



## Digital Marketing Campaign

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# Agenda

## **MegMade Research**

- About (Products/Services/Brand Voice/Personas) (AM)
- Webpage Audit (AM)
- Social Audit (EO)
- Google Stats (EO)
- Competition (ZB)
- Survey Results (ZB)

## **Recommendations**

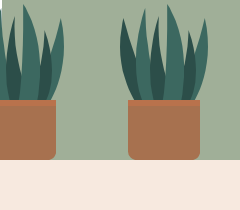
- Campaign Objectives (ZB)
- Paid Strategy (AK)
- Managing Platforms (AK)
- Organic Strategy (AM)
- Media Evaluation(ZB)
- Samples (ZB)
- Metrics (AM)
- Summary of Recommendations (EO)
- Smart Goals (AK)

**Thank You!**

# MegMade

MegMade sells custom, refinished furniture and home goods. It is located in Chicago; however, they ship nationally. MegMade paints antique pieces, but it started offering all types of finished and customizable furniture, home décor, and interior design options.

MegMade offers Home Design Services, MegMade Vintage, MegMade Furniture, MegMade University, MegMade DIY, Apparel and Other products such as Home Decor, Pillows or Rugs.



# Brand Voice



Direct/  
Informative

This brand voice requires that everything MegMade publishes needs to be very clear, informative, and credible.

Authentic

MegMade ensures that they are not only an expert but also that they are passionate about every single piece of furniture and home décor they customize.

Re(freshing)

MegMade is fun. The design, and colors are appealing providing a unique personality to the brand.

# Brand Personas



## Home Buyers: Matte + Glo

**Wants:** Finding many nice pieces of furniture that are reasonably priced.

**Motivators:** Finished Look, Price and Ease of Care



## The Heirloom Consumer: Aki

**Wants: (DIY'er)** Refinishing a unique product that can fit her lifestyle.

**Motivators:** Ease of Care, Finished Look and Price

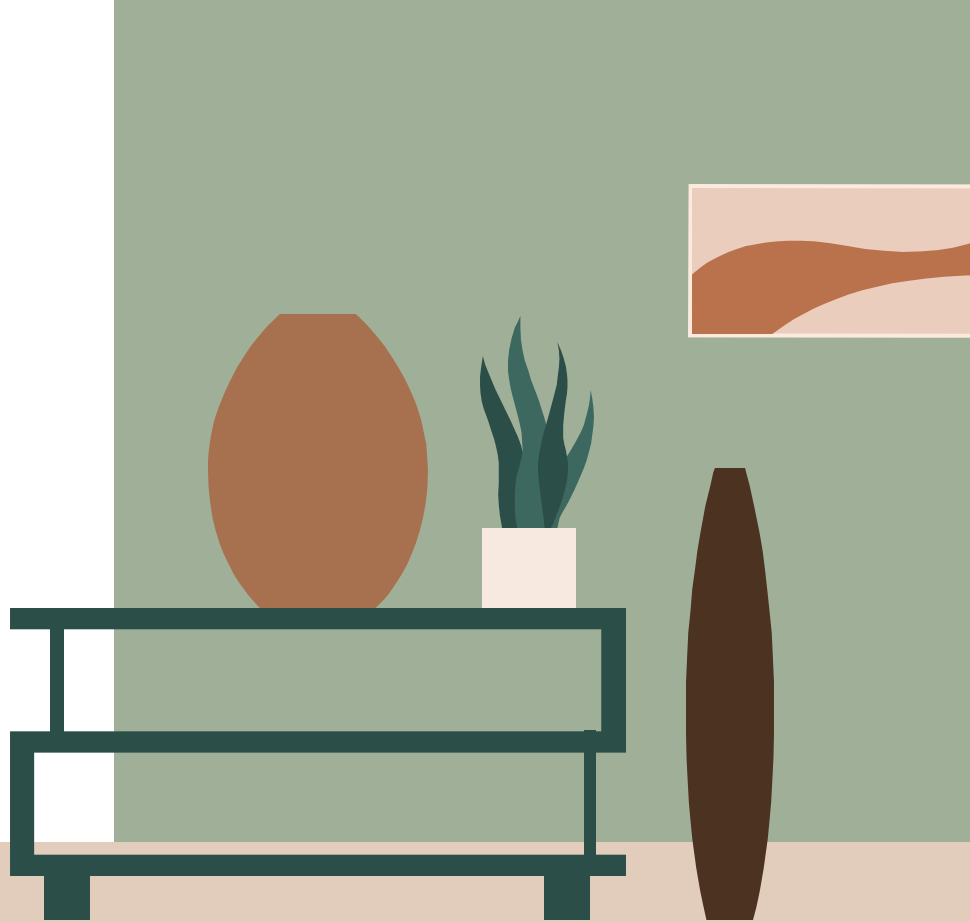


## Upscale Buyer: Arris

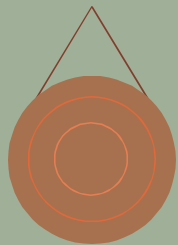
**Wants:** Finding a unique piece that cannot be easily replicated

**Motivators:** Quality and Process

# Webpage Audit



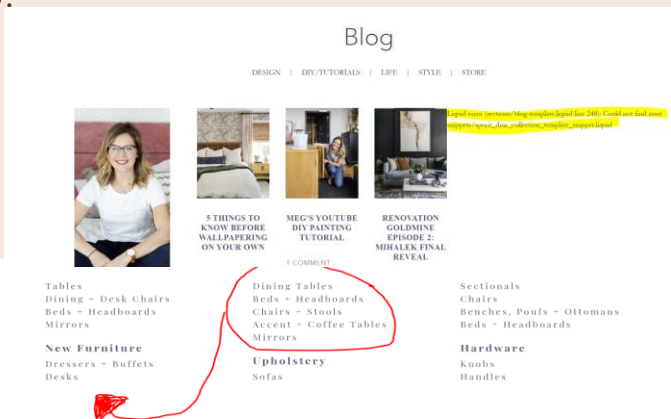
# What MegMade does well:



- Efficient **direct Google search**
- The website has **consistent brand voice** and it is easy to navigate.
- The website has **clearly defined areas**.
- It offers many **clickable links**.
- Website includes **blog posts, inbound and outbound** marketing tools.

