

# **Streets of Vintage Client Project**

**Cohort C270**

**December 5, 2022**



# AGENDA

*Introductions and Expectations*

*Team 1 - Social Media*

*Team 2 - Past Marketing Materials*

*Team 3 - Google My Business Page*

*Team 4 - Website & Recommendations*



# *Introductions and Expectations*



# *Team 1 - Social Media*



# Team 1 Presentation Items

*Project Goals*

*Twitter Analytics*

*Yelp Business Page*

*Meta Business Suite: Facebook & Instagram Analytics*



# *Project Goals*



# Our Goals for You

- **Identify** the market and create a persona for potential customers
- **Merge** followers from Flea Market socials over to Storefront socials
- **Increase** local community awareness of brick and mortar line of business
- **Promote** best practices for social media digital marketing as a small business



# *Twitter Analytics*



# Tweets: Past and Present



Streets of vintage  
@stofvintage

RT & Follow for a FREE CROP TOP or T shirt

.

Crop tops will be given out tomorrow Sunday 9/15

1:26 PM · Sep 14, 2019 from Oxnard, CA · Twitter for iPhone

39 Retweets 13 Likes

...



Streets of vintage  
@stofvintage

If The center point mall hasn't given up yet, neither should you 100

5:00 PM · Oct 13, 2022 from Oxnard, CA · Twitter for iPhone

91 Retweets 2 Quote Tweets 291 Likes

...

Best performing tweet **before 2022:**

**12,267 impressions**

All-time best performing tweet:

**19,073 impressions**



# Impressions, Engagement Rate, & User Profile Clicks

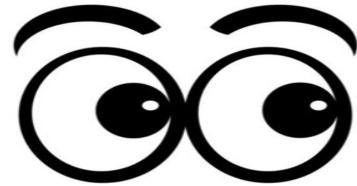


September 13, 2019



# *Yelp Business Page*





# to Leads

**3.8K**

*Visitors in the last 24  
months*

**2.2K**

*People looked at  
your Yelp page in the  
last 30 days and only*

**25 people**

*became leads*



# Negative Reviews left on your Yelp Page

**87%**

*Of consumers  
read reviews*

**32.6%**

*Of internet users say  
that online reviews  
from other customers  
determine their  
buying decisions*



10/23/2019

Stuff is fake over priced./: what a let down. Went in and based his prices off eBay fakes stuff vs a true market. Also they offered 200 for my travis Scott ones Bc eBay had fake ones for that price ??? And also offered 100 for a grey heather bogo ? Just Bc eBay had sold a fake one for 150 \$\$? Up to you guys if you want to go to this store that obviously doesn't know a thing about the culture of streetwear! Save ur time !

Useful 5

Funny 8

Cool 2



Jay S.

Business Owner

10/23/2019

Hey Juan unfortunately customers like you are always unpleasant. You came in demanding discounts left and right comparing us to online stores. WE ARE NOT A ONLINE STORE WE ARE A RETAIL STORE. We offer replicas and authentic products with verification. Would you like to come back and see all of our verification certificates? Again we don't bargain with customers that come in and start demanding for discounts or price matching. We have you all over the cameras demanding price matching from all the online platforms which you then started to get irritated and left and I'm sure why you left us this beautiful comment.

- How can your response be made more positive?



# *Meta Business Suite: Facebook & Instagram*



# Facebook Demographics

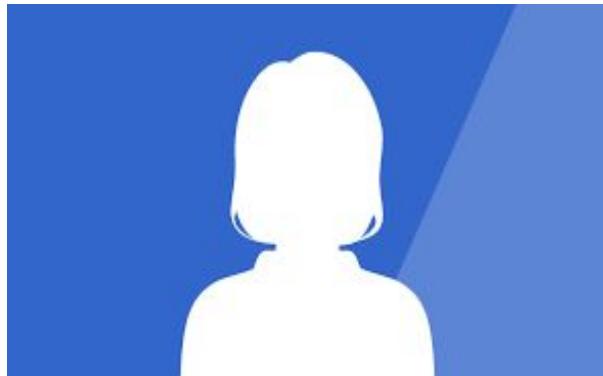
25-54  
age

Target demographic is female.



77%

Are female who follow Streets of Vintage.



# Facebook Reach

3

Is the lowest reach of  
unique users on  
11/02/22



6672

Is the highest  
unique users  
between 05/20/22  
to 05/22/22.



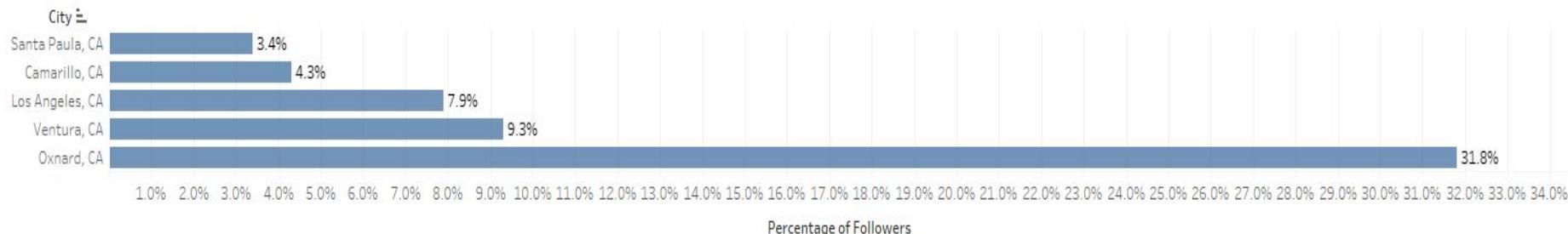
# Instagram Reach & Engagement

- Average post has **6x** the reach than an average story!
- Image posts have **3x** the engagement while videos have **4.5x**



# Instagram Followers by City

Instagram Follower Composition by City



- Camarillo & Santa Paula less than  $\frac{1}{2}$  followers of Ventura
- Both cities have large population of main demographic
- Both cities have  $\frac{1}{2}$  the commute than Los Angeles



# *Team 2 - Past Marketing Materials*



# What we'll cover today

Project Goals

Analysis: Past Ad Campaigns

Hashtag Analysis: Streets of Vintage vs. Competitors

Insights and Future Ad Marketing Recommendations

Additional Tips and Questions



# Project Goals



# Goals and Deliverables:



To analyze reportings from past advertising campaign performances and to identify areas of growth.



# Analysis: Past Ad Campaigns





## Audience Gender & Age Ranges

Target: 18-35

**60.4%** of Engagement

from 18-34

**58%** of link clicks in 18-34

Across all ad campaigns

**72.2%** of reactions

**71.6%** of link clicks

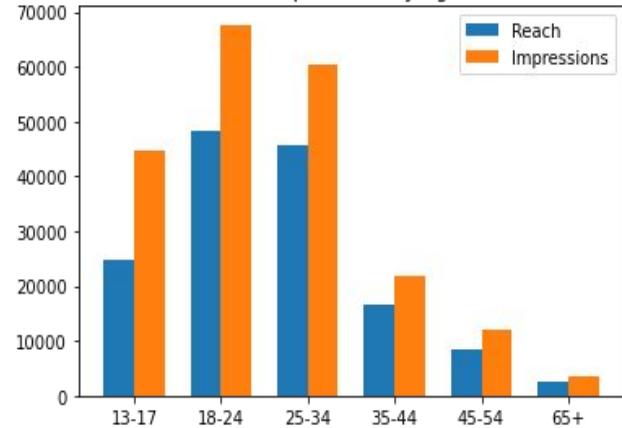
**72%** of spending  
within female audience



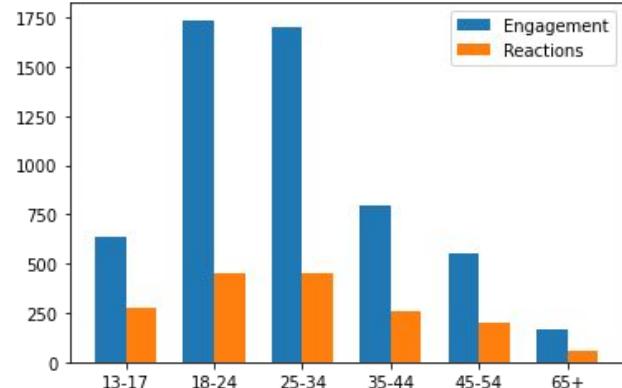
**13-17**  
highest view  
frequency across  
age groups and  
gender

**24-27%**  
additional clicks  
by targeting 13-17  
and 35-44 group  
across all ad  
campaigns

Ad Reach & Impressions by Age (Female)

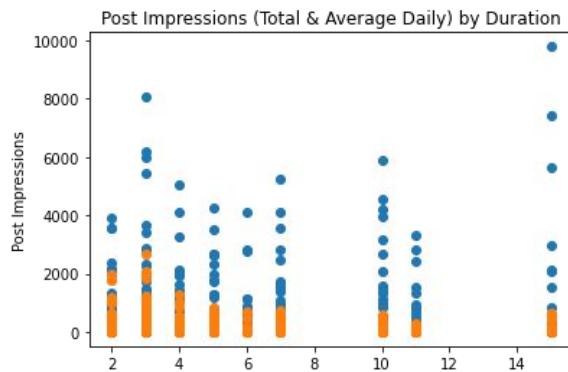
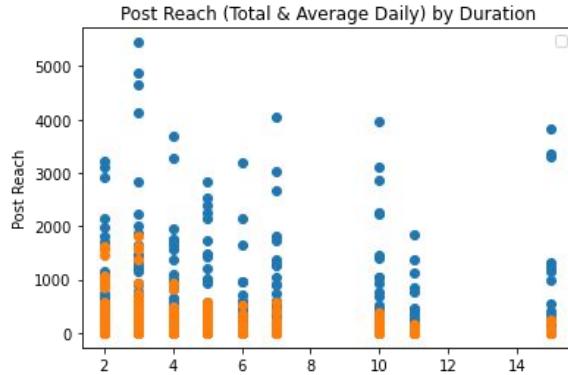


Ad Engagement & Reactions by Age (Female)



