



AI BIZ GURU – Digital Marketing Optimization Sample 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%
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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SEO Technical Health	Good	Site speed optimized, but outdated schema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
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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.