

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

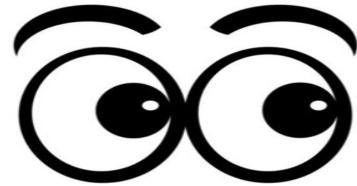


September 14, 2019 - October 13, 2022



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

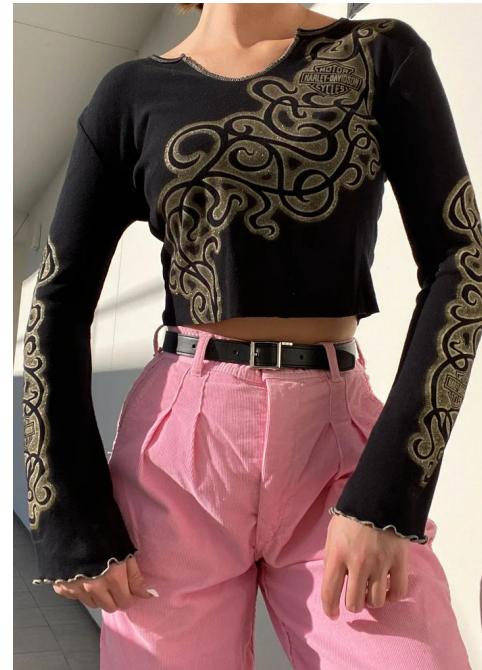
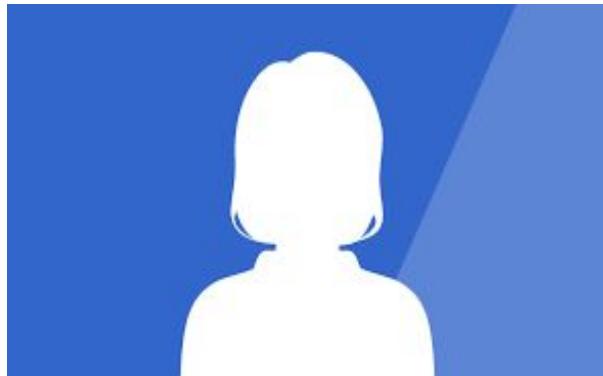
25-54
age

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.



