

Marketing strategy that bring me 20+ sales in two weeks with amazing profit margin of 539%

During my computer science studies last 4-5 years I have made a lot of projects like web apps, business plans, ecommerce projects etc. Most of them were experimental and for educational purposes and because of that they usually ended in my “only experience” folder in my online drive. Yeah, I can say they helped me to better understand how the web works and how I can monetize them to return me good value.

My last but not least school project was to create e-commerce website. For the purposes of this project I had to use Magento as ecommerce platform but later I decided to replace Magento with Wordpress and Woocommerce because I had more experience with it.

When the project was just developed, there weren't users nor sales and the main goal I was trying to achieve was to make the first sale. Instead of that my first campaign was pretty much successful and lead me to not just one but 20+ sales in one week.

So basically my ecommerce project was made for only two entertainment products:

1. Kinetic Sand - <https://www.podnovi.me/products/>
2. Pie Face - <https://www.podnovi.me/product/pieface/>

## Marketing Plan

### SWOT Analysis



## Buyer Personas:



**Name/Gender:** Marko, male

**Age:** 11 years old

**Interests:** PC Games, action movies, cartoon movies, school dough, toys..

**Education level:** Primary school

**Technology uses:** Tablet, Smart phone, Desktop Computer



**Name/Gender:** Natasha, female/parent, employed

**Age:** 33 years old

**Interests:** Health care, Kids, Kids Education, Movies, Social Networks

**Relationship status:** Married, have kids in primary school

**Technology uses:** Smartphone, Laptop, Tablet



**Name/Gender:** Teona, female

**Age:** 8 years old

**Interests:** Playing toys, School playing dough, Cartoon movies, Dolls..

**Technology uses:** Tablet, smartphone

**Education Level:** Primary school

## Communication Channels

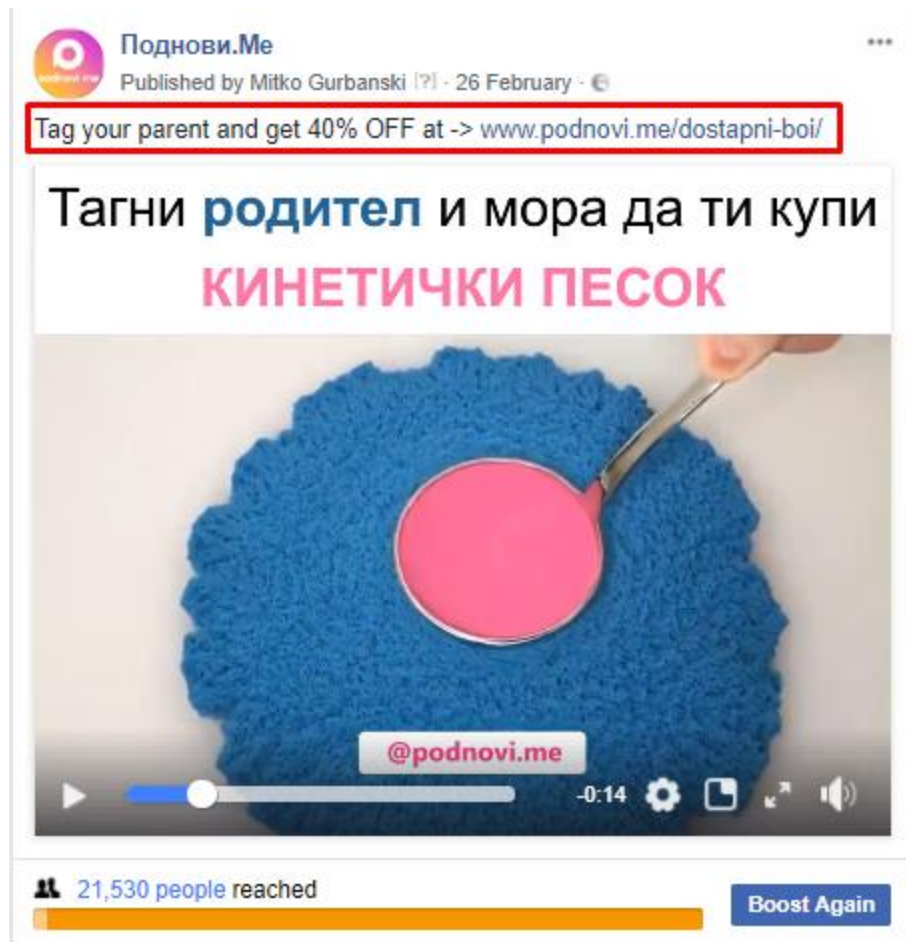
As communication channels mostly I used two main social media platforms:

1. Facebook
2. Instagram,

including instagram influencers with solid number of 50k+ followers and adwords campaigns.

As the product was mentioned primary for kids at age of 8-11 years old I needed to find a way to deliver the ad to them but to include their parents on “personalized way”.

So what I do is I target the kids described in the buyer persona section previously and ask them to “Tag their parents”. I made a simple video with caption “Tag your parents and they need to buy you Kinetic Sand” and add it on facebook and instagram like bellow:



The results were fascinating and here are the concrete numbers:

**Daly budget:** \$2 on average

**Campaign duration:** < 1 week

**Total reach:** 21k+ people

**Total views:** 12k+ views (43% video views rate)

**Engagements:** 50+ likes / 30+ comments

**Tags:** 32 tagged parents

**Traffic:** 2k+ unique users / 3200 page views

**Orders:** 20+ orders made in 3 days (direct orders on the website)

**Profit margin:** 539%

**Other factors I considered to make this happen:**

- Live Chat support on my website
- Super fast order process (2 clicks away from order)
- Non-card payment system (Pay upon delivery)
- Content Marketing
- SSL Support
- Social Media Integration (Facebook, Twitter, Instagram)
- CTA
- SEO Optimization
- E-mail marketing etc...