# Ad Campaign Durations

## Efficacy of Ads by Duration



**2-3 days**

Highest reach and engagement

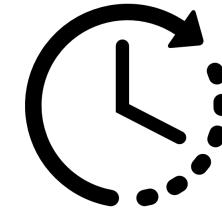
**32%** of impressions  
within first 3 days (53% w/in 5)

**47.6%** of reactions

**38.2%** of link clicks

**31.6%** of shares

within 2-3 days



**\$7.94**

average cost per 1000  
impressions on 2-3  
day ads

**\$7.61**

average cost per 1000  
impressions across  
campaigns

**4%** higher CPM

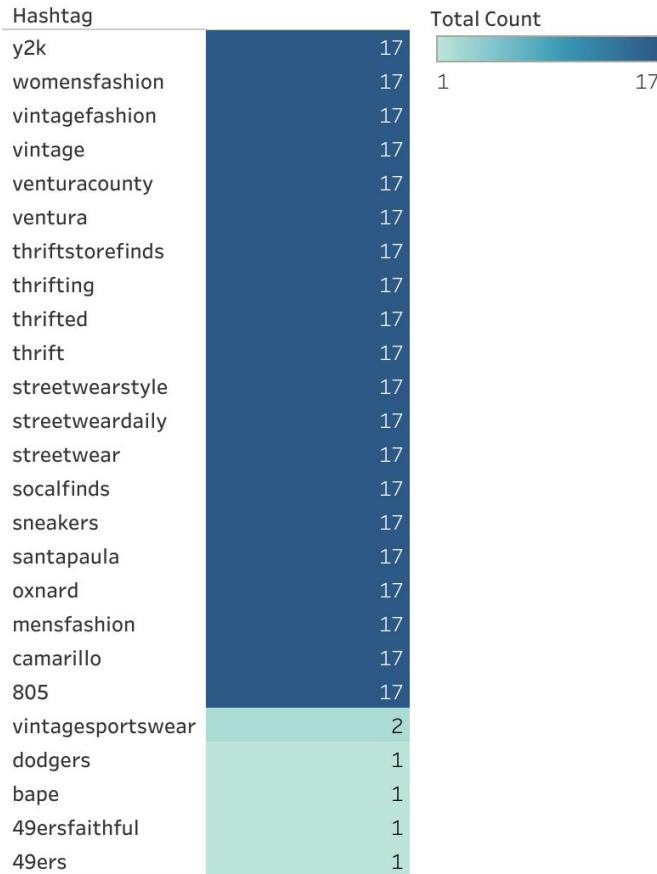
**15%** lower CPC

on 2-3 day ads

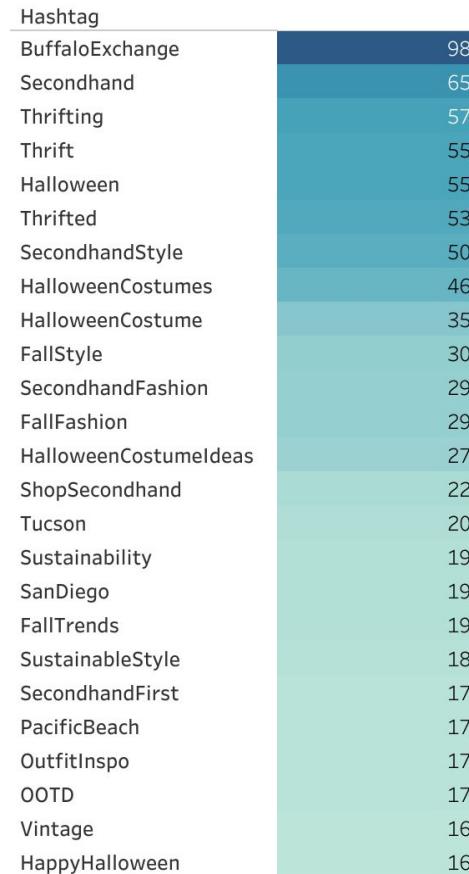
# #Hashtag Analysis: Streets of Vintage vs Buffalo Exchange



## Streets of Vintage Hashtag Count



## Buffalo Exchange Hashtag Count



**28% Hashtag Usage**

**31 Unique Hashtags**

**6.5 Average Likes**

**Found in Streets of Vintage's last 100 instagram posts**

**100% Hashtag Usage**

**661 Unique Hashtags**

**258.97 Average Likes**

**Found in Buffalo Exchange's last 100 instagram posts**



# Streets of Vintage vs Buffalo Exchange

## Hashtag Clouds

streetweardaily      **thriftstorefinds**  
thrifted      **socalfinds**      lakers dodgers  
vintagesportswear      **camarillo**  
bape      **thrift**      **streetwear**      **ventura**  
ers      **ykvintage**      **thrifting**      ersfaithful  
**streetwearstyle**      kobebryant sportswear  
sportjacket      **oxnard**      **vintagefashion**  
**venturacounty**      **sneakers**  
dodgers pirates

secondhandshopping      winterfashion      vintagestyle      lastminutecostume      piratecostume  
thriftfinds      nashville      gothstyle      houston      melrose      fashioncollege  
halloweeneveryday      altstyle      sustainability      pittsburgh      chelsea      hawthorne pdx  
hellfall      mensstyle      outfitideas      halloweencostumeideas      hillcrest      portland      halloweekend  
bellingham      halloweeneideas      ootd      **thrift**      abq      fallstyle      fallfashion  
secondhandfashion      secondhandfirst      **secondhand**      thrifedthis      sstyle  
falloutfit      **thrifted**      atx      **secondhandstyle**      falloutfits      htx      chicago      sustainablefashion  
costumeideas      diyhalloween      **buffaloexchange**      pacificbeach  
seattle      noho      tempe      shopsecondhand      falltrends      sfashion  
sneakergram      altfashion      tucson      sandiego      sustainablestyle      fashioncareer  
shopsustainably      phoenix      vintage      halloween      halloweencostumes  
personalstyle      nyc      diycostume      halloweencostume      outfitinspo      gothgoth  
dreamjob      menswear      manhattan      mensfashion      happyhalloween      gothoutfit  
costamesa      vintagedress      albuquerque      andersonville      ventura      thejoker  
orangecounty      fairycostume      fashionstudent      drmartens      lastminutecostumes  
ballard      austin      queenofhearts



# *Team 3 - Google My Business Page*



# AGENDA

Overview

Google My Business Data Findings

Strengths of Competitors

# Google My Business Data Findings



**86%**

of discovery  
occurs on  
mobile

**498**

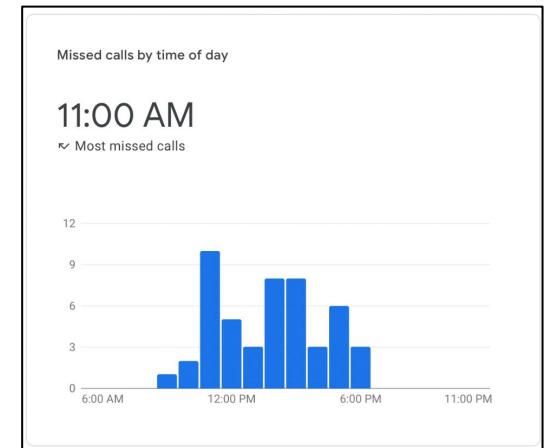
clicks via GMB

**498**

Website clicks made from your Business Profile



- Most **calls missed** are typically on **Thursday & Friday**
- Furthermore, we see that **most calls are made at 11AM** (at opening)



# Strengths of Competitors



# What Works for the Competitors

**Main Competitors:** Mission Bargain Center, Goodwill Retail Store, Arc Foundation, and Super Thrift Store

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**Goodwill** - Household name & Sells everything from clothes to house items, social media presence

**Arc Foundation** - Mix variety of items from kitchenware to books, discount days (new every week by color coded tag)

**Mission Bargain Center** - Established website, Opens early (8am)

**Super Thrift Store** - Many locations

## Competitor Similarities

All had in common:

- Organized by Color
- Size inclusive
- Discount days, affordable
- Good customer service
- Sharing about their mission



# *Team 4 - Website*

**Analyze site traffic and identify ways to capture  
audience engagement**



# AGENDA

Website Data

Website Improvements

Overall Recommendations for Website

# WEBSITE DATA

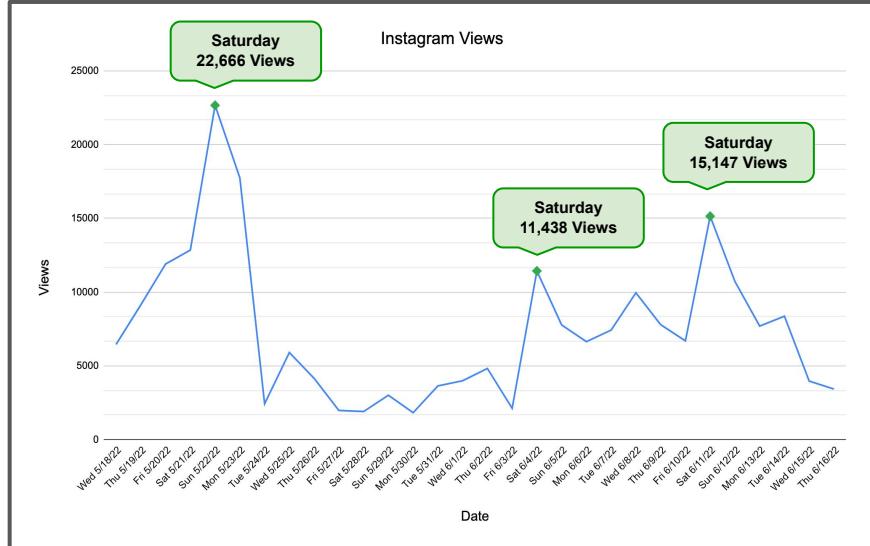
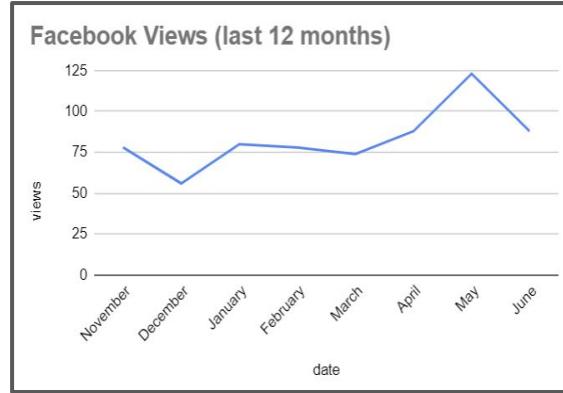


# Insights With Data Days Matter

- Peaks usually occur around weekends where Instagram posts get the most views
  - Coincides with events happening that day
  - People's availability on weekends to be active on social media
- Recent data from facebook/instagram is missing (Needs to be reconnected)
- Make sure to connect all platforms



Last 12 Months	Facebook
Date	Views
November	78
December	56
January	80
February	78
March	74
April	88
May	123
June	88
total	665



# WEBSITE IMPROVEMENTS



# Digitalization

46% of search on Google include local intent.

