

# E-MARKETING STRATEGY

TEAM - 9

NAVYASRI TANGUTURI

MURAD MIRZAKHANLI

FONGEI LANGMIA LEBKUNA BERYL

KRISHNA KUMAR

DESH RAJ

JENNIFER NGUM

# WEBSITE DEVELOPMENT STRATEGIES FOR BESTREADSUK(1)

## USER-FRIENDLY DESIGN

- Intuitive design
  - Logical flow
  - Clear navigation
  - Best reads Logo
  - Meta description
- Clear buttons & icons
  - Clear menu bar
- High quality images
  - Be Minimalistic
  - Essential Elements
- Concise book descriptions
- Website responsiveness
  - Compress Images
- Minimize HTTP Requests
- Visual appearance
- Consistent Color Scheme
- Strategic Dark Colors

## RESPONSIVE DESIGN

Mobile First approach  
Fluid Grid system  
Adaptive Images

### Technologies Used

- HTML5 and CSS
  - JavaScript
- Frameworks(Bootstrap, Foundation)
- Cross-device testing tools

## FAST LOAD TIMES

- Code optimization
- Optimize rendering processes
- Efficient Hosting
  - File and Media Optimization
- Reduce Unnecessary HTTP Requests
- Plugin Management
  - Content Delivery Network (CDN)
- Employ a cloud-based monitoring tool

# WEBSITE DEVELOPMENT STRATEGIES FOR BESTREADSUK(2)

## CALL-TO-ACTIONS (CTAS)

Strategic placement

- Home page-”Shop Now”, browse best sellers
- Book details-”Add to cart”, “Add to wishlist”
- Checkout process: “Proceed to checkout”, ”Go to Wishlist”
- Throughout navigation: “Shop now”, ”best sellers”. ”Best offers”
- Sidebars and Banners: “Buy 2, get 1 sale”, “50% discount”, “Get 25% discount on every purchase”
- Footer: Social media accounts, Customer support

Visual appeal:

Use contrast or dark colours

## ANALYTICS INTEGRATION

Clear goals and KPIs-Increase in book sales, enhancing user engagement, identify KPIs.

Conduct comprehensive website audit

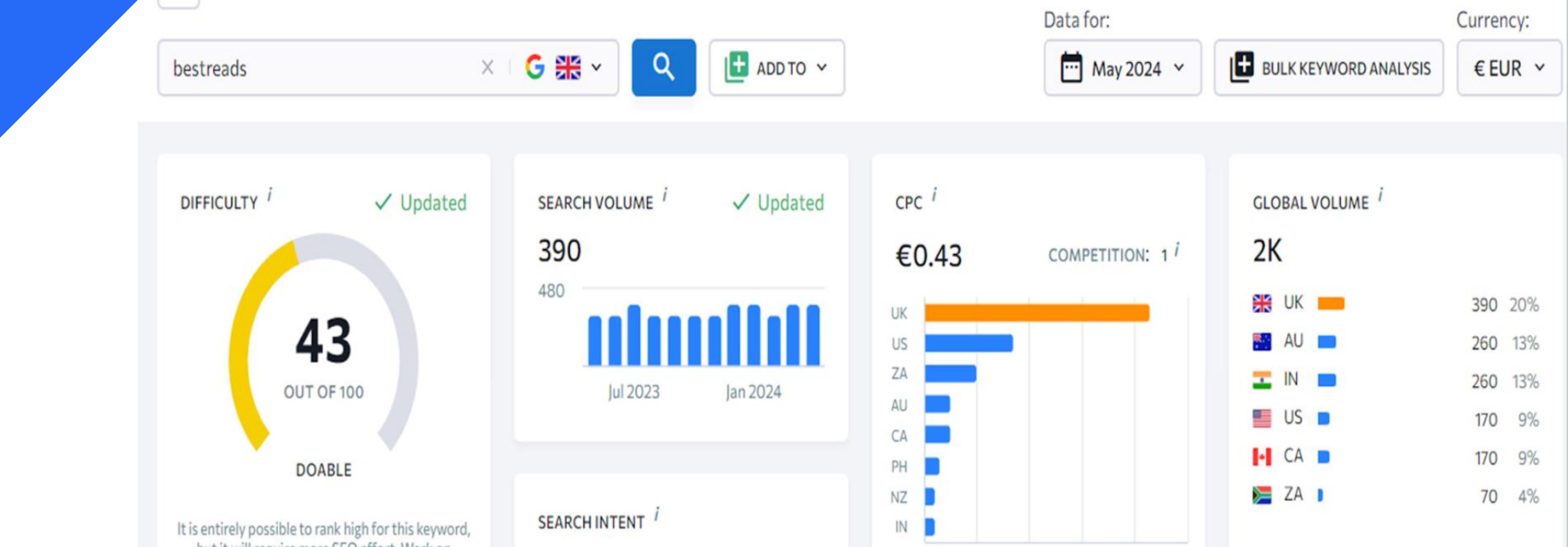
Integrate Google Analytics

- Set up Google Analytics
  - Obtain tracking code snippets
  - Paste the snippet before the closing </head> tag on every page
  - Save and publish changes
  - Monitor data flow into your Google Analytics account
- Continuous Monitoring and Optimization
- Use analytics insights to improve the website
  - Generate regular reports to track progress

## TRUST AND SECURITY

- HTTPS Implementation
  - Trust Badges
- Secure Checkout Process
- SSL/TLS Certificate Renewal
  - Regular Security Audits
  - Customer Education
- Customer Support for Security Concerns





