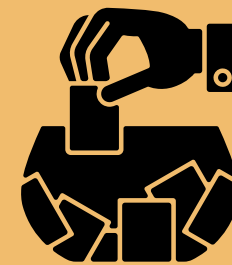


MULTI-CHANNEL MARKETING STRATEGY

Inclusive Tomorrow

Omar Galarzo
31 October 2023



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Things to discuss

Key takeaways:

- Buyer Persona
- Goals and Metrics
- Competitor Research
- Channel Performance
- Customer Journey
- Communication Concept
- Project Management – Asana
- Creative and Product Briefs

Buyer Persona with a charitable focus

Profile

Age: 43
Gender: Male
Location: Rural setting
Marital Status: Single,
no children

Motivation

Feels a personal duty to give back to society and support underprivileged individuals.
Enjoys making charitable contributions but seeks assurances that the donation positively impacts those in need.
Prefers supporting causes for animal welfare and environmental conservation.



Occupation

Job: Software Engineer
Income: Moderate
Education Level: Higher

Problems

Worries that the donated funds should be allocated directly to the cause and not just administrative overheads.
Values transparency in how the charitable organization operates and utilizes the donations.



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Buyer Persona with a lottery winning focus

Profile

Age: 48
Gender: Male
Location: Urban area
Marital Status: Married with 2 children

Motivation

Aspires to improve his family's lifestyle and provide better opportunities for his children.
Enjoys the thrill and excitement of participating in lottery games, seeking the chance to win life-changing amounts.
Believes in financial independence and views lottery winnings as a means to achieve this goal.



Occupation

Job: Sales Executive
Income: Middle to high
Education Level: College graduate

Problems

Concerned about the reliability and transparency of the lottery game, desires assurances of fairness in the selection process.
Values clear instructions and guidance on the best lottery strategies and odds to enhance chances of winning.

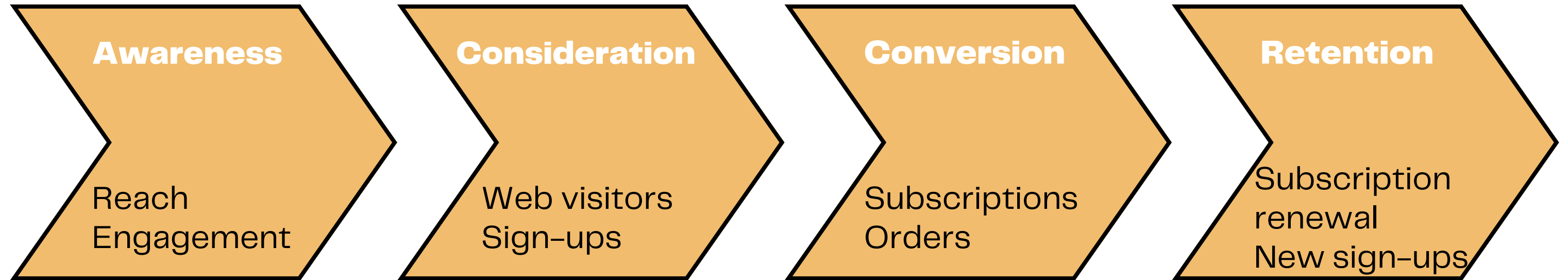


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Goals and Metrics



Funnel Metrics



Campaign Targets

Sell 53,000 raffle tickets
An average blended CPO of 9.40 euros

North Star Metrics

Monthly Active Subscriptions



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Competitor Research: Lottoland

Channel Idea

Lottoland utilizes TV, radio, social media, and a well-designed website to market its lottery platform. This includes high-profile TV commercials, shorter but engaging radio ads, active social media participation, and an informative website for online ticket purchases.

Communication Inspiration

Lottoland's communications are typically focused on the excitement and thrill of playing the lottery. Lottoland uses high-stakes imagery and language to create a sense of anticipation and excitement. Lottoland also highlights the fact that its lottery platform is a fun and easy way to win big money.



