

# Digital Marketing Final Project

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## *Question 1: Unique Value Propositions, Emphasizing Strengths & Weaknesses*

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### **Mellow Unique Value Proposition**

We help busy food lovers to have perfectly cooked food at home by making their cooking experience as effortless as possible, with our artificial intelligence app and one-of-a-kind refrigeration system. (make great food effortless)

### **Anova Unique Value Proposition**

We help home cooks to create restaurant-like experiences at home, with our easy, precise, and affordable sous vide machine and app. (precision)

### **How will you emphasize strengths of Mellow & weaknesses of Anova?**

While Mellow and Anova are both in the sous vide market, their products and marketing are very different. Mellow focuses their marketing on the idea of making cooking effortless, with a tagline of “Home cooking, when you’re not home cooking”. Anova focuses their marketing more on the aspect of precision, simplicity, and affordability.

In my marketing efforts, I will emphasize the strengths of Mellow and weaknesses of Anova by centering my messaging around the fact that Mellow has a patented refrigeration system, which makes it safe to leave your food out all day because Mellow will keep it chilled until it starts cooking. This is something that Anova does not have, and I think that focusing on that feature will really help Mellow appeal to consumers.

One way this will be done is through repeated use of specific words and phrases when talking about the refrigeration system in ads, product pages, social posts, and videos. Using phrases such as “patented technology”, “one-of-a-kind”, “world’s first”, “unique”, etc. are indicators to consumers that it is a feature that competitors do not offer, which is a valuable and important message to send when trying to differentiate your product from competitors in a tough industry.

## *Question 2: CookMellow.com Evaluation*

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### **CookMellow.com Evaluation**

Overall, Mellow’s website is decent for users. It is engaging, informative, and guides users through the buyer’s journey pretty well. The graphics, photos, and videos are all high quality, and the web design is visually pleasing.

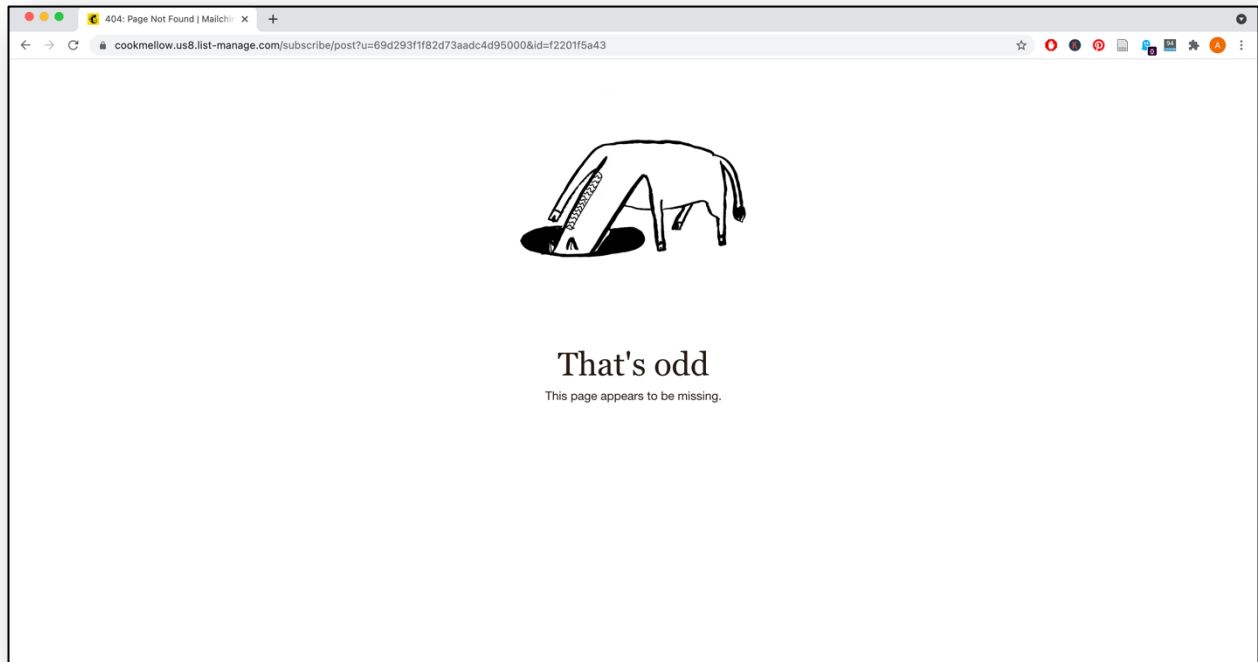
According to Moz, the Domain Authority score of CookMellow.com is 54. Anything between 50-60 is considered “good” and anything above 60 is “excellent”. A score of 54 is at the lowest end of where we want the site to be, meaning it’s healthy but there is a lot of room for improvement.

