

# MARKETING PLAN

SALES LEADS AND REVENUE GENERATION



# MARKETING PLAN

## TABLE OF CONTENTS

- Company Overview and Mission Statement ..... 2
- Marketing Objectives ..... 2
- Target Market ..... 2
- Competitive Environment and Advantage ..... 2
- SWOT Analysis ..... 3
- Key Performance Indicators ..... 4
- Nap Up’s Campaign Strategy ..... 5
  - a. Website
  - b. Blog / Content Marketing
  - c. Social Media
  - d. Specific Promotions
  - e. Functions / Events / Conferences
  - f. Channel Partners
  - g. Search Engine Optimisation
  - h. Search Engine Marketing
    - I. Remarketing
    - II. Other PPC Options
  - i. Email Marketing
  - j. Client Referral and Loyalty Programme
  - k. Public Relations
  
- Budget ..... 14

## COMPANY OVERVIEW

It all started one day in a car, when an entrepreneur couldn't stand to see his daughter's head flop forward over and over again, and decided to do something about it. He put together a team of top designers, orthopedists, researchers and, most importantly, parents, and the NapUp head restraint was born.

NapUp is the first real solution to allow your kids to sleep comfortably and securely sitting up, when you're on the go. With a truly innovative design and adherence to the most unstinting quality and safety standards, not only does it offer great value it's also easy to use! We, at NapUp, have gone the distance so you and your kids can too – safe and sound – awake or asleep.

The NapUp invention has worldwide patent and is completely new and innovative, there's nothing like it in the market.

## MISSION STATEMENT

No matter what the car seat or booster, when children fall asleep sitting up, their heads invariably fall down. Unlike the homegrown remedies currently on the market, we at NapUp have taken a high-tech approach to keeping kids' heads up and comfortable, while they nap on the move, with unparalleled design, standards, passion and focus. Our patent-pending head restraint, which makes gentle contact with the forehead only if the head begins to fall, is best characterized by innovation – like "No Sweat" panels for maximum air circulation – and complete compliance with safety standards. While parents like us for our warm, caring attitude, kids like us because it's fun to NapUp – even when they're wide awake!

## MARKETING OBJECTIVES

NapUp is the only product currently being manufactured by the company and thus is the sole focus of this marketing plan. Broadly, the goals of the marketing plan are:

1. To build awareness among target consumers; to create a buzz among parents in the US; and
2. To enter into distribution agreements with stores including chains with 10 or fewer stores in the US.

## TARGET MARKET

The target market of the NapUp head restraint is not overly complex or niche. Put simply, the product is designed for children who use car seats, and as a result the target market are the parents that are responsible for the welfare of their children. Being a parent is not a pre-requisite, rather being responsible for children is. That means nannies; au pairs; pre-school care facilities are all likely to be influenced by our marketing.

The majority of Nap Up's customers will meet the following characteristics:

- 25-65 years old;
- Medium to high level of education;
- Household income of \$30,000;

- Predominantly married or in a relationship;
- Have children aged between 6 months and 3 years;
- English speaking; and
- Nurturing in nature and Inherently conscious of the need for safety when it comes to their children.

There is also a distinction to be made between the dominant target market of parents and caregivers, and the secondary market of retailers who sell to the primary market. The key to targeting the second segment is to gain shelf space in small distribution stores and chains and allow the momentum from our own sales channels in conjunction with select distributors to generate incoming inquiries from major chains that will produce their own marketing for the product as part of a distribution deal.

The types of distributors we will target initially are:

- Multiple domestic locations but not multi-nationals;
- Relatively small product range;
- Limited negotiating power;
- Specializing in children’s and baby wear, baby accessories, toys; and
- Have their own online stores, the data from which can be shared and analyzed.

#### COMPETITIVE ENVIRONMENT AND ADVANTAGE

NapUp has few specific competitors, and with a worldwide patent the barriers to enter the market are high. Accordingly, an analysis of the competitive scenario is limited to a few general product categories rather than any one brand. Therefore as well as providing an insight into the competitive advantage should a new head support product come onto the market, this section acts as a description of the unique selling proposition.

