

IMC PLAN 2020

Venture Marketing



BURDOCK NETTLE
Herbal Products for Family and Pets

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Executive Summary

Burdock Nettle is a company that sells natural products made from foraged plants, herbs, and natural ingredients. As their top-selling products during this campaign (May 15- August 15) are bug sprays, our plan focuses on a three-month marketing campaign that will use these top sellers as a gateway product to boost awareness.

Our campaign focuses on personable materials and content that appeals to the individual and puts more emphasis on the joy of summer, the positives of the brand and the wealth of natural ingredients, rather than the product, itself. This will attract outdoor enthusiasts and families with babies and pets: people who are conscious of the benefits of a more eco-friendly, natural solution to their problems.

These enthusiasts and families often travel outdoors and live in an urban area within Burdock Nettle's reach. By honing on this demographic, this business will be able to grow a stronger online presence, drive more traffic to their website, and incentivize more businesses to buy the products.

Once finished, our three-month campaign aims to increase sales on core products by 2%, increase website traffic by 50 visitors with an average of 5 engagements per post and increase followers and likes on both social media platforms (Facebook 100 and Instagram 50). This will include an email template to attract retail outlets, a social media calendar with mockups, product blogs and plans for an outdoor educational event.



Marketing Profile

Burdock Nettle Nettle sells various natural products; mainly bug sprays, women's skincare, and pet care products for dogs and horses. The company's main sales funnel comes through its' owner Linda's participation in the Brockville Farmers Market and her local customer base. She also sells her products in a variety of small retail outlets and most recently stocks some of her wares in the Home Hardware stores in Gananoque, Brockville, and Belleville.

Linda runs an e-commerce site through bigcommerce.com, yet the site's sales are next to none. Up to this point, sales have been heavily reliant on word of mouth, and Linda is keen to expand into retail outlets and drive people to her e-commerce platform. As her best-selling products are seasonal, her window for opportunity is small. Her top-selling product line is hands down her assortment of natural bug sprays.

In 2019, the bug spray industry reached approximately two billion dollars worth of revenue and still shows signs of growth to this day. For example, the Mosquito Repellent Market is expected to garner \$4.8 billion by 2022, registering a CAGR of 7.7 % during the forecast period of 2016 - 2022.

<https://www.alliedmarketresearch.com/mosquito-repellent-market>

Due to climate change, there's been a rise in insect population resulting in a rise in insect-borne diseases. This growth caused the demand for insect repellents to rise in North America and Canada, as consumers become more aware of the risks caused by insect-borne disease. Those in the target market looking for preventative measures to keep dangerous pests at bay.

According to Allied Research "With the growing instances of health hazards caused by chemical-based mosquito repellents, the consumers have begun to switch their preferences towards herbal based products"

Natural products create a better experience when applying mosquito repellent. Chemicals can cause breathing difficulties, due to the toxic ingredients.

"The change in preference towards herb-based mosquito repellent is expected to garner the growth of the market in coming years" ~

<https://www.alliedmarketresearch.com/mosquito-repellent-market>

Some competitors have developed and introduced alternative products as well, such as wristbands, patches, and stickers without adverse side effects. This focus on natural products attracts those with health concerns, as well as pet owners or those with young children or babies.



SWOT

STRENGTHS

- Chemical free products and niche market in an age of greater environmental awareness.
"The green market employs over 200,000 and contributes approximately 1.2 billion to the Canadian economy annually" ~ greencareerscanada.ca
- Consumers switching to natural and herbal products.
"Presently people in developed regions have started to use sprays, creams, and oil based on neem, citronella oil, birch tree bark, and other plant-based ingredients" ~ <https://finance.yahoo.com/>
- Brand logo and name is unique - promotes the use of local wild plants and their benefits .
- Promotes sense of community and enhances local economy.
- Huge online communities and groups for sustainable products and the ability to tap into these groups.

WEAKNESSES

- Market could become saturated.
- Heavy competition from large businesses and competitors - promote home made and promote to speciality stores.
- Website not getting enough traffic and lack of engagement on social media.
- Sole Owner - not enough time to work on social media, help is needed to grow business.

OPPORTUNITIES

- Opportunity for bigger market share with most popular products (bug sprays & animal products).
- Gain market growth within the pet/horse market- promote through Awareness campaign.
- Grow the business by getting into larger retail outlets - specifically Home Hardware.
- Potential to develop an extensive experiential/educational marketing element to the campaign- workshops & seminars.

THREATS

- Lack of engagement on social media – irregular posts and no calls to action.
- Visuals need updating on web and social media sites - photography & graphics.
- Growth is limited due to lack of employees- Linda is a solopreneur.
- Products have limited shelf-life, so sales must be pushed during seasons they are effective in.
- Two strong competitors within a 50-mile radius - Charleston Botanicals & Bee Wild Herbs.

Competitive Analysis

Charleston Botanicals products are handcrafted, eco- friendly and vegan. The business was started 20 years ago by owner Angela Bourbannis. The ingredients used in the products are all homegrown, wild foraged and locally sourced. The products are offered locally in ten stores and the owner attends local events. Her products consist of body and skincare with a price range from \$8 to \$20. The Shopify website is optimized with google analytics installed. It is also easy to navigate, has good website speed on mobile and desktop and a signup newsletter subscription. However, there is no contact information displayed on the website. Her meta description for her website is 'wholesome, botanical skincare crafted on the shores of Charleston Lake Ontario, eco-friendly, vegan and incredibly luxurious'. However, she does not have meta keywords which indicate the site is not SEO-friendly. There is a significant number of Facebook and Instagram posts that are visually appealing but there is very little engagement on either platform. She does not have blogs on the website. The unintegrated Instagram page has 111 posts and 698 followers averaging 25 likes and two comments per post.

Bee Wild Herbs products are health care items including salves, tonics, and tinctures. The business was started in 2011 by professional herbalist Tanya Van Eyk. The business promotes a customized care plan with a health consultation and follows up. The business not only focuses on healing but educating the consumer. The mission statement is further enforced by her overall branding and messaging focusing on a naturalistic approach. This conveys the personality of her business and creates an excellent consumer-focused approach. Bee Wild Herbs mainly communicates to its target market through a blog, Facebook and Instagram posts. The content is mainly visually focused and the average amount of posts is three per month. Facebook and Instagram content receives good engagement and likes, creating good brand awareness. The blogs are rich in content and help to inform the consumer of different plants and their benefits. The website is built on Wordpress with Google Analytics installed. The site is easy to navigate, has good speeds and is mobile responsive.

Burdock Nettle has a competitive advantage because it has natural products not sold by her direct local competitors. The product is within a distinct niche market, due to its natural qualities. These products have a combined search volume of more than 10,000 on Google and there has been an increased preference towards herbal based products. Venture Marketing can help build on the best- selling products and make Burdock Nettle stand out in an increasingly competitive market.



Marketing Mix

Product

The primary products during the months of May to August are the natural bug sprays which include Tick spray, Mosquito spray, and Deer, Horse and Blackfly spray. Other natural products include pet care, skincare, and horse care. Other featured products include dog anxiety spray, stinky dog spray, sunscreen and bed bug spray.

