



# Hu Kitchen

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December 2021

# Recommendations

- Seek Organic Searches instead of Local to rank higher
- Blog posts can expand and appeal to larger audiences
- Promote consistency throughout their different platforms in terms of posts
- Show a combination of all products, not just favoriting the Chocolate Bars



# Memo 1

The “Goal” of the current website is to make consumers purchase their products

→ Continuously displaying bullet points compared to their competition

## Hu Kitchen Chocolate Bars

Hu	Competition
✓ <u>USDA CERTIFIED ORGANIC</u>	⊖ Not Certified Organic
✓ <u>CERTIFIED PALEO</u>	⊖ Not Certified Paleo
✓ <u>ORGANIC UNREFINED COCONUT SUGAR</u>	⊖ Sugar Alcohols (Erythritol)
✓ <u>NO DAIRY</u>	⊖ Contains “Milk Fat”
✓ <u>NO SOY LECITHIN</u>	⊖ Contains Soy Lecithin

## Hu Kitchen Crackers

Hu	Competition
✓ <u>NO REFINED SUGARS</u>	⊖ >4g Added Sugars (Per Serving)
✓ <u>9G NET CARBS (PER SERVING)</u>	⊖ >18g Net Carbs (Per Serving)
✓ <u>NO SEED / “VEGETABLE” OILS</u>	⊖ Contains Canola Oil
✓ <u>NO REFINED STARCHES</u>	⊖ Contains Cornstarch

# Memo 1

## Competitors

- *Unreal Snacks*
- *Simple Mills*
- *KIND*



\*\*User Experience of the Hu Kitchen website is well-done compared to its competitors' websites, but it is not the best out there\*\*



# Memo 1

## Expanding Hu Kitchen Products

### **\*NEW\* Bundle Baskets**

- Holidays: Halloween, Hanukkah, Christmas, Valentine's Day, Easter, 4th of July
- Occasions: birthdays, weddings, anniversaries, get well soon, sympathy, congratulations, graduations, baby and bridal showers



# Memo 1

## Early Funnel Content Blog/Post Topics That Could Be Covered And Will Resonate With A B2C Audience

1. Sweets You Can Gift To Someone Who Watches Their Weight
2. Chocolate Your Significant Other Wants To Receive
3. Wrappers You Will Never Be Embarrassed About Others Seeing On The Beach
4. Chocolate Your Resort Body Will Love
5. Who Is Ready To Say Goodbye To The Crash From Sweets In Vending Machines
6. Who Wants Something Sweet After Dinner Without Feeling Guilty
7. Sweet And Salty Snacks Which Can Be Found In Your Favorite Coffee Shop
8. Cookies, Crackers, And Chocolate That Are Now Part Of Your Hotel And Restaurant Experience
9. Who Would Not Like Healthy Chocolate, Cookies, And Crackers In Your Mini-Bar
10. The Three Most Important C's In Life That Are Now Healthy: Chocolate, Cookies, And Crackers



# Memo 2/3

## WordStream Analysis

Showing 25 of 30 keywords for <https://hukitchen.com/>

Keywords	 Search volume	 CPC	 Competition
dark chocolate calories	2,400	\$0.42	Low
dark chocolate nutrition	2,400	\$0.60	Low
dark chocolate nutrition facts	1,600	\$0.34	Low
healthy chocolate snacks	2,400	\$1.06	Low
chocolate keto	12,100	\$1.25	Low
dark chocolate bar	2,900	\$0.99	Low
diet chocolate	880	\$1.22	Low
almond chocolate bar	880	\$0.39	Low
healthy chocolate bars	1,300	\$0.88	Low
hazelnut chocolate bar	590	\$0.37	Low

# SIMPLE DARK CHOCOLATE



## Nutrition Facts

2 servings per container

**Serving size** 1/2 Bar (30g)

**Amount Per Serving**  
**Calories** **180**

%Daily Value\*

**Total Fat** 13g **17%**

Saturated Fat 8g **40%**

**Sodium** 15mg **1%**

**Total Carbohydrate** 13g **5%**

Dietary Fiber 3g **11%**

Total Sugars 9g

Includes 8g Added Sugars **16%**

**Protein** 2g

Vit. D 1mcg 6% • Calcium 36mg 2%

Iron 4mg 20% • Potas. 238mg 6%

Not a significant source of *trans* fat, cholesterol.

