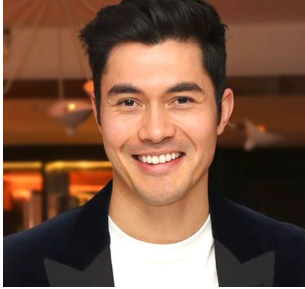
## How GFP can help?

1. **Health** - High quality vegan food.
2. **Budget** - Bundle pricing for bulk buys.
3. **Convenience** - Widen range of local and western flavors of plant-based food.

# Henry

Hardcore, healthy and high Income

## Demographics



1. Male, 34 years old.
2. Married, no children.
3. Lives near the CBD.
4. High Income.
5. Company Director.
6. English is his Mother Tongue.

## Pain Points

1. **Health** - Lower calories.
2. **Environment** - Minimizing impact of his lifestyle on the environment.
3. **Convenience** - Wants to cook but doesn't have much time.
4. **Taste** - Sourcing a variety of food with delicious taste.

## Social Media

Facebook  
Instagram  
Youtube  
LinkedIn

## Buying Behaviour

1. Learns about new products and latest trends on social media and email newsletters .
2. Looks into product details.
3. Online shopping, quick delivery, fast-to-prepare healthy self-cooked food.

## How GFP can help?

1. **Health** - One-stop shop to for healthy vegan groceries.
2. **Environment** - Plant based food sourced sustainably.
3. **Convenience** - Ready-to-eat meals.
4. **Taste** - Large variety of tasty recipes & food choices.

# Overall Content Marketing Strategy Outlines

Awareness

Consideration

Conversion

Retention

## **Inbound Marketing**

Social Media and Blog Posts featuring nutritional facts, environmental impact, convenience.

## **Outbound Marketing**

YouTube Ads and Google Ads

## **Email/SMS**

Seasonal or new products newsletter.

## **FAQs**

## **Product Page**

Product ratings, serving portion size.

## **Discounts & Free Shipping for First Time Buyers**

## **Nurturing Email**

E.g. Reminder for cart check out.

## **Post-Purchase Services**

E.g. Refund & Return Policies.

