



# DIGITAL MARKETING REPORT

AN ANALYSIS AND STRATEGIC  
RECOMMENDATIONS FOR STANLEY

MSC STRATEGIC MARKETING

TEAM: C23

WORD COUNT: 1497

16/02/2024



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## I. Executive Summary

This report assesses Stanley's digital strategies in UK market, focusing on search engine optimization, TikTok, Instagram, and email. Tailored recommendations are provided for optimisation, including content creation, influencer collaborations, viral advantage leverage, audience segmentation, and personalization. The measurement framework and content calendar are also outlined to drive lead generation and enhance digital performance.



## II. Introduction

Stanley, known for durable water bottles catering to outdoor enthusiasts and males, saw a transformation in target demographic after a viral TikTok video in 2023. Its website now attracts mainly Gen-Z and millennial women, with the largest age group being 25-34 (Similarweb, 2024). This shift from functionality towards lifestyle and aesthetics contributed to a tenfold increase in global revenue, reaching \$750 million in 2023 (Tighe, 2024). This report will assess Stanley's digital strategies in the UK as a reference. A persona is created (Appendix1), and a customer journey map is presented below (Figure2).

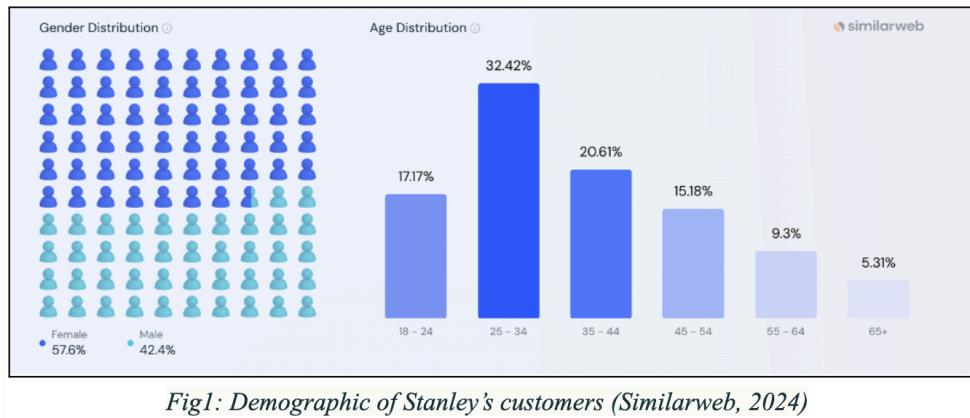


Fig1: Demographic of Stanley's customers (Similarweb, 2024)

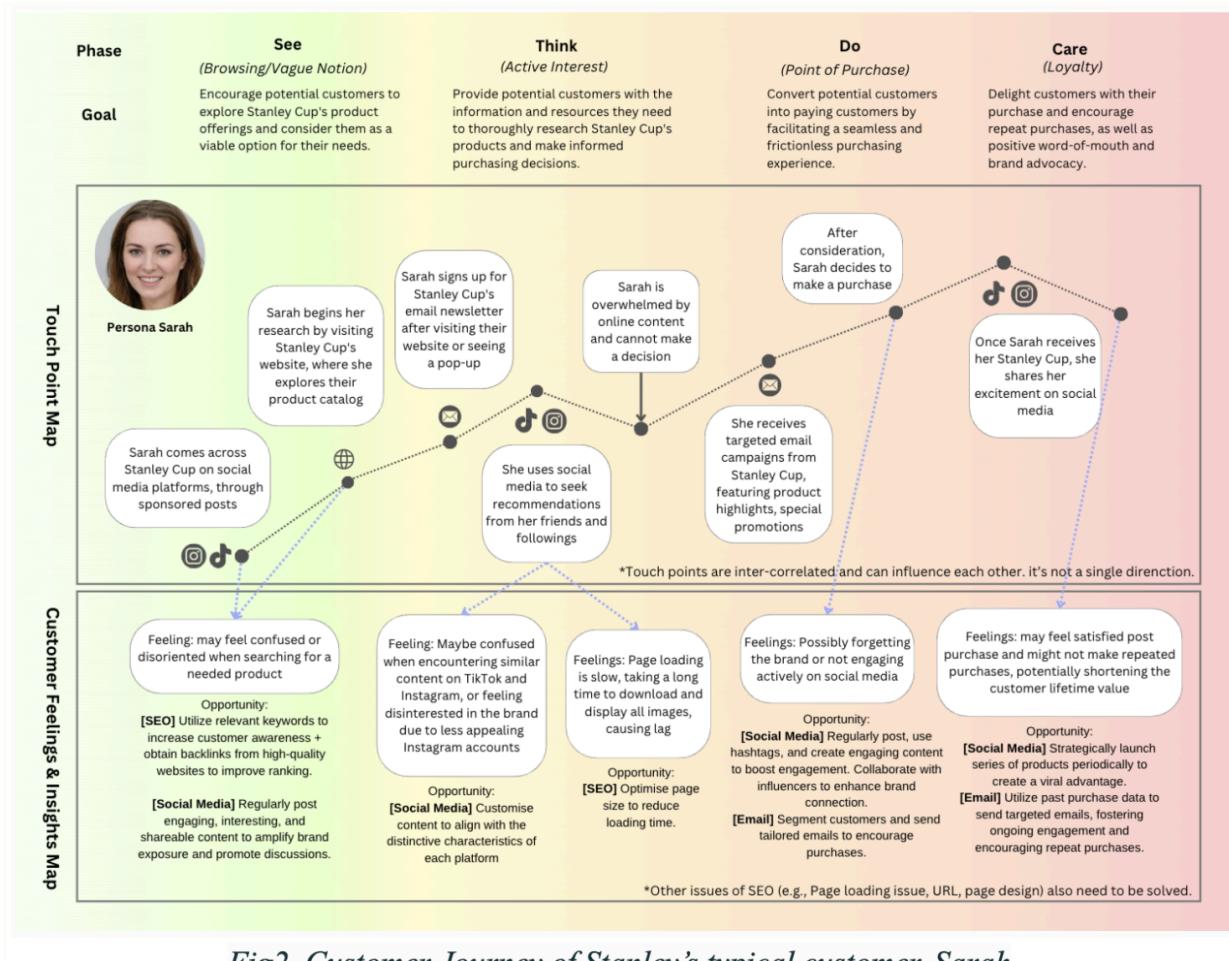


Fig2. Customer Journey of Stanley's typical customer, Sarah

### **III. Current Strategy & Strategy Evaluation**

Based on user journey, current strategy evaluation has been done for Search Engine, TikTok, Instagram and Email Marketing.

