

# giffgaff

CM 519 Interactive Marketing

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# AGENDA

01	<i>About giffgaff</i>	06	<i>*Email Marketing</i>
02	<i>Target &amp; Persona</i>	07	<i>*Landing Page</i>
03	<i>Strategy &amp; Approach</i>	08	<i>KPIs &amp; Metrics</i>
04	<i>*Creative Video Ads</i>	09	<i>Appendix</i>
05	<i>*Pop-up Event</i>		

# 01 About giffgaff

# About giffgaff

## THE PROBLEM

- giffgaff's affordability value proposition has been eroding with new competition

## THE ANGLE

- giffgaff boasts a young, strong, well-involved community
- giffgaff became a B-Corp on April 14
- Minimal advertising/communication

## THE STRATEGY

- giffgaff must introduce 'altruism' value exchange through its B-Corp status by engaging with its community
- increasing involvement will increase brand affinity -> stickier form of loyalty



# 02 Target & Persona

# Where's giffgaff's target?

Existing Customer

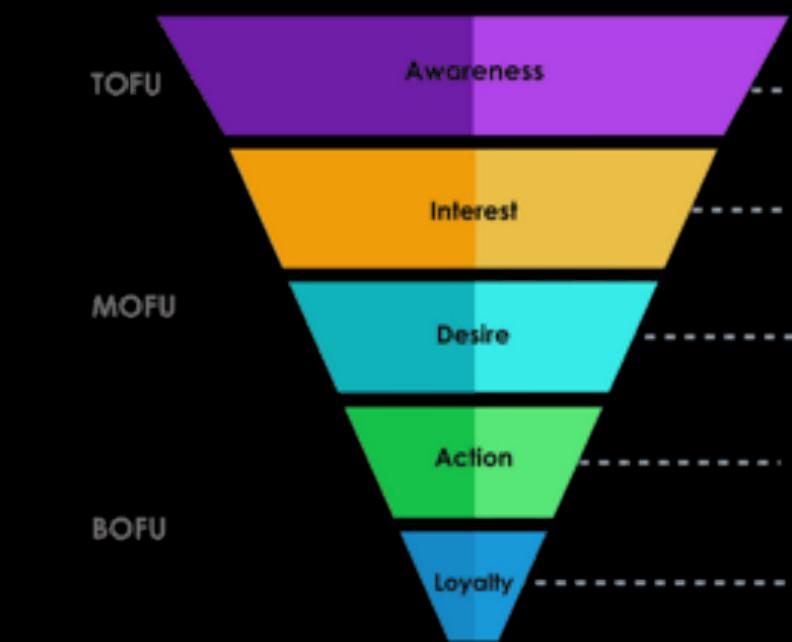
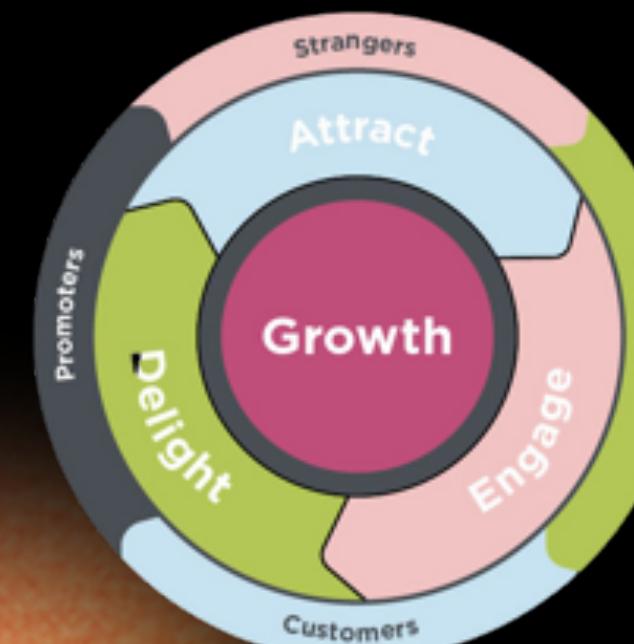
Joined for cost-cutting & flexibility

Affordability =  
Cheap Loyalty  
young customers willing  
to leave

Need to be "delighted"

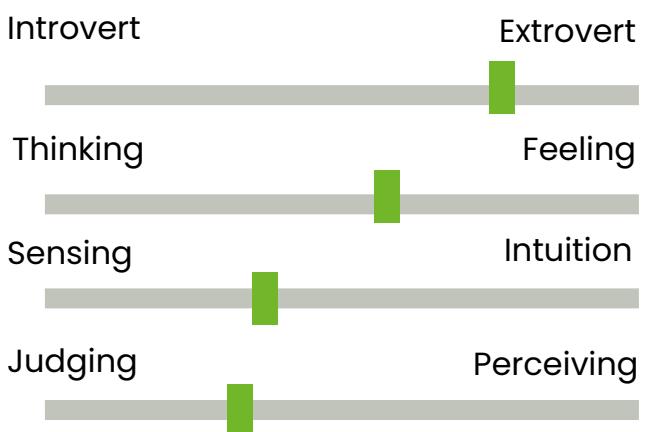
a hook to justify marginally higher  
prices vs competitors.