Although the website is visually pleasing and user-friendly, there are a few crucial weaknesses that I believe should be addressed as soon as possible.

### **Website Weaknesses**

The biggest, most detrimental weakness in their website design is the fact that their email subscription form does not work. After typing my email and clicking “submit”, I was redirected to this Mailchimp 404: Page Not Found error. This happened every time I tried to subscribe, on both desktop and mobile. This means that they are not gathering email addresses, meaning they aren’t using email

marketing. That is a very large, missed opportunity for a company selling to consumers and must be fixed as soon as possible in order to improve Mellow's website, marketing, and overall business health.



*Figure 1: Screenshot of the 404 Error message shown after trying to subscribe to their email list.*

Another weakness of CookMellow.com is the number of warnings and notices that appear when performing a site audit. SEM Rush gives CookMellow.com a site health grade of 80%, which is a relatively good score, however it identified 3 errors (high severity issues), 658 warnings (medium severity issues), and 269 notices (suggested fixes). These issues included things like language translation issues, images without alt text, low page word counts, incorrect HTML (some pages are missing <h1> headings/tags, some pages have duplicates), keyword cannibalization, a high number of page redirects, and a small assortment of technical problems that result in things not being recognized by search engine crawlers.

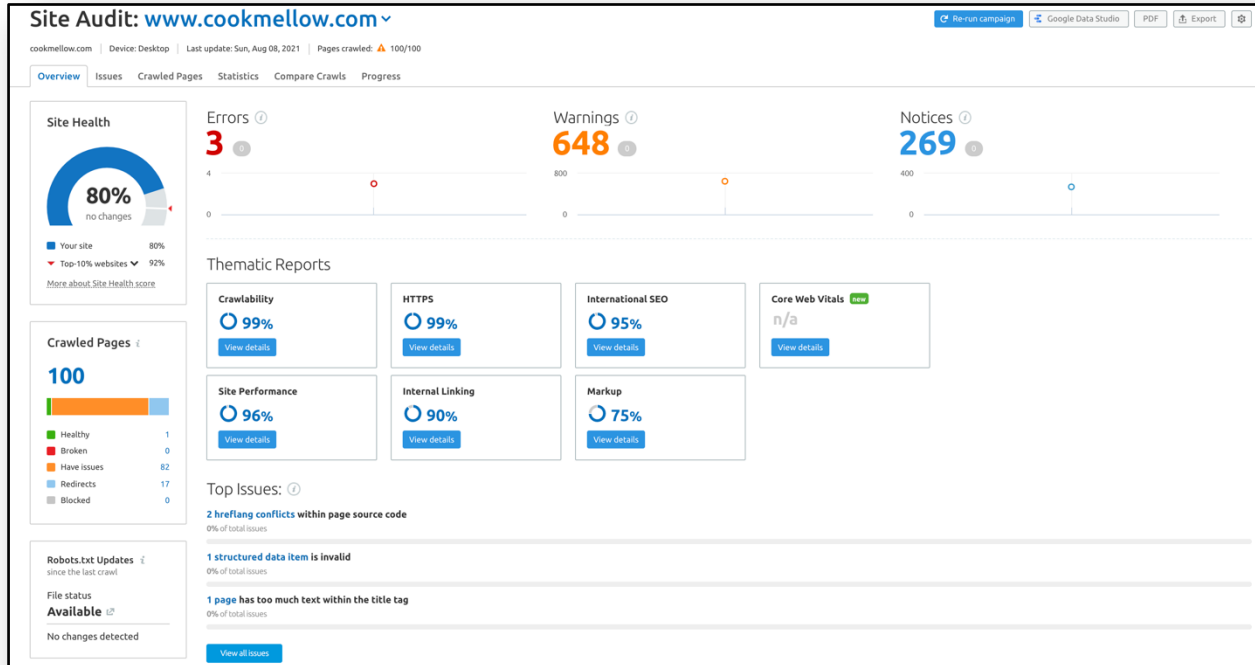


Figure 2: Site audit report results from SEM Rush.