Channel Performance: 2020 vs 2019



2019

2020

| | Orders | Spending | Cost Per Order |
|------|--------|--------------|----------------|
| 2019 | 28.405 | € 267.749,00 | € 9,43 |
| 2020 | 38.175 | € 483.337,87 | € 12,66 |

- Increased Spending: 2020 saw a substantial rise in ad spend, indicating an aggressive marketing approach.
- Moderate Order Growth: Orders increased proportionally to spending, suggesting the need for more effective strategies.
- Higher Cost, Engaging Socials: Cost per order rose in paid channels, while organic social media (Instagram, YouTube) saw robust growth.
- Static SEO and Email: SEO and email campaign performance remained the same.
- More Website Traffic: Higher web traffic with a slight increase in bounce rates.
- Slightly Improved Email Engagement: Minor improvements in email open rates and click-through rates.

An average blended CPO of 9.40 euros campaign target reached in 2019

Organic Instagram vs. Paid Facebook

Negative correlation.

The Facebook CPO fluctuated across these dates, varying between approximately €10.67 to €16.86.

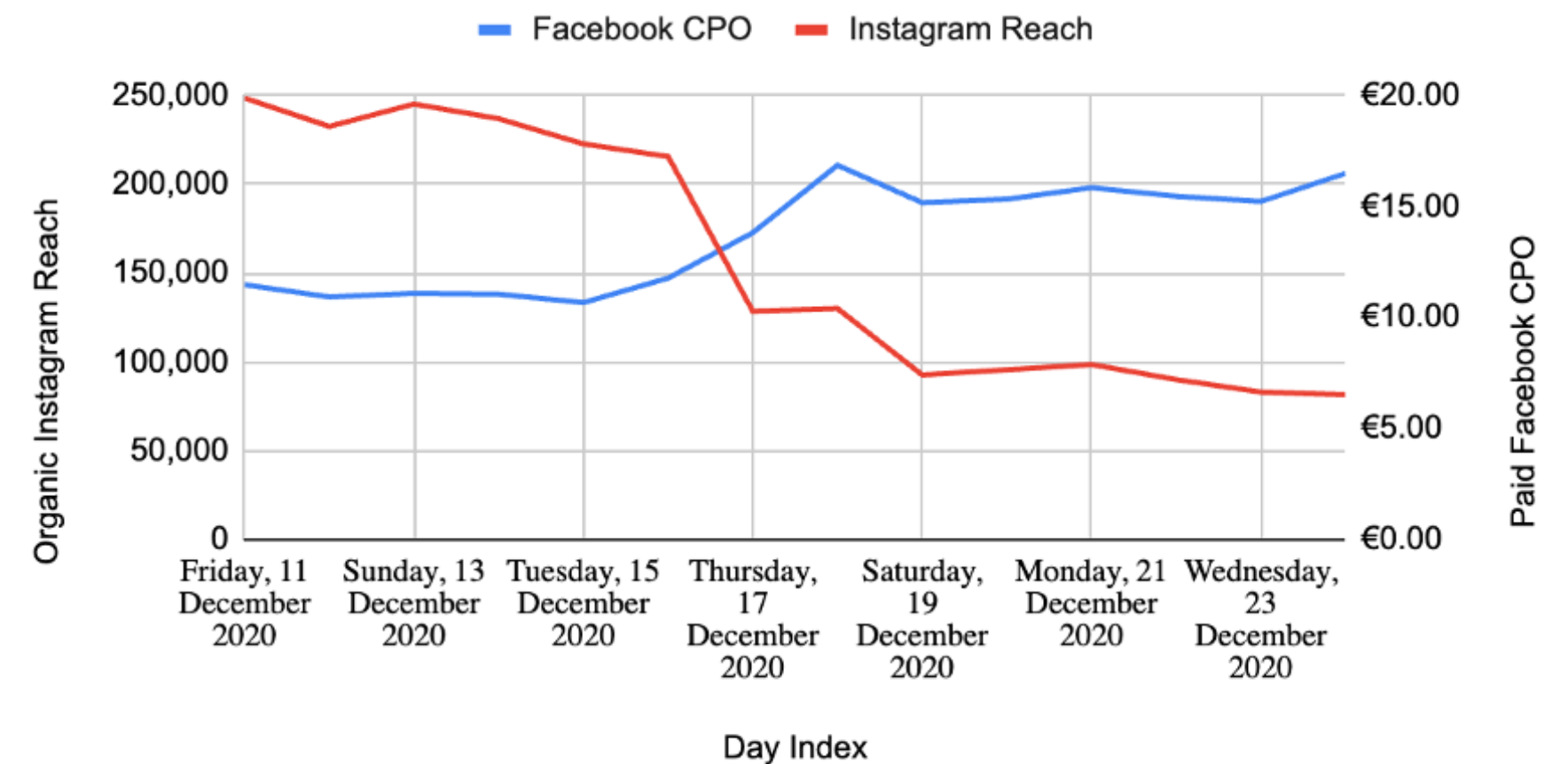
Instagram Reach also exhibited fluctuations*, dropping from around 248,546 to 81,514 by the end of the period.