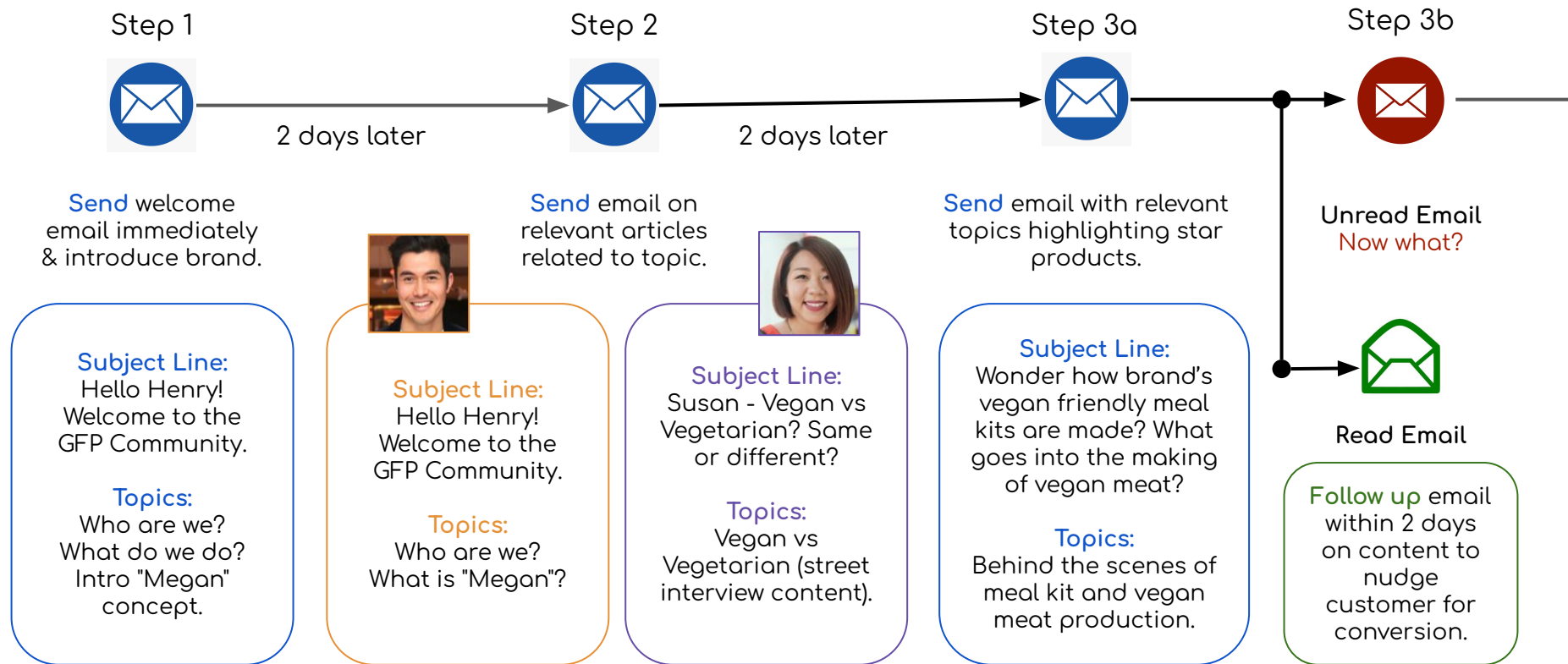
## **Retention**

Give free sample/s for every purchase made.

## **Referral**

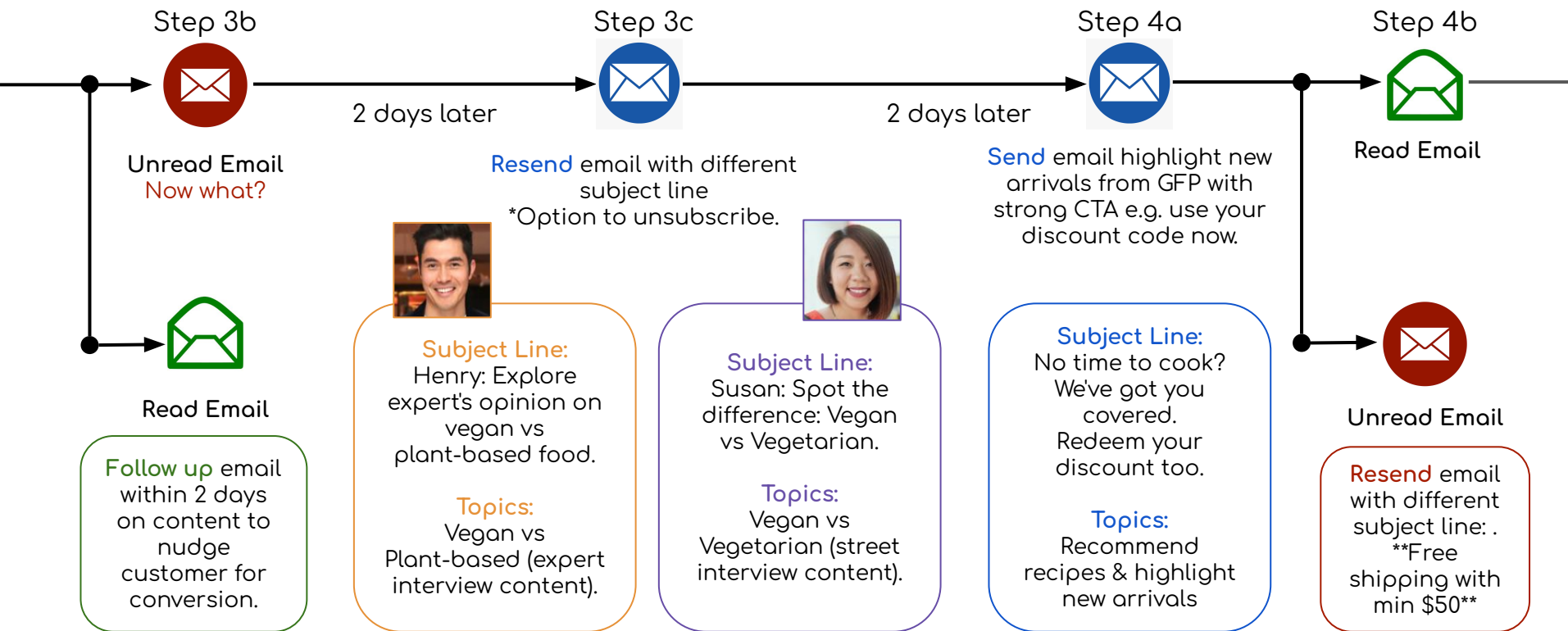
E.g. \$10 voucher for "Refer a friend".

