

Soy Buddies

Marketing Launch Plan

March 8, 2018

Kay Midthun

Table of Contents

| | |
|---|----|
| <i>Section 1 – Executive Summary</i> | 3 |
| <i>Section 2 – Current Situation Analysis</i> | 3 |
| <i>Section 3 – Customer Profile/Target Market</i> | 8 |
| <i>Section 4 – Marketing Strategy</i> | 8 |
| <i>Section 5 – Marketing Tactics</i> | 9 |
| <i>Section 6 – Activation and Measurement</i> | 16 |
| References/Works Cited..... | 18 |

Section 1 – Executive Summary

Soy Buddies is entering the market with healthy soy yogurt and soy milk products. It appears to be an opportune time to take advantage of current trends. Healthy eating and plant-based alternatives continue to be written about in publications and online, so appear to be important considerations for consumers. Soy Buddies can offer an organic, natural option for families. This Marketing Plan incorporates a combination of traditional and social media marketing to maximize results. The plan takes into account the stages of the Consumer Journey – Awareness, Education, Trial, Purchase and Repeat Purchase. The target market, objectives, tactics and measurements are outlined in the plan.

Section 2 – Current Situation Analysis

Company Mission

Provide soy-based healthy products to American families that help them reach their nutritional and overall health goals.”

Company Vision

Grow our business by providing delicious soy-based products while respecting the environment and being honest and fair to everyone our company works with.

Company Values

Integrity, Quality, Health-Driven, Community-Based, Environmentally Friendly.

Product Features

Kid-Friendly, Great Flavors, Kid-Friendly Packaging, Made for On-the-Go Families.

Competitive Landscape for Yogurt

| Name | Flavors | Ounces | Price | Price Per Oz. | Notes |
|-----------------|---|--------|--------|---------------|---|
| Chobani Kids | Combos: Grape & Strawberry | 14 | \$5.99 | \$0.43 | Dairy. Greek yogurt. Pouches. Features Spiderman. 4 pack. |
| Dannon Danimals | Combos: Swingin' Strawberry Banana & Strawberry Explosion, Mixed Berry Blast & Cotton Candy | 24 | \$4.59 | \$0.19 | Dairy. "New." Yo Tubes. Lowfat. |
| Hy-Vee | Combos: Strawberry & Blueberry, Strawberry Banana & Watermelon | 32 | \$2.48 | \$0.08 | 8-pack. On sale. |

| | | | | | |
|----------------------------|--|-----|--------|--------|---|
| Nancy's Soy | Plain | 24 | \$3.29 | \$0.14 | Organic. On sale. |
| Siggi's | Blueberry | 16 | \$4.29 | \$0.27 | Tubes (8 2-oz.). Organic. |
| Siggi's | Black Cherry, Blueberry, Coconut, Mixed Berries & Acai, Orange & Ginger, Peach, Plain, Raspberry, Strawberry, Vanilla | 5.3 | \$1.69 | \$0.32 | Dairy. 0 milkfat. (Other assorted flavors with triple cream and whole milk). Organic. |
| Silk Soy | Blueberry, Peach Mango, Strawberry, Tropical Pineapple, Vanilla | 5.3 | \$1.49 | \$0.28 | Organic |
| So Delicious | Plain Unsweetened, Vanilla Unsweetened, Plain | 24 | \$5.99 | \$0.25 | Made with coconut milk. Organic. |
| Stonyfield Organic Kids | Combos: Strawberry & Strawberry Banana, Blueberry & Strawberry Vanilla | 24 | \$4.39 | \$0.18 | Lowfat. 6-pack. Organic. |
| Stonyfield Organic Yo Kids | Strawberry | 16 | \$3.99 | \$0.25 | Squeezers. Organic. |
| Yoplait | Combos: Berry & Strawberry Banana, Strawberry & Blueberry, Strawberry & Strawberry Banana | 32 | \$3.99 | \$0.12 | Value Pack (8 4-oz.). Features Scooby Doo, Frozen and SpongeBob SquarePants. |
| Yoplait Go Gurt | Combos: Blue Raspberry & Redberry, Strawberry & Mixed Berry, Berry Bash & Strawberry, Punch & Strawberry Watermelon, Berry Bash & Shell Shocked Cherry, Strawberry Splash & Cool Cotton Candy, Strawberry Ice Castle & Vanilla Flurries, Strawberry & Strawberry Riptide SpongeBerry, Cotton Candy & Melon Berry, Hero Berry & Super Punch | 32 | \$4.69 | \$0.15 | Value Pack. Tubes (16 2-oz). Packaging features co-branding with "New" Sour Patch Kids, Frozen, SpongeBob SquarePants, etc. |