*Reason:
Instagram was deprioritized due to a lack of capacity on the team.

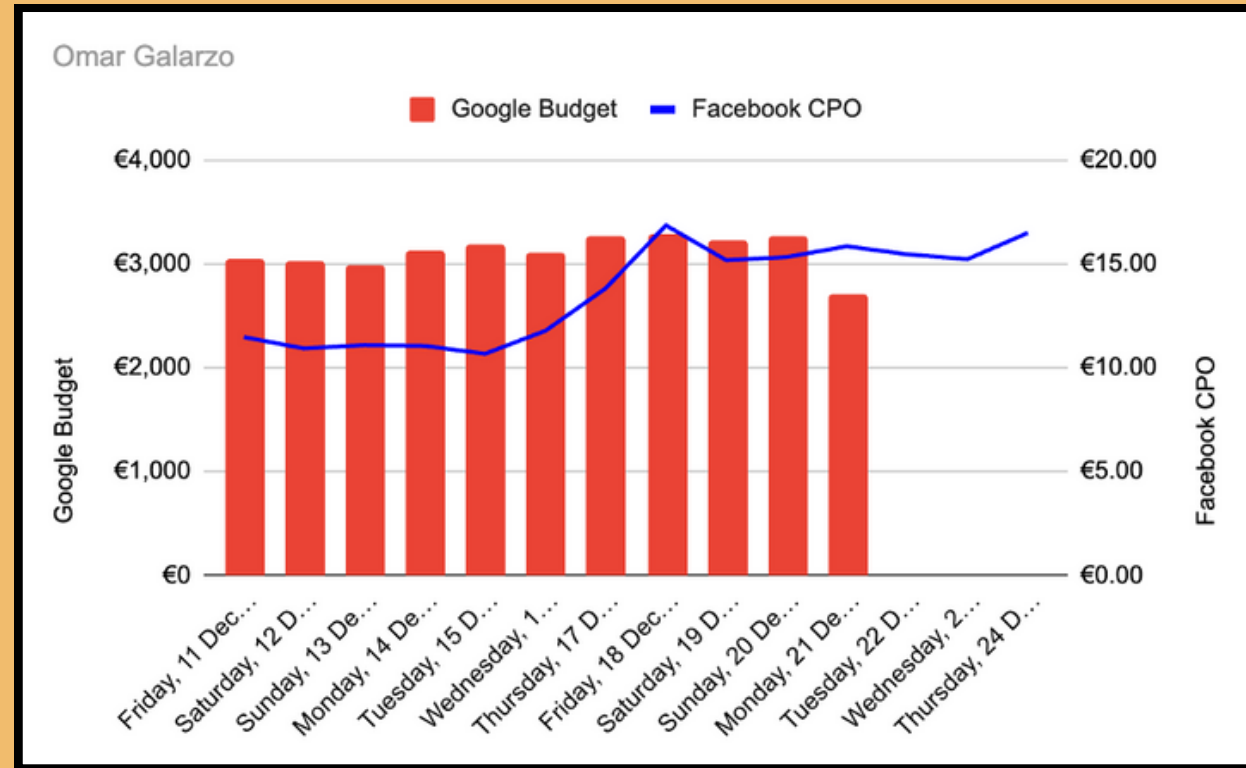
Recommendation:
Focus resources again for organic Instagram campaign

