GOMAC challenge

943-505-7693

Information about the client

- KIKA is a leading pet goods retailer in Lithuania and Estonia.

- KIKA was founded 30 years ago and is a well known brand in Lithuania.

- Organisation has more than 700 employees and is growing steadily.

- KIKA's marketing strategy is mainly oriented to sales execution and customers education. Due to KIKA's professional advices to their customers - a loyal client base is constantly being developed.

- KIKA has its own pet food factory, named "Aquatera". This allows to create best quality products in market and maximize profit from dry animal food.

- KIKA also owns "Tauro Kennel" kennel. All the products created by KIKA are tested there. Also, the new kennel's animals needs usually predict the future pet goods market trends and assortment expansion possibilities.

Targeted audience

— Has higher education level
— In search of organic products
— Interested in high-quality products
— Innovative products users
— Has a pet
— High-end consumers
— Family members
— Interests: Food&Dining, Beauty&Wellness, Home&Garden, News&Politics.

Gender: Woman

Age: 25-34

Uses smartphone or tablet

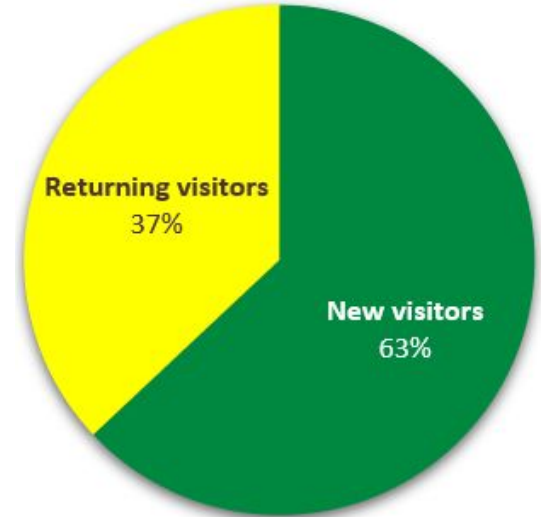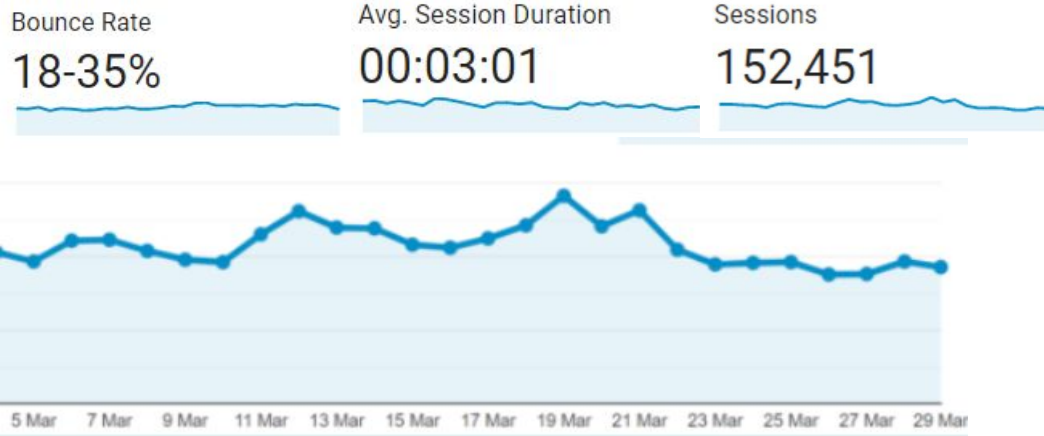Location: Lithuania

Pet lover

Languages: Lithuanian, English

Ecology and sustainable consumption

A decent bounce rate determines higher conversion rate

Bounce Rate
18-35%

Avg. Session Duration
00:03:01

Sessions
152,451

5 Mar 7 Mar 9 Mar 11 Mar 13 Mar 15 Mar 17 Mar 19 Mar 21 Mar 23 Mar 25 Mar 27 Mar 29 Mar

Returning visitors 37%

New visitors 63%

Google Analytics data analysis shows:

- KIKA has a loyal audience, because 37% of KIKA's customers are returning visitors. It means that more than a third of users come back to website and search for more products to buy.
- Low Bounce Rate - around 18-35% of all traffic leaves without entering the other page.
- Average Session Duration on www.kika.lt is more than 3 minutes. Consumers usually spend time on researching information about animals care and specific products.

