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MODULE NAME	DIGITAL MARKETING ANALYTICS
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DECLARATION	

I certify that this assessment submission is entirely my work and I have fully referenced and correctly cited the work of others, where required. I also confirm the contents of my submission are original and have not been generated by a third party, or through an Artificial Intelligence generative system.

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EXECUTIVE SUMMARY

In the modern age's cutthroat competitive e-commerce landscape, effective digital marketing is crucial for business success. This report serves as a comprehensive guide to enhancing digital marketing strategy for Zan_aani, also spelt as 'Zanaani', an African inspired unisex fashion brand that is richly established as a digital commerce company. As a digital marketing consultant, my primary goal is to leverage digital marketing analytics tools tailored to the company's needs to improve its digital marketing strategy. This report outlines each step to achieve this goal, including analysing the business position and needs, identifying competitors and customer preferences, setting clear business objectives, selecting the right analytics tools, defining performance management parameters and recommending metrics for ROI measurement.

ENHANCING DIGITAL MARKETING STRATEGY FOR ZANAANI: A DIGITAL MARKETING ANALYTICS REPORT

1.0 INTRODUCTION

E-commerce (electronic commerce) is the activity of electronically trading products over the internet. It is the largest sector of the electronic industry. E-commerce uses technologies such as electronic funds transfer, internet marketing, electronic data exchange, automated data collection system, supply chain management and inventory management system. According to a recent article published by McKinsey & Company (2023), e-commerce has been growing steadily since the first online transaction in 1994, when someone made sales electronically by selling a sting CD to his friend for $12.48 including shipping fee and it is predicted that by 2025, nearly a quarter of all worldwide sales are expected to processed digitally (Statista, 2023).
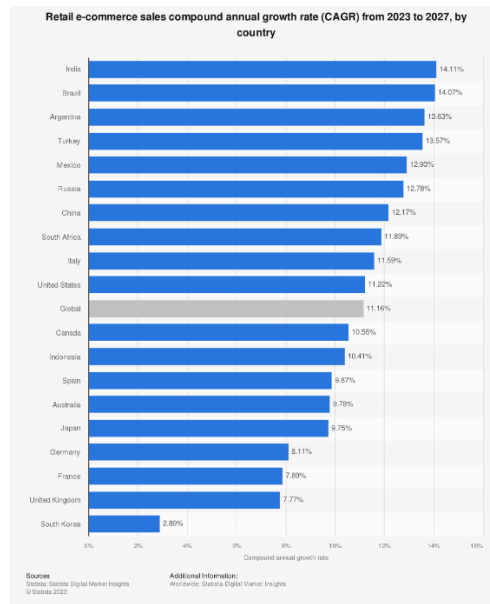
Appendix 1: E-commerce CAGR 2023-2027 by country

To thrive in the competitive landscape of the e-commerce sector, businesses must have clear-cut business goals, effective business strategies and establish parameters for performance management. The value of information derived from marketing insights goes further to arm businesses with needed comprehensive toolkit for effective strategic decision-making. These insights are instrumental to selecting the appropriate analytical tools and techniques for the business needs, ensuring relevance and precision in the analytical process. Digital marketing analysis helps businesses craft personalized experiences that resonates deeply with their customers' needs, customer engagement and business growth.

Figure 2: Zanaani Official Logo

1.1 PURPOSE OF THE ANALYSIS

This consultancy report aims to provide a comprehensive and tailored digital marketing strategy for Zanaani, an African-inspired unisex brand, emphasizing the integration of advanced analytic tools to drive success in the digital technology realm. This report will provide a detailed analysis of Zanaani's current business position and needs, identify key challenges and propose a revamped digital marketing strategy with a strong focus on analytics. The result of my analysis will guide the selection of the appropriate analytics tools, define performance management parameters and recommend metrics for calculating Return On Investment (ROI).

1.2 BACKGROUND AND BUSINESS OVERVIEW

Zanaani is a unisex fashion brand operating in the dynamic and competitive e-commerce market and was established in Florida, United States in 2017. The company offers a range of African-inspired fashion and lifestyle products to its customers. Producing a wide array of Ready-To-Wear (RTW) unisex clothing as well as bespoke tailored designs for special occasions, Zanaani prides itself in delivering modern fashion trends made from unique African prints by expert tailors at affordable prices. The Chief Executive Officer (CEO) and Brand Designer, Toyin Animashaun, is a Nigerian who relocated permanently to the United States in 2014 and became inspired to share her Nigerian culture by creating African clothing and accessories.