Place

Linda Davis, owner & operator grows and makes her own products from her two-acre property in Mallorytown, Ontario The product is then distributed to Home Hardware stores, a variety of independently owned shops, are showcased at the Brockville Farmers Market on Saturdays. and for sale on her e-commerce website.

Price

The bug sprays are priced between \$15-\$20. The other products range from \$15 to \$50

Promotion

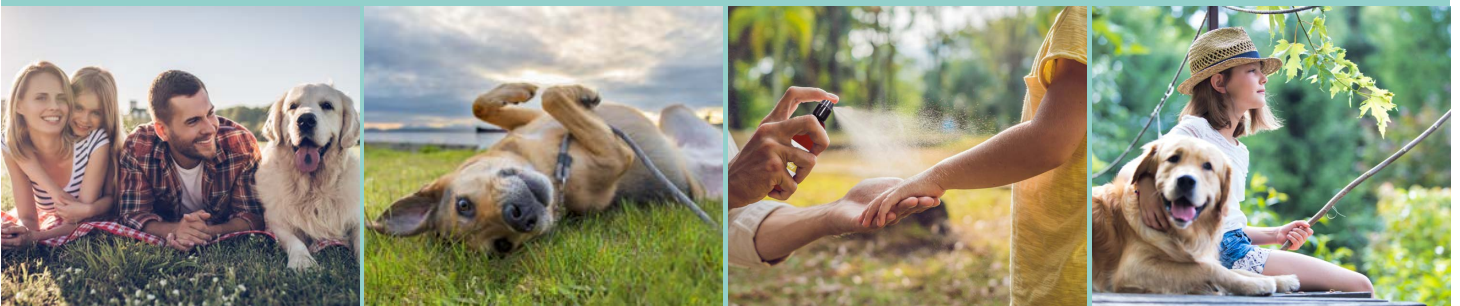
The products are mainly promoted through social media, word of mouth and customer referrals. There is a sign on Hwy 2 and a sign at the road in front of Linda's property.

Research into current attitudes (customer database or prospects)

The main attitude is lack of product knowledge and education about the products. However, Burdock Nettle has established regular clients through a word of mouth strategy. As a result, within the locality, consumers are positive about the product. Linda has established a good database and there is scope for growth.

Within the B2B space, Linda has secured three Home Hardware stores to stock the product but there has been some skepticism when approaching other stores, especially pet stores. This is because there is a variance of views in the holistic and natural products market and sometimes there can be grey areas. On social media, there is a positive sentiment, however, there is definitely scope for greater engagement.

Overall the customers are positive about the product and Venture Marketing can definitely increase consumer awareness and grow Burdock Nettle's customer base.



Audience Analysis

Burdock Nettle's top product demographics are targeting outdoor enthusiasts – including families and pet owners. Due to concerns over the chemicals in insect repellents such as DEET, and the health risks that insects pose, consumers have started switching over to more natural products - including herbal bug sprays.

“Presently, people in developed regions have started to use the sprays, creams and oils based on neem, citronella oil, birch tree bark and other plant based ingredients.”

<https://www.alliedmarketresearch.com/>

Families with babies and pets are also at risk, as their children and fur babies have a greater chance to be affected. As the business's main reach is rural, a significant portion of the local Burdock Nettle customer base lives and works outdoors. Among this wider range, this campaign focuses on two clusters:

Fresh Air Families: Fresh Air Families are one of the largest Prizm cluster segments, that constitute middle-aged couples or families with children of all ages. They enjoy a comfortable middle-class lifestyle, the great outdoors, and rural activities. Thanks to their financial freedom, this target market often goes on vacations, and can afford to pay more for a safer, more personable brand that caters to their needs. The local, suburban locations in southern Ontario are a prime target to Burdock Nettle's local customer base. In this area, live outdoors families with a strong focus on going green and supporting green businesses and charities. This also applies to natural products.

Wide Open Spaces: Wide Open Spaces are one of the wealthiest rural segments in Canada. According to the Prizm Handbook,

“More than a quarter of its middle-aged couples and families work in agriculture, and with most residents living on small homesteads and leading rustic lifestyles, it is the most rural of all lifestyles.”

<https://environicsanalytics.com/>

Due to their outdoors lifestyle, many are drawn to nature, and worry about the environment and the impact of chemicals on their home, workplace, and their bodies. They are middle-aged, middle-income workers and farmers, and outdoor enthusiasts with strong traditional values. They prefer simple, easy to use products they can put their trust into.





THE REIDS

ENVIRONICS CLUSTER: WIDE OPEN SPACES

Demographic

- Age 35-40
- Income of over 90k/year - single income family
- College/Trade School Educated
- Married with/without children (public school)
- Farmers

Geographic

- Live in rural areas
- Southern Ontario
- Live in small to medium size homesteads

Psychographic

- Outdoor enthusiasts
- Members of the 4H Club
- Environmental activists
- Supports local charities and local business
- Community minded
- Extensively researches products before purchase
- Recycle

Technographic

- Very comfortable online & use social media regularly
- Traditional media includes watching news, sports documentaries, comedy and listening to country music stations
- Community Newspapers are a secondary source of news
- Facebook, Pinterest and Amazon users

John and Beth are in their mid -thirties with two small children. They have recently taken over John's family farm. They enjoy activities like neighbourhood get togethers, baseball games and farmer's markets. Summer holidays are spent at the family cottage within a short drive from the farm. They spend much of their time outdoors working and playing (hunting, fishing and horseback riding). When using the internet they stream movies and shop online frequenting Facebook, Pinterest and Amazon. They browse the internet on their desktops, laptops and phones.

REASONS TO BUY

They express a strong attraction to nature and worry about threats to the natural environment that is their home, playground and often, workplace. They prefer easy to use products made from natural ingredients and prefer to buy local when they can. They will shop online if they can't find these products in local stores, rather than go to big box stores.





THE MILLERS ENVIRONICS CLUSTER "FRESH AIR FAMILIES

Demographic

- Age 35-50
- Income of over 100k/year -double income family
- College/Trade School Educated
- Married with children (public & high school aged)
- Health Care, Public Administration & Trade Jobs

Geographic

- Lives in suburban and rural areas and commute to their jobs in nearby cities
- Southern Ontario
- Single detached homes built in the 1990's

Psychographic

- Fitness and outdoor enthusiasts
- Environmental activists
- Supports local charities - especially green ones
- Health and appearance - conscious
- A minimalist - doesn't own a lot of material things
- Recycles

Technographic

- They claim some anxiety toward technology, so they stick to browsing real estate listings, making travel arrangements and accessing weather information.
- Traditional media includes watching the Weather Network, Sportsnet and Much (MuchMusic) on TV and listening to classic hits and mainstream rock on the radio.
- Facebook, & Pinterest user

Greg and Debbie Millar are in their mid-fourties. They have two children in public school and a rescue dog. Debbie is a nurse and Greg is a construction supervisor. They enjoy activities like hiking and playing sports together as a family. Summer holidays are spent camping. They are concerned about the environment and will spend money on natural products.

