



CommuniTea Kombucha

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AGENDA

01

Market Research

03

Website

02

Social Media

04

Email Marketing

05

Logo Designs





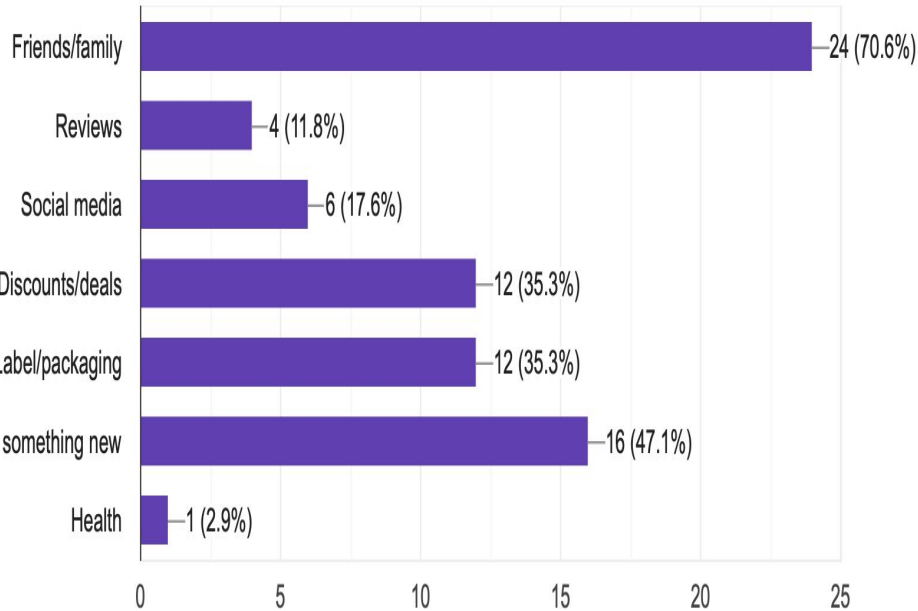
01



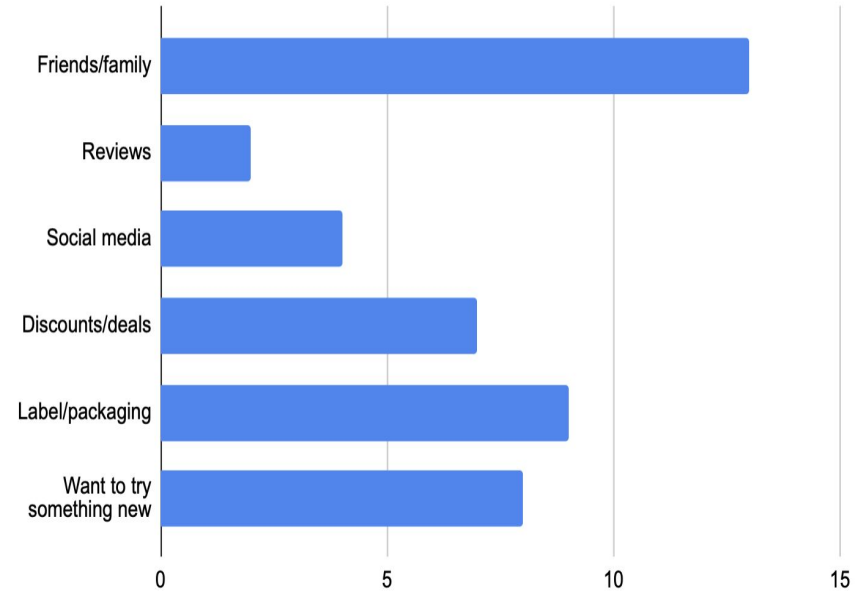
MARKET RESEARCH



What factors influence beverage purchase?



Influential Factors for Bev Purchases (WA)



