



novagrow  
Cultivez votre santé

**GOMAC CHALLENGE**  
Pre-campaign report  
CID : 749-250-4711

# Client Profile



## Indoor gardens

1 floor or 2 floors

## Grow mats

(include organic seeds)



## Single product :

Countertop gardens, small technological devices with functional design that allow anyone to grow 25 types of fresh herbs

1 floor : \$245 +tx

2 floors : \$435 +tx

**2**

years in business

## Location

Montréal (QC)  
Canada

**6 employees**

- Electrical design
- Product development
- Business development
- Web marketing and sales
- Finance and accounting

**31 K \$**

Online  
annual  
revenue

*Mission : Develop innovative products for better urban agriculture*

**1,509**

all products sales since  
their debut

**159**

indoor garden sales since  
their debut

**367**

all products sales last month

**41**

indoor garden sales last month

## Place

- Online transactions
- delivery through Canada Post
  - warehouse pick-ups

## Distribution channels

100% Online due to  
COVID-19

website : <https://novagrow.io/>

## Demand



### Audience

- › Women
- › 28-55 years old
- › Resident of Quebec
- › Medium-high level of education
- › Language : French or English

### Interests

- › Home & Garden
- › Food lifestyle
- › Interior design

### Needs

- › Enrich and/or maintain a healthy lifestyle
- › Reduce food waste
- › Discover recipes and technologies related to urban agriculture
- › Self-satisfaction from growing shoots all year round

Source : Google Analytics and client's research market

## Industry

### Market

- › Emerging market

### Trends

- › Eco-responsible conscience widespread

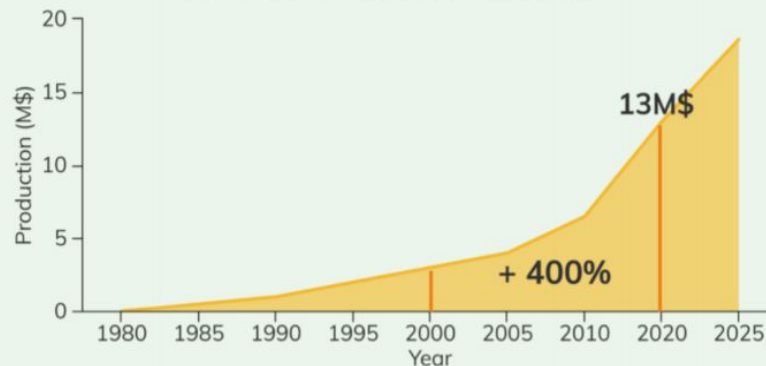
### Product life cycle

- › Growth

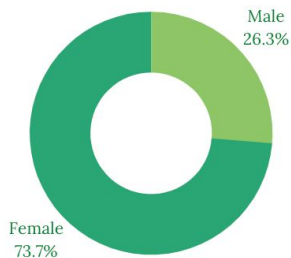
### Seasonality of demand

- › October to December
  - In cold countries, people turn to indoor gardens when harvest season comes to an end