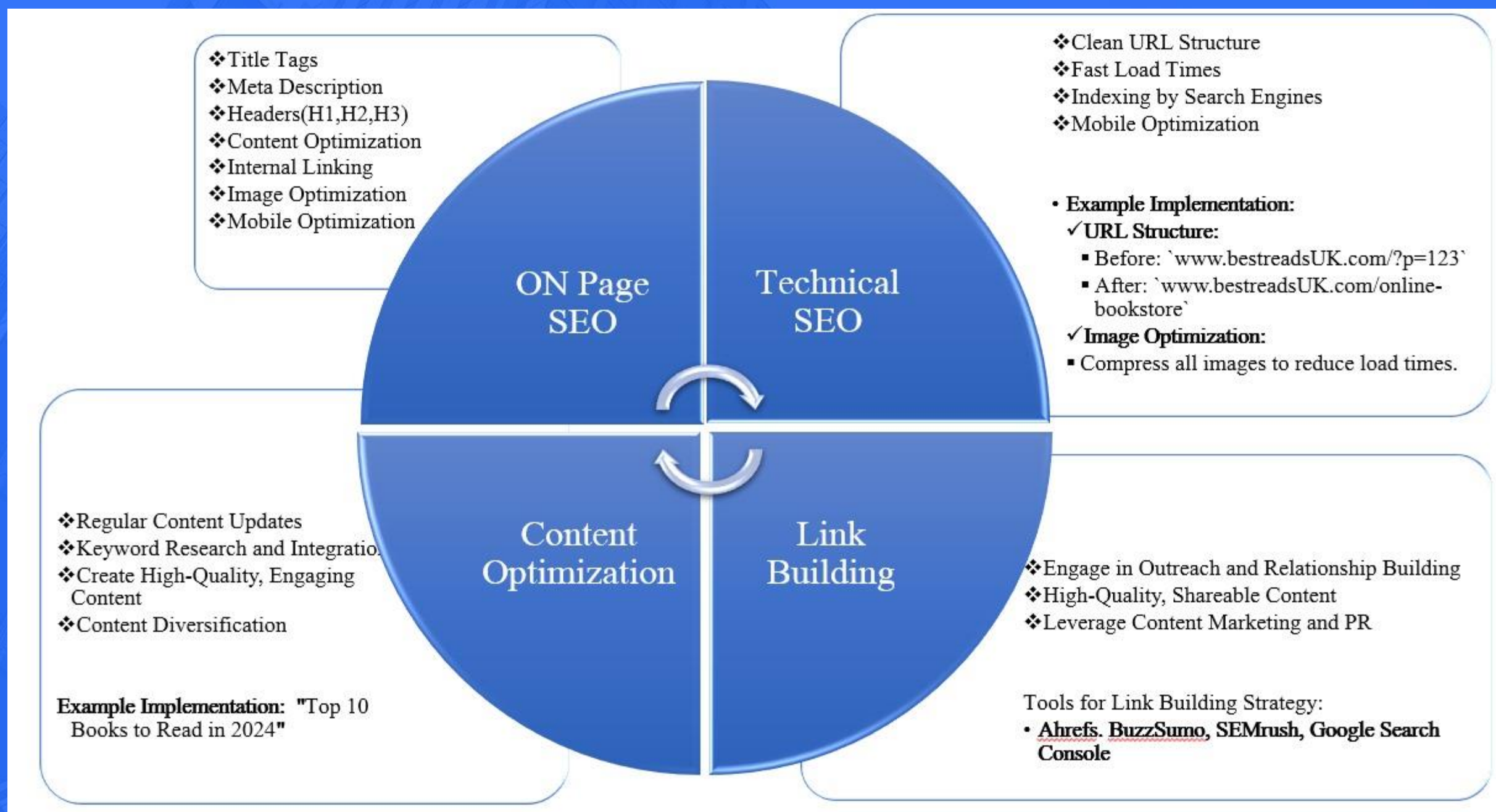
SEARCH ENGINE OPTIMIZATION (SEO)  
STRATEGY FOR “BESTREADS”

# KEYWORDS REFERENCE TO BRAND NAME

Keyword	Difficulty	Search vol.	Search intent	SERP features	CPC	Competition
best reads	43	390	I	Featured Snippets, Reviews, Video	0,43	1
what are the best books to read	43	110	I	Video, People also ask	0,27	0,99
what is the best book to read	41	110	C	Featured Snippets, Reviews, Video, People also ask, Shopping Results	0,27	0,99
what is the best books to read	42	110	I	Video, People also ask, Images	0,27	0,99

## Organic Results

POSITION ^	URL	TOTAL TRAFFIC	TOTAL TRAFFIC COST	KEYWORDS TOTAL	DT
1	<a href="https://www.goodreads.com/list/tag/best-reads">Best Reads Book Lists</a> <a href="https://www.goodreads.com/list/tag/best-reads">https://www.goodreads.com/list/tag/best-reads</a>	2	€0	1	69
2	<a href="https://www.goodreads.com/">Goodreads   Meet your next favorite book</a> <a href="https://www.goodreads.com/">https://www.goodreads.com/</a>	124.5K	€9K	2.1K	69
3	<a href="https://bestreads.app/">Download the only iPhone IOS and Android mobile App ...</a> <a href="https://bestreads.app/">https://bestreads.app/</a>	0	€0	1	9
4	<a href="https://play.google.com/store/apps/details?id=com.mechodal.bestreads&amp;hl=e..">Best Reads - Apps on Google Play</a> <a href="https://play.google.com/store/apps/details?id=com.mechodal.bestreads&amp;hl=e..">https://play.google.com/store/apps/details?id=com.mechodal.bestreads&amp;hl=e..</a>	0	€0	1	96
5	<a href="https://uk.bookshop.org/lists/best-reads-of-2023">Best Reads of 2023 - UK Bookshop.org</a> <a href="https://uk.bookshop.org/lists/best-reads-of-2023">https://uk.bookshop.org/lists/best-reads-of-2023</a>	0	€0	1	65



