KSO.

OVERALL

TRAFFIC

REVENUE

ACQUISITION

CONVERSION

DIRECT TRAFFIC

OPTIMIZATIONS

BUYER PERSONA

LANDING PAGES

EMAIL FLOWS

ANALYTICS

HEARTSTONE FARM

CONTACT

310.795.1040
kevin@kevinorbach.com

Los Angeles, CA

KSO.

SITE HEALTH

The growth I've seen on Heartstone Farm is remarkable.

You have a full marketing stack that is well-built out and the evidence lies in the conversion rates and order values you achieve quite regularly. This could not be achieved without a spectacular product and loyal following.

However, the degree of efficacy of each channel varies considerably, and a large amount of your conversions escape attribution. Some of this is unavoidable, but there are some key optimizations that may increase your onsite revenue.

Let's look at some numbers to back this up.

KSO.

TRAFFIC SOURCE SHARE, 1.1-3.18

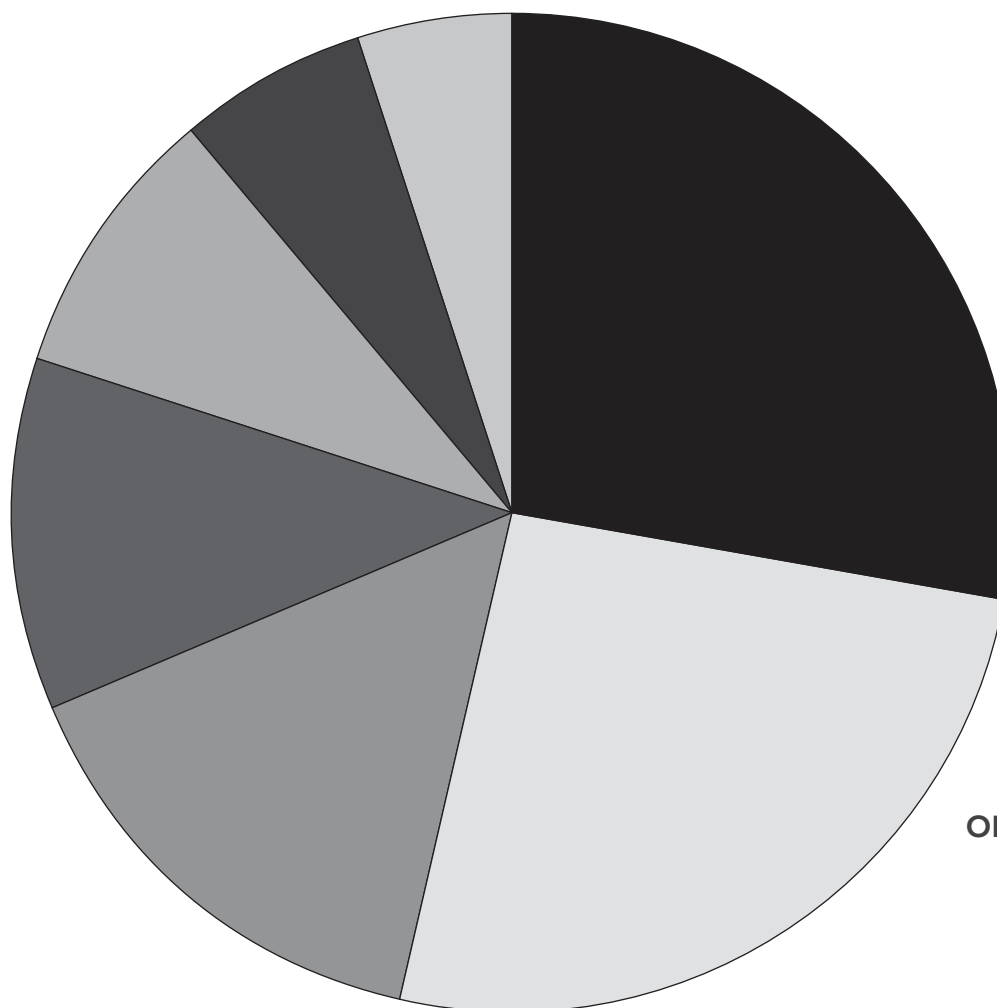REFERRAL, 6.3%

DISPLAY, 4.7%

EMAIL, 8.8%

DIRECT, 27.8%

PAID, 11.3%

SOCIAL, 15.1%

ORGANIC, 25.8%

Interestingly, paid traffic is not very high when compared to your other sources of users. Already, the site appears sustainably well-rounded.

