

**NESTLÉ**  
**GOOD FOOD, GOOD LIFE**

## **Social Media Marketing Campaign**

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# About Nestlé

- One of the largest food and beverage corporations globally, Nestlé was founded in Switzerland in 1867 by chemist Henri Nestlé.
- Nestlé operates 447 manufacturing facilities across 194 countries, providing employment to 3,39,000 individuals.
- The principal goal of Nestlé is ensuring superior quality products that promote global well-being and happiness.
- The company produces a wide range of goods including cereal grains, coffee, refrigerated cuisine, mineral water, cosmetics and pet foods.
- Nestlé approach to sustainability is supported by steadfast commitments to achieve supply chains free from deforestation and emissions, as well as to promote regenerative agriculture on a large scale.
- Concurrently, the company is dedicated to enhancing water stewardship practices, advancing packaging circularity, fostering youth employment opportunities, and cultivating a workforce that is broad and inclusive.

# Nestlé Competitors 2023



- **Product type:** Food, beverages, home care, and personal care products
- **Industry:** Food and beverage.
- **Founded:** 1929.
- **Headquarters:** London, United Kingdom.
- **Area served:** Worldwide.
- **Revenue:** \$63.293B (2022).
- **Market cap:** \$127.51B (August 18, 2023).

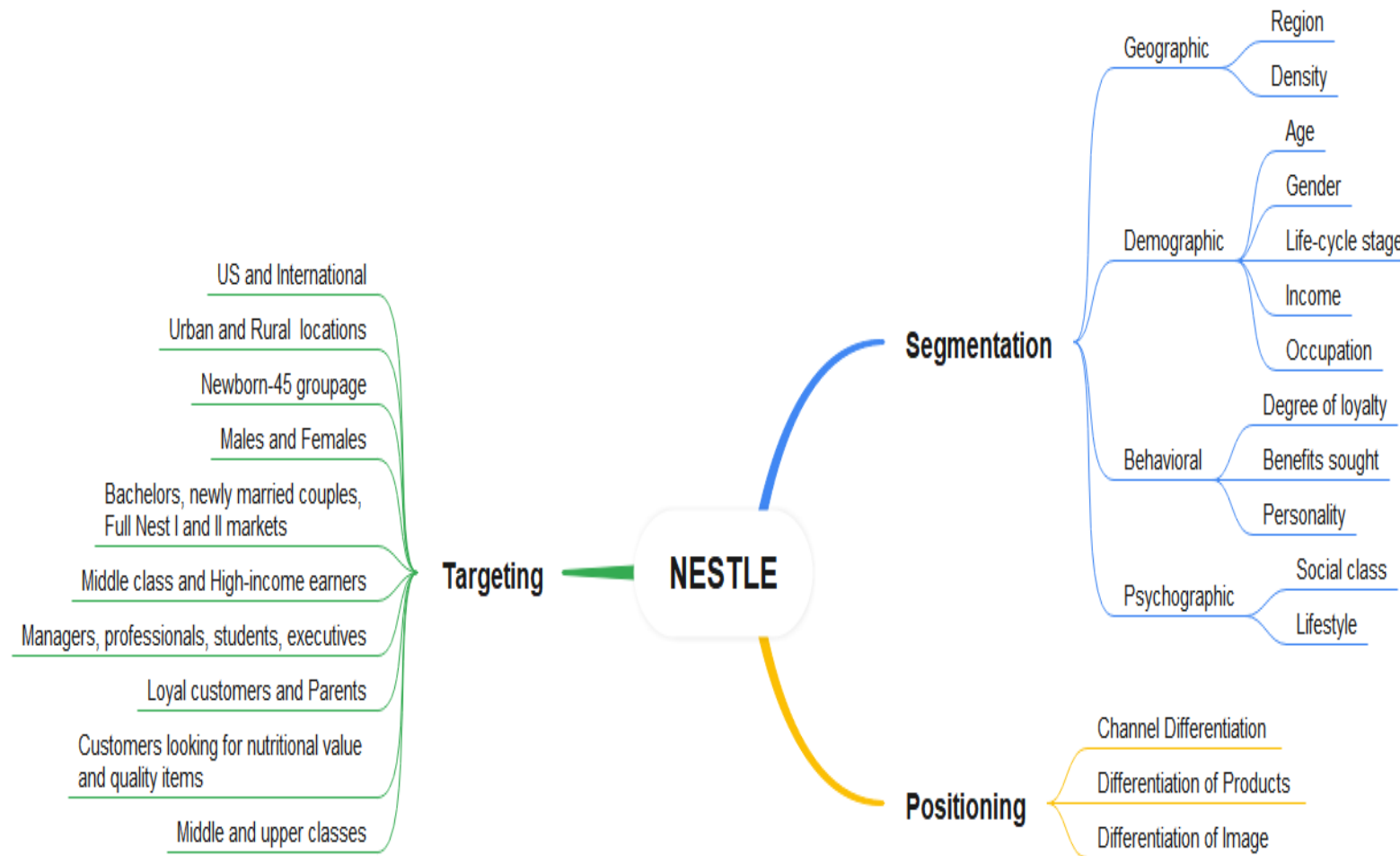


- **Product type:** Snack foods, and beverages
- **Industry:** Food and beverage.
- **Founded:** 1919, as Danone.
- **Headquarters:** Paris, France.
- **Area served:** Worldwide.
- **Revenue:** €27.9b (2023).
- **Market cap:** \$39.34B (August 21, 2023).



