Digital Marketing Audit & Strategic Plan of PHAT buns

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ABSTRACT

The report consists of 3 parts which aims to portray a digital marketing audit and strategic plan for the chosen company PHAT buns. PHAT buns is a restaurant with their core product being the burger. In Part-1 critical management audit has been performed which includes the critical evaluation of current digital marketing with the help of 7Ps, relating 7Ps with the company profile and compared with a key competitor company, MAK Halal. Next the impact of macro-environment is also discussed on the restaurant and Part-1 is concluded by showing the online customer journey map of PHAT buns. Part-2 is about the strategic web development where the website has been assessed and the impact of different medias are explained, as well as the use of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are also discussed. Part-3 highlights the use of online community, sentiment analysis and web analytics. The report has been prepared completely on the basis of secondary data.

Based on the report, significant findings about the report are PHAT buns should improve their digital presence, their homepage interface of website, increase the usage of web analytics and search engine analytics in order to maintain a competitive position in the market and to ensure a sustainable growth.

Finally, the paper concludes by highlighting the areas of improvement and present condition of the digital marketing presence of PHAT buns, suggesting ways to improve the digital presence of the business.

INTRODUCTION

Phat Buns is a burger chain started its journey in October 2019 in Leicester by two brothers, Oubed and Ahtesham Moosa. The target group of this company is the youth and burger lovers. The details about the digital appearance of the company is given below:

Company Name	PHAT buns
logo	
Website	Welcome to Phat Buns
Facebook page link	(4) Phat Buns UK | Facebook
Instagram page link	PHAT buns UK ® (@phatbuns.uk) • Instagram photos and videos
Twitter page name	PHATbunsUK
Instagram followers	9,224
Instagram posts	177
Facebook followers	1,710
Twitter followers	28

REPORT METHODOLOGY

This report has been created to conduct a digital marketing audit and strategic plan on the burger chain named PHAT buns. The data used in this report is secondary data and a detail analysis of the digital presence of the company is presented in this report.

OBJECTIVE

The main objective of this report is to analyze the digital marketing macro-environment, internal and external challenges related to selling online, and the fundamental design principles that can inform strategy formulation of PHAT buns burger chain.
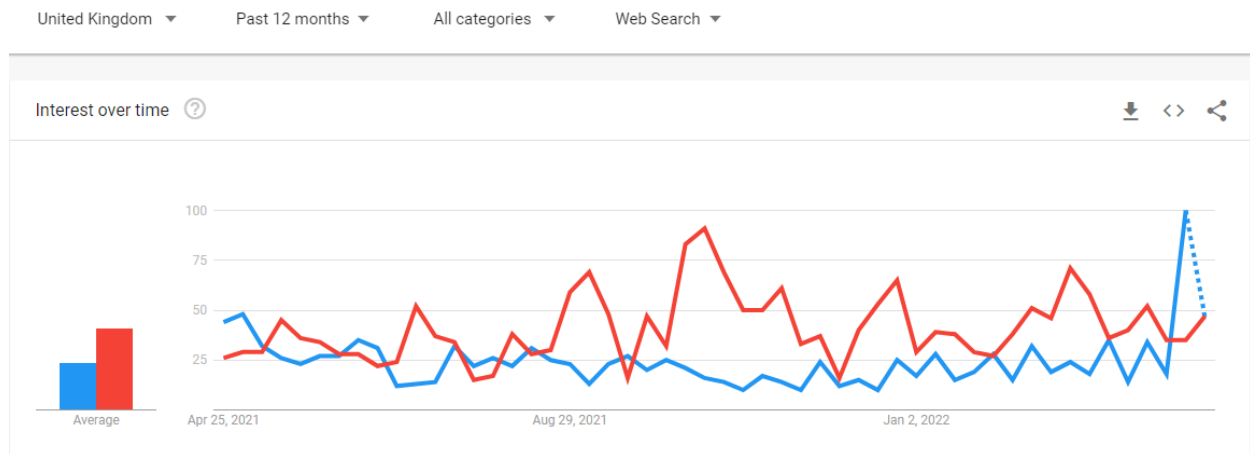
STATISTICS

