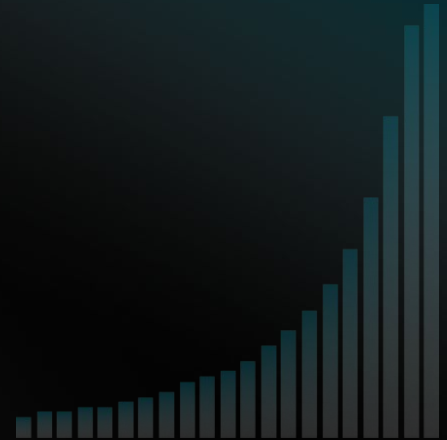




Marketing Opportunity Proposal

April 2023





Three29 helps B2C companies grow by enhancing digital conversion and retention



sunworks



What We Heard

- 1 You are looking to grow your direct-to-consumer website sales.
- 2 10% of customers on the website are returning customers.
- 3 Your goals for the website are to ramp sales 50% by end of 2023.



Market Analysis

Growing demand: The global market in the healthy snacks industry is expected to grow at a compound annual growth rate of 12.6% from 2021 to 2028 due to increasing awareness

Health benefits: Healthy snacks are low in calories, fat, and sugar, and are gluten-free, making them a popular choice among health-conscious consumers.

Increasing popularity: Healthy snacks are widely available and marketed as a healthy, low-calorie, alternative to traditional snacks.

Diversification: Companies are introducing new flavors, ingredients, and packaging formats, as well as experimenting with different types of snacks to appeal to different consumer tastes.

Competitive landscape: The healthy snack market is highly competitive, with established brands and new entrants vying for market share. Leading players include Annie Chun's, GimMe Health Foods, New Frontier Foods, etc.



Strategy

You has a number of opportunities to enhance you digital footprint to increase revenue. Three29's team focused on the largest opportunities with least investment to drive growth.



WE PROPOSE:

- 1** Reprioritize initiatives based on limited resources in DTC.
- 2** Fix Amazon experience and grow Amazon revenue/profit.
- 3** Invest financial gains on Amazon into direct to consumer experience to grow direct sales



Strategy

1. Prioritize Amazon over web site. Fix “broken” Amazon experience and drive financial gains on Amazon.
2. Current Amazon store does not exist or the current links point to another company.
3. Many other optimization opportunities -including sponsored or paid ads on Amazon
4. Other issues observed on Amazon
5. Amazon design work can be incorporated into DTC site



Strategy – DTC

1. Leverage financial gains in Amazon sales and invest in improvements to the direct to consumer experience
2. Implement Lifecycle marketing program. 10% repurchase rate should be 40% by end of 2023 resulting in 4x improvement in revenue from existing customers. Likely requires Lifecycle Marketing Platform (recommend Klaviyo at \$60/mo)
3. [Implement simple loyalty program](#) to incent repeat customers and create personalization. Click link to see gains from loyalty program.
4. Improve site conversion rate - based on current layout and design there are opportunities to enhance
 - Implement Subscribe and Save program to create more reliable subscription revenue
 - Improve above the fold experience - your packaging is bright and colorful, should translate to website (currently does not)
 - Site needs to be fun, passionate and up-to-date with industry trends.
 - Include reviews
5. Create and execute social playbook for long term. Best ROI is to coach current social media person tactics to drive increase in subscribers.



Estimated Results

Amazon

We see opportunity to make changes and grow topline Amazon sales by and estimated 10-20%:

- Amazon sellers who use Amazon Advertising see an average increase in sales of 31% (Feedvisor)
- Optimizing product titles, descriptions, and bullet points can result in a 50-100% increase in click-through rates and a 10-30% increase in sales. (Skubana)

Direct to Consumer

Lifecycle marketing.

-5% increase in customer retention rates can lead to profit increases between 25% and 95% (Bain and Co)

-91% of consumers more likely to shop with brands that provide relevant offers and recommendations personalized to them (Accenture)

Conversion improvement

- Gains from Loyalty Program implementation
- 8% gain in purchases vs. competing brand if customer reviews are included (<https://www.linkedin.com/in/patrali-chatterjee/>)

Social Strategy improvement

- Opportunity for doubling or tripling social followers





Next Steps

Competitive Technical Audit
Strategic Survey
Key Initiative Recommendation