# Drip Marketing

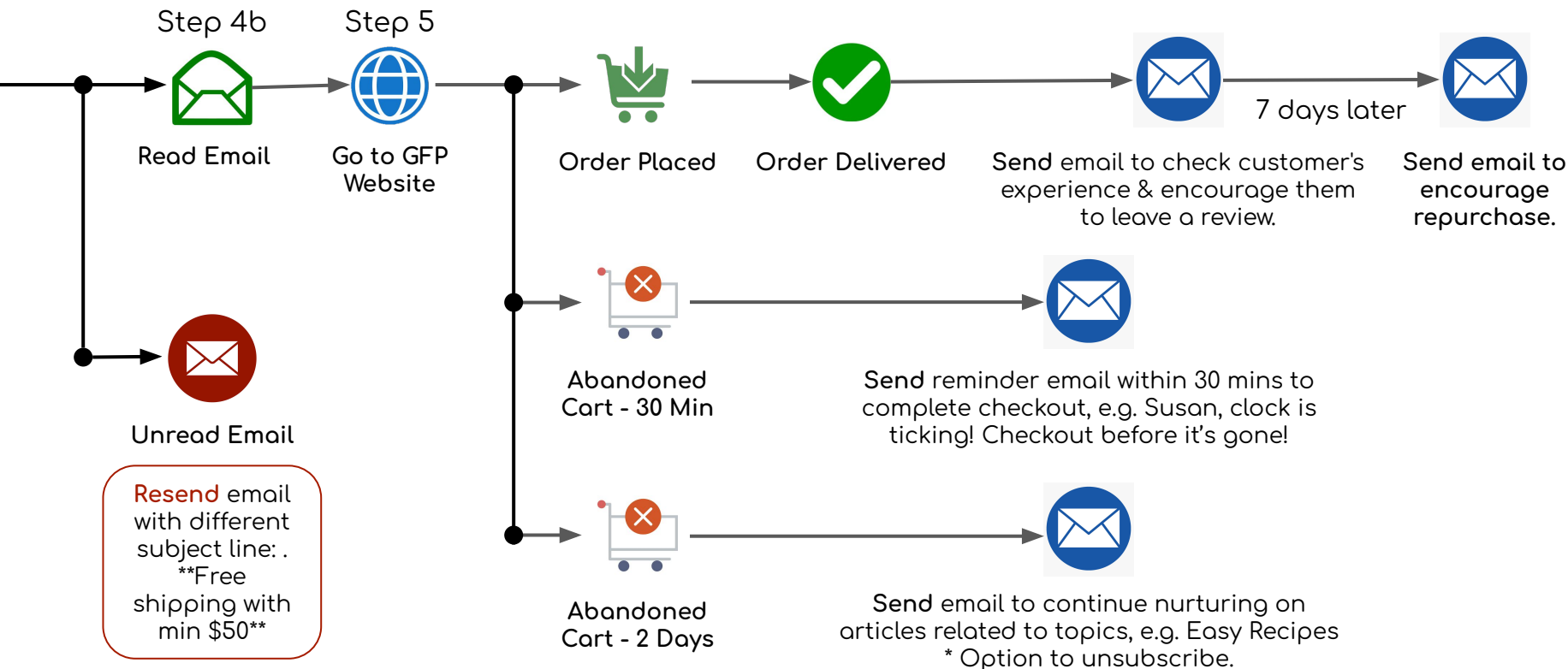




# Drip Marketing



# Drip Marketing





# Social Media Comparison


Focus marketing spend on Facebook product giveaways to drive initial conversion while ensuring regular unpaid Instagram posts to maintain brand presence.