Industry Overview

The dairy alternatives market was valued at \$7.37B in 2016 and is forecasted to grow to \$14.135B by 2022, with the flavored, sweetened dairy-free segment of yogurt, milk and frozen desserts comprising the largest segment by value. [1] Yogurt consumption has increased by 1700 percent since 1970, and plant-based alternatives have contributed to that growth. [2] Factors driving the sale of non-dairy options for consumers are:

- A perception they are more healthy
- Relief to people suffering from allergies
- Another choice for vegans
- Focus on environmental sustainability
- Concern for animal welfare [3]

Consumption of non-dairy, plant-based alternatives has also surged, with a triple-digit increase from the year 2000 to 2016. [4] There is a trend in plant-based yogurt and/or milk made of soy, almonds, coconuts, cashews and even peas. [5]

Soy-based products are popular on the store shelves, yet there have been unverified claims over the years that soy may be unhealthy for children. A number of physicians and experts have discounted that notion. Harvard Medical School published a suggestion to limit children's soy milk consumption to one to two glasses of soy milk per day [6], which was echoed in a post by Parents blog. [7] According to the editors of Parenting Magazine, three glasses of soy milk a day is healthy for children. [8]

Soy Buddies is launching a new, soy yogurt product with three flavors, Cotton Candy, Bubblegum and Banana Split. Taste tests of 5- to 10-year olds were favorable, with children ranking the flavors in that order. Soy milk will be offered in Vanilla, Strawberry and Chocolate.

The stiffest competition for Soy Buddies is primarily non-dairy providers. However, the company must contend with dairy products that cater to children and packaging that can get their attention. If moms don't have an aversion to dairy, they could be drawn in by dairy product providers who tout an organic product or milk from "grass-fed cows" in their messaging and packaging.

A number of competitors offer yogurt targeted to children, such as Yoplait, Dannon, Siggis, Stonyfield Organic, Chobani, Happy Yogis and even Hy-Vee. Many of these companies offer multi-packs of flavor combinations, with a couple even offering a cotton candy flavor that competes with Soy Buddies. Some also offer a portable packaging option, including squeezers and tubes. Other significant product competitors include So Delicious, Silk and Trader Joes. Examples of competitors for milk offerings include Silk and Sassy Cow.

