

Page Summary

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Executive Summary

Despite the recent recession the organic food market has experienced rapid growth. According to the *Organic Consumer Research 2014* by Bord Bia, this growth is related to a wider availability of products in store as well as recently raised health issues regarding non-organic produce.

Despite the increase in consumption of organic produce shoppers are constantly driven by special offers and product visibility in store. There is still a huge opportunity to educate consumers on the benefits of organic products and reassure them of the organic authenticity of the products Absolutely Organic sells.

According to the same Bord Bia report, 37% of the housekeepers interviewed belong to the two consumer segments with great potential to become regular organic shoppers. The remaining 63% are considered to be difficult to “convert” based on elevated price and lack of belief in the organic concept.

This is a great opportunity for Absolutely Organic to have its brand widely recognized as one of the top three online retailers in this industry. The strategic use of digital media channels is the best way to stand out from the other brands and build a wider digital audience and therefore grow our customer base.

At the end of this digital marketing plan we hope to achieve:

- An increase brand awareness and penetration to our target population on 50%
- An increase sales revenue on 25%
- An increase customer retention on 20%

The audience we will be targeting is in its majority:

- Women
- Professionally well succeeded or wealthy
- Urban lifestyle
- Concern about health, environment and sustainability

To obtain the projected results we will use the following digital channels:

- Absolutely Organic’s Website - Redesign, incorporate a blog and implement SEO practices
- Pay Per Click (PPC) Advertising - on Google Search Network (GSN) and Facebook
- Display Advertising - on Google Display Network
- Social Media Channels - Facebook, Twitter and Instagram
- Email Marketing

The allocated budget for this project is €15k, where 60% will be spent on different types of advertising and 40 % on website redesign and promotion maintenance.

Company Introduction

Absolutely Organic is an Irish company founded in 1997 by John Healy with the proposition of providing local organic food to the Dublin area. The business started off small, trading only fruit and vegetables and now they commercialise a wide range of organic fresh, chilled and industrialized products through their website.

The company is licensed by the Irish Organic Farmers and Growers Association (IOFGA) and is very committed to source their customers with the best locally grown produce. This commitment translates into a strong positive reputation and trust relationship with customers, suppliers and employees.

At the moment, Absolutely Organic does not advertise on any digital platform. Its digital presence is limited to two social media channels, Facebook and Twitter.

As a director of an ecommerce business, Healy understands the importance of having a good digital performance on different channels and tried to adjust to new practices like implementing a lively blog and creating social media pages. The effort, however, was not rewarded with great results, so far. Those were isolated actions and the website does not carry the same contemporary feel as new logo and blog.

The industry grew and signs in the direction of great opportunities and Absolutely Organic needs to catch up with its trendy competitors to secure its place in the market.

Product & Service Analysis

Being among the top three strongest brands in the regional market, Absolutely Organic is already an established company providing organic produce. They offer a wide range of products from chilled (chicken, salmon and beef) to industrialized (pasta, flower, tea etc.) products. Unlike their strongest competitor, Absolutely Organic does not promote “healthy” items which are not a 100% organic.

Their flagship service is their vegetable and fruit box delivery. Their customers can subscribe to weekly deliveries which include a wide variety of seasonal fruit and vegetables. Although they do not offer any kind of discount for the subscription service, their popularity seems to hinge on the fact that the cost for boxes tend to be cheaper than buying the products individually. Most of the items available on their website are of Irish origin, and they always pick regional suppliers unless unavailable.

Vision

- To be the top online provider of organic groceries in the country.

Mission

- Encourage regional ecological and economic sustainability.
- Promote environmental awareness and provide organic education by growing their online community.
- Become the market leader in nutritious and wholesome certified organic products.

Value Propositions

- Promote healthy lifestyle through an organic diet.
- Provide excellent quality products and customer service.
- Encourage the local community development and growth.

SWOT Analysis

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none">● 17 years experience in the organic food trade● Wide range of products, including organic meat and chilled food● Fresh produce quality● Free delivery in the Greater Dublin area● Excellent customer service	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none">● Lack of a physical store● Dated and bad UX website● Weak content and social media marketing● Limited marketing budget● Delivery conditions and charges
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none">● Optimize social media activity to build brand awareness● Exploit healthy eating trends● Implement loyalty programme● Grow business network aiming for wholesales increase	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none">● Elevated price of organic produce● Lack of belief in the organic concept● Social media performance of biggest competitor (<i>The Organic Supermarket</i>)● Better known organic brands in the market available in other retailers

Competitors Analysis

Overview



The Organic Supermarket

- Market leader and first place on organic search rank (*organic food ireland* search)
- 3 physical stores - Flagship store runs self branded organic kitchen
- Trade of organic fruit, vegetables, groceries, beauty and household products online
- Flat fee (€ 4.95) delivery charge nationwide
- Same day delivery available
- Trades Irish and imported produce
- Strong content and social media marketing
- **Strength** : trade of well known organic brands
- **Weakness**: chilled organic food and meat not available online



Green Earth Organics

- Second place on organic search rank (*organic food ireland* search)
- Galway based - Trades self grown fruit and veg on local market stall
- Big selection of cupboard and vegetarian products on online store
- Local (€1.50) and nationwide (€6.95) delivery charges
- Next day delivery available in selected areas
- Listed on 2013 and 2015's McKennas Guide.
- Good content and social media
- **Strength**: Self grown produce give the business a familiar face
- **Weakness**: Once a week local delivery schedule



The Happy Pear

- Fourth place on organic search rank (*organic food ireland* search)
- South Dublin based healthy food store
- Trades wide range of healthy eating products online
- Nationwide delivery charge (6.50)
- Strong branding and social media marketing
- **Strength**: Trendy concept branding
- **Weakness**: Fruit and vegetables are the only organic products available

Digital Presence Analysis

	Absolutely Organic	The Organic Supermarket	Green Earth Organics	Happy Pear
Dedicated Website	✓	✓	✓	✓
Website UX	Poor	Very good	Good	Good
Responsive Website	✗	✓	✓	✗
Mobile Website	✗	-	✓	-
Blog	✓	✓	✓	✓
PPC	✗	✗	✗	✗
Facebook	<ul style="list-style-type: none"> • 1.400 Likes • Very low engagement 	<ul style="list-style-type: none"> • 58.900 Likes • High engagement 	<ul style="list-style-type: none"> • 7.300 Likes • Low engagement 	<ul style="list-style-type: none"> • 28.400 Likes • High engagement
Twitter	<ul style="list-style-type: none"> • 195 followers • Not active lately 	<ul style="list-style-type: none"> • 4.600 followers • Low engagement 	<ul style="list-style-type: none"> • 400 followers • Low engagement 	<ul style="list-style-type: none"> • 13.000 followers • Some engagement
Youtube Channel	✗	<ul style="list-style-type: none"> ✓ 4 videos 4 subscriptions 	<ul style="list-style-type: none"> ✓ 34 videos 62 subscriptions 	<ul style="list-style-type: none"> ✓ 37 videos 16.130 subscriptions
Instagram	✗	<ul style="list-style-type: none"> ✓ 170 followers Not active lately 	<ul style="list-style-type: none"> ✓ 270 followers Not active lately 	<ul style="list-style-type: none"> ✓ 13.2k followers Very active
Pinterest	✗	✓	✗	✓
Google My Business	✓	✓	✓	✓
Linkedin	✗	✗	✗	✗

