

# Proposed Strategy Summary

Improve your online store performance, drive sales, and increase brand visibility.

**Objective: \$500-\$7K in 7-15 days**

## **Strategies:**

### **1. Website Performance Boost (WPB)**

- Conduct keyword research to identify relevant search terms.
- Product Google listing and ranking
- Optimize Marchant's website and product pages for SEO.
- Improve website loading speed and mobile responsiveness.

### **2. - Precision Advertising Solutions (PAS)**

- Set up ranking Google business account profile
- Set up targeted Google Ads campaigns to drive traffic and sales.
- Create ad groups and ads with relevant keywords and compelling copy.
- Monitor and optimize ad performance regularly.

### **3. - Social Presence Amplification (SPA)**

- Set up and optimize Marchant's social media profiles (Facebook, Instagram, Twitter).
- Create engaging content (images, videos, posts) to drive brand awareness and sales.
- Run targeted social media ads to reach new customers.

### **4. - Customer Nurture and Loyalty (CNL)**

- Set up an email marketing campaign to nurture customers and drive repeat sales.
- Create regular newsletters with exclusive offers, new products, and promotions.

### **5. - Partnership and Collaboration Program (PCP)**

- Identify and partner with influencers in Marchant's niche to promote products.
- Collaborate on sponsored content, product reviews, and giveaways.