



Digital Marketing Plan
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Situation Analysis

THE *IDEAL* CUSTOMER

- ◉ Individuals who frequent *Pinterest* type sites
- ◉ The format will attract:
 - > Online shoppers who browse for unique finds
 - > Those who shop without a concrete goal in mind
 - > Those who merely look for something that catches their eye.

Situation Analysis

THE *IDEAL* CUSTOMER

- ◉ The items will attract:
 - > Females and gamers
 - They be interested as they will be drawn to interesting and exclusive pieces of clothing, vintage accessories, and uncommon technology themed items.
- ◉ The target customer, most specifically:
 - > Mothers
 - Sharebliss.com offers a wide selection of both women's clothing, children's clothing, and items for aesthetic household design.

Situation Analysis

THE MARKET

- ◉ ShareBliss.com offers:
 - > Ease of sharing with its posting centered setup
 - This acts as a chain effect basis for sharing
 - > Ways to meet the needs of the people who want to reach a community of shoppers interested in personally created or thought up ideas.
 - > A market that fulfills needs of those who may be looking for something outside of the cookie cutter online shopping market and further sparks ideas for people to post.

Situation Analysis

THE COMPETITORS

- The competitors are practically one in the same.
- Including:
 - > ShareThis
 - > Pinterest
- These websites...
 - > Fight over the same market
 - > Draw attention from the same consumer
 - > Lack much differentiation
- The best way to beat their competition?
 - > collect more users
 - > have more variety
 - > these will be advantageous

Situation Analysis

THE INTERMEDIARIES, INFLUENCERS, & POTENTIAL PARTNERS

- Customers will be naturally attracted to similar sites, and this may affect their decision to frequent SocialBliss.com.
- If another site sparks a creative interest or does not have an item unique to ShareBliss.com, the customer may search ShareBliss.com for that which they desire.
- Good leads into Sharebliss.com:
 - > Social networks
 - > Blogs
 - Both share personal taste and recommendation
 - Followers may be lead to ShareBliss.com by means of their interest and personal contacts
 - Opinions or promotions for ShareBliss.com on these sites will be trusted

Situation Analysis

THE COMPANY CAPABILITIES

- Sharebliss can get larger if it expands and become something more than what it is.
- Right now it is stuck in a group that is just doing the same thing with no real movement.
- The company itself may have problems growing because you would have to find somewhere to expand from it's original website which could be hard to do.
- The company should have the budget to promote and launch a new product so long as it is an expansion of it's original website.
- The company has a decent user group who actively uses it but it's weaknesses are the fact that it is not original and it lacks variety.

Goal Setting

- Setting Objectives
 - > Extend fan base
 - Aim to have sharing follow an exponential trend through expansion
 - > Multiply their products in variety and quality
 - Ensure maximum customer satisfaction
 - > Focus on developing to the needs and changes in user population, be it accessibility, products offered, or communication
 - Promote growth

Goal Setting

- ◎ SMART Objectives Framework
- ◎ *Who, What, When, Where, Which, Why?*
- ◎ Reach a community of shoppers and sharers to conduct business on Sharebliss.com and expand this user base in 90 day increments. Extend from the original Sharebliss.com interface to create a productive, inviting, and prosperous community of sharing.

Goal Setting

- KPIs (Key Performance Indicators)
- *Measure progress by calculating:*
 - Total number of customers will demonstrate popularity
 - Rate at which the site grows per 90 day period will demonstrate growth
 - Percent of customers returning will demonstrate reliability and satisfaction

Goal Setting

- ◉ Short term goals
 - ◉ Acquire customers through multiple social media networks and have conversations be introduced that promote Sharebliss.com use.
 - ◉ Aim to have customers share their interests and cause a snowball effect of sharing.
 - ◉ Plan to have customers return faithfully and provide support and appreciation for those who do.
 - ◉ Offer special coupons for referrals and successful invitations to Sharebliss.com.