Brand Positioning Map



Business Objectives, Goals & KPIs

Business Objectives

1. Increase brand awareness and penetration
2. Increase online sales
3. Increase customer retention

Digital Goals

	OBJECTIVES	GOALS	CHANNELS	KPIS
REACH	<ul style="list-style-type: none"> ● Improve brand awareness ● Optimize social media performance 	<ul style="list-style-type: none"> ● Increase website traffic ● Increase email subscription ● Grow social media audience 	<ul style="list-style-type: none"> ● SEO ● PPC ● Google My Business ● Display Ads ● Email ● Facebook ● Twitter ● Instagram 	<ul style="list-style-type: none"> ● # new website visitors ● # returning website visitors ● % of website traffic origin ● % of social media followers growth ● Increase email database ● SER ranking position ● CTR on Display Ads
ACT	<ul style="list-style-type: none"> ● Create engaging content 	<ul style="list-style-type: none"> ● Increase time spent on website and number of visited pages ● Reduce bounce rate ● Improve engagement performance of social media content (like, comments and share) 	<ul style="list-style-type: none"> ● Website and Blog content ● Website design effectiveness ● Facebook ● Twitter ● Instagram 	<ul style="list-style-type: none"> ● Increase of the average length of time spent on site ● # of opened pages per visitor ● # of likes, shares and comments ● Reduction of bouncing rate
	<ul style="list-style-type: none"> ● Change perception 	<ul style="list-style-type: none"> ● Educate audience on organic benefits and authenticity procedures in an engaging way 	<ul style="list-style-type: none"> ● Website and Blog content ● Facebook 	<ul style="list-style-type: none"> ● # of likes, shares and comments on related content
CONVERT	<ul style="list-style-type: none"> ● Increase Sales 	<ul style="list-style-type: none"> ● Increase number of sales per day 	<ul style="list-style-type: none"> ● Website design effectiveness ● PPC ● Google My Business ● Email marketing 	<ul style="list-style-type: none"> ● Conversion rate ● % of revenue from each channel ● CTR from PPC and Email marketing ● Revenue total

	OBJECTIVES	GOALS	CHANNELS	KPIS
ENGAGE	<ul style="list-style-type: none"> • Increase customer satisfaction • Increase customer retention 	<ul style="list-style-type: none"> • Increase frequency and volume of regular customers purchases • Increase referral on social media channels 	<ul style="list-style-type: none"> • Newsletter and promotional emails • Remarketing lists • Facebook • Instagram 	<ul style="list-style-type: none"> • # of returning visitors • # of new visitors • # of profile mentions • # of views on videos


Strategy & Audience

Target Audience

GROUP 1 - Caring Mothers (40 - 50 years old) <i>“For my family, only the best!”</i>	
PROFILE	<ul style="list-style-type: none"> • Mary • 45 years old • HR Manager • Married with three children
PERSONALITY & LIFESTYLE	<ul style="list-style-type: none"> • Decision maker • Busy and active lifestyle • Loves to spend time with her family • Concerned about her family’s health
ATTITUDE	<ul style="list-style-type: none"> • Regular Organic food consumer • Believes in the organic concept • Online groceries buyer
ONLINE BEHAVIOUR	<ul style="list-style-type: none"> • Heavy internet user • Average 12 hours/day • Facebook user and blog reader
VALUE PROPOSITION	Absolutely Organic brings fresh and natural fruit and veg from the farm straight to your door. Absolutely the best for you family.



GROUP 2 - Older Millennials (29 - 39 years old) *“My body is my temple.”*

PROFILE	<ul style="list-style-type: none"> • Kate • 32 years old • Insurance Broker • Live in a recently bought apartment with Fiancee 	
PERSONALITY & LIFESTYLE	<ul style="list-style-type: none"> • Yoga adept • Likes to shop local • Proud of maintaining a healthy lifestyle • Concerned about sustainability 	
ATTITUDE	<ul style="list-style-type: none"> • Casual Organic food consumer, mostly when it's on special offer • Believes in the organic concept but prices are an obstacle • Not usual online groceries buyer 	
ONLINE BEHAVIOUR	<ul style="list-style-type: none"> • Heavy internet user • Average 14 hours/day • Facebook, twitter and instagram regular user 	
VALUE PROPOSITION	<p>Absolutely Organic provides only the best of local farming produce. No chemicals, more antioxidants and nutrients. Absolutely the best for a healthy lifestyle</p>	

GROUP 3 - Young Millennials (20 - 28 years old) *“Organic label just a adds on price”*

PROFILE	<ul style="list-style-type: none"> • Garr • 25 years old • Sales Executive • Live in a renting apartment alone 	
PERSONALITY & LIFESTYLE	<ul style="list-style-type: none"> • Saving to buy his first property • Usually buys healthy branded food in big retailer chains • Likes to work out to look and feel good about his body. • Work out supplements consumer • Finds eating well a challenge when living alone 	
ATTITUDE	<ul style="list-style-type: none"> • Casual Organic food consumer • Familiar with the organic concept but can't taste the difference between organic and non-organic. It's more inclined to buy branded healthy products • Regular online groceries customer 	
ONLINE BEHAVIOUR	<ul style="list-style-type: none"> • Heavy internet user • Average 13 hours/day • Facebook, twitter and instagram everyday user 	
VALUE PROPOSITION	<p>Absolutely Organic brings to you the naturally tasty organic fruit and veg. The best fuel for a healthy lifestyle!</p>	

Persona & Channel Mapping

	GROUP 1 CARING MOTHERS	GROUP 2 TRENDY OLDER MILLENNIUMS	GROUP 3 SKEPTICAL YOUNGER MILLENNIUMS
E-commerce	★	★ ★	★ ★ ★
Blogs	★	★ ★	★
Facebook	★ ★ ★	★ ★ ★	★ ★ ★
Twitter	-	★	★ ★
Instagram	-	★ ★ ★	★ ★
Youtube	★	★ ★ ★	★ ★ ★
PPC	★ ★ ★	★ ★ ★	★ ★
Email Marketing	★ ★	★	★ ★
Total Level of Interaction	★ ★	★ ★ ★	★ ★ ★

Persona & Keyword Mapping

	Keywords	Average Searches per Month	Competition
GROUP 1 CARING MOTHERS	Organic food Dublin	70	Low
	Health food shop	140	Low
	Organic food delivery	20	Medium
	Organic supermarket	880	Low
	Healthy eating plan	210	Low
	Healthy Recipes	720	Low

	Keywords	Average Searches per Month	Competition
GROUP 2 TRENDY OLDER MILLENNIUMS	Health food shop	140	Low
	Cheap organic food	10	Low
	Gluten Free Recipes	720	Medium
	Healthy smoothie recipes	1900	Low
	Healthy snacks	1600	Low
	Vegetarian recipes	1600	Low
GROUP 3 SKEPTICAL YOUNGER MILLENNIUMS	Health food online	20	High
	Smoothie recipes	2400	Medium
	Health food shop	140	Low
	Food Pyramid	1900	Low
	Healthy eating plan	210	Low
	Healthy recipes	720	Medium