28% of users purchased an item after local searches.

70% of users will visit a store because of what they have found online.

97% of users use search to find local businesses.

Ecommerce sales are projected to hit over \$5.4 trillion by the end of this year!





# Beautiful, Complete, Impactful



Color scheme for website should be chosen to make it more captivating

Logo on Navigation Bar

Higher Resolution Pictures with intuitive UI (automatic scroll option)

## Mission/Purpose (Home page)

- Why a Flea Market?
- How is it eco-friendly/sustainability?
- How is selection better?
- What items are being sold?
- Who you are?



## Events and Featured Vendors Page

- List of Events
  - Include pictures and/or dates
- List of Featured Vendors
  - Include their socials/websites



# Storefront Page

## Include Store Information

- Address
- Phone Number
- Updated Store Hours
- Active socials

## Visuals

- Better quality pictures
- Videos are great to include should be near top of page gives a great feel for the store



# Contact Us Page



## Mailing List

- Join mailing list for an exclusive discounts and information on the flea market events
  - Mailing list can be included in each page, allows users to look through the page and submit their email on any page

## Missing Connections

- GoDaddy indicates how many customers have never received an email despite signing up for mailing list



# *Cohort Recommendations*



# Overall Recommendations for Website

- Connect Social Media To GoDaddy
- Add Google Analytics and Digital Marketing Tools
- Use emails collected from mailing list
- Maintain website up-to date
- Revise website to target audience as well as include logo and high resolution pictures

## Incentivizing the Scan!



- Helps capture a larger audience with the incentive of discounts
- Capture more first-party data from website
- Easily convert Flea Market clientele into Streets of Vintage clientele



# Social Media Recommendations

- Integrating all social media channels via Linktree
- Tweet **more often** with **more media** (photos/videos)
- Use a template to respond more positively to reviews
- In order to reach new users one has to upload between 5 to 7 posts each day.
- **Post more** on Instagram because the reach and engagement levels are much higher than the average story.
- Brand synergy

*Streets of Vintage*



# Future Ad Campaigns Recommendations

1. Use hashtags strategically to **target engagement from a specific customer persona and age range**. We recommend **increasing usage of unique hashtags**, including #ShopStreetsOfVintage, to represent Streets of Vintage brand. You may also want to make use of a **hashtag monitoring tool such as Brand 24** to stay up to date with **current and relevant hashtag trends**.

2. Organize ad spending budget so that you are **focusing a larger percentage of ad spending on males within target age range of 18-34 years old**. We also recommend limiting ad spending across the board on age groups younger than 13-17 yrs old and older than 35-44 yrs old, as they are further from your target age range and may not yield the best return.

3. Your current desired target within the millennial and older Gen Z age group is reflected in ad viewing metrics and engagement. We recommend optimizing ad time for improved engagement and lower average cost by **limiting ad length to 2-3 days or 2-5 days**.



# 1

Create an email marketing list  
(rewards/loyalty program for visits)

AN INCREASE IN CUSTOMER RETENTION  
BY AS LITTLE AS 5 PERCENT CAN LEAD TO  
INCREASED PROFITS OF

**25% - 95%**

# 2

Focus on creating an online presence (GMB showed that 25K+ views occurred online)



Update website  
and ensure correct  
info across all  
platforms

# 4

Implement a Punch Card

**52%**

of customers will make a purchase for a store that has a loyalty program

**77%**

read online reviews  
when browsing  
local businesses

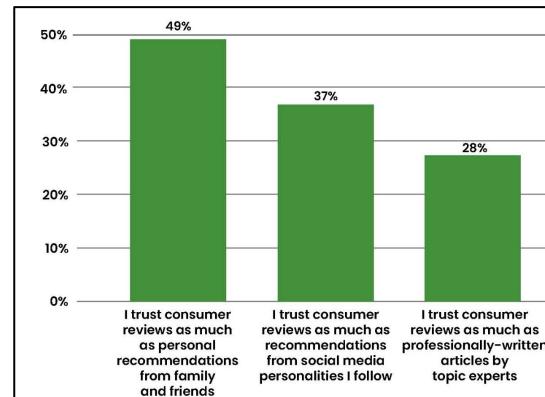
# 3

Communicate with customers by answering comments and messages



# 5

Be Consistent with Discounts



# *Questions?*



# Appendix



# **Team 1**



# Team 1 - References

<https://www.partycentersoftware.com/blog/return-customers>

<https://blog.hubspot.com/service/how-to-respond-yelp-reviews#how-to-respond-to-negative-yelp-reviews>

<https://www.census.gov/quickfacts/oxnardcitycalifornia>



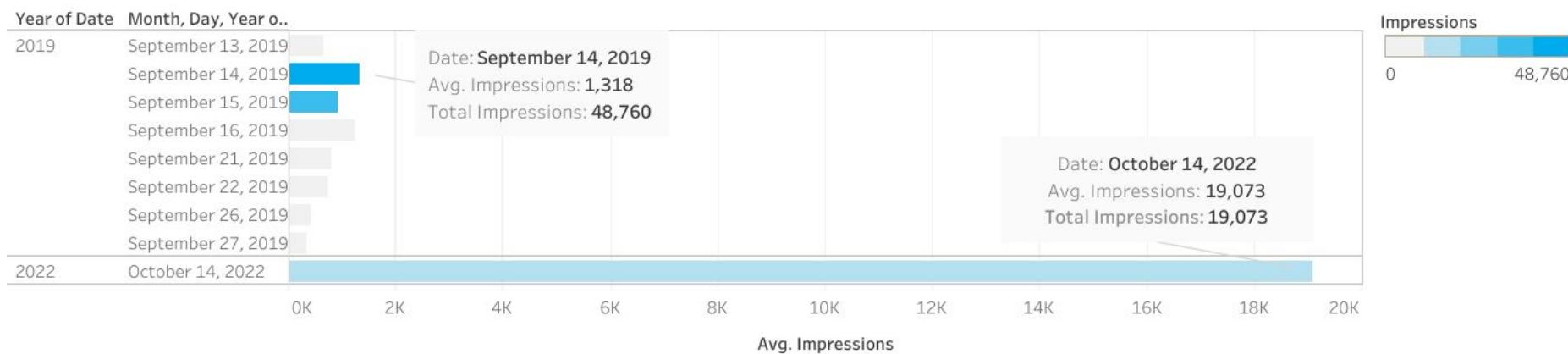
# Data Acquisition - Team 1

- Content Analysis on IG and Twitter
- Given access to social media analytics pages (Meta Business Suite, Twitter Analytics, Yelp Business Pages)
- Exported .csv files of tweets within a specific time frame
  - Time frames observed:
    - September 1, 2019 - October 1, 2019
    - May 6, 2022 - November 6, 2022 (the last 6 months) - IG, Twitter, Facebook
    - Last 24 Months - Yelp
- Overall, found a lack of specific data for Twitter from 2020 to 2022 due to content drought



# Team 1 - Twitter Average Impressions

## Average Number of Impressions, Sept 2019 vs. Oct 2022

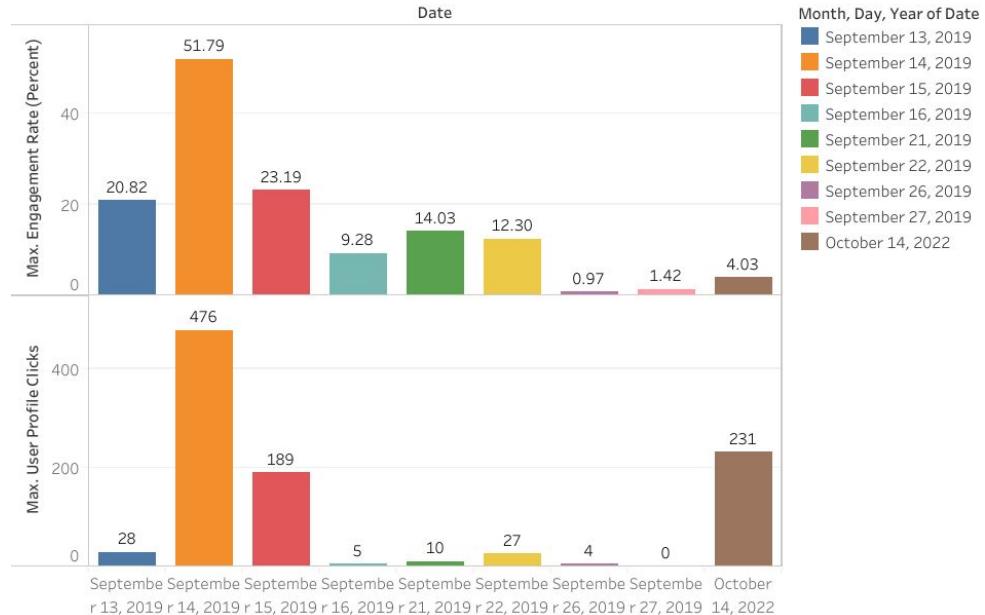


Average of Impressions for each Date (MDY) broken down by Date Year. Data acquired through @stofvintage Tweet Analytics, accessed November 2022.  
Legend shows sum of impressions of all tweets made on the date, increasing color intensity as value increases.