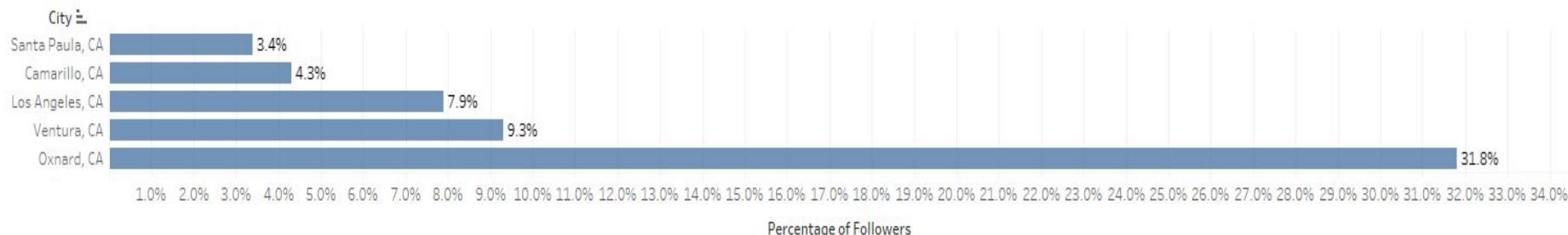
Instagram Reach & Engagement

- 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

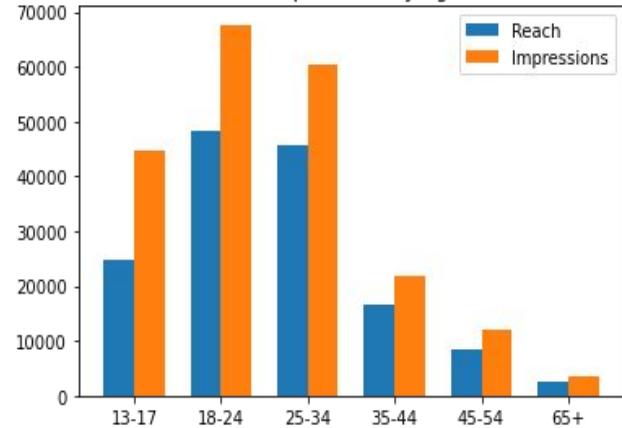
72% of spending
within female audience



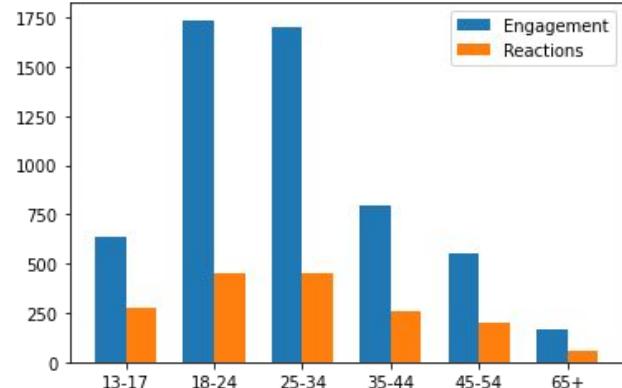
13-17
highest view
frequency across
age groups and
gender

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

Ad Reach & Impressions by Age (Female)

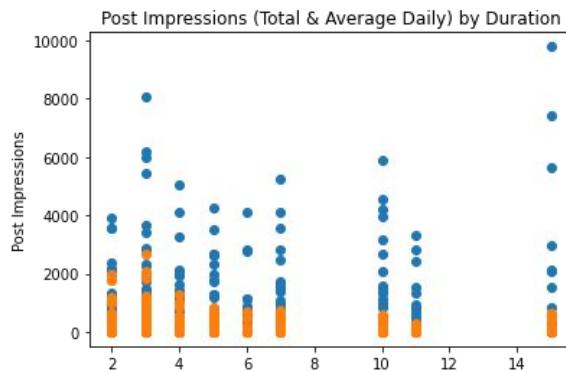
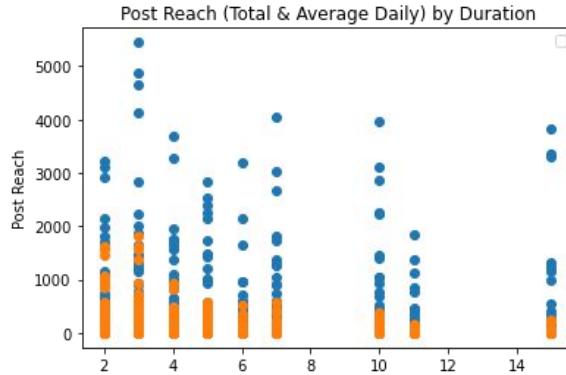


Ad Engagement & Reactions by Age (Female)



Ad Campaign Durations

Efficacy of Ads by Duration



2-3 days

Highest reach and engagement

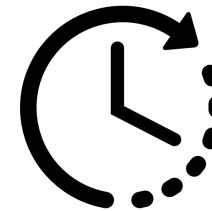
32% of impressions
within first 3 days (53% w/in 5)

