



**HELLO
FRESH**

Background

HelloFresh is a popular meal kit delivery service founded in 2011 in Germany. It paved the way in the delivery meal-kit industry. They offer a variety of plans that include options for protein, ingredients, and detailed directions for each recipe. HelloFresh serves a few countries including The United States, the United Kingdom, Australia, Canada, New Zealand, Germany, and other European nations.



www.hellofresh.com

HelloFresh has a website in order to sell meal plan subscriptions. Along with that, you can use the website to...

- view plans
- discover how HelloFresh works
- view menus
- register for an account
- contact HelloFresh
- buy a giftcard



Audiences

young individual professionals

young families

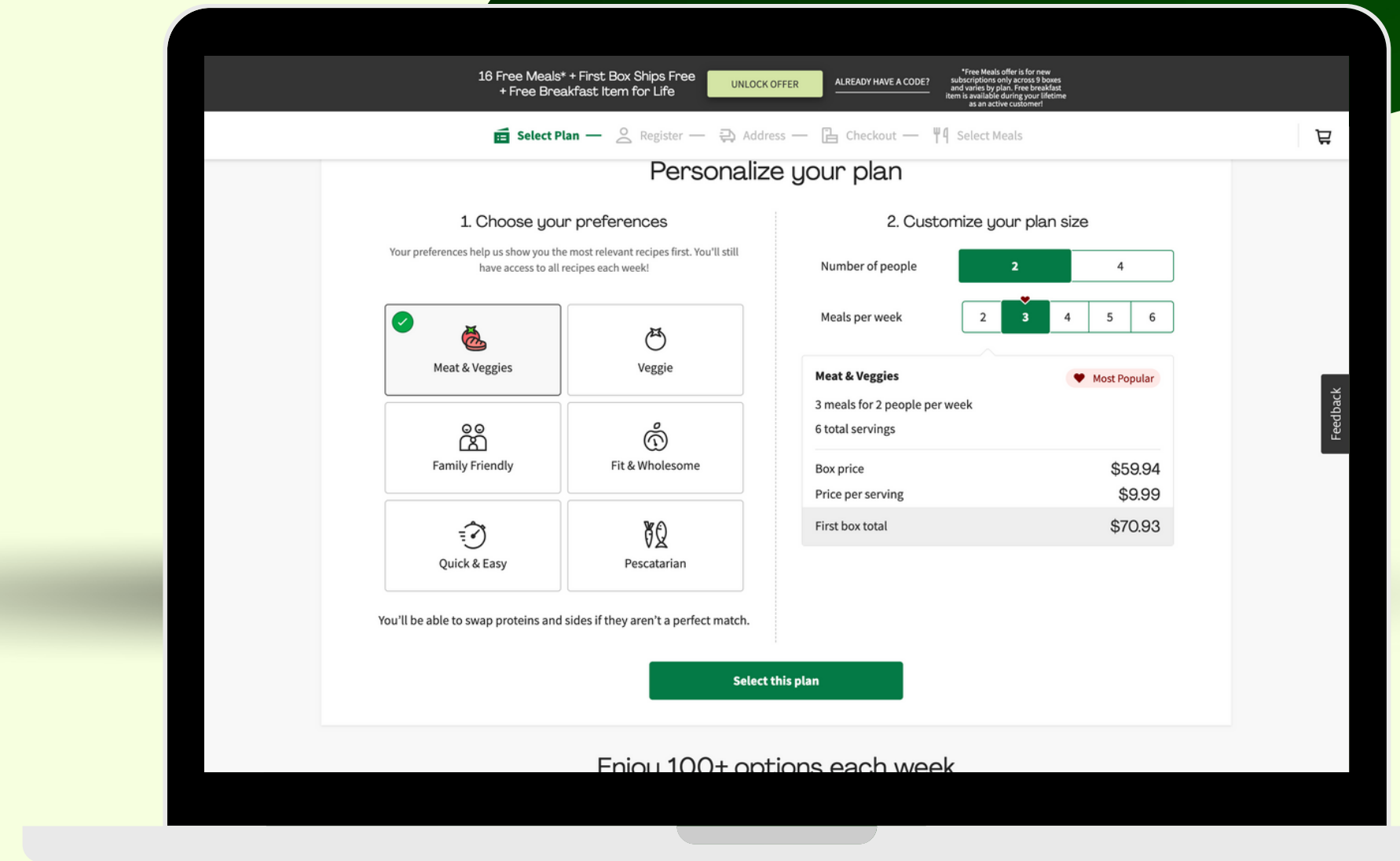
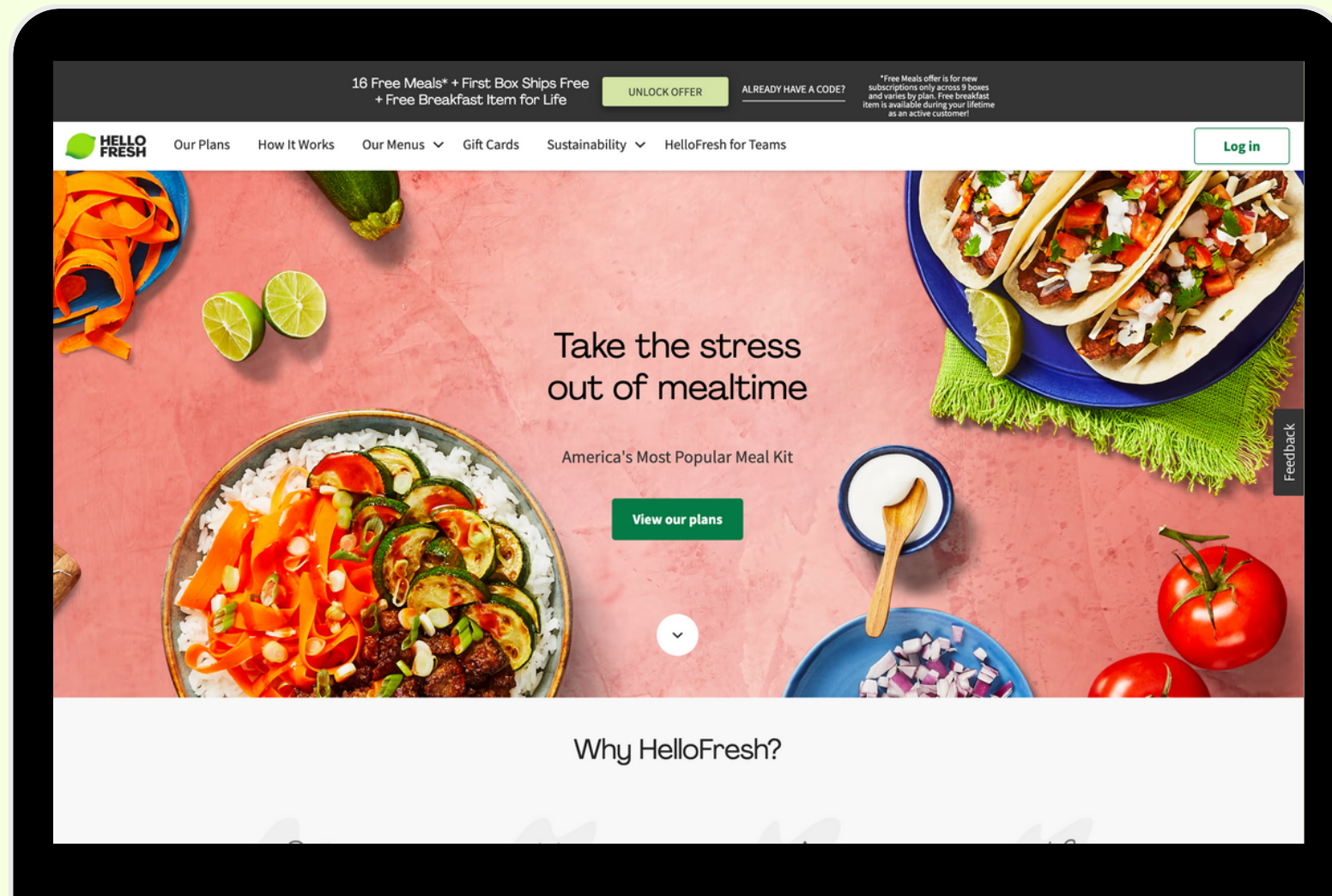
empty nesters



