

# SHAREBLISS

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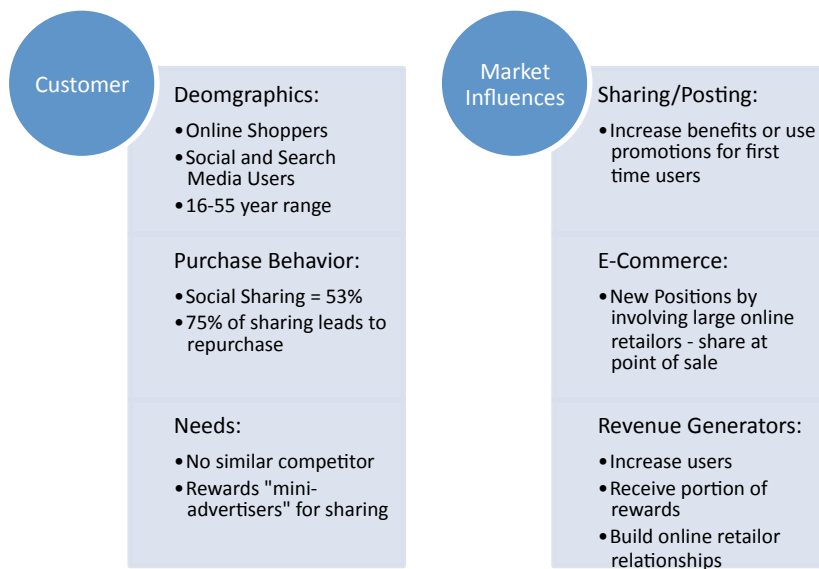
*Digital  
Marketing  
Plan*

## Introduction

For new success and growth of ShareBliss, the following company aspects must be considered. I have highlighted their current situation, applicable goals and objectives for them to consider, and some options for strategy to implement for completion.

## Phase I - Situation Analysis





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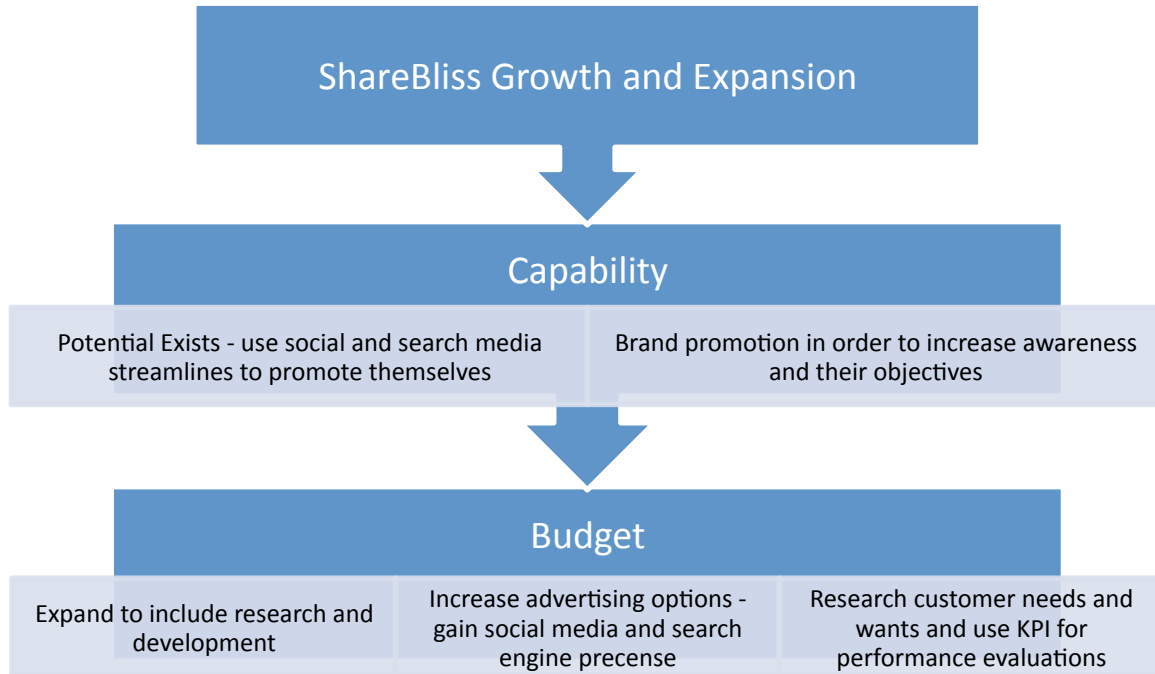
## Competitors

