



**Digital Marketing Proposal to Drive Website Sales**



**Customer:** Adults with disposable income interested in cooking, gifting, travel, and the environment

**Insights:** Many customers give bamboo products to family, friends, clients/colleagues. Some customers choose to display the cutting boards instead of use them. Some customers collect cutting boards based on states lived in or traveled to.

**Value Proposition:** sustainable, affordable, high-quality, handcrafted, attractive, hygienic, sturdy, durable kitchen products

**Reasons to Believe:** testimonials, reviews (articles), referrals (backlinks)

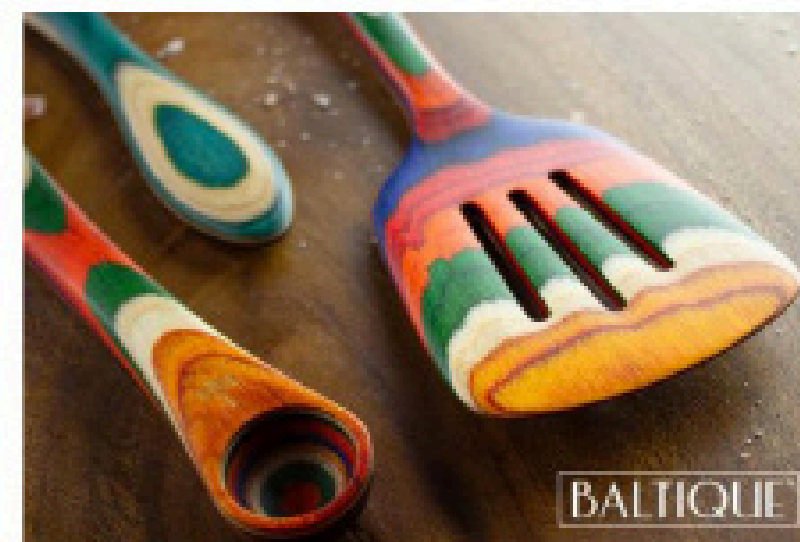
**Desired Action:** to buy bamboo kitchen products on the website

**Channels:** Facebook (paid, social), YouTube, X, Pinterest, Instagram, Google (cpc), website

## ABOUT TOTALLY BAMBOO

- **Family-owned** company in San Marcos, CA
- **Tom & Joanne Sullivan** introduced the bamboo cutting board in 1999
- **Story of invention:** they began experimenting with bamboo while making director's chairs for the film industry in North Hollywood
- Each product designed by Tom and Joanne is **produced by an ISO certified niche manufacturer** working directly with family-owned bamboo farms

# PRODUCTS





**GOAL: Increase Website Sales**

**Objective: Drive website sales by 15% over 3 months**

**Primary KPI: Sales**



# Targets & Demographics

Who are our customers?



- mid-20's and up
- Americans (each state has a cutting board design)
  - Enjoy cooking (or know someone who does)
    - Fond of craftsmanship
  - Many care about nature (eco-friendly is appealing)
    - Like to travel
- Keep in touch with friends and family (products are often gifted)

# Targets & Demographics

## What are customers looking for?

- May be seeking a new cutting board or buying one for the first time
  - custom designed cutting board for displaying or gifting
    - durable cutting board
  - other bamboo kitchen products for displaying or gifting
- eco-friendly kitchen products ('ecologically and socially sound')
  - the joy of owning or giving fine craftsmanship