When using the internet they frequent Facebook and Pinterest for keeping in touch with friends and family and looking for DIY projects. They browse the internet on their desktops, laptops and phones.

Reasons to Buy

They are knowledgeable about the environment and concerned about the future for their children. They have disposable income to search for the most effective natural products, again for the health of their children. They enjoy the outdoors and are always looking for recommendations from family and friends on the latest outdoor gear and products.



Objectives

Drive Awareness that leads to conversions

Venture will achieve this by increasing the reach of Burdock Nettle's bug spray products. We plan to launch the Summer Joy campaign at peak season (Mid May - Mid August) when bugs are most prevalent. This will increase the likelihood of people searching for these products to land on the website and social media pages. As a result of this Team Venture will educate the consumer and help create awareness of the other products within the Burdock Nettle range.

Build brand loyalty through personalization

Venture will strive to infuse personality into the brand using creative concepts that show families and pets enjoying outdoor activities.

The ideal is to create a brand identity and to invoke the mission statement of the business. "I started to help family and friends" ~ Linda Davis

Deliverables

- Increase Sales by 2% as a result of brand awareness
- Increase website traffic by 50 visitors
- Average 5 engagements per post on Facebook and Instagram
- Increase followers and likes on social media platforms (Facebook - 100 and Instagram - 50)



Goal #1

Target Audience - B2C

Goal

Create a two-month social content calendar to increase awareness, followers and brand authority on social media channels.
(Increase Facebook followers by 100 and Instagram by 50).

Message

Burdock Nettle's products are natural, effective and safe for the entire family. Enjoy the joy of summer without being bugged or exposed to toxic chemicals.

Tactic

Visuals and targeted keyword-influenced copy (tagging & shared content). Personalizing content to build relationships with consumers rather than just posting visuals of products.

What to Measure

Increased traffic & engagement to social media channels through an increase in followers, likes, shares and comments.

How to Measure

Likes, Shares, Comments - Audit Facebook and Instagram Insights & Google Analytics. With Google Tag Manager installed, track engagement. Within Google Analytics, analyze through overview reports, network referrals, data hub activities, landing page, trackbacks, conversions, plugins and user flow.

Goal #2

Target Audience - B2B

Goal

Email Marketing - Design a template with CTA using product reviews and testimonials - Put products in four additional stores.

Message

Consumers are looking for green, natural, chemical-free products.
Buy local.

Tactic

Email Marketing through Mail Chimp. Use testimonials from other retail outlets and CTA's.

What to Measure

Engagement and responses.

How to Measure

Open rate, click-through rate (CTR) , conversion rate, bounce rate
number of unsubscribes, spam complaints, forwarding rate/email sharing.

Goal #3

Target Audience - B2C

Goal

Three product page SEO audits - edit meta data of three product pages, technical SEO for images and pages adding meta data, title tags, keywords, blogs to make search engine friendly - increase website visitors by 50.

Message

Product descriptions - natural ingredients are better for you and available.

Tactic

From market research, use top keywords in metadata, meta tags, and blogs to drive organic reach.

What to Measure

Awareness, engagement, revenue and traffic.

How to Measure

Through Google Analytics measure audience location, audience engagement, mobile traffic, behavior traffic, sources of social media traffic and page bounce rates.

Goal #4

Target Audience - B2C

Goal

Event Marketing - Educational workshops and Pop Up demonstrations.

Message

Check out chemical free and natural products - demonstrations and educational native plant knowledge workshops.

Tactic

Social media, word of mouth, website, flyers and posters.

What to Measure

Awareness, engagement, revenue and customer satisfaction.

How to Measure

Attendance, post event surveys, sales figures, post event increase on social media measured through Facebook & Instagram Insights.

Goal #5

Target Audience - B2C

Goal

Increase sales through OMNI channel marketing.

Message

Natural ingredients vs. Chemical ingredients.

Tactic

SEO & social media posts, educational demonstrations, knowledge workshops, email marketing.

What to Measure

Customer experience & engagement, revenue, website traffic, social media engagement.

How to Measure

Google Analytics for website traffic, Facebook and Instagram insights for engagement, email opens, new subscribers, product sales at brick and mortar locations, month end sales reports through e-commerce site.

Measurable Goals

Target Audiences

B2C #1

Demographic

- Age 35-40
- Income of over 90k/year - single income family
- College/Trade School educated
- Married with/without children (public school)
- Farmers

Geographic

- Lives in rural areas Southern Ontario
- Live in small to medium size homesteads

Psychographic

- Outdoor enthusiasts
- Members of the 4H Club
- Environmental activists
- Supports local charities and local business
- Community minded
- Extensively researches products before purchase
- Recycles

Technographic

- Very comfortable online & use social media regularly
- Traditional media includes watching news, sports documentaries, comedy and listening to country music stations
- Community newspapers are a secondary source of news
- Facebook, Pinterest and Amazon users

B2B #1

Retail Outlets

- Home Hardware Stores
- Tack Shops
- Bait & Tackle Shops
- Specialty Stores
- Pet Smarts

B2C #2

Demographic

- Age 35-50
- Income of over 100k/year -double income family
- College/Trade School Educated
- Married with children (public & high school aged)
- Health Care, Public Administration & Trade Jobs

Geographic

- Lives in suburban and rural areas and commute to their jobs in nearby cities
- Southern Ontario
- Single detached homes built in the 1990's

Psychographic

- Fitness and outdoor enthusiasts
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POSITIONING & CREATIVE STRATEGY

Creative Brief

CLIENT	Burdock Nettle	DATE	March 23, 2020
PROJECT	IMC Plan	VERSION	1
TARGET LAUNCH DATE	May 15 - August 15		

WHAT IS THE ASK?

Create a three-month IMC Campaign to create brand awareness and increase the reach of Burdock Nettle's Bug Spray products.

WHAT'S WRONG

Burdock Nettle needs to increase brand awareness both offline and online in order to reach the engagement stage of their customers buyer's journey. Success will ultimately lead them to conversions.

ADVERTISING COMMUNICATIONS OBJECTIVES

DRIVE AWARENESS THAT LEADS TO CONVERSIONS

Market research will be focused on Burdock Nettle's most popular brands (Bug Sprays). Venture Marketing will engage and educate potential buyers through social media platforms.

Launching the 'Summer Joy' campaign at peak season (May 15 - August 15) for outdoor activity, when bugs are most prevalent will increase the likelihood of people searching for these products to land on the website & social media pages.

- Increase Sales on core products by 2%
- Increase website traffic by 50 visitors
- Average 5 engagements per post on Facebook and Instagram
- Increased followers and likes on both social media platforms (Facebook 100 and Instagram 50)

BUILD BRAND LOYALTY THROUGH PERSONALIZATION

Venture will strive to infuse personality into the brand using creative concepts that show families & pets enjoying outdoor activities without the threat of bugs or chemicals.

Infuse the original mission of Burdock Nettle –

"I started simply to help family and friends" ~ Linda Davis

WHO IS THE TARGET AUDIENCE?

Outdoor Enthusiasts – Families & Pet Owners – Age 35-60

WHAT IS GOING TO MAKE THE TARGET LISTEN?

