

DIRECT-TO-CONSUMER GROWTH PLAN

Bring the *fiddle* back.

A content-driven Shopify storefront and paid-social funnel for the NitroGene Tech Fiddle Leaf Fig Food, built to sell volume profitably at an \$18 price point.



THE OPPORTUNITY IN ONE PAGE

You own a category-standard product. The money is in how you sell it.

The Fiddle Leaf Fig Food is a clean 3-1-2, urea-free, micronutrient liquid feed. That formula is excellent, and it is also the category standard. At least four competitors sell a near-identical 8 oz bottle. We will not win on the formula. We win on brand, message, offer, and funnel, and there is a clear opening to do exactly that.

<p>\$18</p> <p>Target retail, sitting in an open mid-premium price gap</p>	<p>1</p> <p>Real content competitor in the niche, and it is aging</p>	<p>\$31.75</p> <p>Blended order value our offer structure is built to reach</p>	<p>90-day</p> <p>New-Leaf Guarantee that de-risks a cold \$18 purchase</p>
---	--	--	---

What the research found

- ✓ The fiddle leaf fig is the most-Instagrammed and most-killed houseplant in America. Owners do not own it, they parent it, and they panic when it struggles.
- ✓ Competitors split into faceless Amazon listings (\$12 to \$16) and one content brand, Houseplant Resource Center, that owns education but has lost momentum.
- ✓ Nobody owns the emotional *rescue* story, and nobody offers a true diagnostic experience or a results-based guarantee.

What we recommend

- ✓ Position the brand as the rescue food for the fiddle you are afraid you are losing. Tagline: *Bring your fiddle back.*
- ✓ Lead cold Facebook traffic into a problem-first advertorial, then a de-risked product page.
- ✓ Make the 2-pack the hero offer so the \$18 unit can survive a \$7 to \$8 cost per order, and bank the profit on the reorder.
- ✓ Close with a New-Leaf Guarantee and a 30-second symptom quiz no competitor has.

The honest headline on the numbers: a single \$18 bottle cannot survive a \$7 to \$8 cost per order on its own. The entire plan is engineered to lift the average order value and earn the customer back on the second purchase. Pages 7 and 8 show that math in full, and show that it works.

This document covers the market and competitor teardown, the positioning, the offer and unit economics, the acquisition funnel, a built and tested storefront mockup, a 90-day launch plan, and a recommended commercial arrangement for the build.

1

THE PRODUCT & THE MARKET

A finicky plant, an anxious owner, and a product made for exactly that

The product

NitroGene Tech Fiddle Leaf Fig Food is a 3-1-2 liquid fertilizer, 8 oz, urea-free, with chelated micronutrients, formulated for *Ficus lyrata*. One bottle makes up to 6 gallons of feed. The formula is genuinely well matched to the plant. Our job is to make the brand and the buying experience worthy of it.

The customer

The fiddle leaf fig is sold at every Costco and IKEA to people who are not confident plant owners. It is beautiful, dramatic, and quick to sulk. Owners name it, photograph it, and feel genuine guilt when it declines. That emotional intensity is the whole opportunity. Copy that meets the owner in their anxiety will out-convert clinical spec copy every time.

Voice of the customer

Real language pulled from owner forums and reviews. This is the copy we sell with.

- ✓ *"Is my fiddle dying???"* is the canonical forum post title.
- ✓ *"It was dropping leaves like crazy."*
- ✓ *"I was about ready to give up on it."*
- ✓ *"Brown spots spreading, help."*
- ✓ *"The new leaf came out and there's another starting!"*
- ✓ *"This before and after is only 10 days apart."*

The two-word asset: in the fiddle community a *new leaf* is a celebration worth posting. That is the single most powerful phrase the brand can own.

Why a fiddle-specific food is a credible story

- ✓ **The 3-1-2 ratio** matches a plant that is all leaf and little root. It wants steady nitrogen and far less phosphorus than the flowering plants generic 10-10-10 food is built for.
- ✓ **Feed gently, every watering.** A small diluted dose with each watering avoids shock and flushes the salt buildup that burns delicate roots.
- ✓ **Urea-free nitrogen** is gentler on roots in sterile indoor mix.
- ✓ **Chelated iron and manganese** stay available across pH swings, the direct answer to yellow leaves with green veins, the deficiency indoor tap water causes.

