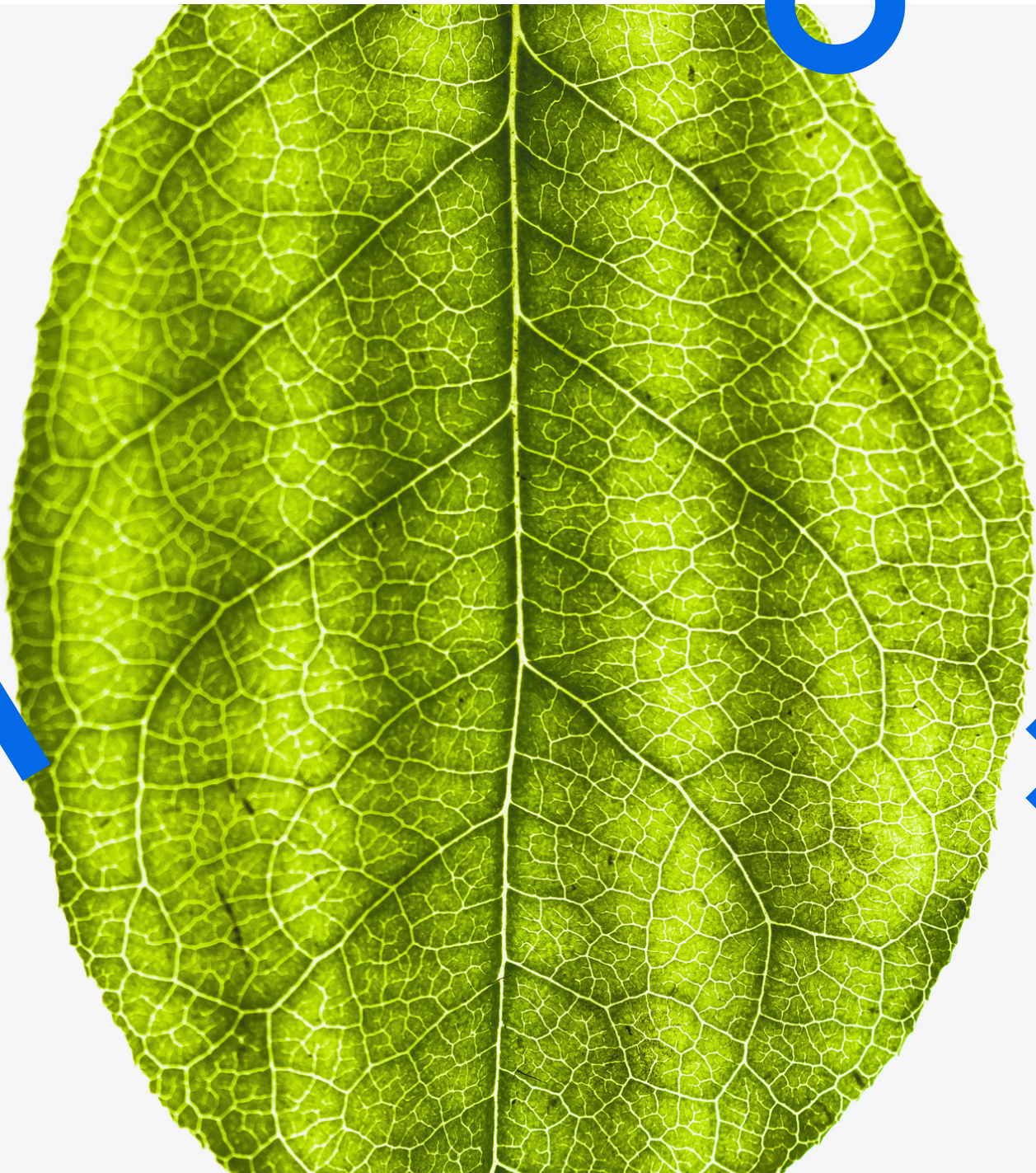


# DIGITAL MEDIA REPORT

CLIENT: ZINDAR NATURALS



BUSINESS SUPPORT SERVICES

Made by Sam & Wright

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## HOW TO COMPETE

We understand that human needs are insatiable and we might not be able to meet everyone's demand or their specifications but it is also our job to ensure that our users and consumers are happy users of the product and can easily recommend the products to other people.

To gain advantage, I would point out the lapses from other products to help us provide better quality and competitive price.

Analyzing the various reviews and comments, description of products and others information from the competitors list; the following were areas they were lagging

- Delivery cost
- Delivery Time
- Units per customers
- Convenience and Direction of use.
- Product packaging.

**Delivery Cost and Discount:** From analysis, even the brands and products with high rating and ranking still has this to battle with as some customers' reviews showed that they were not informed of the extra charges or cost on delivery. Keeping clients informed on the amount they would be charged if they have it delivered to their door-step and for orders that involve shipping to other countries is important. If there is going to be any discount at all, I think we have to be very straight. So we have to make sure this happens and not just some sort of catchy heading or form of attraction. We have to exhibit honesty and not put up what we won't be able to deliver as this would Portray Zindar as a professional and caring brand.

