

2021

XBOX GAME PASS

DIGITAL MARKETING STRATEGY

BY: CHAU LUU

MARK 4650:
DIGITAL
MARKETING
ANALYTICS



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PART 1:

MEASUREMENT STRATEGY

BACKGROUND & PURPOSE

Xbox is among one of the best selling gaming console brand owned and developed by the tech giant, Microsoft. The brand offers a wide array of products ranging from variations of the Xbox game consoles and exclusive games, giving its customers innovative ways to enjoy home entertainment. In addition to the consoles and games, Xbox also offers its customers a selection of game passes, including the Xbox Game Pass Ultimate. The Xbox Game Pass Ultimate is a subscription based program which allows users to enjoy the benefits of Xbox Live Gold, over 100 high-quality games, discounts, and the ability to play games from the cloud. The Xbox website primarily serves as a place for customers to purchase game passes, games, and/or devices. The landing pages also provided additional information for those who wants to learn more about each products.

Through the course of the Digital Marketing Strategy, I will establish an effective measurement strategy recommendation and goals which utilizes Google Analytics, Google Search Ads, Facebook products, and Salesforce to carry out the marketing campaign and also track its progress. The recommendation and marketing campaign suggested in the paper will be focused on promoting the Xbox's Game Pass Ultimate/Live Gold Package specifically.



AUDIENCE



CASUAL GAMERS

Casual gamers play games once in a while. They are often not competitive and enjoys the social aspect of gaming.



GAMING YOUTUBERS

Gaming YouTubers often stream themselves playing games and provides frequent reviews and commentaries on the games.



HARDCORE GAMERS

Hardcore gamers devote the majority of their spare time playing games and are often competitive.



FAMILY MEMBERS

Family members might engage in a friendly game with each other or are looking to buy some sort of presents for their love ones.

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Homepage

The screenshot shows the Xbox homepage. At the top, there's a navigation bar with the Microsoft logo, a 20th anniversary logo, and links for Game Pass, Games, Devices, Play, Community, Support, My Xbox, All Microsoft, Search, Cart, and Sign in. Below the navigation is a large featured post with a dark background image of a person wearing glasses and a yellow shirt, holding a game controller over a laptop keyboard. The text in the post reads: "Play games right away on Windows PC. Play 100+ console games with the Xbox app for Windows PC from the cloud." A green "LEARN MORE >" button is at the bottom left of the post. Below the post are six navigation icons: GAME PASS (controller icon), GAMES (gamepad icon), CONSOLES (TV icon), ACCESSORIES (headphones icon), PLAY (play triangle icon), and SIGN IN (person icon). At the very bottom, there are two horizontal banners: one black banner with a red character and one green banner with a red character.

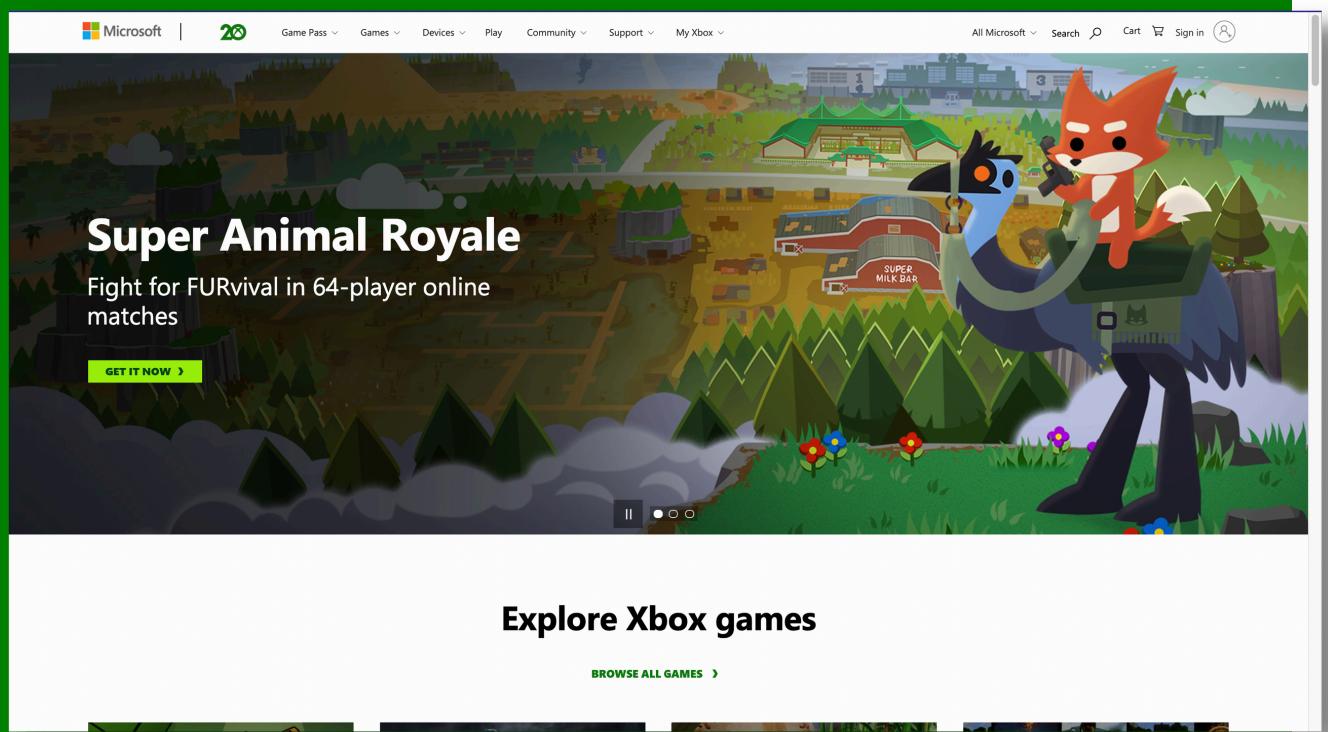
On the Xbox homepage, customers will find displays of various featured posts prompting them to:

- learn more about new games, products, and events
- join the Xbox Game Pass subscription program
- pre-order new games

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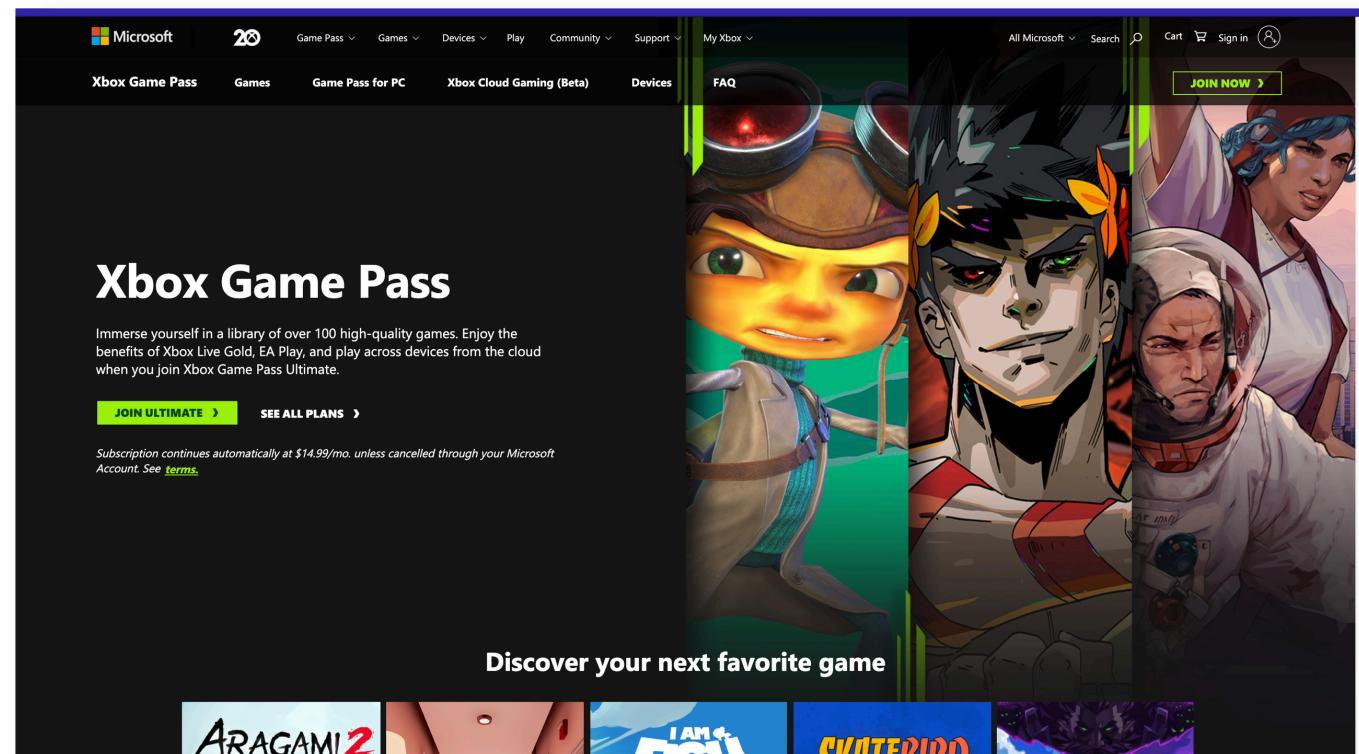
GAMES CONSOLES



LANDING PAGES

Xbox main landing pages includes **Game Pass, Games, Consoles**. Each of these pages informs the customers the purpose of the page, explains benefits and/or pricing of the products, and displays a lists of games and game pass options for the customers to choose from.