Another weakness of CookMellow.com is the fact that they don't have a "blog" section. They have a "Recipes" tab, and after looking through some of the recipes I noticed that they are laid out similarly to blog posts. I believe that changing the name of the "Recipes" tab to "Blog" would give them the opportunity to expand the things that they write about on their website. This would allow them to have more opportunities to appear in search engines, as well as provide them with natural opportunities to add keywords to their site. They could utilize inbound marketing strategies to walk potential customers through the buyer's journey right on their website, which is important because Mellow has received a lot of negative press in the past year or so.

Last year, they implemented a subscription requirement for their app without warning their existing customers/users, which resulted in a lot of negative feedback across the internet. There are copious amounts of people saying they've been blocked or harassed by Mellow on social media (Facebook, Instagram, Twitter,

Reddit) after asking a question or leaving a review. Additionally, there is a long article from Wired in 2018 that raises food safety concerns regarding Mellow's refrigeration system not following food handling guidelines set by the USDA and detailing Mellow's shady response to these concerns. This article is the third result when Googling "Mellow sous vide", just under CookMellow.com and Amazon.com. In fact, in just the top ten results for that search, four of them are negative. The first search suggested when I type "Mellow sous vide" is actually "Mellow sous vide lawsuit", and there are a lot of people on every major social media site talking about Mellow negatively. One man on Twitter even reviewed it by saying, "Mellow sous vide: the appliance is trash, but the bags that came with it work great for picking up dog poop!"

As you can see, they have a lot of unhappy customers, and the negative commentary seems to be a consistent and ongoing problem. Although on a fundamental level it seems like Mellow is not a great brand nor product, for the purpose of this project I am suggesting that Mellow should increase the visibility of their own site in searches to reduce the visibility of the negative discussion around their brand. They should also work to create a positive narrative about their brand across the internet by partnering with influencers and creating opportunities for good press.

### **Recommendations**

1. Fix the email subscription form in the website footer.
2. Fix Schema, AMP, and hreflang issues to increase site crawlability.
3. Change the "Recipes" section to a blog and use the blog to share informative and helpful content, rather than just recipes.

4. Add more keywords to the site (in accordance with SEO best practices, such as in <meta> tags and <h1> tags) so the site will appear in more organic searches.
5. Earn backlinks from more reputable websites by doing things like partnerships, features, guest blogging, etc.

### *Question 3: Mellow & Anova Social Presence Evaluation*

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#### **Mellow Social Media Presence**

	<b>Followers/Likes</b>	<b>Content Type</b>
<b>Instagram</b>	4,599	Captions are mainly recipes, customer reviews, and short statements about how good/versatile their product is. The more recent pictures mainly seem to be User-Generated. However, they are not active and have not posted anything since March 29, 2020.
<b>Facebook</b>	13,210	Posts seem to mainly be duplicates of their Instagram posts, along with some advertisements. Their most recent post was a customer testimonial picture and caption posted on February 19, 2020. The customer commented on the post asking for it to be taken down because she did not give permission for them to use it, and there was no response from the company. Every post has multiple "angry" reacts and comments from unhappy customers calling it a scam.
<b>Twitter</b>	762	Tweets primarily consist of re-tweets of positive press about Mellow, as well as a few customer testimonials and technical issue updates. Most recent tweet was a re-tweet on May 28, 2021.
<b>Pinterest</b>	0	1 pin with a generic product picture and description, and a link to their homepage. No boards.
<b>YouTube</b>	Subscriber count set to private	They have their one main promotion video from 6 years ago, and the rest of the videos are just short clips showing people how to use different features of the app. Their most recent video was posted December 21, 2017.

