

HAPPINESS



ON TAP

BONA FIDE NITRO COFFEE & BAG-IN-BOX 6-MONTH REVENUE OPTIMIZATION PLAN

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OBJECTIVE & REVENUE TARGET

PRIMARY OBJECTIVE: Increase revenue without paid advertising by optimizing:

- Conversion architecture
- ICP clarity
- Commercial intent SEO
- Funnel segmentation
- Email monetization

6-MONTH TARGET: With current traffic (1,700/month):

- At 2% conversion → 34 customers/month
- Over 6 months → 200+ new customers

WITHOUT increasing traffic.

STRATEGIC FOCUS: Monetize existing organic authority before pursuing traffic expansion.

MARKET REALITY & CURRENT CHALLENGES

CURRENT SITUATION:

- Strong SEO domain authority
- Consistent organic traffic
- Product quality validated
- No paid budget
- Amazon margins not attractive

CORE PROBLEMS:

1. Mixed B2B & DTC messaging
2. No clear funnel separation
3. Weak conversion psychology
4. Bag-in-Box category misunderstood
5. Equipment positioning confusion
6. Email system underutilized

This is not a traffic problem. This is a positioning and conversion problem.

ICP (IDEAL CLIENT PROFILE) DEFINITION – DUAL FUNNEL MODEL

Bona Fide operates in two distinct markets.

ICP A – B2B NITRO KEGS (CORE REVENUE):

Target:

- Coffee shops
- Breweries
- Bars
- Restaurants
- Hotels
- Event caterers

Pain:

- Want Nitro Coffee On Tap
- No nitrogen tank setup
- No complex installation

Decision Makers:

- Owners
- Beverage directors
- Purchasing managers

ICP B – BAG-IN-BOX (EDUCATION MARKET)

Target:

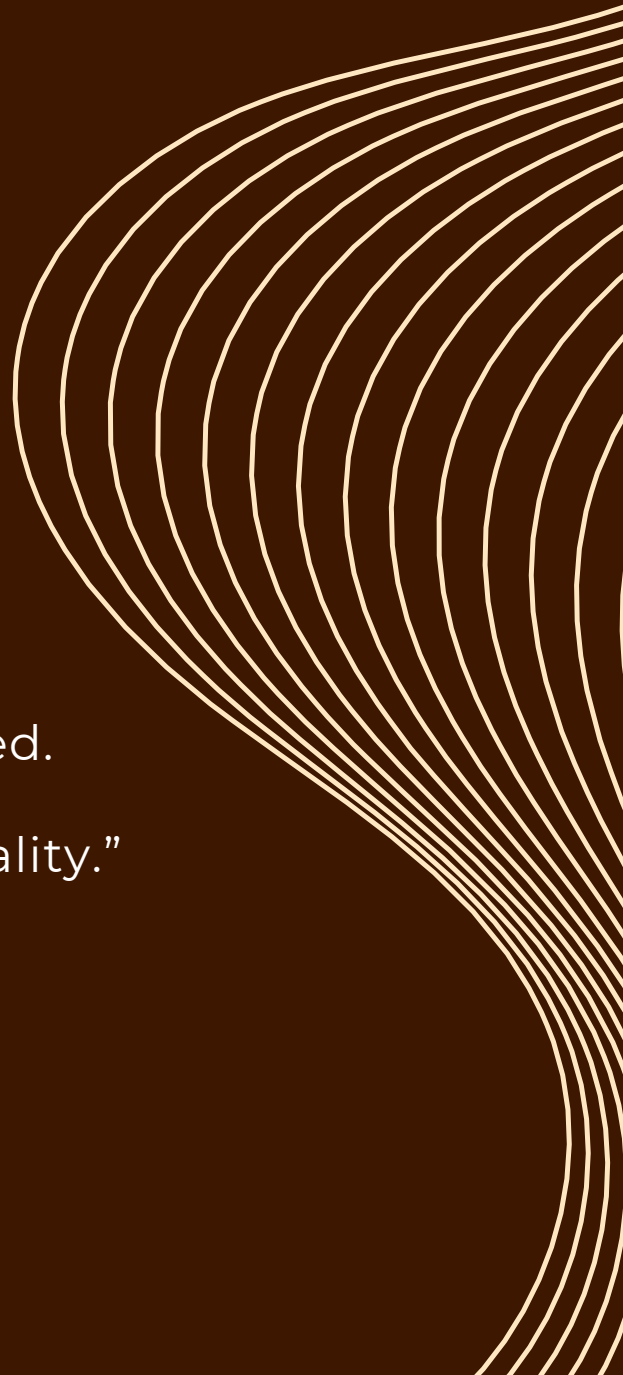
- Office managers
- Remote workers
- Airbnb hosts
- Households
- Small businesses