SWOT Analysis

| Strengths (<i>internal</i>) | Weaknesses (<i>internal</i>) |
|---|---|
| <ul style="list-style-type: none"> • Our product is organic, which is in demand • Our product is a dairy alternative, which is quickly growing in popularity • Our company is smaller than many competitors, so we're more nimble and can quickly adjust to market shifts, trends and consumer tastes • Our focus is soy yogurt and soy milk, so all our resources are being invested in keeping our product on the cutting edge, unlike some competitors • Parents are open to trying the product, based on focus group results • Positive taste tests among children ages 5 – 10, and they loved the flavors • Focus group results indicated 87% of parents liked the product better than they expected • Manufacturing facility is close by in Wausau, so easy to restock and keep product fresh on shelves • Availability of soy in the state • Can manufacture and transport the product cost-effectively, so our price is competitive | <ul style="list-style-type: none"> • Limited number of flavors • Flavors could be perceived as having too much sugar • Flavors don't lend themselves to mixing with fruit or other ingredients in recipes as some competitors' flavors do • For packaging, no tube option that provides portability and a fun-to-eat option for children • Packaging takes up more space in a cooler for families on the move • Smaller promotional budget than larger, more established competitors |
| Opportunities (<i>external</i>) | Threats (<i>external</i>) |
| <ul style="list-style-type: none"> • Trend of healthy eating • Rapid growth in consumption of dairy alternatives, especially yogurt • Consumer demand for organic products • Clearly defined target market with substantial number of targets • Target market of moms 30-45 are active on social media networks and use smart phones, so can be reached • Target market consumes content on social media about healthy eating and related topics | <ul style="list-style-type: none"> • No name awareness, so will take a while to create it • Have not yet established a social community who can amplify our message and be brand advocates • Have not advertised, so it will take a while to build frequency • Competitors have a head start, they are more established in the marketplace • Some competitors in the yogurt sector co-brand and leverage popular children's TV programs and movies (Frozen, SpongeBob SquarePants, Spiderman) in |

| | |
|--|---|
| <ul style="list-style-type: none"> • Target market who becomes satisfied customers have proven to share positive comments • Our target market already buys these products, so is open to another brand • We have unique flavors • Relatively small number of competitors for dairy alternatives (almond, cashew) • Fairly limited non-dairy product competitive offerings (as compared to dairy yogurt) • Chance to be viewed as a specialist in soy products, since some competitors have diversified • Clarity of product name – some competitors’ product names aren’t clearly soy products • Our packaging could be designed specifically for children, while most competitors have a more general brand look to adhere to • Opportunity to partner with numerous mom food bloggers as influencers • There’s a demand for content about non-dairy and organic food options • Several grocery stores in Madison offer a substantial amount of organic food options, so can attract those buyers • There are delis at Hy-Vee and Whole Foods nationally, and Willy Street Co-Op locally to potentially offer entrees and desserts made with our products • Pro-soy content is prevalent online, including third-party studies to combat anti-soy claims • The dietician’s office at Hy-Vee is located next to the non-dairy cooler, so she can alleviate moms’ concerns about soy’s health benefits for children • Local launch will make social media monitoring and personal engagement more manageable | <p>text and images on packaging that could attract children’s interest</p> <ul style="list-style-type: none"> • More flavor options from competitors • Misconceptions and health concerns about soy for children in the marketplace • Must compete against major existing initiatives, such as Stonyfield Organic “Trip to South Africa Sweepstakes” for a child and three guests • Hard to get noticed (many competitors and/or store displays of non-dairy options are located a distance from large supply of dairy options) • Moms in target market are busy – can be challenging to get their attention (due to clutter, competing messages) • Dairy products are also our competition • Phased rollout could give competitors a chance to respond • Pending regulatory issues regarding whether non-dairy alternatives can market a product as “milk” |
|--|---|

Section 3 – Customer Profile/Target Market

The target market of current customers is personified by “Molly the Healthy Mom.” Molly is between the ages of 30 and 45. She has a college education and a household income of more than \$75,000. She balances a career and raising a family, so has a hectic and rewarding life. Healthy eating is a focus, and she won’t hesitate to invest more at the grocery store for healthy food options for her family. Social media is a main source of news and brand information, and an opportunity to connect with family and friends. Molly is active on several media networks. She shares a wide range of information about healthy eating, parenting, gardening and politics, and is more likely than the general population to share interesting and beneficial product content. She is influential with connections. Because of Molly’s busy lifestyle, time-saving tips and solutions to simplify her life are compelling to her. She accesses news, product information, recipes and other content primarily on her mobile phone. Molly isn’t alone in her dependence on a mobile device among U.S. women – 1 in 7 access the Internet with mobile only, and spend 78% of their time on social networking. [9]

Section 4 – Marketing Strategy

Marketing Objectives

The marketplace offers an excellent opportunity to achieve success with marketing Soy Buddies. The industry is healthy and demand continues to grow at a high rate. Trends in healthy eating and consumption of dairy-alternatives will enable Soy Buddies to capture the hearts and minds of consumers, and ultimately gain market share. The company is well positioned to maximize an organic, plant-based product offering. Madison presents a strong base for our target market. Initial marketing objectives are shown below. Numbers will be increased for future milestone dates after numbers are achieved.