#### **A. Search Engine**

##### **On-page SEO**

UberSuggest analysis shows Stanley's website has a decent on-page SEO score of 76/100, generating 244,789 monthly organic traffic from 17,549 keywords. Load time is 2.19 seconds with 16ms interactivity. Domain authority is 60/100, keyword difficulty for "Stanley" is 73/100, but paid difficulty is high at 99/100 with £0.27 CPC, that is, it is difficult for Stanley to stand out by keywords. Overall, on-page SEO and performance are good, but there's room to improve keywords, paid difficulty, page speed, load time, and content optimization (Appendix2 Figure1,2,3).

##### **Off-page SEO**

The off-page SEO states that it has a domain authority of 60 and 8,994 referring domains and 36648 backlinks. The quality of off-page elements, such as backlinks, is more important than quantity. The website has a mix of backlinks from high-authority websites and relevant niche directories. More high-quality off-page backlinks can improve the website's authority and organic traffic. Overall, off-page SEO analysis for Stanley website is good, with scope for improvement in high-quality backlinks (Appendix2 Figure6,7).

#### **B. Social Media**

TikTok and Instagram are selected because of their significance among UK Generation Z (Fisher, 2023).

##### **Tiktok**

Stanley's TikTok contents seem to have a significant difference in style before and after 2023 (Appendix3 Figures 1 & 2). Especially during 2023 summer, most videos posted featured female characters, including colours, lifestyle and topics for new target consumers (Appendix3 Figure2). Later in November, Stanley promoted a re-collaboration with Lainey Wilson (Appendix3 Figure3). All these indicate Stanley's gradual marketing shifts towards a female demographic.

The user-generated viral video depicting a car fire, along with Stanley's proactive response (providing a new cup and a new car for the customer), marked a crucial move for Stanley by showcasing brand personality and authenticity (Jenns, 2024). Stanley was further crafted to a 'clean girl aesthetic' or 'emotional support water bottle', featuring in numerous viral videos on topics such as 'spend day with me' (Soarwithus, 2024).

Now Stanley's TikTok presence boasts 995.6K followers and 10.1M likes (Stanleybrand, n.d.). The surge in followers is likely attributed to the unexpected viral video mentioned above (Appendix3 Figure 4). Since then, Stanley has reduced upload frequency. Currently, market enthusiasm is gradually diminishing (Appendix3 Figure 5).

### **Instagram**

There was a congruence in Stanley's contents on TikTok and Instagram (Appendix3 Figure6). However, the biggest problem is that Instagram tends to be more polished to the same aesthetic that enable others to quickly get a sense of style, while Tiktok emphasises more on authenticity (Varney, n.d.). Another significant distinction is Stanley's predominant collaboration with influencers on Instagram. For instance, Stanley collaborated with Lauraprepon, showcasing a recipe she created using Stanley products (Appendix3 Figure7).

Notably, Stanley Instagram's overall engagement rate performs impressively, significantly surpassing that of Lululemon, a brand with a similar target audience (Appendix3 Figure8), indicating its huge potential for topical discussion and customer loyalty.

### **C. Email Marketing**

Stanley's email marketing strategy demonstrates some effective elements, such as incentivizing new email and phone number registrations with a discount, which expands immediate communication channels. The use of a clear and compelling call to action (CTA) with prominent text and colourful images is great for enhancing user engagement.

Nevertheless, absence of a 'view online' option poses a significant challenge, especially for users on platforms like Outlook where image display issues may arise (Appendix 4). Furthermore, frequency of emails, with new product drops and updates arriving every three days, could potentially overwhelm subscribers and be perceived as spam. Moreover, incorporating robust tracking mechanisms for email links interactions would offer vital insights, aiding in assessing campaign effectiveness and the user journey.

## **IV. Recommendation**

Here we use Valentine's Day as an example.

### **A. Search Engine**

For Stanley, it is imperative to improve page performance by targeting key issues on its website like page size, page speed, and server requests received (Appendix2 Figure4). Stanley could reduce page size by lightning the pages and compressing heavy content like images and videos to improve the page load time. Also, reducing number of HTTP requests the site makes by implementing lazy loading of images with caution, as this technique decreases bounce rate (Appendix2 Figure5) if implemented correctly.

Additionally, Stanley should create keyword-rich, engaging content that balances SEO and user experience. Referring to Appendix 2, Figure 6, it's evident that keywords like "stanley cups" with search volume 246,000 will improve page ranking. Content including Stainless Steel Flasks, Stanley FlowState Quencher, Insulated Travel Mugs etc. are performing well overall, thus promoting these products will be beneficial. They must optimise meta tags, URLs, and meta descriptions to be unique, descriptive, and improve click-through rates. Issues like duplicate meta data and poorly formatted URLs negatively impact organic traffic and rankings (Appendix2 Figure3) Stanley should follow SEO best practices like prioritising mobile optimization, page speed, and creating descriptive, complete, topical content to enhance user experience. For Valentine's Day, content around relevant keywords, such as gift guides for significant others, top Valentine's gifts, and DIY Valentine's ideas, can be built. Incorporating Valentine's Day-specific keywords such as "Valentine's Day gifts" "romantic date ideas" "Valentine's Day sales" using tools like twinword, can target users searching for related content. To measure SEO performance, tools like Google Search Console, Ahref can be used to check domain authority, bounce rate, CTR, organic traffic (Appendix2 Figure 5,6,7).

Furthermore, Stanley can collaborate with 9 lifestyle websites for women (The Good Trade, 2024) to improve backlinks, securing backlinks from high-quality sites to improve SEO ranking and impress target audiences effectively.

## B. Socials

Stanley should prioritise both quantity and quality of trendy content, with elements from customer personas. Continued posts and interactions can drive more traffic (Rowles, 2022). TikTok should emphasise authentic videos (e.g., re-tweet UGC featuring Stanley as a Valentine's Day gift) to connect with users, while Instagram requires more polished imagery (e.g., influencers presenting exquisite photos of dates with Stanley) to enhance customers' perceptions.

Secondly, maintaining collaborations with appropriate influencers is crucial. On TikTok, Stanley should partner with influencers who seamlessly integrate products into authentic content. Instagram should focus on influencers with a refined aesthetic and storytelling. By strategically selecting influencers, brands can identify advocates, amplify visibility proactively, and grow audiences (Rowles, 2022).

Thirdly, Stanley can leverage viral advantages through a series of product launches. Inspired by the success of Starbucks water bottles, which were released periodically and eagerly collected by users (Greenwald, 2020), Stanley can introduce similarly well-designed bottles. For example, it can launch a pair of bottles for Valentine's Day, collaborate with influencer couples to create viral videos featuring the products, and encourage audience imitation. Such periodical launches can reignite buzz, drive sales, and foster long-term customer relationships for sustained transactions.

