### **Digital marketing strategy**

The Sinclair Lamp company’s overall goals are to:

* Create brand awareness
* Drive visits to the physical store
* Increase online holiday sales by 3 percent

To help achieve their goal, they’ve enlisted the help of Good Mercury Marketing—the digital marketing and e-commerce agency where you work as an entry-level employee—to create a digital marketing strategy plan.

The key details of the plan are listed in the table below:

|  |  |
| --- | --- |
| **Digital Marketing Strategy** | |
| **Business Objective** | Good Mercury Marketing will launch advertisements and create posts for Sinclair Verde Lamp Company’s products on social media to improve brand awareness. They will also optimize their product listings on Google Shopping to improve sales. |
| **Customer persona** | Tanya Ricoma is a 36-year-old mother of two who lives in San Francisco, California. She cares about environmental issues like recycling and waste reduction. Tanya's hobbies include interior decorating and collecting creative art on a budget. |
| **Target Market** | Sinclair Verde Lamp Company targets customers between the ages of 30 and 55 in the United States and Canada. These individuals care about home decor and style. Social media activity has increased among these individuals during the start of the global pandemic. |
| **Total Spending Budget** | $ 1000 per Month |
| **Tools** | Twitter  YouTube  Email  Google Ads  Google Shopping  Google Analytics  Shopify |
| **KPIs** | Lead conversion percentage  Number of new customers |
| **Metrics to observe** | Share rate  Key post or hashtag reach  Link clicks |
| **Desired outcome** | Create three times the amount of first time online buyers as the percentage of in-store first time buyers. |