Awareness

- *Achieve a 40% increase in the number of brand mentions on social media by March 31, 2019
- *Boost traffic from social media sites such as Facebook to landing pages by 50% by March 31, 2019
- *Hit 2,500 visits to owned media channels (website, Facebook page, blog) by December 31, 2018
- *Increase impressions for boosted posts/paid media channels by 25% by June 30, 2018.

Engagement

- *Increase number of times branded content is amplified on social media (shares) by 35% by December 31, 2018.
- *Boost number of likes and favorites on owned social media channels by 40% by December 31, 2018.
- *Increase number of clicks on content on owned social media by 30% by August 31, 2019.

Trial

- *Obtain 20% increase in number of comments posted on owned media by consumers about trying the product by December 31, 2018.

Purchase

- *Obtain coupon redemption level of 500 by December 31, 2018.
- *Increase number of product sales units by 25% by December 31, 2018.
- *Achieve sales revenue growth of 25% by December 31, 2018.

Repeat Purchase/Advocacy

- *Reach 500 customer referrals by December 31, 2018
- *Increase positive tone of customer posts on owned social media by 35% by December 31, 2018.
- *Increase number of testimonials posted by 25% by March 31, 2018.

Section 5 – Marketing Tactics

Social Networks

Social networks used in this marketing plan to reach, inform and engage with Molly are Facebook, YouTube, Instagram and Pinterest. According to a 2018 study conducted by Pew Research, women use social media networks more than men. In the 30-49 age demographic, the four most popular social media channels among adults are Facebook (78 percent), YouTube (85 percent), Instagram (40 percent) and Pinterest (34 percent). [10] Pinterest will be especially beneficial for promoting pins with images of yogurt, soy milk and recipes.

As we boost Awareness, content will focus on telling consumers about us and our products. As we shift to the Education phase, content will address issues that are important to our target market, such as tips for healthy eating, how to save time with easy-to-prepare, how to solve their problems relating to healthy eating and a full schedule, and nutritional recipes for children. For the Trial phase, content will encourage consumers to try Soy Buddies products and explain how they can sample products. Content in the Purchase phase will reinforce why the products are healthy choice that other consumers rate highly. The Repurchase stage content will communicate how much we value our customers, that we want their feedback, and ways they can get even more connected to our brand. Soy Buddies will provide exclusive offers to loyal customers on social media networks and opportunities for them to be brand evangelists. In addition, content will include posts about “National Days” that relate to the products and brand, such as National Chewing Gum Day (September 30), National Banana Split Day (August 25), National Cotton Candy Day (December 7), National Kids Take Over the Kitchen Day (September 13), and National Child Health Day (October 1).

Product Pricing

Pricing will be set at \$1.85 for a 6-ounce cup of yogurt to position Soy Buddies as a premiere product with high value, yet at a fair price that’s within reach of similar products.

Creative Messaging

Soy Buddies -

Simple, natural, nutritious.

Healthy choices for families on-the-go!

Try our organic soy yogurt and milk in assorted flavors that kids love.

Image: Young boy and girl between ages 5 and 10 smiling at each other, eating Soy Buddies yogurt on the edge of a soccer field between games, with a proud, happy mom watching - mobile phone in one hand and extra jackets for the kids in the other.

