

# MEER-KITTY INTERIOR DESIGN ID

**Business Plan Overview**

March 16, 2021

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## CURRENT AUDIENCE

2.5M subscribers

7.1M total social audience

~450K email newsletter  
subscribers

## CASH FLOW

Sponsored social ads

Video sponsorships

Affiliate links

Design clients + consulting

Online shop sales

eBook sales

Online class sales + add-ons

# MAIN GOAL

Diversify into other cash flow opportunities.

# TO DO

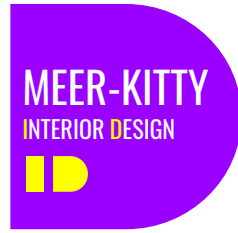
1. Increase online audience by 7%
2. Launch new, premium paint colors

# NEEDS

1. Popular video topics
2. Compare our paint prices to others
3. Ranked list of best selling products in online store
4. Ranked list of local trends in home decor

# DATA

1. Analytics from website portal
2. List of videos
3. List of online products and sales



**THANK YOU**