



AI BIZ GURU – Digital Marketing Optimization

Sample Input Data

1. Company Overview

- **Company Name:** ElectroTech Distribution
- **Industry:** Consumer Electronics Distribution (B2C and B2B)
- **Headquarters:** Texas, USA
- **Annual Revenue:** \$25 million
- **Primary Channels:** Website, Amazon, Retail Partnerships

2. Current Digital Marketing Strategy

| Channel | Status | Notes |
|-----------------------------|--------|---------------------------------------|
| Website (Direct E-Commerce) | Active | SEO-optimized, ~15,000 monthly visits |

| | | |
|--|-----------------|---|
| Amazon Storefront | Active | 20% YoY sales growth |
| Social Media (Facebook, Instagram, LinkedIn) | Partial | Facebook and Instagram active; LinkedIn underused |
| Email Marketing | Active | Monthly newsletters, 20K subscribers |
| Paid Search (Google Ads) | Active | \$15K monthly ad spend, 3.2% CTR |
| Paid Social (Meta Ads) | Active | \$7K monthly ad spend, 2.8% CTR |
| Influencer Marketing | Minimal | Occasional partnerships |
| Affiliate Marketing | Not implemented | No current program |

3. Performance Metrics

| Metric | Current Value | Target (Next 12 Months) |
|---------------------------------------|---------------|-------------------------|
| Website Conversion Rate | 1.9% | 3.5% |
| Average CAC (Cost per Acquisition) | \$85 | \$60 |
| Average Order Value (AOV) | \$210 | \$250 |
| Customer Lifetime Value (CLTV) | \$540 | \$750 |
| Email Open Rate | 22% | 30% |
| Email Click-Through Rate | 3.5% | 5% |
| Organic Traffic Growth Rate | 5% quarterly | 12% quarterly |
| Paid Search ROAS (Return on Ad Spend) | 3.8x | 5x |

| | | |
|------------------------------|------|----|
| Paid Social ROAS | 2.5x | 4x |
| Social Media Engagement Rate | 1.8% | 4% |

4. Content Strategy Overview

| Content Type | Status | Notes |
|-----------------|------------|----------------------------------|
| Blog Posts | Biweekly | Product tips, technology trends |
| Video Marketing | Occasional | Product demos, unboxing videos |
| Webinars | None | No webinar campaigns yet |
| Case Studies | None | No formal case studies published |
| Product Reviews | Active | Amazon reviews actively managed |

5. SEO & SEM Overview

| Area | Status | Notes |
|-------------------------|----------|---|
| SEO Technical Health | Good | Site speed optimized, but outdated schema |
| Backlink Strategy | Weak | Few high-authority backlinks |
| PPC Campaign Management | In-House | Manual keyword bidding; no automation |
| Keyword Coverage | Moderate | Competitive on 20 target keywords |
| Google Shopping Ads | Active | 18% of total ad revenue |

6. Social Media Marketing

| Platform | Follower Count | Engagement Rate | Notes |
|-----------|-------------------|-----------------|--------------------------------------|
| Facebook | 18,000 | 2.0% | Mainly product promotions |
| Instagram | 12,000 | 2.3% | Visual product posts, moderate reach |
| LinkedIn | 3,500 | 0.8% | Neglected; needs B2B content |
| YouTube | 1,200 subscribers | 1.5% | Minimal video production |

7. Paid Media Campaigns

| Channel | Monthly Spend | CTR | Conversion Rate | ROAS |
|----------------|---------------|------|-----------------|------|
| Google Search | \$10,000 | 3.5% | 3.0% | 4.2x |
| Google Display | \$5,000 | 2.1% | 1.2% | 2.0x |
| Facebook Ads | \$5,000 | 2.9% | 2.4% | 2.7x |
| Instagram Ads | \$2,000 | 2.5% | 2.1% | 2.4x |

8. Tools & Systems in Place

| Area | Current Tools | Notes |
|-------------------------|-----------------------------|---|
| Email Marketing | Mailchimp | Basic segmentation; lacks automation |
| Web Analytics | Google Analytics 4 | Active but underused |
| CRM | HubSpot Starter | Basic usage; limited nurturing flows |
| SEO Tools | SEMrush (Lite version) | Only basic keyword tracking |
| PPC Management | Google Ads Console (Manual) | No smart bidding strategies |
| Social Media Scheduling | Buffer | Scheduling posts only, no deep insights |
| A/B Testing Tools | None | No current experimentation |

9. Priority Digital Marketing Goals

| Goal | Current Baseline | Target (12 months) |
|-------------------------------------|------------------|--------------------|
| Improve Website Conversion Rate | 1.9% | 3.5% |
| Increase Email Marketing Engagement | 22% Open Rate | 30% |
| Boost Paid Search ROAS | 3.8x | 5x |
| Grow Instagram Follower Base | 12,000 | 20,000 |
| Launch Formal Affiliate Program | None | Active Program |
| Establish Monthly Webinars | None | 1 per month |

10. Additional Context

- Management is willing to increase paid media budget by 20% if ROAS > 4x.
- Planning a new product launch in Q3 2025 requiring dedicated marketing push.
- Exploring partnerships with micro-influencers (1k-10k followers range).
- Open to CRM upgrade if justified by marketing automation improvements.