# Our Services

## What we provide

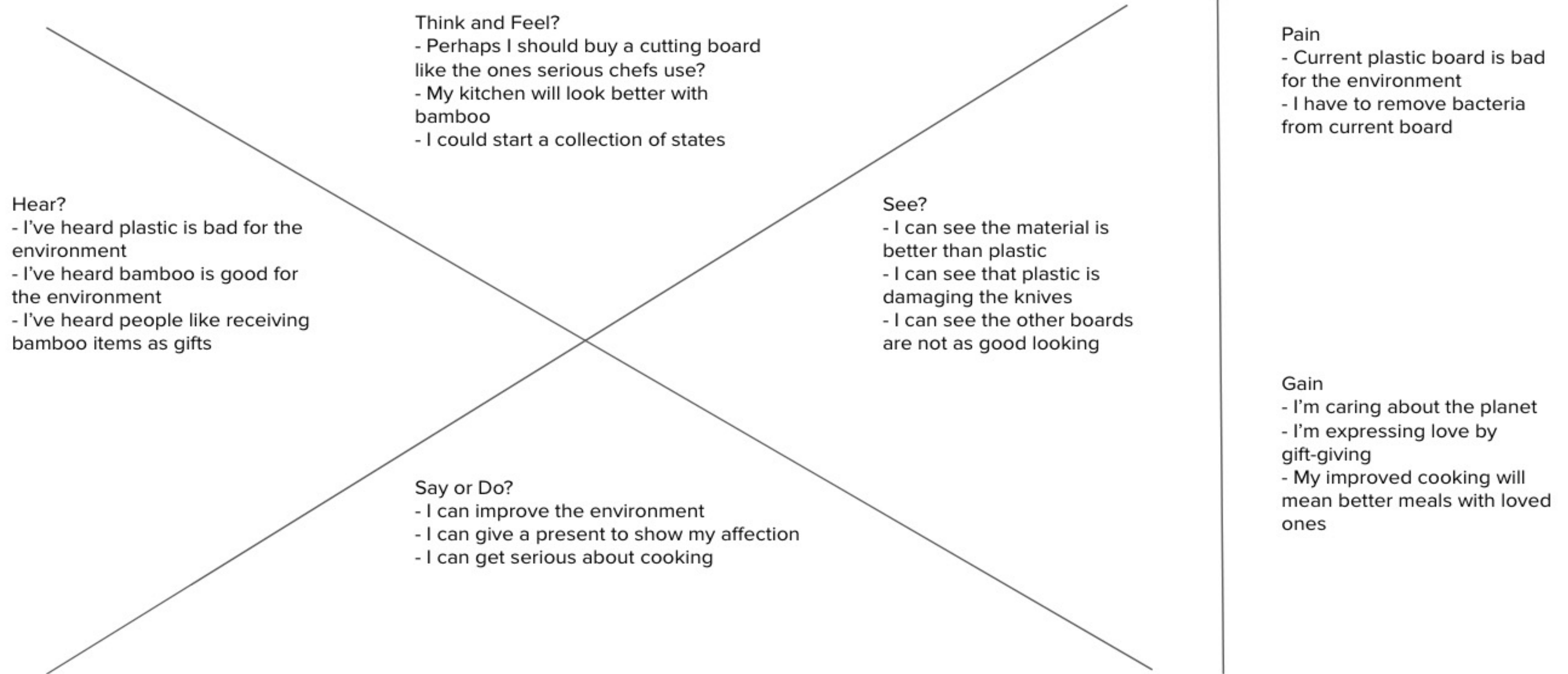
- Expertise on bamboo products, including advice on caring for product
- Quality (Each TB product is produced by an ISO certified niche manufacturer working directly with bamboo farms. The boards have higher strength-to-weight ratio than oak; harder than maple)
  - Artistry and Craftsmanship
- Optional personalized product (laser engraved bamboo cutting boards)
  - Warranty (1 year)
- Sales discount (10% off first order upon providing email)
  - Free shipping



The background of the image consists of numerous vertical bamboo stalks, creating a dense, textured pattern. The stalks are light brown to yellowish in color, with some showing natural imperfections and variations in texture. A white rectangular box is centered horizontally across the middle of the image, containing the text.