- **Product type:** Snack foods, and beverages.
- **Industry:** Food and beverage.
- **Founded:** December 10, 1923, as Kraft Foods Inc.
- **Headquarters:** Chicago, Illinois, United States.
- **Area served:** Worldwide.
- **Revenue:** \$8.507B (June 30, 2023).
- **Market cap:** \$96.77B (August 21, 2023).

# Nestle Market Segmentation(Mind Map)



## Geographic:

Nestle uses geographic segmentation in foreign markets since prospective consumers have distinct cultures, tastes, and administrative systems. Furthermore, transportation costs are crucial to value proposition delivery. Wide regional segmentation since customer service costs vary by location.

## Demographic:

Nestle's products offer a unique value proposition; therefore, the company segments its consumers according to five primary demographic factors for example: the prospective customer's income and life cycle stage.

## Behaviour:

Behavioural segmentation categorises purchasers into distinct categories according to their product-related attitudes, knowledge, usage, and additional responses. The behaviour variables are effective foundation for segmenting consumers.

## Psychographic:

Nestle uses psychographic segmentation to sperate potential clients by personality attributes, buying behaviours, consumption choices, societal concerns, leisure hobbies, and interests.





# Budgeting & Planning

# Nestlé Monthly Campaign 2024

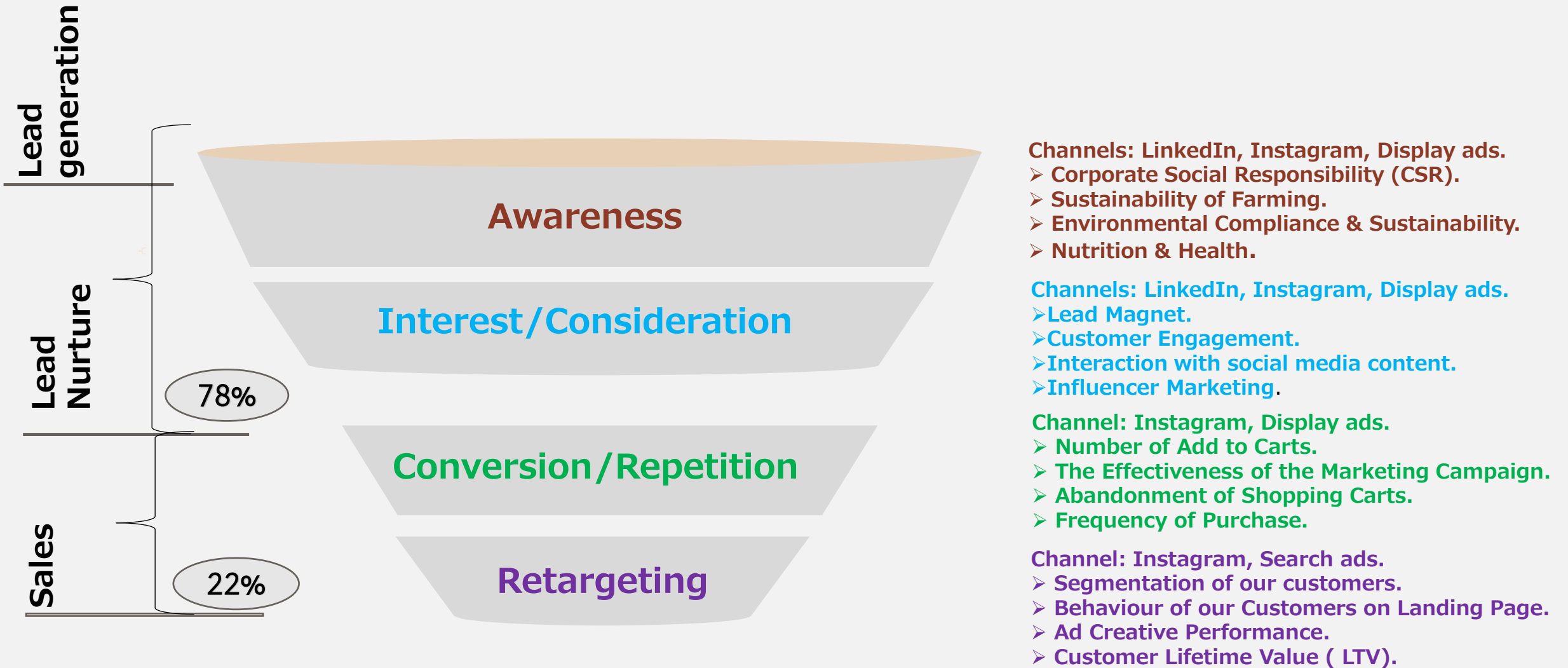
## JANUARY

FUNNEL PHASES	CHANNEL	INITIAL BUDGET	FINAL BUDGET
AWARENESS	IN	€ 100,000.00	TBF
	IG	€ 100,000.00	TBF
	DISPLAY ADS	€ 50,000.00	TBF
	TOTAL	€ 250,000.00	TBF
INTEREST/CONSIDERATION	IG	€ 35,000.00	TBF
	DISPLAY ADS	€ 30,000.00	TBF
	TOTAL	€ 65,000.00	TBF
CONVERSION	IG	€ 25,000.00	TBF
	DISPLAY ADS	€ 25,000.00	TBF
	TOTAL	€ 50,000.00	TBF
RETARGETING	IG	€ 20,000.00	TBF
	SEARCH ADS	€ 15,000.00	TBF
	TOTAL	€ 35,000.00	TBF
FULL FUNNEL	TOTAL	€ 400,000.00	TBF
INVESTMENT DISTRIBUTION			
MONTHLY BUDGET	€ 400,000		
% AWARENESS	€ 250,000.00	62%	
% INTEREST/CONSIDERATION	€ 65,000.00	16%	
% CONVERSION	€ 50,000.00	13%	
% RETARGETING	€ 35,000.00	9%	

## Nestle Monthly Plan

- The Total Campaign Budget is 400.000€
- The Awareness goal is utilized by 3 channels (IN,IG,Display ads).Total budget 250.000€.
- The Interest/Consideration goal is utilized by 2 channels (IG & Display ads).Total budget 65.000€.
- The Conversion goal is utilized by 2 channels (IG & Display ads).Total budget 50.000€
- The Retargeting goal is utilized by 2 channels (IG& Search ads).Total budget 35.000€.

# Nestlé Marketing Funnel





# Funnel Stage- Awareness



## Prospects

Brand Awareness is the highest stage of the funnel due to several factors such as:

- Nestlé maintains a diverse product portfolio encompassing a broad spectrum of offerings, such as food and beverages.
- Nestlé maintains a substantial international footprint, operating globally.
- Nestlé consistently engages in product innovation in response to evolving consumer demands and preferences.

## Metrics

1. Corporate Social Responsibility (CSR).
2. Sustainability of Farming.
3. Environmental Compliance & Sustainability.
4. Nutrition & Health.

## KPIs

1. Increase sustainability produced ingredients by 15% by Q2.
2. Improve regenerative practices in farming by 17% throughout 2024.
3. Regenerating the water cycle by 7% by end of the year.
4. Producing nutritious dietary products by 25% by Q2.

# Funnel Stage- Leads



## Interest/Consideration

- To maintain the growth and expansion of our business, we need to increase our outreach to individuals who may potentially become customers or develop an interest in our products.
- We will observe a consistent influx of individuals who are intrigued by the prospect of investigating our offerings.

## Metrics

1. Lead Magnet.
2. Customer Engagement.
3. Interaction with social media content.
4. Influencer Marketing.

## KPIs

1. Increase the impression count by 25% within Q1.
2. Obtain & increase by 10% the number of potential customers email address, within Q2.
3. Increase client participation in online events and surveys by 10% in the 1<sup>st</sup> year.
4. Collaboration with 3 influencers whose audience and brand values correspond with Nestlé within Q3.

# Funnel Stage- Customers



## Conversion/Repetition

- Nestlé strategy require responsiveness to change consumer demands and a commitment to innovation. This innovation results in increased revenue and a market advantage for the company.
- Nestlé customer conversion rate requires the need to broaden the number of our clients , thereby penetrating untapped markets and appealing to fresh demographics.

## Metrics

1. Number of Add to Carts.
2. The Effectiveness of the Marketing Campaign.
3. Abandonment of Shopping Carts.
4. Frequency of Purchase.

## KPIs

1. Increase the Conversion Rate by 2% monthly.
2. Increase the ROI by 5% each quarter.
3. Obtain the number of 5% coupons we are issuing monthly.
4. Reward our loyal customer by 10% of variety of offers for each quarter.

# Funnel Stage- Retargeting



## Retargeting

- Nestlé aims to actively involve prospective customers who have demonstrated interest in our brand but have yet to complete a purchase.
- Encourage Nestlé customers to purchase new products by displaying advertisements to customers who have previously expressed interest. Our brand can improve the likelihood of success through new launches.