KSO.

TRAFFIC REVENUE SHARE, 1.1-3.18
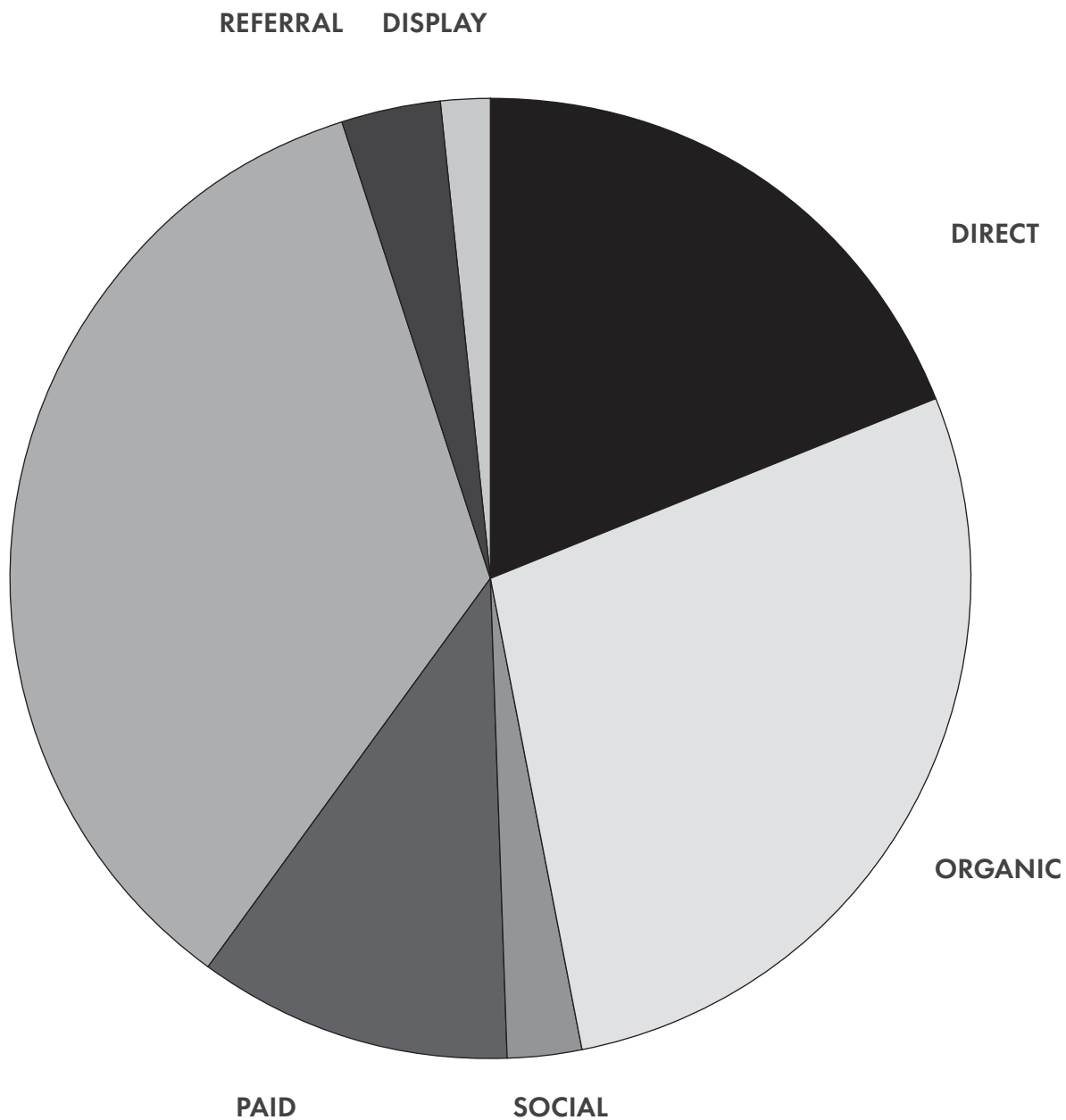
And now the picture gets some nuance. Email, organic and direct all have an oversized impact on revenue. Paid channels underperform.

