

Lucky Iron Fish

*Solving Iron-Deficiency
One Fish at a Time*



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Company Overview

Lucky Iron Fish Enterprise (LIFe)

About LIFe



Headquartered in Guelph, Ontario - LIFe is a for-profit company founded in 2012 to develop the Lucky Iron Fish idea, commercialize it, and distribute it.

What is the Lucky Iron Fish?



It's a simple cooking tool that is designed to add a significant portion of a person's daily required iron intake when it's added to any boiling liquid for ten minutes.

What makes Lucky Iron Fish Unique?



Lucky Iron Fish is a much more affordable solution for iron deficiency with higher compliance rates compared to other alternative solutions, like iron supplements.



Customer Persona

Likeable Linda

Linda is a school teacher who cares deeply about her family's health and happiness. She lives in the suburbs just outside of Vancouver with her husband and two kids (aged 4 and 6). She cares about the environment and tries to source all-natural and organic products for her family.



Demographics

Age: 25 - 40

Occupation: School teacher

Income: \$60,000

Location: Maple Ridge BC

Hobbies: Volunteering and giving back to her community.

Goals

Providing a healthy home for her family.

Eating a mostly vegetarian diet.

Living in a way that is environmentally-friendly and sustainable.

Scenario

Linda was feeling constantly tired, weak and she was getting headaches, so she went to see her doctor.

He told her that she has an iron deficiency and prescribed her iron supplements. She tried them for a few days but they are causing her stomach pain and nausea.

She's begun to research on the internet what iron deficiency is and if there is a way to cure it more naturally.

She's feeling scared and confused and looking for answers to her problem.

Opportunities

Lucky Iron Fish can help Linda by:

Educating her on the causes of iron deficiency.

Show her how she can cure it without the side effects of supplements.

Teach her how to cook vegetarian meals that are high in iron.

Teach her how to make the iron she consumes in foods more absorbable.

Show her how the Lucky Iron Fish can easily be incorporated into her daily routine to provide her family with more iron.

Challenges

Finding the time in the day to do all the things - work, picking up kids, taking them to activities, etc.

Identifiers

Looks for natural, environmentally friendly products.

Most likely to use Facebook, Pinterest and Instagram

Spends time researching products online before buying.



Customer Journey Map

Awareness

Iron deficiency diagnosis

Learn that women often suffer from low iron levels

Learn that iron deficiencies are very common in preschool aged children

Looking for Iron Supplements and comes across Lucky Iron Fish

Search

Look at comparisons, such as supplement brands

Look at reviews on youtube

Ads pop up on instagram, look at their instagram page, Facebook & Pinterest

Look at the Lucky Iron Fish website - reading FAQ section

Ask friends if they have heard of it

Purchase

Deciding to give Lucky Iron Fish a try

Purchasing from their website or amazon

This wasn't an impulse buy, as health is very important and they wanted to make sure this would be a good fit for their iron deficiency

Using Lucky Iron Fish

Receive product in the mail within 3 business days

Try out boiling in water

Try using the Iron Fish in a soup recipe

Treat with an oil to avoid rusting

Post Purchase

Writing a review on the Lucky Iron Fish Site

Recommending to their friends and family

Makes post on social media and tags the Lucky Iron Fish instagram

Telling their doctor and having their iron levels rechecked

Keep using the Lucky Iron Fish to maintain iron levels

Doing



Awareness

Search

Purchase

Using Lucky Iron Fish

Post Purchase

Thinking

Hopefully I can find an easy solution for my low iron levels

Is The Lucky Iron Fish safe and effective?

How do I know if I am getting the right amount of iron?

Will it change the taste?

There are so many 5 star reviews!

This will be more economical than buying supplements

Free shipping, that's great!

I hope it doesn't take too long to arrive

The return policy is good, I will take a chance and try it out

This is so easy

How do I clean this?

Maybe I will order the cleaning bundle

I wish there were more recipes

I'm going to recommend this to all my friends

I'm going to sign up for the newsletter to receive new recipes

An instruction e-book would be useful



Awareness

Search

Purchase

Using Lucky Iron Fish

Post Purchase

Saying

"I'm going to look into this more, it seems too good to be true."