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

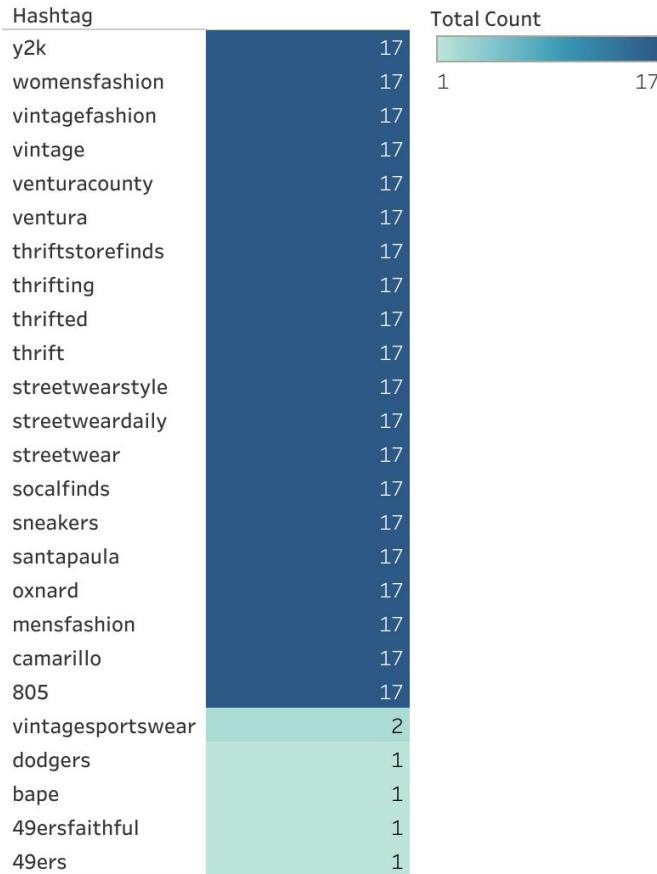
15% lower CPC

on 2-3 day ads

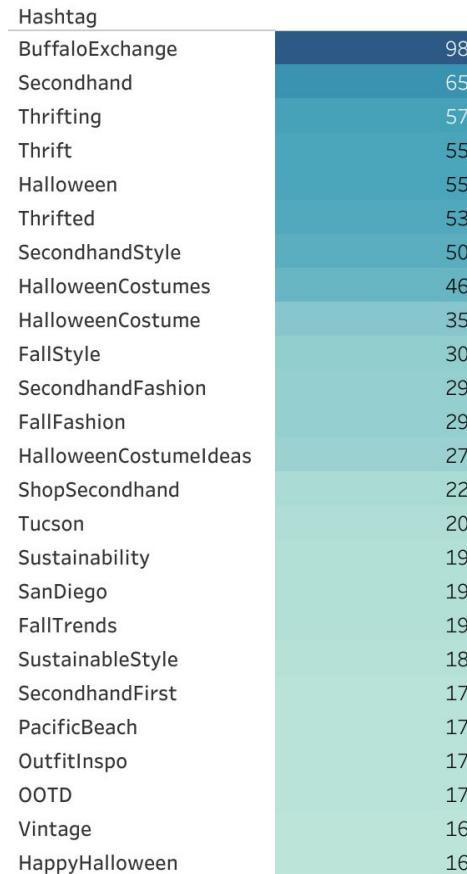
#Hashtag Analysis: Streets of Vintage vs Buffalo Exchange



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

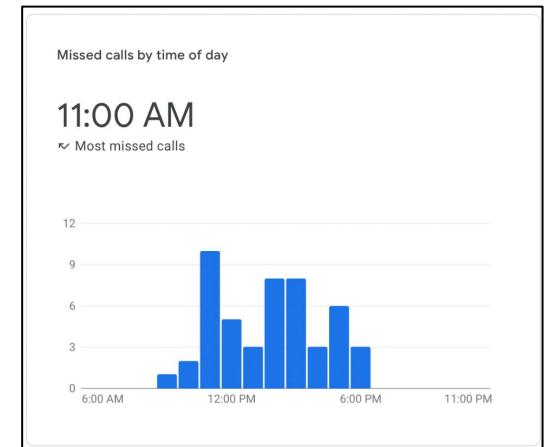
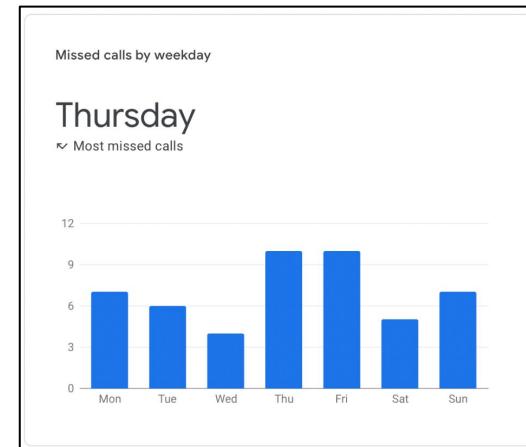
498

Website clicks made from your Business Profile



Website currently leads to expired domain
(www.streetsofvintage.com).

