

Restwell - Sleep Products

Marketing Plan - 6 Month

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June 2021

The Problem

- Outdated Brand Image, Website & Unstructured content/Information
- Competitors are updating their style and image in order to keep up with the market needs and younger generations.
- Restwell does not have any ecommerce platforms running
- Social media posts are not updated with the latest business content

The Solution | The Main Goal | The Bigger Picture

- Improve/ Update **Restwell's Brand Identity** (Solution)
- Increase **Brand Awareness (Brand Equity)** (Goal)

As A Result... We Will

- Increase Our Brand Recognition and Brand Equity
- Increase Our Customer Loyalty
- Increase Our Perceived Credibility and Reliability
- Gives Customer's confidence to purchase our products
- Shows consistency on our Brand, Products and Public
- Attract New Clients and Maintain Ongoing Clients
- Assist individual retailers to sale more products
- Attract Talented New Employees
- Become Canada's Best Independent Mattress Manufacturer
- Increase Followers in Social Media - Facebook & Instagram
- Increase Website Visits and Inquiries
- Generate Curiosity and Engagement within our community about our products
- Build deeper relationships with our clients & and their consumers

How Are We Going to Achieve Our Main Goal?

Phase 1	1. Create a Brand & Branding Guidelines	2. Change Hosting Provider, Update Copyright & Customer Journey	3. Update Website Design (Aesthetics)
	4. Update & Create Marketing Collateral	5. Create & Schedule initial Social Media Posts	6. Set Email Marketing Campaign
			7. Launch Date Website, Social Media & Collateral

Phase 2	8. Reputation Clean up and Reviews	9. Access Improvements through surveys	10. Create Ads <u>Optional</u> (Paid/ Organic)
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Phase 1 Segment Breakdown

1. **Create a Branding Guideline** - Set a consistent **Brand Look** across all media and printed platforms. Below are the contents of a branding guideline. These sections have to be discussed and approved.

- Branding Book/Guidelines
 - Logo
 - Mission statement
 - Brand Personality & Voice
 - Funny | Knowledgeable | Quirky | Modern | Professional
 - Typography
 - Sans-Serif | Serif
 - Font Pairings
 - Colour Palette
 - Additional Colors & Pairings
 - Imagery
 - Iconography
 - Patterns & Textures
 - Dos and Don'ts
 - Social Media Examples
 - Examples & Mock ups
 - Web Design
 - Packaging | Boxes | Inserts
 - Mattresses
 - Pillow Inserts
 - Tags
 - Uniform
 - Business Cards
 - Brochures
 - Vehicles Wraps

- **What will be provided to review?**
 - Mockups showcasing the different style choices Restwell can have

2. Change Hosting Provider - A new hosting provider will run the website faster and it will be more reliable for both the staff in the office and users viewing our website. In addition, it will be able to support heavier and more complex plugins and addons.

Things that will be done during this process:

- Transfer server content from the old one to the new one
- Connect Domain to new server
- Optimize website to new server settings

- *Stage New Design and Merge old with new once it has been finalized*
- *Set Security plugins and spam alert*
- *Connect Google Analytics to track down performance*
- *Redirect old links to new ones and connect domain to new servers*
- **What will be provided to review?**
 - A list of recommended hosting providers along with their prices, features and other addons.

2.5 Update Website Content & Customer Journey (FlowChart/ SiteMap) - We will need to update the website structure in order to improve the user experience of our website visitors. By making it intuitive, easier and faster, visitors will engage with our content and possibly inquiry about our services.

Below are the landing pages that will need to be reviewed. Their content and copyright will be made or updated once the Sitemap has been approved. Addition of other pages will be discussed in order to meet certain standards.

- *Landing Page*
 - Feature Products & Offers
 - Product Overview & Shop
 - Brand Promises
 - Warranty | Support |
 - Additional Products & Services
 - Reviews & Testimonials
 - Resources
 - Social Media Followers
 - Call To Action
 - Footer & Other Links
- *Portal Dealers*
 - How to Become a Dealer
 - Dealer Portal and Ordering System
 - Hospitality
 - Perks of Becoming A dealers
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- *Portal Digital and Marketing Assets*
 - Business Cards
 - Brochures of Mattresses
 - Social Media Packs
 - Brands Logos & Collateral
- *About Us*
 - Restwell Story
 - Careers
 - Mission Statement
 - Goal
 - Meet team
 - Privacy Policy
 - Environmental Responsibility
- *Support*
 - Customer Service

- Reviews
- Return Policy
- Warranty Claims
- FAQ
- Store Locator
- Covid-19 Measures
- *Resources*
 - Blogs
 - How it's Made
 - Mattresses
 - Pocket Coils
 - Bed Frames
 - Pillows
 - Mattress guide
 - Types of Mattresses
 - Types of Sleeping Positions and
 - Retailer Instructions
 - Mattress Care
 - Pillow Care
 - Washing Instructions
- *Live Chat with a human*
- *Future Ecommerce integration*

3. Update Website Look according to the Branding Guidelines - Updating Restwell's website to a modern and attractive design will bring new customers and keep up with the marketing efforts of competitors.

