

**HANNA JON LEWIS**

Digital Marketing Strategy Assignment  
hjl71398@uga.edu  
706.676.2917



erin  
condren

**MARCH 7, 2019**

MARK 4450

# TABLE OF CONTENTS

## Executive Summary

A summary of the highlights of the entire marketing plan

## Business Goal & Marketing Objectives

A visual break-down of the business goal and marketing objectives

## Audience

Built-out personas of the ideal customers that this campaign will reach and supporting statistics

## Digital Competitive Review

A focused digital marketing review of the company and their top three competitors

## Recommended Digital Strategy & Campaign

The recommended marketing campaign and how it connects to the overarching digital marketing strategy

## Campaign Message

The clearly defined key message that this plan communicates

## Editorial Calendar & Budget

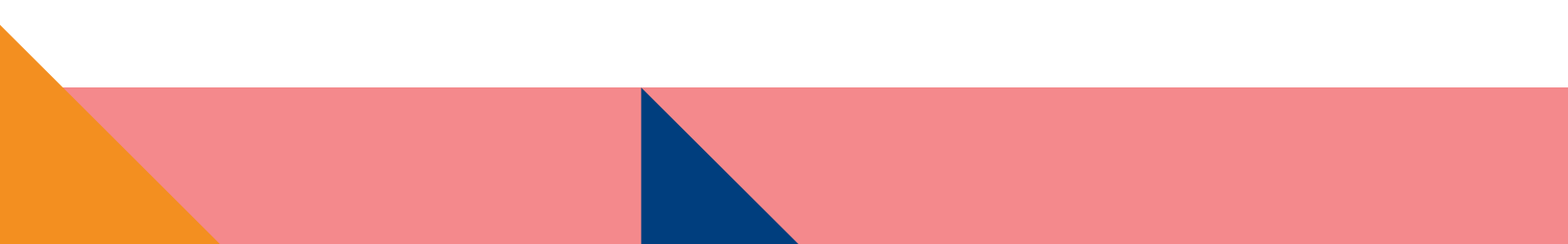
Detailed recommendations of digital marketing activities, broken-down by month

## Monitoring & Optimization

How the digital marketing performance will be monitored and improved throughout this campaign

## EXECUTIVE SUMMARY

In this proposal, you will find a comprehensive digital marketing strategy that will position Erin Condren Lifeplanners to a new, younger customer segment. The campaign to launch this strategy will include a scholarship contest, humanized social media marketing, and posts from millennial influencers. Collectively, these tactics will build a new and **relatable** brand perception amongst Erin Condren's college-aged consumers.

The footer features a pink background with geometric shapes in orange, teal, and dark blue.

# BUSINESS GOAL



# MARKETING OBJECTIVES




**Provide Value**



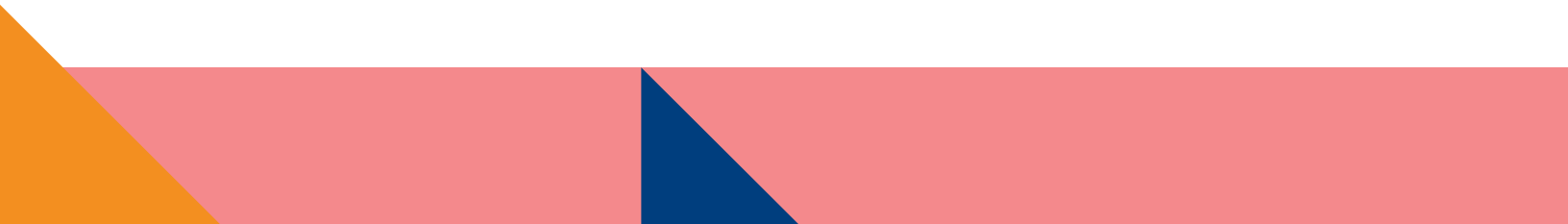
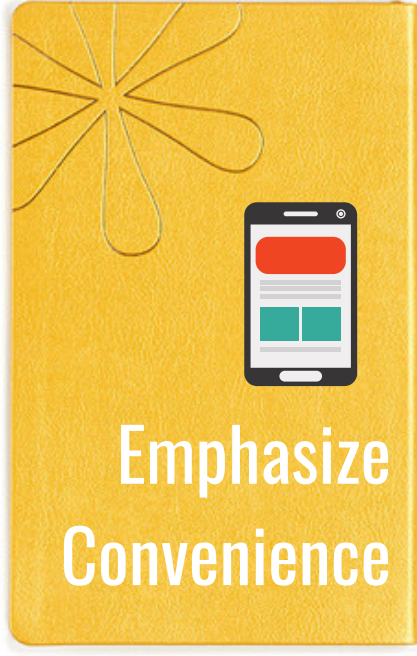
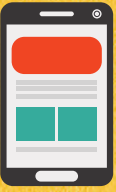
**Generate Buzz**



