

LunchBox Digital Marketing Campaign Strategy



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Situation Analysis

Where We Are

There's no website, app (in development) or Social Media . It's a launch campaign. Launch is June 6th.

Target Demographic

- Working mums preparing lunch for kids
- People who take a lunch to work/college but can't or won't cook
- Anyone looking for simple quick lunch ideas

(See [Appendix 2](#) for Personas)

Buyers Journey

The buyer's journey analyses the online retail and research user journey, underpinning the circumstances for content marketing.

1. Persona wants to create a lunch, that isn't a ham sandwich!
2. The application will calculate what is in the pantry/fridge
3. Recipes will be outputted to the persona
4. Persona will create the recipe under 12 minutes
5. Happy Customer



(See [Appendix 3](#) for Buyer's Journey Analysis)

Unique Selling Points

LunchBox: When you need a lunch fast, and a recipe faster.

Our most unique selling point

The specific niche - fast nutritious tasty food in under 12 minutes requiring no skill and based on your real time ingredients - is unique.

What makes our business unique?

"We will deliver what it says on the "tin"

1. Healthy, new exciting snacks/lunches prepared in under 12 minutes.
2. Cheap tasty recipes that don't require skill.
3. Creates recipes from the ingredients in your fridge.
4. Customisable to dietary/nutritional requirements

Channel Strategy

Sections

[LunchBox On Social](#)

[Lunchbox and Content marketing](#)

[LunchBox on Adwords and PPC](#)

[LunchBox on Parenting Forums](#)

[The LunchBox Newsletter](#)

[The LunchBox Website & Blog, SEO and Google Analytics](#)

Lunchbox on Social

LunchBox on FaceBook

Primary Demographic:

Mothers with school-going children on Facebook and Pinterest.

(<https://www.facebook.com/business/news/uk-mothers-day-insights>) Mothers tend to have more friends and be more engaged with more posts than other women too.

We'll use facebook ads, quality content and competitions on facebook to target mothers and their children (a key demographic) for:

1. Product Promotion
2. Potential customer engagement
3. Increased engagement/following
4. Increased website traffic

Measurement/KPI

Facebook Insights

Facebook Insights will give us the following metrics on activity on our business page which we can then use to optimise our Facebook presence and content:

- Page Likes
- Page Views
- Post Reach - Organic Vs Paid
- Post Engagement
- Demographics

Facebook Ads:

The campaign will be SMART – specific, measurable, achievable, realistic, to a time scale.
We'll spend €500 on a 28 day campaign to:

1. Promote the page, raising profile beyond core friends
2. Generate 50 likes per day above organic interest
3. Push 5 of those likes per day onto our website

Facebook's customer audience "pixel" will be on our landing page tracking customer visits who we can target for detailed "re-marketing" campaigns.

Facebook daily analytics of advert effectiveness allows pausing and content modification during campaigns facilitating in-progress campaign optimisation. Price per like is relatively high at €2.70. Facebook is based on an auction model. For each click the campaign cost is capped.

Specifying audience and budget

Promote Page

AUDIENCE

Gender ⓘ

All

Men

Women

Age ⓘ

30 ▼

-

60 ▼

Locations ⓘ

Ireland

 Ireland

Add locations

Interests ⓘ

Additional entries

Adolescence

Family and relationships

Motherhood

Parenting

Food and drink

Food

Promote Page

BUDGET AND DURATION

Daily budget 

€18.00

Estimated 19-76 likes per day 

Duration 

7 Days

14 Days

28 Days

Run this advert until  22/6/2016

You will spend a total of **€504.00**. This advert will run for **28** days, ending on 22 June 2016.

Other facebook options to consider

See [Appendix 4](#)

LunchBox on Pinterest

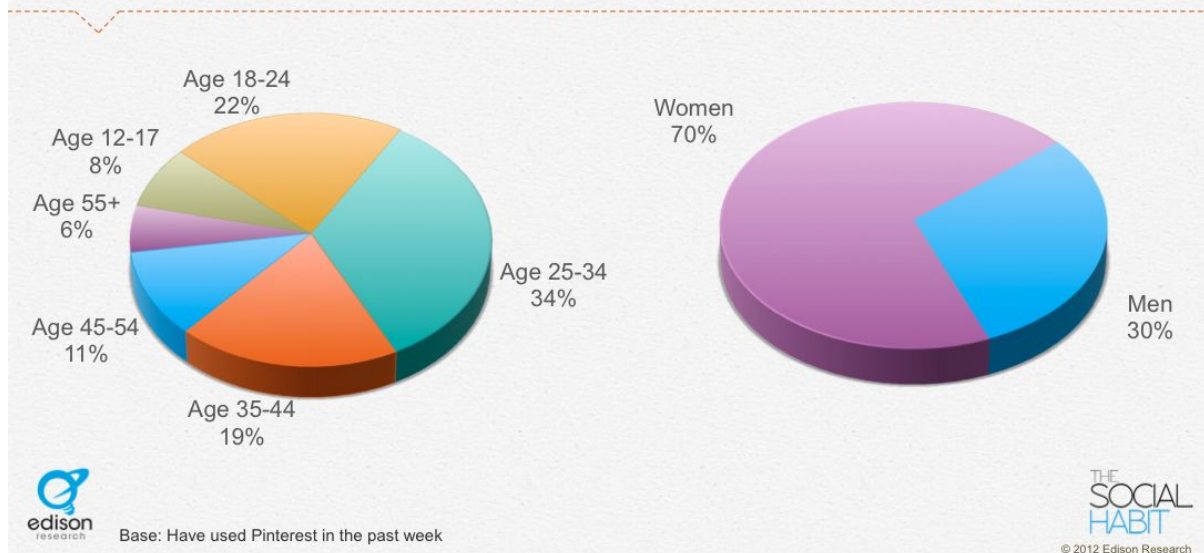
Budget:

Zero spend. Pinterest is primarily free. We could consider promoted pins going forward.

Justification:

Pinterest is popular with our target market of 30 something women and for food/recipe content.

Who are Pinterest Users?



Method:

Posting high quality food imagery/recipes regularly to boards from our branded, social media linked profile ("Best Recipes", "Users Recipes").

"Pin it" buttons on our blog so users can pin to their boards.

Measurement and KPIs:

Pinterest analytics track:

- Top Pins - Impressions, Repins, Clicks, Likes
- Profile daily impressions and views
- Audience monthly viewers and engagement
- Website pins daily impressions and views
- Individual board performance
- Audience demographics - Country, City, Language, Gender
- Filter data by device type and audience (All vs Followers)

Pinterest KPIs:

- Average follower count - *70,000 Followers goal
- Average 30 something female engagement in the demographics section
- Average daily likes, repins, website pins, views and impressions.
- Continued growth in all numbers month on month.

