



Digital Marketing Plan

By
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Executive Summary

This marketing plan focuses on Passion Planner, a company based in San Diego that creates planners to help you simplify your life and focus on your goals.

Funded in 2012, Angela Trinidad, the company's CEO, managed to raise over \$45,000 in Kickstarter in less than three months to launch her new company. Within a few months of the launch, Passion Planner managed to become a staple planner in top websites, most notably Amazon. Seven years later, Passion Planner has grown to become a global company with a thriving community. As this company continues to expand, competition has increased in the planner market. Brands such as Erin Condren, Ban.do, and Panda Planner, are now among the top searches and options for life planners.

For this marketing plan, I want to concentrate on a strategy that will help us grow market share relative to our main competitors and help establish Passion Planner as the number one option for people looking to buy a planner. I want to focus on increasing awareness and implement strategies that will generate leads. As an e-commerce based product, it is crucial to create a plan that will help us optimize our digital presence. We want to be able to have specific objectives and goals in order to create a focused campaign that is specific to our target audience. Our target audience will be developed using an audience persona, which will help us create our ideal customer.

As I create this plan, the purpose is to have a consistent marketing strategy that will analyze the current state of the brand's presence and identify areas in which we can improve on based on competitor research and target audience definition. This allows us to solidify the goals of the company and also identify any trends that could help better position the product offering to maximize lead generation and revenue.

Many of the aforementioned brands offer similar products that are highly rated in broad searches and online stores. However, Passion Planner brings unique characteristics that other brands do not. Our planners are targeted for customers that want a tailor-made product to maximize their productivity and personal growth. By understanding the product's competitive advantage, we can focus the marketing strategy to exploit this to enable our brand to stand out from the competition and focus on bringing new customers into our unique planner community.

Keyword Research & Strategy

Passion Planner is currently a global company and has become strong viable option for people looking for a planner. As we dive into the keywords we currently use, we can see the brand's name is included near the top in organic searches. We also want to rank keywords that our top competitors are using. Brands such as Day Designer, The Happiness Planner, MissTiina, and Erin Condren are amongst the companies that rank within the same category as Passion Planner.

The below tables break down search keywords into three categories:

1. **Figure 1:** Shows the top organic keywords found for Passion Planner, volume per month, and ranking in Google searches
2. **Figure 2:** Shows the top organic keywords found for our top competitors (mentioned above)
3. **Figure 3:** Shows potential new keywords we will want to focus on based on research from MOZ, SEMRUSH, and Google Keyword Planner

Current Keywords	Volume/ month	Rank
Passion Planner	60,500	1
Planner	165,000	3
Goals Planner	5,400	1
Passion Planner 2017	5,400	1
2017 Planner	27,100	11
Passion Planner pdf	1,600	1
Water tracker	8,100	2
2018 agenda planner	390	13

Figure 1. Data from SEMRUSH. Passion Planner's top organic keywords, volume per month, and Google search position.

Competitors Keywords	Volume
Daily Planner	12,100
Monthly calendar	40,500
Printable planner	3,600
Life planner	12,100
Monthly planner	8,100
Academic planner	6,600
Dream planner	100-200

Figure 2. Data from SEMRUSH. Competitors top organic keywords and volume per month

New Keywords	Monthly Volume
Agenda	30-70K
Journal	11-30k
Best Planners	50-100
Printable Planner	1k-2k
Productivity Planner	2.9-4.3K
Calendar Planner	800-1.7K
Happy planner	30K-70K

Figure 3. Data from MOZ. Potential new keywords and volume per month

For our strategy, we want to build content on long tail and short tail keywords. We want people to find us in high volume words. But more importantly we want to focus specific niche phrases that might not necessarily garner high traffic but attract customers that are more readily inclined to purchase our product. We want to make a plan to further develop our web pages and optimize the site's structure to be optimized for these keywords. This will increase our relevancy with potential customers and lower our site's bounce rate.

In order to promote visibility for these keywords, we will want to create content that targets these terms. The goal is to continue to expand our blog with stories that will contain these keywords in future posts. Currently, Passion Planner only contains 18 blog posts, which

concentrate on wellness practices and planner guides. In addition to these topics, we should also write blogs promoting our printable agendas, educating customers on how to use the water tracker portion, and instructional posts on how to use a monthly planner, etc.

This will not only help us optimize our content for SEO, but will become a resource for our clients to use. It is important to become a tool for customers who are in different stages of the funnel. Whether they are in the “awareness”, “interest”, or “desire” stage, high-quality content will help them easily learn and navigate to our website.

If we look into [answerthepublic.com](https://www.answerthepublic.com), there are some common phrases we can use to jumpstart ideas in creating our future blog posts (content-related strategy will expand on this idea):

- **why are planners helpful/useful/effective?**
- **planners where to buy?**
- **which agenda to use?**
- **How to organize planner?**
- **Who sells planners?**
- **Who created passion planner?**
- **Why passion planner?**

Content Strategy & Analytics

For Passion Planner, we want to create content that hits the keywords our competitors are using but also new ones to generate more leads. All of our main competitors have a well established blog with general focus in educational content and blogger takeovers, where we invite outside people to write for our blog. We want to make sure we are also reaching the audience who is interested in reading this type of content.

Our metric to determine blog effectiveness is by the number of website clicks and views.