"This doesn't have side effect like supplements can"

"It's so wonderful they give back"

"I can't wait to try this out"

"This is so easy, and I love all the recipes"

"They're now using electrolytic iron which is proven to avoid rusting"

"You've got to try this, it works increases my iron levels without side effects."

"This form of iron is so much easier to digest without any side effects."

"I'm so glad I don't have to been worrying about buying iron supplements"

Emotions



Opportunities & Insights

Connecting with family doctors to recommend our product

Be the first link to come up when someone searches Iron Deficiency

Have a pop up chat box on the website to assist with any questions. Since this is dealing with health, consumers want to be sure when purchasing

Have a way to get instant feedback from customers about their first use experience

Sending a follow up email a 2 weeks after purchase, asking for consumers to give a review and sign up for newsletter to receive recipes

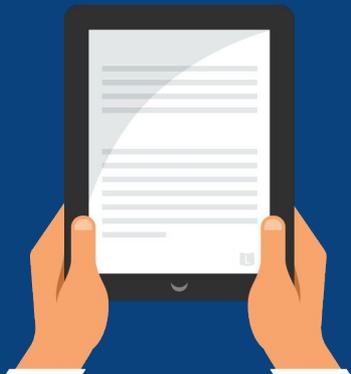
Objectives



OBJECTIVE 1

Get 1000 email signups per month within 3 months of launching an educational e-book on the website. Contents of the e-book include:

- Impacts of iron deficiency worldwide
- How LIFe helps solve this problem (the environmentalism and social justice behind their product) with a special focus on how the product solves iron-deficiency within a family
- Other useful resources such as iron-rich recipes and ways to help combat the problem or support others in need



Promoting the e-book to their large following on social media should be a major source of downloads

This objective is directly related to their mission of educating others about the issue of iron-deficiency and removing the problem from people's lives



Objectives



OBJECTIVE 2

Increase the number of purchases from Millennials (currently ages 25-40) by 30% within 6 months - specifically targeting mothers in this generation and their families



A question on the checkout page or a post-purchase survey can capture audience demographics

Instagram, Facebook, and Pinterest are the most common among these age groups, so posting on these platforms with relevant content (veganism, environmentally-friendliness) should drastically increase awareness and conversion from these age groups



Digital Campaign

LIFE Educational Campaign on iron deficiency and how to cure it naturally.

- Run a free educational webinar on iron deficiency and how to cure it naturally, that leads to a landing page selling Lucky Iron Fish.
- Run targeted ads on social media and search to bring people into the free webinar.
- Build an email list by offering an Educational e-book download with health tips, recipes, and healthy home ideas.
- Spread the word organically by repurpose the content of the e-book into shareable snippets on social media to build interest and shares.
- Build organic search traffic by repurposing sections of the e-book and webinar into blog posts.
- Run an email campaign driving visitors to a landing page to sell Lucky Iron Fish.



Awareness

Organic Social Media: Grow follower counts and engagement by using snippets of the webinar and e-book in the form of information posts, short videos, and shareable infographics.
KPIs: Click-through-rates, follower counts, saves & shares.

Social Media Advertising: Generate interest, bring prospects into the sales funnel, and generate webinar sign-ups.
KPIs: Click-through-rates, cost-per-click, webinar sign ups.

E-Book: Lead magnet to get users into the sales funnel by collecting email addresses.
KPIs: Downloads and number of email addresses collected.

Blog Posts: Generate organic website traffic repurposing parts of the e-book.
KPIs: Blog traffic, time on site, inbound links & social shares.

Consideration

Webinar: Build product interest, build trust with social proof, move prospects into the buying stage of the sales funnel.
KPIs: Click-through-rates.

Email campaign: Answer questions holding prospects back from making a final purchasing decision, and lead them into the final conversion stage.
KPIs: Open-rates, click-through-rates, sales and ROIs.

Sales page: Landing page for the target market, give visitors the final encouragement they need to purchase.
KPIs: Sales, ROIs

Conversion

Loyalty

Follow up email series: Keep buyers engaged with the brand by offering more information on using the product and how to maintain it. Offer a discount code on future purchases to give as gifts.
KPIs: Open-rates, click-through-rates, sales and ROIs.