Our targets are at the bottom of the funnel





Age: 22  
Ethnicity: Asian  
Work: Student/Retail  
Family: Single  
Location: London, UK



Social Tech Saavy Independent Connected

## Goals

- To get a flexible mobile plan to save money and suit needs
- To access latest mobile technology at affordable prices
- To connect with like-minded people and community who share her values

## Frustrations

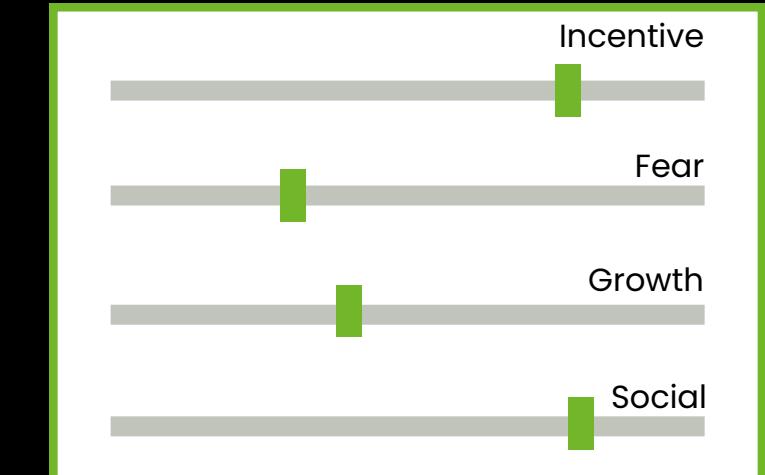
- She experiences technical issues and needs quick fixes for her mobile device and service
- She is tied to an expensive plan longer than needed and her phone is locked, meaning she can't change chips abroad

## Bio

Sarah is a full-time Computer Science student and also works part-time in retail to support herself financially. She prefers to have **control over her mobile plan** and does not like being tied down to long-term contracts as she has family abroad and buys an international chip when traveling.

Sarah is also **environmentally conscious** and volunteers at Greenpeace Environmental Trust. She appreciates brands that **prioritize sustainability** and takes steps to reduce their environmental impact.

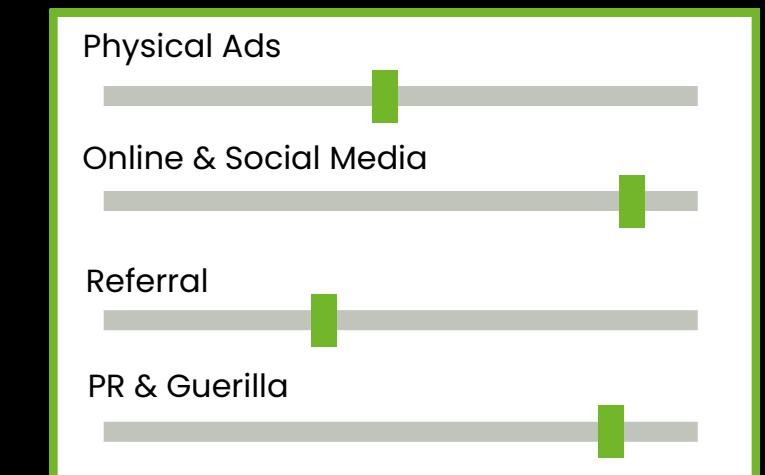
## Motivation



## Brands

Levis, Adidas, Primark

## Channels



# YOUNG, URBAN, IMPACT-CONSCIOUS



## BEST REACHING CHANNELS

Digital Marketing:

- Streaming Ads
  - Email
  - Inviting OOHs
- 

## STAGE OF CUSTOMER JOURNEY

Our target is a recent customer with little loyalty and elastic to moving to cheaper competitors

# 03 Strategy & Approach

# STRATEGY

# STATEMENT

## Crawl & Walk Budgets

to **increase brand affinity & loyalty**

among **existing customers** by

- increasing sense of community through **altruist value & engagement**

&

## Run Budget

establish **consideration** among **potential**

**customers** with **high CLV** & **increase**

**retention rate** by

- offering free month-long service (\$15 market value) for pop-up participation

**Run budget tactic objectives shown in yellow**

## Video Advertisements

- Create awareness for B-Corp status & Pop-Up Service Events among newer customer base
- Highlight shared values among customer base, advertise community
- Create awareness among potential customers through direct coverage & earned media