Metrics*	Facebook		Instagram
CPM	\$10	✓	\$12
Impressions	18 k	✓	12 k
Engagement (CPC)	\$2.80	✓	\$3.60
Conversion (CPA)	\$14	✓	\$86
Average Conversion Rate	15%	✓	8%
ROAS	7.1	✓	1.5

\*All values have been sanitised to protect the business privacy of GoodFoodPeople

# Competitor Social Media Audit

Increase brand awareness through membership, regular deals, referrals, free samples.

Brand	Channels	Content	Frequency	Purpose	Strengths
Open Taste 	Instagram, 12k followers photos text Hashtags	Sharing photos, high number of likes, comments and shares.	1 post per week.	Sharing photos, high number of likes, comments and shares.	Premium membership free samples, every order and regular posting for bundle deals.




Target Persona:  
Susan



# Competitor Social Media Audit

Increase engagement through environmentally conscious initiatives.

Brand	Channels	Content	Frequency	Purpose	Strengths
Everyday Vegan 	Instagram, 4.5k followers photos text Hashtags	Sharing photos, high number of likes, comments and shares.	1 post per month.	Sharing photos, high number of likes, comments and shares.	Hearing from the community adds to customer satisfaction and brand presence.



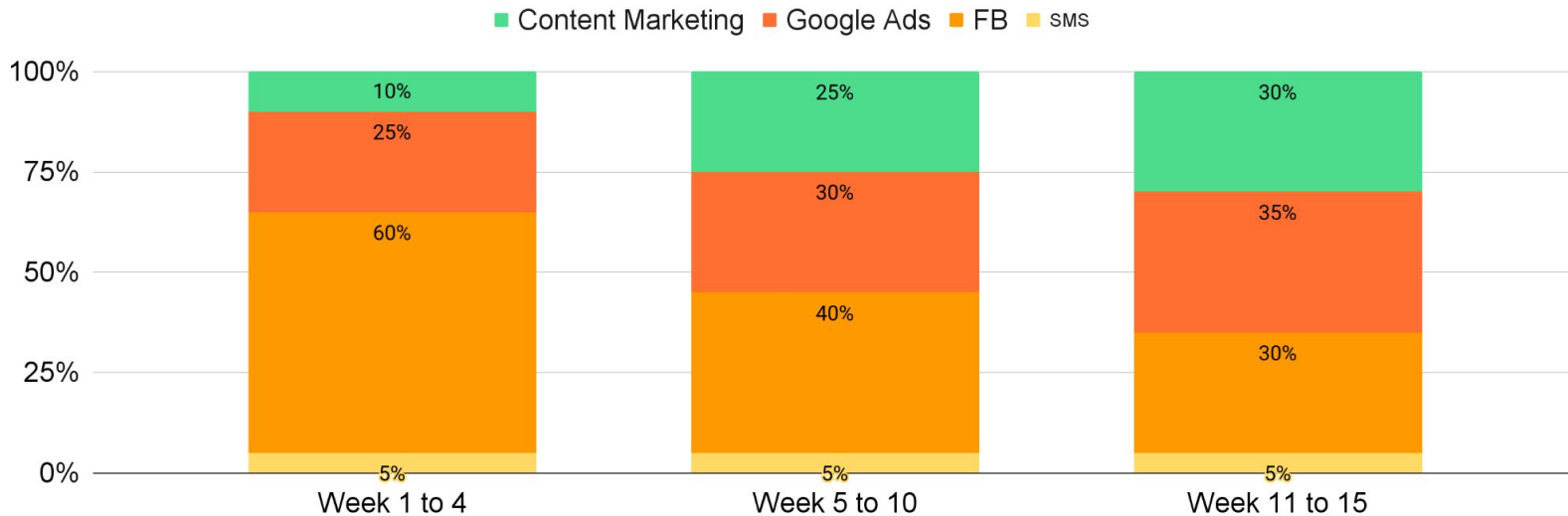
Target Persona:  
Henry



# Paid Marketing Plan Budget








**Short Term:** Prioritise awareness and engagement while seeding content and conversion.

**Mid Term:** Focus on conversion and build original content to grow.



# Paid Google Ads








Mix of low cost, high volume and relevant keywords to drive Google Ad conversion.

