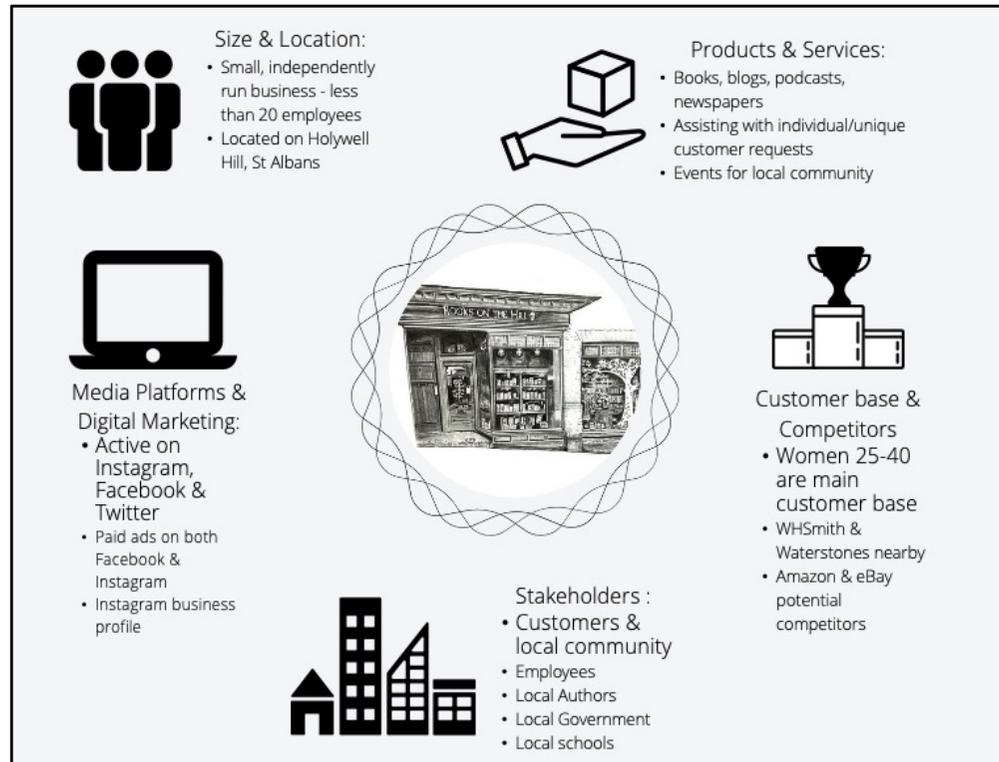


DIGITAL EXPERIENCE &
CAMPAIGN INSIGHTS,
ANALYSIS AND
PLANNING

BOOKS ON THE HILL

Group 3





- Instagram – over 6000 followers
- Twitter – over 1,400 followers
- Facebook – over 1,500 followers

Digital Marketing (SEO)

- Paid ads on Facebook
- Instagram business profile – allows the company to view analytics on their post and see who exactly is interacting with their posts
- Google business profile

Amazon and Ebay: other competitors (Raffaelli, 2017).

The benefits of a structured approach to campaign planning

A marketing campaign plan guarantees that every step of the process is aligned with your company's objectives. (Leadpages, 2019)



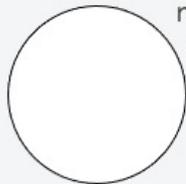
more time for leadership and management to focus on main things



market opportunity



appropriate content to the relevant audience



TASK 2

A marketing campaign plan guarantees that every step of the process is aligned with your company objectives (Leadpages, 2019).