| ShareThis   | The Fancy   | AddThis   | Pinterest   |
|---|---|---|---|
| Who? Sharing between 400million users on 1 million websites   | Who? Similar sharing process allows collection and posting of purchases | Who? Social media add on resource   | Who? Viral online medium to share, pin, and organize favorite products              |
| Like us? Share products and services for repurchase           | Like Us? Very simiilar process/ setup/concept                           | Like Us? Promote social media sharing traffic for businesses                                | Like Us? Allows sharing as well as inspiration boards, no physical rewards to users |
| Features? Widgets applications                                | Features? Picture format that allows repinning and tracks of reposting  | Features? Share button ad on to company website that tracks sharing                         | Features? Pin Board, "Pin It" Buttons on social media sources                       |
| Advantages? Longer existence with more sharing outlet options | Advantages? So similar, no noticeable advantage                         | Advantages? Address the company side of sharing which meets a dfferent need than ShareBliss | Advantages? More established brand name   |

## Intermediaries, influencers, and potential partners

|  |  |  |  |
|--|--|--|--|
|  <p><b>Search Engines</b></p> <p>The high use of search engines on a daily basis can affect purchasing decision. If ShareBliss wants to take advantage of the high traffic that passes through websites like Google and Bing, they need to make sure their advertising and location on searches is relevant. If that cannot be found by these methods, their brand message and purpose will not be exposed.</p> |  <p><b>Aggregators</b></p> <p>It is important for ShareBliss to have a presence online to make sure they have numbers in online aggregated research totals. This will make sure that researching customers are aware of their presence against competitors.</p> |  <p><b>Social Networks</b></p> <p>This is a huge presence to have for ShareBliss. Since their website is based off marketing through these social media resources, they have to make sure that the users of the social media know they exist. Since Facebook users already exist, ShareBliss needs to make sure their benefits and purpose are shared on this medium, that way in return customers start using ShareBliss in addition to the social networking sites.</p> |  <p><b>Bloggers</b></p> <p>Customers use blogs as an outlet of sharing their own personal opinions and stories through an online setting. This means that those bloggers could be a potential advertising space for ShareBliss to take advantage of. If there is a way they can incorporate this into their sharing process then they should. That way bloggers would have an outlet to use the resources they already do while combining it with the benefits that ShareBliss can offer.</p> |
|--|--|--|--|

## Company Capabilities



## SWOT Analysis

| Strengths                            | Weakness                      | Opportunities                                      | Threats                             |
|--------------------------------------|-------------------------------|--|-------------------------------------|
| Great concept                        | Lack of Advertisement         | No competitor exactly alike                        | Competitors attempting to replicate |
| Addresses a consumer's need and want | Lack of Social Media Presence | Resources to make changes                          | Growth standstill                   |
| Great growth potential               | Lack of Search Media Presence | Ability to meet needs of customers with objectives | Lack of performance metrics         |

## Experience/Survey Results

- Personal – My personal opinion about ShareBliss, has been mostly been portrayed throughout this assignment. So again, I really feel that they have a great idea and a lot of potential to have a successful idea and company. They just need to make the changes suggested and look at evaluating their standings, increasing marketing aspects, and making sure users have an adequate amount of information in order user the website and its features.
- Friends – From input received from those who completed the online survey I received similar opinions to my own. They all felt that there should be a bigger presence on social media and search engine channels. None of them have heard of this website, or really the idea that they were promoting. All liked the idea a lot, but were looking for a little more guidance on the features and how it all exactly works. All of these opinions, including my personal ones, can all be easily addressed in order to add to the overall success of ShareBliss.

