**THIS ABOUT BOOK IN THE HILL** [**https://www.books-on-the-hill.co.uk/**](https://www.books-on-the-hill.co.uk/)

**OBJECTIVES - Loyalty Programme: An interactive points system to entice brand loyalty**

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

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

**The digital solution is to make a loyalty program (interactive points system) app**

Prepare a detailed campaign plan for **BOOK IN THE HILL** that includes:

1.1 Details and recommendations for strategy and tactics used

1.2 Outline the digital tools to be used and an outline digital marketing mix (See also Task 3.)

1.3 Resources required for each campaign element including hours, staff and required budget

1.4 Implementation with timings and schedules (this could be a Gantt chart)

The details should all be relevant to the target audience and objectives given in POWERPOINT to the client and related to the customer journey / customer experience. Recommendations should use insights from POWERPOINT and be justified within the context of the campaign, for example the client will wish to know reasoning behind length of campaign.

**Task 3 (THIS IS NOT THE TASK BUT RELATED TO 1.2)**

Produce a creative design brief along with guiding mock-ups (wireframes / sketches / designs / flow chart) for a digital tool that has been suggested (e.g. website, mobile app, voice activated device, VR) mapped to customer journey frameworks.

* Produce mock-ups of at least one of the media suggested in 2.2 to showcase how you will run a campaign based on the digital solution you have suggested. (This can either be 3 versions that will be appropriate for a suggested media platform OR 1 mock-up to show how it will look on 3 different platforms.)
* Produce a creative design brief for a digital tool that has been suggested (eg website, mobile app, voice activated device, VR) mapped to customer journey frameworks.

Key selling points | Desirable features ABOUT BOOK ON THE HILL

* Specific books for research
* **Team of 'experts’ with individual speciality - to offer a good variety for customers - USP  
  happy employees**
* Midway between library and bookshop
* Opening up a coffee shop – based on customer feedback!
* Offer personal/ bespoke service service eg sourcing large-print books / dyslexia / gift wrap
* Go extra mile
* Check physical quality of books after delivery
* Environmentally aware within reason (paper bags/cotton tote bags but use bubble wrap
* Specific page for Harry Potter – through SEO
* Newsletter - online only
* Podcasts
* Bookclub – local and online / Saturday Morning (BYO) / subscriptions: books published within last year only
* Book launches – creates connection between store and customers
* Festival of Culture - local community
* Build relationship with community/give back to community/offering spaces for community to congregate
* Antique books?
* **Family business**
* Set in beautiful 17th century house in St Albans – could be destination shop?
* Diverse customers

**What**?

Books: rare books / antique books

Service

Online Subscriptions – different ones (but only published within last year)

**How**? Online or in person

**When?**

**Shop**:

Busier during Christmas   
Weather-dependent

Changes week-by-week

Books of good quality, credible sources

Summers good online but normally quiet

September poor sales – maybe because coming out of covid?

50/50 split of phone and computer users

**Why** are customers buying?

Want to support local business

Destination shop – unique

Online – because looking for specifics

Unique service special books

Customers who aren’t local

Conveniences

Existing customers supporting local business when closed due to pandemic