Market Research

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Email Marketing

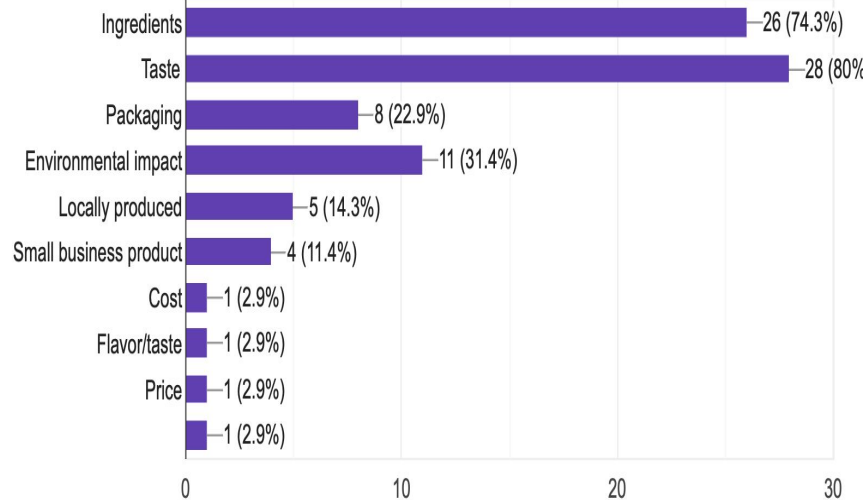
Logo Designs



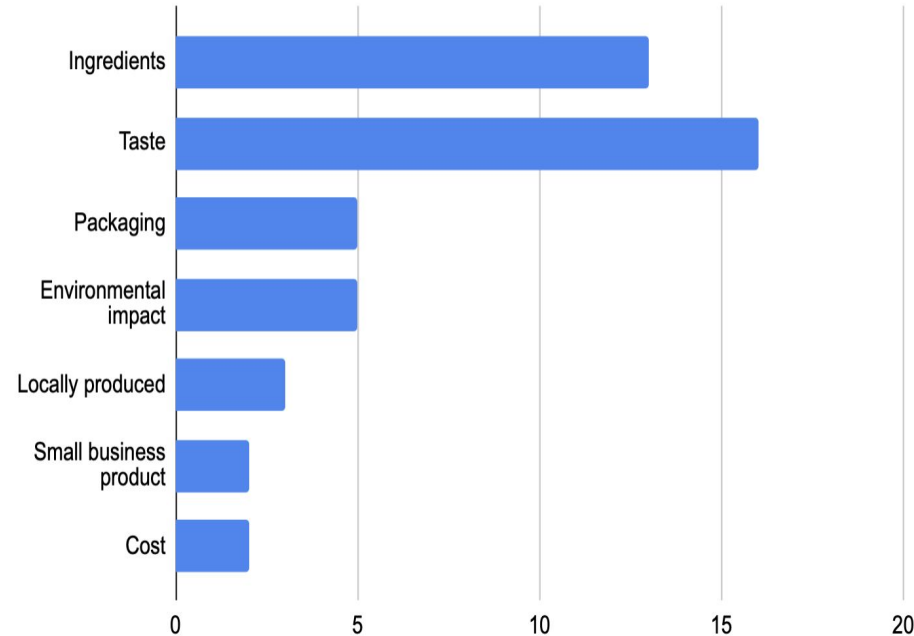
What features are valuable in a beverage?

What features are most valuable to you in buying beverage products? (Check all that apply)

35 responses



Valuable Beverage Features (WA)



Market Research

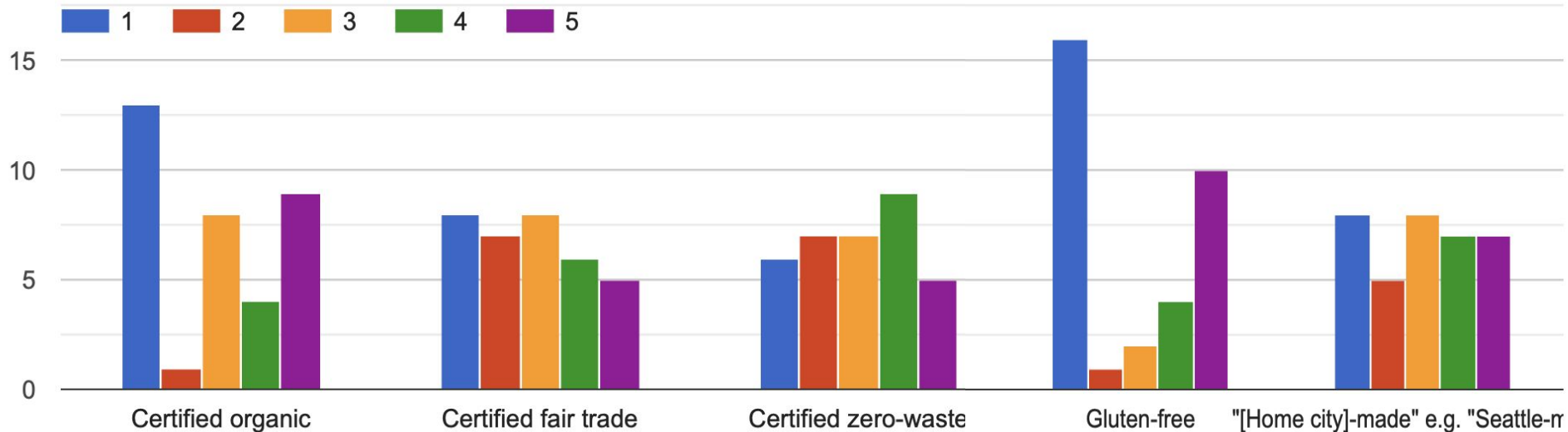
Social Media

Website

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✦ Rank the importance of the following (1-5):