Claims discipline: we say supports, helps, and designed to. We never promise the food cures root rot or saves any dying plant. Honesty protects the brand from chargebacks and review damage, and it still sells.

2 WHO WE ARE UP AGAINST

Two camps, and a gap between them

The market sorts into faceless commodity listings and a single content incumbent. Neither occupies the emotional, design-forward, guarantee-backed middle.

Brand	Price (8 oz)	NPK	Where they win	Weakness
Houseplant Resource Center the category king	\$12.99 to \$14.49	3-1-2	Content moat: book, dominant blog, big Facebook group, omnichannel	Aging, founder stepped back, static blog, cheap price anchor
The Sill	~\$15	9-3-6	Premium brand, owns the plant-parent audience	Fertilizer is an afterthought, not fiddle-specific
FOLLOWIN	~\$16 (21 oz)	3-1-2	Amazon value math, spec credibility	No brand, no story, no funnel
Perfect Plants	\$14 to \$16	3-1-2	Established garden-supply catalog	Clinical, forgettable
Espoma Indoor!	\$8.99 to \$13	2-2-2	Organic trust, retail ubiquity, low price	Generic, not fiddle-specific
Fiddle Fuel	\$22 to \$30	premium	Lone premium anchor	Unproven at that price, thin reviews

The price ladder, and where \$18 lands

- ✓ **\$6 to \$8** mass market floor (Miracle-Gro)
- ✓ **\$9 to \$13** budget and organic
- ✓ **\$13 to \$16** the mainstream 3-1-2 cluster, where most sell
- ✓ **\$17 to \$27** a wide, almost untested gap
- ✓ **\$27 plus** the lone premium ceiling, unproven

\$18 is the smart-money slot. It clears the commodity cluster, signals quality, and still reads as the sensible choice next to a \$27 to \$30 premium anchor.

The one brand that proved the playbook

Houseplant Resource Center is the only competitor that built a content funnel, book to blog to community to product, and it dominates *because* of that funnel, not because of its formula. It is also the clearest signal that our approach works.

The catch for them, the opening for us: the founder has stepped back, the content is static, and the brand leans on a cheap \$12.99 price. A modern, emotionally sharper, design-forward brand can take the same playbook and run it better.

3 THE GAP WE FILL

Everyone sells a spec sheet. Nobody sells the rescue.

Camp A, the commodity listings, compete on price and Amazon stars. Camp B, the content incumbent, owns education and authority and has a multi-year head start on SEO. We cannot out-generic Camp A without a race to the bottom, and we cannot out-educate Camp B head-on.

So we take the territory both of them leave on the table: the **emotional rescue narrative**. The customer is not shopping for nitrogen. They are frightened they are about to lose a plant they love. No brand speaks to that, and every product fact we have supports the story.

Four open lanes nobody owns: a diagnosis-first storefront, a real symptom quiz, a design-forward premium look at a premium price, and a results-based guarantee. We take all four.

Our positioning, in one line

The fiddle leaf fig food for the plant you're afraid you're losing.

Why this wins

- ✓ It speaks to the customer's fear, not a spec sheet.
- ✓ It turns the plant's finicky reputation into a reason to need us.
- ✓ It naturally absorbs our two strongest proof points: visible new growth and the guarantee.
- ✓ Every product fact, gentle, targeted, urea-free, reinforces a rescue brand.

Bring your fiddle back

New-Leaf Guarantee

Diagnose my fiddle

The messaging spine

Hook (the fear)

"Your fiddle isn't dying. It's hungry for the right food." Mirror the exact symptom words: brown spots, dropping leaves, no new growth.

Reframe (remove guilt)

"You're not a bad plant parent. You've just been feeding it like every other plant." Guilt is the conversion blocker. We dissolve it.

Payoff (the win)

"Feed it and watch for the unfurl." The new leaf is the dopamine hit and the proof. It is what the customer is really buying.

4 MAKING THE \$18 MATH WORK

The single bottle is bait. The business is the basket.

Here is the uncomfortable truth first, then the fix. At a \$7 to \$8 cost per order, a single \$18 bottle loses money on every sale. This is structural, not a tuning problem.