KSO.

DIRECT	$3862
ORGANIC	$5619
SOCIAL	$547
PAID	$2090
EMAIL	$7098
REFERRAL	$640
DISPLAY	$314

REVENUE

$321	DIRECT
$187	ORGANIC
$109	SOCIAL
$522	PAID
$283	EMAIL
$160	REFERRAL
$105	DISPLAY
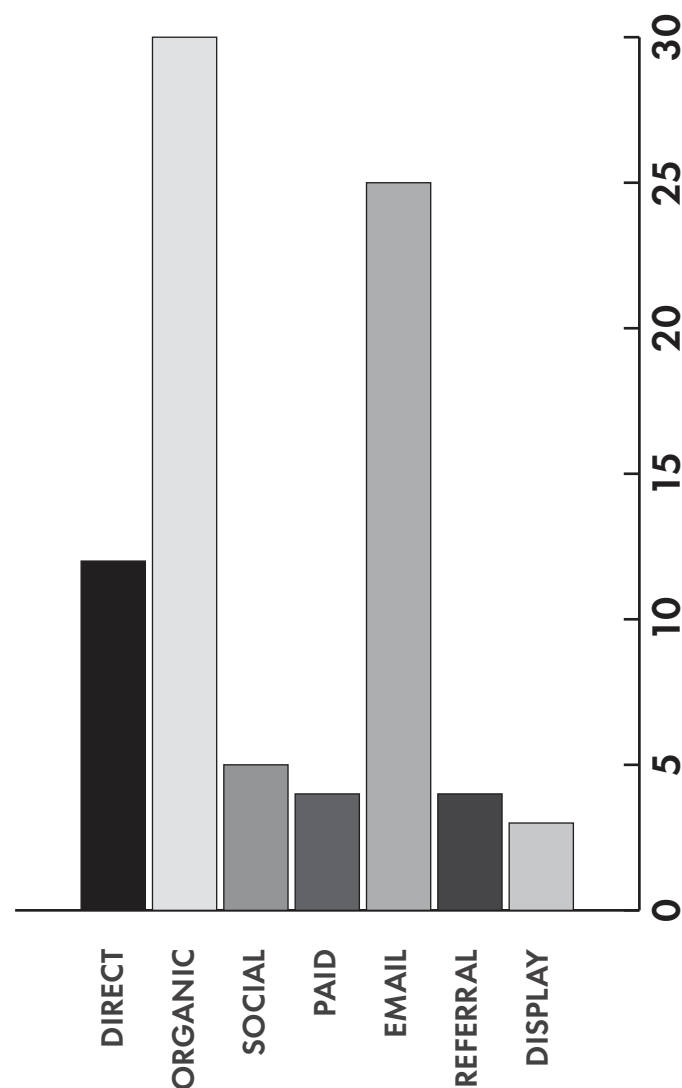
EXPECTED AOV

ATTRIBUTED ACQUISITIONS, 1.1-3.18

KSO.

OVERALL

TRAFFIC

REVENUE

ACQUISITION

CONVERSION

DIRECT TRAFFIC

OPTIMIZATIONS

BUYER PERSONA

LANDING PAGES

EMAIL FLOWS

HOW DO THEY CONVERT

20%

14%

9%

7.5%

5%

2.5%

2.5%

This is where the heart of your issue lies. Both the most valuable information and the least accessible.

Attribution is notoriously tricky, and there are many different modelling strategies, each with pros and cons.

No single attribution model will ever be 100% right, just as no plan for marketing will ever concentrate on 100% one channel.

Looking at these three pages, there are two significant threads that I can clearly see..

The first is great news. For a relatively young site, your traffic is spread out among all sources of traffic, and you aren't bound to one strategy.