Market Research

Social Media

Website

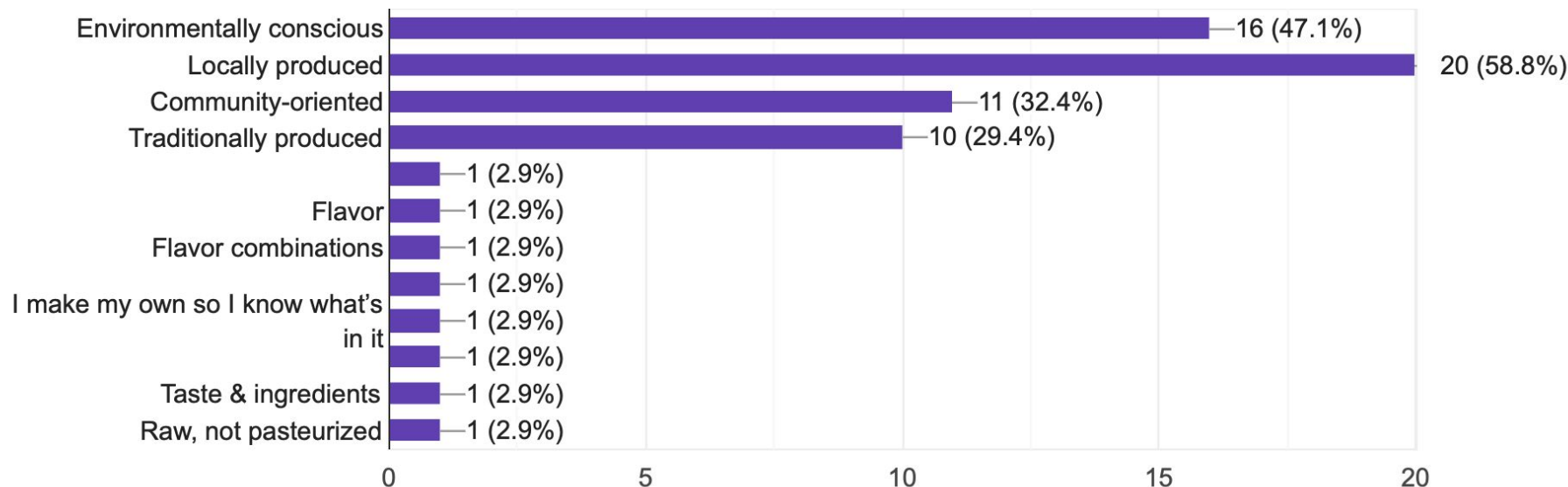
Email Marketing

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Which of the following do you prioritize when choosing which brand of kombucha to purchase? (Pick top 3)



34 responses



Market Research

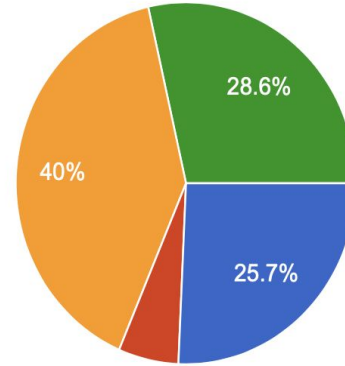
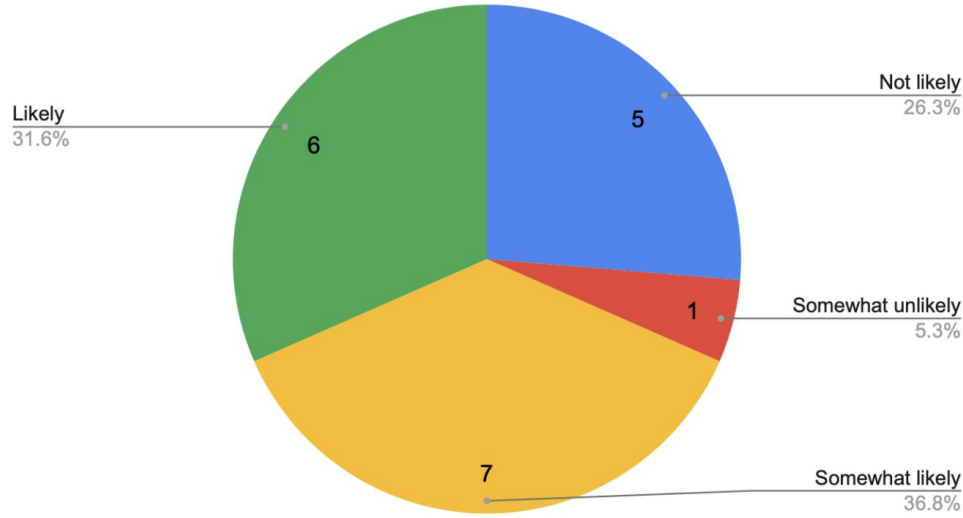
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Likelihood to Purchase Reusable Bottle (WA)



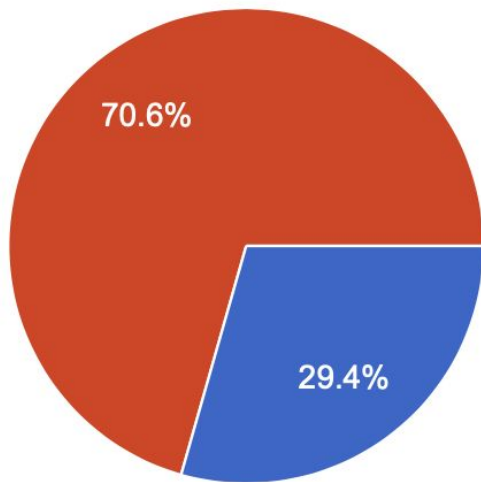
- Not likely
- Somewhat unlikely
- Somewhat likely
- Likely





Which type of kombucha do you prefer to consume?