- 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

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

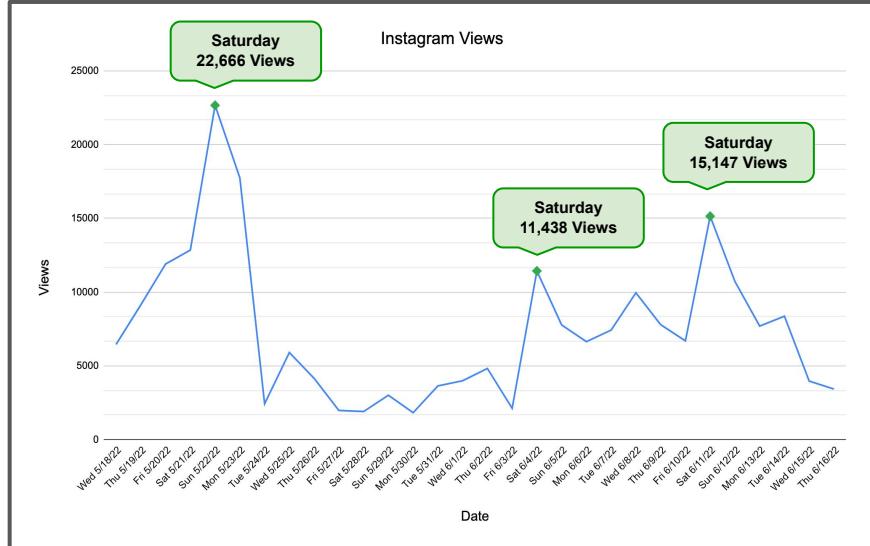
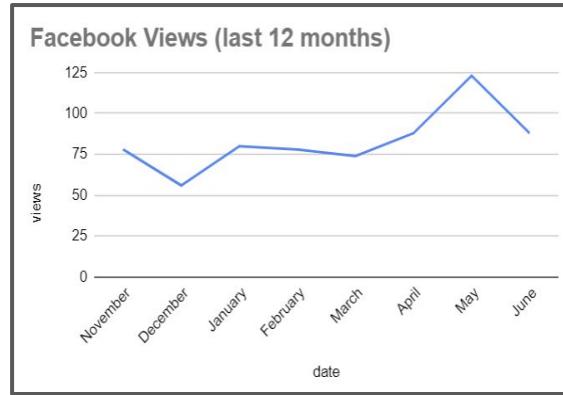


Insights With Data Days Matter

- 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



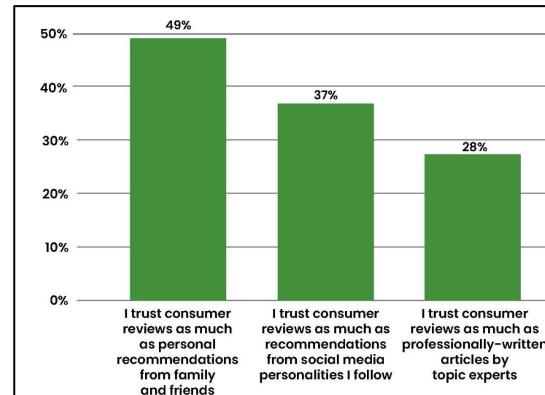
89% of consumers are 'highly' or 'fairly' likely to use a business that responds to all of its online reviews.



67% will consider leaving a review for a positive experience, while 40% will consider leaving a review for a negative experience.

