



Fennocasa Marketing Plan- Wayfair

May 2024

Agend

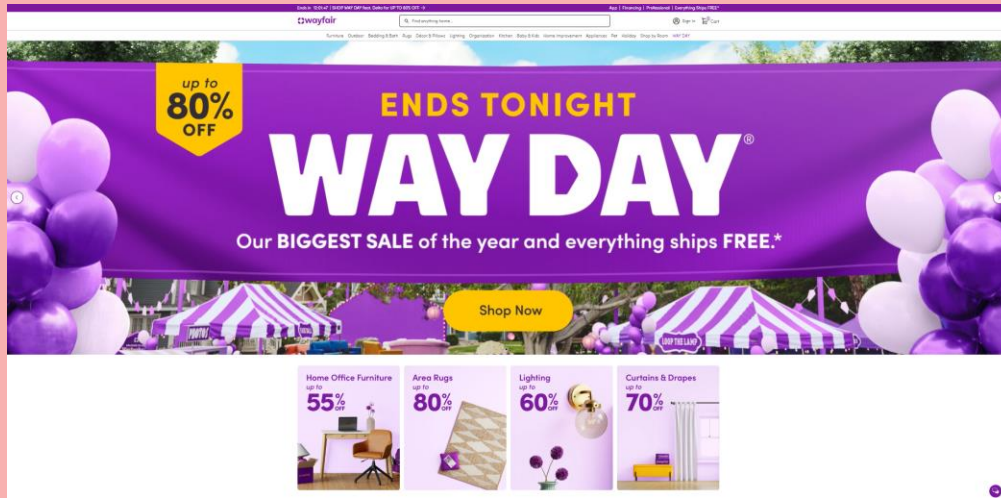


- **Promotions**
- **Advertising**
- **Reviews**
- **Next Steps**

Promotional Benefits

- Visible sale flag increases conversion rate
- Competitive edge
- Wayfair pushes promotional periods hard onsite- provides additional exposure to listings on promotion
- Combines well with advertising efforts- improves ROAS
- Increases organic ranking + traffic to the listing

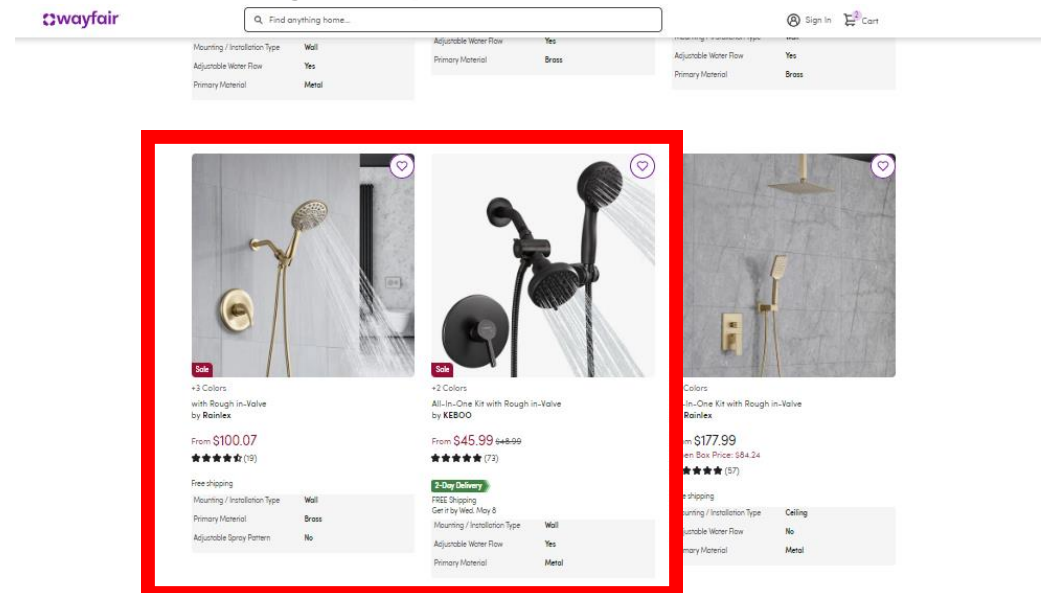
Promotion Example



Promotional Proposal

- Opt into promotions for the future at discount amounts between 10%-20% (minimum requirement is 10% for Wayfair promotions)
- Send promotional outlines on a monthly basis for approval