# Team 1 - Twitter Max Engagement Rate

Maximum Percent Engagement Rate & Maximum User Profile Clicks, September 2019 vs. October 2022



Maximum of Engagement Rate (Percent) and maximum of User Profile Clicks for each Date (MDY). Color shows details about Date (MDY). Data acquired through @stofvintage Tweet Analytics. Labels indicate maximum for each date.

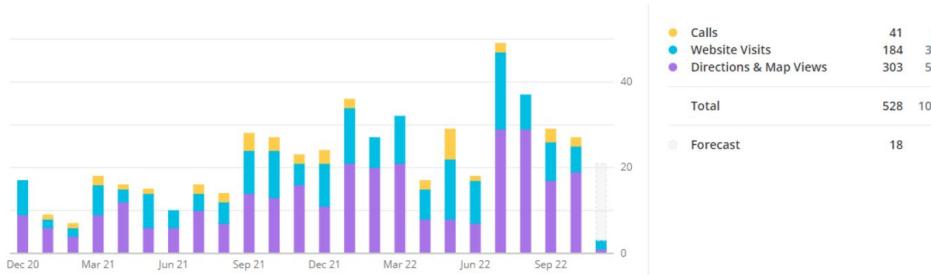


# Team 1 - Recommendations for Twitter

- Tweet with **more media** (photos, videos, links, etc.) AND **more often** to maintain current follower base
- **Encourage** engagement in posts that are relevant to brand identity, business mission, and local culture
- **Promote** sales/promotions on Twitter
  - Follower-exclusive promotions (for storefront)



# Appendix 1 - Yelp



Impressions ①

2.2k

Page visits ①

175

Leads ①

25

Your leads breakdown ①

Directions & map views 16

Website visits 7

Calls 2

- 24 month data from Yelp starting in December 2020



# Appendix 2 - Yelp

- Responding to negative reviews gives you an opportunity for customer recovery
- **94% of consumers say that a bad review has stopped them from buying from a business**
- Example of a positive response:

I wanted to reach out and apologize for the experience you had with our team. This is not typical of us and can assure you it wouldn't happen again.

As it may be too late to reconcile, I wanted you to know that I've used your experience within our customer satisfaction process to be sure we don't make this mistake again.

If there is any way to earn your business in the future please let me know.

Thank You,



# Appendix 3 - Yelp

- Responding to Positive (Five star) reviews builds brand loyalty, and attracts new customers.
  - **Greet the customer by name**
  - **Thank them for taking time to write a review**
  - Offer to do more for the customer (you welcome feedback)
  - **Offer to get in touch offline (Send them something or ask them to DM you and offer them a discount on Instagram)**

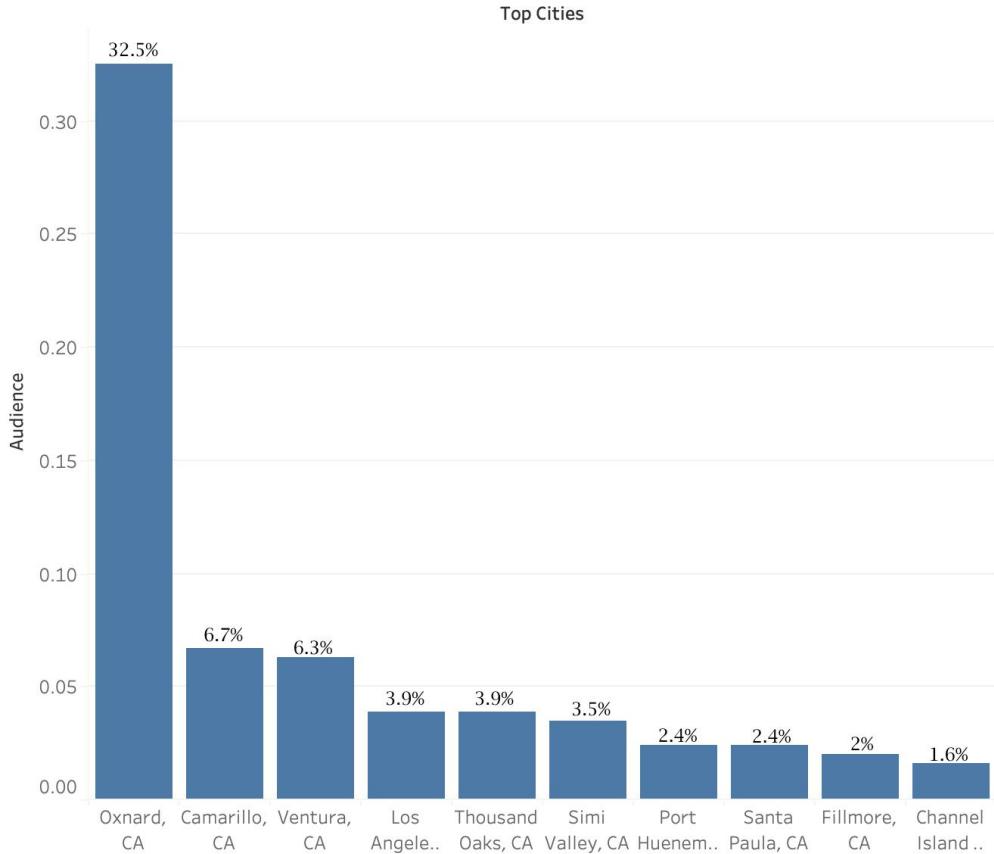


# **Appendix 4 - Yelp Recommendations**

- Put main company logo on Yelp page for brand recognition
- Make sure it looks nice from a consumer point of view
- Respond positively to all reviews and build a rapport with all customers through reviews
- Concentrate on leads and turn them into customers
- Create a template for your reviews or hire an external agency that specializes in reputation management if your budget allows



# Appendix 1 - Facebook Target Location/Audience

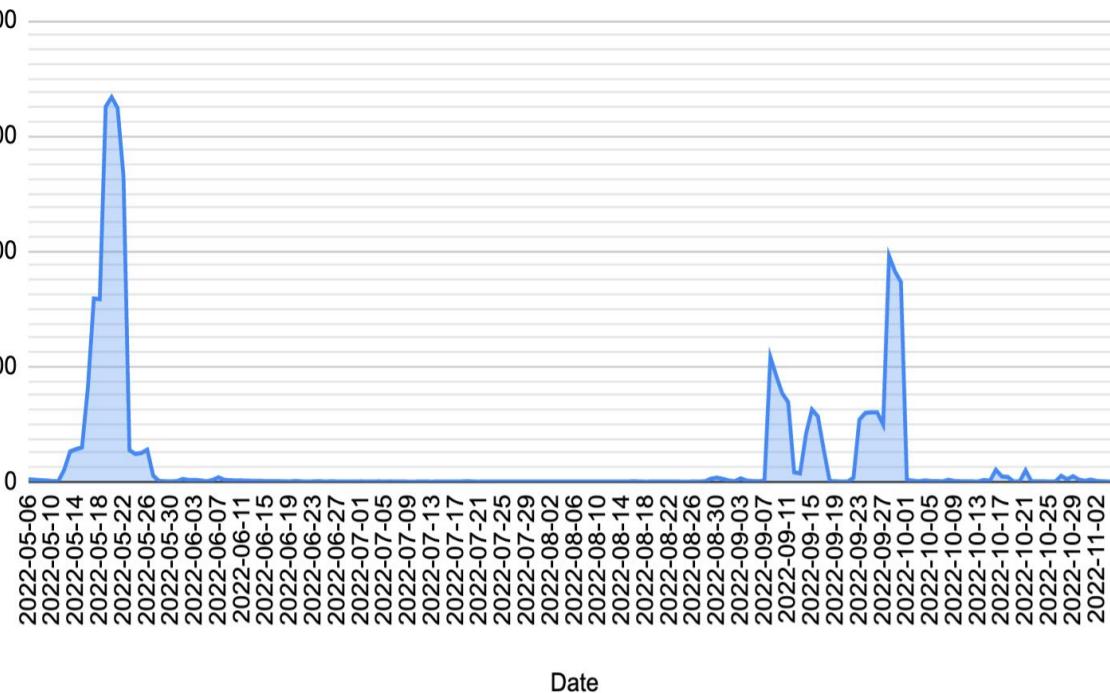


- The city with the highest audience interaction is Oxnard, CA.
- Camarillo, CA only has 6.7% audience interaction and is a nearby city from Oxnard
- Focus on targeting nearby cities such as Camarillo and Ventura.



# Appendix 2 - Facebook Reach

Facebook Reach vs. Date



- Facebook reach data defines unique users who are view the content or page.
- The lowest reach is 3 unique users on 11/02/22.
- The highest reach is 6672 between 05/20/22 to 05/22/22.
- In order to reach new users one has to upload between 5 to 7 posts each day.

