



Marketing Strategy and Plan

October 20, 2021

Table of Contents

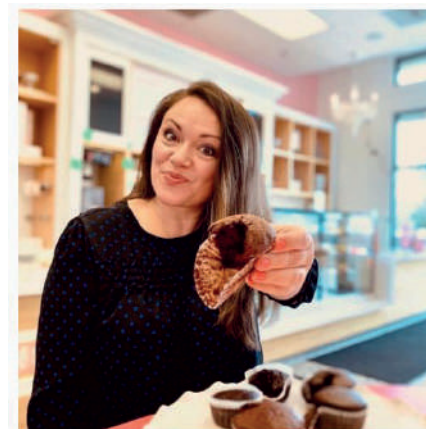
1	Business Goals	5-6
2	Audience	7-10
3	Research	11-34
4	Strategic Approach	35-37
5	Communications and Content	38-42
6	Channel Tactics and User Journey Recommendation	43-62
7	Measurement	63-65

Overview

is a modern dessert bar for treating, gifting, and celebrating.

Sift Dessert Bar offers nationwide shipping as a bakery and hybrid gift shop.

With three locations in California , Sift Dessert Bar offers local in-store pick up and online ordering.



Marketing Principles

Human Centered Approach

The most effective marketing strategies start with your audience.

We need to truly understand your audience, including what matters to them, to create effective strategies and tactics that showcase how your product can provide value in their life.

Data Driven Strategies

Everything recommended is based on data and research. It's important to review past performance and conduct research to identify insights.

These insights uncovered will drive specific strategies, tactics and recommendations that render results.

Brand User Experience

The way your audience experiences your brand is key. This includes all touch points from top of funnel to lower funnel – both prospects and customers.

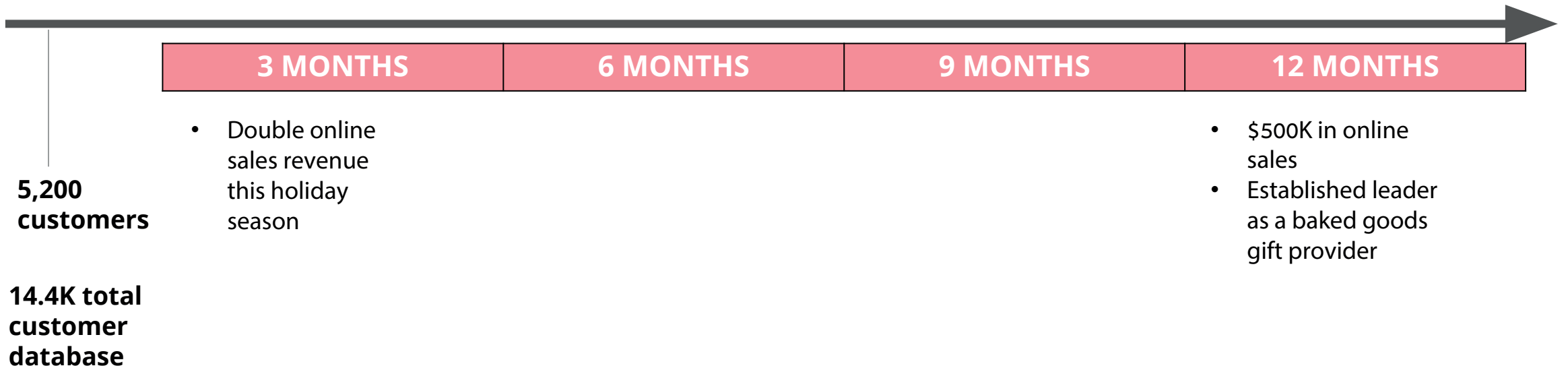
A thoughtful user experience will help you effectively achieve your marketing goals and business objectives.

Business Goals

Business Goals

Short-term goal is to improve its existing marketing program to double revenue this 2021 holiday season. Then build toward becoming an established leader as a baked goods gift provider and achieving \$500,000 in online sales (with 25% of that B2B sales) within the next 12 months.

The challenge will be to do this by building the brand and driving marketing effectiveness across the funnel with existing customers and new customers.



Audience

Current Customer Profile

This is the current Sift Dessert Bar customer profile.

This profile was provided based on knowledge of those individuals engaging on social media.

Challenge:

The current profile is a bit narrow. There is an opportunity to expand the customer profile to drive additional market share and opportunity with new customers that would be interested in Sift Dessert Bar.

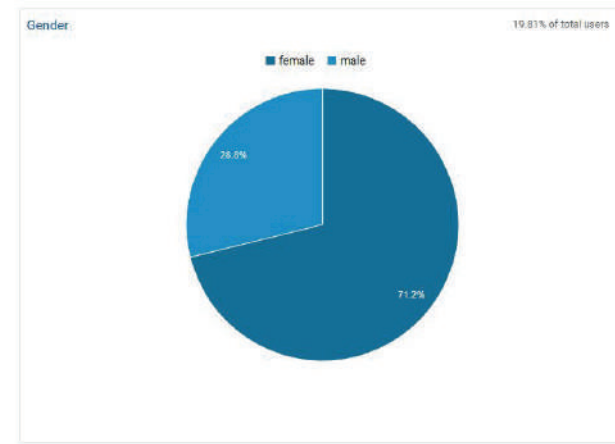
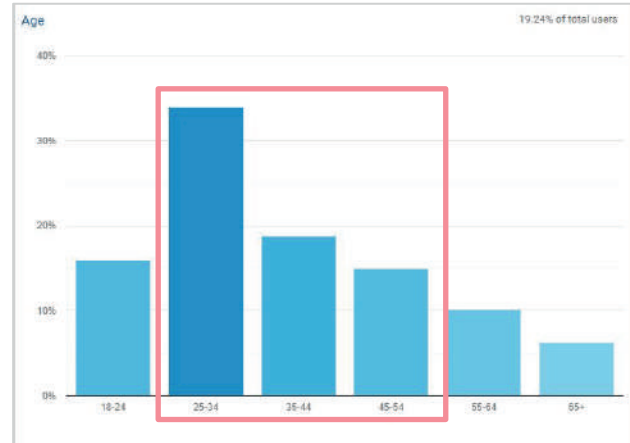
Profile	Trendy, working females with no kids. Life of the party, online shopper, and social media fanatic, with pop culture knowledge.
Age	24-34 years old
Working Status / Income	Working full-time
Location	U.S.: California, New York, Florida

Data and Analysis

Website visitor data indicates that the primary age group is 25-34 years old but expands up to 54 years old.

Given premium prices, it is likely a better option to expand to an older (vs. younger) demographic.

71% of visitors are female, but surprisingly still a good number of males at 29%.



- Affinity Categories: these are people engaged in higher funnel activities
- In Market Segment: users that are more likely to be ready to purchase products or services in the specified category

Target Customer Profiles

Recommend expanding the customer profile to capture additional market share:

- ❖ Broaden primary target beyond just single, working females, as they could be trendy Mom's with higher HH income
- ❖ Expand age targeting
- ❖ Focus on CA and major U.S. cities, but broaden to full U.S.
- ❖ Add Corporate B2B as secondary audience

	PRIMARY: B2C	SECONDARY: B2B
Profile	Trendy females with a higher overall HH income that are into fashion, beauty, culinary, home/real estate, travel and the latest trends.	Executive assistants, Administrative Assistants and/or Talent teams looking to showcase appreciation toward their employees with corporate gifts.
Gender	Female	Female and Male
Age	Primary: 24-44 years old Secondary: 45-54 years old	24-54 years old
Income	Income: \$75k+	n/a
Location	United States (with a focus on CA and major U.S. cities)	United States (with a focus on CA and major U.S. cities)

Research



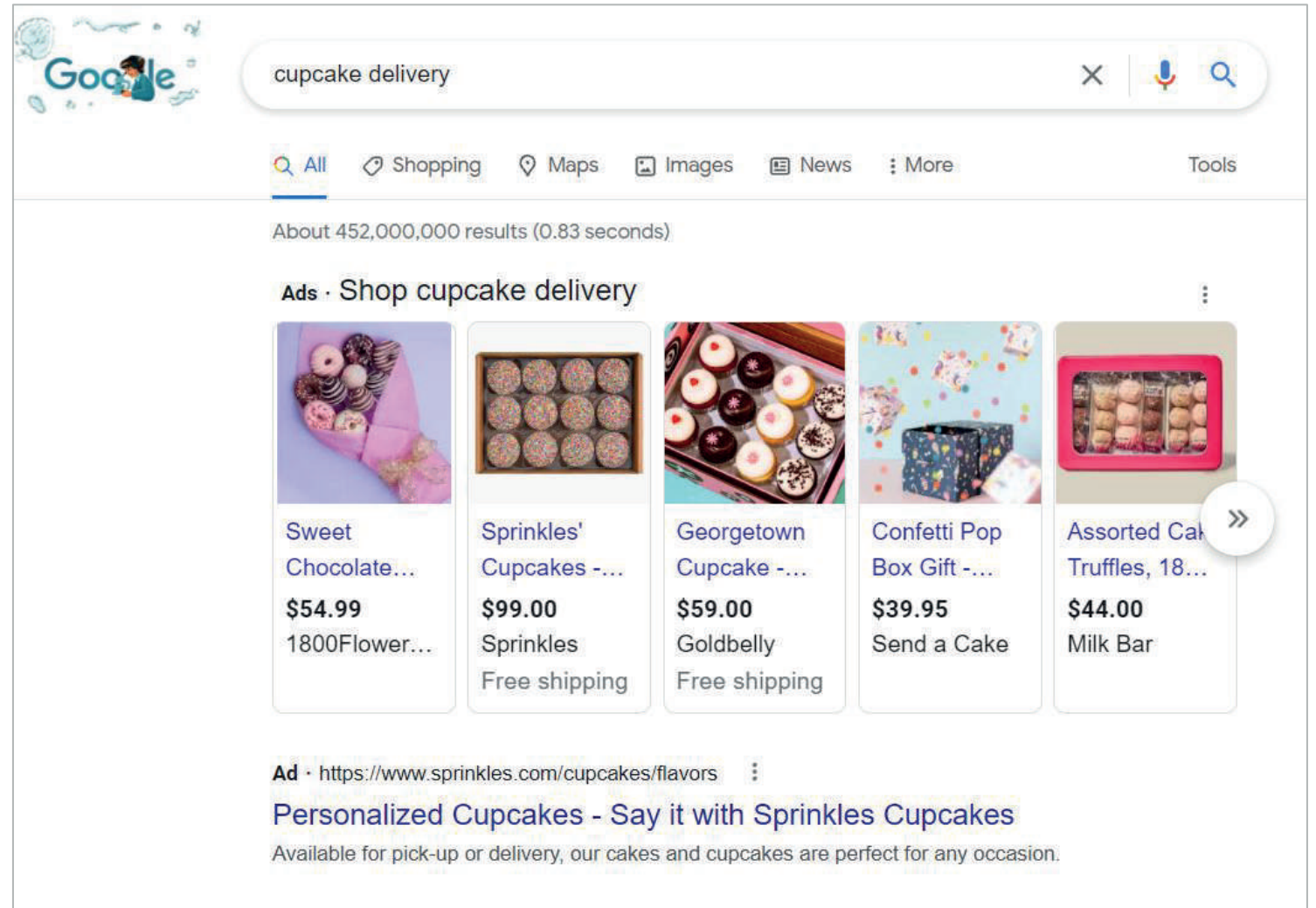
Sprinkles.com 6-month stats:

- 198.2K visitors (about 33K / month)
- 1:53 average time on site
- 38.4% bounce rate
- 71% of total website traffic coming from Search – about 72% is Organic and 28% Paid.
- 21% of total website traffic is Direct, which is likely return visitors or individuals already familiar with the Sprinkles brand.
- 2.7% of total website traffic coming from Social – with most of the Social traffic coming from Facebook and YouTube.



Search:

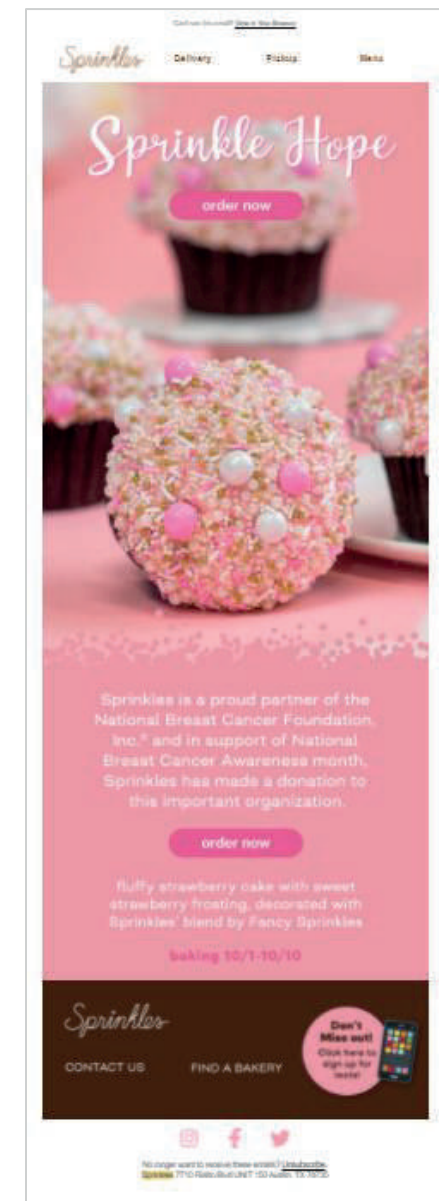
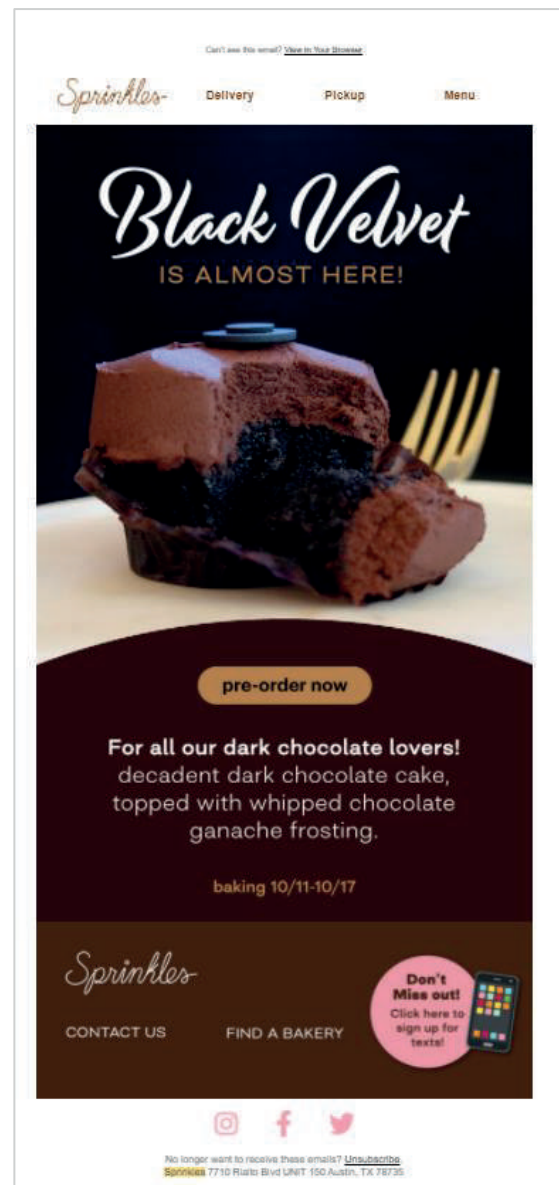
- Overall, very prominent in “cupcake delivery” space within Google search engine.
- Leveraging Google Shopping ads for prominent search engine placement.
- Leveraging paid search text ads with “personalized cupcake” messaging.
- Solid SEO, coming up in organic search listings for relevant cupcake keywords.





Email:

- Simple emails featuring authentic and up-close imagery.
- The “baking” dates create urgency since it’s only available for a limited time.
- Creating pre-order promotional email to drive sales for limited time offers in advance of releases.







