Digital Marketing Strategy
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#DGM29
Digital Marketing Strategy

- Business Overview
- E-Commerce Opportunities
- Marketing Initiatives: Acquisition, Conversion, Retention
For culinary enthusiasts who want to feel a more authentic, personal connection to their food…

Bedford Cheese Shop is the specialty food store to experience the best artisanal cheeses. Unlike mass cheese stores and premium food retailers, Bedford is dedicated to exploring and enjoying the craft of cheese. You become part of their relationship with family farmers and cheesemakers from around the world… and around the corner in Brooklyn.
Firmly established in Brooklyn and NYC
Modest social presence; primarily on Instagram and Facebook

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Likes</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>4,738</td>
<td>2,278</td>
<td>1,823</td>
</tr>
<tr>
<td>Facebook</td>
<td>4,738</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,278</td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>
Website designed to address all aspects of the business

- E-commerce
- Daily menu
- Classes
- Catering
- Private events
- Wholesale
- Consumer engagement
- Store information
Website is not achieving its main goal: incremental sales through e-commerce
Analytics identified 3 opportunities to build online revenue

1. Awareness of the stores drives online traffic

2. Gift giving occasions trigger online purchases

3. Fundamental steps can improve performance along the consumer journey
People who know BCS go directly to the site or search specifically for it.
Online sales originate in NY and >75% are shipped to another address.
Online sales are driven by December holidays and “gift” products
Gift giving opportunities beyond the December holiday season
Weak performance at all 3 fundamental stages of our consumer journey

**ACQUISITION**
- 2,024 = average monthly sessions
- 58% = bounce rate

**RETENTION**
- 0.5 = average # of repeat customers per month

**CONVERSION**
- Lose 75% of customers in the last stages of the purchase funnel
  - Added to cart = 2.82%
  - Reached checkout = 1.11%
  - Completed Purchase Rate = 0.66%

Time Period: Jan – Jun '15
Sources: Shopify, Google Analytics
KPIs are aligned with digital marketing objectives at each stage

ACQUISITION

3,000 = average monthly sessions (+50%)

decreased bounce rate from 58% (1H ‘15 monthly average)

RETENTION

multiple repeat customers per month (average is only 6 per year)

CONVERSION

completed purchase rate greater than 1%

Time Period: Jan – Jun ‘15
Sources: Shopify, Google Analytics
Recommended initiatives at each stage

**ACQUISITION**
- Targeted Facebook advertising
- Targeted Google PPC

**RETENTION**
- Execute email campaigns – deep links, retargeting and “lite” content testing

**CONVERSION**
- Optimize website design, navigation and checkout

Initiatives

Time Period: Jan – Jun '15
Sources: Shopify, Google Analytics
HYPOTHESIS  Paid advertising on social platforms can rapidly drive incremental visits

OBJECTIVE(S) Drive acquisition

KPI(S) Weekly website sessions significantly above 500. Track e-commerce conversions and sales.

STRATEGY Leverage FB’s targeting capability and BCS’s page likes; utilize the platform’s ability to incorporate (tasty) photography

TACTICS Ran 14 ads across mobile and desktop over 4 days, continuously optimizing executions and targeting; budget $275

RESULTS
• Rapid optimization increased ad effectiveness and efficiency
• Friends and family of BCS fans most responsive audience
• Generated 65K targeted impressions with $275, resulting in 316 clicks to BCS.com
• Campaign did not result in direct sales (0% e-commerce conversion)
Facebook Test

RESULTS Doubled the number of site sessions during the testing week – although it cannot be attributed to FB.

Source: Google Analytics

Weekly Sessions

<table>
<thead>
<tr>
<th>Period</th>
<th>Sessions</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEST w/o 07/27/15</td>
<td>972</td>
<td></td>
</tr>
<tr>
<td>KPI Goal</td>
<td>94%</td>
<td>146%</td>
</tr>
<tr>
<td>PREVIOUS PERIOD w/o 07/28/14</td>
<td>396</td>
<td>113%</td>
</tr>
<tr>
<td>Jan-Jun 2015</td>
<td>456</td>
<td>116%</td>
</tr>
<tr>
<td>Jan-Jun 2014</td>
<td>450</td>
<td></td>
</tr>
</tbody>
</table>

Source: Google Analytics
HYPOTHESIS: 2008 PPC campaign failed due to lack of NYC geo-targeting; targeted effort to NYC can drive incremental traffic to BCS.com.

STRATEGY: Capture searches against branded (BCS), category and competitive (Murray’s) keywords in NY DMA.

TACTICS: Running 1 execution with 3 ad extensions all driving to BCS.com, continuously optimizing executions and targeting; budget $100.

RESULTS:
- $98 cost only generated 4K impressions and 43 clicks.
- CTR higher than Facebook at double the cost.
- Bidding against competitive category keywords is prohibitively expensive.
- SEO should be a higher priority.
Recommendation: Optimize website for e-commerce

- Lose 75% of customers in the last stages of the purchase funnel
  - Completed Purchase Rate = 0.66%
Website redesign
Recommendation: Email campaigns against distinct consumer segments

Order Confirmations
Include deep links back to BCS.com for key products / sections

Customers who abandon items during checkout
Enhance Shopify’s automated email notification / retargeting
Test impact of offers to complete

All customers who have “opted in” to marketing
We have 100’s of email addresses captured in-store and on Shopify.
Email inviting them to the “new” website with an offer of 10% off their first order (up to $x).
Test response to “lite” content marketing on a range of topics including cheesemaker profiles, new or limited products, tips from training classes, upcoming events, seasonal pairing suggestions, etc.
Summary

**ACQUISITION**
3,000 = average monthly sessions (+50%)
decreased bounce rate from 58% (1H ’15 monthly average)

**CONVERSION**
completed purchase rate greater than 1%

**RETENTION**
multiple repeat customers per month (average is only 6 per year)
thank you

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