Figure 1: Google trend analysis of PHAT buns & MAK Halal

The statistics above shows the web search of PHAT buns (blue) and key competitor, MAK Halal (red) with time (Anon., n.d.).
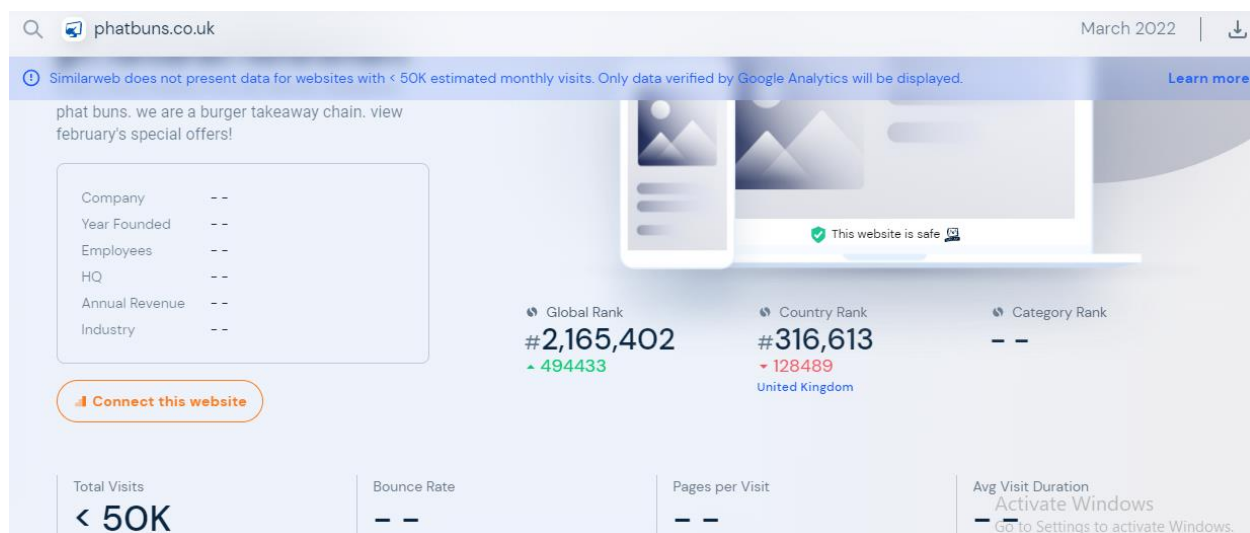

Figure 2: Performance of PHAT buns website- Similar web

The above diagram shows the performance of PHAT buns website according to similar web (Anon., n.d.). This shows that the website has very poor performance of less than 50 thousand visits and also in lower rank. Other data are not available.

<div align="center">**PART-1 CRITICAL MANAGEMENT AUDIT**</div>

1. a) CRITICAL EVALUATION OF CURRENT DIGITAL MARKETING MIX USING 7PS

"Marketing mix are the controllable variables that an organization can co-ordinate to satisfy its target market."- stated by McCarthy (1964), (Khan, 2014). The first 4Ps (Product, Promotion, Price and Place) represents the factors related to product marketing mix and the next 3Ps (People, process and Physical evidence) are for the service marketing mix.

Product: PHAT buns is popular for its burgers which are of good quality and appetizing to the customers. It's branding suggests that their burgers are big through its branding. However, their homepage interface requires pictures of food as compared to MAK Halal which is the key competitor, their homepage image is full of images.
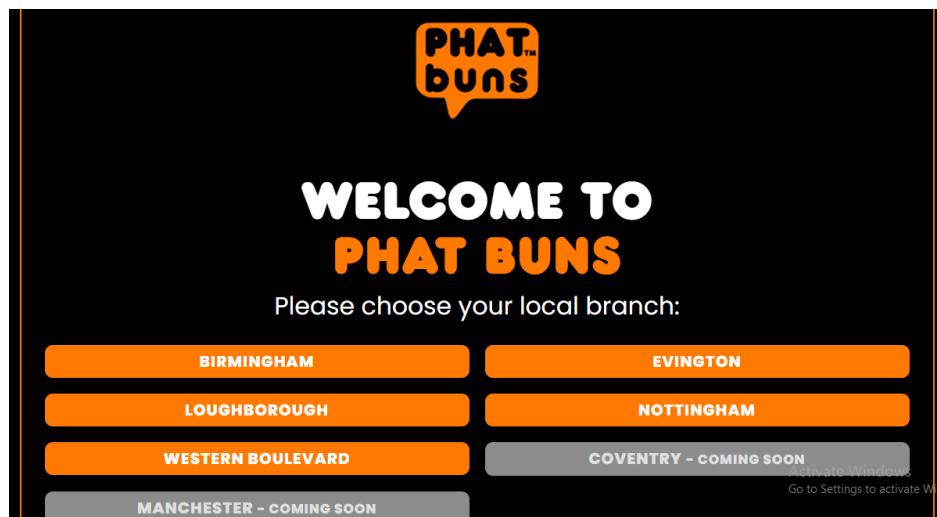