Main Landing Pages

Home Page

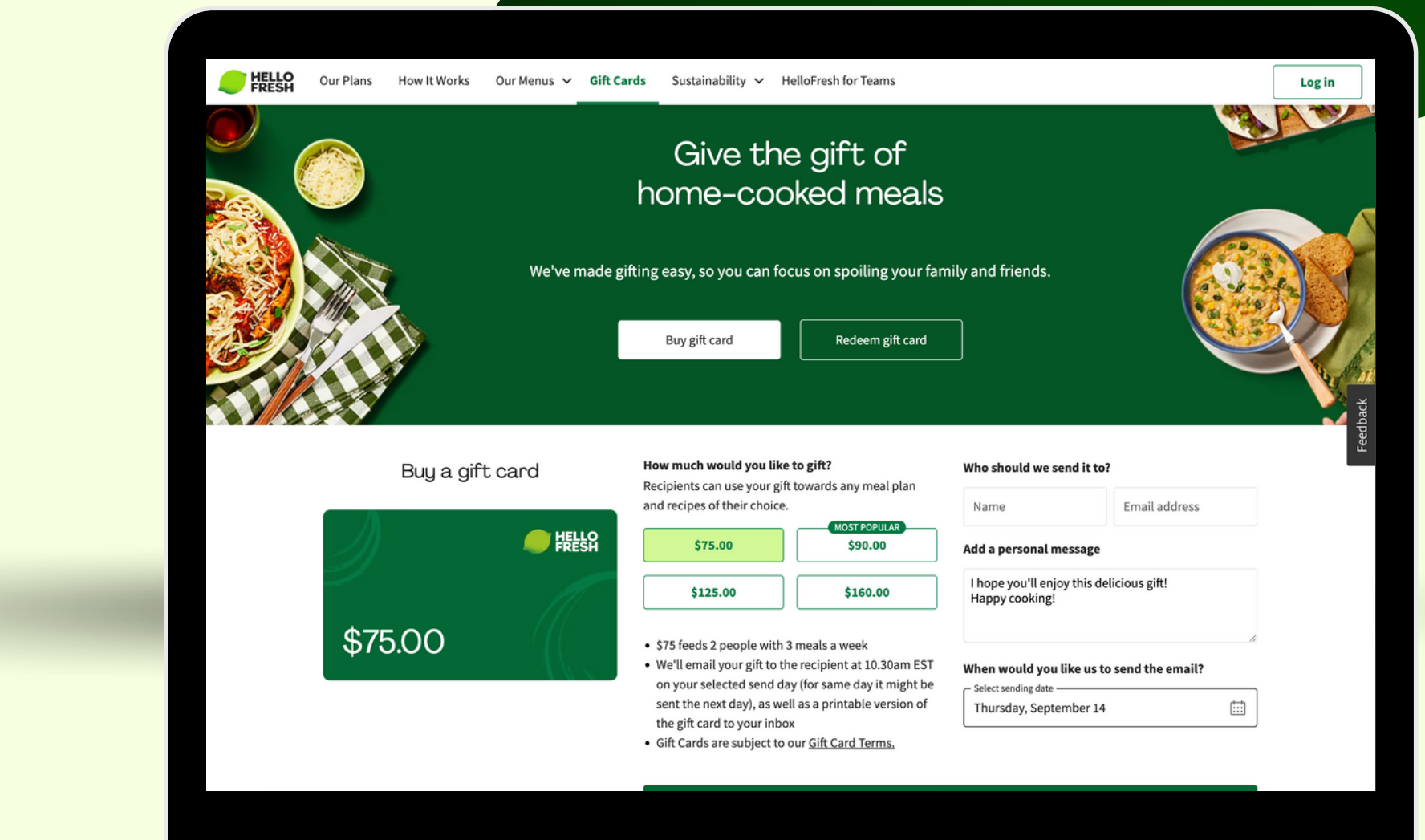
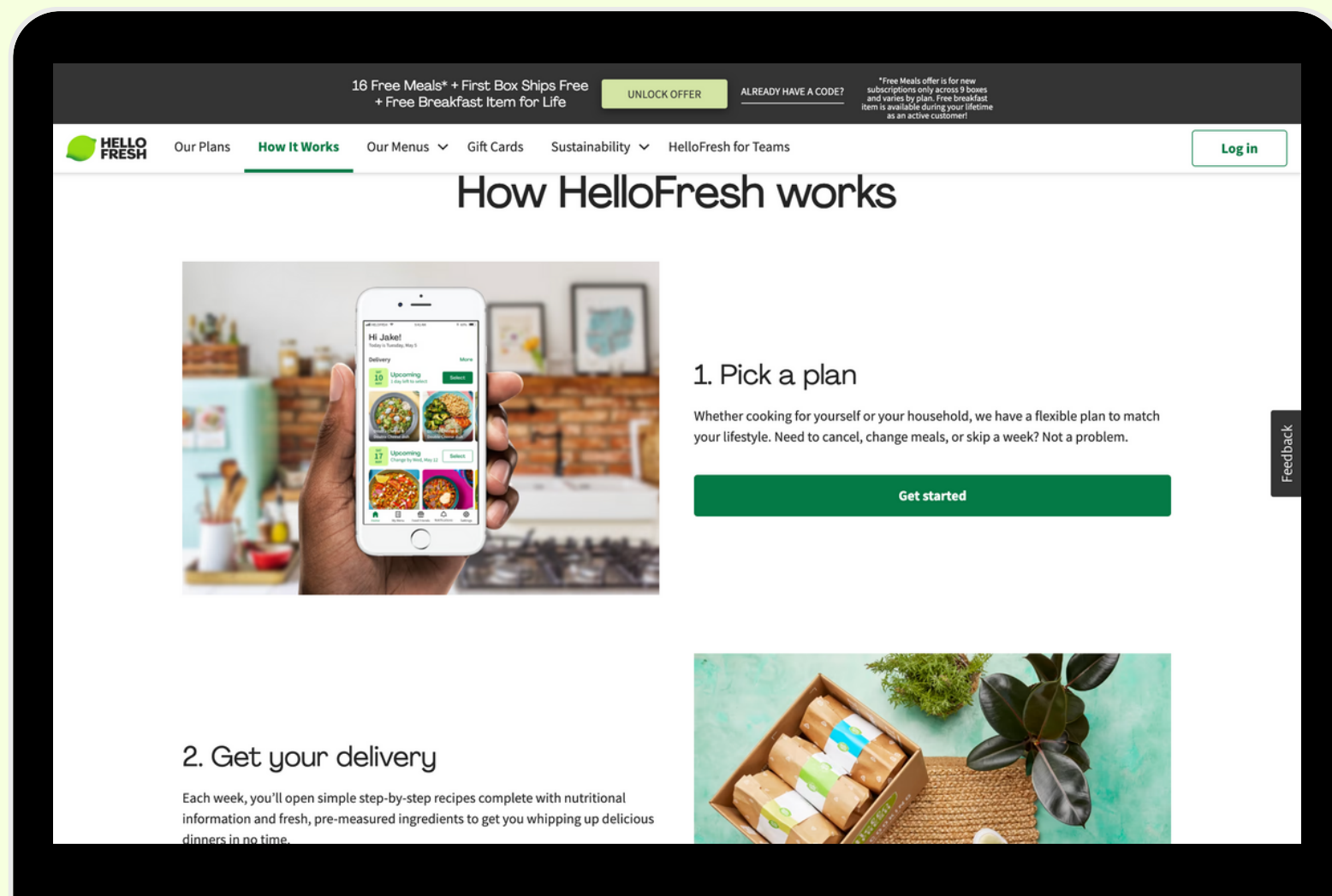
16 Free HelloFresh Meals



Main Landing Pages

How it Works

Give the Gift of Cooking



Landing Pages

Home Page

the audience will land on the Home Page if they are generally interested in purchasing a meal delivery plan or have heard of HelloFresh and want to learn more.

How it Works

the audience will land on the How it Works if they are unsure of the commitment to HelloFresh and want to know the cost of subscribing.

16 Free HelloFresh Meals

the audience will click on this page after searching HelloFresh on Google because they are interested in getting free food.

Give the Gift of Cooking

the audience will click on Give the Gift of Cooking if they are already customers of HelloFresh and want to gift the subscription to another person.