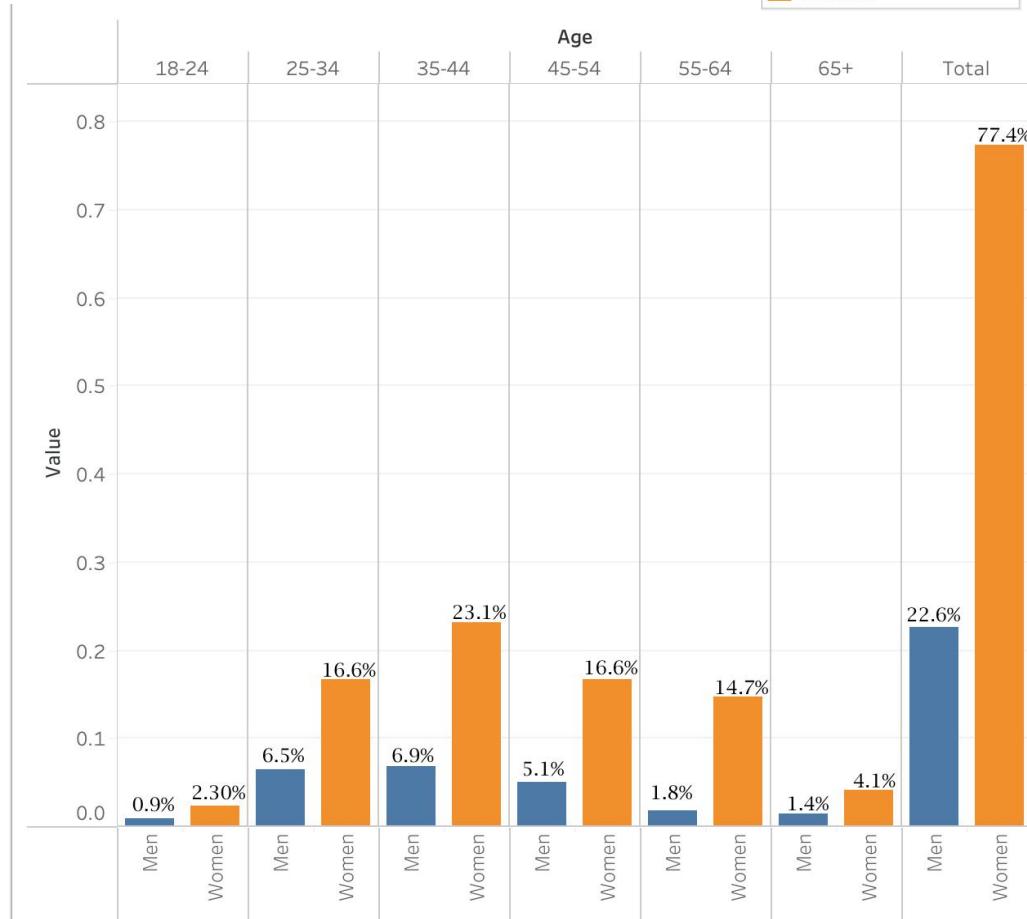


# Appendix 3 - Facebook Demographics

Measure Names  
Men  
Women

- The target demographic are female between the ages of 25-54.
- Overall 77% of Street of Vintage demographic are female.
- Display vintage clothing that targets 25-54 styles/trends.

Data acquired from Meta Business Suite. Information as of May 6, 2022 to November 6, 2022.



# **Team 1 - Facebook & Instagram Recommendations**

- Post vintage clothes and outfits that are for the ages of 25-54.
- Targeting nearby cities such as Camarillo and Ventura to expand foot traffic to flea markets and the main store.
- Upload multiple outfits and clothing throughout the day and each day to gain thousands of unique users to the main page.
- If posts are not consistent the reach of unique users will rapidly decline from thousands to single digits each day.
- IG: Post more! Posts are longer lasting and have significant reach and engagement advantages.



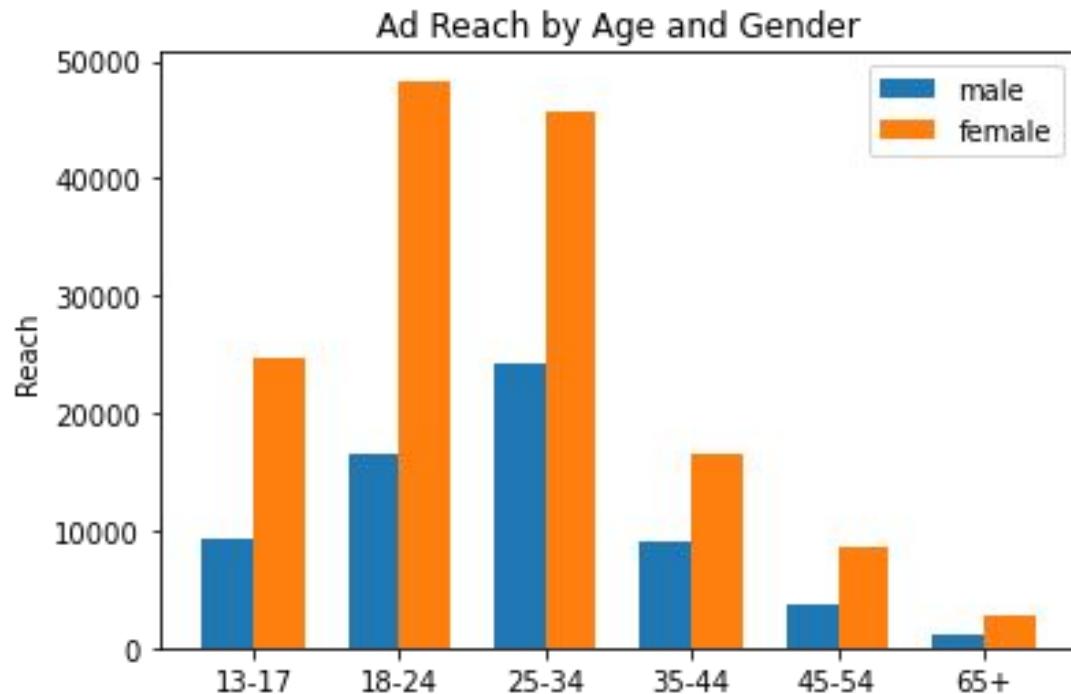
# Team 2



# Team 2 - Ad Reach by Age and Gender

## Age/Gender Analysis

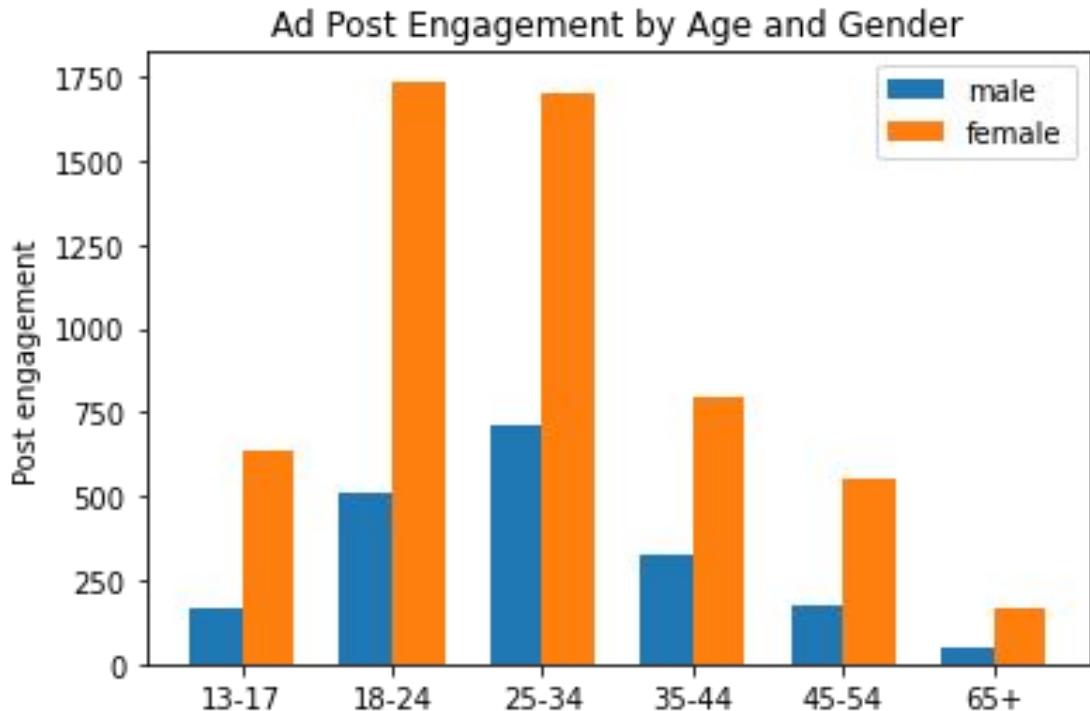
- Highest reach among 18-24 female and 25-34 female
- Highest in female reach as above
- Highest in male reach 18-24 and 25-34



# Ad Post Engagement by Age and Gender

## Age/Gender Analysis

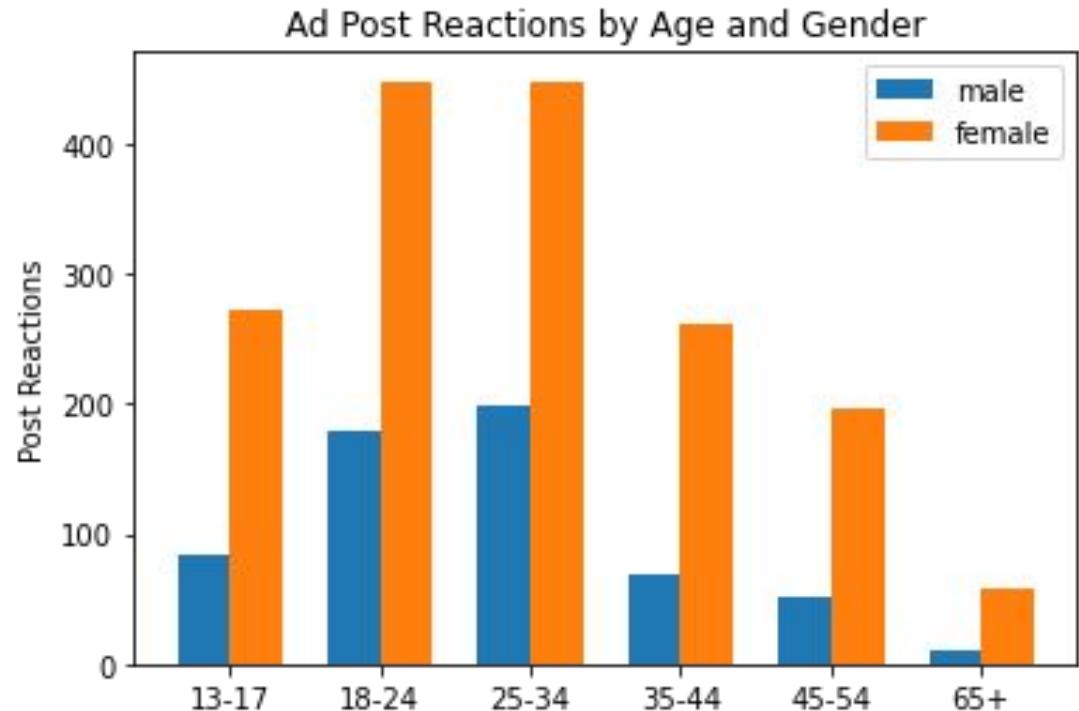
- Engagement levels similar to reach
- Engagement among 18-24 and 25-34 female similar