## Metrics

1. Segmentation of our customers.
2. Behaviour of our Customers on Landing Page.
3. Customer satisfaction.
4. Customer Lifetime Value (CLV).

## KPIs

1. Achieve an improved Click-Through Rate of 10%. by end Q1
2. Measure the Bounce Rate percentage over 3-month period.
3. Conduct a customer feedback survey within one week of the completion of every purchase by a consumer.
4. Increase Customer Lifetime Value by 5% within 12 months utilising 3 retargeting campaigns.





# Instagram Visuals & Text

# Awareness



## Nestlé Nespresso SA- David Beckham



**Fly as a Rocket Out  
To Space With David**

**Vivida with Vitamin B12**

## Vivida with Vitamin B12

- David Beckham, takes pleasure in a leisurely morning one cup at a time coffee, fortified with vit B12. After his first sip, he is lifted into the stratosphere.
- This advert is highly effective as David is a proficient influencer for the new coffee capsule. It generates substantial online traffic and is specifically aimed at raising awareness of Nestlé producing nutritious dietary products.
- The impact on the audience will entice people to use "Vivida" as a morning beverage to enhance their vitality.

**Creative & Copy**

# INTEREST/CONSIDERATION



## Instagram Stories (Short Video- Creative):

- We generate more leads by organising a social event where guests can invite friends and unwind while enjoying a cup of Nestlé Nespresso coffee accompanied by cheesecake prepared by Nestlé chefs and generating consumer engagement through viewing the events in Instagram.



**Press to View Video**



# Conversion



Purina Petcare brand by Nestlé Global. “Your Pet, Our Passion”. (Creative).

- We provide top-notch nutrition using superior ingredients and apply innovative techniques to improve the health of our pets.
- Our loyal customers are eligible for a range of incentives and discounts throughout the year. As stated in the post, we provide a 15% discount on pet food brands like Friskies and Dog Chow.





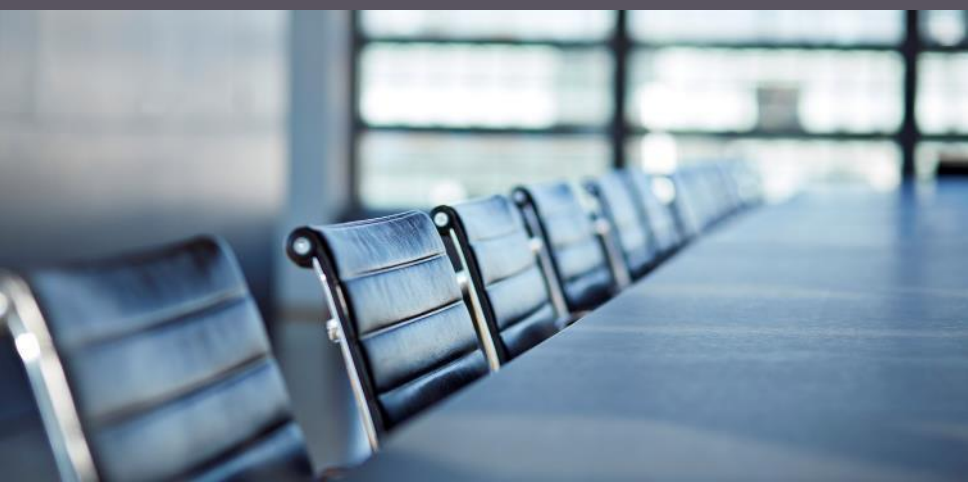
# Retargeting

## Nestlé Nesquik



- (Copy Ad). This advertisement offers customers the chance to win a half-years' worth of Nesquik goodies, a NINJA ice cream machine, and delightful Carnation drizzles to enjoy with their family. The consumer must adhere to the accounts @nesquikuki and @unlikelydad. Moreover, they need to specify the preferred ice cream flavour in the notes section, along with a deadline, and encourage others to spread the news. This retargeting ad aims to incentivize consumers to make repeat purchases by offering them a chance to win and provides us information about their favourite ice-cream flavour.





# Conclusion

- Nestlé consistently revives their product portfolio in order to satisfy their consumer demands and stimulate consumer inclinations. By balancing the pursuit of financial growth with operational efficiency, resource allocation and rapid innovation. The implementation of their long-term strategy guarantees the attainment of enduring and consistent success.
- Good life, good food constitutes good business. They allocate their efforts and resources to areas where harnessing the potential of food can have the most substantial impact on the well-being of individuals and animals.
- Nestlé safeguard and improve the environment and create substantial value for their shareholders and other stakeholders.
- Products that are beneficial for both consumers and the environment are becoming more coveted and profitable.

THANK YOU