When marketing a product geared towards babies and kids, one of the most important things to focus on is safety. Consumers and retailers are significantly more concerned about how the product is made when it comes to kids and babies, and because the NapUp is made with a safety specific purpose it is an important advantage to draw inspiration from.

The NapUp product has the following unique selling proposition characteristics:

- Soft, breathable, air flow design.
- Durable long lasting and easy to clean;
- Flame retardant filling (FMVSS 302); and
- Full compliance with US and EU safety standards.
- 

Competitor	Value to customers	Strengths	Weaknesses
------------	--------------------	-----------	------------

Competitor	Value to customers	Strengths	Weaknesses
Slumber Sling (Ash and Alys Babes,	Sling that ties to car seats to relieve neck strain for sleeping toddlers.	Very affordable, colorful kid friendly design. Handmade organic cotton. Passed safety crash tests.	Poor reputation amongst the community, see safety strangle concerns here - <a href="http://community.babycenter.com/post/a51801808/safe_or_not_safe">http://community.babycenter.com/post/a51801808/safe_or_not_safe</a>
Car Seat Head Insert	Aims for a comfortable and safe with car seat head support insert.	Inserts help babies head lie upright in a natural position instead of slumping forward, research suggests that babies travelling in car seats should be provided with additional support to prevent blocking of their airway.	Geared for babies not necessarily toddlers may need to be replaced very quickly.

#### SWOT ANALYSIS

<b>STRENGTHS</b>	<i>WE WILL MAXIMISE THEM BY:</i>
<ul style="list-style-type: none"> <li>- International patent over a completely novel good.</li> <li>- The product solves a clear problem (regardless of whether consumers have identified the problem or not).</li> </ul>	<ul style="list-style-type: none"> <li>- Engaging in an aggressive public relations product launch to ensure the product and brand name is well recognised and highly sought after.</li> <li>- Educate consumers on the risks of not using the product then introduce the benefits.</li> </ul>
<b>WEAKNESSES</b>	<i>WE WILL MINIMISE THEM BY:</i>
<ul style="list-style-type: none"> <li>- Distance from market.</li> <li>- The current website needs an overhaul, which could come at a hefty development cost.</li> </ul>	<ul style="list-style-type: none"> <li>- Israel is some distance from the main markets of the US and Europe, therefore travel and communication costs could be significant.</li> <li>- Building an engaging web and mobile website that is modern and that can withstand changes in technology and trends.</li> </ul>
<b>OPPORTUNITIES</b>	<i>WE WILL MAXIMISE THEM BY:</i>

<ul style="list-style-type: none"> <li>- Product diversification potential.</li> <li>- Global potential.</li> <li>- Fear marketing.</li> </ul>	<ul style="list-style-type: none"> <li>- Establish a research and development fund to create car seats with in-built NapUp's and also explore how the product can be used in buses and airlines. Alternatively, research senior citizen and special needs products.</li> <li>- Mapping out and implementing an internationalisation and export path that utilizes the limited patent time. Exporting to major markets either independently or through exclusive supply arrangements.</li> <li>- Parents are incredibly fearful of their child's safety. This can be played on in marketing efforts.</li> </ul>
<b>THREATS</b>	<b><i>WE WILL MINIMISE THEM BY:</i></b>
<ul style="list-style-type: none"> <li>- Similar, non-infringing products entering the market.</li> <li>- Health and safety regulation changing the scope and requirements of children's safety.</li> </ul>	<ul style="list-style-type: none"> <li>- Focusing on forming strong relationships with our customers and distributors to establish impenetrable market share.</li> <li>- Establish partnerships with government branches (welfare, education) to be ahead of the curve in meeting new standards.</li> </ul>

#### KEY PERFORMANCE INDICATORS

- Increase customers;
- Increase revenue;
- Increase email marketing list;
- Increase social media likes and followers;
- Increase wholesalers, distributors, agents and marketing partnerships
- Improve organic and paid search results; and

