

Final Project Proposal: Innovative E-Commerce Business

Scenario Overview

Nature of the Organization

Type: Online Shop

Name: Craftly

Industry: E-commerce with a focus on DIY (Do It Yourself) Painting kits, specifically focused on sustainable and eco-friendly DIY kits

Stage: Start-up

Role: Permanently employed marketing manager with a focus on digital marketing strategies

Mission

Leverage My marketing analytics skills learned during the bootcamp to help Craftly enhance its online visibility, increase customer engagement, and optimize the sales funnel to drive revenue growth.

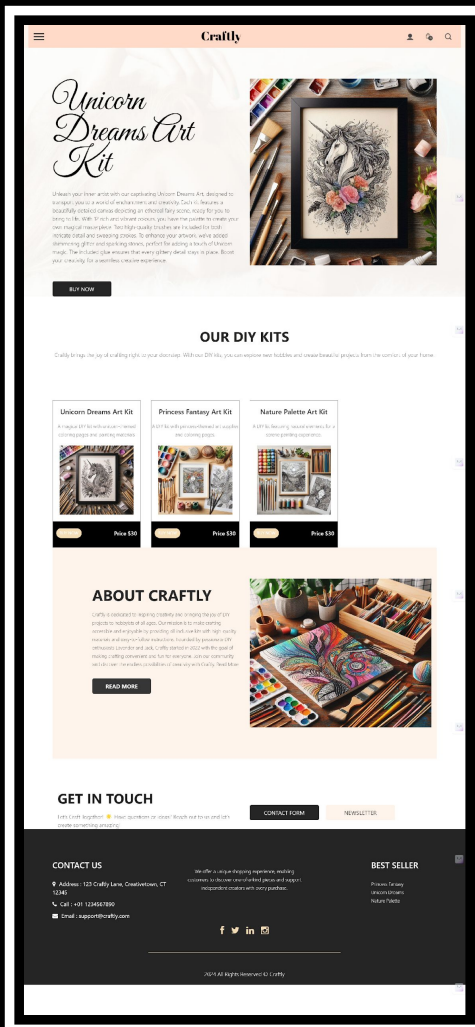
Craftly Online Marketing Strategy

By Sabina Laurisch



Crafting a Greener Tomorrow, One DIY Kit at a Time

Craftly's mission is to inspire creativity and bring the joy of DIY to crafters of all ages. Our mission is to make crafting accessible and fun by providing all-inclusive kits with high-quality materials and easy-to-follow instructions. Founded by passionate DIY enthusiasts Lavender and Jack, Craftly was launched in 2024 with the aim of making crafting convenient and fun for everyone. Join our community and discover the endless possibilities of creativity with Craftly



Questions:

1. What updates are needed to the MarTech stack?
2. What tracking tags are needed?
3. Is the brand appealing to the intended market?

How is the company performing in sales?

4. How is the Metrics like CPC, CTR, etc.

performing?





Samantha's Sustainable Customer

Eco-Friendly

Samantha seeks DIY projects that use sustainable materials and minimize waste.

Skill-Building

She wants to learn new techniques to create unique, personalized home decor.

Time-Saving

As a busy professional, Samantha needs projects that are easy to complete.

Michael's DIY Passion



Art Collector

Michael enjoys Collecting Art in Free time he loves to do DIY Art projects.



Gardening

He also loves creating sustainable gardens and outdoor spaces.



Skill Development

Michael is always eager to learn DIY techniques.



Awareness and Consideration

1

Social Media

Samantha and Michael discover DIY projects through social media ads and influencer recommendations.

2

Online Research

They explore product reviews, tutorials, and blog articles to evaluate options.

3

Community Forums

Engaging with DIY forums helps them find the right projects and resources.



Acquisition and Service

User-Friendly Website

Samantha and Michael appreciate a seamless online shopping experience with clear product details.

Instructional Support

They value comprehensive guides, video tutorials, and responsive customer service.

Eco-Friendly Assurance

Authenticity labels and sustainability information help them make informed purchasing decisions.

Building Loyalty

1

Exclusive Content

Samantha and Michael enjoy receiving personalized DIY ideas and project inspiration.

2

Community Engagement

They actively participate in forums and workshops to connect with like-minded individuals.

3

Rewards Program

Loyalty programs and discounts encourage them to continue their sustainable DIY journey.