Content and Launch Calendar

First 20 Days

Social media marketing will be combined with traditional marketing. The examples below provide a snapshot of content and approach. There will be daily posts on Instagram, four blog posts a week, and two posts a day on Facebook. Pinterest pins will be added four times a week. YouTube videos will be added weekly. Samples will be offered in Hy-Vee, Willy Street Co-Op and Whole Foods. Brennan's Market is closed, with a smaller version now open. However, Brennan's no longer offers yogurt products.

March 12

*Company Blog Post – “Meet Soy Buddies: A New, Healthy Yogurt for Kids” (find us at Hy-Vee, Whole Foods and Willy Street Co-Op)

*Facebook Boosted Post #1 with image and link to blog

*Email announcement to contacts, plus link to blog

*Instagram announcement, photos of smiling employees & products, #SoyBuddies

*Direct Mail to target audience in selected ZIP codes who are located within 15 minutes of Hy-Vee, Willy Street Co-Op or Whole Foods due to the fact that according to Access Development research, 92 percent of urban residents typically will travel 15 minutes or less to shop for groceries. [11] Mailing will include URL to website and reminder to follow us on Facebook.

March 13

*Facebook Boosted Post about 3/12 blog with video intro and link to blog

*Instagram post – Watch for us at the Natural Family event at Monona Terrace March 18, Booth #X. Stop in for a discount coupon and our free guide “Tips for Healthy Eating.”

March 14

*Company Blog Post – “7 Questions to Ask Before Buying Yogurt for Your Children”

*Facebook Boosted Post with image and link to blog

March 15

*Company Blog Post – “Hands-On Recipe for Kids – Soy Yogurt Party Parfait”

*Facebook Boosted Post with image and link to blog

*YouTube video showing a child making the recipe with his mom

*Pinterest pin of recipe and photo

*Facebook post #2 with link to YouTube video, engage with followers and ask them to post pictures with them and/or their kids making the recipe, or the finished product.

*Instagram pictures of kid & his mom making recipe, #BestSoyBuddies #HealthyEating

March 16

*Facebook Boosted Post about Influencer “Healthy Mama Info” blog about Soy Buddies yogurt and milk and healthy eating

*Facebook post – We’ll see you at Monona Terrace for the Natural Family Event on March 18, Booth #X. Come to see us, sample Soy Buddies yogurt and milk, and get coupons.

March 17

*Company Blog Post – “5 Health Benefits of Soy Yogurt for Children”

*Facebook Boosted Post with image and link to blog

*Facebook post – We’ll see you tomorrow at the Natural Family Event, at Booth #X. Stop by for a coupon.

*Instagram post – Visit us tomorrow at the Natural Family event at Monona Terrace. Your “Tips for Healthy Eating” guide and discount coupon will be waiting for you!

March 18

*Facebook Boosted Post about 3/17 blog with image, new intro and link to blog

*Facebook Boosted Post with video intro and link to blog

*Instagram posts of pictures throughout day from the Natural Family event at Monona Terrace (see Events listing that follows), booth, pictures with new “buddies” who visit the booth – use event hashtag, plus #SoyBuddies, #NewBuddies

March 19

*Company Blog post - “What’s in a Yogurt Label? Breaking the Code”

*Facebook Boosted Post with image and link to blog

*Facebook post with link to YouTube video of interviews from Natural Family Event about healthy eating and Soy Buddies products

March 20

*Facebook Boosted Post about Influencer “Healthy Mama Info” blog about Soy Buddies yogurt and milk – new intro and new image

*Email to contacts with link to “Healthy Mama Info” blog about Soy Buddies

March 21

Company Blog Post - “Why Soy May Be Right for Your Family”

Facebook Boosted Post with video intro and link to blog

March 22

Company Blog Post – “Hands-On Recipe for Kids: Yogurt Cotton Candy Crunch”

*Facebook Boosted Post with image and link to blog

*YouTube video showing a child making the recipe with his mom

*Pinterest pin of recipe and photo

*Facebook post #2 with link to YouTube video, engage with followers and ask them to post

pictures with them and/or their kids making the recipe, or the finished product.