## Anova Social Media Presence

	Followers/Likes	Content Type
<b>Instagram</b>	150,578	Posts are mainly pictures or videos of food made with their product. They share some User-Generated content and encourage people to share their food photos with the hashtag #AnovaFoodNerd. They post about one time per week, but sometimes more often than that.
<b>Facebook</b>	368,227	Posts are a mix of recipe ideas, seasonal announcements, various types of promotional videos, and shares of their own blog posts. They share a lot of the same content from their Twitter and Instagram pages, with additional content as well. This shows me that they clearly have a planned out social media strategy. They post about one time per week, sometimes more often than that.
<b>Twitter</b>	31,696	Tweets are a consistent mix of re-tweets from happy customers, re-tweets of positive press, recipe ideas based on seasons or holidays, and company product updates. They tweet at least one time per week and use quality calls to action in their tweets.
<b>Pinterest</b>	12,300	They have hundreds of pins, most of which are pictures of food that click through to a blog post with the recipe for that dish. They have a variety of boards as well with topics such as how to get started, holiday recipe ideas, and user-generated photos. They most recently pinned 46 weeks ago, so they're not super active but they do have a lot of high-performing content on there. They have 287,000 monthly views, meaning their pins are still performing really well even though they're not recent.
<b>YouTube</b>	9,290	Videos are primarily cooking tutorials showing the viewer how to cook a specific recipe using their product. They also have some more generic product features, some educational videos, and their Kickstarter videos. Their most recent video was uploaded 8 months ago, and they seem to upload a batch of new videos at least a few times per year.
<b>TikTok</b>	173	They have two posts, both of which are just simple videos of meat cooking in a skillet. One of the videos has almost 20,000 views. They haven't posted anything since March 10, 2020, which leads me to believe they may have just been experimenting with the platform and decided not to pursue a long-term marketing strategy on TikTok.

### *Question 4: Social Media Strategy—Platforms*

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#### **Platforms**

I believe that Mellow should focus on Pinterest, Instagram, and TikTok.

Pinterest is perfect for sharing their recipes, which they already have a backlog of. Pinterest pins also have a very long lifespan, making them more likely to have ongoing success. Another advantage in this situation is that Pinterest's interface is not really centered around user comments, likes, and reactions like most other




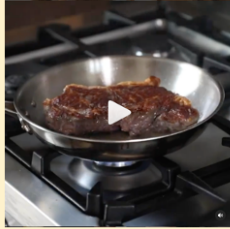




social platforms, which I believe is good considering the negativity of the current conversation surrounding their brand.

Instagram is likely the most-used social media among their target demographic. Being in the food industry gives Mellow a lot of great opportunities for a variety of video content, which performs very well on Instagram. They already have an established account, so it wouldn't be very difficult to update some things on their account and start posting regularly.

I'm suggesting TikTok because of similar reasons to Instagram. However, the unique algorithm on TikTok creates the advantage of an increased potential for content going viral, which would be great for a company like Mellow. Although the user base of TikTok may be younger than other platforms, it is the fastest growing social media and there are still plenty of people on TikTok who would want to buy Mellow. I firmly believe that the potential for worldwide viral content on TikTok should not be ignored by companies who can produce video content easily, which is why I'm recommending it.

## Question 5: Social Media Strategy—Content

Day	Platform(s)	Type of Post	Caption	Call to Action	Hashtags	Image/Video Description	Thumbnail
Sunday	Instagram, TikTok	Reel/video announcing the influencer partnership/giveaway	Mellow is partnering with @JoshuaWeissman (replace with @FlakeySalt on TikTok) to give one lucky person: -1 Mellow Sous Vide machine -FREE lifetime app membership -1 signed copy of Joshua's new cookbook. Contest ends on the last day of the month at 11:59pm EST, randomly selected winner announced the next day. May the odds be ever in your favor!	To enter, follow @CookMellow and @JoshuaWeissman (replace with @FlakeySalt on TikTok), like this post, and (*only on Instagram) share it in your story (don't forget to tag us!)	#MellowGiveaway #SousVide #SousVideCooking #FoodiesOfInstagram #HomeChef	Video of Joshua Weissman standing in a kitchen next to a Mellow and his cookbook, saying "Hey guys, I'm Joshua Weissman, and I'm partnering with Mellow to give away a Mellow sous vide machine with a LIFETIME membership, AND a signed copy of my new cookbook!"	
Monday	Pinterest	Recipe	Pin title: World's Best Sous Vide Steak Recipe  Pin Caption: Sous vide steak is the perfect way to get steak that is tender, moist, and full of flavor, just like at your favorite restaurant 🍴	Use this recipe to make steakhouse quality steak at home!	(n/a, Pinterest doesn't use hashtags)	30 second video pin, showing just a closeup of hands preparing the steak to be cooked. Include a static picture at the bottom of the video of the finished product, and add simple, unobtrusive white text saying "Sous Vide Ribeye Steak Recipe" so viewers know what to expect when they click on the link.	
Tuesday	Instagram, TikTok	Educational reel/video	To go along with our giveaway, we got together with @JoshuaWeissman (replace with @FlakeySalt on TikTok) to make some delicious meals with him using the Mellow sous vide machine.	What meal should we cook next?	#SalmonRecipe #SalmonLover #HomeChefMeals #FoodiesOfInstagram #CookingAtHome	Video of Joshua Weissman and a representative from Mellow bantering and making a meal together.	
Wednesday	Instagram, TikTok	Educational reel/video	Did you know that sous vide is the most precise way to cook meat? Every kind of meat has a very specific temperature to which it needs to be cooked. Want a medium rare steak? It has to be cooked to EXACTLY 145°F. If you want to have restaurant-quality meals at home, relying on your grill or oven to cook meat to the perfect temperature is a risky game.	Visit the link in our bio to watch the full comparison video, and some bloopers from the one and only @JoshuaWeissman (replace with @flakeysalt on TikTok)	#SousVide #SousVideCooking #SteakLovers #CookingVideos #HomeChefs	Video of the Mellow sous vide machine cooking a steak, next to a steak cooking on a skillet (being cooked by Joshua Weissman). Both steaks have thermometers in them to show the temperature. At the end of the video, the two steaks are cut open and there is a shot of the insides to show that the steak cooked with Mellow is more evenly cooked than the skillet steak.	