Facebook CPO and Instagram Reach

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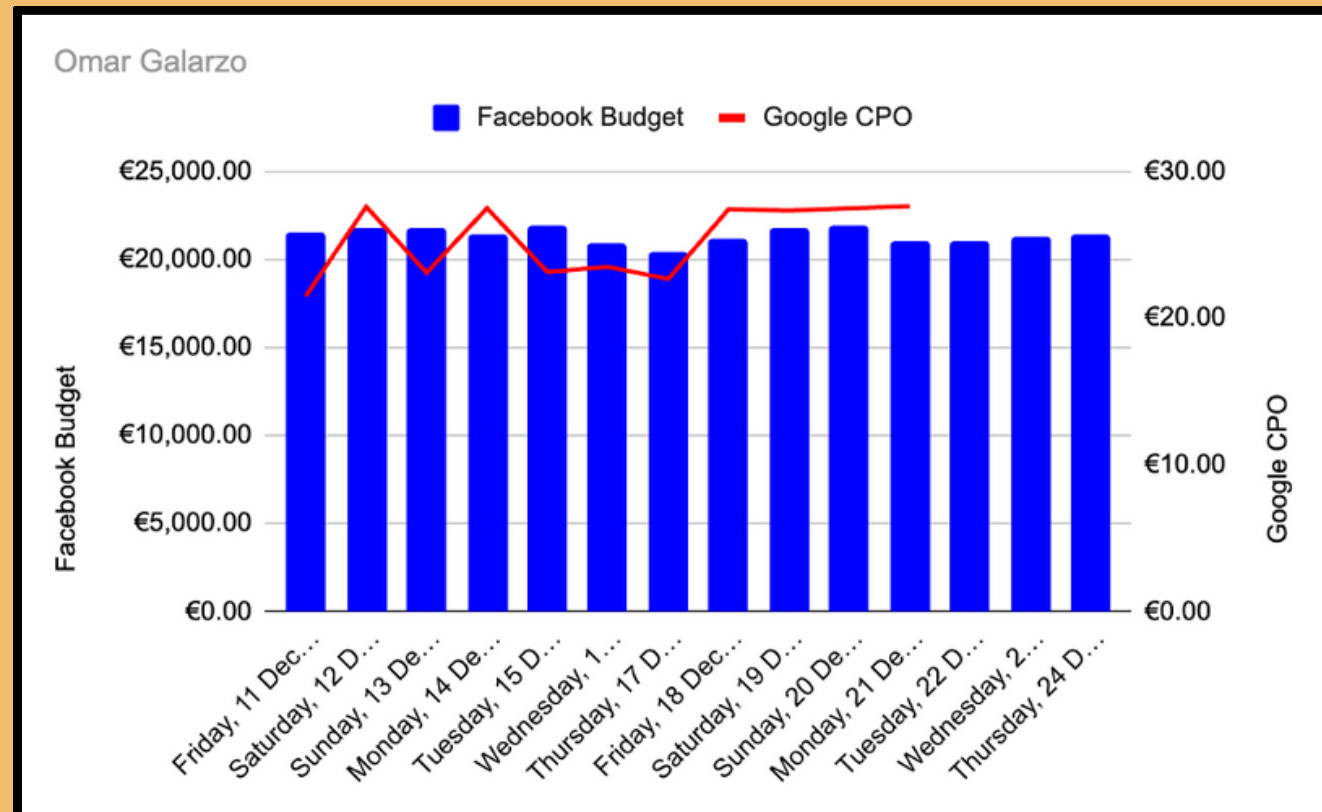
Google Display Ads vs. Facebook



There is no correlation or influence that we can see as negative. Google CPO is very much higher than Facebook CPO.

Remains unclear if there is a negative correlation between turning off the Google budget and the increase in the Facebook CPO since the Facebook CPO spiked before the budget cut.