Figure 3: Homepage interface of PHAT buns

Figure 4: Homepage interface of MAK Halal

Price: Price is an aspect that needs to be considered very carefully by a company as this is the revenue generator for any company (Ellis-Chadwick, 2016, p. 251). The membership of is free and customers can earn loyalty points by which they can enjoy discounts. On the other hand, MAK Halal has no membership or loyalty option for the customers. The payment methods of Phat Buns are card and cash on delivery payments, while, MAK Halal offers only card payment through its website.

Place: PHAT buns have 5 branches all around UK and also available in online delivery services around UK such as Just Eats etc. Whereas, MAK Halal has 10 branches and also provides online delivery services with the food delivery apps. The store locations of Phat Buns are located at highlighted areas so that people can easily spot the shops.

Promotion: PHAT buns use permission marketing to enlist the customers through online membership. The members receive emails and SMS about the new additions to menu and offers of PHAT buns, as well as the members get updates about the loyalty points acquired which they can use to get discounts. On the other hand, PHAT buns is very active in their social media pages which keep the customers engaged and focused.

Physical Evidence: The packaging of PHAT buns is very vibrant with an orange color bag, the pictures provided in the website are similar to the real food of PHAT buns, this ensures that people are getting the food that are being advertised in the website. While, MAK Halal has website with the direct links to social media sites which is absent in PHAT buns website.

Figure 5: Product packaging of PHAT buns

Processes: Phat Buns has assigned customer service staffs to handle the customer queries as well as, there is a human operated chat box provided in the website by which people can interact anytime (Ellis-Chadwick, 2016). However, the website interface of the website is not that vibrant and appealing being a restaurant website compared to MAK Halal which has more colorful pictures in the website.

People: (Ellis-Chadwick, 2016). The staffs of PHAT buns interacting with customers are well trained able to greet people from different cultures as UK is a place where people from many cultures resides so it is very important to maintain a positive brand image.

1. b) THE MACRO-ENVIRONMENT

The Macro-environment factors refer to the larger societal forces that impacts the whole micro-environment ((Asst.prof) Samnani, 2014). Demography is an important factor as it involves the study of people ((Asst.prof)

Samnani, 2014). In present times, the rise in young population in UK because of more students coming to UK for studies is a benefit for the fast-food shops like PHAT buns as youth are major target group. "Markets require purchasing power as well as people"- stated by Kotler (Kotler, 2000). The economic forces comprise of 2 factors, changes in income and spending patterns. Because of COVID situation, people were unable to enjoy restaurant food, for which they are tend to spend more in restaurants. UK has people from variety of cultures, this has a positive impact on PHAT buns because they offer halal foods which broadens the target group, influencing more customers. The increase of online food delivery options is assisting PHAT buns to prosper with the help of technology. PHAT buns is concerned about the cleanliness of its stores so that people can have the best time at their store as well as they are well aware of the wastes produced, which are properly disposed off so that there is no environmental hazards. "Even in stable countries with no political unrest, political trends may have a significant impact on business" (Jain, 2004). Legal factors play an essential role for restaurant industry; PHAT buns follow the legal laws established by the government for restaurants which will ultimately help them to grow and expand.