**Build Relationships**



**Emphasize Convenience**



# AUDIENCE



"Busybody Brooke"

Brooke is a graduate student who is going to enter the professional world soon



"College Chrissy"

Chrissy is a college student who participates in multiple extracurricular activities



"Ambitious Annie"

Annie is a high school senior who will be going off to college next year

84% of millennials distrust traditional marketing and advertising

59% of people between the ages of 18 and 29 use Instagram regularly

Photos with faces in them get 38% more likes across social media platforms

User-generated content has a 4.5% higher conversion rate

# AUDIENCE



"Busybody Brooke"

**Dominant Need:**  
To prepare for her career

**Mindset:**  
"I need to be prepared to keep up with my professional career post-graduation."

**Key Attitudes:**

- Needs structure in her life
- Values discounts and deals
- Invests in her future

**Implication:**  
Prefers to purchase items with discounted prices



"College Chrissy"

**Dominant Need:**  
To stay organized

**Mindset:**  
"I want to make sure that I stay on top of my responsibilities and school work."

**Key Attitudes:**

- Enjoys having a full schedule
- Not worried about saving money
- Stays on top of her academics

**Implication:**  
Appreciates companies that take an interest in her education



"Ambitious Annie"

**Dominant Need:**  
To prepare for college

**Mindset:**  
"I need to find a way to keep my academics and social life in order when I get to college."

**Key Attitudes:**

- Looks to older girls for influence
- Parents are willing to pay
- Wants to "find her niche"

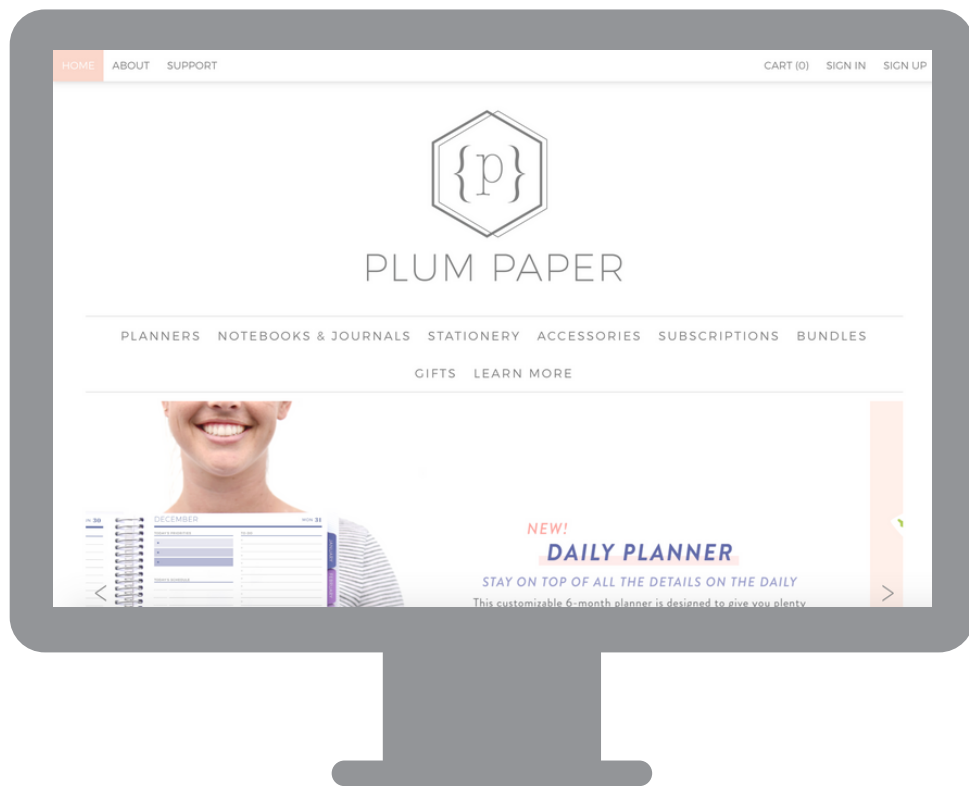
**Implication:**  
Follows college-aged influencers on social media

# DIGITAL COMPETITIVE REVIEW

Plum Paper's pages are full of light pastels and solid backgrounds. Only a handful of their photos have people in them and in most instances, their eyes are cropped out. Plum Paper has 57k Facebook likes, 69.1k Instagram followers, 1.4k monthly Pinterest viewers, and less than 2k Twitter followers.



