



Making the Right Moves

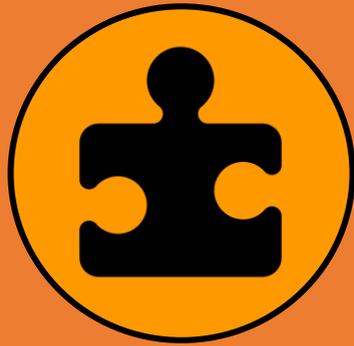
A Content Strategy & Plan for Dr. Green



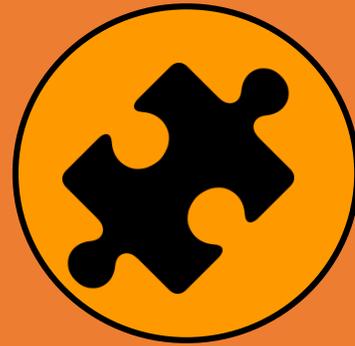
Proposal Overview



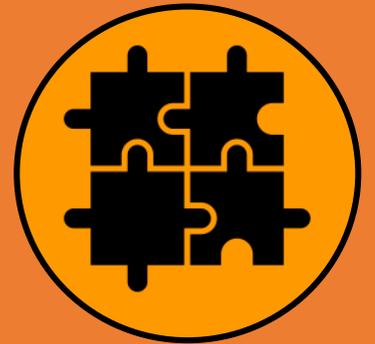
1. Context



2. Framework



3. Content Plan



4. Calendar

Methodology

**Content Strategy
Framework**



Specifies the key areas to focus on

**Content Planning
Framework**

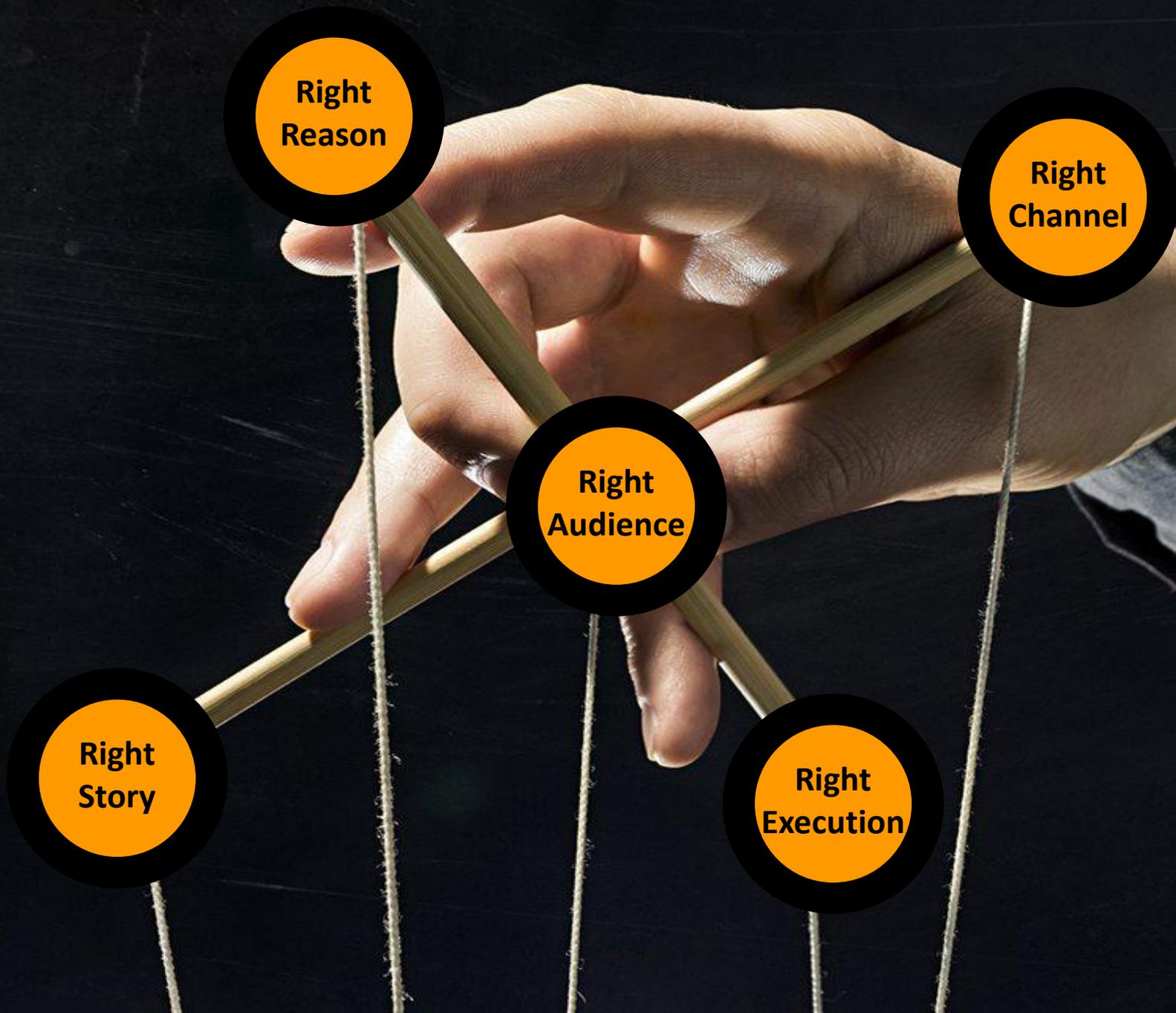


**Details out the steps needed to create a
content calendar in an integrated way
based on Content Strategy**

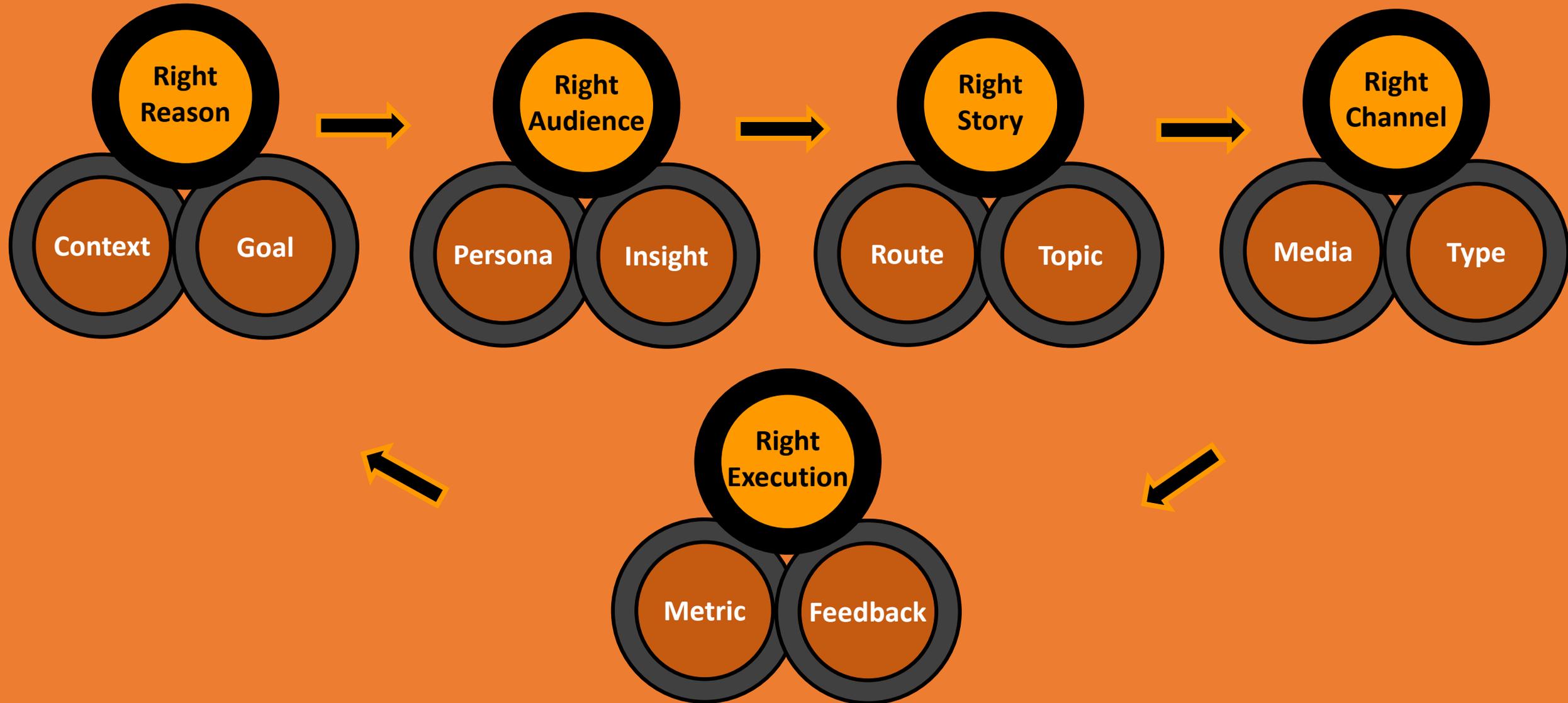
**Content Planning
Calendar**



**The detailed calendar based on which
actual content preparation and tracking
to be done (Preferably in Excel)**



Content Planning Framework



Right Reason – Context

Understanding from the brief indicates strong need for focus in marketing



1. Product is the strength
2. High repeat purchase
3. USP underutilized (Dressing)
4. Variety a problem & dependency on delivery vendor
5. The produce is typically not for regular consumption

Product



1. No content planning
2. Secret weapon underutilized (Satisfied customer)
3. Suboptimal marketing focus and support
4. Provides more Value for Money