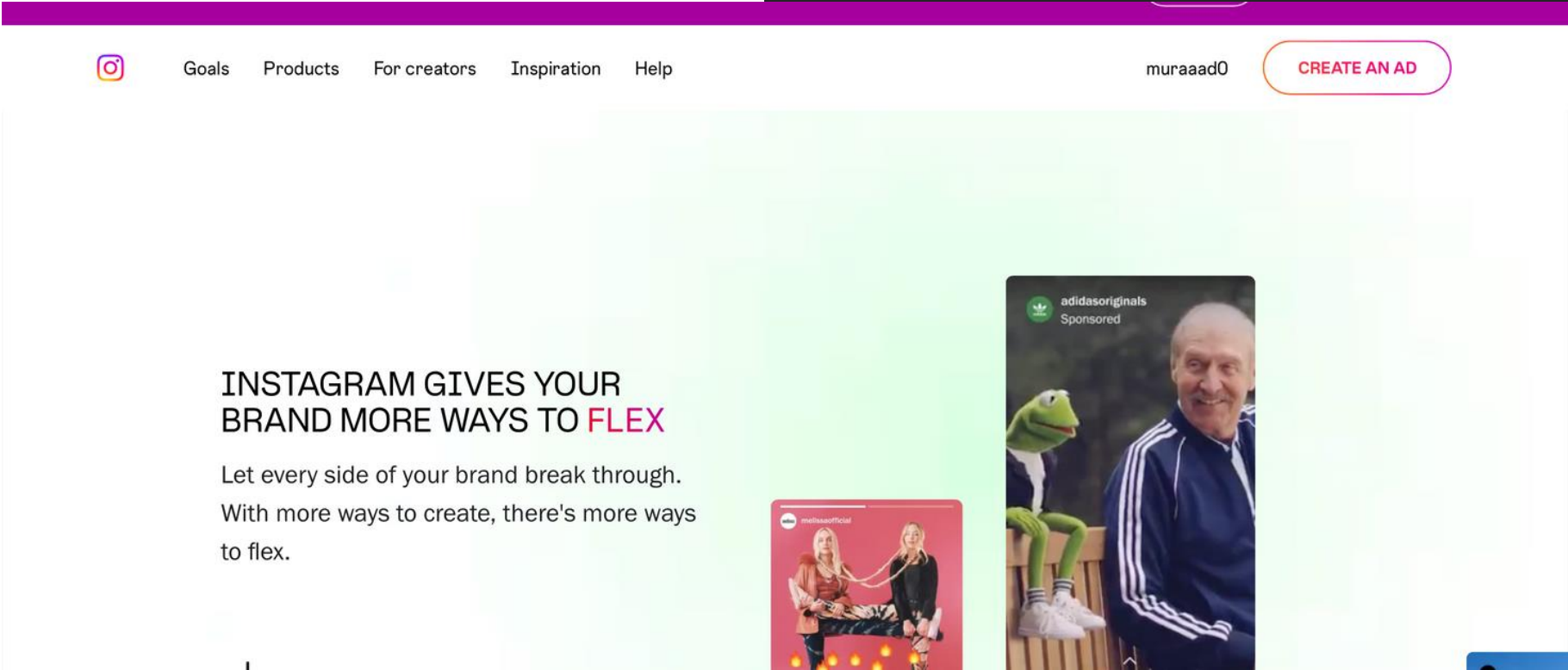


# INSTAGRAM ADS BUDGET ALLOCATION FOR BESTREADSUK

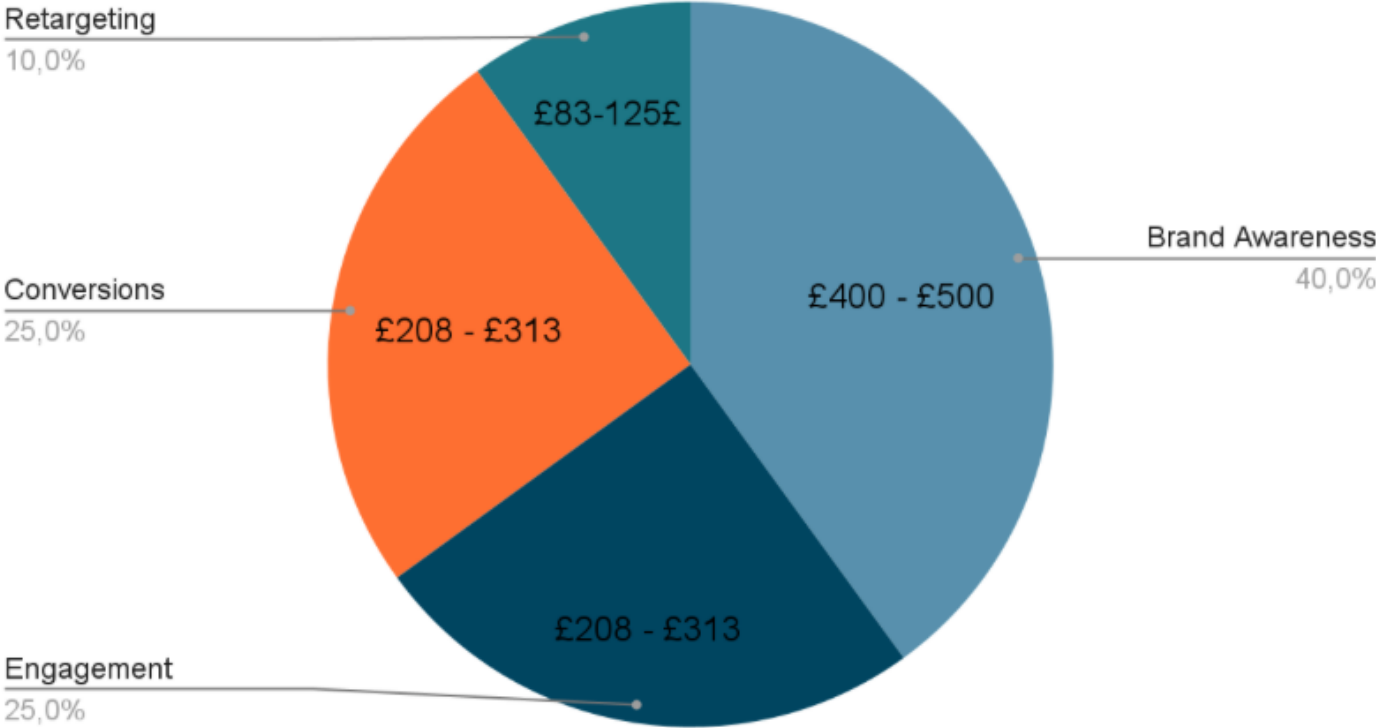
## OVERALL BUDGET

- Annual Budget: £10,000 - £15,000
- Monthly Budget: £833 - £1,250

Campaign Goal	Ad Formats
Brand Awareness	Photo ads, video ads, stories ads
Conversions	Shopping ads, photo ads
Engagement	Carousel ads, interactive stories ads
Retargeting	Dynamic ads, stories ads



### Budget Allocation





# AD CREATION

📖 Discover Your Next Adventure at BestReadsUK! 📖

Ready to embark on a literary journey? Step into our world of books and uncover captivating stories waiting just for you.

Whether you crave thrilling suspense, heartwarming romance, or thought-provoking classics, we have the perfect read to ignite your imagination.

🎉 Exclusive Offer: Get 15% off your first order! 🎉

Start your reading adventure today. Click the link below to explore our collection!

**SHOP NOW**





# TARGETINGS

**45%**

## Demographics



- Age: Target users within the 25-34 age range, as this aligns with our primary audience.
- Gender: Allocate 65% of our targeting to female users and 35% to male users to match our desired audience distribution.
- Location: Target users in the UK to focus our ads on your specific market.

**39%**

## Interests



- Romance and Fantasy Genres: Target users who have shown interest in romance and fantasy literature.
- Authors: Charles Dickens, William Shakespeare, and John le Carré: Target users who have shown interest in works by these authors or related literary themes.
- Reading Habits: Target users interested in reading-related topics, such as book clubs, literary discussions, and reading challenges.