## NAP UP'S CAMPAIGN STRATEGY

### a. Website

THEME	GOALS
<ul style="list-style-type: none"> <li>- Professional</li> <li>- Sleek and clean design that fits with the Nap Up brand</li> </ul>	<ul style="list-style-type: none"> <li>- Increase website visitors</li> <li>- Increase product registration</li> <li>- Educate users as to the benefits and installation steps with predominantly video content.</li> </ul>
TONE	TOOLS
<ul style="list-style-type: none"> <li>- The brand is playful, therefore the tone matches the age range of users but also appeals to family decision-makers.</li> </ul>	<ul style="list-style-type: none"> <li>- Google Analytics</li> <li>- Blog (discussed in detail below)</li> <li>- Online store and payment processing.</li> </ul>
CONTENT	
<ul style="list-style-type: none"> <li>- The current website is very simple. It sensibly utilizes photos and videos of the product in action well amongst some cartoonish sleep bubbles that make it know the product is aimed at the young.</li> </ul> <p>However, the site can be improved by giving it a more design feel akin to <a href="http://www.paypal.com">www.paypal.com</a>. Note the powerful introductory videos on the example. NapUp is keen to develop something similar; a site that is visually appealing, provides video based learning and demonstrations, with clear buying calls to action that direct the user / visitor to the online store. The website will feature a global store that offers worldwide ordering and shipping.</p> <p>Once a user makes a purchase they are encouraged to register their product for guarantee and warranty purposes, in addition to: future marketing efforts in the form of email marketing campaigns, loyalty campaigns for follow up purchases; and, referral discount schemes.</p> <p>The website will be predominantly consumer facing, but will feature a small section which lists stockists and distributors (for consumers wanting to buy in-store) and a small contact page for other interested selling agents.</p>	

### b. Blog / Content Marketing

THEME	GOALS
<ul style="list-style-type: none"> <li>- Introduction to a brand, a product, a solution, and invention, and the people</li> </ul>	<ul style="list-style-type: none"> <li>- Improve organic search ranking through keyword rich content that is searchable</li> </ul>

that make it, use it, and sell it	<p>and shareable.</p> <ul style="list-style-type: none"> <li>- Educate readers on the safety benefits, installation instructions and type of users.</li> <li>- Generate leads, comments, email addresses.</li> <li>- Create content for social media</li> </ul>
<b>TONE</b>	<b>TOOLS</b>
<ul style="list-style-type: none"> <li>- Educational</li> <li>- Informative</li> </ul>	<ul style="list-style-type: none"> <li>- Wordpress or in-built blog functionality</li> <li>- Social share buttons giving the readers the chance to post articles directly to social networks.</li> <li>- Account login and comment possibility.</li> </ul>
<b>CONTENT</b>	
<p>A blog is one of the most important aspects of SEO. Therefore the NapUp must feature a consistently update blog that features the product development, product “how-tos”, and the people behind the product. After introducing the product and its benefits the blog will then turn to a more personal feel. i.e. who are the children the product aims to protect, why was the product developed, who is selling the product and who is using the product, who is using the product. This will humanize the brand and bring it in line with the family orientated and humble image we want to portray.</p> <p>The following types of articles and content have been planned:</p> <p>How to install the NapUp  How to clean the NapUp  The process behind the NapUp invention?  Introducing the builders behind it and their adorable family...  Introducing our newest American stockists – Toys R’ Us  The cutest kids compilation – all snapped using the NapUp head support</p>	

c. Social Media

<b>THEME</b>	<b>GOALS</b>
<ul style="list-style-type: none"> <li>- Casual</li> <li>- Solicitation and fielding of customer questions / demands</li> </ul>	<ul style="list-style-type: none"> <li>- Gain followers, likes, comments, shares through all social media mediums used,</li> <li>- Use the platforms to generate awareness, sales, email addresses</li> </ul>
<b>TONE</b>	<b>TOOLS</b>