Below are topics that we will want to include in our blog:

- How to increase productivity using Passion Planner
- How to use roadmaps to achieve your goals
- 5 ways to use our printable planners
- How to use our water tracker
- Best way to organize your academic work
- Blogger Takeover: student, mom, entrepreneur
- Top tips for organizing your desk
- Passion Planner gives back
- 5 creative ways to use your planner
- How to schedule time for self care

How will you measure whether your content writing and linking efforts are successful

For the blog, success will be measured by the amount of backlinks derived from high scoring websites such as Refinery29, HuffingtonPost, Buzzfeed, Business Insider and so on. If the links are generating leads (i.e. people are signing up for our newsletters), we will measure that as a win. We will not necessarily concentrate on making a sale through our blogs. This will be for informational and educational purposes so we can obtain higher relevancy, and be a resource for customers. A sale will be a bonus but not a measurement of success.

In order to write successful content, we have to keep our target audience in mind as it is important to know who we are speaking to when we are writing. For Passion Planner, I see two main different personas that we can target:

1. **The student:** Female. 18-26 years old. Loves to be organized or would love to learn about being organized. She not only likes to write notes down, but appreciates other aspects of her life to be organized as well. She could be juggling social, academic and work life and wants to find a way to balance it all.

2. The entrepreneur: Female 22-40 years old. Is always on the go, and is passionate about her business. Hard working, and puts in long work hours, and goal oriented.

For lead generating, we want to provide content that will be useful for both, student and entrepreneurs. These are the people who will benefit from purchasing our planners as well as reading our blog.

Types of questions customers are asking related to Passion Planner.

1. What is the difference between the three planners offered?
2. What is the best way to use Passion Planner?
3. What are some productivity tips ?
4. What is the best agenda?
5. Why are planners useful?
6. Why are planners helpful?
7. How to download Passion Planner?
8. How to organize passion Planner?
9. How to use Passion Planner?
10. What is the best feature of Passion Planner?

Content marketing topic ideas related to the target keywords

1. Productivity
2. Organization
3. Goals
4. Entrepreneurship
5. Wellness
6. Academia
7. Time Management

Competitor keywords we want to build content topics around.

1. Daily Planner
2. Academic Planner
3. Printable Planner
4. Reassess
5. Chore Chart
6. Self Awareness
7. Inspirational

Types of content that can be created

Besides the blog, videos and infographics should be further developed to increase SEO. Passion Planner currently has a Youtube channel where it contains a lot of instructional “How-To” videos that discuss the latest products. This is a great tool that should be continued to use to cover all areas of the keywords mentioned above. It is a creative way to communicate to our customers on the many ways Passion Planner can be used. A Youtube channel should be a bi-weekly segment, not just one video every few months. This will be a great resource for customers since Youtube is a top social media platform. Especially since Passion Planner has a unique product offering, it is best to have videos that can further guide customers and foster a sense of community. We will optimize these videos by including keywords within the description, the title, and the images.

Another option would be infographics. The way that this can be done is either within a blog post, demonstrating the usage of the product, or how our non-profit campaign works. Infographics can be a useful tool to breakdown long chunks of information into an easy readable template. This can encourage people to stay on the page and can decrease bounce rate. We would optimize this by including key words in the infographics itself, the description and the title as well.

Content distribution

Blogs posts should be promoted on Instagram, either by creating a post mentioning the post or linking it in the bio and stories. They should also be promoted on Facebook by creating a post, for Facebook it would be best to use a promoted post to reach a higher audience. Youtube videos and blogs should both be included in a newsletter. We want to make sure we provide educational resources in our emails.

Link-building & SEO Strategy

Current websites linking back to Passion Planner

Tumblr

- francescadarimini.tumblr.com
- Aloha-nessa.tumblr.com

Reputable websites

- www.buzzfeed.com/treyegreen/planners-pretty-best-organized
- www.washingtonpost.com/news/monkey-cage/wp/2017/12/09/the-2017-tmc-holiday-gift-guide/
- weheartit.com/articles/317455104-the-ultimate-back-to-school-guide

Other

- www.kickstarter.com/projects/angeliatrinidad/passion-planner-the-one-place-for-all-your-thought

Passion Planner website's domain authority

Domain Authority

 53

Competitors Backlinks

Erin Condren	Domain Auth.
www.bustle.com/p/15-weird-ways-to-tell-if-you-own-too-much-stuff-according-to-organizational-experts-73785	91
www.buzzfeed.com/nataliebrown/clever-organizing-ideas-to-make-your-life-so-much-easier	93

mashable.com/2018/04/30/gift-guide-graduates/	93
www.businessinsider.com/organized-planner-videos-are-all-the-rage-on-youtube-2015-8	93

Figure 4. Erin Condren backlinks and domain authority

MIIS TIINA	Domain Auth.
www.pinterest.com/pin/61220876158995168/	88

Figure 5. Miss Tiina backlinks and domain authority

Day Designer	Domain Auth.
www.huffingtonpost.com/dr-nikki-martinez-psyd-lcpc/the-top-planners-to-organ_b_13855130.html	94
www.entrepreneur.com/article/317613	88

Figure 6. Day Designer backlinks and domain authority

The Happiness Planner	Domain Auth.
www.entrepreneur.com/article/317613	
nymag.com/strategist/article/best-planners-organization-productivity.html	89
medium.com/@classycareergirl/10-best-planners-for-2018-3c5d138b1eaa	96

www.hgtv.com/design-blog/clean-and-organize/guide-to-2017-planners	85
www.apartmenttherapy.com/no-time-for-bullet-journaling-7-daily-planners-to-try-instead-241653	84
www.brit.co/planners-for-2015/	85
www.seventeen.com/life/school/advice/g1024/college-packing-list/	81
www.teenvogue.com/gallery/best-2018-paper-planners	86

Figure 7. The Happiness Planner backlinks and domain authority

All of the links below have a domain rank higher than 80. These are the number we will want to have for backlinks to our website. Since these websites have a high rank, these are the websites we will be targeting for our campaign.