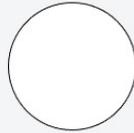
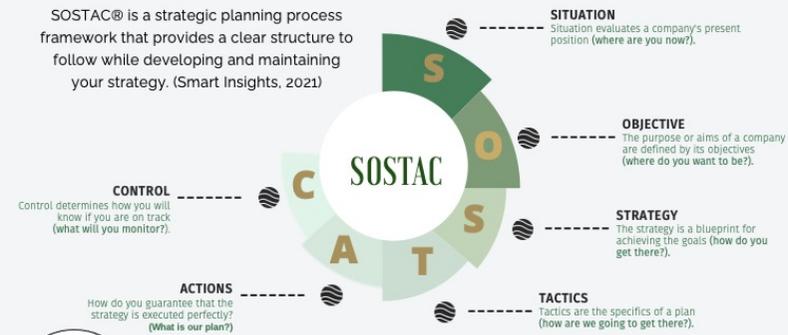
Time for leadership and management

Rapid responses to market opportunities (Rileyandyou, 2015)

Provide the appropriate content to the relevant audience on the right platform

Applying SOSTAC campaign planning

SOSTAC® is a strategic planning process framework that provides a clear structure to follow while developing and maintaining your strategy. (Smart Insights, 2021)



TASK 2

SOSTAC® is a strategic planning process framework that provides a clear structure to follow while developing and maintaining your strategy and allows you to track your progress and predict whether you are going to achieve those goals or not (Daniel-one.com, 2021).

Situation Analysis – Situation evaluates a company's present position (where are you now?).

customer analysis, if you don't know who your customers are or what they want, you cannot offer them products or services that meet their needs or add value to their lives.

Objective Setting – Objectives set the mission or goals for the business (where do you want to be?). (Smart Insights, 2020)

the 5s model

increase brand exposure, client engagement, and, eventually, online purchases. (NetXtra, 2018)

Sell – Grow sales and market share.

Book on the hill should always aim to increase online sales by using incentives such as offering free delivery.

Serve – Add value to what you offer the customer.

To make your customers feel valued, provide outstanding service during the pre-sale, sale, and post-sale phases. Always make yourself available and responsive to your customers. Make the most of the internet to improve your service quality.

Sizzle – Stickiness and the wow factor, Extend the brand online.

Its goal is to provide consumers with relevant and unique online experiences to value the book on the hill brand.

Speak – Two-way communication with customers.

Web interactions such as forums and live chat and doing online market research through formal surveys exemplify how a book on 7 might achieve this goal.

Save – Quantified efficiency gains.

This can be to update book on the hill website by including a FAQ area to save staff time dealing with the same concerns.

Strategy – How are we going to achieve these goals? Daniel-one.com, 2021)

PR Smith suggests segmentation, targeting and positioning to help with strategy. identify potential customers you may not have thought about before. (Daniel-one.com, 2021)

Tactics – What are the details of the strategy?

should specify which market groups you want to target with your approach.