Toyin, in a publication by Shout Out Miami (2020), expressed that recognizing her brand's DNA, that is how her products will stand out in a diversified market, was quite a challenging process. Since the business start of operation, it has been able to garner good recognition by celebrity customers like the popular Elilomusic. The brand has also gained further popularity from showcasing its fashion and lifestyle offerings at several popular exhibition and sales centres like Boca Centre and the Pop Up and Shop Up store at Miami International Mall where specially selected pieces were displayed on racks and sold for 6 days between 21st May – 26th May, 2023.

To remain competitive and thrive in this digital age, Zanaani recognises the importance of optimizing its digital marketing strategy. This report outlines a roadmap to achieve this goal through the effective use of digital marketing analytics.

1.3 CURRENT DIGITAL BUSINESS POSITION AND GOALS

Zanaani has a vision to establish worldwide presence in terms of having 25% market share in the next 5 years and media recognition via elite listings, globally recognised publications and awards. In an interview I had with Toyin, the Brand Manager, she expressed that the business is not as present and consistent as she would like it to be and is lacking organic following on some social media platforms which gives it a reduced brand share of voice, search and audience.

Currently, the business has acquired some owned, paid, earned and shared media. has a website that is up to date and generating average traffic; it has an Etsy store linked to its Pinterest account that generates steady sales; it has Instagram and Facebook accounts that performs fairly well in producing monetary and engagement incomes; it also has a Twitter and YouTube account with very low visibility and no TikTok and Snapchat account which are two best platform for sale-targeted contents for the brand's main customer demography.

1.4 THE BRANDS' CHALLENGES

Zan_aani currently faces a number of challenges in its digital trade efforts. These includes:

- Low conversion rates: the conversion rates from website visitors to customers are below industry standard.
- Limited ecosystem analysis: the company lacks a deep understanding of its customers' changing preferences and behaviours due to lack of regular analysis which is negatively affecting its digital influence and limiting the creation of its much desired 'tribe'.
- Increased competition: there is always an ongoing influx of new competitors to the markets and this makes vying for customers attention harder.
- Inadequate digital marketing tools: electronic marketing tools such as Customer Relationship Management (CRM) software, database management systems, marketing technology stack, text, multimedia and email marketing resources are presently not in use.
- Centralized leadership: the business lacks a decentralized organizational structure. The CEO wears many caps to save cost and this limits its growth as there is an absence of much needed division of labour.

Figure 3: Zanaanis' African- Inspired Unisex Ready-To-Wear Prints

2.0 BUSINESS ANALYSIS

By examining Zanaani's digital marketing efforts and evaluating the brand's digital presence, strategies, data, metrics and Key Performance Indicators (KPIs), insights into how effective the business' electronic shopping efforts aligns with its business objectives have been derived.

- **Performance measurement:** this was analysed using metrics like website traffic, conversion rate and social media engagement. The result of this search analysis proved, through Google Analytics Search Engine Optimization (SEO), that customer reach and conversion rates are mainly derived from the website and Etsy shopping platform, where the brand is recognized as a star seller due to fast and smooth dispatch of orders, speedy response, 20% discount on $100 worth of purchases, free shipping offer and 381 5 stars rating reviews from its customers. Since creating its online shop on Etsy (which has 8 million followers as at today) in 2017, the business has made 1,543 sales, has 801 admirers and has been shortlisted and emerged a finalist in the prestigious Etsy Design Awards 2023. The website and Etsy shop is also linked to Pinterest which is a social media creative platform that allows users share their artistic ideas and gain inspiration from other account owners. This helps the brand have a notably broader reach and thereby establishing resonance with like-minded African art lovers.

- **Return on Investment**: the brand's digital marketing campaigns, calculated by the rewards of increased brand awareness and customer engagement helped to determine that the business gained good revenues from the few, yet quality, advertisements that were run on various social media platforms especially on Instagram and Facebook. The brand is noted to have the most active posting schedule on these two platforms. The Instagram business account was created September 2016 and since then has gained 2,380 followers. Due to less frequent advertisement placement, the business makes lesser sales on Instagram compared to its business page on Facebook where it has approximately 2,200 followers and 2,100 likes since joining in November 2016 and regular advertisements are placed.

- **Competitor Benchmarking:** Zanaani has a vast number of competitors as there are numerous other African-inspired clothing brands who has similar offerings to that of the business. Conducting a competitor analysis helped to compare the brand's digital marketing performance against its competitors. It is safe to say that at the level Zanaani currently operates, the business is fairly doing well but there is room for strategic adjustments to avail it have a competitive edge over others in the industry.

- **Customer Insights**: Zanaani has a larger percentage of youthful customers between the ages of 16 – 35. A smaller percentage is seen in the children and older generation department. The bulk of feedback from the brand's digital platforms reveal that its current customers are highly satisfied with the business products and will make repeated purchases. The business has a good record of earned and shared media through referrals and shoutouts on fashion publications especially in the United State.