Our top websites will be:

- www.seventeen.com
- www.businessinsider.com
- www.entrepreneur.com
- www.teenvogue.com

Briefly describe how you will approach these websites for links.

In order to approach these websites, I will need to create content that is similar to theirs. We want to make sure their audience will benefit from the content they are providing. We will show testimonies of how well our planner has worked for many people, and showcase how their audience matches with ours.

Paid Search Advertising Strategy

Paid Search Goals:

Passion Planner is already a big name on the planner industry. As far as our business goals, although we want to continue creating awareness, we want to concentrate mostly on generating leads. This will come in the form of newsletter signups or product sales. We want to turn those clicks into part of the #pash community and make them our customers. It would be divided into 20% awareness, 40% generating leads and 40% conversion sales.

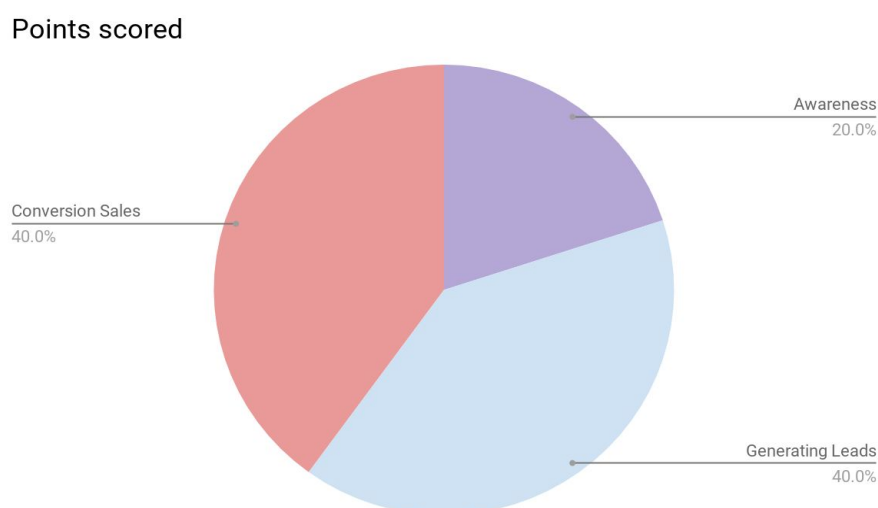


Figure 8. Visual representation of paid search goals

CPA (cost per acquisition) Goals:

AOV right now: \$40 dollars.

CPA I am willing to pay up to \$100 dollars for a lead.

Keyword Variations for PPC Campaign:

Based on previous research, we will want to include the word “planner” for all keywords variations. We will also include an adjective that describes the purpose.

- Planner for Productivity
- Productivity Planner
- Plan your days with Passion Planner
- Get productive with Passion Planner
- The Goal Planner you need

- Get organized with Passion Planner
- The Planner that helps you get organize
- Accomplish your goals with Passion Planner
- Your daily organizer
- Reach your goals with Passion Planner
- The planner that helps you accomplish your goals
- Get productive and accomplish your goals
- The daily planner that gets you organize

Competitor Analysis:

Below are the top PPC campaign from our main competitors. Included are examples of the campaigns shown on the Google's search engine.

- **Day designer:** Best Daily Planner, calendar with planner, planner calendar, daily planner calendar
- **Erin Condren:** monthly planner, planners, planners 2018
- **The Happiness Planner:** personal development journal, how to start a self improvement journal
- **MISS TIINA:** Currently does not have any PPC campaigns

 Highlight Ad Copy
  Screenshot

The Happiness Planner® | Focus on What Makes You Happy

<http://thehappinessplanner.com/>

A beautiful planner/journal designed to help you cultivate happiness. ??????.

Ad Position: 3 Date: September 2018

Figure 9. The Happiness Planner current Google advertisement

Deluxe Monthly Planner | For a Stylish, Successful 2019

<http://erincondren.com/>

Achieve Your Goals, Celebrate Important Dates & Say Yes to Your Most Successful Year Yet. Personalize and Customize an Organization System That Suits and Simplifies Your Busy Life. Customized & Person
Deluxe Monthly Planner - 25% Off Dated Planners - 40% Off LifePlanners - Journals

Ad Position: 1 Date: February 2019

Figure 10. Erin Condren current Google advertisement

Some of the keywords overlap with PPC campaigns with Passion Planner. Keywords such as 'planners' and 'planners 2018' are two of the top ones that our competitors are using as well.

Match Types:

Passion Planner currently has campaigns that concentrate on including the word planner in all of their phrases.

So in order to build from that, we will want to keep using the word planner and its synonyms. From there we want to use different variations of match types to optimize our ads.

We want to use a combination of broad match, phrase match, and exact match. Broad match will be used for words that are similar to "planner" as well as words that promote topics on our blogs. For phrase match, we want to use phrases that will target the purpose of the planner, including themes employed within the planner. For exact match, we will want to use keywords that highlights our product, promotes our conversion sales, and variations of the company's name.

