

**ASSESSMENT: BHO0257**  
**Assessment 1 – Individual**  
**3,000 Word Portfolio 23/24**

**Agga Aung (U215736)**

**Word count – 3,000 words**

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# Introduction

This is a marketing portfolio that will present a digital marketing strategy for the next year for Three Fiends. Three Fiends is a brewhouse that was started by three friends for their love of beer back in 2014.

The marketing portfolio will include SMART objectives with specific channels, website optimisation, recommendations of digital marketing campaigns with email, website design, SEO, and social media advertisements and posts. Additionally, we will be look at how the effectiveness of each channel can be measured and managed, how effective each channel is likely to be beforehand, and each channels weakness.

## SMART objectives

### Email

Objective one increase customers subscription to the newsletter by 30% by the end of the year with the email campaign.

#### Justification

According to (Statista, 2023) we have seen a growth in revenue generated by e-mail marketing going from 7.5 billion dollars to 10.89 billion dollars globally. This shows e-mail marketing is an ever-growing marketing channel with incredible potential in the later future. Three Fiends can invest in to email marketing as it is shown to be a reliable and future proof marketing channel revenue has increased by over 3 billion dollars worldwide. Email marketing has also seen an increase in the return on investment for 35% in 2020 to 39% in 2021 (Statista, 2023).

### Website Campaign

Objective two increase the sales on the website by a yearly rate of 15% with the launch of the new website campaign.

#### Justification

Developing and optimizing the website for e-commerce will assist Three Fiends in increasing sales as this will enhance user experience, improve the flow of the website, and streamline the buying process. By making an optimized website where everything is a few click away will help Three Fiends to retain a good consumer base and attract new customers. We have seen a shift after the pandemic around how company and brands dependences on e-commerce (E-Commerce Website Optimization, 2020).

### Website SEO Optimisation

Objective three increase the website traffic by 20% by the end of 2024 by optimising the search engine.

### Justification

By Three Fiends optimising the search engine and getting a higher SEO ranking will help them gain an advantage over their competitors. This will also help with the click-through rate to the Three Fiends website as it will appear higher in the organic search results. Three Fiends being a small organization means that they don't have a huge budget to spend so SEO is one of the highest ROI meaning what they invest gets the highest returns. This will improve brand awareness and attracting new customers (Digital Marketing: Strategy, Implementation and Practice, 2022).

### Social Media Campaign

Objective four is to reach at least 2.5K followers on Instagram in a year by posting regularly.

### Justification

According to (Statista, 2023 July) the amount of Instagram users has grown over the years it has seen a growth rate of 1 million every year. Three Fiends should focus on one social media as this would be easier for them to grow one social media then multiple at a time. ("Omnichannel Marketing Trends," 2023). Three Fiends doesn't have a huge budget to spend on all these campaigns however improving their social media could have the lowest budget out of these other campaigns if they do it the right way as they can make posts themselves and see what is trending and post something related to a trend or anything that is happening around the world such as Christmas/Halloween (Statista, 2023 July).

## Action Plan

### Objective one Implementation

Three Fiends should implement this by having an email campaign themed around major holidays such as Christmas, Halloween, and Easter and make these emails personalised. To build a stronger relationship with the customers. As seen in Figure 1 which is an example of a potential e-mail Three Fiends can send to their customers as you can see from the figure the e-mail will have the customer's name at the top and any of their previous purchases or any of their previous viewed items. However, if this is a new customer it will just have known the new arrivals displayed. This e-mail marketing style can be copied for the other major holidays such as Halloween and Easter this will bring in more customers during the holidays where people are looking for gifts for loved ones such as friends and family. By calling this exclusive deal over the holidays Jingle and sip special bring the sort of festive feel.

With the voucher being for the online store it will bring more customers to the website also will reward any loyal customers and make them feel valued which will help with customer retention and to build a loyal following for Three Fiends. Displaying the customers previous purchases or viewed items will push them over the line to make the purchase as they can get a voucher to use in the online store and make the email personalized which will help Three Fiends to build a one-to-one relationship.

By having those two paragraphs after explaining the deal will help the customer think about the offer as they might have not bought presents for loved ones and really consider making the purchase as they can get a free voucher to buy more and having the shop now button which will try to take them straight to the website makes it easier for them to make the purchase by saving time for them to have to search Three Fiends. All of this will help Three Fiends generate more sales and they will have more people visiting their website to see what they offer. This is when Three Fiends must attract these

potential customers with their new and improved website (Digital Marketing: Strategy, Implementation and Practice, 2022).