657,000



132,700



540,500



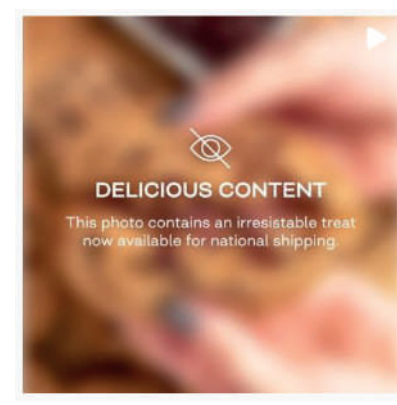
6,490

Observations:

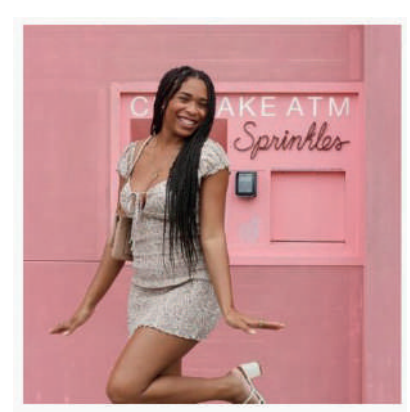
- Very active on all social channels, Twitter posting ~1-2x's day, Instagram and Facebook posting ~1x day.
- YouTube – solid following, but not active.
- What performs well: Video drives engagement, gooey close-up details of product, people love their iconic cupcake ATM – something that doesn't feel staged but authentic.
- What doesn't perform well: Posts that don't include product focused more on people or quotes.



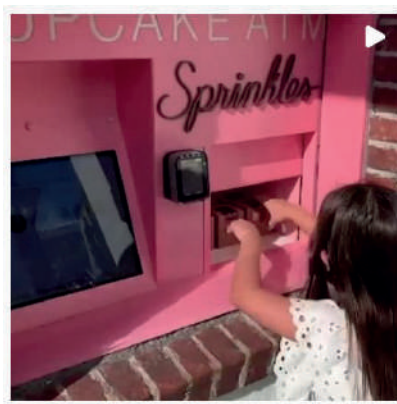
9K 




22K 



644 




39.8K 



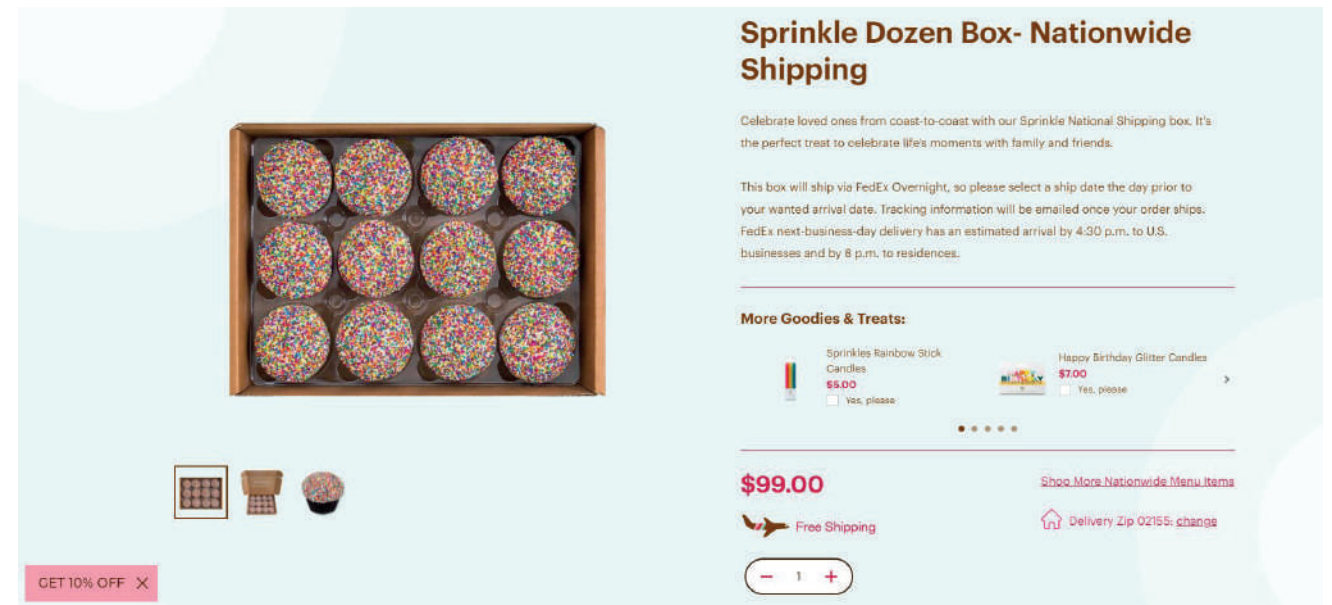
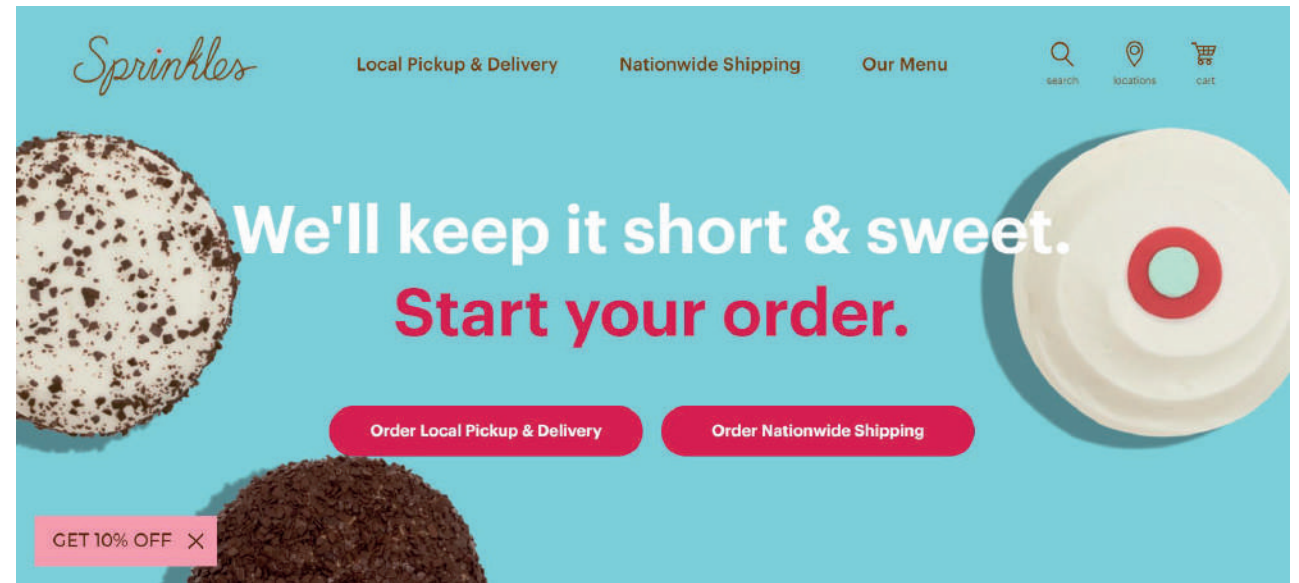
91.3K 



622 

Website Experience:

- Shipping isn't a flat fee but offering "free shipping" over a certain amount. Order by 1pm for next day delivery.
- Prominently promoting 10% off for local delivery.
- Great navigation – simple and clear on where to go for local delivery or pickup vs national delivery vs. menu.
- Feature their loyalty program to drive retention and loyalty.
- Check out is by "ship date" (like Sift Dessert Bar) vs. delivery date.
- Surfacing up opportunities for cart add-on's during purchase process to increase total cart.



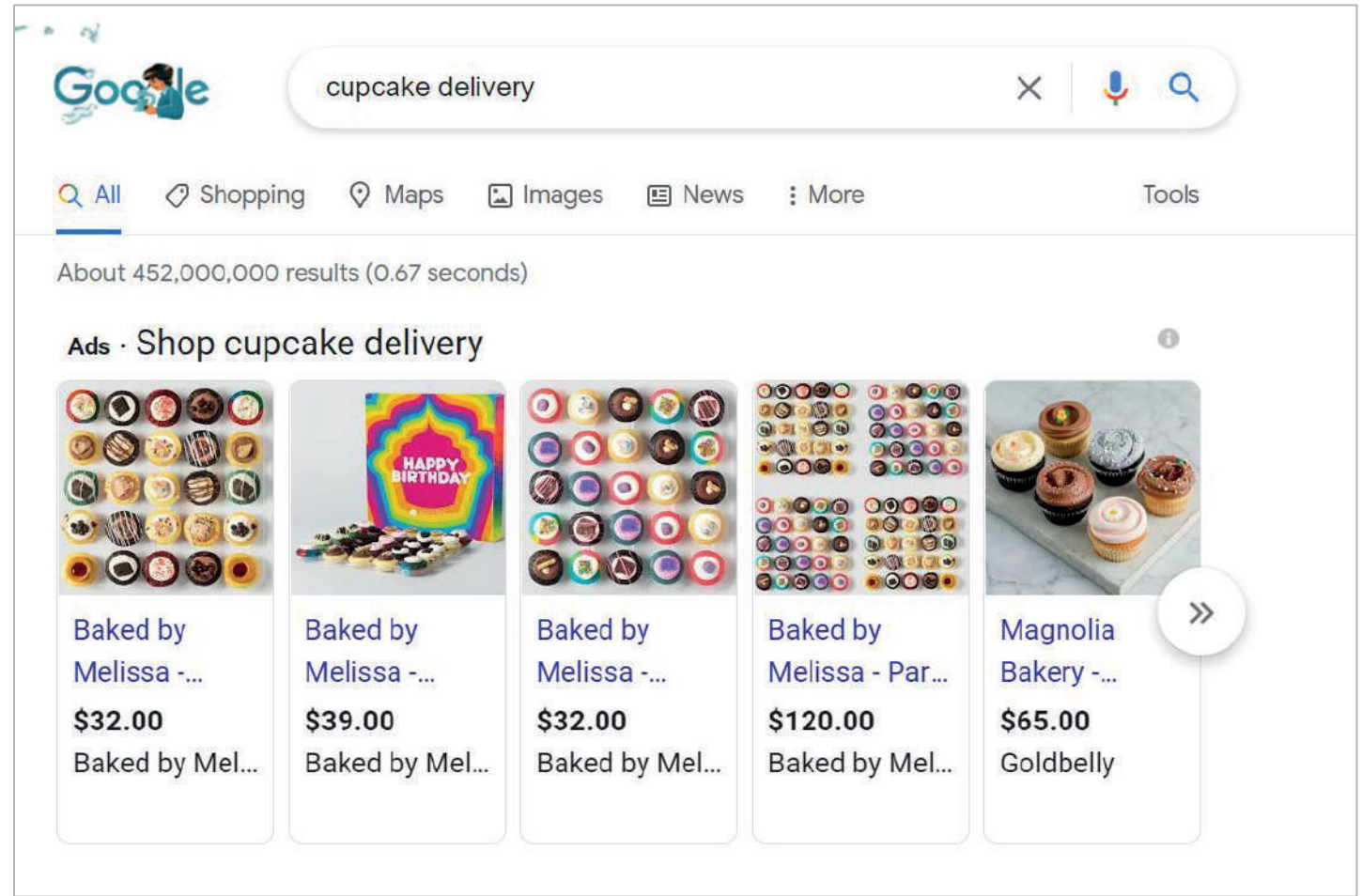
BakedbyMelissa.com 6-month stats:

- 144.5K visitors (about 24K / month)
- 1:14 average time on site
- 56% bounce rate
- 65% of total website traffic coming from Search – about 49% is Organic and 50% Paid.
- 25% of total website traffic is Direct, which is likely return visitors or individuals already familiar with the brand.
- 3.5% of total website traffic coming from Social, primarily from Facebook with some coming from Twitter.



Search

- Overall, very prominent in “cupcake delivery” space within Google Shopping ads.
- SEO not as strong, not showing up in organic search first page, but overall strong presence across Search.





376,000



15,900



183,600



2,900

Observations:

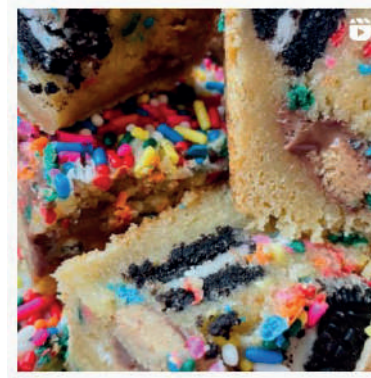
- Very active on Facebook, Instagram and Twitter. But just sharing the same IG content on FB. Posting less on TW 3-4x's per week, but IG and FB typically 1 per day.
- They're doing giveaways on IG, which has received good engagement (8.5K).
- What performs best: Video drives engagement specifically short recipe videos
- What doesn't perform well: Birthday or holiday posts focused more on packaging; people want to see the product.



10.6K



8.5K



25.6K



12.9K



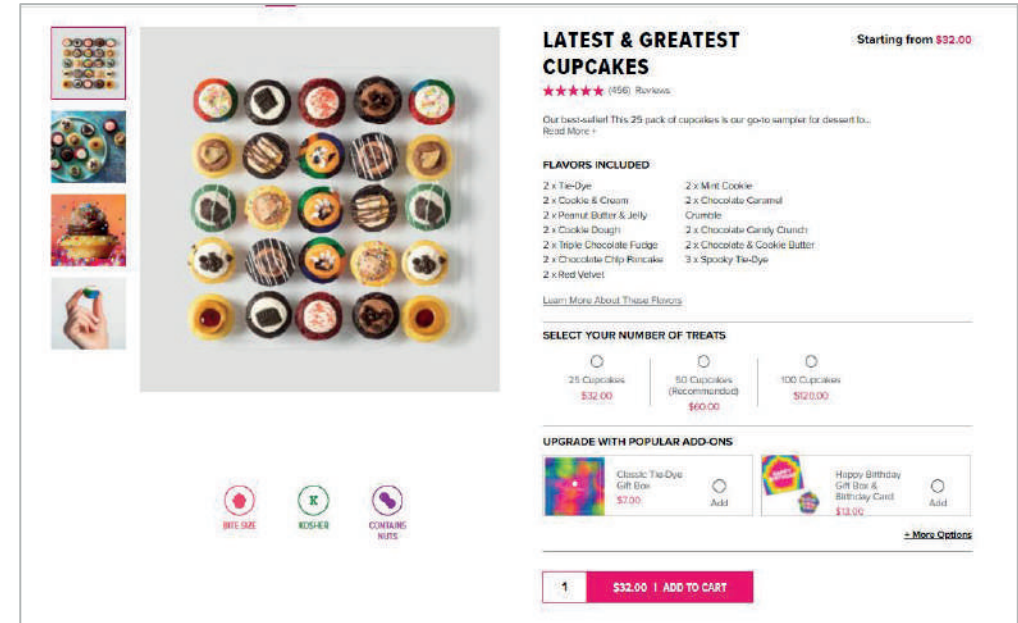
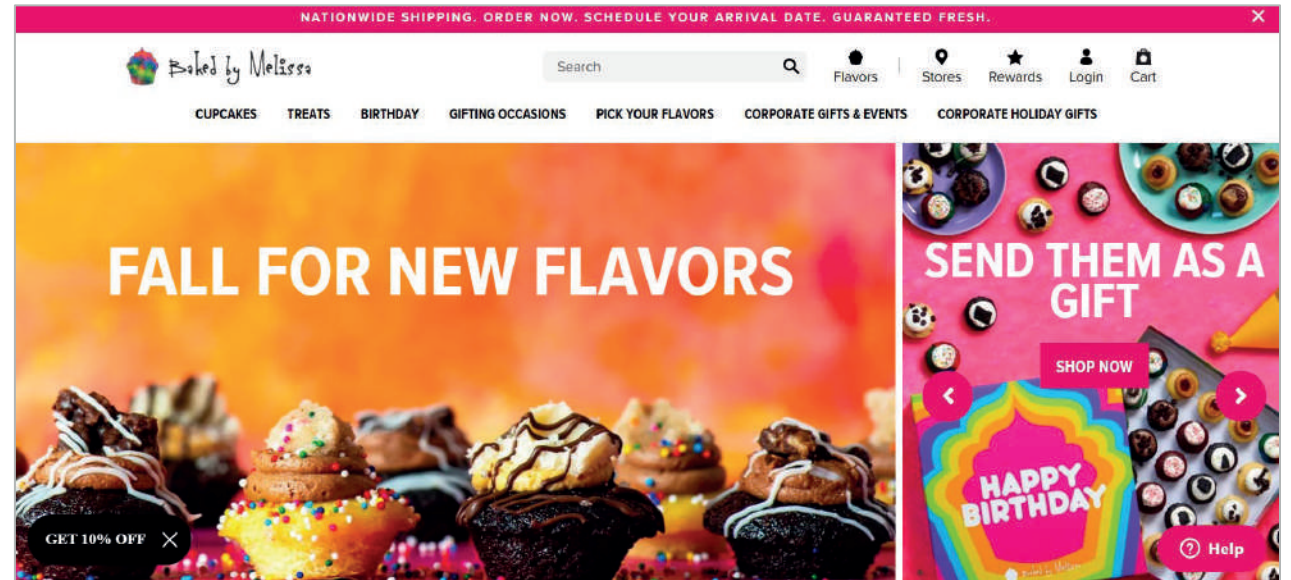
653



542

Website Experience:

- Standard shipping flat fee of \$15.95.
- Promoting 10% off \$30 or more offer on homepage.
- Navigation and imagery feel complex and overwhelming, not simple. A lot of different sections and bold colors and CTAs. One example for the navigation, Treats and Cupcakes could be under same category, slightly confusing.
- Easy option to pick up in store or delivery in checkout process/flow.
- Choose arrival date for product in checkout process.
- Feature loyalty program to drive retention and loyalty.
- Promote email and rewards on homepage.