# **Customer Personas**

# Customer Empathy Map



## Persona 1: Diane

- 65 – 80 years old
- Lives in suburb of Indianapolis, IN
- Retired
- Adult children and grandchildren live in other states; she lives with her husband and dog
- Learned about Totally Bamboo when her grandson gave her an Indiana cutting board one Christmas; she gave one to her brother in Kansas
- She looks up recipes and health information on computer or phone
- Uses social media to keep up with family
- Cares about interior design, including kitchen décor
- Likes to stay organized and keep home tidy
- “It’s too precious to use so I have it hanging up in my kitchen.”



## Persona 2: Nancy

- 30 – 40 years old
- lives in an apartment in downtown Dallas, TX
- works full-time
- Very active on social media; mostly uses her phone
- She reads a lot, including recipes online
- Uses a Totally Bamboo cutting board because it's eco-friendly; Nancy also bought bamboo straws for fun
- “I gave a few of these to work friends as holiday gifts, and people really loved them.”



## Persona 3: Daniel

- 35 – 45 years old
- Works full time at an upscale, experimental kitchen; considers himself a ‘culinary artist’ but doesn’t call himself that; has plans to become a chef
- Shares his food creations and drink concoctions with friends on Facebook and Instagram
- Reads and posts on a lot of food blogs
- Learned about Totally Bamboo kitchenware at work
- “The bamboo is dense enough to prevent scarring and places where bacteria can collect.”





# **Tactics for Content**

# SWOT

## Strengths

- Already on Facebook, X, Pinterest, YouTube, and Instagram
- Instagram and Facebook accounts do better than others
- Totally Bamboo products are available in most fine departments stores including Bloomingdales, Dillard's, JC Penney, Macy's, Bed Bath & Beyond and thousands of independent gourmet, housewares, and gift shop stores.
- Online store is easy to use
- Positive reviews. Many customers say they'll buy more products
- Good SEO
- Affordable prices

## Weaknesses

- Social media posts rarely lead to engagement
- Pinterest, X, and YouTube accounts are not too active
- Not much original content, other than product images
- Blog posts are rare
- Visual could be more interesting on website

## Opportunities

- Facebook ad campaign
- Google AdWords campaign
- More posts on YouTube
- Influencer marketing – chef or food critic could mention products
- Product placement – kitchenware could be used on a cooking show
- Blog – more posts on a regular basis about bamboo, including recipes and sustainability
- Content curation
  - Totally Bamboo can establish itself as a bamboo authority by sharing relevant content
  - regular bamboo image of the day
  - encourage customers to share bamboo recipes, cooking photos
- Repurposing content – some Totally Bamboo articles on holiday gifts can be re-shared

## Threats

- Bamboo competition: Greener Chef, Farberware, Utopia Kitchen, Bambu (kitchen utensils), EatNeat, Natural Bamboo, Zulay, Core Bamboo
- Some competitors offer more products
- Competitors appear higher in search
- Some competitors have lower prices

# What does our audience want to see?

- Images of the products. Proof that the products are high-quality
- The products in action - video showing the durability of the products
- Craftsmanship - images and video showing the making of the sustainable, eco-friendly products
- Influencers promoting bamboo and its benefits
- Bamboo culture. Why the enthusiasm? Lifestyle




Tom & Joanne, fine-tuning a product design.



## Tactic 1: Social Media

- Build upon Totally Bamboo's current Facebook and Instagram performance
- Promote products using paid Facebook ads
- Create video content that can be shared on social media channels besides YouTube
- Curate content - establish brand as authority not just on bamboo products but bamboo culture
- **Goal of Tactic:** to drive traffic to website and influence perception
- **Tactic KPI:** Click-through-rate to website

The background of the image consists of numerous vertical bamboo stalks, tightly packed together. The stalks are light brown to yellowish in color, with some showing signs of wear, such as peeling bark or small holes. The lighting is even, highlighting the natural texture and grain of the bamboo.

# **Tactic 1: Implementation**



**Totally Bamboo**  
Sponsored

Like Page

Microbes party on plastic boards. Bamboo wants none of that.