*Instagram post of pictures of kid & her mom making recipe, #BestSoyBuddies #HealthyEating

March 23

*Facebook Boosted Post about 3/21 blog with new intro, image and link to blog

*Facebook post of a video interview with a nutritionist that reinforces our content about the health benefits of soy

March 24

*Company Blog Post - "Healthy Organic Eating"

*Facebook Boosted Post with image and link to blog

*Facebook Post – Almost 9 in 10 consumers say Soy Buddies exceeded their expectations for taste

March 25

*Facebook Boosted Post about 3/24 blog with new intro, image and link to blog

*Facebook Boosted Post with image and link to blog

March 26

*Company Blog Post – "Boosting Your Child's Nutrition with Soy Milk and Yogurt"

*Facebook Boosted Post with new image, intro and link to blog

March 27

*Facebook Boosted Post about 3/26 blog with intro, new image and link to blog

March 28

*Company Blog Post – "The Sustainability of Soy"

*Facebook Boosted Post with video intro and link to blog

March 29

*Company Blog Post – "Hands-On Recipe for Kids: Yogurt Berry Breakfast Popsicles"

*Facebook Boosted Post with new image, intro and link to blog

*YouTube video showing a child making the recipe with his mom

*Pinterest pin of recipe and photo

*Facebook post #2 with link to YouTube video, engage with followers and ask them to post pictures with them and/or their kids making the recipe, or the finished product.

*Instagram pictures of kid & his mom making recipe, #BestSoyBuddies #HealthyEating

March 30

*Facebook Boosted Post about 3/28 blog with video intro and link to blog

March 31

*Company Blog Post – "5 Time-Saving Tips for a Soy-Healthy Lunch"

*Facebook Boosted Post with image and link to blog

Other marketing campaign tactics that will be implemented to coincide with the Consumer Journey are:

Awareness

Social Media

Posts on Facebook and Instagram, videos on YouTube and pins on Pinterest (especially of high quality photographs of food and recipes on this channel). Soy Buddies will also include behind the scenes looks at the company, employees and products.

Influencer Bloggers

We will partner with Influencer Bloggers for campaigns, product reviews and recipe development every other month during the 18-month promotion period. Each blogger will receive exclusive content for their use prior to our partnership so it's a win-win. They will receive an attractive Soy Buddies product basket with a personalized handwritten note, which they will disclose as a benefit on their blog. The full list of Influencer Bloggers we will partner with is:

- Easy Real Food
- Eating Made Easy
- Healthy Mama Info
- Love and Lemons
- Raising Generation Nourished
- Real Mom Nutrition
- The Naptime Chef
- The Natural Nurturer
- Wellness Mama

Events & Sponsorships

West Madison Little League Sponsorship

Season Team Sponsorship - Soy Buddies name on jerseys and mention in game results, standings
Season Website Link Sponsorship – link to Soy Buddies web landing page with coupon to print, option to continue to website

Social Media – Posts and photos from the games, congratulations on big wins, photos of kids in the Soy Buddies uniform, etc.

Madison Mallards

Promotion sponsorship at game – Best Buddies Day
Sunday, June 10, 4 p.m.

Social Media – Real time posts from the event, pictures of best buddies at the game

Education

Events & Sponsorships

Natural Family Expo

March 18, Monona Terrace

Booth exhibit to highlight benefits of soy yogurt and milk and educate about Soy Buddies.

Social Media - Facebook Event to invite friends and identify who will attend and capture contact information and gauge interest, Facebook boosted posts, Facebook posts at event with photos, live Instagram posts with short videos and photos, video compilations on YouTube of people explaining why they are focused on healthy eating for their family and reactions to taste tests.