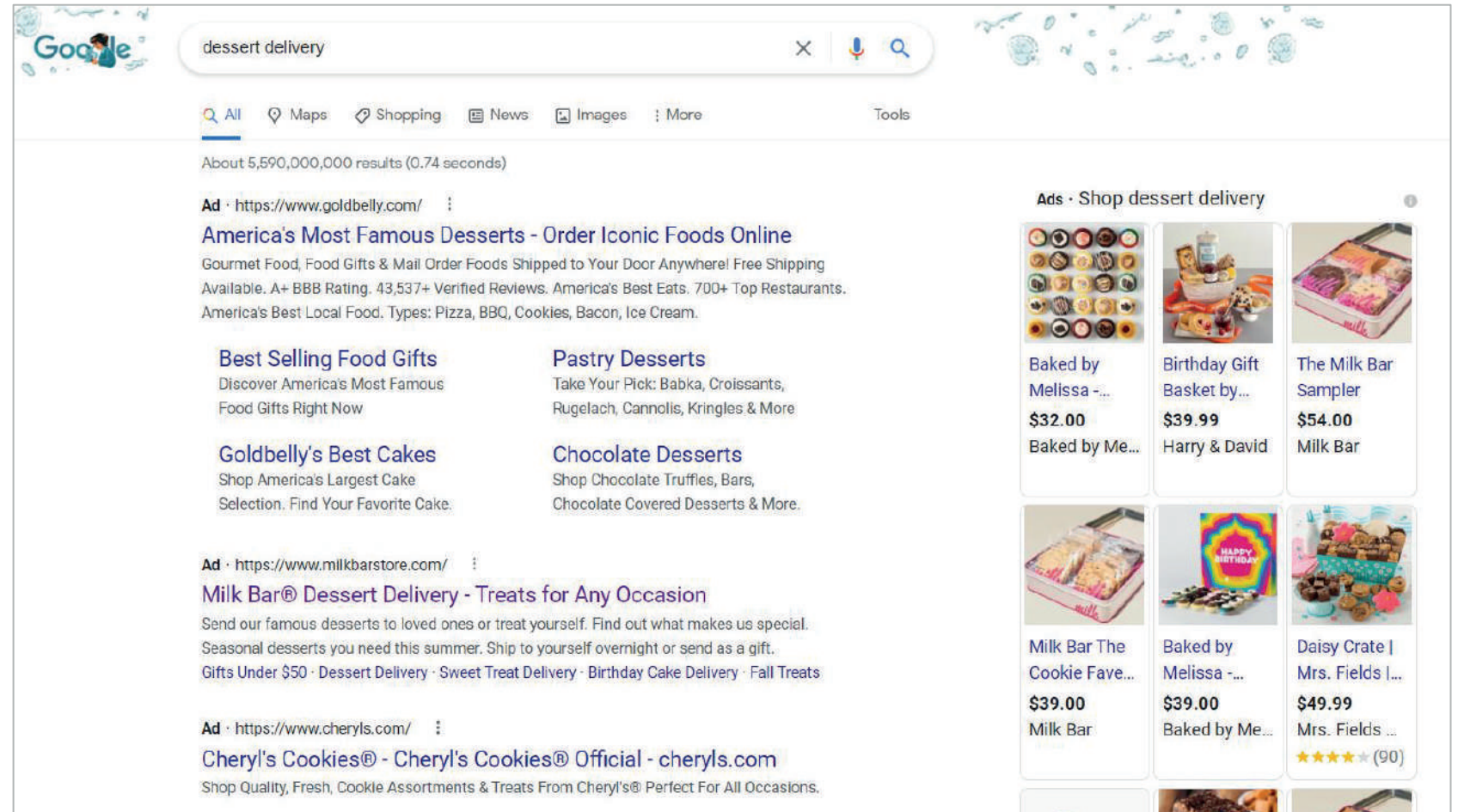
MilkBarStore.com 6-month stats:

- 479.9K visitors (about 79.8K / month)
- 1:35 average time on site
- 51% bounce rate
- 70% of total website traffic coming from Search – about 63% is Organic and 37% Paid.
- 20% of total website traffic is Direct, which is likely return visitors or individuals already familiar with the Milk Bar brand.
- 3% of total website traffic coming from Social – with most of the Social traffic coming from Facebook ads and YouTube.



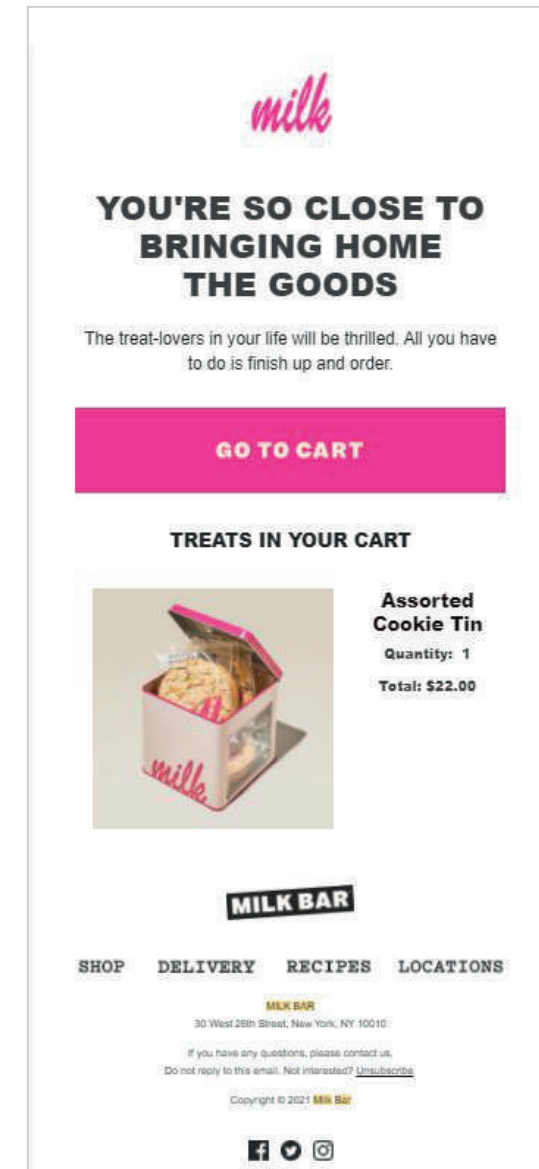
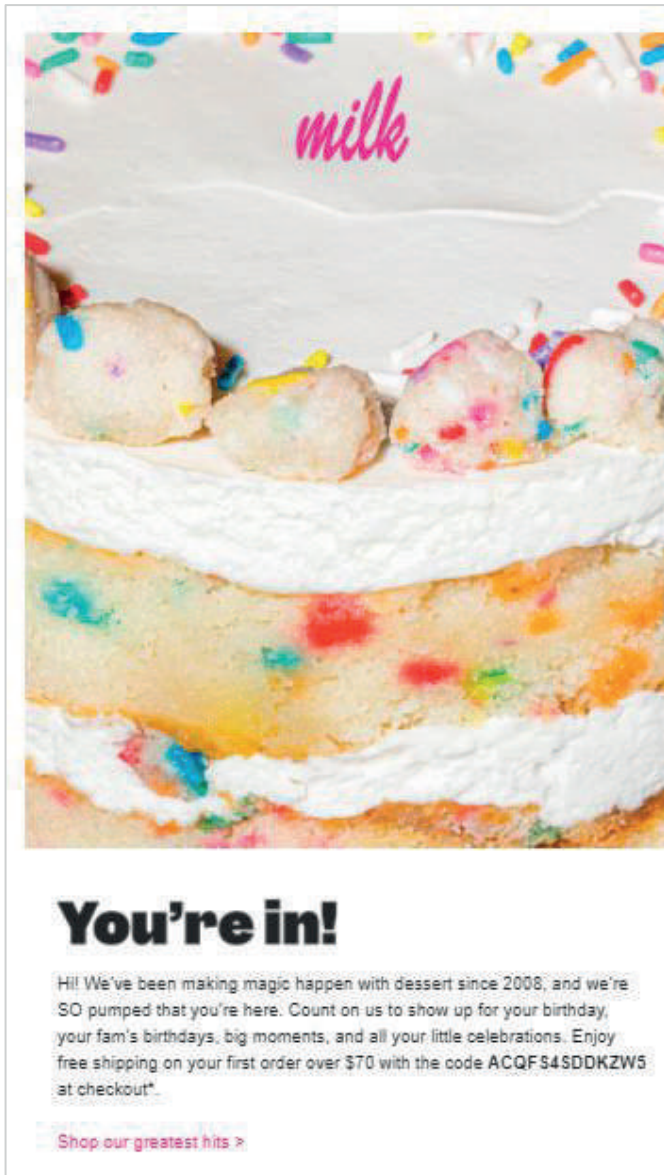
Search:

- Leveraging Google Shopping ads for prominent search engine placement.
- Bidding on relevant terms for paid search text ads, first placement under “dessert delivery.”



Email:

- Welcome Email Series features a first email with an offer for *free shipping with first order of \$70 or more* to encourage purchase with incentive.
- Emails feature authentic, detailed and up-close imagery.
- Abandoned Cart email is simple and feature product and clear CTA. Replicates the cart experience on-site.





816,000



60,400



100,000



3,900

Observations

- Active on Facebook, but only with paid ads not organic posts. Focused on retargeting across social channels.
- Active on Instagram and Twitter, posting almost every day, once a day
- What performs well: Close shots of desserts that showcase the product and gooey details, not just packaging, authentic, short interactive videos
- What doesn't perform well: Visuals of just packaging or other items not focused on product, crops of products that don't look appetizing.



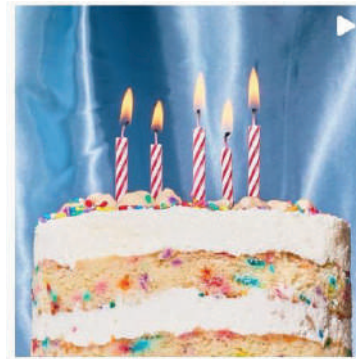
9.2K



10.3K



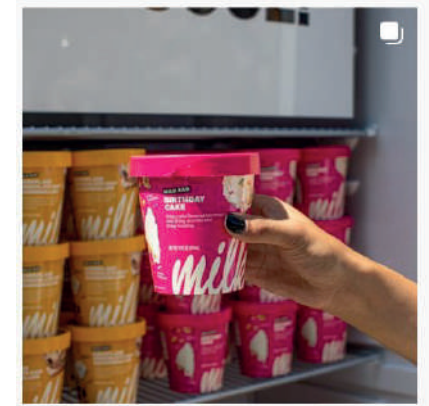
646



22.6K



26.8K



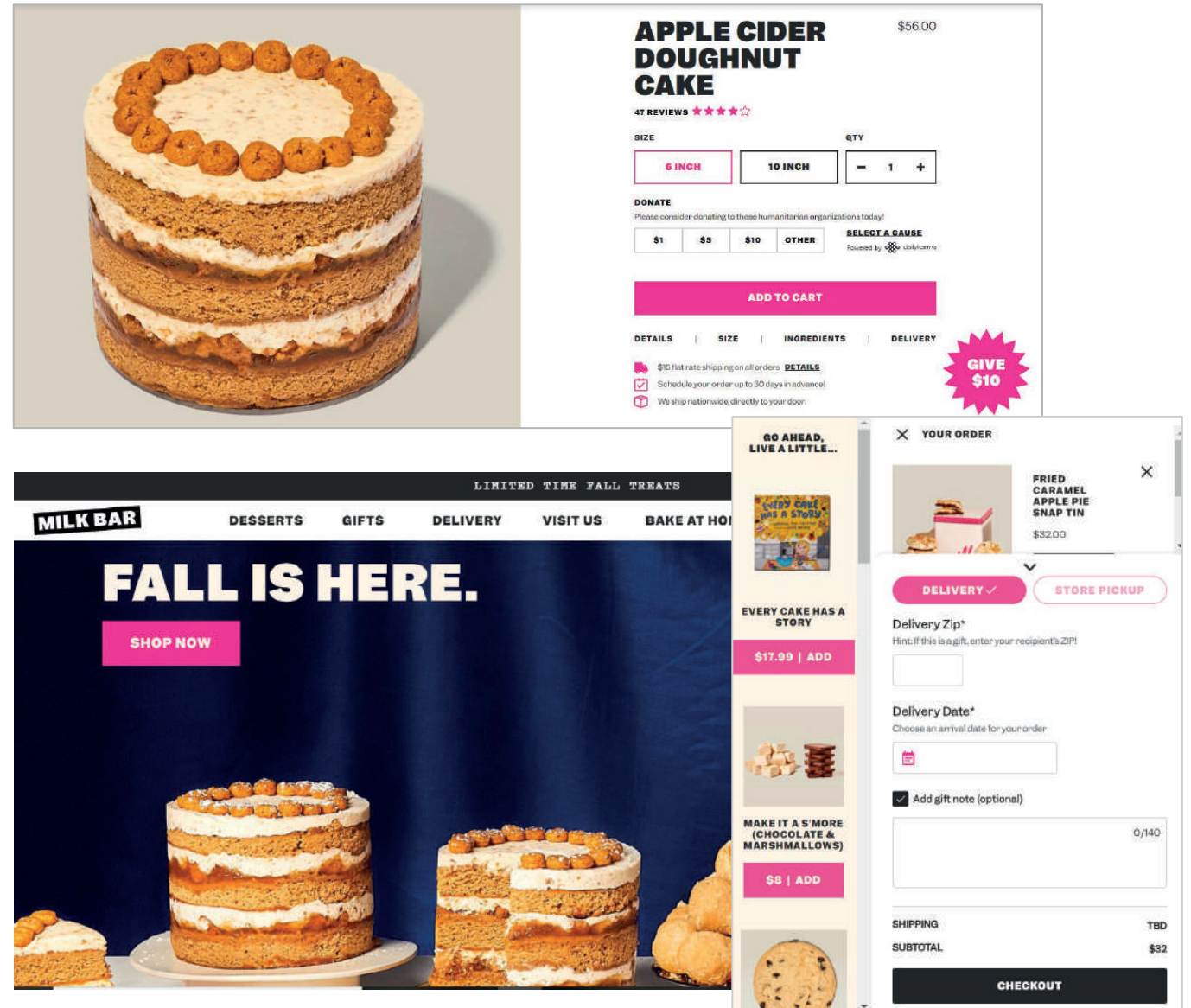
1.2K





Website Experience:

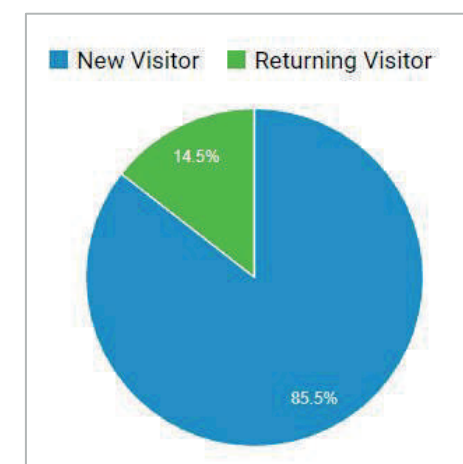
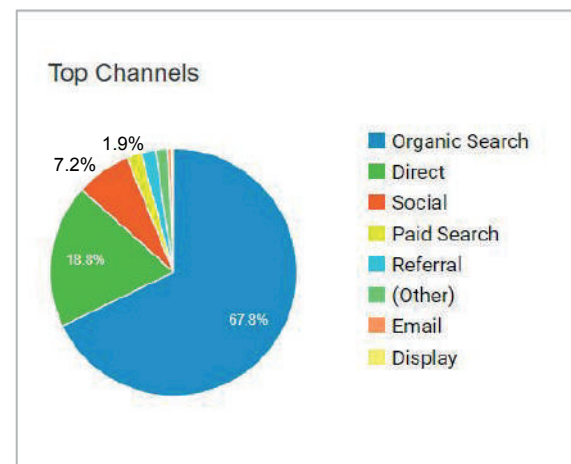
- Prominently promote their 1–2-day delivery, with a \$15 flat delivery rate.
- Feature a “Give \$10” offer on their website to send to a friend to drive advocacy.
- Header on website is timely and culturally relevant featuring Fall products.
- Clear and simple navigation, easier to find their variety of products with the Desserts and Gifts drop down. About section is great to feature more about company.
- PDP page has ratings and clear details, very clean a user-friendly experience.
- Simple check out experience, once you add to cart, you can easily select delivery or pick-up (vs. separate URL). Plus, cart add-ons.
- Email sign up and offer right on homepage.





SiftDessertBar.com 6-month stats:

- 63.2K visitors (about 10.3K / month)
- 1:45 average time on site
- 41% bounce rate
- 70% of website traffic is coming from Search – the majority from Organic Search (68%) and a little from Paid Search (2%)
- 19% of website traffic is Direct, who are people that are already familiar with the brand, likely current customers
- 7% of traffic coming from Social channels, primarily Yelp and Facebook
- 0.5% of website traffic coming from Email
- 65% of visitors are on mobile vs. 35% on desktop



Social Network	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,677 (% of Total: 7.29% (50,417))	3,572 (% of Total: 7.28% (49,064))	3,990 (% of Total: 6.50% (63,258))	36.97% Avg for View: 41.16% (-10.20%)	3.09 Avg for View: 3.41 (-9.43%)	00:01:17 Avg for View: 00:01:45 (-26.73%)
1. Yelp	2,719 (73.93%)	2,648 (74.13%)	2,984 (74.79%)	31.53%	3.16	00:01:24
2. Facebook	582 (15.82%)	561 (15.71%)	619 (15.51%)	44.59%	3.21	00:00:59
3. Pinterest	180 (4.89%)	180 (5.04%)	183 (4.59%)	80.87%	1.39	00:00:15
4. (not set)	111 (3.02%)	101 (2.83%)	114 (2.86%)	55.26%	3.17	00:01:10
5. Instagram Stories	26 (0.71%)	25 (0.70%)	26 (0.65%)	80.77%	1.69	00:00:09
6. Instagram	16 (0.44%)	14 (0.39%)	17 (0.43%)	70.59%	1.71	00:01:52
7. foursquare	15 (0.41%)	15 (0.42%)	17 (0.43%)	29.41%	4.00	00:01:08
8. TripAdvisor	14 (0.38%)	13 (0.36%)	15 (0.38%)	40.00%	7.00	00:03:43
9. reddit	12 (0.33%)	12 (0.34%)	12 (0.30%)	16.67%	5.75	00:01:57
10. LinkedIn	1 (0.03%)	1 (0.03%)	1 (0.03%)	0.00%	2.00	00:00:27



12,200



2,800



24,500



2,100

Observations

- Currently very active on Instagram and Facebook 1x day, Variable activity on Twitter.
- Posting same content from Instagram on Facebook. Refine slightly to take out all hashtags and tagging for Instagram.
- What is working well: Authenticity matters - people want to see the product with close-up gooey details (crop matters), behind-the-scenes (BTS) content.
- What isn't working well: Staged packaging or product that doesn't feel as authentic or showcase details of product.



219



322



29



287



521

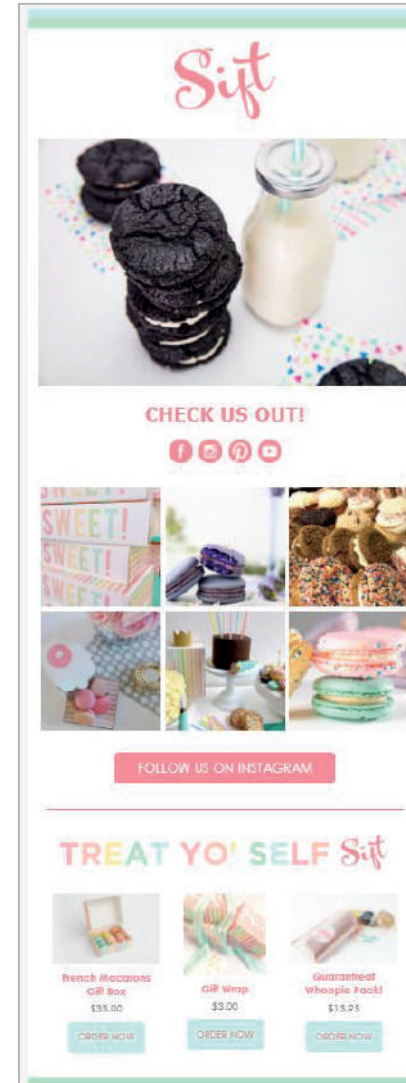


11



Email program | 6-month view:

- Only 112 people signed up for newsletter within last 6 months.
- The Campaign Email Series is performing below benchmarks. It has an average open rate has been 11.31% and the average click rate is 0.63% - this is compared to an industry benchmark open rate of 15.20% and click rate of 1.70%.
- The Flow (Triggered) Email Series has a great click rate, but below benchmark open rate. The average open rate of 39% and average click rate of 10%, this is compared to a 42.73% open rate benchmark and a 6.91% click rate benchmark.
- Online Store Sessions and Sales from email are very low compared to other channels.



Online store sessions by traffic source

[View report](#)

Search	39,209	↓ 25%
Direct	23,139	↓ 52%
Unknown	4,393	↓ 23%
Social	1,557	↓ 75%
Email	10	↓ 58%

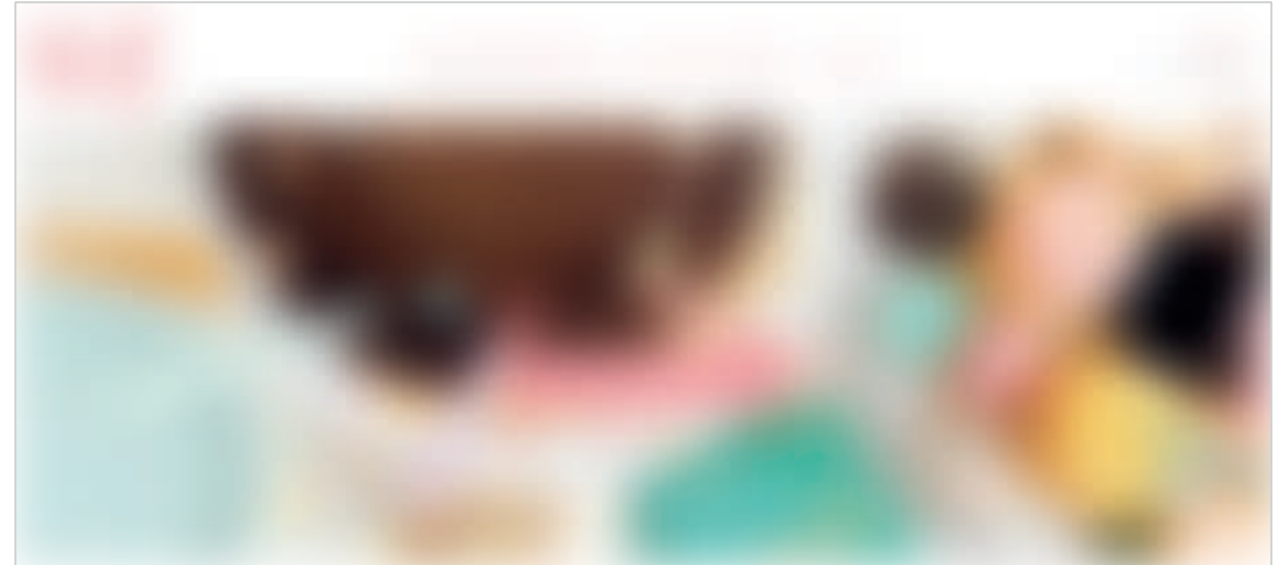
Sales by traffic source

[View report](#)

Direct	\$69,072.71	↓ 68%
Search	\$31,183.80	↓ 72%
Unknown	\$1,290.95	↓ 78%
Social	\$889.47	↓ 61%
Email	\$69.90	-

Website Experience:

- Offer 2-day shipping. But shipping costs vary quite a bit dependent on shipping area and product, which is a little hard to follow.
- Navigation is confusing, not clear on what Nationwide Shipping is vs. just Pickup and Delivery. It should note that it's Local Pickup and Delivery.
- No current promoted offers or loyalty program like competitors.
- No current cart add-on opportunities at shop checkout, a missed opportunity.
- PDP could be simplified with UX and description copy. Also, notes "Vegan + GF Products Available" but confusing as to for what products or how to choose.
- Overall checkout user flow could be simplified to drive conversions.





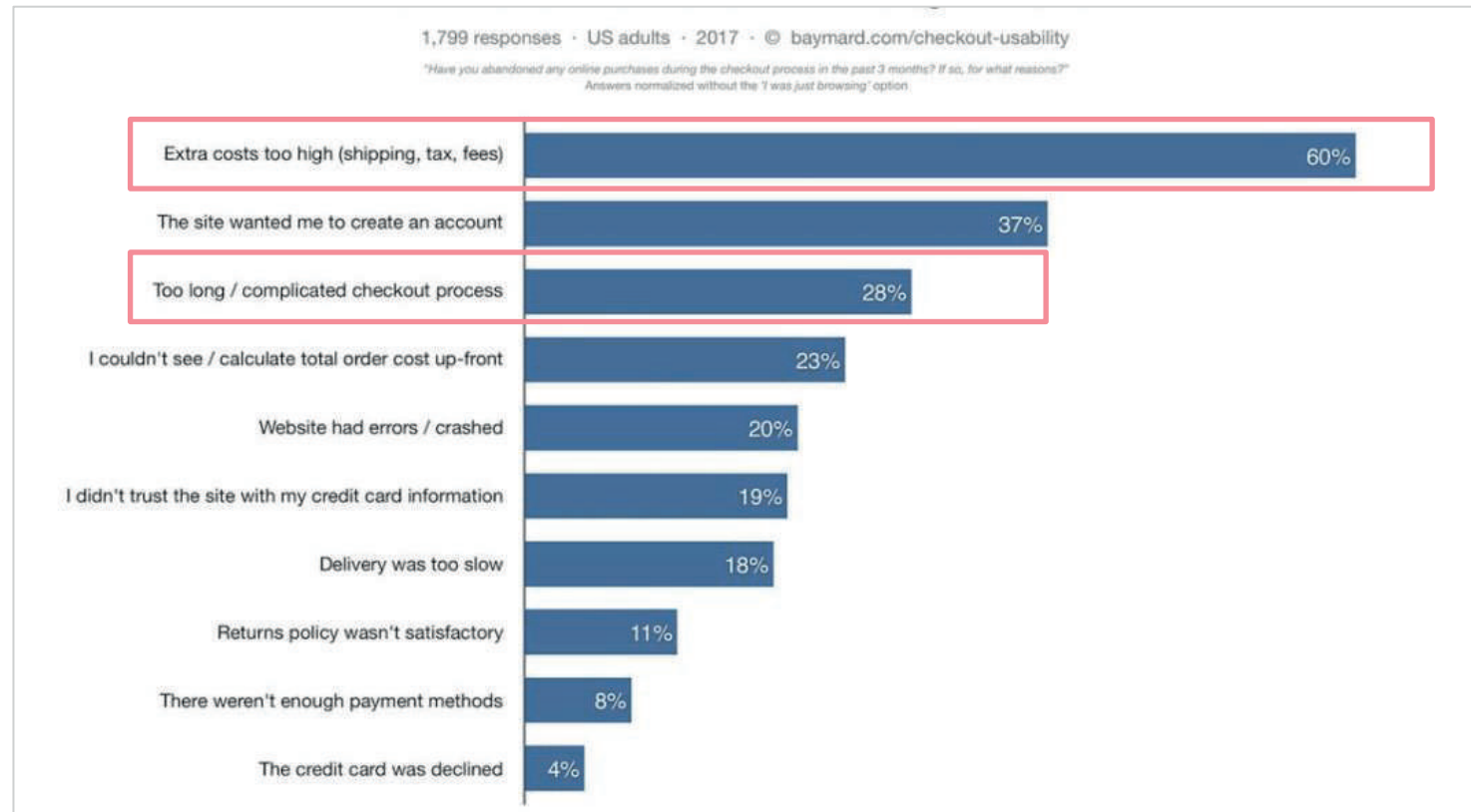
Sales Funnel Analysis

In reviewing your sales funnel both year over year (YOY) and since the start of 2021, metrics have steadily declined with a significant drop YOY for almost across all funnel metrics. Top of funnel metrics such as Visitors are down 56% and Product Pageviews are down 77% YOY. Lower funnel conversion metrics are also down significantly with the overall Purchase CVR down 69% YOY.

	AUG 2020 YOY COMPARISON	JAN 2021 START OF YEAR	AUG 2021 TODAY
Site visits	Visitors: 16,111 Pageviews: 100,396	Visitors: 16,196 Pageviews: 87,962	Visitors: 7,102 Pageviews: 26,361
Product view	Pageviews = 2,525 2.5% of total pageviews	Pageviews: 5,092 6% of total pageviews	Pageviews = 578 2% of total pageviews
Add to cart	CVR = 15.83%	CVR = 8.28%	CVR = 4.87%
Enter checkout	CVR = 8.15% AOV = \$50	CVR = 6.73% AOV: \$45	CVR = 3.34% AOV = \$52
Purchase	CVR = 5.44%	CVR = 2.78%	CVR = 1.67%



Reasons for Abandonments During Checkout



Eight Food Trends to Guide Your Bakery in 2020

1 in 5 consumers who expressed an interest in personalized products or services are **willing to pay a 20% premium**

8 out of 10 consumers are **health conscious** and looking for simpler and healthier ingredients

Source: <https://www.dawnfoods.com/insights/next-level-baking-8-retail-bakery-trends-for-2020>

The State of Ecommerce 2021

Prioritize convenience and ease for shoppers

Today's busy consumers also expect and embrace convenience in every other part of their shopping experience — no matter if they shop at a physical store or online.

66%

of shoppers chose a retailer based on convenience

47%

chose a retailer based on price or value

Invest in PDP's to maximize conversions

Research found that PDPs are one of the most critical elements of a brand's ecommerce presence and yield significant influence over shopper purchase decisions.