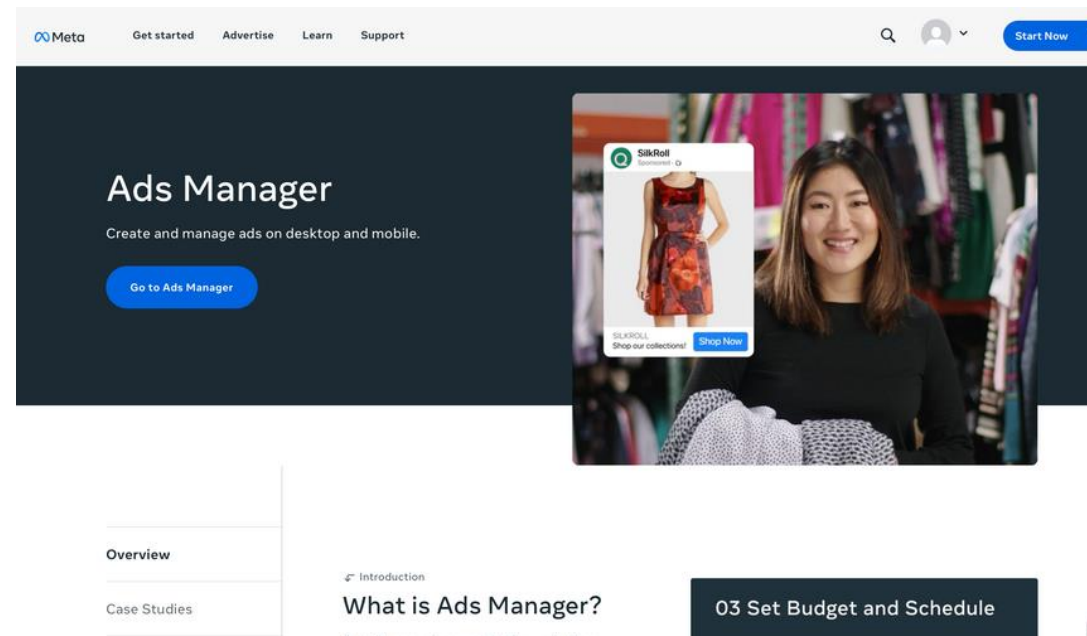
**16%**

## Behaviors



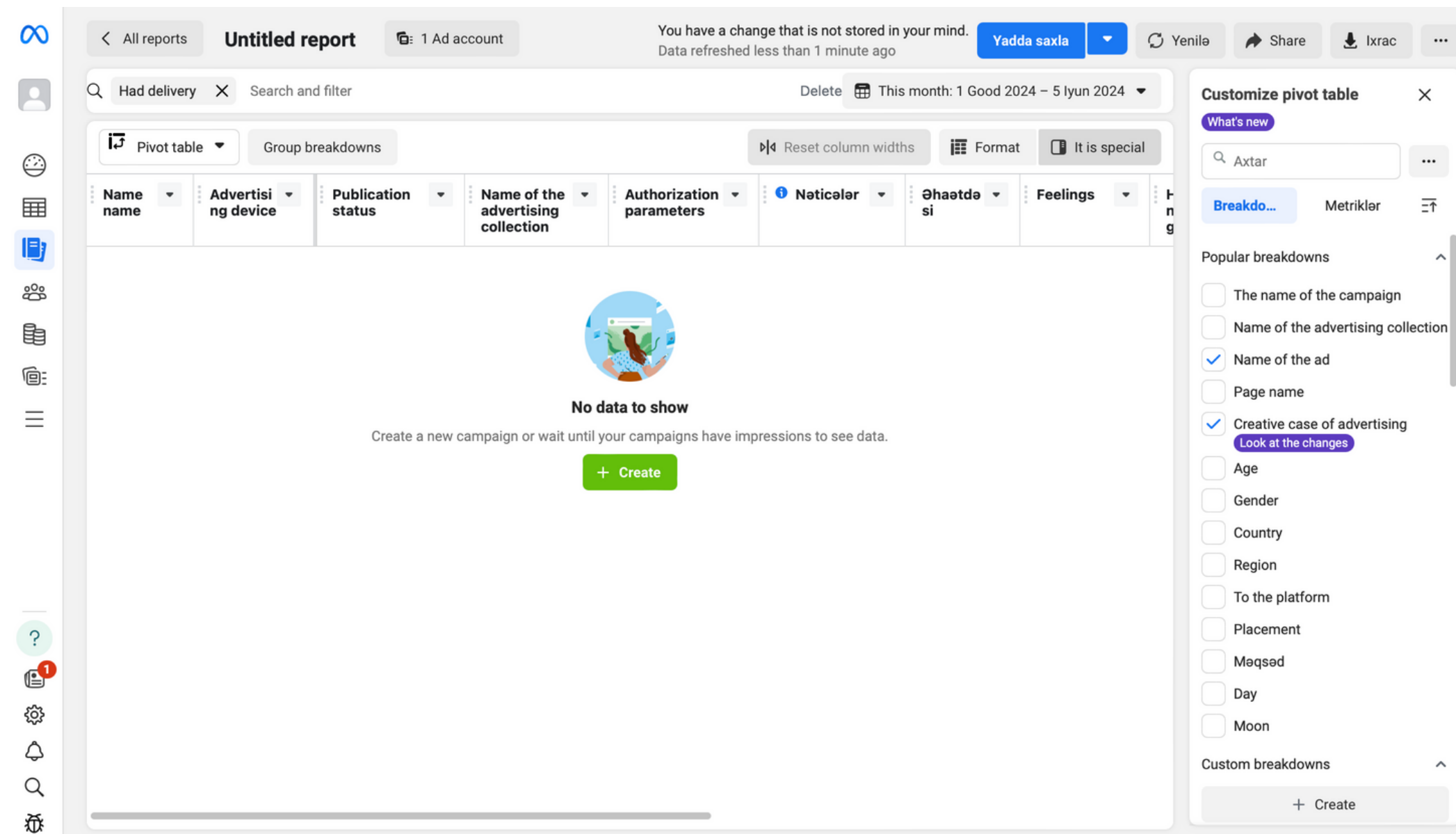
- Book Purchases: Target users who have made online purchases of books or related products in the past.
- Engaged Shoppers: Target users who frequently engage with shopping-related content or have demonstrated purchase behavior on Instagram.

# TRACKING AND ANALYTICS:



Set Up Conversion Tracking:  
Instagram Ads: Use Facebook's Ad Manager for Instagram ad tracking.

Analyze Performance:  
Regularly review performance reports  
from Google Analytics, Facebook Ad  
Manager, and other tools.  
Track key metrics: clicks, impressions,  
conversions, cost per acquisition (CPA),  
return on ad spend (ROAS)



# A/B Testing:

Goal: Increase book purchases on Instagram.

1. Define Goal:

- Increase conversions (book purchases).

2. Choose What to Test:

- Headlines, Images, Ad Copy, CTA, Audience.

3. Create Two Ad Versions:

- Ad A: "Discover the Best Reads at BestReadsUK!"

- Ad B: "Unlock Exclusive Discounts on Top Books Today!"

4. Set Up Test:

- Use Facebook Ads Manager.

- Split budget equally (e.g., £250 each).

5. Run Test for 7-14 Days.

6. Analyze Results:

- Compare CTR, Conversion Rate, CPC.