For all above, tools like Hootsuite can help schedule and organise content. After posting, brands should use tools like Social Pilot and Social Blade to track and optimise post data, including reach, likes, and comments. When selecting influencers, tools like Brandwatch, Sprout Social, and CreatorIQ are helpful (Sprout Social, 2022).

### C. Email Marketing

Stanley should implement audience segmentation via a registration survey to allow tailored communication based on preferences and interactions. Personalised announcements using past data such as registration surveys, past purchases, or browsing behaviour increase relevance and engagement. Also, implementing UTM tracking enables a thorough analysis of link effectiveness and user behaviour post-click. Furthermore, regular A/B testing of CTAs and layouts per segment identifies resonance and improves CTRs. Presale registration forms create exclusivity and dedicated lists for early access, also boosting CTRs. Further, including a "View in Browser" link ensures accessibility across devices and platforms for a positive user experience.

### D. Priority Actions and Implementation Timings

Stanley's four priority actions and implementation timings are summarised (Figure3 below). Figure 5 below represents a channel measurement framework for Stanley's strategy with metrics specific to each digital channel. Stanley can continuously track and adjust channels and metrics based on data provided by GA4, generating more leads and optimising attribution models to ultimately achieve objectives of conversions.

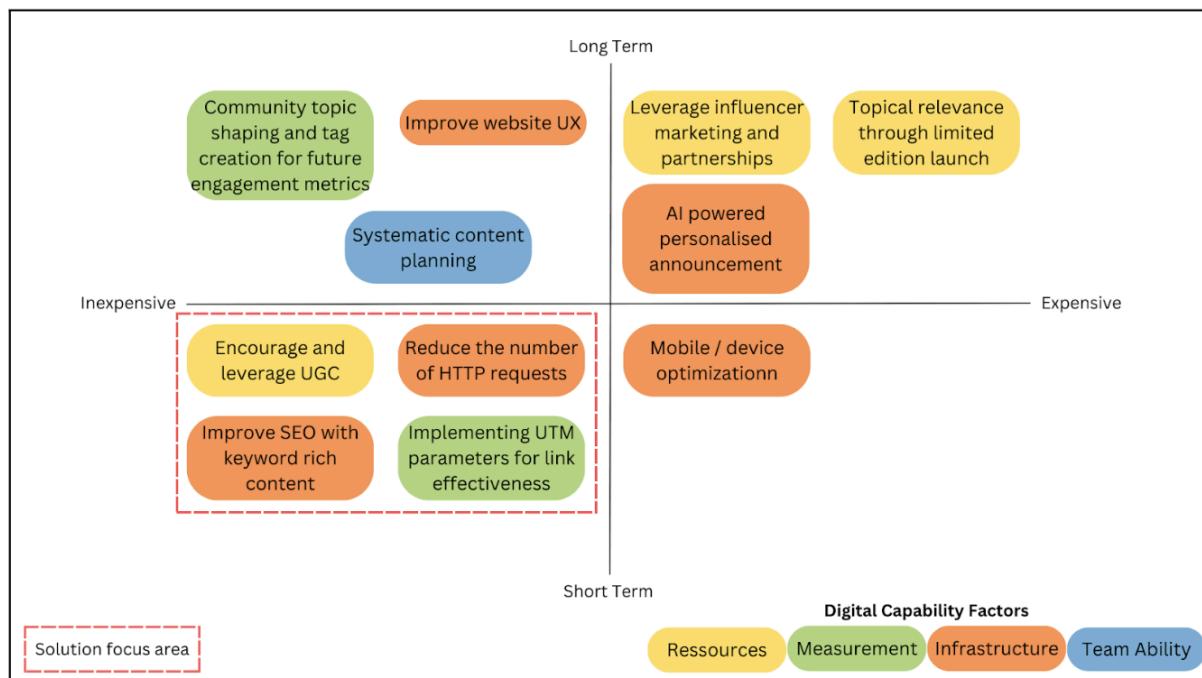


Fig3. Stanley's Digital Transformation Chart

Theme	W/C	Objective	Content		Keywords	Target Persona	Tiktok	Instagram	Email
			Content	Keywords					
January-24	17-Jan	Create buzz and anticipation for the Valentine's Day edition	Teaser of the Valentine's edition cups with subtle romantic elements. Caption hints at something special brewing for Valentine's Day.	Valentine's Day gifts, romantic gifts, special edition	Romantic partners, gift seekers.	Y	Y	Y	
	24-Jan	Officially launch the product and engage with the audience	A fun unboxing video showcasing the unique features of the Valentine's edition cups, emphasizing their exclusivity and gift potential. In addition to a detailed newsletter about the inspiration behind the design	Unboxing love, Valentine's Day gifts, special edition unboxing	Romantic partners, gift seekers, young couples	Y	Y	Y	
	31-Jan	Provide in-depth product information and engage with user-generated content	Encourage followers to share their love stories or how they're planning to celebrate Valentine's Day with a Stanley Cup for a chance to be featured and win a free cup	Love stories, Valentine's celebration, share your story	Engaged couples, romantic storytellers	Y	Y	Y	
	07-Feb	Drive urgency and last-minute sales	Urgency-inducing posts and emails reminding subscribers of the closing window to order in time for Valentine's Day with a live countdown	Flash sale, limited-time offer, Last minute gift	Bargain hunters, impulse buyers, Last-minute decision-makers.	Y	Y	Y	