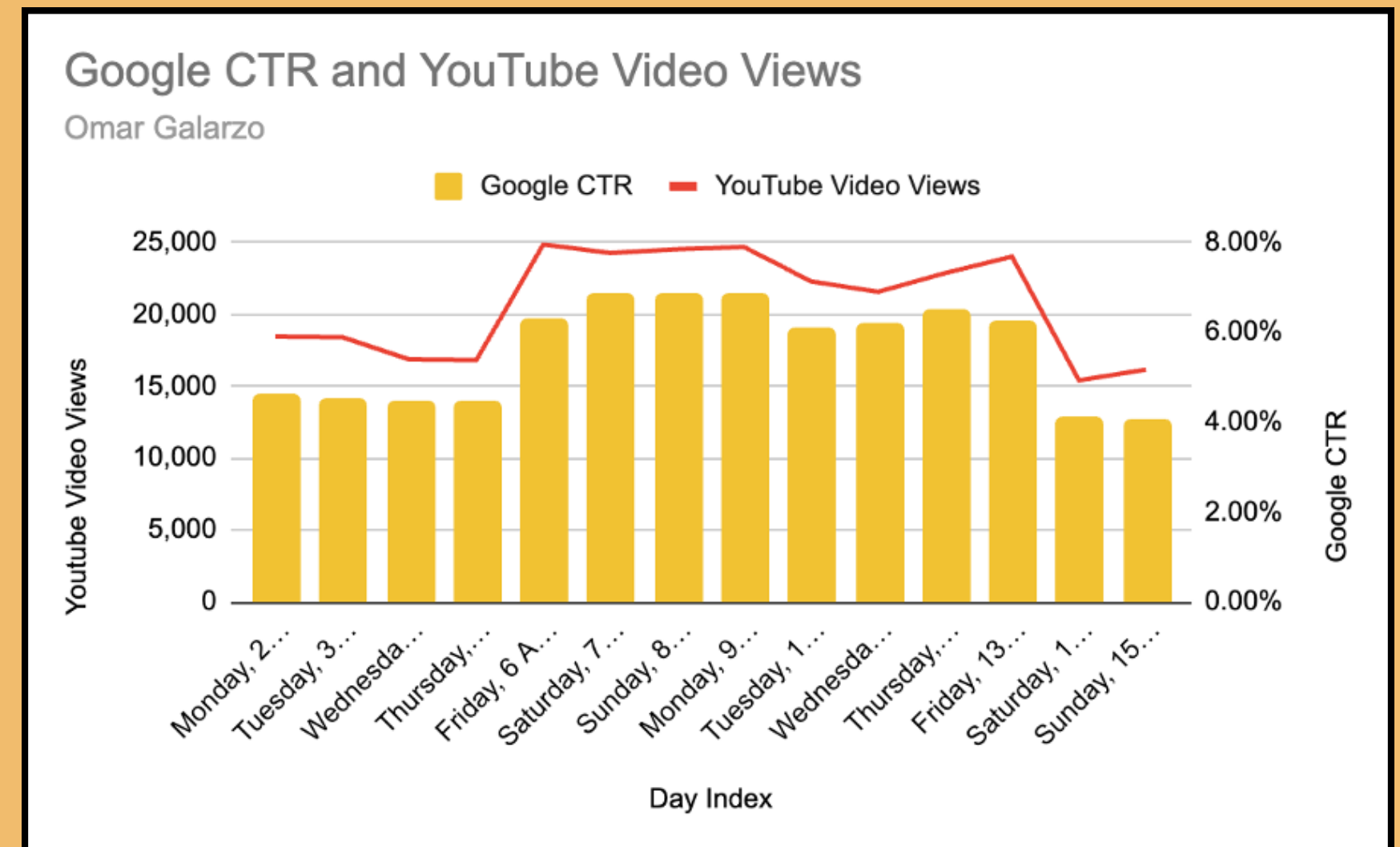
Recommendation: Google CPO was too high, so keeping Google Display Ads is not recommended.



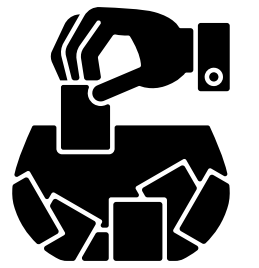
Google Search Ads vs YouTube

Higher Organic YouTube video views seemed to drive higher CTR in Google Search Ads, indicating a potential impact of organic YouTube content on user engagement and, therefore, ad performance.

Recommendation:
Align Organic YouTube content with Google Search Ads schedules to leverage user engagement. Create resonating content and keywords for higher YouTube views, potentially boosting Google Search Ads performance



Optimization summary



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01

Enhance Organic Social Media

- Foster existing YouTube channel, leveraging a strong following for sustained growth.
- Focus resources again for organic Instagram campaign

