DRAFT FOR REVIEW. This plan was built while the live data still showed a physical showroom. Fiore Verde has since moved online-only; Chicle will re-scope the audit and timetable on a 100% online basis before anything is treated as final.

90-Day Marketing Plan

A week-by-week execution plan to turn the Pittsburgh showroom into a repeatable content and acquisition engine — without paying for traffic above a $90 CAC.

Prepared by Chicle · For: Fiore Verde · Pittsburgh, PA · United States
Platform: Shopify · November 2026

THE PLAN AT A GLANCE

Three pillars, one 90-day bet.

Fiore Verde is a 142-SKU curated decor retailer with a real downtown Pittsburgh showroom and near-zero owned social reach. The plan builds a showroom-led content engine, local SEO and a designer/trade referral channel first, then adds only paid ad sets that clear a $90 blended CAC.

2.1 ORGANIC

Pinterest / IG shop-the-look + local SEO + showroom content + email / CRM

2.2 PAID

Gated and small: high-intent Google Shopping + Meta retargeting only

2.3 AFFILIATE & CREATOR

Designer / trade referral program (Influencer Platform fit assessed below)

$117	$300	667	3
BREAKEVEN CAC / ORDER	EST. AOV	BREAKEVEN ORDERS / MO	GATED PHASES

Figures marked "est." or "breakeven" are modelling assumptions from the Viability & Growth Audit; replace them with client invoices before contracting.

90-DAY TIMETABLE

When & what — by workstream.

WORKSTREAM	WEEKS 1–4	WEEKS 5–8	WEEKS 9–13
Organic / content	Stand up weekly showroom content engine; consolidate collections; claim / fix Google Business	Publish styled case studies + Pinterest / IG system; start local SEO guides	Sustain 4–5 posts/wk; 447 → 1,500 followers; UGC review loop
Paid (gated)	Instrument + pixel; no prospecting spend	1 small Google Shopping + Meta retargeting test	Scale only ad sets clearing <= $90 CAC; kill the rest
Referral / trade	Design designer / trade tiers + collateral	Launch to Pittsburgh designers, stagers, realtors	First referred consults convert; tune commissions
Showroom / design	Package design-service tiers; capture consult emails	Bundle design + furniture into room offers	Measure consult → order conversion; decide on 2nd-market test

Gate (day 90): prove a repeatable <= $90 blended CAC and a credible path to 667 orders/mo before committing scaled spend or a second location.

90-DAY PLAN · STEP BY STEP

PHASE 1 · WEEKS 1–4 — FOUNDATION & INSTRUMENTATION

Fix the measurement and the assets before spending a dollar.

1. **Week 1 — Baseline & tracking** — Verify GA4, Meta pixel, Merchant Center and Shopify conversion tracking; record orders/mo, AOV, traffic mix and the 447-follower IG baseline. No scaling without a trustworthy number.
2. **Week 1 — Claim local presence** — Claim and complete the Google Business Profile for the 100 7th St showroom (photos, hours, 'furniture store Pittsburgh'); add LocalBusiness schema. Highest-intent free channel, currently missing.
3. **Week 2 — Collection cleanup** — Collapse 121 overlapping collections into clean room / style / price pillars; rewrite for search intent; fix empty pages. Removes crawl waste and makes 'shop the look' pages possible.
4. **Week 2 — Showroom content studio** — Fix a weekly shoot: one styled vignette per week, photographed once and cut into a Pinterest Idea Pin, an IG reel and a shoppable collection page. This is the engine, not a campaign.
5. **Weeks 3–4 — Social proof + capture** — Add a review app with post-delivery photo requests; unify SAVE5, newsletter and design-consult bookings into one list with welcome → lookbook → abandoned-cart flows.

GATE Day 30: tracking verified, Google Business live, 4+ vignettes published, review + email flows running. ZERO paid spend before this.

90-DAY PLAN · STEP BY STEP

PHASE 2 · WEEKS 5–8 — PROVE THE CHANNEL

Small, gated tests. The only question: can we acquire below a $90 CAC?

1. **Week 5 — Publish case studies** — Turn 2–3 delivered rooms / showroom vignettes into named 'shop the look' pages with product lists and prices — SEO assets AND ad creative from one shoot.
2. **Week 5 — Launch referral outreach** — Build designer/trade tiers and collateral; personally onboard 15–20 Pittsburgh designers, stagers and realtors. Track referred consults separately — this should carry high-AOV orders at near-zero CAC.
3. **Week 6 — First paid test** — One small Google Shopping campaign on the 20 best-selling SKUs + one Meta retargeting audience (30-day site visitors). No broad prospecting. Target ROAS >= 3.3x, blended CAC <= $90.
4. **Weeks 6–7 — Organic cadence** — Sustain 4–5 posts/week across Pinterest / IG / TikTok / FB from the same weekly shoot; publish local SEO style guides. Target 447 → ~900 engaged followers.
5. **Week 8 — Read the numbers** — Reconcile orders, AOV and CAC by channel. Keep only ad sets clearing $90 CAC, kill everything above $117. Document room-bundle AOV lift in writing.

GATE Day 60: >= 1 channel proven at <= $90 CAC, 2–3 case studies live, referral consults recorded. If none clears $90, stay in Phase 2 and widen organic — do NOT scale.

90-DAY PLAN · STEP BY STEP

PHASE 3 · WEEKS 9–13 — SCALE WHAT WORKED

Compound the winning channel. Everything else stays gated.

1. **Week 9 — Scale winners only** — Raise budget 20–30%/week on ad sets that cleared $90 CAC; add high-intent search terms from Phase 2 query data. Hold broad prospecting off.
2. **Weeks 9–10 — Bundle to lift AOV** — Launch 3–5 room bundles ('coastal living room', 'Hollywood-Regency entryway') with design-service add-ons. Goal: AOV $300 → $350 WITHOUT raising CAC.
3. **Weeks 10–11 — Formalise trade** — Convert the best referred designers into a tiered program with commission tracking; publish a trade page. Goal: 10+ active referring partners.
4. **Weeks 11–12 — Systemise content** — Put the weekly shoot on a 4-week pre-scheduled calendar; make every delivery generate a new asset via the UGC / review loop. Target 1,500+ followers.
5. **Week 13 — Decide the scale gate** — Review CAC, AOV, orders/mo and consult → order conversion. Only with a credible path to 667 orders/mo do we discuss scaled spend or a second market.

GATE Day 90: repeatable <= $90 blended CAC, AOV >= $330, 250–450 orders/mo, credible path to 667 breakeven. Fail = stay in Phase 2, cut paid, keep organic. Kill rule: never buy above $117 CAC.

NEXT STEPS

What we need to start.

- **Approve:** a 90-day proof sprint — showroom content engine + local SEO + designer referral — with a small, gated paid test.
- **Own:** the physical showroom as the primary content and acquisition asset; fund content, not impressions.
- **Fix first:** collection taxonomy, review / social-proof capture, consistent posting, and Google Business.
- **Defer:** broad paid prospecting and any second location until CAC proof.
- **Decision needed:** green-light the sprint, name an owner for content + trade outreach, and share real COGS / shipping invoices to replace the model's assumptions.

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