I have also included negative types, since there are a few keywords that we do not want to associate with our product. This could be used because we do not offer a particular service, or our planner does not include a certain feature. We want to make sure we are not paying for words that provide services we do not offer. Since our main focus is conversion sales and leads, we want to make sure people can find the exact information in our website.

Below are some phrases we can be using for each type:

Match Types	Phrases
Broad Match	Planners for productivity, Best planners to stay organize, How to improve productivity, Best ways to stay on track, Achieve goals, Entrepreneur planner, tracker, wellness planner, daily organizer, life planners,
Phrase Match	Monthly reflections, Best Planner, undated planners, Passion Roadmap,
Exact Match	PassionPlanner, Passion Planner, Planner Passion, Planner, Planners, 2019 Planner, Planners 2019
Negative	Customizable planner, wedding planner

Figure 11. Match type and phrases that could be used in paid search

Ad Design:

The purpose of the ads will be to use the keywords that we have previously discussed, showcase our offerings and benefits, and finally promote our products to increase conversion sales and leads.

Our first ad focuses on using our research to hit specific keywords that will help us optimize our ad and create relevancy for people searching those phrases. We want to show what products we offer, any sales we are having, and mainly focus on describing exactly what Passion Planner will do for you.

Our second ad will focus on promoting our new agenda of the year during peak selling season. During those months of November through March, when people are looking to buy their new yearly planner. We want to make sure we are promoting our products, showcasing what our planner can do, and include any offers if applicable.

Examples of potential Passion Planner ads:

Passion Planner | Live your most productive life - 20% off

www.Passionplanner.com

Accomplish your goals and stay organized with Passion Planner. Make the most out of your day even on those busy days. Dated, academic, and undated agenda for your weekly, monthly, and yearly plans.

Free shipping on all orders. Worldwide shipping.

Figure 12. Example ad that uses targeted keywords for increase relevancy

Passion Planner | Best 2019 Planner

www.Passionplanner.com

Achieve your goals this year and keep your resolutions on track with Passion Planner. The best way to stay organize and find the roadmap to success.

Free shipping.

Figure 13. Example ad for peak selling season

Paid Media

Google Shopping Paid Media Goals:

Since Passion Planner is solely based as an online store, Google shopping is a big territory for us. Our main goals with Paid Media would be to increase our website traffic and planner sales.

Paid Media Product Identification:

Passion Planner only offers one category for sales, and that is the planner. Although it sales three different kinds, they all fall under the same category. One of the most important products within the category is the dated academic planner. This is because we need to sell this planner within the year its produced.

Identify Vendor Competition

If we look at Google Shopping for our most popular product -the academic planner- this is our main competition:

- Erin Condren
- MochiThings
- Minted.com
- Target
- Urban Outfitters

Passion Planner does not position in the top position for this category for Google shopping. As we can see Erin Condren is the first option, this might be due to a higher relevancy and higher traffic due to the fact that they sell various products on their website.

They also have the highest price for a planner at \$35.00, while Target offers a \$7.99 planner. Passion Planner currently prices the academic planner at \$35.

Targeting

As we work on the campaign, it is important to narrow down who and where we will target our ads. In this case, we will focus primarily in the United States since they are currently our biggest buyer. If we were to be more specific, we would mainly target states such as New York or California. Within California, for example, we would target cities like San Diego, Los Angeles and San Francisco, since they are the most populated places.