Single-bottle order, at a \$7.50 cost per order

Line	Amount
Revenue (1 bottle)	\$18.00
Product cost	(\$8.00)
Payment fees (2.9% + \$0.30)	(\$0.82)
Pick, pack, fulfillment	(\$2.00)
Shipping (if absorbed)	(\$5.50)
Before acquisition cost	\$1.68
Acquisition cost	(\$7.50)
Net per order	(\$5.82)

A single \$18 order leaves roughly \$1.68 to spend on acquisition. No paid channel reliably acquires for under \$2. Scaling spend only widens the gap.

The fix: a price ladder that sells multiples

Single

\$18

\$18 / bottle

HERO

2-Pack

\$32

\$16 / bottle

3-Pack

\$45

\$15 / bottle

Subscribe

15%

seasonal refill

- ✓ **The 2-pack is the hero**, badged Most Popular, targeted at half of all orders. Most fiddle parents own several plants, so "feed your whole jungle" lands.
- ✓ **Free shipping at \$35** sits just above the single and nudges the second bottle into the cart.
- ✓ **Subscription** is quarterly, not monthly. An 8 oz bottle lasts months, so a seasonal refill at 15% off fits real consumption and lifts lifetime value.

Why bundles, not a higher list price: multi-packs raise the order value while *lowering* your blended cost percentage, because shipping and the fixed payment fee spread across more units. It is the cleanest lever available, and it needs no new inventory.

4 THE MODEL THAT WORKS

Break even on the first order. Profit on the reorder.

Blended order value, once the page sells the 2-pack

Offer	Mix	Price	To AOV
Single	25%	\$18	\$4.50
2-Pack	50%	\$32	\$16.00
3-Pack	25%	\$45	\$11.25
Blended AOV			\$31.75

Contribution at blended AOV

Line	Amount
Revenue (blended)	\$31.75
Product cost (~2 bottles)	(\$16.00)
Payment fees	(\$1.22)
Fulfillment	(\$2.50)
Shipping (one parcel)	(\$5.50)
Before acquisition	\$6.53
Acquisition cost	(\$7.50)
Net first order	≈ (\$0.97)

The multi-pack mix turns a guaranteed \$5.82 loss into a roughly break-even acquisition. Tilt the mix harder to packs and the first order itself turns profitable.

Where the profit actually lives

First-order break-even is the target, not a failure. Consumables reorder, and a fiddle parent with several plants comes back every 2 to 4 months.

- ✓ **Order 2** carries no acquisition cost. At a ~\$31 order that is roughly \$13 to \$15 of contribution straight to the bottom line.
- ✓ **Order 3** does it again.
- ✓ A customer who buys twice is worth roughly **\$13 to \$28 net**. The \$7.50 acquisition cost is repaid in full by the second order.

The near-zero-cost engine that makes it real

- ✓ **Post-purchase upsell:** one-click add a second bottle or switch to Subscribe & Save.
- ✓ **Replenishment email** at the right interval is the highest-return flow a consumable can run.
- ✓ **Subscription** anchors predictable revenue and lets us bid up for that cohort.

Three things to accept: the single bottle is bait, shipping must be solved deliberately, and first-order break-even is by design. Build the email flows before scaling spend.

5 HOW WE TURN FACEBOOK TRAFFIC INTO ORDERS

Problem-first advertorial, then a de-risked product page

Cold traffic does not convert on a raw product page. The proven pattern for a sub-\$25 problem-solver, and the exact pattern the category leader runs, is an editorial article that diagnoses the problem, then hands a warmed-up reader to the page.

<p>1. The ad A problem or before-after hook in the customer's words. Thumb-stopping UGC video and static "X signs" creative.</p>	<p>2. The advertorial "4 Things Quietly Killing Your Fiddle Leaf Fig." Diagnoses, builds trust, seeds soft CTAs, drops proof after reason three.</p>	<p>3. The product page Symptom-mirror hook, science, before-after, reviews, guarantee, FAQ, and the 2-pack buy box. Built and tested, see page 9.</p>
---	---	--