## Email Marketing

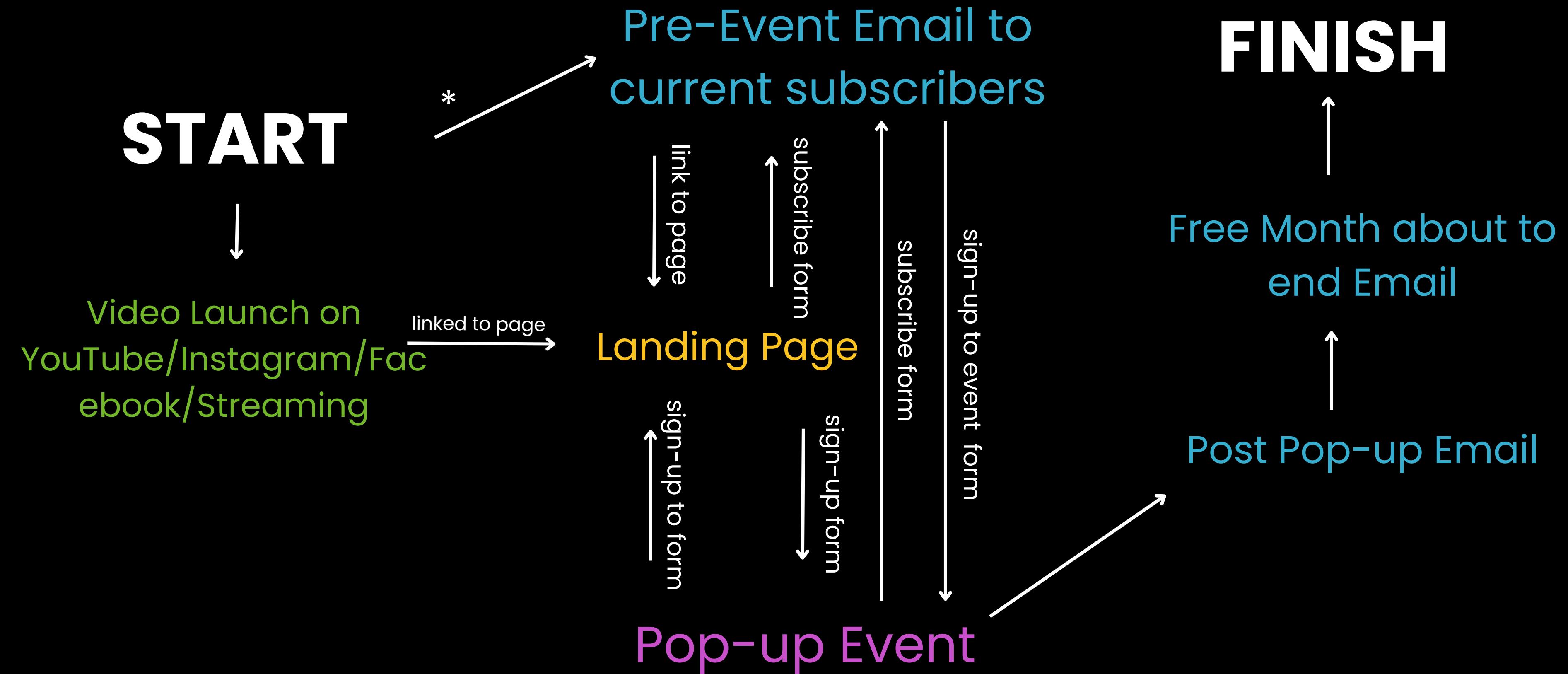
- Create awareness & consideration of B-Corp status & Pop-Up Service Events among medium-longterm customer base, likelier to participate; **and potential customers who signed up to newsletter after ads**
- Establish action: CTA to buy more once pop up's month-long reward is nearing its end; **existing & new customers alike**

## Landing Page

- Create consideration of B-corp initiatives & Pop-up Service Events across **all audiences** through newsletter subscription form
- Establish intent for pop-up attendance through sign-up form

## Pop-Up Service Event

- Create loyalty through affinity among existing customers, primarily the newer ones
- Create loyalty through affordability among customers
- Create 'sticky' scenario for potential customers by offering one month free service



\*QR Code subscribing to newsletter to learn more about getting involved if hyperlinking unavailable on platform

# 04 Creative Video Ads

# Video Framework

## Clickbait Hook



## What is B Corp?



- "You might be wondering how can a telecom company do good for the community?"
- "Well, we are doing exactly that".

## Efforts of giffgaff



- Why giffgaff is becoming B Corp - mission statement
- Challenges giffgaff accomplished

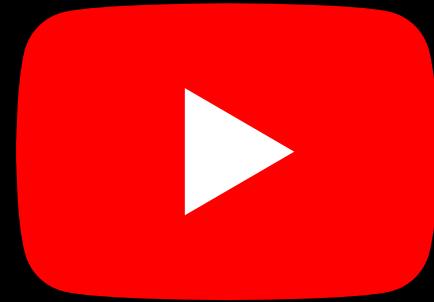
## Event Appeal



- Introduction of pop-up event & benefits
- Invitation to users to join the movement