Diverse Interests, Shared Passion



Michael's Electronics

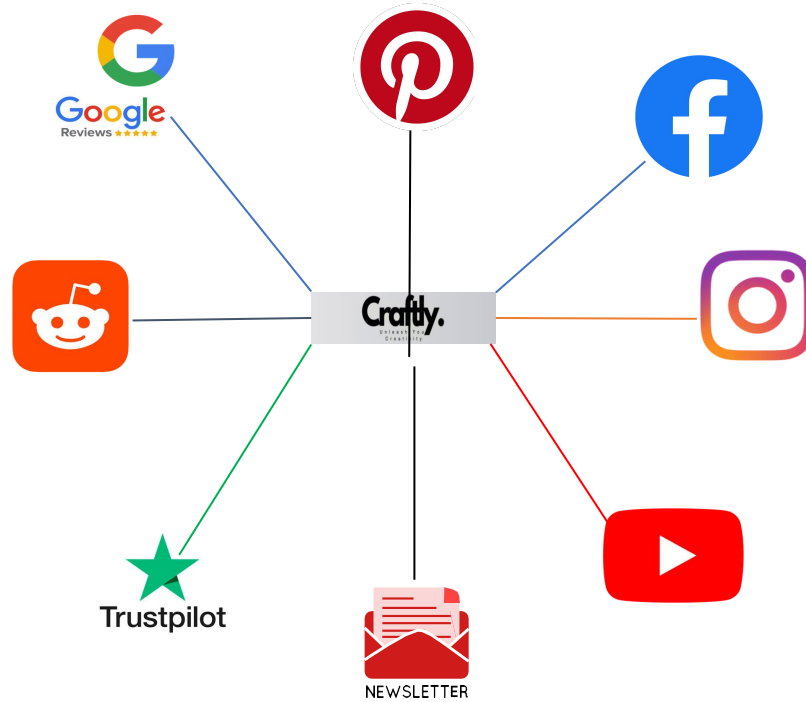
Michael enjoys with DIY Kit to create unique Art for his Art collection.



Samantha's Decor

Samantha loves crafting sustainable DIY home decor to enhance her living space.

Craftly Online Presences



Update on MarTech Stack



Content
Creation



Social Media
Management



Customer Relationship
Management



Analytics



Consent Manager
Provider



Visualization



Automation

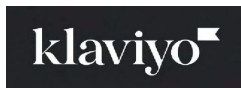
Provider decision Process

[illegible]