<ul style="list-style-type: none"> <li>- Image and infographic based</li> <li>- Collaborative</li> <li>- Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>- Facebook</li> <li>- Facebook ads</li> <li>- Instagram</li> <li>- YouTube</li> <li>- Hootsuite / Woobox / Shortstack</li> </ul>
CONTENT	
<ul style="list-style-type: none"> <li>- NapUp has not currently published any of its social media pages, however, there exists an opportunity amongst several mediums to reach a greater cross section of social media users and potential customers. Social media will be an essential tool for introducing promotions, specials, product enhancements, and fielding customer inquiries.</li> </ul> <p>Cute kids do very well on social media; so naturally, we'll feature a number of children in our posts and appeal to the large number of parents active on the site. Fortunately, if organic engagement ever needs a boost we can target parents with ads where behavioral characteristics (like for instance, being a parent) can be selected.</p> <ul style="list-style-type: none"> <li>- The following promotions have been set out for social media (with other marketing avenues to support):</li> </ul> <p><i>Parenting Instruction Manual</i>  <i>Nark on your nipper – share your child's darkest secrets</i>  <i>Nab a napper needing NapUp and win (snap a photo of a child in need)</i>  <i>Reviews and Rewards (give the product a review and win</i>  <i>Post to YouTube competition</i>  <i>Post to Pinterest competition</i>  <i>Post to Twitter competition</i>  <i>Post to Instagram competition</i></p>	

d. Functions / Events / Trade Shows

Because education is such an important aspect of the marketing plan events will be organized to demonstrate the value of the NapUp in children's toy stores, at pre-schools, at coffee groups and at trade and baby shows. Setting up stalls or demonstration units is an excellent way to create sales and awareness as well as receive valuable feedback from the likely users of the products. Trade and baby shows can be found all around the world and are conveniently listed at the following website - <http://10times.com/baby-kids/tradeshows>. It is not possible to get to all of these, but the most attractive from a sale opportunity will be selected and built into the company's travel budget. For the events we cannot get to, we will select an exclusive national agent (per territory) to represent the brand. Most trade shows cost approximately \$500-\$1000 to exhibit at. In addition there will be a cost to design and build a suitably designed stand and shelving.

Our own individual events could also be organized with other children car seat manufacturers, clothing manufacturers, bedding and furniture providers and children and babies accessory suppliers. These

events will offer a free daycare facility allowing parents to shop in peace (with a revitalizing smoothie or a pick me up coffee in hand).

e. Distributors / Stores / Selling Agents

NapUp needs to employ a strong distribution network of stores in order to take the product truly global. In order to attract the right type of retailer an enquiry form will be placed on the website in addition to cold calling prospective retail partners. Product samples will be sent out for feedback, for decision makers and or display in each store. Where possible, we'll have a display stand with a tablet playing our promotional safety and awareness videos to educate the consumers. For a number of consumers, the head nodding won't be a problem until the parents become aware of the consequences. We will not sacrifice margins to the retail agents, therefore we may need to encourage and incentivize exceptional performances by offering rewards, commission and bonuses for the top stores. The following stores have already been earmarked for supply agreements with NapUp:

US

- Amazon
- BabyAge
- Babies"R"Us
- BabyEarth
- Buybuy Baby
- One Step Ahead
- Target
- Great Baby Products
- The Land of Nod

UK

- Argos
- B&M Store
- John Lewis
- Mamas & Papas
- Mothercare
- Smyths Toys
- The Entertainer

Australia

- Bubs
- My Baby Warehouse
- Babyco
- BabyBunting
- Baby Zone Direct
- Minimee
- Mamadoo
- Tiny Tots Baby Store

## Asia

- Baby Shop Asia
- Le Petit Society
- Sunshine Baby

Negotiating with individual stores may be challenging, therefore the following list of distributors has been generated with a view of using them for wider distribution:

1. Jada Toys Inc  
938 Hatcher Ave  
City of Industry, CA 91748  
  
P: 626.810.8382

Currently boasts distribution at major US retailers including Wal-Mart, Target, and Toys' R Us. Responsible for distributing Jurassic World, Hello Kitty and Fast and Furious Merchandise.