* based on successful Pinterest accounts similar in content, ie - recipedotcom & easylunchboxes

LunchBox and Content Marketing

LunchBox on YouTube

Budget

The team will use their own devices and wifi to create content at no cost. For tester video (see below) per tester per week we should budget for a 100€ spend.

€1200. We'd estimate using 3 testers for 4 weeks, and expanding the campaign if it's successful.

Why YouTube?

31% of Irish YouTube viewers use tutorial videos regularly. Irish viewers actively share content. Around 60% share, reshare, comment and talk about YouTube content with peers. Food content comes in sixth in the most watched genres for Irish people.

(<http://www.slideshare.net/DMXDublin/ruth-mcentee-youtube-dmxdublin-2014>)

YouTube is a flexible, inexpensive mobile-friendly platform to serve and embed content. We'll use YouTube content centrally in our Content Strategy to boost SEO/linkbacks, and provide content for sharing via the blog and Social media.

How are we going to use YouTube?

We'll shoot video on phones of ourselves using the app to cook. Handheld video while cooking trays of chicken satay skewers ten minutes before ferrying the family to GAA. The kids devouring chicken in the car. All while talking about family, food, and work. Team members will do the school run, rushed dinners after work, packed lunches for children with specific dietary requirements. (See Appendix 5 for detail)

We'll pay testers grocery bills for one week. They use the app, Vlog it and upload for the team to edit and release.

We'll share video across Social Media, and the blog.

Our Call to Action will be to click through to the website, and it will be issued on video cards and video annotations.

KPIs/Metrics

We want to create Awareness, push people to the website, and generate shares and downloads.

YouTube Analytics will track

- Views
- Impressions
- Unique Viewers
- View Through Rate
- Watch Time
- User Demographics
- Search Terms
- Traffic Sources
- Location
- Subscriber Growth
- Likes/Dislikes
- Comments
- Shares on Social
- Card and Annotation click throughs (website visits generated from clicking in-video card and annotations)

We'll track who is watching (gender, location, age) where they are referred from, how they find us (keywords) and how Social shares translate into views.

We'll track what people watch, for how long, and analyse why they stop watching, CTR, and when they click through.

We'll use this information to fine-tune content to maximise click through, and hone content to take advantage of keywords, to create content attractive to our demographic.

Goals

3 videos per week

Within 6 months:

- 3% CTR to website from cards, 1% from annotations.
- 30'000 subscribers.
- Average Video views of 10'000 per video.
- Engagement Rate of .05%.
- Conversion Rate of 1%.
- Amplification Rate of 1%.
- Audience Retention Rate of 50%.

LunchBox on AdWords and PPC

A Google AdWords campaign run in conjunction with organic SEO will be used to drive visitors to the site.

Google Adwords

The campaign will be SMART – specific, measurable, achievable, realistic and to a time scale.

- Two €10/day campaigns with Adwords for 14 days and then review them for effectiveness and ROI.
- One will be targeted at mums, the other will be more general.
- Ads will use a low number of *specific* keywords, designed to get conversions from the clicks generated, it is *not* designed to raise our profile.
- Different landing pages for adverts, tracking conversion rates from each.
- Total budget: €280. Ads are highly targeted, high conversion rates are expected.
- Targets: 10 clicks per day. 4 conversions. Cost per click is high, nevertheless Adwords has the potential to be highly effective.

Mums Ad keywords:

1. Lunches for kids
2. Packed lunch
3. Lunch ideas for kids
4. Healthy kids lunch
5. Kids lunch ideas
6. Easy lunch ideas
7. healthy lunches

Cost Per Click (Google guide price): €1

Your budget €10.00 per day

2. Choose a target audience

Locations Ireland

Networks Search Network, Display Network

Keywords

lunches for kids packed lunch lunch ideas for kids healthy kids lunch kids lunch ideas

healthy lunches easy lunch ideas

3. Set your bid

Bid The most you're willing to pay for a click on your ad.

☐ AdWords automatically sets your bids to help get as many clicks as possible within your budget.

☒ I'll set my bids manually

€ Suggested bid amount for your budget: €1.00

Save **Cancel**

Daily potential reach
Search Network only

2+ clicks
31+ impressions

4. Write your ad

Text ad

Kids lunch left uneaten?
lunchbox.ie
There's an app for that. Lunch ideas kids will love.

General Ad Keywords:

1. simple lunch ideas
2. healthy lunch ideas
3. easy recipes
4. quick lunch recipes
5. healthy lunch recipes
6. lunch recipes
7. lunch ideas
8. fed up with lunch

Cost Per Click (Google guide price): €1.32

Your budget
€10.00 per day

2. Choose a target audience

Locations
Ireland

Networks
Search Network, Display Network

Keywords

simple lunch ideas
healthy lunch ideas
easy recipes
quick lunch recipes

healthy lunch recipes
lunch recipes
lunch ideas
fed up with lunch

3. Set your bid

Bid

The most you're willing to pay for a click on your ad.

☐ AdWords automatically sets your bids to help get as many clicks as possible within your budget.

☒ I'll set my bids manually

€
Suggested bid amount for your budget: €1.32

Save
Cancel

Daily potential reach
Search Network only

11+ clicks
377+ impressions

4. Write your ad

Text ad

Simple DIY lunch ideas
lunchbox.ie
Sick of sandwiches? Simple tasty ideas for lunch.

Word of mouth advertising – parenting forums

Mummyspages.ie is a community forum/magazine-style website for mums.

“Originally conceived as a blog, MummyPages is Ireland's largest family life website (November 2014 over 500,000 unique users)”

The Mummyspages community want content about “the stages of a child's life and the challenges facing parents in Ireland today.”

The “Mums Say” trial feature, where members of the site trial products and comment in the forum are a possible target.

Positive feedback from actual mums would be an enormous benefit.

Mummyspages advertising department were unable to give an exact quote, but advised budgeting €1000 minimum.

A typical Mums Say Group and feedback:



New Mums Say Trial: Easy Bake Brownies

There's nothing better than freshly baked brownies, straight from the oven. However, here at MummyPages, we know that busy mums don't always have time to bake their...

22 members

Feedback screenshot:



SarahD101
22/04/2016

1 post
0 MP points

[Report abuse](#)

Feedback for Easy Bake Brownies

25/04/2016 09:16

These are the most wonderful invention ever! Thanks very much for letting me test them out.

I'm not a natural cook, but I do try, especially for the kids birthdays, so these will come in so handy. The kids and I decided to bake on Saturday morning – after activities. We made the mocha ones, which we decided we'd keep for us. And then made the orange ones for granny, and original one for our neighbour.

They were really simple to make, instructions were great, and they turned out exactly as we wanted them. The kids absolutely LOVED the mocha flavour, and granny let us have a taste of the orange one we made her, and of course our neighbour insisted we test the original flavour to. We all agreed that we made the right decision – mocha was our favourite, and as granny loves orange she was delighted with her, and the neighbours were so grateful to receive a home-made gift for no reason.