Content Creation



Social Media Management



Customer Relationship Management



Analytics



Consent Manager
Provider

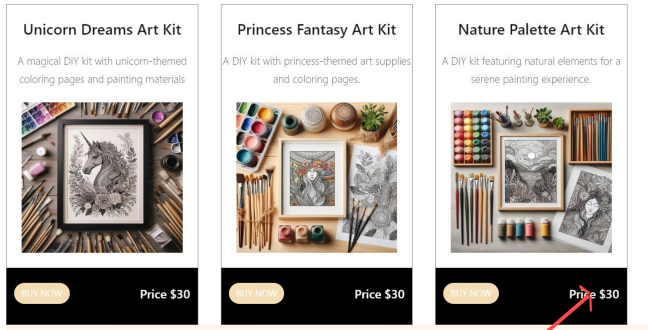


Visualization



Automation

Google Tag Manager Tracking



Price \$

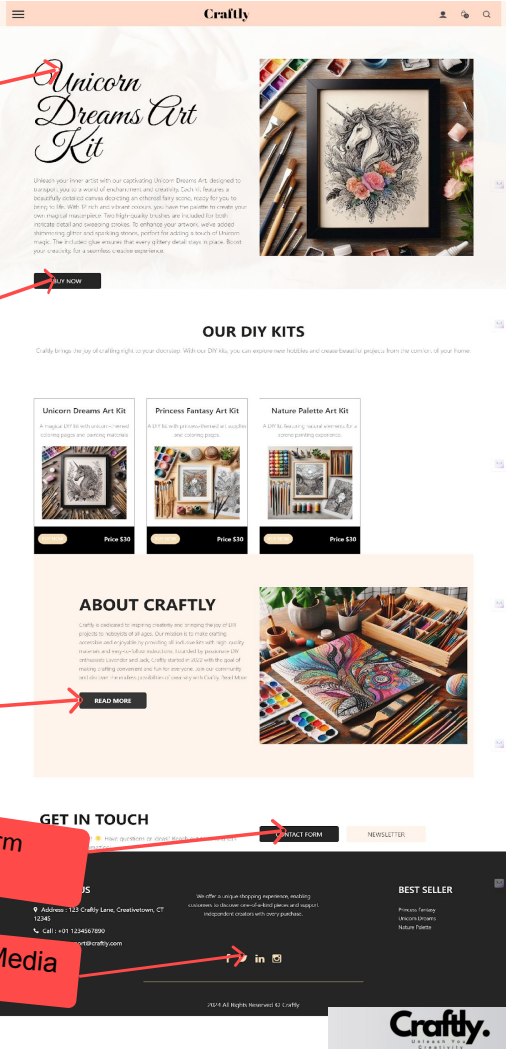
Scroll tag

Buy Now

Read More

Contact Form

Social Media



Digital Marketing Campaign Performance Analysis Q1



Data Analysis

```
SELECT
orders,
clicks,
(orders / clicks) * 100 AS CVR
```

```
FROM
`beaming-inn-431015-m1.Campagin_Data.
Sales`
```

```
SELECT
revenue,
cost,

(SUM(revenue) / SUM(cost)) AS ROAS
```

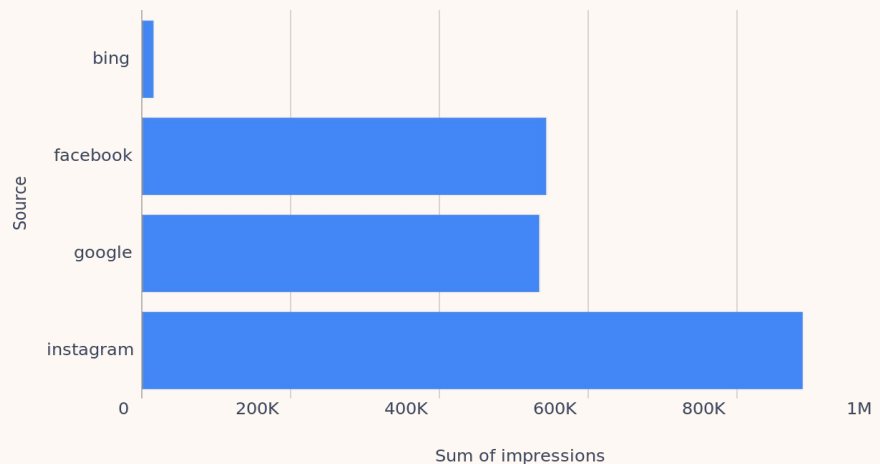
```
FROM
`beaming-inn-431015-m1.Campagin_Data.
Sales`
```

```
SELECT
Source,
medium,
SUM(clicks) AS total_clicks,
SUM(impressions) AS total_impressions,
SUM(orders) AS total_orders,
SUM(revenue) AS total_revenue,
SUM(cost) AS total_cost,
(SUM(clicks) / SUM(impressions)) * 100 AS
CTR,
(SUM(orders) / SUM(clicks)) * 100 AS CVR,
(SUM(cost) / SUM(clicks)) AS CPC,
(SUM(cost) / SUM(orders)) AS CPA,
(SUM(revenue) / SUM(cost)) AS ROAS
FROM
`static-pottery-431607-p3.Campagin_Data.Sa
les`
GROUP BY
Source,medium
ORDER BY
Source,medium
```

Looker Dashboard



Impressions by Source



Instagram

Dominates with the highest impressions at 887,712.