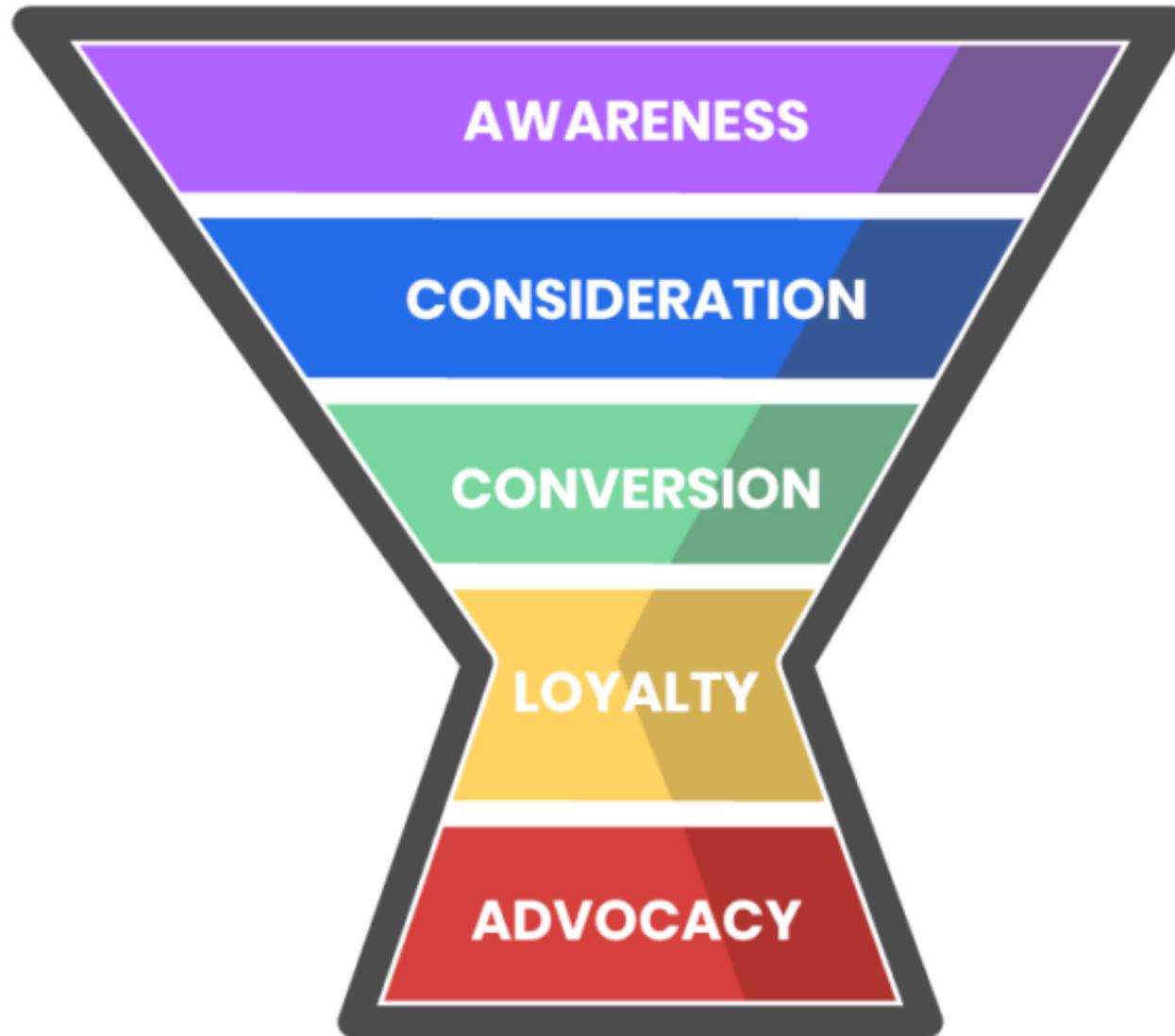
Marketing



1. Poor content visual quality
2. Dependency on one type of content & channel
3. Compared to follower, engagement (Likes, comments) and converted customer low
4. Poor follower to engagement ratio

