SPRING PLAN

Fernway Spring Campaign

Spring marketing plan for the Fernway plant-care subscription

November 2026

AGENDA

What This Plan Covers

Goal, budget, funnel targets, monthly campaigns, and weekly KPIs

01	Goal	8,000 New Subscribers by 30 June
02	Cost Per Subscriber Target	Under $35
03	Budget	$240,000 Split Four Ways
04	Funnel Targets From Impressions to Subscribers	
05	Month-by-Month Campaign	March to June
06	Weekly KPIs to Track	

THE GOAL

Goal: 8,000 New Subscribers by 30 June

8,000 new subscribers by 30 June at under $35 each

8,000

New subscribers by 30 June

Spring campaign target, at under $35 cost per subscriber

- Target cost per subscriber: under $35
- Deadline: 30 June

EFFICIENCY

Cost Per Subscriber Target: Under $35

The spring campaign aims to acquire 8,000 new subscribers at a cost of under $35 each by 30 June.

BUDGET

Budget: $240,000 Split Four Ways

Budget split across paid social, creators, search, email and referral

40%
Paid social

25%
Creators

20%
Search

15%
Email and referral

FUNNEL

Funnel Targets

2,400,000 impressions; 96,000 site visits; 14,000 trials; 8,000 subscribers

01

Impressions

2,400,000 impressions target

02

Site Visits

96,000 site visits

03

Trial Sign-ups

14,000 trial sign-ups

04

Paid Subscribers

8,000 paid subscribers

MARCH

March Teaser and Waitlist

March: teaser and waitlist

- **Phase** — March teaser and waitlist
- **Role** — first month of the four-month spring campaign
- **Focus** — build awareness ahead of the April launch

APRIL

April Launch and Creator Kits

April launch with creator kits.

- **Launch** — Fernway's public campaign launch happens in April.
- **Creator kits** — creators receive kits as part of the April launch, using the 25% creators budget.

MAY

May Referral Push: Give a Month, Get a Month

May referral push: give a month, get a month.

- **Referral offer** — give a month, get a month
- **Budget line** — 15% goes to email and referral

JUNE

Run June Retargeting and Review Results

June focuses on retargeting, then a results review closes the campaign.

01 **Retargeting**
June activity: retargeting across campaign channels.

02 **Results review**
Review spring campaign results at the end of June.

03 **Track weekly KPIs**
Weekly check on cost per subscriber, trial-to-paid rate, referral share.