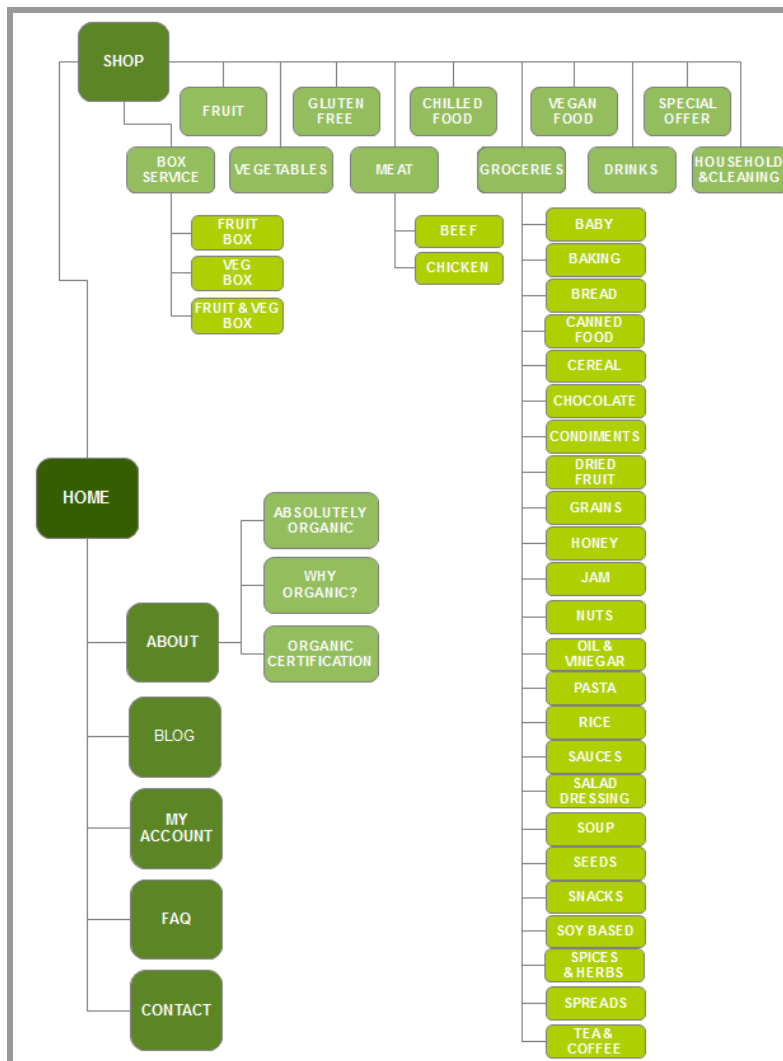
Tactics & Action Plan: Channel Strategy

SEO

Absolutely Organics website will be completely redesign to become more contemporary and mobile friendly. Provide a better user experience optimized for better ranking in SER. The existing brand blog will follow the visual identity of the new website and present a broader editorial calendar, focusing on all organic related subjects in order to create relevant content with keyword optimization.

New Website Site Map

The keyword research showed that the volume of search for specific organic products is very low. Therefore the best alternative is to use the model *organic-_____* in the URLs and just the category of product in the dropdown menus, so it does not become redundant.



On Site SEO

In order to achieve better SEO performance the new redesign process of the Absolutely Organic website starts with the analysis of the current site.

Page Sample

The current design of the website is completely outdated and not user friendly. The new website will have a responsive design to provide accessibility on any device, improve page speed and address the issues on the current web pages.

1. Develop a contemporary design that goes with most recent brand logo
2. Change whole menu architecture. We will keep the products divided by categories and subcategories shown on drop down menus to facilitate navigation and therefore reduce bounce and abandonment rates.
3. Improve quality and size of products pictures, displaying products on grid mode instead of list
4. Make the search box more visible and attractive

The screenshot shows the homepage of 'Absolutely Organic' with several annotations in red text and boxes highlighting SEO issues:

- OLD LOGO**: Points to the current logo.
- HIDDEN SEARCH BOX**: Points to a search box that is partially obscured by a navigation bar.
- NO BREADCRUMBS**: Points to the product title 'Mixed Fruit & Vegetable Boxes'.
- Poor SEO on H1 and image alt text**: Points to the product description and the image of a fruit basket.
- Improve Body SEO**: Points to the product description text.
- SMALL PRODUCT IMAGES**: Points to the small icons next to the product list.
- MENU IS TOO BIG**: Points to the 'Organic Shop' navigation menu on the right side of the page.

The page content includes:

- Navigation: ABOUT CONTACT FAQ RECIPES
- Product List:

	Fruit & Vegetable Box	€24.00	1	+ / -	Add
	LARGE Fruit & Vegetable Box	€32.00	1	+ / -	Add
	Mediterranean Fruit & Veg Box	€27.00	1	+ / -	Add
	LARGE Mediterranean Fruit & Veg Box	€37.00	1	+ / -	Add
	Low GL Box (Balance your blood sugars!)	€28.50	1	+ / -	Add
	Juicing Box (Time to get that Juicer on!)	€28.50	1	+ / -	Add
- Shopping Cart: CHOCOLATE BISCUITS - Dark Spelt Fai... (1) €4.99, Office Fruits: "5 a day" ... (1) €29.99, Subtotal €34.98
- Organic Shop Menu: BUY IRISH ORGANIC, FRUIT & VEG PORTIONS, FRUIT & VEG BOXES, Vegetable Boxes, Fruit Boxes, Mixed Fruit & Vegetable Boxes, NEW PRODUCTS!, GLUTEN FREE, Organic Food Hampers, ORGANIC OFFICE FRUITS, Baby Products, Baking, Biscuits, Bread, Butter, Canned Foods, Cereals, Cheese, Chocolates, Condiments & Soups, Dressings & Sauces, Dried Fruit, Grains & Nuts, Home Organics, Customers, Honey & Preserves, Household & Cleaning, Juices & Drinks, Milk, Meats, Oils & Vinegars, Pasta & Pasta Sauces

URLs

The URLs will become SEO friendly and follow the new website architecture and use of keywords, eg:

OLD - <http://www.absolutelyorganic.ie/organic/21/Mixed-Fruit--Vegetable-Boxes.htm>

NEW - <http://www.absolutelyorganic.ie/shop/box-service/organic-fruit-and-vegetables.htm>

Title/Description tags

Aiming to improve organic SER, each page will have an unique title tag and description tags. Eg the homepage:

```
<title>Absolutely Organic - Your online supermarket for organic food</title>
```

```
<meta name="keywords" content="Online Supermarket, Organic Food, Healthy Eating, Organic Fruit, Organic Vegetables, Local Farming, IOFGA.">
```

```
<meta name="description" content="Buy fresh organic ingredients for all healthy recipes. Free delivery in Greater Dublin area.">
```

Breadcrumbs

Breadcrumbs will be added to every page to facilitate navigation and build internal links. eg:

[Home](#) > [Shop](#) > [Box Service](#) > [Fruit and Vegetables](#)

Body Copy

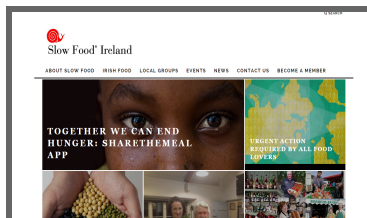
The body copy of each page will be rewritten with appropriate use of semantic coding (h1s, h2s and h3s) and optimized with relevant keywords.

All images will be given an unique alt text related to the content of the page.