# Things that might need improvement:

- **SEO**
- Adding a **Sales Button**.
- The blog posts have very **small font**
- Too much **white space**.
- Blog posts seem not to be working properly.



## MegMade Ready To Ship

**Vintage Furniture**  
Buffets + Dressers  
Tailboys + Wardrobes  
+ Hutches  
ds

**Tables**  
Dining + Desk Chairs  
Beds + Headboards  
Mirrors

**New Furniture**  
Dressers + Buffets  
Desks

**Dining Tables**  
Beds + Headboards  
Chairs + Stools  
Accent + Coffee Tables  
Mirrors

**Upholstery**  
Sofas

**Sectionals**  
Chairs  
Benches, Poufs + Ottomans  
Beds + Headboards

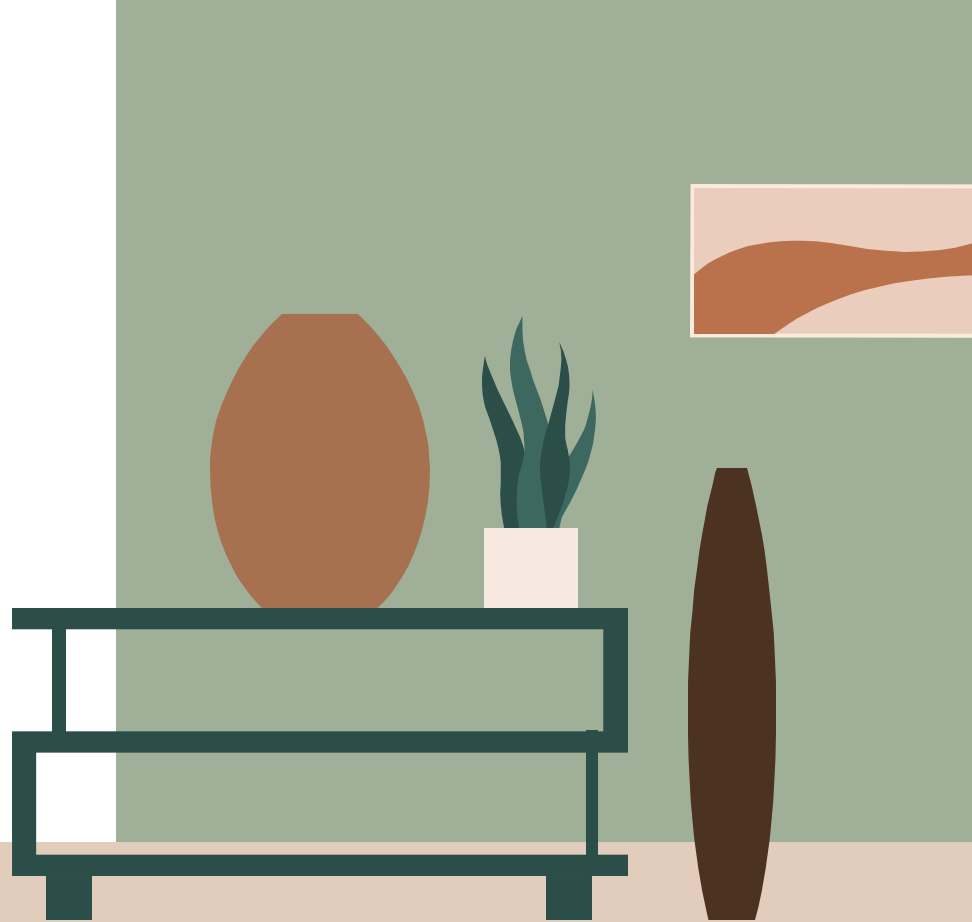
**Hardware**  
Knobs  
Handles

This won't come as a surprise, but adding a statement dresser or buffet is my absolute favorite way to spice up a room. We don't only have to play in neutrals when it comes to creating a furniture piece you'll love and have forever. Especially if you're someone who wants to keep your walls neutral (or you're a renter and have to), a pop of color in your furniture is the perfect way to go. You can get as crazy as you want with this, but when I say adding pops of color, it doesn't have to be as bold as our *Julie Orange*! Incorporating any type of color, not matter how subtle can make the place feel more unique - sometimes it's just about staying away from basic neutrals in a few places!

For example, here at MegMade, we offer ten to eleven paint colors included in the cost of your piece. Notice that even the blues, greens, and greys are subtle! I'm always up for bold, but if you're intimidated at first, going with a color that still feels pretty neutral - like *Hampton* or *Spale* - is a great place to start.



# Social Media Audit







- Est. 2012
- 14,363 Followers
- 13,574 Likes
- 3-4 post weekly
- ~10 Engagements per post