The new-look of each page created will be based on the **Branding Guidelines** we agreed upon.

- **What will be provided to review?**
 - Live and Still of Website Mockups for the board of directors to see and review
 - Mockup of each landing page along with its Copywrite

4. Update & Create Marketing Collateral - Updating printed and digital marketing assets that contain the old branding to the new guidelines. Below are examples of marketing collateral that we need to update

- *Who We Are" brochure*
- *What We do*
- *Product Overview*
- *Services Overview*
- *Private Label Brochure*
- *Costume Beds Brochure*
- *Google & Facebook Review Cards*

- *Thank you Cards*
- *Stickers*

5. Update/ Create & Schedule Social Media Banners and Content - Updating Restwell's social media banners to new branding guidelines. Plus set new social media posts that showcase the new aesthetic look, and updates to the website. A new post will display services offered, brands manufactured, products manufactured, resources, and other content.

Accounts that will be updated:

- *Facebook*
- *Instagram*
- *Google My business*
- *Youtube*

6. Set Initial Email Marketing Campaign - We need to let our clients know about our recent updates and that our new vision is our commitment to always offering top-quality products and services.

This Campaign will include:

- Teaser Email
 - Let clients know of the upcoming changes and improvements to the company and website.
- Launch Email
 - Showcase the new changes to the website
 - The improvements
 - The New Resources and Portals
 - Our commitment to our clients & Quality Products
 - Provide Feedback

7 . Launch Date of all Created Assets - After finishing up the website design and structure, we'll need to set up a launch date for it to go live on the internet and on browsers.

Things we need to do :

- Set a launch date for the Website to go live
 - Set a maintenance time frame to make sure all content created is properly display in google and other browser engines
 - Connect domain to new server
 - Test server connection to domain
 - Test that all pages are running and displaying all content
 - Test contact forms and Buttons
 - Test google analytics connection
 - Submit sitemap to google console and other browser
 - Test Dealer's portal & Marketing Portal are working and linked
 - Review Marketing Portal content
- Print All required Marketing collateral. Brochures, Business Cards, Letterheads banners and possible shirts

- Create and Set social media posts to showcase the refreshed Restwell Brand

Phase 2 | Segment Breakdown

- **Reputation Clean up and Reviews**
 - Look through Google Listings (Reviews), Facebook and Instagram (Comments, Messages & Reviews), Glassdoor, Indeed, LinkedIn etc...
 - Advise Staff on the importance of feedback & Reviews
 - Send off Feedback Email marketing Campaign requesting for feedback in google reviews, and facebook
- **Access Improvements through surveys (2 Emails | Initial & Reminder)**
 - Create and send Email marketing campaign to clients asking for feedback in the website and overall change of the brand
- **Create Brand Awareness Ads | Optional | Paid**
 - Plan ad content and call to action
 - Design graphic assets
 - Set Ads in Facebook & Google
 - **Why:**
 - *To understand our audiences and demographic*
 - *Increase our followers and leads*

What is BA? and Why? Should we focus on Brand Awareness?

- **Brand Awareness:** Represents how familiar your target audience is with your brand and how well they recognize it.
- Brand awareness fosters trust. Brand awareness creates an association. Brand awareness builds brand equity.

BRANDING BENEFITS



Customer Recognition



Customer Loyalty



Credibility



Gives Confidence



Consistency



Brand Equity



Attracts Talent



Allows Shared Values

Brand Recognition: the ability of consumers to identify a specific brand by its attributes over another one.

How Brand Recognition Works

A brand is a name, logo, word, mark, tagline, or any other identifying characteristic that separates a company's product or service from others on the [market](#). A brand is among the most important [assets](#) that a company has because it represents the company and helps keep the company in consumers' minds.

Customer Loyalty: is the act of choosing one company's products and services consistently over their competitors. When a customer is loyal to one company, they aren't easily swayed by price or availability.

Brand Credibility: is defined as the believability of the product information contained in a brand, which requires that consumers perceive that the brand have the ability (i.e., expertise) and willingness (i.e., trustworthiness) to continuously deliver what has been promised.

Brand Confidence: is knowing what your business has to offer, how you want to appeal to clients/prospects, and having a strong foundation to deliver solutions.