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



## Memo 2/3 - Blog Article Using WordStream Analysis

“Hu Kitchen was started as an **allergy-friendly, paleo, kosher, gluten-free, and healthier** alternative eatery in an elite part of New York City....not based on a **diet** but more nutritious ingredients for a **healthier lifestyle**. **Dark chocolate bars** typically have a **high caloric** and cane sugar content or are made with artificial sweeteners. In contrast, Hu Kitchen chocolate is made with **coconut sugar and all raw and organic ingredients**. Hu Kitchen products are preferred over the competitors in the snack industry, where **guilt-free eating** can take place...Those who follow the **keto, paleo, or other diets, or have diabetes or other health conditions**, will feel **safe and satisfied** purchasing and eating Hu Kitchen products.”

# Memo 2/3

## The main keywords for “hukitchen.com”:

hu - 33.36%

hu kitchen - 19.92%

hu chocolate - 17.05%

hu kitchen chocolate - 3.54%

hu' - 2.46%

“**Hukitchen**” ranks organically for **425 keywords**, including hu kitchen, hu kitchen delivery, hu chocolate bar, and more.

## Organic traffic “Hukitchen” gets from Google Search:

“Hukitchen” gets 123k in organic visits, which has changed by 414.8% in the last year



(Review Bolt)

## Memo 2/3

- Improve Twitter with more consistent posting
- Does not have a TikTok account



# Memo 3 - Social Posting Calendar

	A	B	C	D	E	F	G	H	I
1	Consider →  Social ↓	<b>Audience</b>	<b>Messaging</b>	<b>Delivery</b>	<b>Timing</b>	<b>Call To Action</b>	<b>Influencer</b>	<b>Organic Reach</b>	<b>Frequency</b>
2	<b>Facebook (Meta)</b> 	35+ Boomers Mothers Grandparents Smaller stores/Restaurants Businesses over 35+ Less tech savvy	Background information Where products are made Ingredients Health Recipes Allergy Friendly/diabetes friendly Discount codes	Video: occasional Image: recipes, products to buy Text: links to website	Grandparents Early morning - 5:00-7:30am Daytime - 12:00-4:00pm Parents Morning 7:00-9:00am Night 9:00-10:00am Lunch 12:00-2:30pm Kids School break time in morning - 10:00-11:00am After school - 7:00-10:00pm	Link to specific pages on Hu Kitchen website	Use of company's models, celebrities, different segment groups (pictures of families, mothers, grandparents, athletes, businessmen, etc.)	1.00%	Three times/week
3	<b>LinkedIn</b> 	Students (high school, college, graduate-level) Professionals Businesses	Product updates Product launches Job openings Stores and vendors Philanthropy Events Quotes from employees Holiday wishes	Video: no Image: yes, attractive to the business world and not as frequently as other social platforms Text: Can have a longer caption, with info about jobs, company updates, retailers, news and press, product launches	Does not matter	Link to specific page on Hu Kitchen website, company careers website, and LinkedIn profile	Use of B2C - talk about Hu Kitchen's retailers and quarterly sales, and any news and press.	5-10% (innotesocialmedia)	Twice/week
4	<b>Twitter</b> 	Young Adults, businesses, news and press sources	Product updates Product launches Quotes from employees Develop creative hashtags	Video: none Image: yes, attractive to kids, adults, businesses, and news and press Text: use of hashtags	Does not matter	Links to specific pages on Hu Kitchen website and to press articles	Use of company's models, celebrities, different segment groups (pictures of families, mothers, grandparents, athletes, businessmen, etc.)	3.61% (elegantthemes)	Once/day
5	<b>TikTok</b> 	Parents packing their toddler's lunches Parents who have kids with allergies Teen dancers College-aged girls and guys, and athletes Post-grad girls and guys Teachers Health coaches Weight loss journey individuals Male trainers and bodybuilders Women trainers and bodybuilders Business Men Business Women Retired folks Grandparents	Connect the product with an idea to a daily national holiday with hashtags and/or post what is linked from Facebook (Meta) and Instagram	Video: yes Image: no Text: catchy caption with link to website to buy and use of hashtags	Night - 8:30pm-12:00am	Links to specific pages on Hu Kitchen website to purchase featured item(s)	Use of target segments' and audiences' users for influencers	118% (adweek)	Twice/day
6	<b>Instagram</b> 	Gen Z, Influencers, Mothers	Giveaways, discount codes, celebrities, models, families, influencers	Video: reels, IGTV Image: final product shots, recipes Text: caption with link to website	Saturday's and Sunday's anytime	Links to specific pages on Hu Kitchen website to purchase item being featured and to recipes	Use of company's models, celebrities, different segment groups (pictures of families, mothers, grandparents, athletes, businessmen, etc.) and news, press, and retailers	1%	Once/day

