

# Marketing Strategy



Increase traffic from qualified sources by targeting geographic territories and audiences we can't reach by search and geographic promotion of "shopping" type content, while also expanding organic and earned traffic efforts.

Customers that leave website can be remarketed to on Facebook and Google to bring them back to the website and re-capture lost leads.

By increasing qualified traffic, recapturing lost customers, and providing better "shopping" content on the website to elevate the product we can convert more "shoppers" into customers.