Pain:

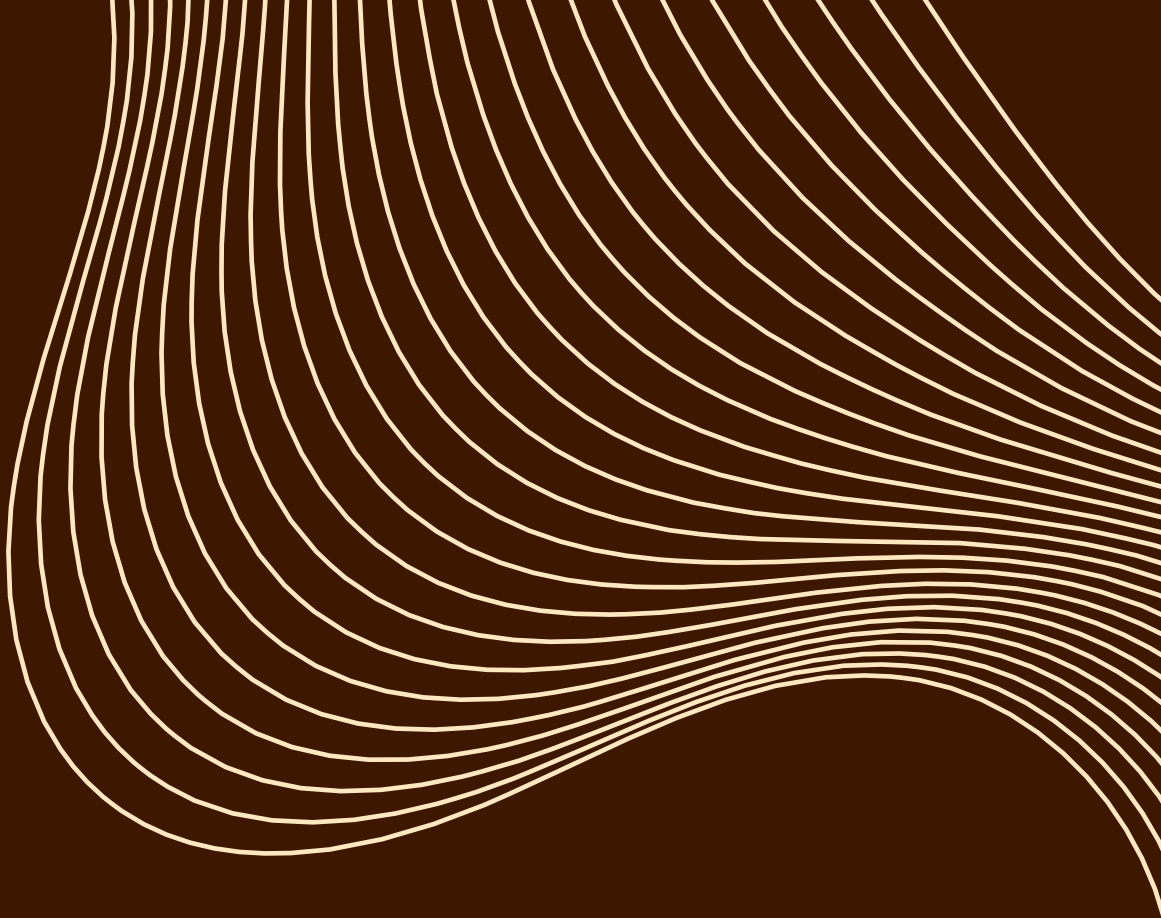
- Want convenience
- Want premium taste
- No brewing process
- No pods

Problem:

Market education required.
Perception barrier:
“Coffee in a box = low quality.”



