



# THE WAFFLES AI 2024 MARKETING STRATEGY WORKBOOK

The beginning of a new year is the perfect opportunity to strategically plan your marketing activities.





# Welcome!

Welcome to our Marketing Plan Workbook – your guide to effective marketing strategies for your brand.

Marketing is all about telling your story in a way that grabs attention. Whether you're a pro or just getting started, this workbook is here to make planning easy and kind of fun.

Inside, you'll find simple exercises, and templates to help you figure out what makes your brand special and how to share it with the world.

\*You can print out the worksheet and fill it in or use a Pdf editor.

Ready to make some noise? Let's dive in and create a marketing plan that's as unique as your brand.

xo, The Waffles AI Team.

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# 2023 Recap

You may be tempted to jump straight into planning for the new year but it is important to review your marketing efforts over the past year.

## Product Performance:

What was your best selling category?

*Write your answer here e.g Body lotions were my best selling category*

What was your best selling product/service?

*Write your answer here e.g The Acne Facial Scrub was our best selling product*

Which product or service did you get the most enquiries on?

*Write your answer here e.g we got the most enquiries for sunscreen*

What was your worst selling product, give details

*Write your answer here e.g lip balm was our worst selling product. We sold only 10 all year.*

# Ideal vs. Actual Customer:

Describe the customer you set out to sell to? (Age, gender, location, interests, pain point etc)

Age

Income

Gender

Geographic location

Lifestyle

*Write your answer here*

What % of the customers you sold to fit this profile?

How did your product or service solve this problem?

What do you think prevented you from reaching your ideal customer?

*Write your answer here*

# Communication Channels

\*If you market your products via instagram you can look at the analytics for your page to figure out your best performing posts.

**What channels did you use and which one did you get the most interest and sales on?**

*Write your answer here. Example "We used WhatsApp, text messaging, Instagram and email marketing to communicate with our audience. We got the most interactions on WhatsApp, however we made the most sales on Instagram."*

**What channel did you get the most enquiries or customer interactions (this includes comments, likes and replies)?**

*Write your answer here*

**What type of Posts got the most interactions?**

*Write your answer here. Example "Posts showing the benefits of the products or showing the products being used by real people got the most responses. Video posts also had the most likes or comments."*

# Marketing Channels

List all your marketing and sales channels( Website, Instagram, Tradefairs, physical store)

*Write your answer here*

What channel did you make the most sales on? It could be your website, Instagram or even your physical store. Think of all the places you display or sell your products.

*Write your answer here*

What channel did you make the most sales on? It could be your website, Instagram or even your physical store. Think of all the places you display or sell your products.

*Write your answer here*



# Marketing Budget

Did you have a marketing budget last year? How did you Allocate your Budget?

How much did you make from each medium? Calculate the amount of money you spent on each channel versus the amount of revenue you made. (Facebook Ads, Influencer marketing, e.t.c)

<b>Channel</b>	<b>Spent</b>	<b>Made</b>
<i>Instagram Ads</i>	<i>\$25</i>	<i>\$100</i>
<i>Write your answer here</i>		
<i>Write your answer here</i>		
<i>Write your answer here</i>		



# LET'S PLAN FOR 2024

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## **The first step is to define your marketing goals for 2024**

### **Set Clear Objectives:**

**Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the new year. An example of a smart goal for an electronics store would be to increase Instagram sales revenue by 20% within the next 12 months.**

*\*Feel free to duplicate any of the pages within this workbook if one is not enough.*

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# MARKETING GOALS

Action brainstorming can help identify what things are helping or stopping you from achieving your goals.

## **MY GOAL (DESCRIPTION)**

*Example: Increase online brand visibility by implementing a targeted social media and content marketing strategy*

## **GOAL OF INITIATIVE**

*Example: To enhance online brand visibility, make our brand more recognizable to customers and increase our engagement rate.*

## **METRICS TO TRACK**

### ***Example :- Social Media Impressions***

*Increase impressions by 20%.  
Track the total number of impressions across all social media platforms by using platform analytics.*

# CUSTOMER PERSONA

Describe your ideal customer for your product or service, you may have different customers for the different segments of your business.  
(Age, gender, location, interests, pain point etc)

Age

Income

Gender

Geographic location

Lifestyle

*Write your answer here*

What are their pain points?