Madison Women's Expo

November 17-18, Alliant Energy Center

Booth exhibit to educate moms about Soy Buddies products, provide flyer on health benefits with link to our landing page to print a coupon for \$1 off a multi-pack and option to continue to website for more information, show video loop of moms from Natural Family Expo interviews.

Social Media – Real-time posts of event, video interview of women about healthy eating for their family, tips for others, comments on Soy Buddies samples.

Trial

Social Media

Facebook Events & Posts on Facebook and Instagram

To be utilized for store events when Soy Buddies samples will be available, and for events we sponsor or host.

Events & Sponsorships

Season Sponsorship - Madison Area Youth Soccer Association

Website Listing with Link to Landing Page

Sign up for a buy one, get one free coupon offer on the landing page from link, and continue to website.

Social Media – posts about being proud to sponsor them, pictures from games, crowds, recipes for easy, portable snacks.

Dane County Junior Fair Booth Exhibit

July 19-22, Alliant Energy Center

Distribute Soy Buddies samples

Social Media – Photos from event, comments on meeting customers.

Purchase

Social Media – share comments made by customers, increase recipes to drive sales.

Email Campaigns

Email campaigns featuring special offers and discounts to drive purchases.

Mailer Insert

Valpak Flyer with coupon and URL to website sent to selected ZIP codes. Every other month.

Soy Buddies Cooking for Kids

Hosted by Soy Buddies, geared to moms and kids, featuring a short presentation for kids by a nutritionist, and a chance to learn to make an easy, nutritious family meal together with Soy Buddies ingredients. Soy Buddies will provide cartons so participants can take their meal home to share with the whole family. Promoted on social media, with live commentary and follow-up posts of photos and video. #SoyBuddiesCook

Events & Sponsorships

All-City Swim Meet Food Booth

July 26-28, Monona Pool

Social Media – share photos of event, reveal what’s selling the most.

Middleton Good Neighbor Festival Sponsorship, Booth Exhibit, Food Court

August 24-26, Parmenter Street, Middleton

This event provides opportunities for Awareness, Education and Trial

Social Media – post fun pictures and videos of the event, and ask visitors questions about their tips for healthy eating.

Repeat Purchase

Social Media

Exclusive Offers on Facebook and Instagram for Customers

Example: Send in the proof of purchase from a multi-pack, and receive a free multi-pack. Promote Recipe Contest.

Refer-a-Friend Promoted on Social Media

When a customer refers Soy Buddies to a friend and the friend buys a multi-pack, the friend will receive \$1 off, and the referrer will receive a “buy one get one free” coupon for any size product. There is no

limit to the number of referrals that will be allowed.

Recipe Contest

Customer contest for recipes made with Soy Buddies milk or yogurt. The contest will be promoted on Facebook and Instagram to create user-generated content. Entrants will post a recipe and a picture of their creation. Soy Buddies will choose the top 5 recipes, and will post them on the Soy Buddies Facebook page, Instagram and Pinterest. Followers will then Share, Like or Comment on their top choice. The top five will each receive a prize based on the amount of positive engagement on their recipe post. Prizes will be:

- 1st Place – Trip for two to Napa Valley
- 2nd Place – Cutlery Set
- 3rd Place – Electric Citrus Juicer
- 4th Place – Picnic Backpack with Utensils
- 5th Place – Veggie Spiralizer with Cookbook

All entrants will receive a substantial discount coupon for a Soy Buddies product. The announcement of winner placement will be built up on social media channels, and will be revealed via video on YouTube, Facebook and Instagram.

Exclusive Content

Offers of exclusive content such as behind-the-scenes videos and interviews with nationally-recognized thought leaders.

Section 6 – Activation and Measurement

Pre-Launch

To enhance the likelihood that the marketing plan will work, the Soy Buddies website must be optimized with keywords, provide clear navigation, and all links should function properly. Social media icon links should be positioned above the fold for easy access to web visitors. Soy Buddies social networking accounts should be well established, active and current on Facebook, YouTube, Instagram and Pinterest, and resources should be assigned to monitor and track consumer activity. Staff must be set up and ready to track results via Hootsuite, Facebook Analytics and Google Analytics.