Your ad spend is not too high, although it has been in the past. You don't need high spending on paid media to keep up your visitor flow.

Your organic rankings are awesome. Organic is your number one source of conversion. That's an incredible place to be.

And your email list converts with sky-high order values on a regular basis.

There's just one problem.

We've got a black hole.

"Direct."

KSO.

WHAT IS IT?

Direct traffic is not exactly what it appears to be.

Well, mostly it is. It's just a visit to your site without any information passed through by the referring site. To not attach tracking parameters to a hosted outbound link is pretty rare in 2019, and on a more well-known national site, I'd think it was a glitch.

Think of it this way: The population converting via direct links is large enough to make up a majority of conversions. They're so isolated from your marketing that they commonly go to these direct links *three times* before converting and never interact with a paid ad, social media post, email or even a search engine. Big mystery, but it's a huge growth opportunity.

So, who are they?

In Analytics, go to Audience, then Demographics, then Overview.

Add the segment "Direct Traffic." You'll see that it's about 30% of all users.

Set the range to the past 90 days for good coverage, and remove any other segments from the report so you can focus in on just the direct traffic.

And here's what we get:

While still a diverse group, the largest segment of the unknown, direct-linking population is women between 25 and 34, notably left out of your marketing. This explains why they're isolated from your funnels.

KSO.
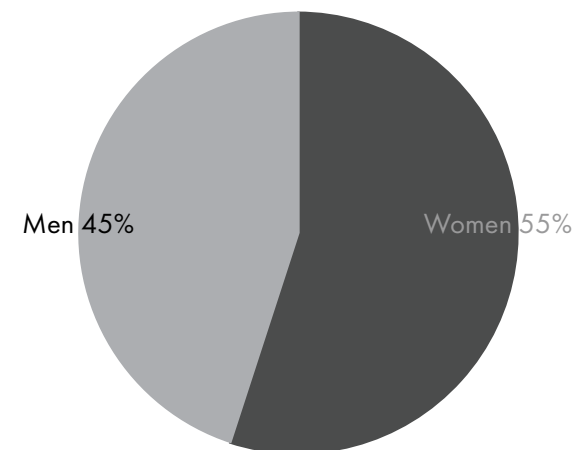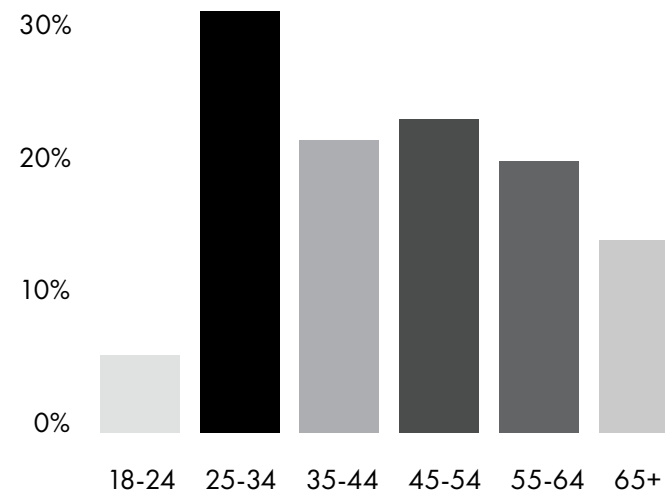
FACEBOOK ADVERTISING (KPI: ROAS, CTR, ENG)

I haven't looked into your Facebook advertising beyond a check of the ads you're running, but I can still give a couple bits of information.

Right now you're only running one ad. This is better than nothing, but not by much. It's very difficult to test content with no control group, and the messaging and creative will become stale quickly.

I know it can be a pain to make a lot of dark posts to convert to ads, and then track, so I've got a suggestion: Dynamic Creative.

With these ads, you submit five headlines, up to ten images or videos, and five additional messaging sections, and Facebook will auto-generate all possible combinations and use those for advertising.

It's much faster, and over time the ads will automatically shift delivery preference to those that perform the best.