PLUM PAPER





# DIGITAL COMPETITIVE REVIEW



## DAY DESIGNER



Day Designer has a more refined brand kit with a few, subtle colors.

Their social media branding is inconsistent but they do a good job of reposting customer photos. Day Designer has 35k Facebook likes, 120k Instagram followers, 794k monthly Pinterest viewers, and around 4k Twitter followers.



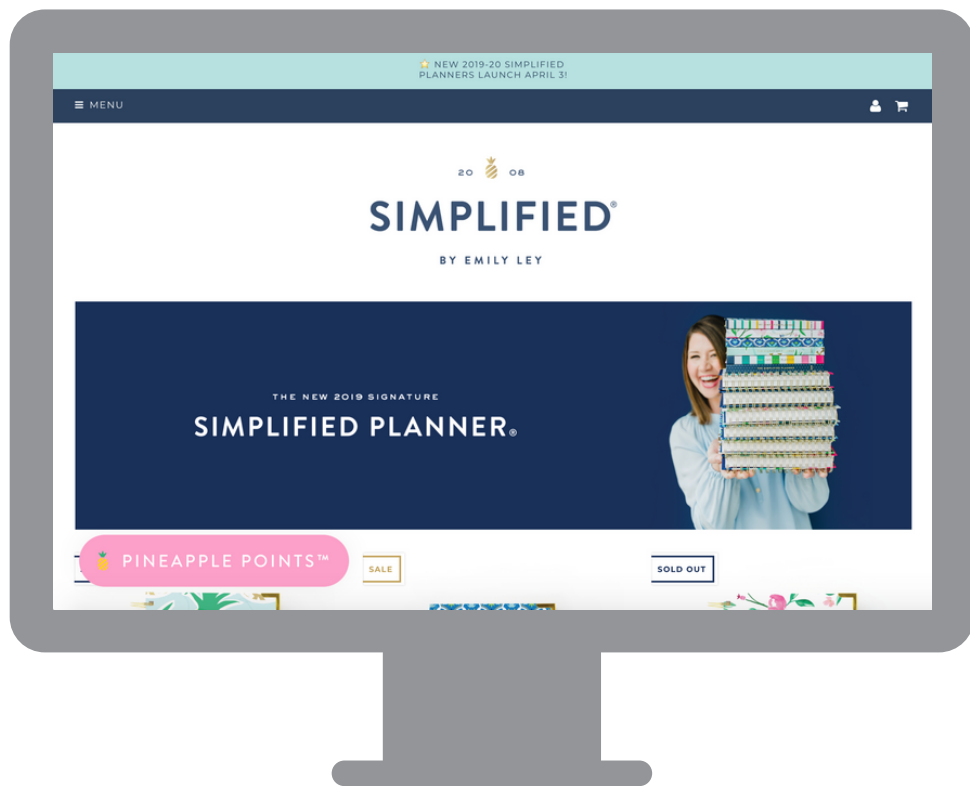
# DIGITAL COMPETITIVE REVIEW

Simplified's branding is preppy, nautical, and consistent. Most of their posts contain bold, statement colors. A majority of the photos on their accounts are of Emily Ley herself. Simplified has 133k Facebook likes, 220k Instagram followers, 1.4m monthly Pinterest viewers, and almost 12k Twitter followers.