Fig4. Stanley's Valentine's Day Content Calendar

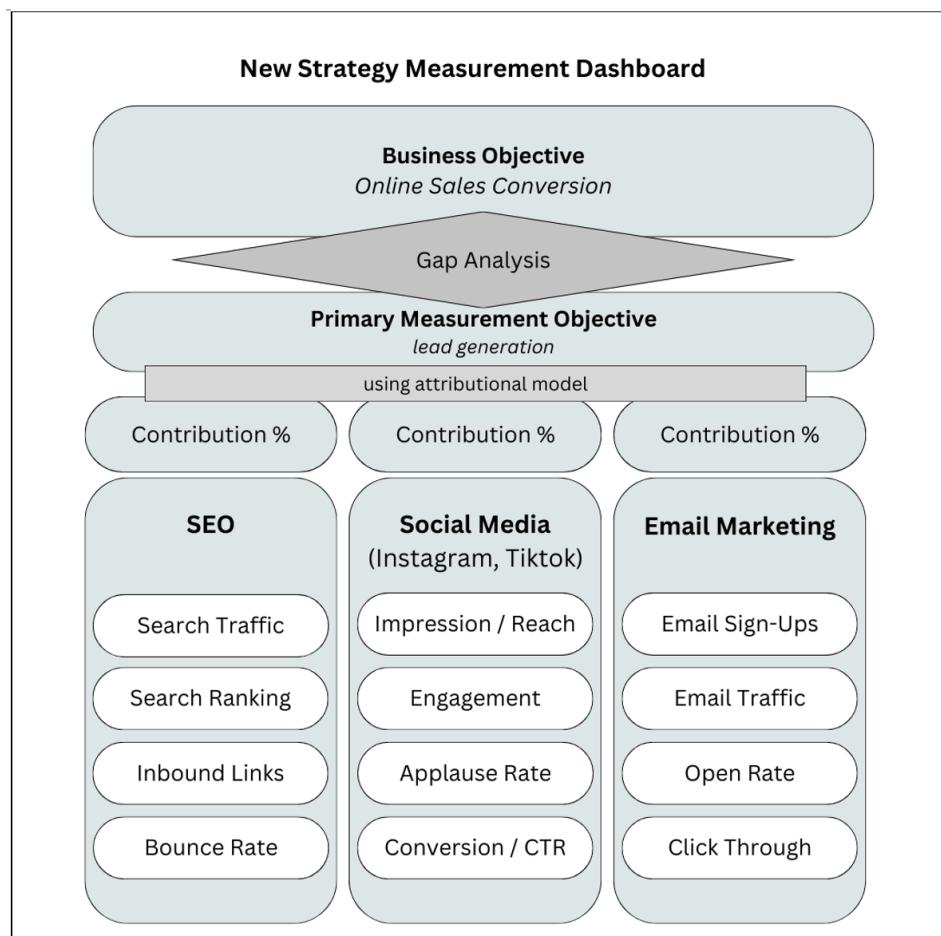


Fig5. New Strategy Measurement Dashboard

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## VI. Appendix

### Appendix 1: Customer Persona

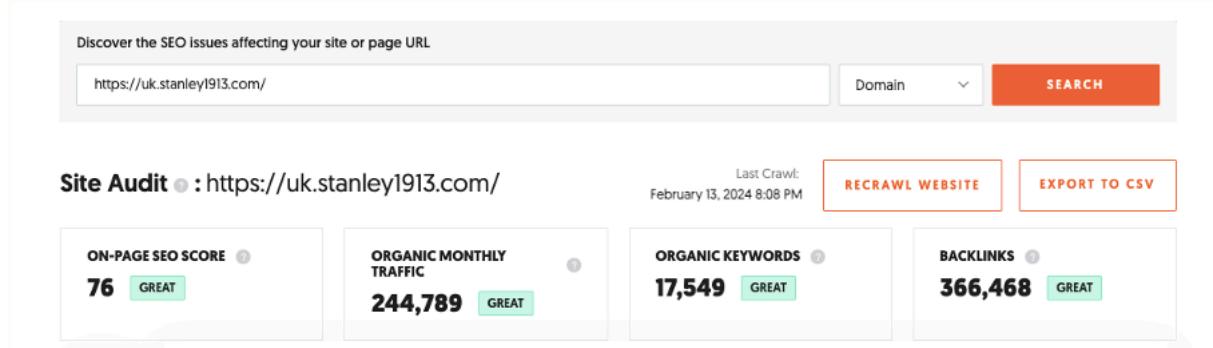
\*This persona represents a typical target audience of Stanley.

PERSONA: Sarah	
NAME <b>Sarah</b>	TYPE <b>Artisan</b>
	<b>Background</b> Sarah is a 25-year-old young woman who leads a fast-paced life. She is a young professional who recently graduated from university, juggling multiple responsibilities and commitments. Sarah values convenience and efficiency in everything she does, including her shopping choices. She's tech-savvy, always connected through her smartphone and social media platforms, staying updated on the latest trends and styles.
<b>Demographic</b>  Female    25 years United Kingdom Single Assistant manager £30,000 / year	<b>Goals</b>  <b>Convenience:</b> Sarah's top priority is convenience. She's looking for products that make her life easier and more efficient. <b>Trendy and Stylish:</b> While convenience is essential, Sarah also values trendiness and style. She wants products that not only serve a functional purpose but also look fashionable and on-trend. <b>Quality:</b> Despite her focus on convenience and style, Sarah doesn't compromise on quality. She wants products that are durable, reliable, and built to last. <b>Sustainability:</b> Sarah is environmentally conscious and prefers products that align with her values. She's interested in sustainable and eco-friendly options when available.
<b>Channels</b>   TikTok  Instagram  Google   Twitter  YouTube	<b>Motivations</b>  <b>Efficiency:</b> Sarah is motivated by products that save her time and effort. She's drawn to items that streamline her daily routine and make her life more manageable. <b>Social Validation:</b> Being active on social media, Sarah is motivated by products that help her maintain her image and showcase her lifestyle to her peers. She wants products that are Instagram-worthy and will garner likes and compliments. <b>Self-Expression:</b> Sarah sees her purchases as a form of self-expression. She's motivated by products that reflect her personality and individual style, allowing her to stand out from the crowd.
<b>Technology</b>         	<b>Frustrations</b>  <b>Lack of Convenience:</b> Sarah gets frustrated when products don't live up to their promises of convenience. Whether it's difficult-to-use packaging or unreliable functionality, anything that adds unnecessary hassle to her life is a major frustration. <b>Outdated Designs:</b> Sarah is frustrated by products that lack style and trendiness. She wants products that feel fresh and modern, and she quickly loses interest in anything that feels outdated or uncool. <b>Poor Quality:</b> Despite her desire for convenience and style, Sarah won't tolerate products that sacrifice quality. She's frustrated by items that break or wear out quickly, forcing her to spend time and money replacing them. <b>Limited Options:</b> Sarah finds it frustrating when she can't find products that meet her specific criteria. Whether it's a lack of trendy designs, sustainable options, or convenient features, feeling limited in her choices can be a significant source of frustration for her.