I would highly recommend this to other mums, especially if you're not a great baker, these are so so easy to make, there's limited fuss, but the end result is gorgeous. Thanks so much, will buy again.

[Reply](#) [Quote](#)



RachelE
22/04/2016

1 post
0 MP points

[Report abuse](#)

Feedback for Easy Bake Brownies

25/04/2016 09:23

I was so happy to be selected to take part in this trial, I had agreed to help out in a bake sale, and I really didn't know what I was going to bake, or where I would find the time. Easy Bake Brownies are the perfect solution.

Myself and my daughter cooked up a storm last Saturday evening, and we baked all three. They came out perfect, and were delicious too. We sprinkled icing sugar on the orange flavoured brownies, we added a thick chocolate layer on the mocha flavour, and chocolate icing on the original flavour. These are hands down the most simple baking ever.

I think our favourite was the orange flavour, but we really enjoyed them all. Thanks again.

[Reply](#) [Quote](#)



FlynnC
22/04/2016

1 post
0 MP points

[Report abuse](#)

Feedback for Easy Bake Brownies

25/04/2016 09:25

I do most of my baking from scratch, but I have to say, when you're busy busy busy – sometimes that's just not possible.

We had a christening at the weekend, and so having these on hand were such an easy addition to the spread. We made the mocha one, which we served up with

The LunchBox Newsletter

Budget:

Mailchimp offer 2,000 subscribers and 12,000 emails per month for zero spend.

Justification:

We stay in regular contact with subscribers, offering regular, concise, easily digestible quality content, with links to our social media.

Method - How are we going to use our email database?

We'll publish weekly scheduled newsletters maximising conversion in our market. The newsletters, titled "This Week's Recipes", will feature highly shareable content. We'll send regular emails re new app versions, new features and how-to articles.

Platform:

We will use MailChimp allowing us to create subscriber forms and embed them on websites, Facebook etc, and we'll promote sign-up forms on social media.

Measurement and KPIs:

MailChimp (free) reports in depth on:

- Subscriber numbers
- Unsubscribes
- Bounces
- Email opens (hourly breakdown)
- Email link clicks (hourly breakdown)
- Forwards
- Complaints
- Locations

Our KPIs for our newsletter database are:

- Average signup rates and subscriber numbers - 2000+
- Average open rate - above 25% *
- Average click rate - above 3% *
- 0.6% bounce rate *
- Zero unsubscribe and complaint rates
- High social performance - tweets, EepURL clicks and likes

*based on mailchimp measured industry average rates for Food Services -
<http://mailchimp.com/resources/research/email-marketing-benchmarks/>

Website, SEO & Google Analytics

Budget:

Website design, hosting and domain may not fall under the marketing spend technically. We will build the website in house with the skills we have and reserve the full budget for marketing our app.

Justification:

The website will be the central hub. Everything starts here, the content, app download links, links to social media, newsletter signup, support etc.

How are we going to use the website?

We'll blog quality multimedia content crossposted to our social networks. The site will gather email addresses to provide regular content and engagement via email/newsletter. Website content will consist of highly optimised and minimal landing pages as well as a blog/news section where we will post regular content such as:

- Recipe tips
- App usage tips
- Meal preparation videos
- High quality food imagery
- Customer recipes

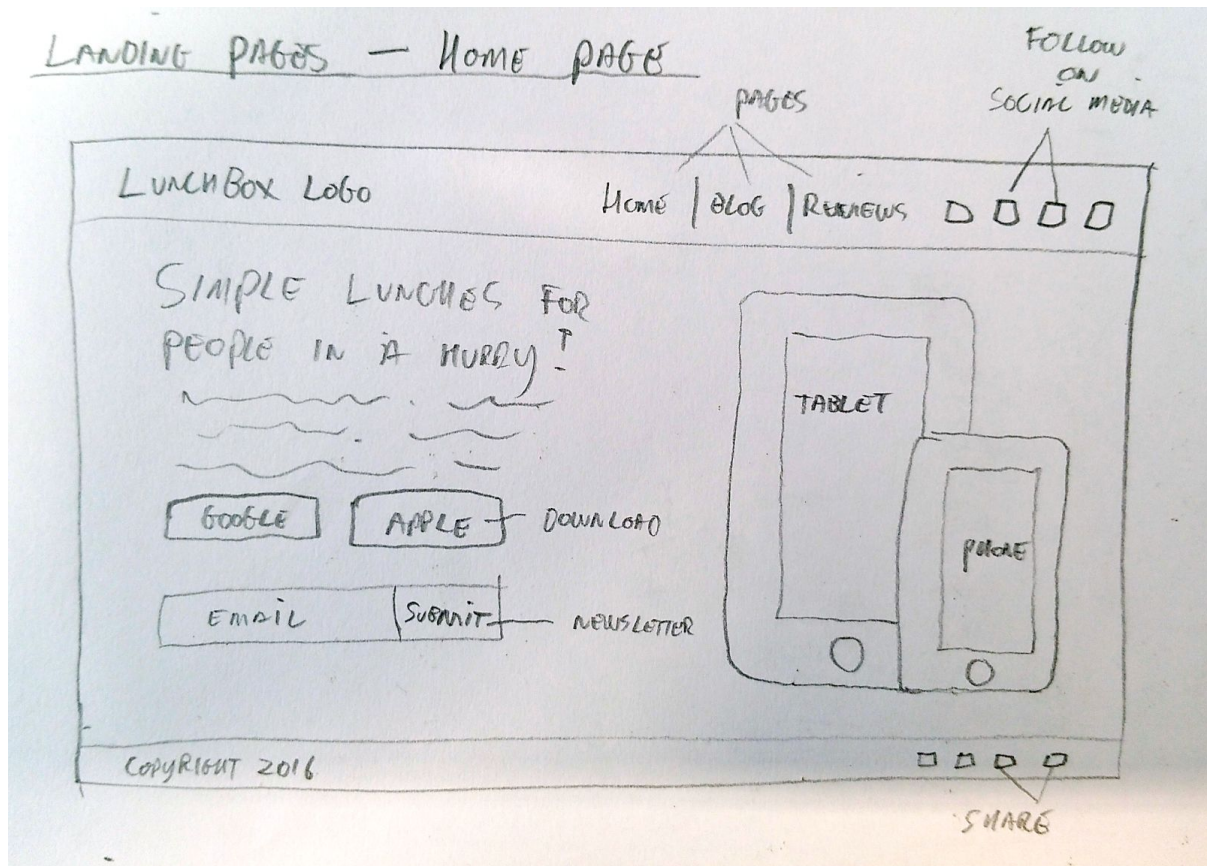
Construction:

The website will be built using Twitter bootstrap with a MailChimp newsletter subscription widget embedded. We'll use WordPress for the blog. The home landing page will be optimized to redirect users to download the app and gather newsletter subscribers as well as provide highly visible links to social profiles and social sharing. The home page will be designed to be responsive and minimal with no content fold or scrolling and will include our tagline and a short concise description of our app prominently displayed. The blog will feature image rich content and share links.

