

# CORE CHINU

**E-commerce Launch & Growth Strategy for  
Authentic Italian Fresh Pasta**

Project Type:

**Concept Case Study | D2C Food & Beverage**

Role:

**Growth & Performance Marketing Strategist**



Disclaimer: Concept project developed for educational and portfolio demonstration purposes to showcase end-to-end Marketing Strategy, Copywriting, Retention, and Paid Media planning.

# 01. STRATEGIC BRIEF OVERVIEW

| Key Element     | Strategic Detail                                                                                        |
|-----------------|---------------------------------------------------------------------------------------------------------|
| Brand & Product | Core Chinu – Handmade traditional Pugliese fresh pasta delivered via cold-chain shipping in 24h.        |
| Business Goal   | Launch the Direct-to-Consumer (D2C) channel and acquire the first cohort of non-resident customers.     |
| Target Audience | Italian expats and non-residents (30–55 y/o) seeking authentic home flavors.                            |
| Core Challenge  | Overcoming the delivery fee barrier for refrigerated logistics and building trust in product freshness. |

# 02. TARGET AUDIENCE & FULL-FUNNEL STRATEGY

## Mapping the Customer Journey & Economic Feasibility

### BUYER PERSONA: MARCO (32 y/o)

- **Role:** Tech Account Manager in Milan (Southern Expat).
- **Pain Point:** Lack of time to cook, dissatisfied with industrial supermarket pasta, misses authentic home flavors.
- **Main Objection:** "Will refrigerated fresh pasta arrive safely without spoiling?"

### UNIT ECONOMICS & POSITIONING

- **Target AOV** (Average Order Value): €35.00 (via "Primo Assaggio" Tasting Box).
- **USP (Unique Selling Proposition):** Certified 4°C cold-chain shipping delivered within 24 hours.

#### 1. TOP OF FUNNEL (**Awareness**)

Meta Video Ads (UGC & Nostalgic Storytelling)

#### 2. MIDDLE OF FUNNEL (**Consideration**)

Landing Page with Social Proof & Product Transparency

#### 3. BOTTOM OF FUNNEL (**Conversion**)

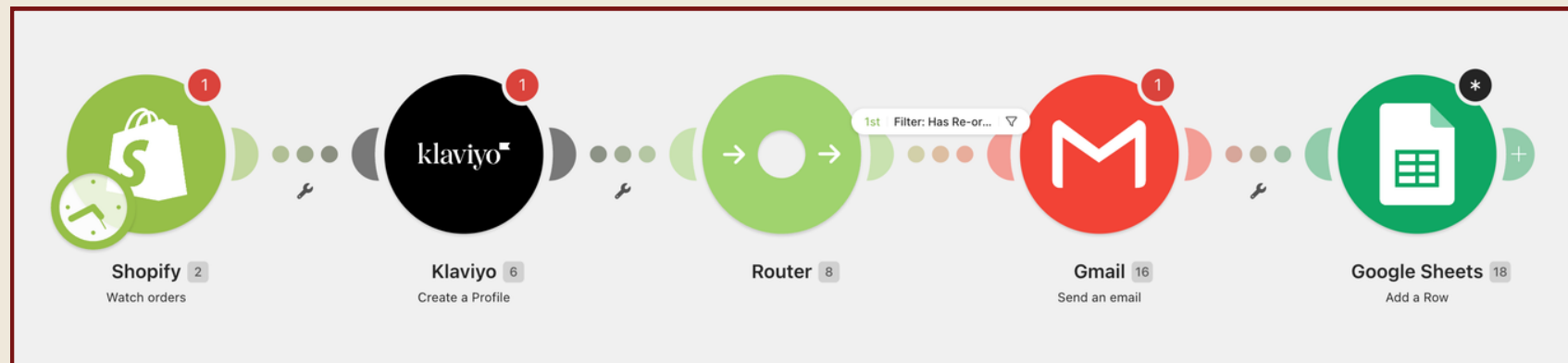
15% Welcome Discount + Cold-Chain Delivery Guarantee

#### 4. RETENTION & LOYALTY (**Post-Purchase**)

Automated Klaviyo Email Flows  
(Replenishment at Day 20)

# 03. MARKETING AUTOMATION & NO-CODE ARCHITECTURE

## Using Make.com



### WORKFLOW KEY POINTS

#### 1. **Trigger | Shopify** (*Watch Orders*)

Function: captures new box orders in real time via Webhook as soon as the checkout is completed.