Cut on it for years

Sustainable bamboo

TOTALLYBAMBOO.COM

Shop Now

20

562 Comments 311 Shares

Like Comment Share



**Totally Bamboo**  
Sponsored

Like Page

You might start chopping veggies with a Bangladesh machete.



Cut on it for years

Sustainable bamboo

TOTALLYBAMBOO.COM

Shop Now

20

562 Comments 311 Shares

Like Comment Share

INT - BAMBOO HOUSE - DAY

In the kitchen is Chef Daniel and his protege, Nancy.

Nancy starts to give him a plastic cutting board, but before she does Daniel yells, "No microbes!"

She throws it out the window.

Nancy says, "Wood?" Chef Daniel karate chops it.

Protege grabs another board. "Bamboo?"

Daniel, now with a large kitchen knife, strikes the bamboo. It doesn't break. Protege Nancy looks at the board.

Chef Daniel replies, "You can cut on it for years."

Totally Bamboo. First in Bamboo.



9:41



## Tactic 2: Paid Search

- With good SEO already in place, solid paid search will ensure that Totally Bamboo appears at the top of SERP, above organic results
- **Goal of Tactic:** to outperform competitors in search results and drive traffic to website
- **Tactic KPI:** Click-through-rate to website



## **Tactic 2: Implementation**

## Keyword Brainstorm

### Low Intent

Bamboo cutting board  
Cutting board  
Cutting boards  
Kitchen utensils  
What is the purpose of a cutting board?  
Sturdy cutting board  
Is bamboo stronger than wood?  
Bamboo board  
Is a bamboo cutting board sanitary?  
Bamboo cutting board bacteria

### Medium Intent

What is the best type of cutting board?  
Best cutting board  
What cutting boards do chefs use?  
Great looking cutting boards  
What is the sturdiest cutting board?  
Bamboo cutting boards dishwasher safe  
Bamboo cutting board good for knives  
Bamboo cutting board healthy  
How to clean bamboo cutting board  
High quality bamboo cutting board  
Totally Bamboo  
Bamboo cutting board custom  
Custom cutting board

### High Intent

'Where to buy low cost bamboo cutting board?'  
Best priced bamboo cutting board  
Bamboo cutting board set Amazon  
Bamboo cutting boards for sale  
Organic bamboo cutting board gift set  
'Stores that sell Totally Bamboo cutting boards'  
Bamboo cutting board Ikea  
Bamboo cutting board Costco  
Totally Bamboo cutting board sale  
Bamboo cutting board Amazon



## Keyword Research

<b>Keyword</b>	<b>Volume (Keyword Planner “Avg. Monthly Searches”)</b>	<b>Competition - Low, Med, High?</b>	<b>Customer Intent - Low, Medium, High?</b>
Bamboo cutting board	1K-10K	High	Low
Best cutting board	10K-100K	High	Medium
Custom cutting board	10K-100K	High	Medium
High quality bamboo cutting board	10-100	High	Medium
Bamboo cutting board Costco	10-100	High	High
Bamboo cutting board Amazon	100 - 1K	High	High
Totally Bamboo cutting board sale	0-10	-	High
Totally Bamboo	1K - 10K	High	Medium
What cutting boards do chefs use?	10-100	High	Medium
Bamboo cutting board custom	0-10	-	Medium