Digital Campaign

Free Online Webinar

- Ads about the webinar will target women aged 25-40, especially mothers with young children
- This ad campaign will be posted on social media (Instagram, Facebook and Pinterest) - as well as Google
 - The focus of social media efforts will be on Pinterest and Facebook as these two social media platforms are the ones most used by our target audience
 - Promoting the webinar on social media will also grow our social media following and increase reach
- The second tactic is to build an email list to which we can market sales emails and advance them along the sales funnel
 - Emails will be collected from the online webinar registrations
- This information seminar will dive deeper into the dangers of iron deficiency and how to combat it using the Lucky Iron Fish, specifically in a family-friendly manner and in a way that aligns with a “busy mom lifestyle”
 - This approach will educate our audience and improve global health, which is our mission
- We will illustrate ways to use the Lucky Iron Fish in simple recipes



Digital Campaign

- Real users of the product will give honest reviews and testimonials - sharing their authentic stories
- This approach will help customers feel confident in our product which in turns has a positive effect on their health
- Those who attend the free webinar will receive a promotional code to use on their purchase
 - It will be a unique code, that will be used to track conversion
- Small snippets from the webinar will be used to create blog posts, leading people to sign up with their email address to learn more
- Post purchase: we will follow up with an email which will ask for the consumer to leave a review, additional discount code to share with a friend, more recipes and tips on how to care for The Lucky Iron Fish



Digital Campaign

- Use the company's internal marketing team to create emails, ad copy, blog posts, and social media creatives
- The budgeting/promotions should follow these guidelines:

EXPENSE	PURPOSE	BUDGET	TIMELINE
Social Media Posts	Raise awareness of the webinar and get email signups	\$0 (internal marketing team)	Commence 2 months before the webinar
Facebook/ Instagram Ads		\$5000 each	Commence 3 weeks before the webinar
Google Ads			
Email Campaign	Convert sales leads into purchases	\$400-700 per thousand emails	Start 2 weeks after the webinar (ongoing)



Digital Campaign

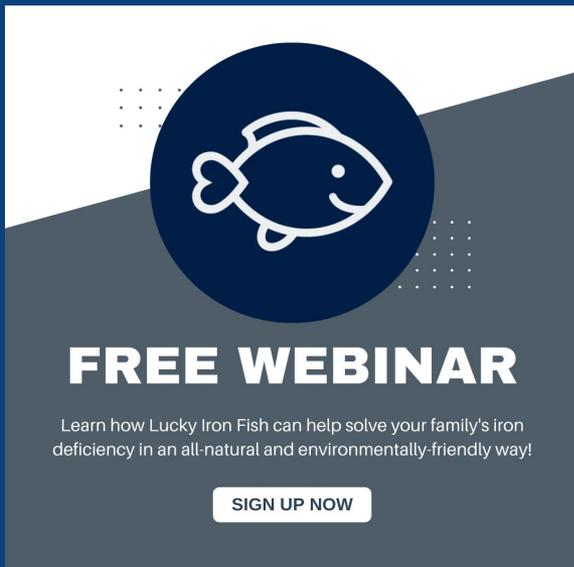
- The following are examples of ad copy and social media posts that can be used to promote signups for the webinar

luckyironfish.com/free-webinar ▾

FREE Webinar Masterclass | Iron Deficiency Solution | Lucky Iron Fish

Worried about the blood iron levels within your family? We've got the solution for you. Attend this FREE webinar to learn how Lucky Iron Fish can help solve iron deficiency!

[How Lucky Iron Fish Works](#) [Clinical Research](#)
[Our Story](#) [Buy Now](#)



FREE WEBINAR

Learn how Lucky Iron Fish can help solve your family's iron deficiency in an all-natural and environmentally-friendly way!

[SIGN UP NOW](#)

After the webinar, ensure that email campaigns are sent out that include:

- Actionable CTAs
- Simple yet compelling subject lines
- Catchy open lines
- Informative content
- Personalized elements