Shopping Feed Attributes

2019 Academic Planner Black

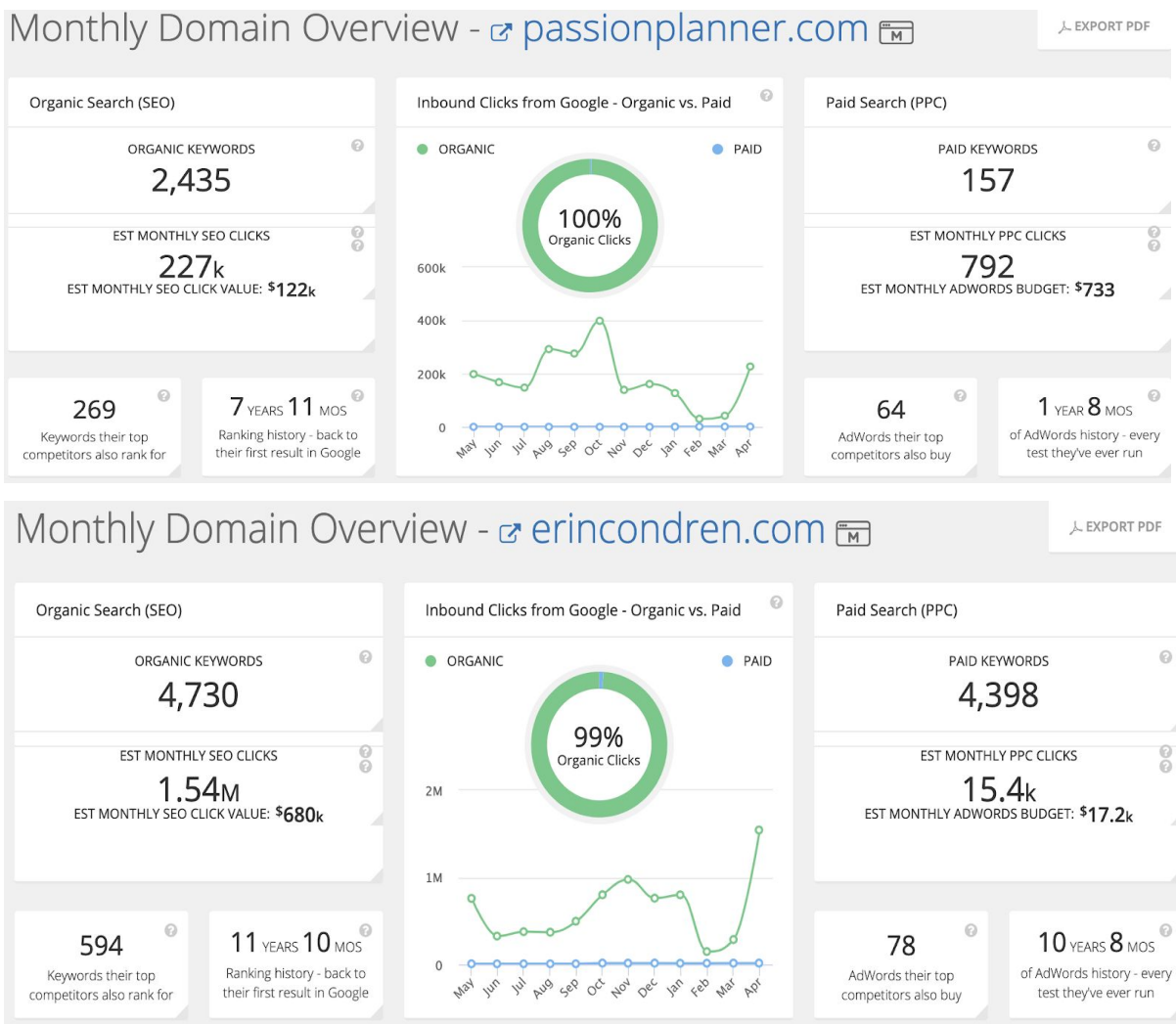
Optimized Title

Passion Planner - 2019 Academic Planner Black Brand New for \$35. Currently available in 3 sizes. Product Category 784.

Devices

All of our products are available on the website and can be purchase from computer, mobile and tablet. We do not have to make any bid adjustment on certain devices, but probably in the future we will do for mobile.

Bidding



Keyword	Ad Timeline	Cost Per Click	Monthly Cost	Monthly Searches	Ad Position	Total Ads
passion planner passionplanner.com		\$0.38	\$4.19k	0	1	2
planners 2018 passionplanner.com		\$0.86	\$1.82k	74k	2	5
2018 academic planner passionplanner.com		\$0.96	\$120	880	2	8
best day planners passionplanner.com		\$0.87	\$3.33k	6.6k	5	8
passion planners passionplanner.com		\$0.41	\$27.90	74k	1	2

I think the only ones we would be higher for are planner 2018 since it has a high search number as well as best day planners.

Standing Out

For us it is important that we are a google trusted store since we are a global company.

This is the URL to sign up: <https://merchants.google.com/Signup>

How to Become a Google Trusted Store

Step 1: Go to Google Merchant Center to Sign up or Select a program. You first have to create an account on Google Merchant, once you have created your account, you can log in. Once you are in, familiarize yourself with the dashboard.

Step 2: Choose Customer Reviews. There are various programs you can choose from such as ads, product reviews, dynamic remarketing. Explore all of them.

Step 3: Read and Agree. You must read the Customer Reviews program agreement before you move on. It has quite a bit of useful information in it so fully read it. Select that you have read and agreed to the document. Click Save and Continue.

Step 4: Paste a Survey on Your Website. Here you will receive a bit of code to insert on your website. Google guides you through that process, but the code is for displaying a survey reminder to customers who want to give feedback.

Step 5: Display Your Badge! Before, the evaluation process would take around 60-90 days, but that seems to vary depending on the merchant. Regardless, you'll eventually get an email telling you whether or not you've been accepted. If you have been accepted, Google provides a Google Customer Reviews badge for you to embed on your website.

Any special offers you could offer with your Google Shopping ads for your products?

I could offer a 20% off discount.

Action Plan:

In order to get our product marketed at its best ability, we will keep track on our competitors bids to make sure we are bidding at the best price point. We will make sure our titles are optimized to its best capability. We might to need increase our budget for certain keywords that have high traffic, and we might have to change bids for mobile shopping.

Email Marketing, Retargeting & Creative Strategy

Type of Email:

For our email campaign, we would like to use both an informational and promotional campaign. Since our goal is to generate leads and create conversion sales, an informative email will contain our blogs, updates, and Youtube videos. Our promotional campaign, on the other hand, will have a current promotion of our discounts and promote a newly released size for our planners.

Email Subject Lines:

- Finals got you down? Get organized with these top tips.
- Top tips to organize your week during finals!

Email message:

Feeling the stress of finals? We got your back.
Find the best tips to keep you organize and productive during finals weeks.
Check out our blog!

Email images:

These images are the ones that will be used for the blogs as well as the video that we will be using. These images will be linked to the blog page and the video will be linked to our Youtube link.



Check Out The New Passion Planner Features



Nav Structure:

We will feature the top 4 navigation buttons on our email: SHOP, BLOG, OUR STORY, DOWNLOADS.