Core Functions

- reach customer service for help or complaints
- choose a meal plan
- choose which exact meals for each box
- subscription account
- choose frequency of the subscription
- download the HelloFresh app

Conversion Events

sign up for HelloFresh plan

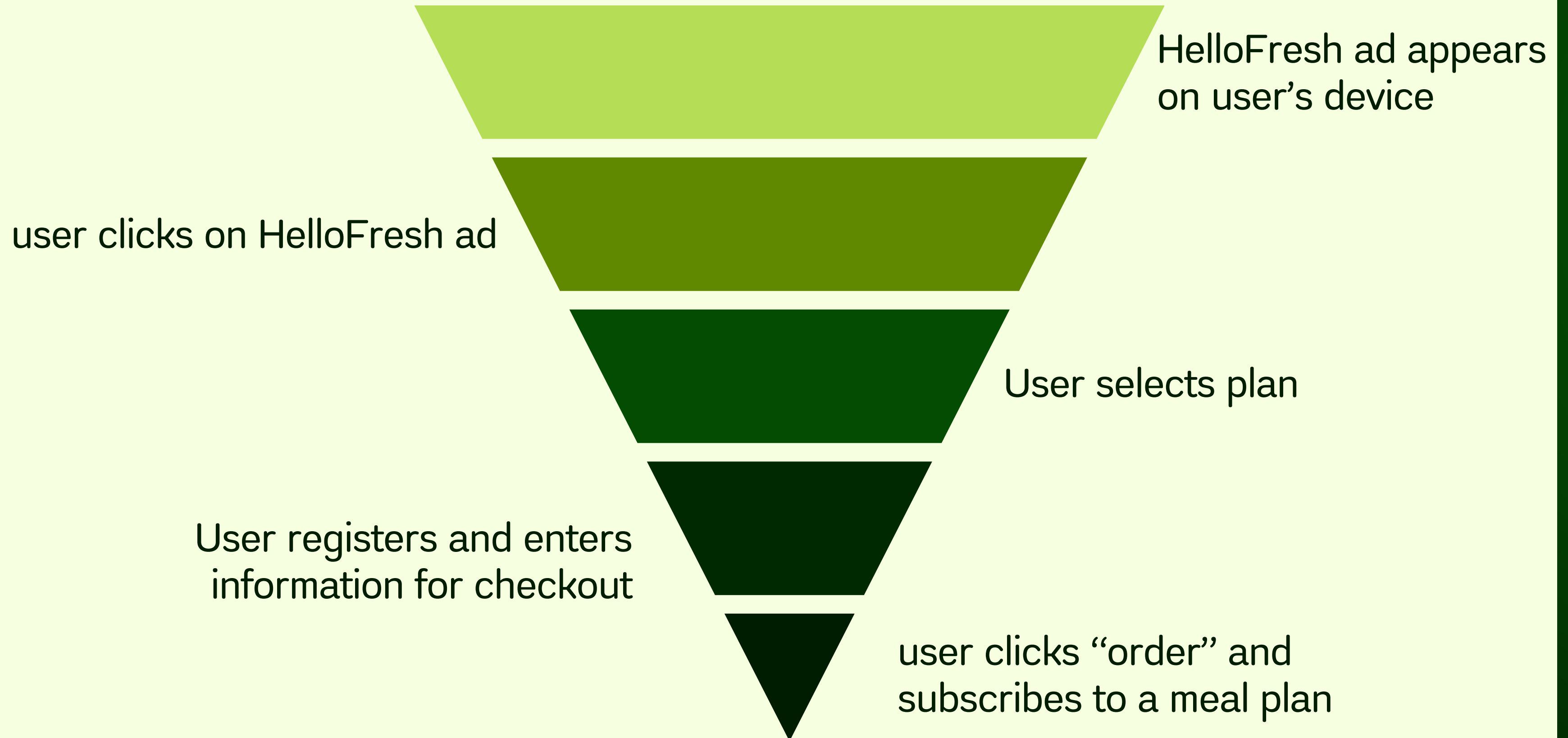
buy a giftcard



Macro Goal

user subscribes to a meal plan

Macro-conversion funnel



Micro Conversion Events

1. View a plan
2. Enter email
3. picking a meal plan
4. Click Through recipes
5. Chatting with customer service online

Google Ads & Google Analytics

HelloFresh should start tracking user data on Google Analytics. GA4 can help HelloFresh evaluate its effectiveness of converting users in relation to ad spent.

HelloFresh should use Google Ads in order to create online ads curated towards people who are interested in meal-kit delivery services.

Marketing Campaign



UNIVERSITY OF
GEORGIA

Marketing Campaign



REMARKET towards college students and young professionals

PROMO CODE: UGAXHF

HelloFresh should focus advertisements towards the on-the-go college students and overwhelmed professors at the University of Georgia and other universities worldwide.



Landing Page

View our Plans



UNIVERSITY OF
GEORGIA

16 Free Meals* + First Box Ships Free
+ Free Breakfast Item for Life

UNLOCK OFFER

ALREADY HAVE A CODE?

*Free Meals offer is for new subscriptions only across 9 boxes and varies by plan. Free breakfast item is available during your lifetime as an active customer.

Select Plan — Register — Address — Checkout — Select Meals

Personalize your plan

1. Choose your preferences

Your preferences help us show you the most relevant recipes first. You'll still have access to all recipes each week!

Meat & Veggies

Veggie

Family Friendly

Fit & Wholesome

Quick & Easy

Pescatarian

You'll be able to swap proteins and sides if they aren't a perfect match.

Select this plan

2. Customize your plan size

Number of people: 2 4

Meals per week: 2 3 4 5 6

Meat & Veggies Most Popular

3 meals for 2 people per week
6 total servings

Box price	\$59.94
Price per serving	\$9.99
First box total	\$70.93

Enjoy 100+ options each week

Feedback

Channels



Google Search Ads

HelloFresh will focus ad spend on users who previously visited websites catered to UGA students including Athena, eLC, UGA admissions pages, UGA Dining Services, etc.

Instagram

HelloFresh will increase ads on UGA students' accounts. This will be determined by their activity on Instagram and who they are following.

Email

HelloFresh will add UGA students to their mailing list and start notifying the specific audience of the unique deals through targeted emails.