Thursday	Pinterest	Recipe	<p>Pin title: Simple &amp; Delicious Sous Vide Salmon Recipe</p> <p>Pin Caption: Sous vide salmon is the easiest way to get salmon that is flaky, moist, and perfectly cooked. Your tastebuds will thank you!</p>	<p>Use this recipe to make restaurant-quality salmon in the comfort of your own kitchen 🍷</p>	<p>(n/a, Pinterest doesn't use hashtags)</p>	<p>30 second video pin, showing just a closeup of hands preparing the salmon to be cooked. Include a static picture at the bottom of the video of the finished product, and add simple, unobtrusive white text saying "Sous Vide Salmon Recipe" so viewers know what to expect when they click on the link.</p>	
Friday	Instagram, TikTok	Reel/video reminding people about their influencer partnership	<p>Have you entered our giveaway yet? We've partnered with @JoshuaWeissman (replace with @FlakeySalt on TikTok) to give one lucky person: -1 Mellow Sous Vide machine -A FREE lifetime membership to our app - 1 signed copy of Joshua's new cookbook. Contest ends on the last day of the month at 11:59pm EST, randomly selected winner announced the next day.</p>	<p>To enter, follow @CookMellow and @JoshuaWeissman (replace with @FlakeySalt on TikTok), like this post, and (*only on Instagram) share it in your story (don't forget to tag us!). Good luck!</p>	<p>#MellowGiveaway #SousVide #SousVideCooking #FoodiesOfInstagram #HomeChef</p>	<p>Video of Joshua Weissman chopping food, then he stops, looks at the camera and says, "Hey. Hey you. Why haven't you entered our giveaway yet?" Video skips to show him putting food into the Mellow and he says "Do you really want to miss out on your chance to get the world's coolest kitchen appliance for FREE?" Video skips to show him programming his Mellow app, and he looks up and says "Stop watching me and go enter the giveaway already!"</p>	
Saturday	Instagram, TikTok	Funny, educational reel/video	<p>Mastering The Art of French Cooking with Sous Vide Creme Brulee! Video brought to you by the one and only @JoshuaWeissman (replace with @FlakeySalt on TikTok), recipe brought to you by Julia Child and modified to be cooked using sous vide. This mindblowingly easy recipe takes just 20 minutes and all you need is your Mellow, some jars, a saucepan, a blowtorch/lighter, as well as some heavy whipping cream, eggs, sugar, and vanilla extract. French accent not required (although it does make the recipe feel extra ✨ fancy ✨ 😊)</p>	<p>Visit the link in our bio to see the full recipe and watch some bloopers from @JoshuaWeissman (replace with @FlakeySalt on TikTok) on our blog.</p>	<p>#SousVide #CremeBrulee #SousVideRecipes #SousVideDesserts #Foodies #CookingAtHome #MasteringTheArtOfFrenchCooking</p>	<p>Funny video of Joshua Weissman making crème brulee with a goofy french accent. Video will be in his usual style, and will also have French music playing in the background. The intro music to the video will be the same music that Julia Child used in her cooking show intro.</p>	

## *Question 6: Social Media Strategy—Engagement*

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### **Strategy 1: Influencer Marketing Strategy**