20  08

## SIMPLIFIED®

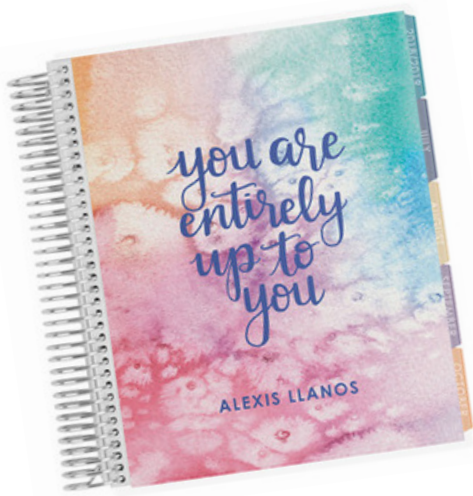
BY EMILY LEY



# DIGITAL COMPETITIVE REVIEW



In comparison to their competitors, Erin Condren's website and social media accounts are more fun, interactive, and visually appealing. With 575k Facebook likes, 517k Instagram followers, 1.2m monthly Pinterest viewers, and 64.4k Twitter followers, Erin Condren has the largest social media presence out of these four brands.



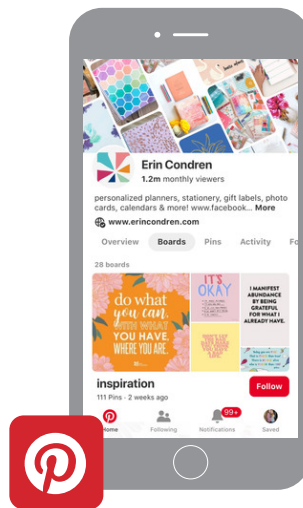
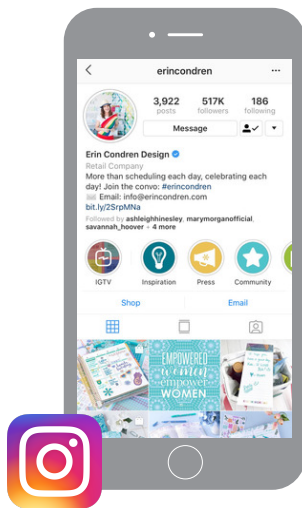
# RECOMMENDED DIGITAL STRATEGY

Erin Condren should utilize Facebook, Instagram, Pinterest, and Twitter ads to reach the younger generation. By including more customer photos in their feeds on these platforms, they will humanize their brand and encourage women in their late teens and early twenties to interact with their accounts. By making an effort to show that their brand is invested in these women and their success, Erin Condren will cultivate lasting relationships with this customer segment.

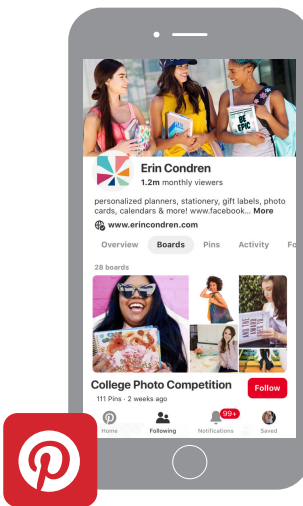
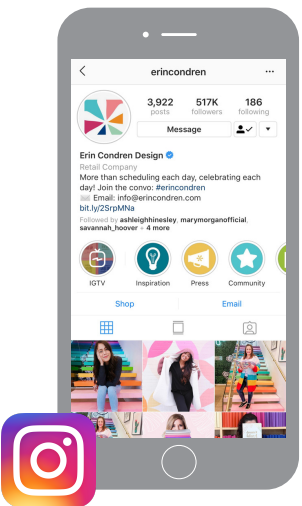


# RECOMMENDED DIGITAL STRATEGY

Out with the old...



In with the new...



# CAMPAIGN

## Tactic #1



In early July, Erin Condren will release their "back-to-school" bundle campaign on their website and promote it on their social media platforms. These bundles will include one custom 7"x9" lifepanner and four accessories of their choice at a fraction of the regular retail price. Customers will also have the option to gift these bundles to their college-aged family members or friends with a handwritten, personalized message if they choose to do so.

