

WAX

RFI | SMART STEP | 03162016

# Overview

Wellness Mats, WellnessMats Fitness and WellnessMats PetMat have created an incredibly lucrative niche market with their products. We see a potential issue by competing at a high level against themselves, seeing as they can't compete with the likes of Macy's, Wayfair, Amazon, etc.

To fully understand the potential, we would need actual data sets, i.e. PPC stats, performance, annual net, possible trends in data, market data collected over the past 16 years, etc. However, we can still provide a personalized "general" strategy for now in terms of how we can move forward with this brand and help them to achieve their goals.

## The best way to market Smart Step products going forward are by:

- Understand the intention for product future; are they selling off inventory or still producing more?
- Consolidation of web presence into one main site with different landing pages
- Expansion of current stock through other creative distribution partnerships and
  - SEM geared towards alignment with “similar brands and products” i.e. Kate Hudson’s fitness fashion line, Yoga & Fitness organizations, Pet supply & grooming chains (also high end pet products).
- Continue testing buy one get one free offerings (which they have tried in the past) or senior discounts.
- Figuring out a new approach to discounts that translates into pushing more product out into the world (residential, luxury, pet and commercial).
- New market research.
  - Where can we find more utility for these products other than where they are placed currently?
  - An initial thought is the medical realm both for surgeons in long surgeries and for patients that could find use in them all across the board. (Chiropractic/therapeutic is a huge market).
  - Repurposing the mats for different functions could be key in the success to come.
- Guest blog campaign.
  - Submit blog posts - written by Rebuild - and pitch guest posts to authoritative blogs to strengthen backlink profile.
- Create a scholarship and submit it to .edu sites.
  - Creating a scholarship is a great way to acquire .edu links.
- Find unlinked brand mentions and create more backlinks.

## Conclusion

- New website. Only one to serve both the consumer and commercial demand.
  - We focus on those creative/strategic partnerships and bidding on similar brands' keywords to essentially "place" them in the correct digital aisle for their target market.
- We will target a 2.5 - 3 to 1 return, depending on the unknowns of the COG
- Targeting: Wealthier & healthier cities of California, Arizona, NY, DC, Connecticut and the cities of Chicago, Toronto, London, Atlanta, Nashville, Baltimore and Grand Rapids.
- On the Big Industry/Commercial side, we would need reports from the company to understand who and where to target.
  - And then of course the brand alignment mentioned previously through PPC strategy.
- Before launching a campaign, we would need to do a serious audit and some A/B testing.
- After the campaign is running for 30 days, we can begin retargeting
- Introduction of Facebook ads after 30 days depending on results of PPC

**SUGGESTED PPC SPEND: \$12,500 - \$15,000/monthly**  
**MANAGEMENT BUDGET: \$2,750/monthly**



SEO

# ONSITE STRATEGY

- Prioritize the uses of the mats in the content.
  - i.e. kitchen mats, outdoor mats, exercise mats, ergonomic mats.
  - Users search for these in larger numbers than for colors or patterns of mats.
- Content will be optimized to be more keyword inclusive and authoritative
- Use short tailed, non-branded keywords for category pages.
  - These terms will be harder to rank for but they will drive a larger volume of users to the site.
- Include the pet, fitness and smart step content on the main site.
  - Having multiple sites creates undue competition and unnecessarily duplicates SEO efforts.
  - Having all of this content “under one roof” will drive more traffic to your site and all of the content will benefit from the seo efforts performed for the main domain.
- Product pages will be optimized for longer tailed, niche keywords.
  - These keywords will drive less traffic, but the traffic will be more convertible.
- Reorganize main nav menu.
  - Emphasis should be on the use of the mat.
    - i.e. kitchen mats, outdoor mats, exercise mats, ergonomic mats, etc.
    - Then users can choose color, pattern, etc.

# OFFSITE STRATEGY

- Submit site to authoritative directories to build backlink profile.
- Conduct small local SEO campaign to strengthen local footprint.
  - More time will be spent submitting the site to authoritative directories.
- Guest blog campaign.
  - Submit blog posts - written by WAX - and pitch guest posts to authoritative blogs to strengthen backlink profile.
- Create a scholarship and submit it to .edu sites.
  - Creating a scholarship is a great way to acquire .edu links.
- Find unlinked brand mentions and create more backlinks.



# TECHNICAL SEO

- Mark site and products up with structured data.
- Optimize site speed.
  - Especially for mobile search.
- Optimize images for search.
- Create comprehensive goal tracking campaign to track campaign progress.

**SUGGESTED BUDGET: 20-25 hrs/month or \$2,000 - \$2,500**



# REPORTING

- The clients can expect full transparency on the reporting front.
  - PPC
    - Weekly reporting on spend and several performance metrics.
  - SEO
    - Ranking reports and work completed.
- We would prefer to receive the following from them weekly/monthly
  - # of new customer/sales.
  - Revenue from new customers/sales.

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# THANKS!

WAX

New Business | Michael Melfi | [michael@wax.works](mailto:michael@wax.works)

Production | Christian Colasuonno | [christian@wax.works](mailto:christian@wax.works)

Strategy | Justin Osman | [justin@wax.works](mailto:justin@wax.works)

Technology | David Cilibraise | [david@wax.works](mailto:david@wax.works)

Creative | Ben Vrazo | [ben@wax.works](mailto:ben@wax.works)

SEO | Steve DeAngelis | [steve@rebuildnation.com](mailto:steve@rebuildnation.com)