1. c) ONLINE CUSTOMER JOURNEY MAP
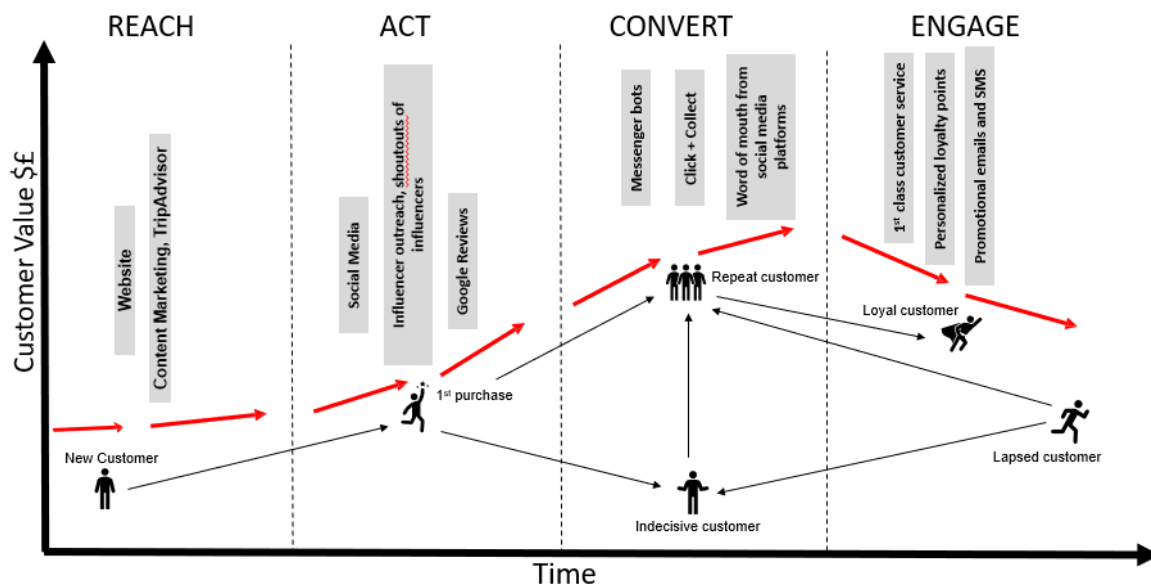
PHAT buns is not doing good in the REACH segment of the customer journey, they do not uses any SEO or PPC to make the customers reach them easily. As well as, their website needs some changes in design and outlook to make it more appealing to the visitors. In the CONVERT stage, they have a responsive chat box and their click and collect service is efficient for the conversion of customers. Lastly, they should improve their activities in the ENGAGE section by adding more benefits to the returning customers so that a long-term relationship is established with them.

PART-2 STRATEGIC WEB DEVELOPMENT PROPOSAL

2. a) ASSESSING THE DESIGN AND USABILITY OF PHAT BUNS WEB HOMEPAGE

A homepage is most important page on most websites specially for restaurant businesses, as the decision of the person visiting the restaurant depends a lot on the first interface of the homepage (Nielsen, 2002).

PHAT buns homepage interface is not appealing to catch the attention of visitors. When a first-time visitor enters their website, the first thing they faces is a black and orange interface with the option to select the local branch. There is no site content revealed in the homepage such as food pictures are missing which makes the page very dull and irrelevant. In addition, they have a comprehensive homepage design which makes the website very common, the design is not exciting enough to create a mark in the mind of the visitors which might increase the bounce rate (exit rate). It consists of a Google map where people can find the location of the stores which is helpful for the visitors to identify the convenient store for the visitor. As well as, there is an online chat box provided which is responsive and helpful to fulfill the queries of visitors. The payment options available are also mentioned in the homepage using the logos.
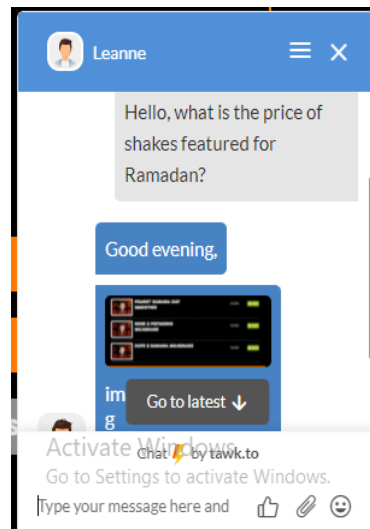
Figure 6: Website chat box of PHAT buns

