

# The Digital Marketing Plan of Alkubot

## Public Project Summary

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### Abstract

In this report, I am summarizing my work done for Alkubot as per my Capstone Project. In my project I have worked together with Miklós Kékkői, the client representing Alkubot, to help in the creation of the digital marketing plan of the startup. The project summary will touch upon the background of Alkubot, following with the task outlined, the work that has been done, the benefits provided for the client, and closing with the lessons learned and the personal takeaways.

### Background

Alkubot is a startup founded in 2019 in Gárdony. The company is offering software as a service, more specifically, a Shopify plugin for businesses that are present on the platform. The product of Alkubot has been developed for the WooCommerce platform, which is a free, open-source e-commerce platform, where the customizations are paid for. Unfortunately, the open-source nature of WooCommerce turned out to be a critical issue for Alkubot, as all the customers required a unique setup, while the willingness to pay for the product was low, despite the good reviews. The company then turned to Shopify, and it has recently released its Shopify plugin, which is eliminating the need of customizing the product for each customer.

The product created by Alkubot is a negotiating chatbot, that helps online businesses save money by helping to offer optimized discounts and to increase the retention rate by up to 5 times. The startup has created a stunning website, with a demo of the negotiating chatbot available, where the potential clients can try out the product before they would commit.

# Task for the Capstone Project

The request for the Capstone Project was to create a digital marketing plan for Alkubot, and if possible, take part in the execution. Unfortunately, the Shopify plugin has been delayed for various reasons by Shopify, only being available a couple of days before the deadline of the project, only recommendations have been made, as per the initial agreement with the project owner.

## Summary of the Capstone Project

My Capstone Project has been aided by Tibor Farkas who has kindly accepted to be my consultant. To summarize the Capstone Project the paper begins with a short introduction, followed by the brand audit which is assessing the current position of the startup firstly, with the help of the SWOT analysis. The results of the SWOT analysis have been matched together according to the TOWS matrix with which actionable strategies have been created. The next section of the paper observed the current state of the e-commerce industry and aimed to predict its future in the short term. The following part of the paper focuses on the market-, and the product analysis of the startup, followed by the competitor analysis. The consecutive chapter concentrates on the content strategy of the startup, followed by the marketing campaign, that has been described for Alkubot. Finally, the paper outlines the KPIs, which are considered to be the most favorable for measuring and monitoring the startup's goals and business objectives.

## Benefits to the Client

The paper created for Alkubot contains many ideas and recommendations for the startup, however, by analyzing the paper from the client's perspective, the following are the key takeaways, that could provide the most value to Alkubot. By creating a TOWS matrix, based on the results of the SWOT analysis, a handful of actionable strategies have been suggested, which should be considered to be acted upon. A major value of the report created for Alkubot is the product recommendations section. While the product in itself is way ahead of almost every competitor (except for the Bargainator), there are still many improvement areas that have been collected while using the demo of the product, which is the identical version of the original product. It is fundamental for the startup to work on these recommendations, as the service is essentially built on user experience. The following suggestions have been made:

- A revision of the separators is necessary as the dot and the comma are switched up when entering the price
- Adding a feedback button to the demo site would be desired, to be able to gather suggestions from users and (potential) clients

- Creating a timer (for example with a 5-minute countdown), that would create the fear of missing out effect
- Adding more pre-written scenarios, as the repetition in certain situations distorts the user-experience
- Creating additional, so-called sub-scenarios, that would prevent the customers to automatically go for the maximum discount, by always clicking on the decline button by default
- Try experimenting with the addition of a sense of humor to the product
- Making the bargaining experience more personal by starting with small talk, and requesting the name of the individual (with the possibility to opt-out)

Apart from the product recommendations, it is highly advised to use unique content on the social media platform and to stop using cross-posting as it is considered a bad practice and can result in driving away the customers from Alkubot. The paper also intended to go beyond the recommendation of potential customers, by making suggestions where to look for potential cold callers in case of using telemarketing, and how to reduce the “spamminess” of e-mails, in case of e-mail marketing.

## Lessons Learned

My biggest lesson learned throughout the project was to always have a structure around the project before starting the actual work. When I have started the brainstorming process with coming up with as many ideas as possible, I had no structure at all. After collecting a dozen pages of hand-written material, I have shared the results with Miklós, with a couple good ideas included, but the lack of structure prevented me from offering real value to Alkubot. After I have created a structure, it helped to focus on the key aspects and to communicate the findings more efficiently.

The second biggest lesson learned was to ask more questions and ask them right at the beginning. I have realized three times during the project work, that I have not clarified some very basic questions, that I should have asked right from the start.

## Personal Takeaways

It has been one of my regrets, that I have not taken the Digital Marketing course in the first semester, since at that time I have not realized that learning about startups and the entrepreneurial mindset, without learning digital marketing simultaneously is grave mistake. By being able to participate in the creation of the digital marketing plan of Alkubot, I have gained valuable insights into digital marketing, and how complex of a field it is. I have also realized with the help of Tibor, that marketing alone can determine the success or the failure of a startup. My final takeaway was that critical thinking is key and therefore should be used in the future, whenever I am faced with a new subject or a challenge.