- Example: Ad A (CTR 1.5%, Conversion 2%), Ad B (CTR 2.0%, Conversion 3.5%).

7. Implement Winner:

- Use the better-performing ad.

8. Repeat Monthly:

- Continuously test new variations.

<div><div>+ Create</div><div> Duplicate</div><div> Edit</div><div> A/B Test</div><div></div><div></div><div></div><div></div><div></div><div>Rules</div></div> <div>View Setup</div>							
<input type="checkbox"/>	Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Res
<input type="checkbox"/>	<input type="checkbox"/>	New Awareness Campaign	In draft	Using ad set bid...	Using ad set bu...	—	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	New Traffic Campaign	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	
Results from 2 campaigns						—	







# Social Media Marketing - Platform

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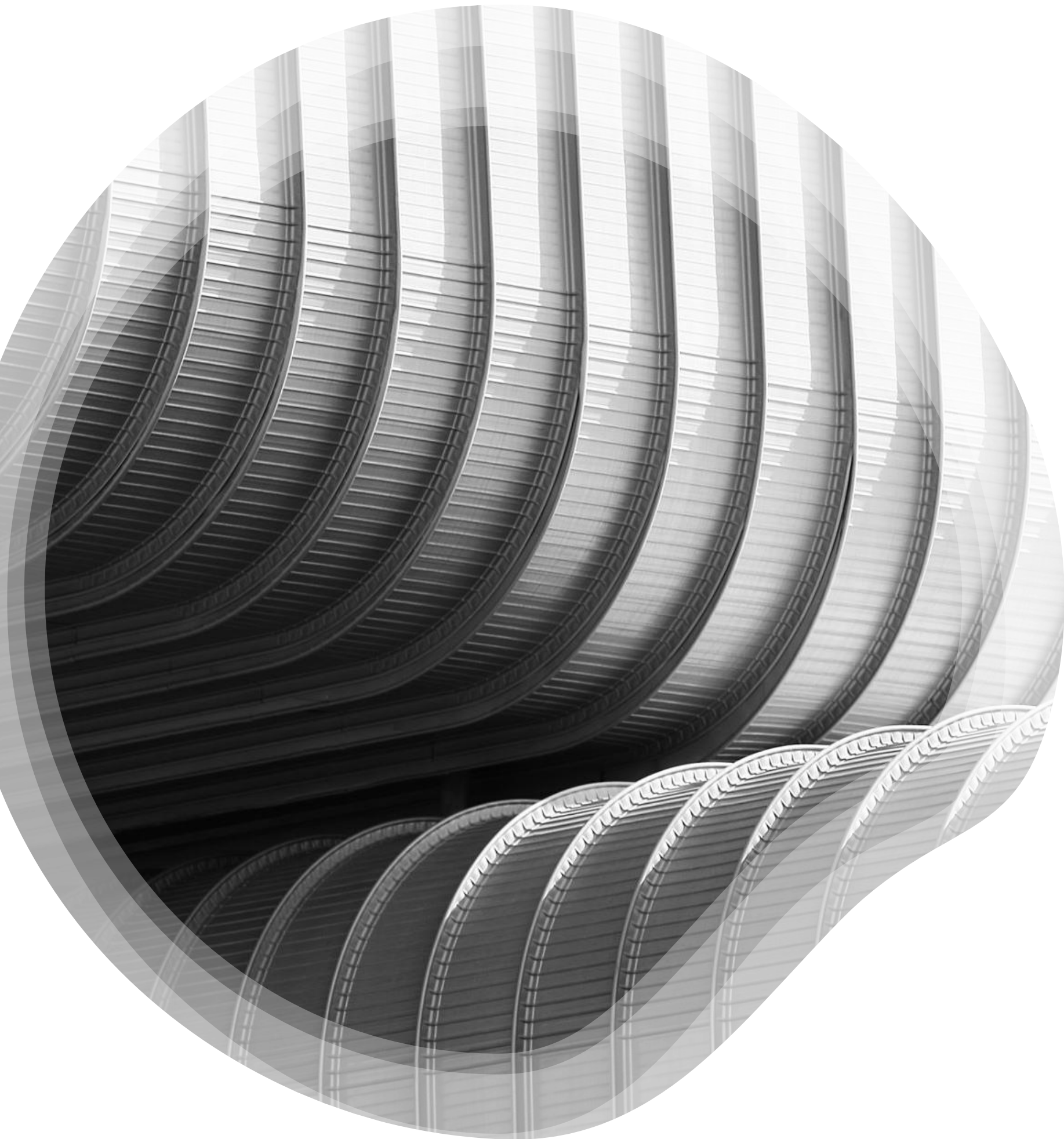
- We have chosen Facebook and Instagram as our primary and secondary platforms.
- Facebook allows us to connect with a vast audience and target ideal customers (book lovers).
- Instagram's visual focus is perfect for showcasing book covers and creating a lifestyle around reading.