- 5.1k Followers
- 760K Monthly Viewers
- 3-4 post weekly



- Est. 2013
- 238 Followers
- Latest Post, April 2019



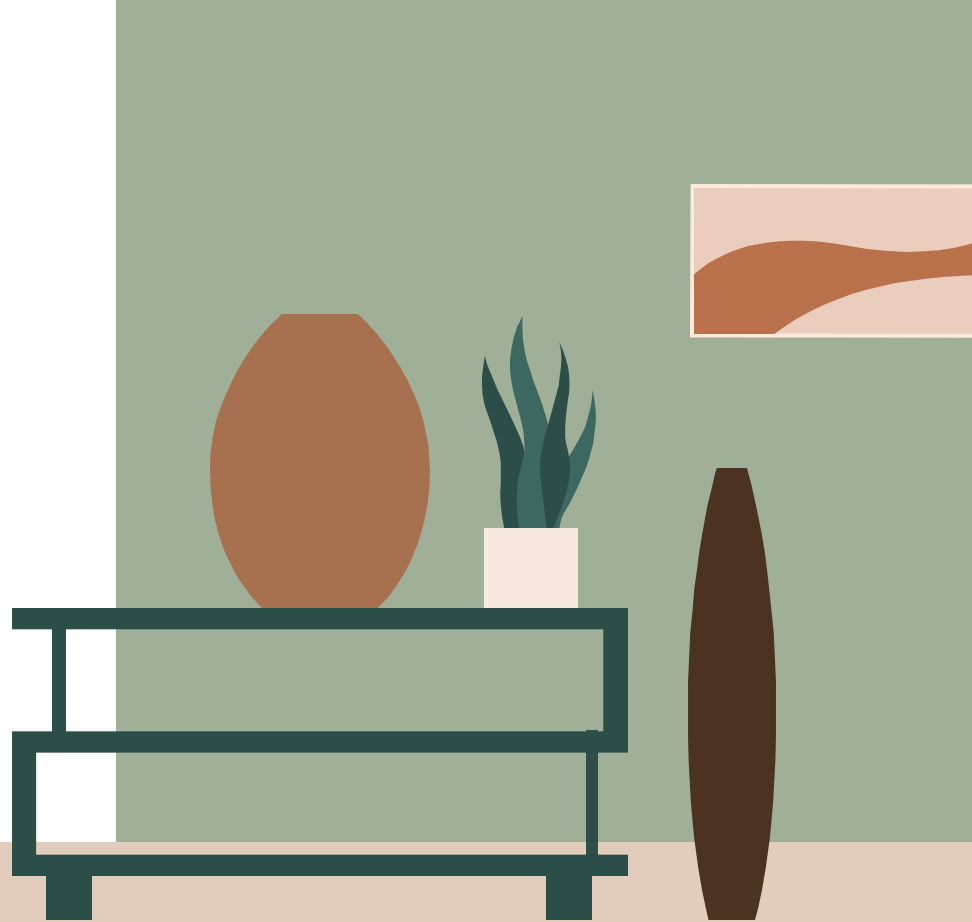
- Est. 2012
- 61.1K Followers
- 2,303 posts
- Store Linked
- 5-6 Stories daily
- Paid & Organic
- Posting strategy around reels



- 803 Subscribers
- 181,537 Total Views
- Latest post, 3 months ago



# Google Stats



## Google Search

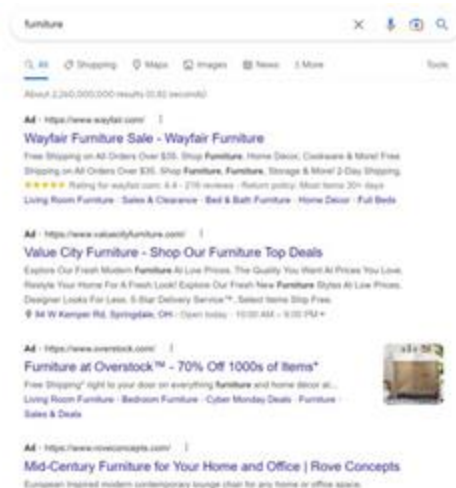
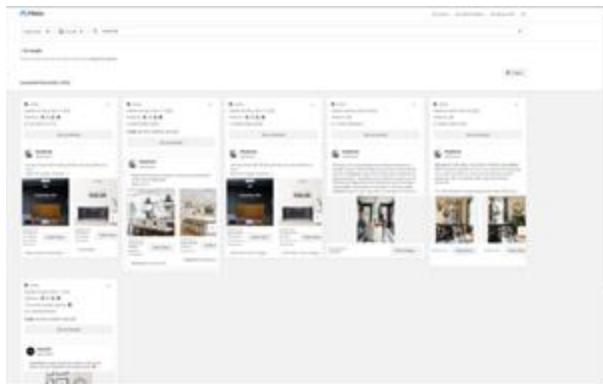
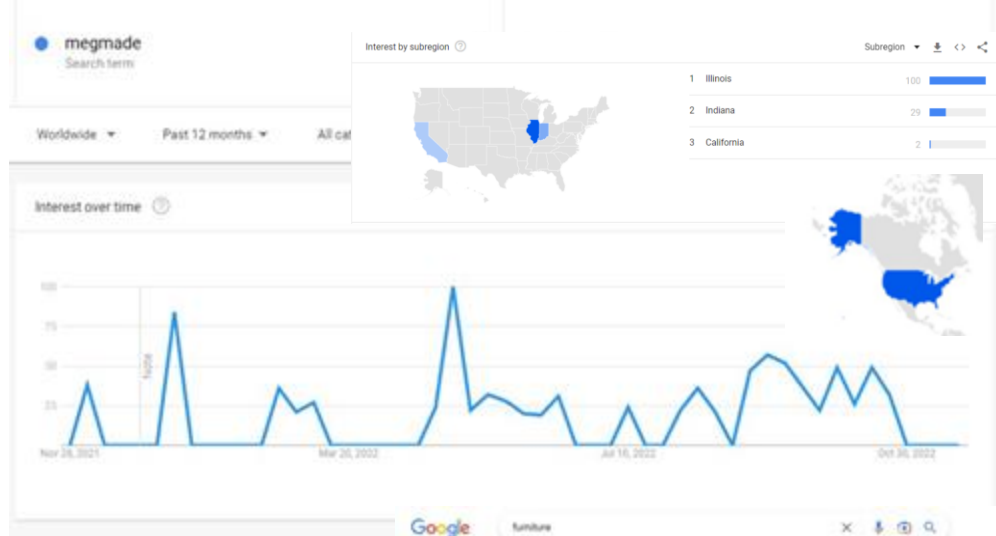
- Lacking presence
- "Restorative" searches result in local entities