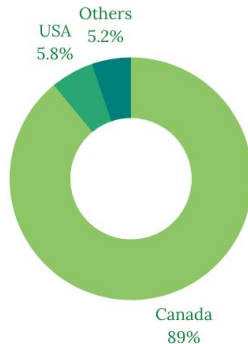
### Microgreens Production in Quebec



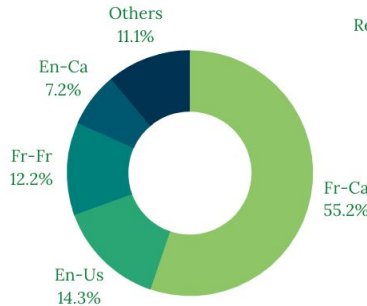
## Demographics



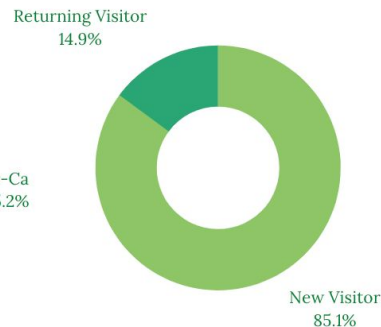
## Location



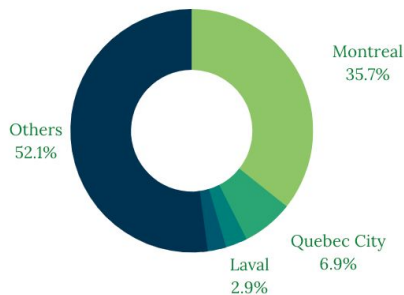
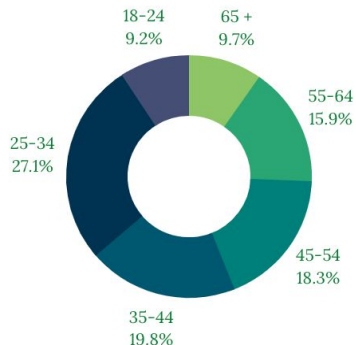
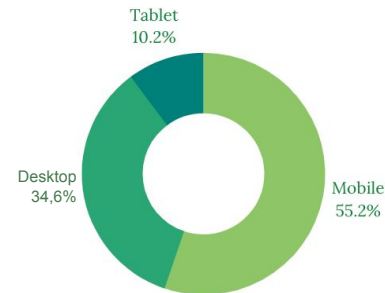
## Language



## Traffic



## Device



- Data period : since the beginning of using Google Analytics
- From these results, our Google Ads strategy is focused on :
  - Females
  - Montrealers
  - FR (70% of the budget in our campaign)
  - EN (30% of the budget in our campaign)
  - Mobile & Desktop

## Direct competitor



**Urban cultivator specializes in plant shoot cultivation (British Columbia, Canada)**

› Expensive garden (\$2,000)

- › Meet the same plants shoot needs as our client's customers but targets a different market
- › Industrial oriented product

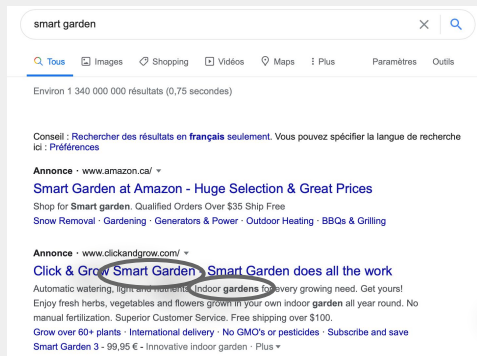
## Online competitors (EN only)

### Main competitor

CLICK & GROW™

**Click And Grow specializes in growing mature plants (California, USA)**

- › 500,000 garden sales from 2009 to 2019
- › Ad rank : most of the time 1st position for search term :
  - › Smart Garden
  - › Indoor Garden

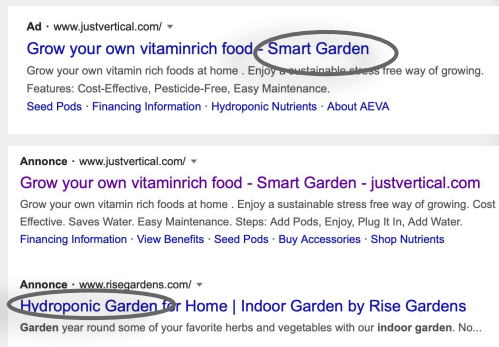


› We used Ad Preview to avoid SERP

### Others competitors



- › Ad rank : 2nd or 3rd position for search term :
  - › Hydroponic Garden
  - › Smart Garden



## USP

- › Mid-range
- › Compact in size
- › Reasonable pricing
- › Easy-to-use technology system

## Call-to-action

- › Get yours !
- › Free shipping over \$100
- › 100% sprouting guarantee
- › Spend More. Save More !