# Memo 3

## Branding And Community Development Outreach Proposal

### \*\*\*\*\*EVENTS\*\*\*\*\*

- ★ Press Outreach and HARO
- ★ The Hu Gems and Hunks Ambassador Program
- ★ Hu Kitchen Kozy Karts
- ★ Hu-mble Project
- ★ Sponsorships
- ★ Hu-mans of TikTok
- ★ HU X STARBUCKS



No I don't think  
you understand...

# Memo 3

- Improve their LinkedIn page with more consistent posting and advertising of their new products
- Should repost their other social media posts to LinkedIn and link their pages that way



**Hu**

We harness the power of simple, clean, and responsible ingredients so that all people can Get Back to Human.

Food & Beverages · New York, New York · 7,454 followers

[See all 231 employees on LinkedIn](#)

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

### About

Hu aims to unite simplicity with unbeatable taste and the company's employees believe in obsessively vetting ingredients so their customers don't have to.

Born out of its NYC restaurant, Hu Kitchen, Hu's paleo-friendly snacks include award-winning chocolate bars and

# Memo 3

## LinkedIn

### Did You Know?

Caption: Hu Kitchen products are now available nationwide in over 3,500 retail locations! We are thrilled to join Mondelez International's family of iconic brands and excited that our "Get Back To HUman" concept can reach brand new audiences across the country.



# Memo 3

**Facebook (Meta)**

**Will You Accept This Rose?**

Caption: Claire said “YES!” so you should, too!

Hashtags: #HuKitchen #BachelorNation #HuHunks



# Memo 3

## Instagram Vacation Pic

Caption: Worried about snacking on vacation? Hu Kitchen has you covered! Our chocolate is the perfect healthy snack to bring on the go and fuel you the right way!

Hashtags: #HuKitchen #HealthySnacking



# Memo 3

**Facebook (Meta)**

**Happy Holidays from the Hu Team!**

**Caption: “All I want for Christmas is Hu!”**

**Hashtags: #HuKitchen #HuHolidays**

**#NewYearNewHu**



# Memo 4 - Ad Copy

## Hu Kitchen - Sweets You Can Gift To Someone Who Watches Their Weight

Hu Kitchen chocolate is gluten-free, vegan, and contains no cane sugar or refined sugar. Indulge in a guilty pleasure that is not so guilty with these high-quality ingredients. Dairy-free, Paleo, Vegan, Organic. No Emulsifiers. No Soy Lecithin. Fair Trade. No Refined Sugar.

<https://hukitchen.com/>

SHOP Limited-Edition Winter Collection | \$29 Bundle



# Memo 4 - Ad Copy

## **Hu Kitchen - Allergen-Free Chocolate To Bring On Vacation**

Indulge in the rich and creamy essence of *Hu Kitchen's* dark *chocolate bars*. Experience one-of-a-kind dark *chocolate* that is gluten-free, vegan, and paleo-friendly. Dairy-free, Gluten-Free. Paleo, Vegan, Organic. No Emulsifiers. No Soy Lecithin. Fair Trade. No Refined Sugar.