2. Dorel Juvenile Group  
1255 Greene Avenue  
Suite 300  
Westmount, Quebec  
Canada H3Z 2A4

Phone: 602-923-0575

Dorel Juvenile is the undisputed global leader in high quality, safe and fashionable juvenile products.

3. Stanford Distributing  
6909 Las Positas Blvd, #A  
Livermore, CA 94551

Tel: 925-245-1370

Currently stocking the following brands: BabyBjorn, BabyLuxe, Bob, Boon, Britax Child Safety, Dex Baby, Diono, Dr Brown, Earth's Best, Evenflo

Along with brand, route to market or distribution is of vital importance in building a global brand. In the short term, NapUp thus expects to continue to focus on a small number of large national chains to solidify these relationships and broaden the product offering through these chains. In parallel with distribution focus NapUp intends to deploy brand ambassador resource in key cities in the target market. The distributors identified above will be target with cold-calling sales tactics, brochure distribution material, demonstrations and product samples. Essentially the distributor will only be interested in: the level of profit they can make on our product, the cost to them of stocking and

fulfilling our product, and whether the NapUp invention is scalable. We firmly believe we meet all three requirements and our product will be attractive for distributors.

Price - The NapUp product will be sold for a suggested retail price of \$000 against a wholesale price of \$000. The pricing reflects a sustainable margin and also our desire to create significant market share in a relatively short time. The price also manages the costs of production associated with a product rigidly designed and manufactured to a safety focus.

f. Search Engine Optimization

To offer SEO services to our customers we need to be confident we know the current best practice to optimize pages for excellent search engine result page rankings. Using the keywords that are listed below under PPC campaigns, NapUp will implement the following SEO roadmap:

DISCOVERY →	LOW EFFORT →	HIGH EFFORT →	REPORT
Company Goals	On Page Optimisation	Embed Videos	SERP Reports
Teams	Page Titles	Mobile	Social Reports
SEO Challenges	Meta Tags	SERP Optimisation	
Strengths and Weaknesses	302 / 301 Redirects	Link Building	
Workflow	Robots	Social Media	
Analytics	Error Fixes		
Research	Social Tags		
Technology	Rich Snippets		
Code			
Content Creation			
Keyword Lists			
Competitor Analysis			

g. Search Engine Marketing (PPC)

The term car seat head restraint is unlikely to be searched frequently on Google (hence the educational feel of this marketing plan), therefore the SEM plan is to bid on similar restraint, support and car seat terms that may convert potential customers (commandeering their search if you will). While the keyword content of the website will have to mesh well with the keywords chosen (for relevancy score purposes). This is a sound strategy given the relatively low competition in the SEM area for these keywords and the cheap clicks.

The top 100 best performing keywords in our area are.

Keyword	Avg. Monthly Searches	Competition	Suggested bid
baby walker	49500	1	1.22
convertible car seat	40500	1	1.81
booster seat	40500	1	1.78