# Ad Post Reactions by Age and Gender

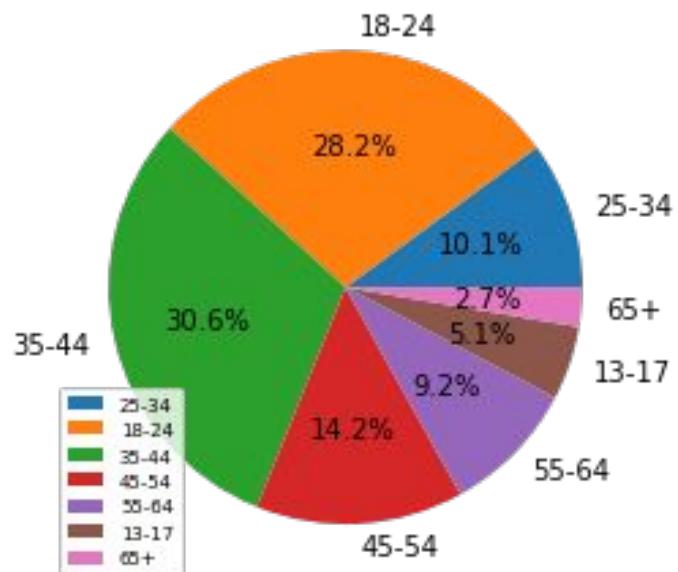
## Age/Gender Analysis

- Nearly equal reactions across age groups  
18-34
- Overall male reach, engagement and reactions half or less

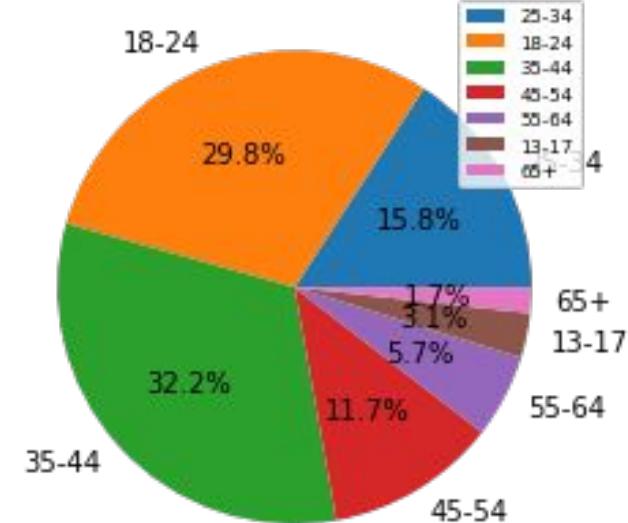


# Instagram Engagement and Reach by Age

Instagram Campaign Engagement by Age Group

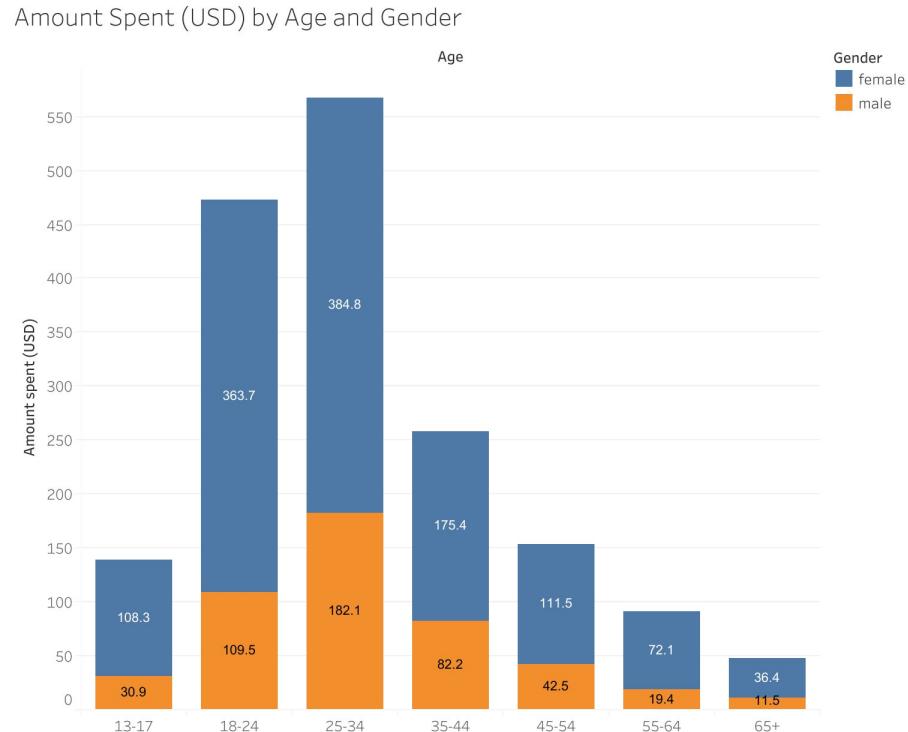


Instagram Campaign Reach by Age Group



# Amount spent by Age and Gender

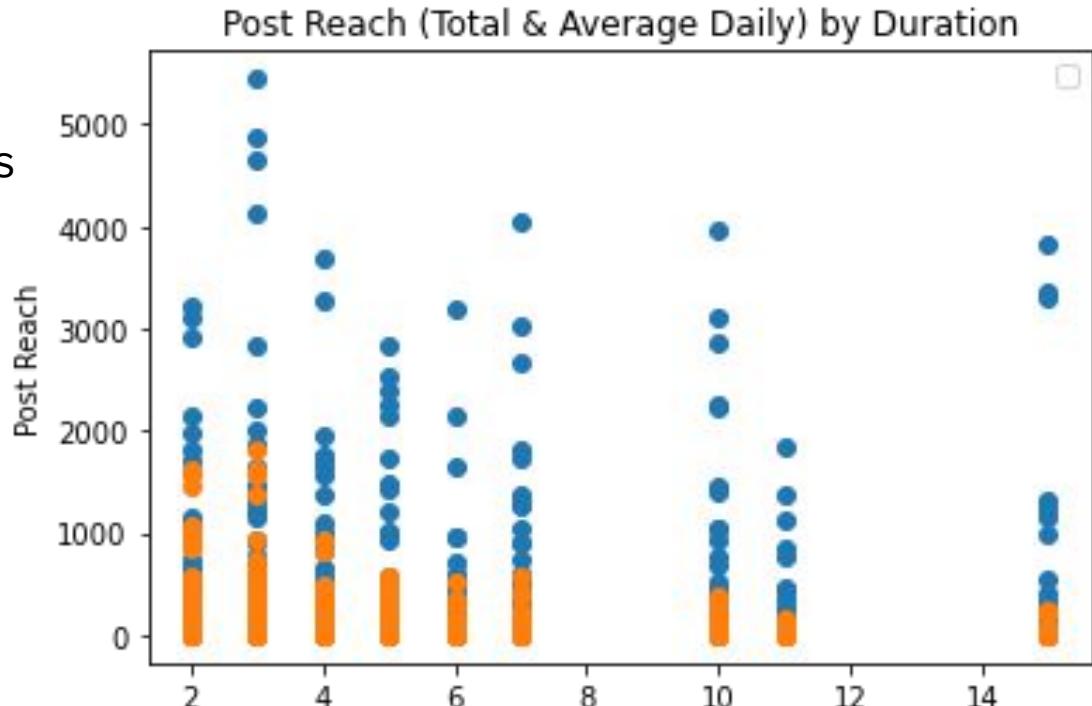
- \$1,730.33 spent on Instagram Ads between 02/01/2021 and 10/15/2022
- \$1,252.25 spent on ads targeting females across all age group - approximately 72% of total ad spending
- Only \$478.08 spent on ads targeting males- approximately 28% of total ad spending



# Past Ad Campaigns Analysis #1

## Reach by Ad Duration

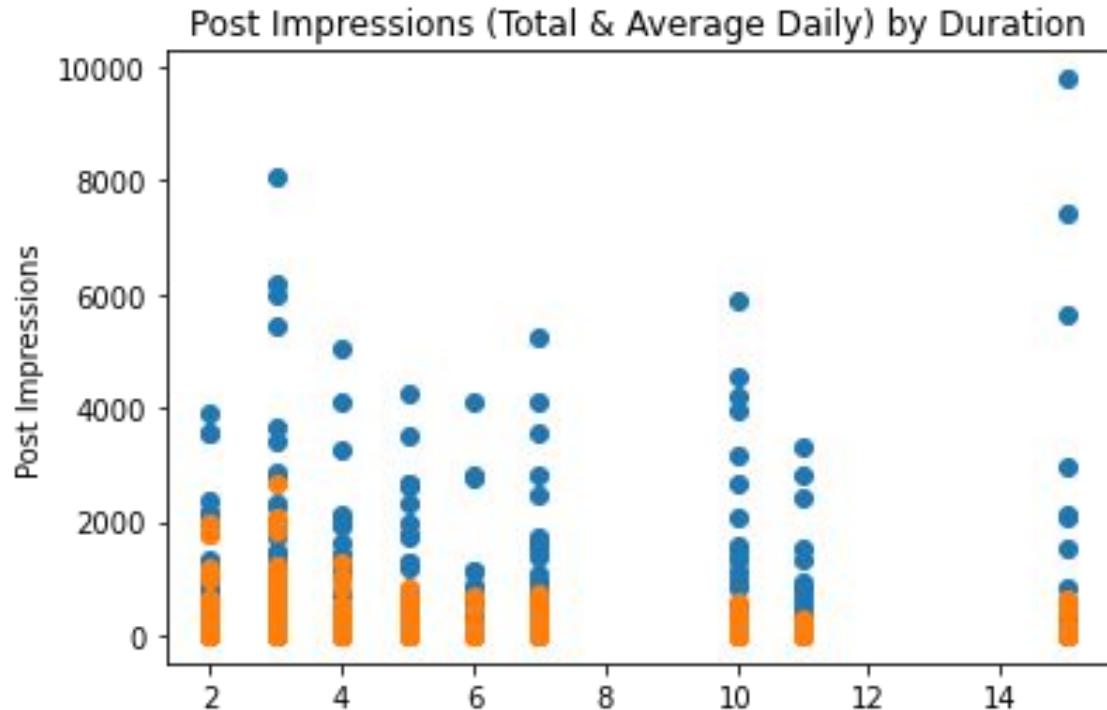
- No ads longer than 15 days
- No ads shorter than 1 day
- 2 day ads had highest
- “Reach per day” highest on 2 day ads followed by 1 day ads
- Reach per day decreases after 2 days



