

Indian Fire

Indian fire (IF) focuses on selling original kadai fire bowls but also sell other unique garden furniture. The USP seems to be that their products are very unique, handcrafted, and a quick 24 hour dispatch as well. I will be using this as a selling point throughout.

There isn't much direct competition, as most competitors sell kadai fire bowls alongside other types of BBQ apparatus, however the direction competition that is there is much bigger than IF is.

Many of the strategies and ideas I've developed have come from researching what competitors are doing as well as from my own experiences.

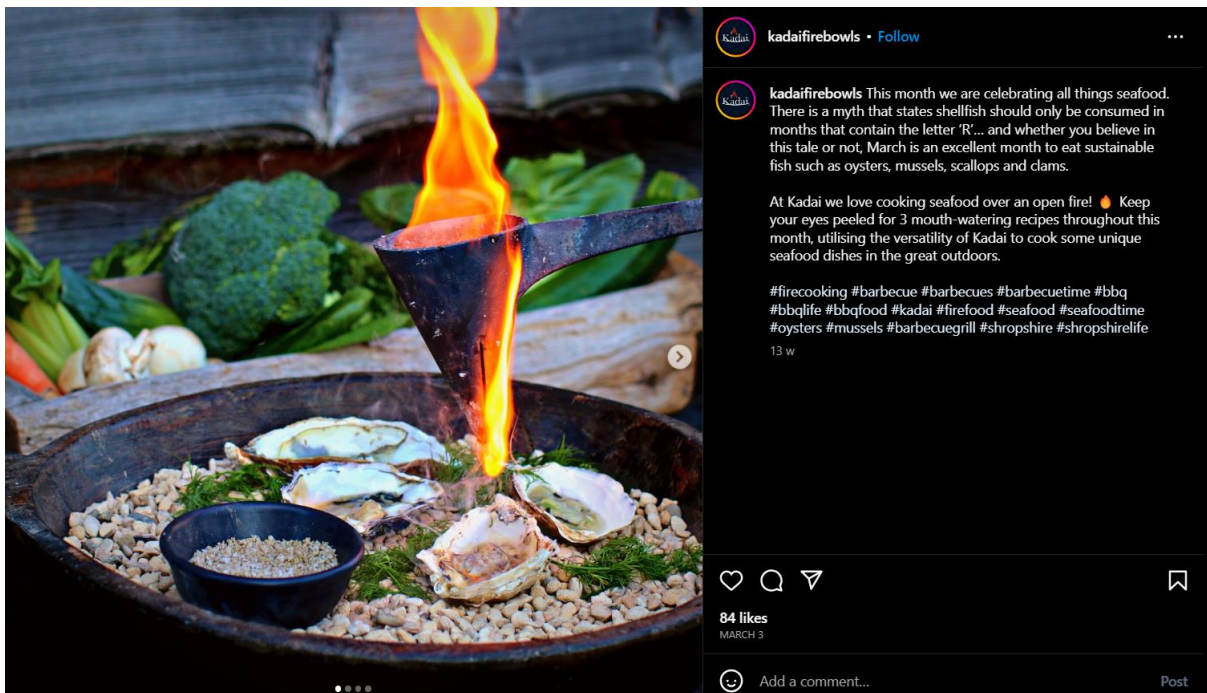
Instagram

Comptetitor Research

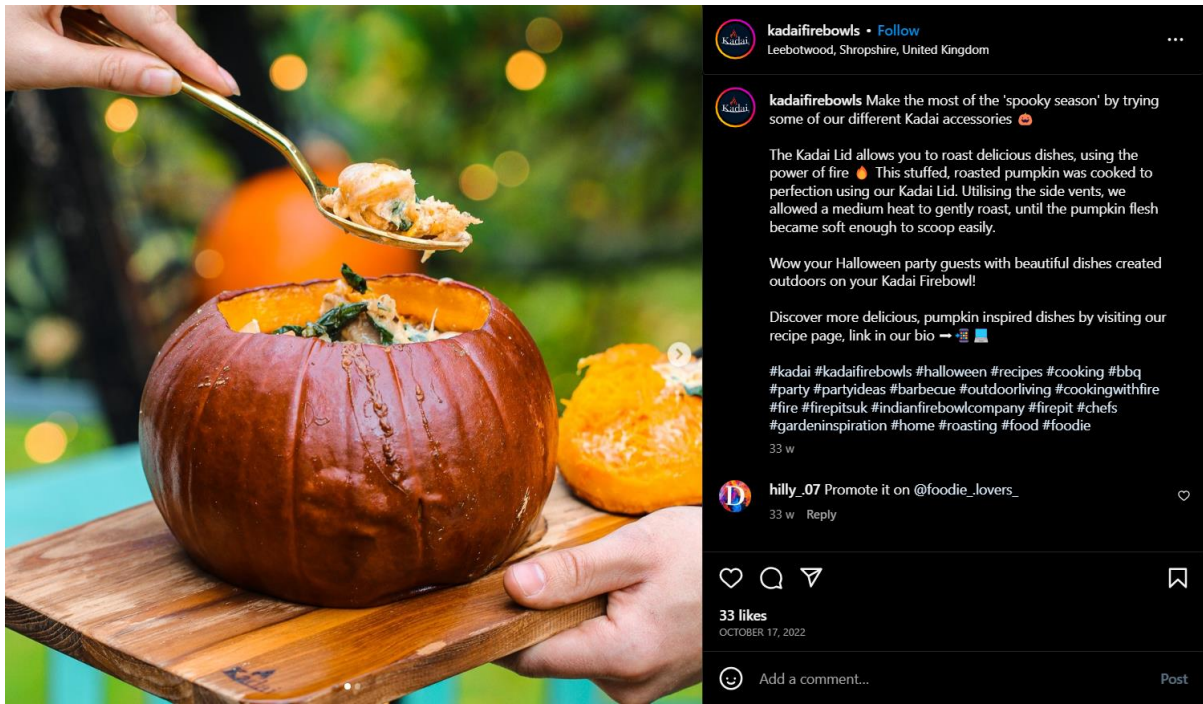
Kadai Fire Bowls

Kadai Fire Bowls are based just west of Birmingham and specialise solely in Kadai bowls and it's applictaions.

