

Business Context:

[Meal Prep delivery company](#). John's Fit Meals. Been around 7 years. You can place an order in advance, and next week, they deliver your meals to your gym or straight to your door. The meals are premade, healthy, and simple, so all you have to do is heat and eat.

My goal is to grow his weekly # of orders. Right now, we have about a 20% retention rate after 1 month (ordered 3 out of 4 weeks in 1 month). And we've been around the same # of weekly orders for around a year. So even though we retain some % of the new customers, there is also a % of customers that are dropping off, so it all seems to level out. \

The audience:

Top revenue clients are 50:50 split:

½ → suburban fit moms in their 30's-40's, they're trying to gain muscle, look good, and raise healthy families, usually pretty wealthy.

½ → Serious semi-pro/pro athlete men, fighters, bjj, powerlifting, bodybuilding

Current State:

- orders/week: 110 (Summer slump)-160 (peak school year time)

- personal insta: 1700

- JFM insta: 5100

- email list: 2000

 - 1500 actively opening emails in last 50 campaigns (9-10 weeks)

 - 1150 subscribers have purchased

 - 800 subscribers have never purchased

 - 660 active subs have never purchased.

 - (Almost a third of our active people don't purchase anything.)

 - 1000 subscribers are inactive (aren't purchasing regularly)

I created my game plan about 2 months ago and recently had the AI bot make a plan + mix it with mine using the following prompt:

“**ChatGPT**, you are a digital marketing expert. For a business in the meal prep delivery service, what specific marketing goal should be prioritized to generate the maximum possible revenue in the shortest period of time? Consider the business's current state, including serving ~120-160

orders a week delivered to the central Maryland area from fredrick to Baltimore to annapolis, positioned as the go-to meal prep for healthy simple meals, these meals taste solid, but are at there heart simple, meat and rice + some flair, occasionally specials that are more fun, he has been around for 7 years and has a decent portion of the market, I would say we're about average right now. not the top player, but with some good income, Solves the problem for fit suburban moms and pro/semi pro athletes like power lifters or fighter/bjj, the problem of eating healthy and not having the time + eating for performance to build muscle and win at there competitions, and our current struggles are: increasing number of orders per week, we've been stagnated for a while now (around a year) and keep customers, but our accumulation rate must not be high enough b/c we have about a 20% retention rate after 1 month, but really a minor percent overall growth rate with revenue and reoccurring customers. Please explain why this goal is the best choice, and provide 3-5 actionable steps to fulfill this goal. Focus on the funnel structure and the most effective marketing assets needed to achieve this rapid growth."

Chat GPT Response:

The primary marketing goal for your meal prep delivery service should be **increasing customer retention and reactivation** while also **boosting the volume of new orders**. This goal maximizes revenue quickly by building on existing customer relationships and addressing the significant loss in retention, especially given the 20% retention rate after 1 month. Reactivating former customers and improving retention could stabilize your revenue while acquisition strategies increase total orders.

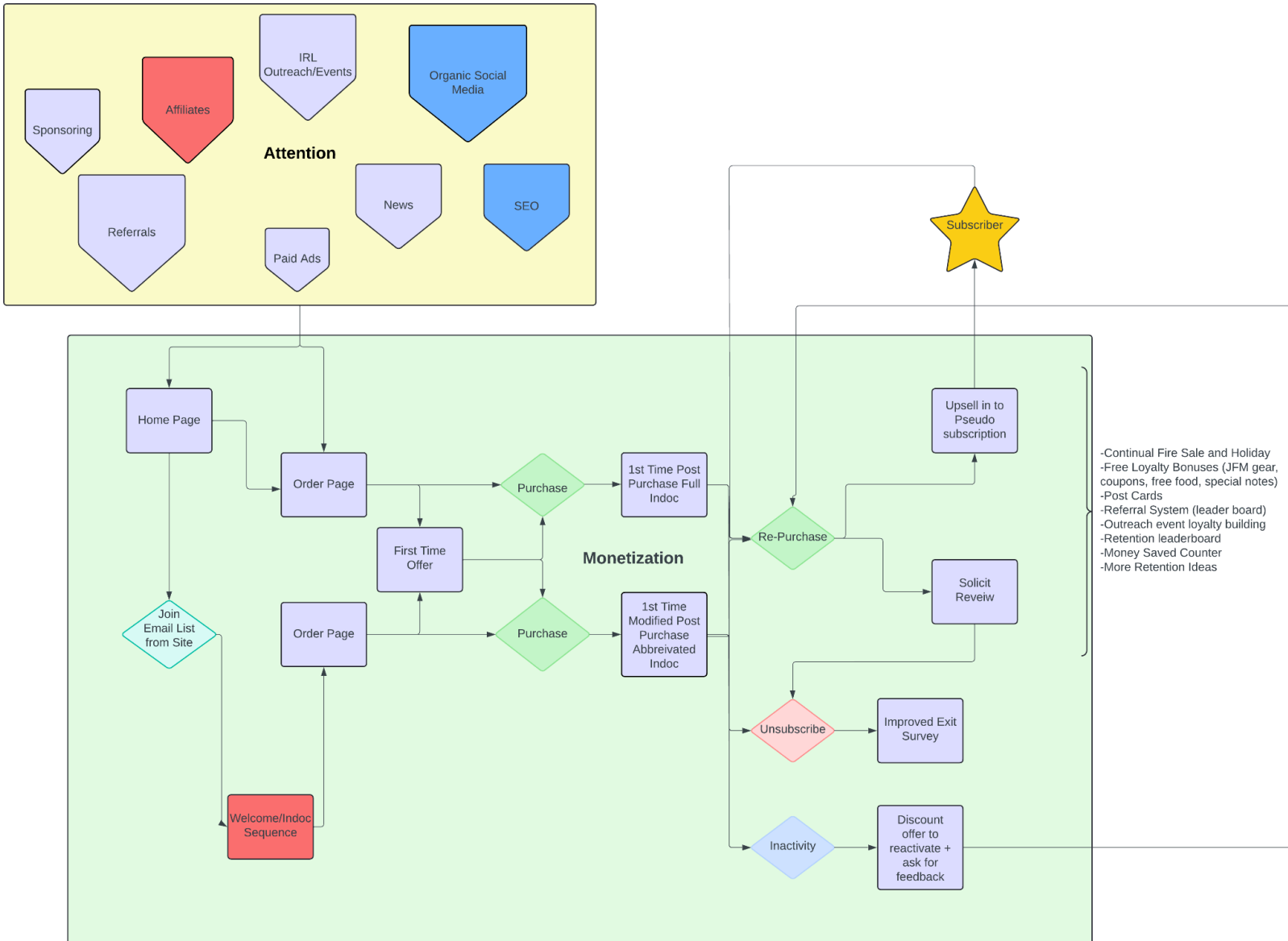
Here's why this goal is the best choice:

- Retention has higher ROI: It's generally cheaper to retain existing customers than to acquire new ones. Focusing on retention boosts revenue with less spend on customer acquisition.
- Reactivation is low-hanging fruit: You already have a customer base with some familiarity with your product. Reactivating them requires less effort than converting new leads.
- Improved retention leads to higher lifetime value (LTV): A small improvement in retention can lead to exponential growth in LTV, directly increasing revenue.

👉 **KEEP SCROLLING FOR THE IDEAS!!** 👉

V2: ALL THE IDEAS:

Current + Planned Marketing System ([lucid chart link to the diagram below](#))



Purple boxes are opportunities to build/improve, He does all the attention sources (focus indicated by size) (his only monetization asset is his website)

The PLAN (Reviewed By Copywriting AI)

● STOP THE BLEED

- Indoctrination sequence - stops the accumulating bleed of revenue from nonpurchasing subscribers. [This is pretty much complete; just have a final few photos i'm going to implement, then have this launched]

● CLEAN + DRESS THE WOUND

- Cleanse the Email list - cleanse and address the wound

■ 1) Launch a Referral System

- Offer 20% off for both the referrer and the new customer on their next order
- Promote via email, social media, and SMS to your current customer base.
- Use clear messaging like: "Love your meals? Share the love! Get 20% off for you and your friend when they order."
- Because we have a very community-based audience (suburban moms and athletes, this will do well, so long as we are fulfilling well!)

■ Re-activate the 1000 or 50% of the list who are inactive

- Broke down into the following groups:
 - Purchased in 2-3 months (NOW)
 - 100
 - 20% conv = 26
 - Old regulars (purchased between 6-12 months ago)
 - 77
 - 10% conv = 8
 - Old Regulars GONE (12+ months ago)
 - 207
 - 2% conv = 4
 - Sporadics (ordered < 1 meal per month) (10% discount)
 - 285
- My plan is to do some cold calls and try to get feedback so I can better understand WHY our people are going inactive.
- After draft an Email sequence with discounts (way to track...)
(repurpose content)
- + other retention bonuses to bring them back

■ Wake Dormants! Converting the 600 or 30% of the list who have never purchased

- Limited-time special discount (great way to track my success)
- Advertise the vending fridges as a de-risked way to try us
- Break into a few groups
 - A) Less Than 1 Month Dormant (41 People)

- Segment Name: "Less Than 1 Month Dormant"
- Description: Recently joined, haven't made their first purchase.
- Strategy:
 - Send a special first-time offer.
 - Tell them to expect more emails to highlight what you can do for them.
- B) Dormant Summer Joiners (1-3 Months, 42 People)
 - Segment Name: "Dormant Summer Joiners"
 - Description: Engaged (opened emails), but no purchase yet.
 - Strategy:
 - Personalized offers, exclusive discounts.
 - Create urgency with "Summer's Over" messaging and a Fall special offer.
 - Highlight benefits they're missing out on.
 - Notify them about upcoming emails explaining your services.
- Dormant 6-12 Months (Opened Recently, 180 People)
 - Segment Name: "Dormant: 4-12 mo, opened after May 5th"
 - Description: Haven't purchased but opened an email in the last 4 months.
 - Strategy:
 - Re-engagement sequence: Remind them of your product's benefits.
 - Request feedback to understand what's stopping them from buying.
 - Offer a strong incentive for the first purchase.
- Dormant 12+ Months (Opened Recently, 530 People)
 - Segment Name: "Dormant: 12+ mo, active (opened in last 4 mo)"
 - Description: Haven't purchased in over a year, but opened an email recently.
 - Strategy:
 - Warm up with nurture emails.
 - Offer an incentive to encourage a first purchase.

■ Abandon cart flow