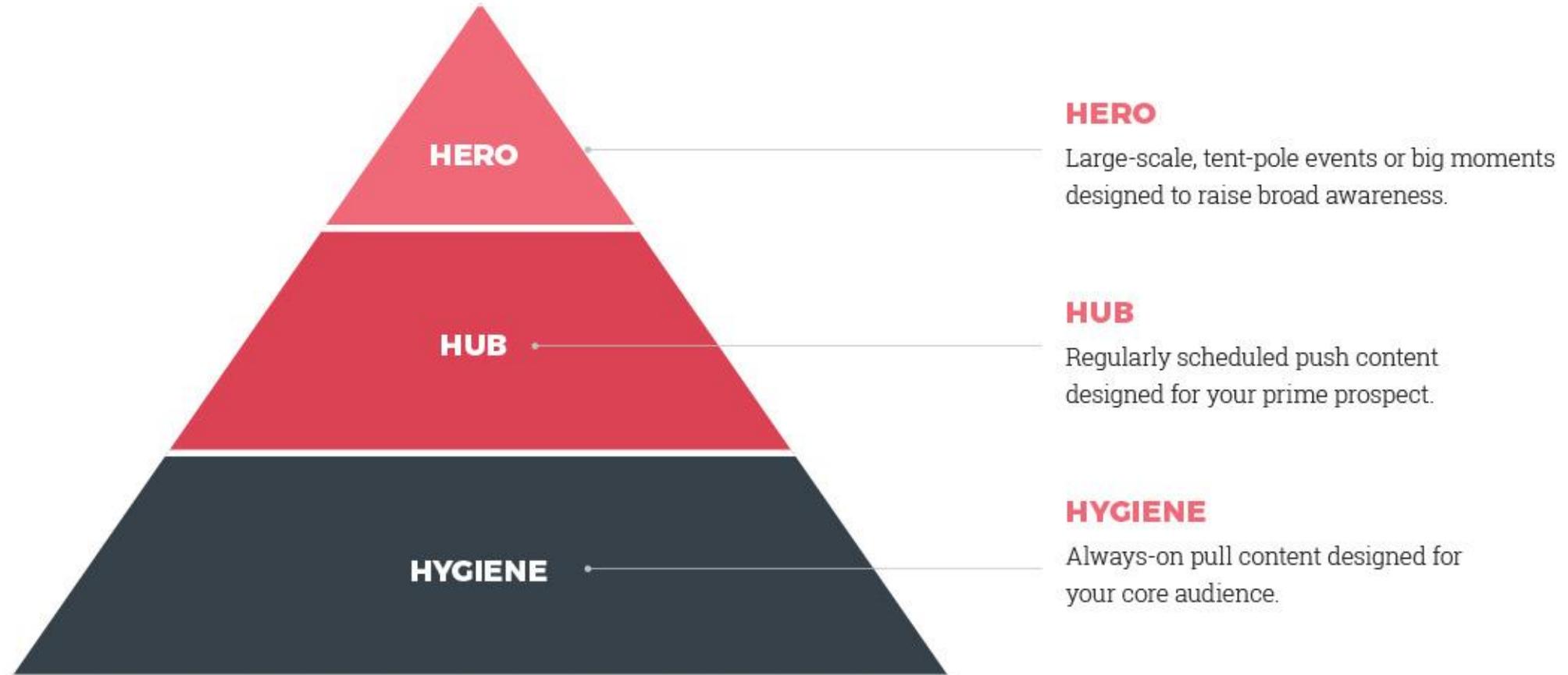
Execution

Right Reason – Goal



Right Reason – 3 Content Type

HERO-HUB-HYGIENE CONTENT PYRAMID



Content Creation Guideline

2 out of 3 Content to be Hygiene. The rest split between HERO & HUB



To create more Awareness or
create more Advocacy

HERO



To create more Consideration &
Loyalty

HYGIENE



To create more Conversion

HUB

Right Audience - Meet “Independent-Informed-Indrilla”

Key insight – A strong desire to use conscious lifestyle to project superiority to others



Investment in healthy food comes together with other lifestyle changes

Interested in overall appearance of food not just taste

Will almost always share food information with other ladies

Behavior



Keeping up the right appearance is always a source of anxiety

Use healthy food choice to justify lifestyle upgrade

Use healthy food as a source of pacifying “guilt”

Attitude

Right Story – Key Strategies



Increase Awareness through deploying multiple social channels



Increase Awareness to Trial (One time purchase)



Increase One-Time-Trialists to Multi-time Conversion



Improve Engagement



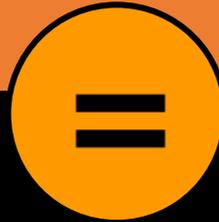
Use current customer to bring new customer



Uplift product appeal



Target additional consumption opportunity



Diversify



Create a Database and use Messenger for Retargeting



Capitalize on high product satisfaction

Strategy 1: Increase Awareness by deploying multiple social channels

1

Food works better in visual channel – IG + Pin

Pinterest is heavily followed by home cooks/recipe seeker

Content made for FB can be used in IG & P, with no additional hassle

Use Instagram & Pinterest

2-3