**Delivery Time:** Talking about delivery time, this is also important as everyone is time conscious especially when it comes to getting orders delivered. Buyers usually have their minds up and in great excitement as they await their deliveries. Prompt delivery can only be achieved through good communication—there has to be great communication between Zindar's representatives and the clients. From reviews,

We gathered that brands win a great number of loyal clients because of their communications with customers. Even in cases when a client's order cannot be delivered at the appointed time, a message can easily be sent to inform them of the delay, why and the best time for them to expect their deliveries and if possible, follow up after receiving the orders.

**Convenience and Direction of Use:** Talking about convenience, we would have to consider how our customers get the products, how easy is it to use, directions on how to achieve expected result and for how long are they expected to use it. From reviews, buyers found some products unsatisfactory because they were not able to adequately use the said product due to misinformation/lack of direction on use. Convenience could also come in the form of the texture of the product since its going to be containing oil, we have to be sure the seasons and weather won't affect the proper usage or change anything about the product.

**Product Packaging:** Product packaging in the sense that we follow strictly little things like picture quality and brightness. There should be proper images for the product, a proper editorial image telling people on how to use and if needed the ingredients used.

**Units per customers:** This isn't directly a way to stay up in the game but indirectly, it is. This is because the units of products a customer can order sometimes influence them such that if they are able to order units as they desire, it would boost not only Zindar's sales but also give them the opportunity to get familiar with other products of the brand.

## Pricing Strategy

Even though retail prices are mainly dictated by production costs, it is important to make sure that Zindar's prices fall within the range of the other products under this category. The estimated average amount under this category is \$20.12 with the highest price at \$34 and lowest at \$10.95. Zindar can compete better by having a price that won't be too high as customers would rather go for less expensive brands. Therefore, it is important to devise a cost effective supply chain—from point of creation, to listing on Amazon.

I suggest that peggin price at \$16.00. I think Zindar should go for this price because checking through the prices of products and brand with high sales and ranking with the mouth wash category, they have prices around this range. If the brand is able to work around all the promotional strategies and incorporate all the setbacks of its competitors, thereby offering a better product at even same or cheaper price, I think a lot of people would be interested in trying Zindar out.

## Promotional Strategy

The most important factor this promotional strategy considered is “traffic”. Traffic here could be organic or referred. For a longer term and more consistent sales to be recorded, it is advisable to focus more on the organic traffic sources.



## Organic Traffic

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1. mouth wash organic
2. mouth wash with fluoride
3. mouth wash dry mouth
4. mouth wash sensitive teeth
5. mouthwash
6. mouth wash with pump
7. mouthwash act
8. mouthwash alcohol free
9. mouthwash act restoring
10. mouthwash antiseptic
11. mouth wash antibacterial
12. mouthwash bottle
13. mouth wash bubble gum
14. mouth wash bulk
15. mouthwash bad breath
16. mouthwash bleeding gums
17. mouth wash containers
18. mouthwash cups
19. mouthwash crest
20. mouthwash cinnamon
21. mouthwash colgate
22. mouthwash dispenser
23. mouth wash dr katz
24. mouthwash decanter
25. mouth wash dog
26. mouthwash enamel
27. mouth wash equate
28. mouth wash essential oil
29. mouth wash extra strength
30. mouth wash extra
31. mouth wash for children
32. mouth wash for dry mouth
33. mouth wash for dogs
34. mouthwash for bad breath
35. mouthwash for kids
36. mouthwash gum
37. mouthwash glass
38. mouth wash gum health
39. mouth wash green tea
40. mouthwash gingivitis
41. mouthwash holder
42. mouthwash halitosis
43. mouthwash hydrogen peroxide
44. mouth wash healthy
45. mouth wash healing
46. mouth wash in prime pantry
47. mouth wash in bulk
48. mouth wash individual
49. mouth wash in subscribe and save
50. mouth wash japan
51. mouthwash jar
52. mouth wash jet
53. mouth wash jason
54. mouth wash japanese
55. mouthwash kids
56. mouthwash kirkland
57. mouth wash kid
58. mouth wash kit
59. mouthwash listerine
60. mouth wash listerine no alcohol
61. mouthwash listerine zero
62. mouth wash lavoris
63. mouthwash mint
64. mouthwash marvis