### Objective two Implementation

Figure 2 in the Appendix is how the new website for Three Fiends will look like when implanted. As seen in figure 2 the website has an improved header at the top off the website which has all the social media is, but Three Fiends has in the top right corner there is also a basket for any saved items on the way for the customer to make an account. Which will help Three Fiends to get more information of what type of customers like what drinks to be able to advertise more effectively in the future. In the header there is also navigation bar and a search bar a search bar will make it easier for repeating customers to search for their favourite beers and speed up the time it takes for the customer to make a purchase.

As seen in the header there is an extra option/page on the navigation bar named extras which will have all the merchandise such as T-shirts, pint glasses and other branded stuff they sell. The two extra pages as tap room events, horse box bar and our story pages have been combined into one and named about this was done to simplify the navigation bar, so it is easier for new customers to understand. However, all these pages a combined into one so when a new customer does want to know more about what Three Fiends does this, they can still find this information on the about page.

### Objective three Implementation

Three Fiends needs increases their traffic to the new website for the website campaign to be effective, so they need to implement a variety of SEO techniques such as on-page optimisation (Digital Marketing: Strategy, Implementation and Practice, 2022). Which is when the content of the website is improved to have the website rank higher in the organic search so it easier to find. This will help Three Fiends website to gain visibility on any search engine by using keyword/phase so when a user types a certain keyword/phase will show higher on the results which will increase the click thought rate of Three Fiends. This can be done by using Google search console which can do a few things such as show you the total clicks, total impressions, average click through rate. Another SEO technique is off-page optimisation is when Three Fiends provides backlinks to the website to increases the traffic. Like having links to the website on social media post, emails and other places which are relevant.

Off-page optimisation also includes pay-per-click (PPC) which things such as google ads where Three Fiends must pay every time someone click thought to their website using the ad link and this helps Three Fiends ranker higher up in the search as well (Digital Marketing: Strategy, Implementation and Practice, 2022).

### Objective four Implementation

The objective to increase Three Friends following on Instagram by 2,500 follows within 1 year. This section will focus on ideas of what Three Fiends can post to get more engagement on Instagram. These ideas can be seamlessly used for other social media platforms such as Facebook, TikTok and Twitter. The first idea of what Three Fiends can post is doing a festive post selling and promoting their beers every Christmas, Halloween, and any other holiday. For example, the Jingle and sip campaign where for anyone that spend £15 or more gets a £25 voucher to spend in the Three Fiends online store can be marketed and promoted as being an amazing Christmas idea for any family and friends.

This campaign can be recycled every year with minor changes made to the post so it can be reused every year. Three Fiends could release a flavour theme around Halloween with the name of the limited time beer being something to do with their name such as Fiend juice which will help to get their name out there. This can be reused every year and Three Fiends can make the flavour only be available around Halloween this will help to keep it interesting for the customers every year. Another idea Three Fiends can implement is posting about their events on the story and reels on Instagram by getting other people's post about the event thanking them for attending tagging them in the thank you post to show that Three Fiends has an amazing and loyal community behind them. Three Fiends can make regular updates about when and where their next tap room events are going to be held.

## Evaluation

### Email Campaign

Measuring the success of an email campaign is important for understanding its effectiveness and seeing areas that need improvements. The first metric Three Fiends can look at to see how successful this campaign is open rate which is seeing the percentage of users who open the email. Having a high open rate suggest that users are engaging with the email however another metric that should be considered is the Click-through rate or CTR is the percentage of recipients who click through the website. This is important to consider as show that they are interested in what Three Fiends have to offer. Another great metric to have a look at is the conversion rate as it shows how much users that got the email then when and made a purchase after clicking thought to the website. A high conversion rate shows that the email was successful in effectively persuading the recipients to act. The last and most important metric to consider is the ROI or Return on Investment as at the end of the day Three Fiends is a business and they need to make money to stay afloat. If the return on investment is positive it shows that the email campaign was financially successful and a negative return on investment that financially it was unsuccessful however being financially unsuccessful does not mean the campaign was a failure it just means the campaign did not generate any revenue for Three Fiends.