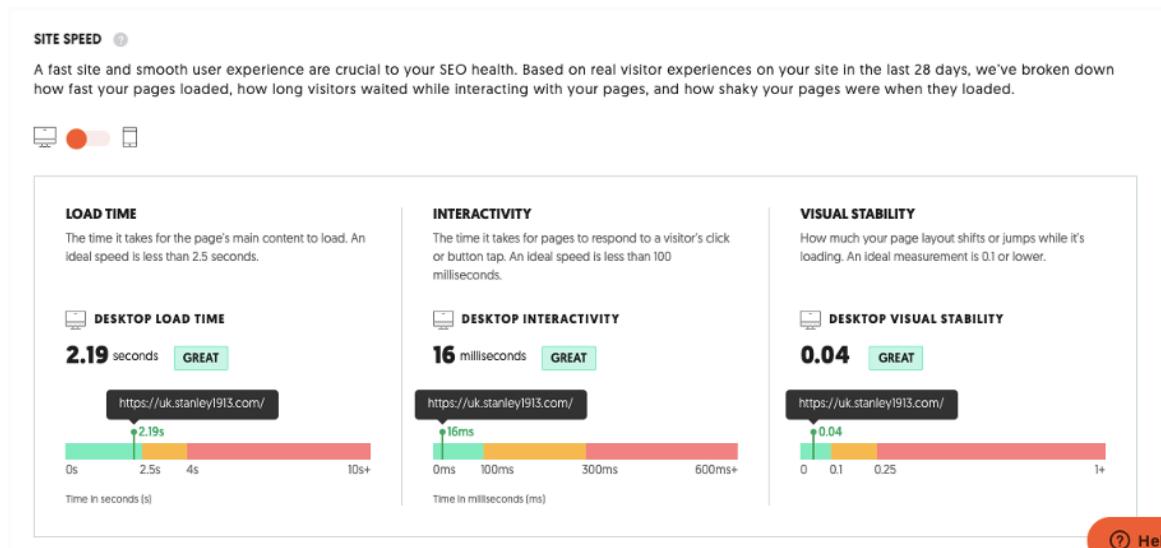
**UXPRESSIA**

This persona was built in [uxpressia.com](http://uxpressia.com)

## Appendix 2: Search Engine



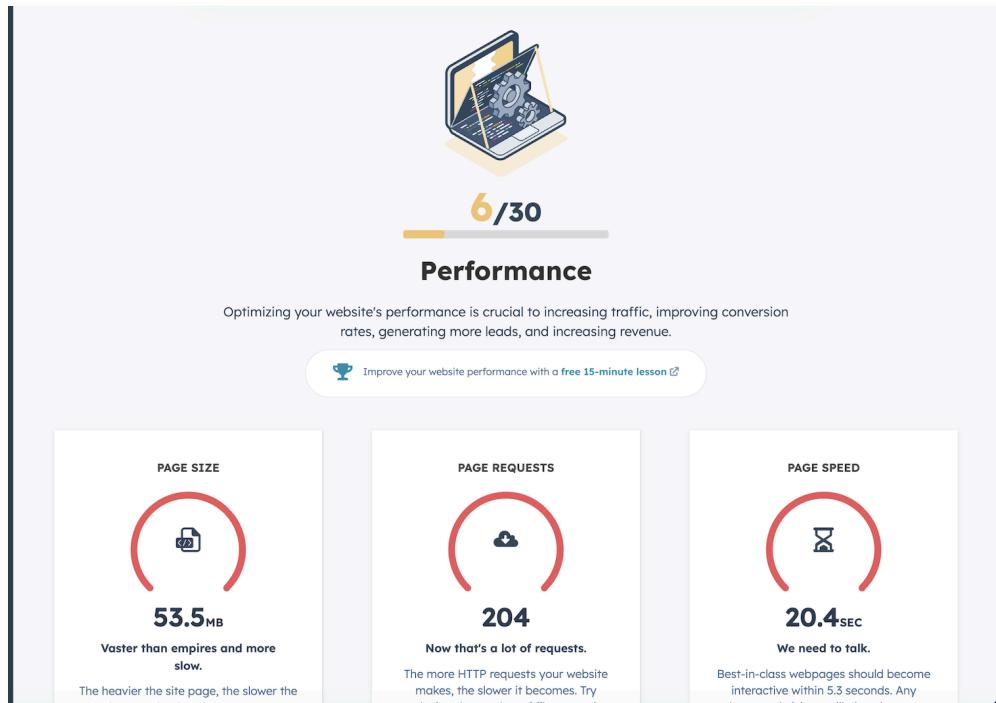
**Figure 1: SEO Site Audit indicating On-Page SEO score, Organic Monthly Traffic via UberSuggest**



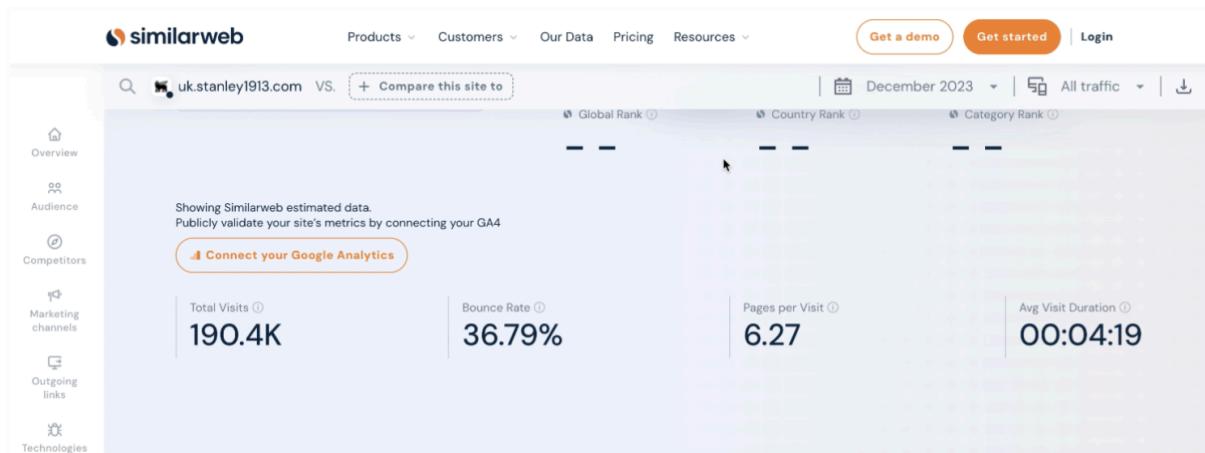
**Figure 2: Site Speed via UberSuggest**

SEO ISSUES DISCOVERED	DIFFICULTY	SEO IMPACT
39 pages have a low word count <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Moderate
167 pages with duplicate meta descriptions <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Moderate
169 pages with duplicate <title> tags <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Moderate
1 pages with no <title> tag <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Easy
14 pages without a H1 heading <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Easy
39 pages with no meta description <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Moderate
1 pages returned 4XX status code <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Moderate
15 pages with a <title> tag that is too long <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Easy
73 pages with a <title> tag that is too short <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Easy
62 pages with a poorly formatted URL for SEO <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Easy
1 pages don't have doctype declared <a href="#">What is this and how do I fix it?</a>	<a href="#">View Details →</a>	Moderate