Audiences



Professors that
are busy and
never
subscribed to a
meal-delievery
kit before



College students
who have
already
purchased &
cancelled their
HelloFresh
subscription



College students
who have never
had a
HelloFresh
subscription



Main Events



Acquisition

- clicks on ad on webpage
- clicks on ad on Instagram
- open rate for emails

Engagement

- number of people utilizing the special promo code
- which coupons people are using



Google Ads

AI-powered Search Ads

HelloFresh should use Google's AI-powered Search Ads because it would maximize the effectiveness of the campaign.

Useful features include:

- Keyword Recommendations
- Keyword Match Types
- Ad Suggestions
- Automated Bidding
- Audience Insights
- Ad Rank Optimization
- Automated Extensions
- Ad Relevance

AI-powered Search Ads

By utilizing AI-powered Search Ads by Google, HelloFresh can save time and resources by allowing AI to handle campaign optimization rather than doing it manually. This will lead to improved ROI with reduced costs, data-driven insights, and continuous optimization with real-time adaptations. Due to Google's implementation of AI, HelloFresh can use AI-driven automation and optimization to create a more efficient and effective advertising campaign that results in refined targeting, enhanced visibility, ultimately leading to an improved ROI.

How this affects audience

Audience:

- young professionals who have never tried hello free
- college students struggling to feed themselves but have never tried a meal plan
- returning college students

Using Google Search Ads, HelloFresh can compete with other companies like

- Home Chef
- Martha Stewart & Marley Spoon
- Dinnerly

By utilized Google Search Ads, HelloFresh can expose ads to members of these audiences who might also be impressed by competing brands.

Competitors



- ✓ Get 18 free meals (50% off your first 4 boxes)
- ✓ Special family menu available
- ✓ Flexible plans for large families
- ✓ All-in-one meals ready in just 5 minutes
- ✓ Easily restrict ingredients to fit dietary needs
- ✓ Prepared meals specifically designed for families



- ✓ Quality Home Cooking to Your Door



- ✓ Get up to \$120 off 3 orders + 20% Off 2 Boxes
- ✓ 28 easy recipes every week

HelloFresh outcompetes the rest

- 50 weekly menus to choose from
- Preferences for Keto, Vegetarian, Vegan, and more
- Flexible Pricing
- Easy Cancellation
- High quality, pre-measured, and healthy ingredients

**Unique discounts for students, staff, and
faculty of large-scale universities**

Seasonality

This campaign focuses on the back to school time period. As our audience of college students gear up for the semester and professors prepare their class courses, they find themselves busy and lacking time to go to the grocery or find recipes for dinner. HelloFresh will capitalize on this busy time period by offering a unique deal for students and staff of Universities.



Google Ads

Marketing Campaign

Suggested Budget: \$36,000

Suggested Date Range: July 16 – September 15

Utilizing Google Search Ads aligns with HelloFresh's marketing goals and strategy to maximize conversions by supplying highly relevant, targeted, and customizable advertising options. With the AI-powered tools and features available through Google Ads, HelloFresh can continuously optimize and refine this campaign, which will lead to maximizing conversions and increasing the ROI.

Google Search Ads Campaign Goal

The primary goal of this Google Search Ads campaign will be to **maximize conversions.**