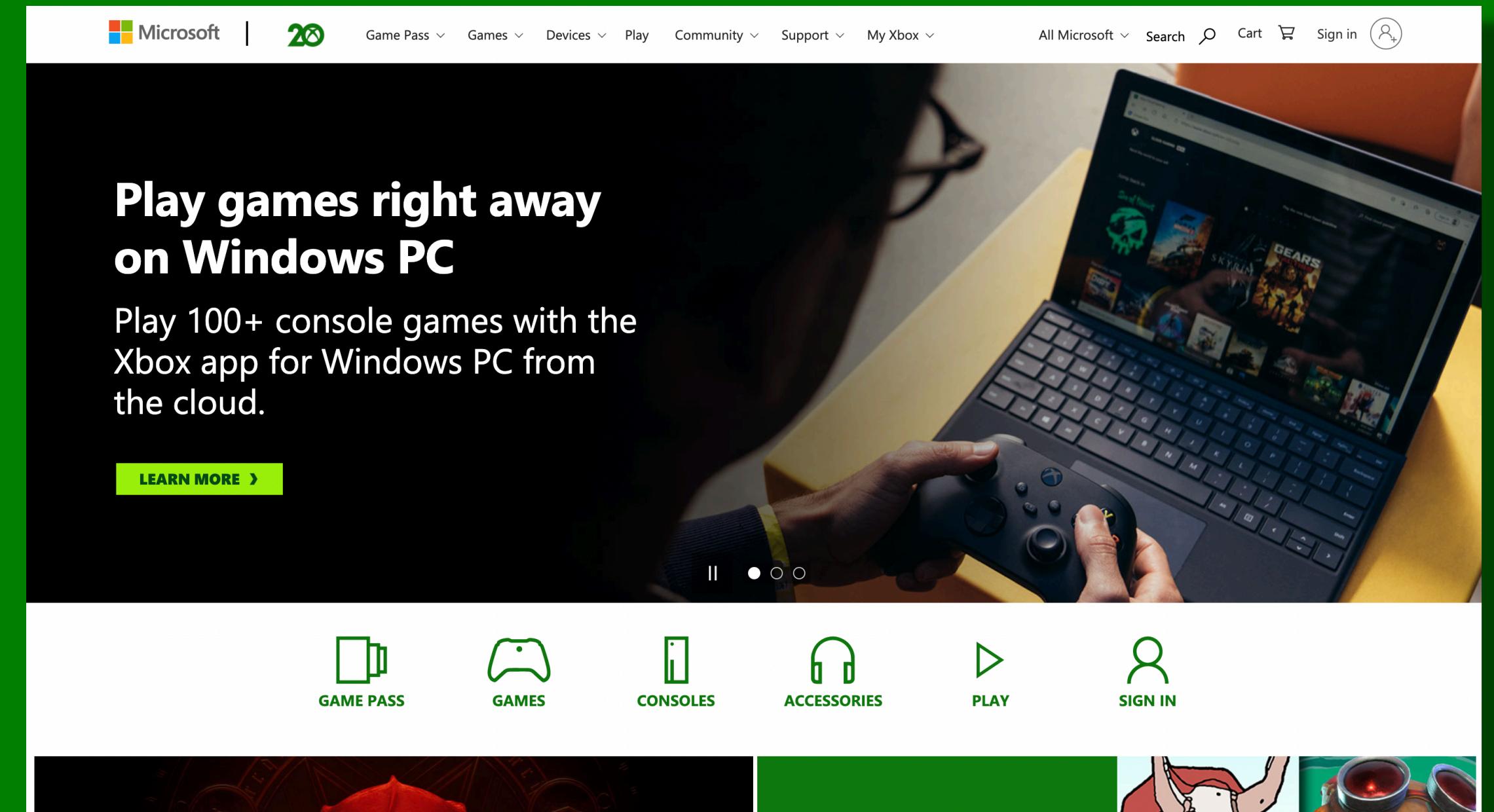
GAME PASSES



CORE FUNCTIONALITY ELEMENTS

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- Clear sections directing to the main landing pages in the Xbox website
- "Learn More" buttons that bring visitors to an informative page about the game, product, and/or events
- "Pre-order Now", "Buy Now" and "Download Now" button leading to a page briefly explaining the content of the product
- "Play" and "Sign In" options for returning customers



MACRO GOALS

**Have the visitor subscribe to the
Xbox Game Pass Ultimate/Live Gold**

MICRO GOALS

- Visitors average 4 pages per session
- New visitors sign up for an Xbox account with their email
- Visitors average duration on website of 15 minutes
- Visitors click on the "Learn More" and/or "Join Now" button
- Visitors follow Xbox on social media

MACRO-CONVERSION FUNNEL

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Traffic

Homepage

Assist:
Game Passes (landing page)

Joins Game Pass
Subscription Plan

HOW TO SET UP GOALS



1. From the Google Analytics homepage, click on Admin, located at the bottom on the left-hand side menu bar.
2. Before clicking on goals, make sure the correct view is selected.
3. Once on the Goals page, select New Goals.
4. In the Goal Set Up page, you will be able to choose between using a template, Smart Goal, or a Custom Goal
5. When creating a goal, you must enter Goal Name, Goal Slot ID, and a Goal Type
 - a. Goal Types include Destination, Duration, Pages/Screen per Session, and Event)
6. Customize Goals Details including changing the Value, Destination and Funnel

IMPORTANCE OF SETTING UP GOALS

Setting up goals on Google Analytics is highly recommended as it provides an easier way to track data about how visitors interacted with the website. For example, we can learn about how long they spent on a single page or their whole visit to the website. Furthermore, it will allow us to track visitors' conversion.

FILTERING VIEWS FOR DIFFERENT REGIONS

1. From the Google Analytics homepage, click on Admin, located at the bottom on the left-hand side menu bar.
2. On the left side of the page, check that you are selecting the correct account, then proceed to click All Filters.
3. Click +Add Filter
4. Enter a name for the filter.
5. Select Custom to create a custom filter that will organize our data by the different regions/locations.
6. From the Available View List, select the view you want to apply the filter to and click Add
7. Click Save

