



GROWTH PLAN

Shopify Success & Growth

For Consumer Packaged Goods
specialty food brands



ABOUT US



Founded in 2011, LM&S helps grow e-commerce for consumer packaged goods brands in specialty food, gourmet, natural foods, and supplements. With over 30 years experience in marketing & sales, we deliver strategies to **improve sales, enhance/protect branding, & grow audience**. Our focus is helping clients launch and grow on Amazon, Walmart Marketplace, & Shopify. We have helped drive over \$300M in e-commerce sales for dozens of specialty clients. LM&S donates a portion of its gross profits to **No Kid Hungry** to help end hunger for children in America.



LET'S GET DOWN TO IT

- 30+ years experience in CPG Specialty Food
- \$300M+ GSV generated in GSV for 50+ Clients
- Passionate foodies with years of platform expertise
- Nimble, communicative, hands-on growth-driven approach
- Personalized service, easy to work with, no gimmicks
- Trusted by specialty food brands worldwide
- Compliant with Amazon TOS & Best Practices
- Proven 4-Pillar Service creates results (see our case studies)

WHY WORK WITH US?



- Increase Shopping sales
- Enhance & protect brand
- Grow your audience
- We work at virtually no risk
- No up-front fees or retainers
- No long-term contracts
- We charge 2 fees only
- Pay us a % on gain we create

SHOPIFY WORK



- **SITE & PRODUCT PAGE CONTENT**
- **SITE MAINTENANCE & OPTIMIZATION**
- **DIGITAL MARKETING WITH PAID ADVERTISING**
- **STRATEGY & SUPPORT**

SITE & PRODUCT PAGE CONTENT

Improve your brand offerings across Shopify.

Product Content: Assistance in keeping your product content updated including reviews, testimonials, new information, blog, design, etc.

Content & Storefront Integration: Products and storefront, optimized pages, any theme customization required, design, product photography (quoted separately).

App Configuration: We suggest any additional connected apps to run your store. Select, install, and configuring apps to meet your specific needs. Installing and configuring Instagram, Wishlist, Mail-chimp & any app you require.

SITE MAINTENANCE & OPTIMIZATION

Monitoring & troubleshooting Shopify.

Site Monitoring: We provide basic site monitoring and troubleshooting as necessary for your website CMS and your back-end Shopify engine.

Performance: Site performance is crucial to more traffic and conversions, more leads, and better sales.

Mobile: Traffic from mobile devices is growing fast. We optimize your website for mobile so you'll never miss out on valuable traffic, leads, and revenue.

Security: A secure website with an SSL certificate and free from vulnerabilities is now the standard online. Online shoppers and search engines love secure websites.

ADA Compliance: Enabling the disabled to access your site has many benefits for your company, website, and brand & can help you avoid potential litigation due to non-compliance which more & more e-commerce companies in food are facing. **accessiBe** is our partner & subscription fee for compliance widget applies.

DIGITAL MARKETING

Building your audience, site traffic, & increasing customer engagement.

Google Analytics & Facebook Pixel: Installation to analyze website including demographics, page path, most visited pages. Facebook Pixel installation will help us with measuring the effectiveness of social media and Google advertising and make sure ads are shown to the right audience.

Social Channels Connectivity: Helping connect additional Social Media channels to Shopify including TikTok, Facebook, Instagram, Pinterest.

On-Page SEO: Define product title & description tags, ensure home page has proper text to help with search engine optimization, submit site to applicable search engines.

Promos & Specials Assistance: Ongoing specials, new main home-page banner design, helping setup and run product deals, on-page specials (free shipping, discounts, etc.). Re-targeting, etc.

DIGITAL MARKETING (cont.)

Building your audience, site traffic, & increasing customer engagement.

SMS Marketing: Food brands should invest in SMS marketing to grow their Shopify e-commerce because it offers a direct and immediate way to reach customers, ensuring high engagement and conversion rates. SMS messages boast open rates as high as 98%, significantly higher than email, and can be personalized to drive customer loyalty and repeat purchases.

With the ability to send timely promotions, updates on new products, and personalized discounts, food brands can enhance customer experience and increase sales. Moreover, SMS marketing integrates seamlessly with Shopify, enabling automated workflows and detailed tracking, making it a powerful tool for driving growth and customer retention in the competitive e-commerce landscape.

Blog Writing & Organization: Setting up & organizing your blog is a fantastic driver of engagement & SEO. We'll write blog articles that can be sent via email and promotions to support your Shopify sales.

Email Marketing & Automations: E-mail marketing via Shopify to your customer list. Consumer focused. Includes automated emails such as abandoned cart, win-back, upsell, promotional, & blog post.

PAID ADVERTISING

Building your site traffic & driving direct sales.

Paid Advertising: Setup and management of paid advertising programs which may include Google Shopping Ads, Google paid ads, Meta advertising, TikTok Shop paid programs, and any related online advertising.

Benefits of Paid Ads:

- **Increased Visibility:** Products appear prominently in Google search results, enhancing brand exposure.
- **Targeted Advertising:** Tailored to specific demographics & search queries, reaching the right audience.
- **Higher Conversion Rates:** Visually appealing product images & prices get more clicks & conversions.
- **Competitive Advantage:** Staying ahead of competitors not doing Shopping ads.
- **Performance Tracking:** Detailed analytics offer insights into ad performance, helping us refine plan.
- **Enhanced Local Reach:** Local inventory ads drive foot traffic to stores showing product availability.

Ad Budget: Client and Agency agree to a mutually agreed-upon budget paid to each platform by Client.

STRATEGY SUPPORT



Determining a thoughtful plan to improve Shopify performance

Shopify Strategy: Help with strategic planning and promotional management. Grow audience, promote a sales event, or showcase new products across channels. Assist with customized templates for recommended sales channels, pre-filled content, and scheduling.

Reporting: Monthly performance summary report. Includes sales analytics, response metrics, traffic, sessions, customer data, online conversion, connected social channel KPI's etc.

1. Monthly Service Fee

Setup, onboarding, product launch & storefront maintenance:

- Up to 10 SKUs **\$397/mo.**
- 11-20 SKUs **\$597/mo.**
- 20+ SKUs **\$797/mo.**

2. Monthly Gained Sales Performance Fee

Pay on sales performance we generate each month. This is on a month-to-month basis.

LM&S fees are **based on the gain we create** from an average of your last 3-months GSV.**

<u>LM&S fee</u>	<u>Gained Amount from Shopify Sales</u>
• 12% GSV	\$0 - \$5k/mo.
• 10% GSV	\$5k - \$10k/mo.
• 8% GSV*	\$10k - \$70k/mo.

*LM&S Monthly Sales Performance Fee capped at \$5,600/month when you reach \$70k/mo. in gained sales from all connected Shopify sales channels including SMS Marketing, Facebook, Instagram, TikTok Shop, etc. All profits exceeding capped point are yours to keep. **Provisions for gained amount basis may be made for brands doing stronger seasonal sales and will be determined by Agency & Client.

THANK YOU!



I'd love to hear from you.



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