As the Food is meant for trendy, conscious people – it needs association with such people. Scouting among current customers or known circle & make them part of “Elite new salad tester group”

Utilize the growing female food vloggers/reviewers group

Find an Influencer

4

Striking a deal with Nutritionists where they get a revenue share

Appropriate as brand name is Dr. Green

Nutritionists will promote in their channel as well as Dr Green in their own channel

Commission deal with Affiliate

Strategy 2: Increase Awareness to Trial (One time purchase)

5-6

Content 1 – Make an announcement that people who shows highest activity /month in the group will get the latest new salad free

Content 2 – Testimonial of the winner as proof of the new salads quality

Reward highly engaged follower

7-8

Content 1- Highlight us as the only salad in the 300 price club

Content 2- Compare a salad meal vs a Regular Set meal at BDT 300 to show value

Highlight Price advantage

9-10

Content 1 – Do a regular post highlighting area specific delivery (i.e. “Mogbazar people we deliver directly to you”)

Content 2 – When highlight an area, mention that the there is nearest health food option

Location specific post

Strategy 3: Increase One-Time-Trialists into Multi-time Conversion

11

Satisfied trialists who doesn't purchase again, needs to be called/messed back

Personalized reminder message

12-13

Content 1 – Ask people to purchase for 60 meals but with extended validity (i.e. 2 months)

Content 2 – Ask people to purchase for 100 meals with super extended loyalty and cost savings (i.e. 6 months)

Flexible Subscription Plan

14

Customers who tried once but not committing to longer subscription, needs be given a special customized mini subscription plan