Metrics

A variety of meaningful metrics will be used to evaluate the success of the plan. Metrics will apply to the Awareness, Engagement, Trial, Purchase and Repurchase stages of the Consumer Journey. Current benchmarks will be used to compare results throughout the 18-month campaign and at the conclusion.

Awareness

To determine success in creating Awareness, metrics will be the number of brand mentions on social media, increase in traffic from social media sites such as Facebook to landing pages, number of visits to

owned media channels (website, Facebook page, blog), and the number of impressions for boosted posts/paid media channels.

Engagement

Number of times branded content is amplified on social media (shares), number of likes and favorites on owned social media channels, and number of clicks on content on owned social media.

Trial

Number of comments posted on owned media by consumers about trying the product.

Purchase

Quantity of coupons redeemed will be an indicator of success, with coupons coded by campaign and event source. Soy Buddies will also track number of sales and revenue, including sales by flavor to assess if any additions or subtractions should be made.

Repeat Purchase/Advocacy

Number of referrals will be tracked for this stage, as well positive tone and number of testimonials posted.

References/Works Cited

- [1] Riley, Sean. (2017, November 17). Not your mother's soy milk: The Evolving Market for Dairy Alternatives. Retrieved March 07, 2018 from <https://www.dairyreporter.com/Article/2017/11/17/Not-your-mother-s-soy-milk-The-evolving-market-for-dairy-alternatives>
- [2] Product Innovation in the Dairy Case. (2017). Retrieved March 06, 2018 from <https://www.packagedfacts.com/Content/PF-EBook---Product-Innovation-in-the-Dairy-Case>
- [3] Riley, Sean. (2017, November 17). Not your mother's soy milk: The Evolving Market for Dairy Alternatives. Retrieved March 07, 2018 from <https://www.dairyreporter.com/Article/2017/11/17/Not-your-mother-s-soy-milk-The-evolving-market-for-dairy-alternatives>
- [4] Dairy and Dairy Alternative Beverage Trends in the U.S. (4th ed.). (2017, October 25). Retrieved March 06, 2018 from <https://www.packagedfacts.com/Dairy-Alternative-Beverage-Trends-Edition-11000293/>
- [5] Granderson, Daniel. (2018, January 22). Dairy-Free, Plant-Based Yogurts Trending. Retrieved March 07, 2018, from <https://www.packagedfacts.com/Content/Blog/2018/01/22/Yogurt%E2%80%99s-Free-From-Culture>
- [6] By the way, doctor: Children and soy milk. (2009, May). Retrieved March 06, 2018 from https://www.health.harvard.edu/newsletter_article/By-the-way-doctor-Children-and-soy-milk
- [7] Zied, Elisa. The Scoop on Food. (2013). Retrieved March 07, 2018 from <https://www.parents.com/recipes/scoop-on-food/is-soy-safe-for-kids/>
- [8] Soy: Is It Unhealthy for Kids? Retrieved March 04, 2018 from <https://www.parenting.com/article/soy-is-it-unhealthy-for-kids>
- [9] 1 in 7 Women in the U.S. Accesses the Internet Only Via Mobile Devices. (2017, November 7). Retrieved March 07, 2018 from <https://www.marketingcharts.com/digital/mobile-phone-81020>
- [10] Social Media Fact Sheet. (2018, February 5). Retrieved March 07, 2018, from <http://www.pewinternet.org/fact-sheet/social-media/>
- [11] Nanji, Ayaz. (2016, November 8). How Far Consumers Travel to Make Everyday Purchases. Retrieved March 06, 2018, from <http://www.marketingprofs.com/charts/2016/31051/how-far-consumers-travel-to-make-everyday-purchases>