College students, check out our custom

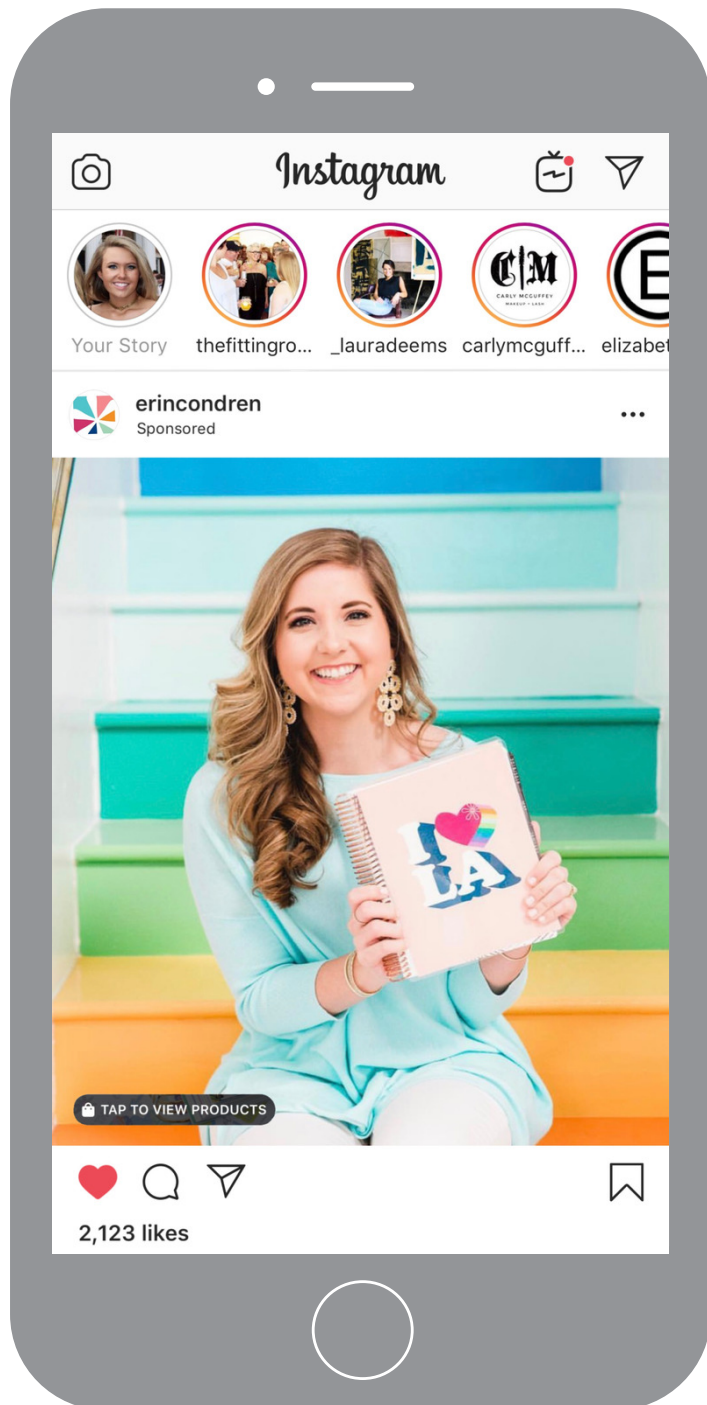
# 5 for \$50

back-to-school bundles

(Including one 7"x9" Lifepanner and four accessories of your choice)

# CAMPAIGN

## Tactic #2



Erin Condren Lifeplanners will create a social media contest where college women have a chance to win scholarship money. To enter, students must post a photo of themselves with one or more Erin Condren products and use the hashtags #ECcollege and #ECinsider in the caption. Erin Condren will repost and promote one submission of their choice every three days, leading up to the contest deadline. The promoted posts will also include the "tap to view" feature so that viewers can buy the featured products directly from the posts.

## CAMPAIGN

## Tactic #3

The company will send individualized packages of EC merchandise to college-aged influencers and encourage them to post photos of their gifts on their social media accounts. These packages will include one custom "back-to-school" bundle, an Erin Condren logo t-shirt, and a 25% code for future purchases. There will also be a pamphlet in the package with several examples of appropriate Instagram stories and in-feed posts.



















# CAMPAIGN MESSAGE

Erin Condren  
cares  
about  
you

and your  
success!



# EDITORIAL CALENDAR























	1 	2	3 	4 	5 	6
7	8 	9 	10	11 	12	13 
14 	15 	16	17 	18 	19	20 
21	22 	23 	24 	25	26 	27
28 	29 	30 	31			

## july \* 2019

The "back-to-school" bundle campaign and scholarship contest will start on July 1st and run through September 31st. There will also be one in-feed post on each of the four social media platforms on that start date.

## august \* 2019

College-aged Instagram influencers will receive their custom packages on August 1st. They will be encouraged to post at least one in-feed post and three story posts during the month of August. Erin Condren will choose which of these to repost.