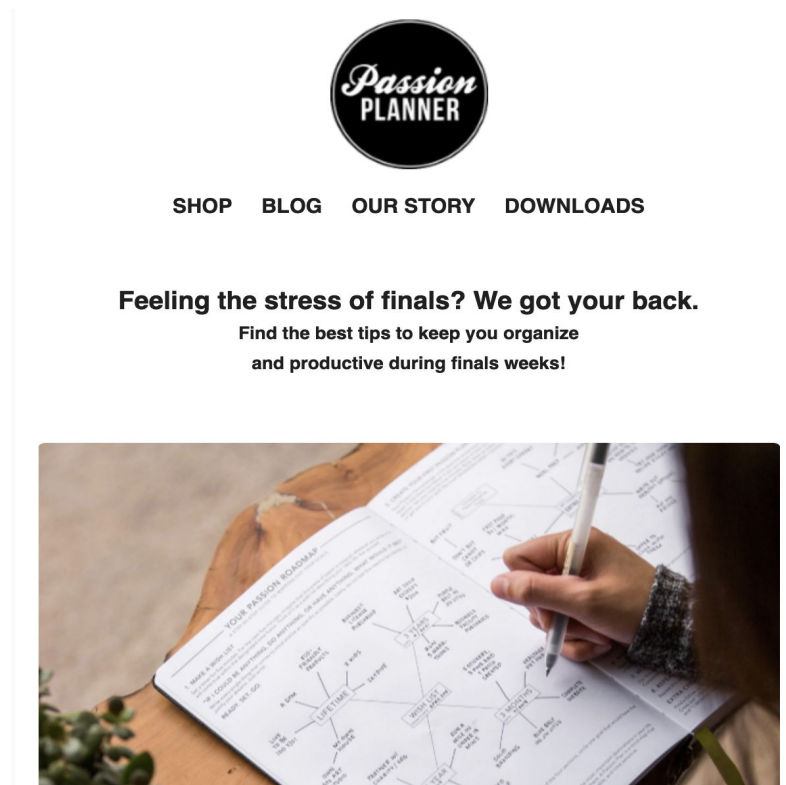
I think it is important to always begin with the “SHOP” since our goal is to sell our planners. After we will link the “BLOG” since this newsletter will be about promoting our blog. “OUR STORY” will follow since it is one of the most asked question about Passion Planner. Finally, the “DOWNLOADS” link will follow since it is useful feature for Passion Planner, it is one of our main keywords, and also people love free stuff!

Bonus Callout:

JOIN OUR #PASH COMMUNITY!

Campaign

I created a campaign that focuses on students and target finals weeks. This will an informational campaign.





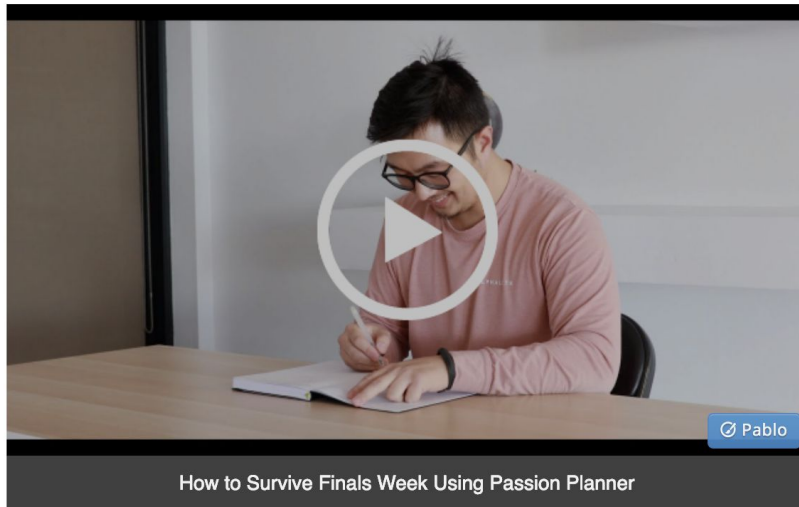
5 Tips to Stay Organized During Finals Season

[READ MORE](#)



How to increase productivity using Passion Planner

[READ MORE](#)



[CHECK OUT MORE HERE](#)

**NEED MORE? Connect with
the #PASH Community**

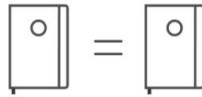
[JOIN THE CONVERSATION](#)

*Passion Planner is the personal organizer
that helps you identify your goals and
build toward them every day.*



**PASSION PLANNER
PROMISE**

Risk-free purchase
guarantee



invest in
yourself

empower
another

GET ONE, GIVE ONE



**ACCESS TO FREE
DOWNLOADS**

Passion Planner inserts,
full PDFs and more!



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[View in Browser](#)

Our mailing address is:
Passion Planner
P.O. Box 434
National City, CA 91951

Social Media, Social Ads

Goals:

For Passion Planner, we will be using four social media channels to accomplish our goals. We will focus on Instagram, Facebook and Pinterest for this section and discuss Youtube in a future section. These three outlets are the main sources for our target audience. For this campaign's purpose, we will mainly focus on Instagram and Facebook. For this part of the project our KPIs will be: likes and engagement i.e.comments.

Current State Analytics:

Since I currently do not possess control over Passion Planner social media channel, I will focus on observable analytics.