You can apply the same dynamic creative ads to different targeted audiences, track conversions with a Pixel, and then build Lookalike audiences to further refine. Facebook makes it really easy and precise, and once you get past their terrible user interface, their system is actually much more user-friendly than Google Ads.

See the funnel structure page further on for more information.

ORGANIC SOCIAL (KPI: Eng., Traffic)

Your frequency of posting is good, as is your engagement with those who interact with your content.

However, I can't identify themes or trends in the content itself. How do you organize your posts? If you don't currently use a content calendar, I strongly recommend you start. Organizing and planning makes content creation and analysis a lot easier, despite the initial time investment which can be lengthy.

If you're interested, let me know and I'll send you an Excel template.

KSO.

GOOGLE ADVERTISING (KPI: ROAS, CTR)
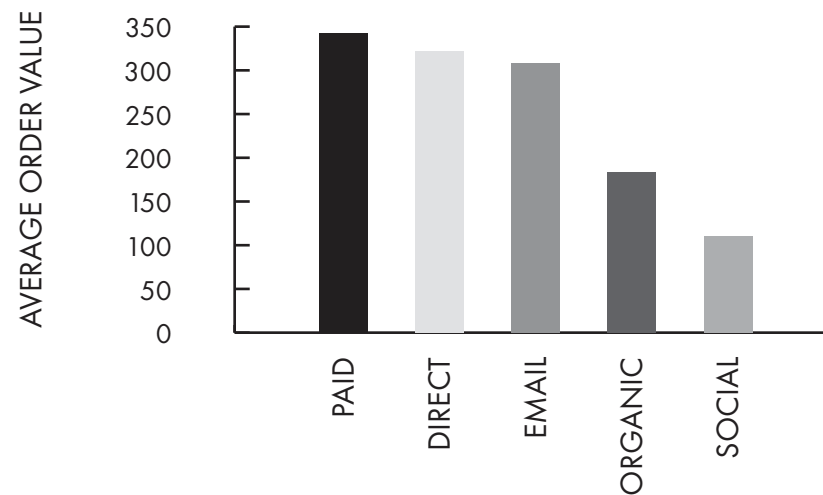
Right now, your cost per conversion ranges from $20 to $85 based on the campaign. With your lifetime value generally pretty high, I'd say this is reasonable. This is dependent on your margin, however.

Keep in mind that although the costs are the highest with paid ads, their average order value is also the highest.

ORGANIC POSTING AND SEO (KPI: PAGE RANK, SOC. SHARES)

Your site has great content, but it could be a little more fleshed out.

The two most recent posts, the one about beef middlemen and the one about caring where your beef comes from, both have great premises and effective titles. The development could go a little further.

When writing for SEO, it's generally a good idea to assume that the reader knows nothing. All concepts and ideas have to have explanation. In doing so, you'll often naturally hit the keywords necessary to begin ranking. Based on your sales figures and the numbers coming from organic, I'd say this strategy would be one to focus on. If you choose to go with it, I'll draft up a content calendar.

MARKETING STATEMENTS

Initially, the principal customers of Heartstone Farm were stated as aged 35+, but we now know that over a third of customers with high lifetime value are under that age.

This has ramifications on many parts of the marketing strategy, and also helps explain the underperformance of others. Younger generations pay less attention to display advertising than older ones, and also commonly use ad blocking software.

Heartstone advertises all over the internet, in many different forms. With both Google and Facebook actively trying to attribute sales to these customers, but unable to, it's a good idea to focus on authentic, grassroots marketing.

WHO ARE YOUR CUSTOMERS

What's their job? How far are they in their career? Male or female? Age? Income? Location? Personality?

Most of this is attainable through Google Analytics, and the rest we can build with customer feedback. Initially a lot of companies imagine these personas as part of a creative process, but we have enough to data to make these archetypes become based in fact.

WHY

Why should they buy anything from you? Are you providing something unique? What resistance or objection will you encounter when trying to sell to them?

WHAT

What pain point in their life will you solve by providing your product? What goals or motivations of the customer can you help solve?

HOW

How can we communicate our value? What descriptions and messaging will we use in the marketing of our product?

KSO.