# Video Distribution Channels

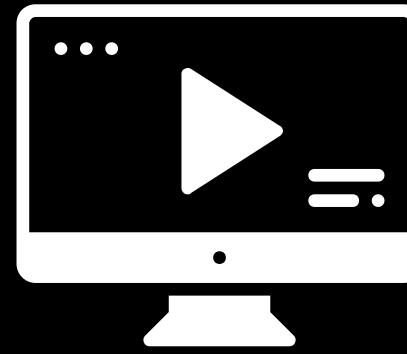
Youtube



Instagram/ Tiktok



Streaming Services



# KPI & METRICS – Creative Video Ads

## **VIDEO VIEW COUNT**

Include video views in all social media platforms to measure awareness

## **ENGAGEMENT RATE**

Likes, comments, shares of the ad on social media platforms

## **LINK CLICK-THROUGH RATE**

Indicates the effectiveness of video ad in driving traffic to giffgaff's website and event

## **VIEW DURATION**

Provides insight into the quality, audience interest level, and attractiveness of the video ad

# 05 Pop-up Event

# Pop-up service event

*As becoming a B-corp, giffgaff needs to demonstrate to society they place the well-being of employees, members, suppliers, community, and the environment first, before image or profit.*

## Background

- **1.3 billion** tonnes of plastics is projected to spill out into the environment in the next 20 years globally
- Globally, land-origin plastic costs the economy up to **\$19 billion** every year
- More than two million pieces of litter are dropped every day in the UK each day, costing £663 million annually to clean up
- Only **14%** of England's rivers meet 'good' environmental standards

## Concept

- **#LitterPickup:** Mobilizing communities and bringing people together to take collective action.

## Rewards

- **Crawl:** 3G database packaging
- **Walk:** 3G database packaging&customized T-shirt and cap
- **Run:** giffgaff good-bag worth 15 euros which offers unlimited UK calling and texting and 35gb data.

# Collaboration with Planet Patrol



## What is Planet Patrol

- A non-profit organization dedicated to **tackling plastic pollution** in waterways and on coastlines worldwide.
- Launches **clean-up** events across the UK for public participation each year. Volunteers add data to the app at these events or independently by tracking, logging, and removing litter.
- Every piece of litter you collect and record helps build a powerful evidence database to create long-lasting change from the top down

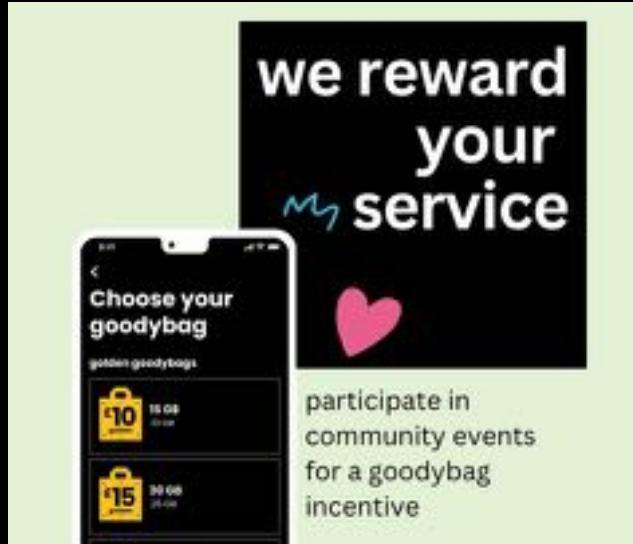


## Why with Planet Patrol

- By partnering with Planet Patrol, giffgaff can reach a wider audience and demonstrate the company's **commitment** to social and environmental responsibility