Visitors to		Also visited	
	instagram.com		instagram.com
	facebook.com		facebook.com 36.11%
			26.10%

# Content Calendar

Day of the week	Hashtags	Content	Post type
Monday	#Monday #NewReals #Booklovers	Striking image of a newly released book.	Image
Tuesday	#Tuesday #Authors #Comment	Short video clip featuring an in-store author event. Author commenting on their book and what inspired them to write it.	Text
Thursday	#Behindthescene #Book #Booknerd #Thursday #Throwbackthursday	Participate in a trending book-related challenge. Fun facts challenge. Review of last week’s progress and discussion. Users experience Influencer’s opinion and recommendations.	Short Videos
Friday	#Friday #Motivation	Eye-catching image showcasing a book with / without a famous character to explicitly emphasize on the comfort and anxiety surround bookworms haven at BestReadsUK.	Image
Saturday	#Saturday #booklovers #inspiration	Share customer reviews and recommendations Have a Q&A session Discussions Share inspirational book quotes Get the chance to get a fee edition of the book or a one-to-one discussion with the author via active participation View user-generated contents.	Live Video



Implementation



Marketing  
Engagement



Influencer  
partnership



Analysis



Technology  
requirement



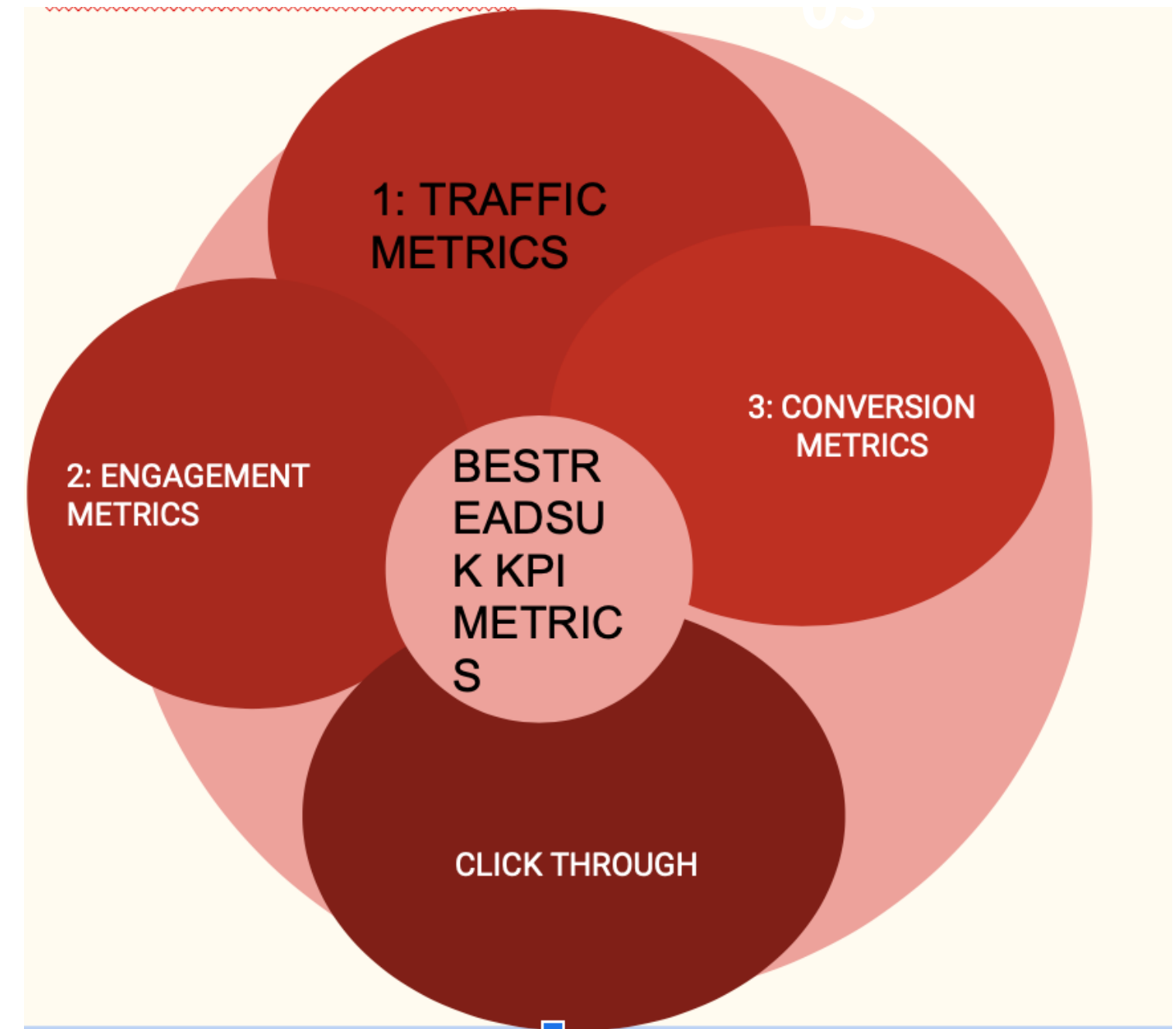
# CONTENT MARKETING

With an emphasis on providing value to a clearly defined target group, BestReadsUK's content marketing seeks to increase brand awareness, boost traffic, and generate leads. As part of the plan, a variety of content types are created and disseminated via various channels, including as social media, email, and the company website, in accordance with the preferences of the target audience. Engagement rates, conversion metrics, and ROI are used to measure success and make sure it aligns with overall corporate objectives. BestReadsUK has seen a rise in revenue, client loyalty, and visibility as a result of its strategy.



# KEY METRICS AND TRENDS FOR BESTREADSUK

The content marketing strategy employed by BestreadsUK has produced noteworthy outcomes. There has been a steady growth in website traffic, with unique visitors rising noticeably month over month. Longer session times and less bounce rates show that engagement rates have increased. There has been a noticeable increase in material downloads and email sign-ups, along with strong lead generation. Positive shifts in conversion rates also suggest that more visitors are completing the intended tasks. Above all, there has been a noticeable correlation between the amount spent on content marketing and increased sales, making the return on investment (ROI) quite high. All of these metrics show how successful BestreadsUK's content marketing campaigns are.





