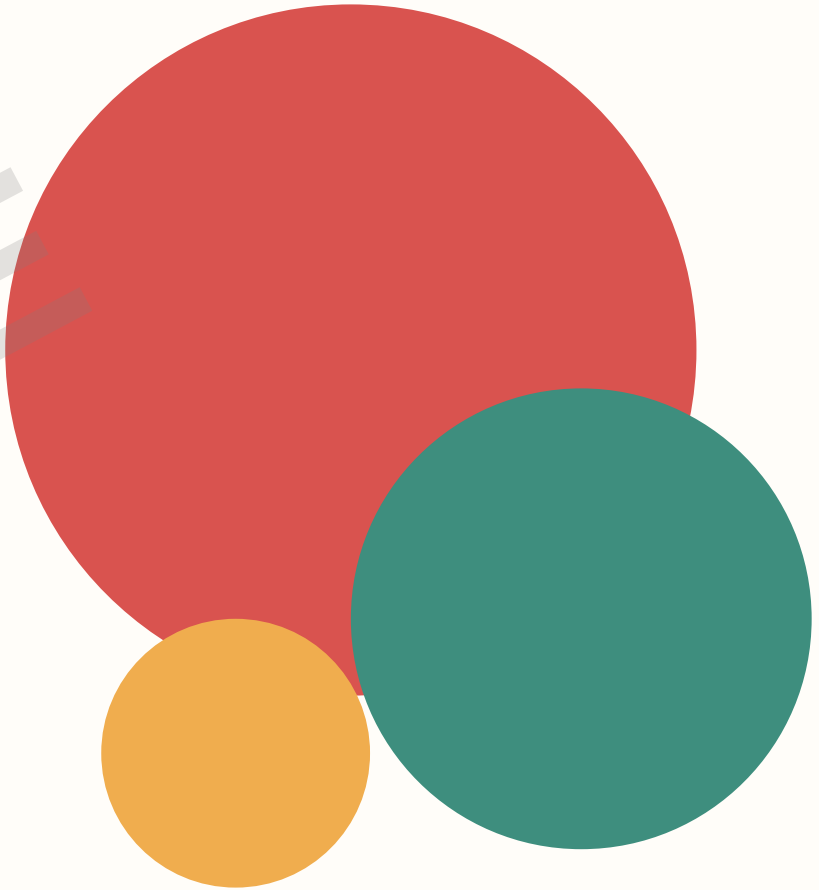
MARKETING STRATEGY

2027 Marketing Strategy

Growing direct-to-consumer sales from 38% to 55% of revenue

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Brightleaf Tea Co. - Marketing team - January 2027

Where we are today

$6.2M

2026 revenue

+18% year on year

38%

Direct-to-consumer share

The rest via grocery and cafes

$31

Average order value

Online store, 2026

22%

Repeat purchase rate

90-day repeat, below the 30% category benchmark

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The opportunity: DTC orders earn a 61% gross margin versus 34% through grocery. Every point of DTC share adds about $85k of gross profit.

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SWOT analysis

Helpful vs harmful

Strengths

Single-estate sourcing story; 4.7-star product reviews; 41k email subscribers.

Opportunities

Subscription demand for loose-leaf tea; gifting season; wellness creators seeking authentic brands.

Weaknesses

Low repeat rate; ad creative fatigue; no loyalty programme.

Threats

Rising paid-social costs (+24% CPM); private-label teas in grocery; shipping cost increases.

External vs internal

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Who we are for

Three priority audiences

1

The daily ritualist

Age 28-45, drinks 2-3 cups a day

Wants freshness and variety

Best fit for subscription

2

The thoughtful gifter

Buys 3-5 gifts a year

Values packaging and story

Peaks Nov-Dec and May

3

The wellness switcher

Cutting down on coffee

Searches caffeine and benefits

Needs guidance to choose

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