SEPARATE FUNNELS WITH LANDING PAGES

The vast majority of conversions, at a rate of 30 to 1, are made on the same day as initial site discovery. The site converts well.

Organic search and email are both large contributors, but they are largely independent. Only 4.58% of conversions involved interaction between the two. Organic drives 36% of conversions and email compels 29%, but only 4.58% of conversions involve both organic and email. These are separate funnels, likely with separate buyer archetypes.

We should look into your targeting to separate any overlap and refine the targeting.

The majority of users arrive at your site on the homepage or a product page. This is either the very beginning of funnel (i.e. before advertising) or at the very end (right before conversion). There isn't really an informative, lead capturing middle ground. This is likely why social conversion is low, there isn't much for them to do at the stage of the funnel they're in.

Each ad campaign should have a landing page that contains limited copy and a quick and easy action for the user to complete. I'm interested in seeing the giveaway contests you ran and your mechanisms of lead capture.
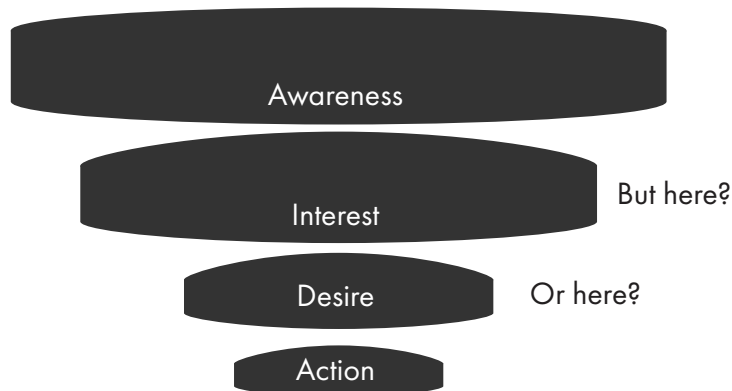
The email list currently stands at 2100 emails. It's segmented into VIP customers and a catch-all group. We should look deeper into sources of signups, history of interaction, and behavioral segmentation to further target these groups.

You've got here.

Awareness

But here?

Interest

Or here?

Desire

And here.
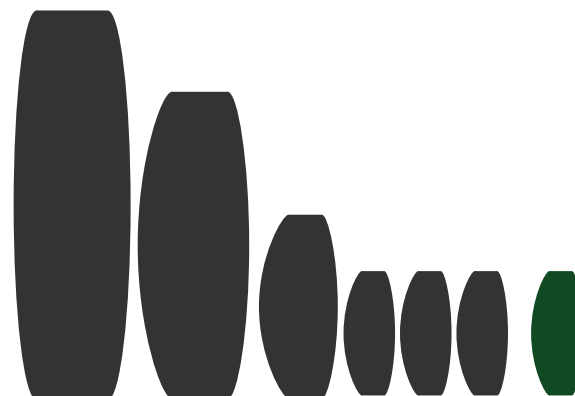
Action

EXAMPLE EMAIL FLOW

Automation has a ton of capabilities that can help you capture the non-converting visitors to your site. This is a crucial time in your growth, and your email list would benefit from higher circulation as it's certainly your highest order value channel.

I keep a library of flows and segments that I commonly use, so inputting them would be relatively easy.

Here's the onboarding one:

1. Introduction with Trust Builder: Social proof and reviews are included, a hint of content to come.

2. Content: An email with "meat," (excuse the pun). This can contain tips, something funny or insightful, a recipe, etc. The actual content varies considerably, but the most important thing is to provide value to the lead. Give them a reason to trust you and want to hear from you.

3. Offer: The sales pitch. This is a good time to pitch an introductory product, for example one of your sampler boxes. Perfect for the curious consumer who isn't knowledgeable about beef.

4. Content II (Branded): A great time to introduce blog posts. Keep it to a topic that works well during any time of year if you don't want to continually update the automation.

5. Promotion: If they haven't converted by now, we can offer a promotional offer like free shipping.

   The flow would then end, and all recipients would join segmented drips.

KSO.

ANALYTICS

HEARTSTONE FARM

CONTACT

310.795.1040
kevin@kevinorbach.com

Los Angeles, CA