## Phase II - Goal Setting

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### Objectives:

- ✓ Increase Customer Usage
- ✓ Create Brand Awareness
- ✓ Increase Marketing Efforts
- ✓ Improve Website

## Goal Framework:



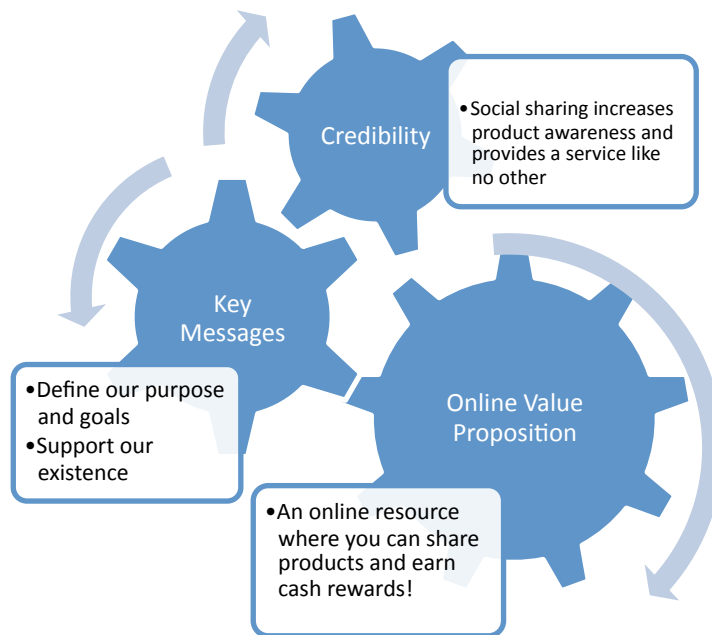
## Phase III – Strategy for Goal Achievement

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### Targeting/Segmentation:

|                         |  |
|-------------------------|--|
| Individual Demographics | <ul style="list-style-type: none"> <li>•16-60 years of age</li> <li>•Internet Purchasers</li> <li>•Social Media Networking users</li> <li>•Search Media users</li> </ul>   |
| Behaviors               | <ul style="list-style-type: none"> <li>•Comfortable with online shopping</li> <li>•Comfortable with social media use</li> <li>•Purchase products that have been purchased and shared by individuals they know</li> </ul> |
| Needs/Wants             | <ul style="list-style-type: none"> <li>•Social Media sharing online already exists</li> <li>•Purchases are looking for a way to earn rewards for their purchases</li> </ul>  |