Campaign Targeting

Devices: **Desktop and Mobile**

Locations: United States, focusing on heavily-populated **college towns**

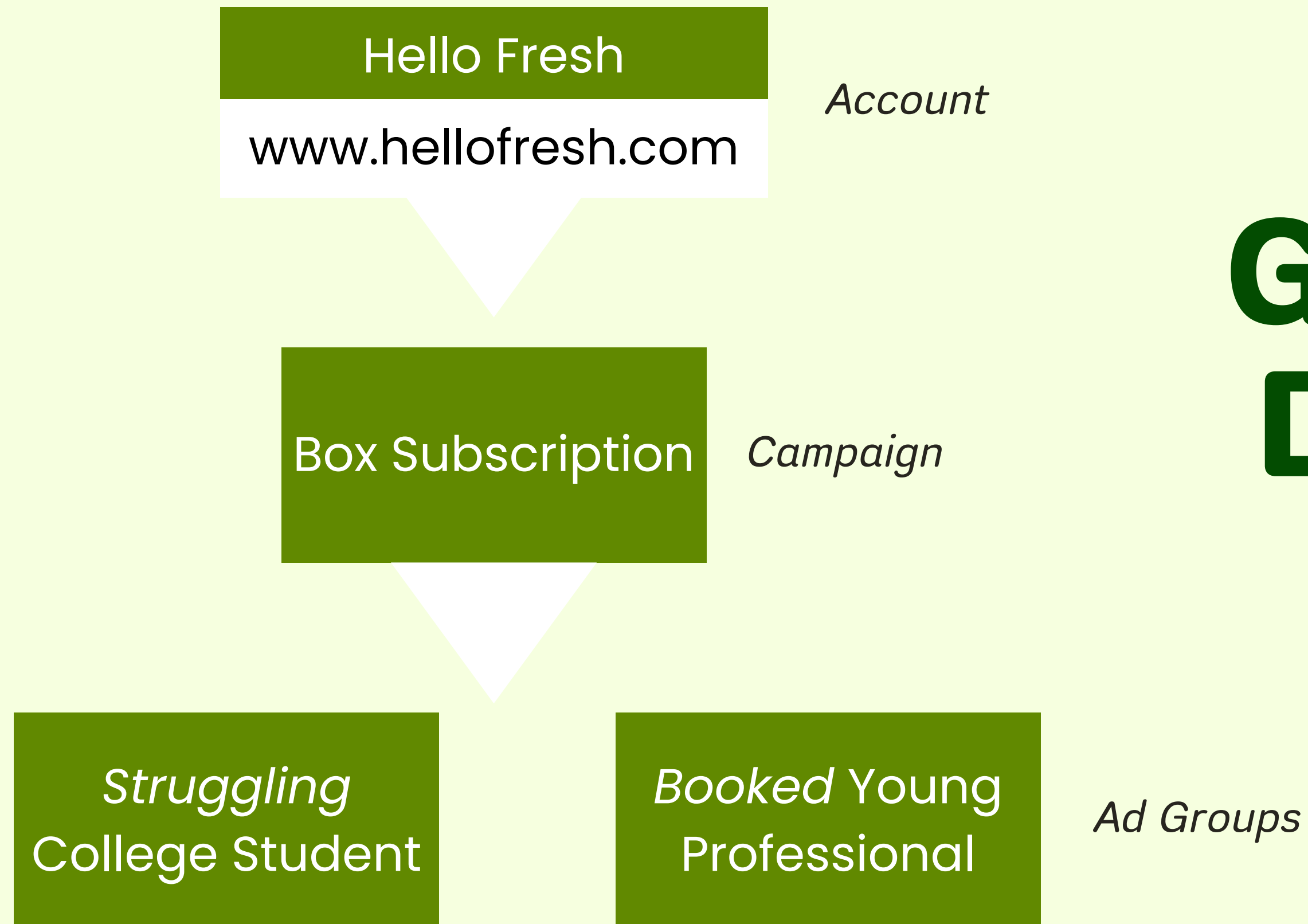
Language: English

Goal: **Increase subscriptions** to HelloFresh

Bid Strategy: **Maximize conversions**

Ad Scheduling: ads shown throughout each calendar day of the time period

Ad Grouping Diagram



Keywords

HelloFresh
Subscription meal plan
Meal delivery kit
Dinner kit
Recipe box
Easy recipes
Deliver me dinner
Convenient cooking
Healthy meal kits
Ready-to-cook meals
Fresh ingredients
First-time discount
School Meal Plan

Negative Keywords

Free
DIY
Job
Book
Advanced Cooking
HelloFresh Cancellation
Used

Broad Match

Broad match is the default match type that keywords are assigned. Through broad match, ads will reach a wider audience without requiring a lengthy keyword list. Broad match will generate related queries even if they do not contain the exact same keywords as the original search. This match type also takes into consideration the user's recent search activities, the landing page content, and other keywords in ad group. HelloFresh should use broad match because it will help the ads reach a larger audience who might be interested in trying out a subscription or fit the profiles of our target audience without requiring them to enter the exact keywords into the query.

Sample Ads

Search Query: “cheap meal plan”

Ad • www.hellofresh.com ▼

HelloFresh | Sign up before September | Customizable & Affordable

If you are a student or work at a university, sign up now to secure your discounted meal plan for the fall semester. |

Search Query: “student discount meal kit”

Ad • www.hellofresh.com ▼

HelloFresh | Student/Teacher Meal Plan | Sign up to save

Are you starting college soon and don't know whether to get an expensive university meal plan or cook on your own? There's an easier and more affordable alternative. |

Quality Score

I suggest a quality score of 8 in order to ensure that the ad and landing page are relevant and useful to potential customers who are interested in a meal delivery service.

Quality Score is calculated based on the combined performance of 3 components:

- **Expected clickthrough rate (CTR):** The likelihood that your ad will be clicked when shown.
- **Ad relevance:** How closely your ad matches the intent behind a user's search.
- **Landing page experience:** How relevant and useful your landing page is to people who click your ad.

Responsive Search Ads

I suggest using responsive search ads because it will adapt the ads created in order to show more relevant messages to HelloFresh customers.

Without any extra effort, Google Ads will test different combinations that should overall improve the campaign's performance.

Benefits of Responsive Search Ads

Responsive search ads help you:

- Create flexible ads that adapt to device widths, giving you more room to share your message with potential customers.
- Save time by providing multiple headline and description options, allowing Google Ads to show the most relevant combinations to your customers.
- Tailor your headlines and descriptions to your customers' locations, regular locations, or locations of interest.
- Reach more potential customers with multiple headline and description options that give your ads the opportunity to compete in more auctions and match more queries.
- Increase ad group performance by attracting more clicks and conversions that your existing text ads aren't capturing because responsive search ads help you compete in more auctions.

AI-powered creative

This campaign will use AI-powered creative by uploading Assets for Google to use. Using automatically created assets will enhance Search Ads, making them more relevant through creating tailored headlines and descriptions based on each ad's context.

Monthly Campaign Budget

Total Budget: \$36,000

July 15 – August 15: \$9,000

August 16 – September 15: \$15,000

September 16 – October 15: \$12,000

Your plan can get 654 conversions for \$37K with a \$300 average daily budget [?]								
Conversion rate : 4.00%, Value per conversion : \$1.6K								
Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained							Edit	Learn more
Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC
654	\$56	\$1M	28	16K	360K	\$37K	4.5%	\$2.24

Bid Strategy

We will implement Maximize conversions bidding in order to get the most conversions for our campaign based on our set budget. This strategy will seek to spend our average daily budget in order to find an optimal bid for the ads each time they are eligible to appear. Using AI, Google optimizes bids and tailors bids for every auction to generate the cheapest conversions. By utilizing these auction-time bidding capabilities, Maximize conversions bid strategy will result in the highest conversions possible that align with our budget.

Because all conversions are around the same value, we do not need to implement maximize conversion value bid strategy and will see more effective results within our budget through Maximize conversion bid strategy.

Your plan can get 654 conversions for \$37K with a \$300 average daily budget ⓘ								▼
Conversion rate : 4.00%, Value per conversion : \$1.6K								
Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained								Edit Learn more
Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR	Avg. CPC
654	\$56	\$1M	28	16K	360K	\$37K	4.5%	\$2.24

The primary Google Search Ads goal is to increase subscriptions to HelloFresh. A projected CTR of 4.5% at an average cost-per-click (CPC) of \$2.24 should generate 360,000 impressions and 16,000 clicks to the site.