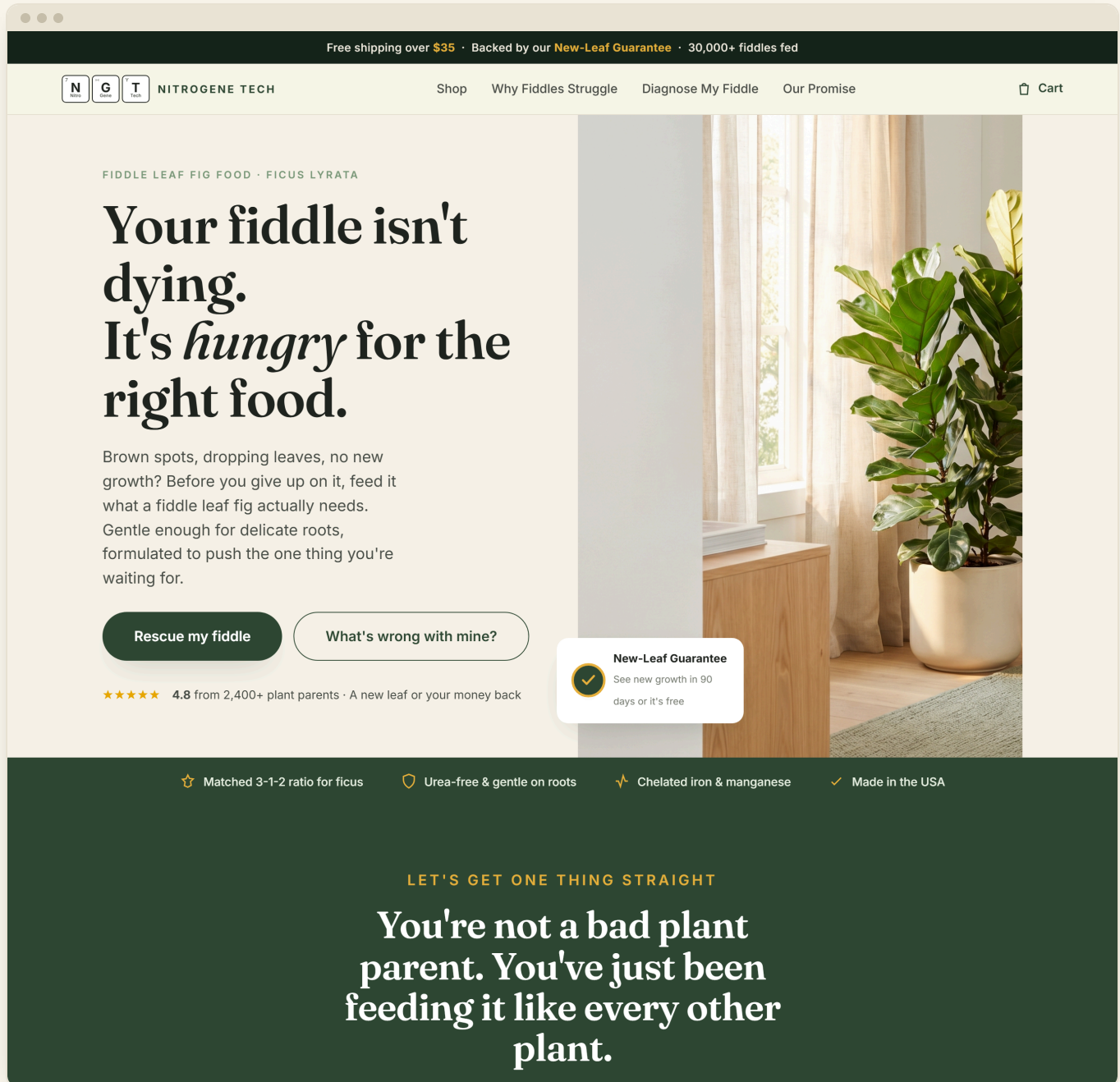
- The seven ad angles we will test, ranked**
- 1 Problem / fear.** "Brown spots and dropping leaves aren't a watering problem. Your fiddle is starving."
 - 2 Diagnostic listicle.** "4 signs your fiddle is quietly dying (#3 surprises everyone)."
 - 3 Before / after.** "Same plant, 6 weeks apart. One \$18 change."
 - 4 UGC testimonial.** "I'd killed three fiddles before this one."
 - 5 Identity.** "Become the person whose fiddle actually thrives."
 - 6 Science.** "Fiddles need a specific ratio most plant foods get wrong."
 - 7 Offer (retargeting).** "Feed your fiddle for a year. Bundle + free shipping."