For this strategy, I suggest partnering with popular food influencer Joshua Weissman. He has 5.7 million followers on TikTok, 867,000 followers on Instagram, and 4.72 million subscribers on YouTube. He teaches people how to make restaurant dishes at home, and his videos are fun, energetic, and goofy. He has a very loyal following, and his engagement rate on Instagram is 5.6% which is pretty good. He has a cookbook coming out and is currently doing marketing for his book, so pitching a partnership with Mellow as an additional marketing opportunity for him and his cookbook would probably appeal to him. Because Mellow tries to appeal to “home chefs” by saying their product helps the user get restaurant-quality food at home, partnering with a popular influencer who helps teach people how to make restaurant-quality food at home would be perfect.

Mellow has not done any influencer marketing in the past, so I think that they should work hard to produce valuable content with one high-value influencer, rather than working with a variety of different influencers who may not be as helpful for their marketing. Working with Joshua Weissman would bring in a ton of traffic to their social media channels and their website, so they should have their site optimized with the suggestions I discussed before starting the partnership for maximum efficacy and conversions.

Within the influencer marketing strategy, I believe that Mellow should utilize two specific strategies, which I will discuss below.

## **Strategy 2: Giveaway**

The primary thing that will happen during the influencer partnership is a giveaway.

The winner of the giveaway will receive:

- A free Mellow sous vide machine
- A lifetime subscription to the Mellow app
- A signed copy of Joshua Weissman's new cookbook

The rules of the giveaway are as follows:

- The giveaway will be announced on the Sunday morning of the last full week of the month (I'm not including dates because this will change depending on the month/year)
- The giveaway will end at 11:59pm EST on the last day of the month
- The winner will be chosen the next day by using a random giveaway winner selection tool, which can be found online.
- To enter, users must:
  - "Like" the main giveaway post
  - Follow Mellow and Joshua Weissman on Instagram and TikTok
  - If they're on Instagram, they must "share" the post to their story and tag Mellow and Joshua

By doing a giveaway and requiring people to post on their story about their brand in order to enter, Mellow will generate a lot of positive conversation about their brand on social media. This will help counteract the overwhelmingly negative conversation about their brand that's happening currently. It will also help increase their follower count dramatically, which will help marketing efforts in the long run.

**Strategy 3: Social Media Takeover**

Once securing a partnership with Joshua Weissman, Mellow should provide Joshua with a free Mellow machine and app membership so he can get started without any delays. Mellow should have Joshua create his usual style of video, cooking things using the Mellow. In accordance with the content calendar I created, Joshua should make five videos. These videos will be posted on both his own social media as well as Mellow's social media during the week of the giveaway. This will help drum up consistent engagement and increase brand awareness as he shares his natural reviews of Mellow as he makes food and shares content with his millions of followers. While this is not necessarily the traditional style of social media takeover, I believe that it would be more effective than the traditional style of takeover because it would come across as less "salesy".

## Question 7: Sample Posts

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### Post 1: Pinterest Pin



Pin title: World's Best Sous Vide Steak Recipe

Pin Caption: Sous vide steak is the perfect way to get steak that is tender, moist, and full of flavor, just like at your favorite restaurant 🍴

Pin Link: <https://www.cookmellow.com/recipes/perfect-steak/>

## Post 2: Instagram Reel



### Caption:

Mastering the Art of French Cooking... with Sous Vide Creme Brulee! Video brought to you by the one and only @JoshuaWeissman, recipe brought to you by Julia Child and modified to be cooked using sous vide.

This mind-blowingly easy recipe takes just 20 minutes and all you need is your Mellow, some jars, a saucepan, a blowtorch/lighter, as well as some heavy whipping cream, eggs, sugar, and vanilla extract.

French accent not required (although it does make the recipe feel extra ✨ fancy ✨ 😊)

Visit the link in our bio to see the full recipe and to watch some bloopers from @JoshuaWeissman on our blog!

#SousVide #CremeBrulee #SousVideRecipes #SousVideDesserts #Foodies #CookingAtHome #MasteringTheArtOf FrenchCooking



Post 3: TikTok Video



Caption:  
Prepare to have your mind blown by @flakeysalt and Mellow 🍖 #SousVide  
#CookingTips #CookLikeAPro

## Question 8: Google Ad

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### Mellow: Smart Sous Vide | Patented Refrigeration Process

[CookMellow.com/LearnMore](https://CookMellow.com/LearnMore)

Make easy, perfectly cooked food with the world's FIRST smart sous vide cooker. FREE SHIPPING. User-Friendly Guarantee. AI App w/ Taste Learning.