Persona	Theme	Ad Title	Key Words*	Search Volume	Target CPC	Destination	Examples
	Health	"Top 10 GFP High Protein Vegetables"	Top 10 high protein vegetables, high protein vegetables, vegetables	10,500	0.32	Most popular vegetable items list	
	Variety	"The GFP Vegan Online Grocery Singapore"	grocery store, grocery, online grocery Singapore	63,200	0.96	Shop	
 	Product	"GFP Acai Recipes"	Acai	18,100	0.36	Shop/acai	

\*SEM data from SEMrush retrieved on 2 Oct 2021.







# Paid Facebook Ads

Video content with targeted themes to drive awareness, engagement and conversion.

Persona	Theme	Ad Copy	Campaign Objective	Content Type	CTA	KPI	Examples
	Health	<i>"Supercharge your day with high protein and tasty vegan foods."</i>	Awareness	Video	Click here for more tasty recipes.	Clicks	
	Exclusives	<i>"Behind the scene of cooking session"</i>	Engagement	Video	Follow us on FB to get exclusive access to more behind the scenes tips from our chefs.	Followers on Facebook	
 	Convenience	<i>"Healthy and quick vegan recipes under 10 minutes!"</i>	Conversion	Video	Click here for quick and tasty recipes.	Order from GFP shop	

# Evaluation of Current GFP Partners

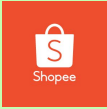



Joining pandamart and GrabSupermarket are quick wins to meet service levels.

Current Partner	Feedback	Recommendations for GFP
	 Current delivery time: < 60 minutes	 Join pandamart to reduce delivery time by 50%
	 Limited delivery area	 Join GrabSupermarket to enable islandwide delivery.



# Potential Partners For GFP

Shopee is the most favorable partner to work with in the future.

Platform				
Priority	1	2	3	4
Radius for Delivery	Islandwide	Islandwide	Islandwide	Islandwide
Delivery Time	Next Day	2-hour delivery (Fastest: 1-hour)	Next day or 2 days for frozen food	To be determined by merchant
Grocery Brand Range	All Brands	Own Brand	Own Brand	Own Brand
Commission for Partner	2% transaction fee	8% (Exc. GST)	20% (Exc. GST)	Flat 10%
Unique Value Proposition	No barriers to entry	Quick delivery	Large audience (greater visibility)	No direct competitor

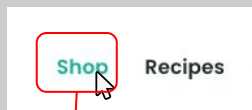
# Ideal Customer Journey Map

	Awareness	Consideration	Conversion	Delivery & Use	Loyalty
Customer Actions	Finds out about the brand from friends or social media.	Compares & evaluates vegan food/groceries options available.	Add to Cart Checkout	Receive / Self-collect order. Contact Customer Service if needed Enjoy groceries.	Order again. Share experience/s.
Website Touchpoints	Homepage	Category Page	Product Page Checkout page	FAQ Page Contact Info	Review section

# Website UI/UX Review

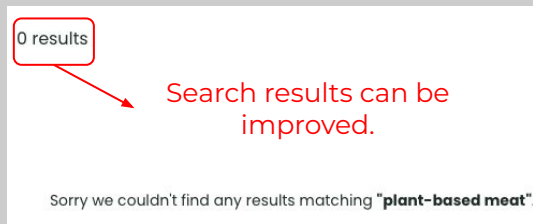
## Current Homepage

### Top Menu Bar

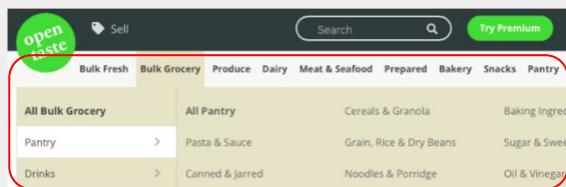


No drop down menu when mousing over shop reduces user interest.