02

Paid Advertising Strategy

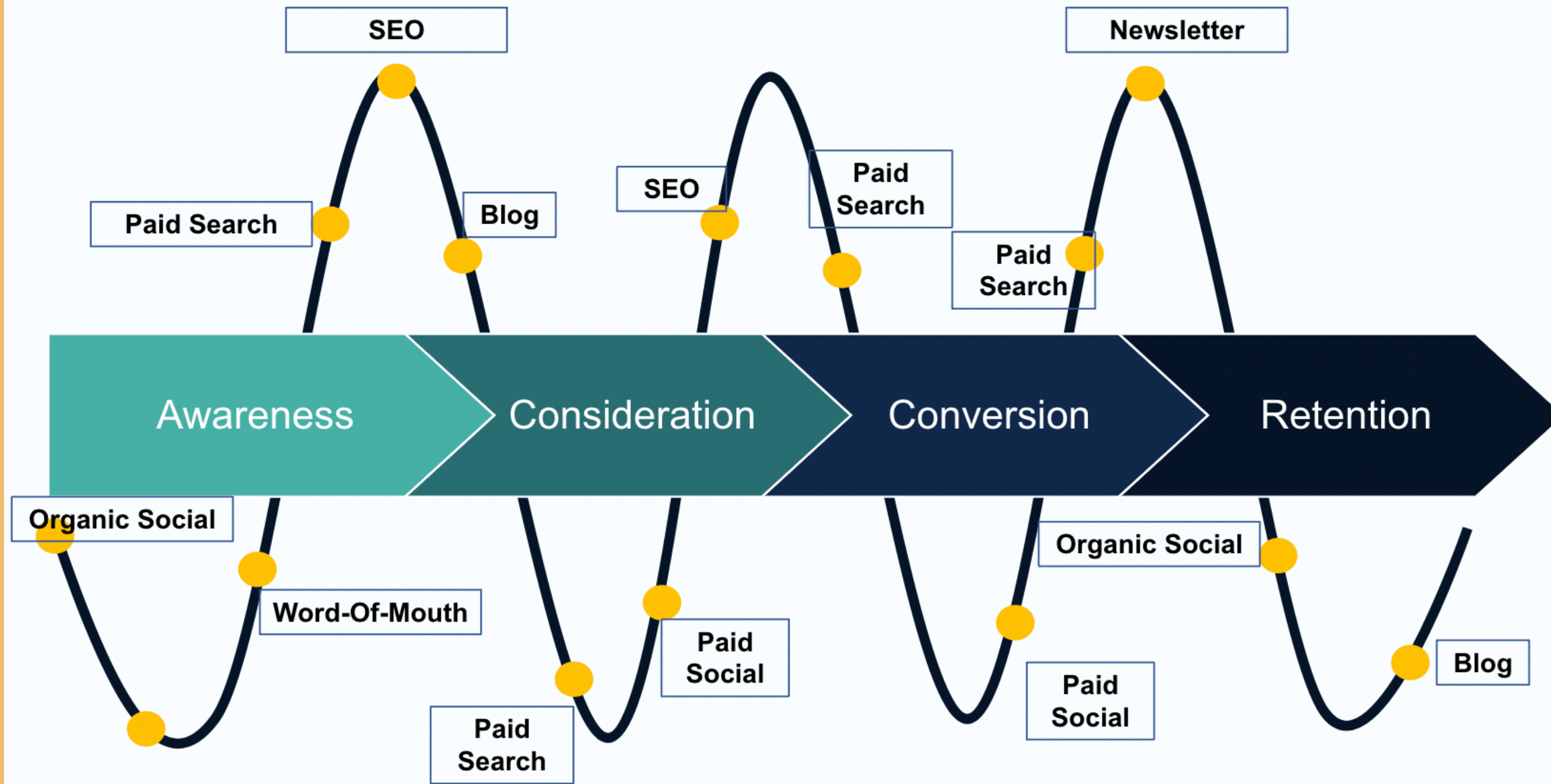
- Prioritize Facebook campaigns over Google Display Ads and continue with Google Search Ads.
- Optimize paid campaigns by focusing on lower CPO through refined keyword selection.

03

SEO and Email Refinements:

- Enhance SEO to reduce bounce rates and draw higher-quality organic traffic.
- Improve email campaign metrics through A/B testing for better CTR and increase campaigns for improved customer retention.