## Ad Library - Paid Media

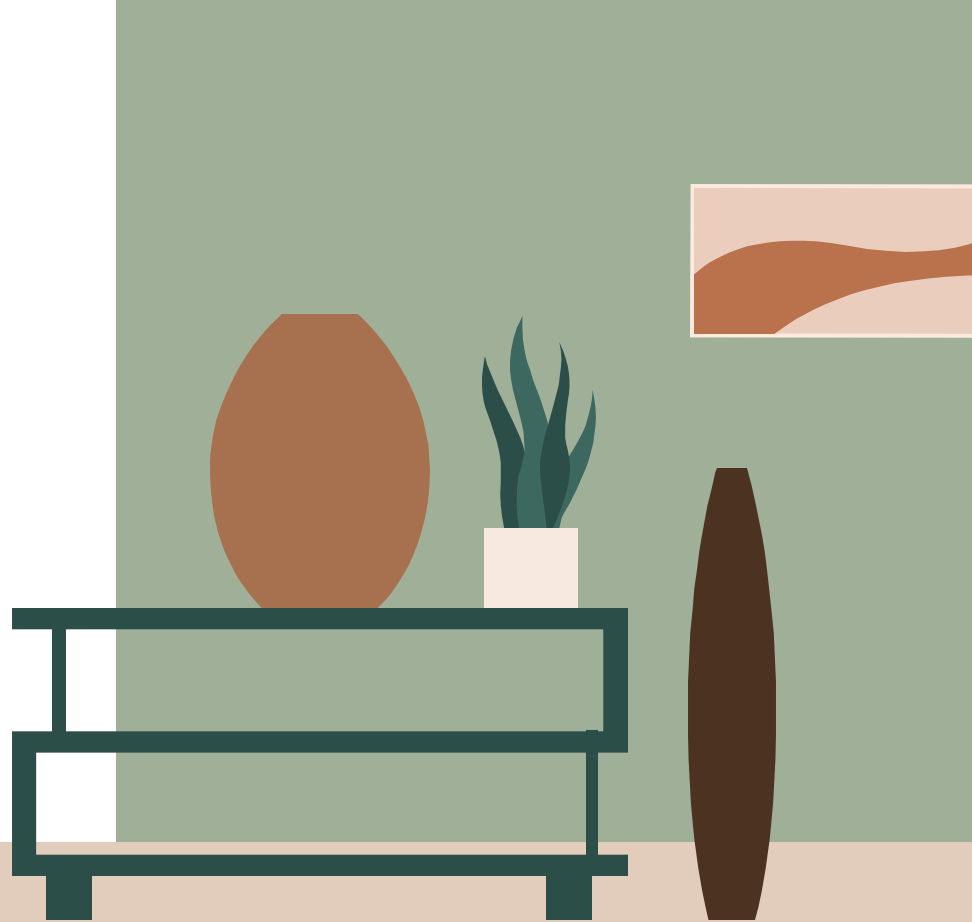
- Instagram beginning Nov. 2022

## Interest by Region

- Illinois, Indiana, California, & Alaska



# Competition





## Strong Social Presence

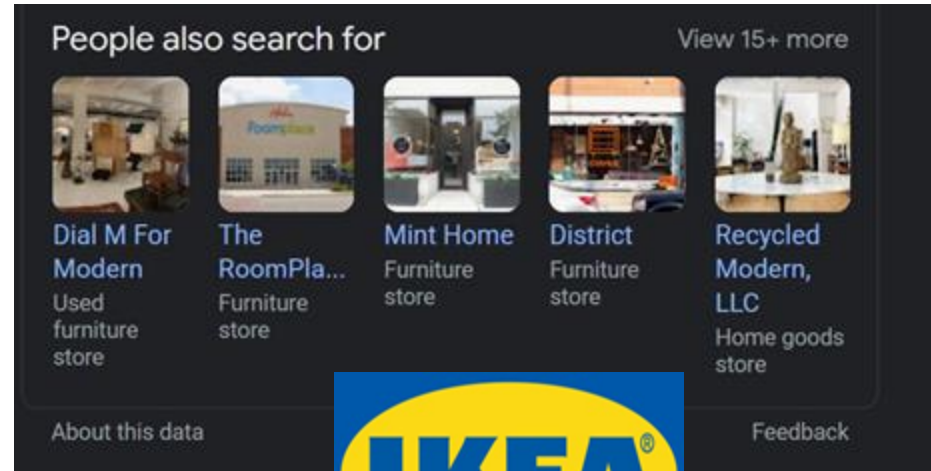
- Mainly Pinterest and Instagram
- Post Frequently

## Websites

- Aesthetics (less white space)
- Organized / Optimal Navigation

## Keywords

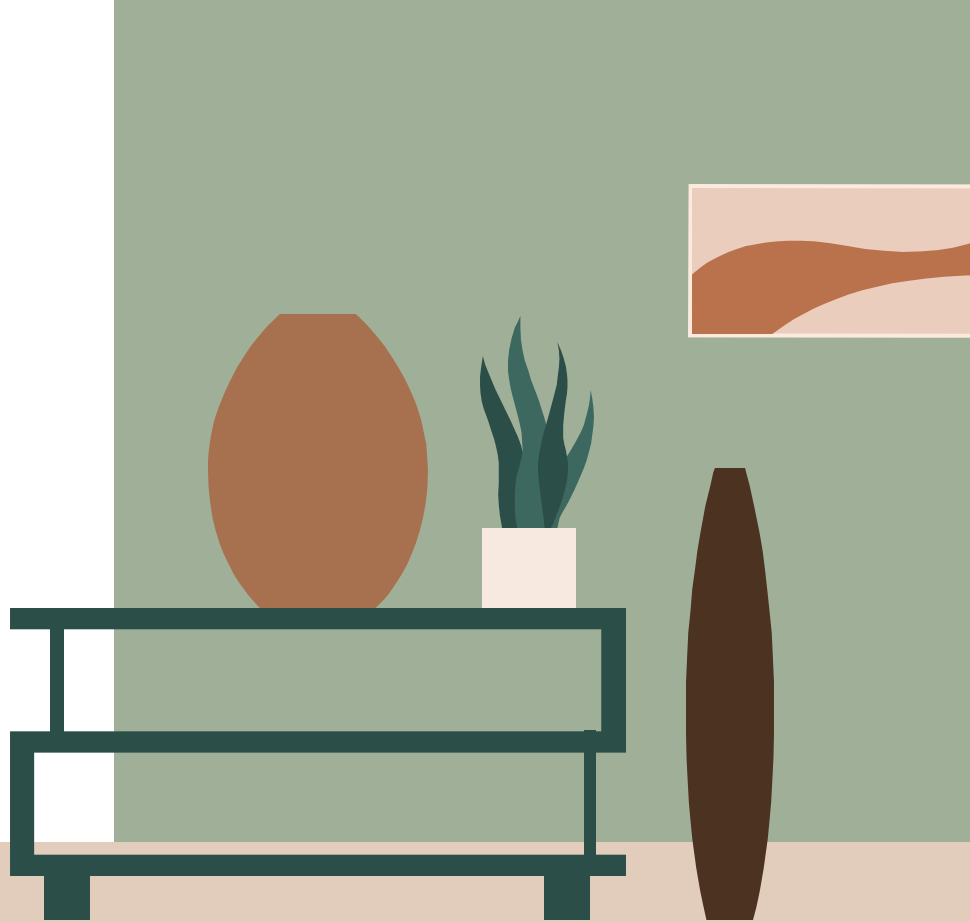
Quality, Custom, International pieces, hand-selected, “decades” of experience, designers, luxury



