



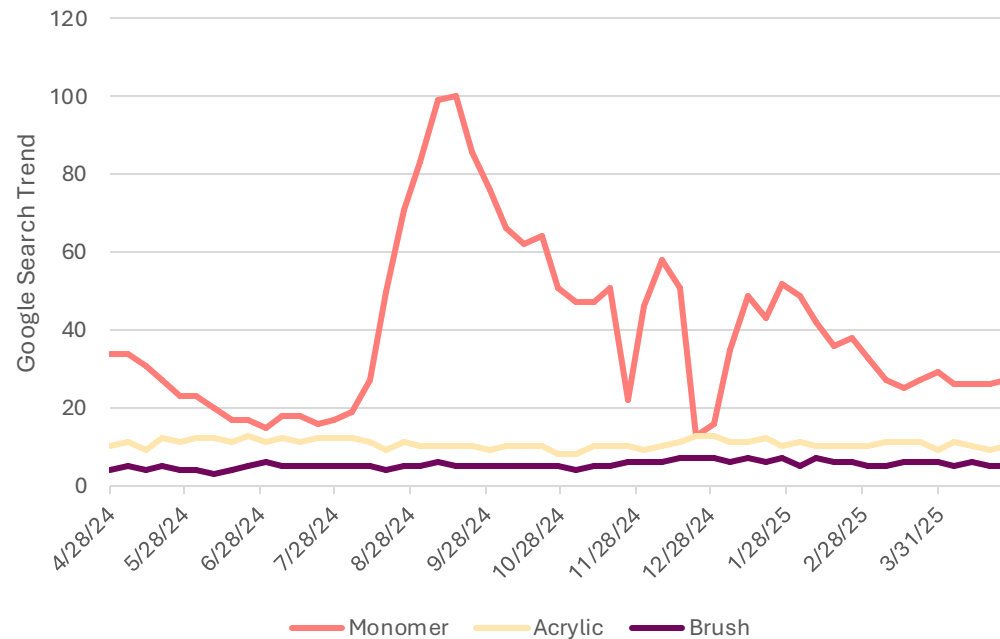
M A K A R T T
PRO

Capturing Customer Search Queries to Increase Low Odor Monomer Revenue

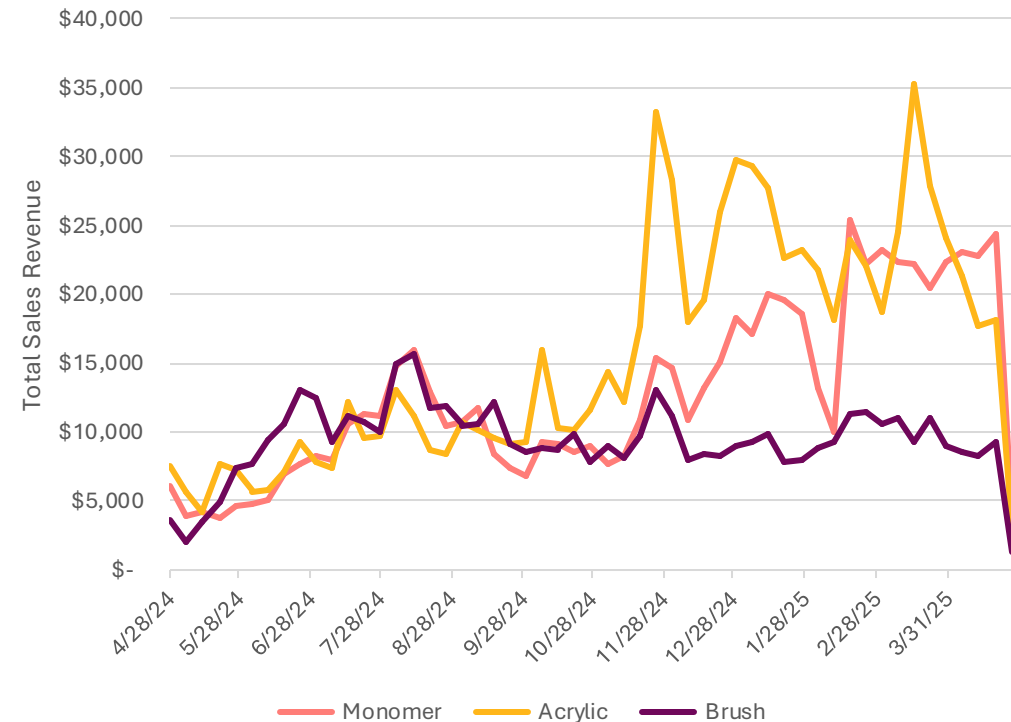
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In the last 12 months, Search Index Terms show that among our top-performing product lines, Monomer has 3.76x more searches than Acrylic Powder but is only capturing 0.82x in sales.