Strategy

TARGETING & SEGMENTATION

- ◉ Sharebliss.com is targeting online shoppers and browsers.
 - > Characteristics of users:
 - Young in age
 - Mothers
 - Product browsers
 - Artistic
- ◉ The users are generally female around the age of 15-45, according to their lifecycle should be around working, living alone or homemaking.
- ◉ Traffic of highly selected products suggests many users are into fashion and home design.

Strategy

Positioning

- ◉ Sharebliss is positioned in the customers mind as just another website similar to Pinterest and the likes of it.
- ◉ You can reinforce the core with more users and products, the company's credibility could improve also by doing this.
- ◉ The online value proposition is an asset to Sharebliss with their Facebook and Twitter ties meaning that they can share the products they enjoy.
- ◉ The key message for different audiences is to browse around for products and figure out what they enjoy and share it to friends.

Strategy

PROPOSITION & MARKETING MIX

- Product – Organization, broader product base, aesthetics and a bigger user base.
- Price – If Sharebliss compared prices with other sites it could upgrade it's Price Mix, making it more competitive.
- Promotion – Using Facebook and Twitter is already a great idea, having users have e-mail notifications on new products by certain brands could help. Using Youtube for advertising online could also work well with getting users.
- Place – Sharebliss is not well known, using Facebook and Twitter helps share it around but it is still not enough. In order to improve on Place Mix they need to do more. Getting Sharebliss into more sites and improving the website itself could help.

Strategy

BRAND STRATEGY

- ◉ Sharebliss can gain credibility and trust by not being so similar to it's competition.
- ◉ Sharebliss looks like nothing special or unique; any user could use Pinterest and find a larger user base and more products.
- ◉ Sharebliss is in desperate need for something unique that makes it different.

Strategy

ONLINE REPRESENTATION OR PRESENCE

- Sharebliss does not need another site but using subdomains could help.
- Using its current social networks, it is on the right track.

Strategy

CONTENT & ENGAGEMENT STRATEGY

- Since it is primarily home-design and fashion...
 - > keep flooding the site with more of those products
 - > keep it all organized and easy to browse
- If it was more organized it could definitely encourage interest, sales, sharing, and customer loyalty.

Strategy

ACQUISITION COMMUNICATION STRATEGY

- I. Search engine marketing (natural and unpaid)
 - > Use paid search engine marketing to automatically appear in a browser's feed. Help familiarize users with ShareBliss by repetition when seeing the ad.
- II. Social media marketing or online PR
 - > Use media to advertise by posting information on social networking sites like Facebook. Television and radio are two other sources of social media, but because it's an online shopping site, use of the internet makes more sense.

Strategy

ACQUISITION COMMUNICATION STRATEGY

- III. Partner or affiliate marketing
 - > ShareBliss could partner with other similar sites such as Pinterest or Twitter to promote traffic to their site. This could be done through advertising on that affiliate's site or through a special highlight post featuring ShareBliss.
- IV. Online display advertising
 - > ShareBliss can utilize online display mechanisms like banners and ads down sites including their own. They can advertise specials and features about ShareBliss on the homepage or a specific page designed for promoting their products.

Strategy

ACQUISITION COMMUNICATION STRATEGY

- V. Email marketing
 - > ShareBliss could offer an email newsletter to their users, where they can sign up to receive news, offers, and stay tuned to the latest at ShareBliss.
- VI. Mobile marketing
 - > Similar to email marketing, ShareBliss can provide a space for users to sign up for text alerts. These could be special offers and exclusive details about the site.

Strategy

SOCIAL MEDIA MARKETING STRATEGY

- ◉ The most important thing ShareBliss can do in terms of marketing is broaden an effective fan base.
- ◉ It's good they're already showing connections with Facebook and Twitter
 - ◉ They need to make sure users are sharing and posting about ShareBliss in a memorable way
- ◉ Partnering with other subgroups on Facebook or Twitter to help promote this posting would be good.



ShareBliss

Retro clothing, vintage pieces, and modern home decor...
An endless variety of items to love!