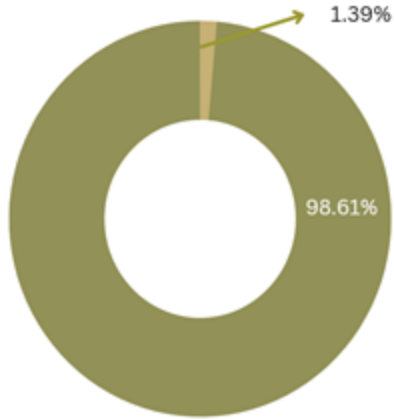
amazon

Etsy

# Survey Results



## HAVE YOU HEARD ABOUT MEGMADE?



■ Yes

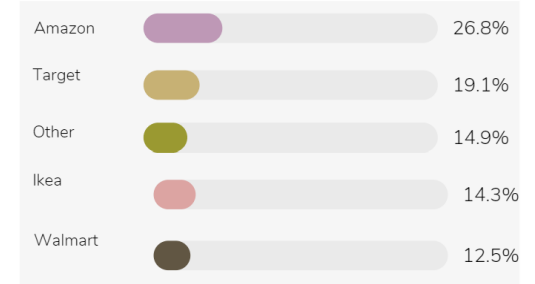
■ No



Number of Participants:  
72



## WHICH STORES DO YOU TYPICALLY FREQUENT TO PURCHASE FURNITURE OR HOME DECOR?



Number of Participants:  
72

**Other** Includes websites/stores such as  
Etsy, TJMaxx, Kohls, Home Goods,  
Ross and Simms Furniture

### 50%

of people shop for furniture or home decor 2-3 times a year

### 69.84%

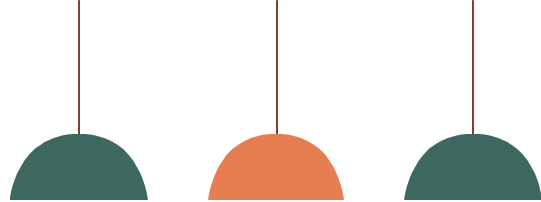
of people shop for themselves while purchasing furniture or home decor.

### Price and Convenience

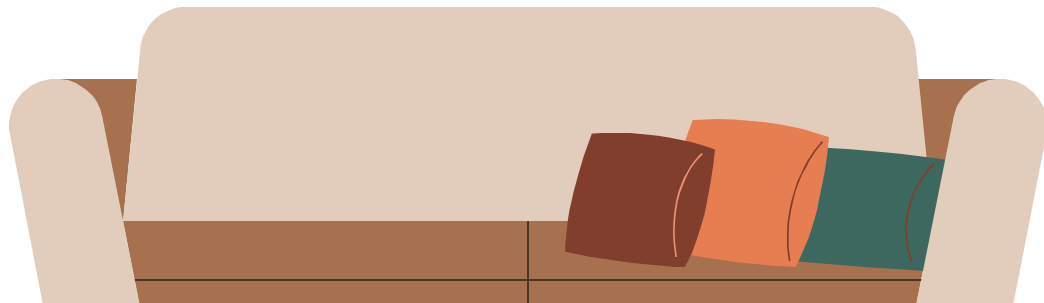
Were the most popular reasons why people purchase from stores such as Amazon and Target

### 65%

of people google the item they are looking for while shopping for furniture or home decor



# Recommendations





# Campaign Objectives



## Awareness

Partnerships:

- Alike Businesses
- Cause Marketing



## Research

Building Trust:

- Employees
- Partners
- Current Customers



## Consideration

Using What You Have:

- Social, Blogs, Email, Website
  - ***Paid & Organic Strategies***

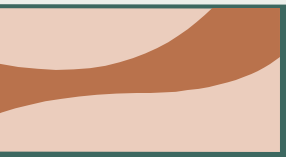
# **Paid Strategy**



Social Media

**\$116,000**

- Instagram: \$38,400
- YouTube: \$25,200
- Facebook: \$28,970
- Pinterest: \$23,430



Spend on Google Ads

**\$10,000**

Spend on SEO

**\$3,000**



**Goal:** Awareness & Traffic

- ✓ Time of day for posting and on which platforms
- ✓ Frequency
- ✓ Ages on each platform
- ✓ Persona Alignment
- ✓ Number of posts
- ✓ Proper tagging/linking
- ✓ **Consistency**