- Creative mix**
- ✓ **50% UGC video**, problem-led and before-after openers, the primary scaler
 - ✓ **30% static problem-solution**, the cheap volume and listicle pairing
 - ✓ **15% before-after carousel**
 - ✓ **5% playful native** for brand warmth
- The honest benchmark.** Home and garden on Meta averages a cost per acquisition near \$46 and a conversion rate around 1.3%. A sub-\$8 cost per order is aggressive. We earn it with a high click-through problem-led creative, an advertorial that beats the category conversion floor, and bundle-driven order value. Budget the test phase around a higher allowable cost and drive it down with winning creative, do not expect sub-\$8 on day one.

6 BUILT, NOT DESCRIBED

A clickable storefront, already designed and tested

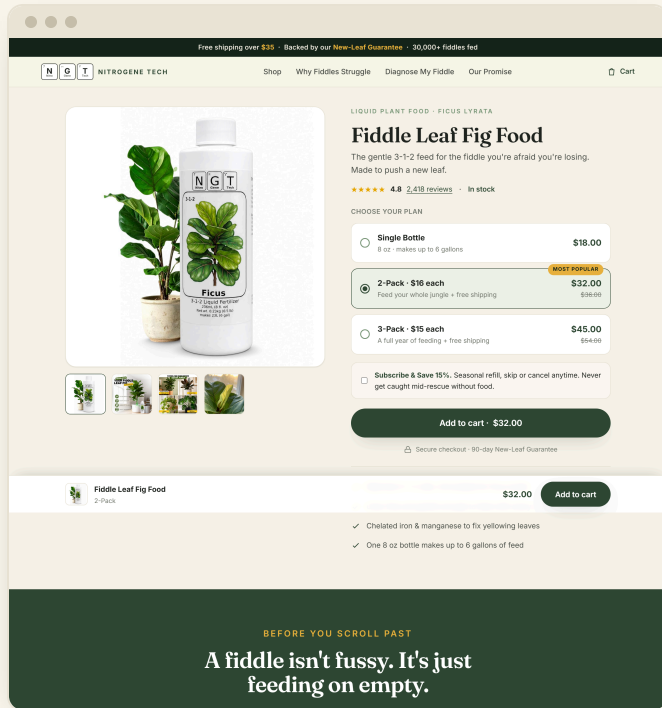
This is not a wireframe. The full storefront is built, on-brand, mobile-responsive, and every interaction works. The bottle and logo are preserved exactly. Below is the homepage. The next page shows the product page, advertorial, and quiz.



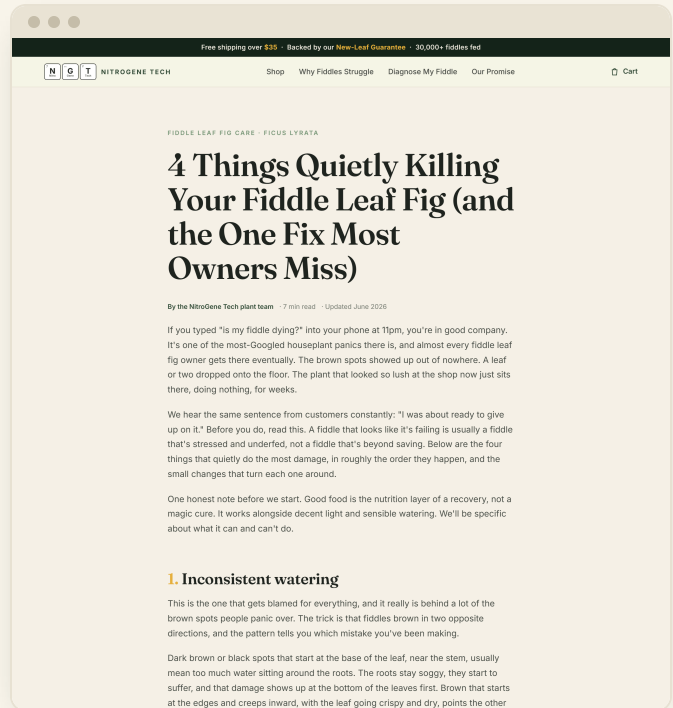
Homepage: the rescue hero, symptom diagnosis, before-and-after proof, the fiddle-specific science, the 2-pack-forward offer ladder, reviews, the New-Leaf Guarantee, and a free Rescue Guide lead magnet.