A few are limitations is the inability to reach customers that are not familiar with Three Fiends as they need to opt into the email on the website before getting put on the email list that Three Fiends will use to send the emails. Another limitation of the email marketing campaign is that the email might end in spam folder by mistake, and some might not be sent out at all. This can happen due to a range of reasons such as spam filters and sender reputation. People might choose to opt out or unsubscribe for the email due to getting to much or emails for things they don't like so it is important to keep in mind of their preference and not to overwhelm them with too many emails.

### Website Campaign

The metrics to measure the success of the website are the amount of unique visitor number of distinct users visiting the website this helps Three Friends to see how many different users are engaging with the new website. Another metric that is similar to unique visitor is traffic volume which is the total number of visitors to the website. This metric allows Three Fiends to see the Overall reach on visibility of the new website. Another metric is bounce rate which is the percentage off visitors the only view the website once and they never come back. This metric is important as having a high bounce rate may mean there's an issue with the site content. This helps Three fiends to see if there is anything wrong

with their new website or content on the new website. Another metric they could consider using is average session duration which shows the average time use is spent on the website this could indicate a few things about the new website longer sessions means that users are engaging with the new content. Additional metric Three Fiends can look into are page load times this is how long page takes to load having faster load time enhances user experience and positively affect search engine ranking.

A few limitations are technical issues that the new website could have which might need to be fixed and addressed quickly as this will affect user experience and might make users not come back this will make Three Fiends have a higher bounce rate. Another limitation could be he was the experience challenges as design and application might not work as intended which will also lead to higher bounce rate. Having a higher bounce rate could be indication of both limitations with the new website.

### Website SEO Optimisation

A metric that can be used is organic traffic which is the number of users who find the website through organic search results show how effective the overall SEO techniques implanted to driving organic traffic. The click-through rate (CTR) metric can be used again to measure the effectiveness of the SEO optimisation by checking the percentage of users who click to the website for the search results. Another metric that Three Fiends can look at is the domain authority is a number score that predicts the website rank on search engines. This indicates the trustworthiness and strengths of the website which will show Three Fiends where their new website might rank. Another metric Three Fiends can look at that is like domain authority is page authority which looks at each individual page and measures the strength of each page in search engine ranking.

Limitations of website SEO optimisation is that website owners have little control over the display of the search engine results pages. Another limitation/problem Three Fiends can run it to is keyword saturation this is when you over-optimize the content on the website with too many keywords which can lead to penalties, so it is important to find a good balance between have keyword and not using to much. Another limitation of SEO is that it takes a long time to take affect and it is rare to see improvements to traffic to the website in a short period of time.

### Social Media Campaign

Metrics that Three Fiends can look at to see how successful their social media campaign is doing is by looking at the engagements metrics such as likes, share and comments to the number of interactions the posts are getting. This is important as the level of engagement show Three Fiends how well the content is being reserved. Another metric to have a look at is the reach and impression which is how much unique who seen the post and how many time it have been seen. This show Three Fiends the overall visibility and impact the social media post has. Metrics Three Fiend can also look at is Reels metrics such as watch time, views, and engagement. This is like the post however video engagement is important as it helps to capture additional attention.

Limitations of the Social Media Campaign is that social media platform update their algorithms on a regular basis, so it is important to stay up to date with this to make sure this doesn't affect the visibility of post. Another problem or limitation the Social Media Campaign is receiving negative feedback which can impact the brand or potential customers to not giving Three Fiends a chance. Users having short attention can make it hard for Three Fiends to convey complex message to users. Posting too much could cause users to feel ad fatigue which might cause users to hide or ignore Three Fiends.

## Conclusion

This portfolio has been made for Three Fiends to help them grow and provide them with an action plan with clear SMART objectives and ways to monitor the growth and success of the action plan. For them to build their digital footprint and the brand visibility. The goal for Three Fiends is to achieve these goals over a year with a consistent and successful growth through the e-mail marketing campaign, the new launch of the website and the social media marketing campaign.

## Appendix

Figure 1 Email Marketing Campaign

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Subject: **Jingle & Sip:** Make Your Christmas Extraordinary with Three Fiends Brews!

Dear [Customer's Name],

The festive season is upon us, and at Three Fiends, we're ready to make your Christmas extraordinary!

Introducing our exclusive **Jingle & Sip Special!**

This Christmas, immerse yourself in the merriment with our beers. Crafted to perfection, it's a unique brew that's sure to add an extra sparkle to your celebrations.

**Make a purchase of £15 or more of our beers, and we'll gift you a £20 voucher for our online store!** It's our way of spreading joy and saying thank you for being a part of the Three Fiends family.