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>



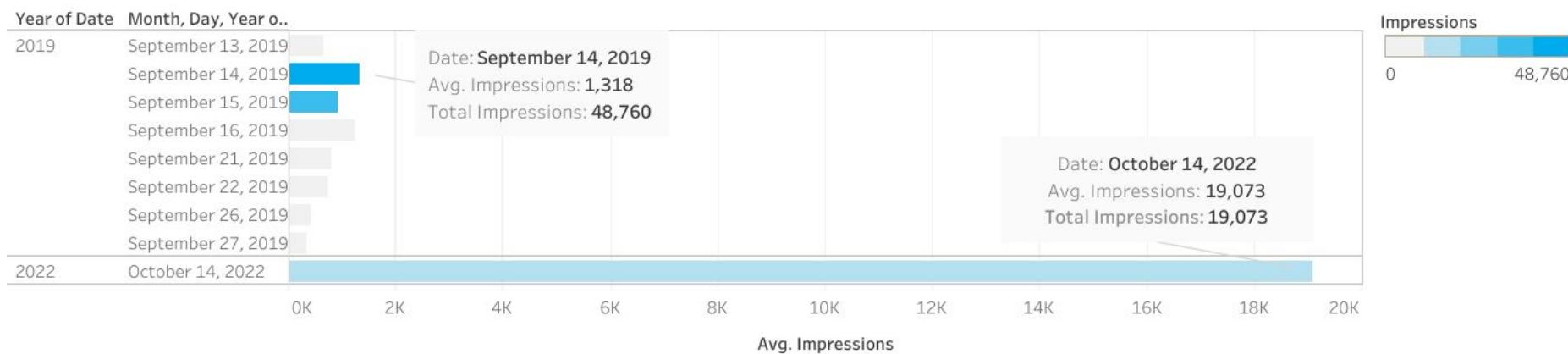
Data Acquisition - Team 1

- 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

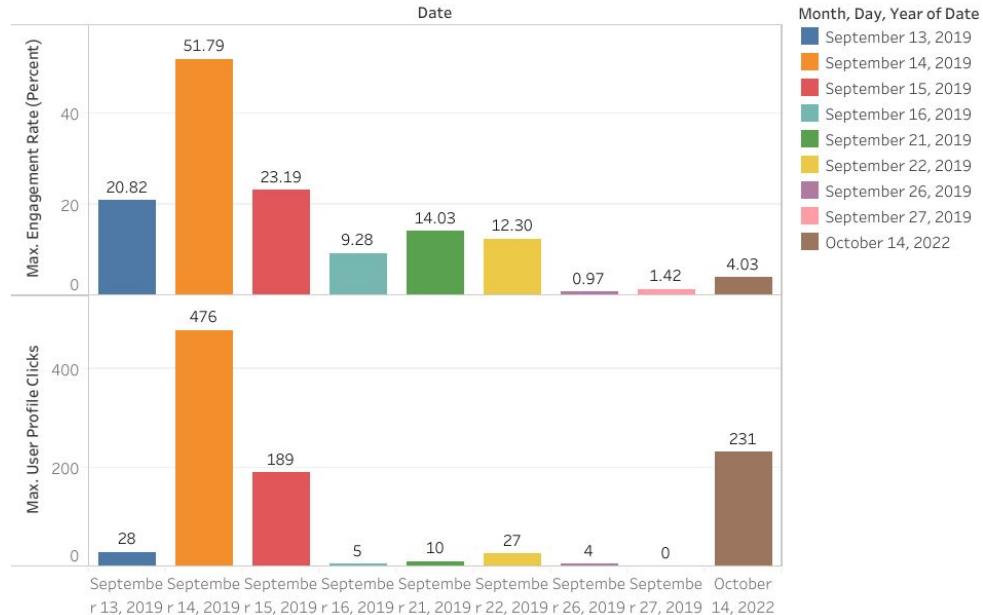


Average of Impressions for each Date (MDY) broken down by Date Year. Data acquired through @stofvintage Tweet Analytics, accessed November 2022.
Legend shows sum of impressions of all tweets made on the date, increasing color intensity as value increases.



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.