6 THE PAGES THAT CONVERT

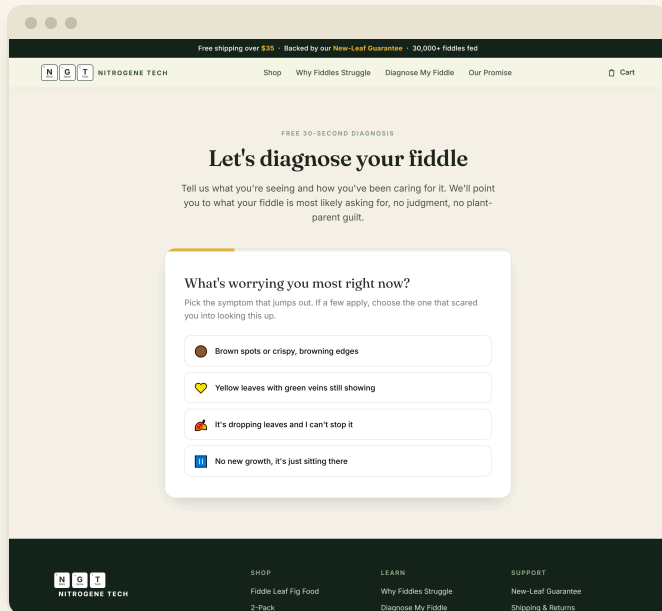
Product page, advertorial, and the quiz no competitor has



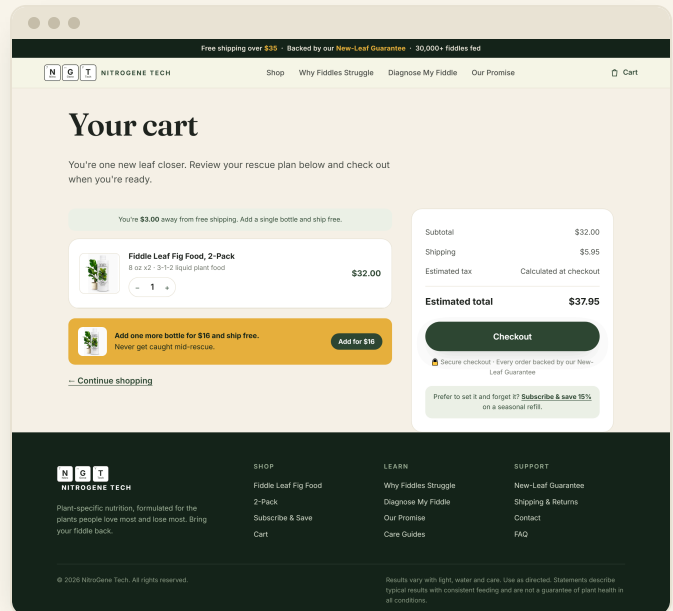
Product page. The featured 2-pack, a Subscribe & Save toggle, a live price, the science, proof, guarantee, and objection-handling FAQ.



Advertorial. The cold-traffic landing article that diagnoses four problems and sells softly throughout.



The diagnosis quiz. A 30-second symptom check that recommends the product and captures an email. No competitor offers this.



Cart. A free-shipping nudge and a one-click order bump that pushes the second bottle, the order-value lever in action.

7 THE FIRST 90 DAYS

From approved mockup to scaling spend

Phase 1 · Weeks 1 to 3 · Build the store

- 1 Stand up the live Shopify store from the approved mockup, real product, pricing ladder, and subscription app.
- 2 Wire the tracking stack: pixel, conversions API, and clean event tracking, so we can trust the numbers from day one.
- 3 Install reviews, the guarantee, and the quiz with email capture.

Phase 2 · Weeks 2 to 4 · Build the retention engine

- 1 Email and SMS flows: welcome, abandoned checkout, browse, post-purchase, and the replenishment reminder that recovers acquisition cost.
- 2 Post-purchase upsell and the cart order bump.
- 3 The Rescue Guide lead magnet and its nurture sequence.