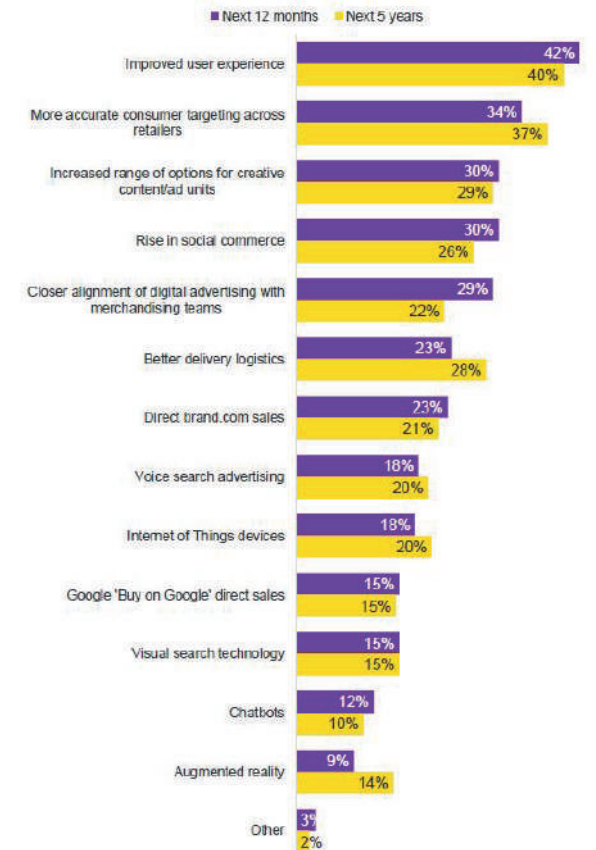
45%

of online purchases visit the PDP, making it the top online touchpoint at the time of purchase

41%

of those said PDPs have the biggest influence on their purchase

Figure 13. Biggest Ecommerce Opportunity



Source: <https://www.kantar.com/inspiration/retail/the-state-of-ecommerce-2021-cn>

Analysis Summary

Strengths (Tailwinds)

- Credibility: 13+ years of experience, featured on Food Network and Oprah Magazine + customer reviews.
- Strong local favorability – people that know Sift Dessert Bar love its products. We need to use this as an opportunity to expand this nationwide.
- Authentic social content focused on the products performs best. People are also interested in behind-the-scenes (BTS) content.
- Organic Search is driving the bulk of the traffic to the site right now. SEO is doing well.
- Yelp driving a good amount of social traffic. Ensure Yelp page is optimized and continue to use as an opportunity over competitors.
- The 2-day shipping is a draw, need to promote more prominently like competitors.
- Vegan and GF options offered for the ever-growing health-conscious consumer, but not clear on how to purchase.
- “Someone just purchased” on website, drives interest.

Challenges (Headwinds)

- Significantly less website traffic compared to key competitors, need to increase market share. All competitors are using Paid Search and Google Shopping ads as a primary driver of traffic. We need to be active within this space.
- Email is not driving much traffic or conversions and overall performing below benchmarks.
- Website navigation isn’t intuitive (same for linktree on Instagram). Ship costs are also not very clear.
- Website user journey from add to cart to checkout could be simplified to drive conversions.
- Corporate Gifts offering isn’t featured within the navigation and hidden on website.
- Opportunity to simplify PDPs to drive conversions.
- Competitors like Baked by Melissa and Sprinkles have loyalty programs to drive retention and loyalty.
- Competitors are providing coupons and offers to drive conversions and advocacy.

Strategic Approach

Strategic Approach

Build the brand and grow awareness

- Build the brand through consistent visuals and messaging that align to our premium brand vision
- Increase awareness of the brand and products with new potential customers through advertising and top of funnel marketing channel tactics

Optimize user experience to drive conversion

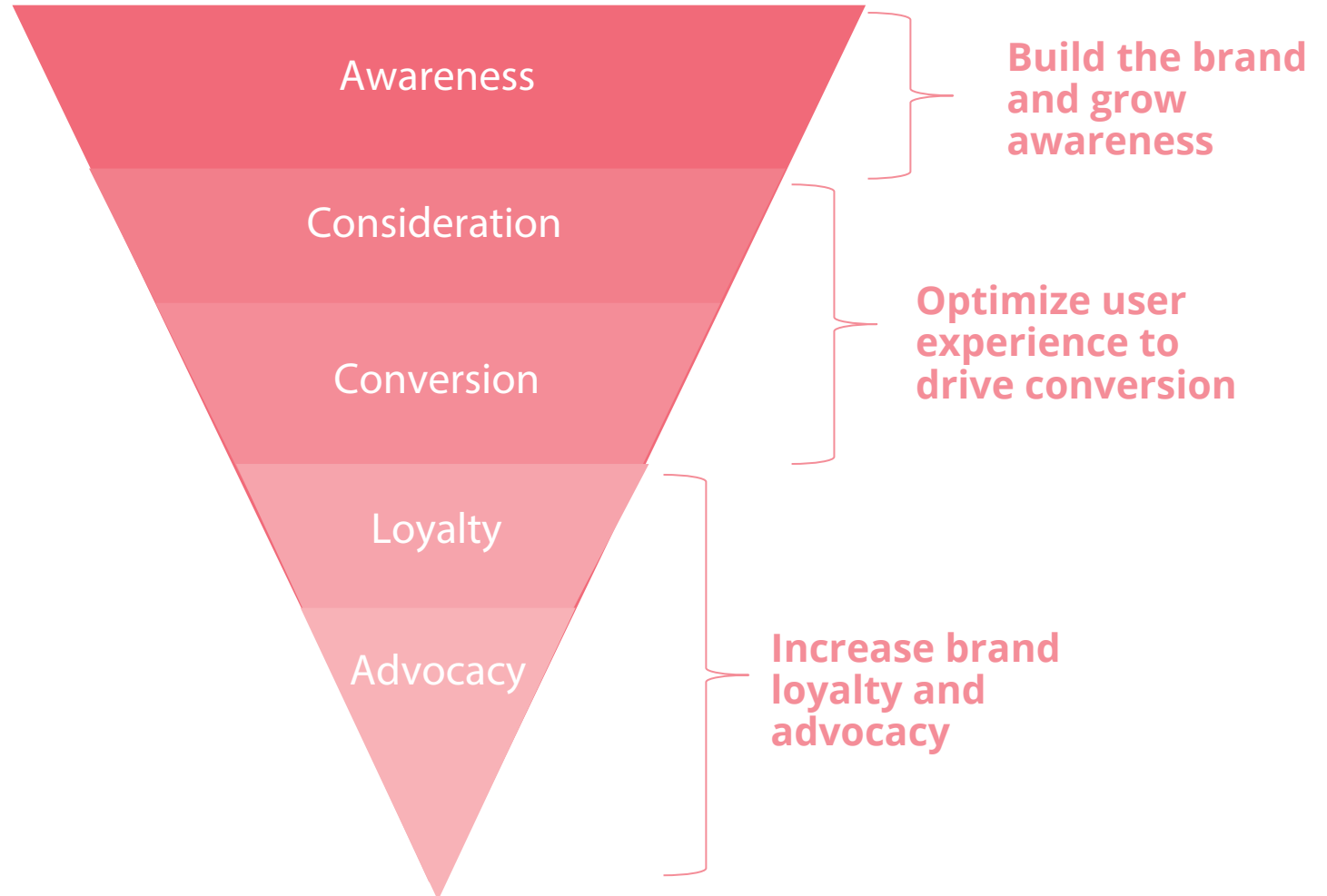
- Simplify end-to-end user journey through all touch points including social and search, to email, to website and conversion
- Prioritize convenience throughout user journey
- Invest in refinements to PDP's to maximize conversions

Increase brand loyalty and advocacy

- Retain current customer base through loyalty initiatives that drive repeat purchase and increase average order value
- Build advocacy among current brand fans to increase awareness with new potential customers and grow favorability

Marketing Objectives

1. Drive brand awareness with target audience
2. Increase consideration among engaged target audience
3. Drive conversions from interested audience
4. Build loyalty with current customer base for retention and additional revenue
5. Grow advocacy from customer base to build awareness, favorability and conversions



Communications + Content

Communications Strategy

Communications Strategy

Showcase how _____ is a nationwide leader in premium baked goods for *celebrating important moments*.

Your communications and content should always put the client first.

- What type of value are you providing with each post, ad, email, content?
- Why would someone want to act and engage or purchase a product?

Why People Purchase Gifts

Tailor messaging on celebrating moment and why someone would want to purchase a gift – for others or themselves. Remind them of the “why” to drive action.

- To express love
- To make people feel special
- To show appreciation
- To let people know your care
- To reward a job well done
- To encourage people to pay it forward

Key Moments

Focus on key milestones and relevant cultural events:

- Christmas
- Mother's Day
- Hannukah
- Father's Day
- Kwanzaa
- Easter
- Valentine's Day

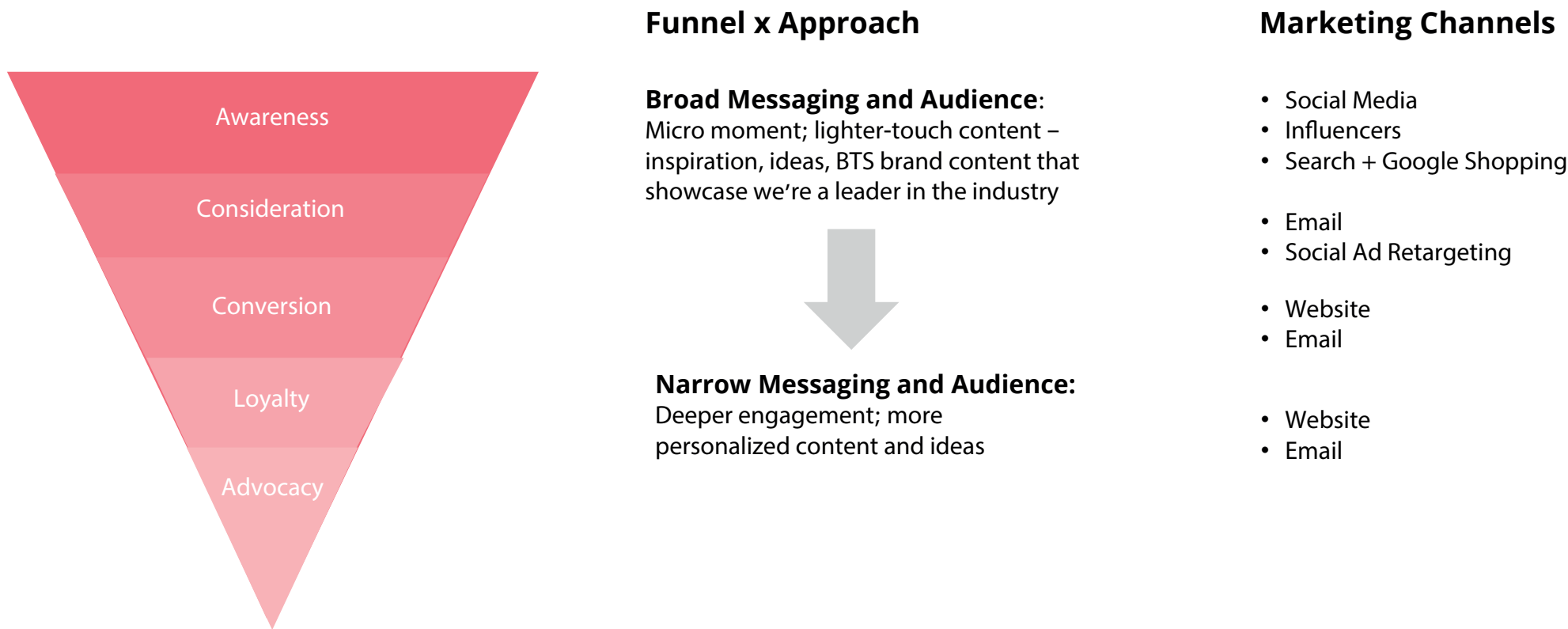
As well as other moments worth celebrating:

- National Women's Day
- Received a promotion
- Finished a big project
- Finished a big project
- Friend's birthday
- Relationship milestone

Content Strategy

Content Strategy

Nurture audience through the funnel as part of the overall user experience to deliver communications strategy and campaign objectives. Leverage content that provides value - focused on broader and lighter-touch at the top of the funnel, then re-engaging our audience with more in-depth personalized content to conversion, loyalty (retention) and advocacy.



Channel Strategy and Focus



Opportunity	Provide inspiration to drive interactivity with consumers and influencers	Allows for more in-depth connection with community	Focus on news, info and trends as short/quick easily digestible content	Share ideas for how the brand/products fit into a curated lifestyle
Type of Content	Product focused posts using videos, photos and photo galleries; behind-the-scenes with photos / videos / stories	Events; company and product news and info; product offers; product focused posts using short videos, photos, photo galleries; curated content from influencers	Company and product news and info; product offers; baking tips or trends; Short videos, photos and photo galleries of products; interactive polls and questions; RT'ing trends, news and influencers	Gift ideas, party ideas, dessert and baked good ideas
Cadence	1x per day	3-5x's per week	1-2x's per day	2-x's per week
Considerations	<ul style="list-style-type: none"> Instagram Shopping is key, tag all products with direct links to buy Leverage hashtags to drive discoverability Opportunity for influencer engagement Utilize ad retargeting 	<ul style="list-style-type: none"> Minimal hashtags, and only when worked into post copy Utilize ad retargeting 	<ul style="list-style-type: none"> Hashtags are key for discoverability Opportunity to RT and share influencer content Leverage different formats to keep audience engaged, including simple polls or questions 	<ul style="list-style-type: none"> Categorize pins by board topics Lifestyle imagery works best Photo descriptions and copy is key for discoverability of pins

Channel Strategy and Focus (cont.)



Opportunity	Tap into your audience that shows interest and intent	Tap into your audience that shows interest and intent	Facilitate a seamless user experience that drives interest and conversion	Provide personalized content that provides value and gets people to act
Type of Content	Company and product-specific text ads, utilizing sitelinks to promote popular products or categories; Ensure metadata on website is optimized for organic search (SEO)	Product-specific photo ads	Company and product-specific content - photos, albums, product listings	Welcome series; Abandon Cart series; Browse Abandonment Series; Post-Purchase series; Winback series; Campaign and Offer series
Cadence	Ongoing	Ongoing	n/a	Trigger: Ongoing Campaign / Offer: Monthly
Considerations	<ul style="list-style-type: none"> • Ensure following length best practice • Leverage RSA's (responsive text ads) for optimal performance • Bid on relevant keywords 	<ul style="list-style-type: none"> • Visuals are key • Bid on relevant keywords 	<ul style="list-style-type: none"> • Simplified user experience • Optimized PDP's • Promote email program • Feature fast shipping 	<ul style="list-style-type: none"> • Ensure there is a clear value • Build urgency and give people a reason to act • Personalization is key

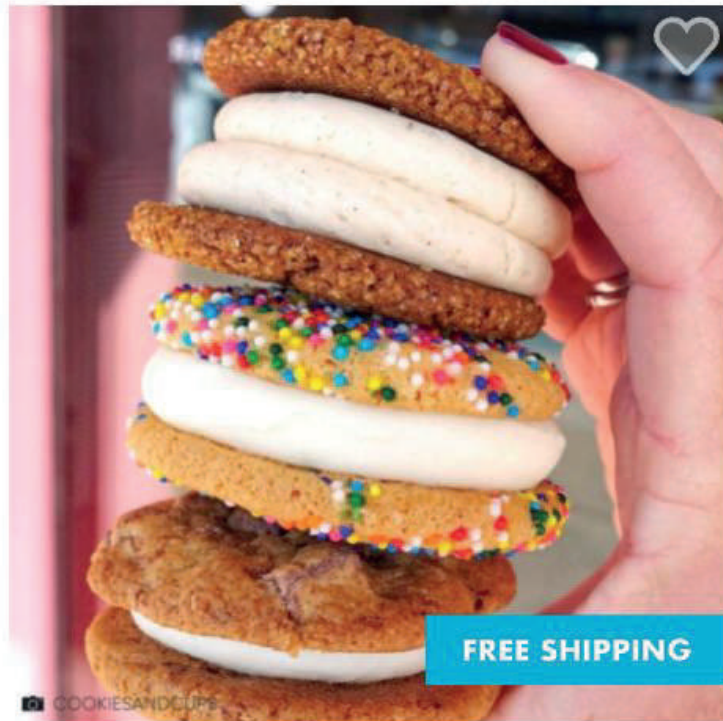
Channel Tactics + User Journey Recommendation

Build the brand and grow awareness

- Refine content library with visuals that align to top performing content and adjust based on the channel – authentic, premium and sophisticated.
- Build the brand through credibility, showcasing on website how you were featured on the Food Network and Oprah Magazine blog.
- Tap into the power of influencers to drive awareness, focusing on influencers that align to your brand image and audience + content creation opportunity.
- Refine social strategies across Instagram, Facebook, Twitter and Pinterest – each with tailored content based on the channel strategy and focus. Implement advertising on Facebook and Instagram, focusing on remarketing and promoting top performing posts.
- Utilize Instagram Stories and Highlights like a navigation to help audience find new products, variety of products, gift ideas, etc.
- Leverage Search – both organic and paid – to ensure we're prominent for those that showcase intent and interest to buy. Continue organic search optimizations to drive discoverability.
- Utilize Google Shopping and consider Amazon Store to ensure visibility with those that are ready to purchase.
- Promote email club on website homepage with a reason why they should sign up, value should be clear (i.e. stay up-to-date on latest product releases, offers, etc.)
- Feature About section on website (and within navigation) to showcase years in business and feature Andrea and Jeff.
- Consider ongoing PR outreach; consider pitch into gift guides for key holidays.