This target market enjoys outdoor activities all year long. They are health conscious and participate in activities, for both their physical and mental well-being. They are concerned about their environment and research looking for the best and safest products for those they love. Natural products are now readily available, and they use them. The target market is at the awareness and research phases, they evaluate and compare products through friends, family and online research. By optimizing social media posts, key wording and adding meta data to top selling product pages the website will become search engine friendly and Burdock Nettle will have greater reach and authority.

WHAT'S THIS BOIL DOWN TO?

Positioning Statement: For outdoor lovers, Burdock Nettle's products deliver safe protection, so that families can enjoy the joy of summer because Burdock Nettle's use of chemical-free ingredients allow them to cherish life to the fullest, naturally.

Brand Values:

Health, Nature, Environmentally Friendly, Education, Proactive

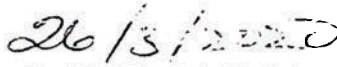
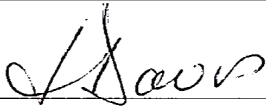
CREATIVE STRATEGY

Burdock Nettle has a unique value proposition as they offer natural bug sprays safe for "Families, babies and pets". Venture Marketing will aim to infuse the brand with a personality through information and education.

1. Using the market research that proves people are searching for natural products Venture will focus on creating content that resonates with the target market.
2. Drive awareness of natural products through the 'Summer Joy' Campaign.

WHAT'S THE REST?

- Email template to attract retail outlets
- Social Media Calendar with mockups
- 3 product blogs



Client Approval: Signature / Date



BURDOCK NETTLE
Herbal Products for Family and Pets

Strategies & Tactics

Web Marketing

Technical SEO: In this process, we optimize the website so that search engines can crawl, access the pages and index it to the web. Based on the keyword research of the products chosen for our campaign, we found the exact match search keywords are the phrases used by potential clients on the web. These product relevant keywords are added to the meta descriptions and the image descriptions of the website to help search engines interpret the products on these web pages and rank them higher on the search rankings.

Specific details

As our main objectives of the campaign are to create brand awareness and drive more online sales. This strategy would help establish the client's visibility on the web thus increasing awareness and sales.

Tactical Details

The meta description is a tag in HTML code that summarizes the web or product page of the website. In our research, we found search terms and relevant keywords that consumers use to find the client's products on the web. In this tactic, we optimize the product pages using these related keywords to get the consumers to click on the website on Google. If more people click on the website the click-through rate increases and Google considers the link as a good search result, thus moving the website rank higher.

SEE APPENDIX A - Technical SEO



Digital Content

Two blog posts curated around the products and relevant search keywords help the website gain more visibility and engagement. The content increases traffic and helps in educating the customer more about the products, thus increasing sales of the products.

Specific Details

Blogs are educational and demonstrate you as the industry expert and help market your product. It helps build trust with your customers and make them more likely to buy from you as you are knowledgeable in your field. The blogs are created based on the keyword research and the target market who are trying to buy products that repel bugs for their summer activities such as camping, dog walking, trails and hunting.

Tactical Details

Again based on the research from Google keywords on bug repellent products; the products have relevant combined keyword search results of 150k on Google. If we use these keywords to generate content (blogs) around these keywords to attract organic traffic and educate the consumers on the products that are likely to convert into customers. The blogs ranking in the search engines are driving the traffic and leads even after months of being posted on your website. It helps overall authority and visibility of the website.

SEE APPENDIX B - Blog Posts



Social Media Marketing

We have created a content calendar around our campaign 'Joy of Summer'. This two-month content calendar helps reach our campaign goals of creating awareness and sales. The content calendar is scheduled with relevant industry-specific posts that increase the brand authority and awareness. The calendar helps in keeping the posts consistent and improving engagement on these platforms.

Specific Details

The content calendar is delivered in an intention to create more awareness, engagement and increase the brand authority. The posts are not specifically related to products but also promote the themes of outdoor living, natural product lifestyle, sustainability, education about the products' natural ingredients and sharing user-generated content from the natural industry. The content on these platforms helps in creating a personality that empathizes with the customers and relates to them rather than just selling a product.

Tactical Details

Social media channels are used to create awareness, brand authority and connect with consumers to generate sales. The content calendar helps to organize the posts for the upcoming days and keeps the channels consistent with more engagement and reach. The calendar has times, dates and the types of posts that saves time from brainstorming content for each day. The exact timings shared with the content calendar for each post of the day are findings of the key times according to social media algorithms that have high engagement and shares. These piqued interactive times of the week are collected and included in the content calendar to generate the maximum reach to the post.

SEE APPENDIX C - Content Calendar

Visual content for social media platforms

After auditing the current social media platforms (Facebook and Instagram) of our client we see that the posts on the social media platforms have a low score on text overlay tools of Facebook which makes the posts not eligible for paid promotions and also dampens the organic reach of the post. So, we produced visual content that adheres to Facebook and Instagram platforms.

Specific Details

On social media platforms the attention span of customers is less, so we designed visuals that are pleasant and creates aspirational desires which are simple and clear. The copy of the visual are short phrases that connect with the customers.

Tactical Details

The visuals on these posts are consistently aligned with the objectives of the brand. The visuals appeal to the target audience with brand-related photos that the audience will relate to. These posts are also made with a consistent color theme which increases brand recognition.

SEE APPENDIX D - Social Media Posts

Email Marketing

As one of our client's main goal is to reach more stores offline, we have created an email template that encompasses customer testimonials and a call to action to increase the rate of acceptance into the stores.

Specific details

Part of our email campaign is to place the brand in more local stores and increase the acceptance rate of these stores.

According to Hubspot,

“93% of B2B marketers use email to distribute content” and “40% of B2B marketers say email newsletters are most critical to their content marketing success”.

So we designed an email template that visually shows products, client testimonials and visuals with a call to action to get samples of the products.

Source :<https://blog.hubspot.com/marketing/email-marketing-stats>

Tactical Details

We target B2B store owners to shelf the products, through the email campaign. We create compelling copy, with product visuals, store testimonials, and a call to action "Get Your Free Samples". The email includes the unique selling features such as the all-natural, locally manufactured pet-friendly product.

SEE APPENDIX E - Email Marketing Template



Video

As the video in content marketing attracts more reach due to the huge traffic for video-based search, we produced a video that could be implemented in any digital platform.

Specific Details

In the field of content marketing video is the future. The rise of video-based search was said to be around 80% of web traffic in 2019. Creating an engaging video can be summed up in a sentence as “telling a story in a short period”. Our objective is to make the video personal and relatable to the viewer and specifically to the target audience, which creates a conversation and conveys a message and a natural connection through authenticity.

Tactical Details

The video which will be featured on the 'About Us' page, shows the owner of the brand on the farm collecting ingredients. This is to make the brand more personal and relatable to the consumers.

Source: <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

SEE APPENDIX F - Video template

Overarching timing strategy

Social media content calendar: The content calendar for the campaign called "Joy of Summer" starts from May 18th to July 15th. This period is the season in which the consumers look for bug sprays and repellents as summer attracts more bugs.



