Swept Away Services



Presented By :

RAM MARKETING



Problem Identification

How can you communicate Swept Away's brand message and points of difference to expand distribution and generate more sales?

Situation Analysis

S	STRENGTHS	• Natural, non-toxic, Essential oils • Professional website • High foot traffic storefront location • High customer retention
W	WEAKNESSES	• Low awareness of where to purchase • Time
O	OPPORTUNITIES	• Health and sustainability aware consumers • Retail Shoppers
T	THREATS	• Price sensitive market • Competition

Objectives

1

Increase Sales Revenue

2

Increase Trial Rate

3

Raise Customer Lifetime Value

Alternatives

RAM MARKETING	***Costco***	***School Contract***	***Bums in Seats***
	Gift Certificates Discounted Rates High visibility	Partner with school board Supply the supplies!	Booth outside storefront Product in hands Trial, trial, trial! Trackable QR code
Increase Sales Revenue	☑	☑	☑
Increase Trial Rate	☑	☒	☑
Raise Customer Lifetime Value	☒	☑	☑

Implementation Plan

1	**Planning** *1 Week*	• Redesign marketing material • QR code generation
2	**Host Event** *Every Saturday*	• Trial! Trial! Trial! • RAM hosts booth
3	**Evaluation** *Ongoing*	• Track and analyze statistics • QR usage, increased purchases

Thank You!