External Links

We are going to use networking in the industry, blog and on Twitter to build relationships with related business and grow our off site links, eg:

[Slow Food Ireland](#)



[The Irish Food Guide Blog](#)

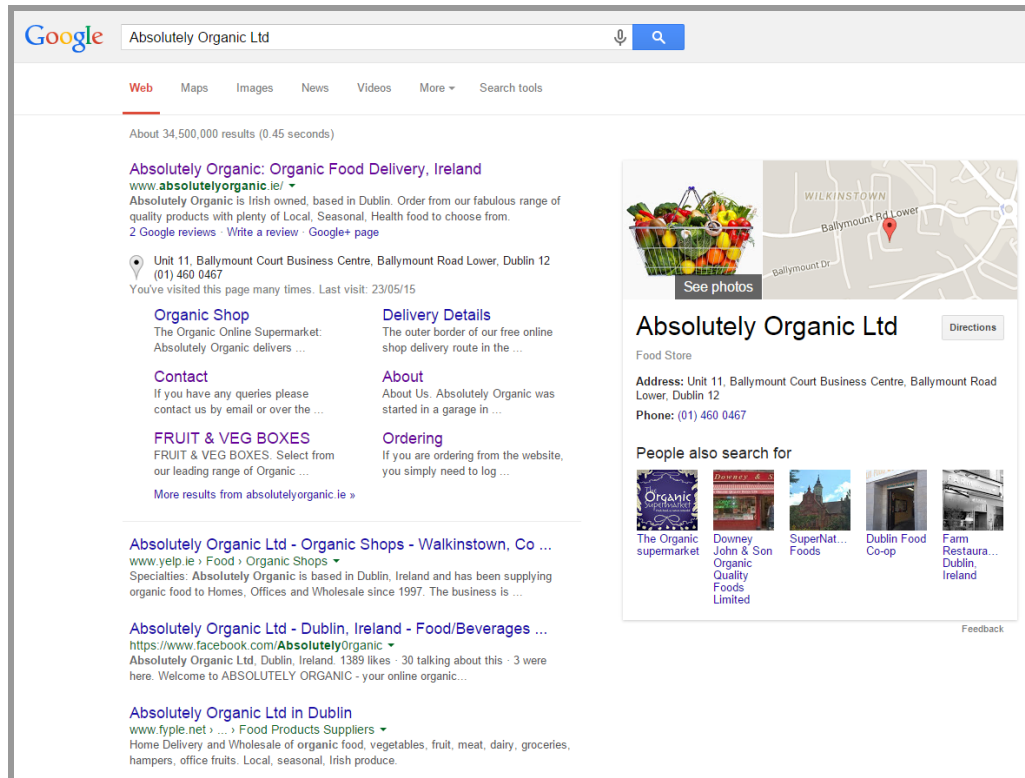


[Ireland Homegrown](#)



Google My Business

A Google My Business profile is already set up. At the moment the profile is used only to be listed on the business location display on the SER. We are going to improve content and look of the profile page using Google+ as an additional channel for sharing the content from our blog.



Blog

Although the website already hosts a food blog, we feel there still is a lot of potential for keyword optimizing on organic food and healthy lifestyle content. The name of the blog will be changed from *Foodies* to *Absolutely Organic* and assume the brand's voice online, feeding the social platforms with content and driving external traffic from other social media channels such as Facebook, Twitter, Instagram and email marketing to the website.

The blog will also be a source of internal links, through anchor text set on strategic keywords which will direct customers into the online shopping or to other relevant pages on the website.

Initially there will be daily updates and 6 months from the start the blog will be updated in alternating days. The posts can be divided into a few categories such as recipes, *how to*, fitness tips/facts, organic food facts, news, general nutrition and environment issues.

At the end of each post visitors will find the share buttons for *Facebook* and *Twitter*, to make easier sharing content straight from our website.

To ensure the efficiency of this tool we created an editorial calendar as follows:

Blog Editorial Calendar - June 2015					
Date of Post	Title	Objective	Keywords	Targeting	Media
02/06	What does the organic label on food really mean?	Educate on Organic Concept	<ul style="list-style-type: none"> organic food gluten free certification 	#1 #3	Video
03/06	Morning Yoga for all levels	Encourage healthy lifestyle	<ul style="list-style-type: none"> healthy breakfast cereal organic food 	#1 #2	Pictures
04/06	One smoothie for each day of the week	Tips/Recipes	<ul style="list-style-type: none"> fruit and veg yogurt milk 	#2 #3	Video
05/06	News: New season products and nutritional properties	Update customers	<ul style="list-style-type: none"> shop 	#1 #2 #3	Pictures
06/06	How to wash your car in an organic way	Tips/Recipes	<ul style="list-style-type: none"> cleaning products 	#3	Pictures
07/06	Is coffee really bad for you?	Encourage healthy lifestyle	<ul style="list-style-type: none"> coffee tea biscuits 	#1	Pictures
08/06	Salad recipe	Tips/Recipes	<ul style="list-style-type: none"> veg box chicken dairy alternatives 	#1 #2	Video
09/06	Healthy Food around the world: France	Entertainment/ Food Facts	<ul style="list-style-type: none"> healthy meals butter Fruit 	#1 #2 #3	Pictures
10/06	Vegetarian vs Vegans	Entertainment/ Food Facts	<ul style="list-style-type: none"> vegetarian vegan gluten free 	#1 #2	Funny Gifs
11/06	How to start your own organic herb garden	Tips/Recipes	<ul style="list-style-type: none"> herbs & spices vegetables salad 	#1	Video
12/06	The power of food	Educate on Organic Concept	<ul style="list-style-type: none"> honey peanut butter nuts 	#3	Pictures

13/06	News: new products and partnerships	Update customers	<ul style="list-style-type: none"> • shop 		Pictures
14/06	Natural mosquito repellents	Tips/Recipes	<ul style="list-style-type: none"> • fruit • vegetables 	#1 #2	Video
15/06	Italian recipe	Tips/Recipes	<ul style="list-style-type: none"> • pasta • sauce • herbs & spices 	#1 #2 #3	Video

PPC Advertising

This is a one year campaign that will start straight after the launch of the new website and the reports will be analysed monthly for the first three months in order to adjust budget and better performing keywords.

The keywords research showed that both volume of search and competition are usually low for most *organic* related keywords. To overcome this obstacle we are going to bid on more keywords and create several ads for each ad group, optimizing the ad copy to match different keywords from a same ad group.

Ad extensions will be added to the ads eg

- Location Extension - through Google My Business
- Call Extension
- Site Link Extensions
 - [Shop Now](#)
 - [Contact Us](#)
 - [Special Offers](#)
 - Other product category pages

Campaigns	Ad group	Keywords	Ad Samples
GSN- Absolutely Organic <u>Negative Keywords at Campaign Level:</u> <ul style="list-style-type: none"> ● -free ● -cheap ● -DIY ● -farming ● -formula ● -growers ● -gardening ● -tutorial ● -video 	Absolutely Organic	<ul style="list-style-type: none"> ● [absolutely organic] ● [absolutely organic ireland] ● [absolutely organic dublin] ● “absolutely organic” ● “absolutely organic ireland” ● “absolutely organic dublin” ● +absolutely +organic ● +absolutely +organic +ireland ● +absolutely +organic +dublin 	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Side ad</p> <p>Absolutely Organic www.absolutelyorganic.ie The online organic supermarket. Free delivery in Greater Dublin!</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>Top ad</p> <p>Absolutely Organic - The online organic supermarket. www.absolutelyorganic.ie Free delivery in Greater Dublin!</p> </div>
	Organic Supermarket	<ul style="list-style-type: none"> ● [organic supermarket] ● [organic supermarket ireland] ● [organic supermarket dublin] ● [organic supermarket online] ● “organic supermarket” ● “organic supermarket ireland” ● “organic supermarket dublin” ● “organic supermarket online” ● +organic +supermarket ● +organic +supermarket +ireland ● +organic +supermarket +dublin ● +organic +supermarket +online 	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Side ad</p> <p>Absolutely Organic www.absolutelyorganic.ie The online organic supermarket. Get 5% off your first order!</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>Top ad</p> <p>Absolutely Organic - The online organic supermarket. www.absolutelyorganic.ie Get 5% off your first order!</p> </div>