**Figure 3: SEO issues via UberSuggest**



**Figure 4: Stanley's Official Website Performance Score, WebGrader**



**Figure 5: SimilarWeb Insights on total visits and bounce rate for Stanley's official website**



**Figure 6: Website Traffic and Keyword Overview: Explaining Top SEO Pages and Keyword search volume in priority order**

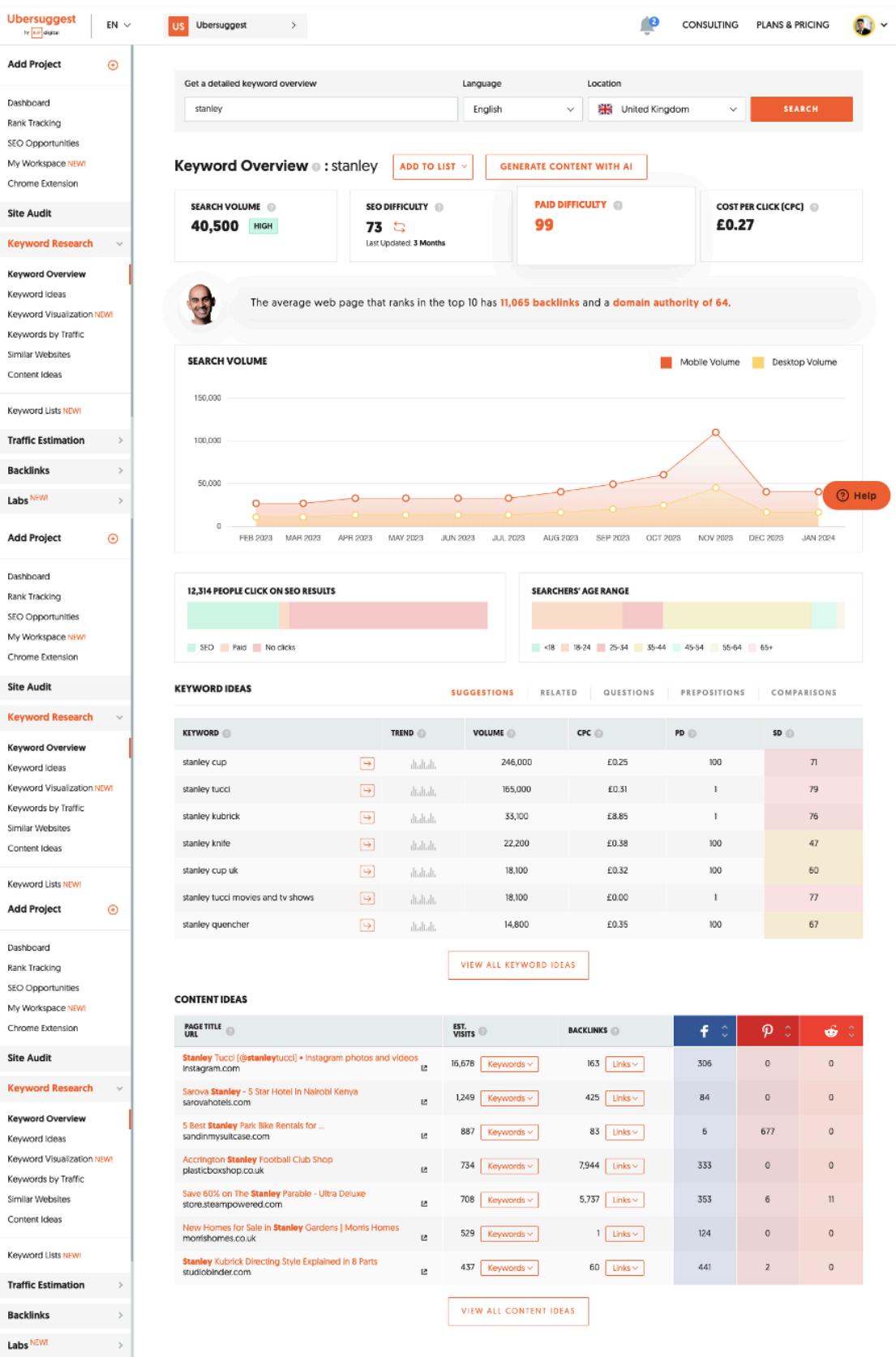
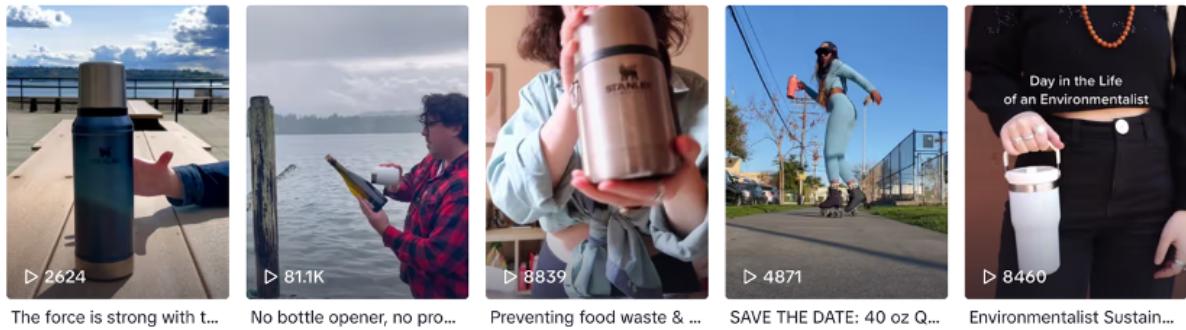


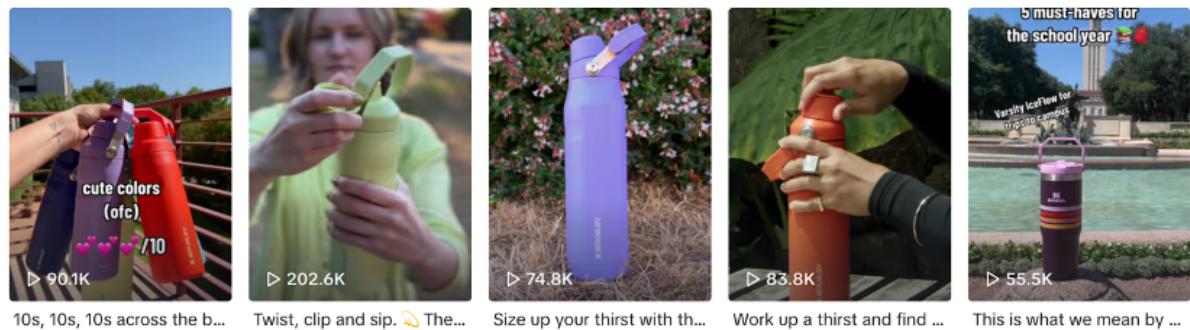
Figure 7: Keyword Overview showing specific search volume for SEO is around 33% via UberSuggest