#### How Sous Vide Works

Learn about the cooking technique & See why top chefs swear by it.

#### 200+ Sous Vide Recipes

Simplify your cooking with fast and delicious sous vide meal ideas.

## Question 9: Keywords

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Identify ten keywords for your campaign (don't forget long-tail keywords) and describe why you think those keywords would be effective.

1. **“Sous vide machine”** I'm recommending this keyword because it is a good general descriptive term that has a global search volume of 33,100 searches per month.
2. **“Sous vide machine for home”** I'm recommending this keyword because it's slightly more specific and would capture people who are in the consideration stage of the buyer's journey. It has a search volume of 110 searches per month.
3. **“Is sous vide worth it”** I'm recommending this keyword because the global search volume has increased by 13% in the past year, showing an increasing potential for clicks. This keyword would capture people towards the end of the consideration stage of the buyer's journey, which would be good if combined with educational resources when they get to CookMellow.com. It has a global search volume of 590 searches per month and a competition of

0.18, meaning it would be relatively easy for Mellow to rank well if they have their website optimized properly.

4. **“Sous vide cooking”** I’m recommending this keyword because it has a global search volume of 22,200 searches per month. It is descriptive of their product but also general enough to capture people in various stages of the buyer’s journey.
5. **“Good sous vide machine”** I’m recommending this keyword because, while it currently has an average of 50 global searches per month, the global search volume has increased by 11% over the past year. This shows an increasing potential for website visitors if Mellow optimizes their website for this keyword.
6. **“Sous vide cooker”** I’m recommending this keyword because it has an extremely high global search volume of 22,000 searches per month. It would capture people in the consideration and decision stages, meaning they’re the most likely to convert once on the site.
7. **“Sous vide recipes”** I’m recommending this keyword because it has a global search volume of 22,200 searches per month various types of sous vide recipes are among the most searched sous vide hashtags. They already have a lot of recipes on their site, so optimizing for this keyword would be relatively easy and probably draw a lot of search traffic. Additionally, the competition is 0.37, which indicates that there is potential to rank for this search with targeted effort.
8. **“Buy sous vide cooker”** I’m recommending this keyword because the global searches for this term have increased by 41% in the past year. People searching for this keyword are ready to buy, so it’s highly likely that they would convert if they landed on CookMellow.com.
9. **“Best way to cook salmon”** I’m recommending this keyword because it has a global search volume of 18,100 searches per month and a competition rating

of only 0.05, meaning the term has a high volume of searches and it is easy to rank well for it with proper optimization. One of the consistent selling points emphasized on Mellow's website is that sous vide is great for cooking meat, so ranking for this keyword would be great exposure to people just starting the awareness stage.

- 10. "Best way to cook a steak"** I'm recommending this keyword because of similar reasons as the one above. This keyword has a global search volume of 22,200 searches per month and an extremely low competition rating of 0.02. This indicates a high potential for ranking on the first page of the SERP with proper optimization for this keyword. This could be great for Mellow because it would draw in people who are just starting the buyer's journey and are in the awareness stage.

### *Question 10: Other Digital Marketing Strategy*

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As I mentioned in the beginning of my report, I think that Mellow could strongly benefit from strategic marketing partnerships. A vast majority of the conversation around their brand right now is very negative, and there are a lot of damaging articles about Mellow that rank incredibly well in searches. Apart from changing their public relations, customer service, and/or product, I think that the most helpful thing Mellow could do to combat the negative conversation is to essentially try to "drown it out". This would be done by increasing the pages on their site that rank in search results and creating strategic positive press opportunities for their company.

First, I would suggest that Mellow create a plethora of educational resources and posting them on their blog, making sure to format them so they're properly arranged for maximum SEO potential. They should use topic clusters and pillar pages to

create an expansive, easy-to-navigate resource for customers and non-customers alike.

While they have a team of people working on the blog posts, I would also recommend that Mellow find influencers (both on and off social media) to partner with. This could include people like popular food bloggers or YouTubers, but there are many options depending on who their target market is. These partnerships should include a range of strategies to diversify the resulting conversation. Main strategies could include things like:

- Giving a Mellow to an influencer in exchange for a product review/video
- Doing interviews with industry-related news sources (such as a cooking magazine or website)
- Doing interviews on podcasts or videos