#### 2. **CRM Sync | Klaviyo** (*Create/Update Profile*)

Function: synchronizes First-Party Data (Name, Email, Order Date) into the customer database to build user profiles.

#### 3. **Decision Node | Router & Conditional Filter**

Function: applies the business rule based on the *Orders Count* attribute:

- If Orders Count = 1: The customer has NOT reordered yet = Qualified for the re-engagement pathway.
- If Orders Count > 1: The customer HAS already reordered = The flow automatically stops to prevent spam.

#### 4. **Re-engagement Action | Gmail / Klaviyo** (*Send Email*)

Function: Triggers a personalized email featuring the replenishment offer layout and a dedicated discount code.

#### 5. **Data Tracking | Google Sheets** (*Add a Row*)

Function: Logs the event row into the spreadsheet database to track delivery KPIs and analyze conversion performance.

# 04. CREATIVE EXECUTION & META ADS COPYWRITING

## Applying the AIDA Framework & Emotional Brand Voice



### META AD COPY BREAKDOWN (AIDA MODEL)

- **ATTENTION - Hook**

*"Your grandfather used to say that rushing ruins good things. That's why making our fresh pasta takes 24 hours. Delivering it to your doorstep... takes just as long."*

- **INTEREST - Pain Point**

Let's be honest: supermarket pasta is okay to survive the week, but it doesn't warm the soul. We missed the scent of Sunday family lunches, so we decided to bring authentic Puglia straight to your table.

- **DESIRE - Solution & Guarantee**

Handmade fresh pasta, delivered in certified cold-chain insulated packaging that preserves peak freshness for 24 hours. No preservatives, no shortcuts. Just the taste of home.

- **ACTION - CTA**

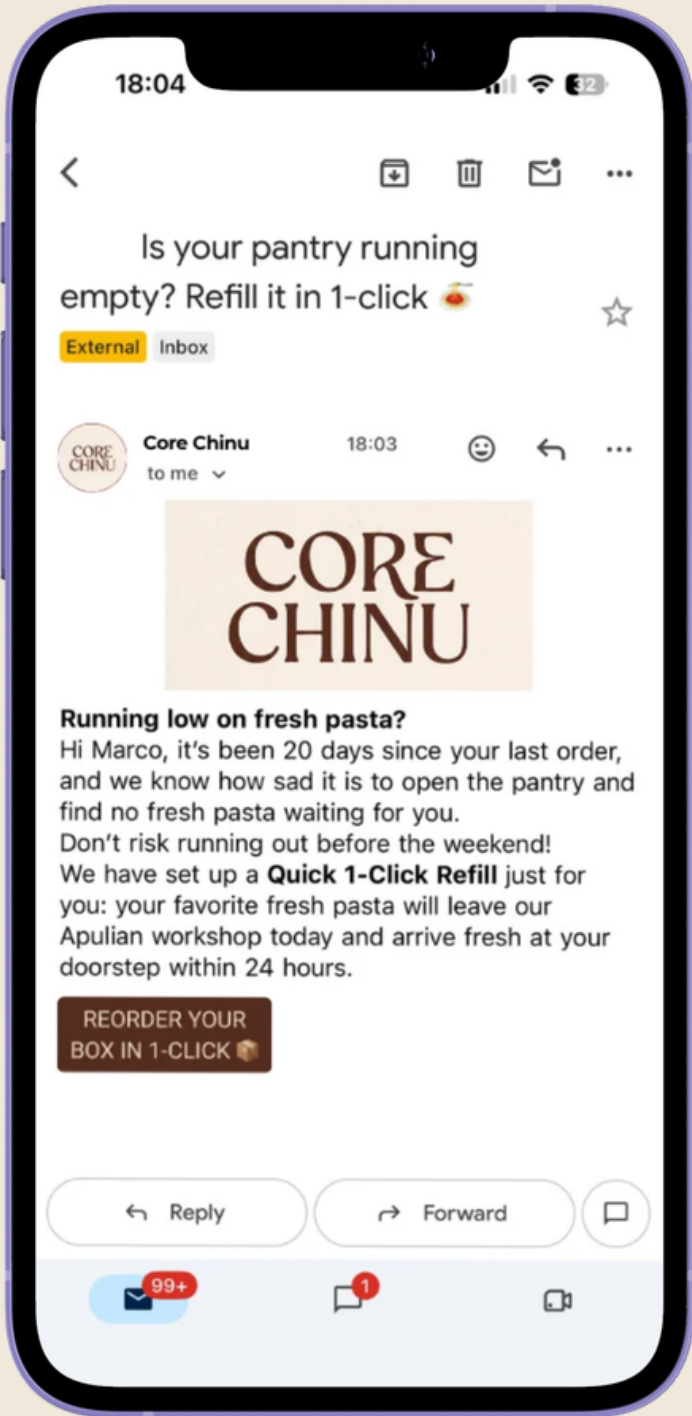
Fill your heart (and your belly). Order your First Taste Box now with 15% OFF!  
[Button: Bring Me To Puglia]