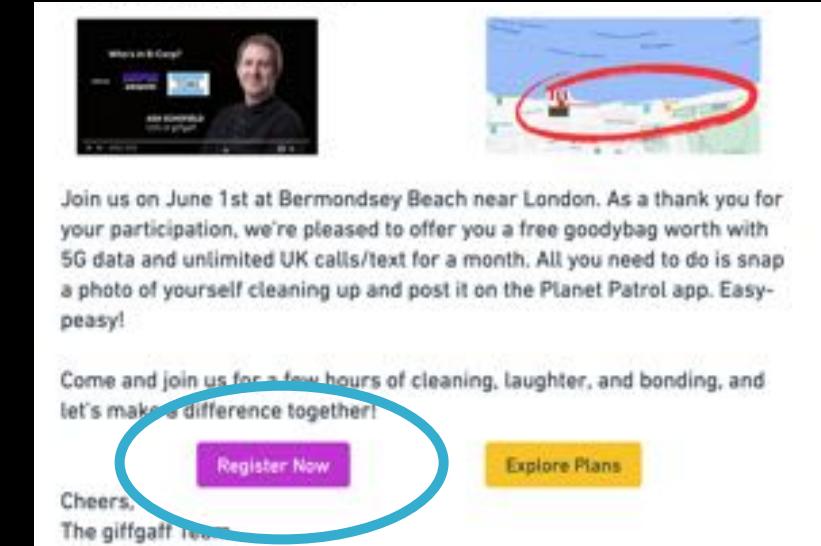
# How #LitterPicking works

1



Seeing promotion info through email, message, or owned media channel

2



Sign up on giffgaff's website, email, or Planet Patrol

3



Register and collect tools upon arrival at the site

4



Collect litter together

5



Photograph and log your haul on the Planet Patrol app

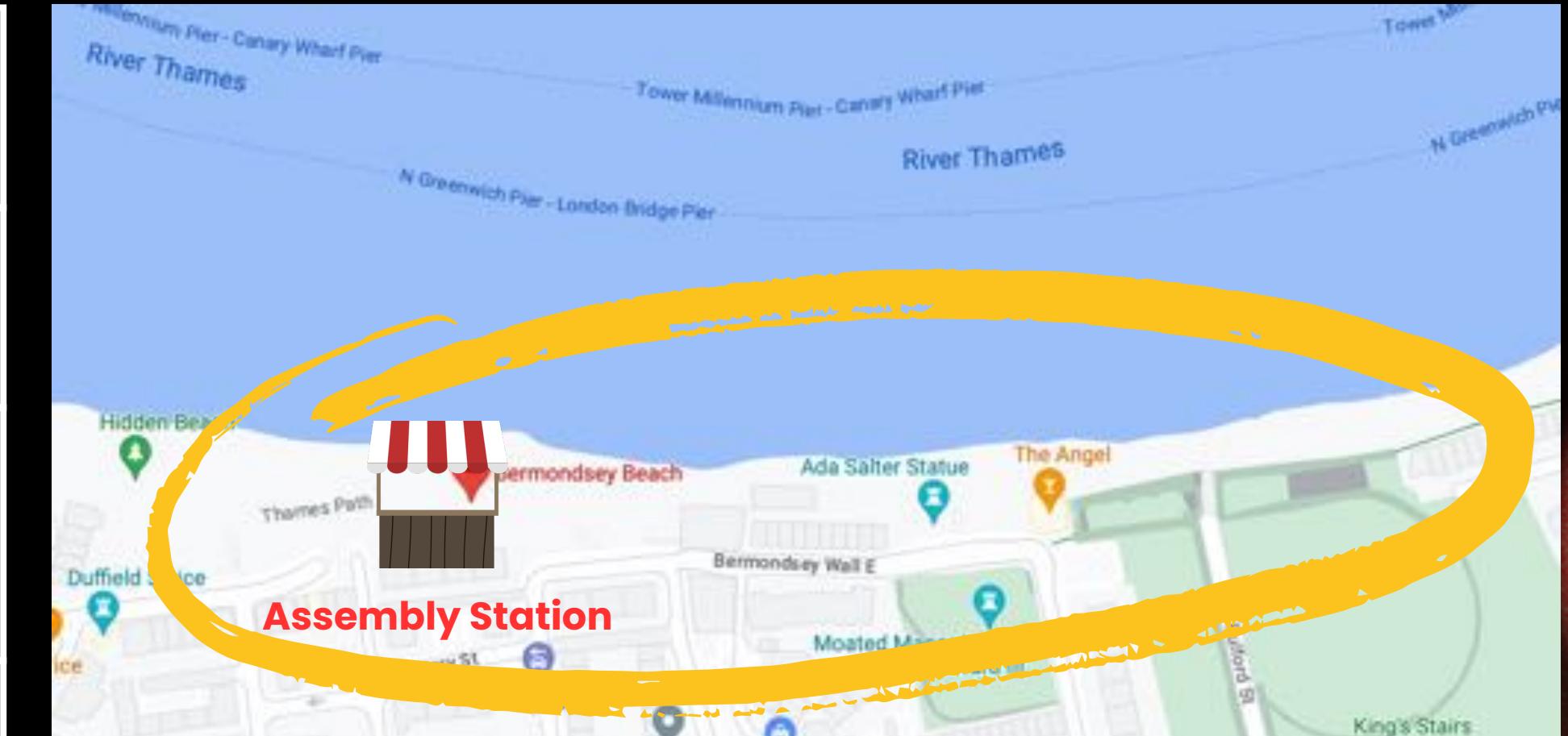
6



Receiving your giffgaff data package in next few days

# Event schedule

<b>Location: Bermondsey Beach</b> Expected number of attendants: 30-50			
<b>Start Time</b>	<b>End Time</b>	<b>Activity</b>	<b>Duration</b>
1:30pm	2:00pm	-check-in -pick up tools (litter pick, bucket)	30mins
2:00pm	3:30pm	-collect litter along the beach	1.5hrs
3:30pm	4:00pm	-back to the set -upload pictures in the app -take group pictures -spread on social media	30mins



# KPI & METRICS – Pop-up Event

## **ATTANDANCE COUNT**

Measure the number of people who attend the event.