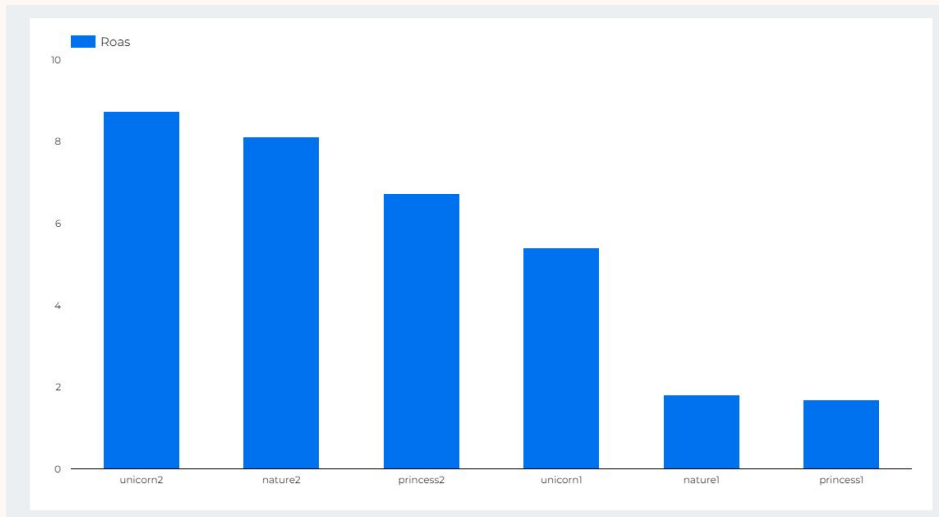
Facebook & Google

Competitive with similar impression levels around 500,000.

Bing

Significantly lower impressions at just 14,984.

ROAS (Return on ad Spend) at Campaign Level



Unicorn 2

Although its doing good in CVR
, but Roas is high .

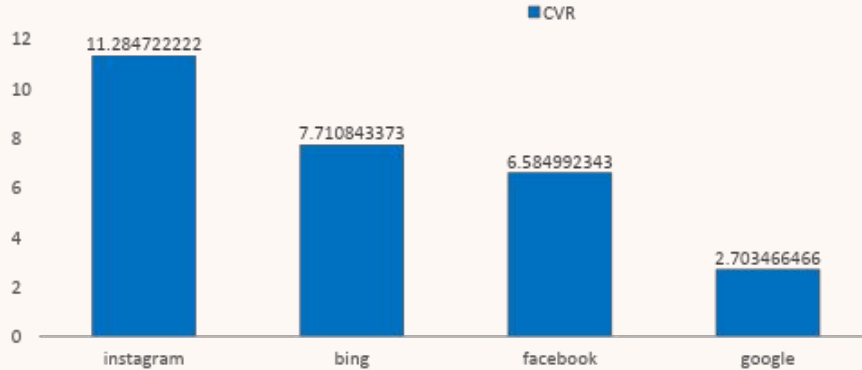
Nature 2

Competitive to best performer

Other

Significantly lower ROAS

Conversion Rate From different Sources



Instagram

Dominates with the highest
Conversion rate of 11.28%

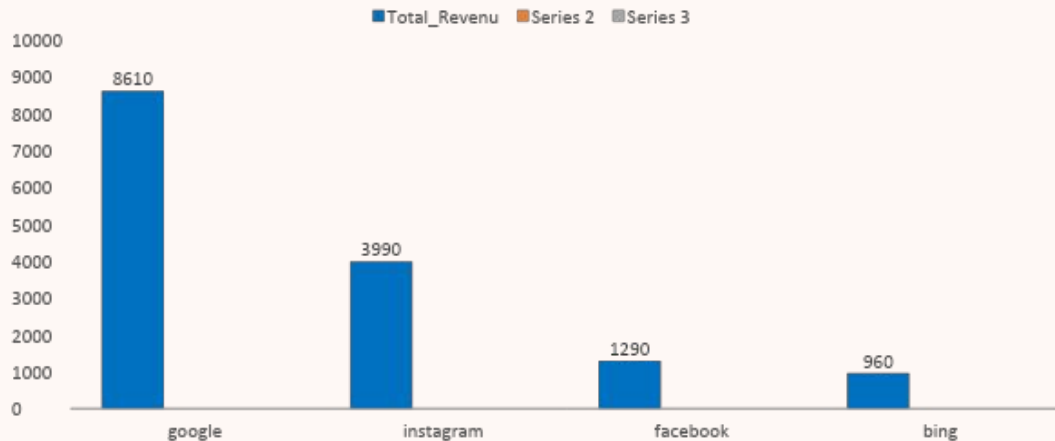
Facebook & Bing

Competitive with Average
Conversion Rate of 6.6 %

Google

Significantly lower Conversion
Rate around 2.7%

Revenue by Source



Google

Highest revenue at \$8,610.



Instagram

Strong revenue contribution at \$3,900.



Facebook

Moderate revenue of \$1,290.



Bing

Lowest revenue at \$960.

Future Trends and Plans for Success



Expand the budget for the 'nature2' campaign, which had the highest average revenue in March, to capitalize on its success.

Allocate more budget to social media platforms to sustain and accelerate revenue growth throughout the year, while expanding influencer partnerships to boost brand awareness.



Let's craft a sustainable and creative future together