Social Media Manager

**\$55,000**

- Expertise
- Efficiency



**\$480**

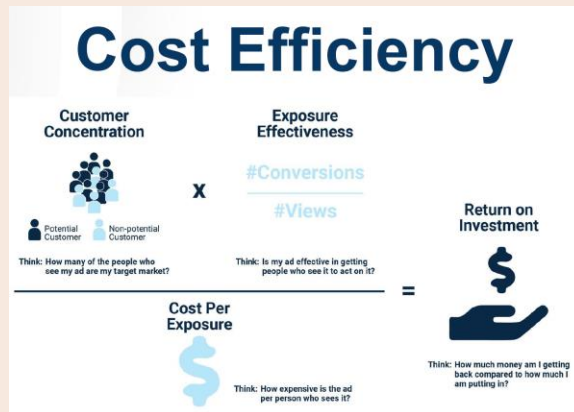
- Schedule
- Monitor
- Collaborate



**Managing Platforms**

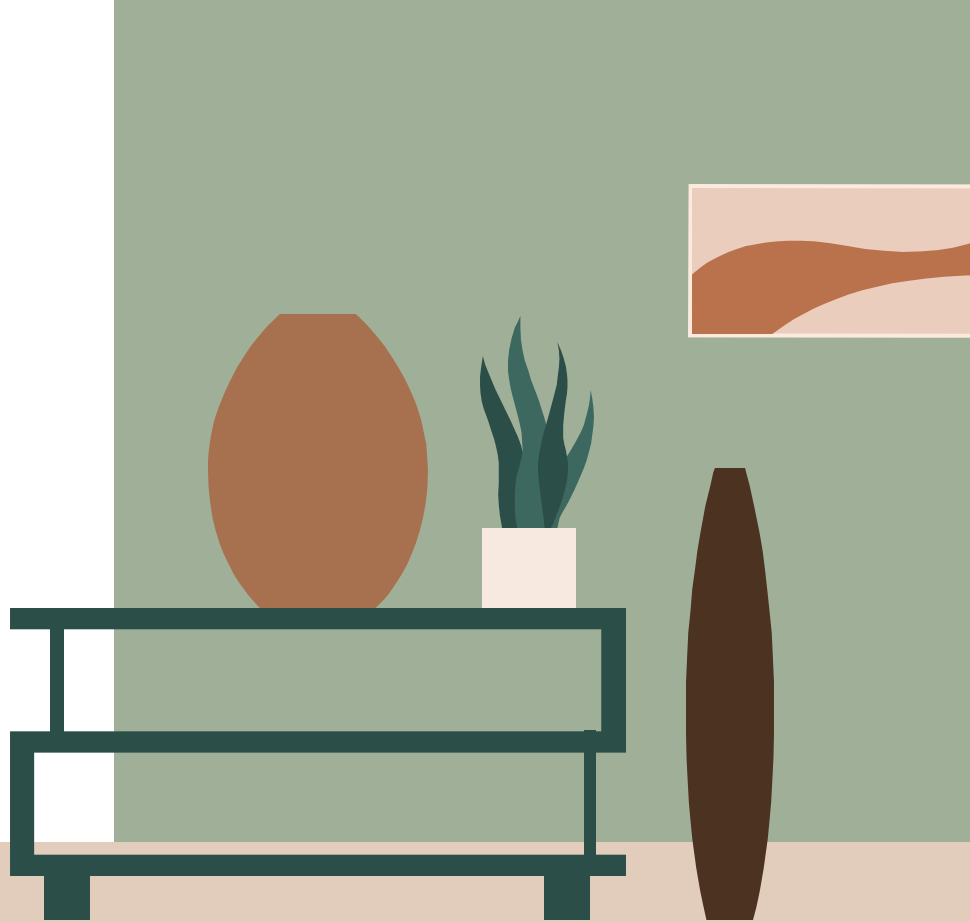
Zoho	Social Media Manager	Google Ads	SEO	Social Media	Total Cost
\$480	\$55,000	\$10,000	\$3,000	\$116,000	\$184,480
					Increase in Total Revenue
-	-	\$20,000	-	\$348,000	~370,000

\*



\*The remaining in the budget will include \$65,520. These funds should be considered for any boosting of posts/ads/SEO' for promotional purposes as this campaign will run December 2022 (holiday season) - May 2023

# Organic Strategy



## Website Enhancement

- SEO

- Update Design

- Promotional Sales Button

## Social

(~1-2 daily)

- Internal & External

- Engagement

- Employees

- Partners

## Blogs

(1-2 weekly)