Google Search Volume Comparison Between Top Performing Product Lines



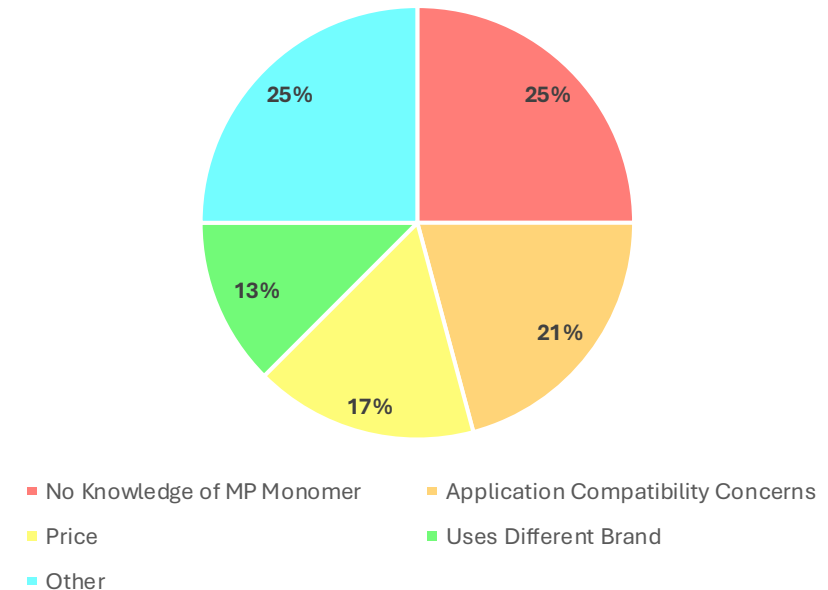
Sales Revenue Performance Comparison Between Top Performing Product Lines



This is happening because 25% of our Shopify customers are unaware that we sell monomer and our monomer's Amazon search term impressions are 41% lower than our acrylic powder, indicating that our customers lack knowledge of our Monomer.

Amazon Search Term Query	Search Query Rank	Total Search Impressions	Clicks	CTR
makarttpro acrylic powder	92	8110	155	1.9%
makarttpro monomer	153	3329	73	2.2%
makarttpro kolinsky brush	792	481	17	3.5%

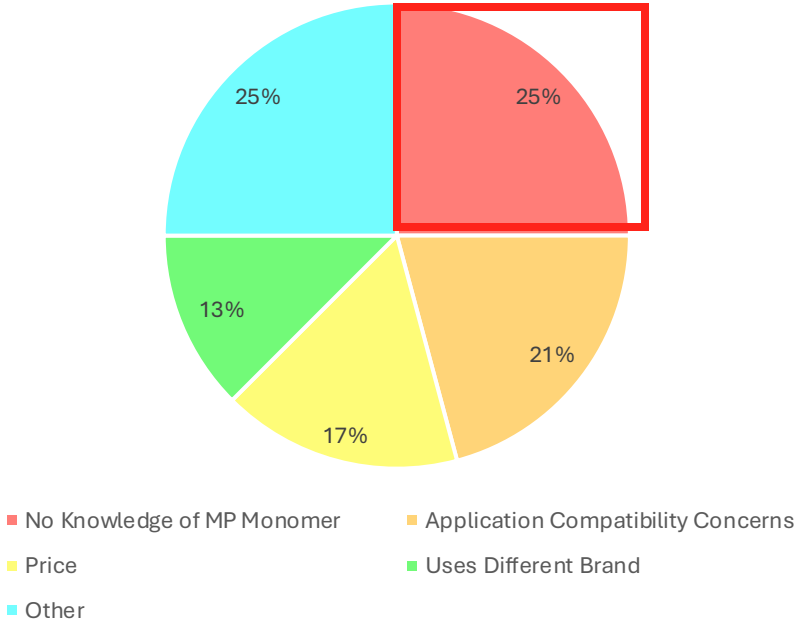
Okendo Survey Results Indicate the MP Acrylic Customers Are Unaware That We Sell EMA Monomer



To grow Monomer sales, we need to build stronger awareness by the end of Q2. On Amazon, this means increasing branded searches by 350%. On Shopify, we need a 25% decrease in the number of customers who know lack knowledge about our monomer. We must refine our messaging and drive monomer focused social media input and awareness-based advertisements.

Search Term Query	Target Impressions	Target Clicks
makarttpro monomer	11,652	253

Okendo Survey Results Indicate the MP Acrylic Customers Are Unaware That We Sell EMA Monomer



With increased input in social media posts from the demand generation team and upper funnel awareness advertising from the sales team, I plan to achieve these results by June 20th where we will then continue to optimize marketing activities down the funnel.

Department	Team Member	Actions	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Sales Team	Abby	Updated Value Proposition and Messaging	Send out file to team					
Demand Generation	Senia & Sally	Social Media (TT and IG) Posts	Film raw footage and upload to Sharepoint for sales team to use for SEO Content and Video Ads	Edit the raw footage and schedule posts for the next three weeks	TikTok and IG Post	TikTok and IG Post	TikTok and IG Post	
Sales Team	Hani	Brand Artist Posts	Message BA what content to prepare with the new messaging and when their deadline is			BA Post Deadline		
Demand Generation	Trinity	Long Form Video for Youtube		Film the raw footage	Editing	Post on Youtube		
Sales Team	Hannah & Young	Listing Actions		Optimize Descriptions and SEO Content	Create Bundles of Monomer and Acrylic Powder to market as system	Update Storefronts and Home Pages with Banners	Update Beacons to lead to Monomer DP	
Sales Team	Young, Sarah and Kathy	Advertising			Edit the raw footage for needed video ad	Edit Raw Footage and Launch	begin enhanced advertising on TT, Google, Meta and Amazon	
Sales Team	Abby	Re-evaluate awareness metrics						Re-evaluation of awareness metrics