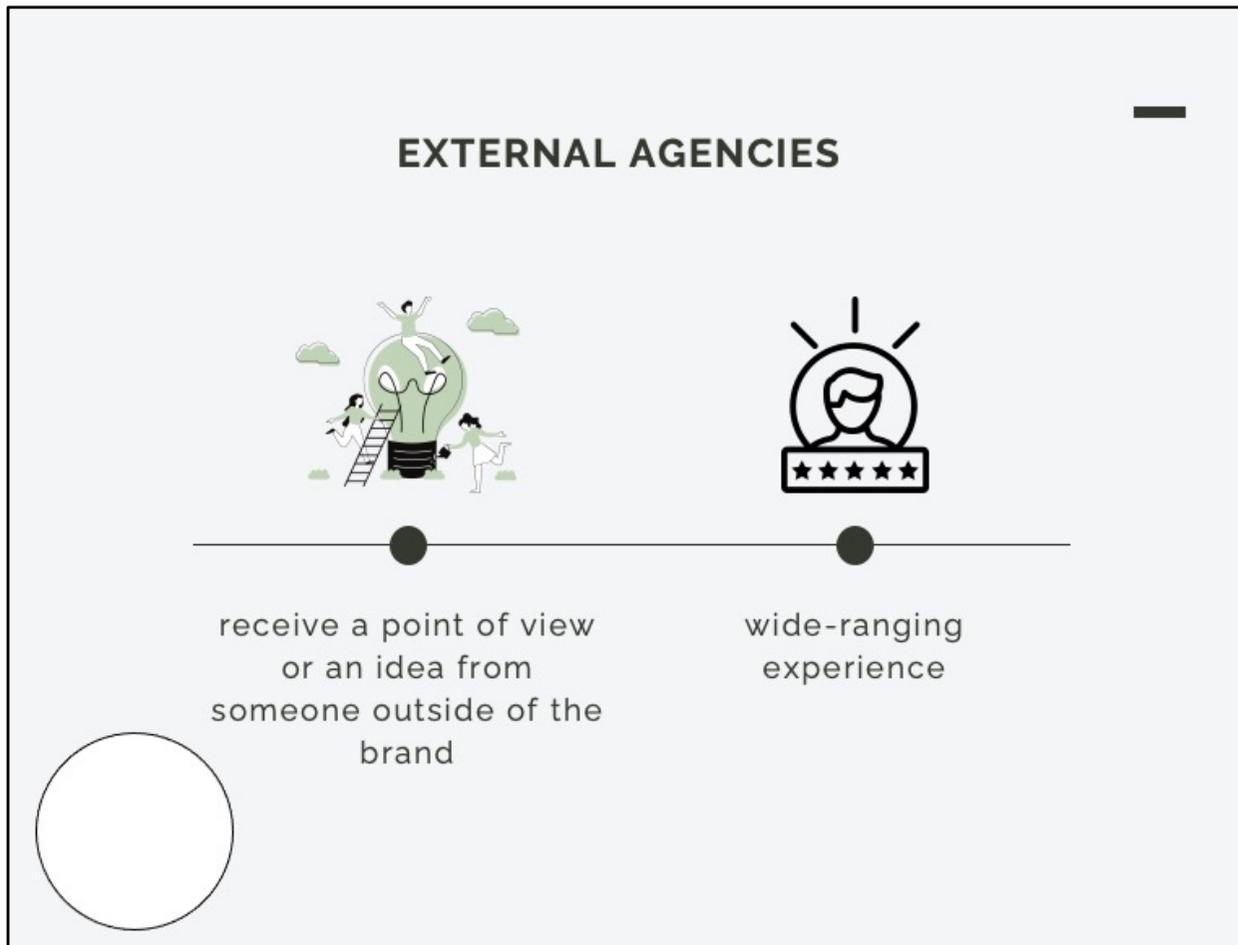
Example

Email marketing. To guarantee that your existing client base receives newsletters regularly, you must develop an email strategy. To maintain a high click rate, open rate, and conversion rate, the methods might involve a variety of campaigns.

Actions – Roles and responsibilities. Who does what?

Assigning responsibilities (who will do what, when how?)

present your action plan, draft and ask for team member suggestions



External agency

A new perspective on book on the hill can be provided by an external agency. It's sometimes useful to hear a perspective or concept from someone who isn't affiliated with the brand. (Lawson, 2019)

they already have wide-ranging experience in the development of full-service campaigns for other clients, therefore they know what works. (Lawson, 2019)



Wonderland Bookshop & Category Is Books

Wonderland Bookshop
A children's bookshop with a difference...

HOME ABOUT ORDERS SHOP ONLINE EVENTS BOOK CLUB PAY IT FORWARD RESOURCES
SELF-PUBLISHED AUTHORS BLOG CONTACT US 0 ITEMS - £0.00 SEARCH Q

A screenshot of Wonderland Bookshop's navigation bar (Wonderland Bookshop, 2021)

'Pay it Forward' schemes

- Donate virtually on their websites
- Redeem money to receive free books

Corporate social responsibility (CSR)

- Supporting the local community
- Loyalty loop
- Aligns with values of B.O.T.H

TASK 3

Wonderland Bookshop: independent children's books (Wonderland Books, 2021)

'Pay it Forward' scheme: donate money to send books to benefit someone's life/send to a local foodbank (Wonderland Books, 2020)

Category Is Books: LGBTQIA+ bookshop

Virtual 'pay-it forward shelf': donate on PayPal or redeem money using a code at checkout (Category Is Books, 2021a)

Corporate Social Responsibility (CSR): more successful than advertising and strengthens loyalty (Cole, 2017).