Current State Engagement:

Social Media Report			
	Instagram	Facebook	Pinterest
Audience Size	330K followers	201,174K followers	20K followers
Engagement	1,000-2,500K average likes 20-80 comments	20-60 average likes 20 average comments	50-65 repins
Community Mgmt	Almost no interaction with customers	More interaction with comments	No Management
Post Quality	Good quality images with fonts. Mostly unique content, with a few reposts from customers	Good quality images with big white font on top of the image. Short captions.	Good Quality
Post Frequency	2 times a day	2 times a day	
Optimized	Yes	Yes	Yes

Figure 14. Current social media engagement metrics

SWOT:

SWOT Analysis - Passion Planner	
<u>Strengths</u> <ul style="list-style-type: none">• Solid foundation of followers• Provide free printable downloads• Hosts a nonprofit campaign - the get one, give one• Profits benefit different foundations• 6 years in the business• International Shipping• 7 different planners• It is a very unique planner	<u>Opportunities</u> <ul style="list-style-type: none">• Can continue to grow blog to become a great resource for people.• Sell planners in brick and mortar stores i.e. Target or local stores.• Partner with influencers to promote planners.• Use Instagram's new tool to sell planners through the platform.• Youtube can be a major platform to tap into.• Workshops
<u>Weaknesses</u> <ul style="list-style-type: none">• Do not have customer service engagement on their platforms.• No returns available• Instagram is targeting one type of audience and the page is targeting another.• Website can be optimized• Yearly dated planners not selling out	<u>Threats</u> <ul style="list-style-type: none">• There is a lot of competition in this type of product.• Other companies offer various products that accompany the planner.• The look of the planner could become outdated with so many new fresh options.

Figure 15. Passion Planner SWOT analysis

Competitor Analysis:

Erin Condren: Main platform is Instagram with 518k followers, focuses on women empowerment. Posts once per day.

Day Designer: Main platform is Instagram with 120K followers, focuses on self love, wellness, living a good life. Posts twice a day.

The Happiness Planner: Main platform is Instagram with 154K followers, provides a variation of planner flatlays, and pictures with quotes. Post 2-3 times per day.

SWOT ANALYSIS - Day Designer	
<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Really aesthetically pleasing planners • Free printable planners • Offer many planner options • Offer planner accessories • Social media platforms and website have consistent brand feel • Free shipping and returns. • Affiliate program • Offer products via retailers 	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Can create a better engagement in their social media platforms. • Collaborate with influencers to promote their product. • Should promote blogs on their social media channels by creating posts. • Blog takeover by an influencer • Podcasts opportunities
<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Social media engagement is not as good as it should be. • Not using platforms such as Youtube & Pinterest which can be a great tool. 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • The look of the planner resembles various other companies. • There are many emerging companies as competition.

Figure 16. Day Designer SWOT analysis

Industry/Topic/Trend Alignment:

The industry publications that are important to my company are ones that target the same audience as us, and have a high domain authority. We want to make sure we pick websites who are relevant to our product and message.

These are three web sources that we will target:

- www.businessinsider.com
- www.entrepreneur.com
- www.teenvogue.com

Related topics based on our primary keywords:

Keyword	Topic	Queries
Planners	2019, Spiral, Productivity	Daily Planners 2019, 2019 Planners Target, Michaels Planners 2019
Passion Planner	Bloom Daily Planners, Standard Paper Size, Angelia trinidad-Business Women	Passion Planner Payout, Passion Planner 2019, Passion Planner Discount Code
Goals Planner	Squad, Budget, Mobile App	Happy Planner Squad Goals

Figure 17. Keywords, topics, and related queries

Are there any topics/brands/keywords that you see on the Google Trends page that you could use to help you create engaging social content?

I can use keywords such as “productivity”, “daily planner 2019”, and “budget” to help me create social content.

Events:

One of the most important events coming up is school graduation season. We can specifically target college students who are transitioning from academic life to work life. This planner is the perfect tool for fresh graduates and we can benefit by providing discounts for our undated planners. We can do table work at different schools through an ambassador program in order to promote the planners. We can also do workshops at colleges to give tips on preparing for the future and life after college, using the planner as a great resource. We can promote these events through our social media platforms and newsletters.

Besides graduation, the biggest events would be Christmas and New Years. This will be the time when people will be searching to get a new planner for various reasons, and can serve as a perfect gift to keep resolutions on track.

Audience:

- **Social Platforms:** The best platforms to reach our target audience will be Instagram, Facebook and Pinterest.
- **Engagement:** I think we should create more interactive content that will engage the audience, with possibly gifs, short videos, stop motions. Ask questions in our captions, which

can be a great resource for us. I think it will be important to also create offline events where we can interact with our customers and gain feedback in person.

- **Growth:** I think creating events outside the online world will help us create a bigger community. Providing workshops will help us become a great resource for people within our target audience. Also on social media platforms, creating contests in the platform will increase our awareness.
- **Campaigns:** For a competition we can create a contest in which 2 people can each win a planner. The point is for one friend to tag another friend who can benefit from our planner, this way we could get more people who are interested in our product. Unlimited entries will mean it will reach a higher audience.
- **Promotion:** I would advertisement mainly on Facebook and Instagram. I will use these two platforms because they have the biggest traffic within our audience.

In order for people to convert on our website, I would use an ad that promotes our free printable pages or links to one of our blogs. This way we are offering people something they can easily use and its free. I will feature either the image on the blog post or an image showcasing how the printable downloads can be used.