<p style="text-align: center;">GSN- Absolutely Organic</p> <p><u>Negative Keywords at Campaign Level:</u></p> <ul style="list-style-type: none"> ● -free ● -cheap ● -DIY ● -farming ● -formula ● -growers ● -gardening ● -tutorial ● -video 	<p>Organic Vegetables</p> <ul style="list-style-type: none"> ● [organic vegetables] ● [organic vegetables online] ● [organic vegetables delivered] ● [organic vegetables delivery] ● [vegetable boxes] ● [veg box] ● “organic vegetables” ● “organic vegetables online” ● “organic vegetables delivered” ● “organic vegetables delivery” ● “vegetable boxes” ● “veg box” ● +organic +vegetables ● +organic +vegetables +online ● +organic +vegetables +delivered ● +organic +vegetables +delivery ● +vegetable +boxes ● +veg +box 	<p>Side ad</p> <p>Organic Vegetables www.absolutelyorganic.ie Veg portions & box service. 5% off on your first order!</p> <p>Top ad</p> <p>Organic Vegetables - Veg portions & box service. www.absolutelyorganic.ie 5% off on your first order!</p> <p>Side ad</p> <p>Organic Vegetables www.absolutelyorganic.ie Veg portions & box service. Free delivery in Greater Dublin!</p> <p>Top ad</p> <p>Organic Vegetables - Veg portions & box service. www.absolutelyorganic.ie Free delivery in Greater Dublin!</p>
	<p>Organic Fruit</p> <ul style="list-style-type: none"> ● [organic fruit] ● [organic fruit online] ● [organic fruit delivered] ● [organic fruit delivery] ● [fruit boxes] ● [fruit basket] ● “organic fruit” ● “organic fruit online” ● “organic fruit delivered” ● “organic fruit delivery” ● “fruit boxes” ● “fruit basket” ● +organic +fruit ● +organic +fruit +online ● +organic +fruit +delivered ● +organic +fruit +delivery ● +fruit +boxes ● +fruit +basket 	<p>Side ad</p> <p>Organic Fruit www.absolutelyorganic.ie Fruit portions & box service. Get 5% off on your first order!</p> <p>Top ad</p> <p>Organic Fruit - Fruit portions & box service. www.absolutelyorganic.ie Get 5% off on your first order!</p> <p>Side ad</p> <p>Organic Fruit Baskets www.absolutelyorganic.ie Gift fruit baskets with free delivery in Greater Dublin!</p> <p>Top ad</p> <p>Organic Fruit Baskets www.absolutelyorganic.ie Gift fruit baskets with free delivery in Greater Dublin!</p>
	<p>Organic Food</p> <ul style="list-style-type: none"> ● [organic food ireland] ● [organic food dublin] ● [organic food delivery] ● [organic food online] ● [buy organic food online] ● “organic food ireland” ● “organic food dublin” ● “organic food delivery” ● “organic food online” ● “buy organic food online” ● +organic +food +ireland ● +organic +food +dublin ● +organic +food +delivery ● +organic +food +online 	<p>Side ad</p> <p>Buy Organic Food Online www.absolutelyorganic.ie Organic fruit, veg & groceries. Free delivery in Greater Dublin!</p> <p>Top ad</p> <p>Buy Organic Food Online - Organic fruit, veg & groceries. www.absolutelyorganic.ie Free delivery in Greater Dublin!</p> <p>Side ad</p> <p>Buy Organic Food Online www.absolutelyorganic.ie Organic fruit, veg & groceries. Free delivery in Greater Dublin!</p> <p>Top ad</p> <p>Buy Organic Food Online - Organic fruit, veg & groceries. www.absolutelyorganic.ie Free delivery in Greater Dublin!</p>

<p>GSN</p> <p>Absolutely Organic</p> <p><u>Negative Keywords at Campaign Level:</u></p> <ul style="list-style-type: none"> • -free • -cheap • -DIY • -farming • -formula • -growers • -gardening • -tutorial • -video 		<ul style="list-style-type: none"> • +buy +organic +food +online 	
	Organic Meat	<ul style="list-style-type: none"> • [organic meat] • [organic meat online] • [organic meat delivery] • [organic beef] • [organic beef ireland] • [organic chicken] • [organic chicken ireland] • “organic meat” • “organic meat online” • “organic meat delivery” • “organic beef” • “organic beef ireland” • “organic chicken” • “organic chicken ireland” • +organic +meat • +organic +meat +online • +organic +meat +delivery • +organic +beef • +organic +beef +ireland • +organic +chicken • +organic +chicken +ireland 	<p>Side ad</p> <p>Certified Organic Meat www.absolutelyorganic.ie Irish origin beef and chicken. Get 5% off your first order!</p> <p>Top ad</p> <p>Certified Organic Meat - Irish origin beef and chicken. www.absolutelyorganic.ie Get 5% off your first order!</p> <p>Side ad</p> <p>Certified Organic Meat www.absolutelyorganic.ie Irish origin beef and chicken. Free delivery in Greater Dublin!</p> <p>Top ad</p> <p>Certified Organic Meat - Irish origin beef and chicken. www.absolutelyorganic.ie Free delivery in Greater Dublin!</p>
	Healthy Food	<ul style="list-style-type: none"> • [healthy food] • [healthy food online] • [health food shop] • [health foods] • “healthy food” • “healthy food online” • “health food shop” • “health foods” • +healthy +food • +healthy +food +online • +health +food +shop • +health +foods 	<p>Side ad</p> <p>Buy Healthy Food Online www.absolutelyorganic.ie Organic fruit, veg & groceries. Get 5% off on your first order!</p> <p>Top ad</p> <p>Buy Healthy Food Online - Organic fruit, veg & groceries. www.absolutelyorganic.ie Get 5% off on your first order!</p>

Display Advertising

To build and expand brand awareness we are also going to launch a display ads campaign through the GDN targeting specifically each of our three personas so we can be more specific with the value propositions in the ads.

This platform will also be used to target customers through remarketing lists triggered by cookies pre installed in our website.