The usability of a homepage is referred to as the degree to which the homepage can fulfill the goals of a user effectively, efficiently, comfortably and in an acceptable manner. Usability is based on 6 measures, learnability, efficiency, memorability, performance, satisfaction and accessibility. The learnability of PHAT buns homepage is moderate, the options provided in the homepage are easy to use and self-explanatory. The homepage could have been better designed to improve the efficiency, the interface does not make the task completion of a visitor quick enough. In terms of memorability, the homepage is not that appealing to create a position in the minds of the visitors on first look. The performance is good, error while moving from the tabs in the homepage. The use of colors is low and very generic interface makes the satisfaction level of the visitors go down. Lastly, the accessibility is good, as the homepage

do not use high quality visuals and images, it can be accessed by people with slow network connection and the large orange colored tabs over black background makes the options clear to understand and easily readable.

2. b) PAID, OWNED, EARNED AND SOCIAL MEDIA OF PHAT BUNS

Paid media:

PHAT buns use paid social media to publish and boost ads for social media platform users like Facebook, Instagram, Twitter based on the location and demographics of the people. In this manner they can reach to large audience base by appearing in the newsfeeds of sites as well as to people living near their store location. However, PHAT buns do not use Google search engine for advertisement. When people search for burger or halal burger shops, Google do not suggest the name of the shop. Another form of paid media used by PHAT buns is that they are partnering with popular trip sites such as Tripadvisor. People will get to know about PHAT buns from visiting TripAdvisor website. However, PHAT buns do not have any banner ads or native ads (Pereira, 2021).
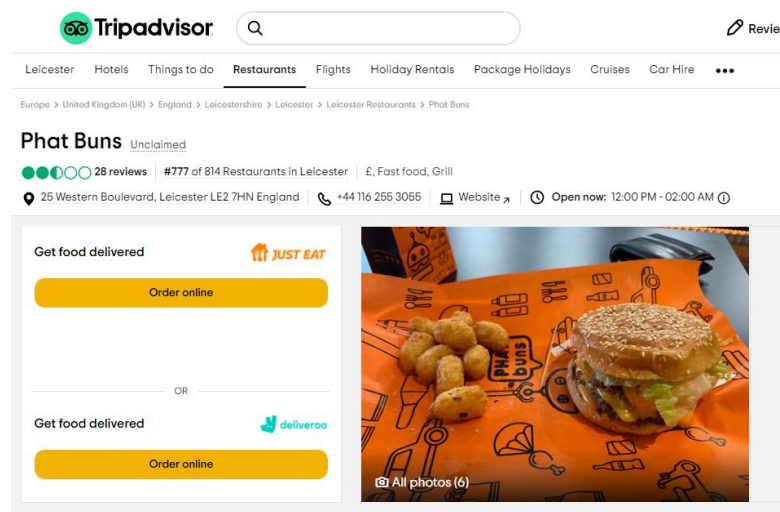
Figure 7: Presence of PHAT buns in TripAdvisor website

Owned media: Owned media consists of all the channels which are company-based channels, owned by the organization itself. The first and most important owned media channel of PHAT buns is the website. Along with they have a free membership for customers which is a form of permission marketing by which they send promotional emails and SMS. In addition, PHAT buns have social media presence in the popular social media sites like Facebook, Instagram and Twitter which are very regularly updated with the new additions in menu such as they recently introduced shakes for Islamic fasting month, Ramadan. As well as, other food pictures are also uploaded regularly.
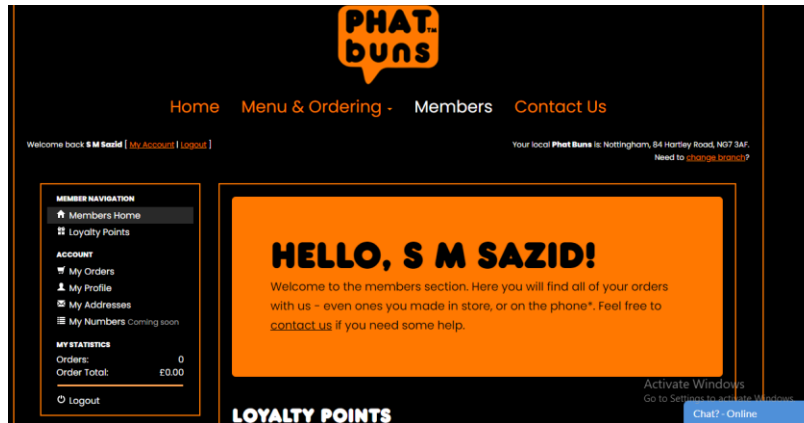
Figure 8: Loyalty membership of PHAT buns

