

# SHOPIFY MARKETING PLAN

1

## STORE IMPROVEMENT

- Improve user experience
- improve Store performance
- Improve Google off page SEO
- Improve store loading page

## SOCIAL MEDIA PAGES SETUP

- Facebook Setup
- Instagram Setup
- Pinterest Setup
- Tiktok Setup

2

3

## PRODUCT AND GOOGLE SEO

- Optimization of products descriptions, title and tags
- Google SEO to rank higher on search
- Improve Onpage and offpage SEO

4

## SOCIAL MEDIA GROWTH AND MANAGEMENT

- High quality content posting (images&videos)
- Posting Sharable content to drive more engagement (DAILY)+1000 page followers&likes
- Posting or user generated content for more credibility (DAILY)+shares and engagement

5

## KLAVIYO EMAIL MARKETING AND FLOWS

- Klaviyo pop up form+integration to shopify to collect leads and list
- Welcome series flow+Abandon Cart
- Customer thank you flow +winback flow
- Browse abandonment flow

## ADS CAMPAIGN SETUP

- Facebook ads campaign +pixel creation and setup+management +instagram ads
- Tiktok video ads +compelling ads video creation
- Pinterest Ads campaign and management
- Google ads campaign +Google analytics

6