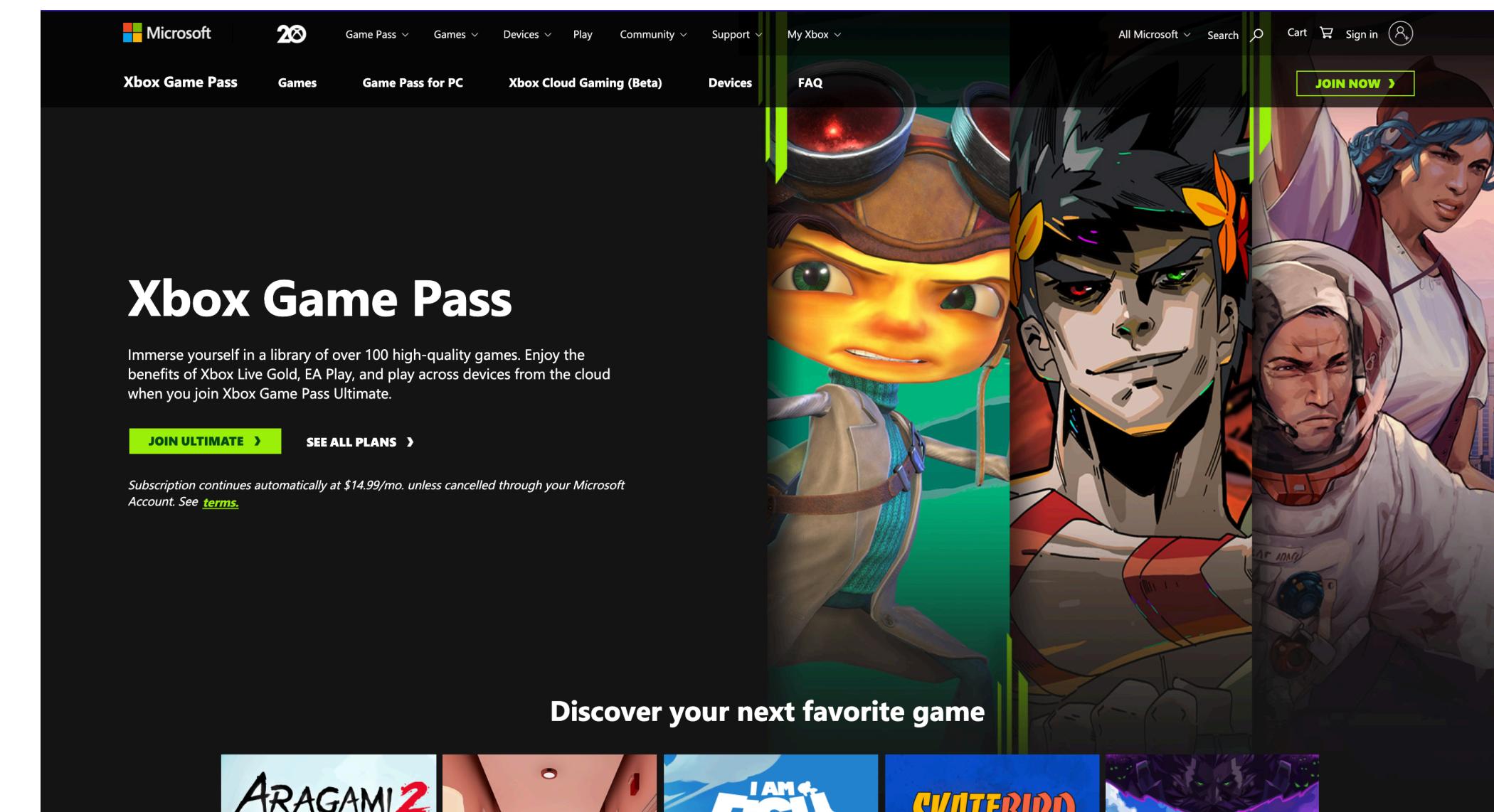
*Filters are applied in the order they are added

MARKETING CAMPAIGN

In order to promote the Xbox Game Pass Ultimate/Live Gold Package, I recommend that a 2 months long campaign be ran from November to December. This campaign will target family members like parents, grandparents, and/or even uncles and aunts who hopes to gift a subscription to their love ones for Christmas.

Landing Page

For this campaign, I recommended that visitors be directed to the "Game Pass" landing page. This page would be informative for first-time visitors as it explains in-depth about the different Game Pass subscription plans, including the Xbox Game Pass Ultimate, Game Pass for PC, and Xbox Cloud Gaming



ADVERTISING CHANNELS & URL BUILDER

In order to advertise for the campaign, I recommend using the following channels:



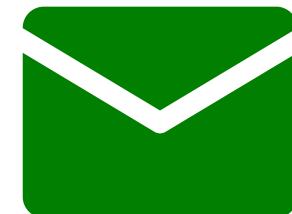
Google Search Ads (Paid Search)

- Ads for the Xbox Game Pass will appear on the search results, directing visitors to the Game Pass landing page
- [https://www.xbox.com/en-US/xbox-game-pass?
utm_source=google&utm_medium=cpc&utm_campaign=2021+holiday+gift](https://www.xbox.com/en-US/xbox-game-pass?utm_source=google&utm_medium=cpc&utm_campaign=2021+holiday+gift)



Instagram (Social Media)

- Promotional posts with direct links to the Xbox Game Pass will help drive engagement and further reach a wider audience
- [https://www.xbox.com/en-US/xbox-game-pass?
utm_source=instagram&utm_medium=social&utm_campaign=2021+holiday+gift](https://www.xbox.com/en-US/xbox-game-pass?utm_source=instagram&utm_medium=social&utm_campaign=2021+holiday+gift)



Email (Sign-Up)

- If a visitor had sign-up for an Xbox account with their email, they will receive weekly emails with ads for the Xbox Game Pass
- [https://www.xbox.com/en-US/xbox-game-pass?
utm_source=newsletter&utm_medium=email&utm_campaign=2021+holiday+gift](https://www.xbox.com/en-US/xbox-game-pass?utm_source=newsletter&utm_medium=email&utm_campaign=2021+holiday+gift)

Generating the URLs with tracking parameters (source, medium, campaign) is important as marketers can keep track of the marketing efforts. Using the tracking parameters, they will be able to see where the traffic is coming from

UNDERSTANDING VISITORS

Average Page per Session

This metric measures the average the number of pages viewed during a session. We can track to see if our micro goal of 4 page per session is met.

Average Session Duration

This metric measures the average amount of time spent during a session. This will help us see if visitors are staying on the website for about 15 minutes.

Bounce Rate

This measures the rate at which a visitor would click off the page without interacting with the website. This would help us identify potential problems with the website that hinders engagement.

Average Time on a Page

This measures the average amount of time visitors spent viewing a page. This can help us look more in-depth as to which page in the website is the most engaging for users and which page is not as interesting.

% Exit

This metric shows how often visitors exit a page or a set of page. Similar to bounce rate, this will help us find potential patterns of problems that affects interaction with the website.

RECOMMENDATIONS

In order to carry out the marketing campaign to promote the Xbox Game Pass Ultimate/Live Gold Package, it is important that we understand the visitors that come to the Xbox website. Through Part 1: Measurement Strategy, we had looked at Xbox website, including the homepage as well as the different landing pages. We defined Xbox's audience, set up macro and micro goals, and envisioned the customer journey which was shown through the macro-conversion funnel. Using Google Analytics, we can set up these goals and filters to differentiate the data by locations. We can also track metrics like Average Page per Session, Average Time on a Page, Average Session Duration, Bounce Rate, and Exit Rate. Lastly, we have set up URLs with tracking parameters that can be used to not only keep the data organized by the channels (cpc, email, social, etc...), but we can also see which channel is doing well or not.

It is highly recommended that the campaign and Google Analytics be implemented immediately in order to see the best results.



PART 2:

GOOGLE SEARCH ADS INVESTMENT STRATEGY

TARGET AUDIENCE

While Xbox audience generally consists of groups like casual and hardcore gamers. For our campaign, we will primarily be targeting family members, such as parents and grandparents, of those who enjoys gaming. Specifically, we will be focusing on the US market.

Perhaps, these parents and grandparents have often heard their children or grandchildren gushing about a new game that had just been released. Or maybe, their children/grandchildren expressed their dissatisfaction in not being able to get their hands on the newest releases, or not being able to play games on the cloud.

From seeing their children or grandchildren play on the Xbox, they might look into the Xbox website for something that they could get as a gift for the upcoming holidays.



GRANDPARENTS



PARENTS

COMPETITORS

Direct Competitors:
Sony Playstation and Nintendo is 2 of Xbox biggest *direct* competitor in the video game industry. All 3, including Xbox, sell very similar products such as gaming consoles, video games, accessories, as well as gaming subscriptions.



Indirect Competitors:
Xbox had recently stated that currently, their biggest competitors is not Playstation and Nintendo but Amazon and Google Stadia. These 2 companies have expanded to cloud gaming, which allows gamers to play games over the internet without needing to purchase discs, download games, nor buying an entire console.

SO WHY XBOX?

- Xbox has the most powerful console across the market that boast 4K visuals and top performance.
- Through the Game Pass, games with gold allows subscribers to access the game even after their subscription ends, unlike the PS Plus subscription.
- Players can stream Xbox content onto a PC and vice versa.
- By subscribing to a game pass, subscribers gain access to an Xbox exclusive app, EA Access.
- Xbox boasts the ability to play games made for past console models on newer models, otherwise known as backward compatibility.