## **FOOT TRAFFIC**

The number of people walking or passing through the assembly station

## **LITTER COUNT**

Tracks the amount of litter that is picked up & the usage data for later promotion deliverables

## **SOCIAL MEDIA MENTIONS & UGC**

Tracks the number of posts and mentions on social media platforms (Twitter, Instagram, & Facebook) using hashtag #LitterPicking

# 06 Email Marketing

# STAGES AND TARGET AUDIENCE

*Engagement Stage*



*Existing subscribers who need to be incentivized*

*Post-engagement Stage*



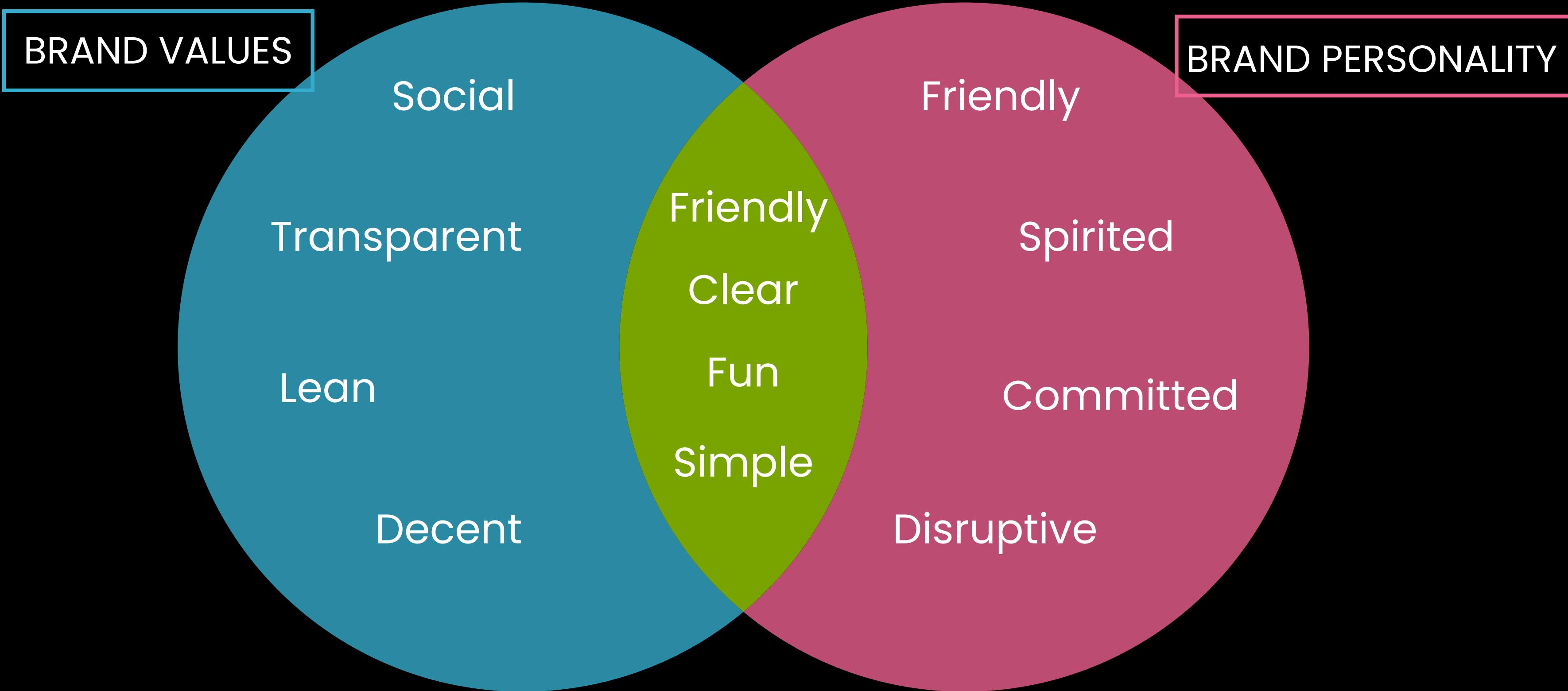
*Subscribers who attended the pop-up event*

*Renewal/Repurchase Stage*



*Subscribers who are at the end of their subscription*

# TONE OF VOICE



# WHY ARE SEO KEYWORDS IMPORTANT?

- 1** Better chances of the email landing in the inbox than spam folder
  - 2** SEO Keywords in the subject line helps improve open rates
  - 3** Compelling CTAs can increase click-through rates
  - 4** Improves overall relevance of the email content
  - 5** Helps track their performance and analyze which keywords are driving the most engagement, clicks, and conversions through A/B testing
- sustainable future**  
Keyword Difficulty = 39  
Search Volume = 390 p/m

**greener and cleaner**  
Keyword Difficulty = 22  
Search Volume = 270 p/m

**clean planet**  
Keyword Difficulty = 34  
Search Volume = 320 p/m

(sourced from SEMRUSH)

# PRE POP-UP EMAIL

The screenshot shows a mobile email from giffgaff. At the top, there's a black header bar with the word "giffgaff" in white. Below it is a purple bar containing the text "Come Together for a Clean Planet". The main content starts with "Hi Sarah," followed by a message about giffgaff's partnership with Planet Patrol for a cleaning drive. It highlights their commitment to environmental sustainability and the work of Planet Patrol in protecting oceans and tackling plastic pollution. Below this, there are two images: a portrait of a man named Adam Schofield (CEO of giffgaff) and a map of Bermondsey Beach with a red circle highlighting a specific location. The text continues with details about the event on June 1st, mentioning free goodybags and incentives for participation. It ends with an invitation to join the fun and make a difference together. At the bottom, there are two buttons: "Register Now" in a purple box and "Explore Plans" in a yellow box.