Their Instagram page is run as a place where bbq lovers, foodies, customers who have purchased kadai bowls, and potential clients (they do a lot of events) can come to be inspired. These groups would all be potential customers which makes this page very efficient at converting. Interestingly enough, IF have all of the same resources to make a page similar to kadays which is what I would recommend doing.



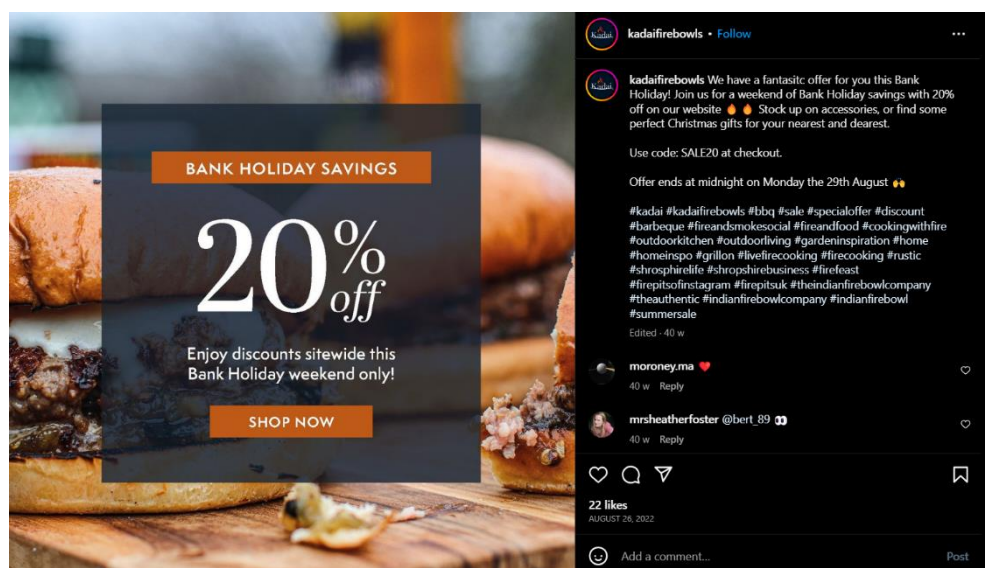
Kadai do a lot of recipes, food themed months, and cooking on the kadai bowl content. I assume that this is supposed to inspire those that have kadai bowls, or BBQs in general, to attempt these recipes which then gets them using their product. The more someone uses a product or service, the more attachment they get to it and this social media strategy is a great organic way to ensure that customers are constantly using their products.