Creative and Visuals

Goldbelly.com



SiftDessertBar.com



Amazon Store

amazon prime

Deliver to Kelly Medford 02155

Grocery & Gourmet Food

Hi, Kelly Account & Lists Orders & Cart

AllBuy AgainGroceriesShopper ToolkitLivestreamsHealth & HouseholdBeauty & Personal CareCouponsAmazon BasicsGift CardsPet SuppliesHome ImprovementDeals for you, gifts for them

GroceryDealsSnacksBreakfastWarm BeveragesCold BeveragesCooking StaplesBaby FoodCandy & ChocolateSubscribe & SaveInternational Foods

prime

Los esenciales diarios, entregados rápidamente

Tan rápido como el mismo día, o incluso antes

Más información

Back to results

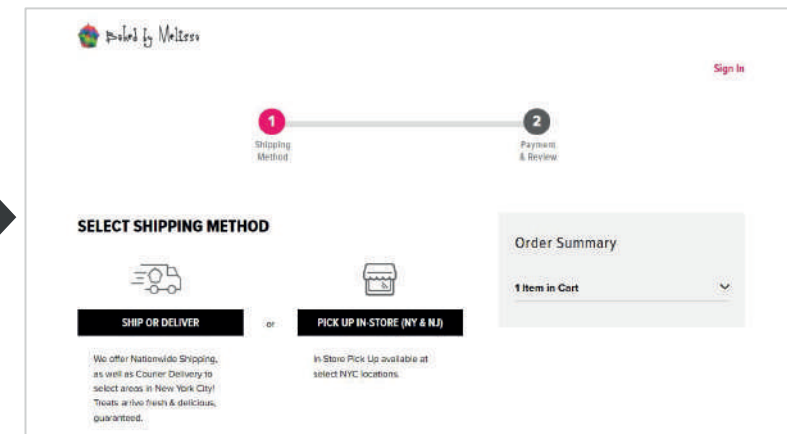
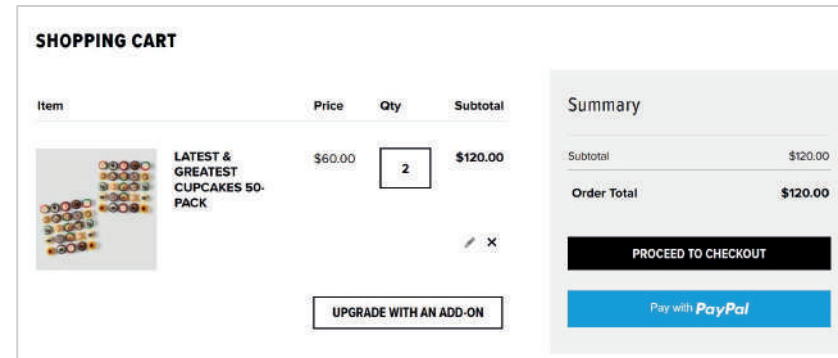
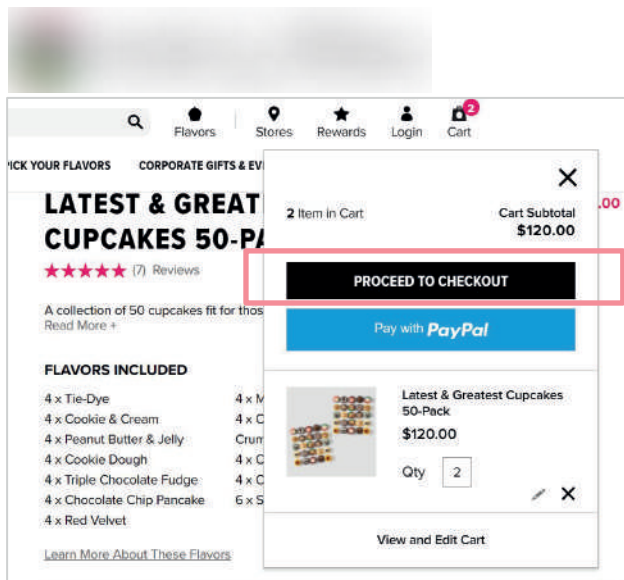
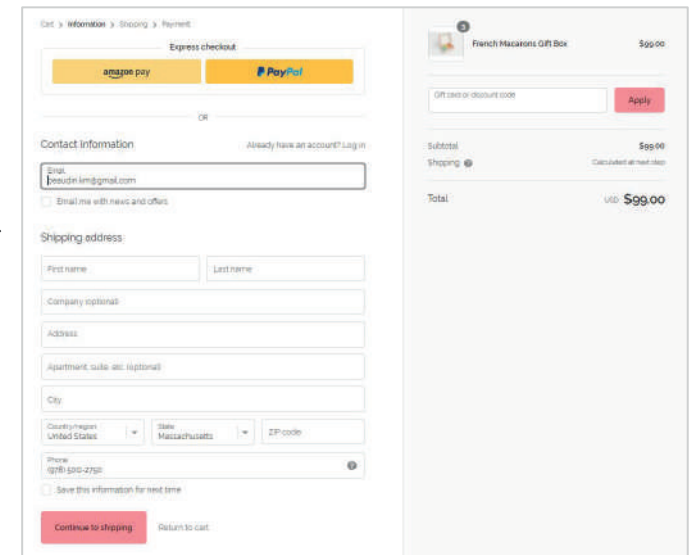
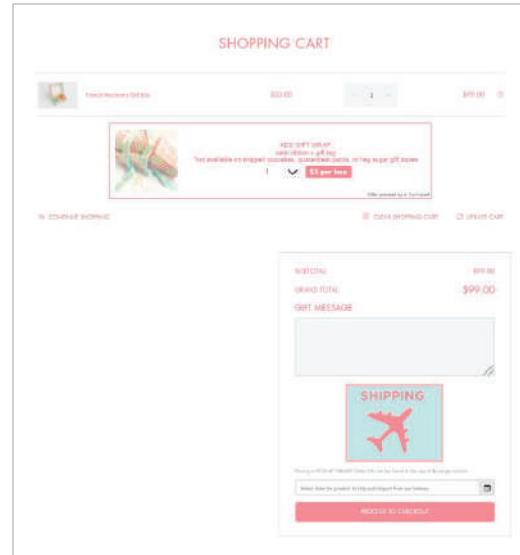
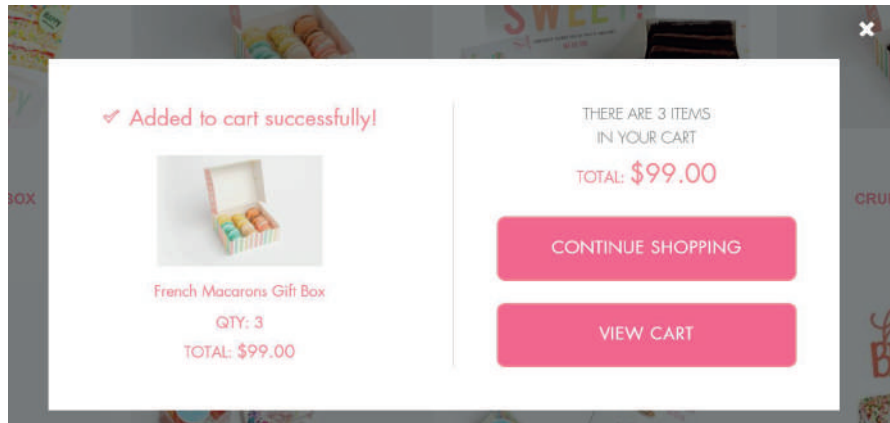
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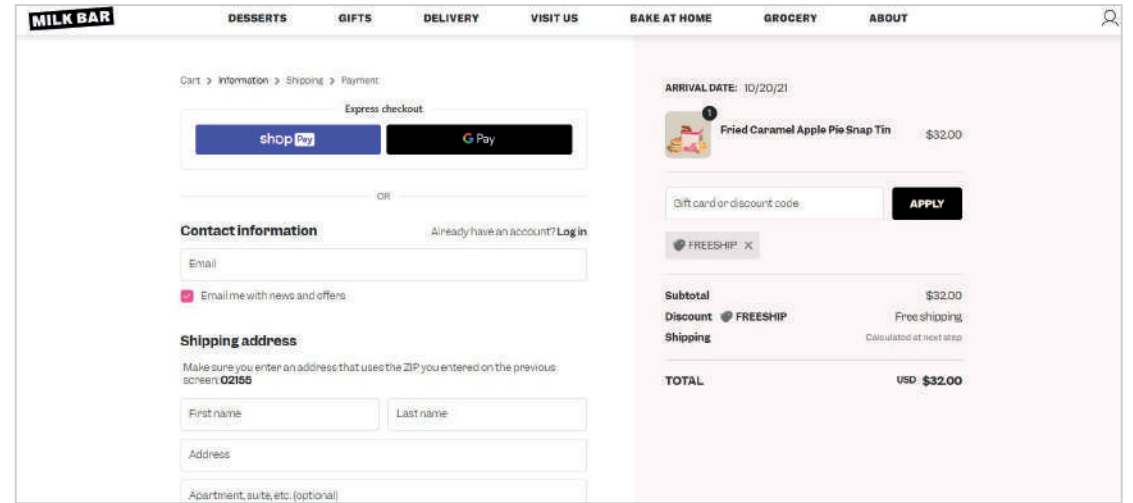
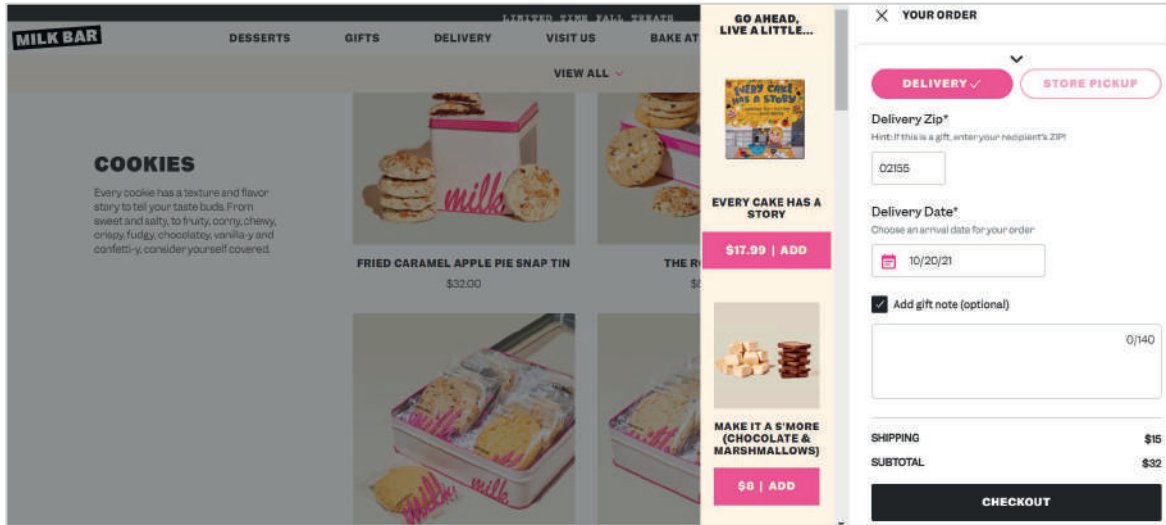
Optimize user experience to drive conversion

- Update website navigation to ensure clear on local vs. nationwide, showcase an easy way to find list of types of desserts/menu, feature Corporate Gifts so easy to find.
- Update linktree on Instagram to leverage like a navigation – make easy to find local and nationwide delivery and easy find product variety.
- Prominently promote 2-day shipping on website with banner. Consider free shipping over a certain order amount.
- Simplify and refine PDP's to help drive conversions: simplify UX (reference competitors), ensure shipping costs are clear, explain how to purchase vegan and GF options, provide cart add-on opportunities.
- Simplify overall purchase journey from cart to checkout.
- Consider limited-time offers (flash sales).
- Leverage embedded social commerce shopping platforms like Instagram Shopping and Facebook Shopping to ensure a seamless experience from social channels to conversion.
- Leverage re-marketing via advertising and email to drive conversions – create urgency and give people a reason to act.
- Refine email program to ensure clear value for each email, ensure design is simple and messaging is consumer-first. Emails should be personalized and create urgency, give people a reason to act. Test and learn and optimize.
- Collect data as part of email program to ensure more personalization, and ensure they know its to provide more personalized suggestions.



<https://www.siftdessertbar.com/pages/ordernow>









French Macarons Gift Box

\$33.00

1

ADD TO CART


Delightful + Delicate
our colorful French Macaron box includes
12 of our seasonal flavors, assorted french
pastries
the perfect treat + pick-me-up
*macarons are naturally a gluten free treat
contains almonds and egg whites

 **\$9.95 FLAT RATE SHIPPING**
Flat rate option available on
Cruffin, Macaron, + Whoopie
Cookie orders. *Cupcakes ship
overnight only in AZ, HI, FL.


 **SHIPPING DEPARTMENT**
We ship on Mon-Thurs every
week! Call 707.703.4228 to
inquire about an order.

 **VEGAN + GF
PRODUCTS AVAILABLE**

GUARANTEED SAFE & SECURE CHECKOUT

Chat with us



APPLE CIDER DOUGHNUT CAKE


47 REVIEWS ★★★★★

SIZE: **6 INCH** | 10 INCH

QTY: 1


DONATE
Please consider donating to these humanitarian organizations today!