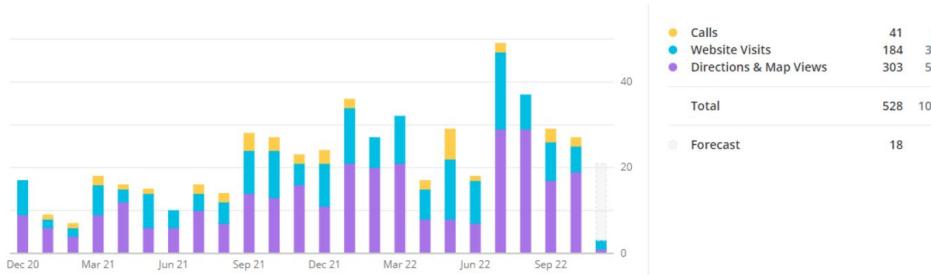


Team 1 - Recommendations for Twitter

- 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)**

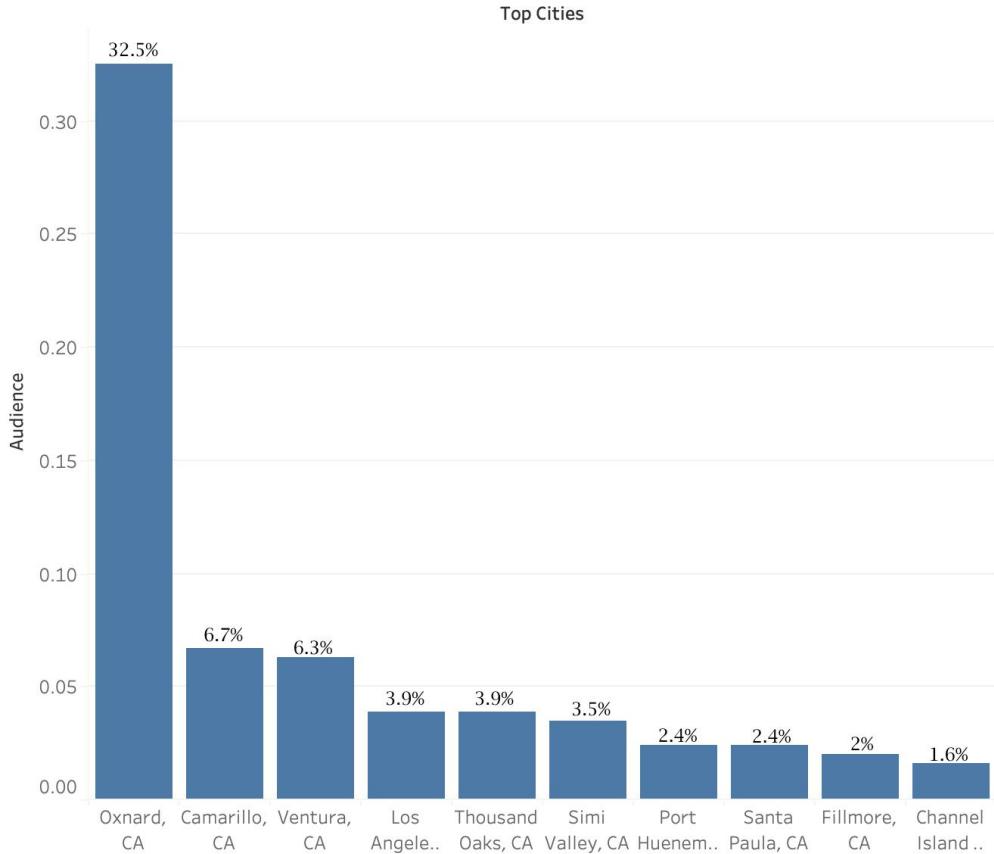


Appendix 4 - Yelp Recommendations

- 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