34 responses



- Traditional kombucha (naturally brewed with original tea flavor)
- Kombucha with added flavors



Market Research

Social Media

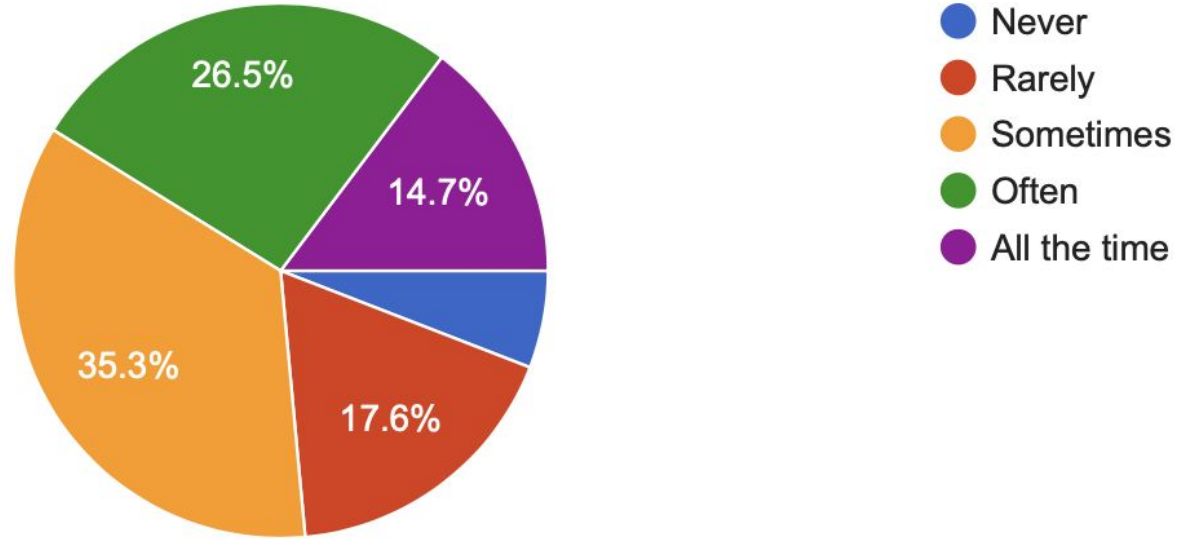
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How frequently do you try new kombucha flavors?

34 responses



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Social Media

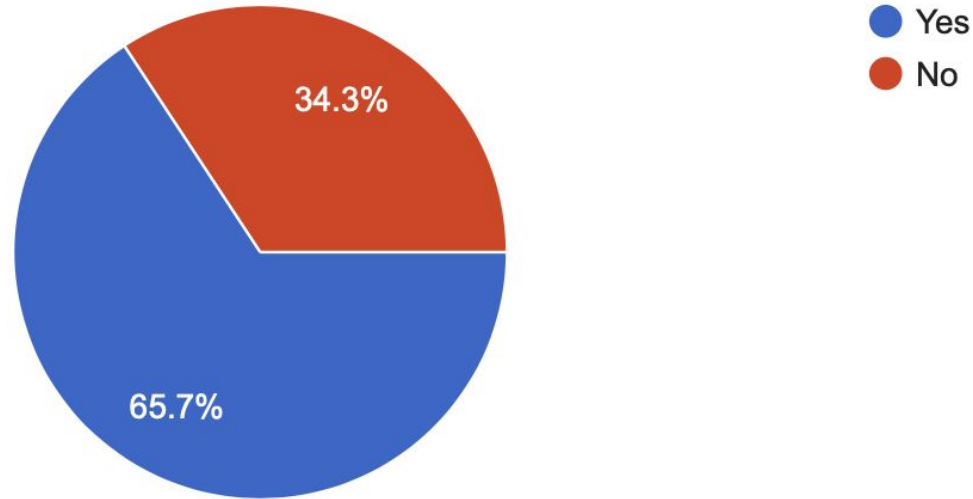
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Have you ever tried traditionally-brewed kombucha made from fermented sweet tea with no added flavoring or sugars and with natural levels of alcohol (approximately 1.5%-2%)?

35 responses



Market Research

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Market Research Conclusions

- Family and friends, followed by label/packaging, and curiosity to try new things are influential factors to trying new beverages
- Taste and ingredients are the 2 most valuable features in a beverage
- Most people highly prioritize locally produced kombucha brands
- Common favorite kombucha brands:
 - GT's
 - Brew Dr.
 - Humm
 - ... or self-made





2



SOCIAL MEDIA





Facebook Advertisements

Available Ad Tools:

Objective

Choose what your ad campaign objective it (i.e. more website visits, increase conversation, increase sales, etc.