				1 	2 	3 
4	5 	6 	7 	8 	9	10
11 	12 	13 	14	15 	16 	17 
18 	19 	20 	21 	22 	23	24 
25 	26	27 	28 	29 	30 	31 

# EDITORIAL CALENDAR

1 	2 	3 	4 	5	6 	7 
8 	9 	10	11 	12 	13 	14
15 	16	17 	18 	19	20 	21 
22 	23 	24 	25	26 	27 	28 
29 	30 					

## september \* 2019

September 1st will kick-off the last push for the "back-to-school" bundles. During this month, Erin Condren will repost customers' photos with the hashtag #ECstudentspotlight, and encourage family and friends to comment on their student's repost. From September 26th to 30th, EC will promote the final scholarship countdown by numbering down from five to one, with posts on all platforms.



# BUDGET

## Tier 1

Media	Budget	% of Total
Facebook	\$1,000	1.05%
Instagram*	\$1,000	1.05%
Pinterest	\$0	0%
Twitter	\$500	0.53%
Agency	\$90,000	94.74%
Scholarship	\$2,500	2.63%
<b>Total</b>	<b>\$95,000</b>	<b>100%</b>

Media	Budget	% of Total
Facebook	\$5,000	4.35%
Instagram*	\$7,500	6.52%
Pinterest	\$2,500	2.17%
Twitter	\$5,000	4.35%
Agency	\$90,000	78.26%
Scholarship	\$5,000	4.35%
<b>Total</b>	<b>\$115,000</b>	<b>100%</b>

## Tier 2

\*This number includes the cost of bundles sent to influencers

# BUDGET

Tier  
3

Media	Budget	% of Total
Facebook	\$10,000	7.41%
Instagram*	\$15,000	11.11%
Pinterest	\$3,000	2.22%
Twitter	\$7,000	5.18%
Agency	\$90,000	66.67%
Scholarship	\$10,000	7.41%
<b>Total</b>	<b>\$135,000</b>	<b>100%</b>

## Social Media Reach

≈ 301,400  
people

≈ 1,532,800  
people

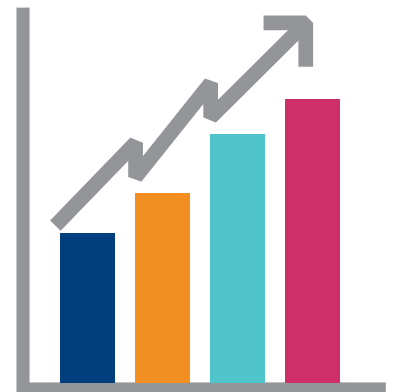
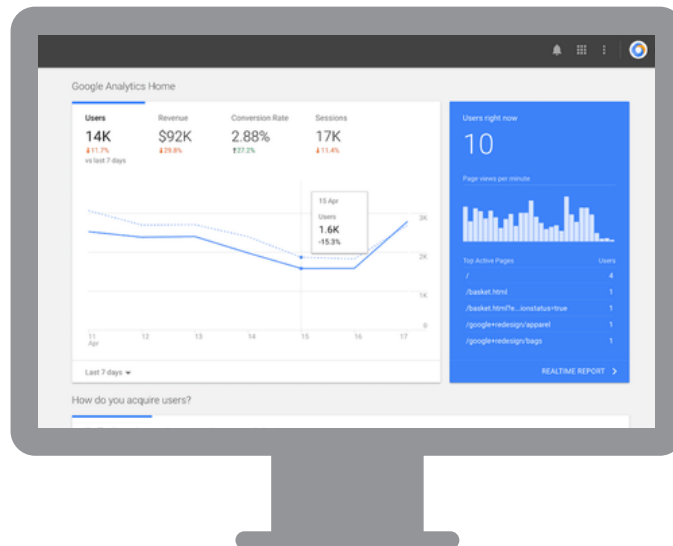
≈ 3,042,500  
people

\*This number includes the cost of bundles sent to influencers

# MONITORING & OPTIMIZATION



<b>Facebook</b>	Measure impressions, CTR, and conversion on Facebook Blueprint
<b>Instagram</b>	Measure impressions, CTR, and conversion on Facebook Blueprint
<b>Pinterest</b>	Measure impressions, CTR, and conversion on Pinterest Analytics
<b>Twitter</b>	Measure impressions, CTR, and conversion on Twitter Analytics
<b>Influencers</b>	Measure impressions, CTR, and conversion on Google Analytics





Good Luck  
**this**  
semester!