Come Together for a Clean Planet

Hi Sarah,

At giffgaff, we are always looking for ways to make the planet **greener** and **cleaner**, and we are chuffed to announce that we have partnered with Planet Patrol to organise a cleaning drive in our community.

Planet Patrol is a non-profit that works tirelessly to protect our oceans and tackle plastic pollution. Together, we will be organising a cleaning drive for a **sustainable future**.

Join us on June 1st at Bermondsey Beach near London. As a thank you for your participation, we're pleased to offer you a free goodybag worth with 5G data and unlimited UK calls/text for a month. All you need to do is snap a photo of yourself cleaning up and post it on the Planet Patrol app. Easy-peasy!

Come and join us for a few hours of cleaning, laughter, and bonding, and let's make a difference together!

[Register Now](#) [Explore Plans](#)

Cheers,  
The giffgaff Team

Subject Line: Do Good for  
The Planet and Win a  
giffgaff goodybag

# POST POP-UP EMAIL

3:03 PM 100%

giffgaff

Time to celebrate your impact with a free goodybag!

Hi Sarah,

Thanks for coming out and making a difference at our Planet Patrol Cleaning Drive. We had a blast cleaning up our community with you!

As a token of our appreciation, here's your goodybag with unlimited calling and texting for a month! You don't need to do anything - just enjoy the extra data for the next month.

Thanks again for your support and making a difference with us.

 £15 goodybag

- 35gb Data
- Unlimited minutes
- Unlimited texts

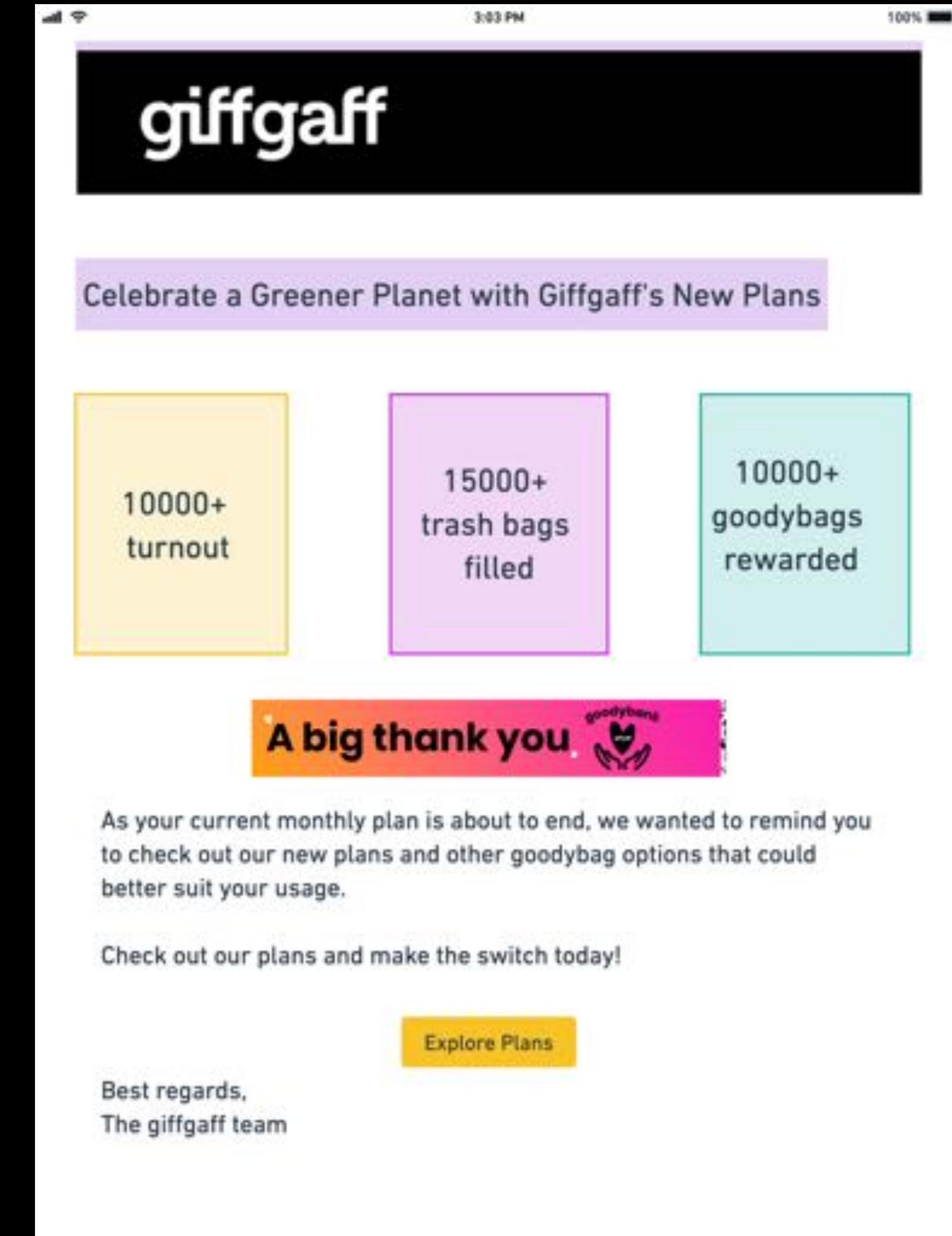
Join the giffgaff community and experience mobile on your terms!