\$1 | **\$5** | **\$10** | **OTHER**


SELECT A CAUSE
Powered by 

ADD TO CART

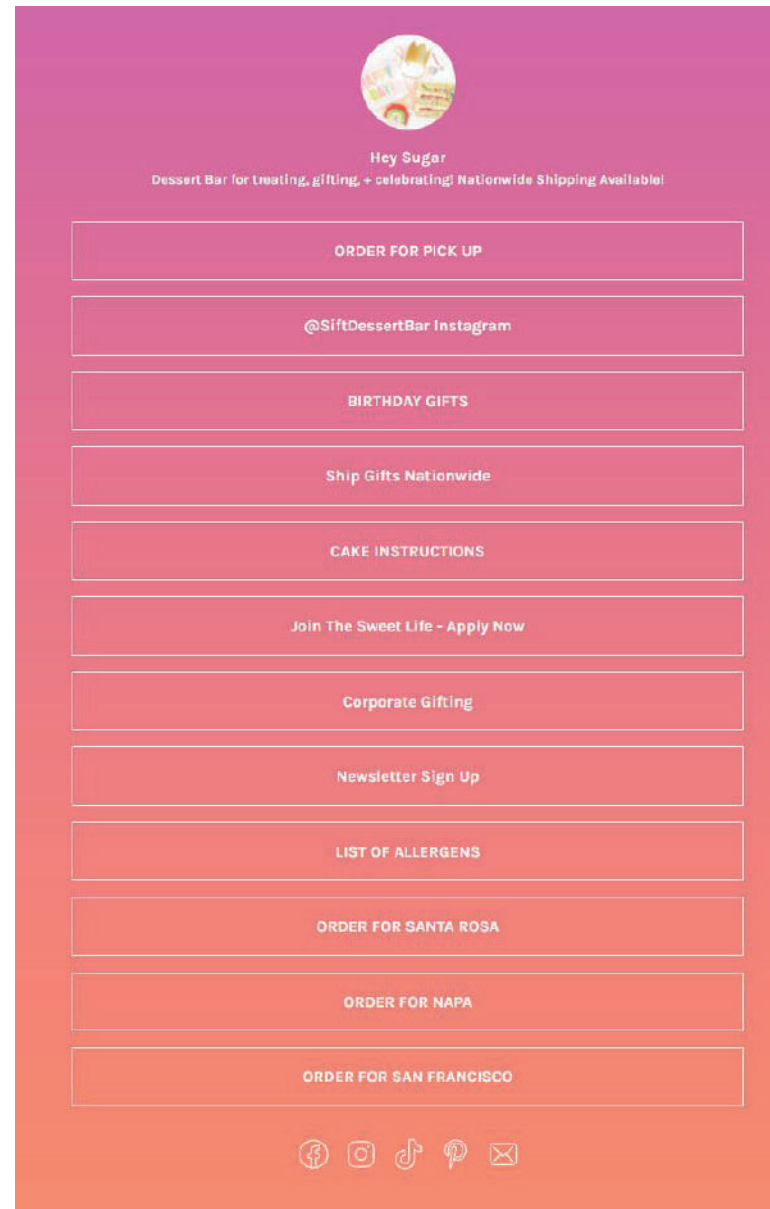
DETAILS | SIZE | INGREDIENTS | DELIVERY

 \$15 flat rate shipping on all orders **DETAILS**

 Schedule your order up to 30 days in advance!

 We ship nationwide, directly to your door.

GIVE \$10





Welcome Series

- Design: Copy is small and with the light pink color, a little difficult to read. Most copy below the big image vs. above to grab you in.
- Overall, copy need to be more consumer-focused, why should they care, what value are you providing.
- Consider offer on large purchase, over a certain amount in the 1st email to give users reason to sign up and drive action.
- Social media follower email should give users a reason to follow and why they should follow you (i.e. what will they get). For example, stay up-to-date on our latest flavors and releases, offers, etc.
- Best sellers' product links in email are broken.



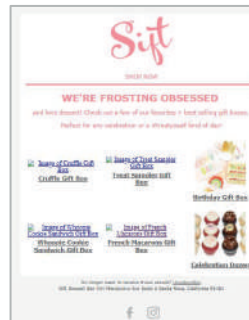
Email #1:

Hey Sugar, Welcome to Sift Dessert Bar



Email #2:

Love the Sweet Life?



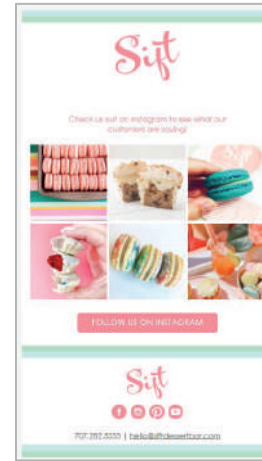
Email #3:

Check out our best-sellers



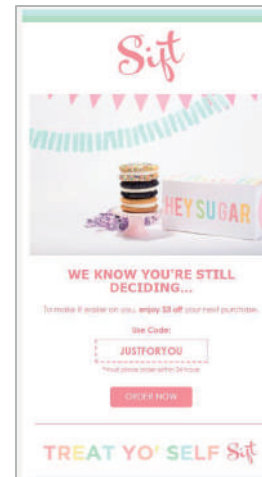
Browse Abandonment Series

- Subject line for first email should be more direct and clearer
- First email is promoting Instagram vs. share a product they were looking at in their purchase path.
- Consider for 1st email sharing product they were looking at with other top sellers
- Imagery should be personalized to the product they were viewing.
- Offer is great to drive action



Email #1:

Picking up what we're putting down?



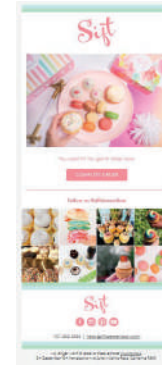
Email #2:

We've got a surprise for you...



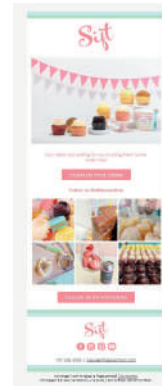
Abandoned Cart Series

- Subject line for first email should be more direct and clear – i.e. “did you forget something?” – current language is trying to be too clever vs. more direct
- Imagery should be personalized to the product they had in their cart, replicate check-out page
- Simplify email to focus on conversion – take out social CTA
- Subject lines should be more direct and clear
- An offer is given in the Browse Abandonment Series, but not in this Abandoned Cart Series – consider adding here to drive conversion with an end date on when offer is good until – Email #2 is offer and Email #3 is reminder offer (with deadline)



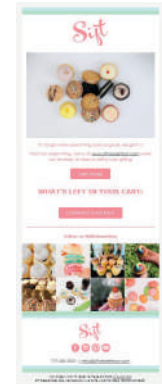
Email #1:

Hey Sugar, something is waiting for you



Email #2:

The Proof is in the Frosting ;)



Email #3:

Still thinking?



Additional Email Suggestions:

- There is a Welcome Series and a Pre-Purchase Series – they both seem similar, are people getting both, they should only be getting one series
- Post-Purchase Series: Email #1 has a CTA to the website homepage and not clear where to give a review
- Winback Series: Email #1 should give them a reason to be interested, be more direct in subject lines on the value to them. Test a question i.e. “You there?”
- Test animated GIFs/interactive content, ensure taking learnings about showing details of product (crop) and authenticity
- Additional triggered emails to consider: Refer a Friend, Holiday 12 Days of Deals series, Birthday Emails, Remails (if someone doesn’t open your email resend within 48 hours with a new subject line)
- For campaign emails, leverage current events and trending topics to create interest

Increase brand loyalty and advocacy

- Consider creating a loyalty program with points to drive retention, repeat purchases and advocacy.
- Build advocacy program letting people share a first-time customer offer with a friend.
- Consider Brand Ambassador program for top customers giving them exclusive access to give input into new products or offers in exchange for advocacy and promotion of the brand and products.
- Collect consumer data via email program to drive more engagement with current customers with personalized messages and offers. Ensure that they understand the value of giving their information.
- Consider email offer for each year they are a customer – maybe part of loyalty program.

HOW IT WORKS

Join



Join the rewards program and start earning.

Earn



Earn points every time you shop.

Redeem



Redeem points for exclusive discounts and products.

*Must be logged into Bakod by Melissa account to make eligible purchases. Does not apply to past purchases.

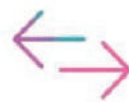
WAYS TO EARN POINTS



Per \$1 Spent
Points Vary Per Tier



Birthday Reward
100 Points



Move Up a Tier
100+ Points



Follow Us on
Instagram
10 Points



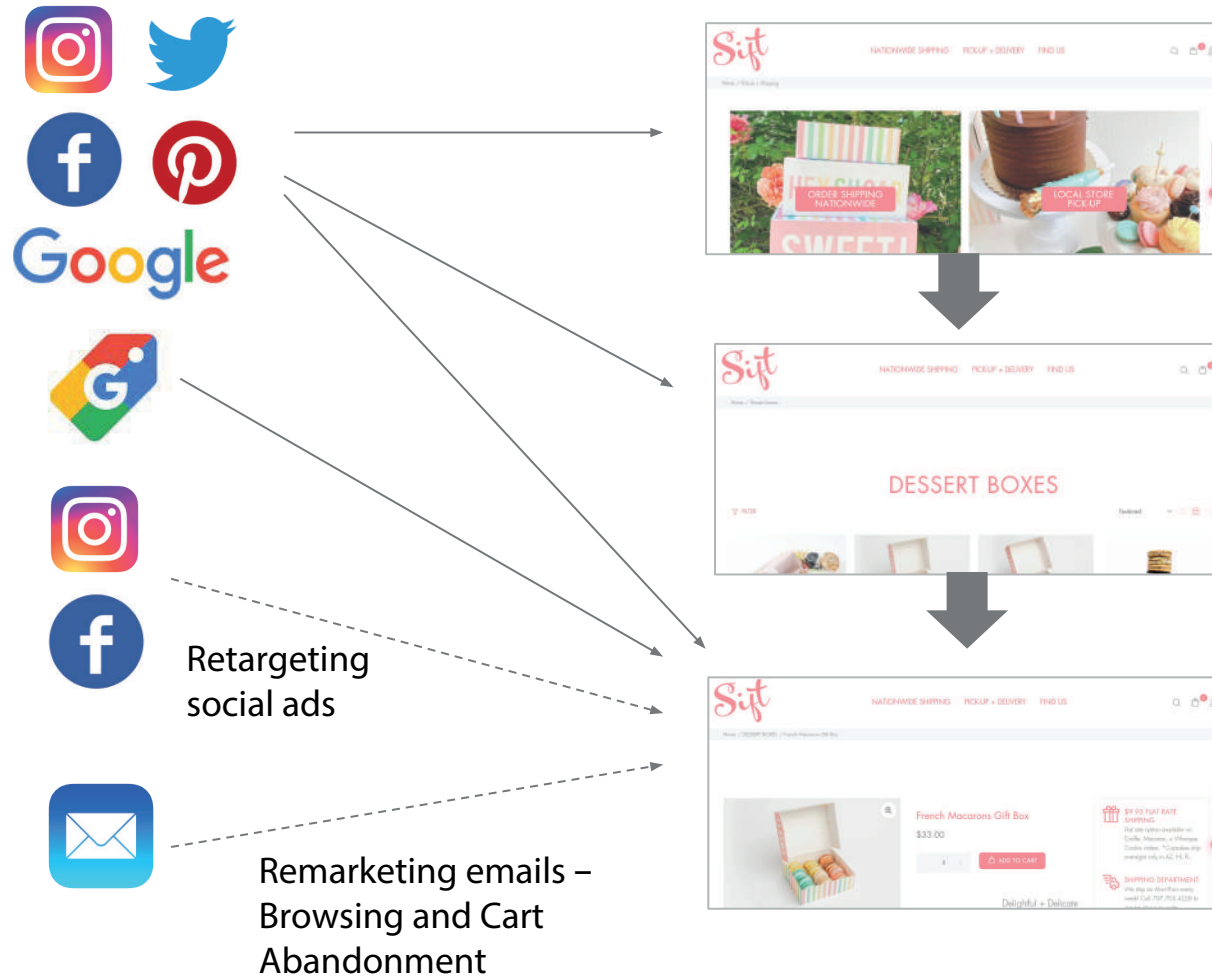
Refer a Friend
25 Points

SWEET REWARDS PERKS			
Benefits	TASTE TESTER Spend \$0-\$49 a year	CUPCAKE PRO Spend \$50-\$299 a year	SUPERSTAR Spend \$300+ a year
Points per \$	1 Point	1.5 Points	2 Points
Birthday Gift	●	●	●
New Tier Gift		100 Points	200 Points
Eligible Rewards	●	●	●
10% Off \$30 Or More	●	●	●
FREE Gift Box Upgrades		●	●
15% Off \$30 Or More		●	●
FREE T-Shirt		●	●
FREE Cupcake 25-Pack			●
FREE Cupcake 25-Pack + FREE Standard Shipping			●

User Journey Touch Point Map

FUNNEL PHASES	Awareness	Consideration	Conversion	Loyalty	Advocacy
	Drive brand awareness with target audience	Increase consideration among engaged target audience	Drive conversions from interested audience	Build loyalty with current customer base	Grow advocacy from customer base
CHANNELS					
Social	Social posts and ads across Instagram, Facebook, Twitter and Pinterest	Social re-marketing ads to those that visit website, nurturing audience	Social commerce experiences across Facebook and Instagram		Positive social posts and reviews from customers
Influencer	Influencer content and social promotional posts				
Search		Organic search engine placements + paid ads on Google	Google Shopping ads direct to PDP's		
Website			Website user experience including PDP's	Customer loyalty program featured on website	
Email		Welcome Email series and Campaign email series	Browse Abandonment series, Cart Abandonment series, Special Offers	Post-Purchase series, Loyalty program series	Refer a friend special email offer

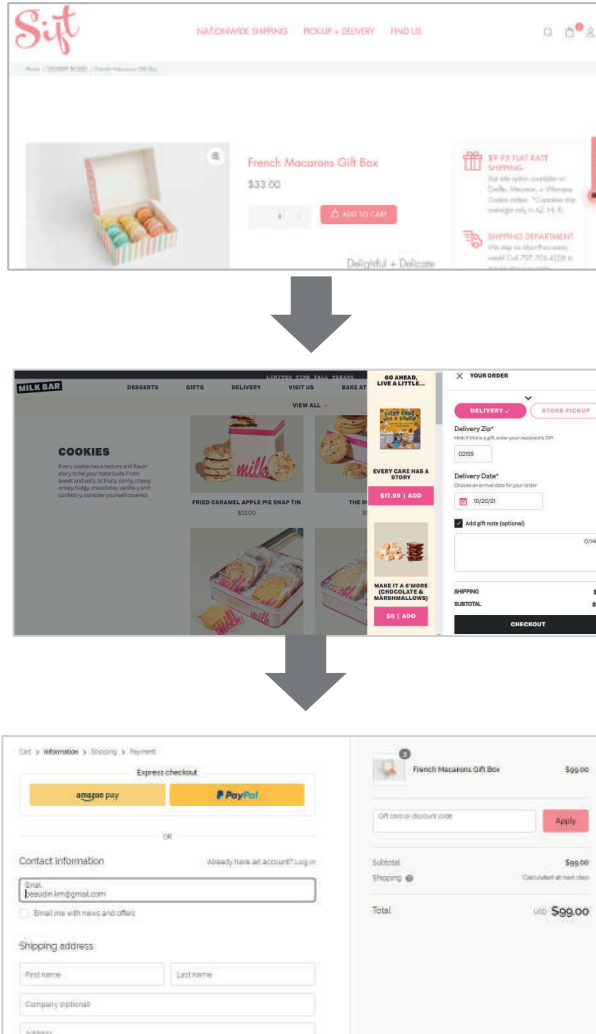
User Journey Recommendations



Recommendations

- Tap into social commerce and in-platform embedded experiences to drive conversions.
- Leverage Google Shopping for direct traffic to PDP's for those that show intent to buy.
- Leverage remarketing ads and emails to drive conversions from those that are in the Consideration phase.
- Update website user flow to remove an extra step to get to PDP's (utilize the /OrderNow user flow).

User Journey Recommendations (cont.)



Recommendations

Overall, need to simplify user journey and steps/pages within the website 'add to cart' and 'check out' process.

- Consider cart viewing and checkout as easy pop-up to the right with clear cart add-ons, similar to Milk Bar user experience.
- Cart viewing clearly showcases two options for delivery and pick up vs. going to another page.
- Checkout CTA goes directly to order form.