britax car seat	40500	1	1.94
car seats	40500	1	2.03
car seat	40500	1	1.94
britax	40500	0.33	1.15
infant car seat	33100	1	1.68
baby strollers	33100	1	1.82
baby stuff	27100	1	2.28
evenflo car seat	22200	0.99	1.75
toddler car seat	14800	1	2.05
best convertible car seat	14800	0.92	0.53
recaro car seat	14800	0.97	1.35
cosco car seat	12100	0.96	1.49
booster seats	9900	1	1.56
car seat safety	9900	0.46	1.99
infant car seats	9900	1	1.67
car seat laws	9900	0.21	1.72
baby stroller	9900	0.98	1.86
infant car seat covers	8100	1	1.11
booster car seat	8100	1	1.74
baby car seats	8100	1	2.18
baby car seat covers	8100	1	1.36
carseat	8100	0.97	2.44
auto accessories	8100	0.89	1.91
best car seats	6600	0.97	0.79
booster seat requirements	6600	0.68	1.5
britax convertible car seat	6600	0.97	1.93
best infant car seat	6600	0.91	0.45
recaro baby seat	5400	0.94	1.24
britax car seats	5400	1	2.12
front facing car seat	5400	1	1.73
3 in 1 car seat	5400	1	1.6
carseats	5400	1	2.08
car seats for toddlers	4400	1	2.33
convertible car seats	4400	1	2.14
britax infant car seat	4400	0.99	1.34
newborn car seat	4400	1	1.86
car seat guidelines	4400	0.34	1.03
best car seat	3600	0.93	0.61
convertible car seat reviews	3600	0.78	0.83
car seat reviews	3600	0.61	0.47
car booster seat	3600	1	1.6

cheap car seats	2900	1	1.52
toddler car seats	2900	1	2.14
safest car seats	2900	0.5	0.57
baby seats	2900	1	1.8
cheap infant car seats	2400	1	1.06
best toddler car seat	2400	1	1.22
top rated car seats	2400	0.99	0.33
car seat safety ratings	2400	0.42	0.71
best booster seats	2400	0.95	0.51
infant seat	2400	0.97	1.66
car seat requirements	2400	0.3	1.5
evenflo car seats	2400	1	1.56
baby girl car seats	2400	1	1.69
toddler car	2400	0.97	1.5
best baby car seat	1900	0.95	0.57
travel car seat	1900	1	1.21
infant car seat cover	1900	1	1.26
infant car seat reviews	1900	0.72	0.53
car seats for infants	1900	1	1.79
car seat toys	1900	0.99	1.32
child booster seat	1900	1	1.54
car seat regulations	1900	0.28	1.4
high back booster	1900	0.98	1.5
recaro car seats	1600	1	1.44
stroller and carseat	1600	1	2.23
booster car seats	1600	1	2.33
baby stores online	1600	0.91	3.18
baby shopping	1600	0.94	3.26
car seat rules	1600	0.24	1.99
clek car seat	1600	1	2.05
baby boy car seats	1600	1	1.73
bumbo baby seat	1600	1	0.96
infant carseat	1600	1	1.94
car seat for toddler	1300	1	2.04
car seat ratings	1300	0.53	0.52
child car seat laws	1300	0.29	1.86
recaro infant car seat	1300	1	1.05
free car seat	1300	0.92	0.52
car seat recommendations	1300	0.2	1.45
car seat accessories	1300	0.98	1.22
infant carseats	1300	1	1.85

baby carseats	1300	1	2.28
cheap baby car seats	1000	1	1.37
best car seats for toddlers	1000	1	1.37
toddler car seat reviews	1000	1	1.06
best rated car seats	1000	1	0.53
convertible car seat ratings	1000	0.69	0.7
best booster seat	1000	0.94	0.37
baby booster seat	1000	1	1.67
best infant car seats	1000	0.87	0.51
car seat booster	1000	1	1.99
portable car seat	1000	1	0.65
baby car seat cover	1000	1	1.23
kids car seats	880	0.99	2.37
car seat sale	880	1	1.58

Campaign structure will broadly fit the keywords above, with adgroups coming from “car seat” “child head support” “car seat inserts” and “slumber slings”. Specific and separate landing pages are likely to be unnecessary given the company markets a solitary product.

#### 1. Remarketing

NapUp will utilize the following remarketing campaign structure in both Facebook ad campaigns and Google AdWords:

- All website visitors – anyone who has visited the website can see the remarketing ads.
- Retargeting users who do not convert at the checkout page. i.e. items left in cart. It’s a reminder to users of the value of the NapUp head support and retriggers the original purchasing decision.
- Lookalike audience created by following users that visit similar sites to ours, and other sites within our product category. For instance, an audience made up of people who visit the websites of the stores listed above.

Each set of ads will feature the Nap Up branding and clear calls to action directly tailored to the pages visited at first instance.