SEASONALITY

With the Christmas season coming up just around the corner, the campaign will be ran from the beginning of November until the end of December. This date range will allow ample time for Xbox to promote their products the target audience but also those who may be shopping for gifts last minute.

ALIGN WITH GOALS

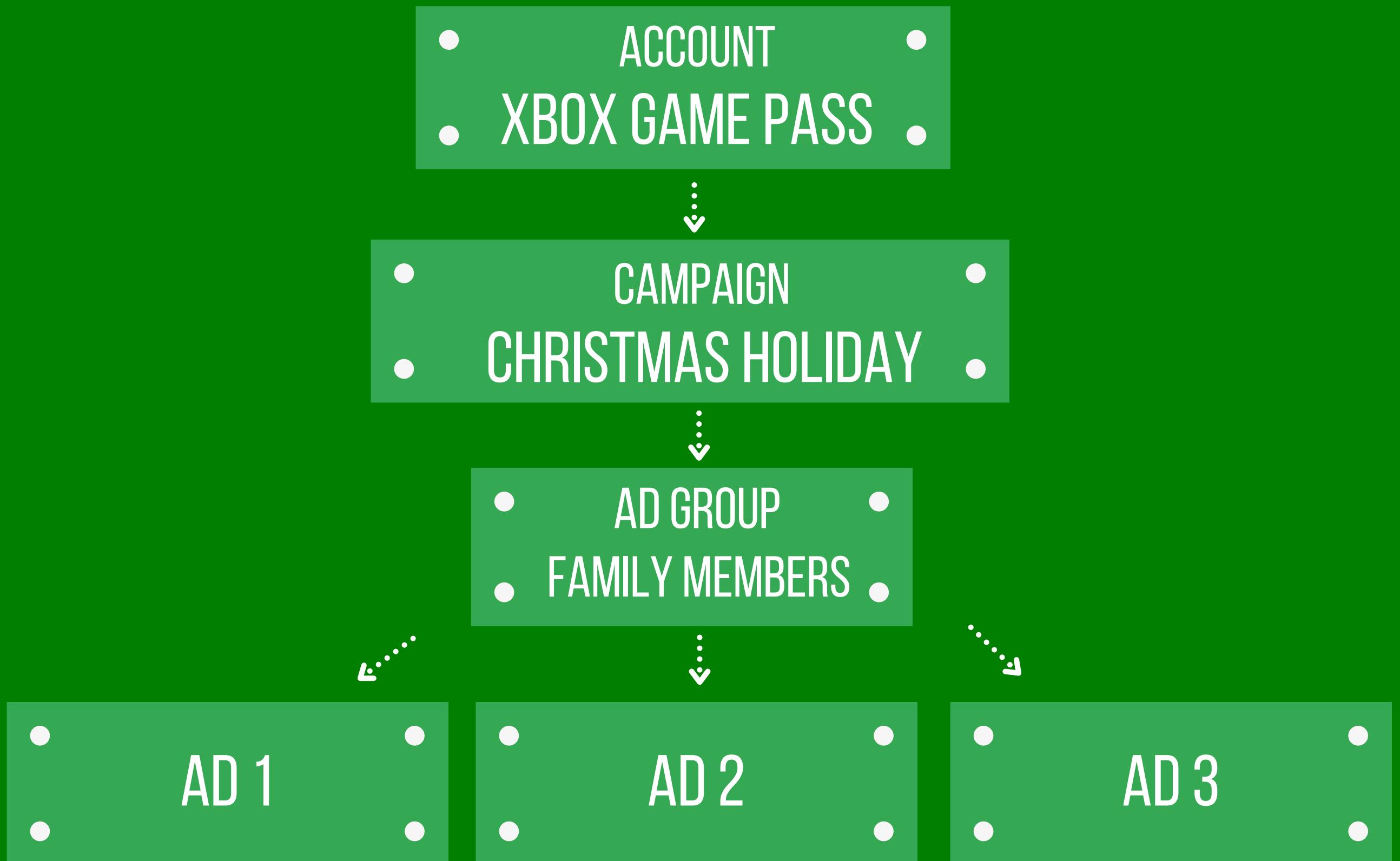
The Google Search Ads Campaign will align with Xbox's overall marketing goals as it will help Xbox reach its target audience and drive traffic to the website by using keywords and increase subscribers to its Game Pass.

CAMPAIGN DETAILS

The main goal that the **Xbox Christmas Holiday Campaign** will be focus on is to increase sales, specifically sale of the **Xbox Ultimate/Live Gold Game Pass**.

- **Devices:** Desktop, Tablets, and Mobile
- **Locations:** United States
- **Language:** English
- **Goal & Bid Strategy:** The primary goal is to increase sales of the Xbox Ultimate/Live Gold Game Pass; the bid strategy will be focusing on maximizing conversion.
- **Budget:** \$21,000 over 2 months; \$10,500 per month
- **Start Date:** November 1
- **End Date:** December 31
- **Ad Scheduling:** Run ads 24/7

AD GROUPS



KEYWORDS

BROAD MATCH:

gifts, presents, teens, grandchildren, gamers, Christmas, video games, subscription, game pass, Xbox, holiday

NEGATIVE KEYWORDS:

glitch, malfunction, low-resolution

BROAD MATCH MODIFIER:

+games, +gifts, +grandchildren +kids, +teens, +subscription, +Christmas, +holiday

PHRASE MATCH:

"last minute gifts", "Christmas present", "boy's gift", "girl's gift", "gamer's gift", "holiday gift"

- By using keywords, particularly broad match, broad match modifier, and phrase match, Xbox will be able to reach a wide audience with the relevant ads.
- Additionally, by adding negative keywords into the mix, we can avoid having irrelevant searches show up in the search results when a customer is searching for our products.
- Keywords are also an extremely important contributor to the Ad Quality Score and Ad Ranking

SAMPLE SEARCH ADS

Search Query: "Christmas gift games"

[Xbox Game Pass | Christmas Holiday 2021](#)

[Ad] www.xbox.com/en-US/xbox-game-pass

Looking for the perfect Christmas gift? Find out more about our game passes!

[Xbox Ultimate Game Pass](#)

<https://bit.ly/3vrQx92>

[Xbox Live Gold Pass](#)

www.xbox.com/en-US/live/gold

Search Query: "best Christmas present for grandchildren"

[Xbox Game Pass | Best Valued Subscription Offer](#)

[Ad] www.xbox.com/en-US/xbox-game-pass

Experience up to 50% off discounts, member perks, and new game releases every week! Get the perfect holiday gift for your teens, grandchildren, and more!

Search Query: "last minute gift ideas"

[Xbox Game Pass | Need A Last Minute Gift? | Get your Subscription Today!](#)

[Ad] www.xbox.com/en-US/xbox-game-pass

Searching a last minute gift for the Christmas season? Subscribe to the Xbox Game Pass and gain access to member perks and new releases!

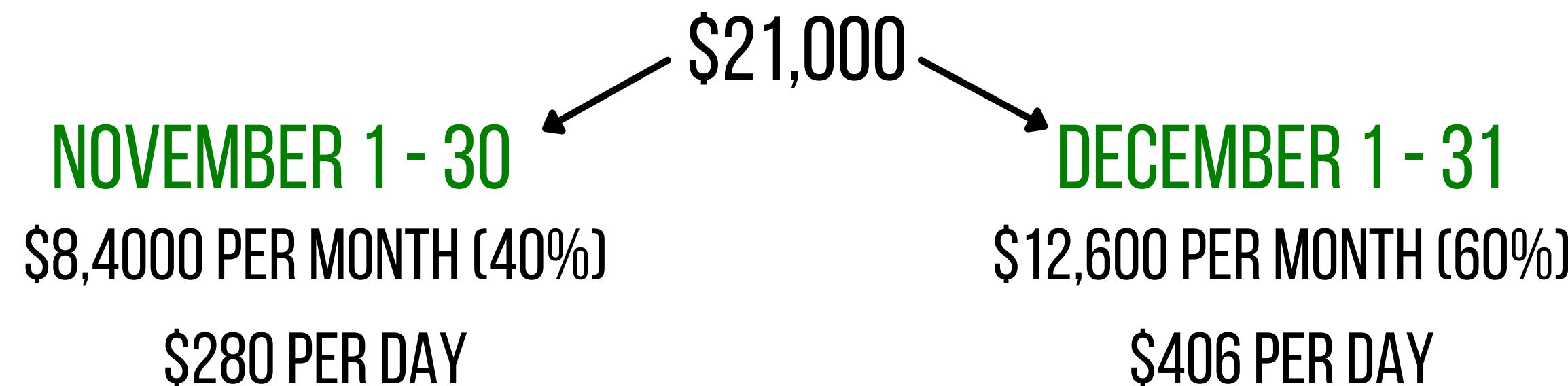
Quality Score is measured from a scale from 1 - 10. The **targeted Quality Score** for this campaign will be a **6**. Quality Score is calculated using the Expected clickthrough rate (CTR), Ad relevance, and Landing page experience.