Why should you indulge in our **Jingle & Sip Special**?



**Treat yourself or find the ideal gift for someone special with our exclusive voucher. It's our little gift to you, expressing our gratitude for your loyalty.**

**Make Your Celebrations Extra Special:** Whether you're hosting a gathering or enjoying a quiet evening by the fireplace, our Jingle & Sip Special adds that touch of magic to your Christmas festivities.

Ready to make your Christmas extraordinary? Head to our online store now and let the merriment begin!

**SHOP NOW**

Cheers to a festive season filled with joy, laughter, and the finest brews!

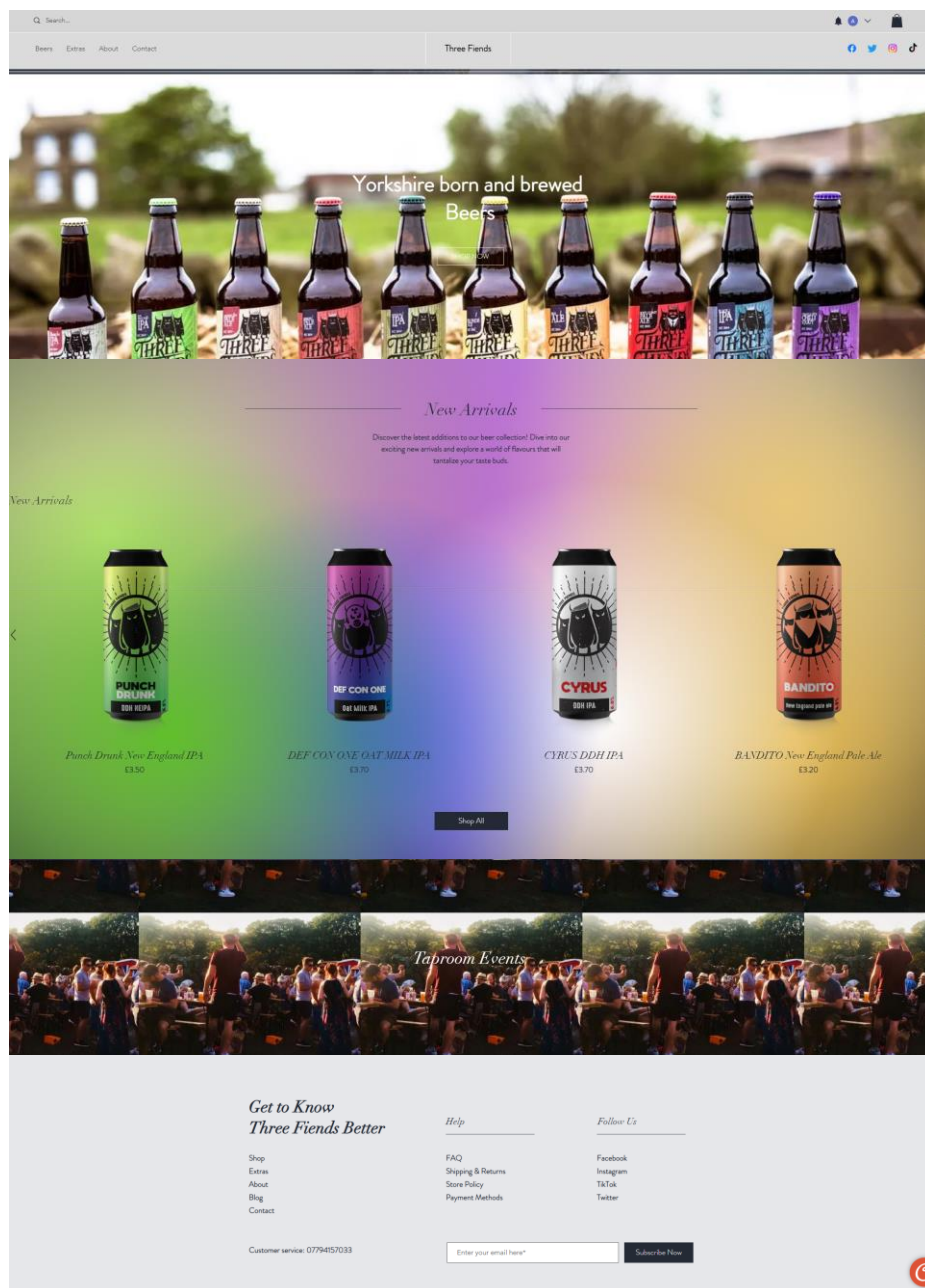
Warm regards,  
Three Fiends Team

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Figure 2 New Website

The three main sections on the homepage which this is the first page customers load into the three main sections are first there will be a shop button which would take them directly to the online store. The second section will have new arrivals so any new beer Three Fiends will be displayed on this page which will assist in promoting their newer beers. The last section is for the tap room events which will show newer customers that Three Fiends has a strong and welcoming community events for them to attend and meet like-minded people. The store page has been revamped to only include beer cans, keg and gift packs and a clear filter by section and sort by. The page has been improved to look more modern and professional.