# Past Ad Campaigns Analysis #1

## Impressions by Duration

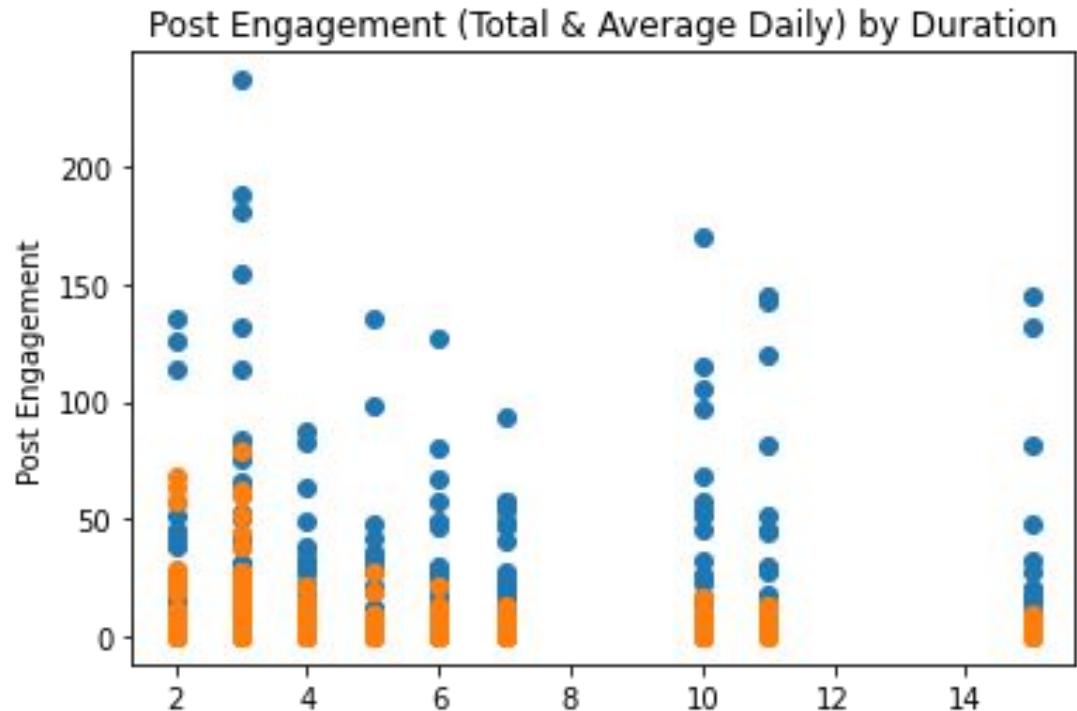
- Posts between 1-3 days receive most impressions
- 2 day posts had highest “Impressions per day”



# Past Ad Campaigns Analysis #1

## Engagement by Duration

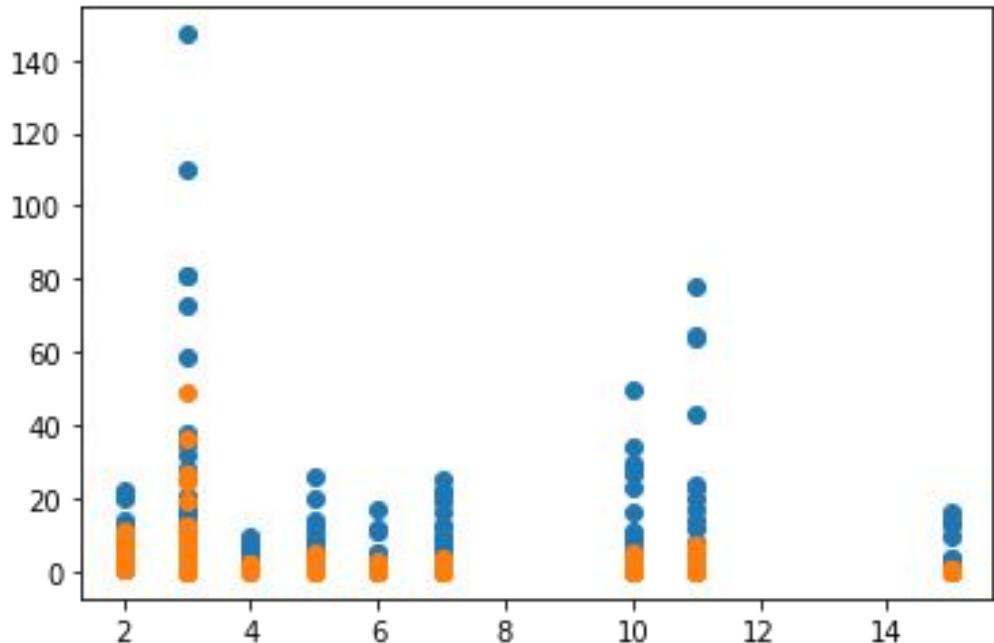
- 2-3 day posts receive similar per day
- Daily engagement falls off sharply after 3 days



# Reactions by Ad Duration

## Reactions by Duration

- 2-3 day posts receive most reactions
- No posts received more than 60 reactions



# Future Ad Campaigns Recommendations

1. Use hashtags strategically to **target engagement from a specific customer persona and age range.** We recommend **increasing usage of unique hashtags**, including #StreetsofVintage that represent Streets of Vintage brand and possible **hashtag monitoring** to stay up to date with **current trends.**

2. Organize ad spending budget so that you are **focusing a larger percentage of ad spending on males within target age range of 18-34 years old.** We also recommend limiting ad spending across the board on age groups younger than 13-17 yrs old and older than 35-44 yrs old, as they are further from your target age range and may not yield the best return.

3. Your current desired target within the millennial and older Gen Z age group is reflected in ad viewing metrics and engagement. We recommend optimizing ad time for improved engagement and lower average cost by **limiting ad length to 2-3 days.**



# **Team 3**



# 1

Create an email marketing list  
(rewards/loyalty program for visits)

AN INCREASE IN CUSTOMER RETENTION  
BY AS LITTLE AS 5 PERCENT CAN LEAD TO  
INCREASED PROFITS OF

**25% - 95%**

# 2

Focus on creating an online presence (GMB showed that 25K+ views occurred online)



Update website  
and ensure correct  
info across all  
platforms

Increase Positive  
Reviews

# 4

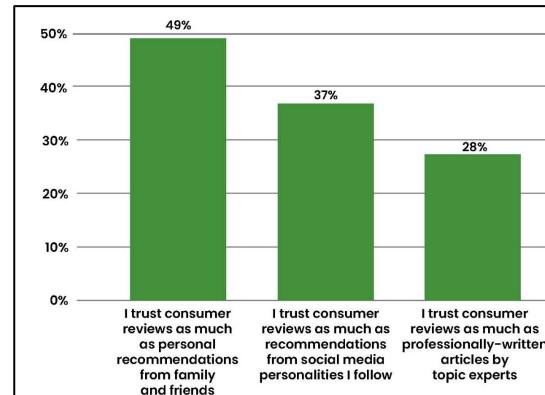
Implement a Punch Card

**52%**

of customers will make a purchase for a store that has a loyalty program

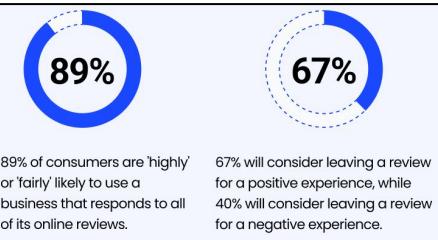
**77%**

read online reviews  
when browsing  
local businesses



# 3

Communicate with customers by answering comments and messages



# 5

Be Consistent with Discounts



# Team 3: Resources

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<https://www.forbes.com/sites/forbescommunicationscouncil/2022/02/15/13-strategies-to-bring-more-foot-traffic-to-physical-locations-in-2022/?sh=c41c95859fc4>

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[https://media.bain.com/Images/BB\\_Prescription\\_cutting\\_costs.pdf](https://media.bain.com/Images/BB_Prescription_cutting_costs.pdf)

VIP CONTRIBUTOR Sam Hollingsworth April 1, 2022 · 15 min read V. I. P. C. O. (2022, July 8). *Google Business Profile: How to completely optimize your GBP listing*. Search Engine Journal. Retrieved November 30, 2022, from  
<https://www.searchenginejournal.com/local-seo/optimize-google-my-business/>



# Appendix: Ways to Increase Foot Traffic

- Be consistent on discounts (“e.g. Goodwill Veteran Discount Monday”)
- Focusing on Customer Loyalty
  - Create an email marketing list (rewards/loyalty program for visits)
    - Increasing your customer retention rates by 5% can lead to a **25% increase in profit!** ([Bain & Company](#))
  - Implement a punch card
    - Hubspot’s study found that **52% of customers** will come back for a purchase if store has a loyalty program
- Search Engine Journal recommends to communicate with customers by answering comments and messages
  - **89% of consumers** are 'highly' or 'fairly' likely to use a business that responds to all of its online reviews ([Source](#))



# Appendix: Ways to Increase Foot Traffic

- Focusing on online presence (**GMB showed that 25K+ views occurred online**)
  - **47% of millennials** are influenced by social media when making a decision & **19% of total consumers** are influenced by social media during a purchase process ([Deloitte](#))
  - Ways to Improve Online Presence
    - Increase Positive Reviews
      - **77% read online reviews** when browsing for local businesses ([Source](#))
      - **49% of people trust online reviews** as much as personal recommendations from their friends & family ([Source](#))
    - Update website and make sure all info is the same on all platforms