Impressions*CTR=Clicks
 $360,000 * 4.5\% = 16,000$

For \$36,000 over three months, Google will show ads to 360,000 people. Of those impressions, we expect a click rate of 4.5%.

Clicks*Conversion
Rate=Conversions
 $16,000 * 4\% = 640$

Of those 16,000 clicks, we expect 640 conversions that correlate to new subscriptions based on the provided conversion rate of around 4%.

$\$100 * 4 = \400

If a subscriber pays approximately \$100 per week, and the average subscriber stays subscribed for 4 months, the average value of a customer is \$400.

Conversions*Conversion
Value=Expected Revenue
 $640 * \$400 = \$256,000$

640 conversions at a value of \$400 will yield an expected revenue of \$256,000.

Success Metrics

To measure the success of this campaign, we will use Return on Ad Spent. ROAS measures the revenue generated for every dollar spent on advertising. For every conversion, it costs an average Cost of Acquisition of \$56. Therefore, for every dollar we invest in ad spent, we expect a return of 28.

In conclusion, HelloFresh should utilize Google Ads for the Back to School campaign centered around college universities. With AI assistance, Google Ads will ensure the success of the campaign by maximizing conversions and optimizing ads focused on our target audience.



Meta Campaign Planning and Investment Strategy

 Meta

HelloFresh will use a mix of Facebook and Instagram to increase awareness and consideration in order to drive new customer acquisitions for HelloFresh. To achieve this, we will focus on different stages of the customer journey. We will start by increasing awareness to our target audience leveraged through Facebook's people-based targeting. Then users will be led to consideration through retargeting, which ultimately will nurture leads and encourage conversions. Conversions will be monitored as subscriptions purchased on the website using a Facebook pixel. Those who have purchased a subscription will then be excluded using website custom audiences.

Objective

The objective of the Meta strategy is to sell more subscriptions that use the promo code created for this campaign.

Audience

We will use **core audience** to target those who are located in Athens, GA, are above age 18, and engaged with University of Georgia accounts or attend UGA. If they have clicked a HelloFresh Ad or any competitors' ad before, we will group them with our re-marketed custom audience.

We will use **custom audiences** to retarget members of our target audience to those who have visited the website before or had a subscription and cancelled it.

Additionally, we will use **lookalike audience** to reach members of our target audience who have not behaved on the website, but are similar to our converted users.

Placement & Ad Formats

We recommend using a mixture of image and video posts on Facebook and Instagram for the campaign, as they provide a highly-targeted and visually captivating platform to reach potential customers. By utilizing both platforms, we can seamlessly manage the campaign using cross-platform integration with Meta. By using a combination of image and video ads we can provide value to the viewer while also promoting the promo code to the prospective audience.

Instagram

**hellofresh**
Sponsored



Get Offer >



89 views
hellofresh Get cooking delivered to your doorstep! You might qualify for the student/teacher meal plan. Click the offer to find an easier and more affordable meal plan for the fall semester.
[View all 14 comments](#)

Facebook

**HelloFresh**
Sponsored · 

It's like a dining hall... but fresh! If you're starting college soon, there is an easier and more affordable option than the dining hall. Now until September, you can subscribe to receive personalized meals delivered to your doorstep for a fraction of your university meal plan cost.



PROMO CODE: UGAXHF

HELLOFRESH.COM
Student/Teacher Meal Plan For Less.
If you are a student or work at a university, subscribe to HelloFresh now to secure your customized and discounted meal plan for the fall semester.

 Like  Comment  Share

Sign up



Bid Strategy

We recommend using automated bidding in order to maximize the number of results for the budget. This will allow us to get the most subscriptions possible and spend our entire budget of \$42,000 over the campaign period. For the initial brand awareness and consideration campaigns, automated bidding will allow Meta to optimize ad delivery based on those objectives. After the awareness and consideration campaigns, we will continue using automated bidding in implementing sales campaigns, therefore maximizing the number of conversions.



Budget = \$42,000

CPM = \$8.75

Impressions = 4,800,000

Click through rate = 1.5%

Expected website visitors = 72,000

Conversion Rate = 3%

Expected conversions = 2,160

Conversion Value = \$1,700

Expected return = \$3.7m

Cost/CPM= Impressions
 $\$42,000 / \$8.74 = 4,800$
 $4,800 * 1000 = 4,800,000$

For \$42,000 over three months at a cost of \$8.74 per thousand Impressions, we expect a total of 4,800,000 impressions.

Impressions*CTR=Clicks
 $4,800,000 * 1.5\% = 72,000$

Of those 4,800,000 impressions, we expect 72,000 clicks to the website based on our CTR of 1.5%.

Clicks*Conversion
Rate=Conversions
 $72,000 * 3\% = 2,160$

Of those 72,000 clicks, we expect 2,160 conversions that correlate to new subscriptions based on the expected conversion rate of around 3%.

$\$100 * 4 = \$1,700$

If a subscriber pays approximately \$100 per week, and the average subscriber stays subscribed for 4 months, the average value of a customer is \$1,700.

Conversions*Conversion
Value=Expected Revenue
 $2,160 * \$1,700 = \$3.7m$

2,160 conversions at a value of \$1,700 will yield an expected return of **\$3,672,000.**

Meta Pixel

We strongly recommend implementing the Meta pixel on the HelloFresh website. A pixel will allow us to track user interactions, measure crucial metrics, like conversions, and gather valuable data for retargeting efforts. Having a pixel is essential for optimizing ad delivery and understanding each user's journey so that we may better target ads in the future.