By adopting a similar practice: more customers entering the loyalty loop, repeat purchasing, positive word-of-mouth (Court et al, 2009).

Aligns with values of B.O.T.H

Pay It Forward Shelf (Queer Book Fund) at Category Is Books

File Edit View Insert Format Data Tools Extensions Help

90% View only

A1

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2	The pay it forward shelf is a system at Category Is Books where the community pre-pay for books and gift vouchers to use the bookshop, so that fellow queers can still take a book home if they are low on cash.												
3	This is a live digital 'pay-it-forward pot' during COVID-19 lockdown to indicate how much is available at any given time. Previous weeks are in the tabs.												
4													
5													
6		20/10	21/10	22/10	23/10	24/10	25/10	26/10	27/10	28/10	29/10	30/10	31/10
7	New In		0	7	10	5			80	0	20	10	
8	Used		0	0	0	0			115.52	0	0	0	
9													
10	Balance	41.84	41.84	48.84	58.84	63.84	63.84	63.84	28.32	28.32	48.32	58.32	58.32
11													
12													
13													
14	To use * the pay-it-forward shelf, just add BOOKCODE: SOLIDARITY somewhere in your book order ** email and you will receive the book you order free of charge.												
15	More information on how to order books here: https://www.categoryisbooks.com/book-orders												
16													
17	You can pay into the pay-it-forward shelf at any time via paypal: https://www.paypal.me/categoryis												
18													
19	Love, Health, Strength and Solidarity to you ALL! ❤️ Charlotte (they/them) + Fionn (they/them)												

A screenshot of a spreadsheet for the virtual pay it forward shelf on Category Is Books' website (Category Is Books, 2021).

TASK 3

The Desired Target customer



According to B.O.T.H their most common readers are between the 25-35 year old threshold



B.O.T.H would love to reach younger audiences, around the 16-25 year old threshold



"The Beginning of the End"

The customer journey

BOOKS ARE FOR EVERYONE!



FROM ONE PERSONALITY
TO ANOTHER

Personality

Persona Description

What is a Persona
Description?

A 'Persona Description' is used to describe personal details related to the physic, background, emotion and attitudes of a fictitious person.



Personalities are what Shapes a person!

Before the COVID-19/coronavirus outbreak, which of the following leisure activities did you typically participate in out-of-home? Please select all that apply.

Asked of internet users aged 16+

[Download Table](#) [Share](#)