Landing Pages:

Home:

The home page of the website will stand alone as a landing page with minimal content and very prominent call to actions for our 2 main KPIs, App downloads and Email subscribers.



Lead Generation:

The lead generation landing page will be designed with the product's brand identity only and with no other links or means to leave the page and along with our tagline and sales blurb will prominently feature a detailed Newsletter signup form that will capture a visitors Name, Email, Content Interests, Location and demographic in terms of age and sex. The page will say why people should sign up, the frequency of posting, and what they'll get in return (quality content).

LANDING PAGES — LEAD GENERATION

LUNCHBOX LOGO

NEWS LETTER SIGNUP

SIMPLE LUNCHES FOR
PEOPLE IN A HURRY?

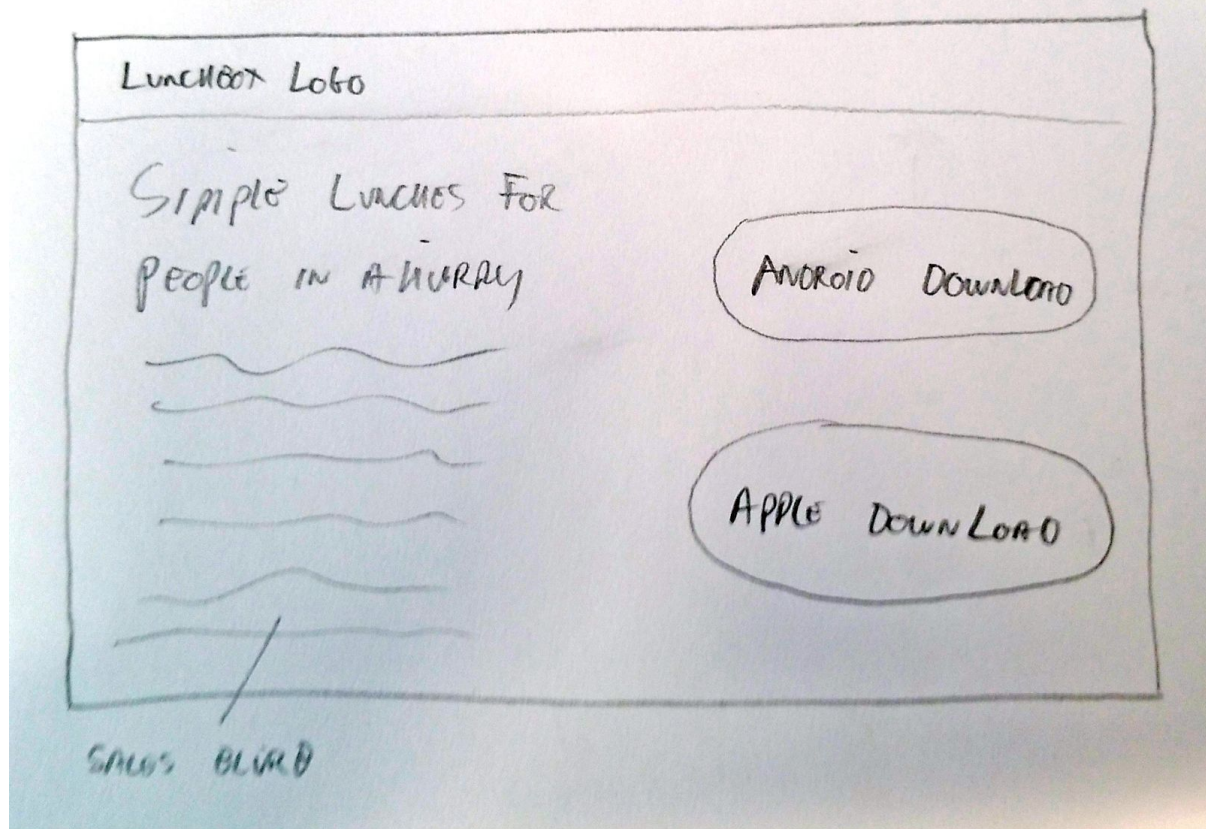
SALES BLURB

SIGN UP

Click Through:

The click through landing page will be the same as the Lead generation page but instead of a Newsletter form will have prominent links to download our app on both Google Play and the Apple store. The page will detail how fabulous our app is and why people would be crazy not to click the download links.

LANDING PAGES — CLICK THROUGH



The LunchBox Blog

The blog will host Youtube content (see YouTube Section), and informative, knowledgeable articles reflecting the real life experiences of the team. Articles on food allergies, on economising on food, on the lifestyle changes that come with altering a family food plan to reflect dietary needs, allergies, or obesity concerns that come from team member lives and experiences. We'll post video content or articles on a daily basis.

Sample articles

- How to feed your family of four for under €30 a week using LunchBox.
- Gluten-free and tasty on a Post Tiger Budget.
- Additive Free cheaper Homemade bread in less time than it takes to drive to Lidl.

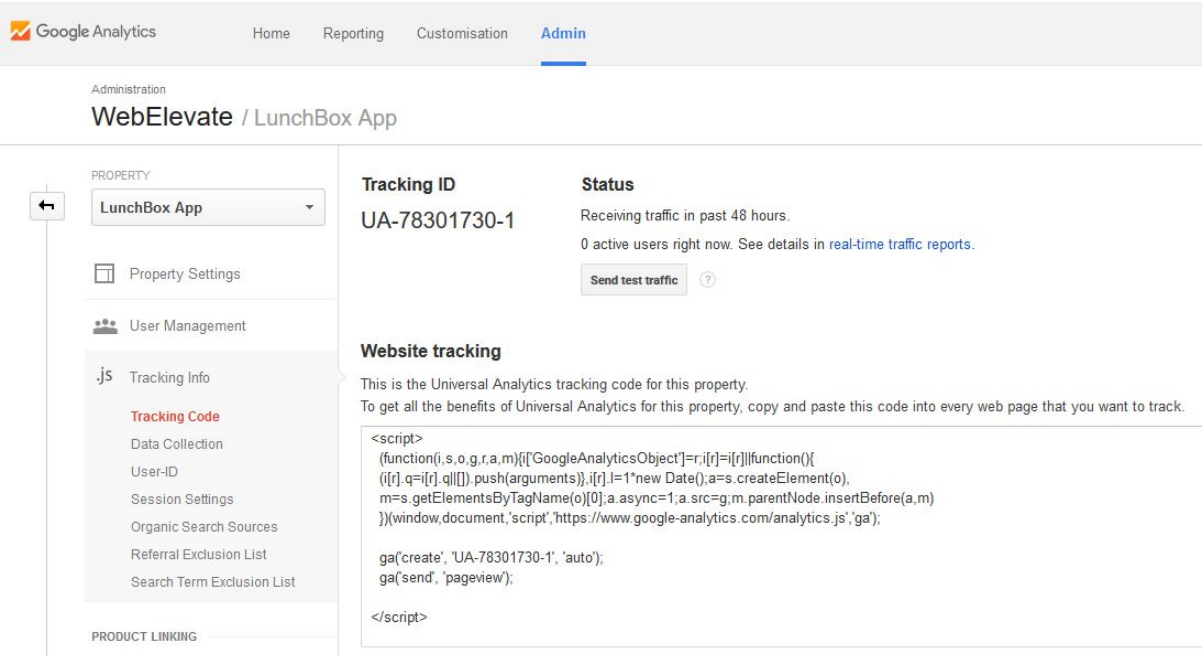
SEO:

Search Engine Optimisation will be key at every step of the website build. We'll use the lightweight, fast and mobile responsive Twitter Bootstrap framework to build the site and include the following:

- Semantic HTML5 markup
- Heading Tags
- Optimised images
- Alt tags on images
- Optimised Title tag
- Meta description and keywords
- Twitter & Facebook Cards/Opengraph
- SSL Cert on all pages for trust/security
- Keep page sizes low and speed high

Google Analytics - Measurement & KPIs:

We'll add Google Analytics to the site. See the created tracking code for "LunchBoxApp.ie" below:



The screenshot shows the Google Analytics Admin interface for the 'LunchBox App' property. The top navigation bar includes 'Home', 'Reporting', 'Customisation', and 'Admin'. The left sidebar shows the 'Administration' section with a dropdown menu for 'LunchBox App'. The main content area displays the 'Tracking ID' as 'UA-78301730-1' and the 'Status' as 'Receiving traffic in past 48 hours'. Below this, the 'Website tracking' section provides the Universal Analytics tracking code for the property.

Tracking ID: UA-78301730-1

Status: Receiving traffic in past 48 hours. 0 active users right now. See details in [real-time traffic reports](#).

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every web page that you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-78301730-1', 'auto');
ga('send', 'pageview');

</script>
```

See our Google Analytics goals below:

+ NEW GOAL Import from Gallery		Search		
☐	Goal	ID	Past 7 day conversions	Recording
☐	App Download	Goal ID 4 / Goal Set 1	0	☐ ON
☐	Contact us	Goal ID 6 / Goal Set 2	0	☐ ON
☐	Create an account	Goal ID 5 / Goal Set 1	0	☐ ON
☐	Facebook Share	Goal ID 1 / Goal Set 1	0	☐ ON
☐	Instagram Share	Goal ID 8 / Goal Set 2	0	☐ ON
☐	Newsletter Signup	Goal ID 3 / Goal Set 1	0	☐ ON
☐	Pinterest Share	Goal ID 7 / Goal Set 2	0	☐ ON
☐	Twitter Share	Goal ID 2 / Goal Set 1	0	☐ ON

Our Newsletter Signup Goal in more detail:

✓

Goal set-up

Edit

Custom

✓

Goal description

Edit

Name: *Newsletter Signup*

Goal type: *Destination*

3

Goal details

Destination

Equal to

http://www.lunchboxapp.ie/newsletter-thanks.html

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF

Assign a monetary value to the conversion.

Funnel optional

OFF

Specify a path that you expect traffic to take towards the destination. Use it to analyse the entrance and exit points that impact your Goal.

Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Cancel

Our App Download goal in more detail:

✓

Goal set-up

Edit

Custom

✓

Goal description

Edit

Name: App Download

Goal type: Event

3

Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category

Equal to

Download

Action

Equal to

Click

Label

Equal to

Download

Value

greater than

Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Cancel

We'll measure website's effectiveness via Google Analytics and associated goals as well as number of newsletter subscribers. The goals set up in Google Analytics are:

- App Download (app download links clicked)
- Contact Us (contact form thank you page visited)
- Create an Account (account dashboard page visited)
- Facebook Share (facebook share link clicked)
- Twitter Share (twitter share link clicked)
- Instagram Share (instagram share link clicked)
- Pinterest Share (pinterest share link clicked)
- Newsletter Signup (newsletter signup thank you page visited/subscriber count)

Our KPIs for the app website are:

- Average app download clicks
- Average newsletter subscriber rate
- Average page view & user rates in Google Analytics
- Average social media share click rate

Evidence of teamwork

Details of how the work was shared is set out in [Appendix 1](#).

Appendices

Appendix 1 Evidence of teamwork

Team 23 are:

- Keith Brennan - Project Manager
- Derek O’Flaherty - Product Owner/Marketer
- Leon Quinn - Designer
- Niamh Monaghan - Designer
- Mary Hurley - Coder (involved in this assignment in an advisory capacity)
- Christopher Hennessey - Coder (Left course)

Throughout this assignment Team 23 have worked jointly on all aspects of the build. Our central repository for files and documents is our Google Drive Team 23 folder and our main communications methods are Google Hangouts and Email.

The initial scope of the project was discussed by us all in hangouts at the start and we created columns and cards on Trello based on what was required in the brief and rubric. Each team member put their name to a number of cards/tasks in Trello and created a document with their work in our “Work in Progress” folder. We each then compiled our documents into the final strategy document.

My Drive > Team 23 > Work in Progress > Digital Marketing Strategy Sections ▾				
Name ↑	Owner	Last modified	File size	
 AdWords_Team23 	Derek O'Flaherty	10:22 me	—	
 BannerAds_Team23 	Derek O'Flaherty	10:25 me	—	
 BuyersJourney_Team23 	Niamh Monaghan	10:24 me	—	
 DigitalMarketingCampaignTemplate_Team23 	Keith Brennan	10:22 me	—	
 DigitalMarketingStrategyPlanningDocument_Team23 	Keith Brennan	10:22 me	—	
 EmailNewsletter_Team23 	me	10:22 me	—	
 Facebook_Team23 	Derek O'Flaherty	10:22 me	—	
 LunchBoxBlog_Team23 	Keith Brennan	10:24 me	—	
 Personas_Team23 	Derek O'Flaherty	10:23 me	—	
 PersonaTemplate_Team23 	Derek O'Flaherty	10:23 me	—	
 Pinterest_Team23 	me	10:23 me	—	
 SampleDigitalMarketingStrategies_Team23 	me	10:23 me	—	
 SWOTAnalysis_Team23 	Keith Brennan	10:23 me	—	
 TraditionalMarketing_Team23 	Derek O'Flaherty	10:24 me	—	
 UniqueSellingPoints_Team23 	Niamh Monaghan	10:24 me	—	
 WebsiteSEOAnalytics_Team23 	me	10:25 me	—	
 WordofMouthMummypages_Team23 	Derek O'Flaherty	10:25 me	—	
 YouTube_Team23 	Keith Brennan	10:26 me	—	

Team 23 Work in progress Google Drive folder

Here's what was done by each team member roughly:

Keith Brennan

- Initial campaign template and planning document
- The Lunchbox blog
- SWOT Analysis
- youTube

Derek O'Flaherty

- Google AdWords & Social Ads
- Banner Ads & Forums
- Facebook

- Traditional marketing

Leon Quinn

- Website
- Email/Newsletter
- SEO
- Google Analytics
- Pinterest

Niamh Monaghan

- PowerPoint
- The Buyer's Journey
- Unique Selling points

Appendix 2 Personas

Primary Persona



Jane, 36. Dublin

Biog: Jane is an ambitious social marketer with a daughter, Amy, aged 7. Jane drops off Amy at school and picks her up from the after-school club at 6.30pm most evenings. Jane wants Amy to grow up with good eating habits. Jane provides Amy with two light snacks to supplement what she gets at school, which is often high-carb and processed food. Amy is a good eater but Jane wants to

add as much variety as she can to her diet but she doesn't have a great deal of time in the mornings.

Interests: Independent movies, socializing when she can, facebooking.