#### h. Email Marketing

The NapUp will create a substantial email marketing list by recording email addresses at the point of online sale, by hosting promotions to collect further addresses, by offering a newsletter sign up form on the website, and by asking consumers to register their product if bought from an intermediary. The purpose of the email marketing list is to:

- Provide monthly newsletters;
- Introduce new products;
- Remind buyers about loyalty schemes and referral rewards;
- Point out specials / offers / discounts;
- Explain the warranty procedure and expiry dates; and
- Event and demonstration invites.

i. Client Referral and Loyalty Programme

Most of our target market will have more than one child. Therein lies an opportunity to create lifetime loyal customers who use NapUp for their own children, their grandchildren and the coffee and pre and postnatal classes they interact with. To encourage these brand ambassadors, NapUp will look at ways to reward consumers that recommend and refer the NapUp product. Whether this takes the shape of a discount on future purchases (i.e. a voucher code that gives both referrer and referee a discount), or pure reward dollars remains to be seen, however the importance of investigating the possibility is essential.

Ideally, brand ambassadors are created on the strength of the product and not the strength of a discount, however, at times consumers may need a push in the right direction.

j. Public Relations

<b>INFORMATIONAL</b>
- NapUp must inform customers and potential customers about the risks of the nodding head. It must be explain that a human head ways the same as a bowling ball and this puts huge strain on the sensitive neck tissues and muscles.
<b>ATTITUDANAL</b>
- NapUp’s press strategy needs to change attitudes towards products that attach to car seats, rather than ones that already built in. There is a view in the marketplace already that “if it doesn't come with your car seat you shouldn't use it”, this needs to be amended using scientists, safety experts and other demonstrations to shift attitudes.
<b>BEHAVIOURAL</b>
- The PR strategy needs to encourage parents to put their children first, to change the behavior of filming and mocking head nodding to a serious safety issue and mitigation event.
<b>CHANNELS</b>

- Newspapers including the major telegraphs in each targeted territory.
- PR aggregators and free news aggregator sites for SEO benefits.
- Bloggers, mumtrepreneurs, distributors own internal blogs and publications.

#### k. Offline Marketing Measures

##### Pop-up Retail Locations

While NapUp does not intend to launch a physical retail store immediately, there may be opportunities to host short term pop-up retail locations using building specially built for that purpose or locations with strong foot traffic and expired leases.

A Pop-Up location helps to achieve brand recognition as well as the education steps listed earlier in the store. Retail sales agents will be well-trained in the safety benefits of the products and will have car seats on hand to illustrate how the product works and how much safer it makes children when travelling. The Pop Up locations will generate foot traffic interest as well as enticing existing customers to come and meet the staff. Free coffee for the parents and play areas for the children will make the Pop Up space more family and shopping friendly – we want the parents attention for more than just a few minutes.

Pop Up locations will be trialed in each demographic before a decision will be made as to their ongoing benefit.

##### In-store Product Demonstrations

Much like food and alcohol companies do in Supermarkets, NapUp will send representatives to toy, children and baby, and general departments stores to give live demonstrations in store. Physical stores have one main advantage above the online environment; consumers can interact with the product. Concentrating on this interaction and the emotional aspect of shopping enhances the ability to be distinctive. In store demonstrations use (human) endorsers to draw consumers to try products and help to accelerate the purchase decision.

##### Sponsored Coffee Groups

This is an untested and relatively abstract marketing idea combining digital mediums and offline marketing. Essentially, NapUp will offer to sponsor a number of coffee groups throughout the world every month. NapUp will seek groups of parents who regularly meet for coffee and pay for the coffee and cakes once a month. The catch, the group will take turns using the NapUp head support, offer feedback and reviews that can be used as marketing testimonials at a later date. Once all members of the group have tried it, one gets to keep it (but the nice aspect is that they have all tried it and they are all aware of the brand).