Event Marketing

This strategy helps the awareness of the brand and helps educate the consumer about the product. This will be used to complement the personality of the brand and help increase engagement. The strategy will be focused on the target market of families who enjoy camping and outdoor activities. The campaign will invoke the sense of enjoying summer without the irritation of pests. The events will be used to generate interest through email signups and help increase sales online and offline. The events will help convey the ideology of being concerned with the environment and enjoying nature by protecting babies, families, and pets from pests. At the same time, creating a sense of doing good for the natural environment using chemical-free products. It feeds into the positioning statement of embracing the joy of summer and the dual purpose of serving the environment and community.

The event strategy will be advertised on social media. There could also be a direct mail strategy to target existing customers, through leaflet drops informing them of the event. We would achieve this in conjunction with Parks Canada.

We would plan to set up a nature trail with Linda doing some foraging and explaining different herbs. At the end of the trail, there would be a stall set up selling products and possibly some demonstrations. The potential customers will receive a goody bag and a chance to enter a prize draw to win a skincare hamper.



The event would be a great way to engage with the local community and bring the personality and passion of the brand. This could be incorporated as an Air BNB experience. The event would be advertised through social media and the use of direct mail for existing consumers. An event poster and flyer would be created to help promote the event online and offline.

The event would occur in the height of the summer around mid-June. This is mid-way through the campaign and an ideal time to engage with potential customers.

Another event that could be implemented is a pop-up shop in the existing Home Hardware stores. The products would be clearly displayed and explained to consumers. This will occur early in the campaign around the end of May to generate awareness and interest.

Other events to attend would be other Farmers' Markets within the vicinity such as Kingston. This would be a great opportunity to network with fellow businesses and help promote the product. Again the use of email signups, demonstrations, and chances to enter a contest to win a bundle of bug sprays. This would create awareness and add to the educational strategy implemented.

The overall strategy is to educate the consumer and see the amazing potential of natural products. The result would create brand awareness, increase traffic on the website and on social media and deliver product knowledge to the consumer.



Creative Execution

Our main objective is to focus on Burdock Nettle's three top-selling products during the summer months; bug sprays. As these products are safe for families, babies and pets we focused our visuals on that particular audience of outdoor enthusiasts during the months of May-August. All products are made with all-natural ingredients (hand foraged and organically grown), so ultimately, nature was our theme.

Venture Marketing developed visual content for social media posts, blogs, an email campaign, and event marketing ideation. Each piece of content spoke to our target audience during the awareness and engagement stages of the buying cycle. The various forms of content were supported by a short video of owner Linda Davis surrounded by nature.

Our goal is to infuse the brand with personality and show that Burdock Nettle is the natural solution to protecting families, babies and pets to enjoy summer, free of pests. We determined the best channels to reach those audiences with our unified message were Facebook and Instagram with a push to visit the e-commerce site, become more informed with educational blogs and ultimately purchase the product.

An email template was devised to introduce and get the products into further retail outlets. Keeping 'nature' in mind, we kept our colour palette, consistent, using various shades of blue/green found throughout Burdock Nettle's existing advertising. All images used were outdoor, incorporating nature and reiterate our focus on the identified target audience. The designs were kept simple & to the point, showing families, babies & pets enjoying summer.

To reinforce the awareness stage, we used clean images focused on families, babies and pets rather than products - messages on Facebook & Instagram were concentrated on naturally protecting those you love from bugs during the summer months.

To support the consideration stage, we developed promotional social media posts (free shipping and discounts), educational blogs, invitations to events, product shots and a short video.



Budget and Evaluation

Tasks	Billable or Non-Billable	Hours
Creative Brainstorm regarding strategies for project	Billable	50
Formulated and drawing up Marketing campaign	Billable	40
Formulation of creative Brief	Billable	20
Creative brief refinement, SOW refinement and Statement of work approved	Billable	35
Preparation for 2 nd meeting with client, discussing objectives of the meeting	Billable	16
Market Research	Billable	30
Creative executions and Mockups	Billable	25
SEO and Website Analysis	Billable	30
Campaign strategy, creative ideations and report writing	Billable	35
Total Work Hours	Billable	281
Labour cost \$40 per hour	Billable	\$11,240
Coaching	Non-Billable	40
Professional development	Non-Billable	20
Meetings	Non-Billable	15
Total Hours	Non-Billable	75



Calendar of Activities

<p>May 15- August 15</p> <p>Monday – Friday</p> <p>Daily Social Media Posts</p>	<p>Social Media Posts</p>	<p>Appendix C- Content Calendar</p> <p>Appendix D – Social Media Content</p>
<p>May 15 – July 15</p> <p>Monthly Website Posts</p>	<p>Educational Blogs</p>	<p>Appendix B</p>
<p>May 15</p> <p>Launch Email Marketing Campaign</p>	<p>Email sent to Home Hardware Stores</p>	<p>Appendix E</p>
<p>June 15</p> <p>June 30</p> <p>Events</p>	<p>Educational Walk</p> <p>Pop-Up Demonstrations</p>	<p>Page 24</p>
<p>May 30</p> <p>Launch Video</p>	<p>Social Media Channels & Website</p>	<p>Appendix F</p>

Project Timeline

Time	Tasks	Team Member
March 2nd- 6th	Marketing goals Ideation Competitive Market Analysis Target Audience Analysis Creative Brainstorm SOW Marketing Campaign Ideation Market Research	Team Venture
March 9th- 13th	Planning Meeting Event Plan Ideation Social Media Research SMART goals Creative Brief discussion	Team Venture
March 16th- 20th	Content Calendar ideation Visuals and creative plan	Tom and Jayson Team Venture
March 23rd- 27th	Social Media Audit and Plan Refinement of creative brief and SOW Creative Brief and SOW approved Website Analysis SEO Analysis and Keyword recommendations Budget for campaign Facebook Sample Posts Instagram Sample Posts Promotional Graphics Photography Samples Target Personas 1 ST IMC draft plan	Tom and Jayson Team Venture Team Venture Francesco and Jayson Francesco and Jayson Team Venture Gail Gail Gail and Francesco Gail Gail Team Venture
March 30th- April 3rd	Social Media Content Schedule Topic/Theme Content Author Review Posting strategy Agreed calendar Revised Plan with plan with Client/Faculty	Team Venture Tom and Jayson Tom Tom and Jayson Team Venture Team Venture
April 6 th - 10 th	Client Presentation Draft and Final Plan	Team Venture
April 11 th -15th	Final Client Presentation and IMC Plan	Team Venture

APPENDIX A - Technical SEO

Optimizing the website and its pages with meta descriptions can help search engines crawl a website easily. BigCommerce.com allows websites to be optimized with product-related specific keywords.

The meta descriptions provided on the product page clearly indicate what the page is about. The search engines are likely to use what you say and more people are likely to click on your result, which will get the product page ranked more accurately.

