

# DOWNEAST

framework

## AWARENESS

### GOAL

Increasing brand awareness through reaching new visitors.

### PRODUCTS

Orion, SLTrib, Video (Youtube or PreRoll), Facebook, SEO, Influencer Marketing

CAMPAIGN DETAILS Awareness Targeting through: Orion, Facebook, Youtube.

### KPI'S

New Users and % of New Sessions

## RESEARCH

### GOAL

Bringing qualified traffic to the website.

### PRODUCTS

Orion, Facebook, SEO, CRO, PLA, RTC, Email Blasts to target audience

Hyper Targeting and Retargeting through suitable channels. CRO to convert research to consideration.

### KPI'S

Product Pageviews, User Searches, Email Subs

## CONSIDERATION

### GOAL

Converting the qualified traffic into shoppers with piqued interests.

### PRODUCTS

Orion, Facebook, SEO, CRO, PLA, RTC, Email Blasts to target audience

Hyper Targeting and Retargeting through suitable channels. CRO to convert research to consideration.

### KPI'S

Add to Carts, Informational Pageviews (Size Chart, Returns and Policies, Shipping Process)

## INTENT

### GOAL

Converting engaged traffic into shoppers with intent.

### PRODUCTS

SEO (CRO), Remarketing Tactics Across Channels (Display, Social, PLA), RTC

SEO (CRO), Remarketing Campaigns which target engaged visitors.

### KPI'S

Cart Views, Checkout Initiation, Cart and Checkout Abandonment

## PURCHASE

### GOAL

Converting shoppers with intent to customers.

### PRODUCTS

Email Drip Campaigns, Remarketing Tactics Across Channels (Display, Social, PLA), RTC, CRO (Upsells, recommended products, share your purchase, etc.)

SEO (CRO), Remarketing Campaigns which target cart and check out abandoners through audience targeting and targeted ad copy.

### KPI'S

Revenue, AOV, UPT

## REPURCHASE

### GOAL

Recreating stages of initial customer acquisition for current customers to ensure repurchase.

### PRODUCTS

Email Drip Campaigns, Remarketing Tactics Across Channels (Display, Social, PLA, Video), RTC

Remarketing Campaigns which target people who have completed a purchase, offering them coupons and specials or new arrivals. (Multiple Channels, different optimization techniques.)

### KPI'S

Returned Customer Rate, Return Frequency

## PROMOTION

### GOAL

Getting DownEasters to share, review, engage with various review and social platforms.

### PRODUCTS

Facebook, Email

Boosting posts to current customers.

### KPI'S

Reviews, Post Engagements