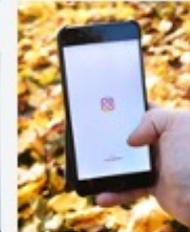
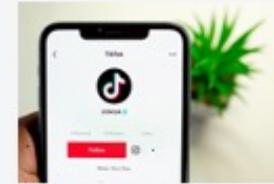
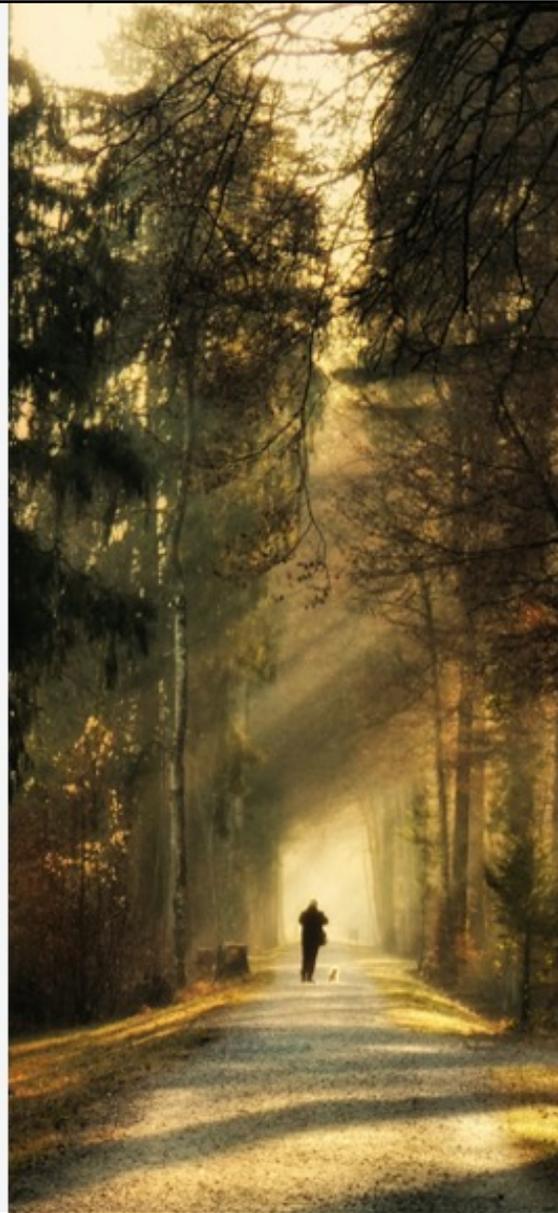
	Sample	Eating out at restaurants	Going to the cinema	Going to visitor attractions	Going to live shows	Going to music concerts / festivals	Using a public leisure centre / swimming pool	Attending live sports events	Playing social entertainment games	Using a private health and fitness club
All	2,000	71%	55%	50%	33%	32%	27%	24%	24%	18%
Gender										
Male	992	68%	51%	44%	28%	29%	26%	35%	28%	20%
Female	1,007	75%	58%	56%	38%	35%	28%	14%	22%	17%
Something other than exclusively male or female	1*	-	-	-	-	-	-	-	-	-
Age										
16-19	119	62%	58%	38%	18%	31%	31%	17%	38%	28%
20-24	167	69%	65%	51%	31%	35%	28%	29%	41%	30%
25-34	362	70%	60%	52%	32%	35%	31%	26%	35%	25%
35-44	338	73%	60%	58%	33%	35%	30%	30%	31%	25%
45-54	363	74%	60%	50%	37%	38%	29%	28%	19%	13%

Here is a Screenshot of Activities people like to participate in. Displaying the different ages and their gender.

Social Media

Social media can have an effect on the way you feel and act.

ONE PATH LEADS TO ANOTHER



The customer journey
Products and Services
Market Research
Having Online Presence
Timeline
Video: Sneak Peek

Social media such as Twitter and Instagram can help retain older audiences through the use of the SOSTAC and RACE model. In order to attract a younger audience, using social media platforms like TikTok which is highly trending in the world when it comes to content. It is used by the majority of young people. Incorporating the RACE model when using TikTok could most definitely help you to attract younger audiences.

The Book Retailing Industry: Other Useful Insights



Adult non-fiction

30% of industry revenue



Target ages 45-54

25% of industry revenue (the highest percentage)

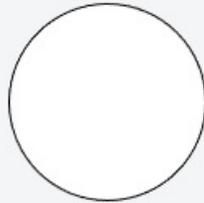
- Disposable income
- Have children (revision books)
- Physical books



Non-book items & increased focus on wellbeing

10% of Waterstones' revenue

- Pens and journals
- Wellbeing trend in ages 16-34: writing in journals or diaries



TASK 3

Adult non-fiction: the most popular sales category, predicted to generate 30% of revenue in 2021-22 (Mak, 2021).