##### Magazines / Flyers

Although more traditional than revolutionary old fashioned magazine ads (in the toy, baby and celebrity realms) will be used as well as flyer and windscreen drops at local malls and shopping centres. Both of these methods are effective because mothers (the main target market) may be short on time and thus may not always be reachable through digital media channels. Once again split testing, calls to actions and customized URLs will be used to measure and track the effectiveness of the campaign. In order to make this happen, the company will consider utilizing the services of a media buyer (to help schedule print, radio and television ads) or an advertising agency (to create the creative behind the ads). If using an intermediary proves to be too expensive the team will bring the design function in house or outsource to skilled freelancers. The ultimate aim is captivating and compelling ads that tell the NapUp product story.

#### Award Entries

The Internet is full of ‘Best of’ and ‘Top Ten’ lists as well as announcements on bona fide awards to recognise entrepreneurs, fast growing companies, revolutionary inventions and so on. NapUp will do its utmost to enter such awards and be recognised in nominations in order to ride the wave of publicity that comes with being associated with the official awards or unofficial internet based lists. A quick online search threw up a number of options to market the brand, including:

<http://www.parents.com/baby/gear/gear-of-the-year/#page=1>, <http://www.popsci.com/2015-invention-awards>, <http://www.motherandbaby.co.uk/shopping-and-reviews/shopping-ideas/mother-baby-awards-2014-winners-best-on-the-go-product>, <http://www.inpex.com/international-invention-awards.aspx>.

#### Speaking and Demonstration Engagements and Opportunities

A strong offline marketing avenue is in the public speaking and demonstration space. The most likely speaking engagements that NapUp’s staff can attend and present at will be at baby shows (discussed earlier), health and safety conventions and events, motor vehicle seminars and series and entrepreneurship and invention discussions.

Note, section (d) above also lists offline-marketing activities by way of functions, events and shows. Section (e) above lists the intended distribution targets (or the “where” of the offline marketing strategy).

#### I. Fulfillment Services

It is likely that we will need to keep stock on the ground in the United States and other territories outside continental Europe. Accordingly, we will enlist the services of fulfillment companies to handle our: inventory storage; order processing; pick & pack fulfillment; product shipping; returns processing in conjunction with our national distributors. This approach gives Nap-Up the best chance of scaling operations while maintaining control and minimizing storage and shipping costs.

The following fulfillment services have been identified as potential partners (if they fit within the objectives of the company) for the United States:

1. eFulfillment Service  
Corporate Headquarters  
807 Airport Access Road  
Traverse City, Michigan 49686  
USA
2. Fulfillment by Amazon  
Online Contact Form at <https://services.amazon.com/content/sellers-contact-amazon.htm?id=SCFBAStriplogin>
3. Shipwire  
International: +1 650-561-4800

Customers need orders to be right, they need to be able to return them effortlessly. Consumers demand speed-commerce not mere e-commerce and with the selected fulfillment services above NapUp is confident we can meet the needs of the market.

#### MARKETING BUDGET AND ACTIVITY GRID

Marketing Activity	Aim	Expected improvement	Estimated Cost	Target Date
Website overhaul	Customer engagement, online sales	Brand image, reach, sales	\$5,000	Month 1
Video and image content creation	Information and imagery.	Social media, blog,	\$5,000	Month 2>
Blog writing	Information, engagement and education.	Conversion rates	\$1,000	Immediate>
Social media implementation	Brand consistency, customer service, education	Followers, post engagement, web site visits	\$1,000	Month 1>
Search engine marketing and online advertising	Web site visits, conversions	Higher click through rates, higher conversion rates, sales	\$10,000	Month 3>
Direct marketing, public relations, distribution materials	Brand awareness, PR network	Website visits, media opportunities	\$5,000	Month 2>
Referral and loyalty scheme planning	Sales	Lifetime value of customers, referrals, cross-sells	\$2,000	Month 4>

Implementation of promotions and specials	Sales	Acquisitions	\$2,000	Month 5>
---	-------	--------------	---------	----------

**TOTAL = \$30,000**