### Search Function



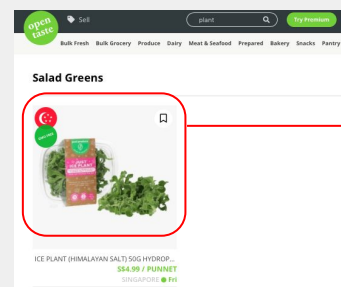
## Recommendations for GFP



Include a drop-down category menu.

Reduced to clear.

Shop by diet.



Offer recommendations for alternative products if a searched for item is unavailable.

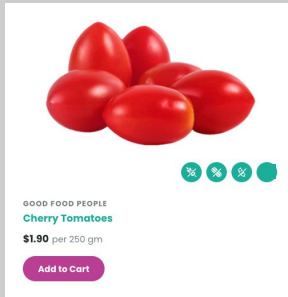
# Website UI/UX Review

## Current Category Page

### Product Thumbnail

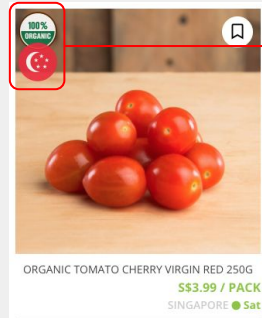


Unclear icons

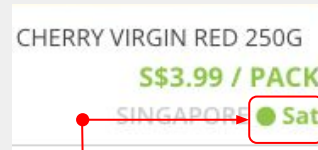
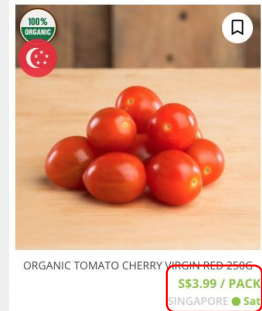


Too little information.

## Recommendations for GFP



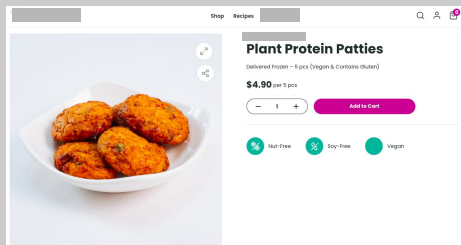
Use clear and direct icons to highlight key features.



Delivery info aids user in decision making & prevents OOS situations at checkout.

# Website UI/UX Review

## Current Product Page



Lack of CTA such as “Notify me” or “Quick checkout”.

## Related Recipes

Section can be optimised.

## Recommendations for GFP

### Plant Protein Patties

Delivered Frozen – 5 pcs (Vegan & Contains Gluten)

\$4.90 per 5 pcs



Add to Cart

Quick Checkout



Nut-Free



Soy-Free



Vegan

Notify Me

Add options like “Notify me” & “Quick checkout” for re-targeting & drive conversions.

### Related Recipes


Email me recipe

Include option to share GFP's recipes on social media for brand awareness.

Add email function to target potential new customers through email.


# Website UI/UX Review

## Current Checkout Page

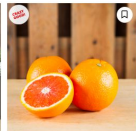
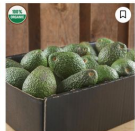
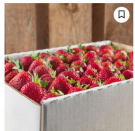
Product	Price	Quantity
 Farmer's Market Box	\$59.00	1
<div>Coupon code <input type="text"/></div> <div>Apply Coupon</div>		

Missed sales opportunity if products are out of stock at checkout.

## Recommendations for GFP

Product	Price	Quantity	Subtotal
 Farmer's Market Box	\$59.00	1	\$59.00
<div>Coupon code <input type="text"/></div> <div>Apply Coupon</div>			

Oops, this item is currently out of stock. Click on any items below to replace!




2x STRAWBERRY AUSTRALIA 250g \$16.99 / 2 PACK Save 50% AUSTRALIA


3.3x ORGANIC AVOCADO HASS MEXICO \$17.99 / 3 PCS Save 47% MEXICO

6x ORANGE LARGE CARA CARA PINK FLESH \$11.99 / 6 PCS Save 19% AUSTRALIA

Pop-up recommendations where replacement items can be added directly without returning to category page.




	Red Onions	\$7.00	1
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Increase average order value by having a strong messaging at checkout page.



