

30-DAY MARKETING PLAN

A focused local pilot for trial, repeat orders and sustainable growth

Cool Bites, Happier Days!

Prepared for the PopLet team • September 2026



Pilot strategy

One local market, one clear offer, measurable results

The first 30 days should prove three things

01

People will try it

Use sampling, colorful product videos and a low ₱5 entry price.

02

Customers will return

Promote the ₱45 mixed pack and follow up after purchase.

03

Operations can keep up

Scale only when quality, stock and waste remain controlled.

30-DAY SCORECARD

1,200

pieces sold

50–75

first-time buyers

20%

repeat-buyer target

<5%

product waste

Priority customers

Parents buy; children create the demand

Primary buyer

Parents and guardians

Primary users

Children ages 3–12

Where to start

Neighborhood families, school communities and small celebrations

Expand later to sari-sari stores, canteens, event suppliers and resellers.



Offer and flavor strategy

Keep the launch simple; use variety to build anticipation

ENTRY OFFER

₱5 per piece

Easy first trial for children and families

VALUE OFFER

₱45 per 10-piece pack

The main offer to increase each order

Launch the five fruit flavors first. Use the Fun Twist Collection as teasers or limited releases until demand is proven.

Poplet ICE CANDY
Cool Bites, Happier Days!

Products or Services
We offer delicious, colorful, and affordable ice candies made for kids, families, and anyone who loves a refreshing treat!

Our Products

- ✓ Mini ice candy sticks (bite-sized pops)
- ✓ Made with quality ingredients
- ✓ Variety of delicious flavors
- ✓ Colorful and easy-tear wrappers
- ✓ Fun and affordable
- ✓ With exciting surprise prizes!

Winning Pop
Inside every 5th or 10th pack, you might find a **Winning Pop** stick (a colored stick or a hidden mini toy/sticker capsule) that entitles you to a FREE treat or a small prize!

Packaging
Available in bundled packs for school, parties, and everyday snacks.

Our Flavors

- Mango (Classic Favorite)
- Avocado (Classic Favorite)
- Chocolate (Classic Favorite)
- Cookies & Cream (Classic Favorite)
- Sour Apple Mystery (Fun Twist)
- Bubblegum Burst (Fun Twist)
- Rainbow Sherbet (Fun Twist)

Services / Availability

- Individual pieces
- Bundle packs (for parties, school events, and gatherings)
- Special orders (for birthdays and events)
- Local delivery (depending on location)

Mini Size, Big Happiness!

Cool Bites, Happier Days!

Little Treats, Big Smiles!

Icons: Made with Quality Ingredients, Refreshing Flavors, Budget-Friendly, Perfect for Any Day

Four-week launch roadmap

Each week has one commercial job

WEEK 1

Awareness

Open the pages, explain the product, show prices and collect first reactions.

Introduce

WEEK 2

Trial

Push the mixed pack, sampling and Messenger pre-orders.

Convert

WEEK 3

Repeat

Use flavor polls, customer feedback and friendly reorder reminders.

Retain

WEEK 4

Partners

Approach local stores, school contacts and event suppliers with a small trial.

Expand

Content engine

Four feed posts and one or two short videos each week

1

Product temptation

2

Happy moments

3

Fun participation

4

Trust and quality

5

Orders and offers

WEEKLY RHYTHM

MON

Flavor feature

WED

Behind the scenes

FRI

Offer or order reminder

SUN

Poll or customer story

STORIES

Availability and quick updates

Best video ideas: frozen close-ups, pack assembly, flavor reveals and real customer reactions with permission.

Winning Pop campaign

The strongest awareness idea needs a compliance checkpoint



Use during the pilot

“The Winning Pop surprise is coming soon!”

Before activating prizes

- ✓ Finalize mechanics and participating packs
- ✓ Confirm prize quantities and redemption steps
- ✓ Set campaign dates and operational controls
- ✓ Check DTI permit requirements

Do not publish “every 5th or 10th pack wins” until the team confirms the final rules.

Local sales funnel

Every activity should move customers toward a repeat order



Pinned post: flavors | prices | ordering steps | service area | pickup or delivery

₱1,000 pilot marketing budget

Spend on trial and conversion before scale

Activity	Purpose	Budget
Product sampling	About 175 pieces at assumed ₱2 cost	₱350
Boost the best local post	Drive Messenger inquiries	₱300
QR menus or flyers	Make ordering easy offline	₱200
Contingency	Small unplanned costs	₱150

BUDGET RULE

₱1,000

Boost only after an organic post proves it can attract real interest.

Wait 24–48 hours, then place paid support behind the strongest post.

Pilot scorecard

Review these numbers every Sunday

1,200

Pieces or equivalent packs sold

30+

Messenger inquiries

20%

Repeat-buyer target

20

Customer feedback responses

3–5

Qualified partner leads

<5%

Product waste

Team ownership

Each lead owns a clear part of the pilot

Noveia

Project Manager

Project Manager



Timeline and approvals

Rowie

Marketing Lead

Marketing Lead



Campaign and reporting

Radwa

Operations Lead

Operations Lead



Stock and fulfillment

Glen

Finance Lead

Finance Lead



Cost and margin

Geselle & MJ

Brand / Design

Brand Lead



Creative consistency

Sales Lead

Orders & Partners

Sales Lead



Orders and outreach

Next 30 days

Build demand close to home

- 1 Confirm the five launch flavors and available stock
- 2 Publish the pinned order post and launch content
- 3 Begin sampling and record every customer response
- 4 Review results weekly before expanding production



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