Google Trends

Compare



bamboo

Search term



cutting board

Search term



Add comparison

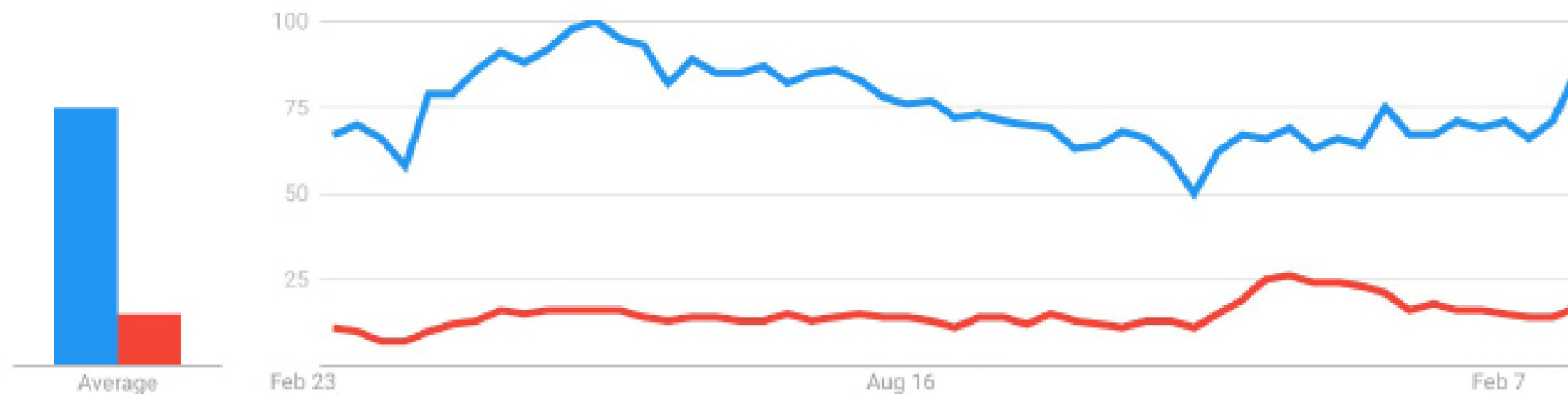
United States

Past 12 months

All categories

Web Search

Interest over time



## Culinary Chop Shop | Totally Bamboo

[Ad www.totallybamboo.com](http://www.totallybamboo.com)

Sharp looking, finely crafted, sturdy bamboo cutting boards at great prices.

## Totally Bamboo | Bamboo extravaganza

[Ad www.totallybamboo.com](http://www.totallybamboo.com)


Eco-friendly, high quality, bamboo kitchen products that last for years.

## Bamboo Kitchen! | Sustainable bamboo products

[Ad www.totallybamboo.com](http://www.totallybamboo.com)

Gussy up your kitchen with fine bamboo decor.

## Top followed links to this site

URL	Page Authority
<a href="http://www.allrecipes.com/article/best-cutting-boards/">www.allrecipes.com/article/best-cutting-boards/</a> 	50
<a href="http://www.kcrw.com/benefits/list">www.kcrw.com/benefits/list</a> 	49
<a href="http://inhabitat.com/...-need-for-a-serious-chefs-kitchen/">inhabitat.com/ ...-need-for-a-serious-chefs-kitchen/</a> 	47
<a href="http://www.sfgate.com/...n-This-once-exotic-2545054.php">www.sfgate.com/ ...n-This-once-exotic-2545054.php</a> 	46
<a href="http://www2.palomar.edu/...ers/warmstrong/trjune99.htm">www2.palomar.edu/...ers/warmstrong/trjune99.htm</a> 	46

Moz backlink research shows TotallyBamboo.com has good authoritative backlinks, valuable for SEO.

### Among the top followed links to the site:

- an article from AllRecipes.com, “The 7 Best Cutting Boards to Buy in 2020”
- an article from Inhabitat.com: “6 Things You Need For A Serious Chef’s Kitchen”
- SFGate.com article, “Bamboo Leads Green Revolution”
- a scientific article, “Stem & Root Anatomy: Cellular Structure of Vascular Plants”

### **Tactic 3: Website Revision**

- Keep site architecture the same. It is working well.
- Reconsider email capture placement
- Improve design of website to add visual interest and maximize sales conversions
- Conduct A/B test to measure effectiveness of visual on the top of first page
- Use Google Analytics to study website traffic
- **Goal of Tactic:** drive more clicks on CTA
- **Tactic KPI:** Click-through-rate



## **Tactic 3: Implementation**



Although the email capture placement is visible and relevant to shopping, the pop-up is intrusive. It can be moved to the side of the page.