- External Linking

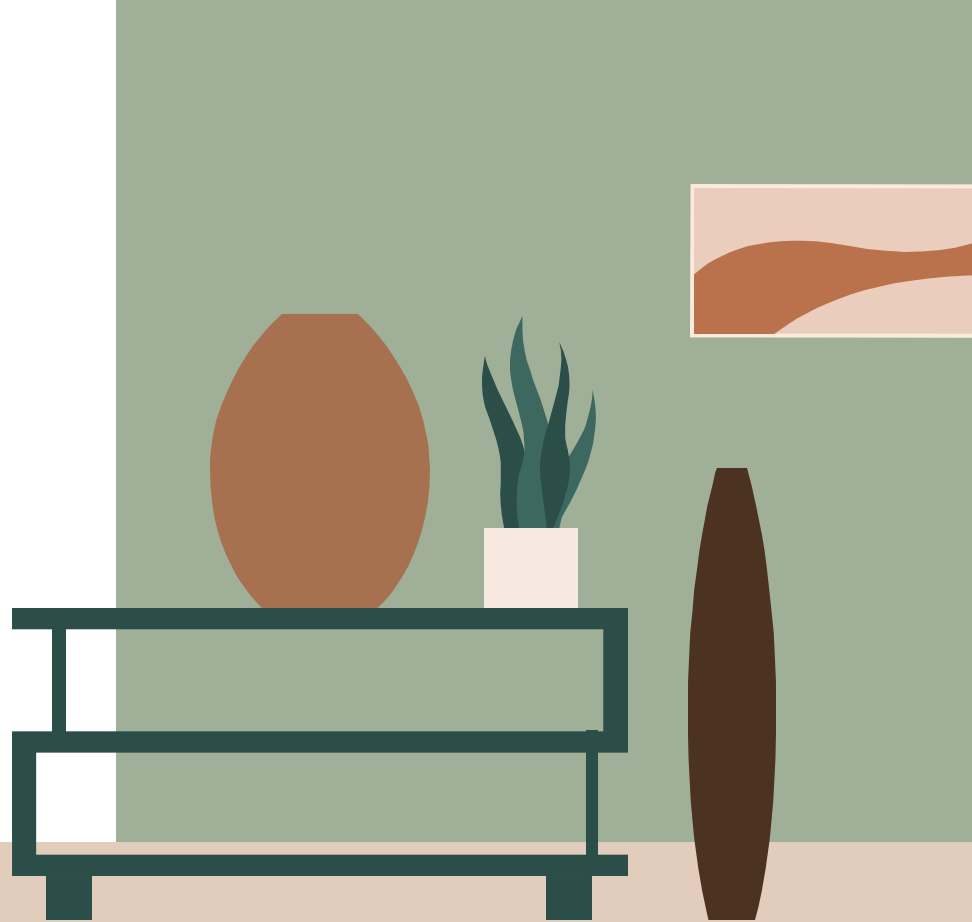


M A G N O L I A



FURNISHING HOPE

# Media Evaluation





# Mock Examples



**#IMadeThis!**

**Community** (December – January)



**Style** (March – May)



**Home Buyers: Matte + Glo**

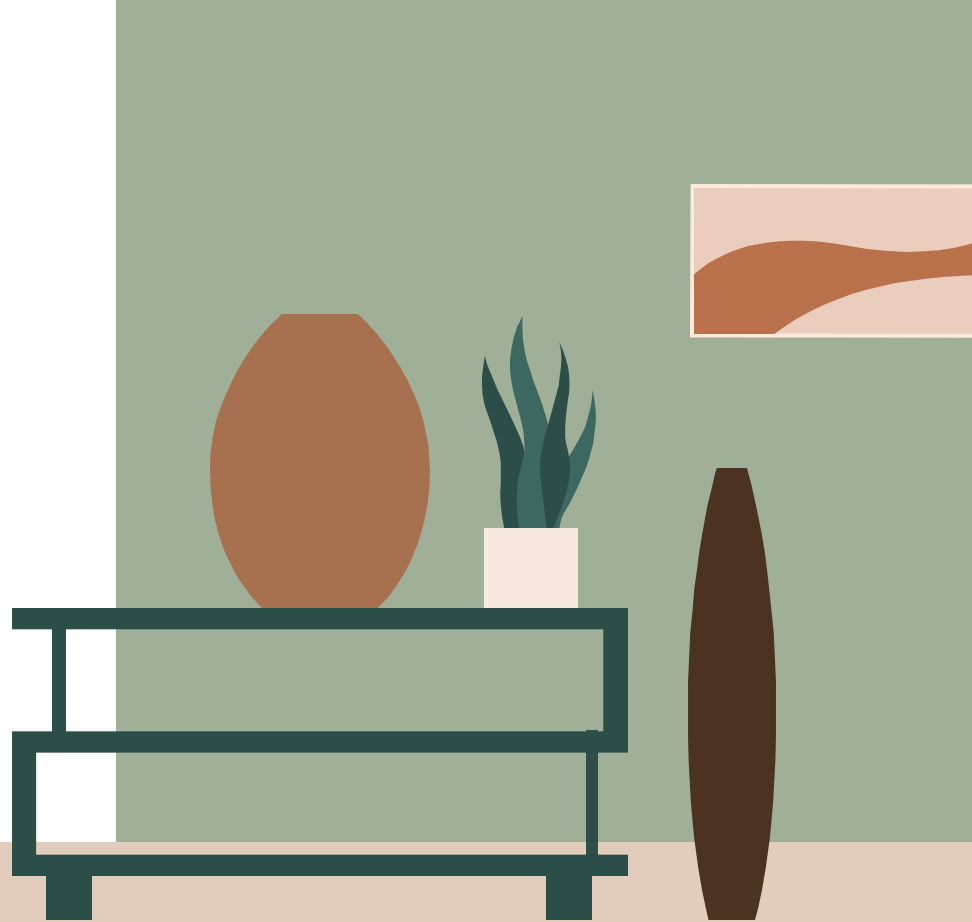
**The Heirloom Consumer: Aki**

**Upscale Buyer: Arris**

**Empowerment** (January - March)



# Metrics



## Email

List Growth Rate  
Open Rate  
Conversion Rate

## SEO

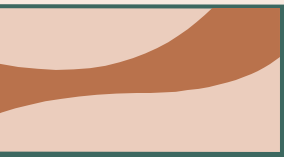
Domain Authority  
Time on page  
Sessions