Social Content Management:

Post Frequency & Type: We want to concentrate on what we are posting and less on how much. It is better to post once a day but only promote a post once a week. We want to divide posts by quotes that encourages entrepreneurs and students, posts showcasing our planners, and posts promoting our blogs. This way we are not only promoting our product but we are also providing informative content.

Who will schedule and publish: The social media manager will handle all schedule and posts. Content will be created within the marketing team but all other tasks should be handled by the manager.

What tools will you use to push out your content? We will use Hootsuite to push out our content.

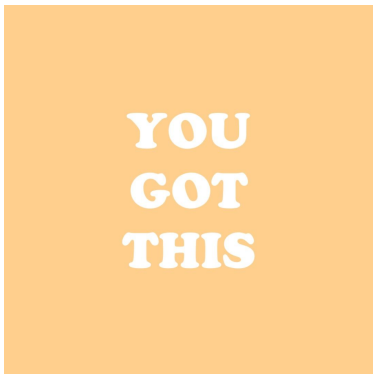

Start An Influencer/PR Campaign

In creating an influencer campaign our main goal is to increase awareness and sales. We will measure success by determining how many followers our social media channels gained, the number of website visitors we received after posting, and how many sales were made.

I will work with micro influencers by providing free product in exchange for a promotion post on their Instagram. I will also work with bloggers for takeovers on our blogs for a compensation of \$500 - \$1000 per blog plus free product. For influencer partners, I will provide a compensation from anywhere between \$500- \$5,000 depending on the influencer.

For a top influencer, we will use Jenn Imm since she has a large following on Youtube and Facebook. Besides fashion, she also promotes wellness and life tips. I will start out by sending out the planner for free with a nice note on it, and helpful tips. We will also promote our causes in that note to showcase that we are charitable. After the initial interaction, I will ask if she could help us promote our planner during graduation season and provide tips that she could give about navigating life after college.

Set Up A Sample Content Calendar:

Content Calendar - Week 1			
Date	Facebook	Instagram	Image
Mar 20	You sure do! In case you were needing that extra boost today. We get it, we sometimes need it too.	Motivation Monday! In case you were needing that extra boost today. We get it, we sometimes need it too.	
Mar21	Have you checked out all the different planners we have to offer: dated, undated, academic? Which one are you using? #passionplanner #planner	Have you checked out all the different planners we have to offer: dated, undated, academic? Which one are you using? #passionplanner #planner	




<p>Mar 22</p>	<p>There is no better way to reach your goal than using a planner! Check out our latest blog about why writing down your day promotes productivity.</p>	<p>There is no better way to reach your goal than using a planner! Check out our latest blog about why writing down your day promotes productivity.</p>	
<p>Mar 23</p>	<p>“Remember why you started” #pasham never forget that it is all a journey of trial and error, but the best way to succeed is to keep going. Roadmaps in our planner help you simplify and prioritize your goals. Get a free download on our website.</p>	<p>“Remember why you started” #pasham never forget that it is all a journey of trial and error, but the best way to succeed is to keep going. Roadmaps in our planner help you simplify and prioritize your goals. Get a free download on our website.</p>	
<p>Mar 24</p>	<p>Surprise! 20% off all our dated planners. We know you want it, so why not get it, you deserve it. Limited time only.</p>	<p>Surprise! 20% off all our dated planners. We know you want it, so why not get it, you deserve it. Limited time only.</p>	

Figure 18. Sample content calendar

Customer Service Indicators:

- **Red:** Customer has left various complaints in at least 2 of our social media channels about an issue with our product or shipping.
- **Yellow:** Customer has called in various times with an issue.
- **Green:** Customer has questions about product ie. shipping, quality etc.

Pre-approved

- **Red:** Issue an apology and will provide free shipping or return, and \$30 gift card.
- **Yellow:** We provide free shipping or returns.
- **Green:** We answer their questions and thank them for being customers.

YouTube Strategy

For Youtube, our strategy is to continue to post videos with higher frequency than we are currently doing. Once a week, we will provide an educational video or a Q&A session. We want Youtube to be a resource and a tool so that customers can use these videos when they have questions about the product or more general tips about organization and productivity. We are trying to tell a story and provide educational resource.

Most of our competitors use Youtube as a way to educate their consumers. We want to make sure we do not stay behind. We want customers to use our videos or think of our videos when they help.

We will measure success by the number of followers we get on the channel, and the number of views we get per video.

Summary & Next Steps

At this point we have identified the current state of our business and our position in the market. We have also detailed some ideas in how to improve our strategies to help us have an edge over our competition. There are several questions that we would like to answer at the end of our marketing campaign timeline to help us gauge our results and successes from executing our marketing plan.

- Have our new strategies generated new leads, higher customer interaction, and general market interest?
- Does our product continue to have a clear and focused target audience based on the responses to our newfound customer growth or decline?
- What avenues of market visibility allowed us to engage more effectively with the prospective customer?
- If we have lost some customer engagement, what areas did we neglect that allowed this happen?
- Has our brand grown relative to the growth of our competition?

By evaluating our company performance through the perspective of our marketing plan objectives, we can assess our metrics and models that could lead to pursue changes in our current product offerings and targets so that we can maximize our growth and overtake a larger share of the planner market. The above questions will allow the company to critically reflect on its performance generally. By breaking down each of these questions by each respective marketing tool we can gain a better understanding of the effectiveness of each tool and which ones we should continue to invest our resources to reap the largest rewards.