Responsive Search Ads will be utilized to allow us to better match with customers' search terms and display more relevant ads.

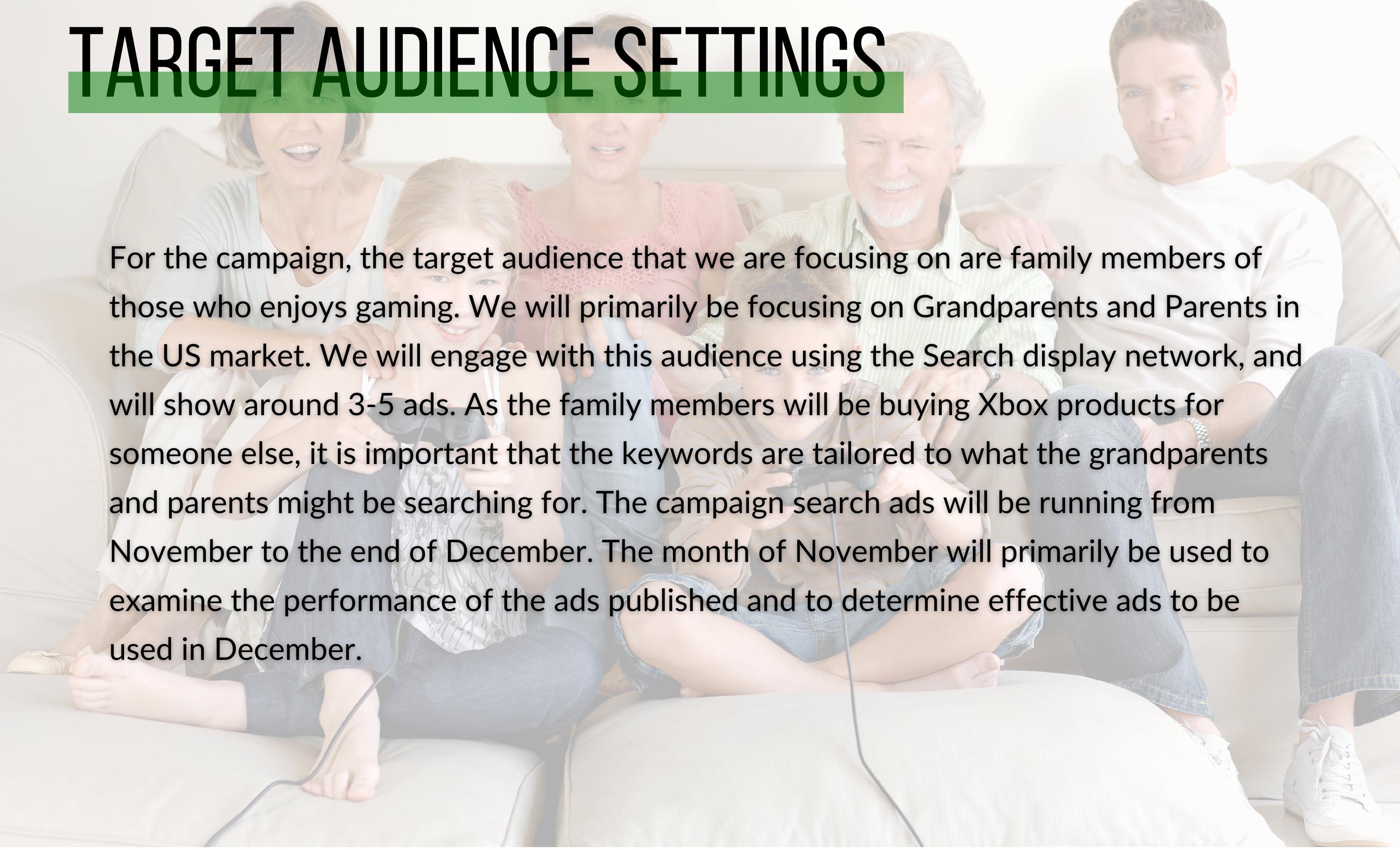
We will also be using sitelink extensions. While the search ads lead to is the main information page describing the different game pass. Adding a sitelink extension would allow customers to go to a specific game pass page, like the Xbox Ultimate and the Xbox Live Gold.

BUDGET

For this campaign, we will have a budget of \$21,000 to be allocated across the 2 months long date range. A budget of \$8,400 (40% of \$21,000) will be allocated to November and a budget \$12,600 (60% of \$21,000) will be allocated to December. It is important to allocate a lower amount to the first month of the campaign so that we can observe the performance of the ads and be able to have time to eliminate ads with low CTR and engagement. After discovering what ads are most effective, we can then push forward with our higher budget for the remaining month of the campaign.



TARGET AUDIENCE SETTINGS

A photograph of a family of four sitting on a light-colored couch. On the left, a woman with short blonde hair is laughing and holding a young girl. The young girl is smiling and holding a video game controller. In the center, a woman in a pink top is looking towards the camera. On the right, an older man with a white beard and a younger man are both holding video game controllers. They appear to be engaged in a gaming session.

For the campaign, the target audience that we are focusing on are family members of those who enjoys gaming. We will primarily be focusing on Grandparents and Parents in the US market. We will engage with this audience using the Search display network, and will show around 3-5 ads. As the family members will be buying Xbox products for someone else, it is important that the keywords are tailored to what the grandparents and parents might be searching for. The campaign search ads will be running from November to the end of December. The month of November will primarily be used to examine the performance of the ads published and to determine effective ads to be used in December.

PERFORMANCE PLANNER

Your plan can get **45K** clicks for **\$21K** with a **\$340** average daily budget ⓘ

Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

Clicks	Impressions	Cost	CTR	Avg. CPC
45K	2.2M	\$21K	2.1%	\$0.47

+ Add conversion metrics

The primary goal of the Christmas Holiday Campaign is to increase sales of the Xbox Ultimate/Live game pass. A projected CTR of 2.1% at an average CPC of \$0.47 should generate 2.2 million Impressions and 45,000 Clicks to the website.



PROPOSED METRICS & ROI

- Budget: \$21,000
- Clicks: 45,000
- Estimated Conversion Rate: 3%
- Estimate Conversion: $45,000 \times 3\% = 1,350$
- Costs of an annual subscription to Xbox Ultimate Game Pass: \$166
- $(\$14.99 \times 11 \text{ months}) + \$1 \text{ for the first month}$
- Expected Campaign Revenue: $1,350 \times \$166 = \$224,100$
- Return on Ad Spend: $\$224,100 - \$21,000 = \$203,100$

RECOMMENDATIONS

I recommend immediate implementation of the Christmas Holiday campaign through Google Search Ads. Utilizing Google Search Ads is a great way to engage with our audience by showing them relevant ads associated with keywords helping us increase sales and drive traffic to the website.