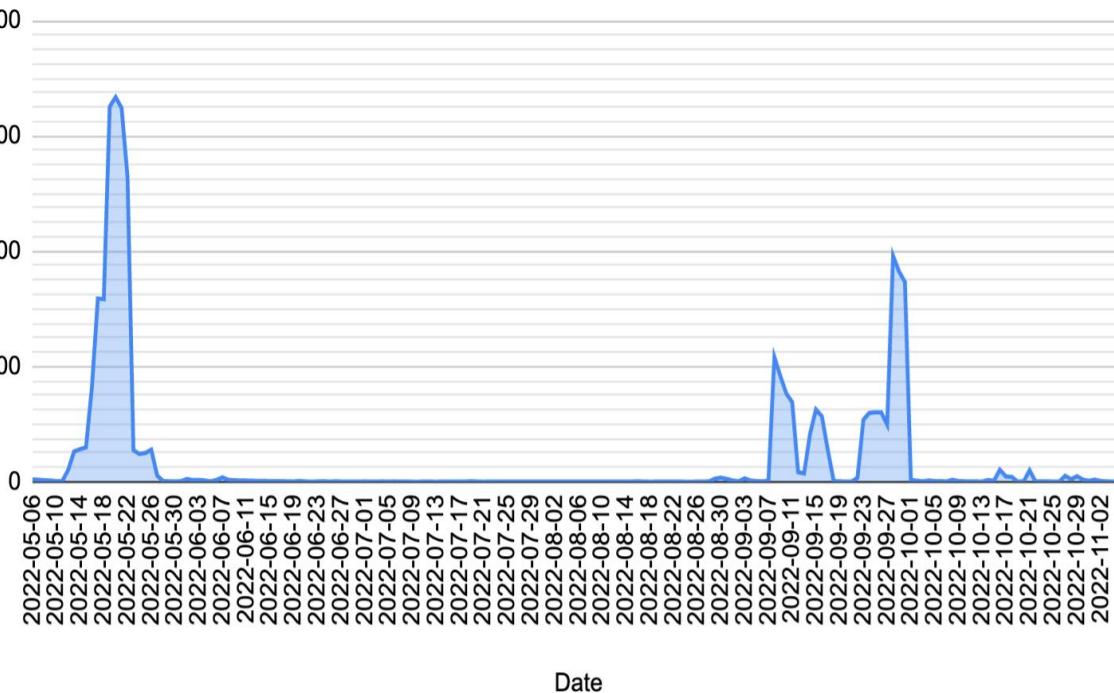


- The city with the highest audience interaction is Oxnard, CA.
- Camarillo, CA only has 6.7% audience interaction and is a nearby city from Oxnard
- Focus on targeting nearby cities such as Camarillo and Ventura.



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.