*The exact number of audience wasn't provided by the client.
**Client gave us permission to analyse last 28 days (4 weeks) statistics

KIKA dominates between competitors comparison

Three main competitors were identified: "Fera", "Akvazoo" and "Pet24"

KIKA.lt Market position:

- **Strengths:** popularity; leader in pet goods niche; has highest organic traffic; many offline shops; e-commerce.
- **Weaknesses:** higher prices; lower website performance.
- **Opportunities:** Registered pets numbers in Lithuania are rising, so the demand for pet goods also will go north
  Source: State Enterprise Agricultural Information and Rural Business Center, 5th slide
- **Threats:** competitors could introduce new products; international pet goods brands could come to Lithuanian market

Analysis of their websites is shown in table

	KIKA.lt	Akvazoo.lt	Fera.lt	Pet24.lt
Company domain rating (Authority)	40	41	52	44
Traffic (thousand)	104	7.8	8.1	9.1
Geographic indicators	96% LT , 4% other	94% LT , 6% other	93% LT, 7 % other	98% LT, 2 % other
Consumer Demographics	People, who have pets	People, who have pets	People, who have pets	People, who have pets
Increase in traffic from - to	25500 - 25800	6800 - 7000	4900 - 5100	2050 - 2200

Source: Ahrefs - SEO Tools & Resources To Grow Your Search Traffic

The evaluation of KIKA's website for further marketing planning

Strengths:

🐾 The site is well known, has the trust of users, as 85% of total visitors are from organic search, free search;

🐾 The website is organized according to the good CRO practices to attract customer and rise sales flows;

🐾 The SEO team has optimized the website and the necessary keywords so that kika.lt can be easily found in the Google search engine.

Weaknesses:

🐾 Disadvantages of website optimization for mobile phone use: lack of CTA buttons to direct the user to make a purchase;

🐾 Lower Domain Rating compared to competitors.

Client's goals

- Revenue growth: Client wants up to 100% sales growth on 3 groups of products
- Social media engagement: grow audience and influence involvement on media channels.

Diapers and absorbent rugs
1700 Eur/month current turnover

30% growth in total sales expected

Velvet Paw (Tofu) litter
2000 Eur/month current turnover

100% growth in total sales expected

Tauro Pro Line Cosmetics
2000 Eur/month current turnover

30% growth in total sales expected

How are we going to reach client's objectives?

Objective: Increase sales and profits of 3 product groups: „Velvet Paw" Tofu litter, „Tauro Pro Line" cosmetics products and diapers and absorbent rugs products.

Strategy: Firstly, we will launch three different search campaigns for three different types of products. All the campaigns will be optimized for maximizing the ROAS.
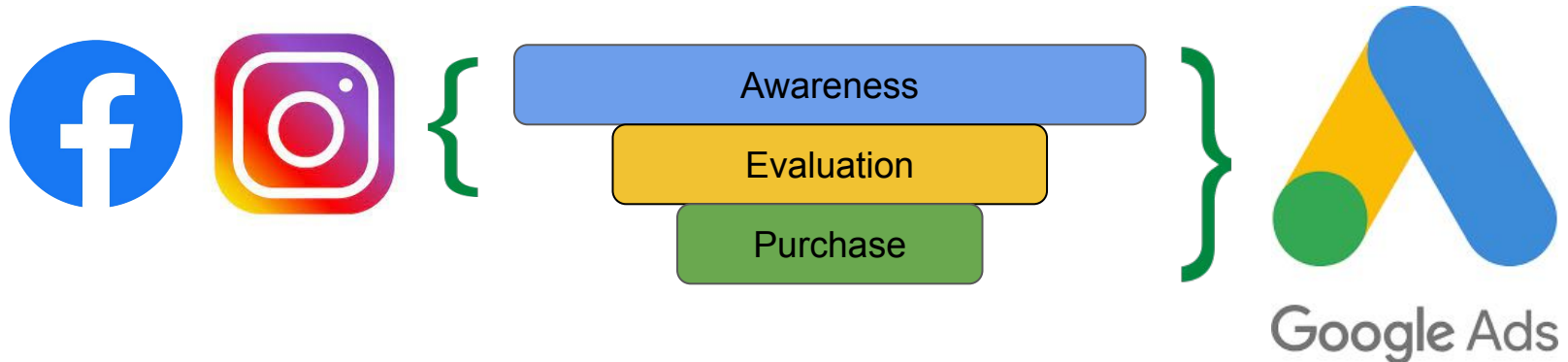
Total Marketing budget: 270€.

Ad · kika.lt/tauro_pro_line/kika_kosmetika

Šampūnai Šunims Ir Katėms | Įsigyk Su Nuolaida Jau Dabar

Platus kokybiškų gyvūnų prekių pasirinkimas fizinėse ir internetinėje KIKA parduotuvėse. Pristatymas jau kitą darbo dieną visoje Lietuvoje. Didžiausios nuolaidos jau

Ad · kika.lt/gyvunu_higiena/sauskelnės

Sauskelnės, Palutės Internetu | Gyvūnų Prekių Išpardavimas | Pirkite Geriausia Kaina Dabar

Platus gyvūnų priežiūros priemonių, žaislų, draskyklių, maisto pasirinkimas. Išskirtinės aukščiausios kokybės sauskelnės ir palutės internetu KIKA parduotuvėse.