[https://hukitchen.com/products/hu-simple?bundleId=948937790&purchase\\_type=subscription&variant=31660156878921](https://hukitchen.com/products/hu-simple?bundleId=948937790&purchase_type=subscription&variant=31660156878921)

SHOP 4 Pack \$26 | 8 Pack \$48 | 12 Pack \$66



# Memo 4 - Custom Audience

Axiom, TP000037, Brand Propensities: Luxury Shoppers, Adults interested in luxury items such as clothes, jewelry, perfume, cars who were recently seen at Neiman Marcus, Barneys New York, Shreve & Co, Hermes, Wilkes Bashford, Bulgari etc, Modeled based on household specific location data.

- Demographics
  - Gender: Women
  - Age: Middle-Aged
  - Location: NY
  - Job Status: Employed
  - Marital Status: Single and Married
  - Children: 2
  - Race: White
- Buying Propensities
  - Lives on the Upper East Side, NY
  - Has a Platinum American Express credit card
  - Employs a car-and-driver
  - Shops at Whole Foods
  - NFL and NHL Box Ticket Holder



# Memo 4

- **Plan: 530K clicks for \$2.5M with a \$6.7K average daily budget** (Google Ads)
  - Impressions: 8.6M
  - CTR: 6.2%
  - Avg. CPC: \$4.63
- **Plan: 530K clicks for \$2.5M and a \$99 max. CPC** (Google Ads)
  - Impressions: 8.6M
  - **Daily Budget: \$9.1K**
  - CTR: 6.2%
  - Avg. CPC: \$4.65
- “Hukitchen.com” (Spyfu)
  - Organic Keywords: 4,361
  - Est Monthly SEO Clicks: 33, 478
  - Est Monthly SEO Click Change: -3,254
  - 91% Organic Traffic - Since March 2018
  - Paid Keywords: 586
  - Est Monthly PPC Clicks: 3,497
  - **Est Monthly Google Ads Budget: \$2,666**
  - Hukitchen.com - Competitors
    - **Monthly Ad Budget: \$1.92K**
    - Monthly Paid Clicks: 1.86K
    - Monthly Paid Keywords: 48



# Memo 4

## Social Budget Details

<b>Annual budget</b>		
\$ 41,300,000.00	Annual revenue	
\$ 4,130,000.00	advertising budget	
\$ 1,032,500.00	paid media (search and social)	
\$ 340,000.00	Search budget	
\$ 692,500.00	Social budget	
\$ 57,708.33	Social budget monthly	
\$ 1,109.78	Social budget weekly	

Annual advertising budget is estimated to be 10% of annual revenue. 25% of that is estimated to be in paid media (Search and Social).