Audience

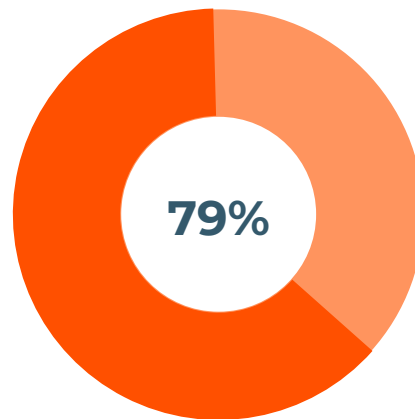
Decide on who sees your ad based on their age, location, interests etc.

Format

Design your ad choosing between mediums such as text, videos, and photos.

Placement

Decide where you want your ad to show up whether it be on Facebook, messenger, or Instagram.



Over 3 quarters of U.S. adults between the ages 18-49 use Facebook at least once a day.

Market Research

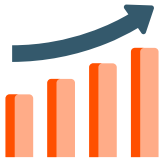
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Facebook Groups



77% of people had their most important groups now operating through online platforms like Facebook Groups



More than 1 out of every 4 of those people said the group was built around a commonality



- Customer support
- Learning tool
- Feedback forum



- Direct customer line
- Lasting relationships
- Increase reach



Instagram Profile

Profile Picture

- Brand logo
- Good quality

Highlights Theme

- Represents brand image
- Accent color
- Matches aesthetic



Biography

- Brand name
- Slogan
- Website link

Highlights Ideas

- Packaging
- Q+A
- Important!
- Events
- BTS

Instagram Strategy



- Consistent
- Slow into a rhythm
- Quality > quantity

Search Engine Optimization

What? – Detailed plan to improve a website's search engine rankings to grow organic market share

Why? – Drives 20x more clicks and 150% higher ROI than paid advertising

How? – Create and execute a specific SEO strategy

- Technical – Website's set-up
- On-page – Actual content on your website
- Off-page – (Back)links directed to website
- Target local – Prioritize rank for local audience
- Mobile – Google practices mobile-first indexing

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Digital Marketing Execution Plan



Social Media

- Revamp accounts and solidify unique online brand image to follow
- Develop content plan and collect batches of posts
- Post consistent and high quality content, track success, and re-strategize accordingly

SEO

- Make list of topics and long-tail keywords based on topics, then build pages for each topic
- Create blog to incorporate more keywords into your website
- Develop specific plan for technical, on/off-page, local, or technical SEO and track success

Long-Term

- If possible - hire help through Intern program or entry level, similar age group as target audience, responsible for social media, website, SEO, etc.
- Promotional efforts
- Influencer marketing and brand ambassador program

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03

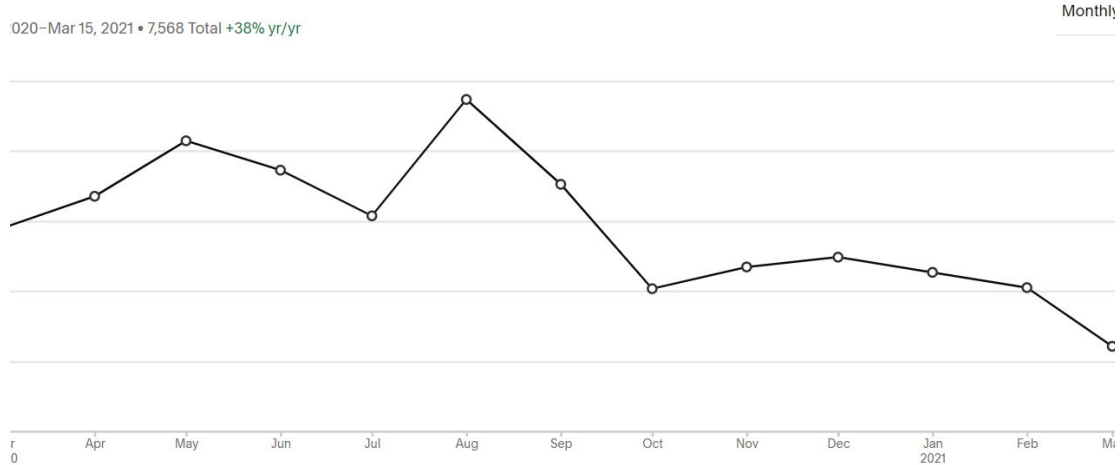


WEBSITE



Current Website Traffic

020-Mar 15, 2021 • 7,568 Total +38% yr/yr



- **578 unique visits** in the last 30 days, **8.4K in the last year**
- **66-75%** of total visitors from WA, about **50%** of total visitors from Seattle region
- About **50/50** split between desktop and mobile visitors
- Vast majority of visits come from **direct and google**
- Website Sales
 - Very low from March 2020 – November 2020, large spike in Dec (\$2,576) and Jan 2021 (\$1,513)
 - Very sporadic

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Current Website Audit

Pros

- Consistent color scheme
- Email collection
- Organized
- Thorough content
- Pretty mobile friendly



Areas for improvement

- Several font sizes and colors used
- Lack of pictures
- Very wordy, especially FAQ section
- Overall very busy, not enough white space