The current meta description for the product page:

"tick spray" <https://burdocknettle.ca/tick-spray/>

Current Meta description:

Skincare Products, Insect Repellent, Pet Care & Horse Care Products. All Natural and chemical-free. Hand Blended in Mallorytown Ontario.

```
1 <!DOCTYPE html>
2 <html class="no-js" lang="en">
3   <head>
4     <title>Tick Spray - Burdock Nettle</title>
5     <link rel="dns-prefetch preconnect" href="https://cdnll.bigcommerce.com/s-v7gu6rodjg" crossorigin><link rel="dns-prefetch preconnect"
6     href="https://fonts.googleapis.com" crossorigin><link rel="dns-prefetch preconnect" href="https://fonts.gstatic.com" crossorigin>
7     <meta name="keywords" content="Skincare, Insect Repellent, Bug Spray, Pet Care, Horse Care, Dog, Herbal, Chemical Free, Tick, Mosquito, Flea, Anxiety, Rash,
8     sunscreen, "><meta name="description" content="Skincare Products, Insect Repellent, Pet Care & Horse Care Products. All Natural and chemical free. Hand Blended in
9     Mallorytown Ontario."><link rel="canonical" href="https://burdocknettle.ca/tick-spray/" /><meta property="og:type" content="product" />
10    <meta property="og:title" content="Tick Spray" />
11    <meta property="og:description" content="Skincare Products, Insect Repellent, Pet Care & Horse Care Products. All Natural and chemical free. Hand Blended in Malloryt-
12    Ontario." />
13    <meta property="og:url" content="https://burdocknettle.ca/tick-spray/" />
14    <meta property="og:site_name" content="Burdock Nettle" />
```

We suggest a description that is keyword rich:

Tick spray.

Meta Description: Natural tick repellent spray that repels ticks and fleas. This chemical-free product can be used for adults, children, and dogs.

Mosquito Spray

Meta Description: Best natural mosquito repellent which is 10x stronger than Deet in repelling mosquitoes. This all-natural homemade spray can be used for adults, children, and dogs.

Deer, Horse, Blackfly Spray

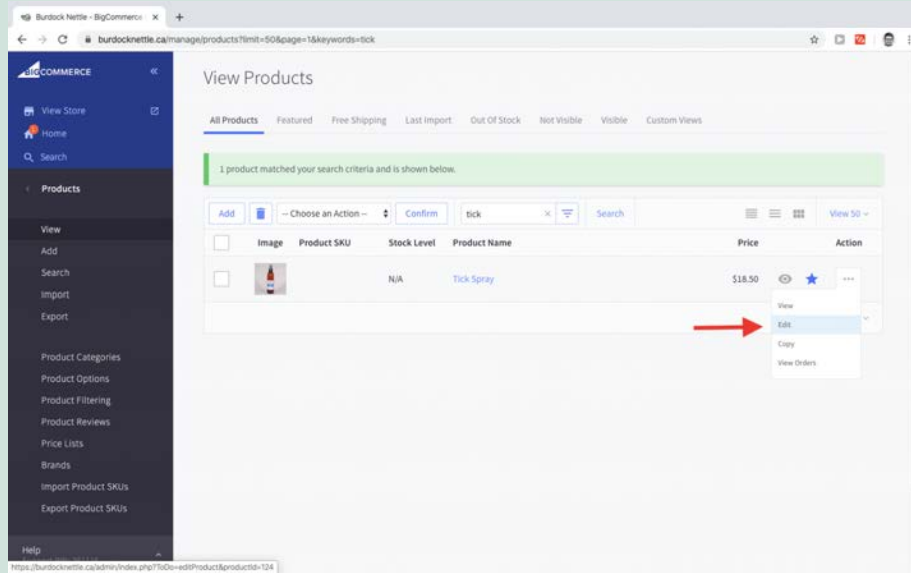
Meta Description: Enjoy your time outside using this all-natural repellent spray that can be used for blackfly, deerfly, and horsefly

Below are the steps to optimize the product page descriptions:

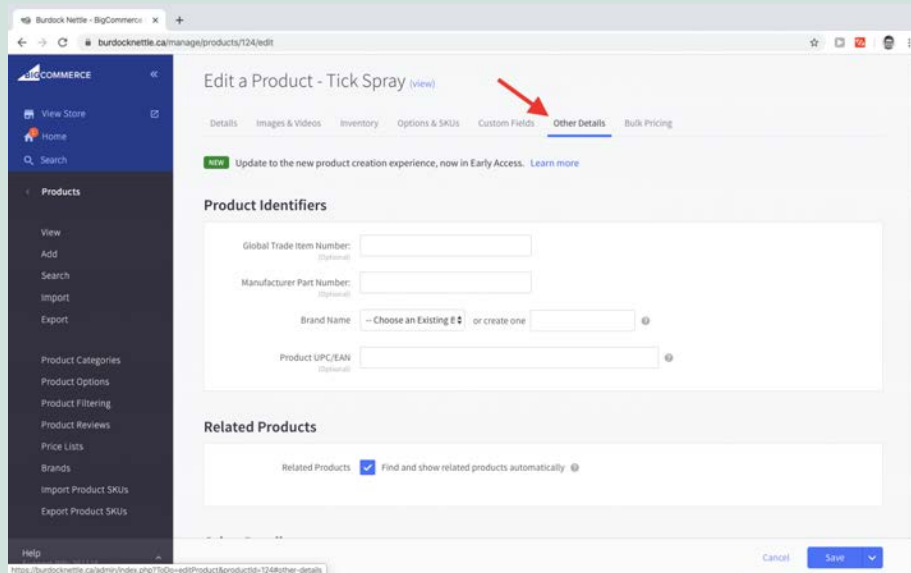
In the BigCommerce.com dashboard

- 1) Visit products and edit the product 'tick spray'
- 2) Click on the tab called "other details"
- 3) Scroll down to the SEO section in which you can edit the meta description of the specific product.

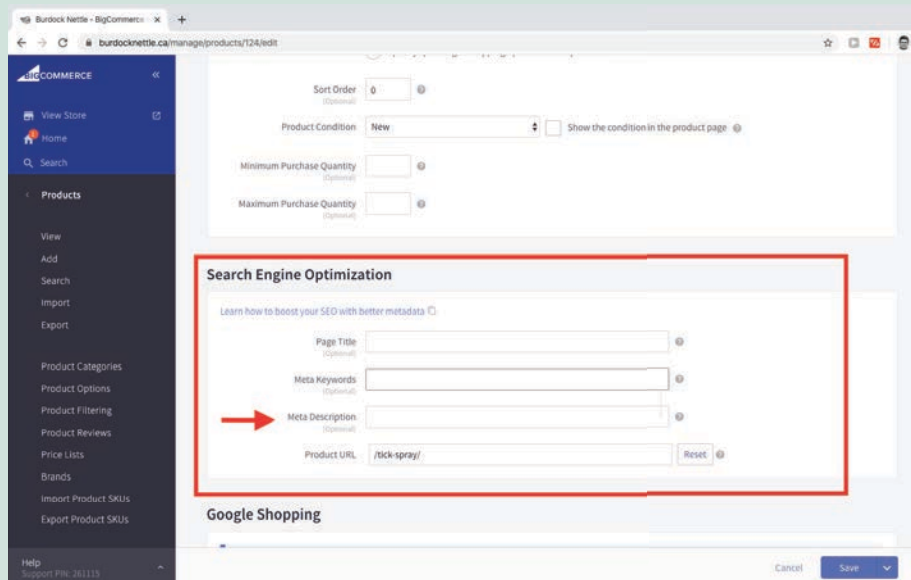
1



2



3



Optimizing product images



Alt tags (Alternative text) which are called image descriptions helps search engines to better understand the image. This helps the image to be found in the image search.