# Memo 4

## Monthly Domain Overview - [hukitchen.com](https://hukitchen.com)

EXPORT

### Organic Keywords (SEO)

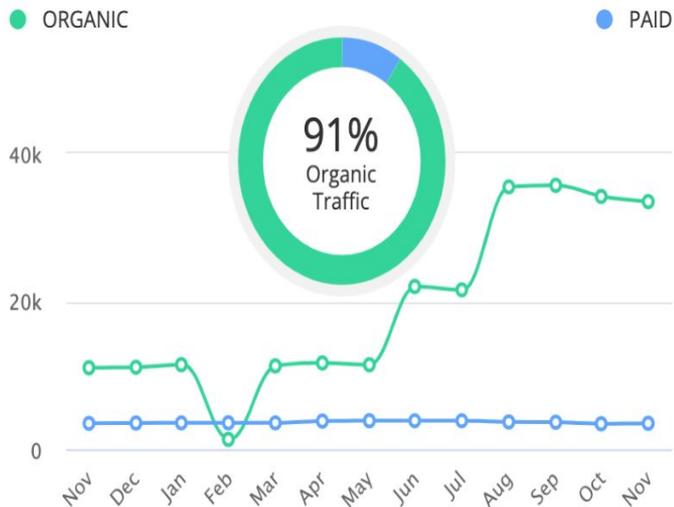
Organic Keywords

**4,361** ↓

Est Monthly SEO Clicks  
**33,478**

Est Monthly SEO Click Change  
**-3,254**

### Traffic from Google - Organic vs Paid



Complete Historical Data since: **March 2018**

### Paid Search (PPC)

Paid Keywords

**586** ↓

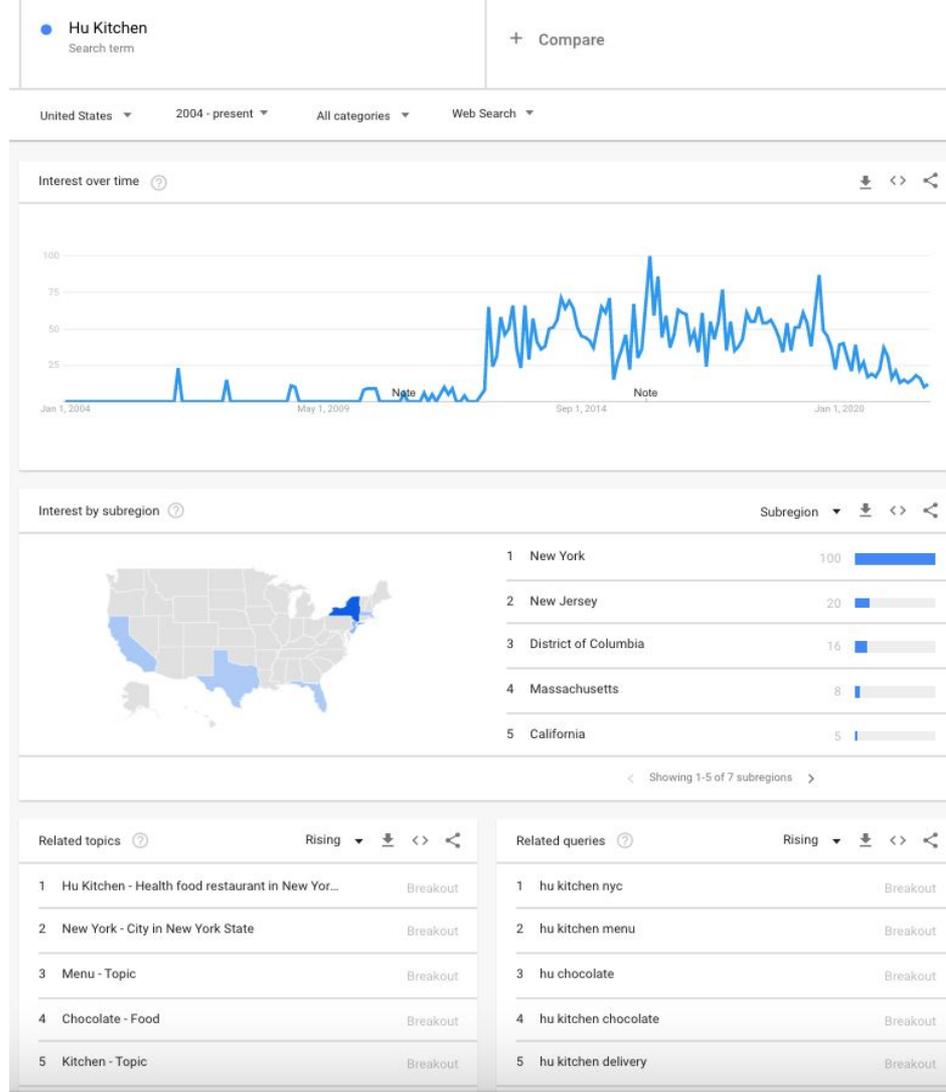
Est Monthly PPC Clicks  
**3,497**

Est Monthly Google Ads Budget  
**\$2,666**

(Spyfu)

# Memo 4

## 2004-Present - Web Search



(Google Trends)

# Conclusion and Wrap-up

- Key Final Recommendations:
  - Seek **Organic Searches** instead of Local to rank higher
  - **Blog posts** can expand and appeal to larger audiences
  - Promote **consistency throughout their different platforms** in terms of posts
  - Show a **combination of all products**, not just favoriting the Chocolate Bars
- Questions?