### Appendix 3: Social media

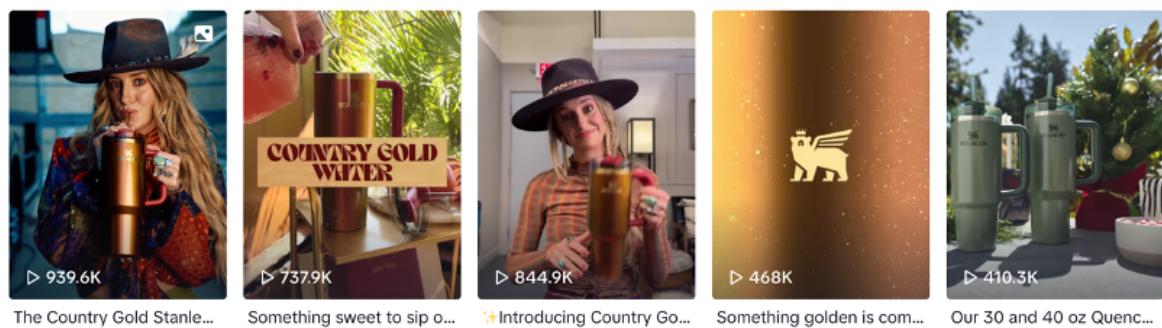


\*Before 2023, the majority of the video content released by Stanley focused on outdoor life, product efficacy, and male character portrayal, which got no attention and views for these videos.

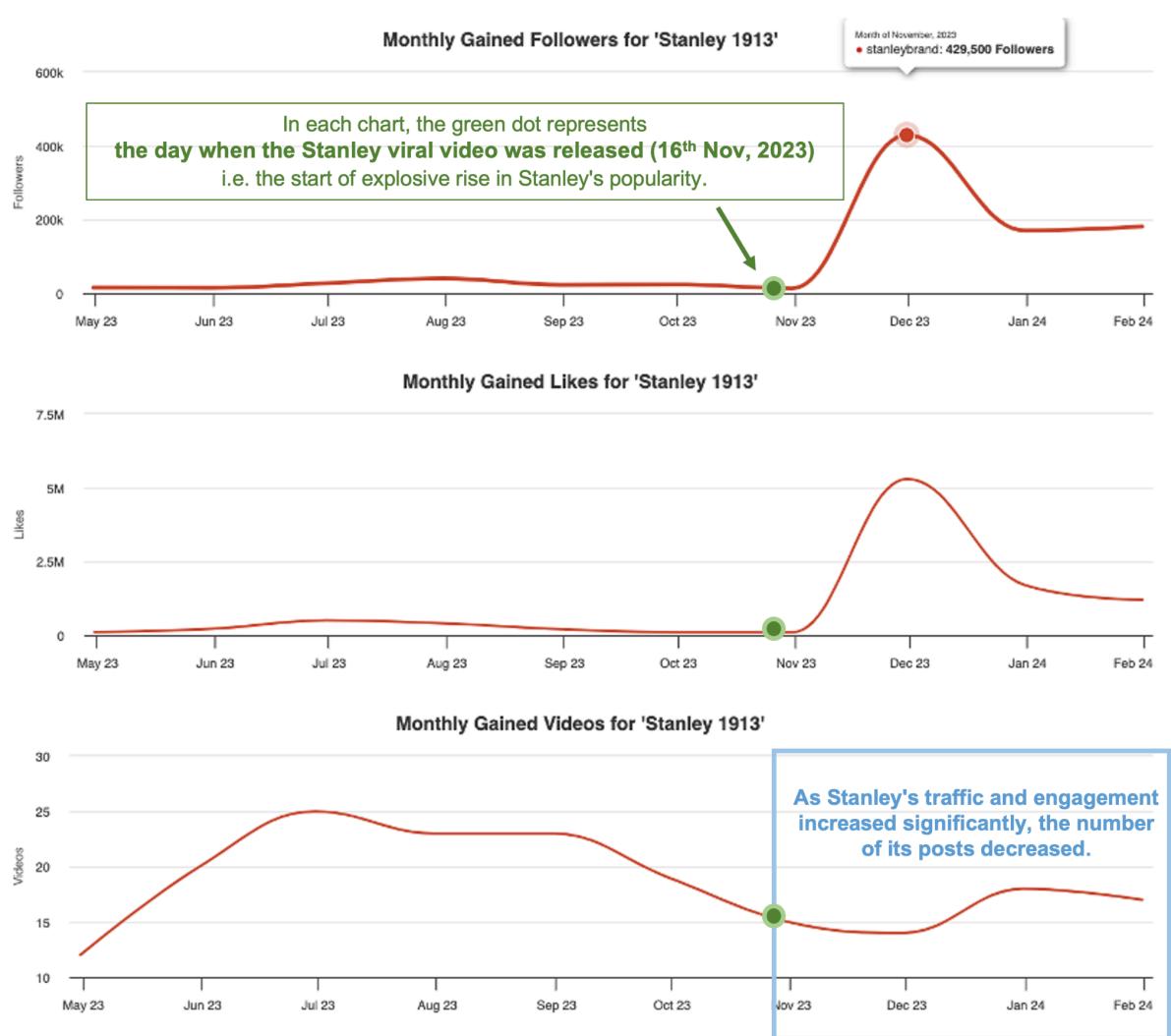
**Figure 1: Video contents that Stanley posted on Tiktok before 2023 (Stanleybrand, n.d.)**