B.O.T.H core customers: women late twenties to mid-forties & another target market: teens and young adults (Mason, 2021)

Consumers aged 45-54 generate the highest percentage of revenue in the book retailing industry (approximately 25%) – higher disposable income, teenage children, purchasing more revision guides. Inclination towards physical books rather than e-books, which have become more popular due to COVID-19 and pose a substantial threat (Mak, 2021).

By expanding its target audience to this group, B.O.T.H could be in more customers' initial consideration set as these customers become aware that the store caters to their wants and needs (Court et al, 2009) – helps strategy of acquiring new audiences.

Waterstones: 10% of revenue due to non-book related sales (Mak, 2021).

B.O.T.H current offerings: candles, vases, paperweights, poetry cards, journals (Books on the Hill, 2021a; Books on the Hill, 2021b).

Consumers aged 16-34: increased interest in writing in diaries/journals to improve wellbeing (Mintel, 2021). Therefore, appealing to this

trend would help B.O.T.H to retain its current market as well as acquiring a younger market.



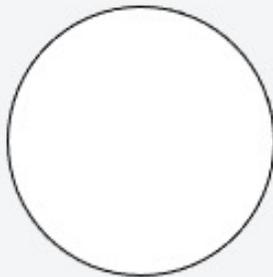
- Creating an account
- Signing up for the newsletter



- Sharing the website on social media sites such as Instagram, Facebook and Twitter



- Purchasing an item online (varying quantities of points could be allocated depending on the price of the item)
- Registering for an event such as a book club.



Our Digital Solution: A Loyalty Program (interactive points system)

Reasons for a B.O.T.H Loyalty Program



ATTRACT SOME OF THE TARGET DEMOGRAPHIC (AGES 16-34)

- Attracted to spending points
- Earn rewards through social media engagement

ACQUIRE NEW AUDIENCES, IMPROVE THE CUSTOMER JOURNEY & CHANGE USER BEHAVIOUR

- **73%:** recommend brands with good loyalty programs
- **79%:** more likely to keep doing business with brands that have a loyalty program
- McKinsey's consumer decision journey: loyalty loop
- Website engagement

TASK 4

Customers are more likely to be attracted to a loyalty scheme when it gives them the opportunity to spend points in-store; likewise, customers aged 16-34 have the highest motivation to earn rewards through social media engagement (Mintel, 2020).

Enable customers to redeem points for free books/gift vouchers.

73% of consumers are more likely to recommend brands if they have good loyalty programs (Bond, 2019); helps to achieve objective of acquiring new audiences due to more positive word-of-mouth.

79% of consumers are more likely to keep doing business with brands if they have a loyalty program (Bond Brand Loyalty, 2019); helps to achieve objective of improving customer journey.

McKinsey's consumer decision journey: a loyalty program means that more consumers enter the loyalty loop and make repeat purchases (Court et al, 2009).

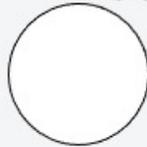
Reach objective of changing user behaviour: encourages website engagement.

In Summary...



Loyalty Programme:

An interactive points system to entice brand loyalty



Our Goal:

Increasing social media (Instagram) engagement by 10% and conversion rates by 15% within the first year of operation



Time-frame

By this time next year (November 2022) this goal should ideally be achieved

Overall, this loyalty system should be effective in increasing brand loyalty amongst customers and should also work in attracting new customers too.

We have already discussed the importance of social media to retain audiences further through the SOSTAC & RACE models, which is why our goal is to increase engagement on social media by 10% within the first year of operation.

Furthermore, we would like to increase conversion rates by 15% by increasing website traffic. Conversion rate is the percentage of users taking a desired action (Nielsen, 2013). The website should have clear calls to action, for example by using images and animations; and forms to be filled in by (new) customers should be clear and simplistic (Tomas, 2021).

This should be easily achievable.



Narrator notes word count: 975

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