As the web has a strong visual audience, optimizing an image helps in the overall ranking of the page.

Tick spray : Natural tick repellent

Mosquito Spray : Natural mosquito repellent

Deer, Horse, Blackfly Spray : Natural repellent spray for blackfly, deerfly, and horsefly

<input type="checkbox"/>	Image	Description
<input type="checkbox"/>		Natural Tick Repellent
<input type="checkbox"/>		Natural Mosquito Repellent
<input type="checkbox"/>		Click here to add a description

APPENDIX B - BLOGS



BURDOCK NETTLE
Herbal Products for Family and Pets

6

AMAZING HERBS AND WHAT THEY MEAN FOR YOU



<https://burdocknettle.ca>

There are few things more soothing than a walk through the woods.

Whether it's by admiring nature in the comfort of one's garden - or hiking through the great outdoors, more and more people are interacting with plants and local wildlife. And the best thing about all of this isn't just the therapeutic effect that interacting with nature can provide, but the health benefits drawn from all these amazing plants. Learning more about all these different natural ingredients can be an amazing way to reconnect with one's roots.

In fact, Canada's ancestral roots are tied to the aboriginal herbal remedies. A strong relationship with nature can be an amazing way to reconnect

HERE ARE 6 TERRIFIC PLANTS AND HERBS THAT WILL CHANGE YOUR OUTLOOK ON WHAT NATURE CAN DO FOR YOU!

6. Witch Hazel



Hamamelis virginiana, also known as witch-hazel, is a small species of shrub found in North America. This incredibly useful herb is grown for its leaves and bark. But don't sleep on the rest of its attributes.

Witch hazel is a plant that can be used in a variety of ways and has helped humans for centuries! With its powerful healing properties, many Native American tribes have used this plant in the past as an herbal remedy. It's used to soothe sore muscles, treat ulcers and sores. It could even act as a remedy against dysentery, colds and coughs. This is thanks to tannins, substances found in the bark of the plant that can be great antioxidant with countless benefits. And they are more common than you might think!

If you've ever tasted a nice, dry wine, chances are it's thanks to this unique herb. It's a natural astringent, which means it can help tighten up the skin. It's also a natural insect repellent, which is why it's used in regular or diluted water in order to get the most out of the plant's properties.

Isn't that amazing?

5. Lavender



A popular herb with 47 known species, lavender makes for a breath-taking addition to any outdoor garden! With its pleasant smell and vibrant purple hue, this plant is a member of the mint family that has been used for centuries. It is native to Africa, Europe and Asia and is usually grown in temperate climates.

But did you know that this herb was cherished from afar as antiquity by the ancient Egyptians. They would use lavender as a perfume, as an ingredient for incenses, and even for mummification. Greeks and Romans loved this herb as well, and there are many records of lavender being used in herbal baths in those ancient times.

Thanks to its insecticidal properties, people would spread it on cattle floors and sick rooms in order to ward off pests.

Nowadays, its uses have grown, and it is popular in all uses - from cosmetics and herbal remedies, to tea, perfumes and more. They prefer dry, well-drained, sandy or gravelly soils in full sun. All in all, they are a fairly low maintenance plant even you can cultivate in your garden! The only thing to watch out for is the soil's pH level, and to ensure it is neither too acidic, nor too basic. Once that is done, you will find one of the most precious herbs can be enjoyed in the comfort of your home.

4. Catnip



Nepeta Cataria, most known as catnip or catmint, is a fragrant herb our feline neighbors just can't get enough of! A friendly cousin of mint, basil and oregano, it's been said that it was regarded highly in Rome for its usefulness in traditional herbal medicine to drive away infections. Later, the Native Americans would find use in this natural plant and adapted it in their repertoire of herbal remedies.

From colds, coughs, sore throats and even pneumonia, many tribes found a common remedy in this herb. Funny enough, while cats go crazy over this herb, humans react in the opposite manner. This makes it useful to relax your muscles, ease tension, and calm one down. It's even useful as a bug repellent and is used in many natural bug sprays!

And of course, it is possible to brew the herb in order to make a tea, which is said to boost health, mental performance, and improve your immune system!

The oil found in catnip leaves, stems, and seeds is the main culprit that makes cats go absolutely bananas. A sniff or two of that woody herb, and before you know it your kitty will be licking and rolling head-over-tail in pure bliss.

3. Lemongrass



If you're a fan of Asian cooking, chances are you are already familiar with this zesty, lemony herb. Popular in a myriad of dishes, its distinctive aroma leaves empty and full stomachs wanting for more.

But did you know that this herb is closer to the bamboo family than other types of grass?

With approximately 55 different species, this natural plant has a close history with Asian and African culture and has been cultivated for over 2000 years. It's said that in India, lemongrass was combined with other herbs to make a drink locally known as fever tea. The oil would also be used to treat fungal infections. So it should come as no surprise that outside its delicious culinary applications, lemongrass is a valuable herb used in soaps, insect repellents, and even aromatherapy.

Thanks to its antiseptic properties, it is a common household ingredient in many cleaning agents.

Lemongrass is among the most popular essential oils used today for its effectiveness, health benefits, and still finds ways to surprise us. But best of all, it makes for a wonderful Vietnamese lemongrass chicken.

Give it a go sometime!

2. Thyme



And speaking of food, it's time to talk about thyme. Part of a family of aromatic, evergreen herbs, this natural plant is a wonderful addition to any household garden. With many culinary, medicinal, and ornamental uses, this plant was used in ancient times for embalming due to its antiseptic properties.

But did you know that Romans considered this herb a sign of strength and bravery, especially regarding military prowess? It's fascinating, just how much of a cultural impact these herbs many consider mundane truly had on ancient civilizations.

Furthermore, this herb found use during the middle ages, as its antiseptic properties drew others to use it in order to ward off the Black Death.

It's also a great herb that acts as an insect repellent. Not only will it bring a fresh scent to your household, but it will ward off pests while being easy to grow and maintain. It's accessible, delicious, and is packed with vitamin C.

All in all, a solid and reliable herb whether you're a food lover to not!

AND FINALLY, FOR OUR NUMBER ONE SPOT!



1. Peppermint

This herb is sure to bring freshness to your life! A humble cross between watermint and spearmint, it is an indigenous herb from Europe and Asia. It's the most common mint used in today's day and age, and you are probably familiar with at least the concept of peppermint gum, toothpaste... or candy. And that's not surprising at all! After all, people have enjoyed this herb for its fresh aroma and pleasant minty taste, and its usage has lasted centuries.

But did you know that outside culinary and aromatic uses, peppermint has been valued for its healing properties as far as before 1000 B.C.? In fact, dried peppermint leaves were found in the ancient pyramids, and research shows it was used as a remedy for indigestion even back then.