Earned media & Social media: Earned media is very much important for a restaurant business. PHAT BUNS has a strong earned media support from the food bloggers in UK, many popular bloggers has visited their store and made food vlogs. One famous food blogging channel named Blue Van Man with 1,46,000 subscribers shared his experience with PHAT buns in YouTube. Moreover, there are customers sharing their experience in social media sites and other directories like TripAdvisor which acts as a positive word of mouth for PHAT buns. Gino Bonazzi who is a popular musician gave a shout out (unpaid promotion) inviting his friends and followers to try PHAT buns.

Resource name (e.g. website, app, social media account)	5Ss					Customer focus				Permission marketing?
	Sell - Grow Sales	Serve - add value	Speak - get closer to customers	Save - Save costs	Sizzle - extend the brand	Reach	Act	Convert	Engage	
Paid media										
Paid Social Media posts	✓	✓	✓		✓	✓	✓	✓	✓	
Investing in food photography and videography for website building	✓					✓	✓			
Presence in popular sites such as TripAdvisor	✓	✓				✓	✓	✓	✓	✓
Owned media										
Company website	✓	✓	✓	✓	✓	✓	✓			
24 hours online real time chat box	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Membership with promotional emails and SMS	✓	✓	✓	✓		✓	✓	✓	✓	✓
Earned media										
Social Media engagement – WhatsApp, Facebook, Instagram, Twitter			✓	✓	✓	✓	✓	✓	✓	✓
Influencer shoutouts in Instagram	✓			✓		✓	✓	✓	✓	
Google reviews	✓			✓	✓	✓	✓	✓	✓	
Food bloggers and influencer's review in YouTube			✓	✓	✓	✓	✓	✓	✓	✓
Social media										
Facebook account	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram account	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twitter account	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

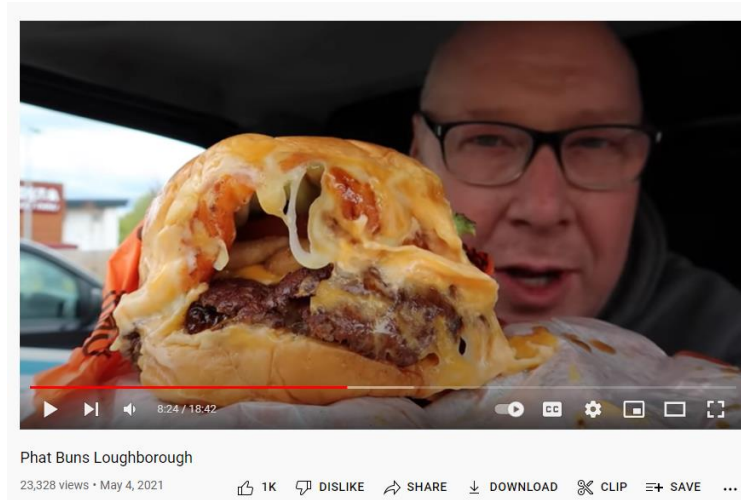*Figure 9: Digital Marketing Audit of PHAT buns*

Figure 10: PHAT buns burger review by Blue Van Man

Figure 11:" @mrginobonazzi1 says, come down NOW NOW NOW!"- Instagram page of PHAT buns

Based on analysis, it can be stated that for PHAT buns should prioritize earned media the most because in restaurant industry, word of mouth and recommendations can make a number of conversions. This has the potential to reach new customers fast as based on research people consider suggestions and advices most when trying new restaurant. Hence, PHAT buns should focus on giving the best customer service because one positive review from an influencer can lead to 10 more new customer.