Social media accounts: Facebook, Instagram

Why is she using it?

To get ideas for new and exciting light snacks and lunches that are healthy quick to prepare, so that Amy eats well and doesn't get bored.

What does she want to get from it?

A two week rota of quick, healthy lunches.

When and how does she use it?

Jane is a good planner and so sets out her menu for the week ahead the previous Saturday. She uses the shopping planner to buy what she needs during her weekly shop. Occasionally, she has come unstuck late in the week and has had to use the "What's in the fridge" option, but she works hard to make sure that that is as infrequent as possible.

Who do we want to talk to and what do we want them to do?

Working mums on Pinterest and FB. Push successful lunch pics. Read and share our free content.

Sign up for more info

How do we measure all that and how much does it cost?

Sign ups from FB/Pinterest

Persona 2



Mags, 44. Suburban Cork

Biog: Mags is the mother of three kids, a 15 year old – Tom – and twins aged 8. While the twins are happy to eat what's in front of them, Tom can be a bit fussy with what he eats. He frequently skips breakfast, often leaves his lunchtime sandwiches and banana behind him or Mags finds uneaten sandwiches in his schoolbag. Now Tom is falling behind at school. Mags suspects that he's

finding it hard to concentrate on an empty stomach. She knows that while that is probably not the primary reason Tom is falling behind, she knows he won't be able to catch up unless he can focus at school and she wants to give him a really tasty lunch that he will want to eat and encourage him to have something for breakfast. She's getting up 30 minutes earlier than hitherto to give herself more time to get it right.

Interests: Reading, community volunteering, walking.

Social media accounts: Facebook, Pinterest

Why is she using it?

Mags is looking for ideas for unusual and tasty lunches that will enable her to use Tom's favourite foods – like mango – and that will grab Tom's imagination and help stretch hers.

What does she want to get from it?

A list of reliable lunches that she knows Tom will eat and that will help his blood sugar levels stay steady at school, helping him to concentrate.

When and how does she use it?

Mags uses the app to get ideas and ingredients before going to the shops during the week. She has adapted some of the ideas in it herself for snacks for herself and friends when going on hikes at the weekend.

Who do we want to talk to and what do we want them to do?

Worried mums on parents forums, Daily Mail and women's mags. Sponsored write ups, ads, Competition on website for thermos food flasks fancy lunchboxes for kids
How do we measure all that and how much does it cost?
Competition entries.

Persona 3



Tim, 21. Flatland, Dublin

Biog: Tim is a philosophy student. He works part time in a relative's shop to cover his rent but he has very little money left over and can't afford to buy takeaway food or eat in restaurants. To save money he buys cheap food but as he cannot cook eating is a miserable experience

Interests: Reading, socializing, cycling.

Social media accounts: Facebook, Instagram

Why is he using it?

To have cheap tasty food that doesn't require skill to prepare.

What does he want to get from it?

A repertoire of light meals they can bring with them to college or on cycling trips.

When and how does he use it?

Daily to prepare food as an aid to do food shopping. Also searching for ideas when his relatives send him a food parcel.

Who do we want to talk to and what do we want them to do?

Students on Snapchat, Student oriented entertainment sites. Win a meal for two with wine competition. Just snapchat your worst meal.

How do we measure all that and how much does it cost?

Competition sign ups. Winner plus meal on Snapchat.

Persona 4

Name : John O'Neill



Age: 38

Location: Dublin, Ireland

Social Life:

Limited. Works part time, as does his partner, and shares the care of two young children. Heavily mortgaged on a property still in negative equity, so the purse strings are tight. Lots of at home entertainment. Netflix, YouTube, streaming movies and TV series with a bottle of Lidl's finest red.

Social Media Habits:

John is on Facebook. He has a YouTube account tied in to his email, and he watches a fair amount of YouTube to relax after the kids have gone to bed. He's mainly on mobile, but the family do have an old desktop from his work days, and they use his wife's work laptop for streaming media. His roaming plan is limited. Money's tight. So he watches media only on wifi.

Work Life:

Full time Dad. Had been working in construction/home improvement as a landscaping contractor, but wound up his company post boom in 2008. His partner is the primary earner. Works occasionally at weekends and on short term jobs. Unlikely to return to full time work in the short or medium term.

Why are is he using it?

John has got a handle on the day to day cooking. But it's basic, expensive, and not nutritious, or tasty. There's lots of chicken nuggets, sausage sandwiches, beans on toast, and jars of spag bol. He can do some things well. He makes a mean burger and chips. And he thinks with the right kind of help maybe he could learn enough to become a half decent home cook. Maybe even enough for a candlelit dinner or two.

He's looking for help. He'd like the kids to eat well. He'd like to have nutritious food, and variety. Part of being the primary at home parent is cooking good food. He'd like to be seen as a good, together dad. He'd like to lose his own Dadbod too. He'd like to surprise his wife as well, with being able to do something completely unexpected. Maybe even become someone who can cook food people rush home to eat. He'd like to do something good, productive and useful. If that can't be work, then it's going to be looking after the kids.

And he doesn't have the time to learn, the expertise or money to experiment, and he needs to do it all on a budget.

What do he want to get from it?

They want to save time, get better nutrition, economise on what they have by eliminating waste, and become someone who is thought about as a person who feeds their kids and family well. Maybe he'll lose that belly too. And maybe he'll feel he's not the only post Tiger Dad staying at home looking after the kids learning how to be equal to a job he never thought he'd have to do.

When and how does he use it?

In a couple of ways. Browsing for stuff that interests the and looks easy to eat. In building shopping lists in the day or two before shopping day. At the end of the week when the fridge is looking bare and things need using up or chucking out. At the end of a hard day when you are back with the kids an hour late and there is 15 minutes to cook dinner for everyone. Hungry tired kids and a partner getting home from work. He won't use it when he's out and about because of his limited data plan, unless he's in Tesco, who give free wifi to clubcard members.