How will your product or service solve this problem?

What other values can you provide to them?

*Write your answer here*

# MARKETING BUDGET

This is a specific amount of money set aside for your marketing activities (Instagram Ads, exhibition or trade fair fees, product photography, data used to post online and so on).

## Budget Amount

*Enter your total marketing budget.*

### *Item 1 Example : Facebook Ads*

*Enter the amount you intend to spend on these activities*

### *Item 2*

### *Item 3*

### *Item 4*

### *Item 5*

### *Item 6*

# CONTENT PLANNER

The primary goal of content marketing is to provide value to your audience, build trust and ultimately make sales.

## MAIN THEME:

*Create content that showcases the value and benefits of our products*

## OBJECTIVE:

*To increase our brand visibility and increase our interaction and conversion rates.*

## CONTENT PILLARS:

*Examples*

- 1) Posts that educate about our products or industry.*
- 2) Funny posts that show our sense of humour*
- 3) Posts that show behind the scenes of our business*

*\*These should indicate the overall themes that all the content you will be creating will be based on*

EXTRA NOTES

# CONTENT IDEAS

<b>Ideas</b>	<b>Type</b>	<b>Platform</b>	
<i>A day in my life</i>	<i>60 seconds video</i>	<i>Social #1</i>	✓
Outfit of the day	Photos	Social #2	✓
Make up mistakes	Blog Article + Carousel	Social #3	✓

# CONTENT CALENDER

For the Month of : \_\_\_\_\_

S	M	T	W	T	F	S
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# METRICS TO MEASURE

For every activity in your strategy, you should decide on the outcome you want to achieve.

METRICS	TARGET   ACTUAL	
<i>Write your answer here</i> <i>Example:- Increase comments per post on Instagram.</i>	10 <i>comments</i>	2 <i>comments</i>





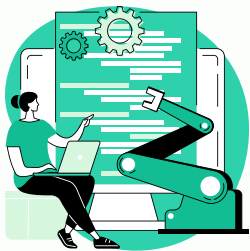
# INTRODUCTION TO WAFFLES AI.

**Waffles AI is a conversational commerce company offering automated sales assistants (chatbots) and integrated inventory management solutions for retail businesses.**

**Our Chatbot responds to all customer enquiries in real time, provides product recommendations, collects payment and updates your inventory as it sells.**



## OUR SERVICES



### Automated Sales Assistants

- 24/7 Customer service
- WhatsApp Integration
- Product recommendations
- Add to Cart on WhatsApp



### Inventory Management

- Optimized Data Management
- Accurate Demand Forecasting
- Sales Analytics



# Why Choose Us

## PRODUCT RECOMMENDATIONS

Our algorithms are trained to understand ingredients, textures, fragrances and colors. Provide your customers with personalized recommendations based on their enquiries.

## ADD TO CART ON WHATSAPP:

Enable customers to add products directly to their cart on WhatsApp, simplifying the buying process and reducing friction.

## EFFICIENCY

Waffles AI takes care of routine tasks, allowing your staff to focus on more strategic aspects of customer service, ultimately improving overall efficiency.



# PRICING PLANS

## Starter

**\$25 (N22,500)mth**

- ✓ Automated Sales Assitant
- ✓ Inventory Management
- ✓ Up to 100 Products
- ✓ Custom Chat Interface
- ✓ 1 User
- ✓ 350 Free Chats

## Standard

**\$50 (N45,000)mth**

- ✓ Everything in the Starter Plan
- ✓ Up to 1000 products
- ✓ Customer behavior analytics
- ✓ Custom Chat Interface
- ✓ 5 Users
- ✓ 1000 Free Chats

## Growth

**\$180(N162,500)mth**

- ✓ Everything in the Standard Plan
- ✓ Inventory Management
- ✓ Up to 3000 Products
- ✓ Real Time Customer Support.
- ✓ 10 Users
- ✓ 3000 Free Chats



[Click here to book a free session with the team.](#)

**CONTACT US**



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