- **Trend Analysis:** Zanaani consistently adapts to the industry trends which allows it capitalize on new opportunity for sales. It fairly matches digital marketing best practices, the opposite of which will ensure the brand stays relevant in the evolving e-commerce landscape.

- **SWOT Analysis**: this involves assessing Zanaani's strength, weaknesses, opportunities and threat in the digital marketing landscape. Zanaani is currently well-fitted to the African pieces lovers' segment of the e-commerce fashion sector. The brands fashion pieces are trendy and widely accepted. The business weakness lies in less frequent content posting on its current social media platforms, non-existence on top engaging platforms like Tiktok and Snapchat, and also decentralization of its organizational structure. The digital landscape consistently innovates opportunities for growth and recognition and aligning with technological advancement will positively position Zanaani for increased growth. Threats can also always present itself in different forms: competitors, inadequate technological knowledge, inability to access valuable resources and unprecedented digital woos. Understanding all SWOT factors will help the brand formulate more effective and targeted strategies.

2.1 DIGITAL MARKET PRESENCE ANALYSIS

Zanaani has established a fairly robust digital market presence across various social media platforms. This analysis provides an overview of the brand's performance on its main social media accounts, highlighting key metrics and engagement analysis. A wholistic recommendation would be given based on these results.

Figure 4: Etsy Design Awards 2023 Finalist - ZANAANI

- **FACEBOOK**

Zanaani's Facebook page has a following of 2,200 followers. The brand maintains an active posting schedule, with an average of 2 posts per week. The content mix comprises product showcases, user-generated content, comedy-centered contents and style tips. All contents are of great graphic quality combined with the bright and fun colours of the clothing, accessories and background décor. This makes the feed quite diverse and engaging.

Key Metrics:
Followers: 2,200
Monthly Reach: 1,049
Average Post Engagement Rate = $\frac{\text{Likes + Comment + Shares}}{\text{Followers}}$ = 23%

Result:
Based on these metrics, the brand has good engagement rate and reach due to its rich content and advertisement efforts which indicates an active and responsive community.

- **INSTAGRAM**

  On Instagram, the account showcases the brand's aesthetic with high quality imagery reflecting the latest fashion and digital trend. The brand utilizes reels to keep its audience engaged and connected.

  Key Metrics:
  Followers: 2,380
  Instagram Stories Engagement: 219
  Average Post Engagement Rate = $\dfrac{\text{Likes + Comment + Shares}}{\text{Followers}}$ = 4.6%

  Result:
  Based on these metrics, the integration of shoppable tags for direct purchases has made sales via this platform easier. Asides this, the account utilizes less of this platform features which contributes to its low conversion rate.

- **ETSY**

  The brand's Etsy shop caters to a more professional audience focusing on industry insight, fashion trend and company's culture. Regular updates, timely response to customers queries and feedback as well as fast and smooth dispatch of goods all helps to push for more visibility.

  Key Metrics:
  Admirers: 801
  Sales till date: 1543
  5 Star Review: 381
  Average Post Engagement Rate = $\dfrac{\text{Likes + Rating + Shares}}{\text{Followers}}$ = 52%

  Result:
  Niche-specific content appeals to the brand's industry-focused audience as well as the well-maintained showcase of company culture and values.

Zanaani's digital market presence across its main social media accounts reflects a strategic approach to engaging with its diverse customer base. Building its presence across other social media platform will contribute to a faster achievement of the company's business goals.

2.2 BUSINESS NEEDS AND CHALLENGES
To address these challenges, Zanaani's business needs includes:

- Building an organic following, specifically a tribe, across all its social media platform in a bid to eventually cut marketing cost.
- Improved customer engagement: enhancing customer engagement to increase customers loyalty and repeat purchases.
- Having a more decentralized organizational structure to ensure faster specialized production and marketing of products.

- Data-driven decision making: leveraging data and analytics to make informed digital marketing decisions.
- Competitive edge: gaining competitive edge by staying ahead in digital marketing strategies.

3.0 DIGITAL MARKETING ANALYTICS TOOLS

Digital marketing analytic tools are software applications or platforms that provide businesses with the ability to track, measure and analyse various aspect of their online marketing effort. These tools gather data from different channels and present it in a format that is understandable and actionable.