Customer Journey



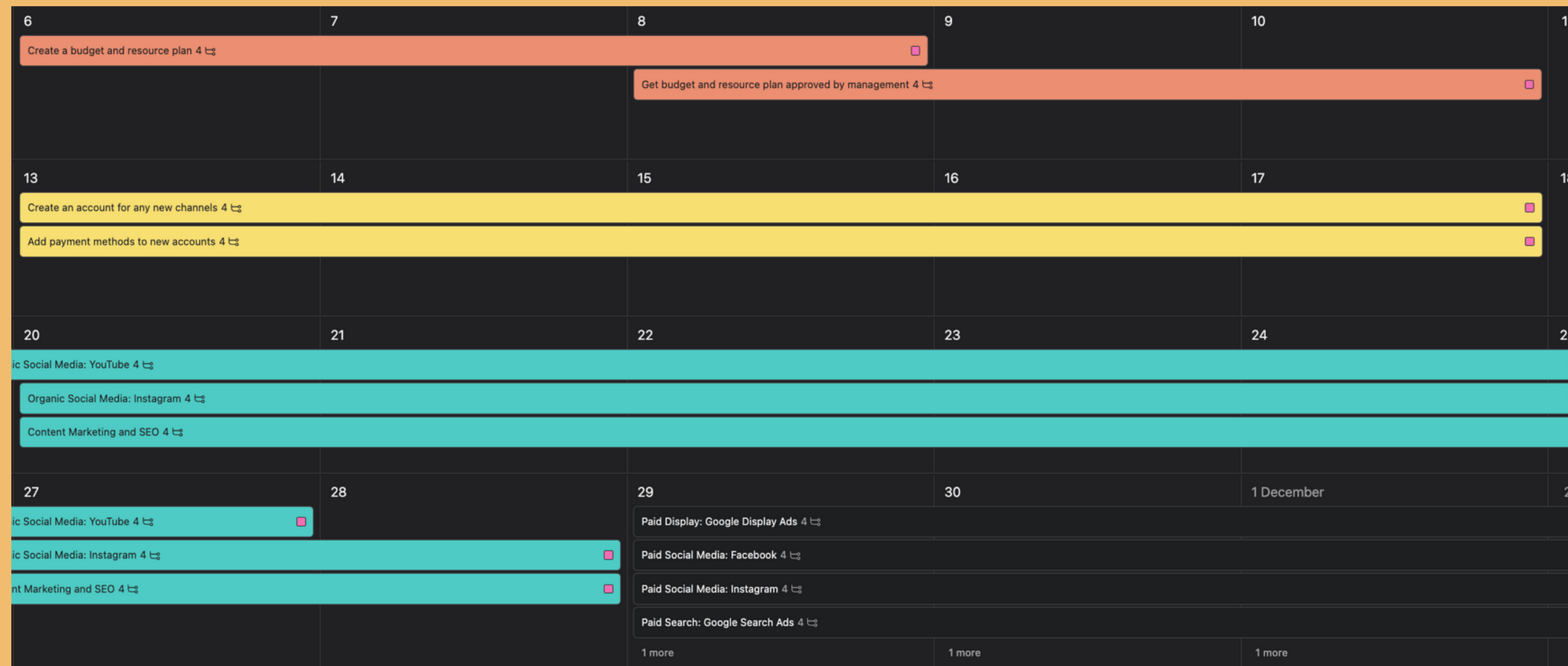
| Funnel Step | Channel | Communication/Content | CTA |
|---------------|--|---|---|
| Awareness | Organic Instagram Organic YouTube Paid Facebook | Charity projects showcases: inspiring people participating on them,, happy resolution of the project thanks to Inclusive Tomorrow Tickets winners showcases | Learn More Follow us |
| Consideration | Paid Search SEO Content Marketing | How lottery works Emphasizing on all the projects Inclusive Tomorrow creates Event related with Easter: for example Egg hunt | Learn More Visit our website Sign Up Newsletter |
| Conversion | Paid Facebook Paid Search Paid Display | Chance to win 1,5 million Everybody wins with Inclusive Tomorrow | Subscribe Now Enter to Win Buy Now Order Now |
| Retention | Email Marketing Content Marketing Organic Instagram Organic YouTube | CRM retention journeys Referral programs Cross - sell or upsell initiatives Special loyalty programs earning points the longer a customer stays Paid social retargeting campaigns | Upgrade Subscription |