**Figure 2: Video contents that Stanley posted on Tiktok after 2023 summer (Stanleybrand, n.d.)**



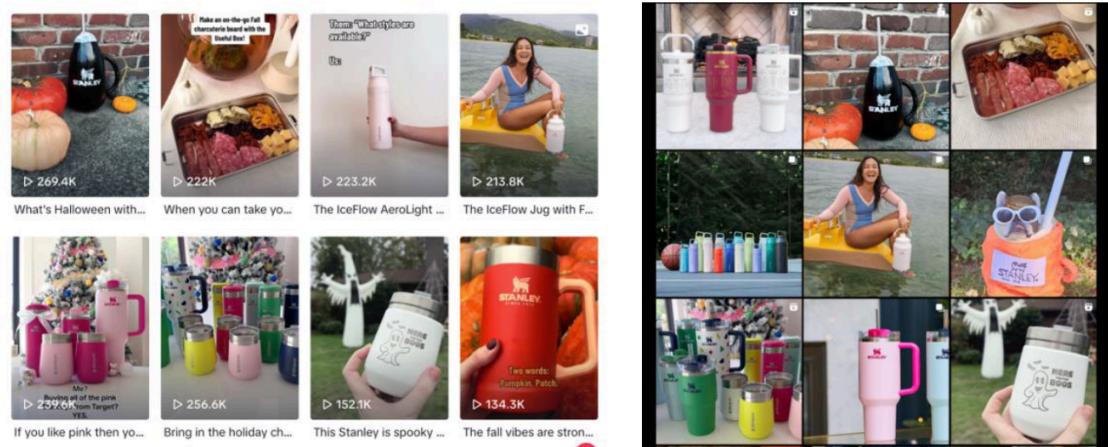
**Figure 3: Stanley collaborated with Lainey Wilson (Stanleybrand, n.d.)**



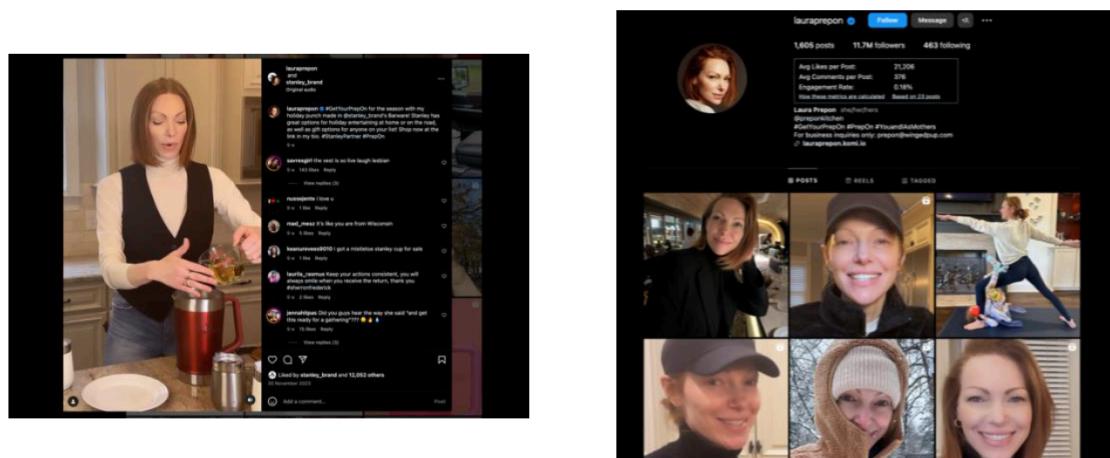
**Figure 4: Monthly gained followers, likes and videos data of Stanley Tiktok account in 2023  
(Social Blade, n.d.a)**



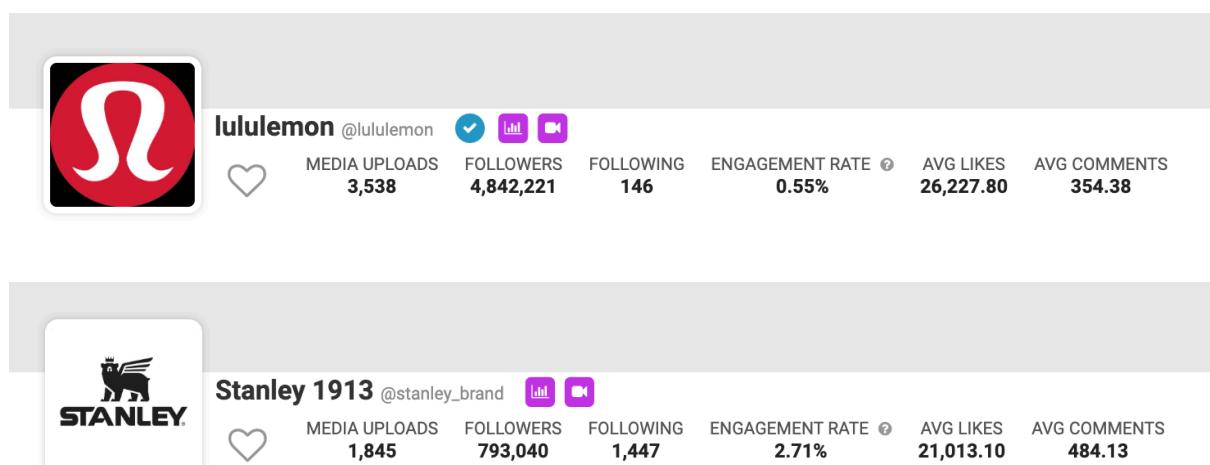
**Figure 5: Followers, likes and uploads data of Stanley Tiktok account for past 30 days  
(Social Blade, n.d.a)**



**Figure 6: Comparison of post contents between Tiktok (left) and Instagram (right) (Stanleybrand, n.d.; Stanley\_brand, n.d.)**



**Figure 7: Stanley's collaboration with an influencer on Instagram (Laurapreon and Stanley\_brand, 2023; Prepon, n.d.)**



**Figure 8: Instagram engagement rate comparison between Lululemon and Stanley (Social Blade, n.d.c; Social Blade, n.d.b)**

## Appendix 4: Email Marketing

Stanley water bottles are lightweight, leakproof, dishwasher safe and guaranteed with our Built For Life Lifetime Warranty. Plus, they keep your cold drinks cold for up to 18 hours!

SHOP WATER BOTTLES

✓ Free delivery from £50 ✓ Free returns ✓ Lifetime warranty

### HYDRATION FAVOURITES

 Stanley Quencher H2.0 Flowstate™ Tumbler   1.2L € 44,99	 Stanley Classic Trigger Action Travel Mug   0.35L € 31,99
 Stanley Go Quick Flip Water Bottle   1.06L € 38,99	 Stanley Classic Trigger-Action Travel Mug   0.47L € 36,99
 Stanley Go Quick Flip Water Bottle   0.70L € 33,99	 Stanley Go Quick Flip Water Bottle   0.47L € 28,99

### GET YOUR NEW WATER BOTTLE WITH 10% OFF

Use the code WELCOME4QPHZ3HG in the  
checkout. Terms & conditions apply. The  
Quencher is excluded from the offer.

GET 10% OFF

✓ Free delivery from £50 ✓ Free returns ✓ Lifetime warranty

FOLLOW US @STANLEY\_EUROPE

Figure 1: Stanley's 08/02/2024 email newsletter displayed in outlook