3.1 TOOL SELECTION CRITERIA

Selecting the right analytics tools is critical. The chosen tools should align with Zanaani's specific needs and goals. Key criteria for tool selection includes:

- **Data integration:** the ability to integrate data from various sources including website analytics, social media platforms and customers databases.
- **User-friendliness:** tools should be user-friendly, ensuring that the marketing team can easily access and interpret data.
- **Customization:** should have the flexibility to customize analytics dashboards and reports to track Key Performance Indicators (KPIs) efficiently.
- **Cost effectiveness:** considerations should be taken into account based on budget constraints when choosing analytics tools.

3.2 RECOMMENDED TOOLS

Based on the criteria mentioned above, the following analytics tools are recommended for Zanaani:

- **Google Analytics:** this analytic tool is most preferred to track website traffic, user behaviour and conversion rates.
- **Customer Relationship Management (CRM) System:** this tool will help to manage customers data and gain insight into customer interactions.
- **Email Marketing Analytics:** alongside email marketing strategies, analytical tools will help track the effectiveness of email campaigns.
- **Heatmap and A/B testing Tools:** this analytical tool is especially helpful for optimizing website design and user experience.
- **Ad Campaign Analytic Tools:** Google Ads and Facebook Ads managers are analytic tools useful in providing data on performance of paid advertising campaigns on Google, Facebook and Instagram.
- **E-commerce Analytic Tools:** offers insight on sales, customer behaviour and product performance

4.0 PERFORMANCE MANAGEMENT PARAMETERS

Performance management parameters are metrics, Key Performance Indicators (KPIs) and benchmarks that are used to assess and evaluate the performance of individuals, teams, projects, processes or an entire organization. These parameters serve as quantitative and qualitative measures against which actual performance is compared.

4.1 KEY PERFORMANCE INDICATORS (KPIs)

To measure the success of the revamped digital marketing strategy, Zanaani's specific KPIs are listed below:

- **Conversion Rate:** the percentage of website visitors who make a purchase must be measured.
- **Social Media Engagement:** constant and regular calculation of the long-term value of customers to the business.
- **Click-Through Rate (CTR):** evaluation of the effectiveness of online ads must be ensured.
- **Return On Investment (ROI):** the profitability of advertising campaigns must be assessed regularly.

Other parameters that can be used are Email marketing effectiveness, Search Engine Optimization, Content marketing, Sales and revenue metrics, Customer acquisition and retention, Competitor analysis, Brand awareness and perception.

5.0 RECOMMENDATIONS

To enhance Zanaani's digital marketing strategy, the following recommendations are made:

- **Competitors Analysis:** Zanaani's main competitors includes well established e-commerce fashion brands with strong digital marketing strategies. Analysing their strategies will help identify areas of improvement.
- **Customers Analysis:** understanding the company's targeted customers demographics, preferences and behaviours through data analytics is essential for tailoring marketing campaigns effectively.
- **Implement A/B Testing**: continuously optimize the website and marketing campaigns through A/B Testing.
- **Invest in Customer Analytics**: utilize CRM and other data analytics tools aforementioned to gain insight into customer behaviour and preferences.
- **Content Personalization:** use data analytics to personalize contents and product recommendations for individual customers.
- **Regular Reporting:** create regular reports and dashboards to monitor KPIs and ROI.
- **Employee Training:** train marketing team in data analytics to empower them to make data-driven decisions.
- Effective use of stories should be adopted for behind-the-scene content and product teasers.

6.0 CONCLUSION

The strategic integration of digital marketing analytics into Zanaani's operations holds the promise of a transformative leap in the competitive e-commerce landscape. Through my analysis, I have identified critical areas of improvement and devised a roadmap that focuses on digital marketing analytics as a catalyst for success.

Ultimately, by embracing the actionable insights and recommendations provided by the digital marketing analysis I have conducted, Zanaani will not only increase her sales figures but will also forge deeper connections with her customers, enhance their experiences and deliver value. Zanaani will be a brand that resonates more with her audience and will be propelled to the forefront of the e-commerce industry.

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APPENDIX

Figure 1: Statista estimate on retail e-commerce sales Compound Annual Growth Rate (CAGR) from 2023 to 2027 by country.

Retail e-commerce sales compound annual growth rate (CAGR) from 2023 to 2027, by country

Country	CAGR
India	14.11%
Brazil	14.07%
Argentina	13.63%
Turkey	13.57%
Mexico	12.93%
Russia	12.78%
China	12.17%
South Africa	11.89%
Italy	11.59%
United States	11.22%
Global	11.16%
Canada	10.55%
Indonesia	10.41%
Spain	9.87%
Australia	9.78%
Japan	9.75%
Germany	8.11%
France	7.89%
United Kingdom	7.77%
South Korea	2.89%

Compound annual growth rate

Sources
Statista; Statista Digital Market Insights
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Additional Information:
Worldwide; Statista Digital Market Insights

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