### CREATIVE & VOICE GUIDELINES

- **Tone of Voice:** Nostalgic, warm, ironic, and welcoming.
- **Visual Concept:** High-contrast, appetite-appealing close-up shot of fresh pasta paired with premium branded thermal packaging.

# 05. MARKETING AUTOMATION & RETENTION STRATEGY

## Maximizing Customer Lifetime Value via Klaviyo Automated Email Flows



| Retention Metric               | Industry Benchmark* | Project Projection | Strategic Value                             |
|--------------------------------|---------------------|--------------------|---------------------------------------------|
| Welcome Email Open Rate        | 40% - 50%           | 48.5%              | High brand interest and curiosity.          |
| Repeat Purchase Rate (90 Days) | 20% - 25%           | 26.0%              | Driven by automated replenishment triggers. |
| Email-Generated Revenue Share  | 15% - 25%           | 22.0%              | Predictable revenue without paid ad costs.  |

\* Benchmarks based on Klaviyo D2C Food & Beverage Industry Reports.

# 06. PAID MEDIA PERFORMANCE & FINANCIAL SUSTAINABILITY

## Simulated Meta Ads Campaign Results vs. Industry Benchmarks (30-Day Launch Phase)

EXECUTIVE STRATEGIC SUMMARY

- **Profitable Acquisition:** With a 3.5x ROAS and a €10.00 CPA, the launch campaign proves immediate profitability on the first transaction.
- **Logistics Margin Protection:** The €35.00 AOV successfully absorbs the cold-chain shipping cost, preventing margin erosion.
- **Long-Term Viability:** Combining this low CPA with the 26% automated repeat purchase rate (Slide 4) ensures a high Customer Lifetime Value (LTV) and long-term scalability.

| Metric / KPI               | F&B Industry Benchmark* | Simulated Result | Strategic Insight & Analysis                         |
|----------------------------|-------------------------|------------------|------------------------------------------------------|
| Ad Spend (Budget)          | -                       | €100.00          | Initial testing budget for Launch Prospecting.       |
| Impressions                | -                       | 12,500           | Total ad views within Northern Italy target.         |
| CTR (Click-Through Rate)   | 1.20% - 1.80%           | 2.80%            | Outperformed: Nostalgic copy drove strong hook rate. |
| Total Orders               | -                       | 10 Boxes         | Direct conversions from top-of-funnel traffic.       |
| AOV (Average Order Value)  | €30.00                  | €35.00           | Optimized via the "Primo Assaggio" Bundled Box.      |
| Total Generated Revenue    | -                       | €350.00          | 10 orders X €35.00 AOV                               |
| CPA (Cost Per Acquisition) | €12.00 - €18.00         | €10.00           | Highly sustainable against product profit margins.   |
| ROAS (Return on Ad Spend)  | 2.0x - 2.5x             | 3.5x             | Generated €3.50 in revenue for every €1.00 spent.    |

\* Benchmarks derived from standard Direct-to-Consumer (D2C) Food & Beverage Performance Reports.