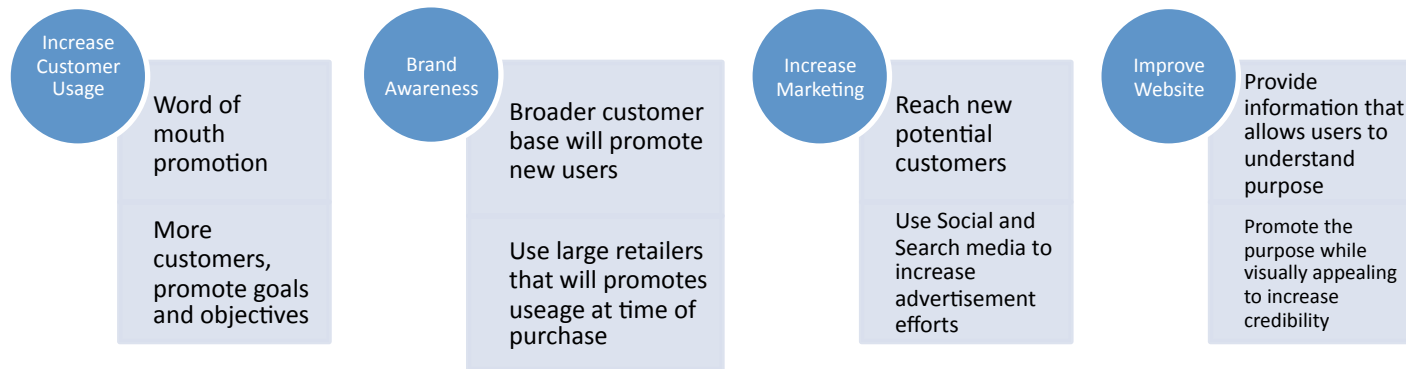
## Positioning



## Marketing Mix

| Product  | Price  | Place   | Promotion   |
|--|--|---|---|
| <ul style="list-style-type: none"><li>• Additional value added through increase of information provided</li><li>• Additional sharing options should also be provided</li></ul> | <ul style="list-style-type: none"><li>• Additional information about reward options</li><li>• Increase rewards based on price of repurchased product</li></ul> | <ul style="list-style-type: none"><li>• Expand sharing options - include more than just Facebook and Twitter</li><li>• Create Search Media presence on places like Google and Bing etc.</li></ul> | <ul style="list-style-type: none"><li>• Use current Facebook/ Twitter presence to attain new customers</li><li>• Use new outlets via Pinterest, Google, and Youtube this will establish a solid brand</li></ul> |

## Brand Strategy: Increase Credibility with Objectives



## Online Representation:

### Expand With Online Retailers



- Build a large online retail relationship
- Promote the act of "sharing" at the time of purchase
- Place ShareBliss logo on item description pages to access

### Use Social Media Promotions



- Place ShareBliss logo on items to be shared directly to account
- Allow promotions to increase sharing and reward amounts
- Provide incentives for current users to promote new members to join

## Engagement Strategy:

### Website Content

Increasing the usability of ShareBliss online will promote their purpose and give information that should be readily available to current and prospective users. This information will already begin to provide valuable content that will engage users in our mission as a company.

### Representation

Using a large retailer to promote our purpose and company would gain a lot of engagement. To see that a large already branded organization is promoting us on their product pages would create a strong brand for us while increasing our marketing channels.



## Acquisition/Social Media Strategy:

### Search Engine Marketing

- ShareBliss needs to promote their name on large Search Engine companies like Google and Bing - currently no presence exists
- This will promote traffic and a high number of website hits if they enter this marketing segment

### Social Media Marketing

- ShareBliss promotes Facebook and Twitter consumers only - consider entering into YouTube, Pinterest, and other similar online sharing companies
- Use the current presence to increasing using previously discussed methods

### Partner Marketing

- Build relationships with large retailers (ie Amazon) to strengthen brand and promote our site
- Use ShareBliss logo to create an instant sharing option for online shoppers to use
- This will create traffic, new users, and an additional sharing option

### Online Display Advertising

- Use increased advertising on Social Media as well as Search Engine Marketing to strengthen the ShareBliss brand and bring attention to our online presence

### E-Mail Marketing

- Increase traffic by emailing current Facebook and Twitter users that exist, but do not have a ShareBliss sharing account
- Use these existing marketing channels to promote new users

### Mobile Marketing

- Look at create an Application that would allow quick and easy sharing
  - This could be tied directly into the online social sharing accounts - like if shared via Facebook/ Twitter it would also be updated directly to their ShareBliss shop
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## Phase IV – Executive Summary

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The following figure gives a brief overview of the key points that ShareBliss should focus on. It gives a summarized display of the areas discussed in this digital marketing plan. This is also the section that serves as a quick view point for information about the plan and if executed the overall success and insight that this plan will give. Overall, a beneficial future awaits ShareBliss if their current situation is understood and new approaches are implemented.