Mini subscription

Strategy 4: Improve Social Media Engagement – Likes, Comments, Views

15-18

1. Salad ideas/recipe hunt and win Free subscription
 2. Give a trendy new name to the new Salads
 3. Guess the calorie count of each Salad
 4. Share your salad with us and we share the revenue of that salad's sales
-

Monthly Competition

19-21

1. Can healthy food be Tasty?
 2. Why children don't eat vegetables?
 3. Broccoli vs Cauliflower – which is the healthiest?
-

Debates

22-23

1. The worlds tastiest health food is -
 2. Battle of the mangoes – Thai vs Filipino vs Indian vs Pakistani vs Bangladeshi
-

Opinion Poll

Strategy 4: Improve Social Media Engagement – Likes, Comments, Views (Contd.)

24-26

1. Did you know – which fat gets stored where?
2. Did you know – some salads are fatter than burgers?
3. Did you know – how much vegetable per day French public schools serve to each child?

Interesting Engaging Facts

27-29

1. 5 Healthy breakfast using oats
2. Healthy snacking ideas for evening
3. Battle of the diets – which diet is better

Healthy Eating Tips

30-32

1. Two healthiest country in the world and why they are so? – Japan & France
2. French eating tips – why French children eat everything without fuss? (Ref: French kids eat everything”)
3. Okinawa eating tips – the eating habits of the island with the highest longevity?

Lifestyle content

Strategy 5: Use current customer to bring new customer

33-35

1. Assign one person as a brand ambassador/corporate org whose job will be to create new customers
2. Promote them as "Green Card" holders
3. They will be the first one to sample any new salad and hence spread WoM

Create Brand Ambassadors

36-37

1. As ladies like to project their lifestyle, create a virtual card calling is "Green Card"
2. Show multiple gift giving occasions as possible hint (i.e. anniversary, friendship day)

Create a virtual gift card

38

1. Create a point-based system whereas the more salads people consume the more they earn points
2. The points can be redeemed to get free salad or get a gift card for others

Pay-it-forward

Strategy 6: Uplift product appeal

39-42

1. The salad is secret weapon as they are tasty and homemade
2. Show how the dressings are made
3. Sell the dressings separately
4. Show how the dressings can be used in other food (i.e. Noodle)

Use USP "The Dressings" better

43-44

1. Invest in a one time only portfolio shoot to uplift the visual look and feel of salads
2. Create a character design to bring "Dr Green" to life

Create a character

45-48

1. Highlighting good ingredients – thai mango, avocado etc.
2. Content 1 – Broccoli vs Cauliflower, which one is better?
3. Content 2 – Is Avocado the tastiest vegetable ever?
4. Content 3 – Difference between Thai mango vs BD mango
5. Content 4- Role of citrus in weight-loss

Ingredient based content

Strategy 7: Target additional consumption opportunity

49-50

- 1. Create salad together with inputs from audience
- 2. Create videos of how you make your salad

Create your own salad

50

- 1. 5 Healthy breakfast using oats

Healthy Breakfast

50

- 1. Healthy snacking ideas for evening

Healthy Snacks

Strategy 8: Diversify

51

1. Use your other health ventures (i.e. Yoga) to promote Health food as usually interest in health food comes together with interest in healthier lifestyle

Cross Promote

52

1. Create contents together with Lean Nation etc. this way their audience will also get exposure

Collaborate with competition

53-54

1. People in BD like hot food more than cold food and hence combining salad with soup
2. Provide only the ingredients separately to consumers so that they can make their own salad

Introduce complementary food

Strategy 9: Capitalize on highly satisfied customers

55

Solicit a video response from satisfied Customer as video gets more view

Testimonial Type 1

56

Send salad to lifestyle section writers of various online & off-line publication and ask them to write a piece if they love the product. Then share the link from your social media

Testimonial Type 2

57

An experienced female CEO trying to alter the eating habit has great potential for stories. This should be capitalized with multiple contents –

1. Profile of CEO
2. Why this mission of healthy eating?

Testimonial Type 3

Strategy 10: Create a Database and use Messenger for Retargeting

58

1. Create a database of customers
2. Split them into 4 types - interested, recurring, trialist, and churned

Create a Database

59

1. Group 1 – Interested: Use techniques mentioned in Strategy 1 & 2
2. Group 2 – Trialist: Use techniques mentioned in Strategy 3
3. Group 3 – Recurring: Use techniques mentioned in Strategy 4