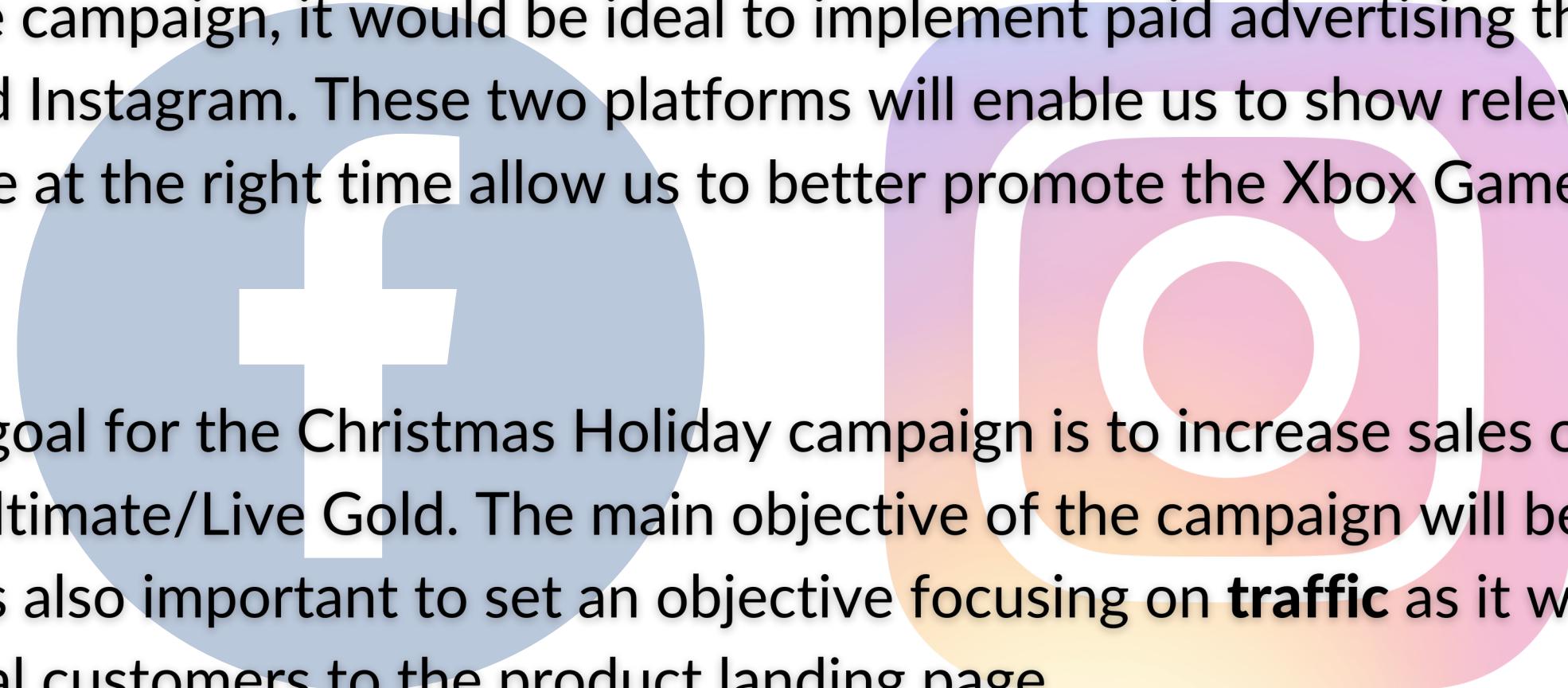


PART 3:

FACEBOOK INVESTMENT STRATEGY

FACEBOOK & INSTAGRAM

As part of the campaign, it would be ideal to implement paid advertising through Facebook and Instagram. These two platforms will enable us to show relevant ads to the right audience at the right time allow us to better promote the Xbox Game Pass and drive sales.

A large graphic element consisting of two overlapping circles. The left circle is blue and contains the white Facebook logo. The right circle is pink and contains the white Instagram logo.

Our primary goal for the Christmas Holiday campaign is to increase sales of the Xbox Game Pass Ultimate/Live Gold. The main objective of the campaign will be **conversions**. However, it is also important to set an objective focusing on **traffic** as it will help us drive potential customers to the product landing page.

AUDIENCE

CORE AUDIENCE

We will target audience based on demographics and behavior. As we plan to reach family members of those who enjoy gaming, we will focus on those aged 30-65 years old. With the campaign running close to the Christmas holiday, we will target individuals who are posting or engaging with Christmas related posts or ads or have expressed their wish to find a gift for Christmas.

CUSTOM AUDIENCE

We will also be targeting visitors who have previously interacted with Xbox but have yet to subscribe to the Xbox Game Pass.

- Visitors who are on Xbox's mailing list
- Those who have viewed products on Xbox websites
- Visitors who added a product to their cart
- Visitors who interacted with previous campaigns

LOOKALIKE AUDIENCE

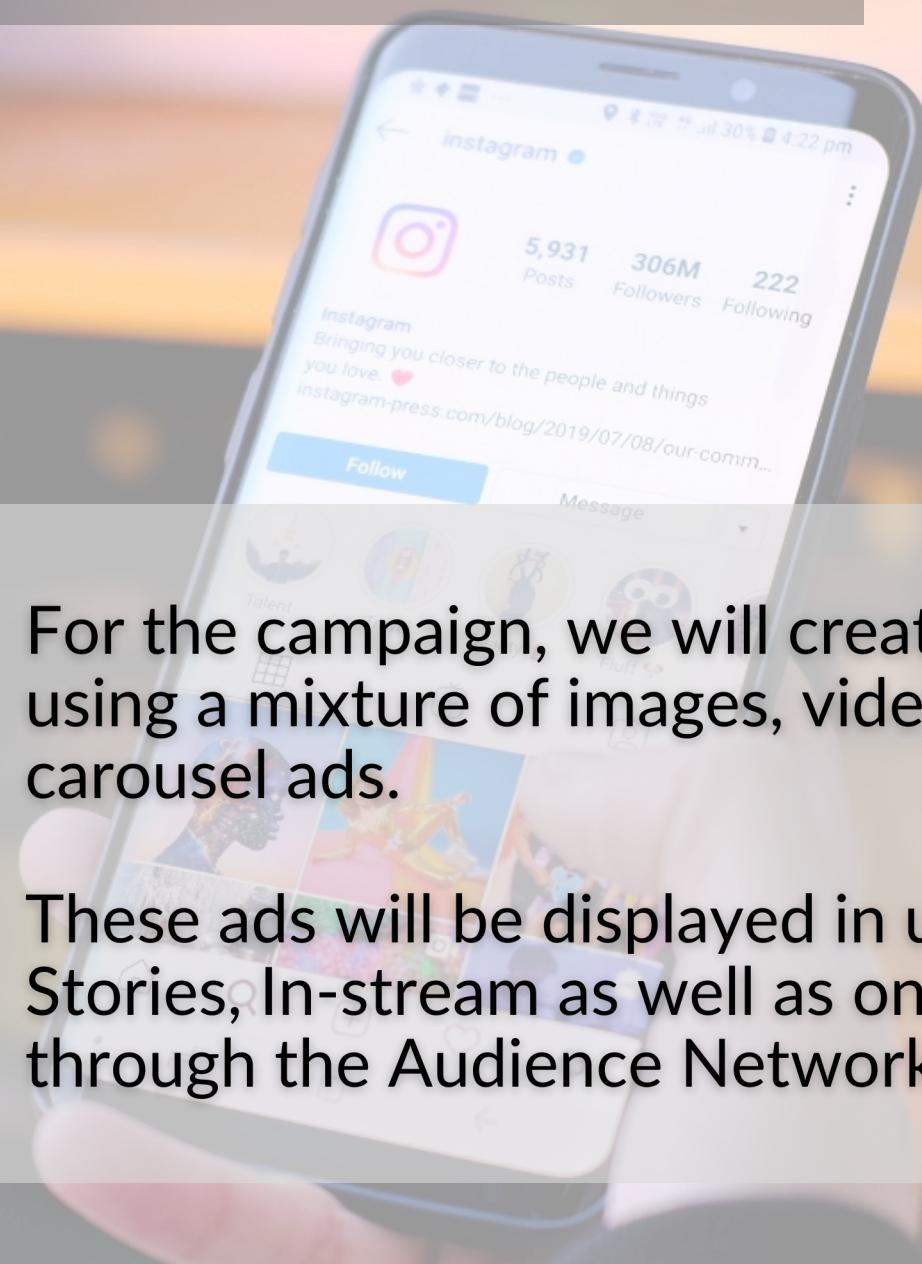
In order to ensure that the campaign can reach a wide audience, it will be necessary to also target lookalike audience who shares the same interests, characteristics, and/or behaviors with those of our best customers.

AD PLACEMENTS

In order for the campaign to reach the target audience as much as possible, ad placements will be done across a series of Facebook products, mainly Facebook, Instagram, and the Audience Network.

As our target audience includes a wide range of individuals, using the Audience Network is a great way to advertise while taking into account the different types of apps our audience may use. Since we are focusing on family members, Facebook and Instagram is an ideal place to advertise as well as this is where many individuals share moments about their life with others.

AD FORMAT



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SAMPLE ADS

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IMAGE AD

XBOX Sponsored

Like Page

Looking for the perfect Christmas gift?



XBOX GAME PASS FOR CONSOLE

Xbox Game Pass

Find out more about our game passes!