Proposed Website Menu

- Home
- About us
 - Our products
 - our story (includes mission, vision, etc.)
 - FAQs (each question listed on this page with its answer, not in menu)
- Purchase
 - Where to buy
 - Brewery Appointments
 - Gift cards
 - Wholesale
 - Home delivery
- Contact us
- Blog

Market Research

Social Media

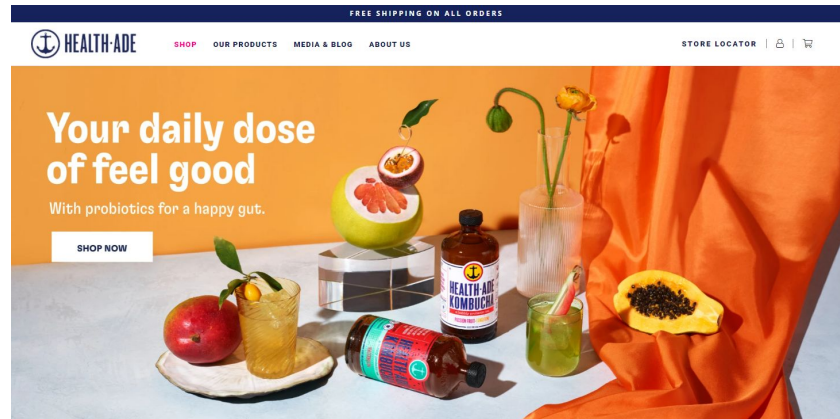
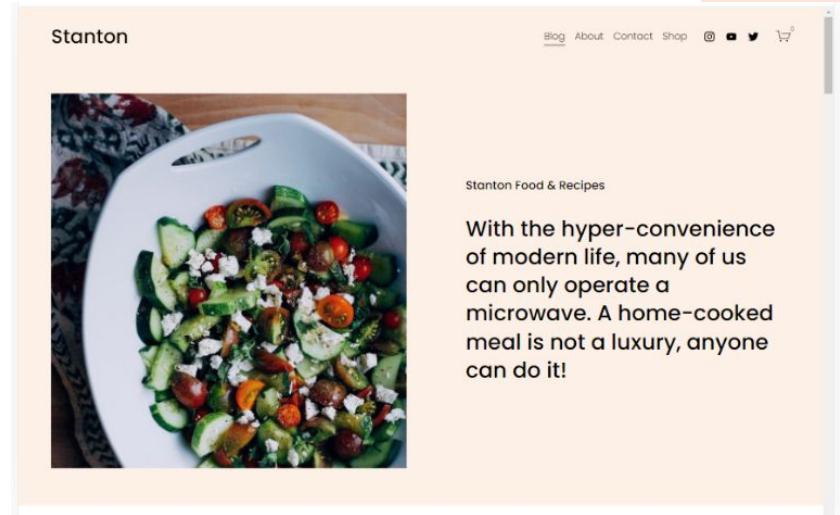
Website

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Website Recommendations

- Picture/media heavy
- Use white space, space things out
- Only the essential things in menu, use nesting if possible



Market Research

Social Media

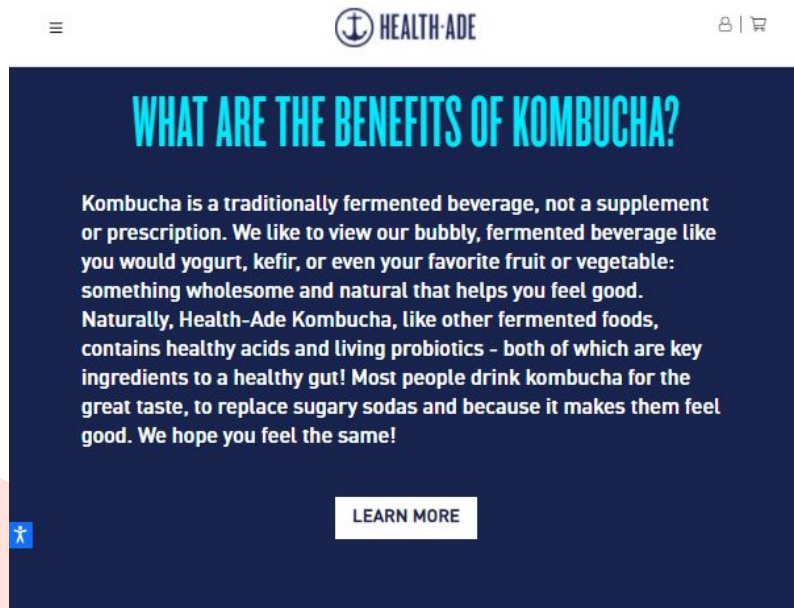
Website

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Text on Website

- Consistency in font sizes/styles (max 2-3 fonts or colors)
- Maintain hierarchy in font sizes (big headers, smaller body text)