## Website

Page Visits  
Bounce Rate  
Clickthrough Rate  
Conversion Rate

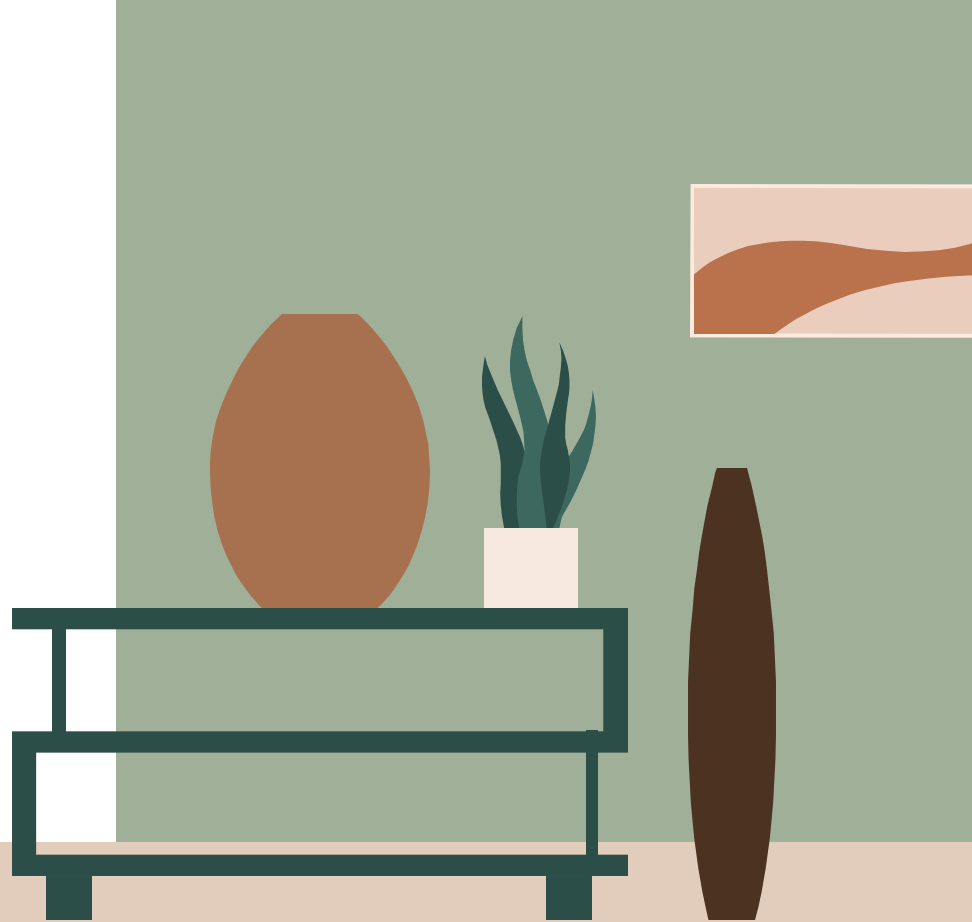
## Social Media Ads & Posting

# of Impressions  
# of Engagements  
Clickthrough Rate  
Conversion Rate  
Frequency  
ROAS



# Summary of Recommendations

1. Rid "Chicago" in name
2. Focus on **Demand Harvesting**.
  1. Loyalty Building following
3. **Post frequently and consistently** on social media platforms and blogs.
4. **Engage current employees** and consider **partnerships and cause marketing programs** that would help raise awareness of MegMade while building credibility and trust.

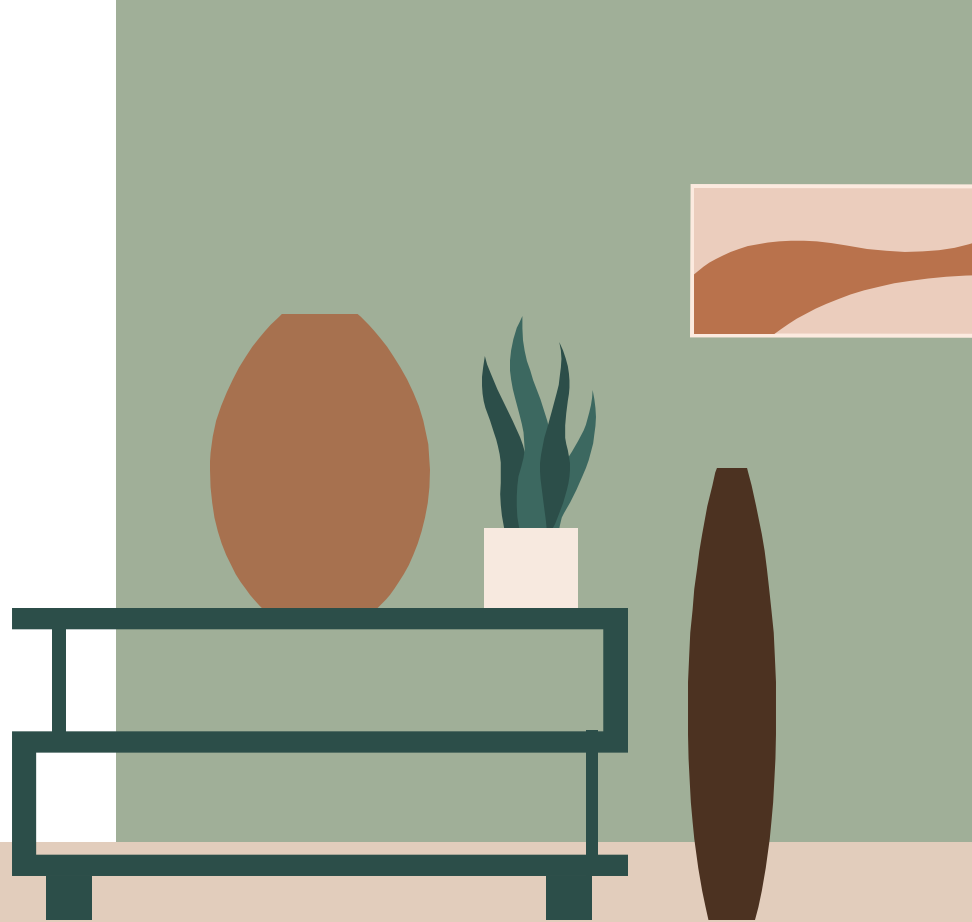


# Smart Goals

1. Increase revenue by 10% from December 2022 to May 2023.
2. At launch of the campaign, Increase the number of followers/subscribers on the following platforms:
  - Facebook by 1,500
  - Instagram by 1,800
  - Pinterest by 500
  - YouTube by 200
3. Increase website traffic by 10% every month for the first three months.



Accomplishing these goals would indicate that the awareness and trust of MegMade is increasing, which will translate into higher conversion rates and revenue.



# Resources

- <https://www.webfx.com/social-media/pricing/how-much-does-it-cost-to-advertise-on-instagram/>
- <https://www.webfx.com/social-media/pricing/how-much-does-facebook-advertising-cost/>
- <https://rockcontent.com/blog/how-often-should-you-blog/#:~:text=Most%20experts%20agree%20that%20blogging,week%20you%20post%20new%20content.>
- <https://sproutsocial.com/insights/how-often-to-post-on-social-media/>

A minimalist interior illustration with a muted green wall and a light beige floor. On the left, three vases of different heights and colors (white, red, and brown) hold a dark green plant. On the right, a light beige armchair with dark brown legs is partially visible. A white shelf on the wall holds two small potted plants. The text "Thank you!" is centered in a large, white, sans-serif font.

Thank you!