	TARGETING METHOD	TARGET PERSONA GROUP	FINAL TARGETING
GDN Absolutely Organic Awareness	Keywords	# 1	<ul style="list-style-type: none"> ● eating plan ● healthy food ● healthy meals ● healthy recipes ● lunch box recipes ● natural remedies ● snacks for kids ● organic food ● pilates ● weight loss
		# 2	<ul style="list-style-type: none"> ● detox juices ● diet plans ● healthy diet ● healthy food ● healthy lunches ● vegetarian recipes ● healthy snacks ● organic food ● organic farming ● sustainability ● yoga
		# 3	<ul style="list-style-type: none"> ● food pyramid ● healthy eating ● healthy diet ● healthy food ● healthy restaurants ● healthy recipes ● healthy smoothies ● healthy snacks ● workout ● fitness food
	Topics	# 1	<ul style="list-style-type: none"> ● Fashion & Style ● Cooking & Recipes ● Food and Beverage Events ● Food & Grocery Delivery
		# 2	

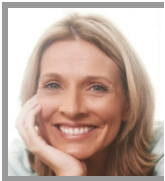
	# 3	<ul style="list-style-type: none"> ● Food & Grocery Retailers ● Nutrition ● Hair Care ● Weight Loss ● Running & Walking ● Shopping
Interests and Remarketing	# 1	<ul style="list-style-type: none"> ● Business professionals ● Family-Focused ● Outdoor Enthusiast ● Pet Lovers ● Shoppers
	# 2	<ul style="list-style-type: none"> ● Business professionals ● Foodies ● Green Living Enthusiasts ● Pet Lovers ● Shoppers
	# 3	<ul style="list-style-type: none"> ● Business professionals ● Health & Fitness Buffs ● Mobile Enthusiasts ● Sports Fans ● Shoppers
Placement	# 1	<ul style="list-style-type: none"> ● babynames.ie ● boards.ie ● celiac.com ● entertainment.ie ● fitlife.tv ● healthyfoodteam.com ● hellogiggles.com ● herald.ie ● independent.ie ● mealtime.ie ● modernparentsmessykids.com ● mykidstime.com
	# 2	<ul style="list-style-type: none"> ● 4allmindsandbodies.com ● authoritynutrition.com ● bbcgoodfood.com ● boards.ie ● cookingchanneltv.com ● foodnetwork.co.uk ● goodtoknow.co.uk ● healthmeup.com ● healthyfoodhouse.com ● juicerecipes.com ● organicfacts.net ● thedailymeal.com ● thehealthyfoodies.com ● thehealthyhomeeconomist.com

3

- 4allmindsandbodies.com
- authoritynutrition.com
- bbcgoodfood.com
- boards.ie
- cookingchanneltv.com
- foodnetwork.co.uk
- fitlife.tv
- goodtoknow.co.uk
- healthyfoodhouse.com
- healthyfoodteam.com
- healthmeup.com
- juicerecipes.com
- organicfacts.net
- thedailymeal.com
- thehealthyfoodie.com
- thehealthyhomeeconomist.com

Ad Samples

The ad copies will target the different personas as in the examples below.



Absolutely Organic

Fresh fruit and veg from the farm straight to your door.



[Shop now!](#)



Absolutely Organic

No chemicals, more nutrients. The best of local farming at your doorstep



[Shop now!](#)



Absolutely Organic

No chemicals, more nutrients. The best fuel for a healthy lifestyle!



[Shop now!](#)



Organic Food at Your Doorstep

Subscribe to our newsletter and get exclusive offers



[Subscribe](#)

Social Media

Facebook

Absolutely Organic's Facebook page will target our 3 personas through the subjects of the posts. We want to come across friendly, easy going, cool brand that believes maintaining a healthy lifestyle does not have to be boring and therefore build brand awareness and grow our social media audience.

There will be 3 posts per day:

- Link Share from the previous day post
- Instagram Share of motivational, spontaneous moments or inspiration pictures
- Facebook Post enriched with photo/video/other blogs links to drive engagement. Those posts will follow the editorial calendar below.

Editorial Calendar

Post Date	Category	Subject
1st June	Competition	Win a exclusive organic food hamper worth €50 - Like, Share and Comment (<i>sample below</i>)
2nd June	Entertainment	8 ways to keep cool in hot yoga - Link
3rd June	Editorial	The 16 most surprising high fiber foods - Link
4th June	Corporate	Have you subscribed for your exclusive newsletter?
5th June	Editorial	The Too Busy Fitness Plan - How to create a 30 minutes workout - Link
6th June	Entertainment	Funny Food Meme (<i>sample below</i>) - Picture
7th June	Editorial	5 Green smoothie tips
8th June	Promotion	10% off today! - Facebook promotion code
9th June	Editorial	Gluten free diet benefits - Link
10th June	Entertainment	10 must have gadgets to enjoy a sunny summer summer - Link
11th June	Editorial	20 Low carb substitutes that don't suck (<i>sample below</i>)
12th June	Product	Fruit and Veg weekly Subscription
13th June	Editorial	The 5 best alternatives to sugar - Link
14th June	Entertainment	Top 10 fun marathons worth training for - Link

Post Samples

 **Absolutely Organic** added a new photo.
Just now · 🌐

COMPETITION TIME!!
Fancy winning this amazing Absolutely Organic food hamper filled with tasty chocolate, authentic Italian Pasta and delicious smoked salmon? To be in a chance to win simply like our page, then like and share this post.
Good Luck!... [See More](#)



[Like](#) · [Comment](#) · [Share](#)


 **Absolutely Organic**
Just now · 🌐

Eating clean can be very hard at times and we tend to crave old habits, but mums can always give you a little push! What's your trick to stay on the healthy path?




[Boost Unavailable](#)

[Like](#) · [Comment](#) · [Share](#)

 **Absolutely Organic**
Just now · 🌐

Oh, we just loved those tips! Bye bye carbs!
<http://greatist.com/health/lower-carb-alternatives>



20 Low-Carb Substitutes That Don't Suck
Mac n' cheese, pancakes, and pizza don't have to leave you feeling terrible. These lighter versions of popular high-carb meals are sure to rival the originals.
GREATIST.COM

[Like](#) · [Comment](#) · [Share](#)

Facebook Advertising

Campaign 1 - Page Likes

We are going to run a Facebook Ads campaign to promote new page likes for 1 month and then analyse results for budget and targeting adjustments.

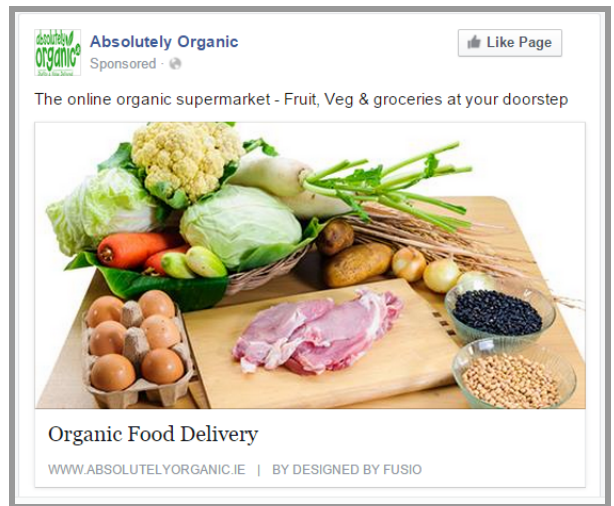
The campaign will target all three personas and exclude or page likers.



Campaign 2 - Website Visits

This second campaign will target our three personas among page likers and their friends. It will also be analysed after a month for adjustment.

The website visit campaign type will also be used to target remarketing lists created by adding web remarketing pixels to each page on our website to spot our customers and offer products of interest. For the remarketing ads we will use different ads for each category and main subcategories (based on most visited pages)



Campaign 3 - Newsletter Subscription

This campaign aims to drive Facebook users to a specific landing page on our website to subscribe for our newsletter. The ad will target all three personas, including likers and their friends.