# Team 4 - Website

Analyze site traffic (<https://streetsofvintagefleamarket.com/>) and  
identify ways to capture audience engagement



# Team 4 - Capturing Data with GoDaddy

Make sure to connect/reconnect all platforms

- GMB
- Yelp
- Twitter
- Facebook
- IG



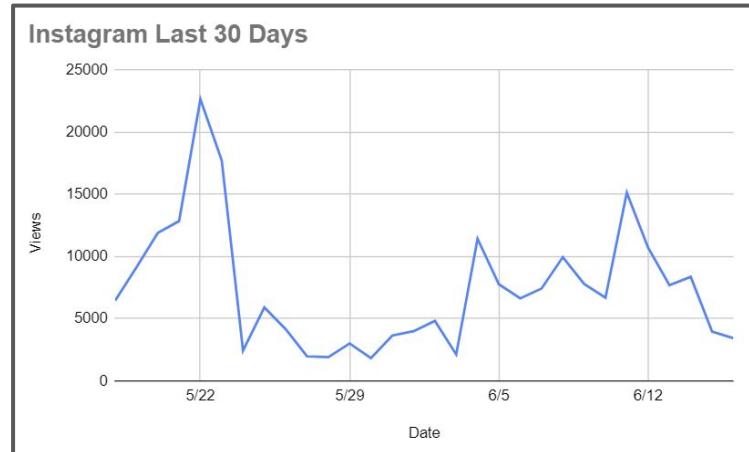
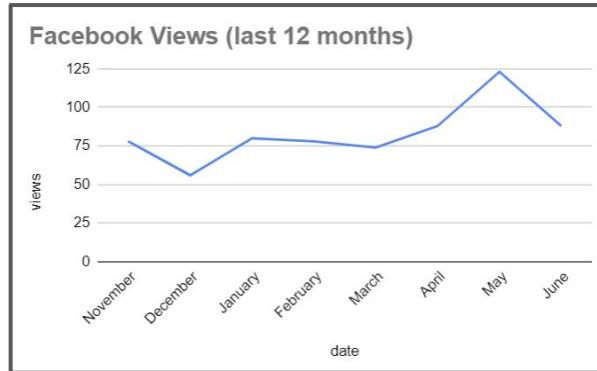
Recent data from facebook/instagram is missing  
Needs to be reconnected!

# Team 4 - Insights With Data

Website data can be used in many useful ways

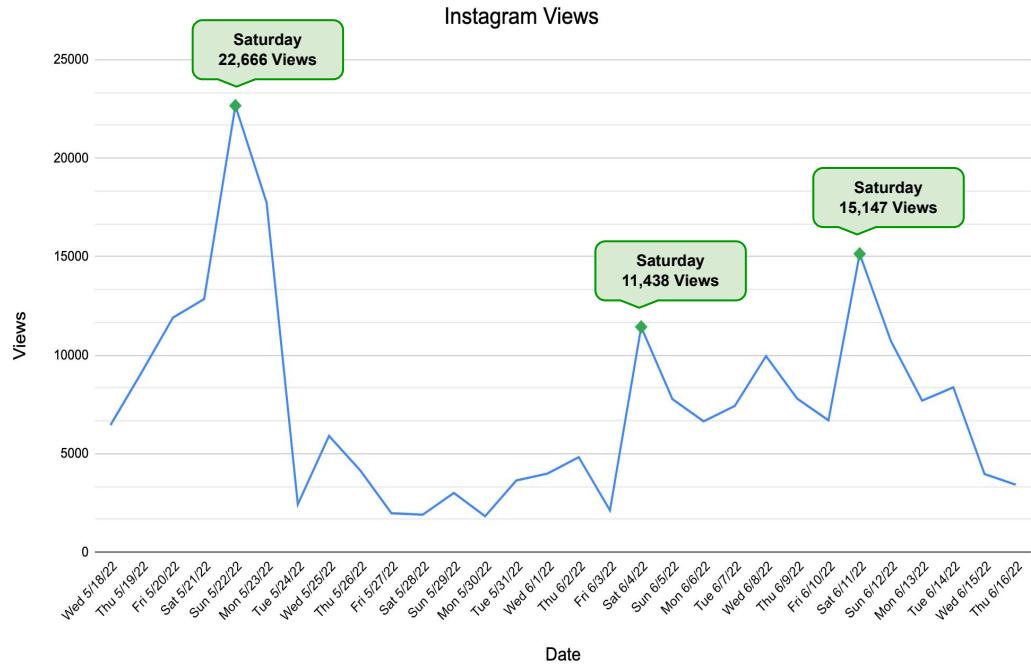
- Looking at Spikes
  - what caused the spike?
    - Sale
    - Event
- Bounce Rate
  - Why did they leave after only one page?
    - Which page were they looking at?
    - How can it be improved to engage users more?

Last 12 Months	Facebook
Date	Views
November	78
December	56
January	80
February	78
March	74
April	88
May	123
June	88
total	665



# Team 4 - Days Matter

- Peaks usually occur around weekends where Instagram posts get the most views
  - Events happening that day
  - People's availability on weekends to be active on social media



# Rise of Vintage

Second-hand clothes markets are a growing market with an estimated value between 30 and 40 billion dollars.

- Boom of second-hand platforms
  - Social and environmental measures
    - 2nd most polluting industry
    - Sustainability
- With COVID, we witnessed a standing increase of online shopping and it is extending to second-hand markets.



# Customer Satisfaction at Thrift Stores

Customer Satisfaction:

- Quality of store's customer service
- Prices
- Convenience (location)
- Uniqueness of products



Photo credit: Applauz

# Digitalization

46% of search on Google include local intent.

28% of users purchased an item after local searches.

70% of users will visit a store because of what they have found online.

97% of users use search to find local businesses.



Ecommerce sales are projected to hit over \$5.4 trillion by the end of this year!

# Streetsofvintage Website

## Layout:

- Format:
  - Add Heading, subheadings, bullet points
  - Lengthen Text:
    - 1,000- 2, 5000 words tends to experience higher user engagement
  - Update and/or add new information and stats to all sections
  - Fix broken links and images
  - Images/Videos can add further context and minimize whitespace
- Improve your linking structure
  - Add all socials
    - Instagram
    - Twitter
    - Yelp
    - TikTok



## Content:

- Focus on uniqueness of your store and the products you offer

# Capturing Audience Engagement

Driving traffic to website:

- Make your website mobile friendly
- Promote Content from other socials to your site
- Advertise website along with socials



# Keeping Audience Engagement

## #1. Your mailing list is your best asset, USE IT

- Targeted audience:
  - People have subscribed to this mailing list because they are interested in your store and what it has to offer.
- Communicate with clients/ future clients on offers, news, updates and other information.
- Build long term partnerships
- Reach more people in a cost effective way
- Increase brand recognition

## Surveys & Questionnaires

- Your customers' opinions matter. Release polls and surveys to help you find areas of improvements.
  - Offer incentives that can only be found online and redeemed in person.



Image found on [istock](#)

# Team 4 - Dive Deeper with Google Analytics

- GoDaddy provides very limited, surface-level website data
- Implement Google Analytics to website for more actionable insights



# Digital Marketing Toolbox

- Find My Audience
- Google Trends
- Grow My Store
- Market Finder

Tools to help find ways to grow your website and business!

Your Digital Marketing Toolbox

These tools are designed to help you improve your brand's marketing and web performance, dig deeper into research and analysis, and give your customers a better digital experience.

**Find My Audience**  
Go beyond demographics to find who matters most to your business.



[Open](#)

**Google Trends**  
Gauge consumer search behavior with real-time search trends.



[Open](#)

**Grow My Store**  
Assess your retail website's customer experience—and improve it.



[Open](#)

**Market Finder**  
Get data and insights to identify your next global markets.



[Open](#)

# Beautiful, Complete, Impactful

- About us & Resources page is empty
- Logo on the navigation bar
- Higher resolution image on the front page
- More intuitive UI (to scroll through pictures for example; even maybe make them auto scroll)
- On home/about us, “Streets of Vintage” should be very apparent
  - Logo should be included
- Color Scheme should be chosen to make more modern and captivating



# Mission/Purpose Clarity (Home page)

## Incorporate more info about

- Why a Flea Market?
- How its eco friendly/sustainability?
- How selection is better? (to justify higher prices)
  - What items are being sold?
- Who you are?
  - Meet the Owners and inspiration



# Events and Featured Vendors Page

- List of Events (instead a drop-down menu)
  - Include pictures and/or dates
- List of Featured Vendors
  - Maybe include there handles/websites

# Storefront

## Include Store Information

- Address
- Phone Number
- Updated Store Hours

## Social Media

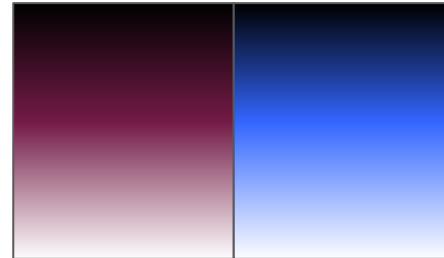
- All active socials for the store should be included to connect if customers have questions
  - Instagram & Facebook

## Visuals

- Better Pictures for the Store front
- Video should be at the middle or near top of page gives a great feel for the store, should not be at the bottom of page

*Streets of Vintage*

URBAN CLOTHING & ACCESSORIES



# Contact Us

## Mailing List

- Join mailing list for an exclusive discount for and information on the flea market events
  - Mailing list could be included in each tab not it's separate one; this allows users to look through the page and if interested submit their email at the end of any page



## Missing Connections

- GoDaddy indicates how many customers have never received an email despite signing up for mailing list





## Incentivizing the Scan

- Helps capture a potential audience
- Capture first-party data
- Convert Flea Market clientele into Streets of Vintage clientele
  - Incentivize customers to visit the store with a promotional discount once they sign up for the newsletter