Targeted offer messages

60

Group 4 – Churned: Inform them in messenger when there is a new promotional offer or new salad

Offer for churned customer

One Sample Content to show writing style



Dr. Green

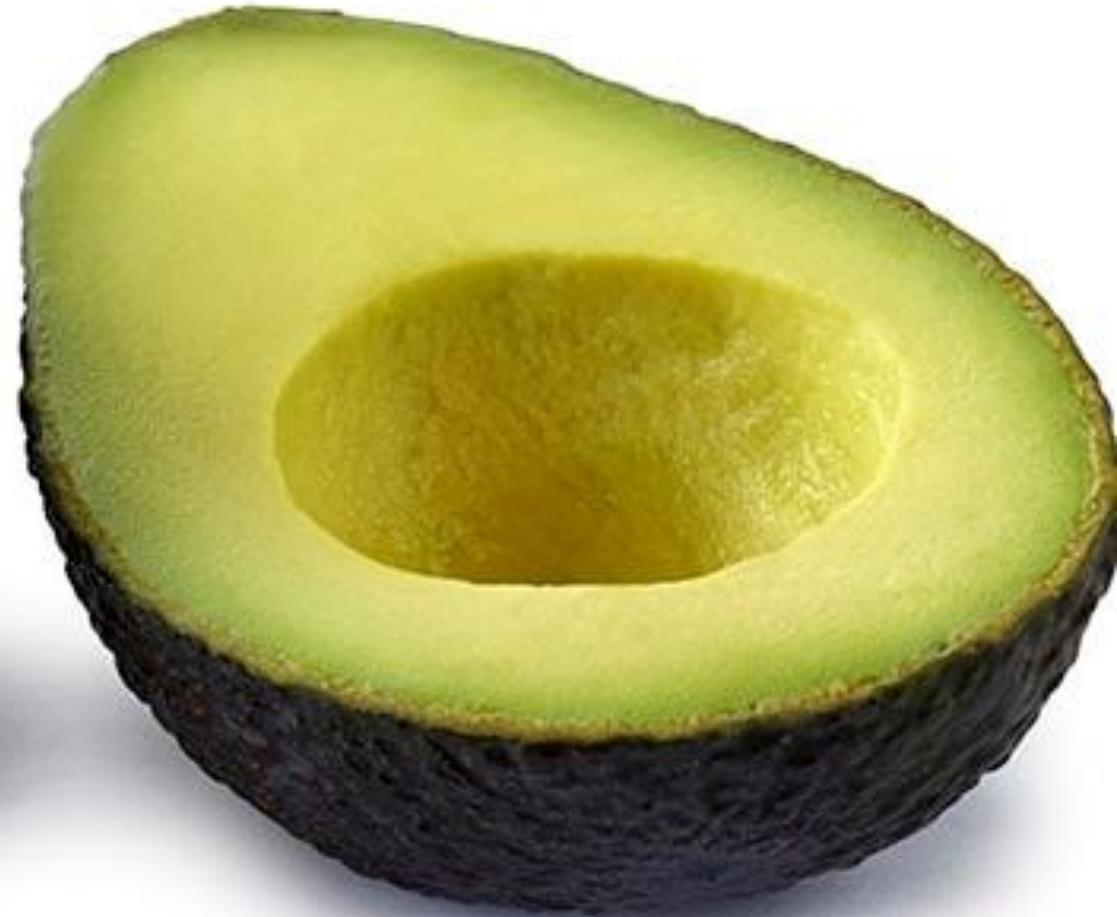
Soft outside, but hard in your heart: who are you really, Avocado?

Works like a vegetable, tastes like a fruit – Avocado is actually a kind of berry.

Avocados are gluten-free, dairy-free, cholesterol-free and still absolutely awesome in taste.

That's why despite being a vegan /vegetarian's dream, it still appeals to every kind of eaters of the world.

And that's why we are one of the handful of brands that uses this great, premium ingredient in our salad.



Thank You