Consistency: Once a business has its branding in place—a company philosophy, marketing, colors, typography, print, website, etc.—it can begin to modeling the rest of its efforts after it. When there's "set" branding foundation in place, it makes other choices much easier, and all of the company's future marketing can branch off of it.

Brand Equity: is the worth of a [brand](#) in and of itself. Organizations establish brand equity by creating positive experiences that entice consumers to continue purchasing from them over competitors who make similar products.

Attracts new Talent: When a business has great branding, people notice. And often, those people who are noticing are very talented influencers, social media marketers, or website designers, or concept builders. When a business is doing an excellent job with branding, this caliber of thinker often wants to be a part of what that business is doing. And when a company allows people like this in, they're adding to their creative powerhouse.

Allows Shares Values: A shared value is a belief that both the brand and consumer have about a brand's higher purpose, philosophy, culture and contribution. At the heart of enduring brand storytelling, shared values will be the only reason people will notice, listen and act.

Brand Storytelling Is An Echo Within The Heart Of The Customer, Reinforcing Something Inwardly Familiar And Always Welcome.

A brand's enduring value is always baked into shared experiences. When we hear, see or experience something familiar within ourselves we are naturally drawn toward it.

Our Target Audience

- Current Retail Partners
- Future business owners, who want to sell sleeping products in their store
- Possible consumers that may want to buy a mattress

Why Are these our target audience:

- **Current Retail Partners:** We want to demonstrate that we are more present than ever on what they need, how much they mean to us, and our relevance in the market. Not to mention, that our current efforts to improve are for them, and that

our success is their success as well.

- **Future Business Owners:** New clients will associate our image to their success and their identity, by showcasing a relevant and modern brand, clients will be more lenient on purchasing mattresses from a relevant and leading company.
- **End Consumers:** Individuals who purchase mattress through our retail partners will look through the manufacture that made their mattress and start seeking for answers to their questions. A new website will provide solutions and answers to their inquiries and problems.

How do we track down Brand Awareness?

Key Performance Indicator (KPI) |

Quantitative Brand Awareness Measures

- **Direct traffic** is the result of people intentionally typing in your URL and visiting your website.
- **Site traffic numbers.** This number just reflects overall site traffic, which will tell you how much of the general internet population is checking out your content and spending time with your brand.
- **Social engagement.** Engagement can refer to followers, likes, retweets, comments, and more. It's a reflection of how many people are aware of your brand and socialize with it, as well as how impactful your content is.

Qualitative Brand Awareness Measures

- **Running brand awareness surveys.** This process involves getting direct feedback from your customers and audience.
- **Searching Google and setting up Google Alerts.** Doing this gets you up to speed with how your brand is being talked about online.
- **Social listening.** Social listening is monitoring social media management tools for organic mentions and engagement.

Project Benefits for Restwell Staff

- Staff will be able to access mattress and media resources more easily such as
 - Warranty Information
 - Frequently asked questions
 - Marketing Portal- Social Media Assets, Collateral and Ads
 - Dealer Portal
 - Store locator
 - Career opportunities
- Sales Reps will be able to direct clients to a professional website that hopefully will close the deal
- Provide an updated catalogue of manufactured products & services
- Give a sense of pride to work for Restwell

Project Takeaways | We want to....

- Show our competitors that we are relevant, and that we are here to take away their clients.
- Display a sense of cohesion between our product quality and brand image
- Showcase our key advantages over our competitors
- Highlight our commitment to our community and Canada

- Show our self-improvement and desire to have the latest sleep product technologies
- Show transparency on our business model and how we treat people

Estimated Time of Delivery	
Brand Guidelines	1-3 Months
Website Content	2 Month
Website Design	1-3 Month
Social Media Graphics	1 Month
Email Marketing	3 Weeks
Website Launch	1- 3 Weeks
Total Time	5 - 7 Months

What is done in-house, and what we require to purchase	
Brand Guidelines	FREE IN-HOUSE
Change Hosting Provided	\$\$ - New Hosting Provider \$ - Website Transfer Fee
Website Structure and User Experience Improvement	FREE IN-HOUSE
Update Website Look	<i>Designing the website is inhouse(FREE) , however, we require the tools to make it.</i> \$ - Elementor Pro Theme Builder \$ Elementor Pro Addos \$ Plugins
Update Marketing Collateral	FREE IN-HOUSE
Social Media Banners	FREE IN-HOUSE
Set Initial Marketing Email	Depends on whether we use Zoho (Free) or Mailchimps (\$\$)

Launch Date of all Created Assets	FREE IN-HOUSE
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