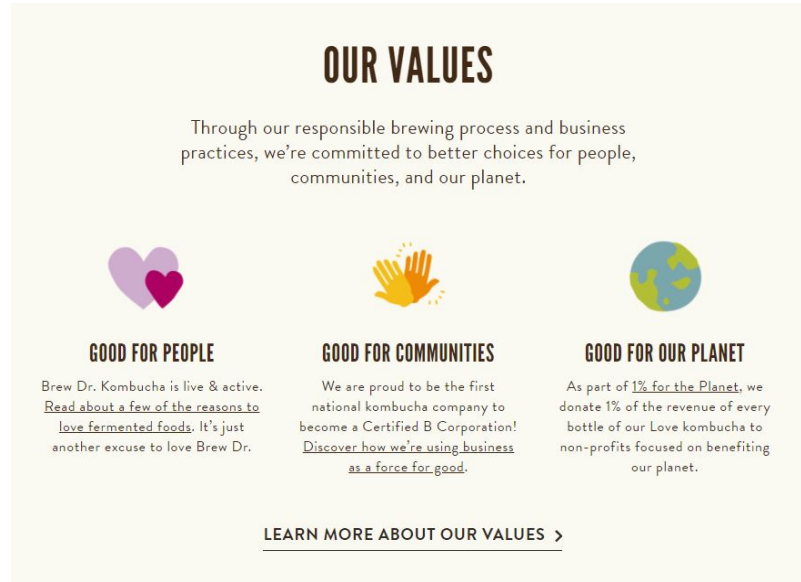


HEALTH-ADE

WHAT ARE THE BENEFITS OF KOMBUCHA?


Kombucha is a traditionally fermented beverage, not a supplement or prescription. We like to view our bubbly, fermented beverage like you would yogurt, kefir, or even your favorite fruit or vegetable: something wholesome and natural that helps you feel good. Naturally, Health-Ade Kombucha, like other fermented foods, contains healthy acids and living probiotics - both of which are key ingredients to a healthy gut! Most people drink kombucha for the great taste, to replace sugary sodas and because it makes them feel good. We hope you feel the same!

[LEARN MORE](#)




OUR VALUES

Through our responsible brewing process and business practices, we're committed to better choices for people, communities, and our planet.



GOOD FOR PEOPLE

Brew Dr. Kombucha is live & active. [Read about a few of the reasons to love fermented foods.](#) It's just another excuse to love Brew Dr.



GOOD FOR COMMUNITIES

We are proud to be the first national kombucha company to become a Certified B Corporation! [Discover how we're using business as a force for good.](#)



GOOD FOR OUR PLANET

As part of [1% for the Planet](#), we donate 1% of the revenue of every bottle of our Love kombucha to non-profits focused on benefiting our planet.

[LEARN MORE ABOUT OUR VALUES >](#)

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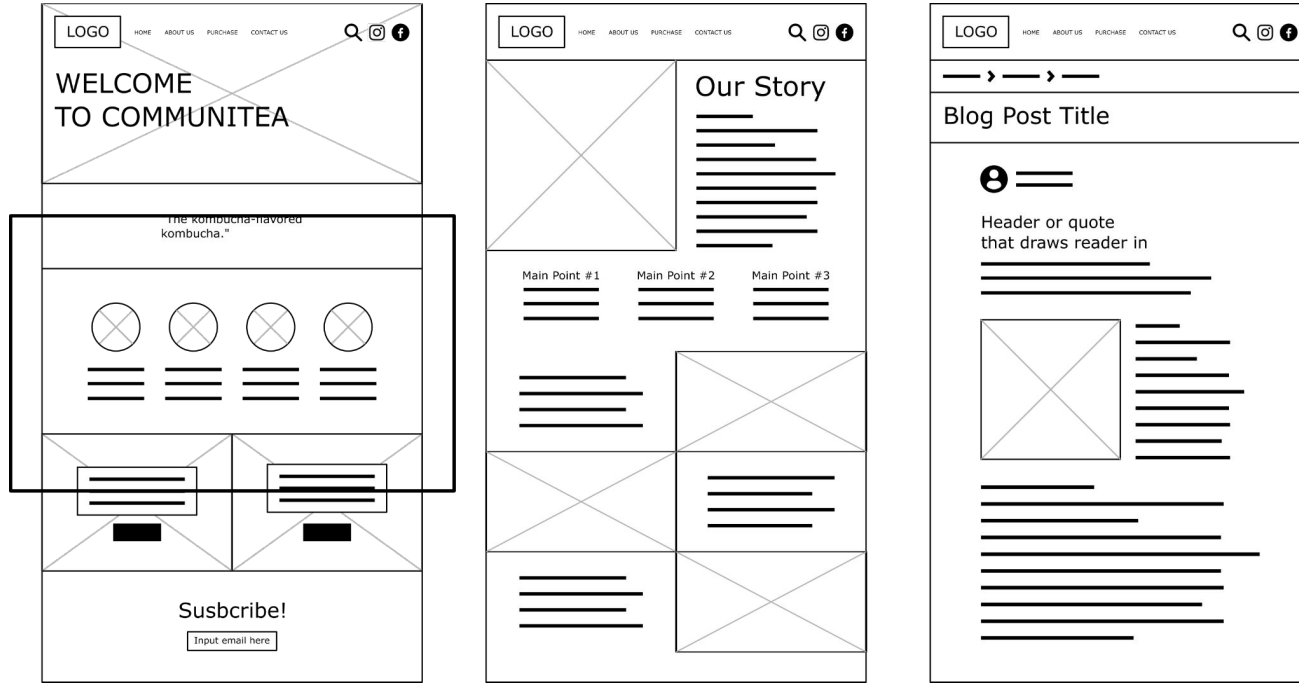
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Website Wireframes - Desktop