## Strengths

- Navigation tabs
- Eye-catching designs and visuals
- Informative taste palettes for each sprout

→ Susceptible to lead to higher user experience quality, higher conversion rate, longer user interaction, and easier to navigate

## Weaknesses

- *About Us* tab not in menu
- Mobile version not well optimized

→ Novagrow's mission and history is not very put in front, higher conversion rate more likely on desktop than mobile

Website

## Marketing strategies

### Offline (before COVID-19)

- Exhibitions
- Trade shows

### Online

- Web Marketing (Facebook ads, contests held on social media)
- Direct marketing (newsletters, promotional newsletters)
- Influencer marketing (influencers, bloggers, nutritionists)
- Discounts/promotions (Black Friday 25%, winter holidays 20%)
- Word-of-mouth



3,771  
followers



705 followers  
68 posts



274  
followers

## Techniques to promote the website

### Online

- Social medias (Facebook, Instagram, LinkedIn)
- Facebook ads
- Newsletters

### Offline

- User guide given to customers upon purchase



# Google Ads as a strategic tool

## Our customers client's needs

- Opportunities to enrich and/or maintain a healthy lifestyle
- Reduce food waste related to herbs conservation
- Discover recipes and technologies related to urban agriculture (herbs and microgreens)
- Self-satisfaction from growing and harvesting their own vegetables sprouts and herbs all year round

## Google Ads may be used as a tool in order to meet our customers goals and the needs of their clients.

- Flexible AdWords campaign structure
  - Adjustable to the business and customers' demands
  - Adaptable in a constant changing environment
  - Target exactly what kind of consumer we want to have and who we want to advertise to
- Relevant ads presented to users in their search results
  - Facilitating the customer's buying process
  - Achieving novagrow goals of reaching more sales.
- Ability to adjust bids while targeting specific audiences.

## Our client goals

- Increase sales of novagrow's indoor gardens to reach 5 conversions.
- Create a greater accessibility and easier path towards online conversions
  - By observing the number of conversions each day and analyzing the funnel as much as possible.
- Achieve marketing goals in a orderly and cost-effective manner
  - We differentiate ourselves with the quality/price

The strategy implemented is simple in order to focus on novagrow's "one and only" product.

SEARCH NETWORK				
	Jardin d'intérieur FR	Indoor Garden EN	Brand FR	Brand EN
<b>Samples Ad group</b>	Jardin d'intérieur Jardin intelligent	Indoor garden Microgreens garden	Novagrow	Novagrow
<b>Samples KW</b>	+jardin +intelligent+ appartement "jardin intelligent" [jardin d'intérieur intelligent]	+indoor +garden +montreal "automatic garden" [herb garden]	[novagrow] [jardin novagrow] [jardin d'intérieur novagrow]	[novagrow] [novagrow indoor garden] [novagrow smart garden]
<b>Samples negative keywords</b>			-nova lumina -flora	-ova grow -medical marijuana
	-extérieur -wikipédia	-fait maison -outdoors	-cheap	-diy
<b>Geo targeting</b>	Montreal, Quebec, Canada (25 miles)			
<b>Device</b>	Desktop & Mobile			
<b>Success indicator</b>	Number of indoor garden sales (conversions)			



# Google Ads Preview

## Audience needs

Reduce food waste

Enrich and/or maintain a healthy lifestyle

Self-satisfaction from growing shoots all year round

Discover recipes and technologies related to urban agriculture

Announce · www.novagrow.io ▾

### Indoor Garden Novagrow | Indoor gardening made easy

Grow easily all year round and reduce grocery store waste. Add some taste, color and flavor to your everyday meals. Shop online. Sprouting Guaranteed. Improves your Health. Easy to Use. Self-Watering System.

#### Discover our recipes

Want to cook more with fresh herbs?  
Get inspired with our recipes

#### Our 25+ grow mats

Explore our wide range of herbs  
Each mat includes organic seeds

### Novagrow {Keyword:Automated Garden} | Grow varieties herbs at home | Give it a try

Ad [www.example.com/automatic/garden](http://www.example.com/automatic/garden)

Harvest your favorite herbs and plant shoots all year round. With Novagrow gardens, grow in 4 easy steps. Less than 3min in maintenance per week.