Kadai uses seasons, events, and holidays to organically promote their entire range. They cleverly do this by describing the cooking process through each applications role.

This is genius as it not only gives someone the basic instructions on how to cook the dish they're being shown (the instructions wouldn't be enough to complete the dish, but they do peak interests, which could then cause someone to check out the website for the full recipe) but also sells them the tools they'll need. This style of writing allows for the benefits of each product to be naturally shared through the recipe, achieving several different goals at once.

Kadai share pictures of the end product of their items for discounts and promotions. This let's followers know what purchasing from them will allow them to create.

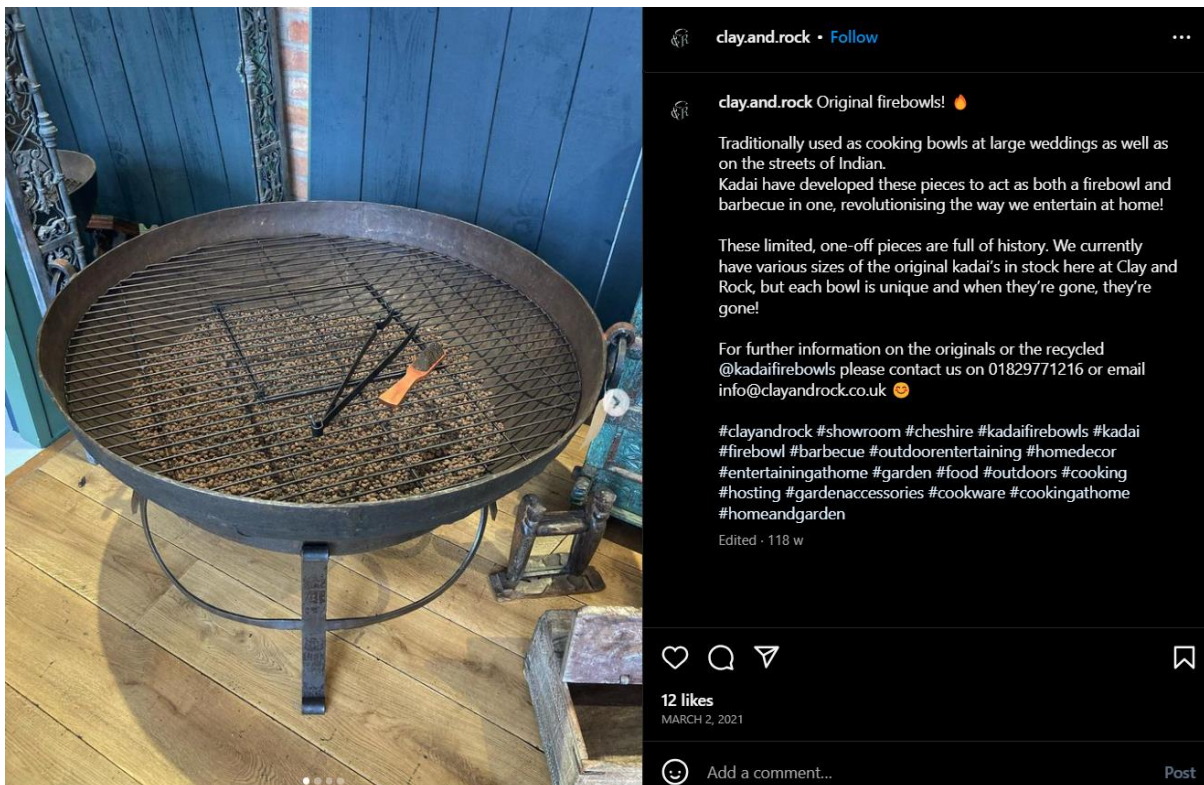


Takeaways from Kadai Fire Bowls Instagram:

- Be a place where your customers / potential customers can come to be inspired or find instructions for how to use your products
- Promote products by sharing their end product (this feels very organic but also sells the product more)
- Kadai seem to work with a lot of influencers and events to further promote their product (I don't know if this is a goal but it's something that would be interesting in the future)

Clay and Rock

Clay and Rock, Cheshire, offer handmade home appliances made with high quality materials from all over the world. They mostly focus on tiles but seem to sell Kadai products (previous case study) in their warehouse.



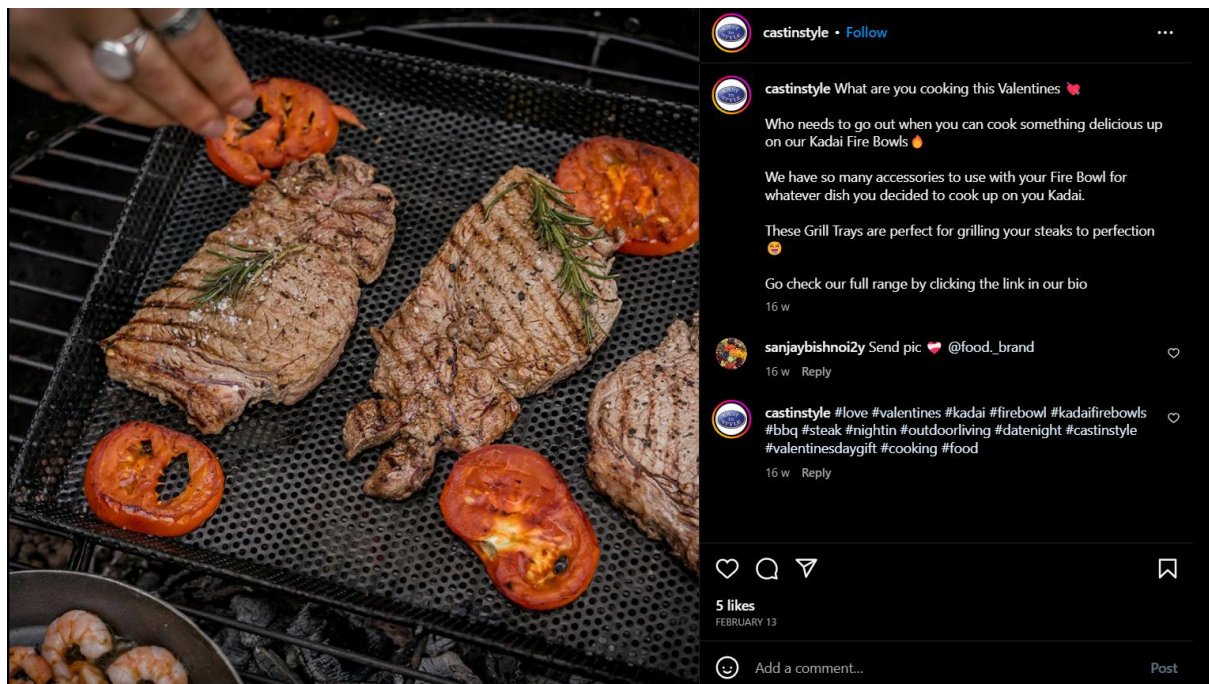
There isn't much to be said on Clay and Rock themselves but the way they promote Kadais range is interesting. They write about the history and physical aspects of Fire bowls which is then used to sell the fire bowl as an upgrade or "revolution" on the traditional BBQ, which I think sells it well.