Phase 3 · Weeks 3 to 6 · Creative and test launch

- 1 Produce the first wave of UGC video and static creative across the top angles.
- 2 Launch the advertorial funnel to cold traffic at a controlled test budget, with a higher allowable cost to start.
- 3 Read winners by creative and angle, kill losers fast.

Phase 4 · Weeks 6 to 12 · Optimize and scale

- 1 Scale the winning creative and tighten the funnel toward the sub-\$8 cost-per-order target.
- 2 Optimize the page for order value: bundle prominence, bump take rate, subscription opt-ins.
- 3 Lean on the reorder and email revenue to fund more spend.

The success metric that matters is contribution per customer over two to three orders, not first-order margin. We manage to that number.

8 A COMMERCIAL STRUCTURE THAT SHARES THE RISK

I would rather earn this alongside you than bill you for it

This came through a referral I value, so the goal here is a structure that is fair, lowers your upfront risk, and ties my upside to the volume we both want. The numbers below are illustrative ranges to frame the conversation, not a fixed quote.

RECOMMENDED · PERFORMANCE PARTNERSHIP

A small build fee, then a share of what we create

A reduced upfront fee covers the store build, creative, and launch, set well below a standard project rate as the referral discount. After that, I take a modest share of revenue (or of profit, whichever we prefer) for a defined term, ideally on the orders the funnel drives. My incentive becomes identical to yours: sell more, profitably.

- ✓ **Illustrative:** a discounted build fee in the low four figures, plus roughly 10% to 20% of attributable revenue (or a larger share of profit) for 6 to 12 months, with a step-down or cap as volume grows.
- ✓ **Why it fits:** you risk little upfront, I am paid to make the volume real, and a referral discount is built in.

ALTERNATIVE A · MOSTLY UPFRONT

Discounted build + light retainer

A discounted flat fee for the build and launch, then a smaller monthly management retainer for ongoing ad and store optimization. Predictable and clean, with less shared upside for me.

ALTERNATIVE B · HYBRID

Modest upfront + smaller share

A middle path: a modest upfront fee plus a smaller revenue share over a shorter term. A balance between your predictability and my alignment to results.

My recommendation is the performance partnership. It is the most generous structure to you upfront, it proves my confidence in the plan, and it rewards the work where it should be rewarded, in the volume. Happy to shape the exact terms around what feels right to you.

Figures here are directional and meant to start a conversation. We will agree real numbers together once you have lived with the plan.

The plan on a single page

What we are building

- ✓ A rescue brand, *Bring your fiddle back*, that owns the emotional gap the category ignores.
- ✓ A content funnel: advertorial to de-risked product page, with a symptom quiz no competitor has.
- ✓ An offer ladder led by the 2-pack so the \$18 product survives paid acquisition.
- ✓ A retention engine that earns the customer back on the reorder.
- ✓ A New-Leaf Guarantee that makes a cold \$18 purchase feel safe.

Why it works

- ✓ The product is category-standard, so we compete where we can win: brand, message, offer, funnel.
- ✓ \$18 sits in an open, profitable price gap.
- ✓ The one proven competitor showed a content funnel wins here, and it has lost its edge.
- ✓ The economics break even on acquisition and profit on reorder, which is exactly how a low-price consumable should run.

Next step: your approval to take the mockup live, and a direction on the commercial structure. I will handle the rest.

SELECTED SOURCES

Houseplant Resource Center and fiddleleaffigplant.com (pricing, content model, voice of customer); The Sill, FOLLOWIN, Perfect Plants, Espoma, Fiddle Fuel (category pricing and positioning); Triple Whale, WordStream and theeDigital (2025 to 2026 Meta benchmarks for home and garden); Recharge, Eightx and Finsi (subscription and repeat-purchase economics); Reddit r/fiddleleaffig and r/houseplants, plus Amazon review corpora (voice-of-customer language); SplitBase, GemPages and Pigeon Digital (advertorial and listicle landing-page patterns). Product facts drawn from the live NitroGene Tech Amazon listing. Full competitive matrix and benchmark tables available on request.



NitroGene Tech · Bring your fiddle back