Just by adding a piece of code to the website, we can better measure, optimize, and build the audience for the ad campaign. The pixel will keep the campaign on track through helping us understand the effectiveness of each ad and subsequently the actions people take. Especially because of our retargeting plans, we need a pixel to see when customers took action after seeing the ad. It will help us exclude those who did in fact use the promo code to purchase and subscription, and those who filled out the questionnaire but didn't follow through.



Ad and Bid Optimizations

We will use A/B testing to optimize our advertisements. The split tests will be based on copy, visuals, ad format, and call to action. This will determine the most effective elements and once implemented, will garner the highest Click-Through-Rate.

Meta Summary

We recommend implementing Meta in our marketing strategy. Using core audiences, custom audiences, and lookalike audiences, we will reach our target audience and ensure impressions. By tracking user interactions, conversions, and engagement, we can determine what ads are most effective. Overall, this will lead to an expected return of 3.6 million and thus should be utilized.





Salesforce Email Planning

Customer Journey

Entry: Subscribed to our newsletter and a member of our target audience



July 16

Email: Use promo code UGAxHF code for a special deal



Meal Plan Purchased



Decision Split



Meal Plan Not Purchased



Email: Reminder to purchase plan

August 16



Meal Plan Not Purchased



Email: Last chance to secure your discounted meal plan

September 10

Email: a part of the multichannel plan

Goal: The goal is to utilize Salesforce's email strategy to produce more conversions, leading to increased revenue.

What makes a good email?

- 1.Exact timing
- 2.Unique URLs
- 3.Personalization
- 4.Catchy and creative subject lines
- 5.Call-to-action
- 6.Email and social media sharing option

Email: a part of the multichannel plan

Dynamic Features: The email strategy will utilize dynamic features to personalize communications to consumers. Using pre-determined data, emails will meet consumers where they are in their customer journey in order to deliver the best message. The audience will be segmented by behavior (website visits, email opens, clicks) and purchase history in order to dictate who to remarket to.

Automated Features: This campaign will use primarily triggered email automations with a few scheduled email automations as well. Triggered email automations will target students, staff, and faculty of UGA who have filled out the meal plan selection, as well as those who have only viewed the website without filling it out. Scheduled emails will be sent out once a month to those who have not used the code in cadence with the rest of the campaign.

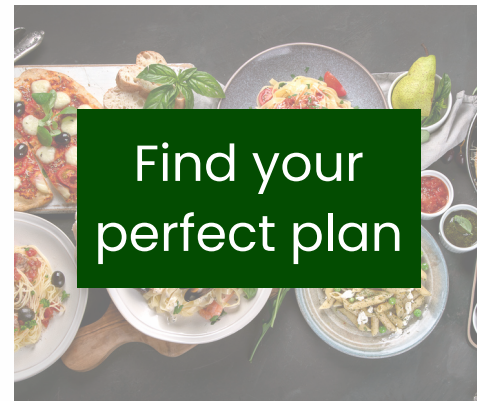


Sample Email

Good news, **Carson!**

HelloFresh is partnering with your university to deliver you a unique discount code! Now through the end of the month, use the code UGAXHF or click this link www.hellofresh.com/uga to activate your discounted meal plan!

Ditch the dinig hall this semester and eat fresh!



Automated Cadence

The newsletter will be sent out a total of five times during the campaign. An initial email on the start date will be followed by three emails sent out every three weeks, with one final last-call email the day before the promotion ends. The general newsletter will be sent to all of UGA because they are the ones eligible for the promotion. An additional dynamic email will be specifically sent to those who are most likely to convert when triggered. This curated email will be sent out at least once if triggered, but not be sent out more than three times.

Behavioral Triggers

Behavioral triggers seek to personalize emails in order to increase click-through-rate, conversion rate, and purchase intent. Emails will be sent through every step of the customer experience in order to effectively tailor emails and lead to success.

We will personalize dynamic emails based on the users online behavior. When a user fills out a meal plan but does not end up purchasing it, they will be sent a customized email advertising their selected meal plan and its benefits with a reminder of the special code. Following that, if no conversion occurs, another email will be sent out a week later reminding them of their selection. If no purchase is made, there will be one last email promoting the special code and notifying them of the campaign's end.

Salesforce Marketing Cloud Budget

\$125 per hour

Planning

July 16-September 16

Total

60 hours

8 weeks*5 hours/week

100 hours

\$125*60 = \$7,500

\$125*40 = \$5,000

\$12,500

Open Rate:
percentage of recipients who
opened the email

Click-through-Rate:
percentage of recipients who
clicked the link included in the
email

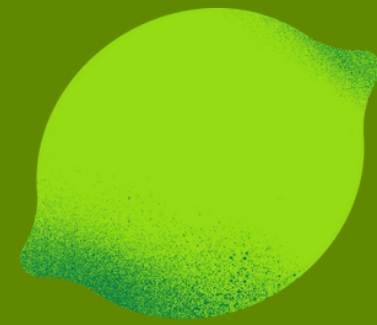
Conversion Rate:
percentage of people who
signed up for a meal plan
through clicking the link
included in the email

Salesforce Summary

We recommend implementing Salesforce in our email marketing strategy of this campaign.

Salesforce will drive personalization and keep track of each individual's journey. Using dynamic features, content can be tailored based on the individual's needs, derived from their behavior, engagement, and demographics.

Conclusion



**HELLO
FRESH**



In conclusion, the UGA x HF campaign will draw consumers back in and bolster subscriptions. This will increase revenues and recognition for HelloFresh. Using Google Search Ads, Instagram, Facebook, and email, the campaign integrates unique URL links that will lead users to a specific landing page, thus alerting us of the campaign's effectiveness.

I recommend utilizing Google Analytics, Google Ads, Meta, and Salesforce in order to collaboratively foster a personalized consumer journey that will lead to conversions.



THANK YOU