| Funnel Step | Channel | Communication/Content | CTA |
|---------------|--|---|---|
| Awareness | Organic Instagram Organic YouTube Paid Facebook | Charity projects showcases: inspiring people participating on them,, happy resolution of the project thanks to Inclusive Tomorrow Tickets winners showcases | Learn More Follow us |
| Consideration | Paid Search SEO Content Marketing | How lottery works Emphasizing on all the projects Inclusive Tomorrow creates Event related with Easter: for example Egg hunt | Learn More Visit our website Sign Up Newsletter |
| Conversion | Paid Facebook Paid Search Paid Display | Chance to win 1,5 million Everybody wins with Inclusive Tomorrow | Subscribe Now Enter to Win Buy Now Order Now |
| Retention | Email Marketing Content Marketing Organic Instagram Organic YouTube | CRM retention journeys Referral programs Cross - sell or upsell initiatives Special loyalty programs earning points the longer a customer stays Paid social retargeting campaigns | Upgrade Subscription |

Tasks were divided by:

1. Budget and Resource Plan
2. Technical and Administrative Setup
3. Content and Creative Production
4. Campaign Setup

Project Management – Asana



Creative Brief

| | | |
|---|---|--|
| <p><u>Requested By:</u> Omar (Marketing Analyst)</p> | <p><u>Campaign Name:</u> “Feel part of with Inclusive Tomorrow“</p> | <p><u>Due Date:</u> 6 weeks from project kickoff</p> |
| <p><u>Goal:</u> The primary goal is to establish a meaningful presence and initiate engagement through the utilization of TikTok for the Spring Inclusion Drive campaign.</p> | <p><u>Target Metric:</u> The aim is to secure a minimum engagement rate of 15% based on audience interaction, shares, and comments on video-generated content within the initial six weeks post-campaign launch.</p> | <p><u>Channel:</u> TikTok <u>Format:</u> Short-form videos <u>Specifications:</u> 1080 x 1920 pixels for full HD (15 sec.) <u>Channel:</u> TikTok <u>Format:</u> Short-form videos <u>Specifications:</u> 1080 x 1920 pixels for full HD (30 sec.)</p> |
| <p><u>Channel:</u> TikTok <u>Message:</u> The content should celebrate diversity, inclusivity, and community engagement. Encourage engagement through relatable and authentic storytelling, capturing the audience's attention within a short timeframe. <u>Call-To-Action:</u> Encourage users to engage by sharing their own stories, thoughts, or experiences related to inclusivity. Invite them to join the conversation using a specific campaign hashtag. “Share your story” “Join us now” “Learn More” “Join the conversation”</p> | <p><u>Target Audience:</u> Engaged Gen Z and young Millennials on TikTok seeking inclusive, trend-setting content reflecting diversity, social impact, and Inclusive Tomorrow's values.</p> | <p><u>Previous Learnings:</u> Authentic storytelling, diverse representation, and trending challenges drive engagement. Content celebrating inclusivity and community involvement resonates most with the target audience on TikTok.</p> |

Product Brief

Requested By:
Omar (Marketing Analyst)

Area of improvement:
Google Tracking Reintegration

Urgency (1=Low to 5=High):
4

Problem:
The product team had temporarily removed Google tracking from the website following a data protection complaint. The issue has been resolved, yet the tracking remains offline. This absence of tracking poses a significant obstacle in accurately measuring and understanding user behavior and engagement on our website. The lack of tracking has hampered our ability to assess the impact of the campaigns and track user interactions effectively.

Goal:
Reintegrate Google tracking to effectively monitor and analyze user behavior on our website, specifically concerning user interactions related to the upcoming Spring Campaign. This is critical to understand the success of our marketing initiatives and ensure accurate data collection for informed decision-making.

KPIs Affected:
Conversion rate, user engagement metrics, and campaign performance analytics

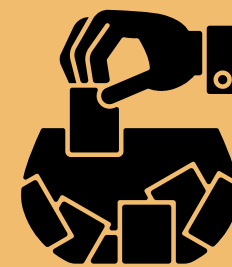
Critical Requirements / Detailed Description of Task:

- Reintegrate Google Analytics tracking code: Place the Google Analytics tracking code back onto all relevant pages of the website to track user behavior and interactions accurately.
- Ensure proper functionality: Ensure that the tracking code is correctly integrated and capturing essential metrics related to user interactions on the website, particularly concerning the Spring Campaign.

MULTI-CHANNEL MARKETING STRATEGY

Thank you!

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