It acts as a muscle and pain reliever, which can soothe tension headaches and migraines. It can calm muscle spasms and cramps and has some infection-preventing properties. Its oil is pressed and cultivated from the leaves of the flowering plant. Once extracted, it's used in shampoos. So, don't be shy! Give peppermint a try!

And like we said, there are few things more soothing than a walk through the woods.

Which is exactly why we at Burdock Nettle forage our own natural, wild herbs. We've been doing this for years, and not a single day felt wasted. Because we had fun, and to reconnect with nature is a truly enriching experience. Everything we produce is made from these wonderful plants, that have been grown and used by people for generations. This is more than ancestral tradition, a job, a business, or even a lifestyle.

This is our story.

AND WE WANT YOU TO BE A PART OF IT.



BURDOCK NETTLE

Herbal Products for Family and Pets



HOW TO: DEFEAT THE DEET WHILE STAYING UPBEAT

Ah, sweet summertime. A period of joy, peace, leisure and hot days at the beach. If only it were so simple, if only it were so easy. But alas, even going outside and enjoying yourself can be a challenge when surrounded by *what can only be described* as the bug apocalypse. Or as we like to call it, the *bug-pocalypse*.

Now, picture this: you're just taking a hike on a gorgeous sunny afternoon. The temperature is nice, the nature is breath taking, and you couldn't be any happier. But just as you're about to turn back, you witness it. Something so dark, so terrifying, so abhorrent, it shakes your very soul with dread and despair. You try to run, but you can't hide. It's already too late, for they have come.

The mayflies.

As I suspected, this anecdote must have churned the depths of your mind with forbidden, horrific, insect-ridden terror and unspeakable anguish. And to make matters worse, a large chunk of readily available, industrially crafted insect repellents is chock full of harmful chemicals and pesticides. Sure, maybe they won't affect an adult in the immediate present. The problem is that many of us have families, children, or even pets that we take care of. These chemicals can negatively impact their health.

When dealing with these kinds of situations, it's important to consider safer alternatives. We offer a wealth of bug sprays and natural products made with wild, foraged and organically grown herbs. These are safe for your kids, and your pets will be all the happier for this extra precaution.



<https://burdocknettle.ca>

APPENDIX C - CONTENT CALENDAR

MAY 18 - JUNE 12

	FACEBOOK			INSTAGRAM		
SUN	MON	TUE	WED	THU	FRI	SAT
	9:00 Industry awareness blog 11:00 Tick awareness visual	10:00 Benefits of using chemical free products post Benefits of using chemical free products post	12:00 Weekly Blog	4:30 Promotion post 20% off products Promotion post 20% off products	12:00 Giveaways Giveaways	
	12:00 5 top gardening tips post 5 top gardening tips post	10:00 Benefits of using chemical free products post 12:00 Give Aways	4:30 Summer Activities to Do with your kids Summer Activities to Do with your kids	4:30 Free Shipping ends Monday Free Shipping ends Monday	4:30 Giveaways/Contest Giveaways/Contest 5:30 Weekend FUN	
	11:00 Tick awareness post	12:00 Enjoy summer safely post Summer Safety Tips	12:00 Weekly Blog	4:30 40% off Bug Spray ends Monday 40% off Bug Spray ends Monday	4:30 Giveaways/Contest Giveaways/Contest	
	11:00 Mosquito repellent awareness post	11:00 Benefits of chemical free mosquito repellent Benefits of chemical free mosquito repellent	12:00 Weekly Blog	1:00 10% off -Spend \$50 10% off -Spend \$50	4:30 Giveaways/Contest Giveaways/Contest	

JUNE 15 - JULY 15

SUN	MON	TUE	WED	THU	FRI	SAT
	9:00 Natural products industry post 11:00 Natural products industry post	10:00 Camping tips post Camping tips post	12:00 Weekly Blog	4:30 Weekend Sale ends Monday Weekend sale-all products ends Monday	4:30 Giveaways Giveaways	
	10:00 Tick awareness post 12:00 Tick awareness post	12:00 Benefits of chemical free products Benefits of chemical free products	12:00 Weekly Blog	4:30 Paid ad in partnership with infulencer Paid ad in partnership with infulencer	4:30 Giveaways/Contest Giveaways/Contest	
	11:00 Natural environment awareness Natural environment awareness	12:00 Summer Safety Tips Summer Safety Tips	12:00 Paid ad in partnership with infulencer Paid ad in partnership with infulencer	12:00 Free Shipping ends Monday Free Shipping ends Monday	4:30 Weekend Activities Weekend Activities	
	11:00 Mosquito repellent awareness post Mosquito repellent awareness post	11:00 Benefits of chemical free mosquito products Benefits of chemical free mosquito products	12:00 Paid ad in partnership with Air BnB Paid ad in partnership with Air BnB	1:00 40% off bug sprays ends Monday 40% off bug sprays ends Monday	4:30 Giveaways/Contest Giveaways/Contest	

APPENDIX D - SOCIAL MEDIA POSTS



ENJOY
SUMMER
NATURALLY


BURDOCK NETTLE
Herbal Products for Family and Pets



SUMMER
PROMO
up to 40% off


BURDOCK NETTLE
Herbal Products for Family and Pets



*Natural
PRODUCTS
for the ones
you LOVE*


BURDOCK NETTLE
Herbal Products for Family and Pets




BURDOCK NETTLE
Herbal Products for Family and Pets

**3 DAYS
FREE SHIPPING!**
ON ORDERS OVER \$100.

PROTECT
THE ONES YOU LOVE



#NATURALTICKSPRAY

SAFE FOR
families, babies and pets




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APPENDIX E - EMAIL TEMPLATE



BURDOCK NETTLE

Herbal Products for Family and Pets



IT'S THAT TIME OF YEAR AGAIN!



**AND PEOPLE ARE LOOKING FOR SAFE,
NATURAL & EFFECTIVE PROTECTION
FROM THE BUGS.**



**WE CURRENTLY HAVE
OUR PRODUCTS IN 3
HOME HARDWARE
STORES!
BELLEVILLE, BROCKVILLE
& GANANOQUE**

***We would be happy to meet with
you to show you the products and
discuss the possibility of stocking
your store.***

**EFFECTIVE & NATURAL
BUG SPRAY COLLECTION
YOUR FREE SAMPLES ARE WAITING**

CLICK HERE!

What other businesses say about our products

*"Our customers use the Insect Repellents and Tick Sprays
when they are hunting and fishing and they love them!"*

Wings Bait & Tackle, 2019

*I sell a lot of the Tick Sprays to visitors to the area that are
hiking and camping and have been getting a lot of good
feedback.*

Green Gecko, 2019

Have a look at our complete line

- Skincare Products
- Insect Repellent
- Pet Care Products
- Horse Care Products



<https://burdocknettle.ca/>



Burdock Nettle | 26 Guild Road, Mallorytown ON K0E 1R0
Unsubscribe info@homehardware.ca



BURDOCK NETTLE
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APPENDIX F - VIDEO & PHOTOS



Colour Pallet



Sea Green
#22927A



Sea Green
#1A655E



Light Steel
Blue
#93D0CB



Light Steel
Blue
#D1E3DC



Midnight
Blue
#33133F



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