Market Research

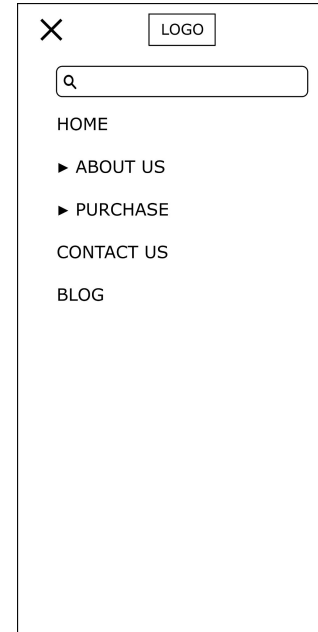
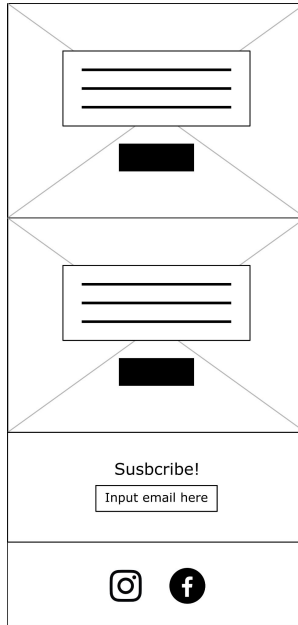
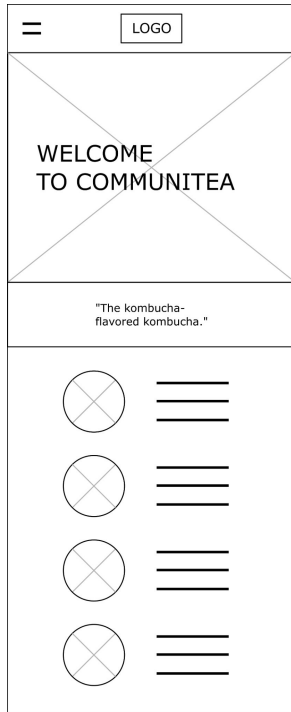
Social Media

Website

Email Marketing

Logo Designs

Website Wireframes - Mobile



Market Research

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Website

Email Marketing

Logo Designs



4



EMAIL MARKETING



Email Campaign Recommendations

- **Design**
 - Typography and animations
 - Engaging imagery
 - Clear layout
- **Content**
 - Strategic gamification
 - Themed promotions
- **Length and Frequency**
 - Longer emails and stories
 - Link these to blog posts
 - These can be less frequent, like once a week
 - These emails can combine different types of updates and news
 - Shorter emails
 - This can consist of limited time offers, discounts and coupons
 - Can be shared much more frequently and as standalone emails
 - Be consistent

- **Next steps**

- **Integrate Google Analytics with Mailchimp**
- **Transition to image centered emails (try out Canva) and link emails to blog posts**
 - **See deliverables for examples**
- **Perform A/B testing with emails and look at Mailchimp analytics to see which emails perform best, and if this is influenced by demographics**
 - **Use this information to segment your customer list and tailor your content**

Blog Recommendations

- **Content**
 - **Story**
 - **Mission/ Values**
 - **Health**
 - **FAQ**
 - **See deliverables for example**
 - **Seasonal Content**
 - **How- To Content**
 - **What Makes Your Product Unique?**
 - **Different Ways to Use Kombucha**
 - **Recipes**
 - **Focus on Community**
 - **Interactive Content**

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- **More tips**

- **Clean, simple layout**
- **Connect with community**
- **Photography**
- **Focus on brand value, not just product**
 - **Cultivate a balance between awareness content, product content and content that reflects the brand's values**
 - **Regularly post content about things that matter to your brand**
- **Include content for each stage of the customer awareness funnel**
- **Attract new site visitors, educate readers about product, and convince people interested in kombucha why this should be their go to brand**

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Key Reminders

1. **Usability:** Can readers find the blog on your website? Is it easy to navigate?
2. **Design:** Is the layout attractive? Does the aesthetic match your brand? Does the design consider the user's experience?
3. **Content:** Is there fresh content added regularly? Are the posts helpful and written with empathy for the reader? Is there content for each phase of the buyer's journey? For each persona?
4. **Conversion:** Once a reader is in the blog, how will they be converted to a lead? Then converted to a customer?

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LOGO DESIGNS





Market Research	Social Media	Website	Email Marketing	Logo Designs
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Market Research	Social Media	Website	Email Marketing	Logo Designs
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★ ★ Thank you!

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- Saba Tabatabai (Logo Design): sabataba@uw.edu