Ad · kika.lt/velvet_paw_tofu/kraikas_katems

Kraikas Sugeriantis Kvapą | Neutralizuojantis Kvapą | Biologiškas Kraikas Katėms

Įsigyk su pigiau ir gaukite dovanų. Didelis pasirinkimas internetinėje KIKA parduotuvėje! Aukščiausios kokybės prekės internetu. Vilniuje/Kaune/Klaipėdoje atsiimkite per

We are planning to split out our marketing into two main different networks:

- Advertising on Google Ads (search campaigns). If the conversion rate will be very low (< 1%) - we will optimize it by using Google display ads for remarketing.
- Publishing organic posts 2 times per week during a 3 week period on social media networks (Facebook, Instagram). The purpose of social media is to introduce new products to consumers and educate them.

Awareness

Evaluation

Purchase

Google Ads

Social media communication plan

KIKA

	Mo Apr-05	Tu Apr-06	We Apr-07	Th Apr-08	Fr Apr-09
Facebook					Engagement post
Instagram				Survey story	Engagement post

	Mo Apr-12	Tu Apr-13	We Apr-14	Th Apr-15	Fr Apr-16
Facebook					Engagement post
Instagram				Survey story	Engagement post
Linkedin	Social Post				

	Mo Apr-19	Tu Apr-20	We Apr-21	Th Apr-22	Fr Apr-23
Facebook	Giveaway post				Engagement post
Instagram				Survey story	Engagement post

Facebook & Instagram engagement posts examples

Each week one product group will be published in Facebook and Instagram with informational engagement post. We hope to engage to as many users organically as possible and reach our overall KPI's: 200 likes on Facebook, 50 shares on Facebook, 100 likes on Instagram, 50 reactions on LinkedIn.

We will post social and giveaway posts, to differentiate our content. The posts will inform, educate and entertain our audience.

Survey stories will help us to understand our customers needs.

Google Ads strategy

Budget Allocation: Campaign in Google Ads is going to take place for 28 days. We divide 270/28 = 9,64€ each day.

Strategy: By client's order we will spend 3,21€ each day for „Velvet Paw" Tofu litter products, 3,57€ for „Tauro Pro Line" cosmetics products and 2,86€ for diapers and absorbent rugs products and we will combine the social media posts publishing to boost sales by informing the consumers about our products.

Campaigns, Ad Groups: 3 campaigns for each group of products. Every campaign will have ad group which defines specific product of that campaign (category). Every ad group has specific keywords that are optimized and cost efficient.

Ads serving options: We will prioritize the best performing ads by looking at which keywords are ranking the best, and optimize our campaigns.

Keyword bidding strategies: Target ROAS

Location: Lithuania

Extensions: Sitelink, callout, structured snippet and price extension.

Examples of campaign keywords and ads

Ad · kika.lt/kaciu_prekes/tofu_kraikas ▾

Kačių Kraikas Internetu | Aukščiausios kokybės prekės

Platus gyvūnų prekių pasirinkimas internetinėje KIKA parduotuvėje. Išbandykite dabar! Aukščiausios kokybės prekės internetu. Vilniuje/Kaune/Klaipėdoje atsiimkite per 1 dieną! Gyvūnų prekės Internetu. Pristatymas per 1 dieną. Asmeniniai pasiūlymai. Augintinių rinkos lyderė. Types: 100% suyrantis, Nepalieka pėdsakų, Draugiškas aplinkai, Greitai sugeria drėgmę

Tauro Pro Line Kosmetika	Originalus Kraikas
Nustebinkite savo augintinį	Greitai sugeriantis drėgmę, nedulka
Dovanokite tik kokybiškus produktus	Natūralios sudėties kraikas
Arbatos ekstrakto	Bambuko Anglies
Žaliosios arbatos ekstrakto kraikas	Greitai sugeriantis drėgmę, nedulka
Ypatinga kvapų kontrolė!	Ekologiškas pasirinkimas!

Campaign - „Velvet Paw" Tofu litter for cats products
Ad group - common litter for cats products

We will be using phrase match keywords to reach a broader audience with intention to reduce CPC. (*According to new google ads changes now phrase match has broad modified match opportunities)

Negative keywords were chosen as phrase match keywords. Removing the possibility of overlapping with other campaigns and not related products. For example, a negative keyword used for organic Tofu litter - "silicon".

Search keywords (examples)	Negative keywords (examples)
"tofu kraikas katėms" "bio kraikas katėms" "Velvet kraikas" "Natūralus kraikas katėms"	"silikoninis" "grauzikams"; "graužikams" "ziurkenams"; "žiurkėnams" "sunims"; "šunims"

*https://support.google.com/google-ads/answer/10286719?hl=en

Numbers of success for KIKA campaign

After analysing March data from Google Analytics we have calculated the preliminary metrics, which would determine our campaign's success.

Metrics	Search campaign
CTR	>15%
CR	1.5%
ROAS	6

Also, we have calculated additional preliminary metrics, which should be reached for our social media campaign to be successful:

- Average Engagement Rate 0.05%
- Click-Through Rate 2%
- Post reach (average) 1%