- 365. mouth wash machine
- 66. mouth wash mini
- 67. mouth wash medicated
- 68. mouth wash non alcoholic
- 69. mouthwash natural
- 70. mouthwash no alcohol
- 71. mouth wash no flouride
- 72. mouth wash no sweetener
- 73. mouth wash original
- 74. mouth wash orange
- 75. mouth wash organic antibacterial
- 76. mouth wash okina
- 77. mouthwash pump
- 78. mouthwash plaque
- 79. mouthwash prime pantry
- 80. mouth wash pumps
- 81. mouth wash packets
- 82. mouthwash rembrandt
- 83. mouthwash receding gums
- 84. mouth wash rose
- 85. mouth wash rinse
- 86. mouth wash rinse cup
- 87. mouthwash subscribe and save
- 88. mouthwash scope
- 89. mouthwash strips
- 90. mouthwash smart mouth
- 91. mouthwash travel
- 92. mouth wash tom's
- 93. mouthwash travel size
- 94. mouthwash toms
- 95. mouthwash total care
- 96. mouthwash whitening
- 97. mouth wash with hydrogen peroxide
- 98. mouthwash without fluoride
- 99. mouth wash zero alcohol
- 100. mouthwash zero
- 101. mouthwash zinc
- 102. mouthwash 1.5 liters
- 103. mouth wash 12 hour
- 104. mouth wash 24 hours
- 105. mouth wash 250ml
- 106. mouthwash 3d
- 107. mouth wash 3oz
- 108. mouth wash 50 ounce listerine



These keywords are to be used at the amazon back office area where upto 5000 keywords are allowed and these keywords are to be “spaced”, no need for “commas”. The keywords should reflect in the title of the product (but not stuffed). For instance; “Brand name mouth wash organic 250ml”

This product must be well placed within a **definite niche or product** category. The major categories on amazon are; Supplements, health and beauty, kitchen and dining mobile accessories. This product can be placed under health and beauty category. “Oral health” is a more specific sub-category for the product.

**Bullet Points and Product description:** These two are of extreme importance as far as shopper to buyer conversion is concerned. 5 bullet points are usually allowed by amazon, hence, the need to make maximum use of these points. The prospective customer comes in contact with this point as soon as he clicks on your product on the search results. It is more like an elevator pitch used to convince a listener to make the call or continue listening.

For effective 5 bullet points, 2 factors are important; 1) Presenting the most important features of the product and 2) appealing to the hedonic sentiment of the customer. The former should present those features that give the product competitive edge over others while the latter should present solutions to possible issues customer might face or are facing with similar products.

The screenshot below gives an example of a mouthwash on amazon with questions from customers. The importance of this is to emphasize the importance of pitching bullet points that answer consumers’ possible questions. Once these questions are answered, a bigger gateway to instant purchase is created for the prospective customer.

Although, these are bullet points, a way to make maximum use of the section is to write out the key points in capitals followed by explanations. For Instance;

30 DAY MONEY BACK GUARANTEE, We ensure our customers are satisfied by presenting only products that meet their requirements but in cases where there is need to return product, we make this seamless, as long as it falls within specified period of 30 days

## Customer Questions & Answers

🔍 Have a question? Search for answers

▲ 2 votes ▼  
**Question:** Does this product relieve chronic dry mouth due to medications?  
**Answer:** This does help. I also use xylimelts at night. Both are very effective!  
By TAL on July 23, 2015  
✎ See more answers (1)

▲ 2 votes ▼  
**Question:** Essential oils can't be placed in plastic because the leach into it. How is this in a plastic bottle and safe or not compromised?  
**Answer:** While I don't know the answer to that question I also have not noticed any problems. You should probably write to the company with that question.  
By yupikwolf on October 26, 2015  
✎ See more answers (2)

▲ 1 vote ▼  
**Question:** Is it fluoride free? Thanks!  
**Answer:** Yes  
By Silverfeather on September 22, 2016



**Use of Quality pictures:** Several pictures of the product must be uploaded. Customers should not be given the chance to turn back on the product. Images should be depictive, clear and appear as though they are real. There should be shots from different angles, image of product-in-action, human holding the product etc. All these would serve to convey a message to the prospective buyer.



**Customer Engagement:** Customers, new or return should be respected and properly engaged. It gives a sense of belonging, increases trust and promotes brand integrity. Customers' questions and concerns should be attended to promptly and in the most polite of manners.



**Discounting:** This is a way to make a product seem like it's worth more than the price. It is a strategic way to land the first few customers. In the product bullet point section or title section, a phrase like "20% discount for the next 100 buyers" could be inserted to whet the purchasing appetite of consumers

Creating multiple brands: This could be done after the product gains traction a little. The strategy behind this is to "create competition with oneself". Consumers see lower price for the newly created brand as a way to get similar product at a cheaper rate but they simply do not know that the money goes into the same pocket.

## Referred Traffic



**Google and Facebook ads:** These are effective and relatively cheap methods to drive traffic to the product page. They are widely recognized and can direct well targeted traffic depending on desired demographics to the product page based on pay per click.



**Affiliate Marketing:** This can be done by connecting with popular blogs, audio and video podcasts to insert the product link on their websites for a commission based on thousand impressions. This is also an effective method most especially if these platforms are visited by desired population. The method also gives room for word of mouth promotion.



**Social Media Marketing:** Promotion on social media profiles of market influencers and popular on air personalities is effective in reaching a large number of people. It enhances product recognition and increases possibility of gaining competitive edge as far popularity is concerned.