Marketing Prioritization



Marketing Prioritization

STRATEGIC PILLAR	ACTIVITY	CONSIDERATIONS	BIGGEST IMPACT	LEVEL OF IMPACT			LEVEL OF EFFORT		
				LOW	MED/LIN	HIGH	LOW	MED/LIN	HIGH
Build the brand and grow awareness	Refine content library with visuals that align to top performing content and adjust based on the channel – authentic, premium and sophisticated.	May need to take more photos and clean up current library of content to align.				X		X	
	Build the brand through credibility, showcasing on website how you were featured on the Food Network and Oprah Magazine blog.	Updates to the website and user experience/layout - additional resources likely needed.			X		X		
	Tap into the power of influencers to drive awareness, focusing on influencers that align to your brand image and audience + content creation opportunity.	Need to create a plan with criteria for who to choose, research on who to reach out to, details on contracts and overall management.				X			X
	Refine social strategies across Instagram, Facebook, Twitter and Pinterest – each with tailored content based on the channel strategy and focus. Implement advertising on Facebook and Instagram, focusing on remarketing and promoting top performing posts.	Reference social recommendations in strategy.			X			X	
	Utilize Instagram Stories and Highlights like a navigation to help audience find new products, variety of products, get ideas, etc.	Align on categories and organize.		X			X		
	Leverage Search – both organic and paid – to ensure we're prominent for those that showcase intent and interest to buy. Continue organic search optimizations to drive discoverability.	Need to create ads and have someone setup and run for you - monitor, analyze data, optimize.	★			X		X	
	Utilize Google Shopping (and consider Amazon Store) to ensure visibility with those that are ready to purchase.	Need to create ads and have someone setup and run for you - monitor, analyze data, optimize.	★			X		X	
	Promote email club on website homepage with a reason why they should sign up, value should be clear (i.e. stay up-to-date on latest product releases, offers, Feature About section on website (and within navigation) to showcase years in business and feature Andrea and Joff.	Need to update user experience and design for homepage.				X		X	
	Feature About section on website (and within navigation) to showcase years in business and feature Andrea and Joff.	Need to update user experience and design for homepage.		X				X	
	Consider ongoing PR outreach, consider pitch into gift guides for key holidays.	Need to work with someone that knows PR space and coordinate with pitch.				X			X
Optimize user experience to drive conversion	Update website navigation to ensure clear on local vs. nationwide, showcase an easy way to find lot of types of dessert menu, feature Corporate Gifts so easy to find.	Need to update homepage top banner and navigation, should be an easier update if just adding items to navigation and using already created banner for top hero banner.	★			X		X	
	Update link tree on Instagram to leverage like a navigation – make easy to find local and nationwide delivery and easy find product variety.	Align on navigation items to include, leveraging the refinements to the site navigation as a guide.			X		X		
	Prominently promote 2-day shipping on website with banner. Consider free shipping over a certain order amount.	Update website, may need outside resources.				X	X		
	Simplify and refine PDF's to help drive conversions: simplify UX (reference competitors), ensure shipping costs are clear, explain how to purchase vegan and GF options, provide cart add-on opportunities.	Need to fully redesign. Likely need outside resources a bit more of an effort.	★			X			X
	Simplify overall purchase journey from cart to checkout.	Need to fully redesign. Likely need outside resources a bit more of an effort.	★			X			X
	Consider limited-time offers (flash sales).	Utilize email and social to promote, should be a light lift just need to create content and update backend.	★			X	X		
	Leverage embedded social commerce shopping platforms like Instagram Shopping and Facebook Shopping to ensure a seamless experience from social channels to conversion.	This I believe is setup already, so may just need some refinements.			X		X		
	Leverage re-marketing via social advertising (Facebook and Instagram) and email to drive conversions – create urgency and give people a reason to act.	Need to create ads and setup in social ensure retargeting tags are on website and have some run ad campaign, manage and optimize.	★			X	X		
	Refine email program to ensure clear value for each email, ensure design is simple and messaging is consumer-first. Emails should be personalized and create urgency, give people a reason to act. Test and learn and optimize.	Need to revamp almost all of the emails. Lay out the plan first and then update.	★			X		X	
	Collect data as part of email program to ensure more personalization, and ensure they know its to provide more personalized suggestions.	Need to think through data collections and overall strategy. Likely a 2022 initiative to consider.				X			X
Increase brand loyalty and advocacy	Consider creating a loyalty program with points to drive retention, repeat purchases and advocacy.	Need to think through the details of the plan and how to track and manage. Then feature design section on website and promote. Heavier lift, likely 2022 initiative, but would prioritize for early 2022 to ensure competitive.				X			X
	Build advocacy program letting people share a first-time customer offer with a friend.	This could be promoted in phases - start with email (lighter lift), then consider promotion on website or social media channels.	★			X			
	Consider Brand Ambassador program for top customers giving them exclusive access to give input into new products or offers in exchange for advocacy and promotion of products and services.	Need to think through details of the program, create messaging and structure, management and promotion.				X		X	
	Consider email offer for each year they are a customer – maybe part of loyalty program.	Not sure if this data is already in your email database/system. If so, should be an easy lift - triggered email series based on date to individual.			X		X		
	Collect consumer data via email program to drive more engagement with current customers with personalized messages and offers. Ensure that they understand the value of giving their information.	Need to think through data collections and overall strategy. Likely a 2022 initiative to consider.				X			X

Measurement

Measurement Plan

Objective	Measures of Success	Channels	Key Metrics (KPIs)
Awareness	<ul style="list-style-type: none"> Greater market reach with target audience Proven visibility and engagement with top of funnel activities 	<ul style="list-style-type: none"> Social Influencer 	<ul style="list-style-type: none"> Reach / Impressions PR Placements Social Engagement Rate (ER) Social Video View Rate (VR)
Consideration	<ul style="list-style-type: none"> Proven intent and propensity to convert showcased by re-engagement with content and clicks to website 	<ul style="list-style-type: none"> Social Search Email 	<ul style="list-style-type: none"> Social Followers Click Rate (CTR) Social Retargeting Engagement Rate Website Traffic Email Open Rate + CTR (Welcome Series and Campaign emails)
Conversion	<ul style="list-style-type: none"> Showcased with website engagement and traffic to PDP's and throughout the funnel to conversion 	<ul style="list-style-type: none"> Social Search Website Email 	<ul style="list-style-type: none"> Add to Cart Conversion Rate (CVR) Enter Checkout Conversion Rate (CVR) Purchase Conversion Rate (CVR) Sales New Customers
Loyalty	<ul style="list-style-type: none"> Demonstrated with repeat engagement with emails and website, and purchases 	<ul style="list-style-type: none"> Website Email 	<ul style="list-style-type: none"> Repeat Purchases Customer Reviews Customer Email Engagement Repeat Site Visitors
Advocacy	<ul style="list-style-type: none"> Proven promotion of platform to friends/family 	<ul style="list-style-type: none"> Social Email 	<ul style="list-style-type: none"> Referral Codes Uses Sales from Referrals Customer Social Promotion

Benchmarks and Targets



Google Shopping advertising CTR benchmark = 0.91%

- CTR benchmark = 2.69%
- CPC benchmark = \$1.16

Campaign Emails:
☐ Open Rate: 20.79%
☐ Click Rate: 2.06%

Flow/Trigger Emails:
☐ Open Rate: 42.73%
☐ Click Rate: 6.91%



- Add to Cart CVR = 9.95%
- Enter Checkout CVR = 5.65%
- Purchase CVR = 3.55%

Target based on past performance over past year, Oct. 1, 2020 – Sept. 30, 2021.

- Engagement rate = 0.05%
- CTR = 0.9%

6-month average engagement rate on Facebook = 1.07%

- Engagement rate = 1.06%

- Engagement rate = 0.07%
- CTR = 1.55%

<https://www.klaviyo.com/blog/ecommerce-benchmarks-2020-email-marketing>
<https://www.storegrowers.com/shopping-ads-benchmarks/>
<https://thinkresultsmarketing.com/google-adwords-industry-benchmarks-for-2020/>
<https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>



Website and SEO

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

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 58 images on your page and 3 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

<https://www.siftdessertbar.com> ⓘ

Sift Dessert Bar - Send Treats Nationwide! Made for Gifting

"Sift Dessert Bar has Macarons, Cruffles and Whoopie Cookies for every occasion! Are you looking for Mother's Day treats, Valentine's Day sweets or any ...

You've visited this page 4 times. Last visit: 10/1/21

DESSERT BOXES

Sift Dessert Bar is a local, family owned business since 2008 ...

Bay area locations

Sift Dessert Bar is a local, family owned business since 2008 ...

Order now

Sift Dessert Bar is a local, family owned business since 2008 ...

Corporate Gifts

Send custom corporate gifts to employees, clients + more ...

VALENTINE'S DAY GIFTS

Sift Dessert Bar is a local, family owned business since 2008 ...

Cruffle Gift Box

Different from your normal box of chocolates. This box is 1 pound ...

Traffic Overview ①

Total Visits to milkbarstore.com ①

Growth & total visits to milkbarstore.com over time

📱 On desktop & mobile web, in the last 6 months



Estimated Data [Verify Your Website](#)

Engagement

Total Visits	479.92K
Avg. Visit Duration	00:01:35
Pages per Visit	3.03
Bounce Rate	51.30%

Traffic Sources for milkbarstore.com ①

milkbarstore.com's marketing strategy is focused on Search with 70.60% of traffic coming from this channel, followed by Direct with 19.52%

🖥 On desktop



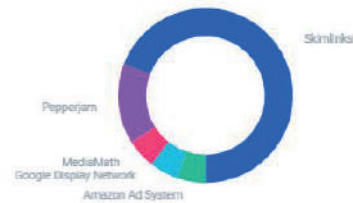
Display Advertising ①



Top Publishers ①

- pdx.eater.com
- bestproducts.com
- businessinsider.com
- maneclaire.com
- people.com

Top Ad Networks ①



Search ①



62.64% Organic

Top 5 Organic keywords

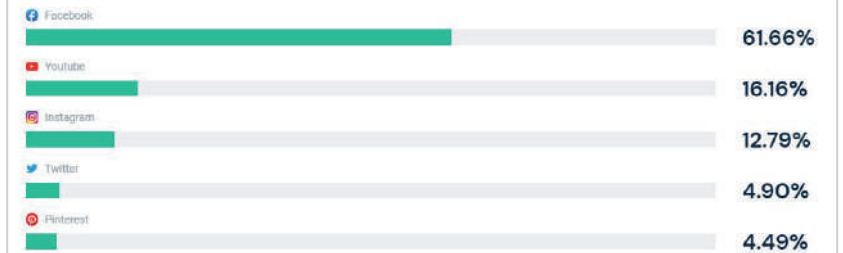
Out of 671 ①	
milk bar	19.15%
milkbar	4.02%
monofuku milk bar	2.18%
milkbarstore	1.06%
bake squid	1.02%

37.36% Paid

Top 5 Paid keywords

Out of 458 ①	
milk bar	5.03%
milkbar	3.77%
milkbarstore	0.67%
cookie delivery	0.64%
milk cookies	0.58%

Social ①





Traffic Overview ⓘ

Estimated Data [Verify Your Website](#)

Total Visits to sprinkles.com ⓘ
Growth & total visits to sprinkles.com over time
📱 On desktop & mobile web, in the last 6 months



Engagement

Total Visits	198.22K
⌚ Avg. Visit Duration	00:01:53
📄 Pages per Visit	3.80
🚪 Bounce Rate	38.47%

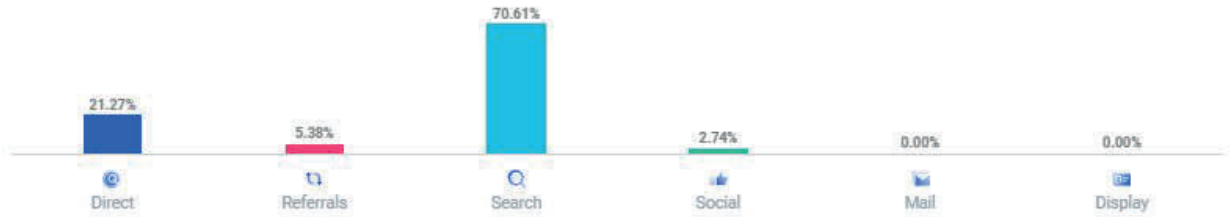
Social ⓘ



📺 Youtube	44.85%
📘 Facebook	37.01%
📺 Tiktok	18.14%

Traffic Sources for sprinkles.com ⓘ

sprinkles.com's marketing strategy is focused on Search with 70.61% of traffic coming from this channel, followed by Direct with 21.27%
📱 On desktop



Search ⓘ



71.72% Organic

Top 5 Organic keywords

Out of 450 ⓘ	
sprinkles	13.87%
sprinkles cupcakes	13.75%
sprinkles la jolla	1.02%
sprinkles perks	0.91%
birthday cakes near me	0.70%

28.28% Paid

Top 5 Paid keywords

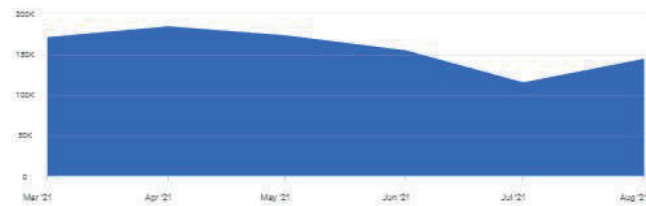
Out of 125 ⓘ	
sprinkles	4.67%
sprinkles cupcakes	3.70%
cupcakes near me	1.36%
cupcakes	1.12%
sprinkles cupcakes br...	0.82%

Traffic Overview ①

Total Visits to bakedbymelissa.com ①

Growth & total visits to bakedbymelissa.com over time

📱 On desktop & mobile web, in the last 6 months



Estimated Data [Verify Your Website](#)

Engagement

Total Visits	144.51K
Avg. Visit Duration	00:01:14
Pages per Visit	2.62
Bounce Rate	56.04%

Traffic Sources for bakedbymelissa.com ①

bakedbymelissa.com's marketing strategy is focused on Search with 64.71% of traffic coming from this channel, followed by Direct with 25.25%

🖥 On desktop



Search ①



49.33% Organic

Top 5 Organic keywords

Out of 278 ①	
baked by melissa	23.03%
cupcakes by melissa	3.27%
bakedbymelissa	1.80%
melissa's cupcakes	1.21%
baked by melissa hiring	0.91%

50.67% Paid

Top 5 Paid keywords

Out of 79 ①	
baked by melissa	8.23%
birthday delivery to be...	2.11%
online cake delivery in...	1.80%
vegan bakery delivery	1.77%
bakedbymelissa	1.38%

Social ①



What's Not Working



35 engagements



18 engagements



11 engagements



0.23% ER



0.22% ER



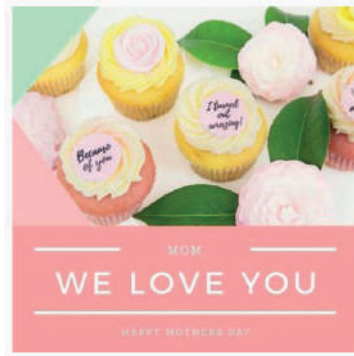
0.08% ER



22 engagements



29 engagements



28 engagements



0.24% ER



0.23% ER



0.20% ER

6-month average ER on Facebook= 1.07%

What's Working



521 engagements



438 engagements



322 engagements



287 engagements



232 engagements



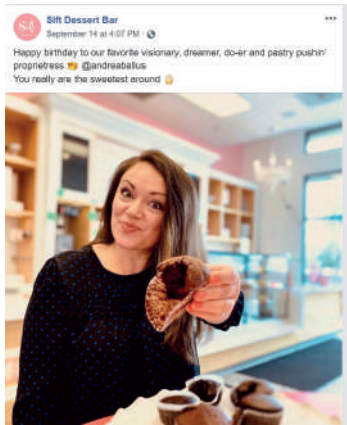
219 engagements



4% ER



4% ER



3% ER



4% ER



3% ER



3% ER



Sift Dessert Bar

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2.1k followers · 144 following



Facebook Engagement and Hashtags

Studies have shown that engagement actually decreases, the more hashtags you use in your Facebook posts/

<https://mavsocial.com/facebook-hashtags-2020/>