Takeaways from Clay and Rock:

- Talking about history of fire bowls, especially their original application and development, can then be used to sell them as an upgrade on traditional BBQ's
- (the history of fire bowls could make for an interesting blog post)

Cast in Style

Cast in Style (Cast) is either an offshoot or a store that sells a lot of kadai but the way they sell their products on Instagram is interesting.



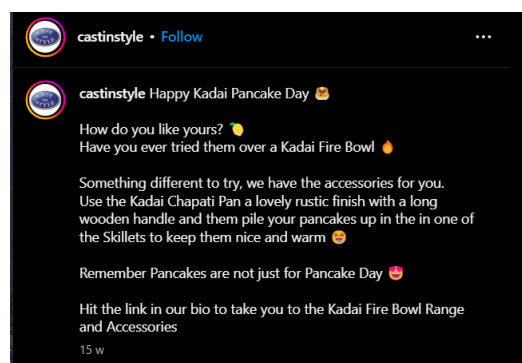
Cast promotes fire bowls as an accessory or alternative to an event. For example, they offer it as a method of cooking food for a party instead of going out to a restaurant. This theme is then doubled down on by having pictures of people eating, cooking food, or generally having a good time around the fire bowl. By doing this, they are connecting the product to being different, trying something different, or the vital step in achieving something. This puts a lot more significance on the item, it is just a way of cooking food after all, which makes it more likely that a customer will buy it to achieve the desired outcome.

Kadai also uses a lot of emojis in their captions to back up their points. Their writing is also quite energetic and witty.

This all adds to a feeling of fun and adventure. When this is combined with their method of offering products as alternatives or methods of achieving something nice, this effect is amplified. After all, cooking food in a BBQ setting is usually a fun and exciting event.

Takeaways from Cast in Steel:

- Put more significance on products by offering them as alternatives to something else, such as eating out
- Products can be sold as a way to achieve a nice outcome, such as cooking cool pancakes outside



- Emojis can be used in captions to add vibrance and excitement to what’s being said. (I would use them to help list benefits)

Instagram Hashtag Research

Hashtag	Number of posts	Who uses it
#firebowl	36,751	Retailers, landscapers, rich people (they seem to all have fire bowls, I assume because they look nice when lit)
#indianfirebowl	268	Retailers, a few users of them
#theindianfirebowlcompany	11	IF, IF customers but pictures don’t show product being used (could change this with uploads)
#kadai	139	Some retailers, mostly used by customers of Kadai
#firepit	2,027,824	A bit of everyone, pictures show off luxury set-ups, also promote a good time
#firepitnight	29,473	Landscapers, retailers, all images give the vibe of luxury
#gardenparty	1,684,856	All pictures look nice and show products in a garden or outdoors setting
#gardenfurniture	650,155	People showing off their gardens, landscapers, florist

How Fire bowls are Received

From my initial research, it appears that fire bowls are connected to a classy or luxury feeling. They certainly look luxurious at night and act as a dynamic light source in night pictures. They also seem to be connected with fun, especially with a group of people surrounding a big fire.

This makes some sense as it is an alternative (or upgrade) to a traditional BBQ which put’s it into its own market. It’s not just another BBQ, which itself is just an outside oven that makes its contents taste smoky, but it’s a fancy BBQ. There are obviously unique benefits to a firepit but on a surface level it is a fancier BBQ.

This could be something that IF explores, the idea that you are going to have a sense of luxury or class by purchasing a fire bowl. It could also be used in a “get pictures that look like this” type of way to attract influencers or people of that crowd. Alternatively, a focus could be on why you should purchase a fire bowl instead of a BBQ.

This approach would require some new pictures to be taken, especially at night and with quite a few people, but the results would be a more luxurious feel to the product.