Who do we want to talk to and what do we want them to do?

We want John to try our app. We want him to lose weight, cook better food for the kids, pick up skills and confidence along the way, and cook cheaper, better tastier food. We want stay at home dads who feel they could do a better job of cooking, and managing their fridges, food and weekly shopping bills. We want people looking to learn about what they are eating.

How do we connect with John?

If John is searching for food and Ireland on YouTube we might find him there. We might pop up in his search results too. If we're partnered with where he shops, that might pull him in. And Facebook might get him too. Word of Mouth might work too. If John is connected to other Dads in the same boat they might pass on the word. And John is probably a good candidate for mixed traditional and digital campaigns.

Persona 5

Name : Amy Redmond



Age: 36

Location: Edgeworthstown, Co Longford

Social Life:

Currently limited. Amy and her partner moved down to Edgeworthstown during the tiger years. Cheaper housing, and an only semi insane commute meant they could afford to buy a house and start raising a family. They bought a build in progress in 2006 and moved in 2008. She's beginning to become part of the community, but it's slow work. The local pub, theatre nights in Longford Town and the Cinema, and occasional nights out with parents from the local PTA and from her parent and toddler group.

Work Life:

Amy had been working as a Customer Service Section Leader in AIB phone banking, a mid level management position. She left work to raise two children, and plans to return to work. She's currently studying online to re-skill, as work in her location is limited, and not really available in her field.

Why is she using it?

Amy's been cooking a fairly limited rota of food for the last few years. She's looking at getting back to work, and she's looking for a new rota of food that can be put together quickly. She's studying online while the kids are at school, and in the evenings, so she's looking for time saving recipes. She's also trying to develop a repertoire of dishes that her eldest, Carl, who's been diagnosed as

Coeliac can eat. She wants, fast, easy to prepare food, that she knows everyone can eat,. And that tastes good.

She's looking to get her husband and herself more in shape too, and hopes that a new regime of nutritious food that actually taste good will help them both stay out of the chipper. And she's looking to economise. There's a fair amount of food waste, and if the family are going to pay for childcare, the budget might have to stretch a little further than it currently does.

She's also looking to the future. It's hard enough to keep the family fed as it is. If not parents are working, they are going to need healthy food that's quick and easy, if they are to avoid takeouts five nights a week.

What do she want to get from it?

Convenience. A routine of recipes the family know everyone can eat and that tastes good. Freedom to work on her studies. A healthier body and a trimmer waistline for all the family. The knowledge that the kids can still get home-cooked food that's healthy and good even if both parents are working full time.

When and how does she use it?

Amy's got a smartphone, and a budget 7 inch kindle fire. The kindle fire was an investment for her eLearning course. But it's also what she'll use to look up recipes. Her smartphone has a mid range data plan, so she can do some elearning work while on the move. She'll be checking the app after she does schoolwork, or as a distraction from her coursework. She'll be checking the app in the runup to shopping day - how does she use up what she has, and she might use it to plan some of the shopping as well. She'll use it in the supermarket too, as her data plan will cover it. She'll use it until she finds 12 recipes or so that she can use everyday, and then she'll use it every so often for new ideas, or to help her use up stuff, or when the kids tastes change.

Who do we want to talk to and what do we want them to do?

We want to talk to Amy. We want her to find tasty, quick and nutritious recipes that ease the change of diet and the anxiety of her family dealing with her son;s coeliac diagnosis. We'd also like to give her peace of mind, and a positive experience of experimenting with food, nutrition and taste.

We'd also like to give her the convenience and freedom she;s looking for. If we can deliver fast, easy to make food that is tasty, we;ll have made a meaningful impact on her life. If that food is good enough to become something she cooks all the time, perfect. If it's easy enough so that she can teach her partner and kids to cook it, perfect.

Social Media:

Amy is active on Pinterest. She has two hundred recipes pinned there she never cooks. She's very active on Facebook. Her contact with her Dublin set of friends is mainly on Facebook, and she checks it repeatedly. She's on twitter too, and LinkedIn. All of which are active. She's retraining in Digital Marketing, so she maintains personal and private accounts on these platforms (apart from LinkedIn). She has a YouTube Account, and is looking at lots of videos - from a Digital Marketing perspective, and with a view to becoming a content creator herself.

How Do we connect with Amy?

Running an interesting, Irish based, funny and engaging food based campaign targeting people with little time and money on any social media platform. Amy's interested in social media professionally. YouTube and Facebook are probably the best best though, as she spends most

personal and professional time on these. Chances are, if we create good well targeted content on YouTube, it'll show up in her recommends list. If she's searching for coeliac and ireland and we're pitching to that, she'll find us on search, on youtube or on Facebook. Less so on twitter.

Persona 6

Name : Sarah Jackson



Age: 23

Location: New York, USA

Social Life:

Loves music, plays violin for the Brooklyn Symphony Orchestra, lives in an apartment in Greenwich Village and works as a volunteer dog walker at the weekend for local rescue shelter. Sarah is a coeliac and very food conscious. Not too keen on eating out but loves to prepare lunches and meals in advance of a hectic week.

Work Life:

Web designer for a Consultancy company in Manhattan.

Why is she using it?

To log and recall favourite food recipes that can be prepared quickly.

What does she want to get from it?

Options, ideas and not having to think when tired and hungry.