[giffgaff community](#) [Explore Plans](#)

Over and out,  
The giffgaff Team

Subject Line: Enjoy Mobile Freedom with giffgaff - Your Goodybag is Here

# NEWSLETTER + RETENTION



Subject Line: You're a hero  
for the planet - now enjoy  
our hero-worthy plans!

# KPI & METRICS – Email Marketing

## **OPEN RATE**

Indicates the subject line & the preheader text that were effective in capturing subscriber attention

## **CLICK THROUGH RATE**

Indicates relevancy and attractiveness, and the call-to-action was effective in driving subscribers to the landing page

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## **CONVERSION RATE**

Indicates that the landing page was effective in convincing subscribers to take the next step in their customer journey

## **ENGAGEMENT RATE**

Indicates that the email content was valuable and interesting to the subscribers (clicks, likes, shares, forwards, replies)

## **UNSUBSCRIBE RATE**

Indicates whether the content/frequency of the emails were meeting the subscribers' expectations

# Email Marketing - Budget

## Crawl

This includes setting up an **email marketing system**, creating a mailing list, and **designing basic email templates** to establish a consistent communication channel and increase subscribers.

## Walk Budget

This includes creating personalized and targeted email campaigns, designing **custom email templates**, and using advanced email marketing tools (Google Analytics, Hubspot) to nurture subscribers, build brand loyalty, and increase engagement and conversion rates.

## Run Budget

This includes optimizing email campaigns, **conducting A/B testing**, investing in automation, and leveraging advanced analytics tools to maximize ROI, improve **customer retention rates**, and drive revenue growth.

# 07 Landing Page

# Landing Page

## Create consideration for B-Corp tactics

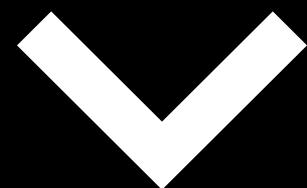
- Resources for each tactic with eye-catching graphics, UX optimization
- Mobile responsive to target city commuters

## Encourage community involvement

- Links to most active forum pages
- Include low barrier newsletter subscription form w/ high visibility

## Establish intent for pop-up event

- Include sign-up form for event
- Expands event details, provides fixed source for users



<https://cs-people.bu.edu/nafonso/giffgaffwebsite/giffgaff.html>

# Landing Page - Budget

## Crawl & Walk Budget

- Two-way communication is limited to current forum channels
  - B-Corp landing page provides as additional digital touchpoint and reference source for SEO and site usability
  - Navigability good for reporters looking to write earned media
- 

## Run Budget

- B-Corp landing page is incorporated to giffgaff app
  - allows users to see upcoming community events, sign up through the app
  - rewards go to the existing "payback" system
  - Forums are updated to newer interface, allowing event-specific threads
  - New B-Corp interface includes dynamic interface at year's-end to vote for a charity.
    - Votes and private donations are shown through loading 'bars'

# KPI & METRICS -

## Landing Page

### **CONVERSION RATE**

The percentage of visitors who register for the pop-up event or join the giffgaff community

### **CTR**

The number of clicks on a specific CTA, It's a good indicator of the effectiveness of the CTA and the overall user experience

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### **REFERRAL TRAFFIC**

Track where your traffic is coming from, this can help determine which marketing channels are most effective

### **AVERAGE TIME ON PAGE**

Shows how long visitors spend on landing page. A longer average time on the page may indicate that visitors are engaged with your content and more likely to convert.

# 08 KPI & Metrics

# Objectives

## Crawl & Walk Budgets

to **increase brand affinity & loyalty** among **existing customers** by

- increasing sense of community through **altruist value & engagement**

&

## Run Budget

establish **consideration** among **potential customers** with **high CLV** & **increase retention rate** by

- offering free month-long service (\$15 market value) for popup participation

# Overall KPIs

## Brand Loyalty & Affinity

- Customer Retention Rates
- Repeat Purchases
- Net Promoter Score
- Churn Rate

## Establishing Consideration

- Conversion Rates
- Click-Through
- More

# 09 Appendix

# Sources

[https://www.contentbacon.com/hs-fs/hubfs/807837\\_CBrandedFlywheel\\_D1\\_082020-1.jpg?width=1530&name=807837\\_CBrandedFlywheel\\_D1\\_082020-1.jpg](https://www.contentbacon.com/hs-fs/hubfs/807837_CBrandedFlywheel_D1_082020-1.jpg?width=1530&name=807837_CBrandedFlywheel_D1_082020-1.jpg)

<https://planetpatrol.co/clean-ups/>

<https://www.conserve-energy-future.com/facts-about-london-waste.php>

<https://www.zoominfo.com/c/giffgaff/355492614>

<https://www.semrush.com/projects/>