Search

Home | [About](#) | [Contact](#)

Three Fiends

Filter by


Category

All

Cans

Price

Shop Your Favourite Beer




STELFOX BEER

£3.50

1

Add to Cart




STELFOX NEIPA

£3.50

1

Add to Cart




SUPER SHARP SHOOTER

£3.50

1

Add to Cart




FLUXUS LIGHT

£3.20

1

Add to Cart




DOGHOUSE!

£3.50

1

Add to Cart




PUNCH

£3.50

1

Add to Cart




BANDITO

£3.20

1

Add to Cart




CYRUS

£3.70

1

Add to Cart



BIF COIN ONE

£3.70

1

Add to Cart

Get to Know  
Three Fiends Better

[Shop](#)  
[About](#)  
[Blog](#)  
[Contact](#)

Customer service: 01794507033

Help

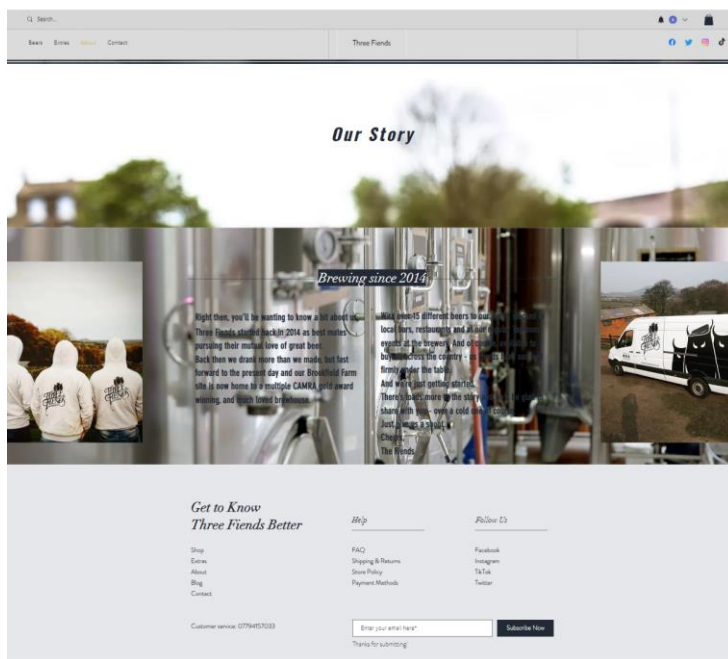
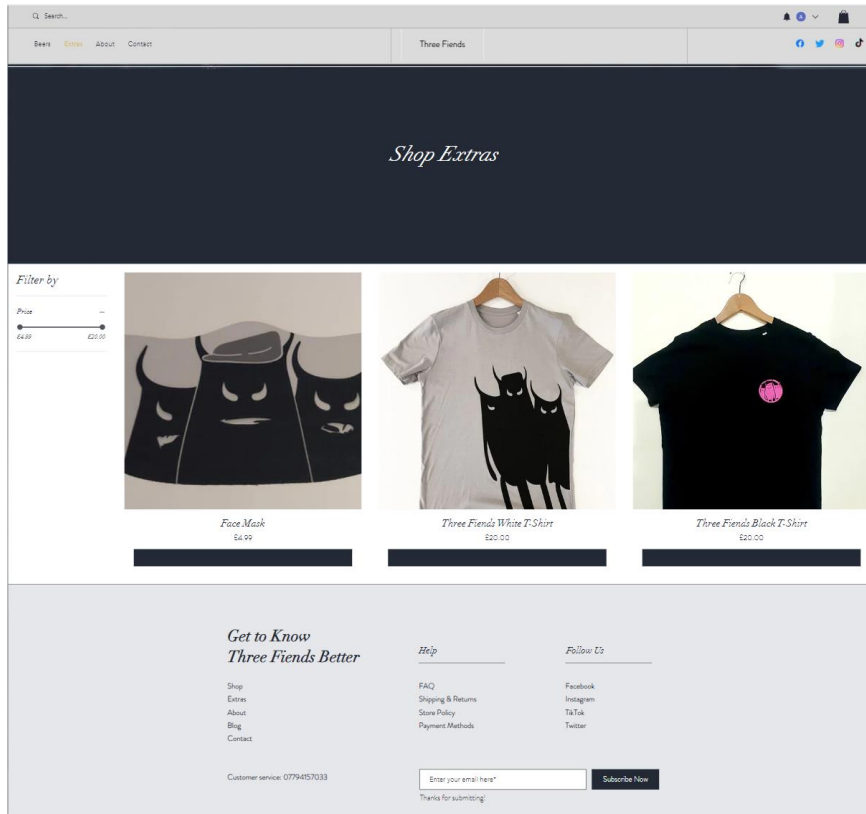
[FAQ](#)  
[Shipping & Returns](#)  
[Store Policy](#)  
[Payment Methods](#)