To increase the appeal we promise exclusive recipes and promotions (see email marketing session)



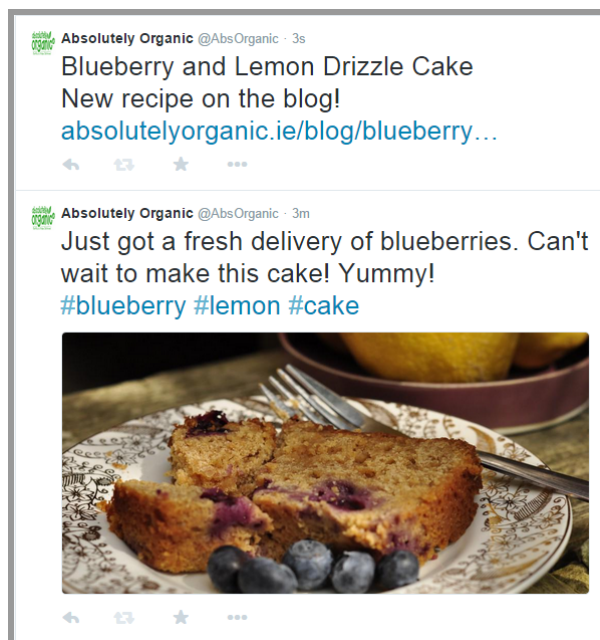
Twitter

Absolutely Organic already has a Twitter profile which has not been active in the last 18 months. To reset the channel activity we will initially use our Twitter account as a source of networking, following and retweeting and tweeting posts with the intention of grow engagement of customers, influential healthy/organic food business, chefs and enthusiasts. We also will ha and also use it as a marketing research tool for idea trends and new organic products on the market.

The twitter content will be a lot less editorial than our Blog and Facebook pages, with the exception of a few recipes links occasionally. Absolutely Organic's tweets will mostly be about news and business day-to-day activities, like a behind the scenes timeline, using video and photos to catch followers attention. With this voice we try to create a closer relationship with our customers and their identification with the brand.

Most posts will also carry a [#hashtag](#) with a few keywords related to the post, not necessarily brand/product related to maximize the chances of being found based on topic rather than brand.

Tweet Samples



Profiles to Follow Samples



RTÉ Food
@RTÉfood
RTÉ Food website: Recipes, features, competitions, chefs, programmes
Contact: food.online@rte.ie



Irish Food Board
@Bordbia
Bord Bia - Irish food, drink & horticulture industry's trade development & promotion body. Tweeter = Karen. Tweeting M-F 9-5:30pm



Juice Delivery Dublin
@JuicedelDub
Email: juicedeliverydublin@gmail.com
Take the hassle out of Juicing, Juice Delivery to your door! Made fresh, detox your body in only 3 days!!



Happy Food
@HappyFoodDublin
#HappyFood is a sanctuary in the city. We serve #vegan #vegetarian food made with lots of #loc in a laidback and friendly atmosphere. #onlypositivevibes



Irish Paleo Sisters
@irish_paleo
2 sisters eating clean & baking tasty treats. ❤️ Eat good, look good, feel good
❤️ Instagram: irishpaleo_sisters Email: irishpaleosisters@hotmail.com



Donal Skehan
@DonalSkehan
Cook, Food Writer & Photographer, TV Presenter. | Pie maker @SkoffHQ. New TV series #DonalIrishFEAST & #FollowDonal now airing on RTE...



Organic Guide
@OrganicGuide
Hi. I'm Ajax from OrganicGuide.com. Keep up-to-date with organic news, resources, events and more.



Clodagh McKenna
@clodaghmckenna
Clodagh's Kitchen Restaurants
@clodaghsKitchen • Chef • Food Writer • TV Show airing @PBS & @CreateTV USA • Aer Lingus Menu •



Organic for us
@organicforus
100% natural goodness. Our milk comes from one special farm at An Grianan in Donegal. It's award winning too... Blas na hEireann award winner 2011, 2012...



Dublin Cookery School
@Dublin_Cookery
Voted 'Best Irish Cookery School 2015' - We run Evening & One Day cookery classes & full-time One Week, One Month & Three Month Certificate...



The Happy Foodie
@TheHappyFoodie
Bringing cookery books to life, helping you get happy in the kitchen. Penguin Random House. Tweets from @greedyJulia - greedy by name...



That Protein Organic
@ThatProtein
AS FEATURED IN UK VOGUE. Called The Perfect Protein Powder in press. Its the ONLY Organic Plant Protein range with a superfood twist!



The Happy Foodie
@TheHappyFoodie
Bringing cookery books to life, helping you get happy in the kitchen. Penguin Random House. Tweets from @greedyJulia - greedy by name...



Umi Falafel
@Umifalafel
FALAFEL -- Its our passion -- Vegetarian & Vegan Eatery -- Refreshing Salads-- Wholesome Soups -- Authentic Mezza--



Lovin Dublin
@LovinDublin
Your online guide to Dublin featuring restaurant reviews, simple, epic recipes and more #LovinDublin

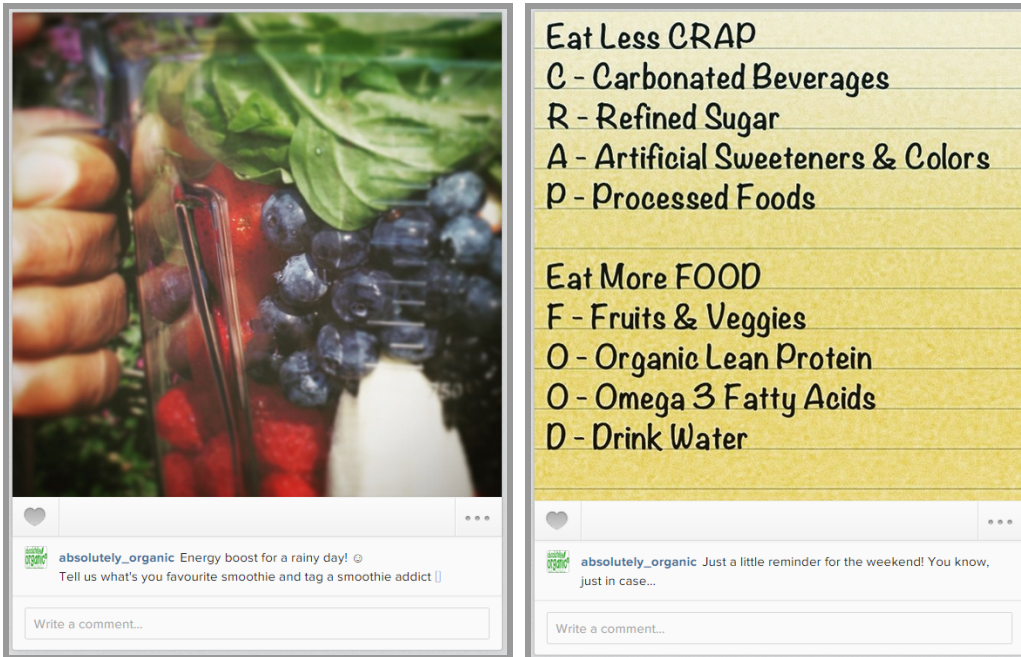
Instagram

We are going to create an Instagram account for the brand and post pictures of an Absolutely Organic moment, with employees, deliveries, recipes etc. and also with fun memes not necessarily related to the organic theme.

Posts will be scheduled in advance and follow a predetermined editorial calendar, but we are going to leave a few blank space for spontaneous moments. Those posts will be managed by a brand employee to be defined.

Most posts will also carry a **#hashtag** with a few keywords related to the post, not necessarily brand/product related to maximize the chances of being found based on topic rather than brand.