CHRISTMAS 2021

Learn More

20 562 Comments 311 Shares

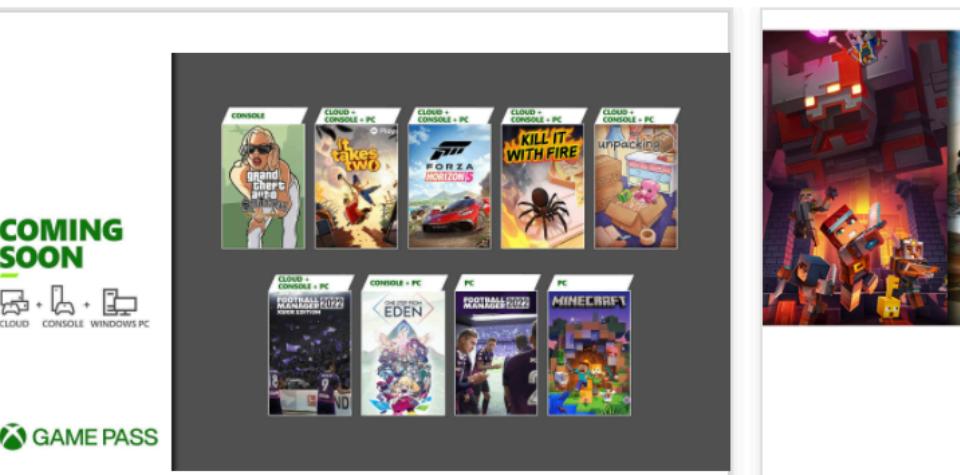
Like Comment Share

CAROUSEL AD

XBOX Sponsored

Like Page

Get the perfect holiday gift for your family and friends!



COMING SOON

Cloud + Console + PC

GAME PASS

New Game Releases Every Week

Learn More

20 739 Comments 1,045 Shares

Like Comment Share

Subscribe to Pass and gain member per...

BUDGET

- BUDGET: \$27,000
- CPM: \$7.50
- CLICK THROUGH TO SITE (CTR): 2%
- ESTIMATED CONVERSION RATE FOR FACEBOOK: 9.21%
- AVERAGE CONVERSION VALUE: \$166

NUMBER OF IMPRESSIONS:

- $\text{BUDGET}/\text{CPM} \times 1,000$
- $(\$27,000/\$7.50) \times 1,000 = 3,600,000$

EXPECTED NUMBER OF WEBSITE VISITORS:

- NUMBER OF IMPRESSIONS X CTR
- $3,600,000 \times 0.02 = 72,000$

EXPECTED NUMBER OF CONVERSIONS:

- NUMBER OF WEBSITE VISITORS X ESTIMATED CONVERSION RATE
- $72,000 \times 0.0921 = 6,631$

EXPECTED RETURNS ON ADS SPEND:

- $(\text{EXPECTED CONVERSIONS} \times \text{CONVERSION VALUE}) - \text{BUDGET}$
- $6,631 \times \$166 = \$1,100,746$
- $\$1,100,746 - \$27,000 = \$1,073,746$

BID & AD OPTIMIZATION

Bid Strategy:

As we have a budget of \$27,000 to spend on ads in the span of 2 months (November 1 - December 31), we will use the Cost Cap bid strategy to ensure that we are maximizing our cost efficiency and conversions while remaining at or below our budget.

Ad Optimization:

We will use conversion lift in order to test and learn about the performance of our ads and ad delivery to see which ads have incremental impact on sales.

RECOMMENDATION: FACEBOOK PIXEL

For the campaign to be successful, it is highly recommended that the Facebook Pixel be implemented. The Facebook Pixel is an incredible analytical tool that allow us to better understand our customers' journey and how they interacted with our campaign with just a piece of code.

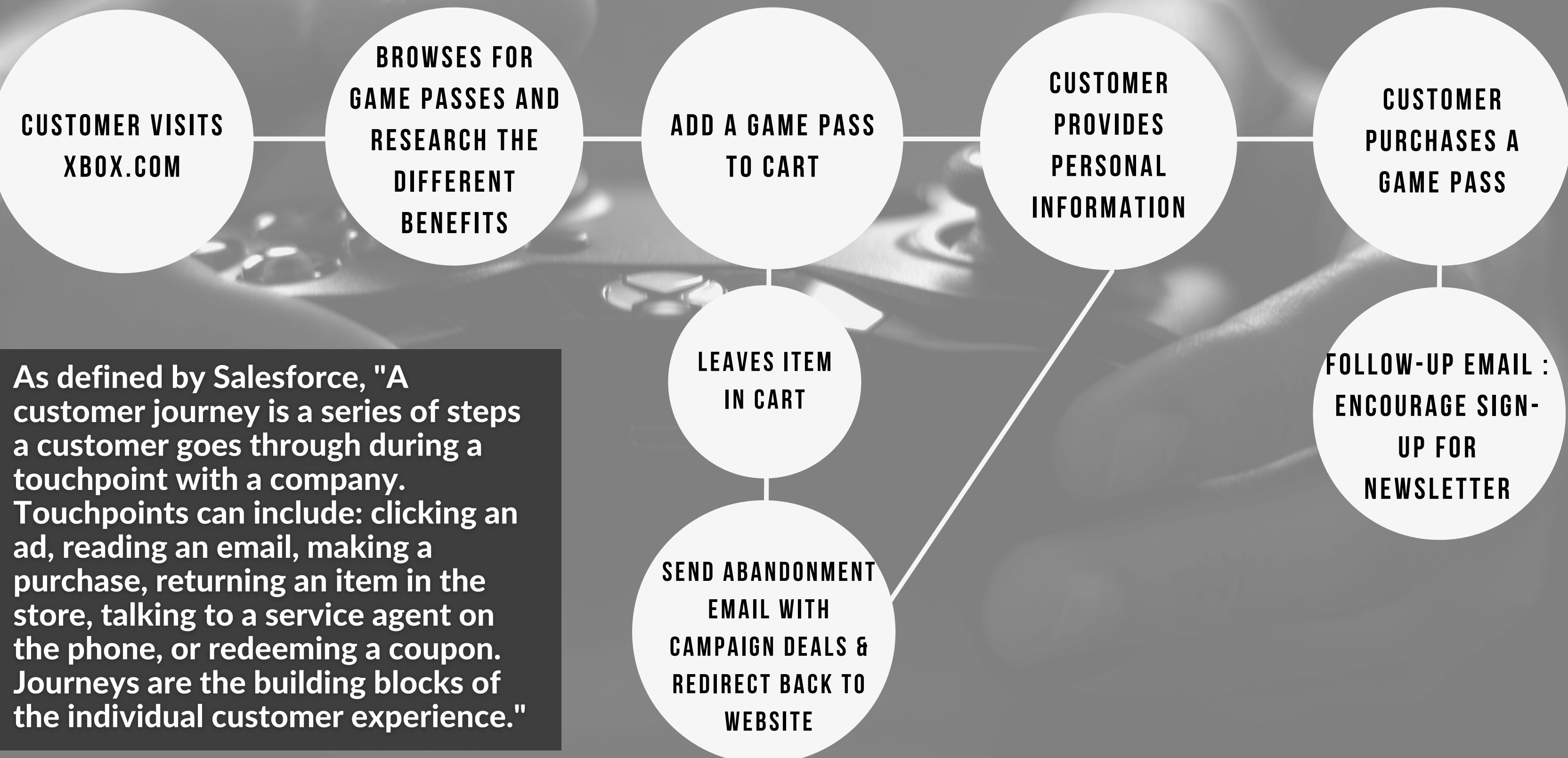
With the data collected through a customer interaction with our ads, we can use that data to build our custom audience and potential retargeting opportunities in a way that will enable Facebook to better target individual who are more likely to engage with our campaign.