Try Premium

You Save \$22.92



My Cart

\$128.02 more to FREE delivery

SIGN UP FOR PREMIUM FREE TRIAL

Include recommendations like "Add item to cart to enjoy FREE delivery".

# Exchange/Refund Recommendations



## **Complimentary Replacement Service**

Within two hours upon receiving the orders if customers are:

1. Unsatisfied with the condition of the item.
2. Damaged items.
3. Missing items.



## **Refund Policy**

Customers are able to request for refund if they are unsatisfied or items are unable to be replaced.



## **Step-by-step Guide**

Step-by-step guide on replacement/refund procedure.

Email or WhatsApp links on website for customers to reach out easily.



# Order Experience Review

Lack of branding on packaging are missed opportunities to build brand awareness.

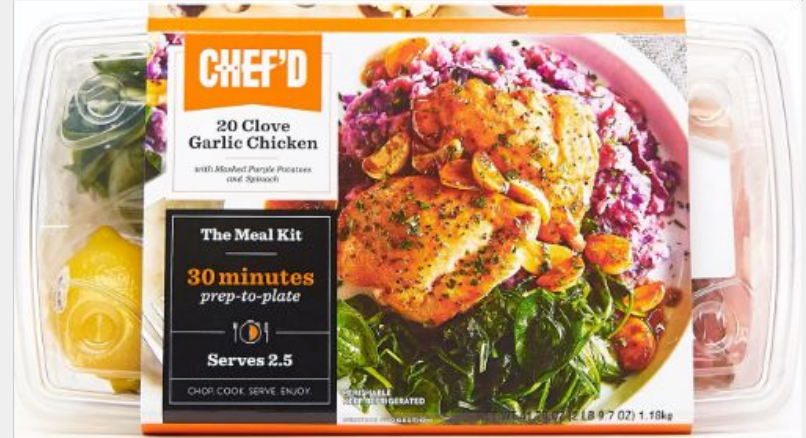
## Better Package Branding



## Recommendations for GFP



Add Attractive design for the brand's name/logo.



# Order Experience Review

Having easy to find and clear recipes reduces friction in customer experience.

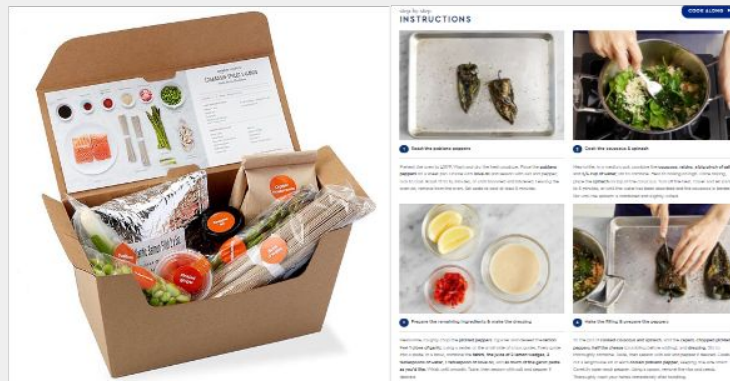
## Easy-to-Find and Clear Recipes



## Recommendations for GFP



1. Put a QR code link to the recipe on the box.
2. Printed recipe on a sticker on the box.
3. Clear pictorial recipes.



# Order Experience Review

Improve freshness to increase perception of brand image.

## Freshness



## Recommendations for GFP



1. Ice packs to keep frozen items cold.
2. Remove dented or mushy ingredients.



# Conclusion and Recommendations

1. **Content Marketing Strategy** - Engage each target persona at all stages of the customer journey with a multi-channel strategy. Example, start seeding original video content to drive long term conversions and implement drip marketing as a quick win to grow engagement and conversion.
2. **Paid Marketing Plan** - Increase awareness, engagement, driving conversion through a combination of Facebook paid Ads and Google paid Ads while leveraging Instagram for unpaid posts to maintain brand presence.
3. **Channel Sales Strategy** - Better meet service levels by joining pandamart and GrabSupermarket, and increase potential customer base via Shopee.
4. **Customer Journey & Website UI/UX** - Adopt best practices from competitors and the wider e-commerce industry to reinforce value proposition in customers' minds and invite engagement at all stages of the customer journey.