Udacity
Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Christian Kulik

Overview and Objective

Lindt is a premium chocolate company and launched a new product specialized gift package (online only) last year.

Objective: Beat sales from last year by 30% in the 2 weeks leading to mother's day and YoY by 10%.

Business Story: Online Shop

What relevant actionable segments exists?

- People who send gifts online
- People looking for a last minute Mother's Day gift
- Premium Chocolate lovers

Which ones should we pursue and why?

- The first and the second, because those people are likely to buy without to testing the chocolate first

Customer Story

Where is our target audience?

- Target Audience is online, ecommerce stores like Walmart, Costco, Tesco
- Social networks (e.g. Instagram, Facebook, Youtube Chocolate Communities)
- Focus markets: USA, Canada, Europe

Where is our effort?

- Advertisements through coverings notes in shipments and initial ads on facebook

How effective is our effort?

- Efforts have brought us 15% in increase of revenue

Where should we focus changes?

- We should heavily focus on preparations for mother's day on Instagram, with essential focus on lovely pictures with our gift set. Also, special gift occasions throughout the year should be advertised intensively for retaining customers

What should we do, now or later?

- The individual mother's day dates in different countries need to be lined up with advertisements and stories in instagram postings. Online Ads and influencer marketing need to be increased at least 4 weeks before each date

Testing and Learning Plan
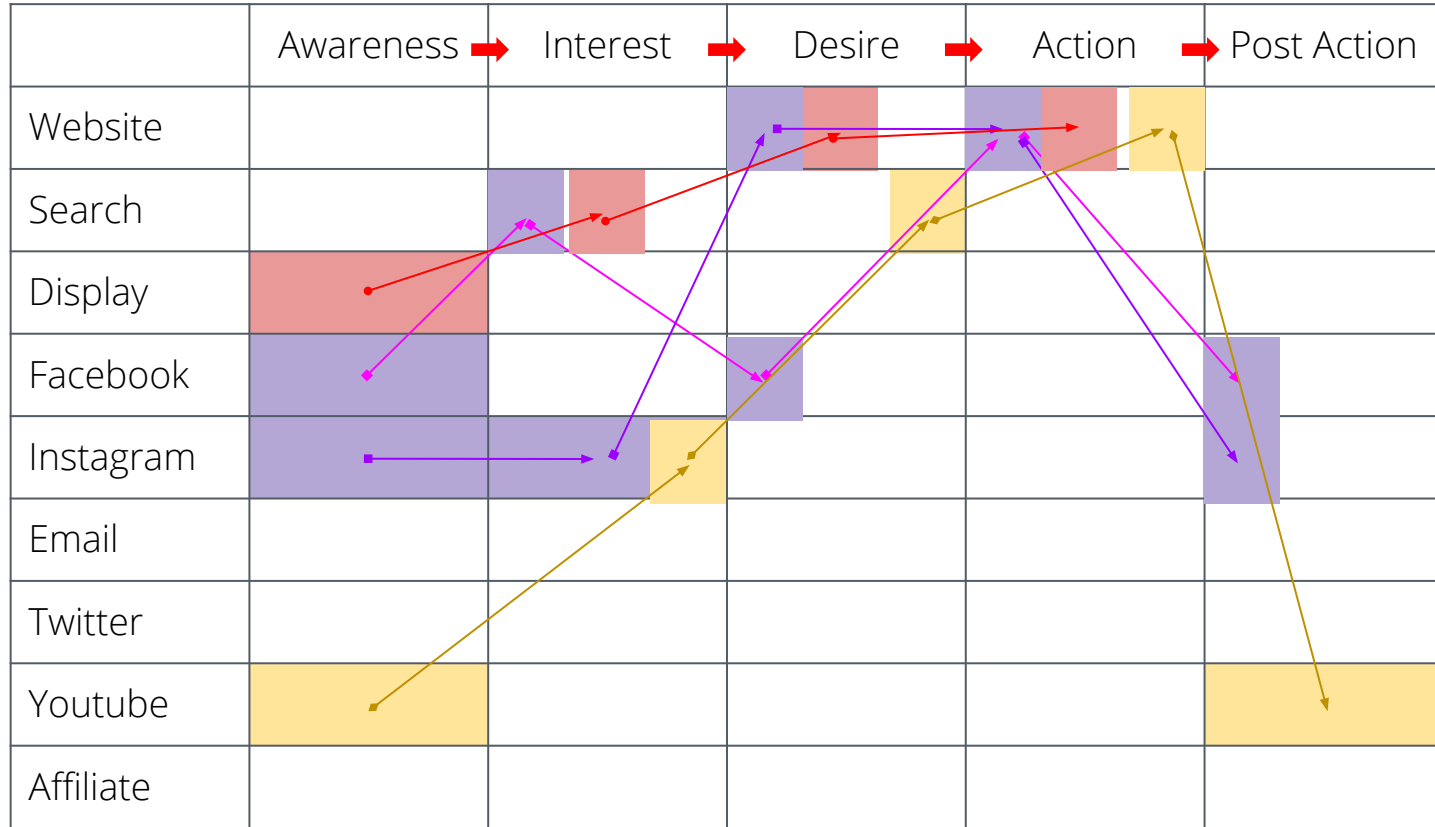
What should we study further?

- We start with the analysis of our metrics from last year and take into account our learnings from facebook postings. Storytelling needs to be created in line with the selection of lovely influencers for our campaigns. Recent performance reviews and analysis of top/flop pictures on our instagram channel will follow up and give us additional remarks for our adjustments.

What should we try?

- Using stories and leverage Instagram Business features to drive traffic for our shop. Increase the overall ad spent for our gift packages on the relevant social media networks.

Purchase Process

	Awareness →	Interest →	Desire →	Action →	Post Action
Website					
Search					
Display					
Facebook					
Instagram					
Email					
Twitter					
Youtube					
Affiliate					

Testing and Learning Plan

What analysis and data do we need?

1. Awareness
   a. Facebook: Visitors, Impressions
   b. Instagram: Likes, Impressions
   c. Youtube: Views, Likes
   d. Display: CTR
2. Interest
   a. Search: Searched Products, Keywords, Inbound traffic, Seasonality
   b. Instagram: Engagement for relevant postings, Hashtags, Viewed Products
3. Desire
   a. Search: Keywords, Seasonality traffic, Behavioural actions of users
4. Action
   a. Website: Funnels, Goals, Analytic Data, Traffic to and from the site, purchases
   b. Instagram: Viewed Products, clicked links, purchases
5. Post Action
   a. Facebook: Mentions, Review and Engagement, Picture Posts, Thank You Posts
   b. Instagram: Mentions & Tagging, Hashtags, Posting of Unboxing videos and pictures