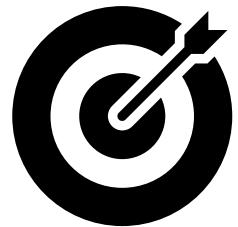
PART 4:

SALESFORCE EMAIL STRATEGY

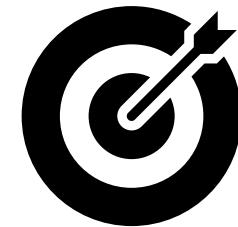
CUSTOMER JOURNEY



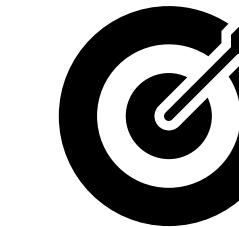
GOALS



INCREASE SALES OF
XBOX ULTIMATE/LIVE
GOLD GAME PASS



GROW EMAIL LIST (THOSE
WHO SIGN-UP FOR THE
NEWSLETTER)

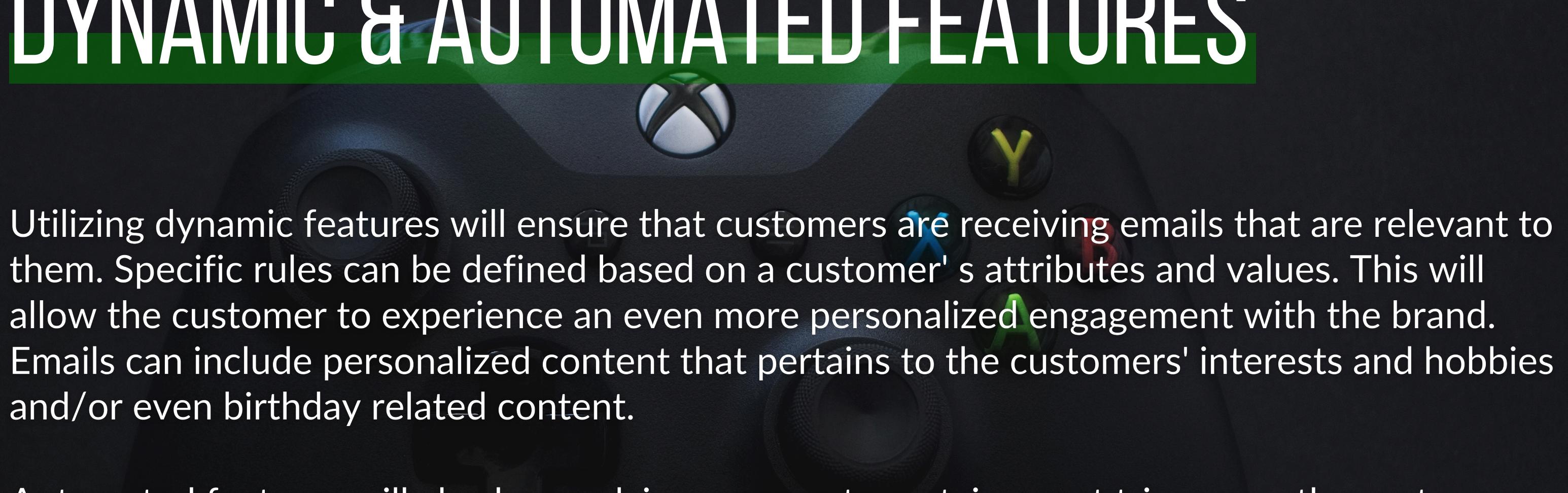


ENGAGE WITH CUSTOMERS
THROUGHOUT THE
CUSTOMER JOURNEY

WHAT MAKES A GOOD EMAIL

- Short subject lines (about 50 characters)
- Perform A/B testing on subject lines to find the most effective one
- Utilize branding in the message
- Catchy and actionable preheaders (about 100 characters)
- Personalized email
- Be clear about who the email is coming from
- Email sent in a timely manner
- Provide multiple ways to unsubscribe from newsletter

DYNAMIC & AUTOMATED FEATURES



Utilizing dynamic features will ensure that customers are receiving emails that are relevant to them. Specific rules can be defined based on a customer's attributes and values. This will allow the customer to experience an even more personalized engagement with the brand. Emails can include personalized content that pertains to the customers' interests and hobbies and/or even birthday related content.

Automated features will also be used, in response to certain event triggers as the customer goes through the customer journey. There will be an automated welcome series email for those who sign-up for a newsletter. An abandoned cart email can also be sent out if a customer had left the page for a long period of time with an item in the cart. There will also be a "Thank You" email sent out to those who sign-up for the newsletter as well as those who made a purchase. Templates can be utilized to help provide a more personalized experience.

SAMPLE EMAIL

MARK 4650:
DIGITAL
MARKETING
ANALYTICS

To: John Doe
Subject Line: Nathan, need a last minute Christmas gift?



Enjoy new game releases every week, member-only discounts, and access to Xbox Live Gold when you subscribe to the Xbox Ultimate Game Pass!



You are receiving this message because you are subscribed to xbox.com.

[Manage Preference](#) | [Unsubscribe](#)

AUTOMATED CADENCE

The automated cadence for this Christmas Holiday Campaign includes the following:

- One email every other week (includes information about new game releases, new deals)
- Special holiday emails to be sent once a week leading up to Thanksgiving and Christmas (includes special deals and more info on the game passes)

BEHAVIORAL TRIGGERS

Behavioral triggers will be implemented to provide an engaging experience for customers. Some of the behavioral triggers that will be used are shown below:

- New account created
- Newsletter sign-up
- Visited game pass landing pages
- Item left in cart
- Game pass purchased

These events will trigger specific emails to be sent to the customers, which may help the customer move along the customer journey and towards a successful sale of the Xbox Ultimate/Live Gold Game Pass.

SALESFORCE MARKETING CLOUD IMPLEMENTATION

PRICING

Hourly Rate: \$100/hour

Hours per Email: 4 (including the data mining, research, writing, and designing of the email)

Email per month: 6 emails each month for a 2 month campaign

$\$100/\text{hour} \times 4 = \400 per email

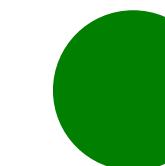
$\$400/\text{email} \times 6 \text{ emails} = \$2,400$

I would charge \$2,400 to create the emails and mine the data as a consultant on a monthly basis.

MEASURE OF SUCCESS: KPI



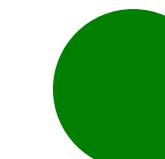
OPEN RATE



CLICK-THROUGH RATE



BOUNCE RATE



UNSUBSCRIBE RATE



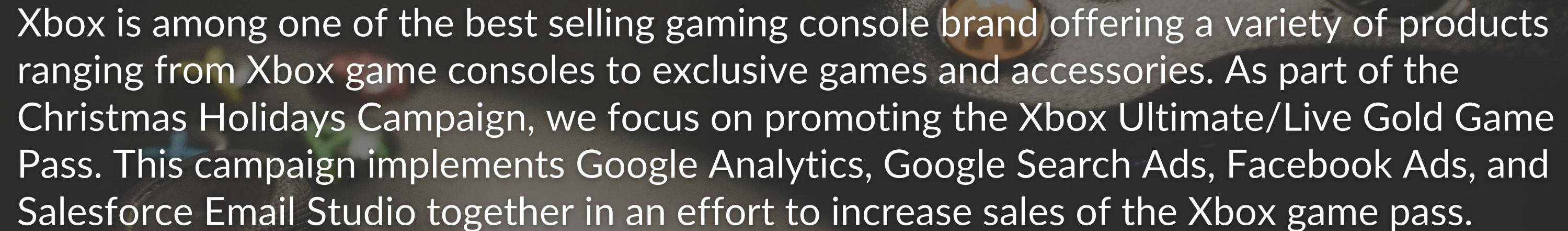
CONVERSION RATE

DIGITAL MARKETING PLATFORMS IMPLEMENTATION

I recommend the implementation of Salesforce Email Studio as part of the digital marketing strategy in addition to utilizing Google Analytics, Google Search Ads, and Facebook products. While these digital marketing platforms offer Xbox a way to reach new and returning customers and increase brand awareness through the ad campaign, it is incredibly important to incorporate email marketing into our campaign to better engage with customers.

In using email marketing, we will be able to interact with new and returning customers alike but also reach out to inactive customers to potentially bring them back to our products. Through the use of data, we can personalize the emails to each customer to build a deeper relationship with them as they go through the customer journey.

SUMMARY



Xbox is among one of the best selling gaming console brand offering a variety of products ranging from Xbox game consoles to exclusive games and accessories. As part of the Christmas Holidays Campaign, we focus on promoting the Xbox Ultimate/Live Gold Game Pass. This campaign implements Google Analytics, Google Search Ads, Facebook Ads, and Salesforce Email Studio together in an effort to increase sales of the Xbox game pass.

In using Google Analytics, we can track key metrics like page duration or page per session. These information can provide with insights to optimize the Xbox website. Through Google Search Ads, we can use different kinds of keywords to reach the right audience for the campaign. With Facebook, we can build a core, lookalike, and custom audience for the campaign, allowing us to reach the most relevant audience possible. Lastly, Salesforce Email Studio can help us tie in all of the marketing efforts by engaging with customers along their path to purchase with personalized emails.