POSITIONING & CATEGORY STRATEGY



Current messaging is broad and diluted.

We reposition as:

FOR B2B: “Nitro Coffee On Tap — Without Nitrogen Tanks”
Not:
“Premium Nitro Beverage Brand”

FOR BAG-IN-BOX: “Barista-Level Coffee. No Brewing Required.”
Not:
“Bulk Coffee in a Box”

We move from product description to outcome-based positioning.

WEBSITE ARCHITECTURE & FUNNEL SEPARATION

CURRENT STRUCTURE: Everything mixed on homepage.

NEW STRUCTURE: Homepage:
“Choose Your Experience”
[For Businesses]
[For Home & Office]
Each leads to a dedicated ecosystem.

FUNNEL A – B2B NITRO

Landing Page:

- Problem-solution structure
- ROI section
- Wholesale inquiry form
- Case studies
- Clear equipment explanation (but no hard selling)

Primary CTA:
“Request Wholesale Pricing”

FUNNEL B – BAG-IN-BOX

Landing Page:

- Taste & freshness education
- Comparison vs pods
- Cost per serving
- Objection handling
- Subscription offer

Primary CTA:
“Try 3L Starter Box”

SEO & COMMERCIAL INTENT STRATEGY

CURRENTLY:

Mostly branded traffic.

We expand into high-intent commercial keywords.

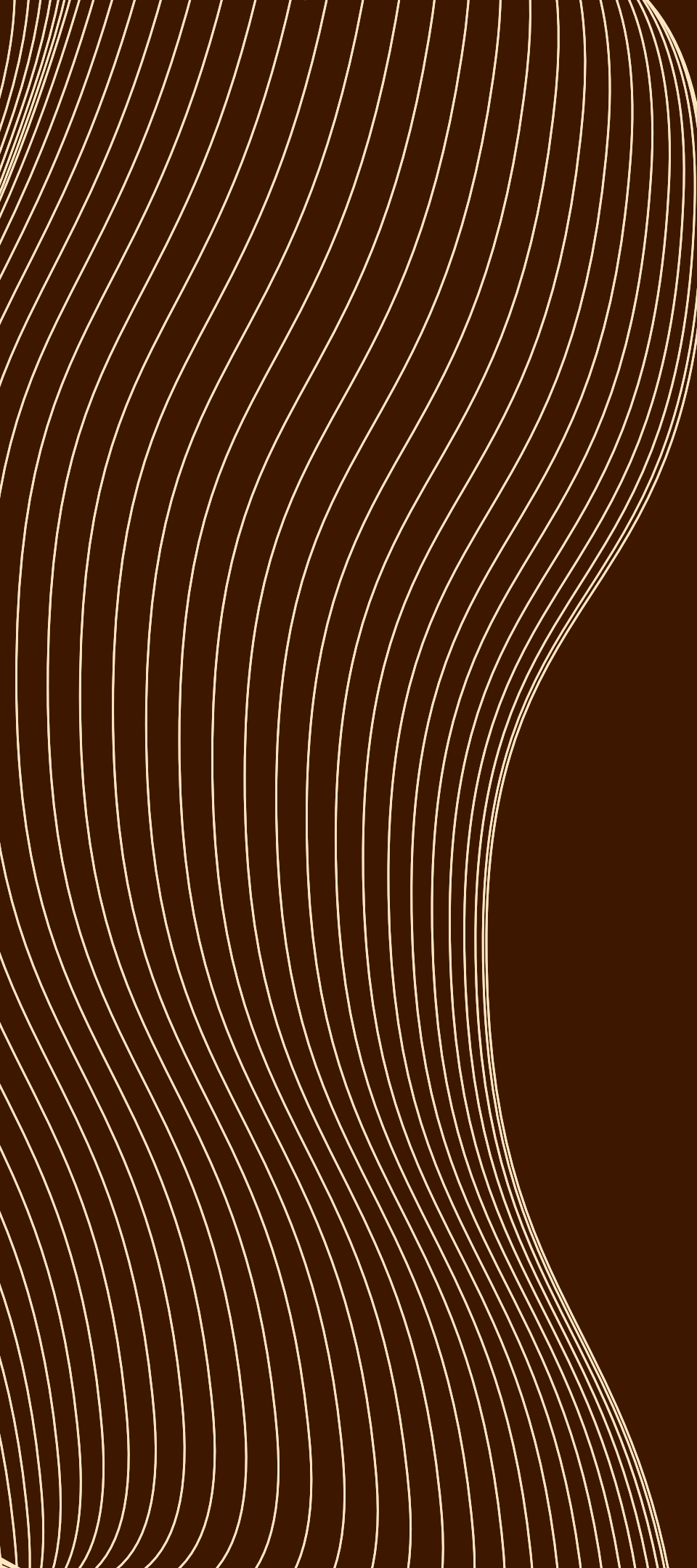
B2B KEYWORDS:

- nitro coffee supplier
- nitro cold brew wholesale
- nitro coffee for cafés
- private label nitro coffee
- cold brew keg distributor

BAG-IN-BOX KEYWORDS:

- coffee in a box
- 3 liter cold brew
- bulk cold brew for office
- alternative to K-cups
- cold brew cost comparison

Create 10–15 focused commercial landing pages. Domain authority allows faster ranking.



CONVERSION RATE OPTIMIZATION PLAN

IMMEDIATE FIXES:

- Separate funnels clearly
- Replace equipment selling focus
- Add strong above-fold CTA
- Add social proof near CTAs
- Add ROI comparison charts
- Improve mobile UX
- Simplify store layout

Conversion architecture must guide the visitor — not confuse them.

EMAIL & RETENTION ACTIVATION

Currently underused.

1

B2B Flows:

- Wholesale follow-up
- Education sequence
- Distributor onboarding
- Case study nurture

2

DTC Flows

- Welcome series
- Product education
- Abandoned cart
- Subscription retention

Email alone can increase revenue 20–30%.

6-MONTH EXECUTION ROADMAP

MONTH 1-2: FOUNDATION

- Funnel separation
- Homepage redesign
- Core B2B landing page
- Core Bag-in-Box landing page
- Implement email flows
- Conversion tracking refinement

MONTH 3-4: COMMERCIAL EXPANSION

- Launch 6-8 intent pages
- Publish supporting articles
- Add case studies
- Optimize internal linking

MONTH 5-6: OPTIMIZATION & SCALE

- Refine high-performing pages
 - Improve CTAs
 - Strengthen SEO clusters
 - Expand commercial keywords
 - Introduce lead magnets
- 

REVENUE & CONVERSION FORECAST

ASSUMPTIONS:

Current traffic: 1,700/month
Improved conversion target: 1.5–2%

At 2% → 34 customers/month
6 months → 200+ customers

If average order value:
\$150 (example mix B2B/DTC)

Potential 6-month additional revenue:
\$30,000+ without ad spend

Long term compounding growth expected.



RISK ASSESSMENT

1

Bag-in-Box category adoption speed

MITIGATION:

Focus on commercial intent

2

B2B sales cycle variability

MITIGATION:

Prioritize conversion before traffic

3

Limited budget for content scale

MITIGATION:

Structured internal linking

4

Execution dependency

MITIGATION:

Strong follow-up systems

STRATEGIC OUTCOME

- Clear ICP separation
- Stronger positioning
- Improved conversion rate
- Better revenue per visitor
- Reduced reliance on Amazon
- Organic growth compounding



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