

Traffic Generation

Google Ads Performance Max campaigns

(visibility across Search, Display, YouTube,

Blog posts + recipe content (SEO)

testimonials - for trust among audiences

videos to enhance engagement

kitchen or cooking too<u>l</u>s.

transformations

Meta, Pinterest for gifts/recipes)

Partner with local influencers

Create engaging social media content showing product demos, cooking tips, and

Implement Pinterest SEO by organizing

product boards, using visual pins with keyword-rich descriptions, and sharing

Develop interactive content-live Q&A

attract search-driven customers.

Gmail, and Maps)