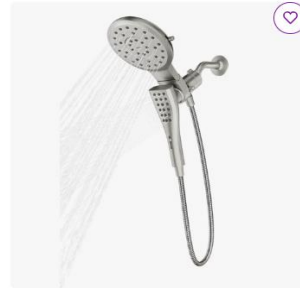
Normal Sale Flag Example



Advertising on Wayfair

Wayfair Sponsored Products :

Includes:
Ingrid search ads



+1 Color
Verso 1.75 GPM Rainshower/Handshower Combination
with Infrarir Dial and Magnetix Docking
by Moen

From \$116.97 ~~\$167.70~~

★★★★☆ (126)

Fast Delivery

FREE Shipping
Get it by Thu, May 9

Shower Head Type	Handheld Shower Head
Mounting / Installation Type	Wall
Material	Metal

Sponsored

Wayfair Ad Types

Wayfair Product/Category Campaigns:

Wayfair product/category campaigns are sponsored products campaigns where you bid on specific products and Wayfair includes those products in category search ingrid ads. These are the most popular ad type on Wayfair.

Allocation 55% of ad spend

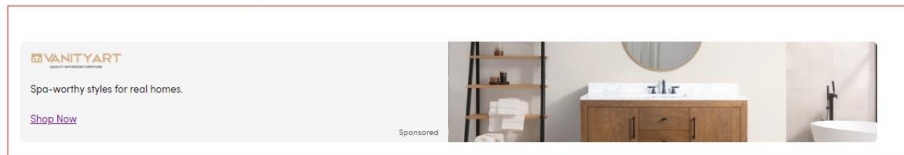
Wayfair Keyword Campaigns:

Wayfair keyword campaigns are sponsored products campaigns where you place bids on specific keywords for your products to show up in search.

Allocation 25% of ad spend

Wayfair Sponsored Shops:

Includes:
Banner Headline or Ingrid Ads (To product or storefront)



Wayfair Sponsored Shops Campaigns:

Wayfair product/category campaigns are storefront targeting campaigns where you bid on specific products and Wayfair includes those products in category search ingrid as well as headline banner ads.

Allocation 20% of ad spend

Allocation 20% of ad spend



Monthly Budget

\$1000 a month to start

Campaign Types

Keyword campaigns

Polaris 3 and Lux products- .com
site- \$250

Product/Category Campaigns

All products.com site - \$300
All products business site- \$150
All product CA site - \$100

Sponsored Shops

Top sellers promoted- to storefront-
\$200

Reporting

Add slide to monthly presentation
to go over campaign/account
performance



Review for Free Sample Program

You provide free product and shipping to pre-selected Wayfair reviewers in exchange for a 200+ character review with a photo.

Use this program for new products or ones that have very few reviews. You can capture 3-5 reviews within 28 days even before the product has had any sales

Run this on Polaris 1, 3, Lux, and Vintage

Polaris 1	3: \$641	5: \$1068
Polaris 3	3: \$663	5: \$1106
Vintage	3: \$855	5: \$1426
Lux	3: \$764	5: \$1,274



Total Cost: (all 5) \$4,874

Reviews for Rebates

You provide everyday customers who purchased your products with a rebate as low as \$5 in exchange for a review.

Use this program for longer-term products that may have the opportunity for renewed success. You can accelerate catalog sales 2x faster than normal with low-cost rebates.

Activate this on all product until 10 reviews (after Free Sample Program or for ones we don't do free samples on)

Polaris 1	5: \$25	7: \$35
Polaris 3	5: \$25	7: \$35
Vintage	5: \$25	7: \$35
Lux	5: \$25	7: \$35

Total Cost: (5) \$100

Wayfair

- 1 All products uploaded and attributed onsite
- 2 Review program started
- 3 Promotions Approved/Denied + questions answered
- 4 Advertising objectives/budget approved

Next Steps