Lastly, PHAT buns should also pay attention in improving owned media like their website should be redesigned because if people find the website more informative and appealing, conversion rates will be higher. Paid media is also

important but they should focus on owned and earned medias first and then use SEO and SEM to reach wider target group.

2. c) SEARCH ENGINE OPTIMIZATION AND SEARCH MARKETING

Search Engine Optimization (SEO) is the process of improving the visibility and ranking of a website or webpage on a search engine results page (Arokia R. Terrance, 2017). It enables a website to be in the first search page when people search with the key words, titles or link words related to the organization. For example, for PHAT buns, the key words might be "burger", "halal burger", "shakes" etc. However, PHAT buns do not use any sort of Search Engine Optimization (SEO) to improve the visibility of its website. This makes it difficult for people to discover PHAT buns and access them when they search using the key words. PHAT buns should use SEO to increase the visibility of their website to the audience and reach more potential customers because the high ranked sites on Search Engine Result Page (SERP) appears more frequently is search result page and are able to reach more traffic from search engine user. There are different search engines, like Google, YouTube, Yahoo, Firefox etc.
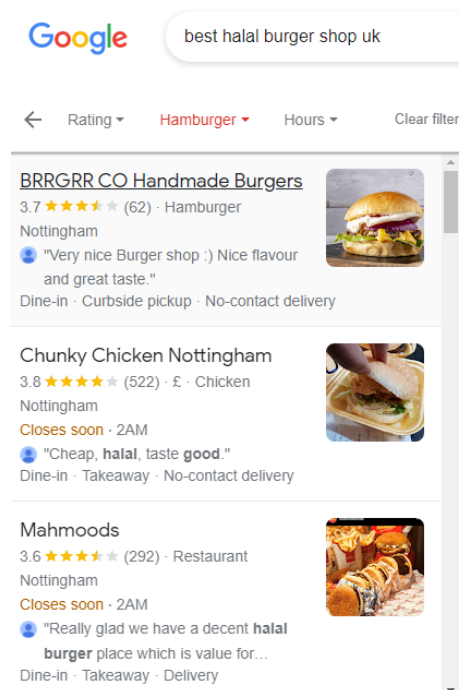

Figure 12: Google Search for PHAT buns using keywords

"SEM is the marketing process with a goal of obtaining more visibility in search engines either by getting more free traffic or paid traffic" - (Arokia R. Terrance, 2017). The benefit of search marketing is that it only charges an advertiser or business only when a person clicks on the ad shown in the search webpage. PHAT buns should use search engine marketing (SEM) to reach more potential online customers as nowadays people prefer online services more because of the ease of access to the internet and the convenience of enjoying food through online. Using Search marketing they can reach people who are looking for a good burger shop.

PART-3 IDENTIFICATION OF MANAGERIAL OBJECTIVES

3. a) ONLINE COMMUNITY AND SENTIMENT ANALYSIS

There are 2 types of online community, one is the social media community and the other is the community created by organization which requires the organization credentials to log in and interact, this community usually requires membership.

PHAT buns have active social media communities in Facebook, Instagram and Twitter where they regularly post contents to keep the followers updated about their menu and offers. In YouTube there are a number of popular food bloggers who has reviewed food of PHAT buns such as Blue Van Man, Halal Munchies Reviews etc. However, PHAT buns do not have their own YouTube channel. They should launch their YouTube channel where they can share the influencer shoutout videos, exciting videos demonstrating the making of burgers and they can also make food challenge videos by inviting popular influencers and then post them in the channel to increase traffic engagement. Short food related quiz contest posts can be posted in Facebook and Instagram pages, where people will engage and the lucky 10 winners will be selected from the comments section and they will be rewarded with a free burger from PHAT buns. These types of traffic engagement posts and games will keep the people of community engaged and the relationship with the brand will be enhanced. Hence, this will help PHAT buns to grow and make more revenue.

The figure below shows the most influential people in twitter for PHAT buns extracted from Socio Viz (Anon., n.d.), this shows that they are performing very poor in Twitter because there are no influencers for PHAT buns, and only 2 tweets has been made by a person even though they are active in Facebook and Instagram. PHAT buns should be aware of this as Twitter also includes a huge audience group and can lead to conversions.