Announce · www.novagrow.io ▾

### Novagrow Indoor Garden | Fresh herbs all year round

Harvest your favorite herbs and plant shoots all year round. With Novagrow gardens, grow in 4 easy steps. Less than 3min in maintenance per week. Sprouting Guaranteed. Improves your Health. Easy to Use. Self-Watering System.

#### Discover our recipes

Want to cook more with fresh herbs?  
Get inspired with our recipes

#### Our 25+ grow mats

Explore our wide range of herbs  
Each mat includes organic seeds

Announce · www.novagrow.io/jardin/intérieur ▾

### Jardin intelligent Novagrow | Cultivez votre santé à l'année

Fraîcheur inégalée à l'année. Cultivez vos fines herbes et pousses préférées sans effort. Arrosage 1x par semaine. Système hydroponique automatique. Croissance garantie.

#### Nos Recettes

Fines herbes et pousses de légumes.  
Pour agrémenter vos plats.

#### Blogue

La vraie valeur de nos jardins.  
Bénéfices nutritifs & écologiques.

#### À Propos

Découvrez-en plus sur notre équipe.  
Notre mission et notre histoire.

#### Variétés de pousses

Plus de 25 choix de semences bio.  
Fines herbes & micropousses.

► Our ads, call outs and KW are based on a research of the needs of our audience

► All ads lead to the same landing page

► Ad descriptions are also on the website

► 4 sitelinks

- ▷ Recipes
- ▷ Blog
- ▷ About us
- ▷ Grow mats

► Keyword insertion used in all indoor garden ads

# Budget allocation

## Bidding strategy

For the first week, we plan on using automatic bidding in order to do them manually as we adapt ourselves to our observations and Google Ads recommendations.

**Black Friday discount (25% off)**

**Holiday season discount (20% off)**

	Budget		Week 1 (testing)		Week 2 (optimization & budget re-allocation)		Week 3 (increase sales)		Week 4 (increase sales)	
Campaign	%	Amount	10%	Day	20%	Day	40%	Day	30%	Day
Jardin d'intérieur FR	56%	336\$	33,60\$	4,80\$	67,20\$	9,60\$	134,40\$	19,20\$	100,80\$	14,40\$
Indoor Garden EN	24%	144\$	14,40\$	2,06\$	28,80\$	4,11\$	57,60\$	8,23\$	43,20\$	6,17\$
Brand FR	14%	84\$	8,40\$	1,20\$	16,80\$	2,40\$	33,60\$	4,80\$	25,20\$	3,60\$
Brand EN	6%	36\$	3,60\$	0,51\$	7,20\$	1,03\$	14,40\$	2,06\$	10,80\$	1,54\$
<b>Total</b>	100%	<b>600\$</b>	60\$	8,57\$	120\$	17,14\$	240\$	34,29\$	180\$	25,71\$

# Google Ads Goals

\$2,94 \*

AVERAGE CPC

8,361

IMPRESSIONS

2,44% \*

CTR

204

CLICKS

2,70% \*

CVR

5

CONVERSIONS

## CTR

- Create relevant ad groups (representing product needs and target geographic locations in QC)
- Bid on relevant keywords
- Adapt the relevance of our keywords and negative keywords by monitoring ads
- Keep track of impressions and impression shares

## Clicks

- Maximize clicks by choosing relevant keywords in order to maintain a minimum quality score of 4

## Conversions

- Conversion path: The goal of our ad groups is to bring people who are interested in indoor gardening or autonomous gardens to purchase a novagrow garden (conversion).

## KPIs

- CVR and conversions
- CPA
- CTR and clicks
- Impression share and impressions
- Budget
- Revenue and cost

- **4** campaigns
- **13** Ad Groups
- **39** Ads
- **179** Keywords