# EMAIL MARKETING

## Objective:

To increase website traffic, enhance user engagement, and drive book sales across various genres by leveraging a targeted and segmented email marketing strategy.

## Target Audience Analysis:

### 1. Primary Audience:

- Age Range: 18-60
- Demographics: Young adults, middle-aged professionals, and parents
- Interests: Thrillers, romance, young adult fiction, non-fiction, classics

### 2. Secondary Audience:

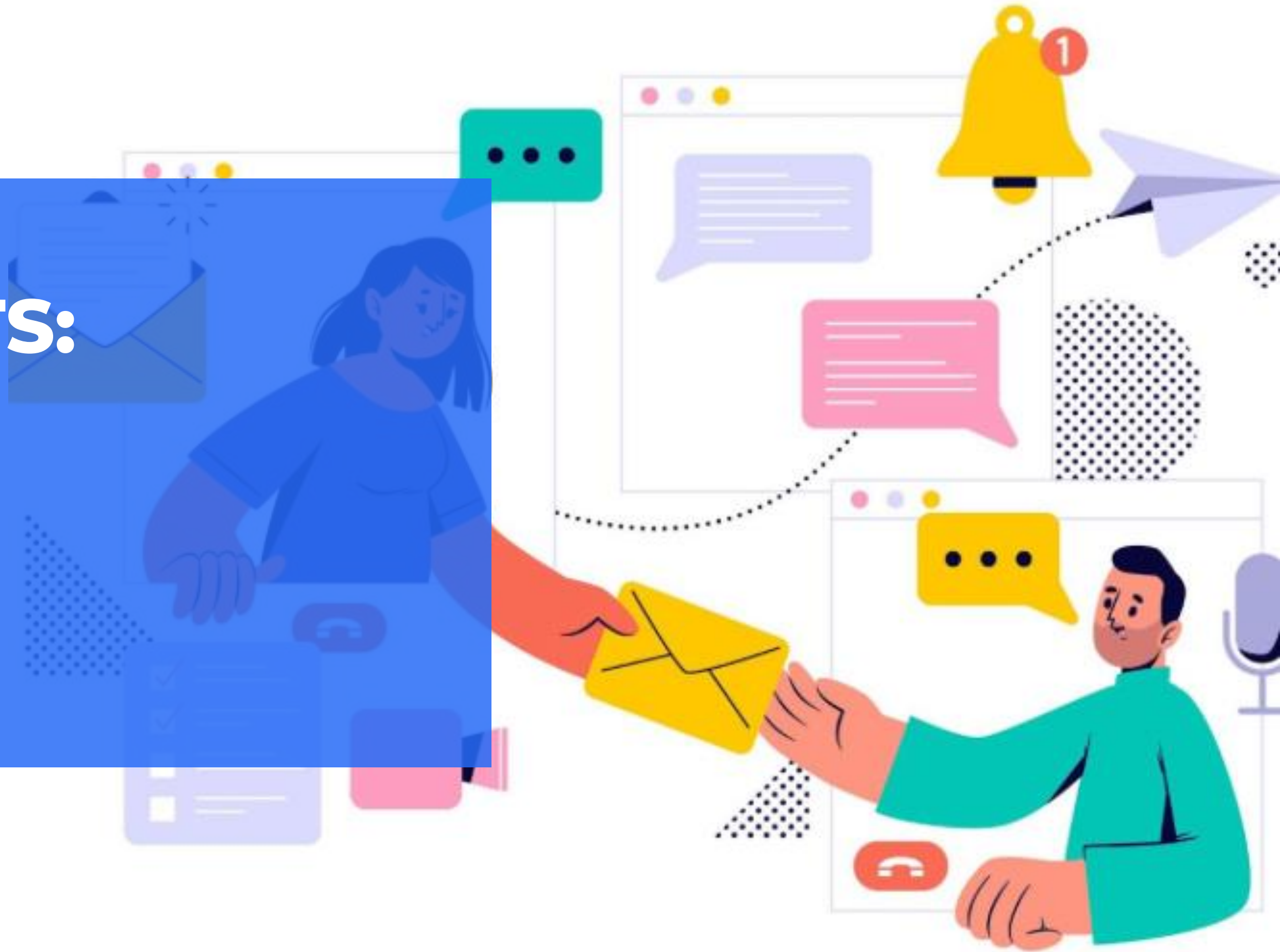
- Age Range: 0-17 (via parents), 60+
- Demographics: Parents looking for children's books, seniors
- Interests: Children's literature, timeless classics





# CAMPAIGN COMPONENTS:

- Segmentation Strategy
- Content Personalization
- Email Types
- Design and Layout
- Call-to-Actions (CTAs)
- Automation
- Analytics and Optimization



## Sample Email Templates:

### Welcome Email:

**Subject Line:** Welcome to BestReadsUK! Your Next Great Read Awaits

### Body

Dear [First Name],

Welcome to BestReadsUK! We're thrilled to have you join our community of book lovers. Whether you're into gripping thrillers, heartwarming romances, or insightful non-fiction, we've got something special just for you. As a thank you for joining us, here's a 10% discount on your first purchase. Use code WELCOME10 at checkout.

Happy Reading,  
The BestReadsUK Team



**THANK YOU**

WWW.BESTREADSUK.COM