How I would Create Posts for IF

I would copy Kadai's approach and make my page a place to discover recipes and techniques that can be used on the fire bowl. This would attract potential customers, get engagement from existing customers, and should grow our following within the fire bowl/ BBQ space.



I would incorporate some of Cast in Styles methods and provide our products as the way to achieve something that couldn't be achieved otherwise. As in the post above, by purchasing these products you'd be taking your party to the next level.

I would also use some of Clay and Rocks techniques and share the history of fire bowls. This should make for an interesting post, as well as then allow me to naturally transition into a sell like they do.

I'd use emojis throughout posts to give a vibe of fun and adventure as well as to back up my points. Someone could skim through the post and still get a rough idea of the benefits that the products provide.

Here are a few other ideas for posts/ series that I'd develop:

- Sharing of recipes (picture of end product and then recipe in caption)
- Sharing of new articles (articles I plan to write can be found under the Blog section) in a similar manor to recipes (a picture relevant to the post, and then an excerpt or fun fact from the post followed by a call to action)
- Playing with the idea that a fire bowl can be used to achieve a feeling of luxury
- Sharing some cooked food and then selling the fire bowl as the essential component to achieving that result

- Selling the fire bowl as the revolution to the traditional BBQ, including its history and its unique benefits
- Potentially a series on the history and stages of the fire bowl, would have to find relevant pictures but the end result would be cool

Facebook

The majority of competitors Facebooks are the exact same as their Instagram. This is strange since they have blogs, recipes, and other articles that are much easier to share on FB than Insta. This could go to show that the audience is on Instagram not Facebook, but nevertheless it's a platform I'd want to develop.

I would take a similar approach to the Instagram and make the Facebook page a place where our customers will want to come to. It'll be a place where you can get links to recipes, products, and read cool facts about BBQ's, fire bowls, fire pits, and everything around that topic.

I would focus on the sharing of information since it's easier to do that on Facebook where the link is clickable. This would involve our own information as well as articles from facts sites such as the history of BBQ's and stuff along those lines. Our ideal customer is someone who enjoys outdoors eating and cooking and they should find this stuff interesting and engage with the content.

Sharing Articles

I would start by sharing our recipes articles, maybe one a day, on Facebook as this will give followers ideas for what to cook using the fire bowl.



I would share the majority of the articles that have been written as these will act as good posts whilst more articles are developed. In between articles, I would take a similar approach to Instagram and share a lot of similar content. I would create specific graphics for articles, but other than that it would be much the same.

Articles

I believe that writing articles around the topic of fire bowls, BBQing and recipes is a crucial step for developing the brand and social media presence. Most other competition doesn't write their articles in an SEO friendly way which is where we will differ. Everyone else writes their article titles as if they were for YouTube videos. Mine would be something that a customer would actually search for.

Here are a few of the articles that I would develop:

- Differences between fire bowl and a traditional BBQ
- History of fire bowls
- Recipes (expand on what's already there to the point where it can all be categorized (fish, chicken, meats etc))
- How to throw a great BBQ/ party
- Benefits of having a great garden
- History of garden accessories (early designs of chairs etc)

Email Campaigns and Sign Up

The people who would sign up to our email list are likely the same people that would follow our socials. This is to say that the task will be to convert social media followers into email subscribers, meaning that the right people are already in our "bubble", and we just have to convert them.



Kadai has a good strategy for this, and I would recommend copying them. They have big text overlaying a picture of the end result of said action. In this case, it could be "do you want to become a better griller?" overlaying a picture of someone using a fire pit. The sell can then happen in the caption. This would achieve the goal of showing the end result of signing up to the mailing list whilst also acting as a cool looking post. It would also work for both Instagram and Facebook.

Here are ideas for a few series or ideas that can be used to convert people into email subscribers:

- Discount codes for signing up (easy enough to set up on Concertful, not sure about Mailchimp, I haven't used it in a while)
- Become a grill master (would weekly email tips about using a fire bowl)
- Receive special weekly recipes (same post style as grill master)