Post Samples



Email Marketing

Strategy

Our email marketing will target all existing customers registered in our database and non customers on our current Newsletter Subscription.

A new loyalty program, the Absolutely Organic Club, will be launched with the new website, to encourage more subscriptions and to encourage returning customers through exclusive promotions and weekly recipes. The old newsletter model will still be available for those visitors who do not want to commit with more information, although we strongly believe they will soon realize the advantages and switch to the loyalty program. and want to montly receive a brief update of the top blog posts of the month (with links) and catch up with our news.


We will use *Mail Chimp* as email marketing tool. It offers a free account for small databases like ours and many easy design features.

Through the loyalty program will be also possible to grow our remarketing audiences and create a clear profile of our most frequent customers.

Email Marketing Sample - Subscription Invitation in HTML

Loyalty Program - The more you buy, the more you save - Subscribe Now! Inbox x

Absolutely Organic via mail70.atl91.mcsv.net 23:41 (2 minutes ago) ☆ ↶ ↷
to me [Unsubscribe](#)



Dear customer,

During this 17 years of business we have been working really hard to offer you only the best organic produce with great customer service. You believed in our dream and now we want to reward your trust with a **FREE** membership in the [Absolutely Organic Club](#), our brand new exclusive loyalty program. What do you get with it?

[Subscribe now](#) Save 5% on your first purchase as a member

And be the first to know of our special offers! **Get 5% off your first purchase as a Absolutely Organic Club member!**

You will also weekly receive exclusive recipes so you can make the best of our seasonal products.
And of course, exchange the points collected on each purchase for discounts in future visits! The more you shop with us, the more you save!

[Subscribe now!](#)

Copyright © 2015 Absolutely Organic Ltd, All rights reserved.

Our mailing address is:
Absolutely Organic
Unit 11, Ballymount Court Business Centre
Ballymount Road Lower
Walkinstown
Dublin 12

[unsubscribe from this list](#) [update subscription preferences](#)

Loyalty Program

Dear customer,

During this 17 years of business we have been working really hard to offer you only the best organic produce with great customer service. You believed in our dream and now we want to reward your trust with a **FREE** membership in the [Absolutely Organic Club](#), our brand new exclusive loyalty program. What do you get with it?

[Subscribe now](#) Save 5% on your first purchase as a member

And be the first to know of our special offers! **Get 5% off your first purchase as a Absolutely Organic Club member!**

You will also weekly receive exclusive recipes so you can make the best of our seasonal products.
And of course, exchange the points collected on each purchase for discounts in future visits! The more you shop with us, the more you save!

[Subscribe now!](#)

Copyright © 2015 Absolutely Organic Ltd, All rights reserved.

Our mailing address is:
Absolutely Organic
Unit 11, Ballymount Court Business Centre
Ballymount Road Lower
Walkinstown
Dublin 12

[unsubscribe from this list](#) [update subscription preferences](#)

Sample - Subscription Invitation in Plain Text

Absolutely Organic Club Loyalty Program

** Dear customer,

During this 17 years of business we have been working really hard to offer you only the best organic produce with great customer service. You believed in our dream and now we want to reward your trust with a FREE membership in the, our brand new exclusive loyalty program. What do you get with it?

-Subscribe now and be the first to know of our special offers!
-Get 5% off your first purchase as a Absolutely Organic Club member!

You will also weekly receive exclusive recipes so you can make the best of our seasonal products.
And of course, exchange the points collected on each purchase for discounts in future visits! The more you shop with us, the more you save!

Subscribe now!
<http://absolutelyorganic.ie/absolutely-organic-club-subscription>

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Copyright © 2015 Absolutely Organic Ltd, All rights reserved.

Our mailing address is:
Absolutely Organic
Unit 11, Ballymount Court Business Centre
Ballymount Road Lower
Walkinstown
Dublin 12

Measurement and Control

To perform the measurement and control on each digital channel of this campaign we will use:

- Google Analytics
- Google AdWords
- Google Webmaster Tool
- Facebook Insights
- Mail Chimp

	KPIs	Monthly Targets
Website	<ul style="list-style-type: none"> ● # new visitors ● # returning visitors ● # page per visitor ● Length of time spent on website ● Sales ● # loyalty program subscription 	<ul style="list-style-type: none"> ● ↑ 20% ● ↑ 30% ● 5 pages unique visit ● ↑ to 2.5 minutes ● ↑ 25% ● 100
SEO	<ul style="list-style-type: none"> ● Rank position on SER ● Quality score ● Search driven web traffic 	<ul style="list-style-type: none"> ● Top 3 ● ↑2 points (*12 months target) ● ↑ 20%
Blog	<ul style="list-style-type: none"> ● # visitors ● Post sharing 	<ul style="list-style-type: none"> ● ↑ 15% ● 2%
PPC Ads	<ul style="list-style-type: none"> ● Rank position on paid search ● Ads CTR ● Bounce Rate 	<ul style="list-style-type: none"> ● Top 3 ● 2% ● 30%
Display Ads	<ul style="list-style-type: none"> ● # impressions ● CTR 	<ul style="list-style-type: none"> ● - ● -
Facebook	<ul style="list-style-type: none"> ● # new page likes ● # posts likes, shares and comments ● Posts organic reach ● CTR of Facebook Ads 	<ul style="list-style-type: none"> ● 500 ● - ● 3% ● Between 1 and 2%
Twitter	<ul style="list-style-type: none"> ● # new followers ● # tweets vs. retweets 	<ul style="list-style-type: none"> ● 300 ● -
Instagram	<ul style="list-style-type: none"> ● # new followers ● Post likes ● # Absolutely Organic tags 	<ul style="list-style-type: none"> ● 500 ● 3% ● -
Email	<ul style="list-style-type: none"> ● # new emails on database 	<ul style="list-style-type: none"> ● 150

Marketing	<ul style="list-style-type: none"> ● Open rate ● Spam reports ● Unsubscribe 	<ul style="list-style-type: none"> ● 30% ● >5% ● >5%
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Budget Breakdown

Service	Internal Hours	External Cost (€)	Comments
Responsive Web design and web development	-	5k	Once off fee
SEO	100h	-	Research, reports and optimization
Blog Maintenance	150h	-	Creation of blog content
PPC Ads	100h	3.5k	1 campaign running for 3 months
Display Ads		1.5k	1 campaign running for 3 months
Facebook Ads	50h	1.8k	4 campaigns running for 3 months
Adicional Ad Budget	-	2.2k	To be invested based on initial performance
Facebook Maintenance	100h	-	Community Management
Twitter Maintenance	80h	-	Community Management
Instagram Maintenance	60h	-	Community Management
Email Marketing	50h	-	Email database fits in free account profile
Comp. Prizes	-	1k	Vouchers, Hampers etc.
Total	690h	15k	From June/2015 to May/2016

References

- Organic Consumer research study 2014
<http://www.bordbia.ie/industry/manufacturers/insight/publications/bbreports/Documents/Organic%20Consumer%20Research%20Study%202014%20Report.pdf>
- How to perform a SWOT Analysis
<http://www.mplans.com/articles/how-to-perform-a-swot-analysis/>
- Digital marketing strategy framework
<http://www.smartinsights.com/digital-marketing-strategy-guide/>
- Google AdWords Help Center
<https://support.google.com/adwords/?hl=en#topic=3119071>
- Hubspot Blog
<http://blog.hubspot.com/>