When and how does she use it?

Daily

Who do we want to talk to and what do we want them to do?

People in work, music friends, dog walking buddies : Facebook.

Persona 7

Name : Jack Stewart



Age: 41

Location: Cork, Ireland

Social Life:

Jack is a big gamer and can spend hours online with friends. He trains at the local crossfit gym and is trying to stick to a strict paleo diet but is finding it hard to come up with quick, tasty snacks and meals to meet his dietary needs.

Work Life:

Manufacturing Engineer for a Medical Devices Company.

Why are they using it?

To ensure that he is getting the right combination of protein and nutrients for a well balanced diet.

What do they want to get from it?

Quick and tasty meals that will help him achieve his training goals.

When and how do they use it?

On Saturdays when he cooks his meals for the week and Mondays when he does the Shopping.

Who do we want to talk to and what do we want them to do?

All the crossfit guys. People on similar diets. Health Sites/Forums.

Persona 8

Name: Elizabeth Ryan



Age: 35

Location: Congo

Social Life:

Elizabeth loves travel and experiencing new cultures. She has recently moved to an unfamiliar area and does not have access to standard Supermarkets. It has been recommended to her to eat fresh produce only to avoid becoming ill.

Work Life: Aid worker for Goal

Why are they using it?

To help prepare snacks and meals with unfamiliar ingredients.

What do they want to get from it?

Tasty, healthy food that won't make her sick.

When and how do they use it?

Daily for all meal ideas

Who do we want to talk to and what do we want them to do?

All NGO friends. Shares recipes, share pitfalls : Facebook.

Appendix 3 Buyer's Journey - detailed analysis

Awareness Stage

We want to get to the root of the buyer's pain. The user knows that they have an issue, but they are not aware what the solution is at that this point. Our goal is to help the user on the core parts of their problem and make up the solution to that problem as well as building up their trust.

- Personas are looking for an easy healthy packable lunch, there is a need
- Media influence: blogs, youtube, social media posts
- Word of mouth
- Focus is on the personas' pain points. They do not want to create a lunch that is high in sugar fat or carbohydrates. The lunch needs to be healthy and also cater for dietary needs.

Consideration Stage

- Personas are looking for solutions
- Looking at different options
- Researching
- Checking out reviews and ratings

Decision Stage

This is where the buyer has narrowed down their search and are ready to make their final decision. They have specified their issues and have a few options.

Appendix 4 Alternative Facebook Marketing Options

Facebook Promote your website - @€5/day and @ €25/day for a 28 day campaign

Promote website

Interests

Additional entries

Working

Family and relationships

Motherhood

Hobbies and activities

All Hobbies and activities

[Suggestions](#) | [Browse](#)

BUDGET AND DURATION

Daily budget



Estimated 13-23 clicks per day 

Duration

7 Days

14 Days

28 Days

Run this advert until

You will spend a total of **€140.00**. This advert will run for **28** days, ending on 22 June 2016.


[Terms & Conditions](#) | [Help Centre](#)

Facebook also offers a promotion of an individual post. Certainly worth considering when running competitions.

Promote website

Daily budget ⓘ

€25.00

Estimated 70-130 clicks per day ⓘ

Duration ⓘ

7 Days

14 Days

28 Days

Run this advert until  22/6/2016

You will spend a total of **€700.00**. This advert will run for **28** days, ending on 22 June 2016.

TRACKING CONVERSIONS

Choose a Pixel (Optional) ⓘ

Choose a pixel (optional)

So for €700 Facebook is offering around 100 clicks a day for 28 days
Also offers code ("pixel") to track them. Could be worth it around a launch.

Appendix 5 YouTube Campaign

Storyboard.

Establishing shot. Me, holding my 18month old daughter just before bedtime.
It's late at night. I've no bread for the morning. I have flour, yeast, water, salt, and one hand to work with.

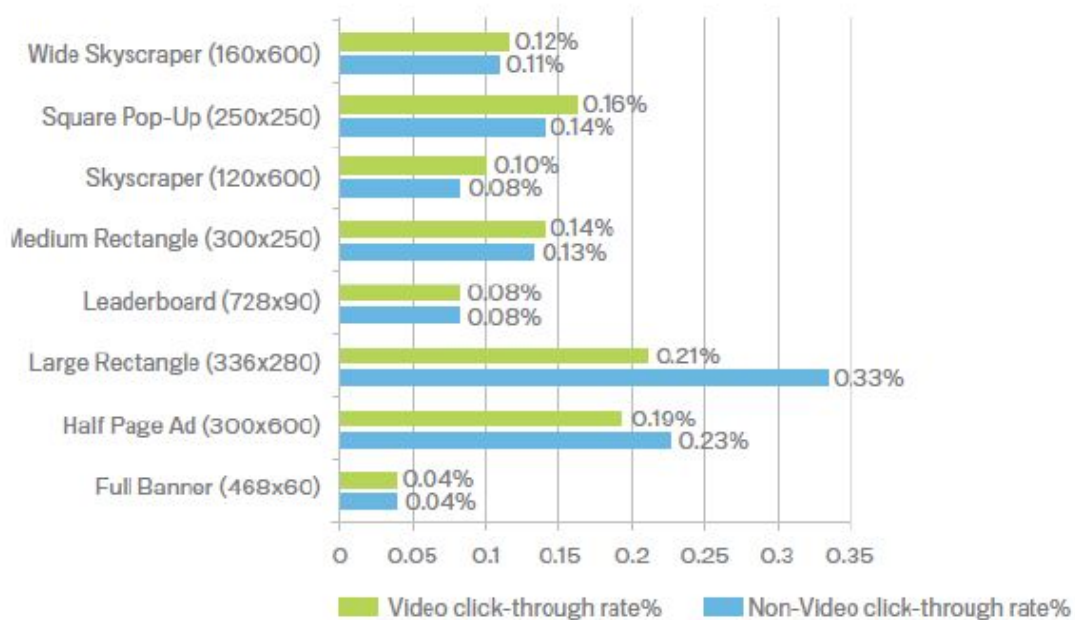
No knead bread, in under 3 minutes, that's cheaper and better than anything you pick up at Lidl. And that takes less time than it takes to drive to the shop. With kids. Who don't want to drive anywhere.

Cost of the loaf of bread...under 50 cents. Time to make it...under three minutes. Not driving to Lidl at half ten on a Saturday morning in the driving rain with two kids who want to watch paw patrol? Priceless.

Appendix 6 Why we won't be using banner ads

It is not proposed to use banner advertising as part of this campaign, Latest insights into digital marketing demonstrate clearly that, while there is a niche for display advertising online, banner ads in particular, are almost invisible.

Display advertising clickthrough rates – Smart Insights Digital Marketing Advice



(<http://www.smartinsights.com/wp-content/uploads/2010/12/EMEA-Ad-Clickthrough-rates.png>)

A cheap boosted post from facebook is more than 15 times more effective than a banner ad. This is where the promo spend should go.

Ad Type	Reach	Cost per 1,000 People Reached	Click Through Rate (CTR)	People taking action	Cost per all Actions	Unique Clicks	Frequency
Power Editor Ad	2406	6.75	1.28	35	0.41	26	1.05
Promoted Post	2818	5.76	0.79	25	0.63	18	1.08
Boosted Post	5684	2.63	0.66	29	0.52	36	1.15

(<https://d30zbujsp7ao6j.cloudfront.net/wp-content/uploads/2015/04/Boosted-vs-Promoted-post-vs-ad-results1.png>)

Appendix 7 SWOT Analysis

Strengths ● Strong Unique Selling Points/specific niche is competition Light ● Clear focus on demographic. Irish Mothers. ● Unique feature set ● Low Cost sustainable marketing campaign ● Clear Objectives ● Simple, clear Marketing Strategy	Weaknesses ● Team has limited time, money and expertise ● We are going from a standing start. No brand, no product, no user feedback. ● Due to limited resources, we are not focusing on some platforms (Instagram, Twitter, Snapchat)
Opportunities ● Partnership opportunities with supermarkets and online retailers. The localised aspect of the app adds to this. ● Expansion opportunities. Once the app is established in an Irish Context, we have data, research and feedback to build on for expansion. ● Partnership with bloggers, YouTubers, and celebrity chefs. ● In app advertising to a well defined and desirable demographic. ● Data to sell (food preferences, shopping habits)	Threats ● The indirect competition is well established, publicised and recognised. ● Campaign funding is limited. ● Team makeup may be subject to sudden change. ● The shopping list feature is open to competition from Supermarkets and online retailers. ● Many apps replicate some of LunchBoxes functionality well, or excellently.