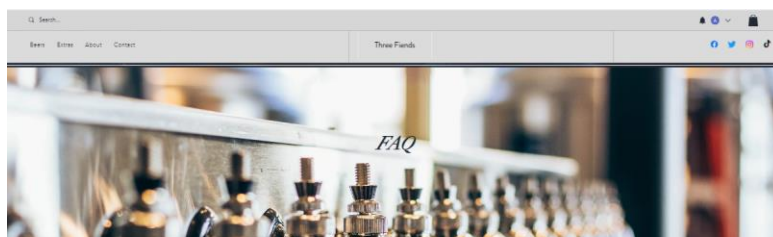
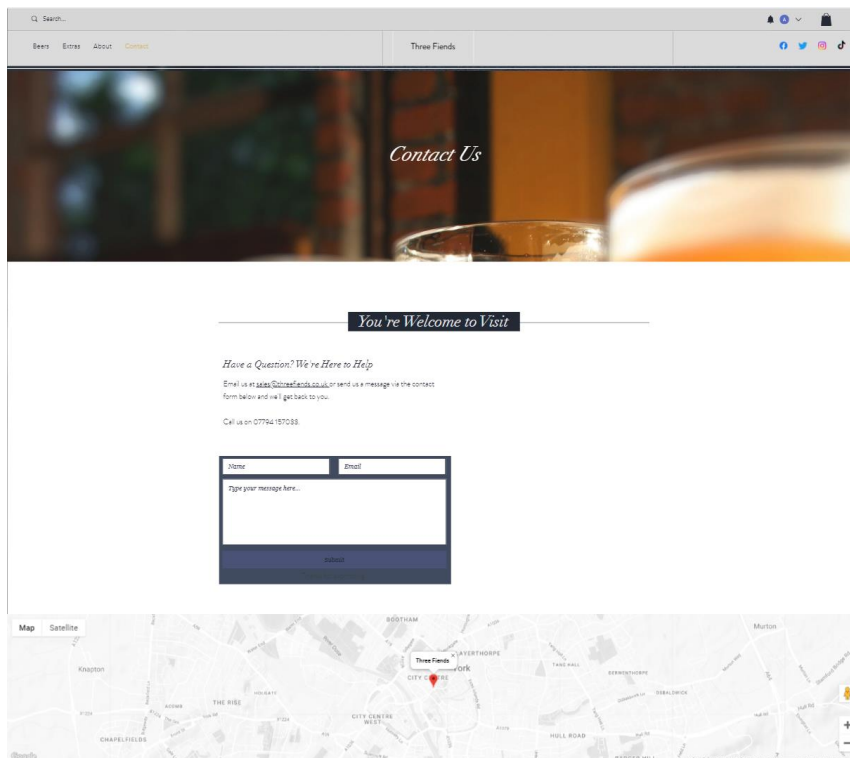
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<https://aggaaung2002.wixsite.com/my-site-3>

Figure 3 Instagram Christmas post





Figure 4 Instagram Reels



Reels Three  
Feinds.mp4

I have included this mp4 file with my portfolio it is called Reels Three Fiends.

Figure 5 Instagram Halloween post



Figure 6 Instagram Reels



Reels Three Fiends  
Halloween.mp4

I have included this mp4 file with my portfolio it is called Reels Three Fiends Halloween.

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