Figure 14: Twitter presence of PHAT buns

Figure 13: Influencers in Twitter- Socio Viz

SENTIMENT ANALYSIS

Sentiment analysis is a necessary analysis by which a company can understand the thoughts of a consumer about the brand. In order to conduct sentiment analysis of the customers of PHAT buns, we have used the website sentiment viz (Anon., n.d.). The screenshots of the website are provided below:
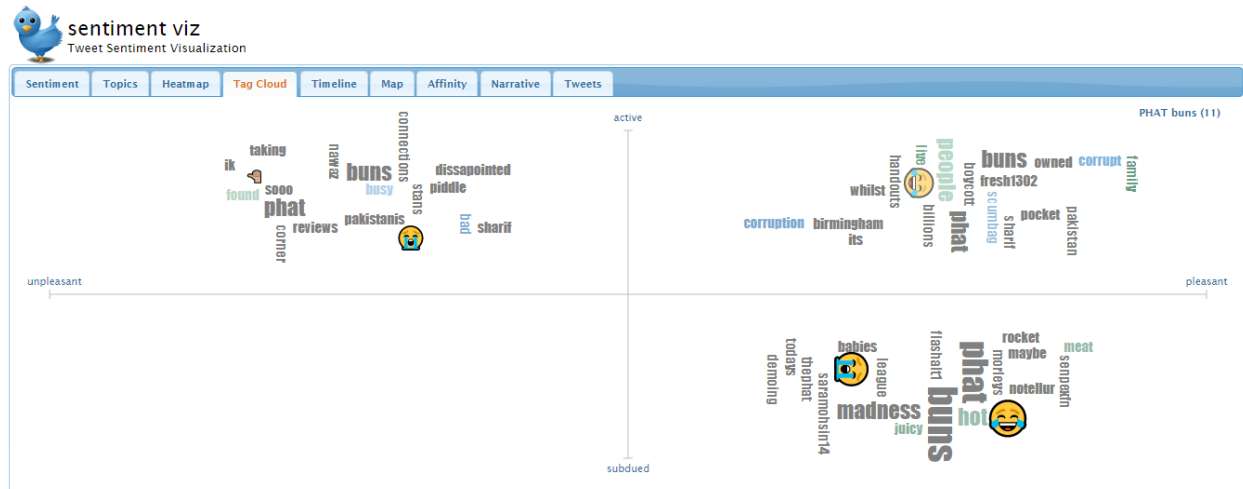

Figure 15: Used words in Twitter of PHAT buns- Sentiment Viz

Figure 16: Sentiments of PHAT buns- Sentiment Viz

From the sentiment analysis, this can be stated that people are happy and satisfied with the experience of PHAT buns, they find it very pleasant, elated as well as happy with the service. The words used in Twitter can also be identified from which PHAT buns can understand what needs to be improved and where they are lacking behind.

3. b) WEB ANALYTICS

"The use of web analytics to improve online marketing dates back to the 1990s when the first web analytics systems were developed." (Patron, 2012). The web analytics has enhanced the searches by providing images, applications, and products in addition with the regular links and texts. This makes the decision-making process of a consumer easier as they can relate the benefits faster and better resulting in higher conversion rates. PHAT buns should enhance their website to make it as informative as possible by including mouth-watering food images because this creates a positive impression in the minds of consumers. Otherwise, this will limit their ability to interact with higher number of audiences. PHAT buns should track and measure the performance of the website based on metrics like, number of visitors, bounce rate (visitors exiting the website in few seconds), average pageviews per session, interactions per visit, session duration and top traffic source (source driving a visitor to website) (Bustillos, 2021). If they track these metrics regularly, they will be able to understand the performance of the company digitally and identify the areas of improvement to improve the online customer journey experience of customers in each stage, REACT, ACT, CONVERT and finally ENGAGE. For example, if they change their homepage interface and make it more appealing as well as, use SEO and SEM, more customers will find their website and number of conversions will increase remarkably.

CONCLUSION

In a nutshell, digital presence has now become a vital factor for a business to grow and reach higher number of customer base. The digital presence of PHAT buns has been evaluated and analyzed through the use of digital marketing tools. Lastly, PHAT buns should strengthen their digital existence to compete in the current market and excel.

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