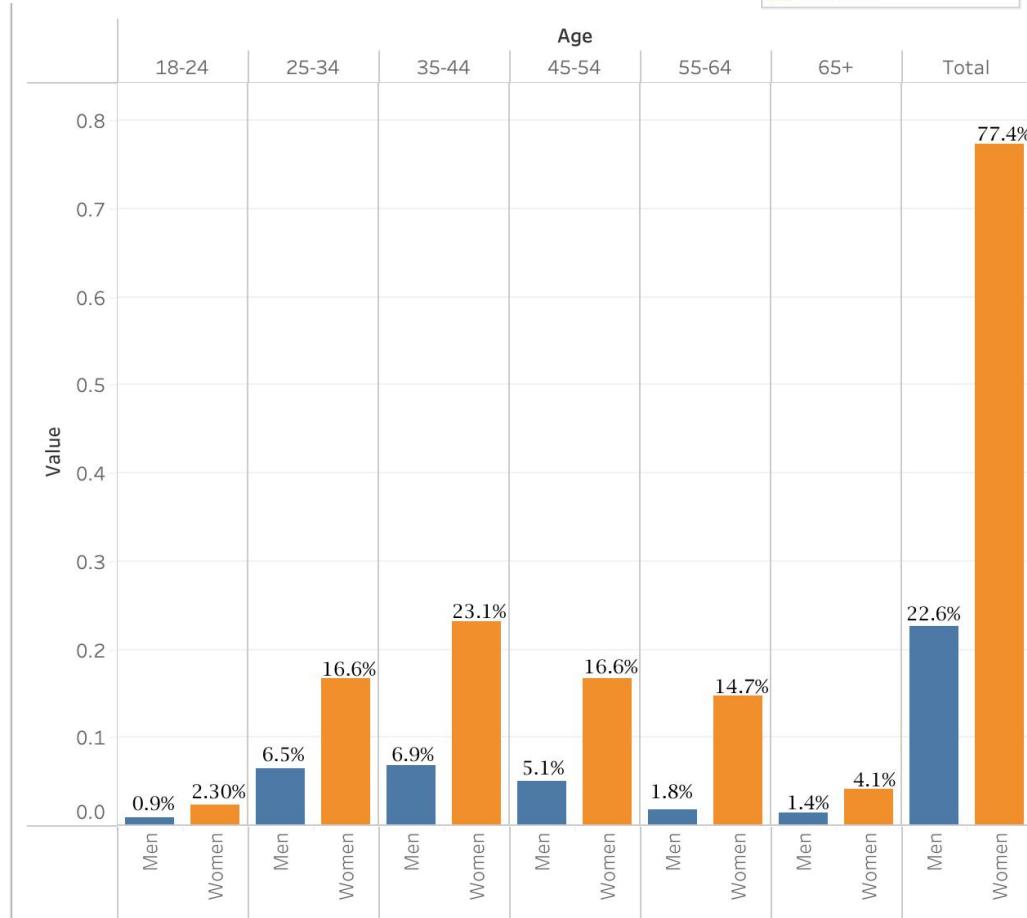


Appendix 3 - Facebook Demographics

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.



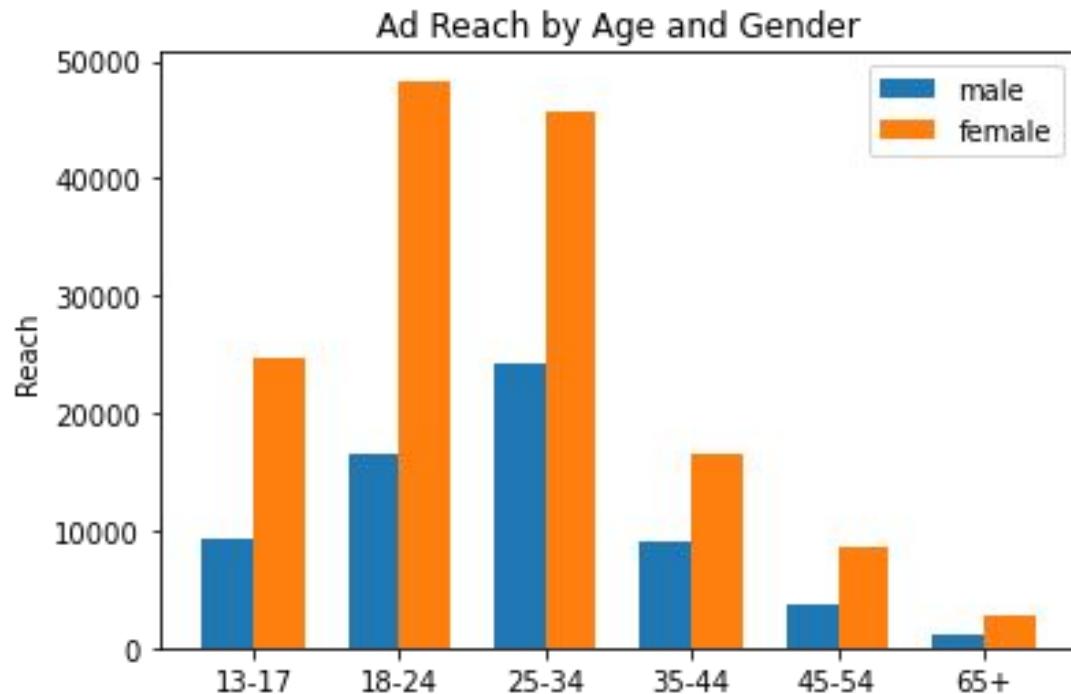
Team 2



Team 2 - Ad Reach by Age and Gender

Age/Gender Analysis

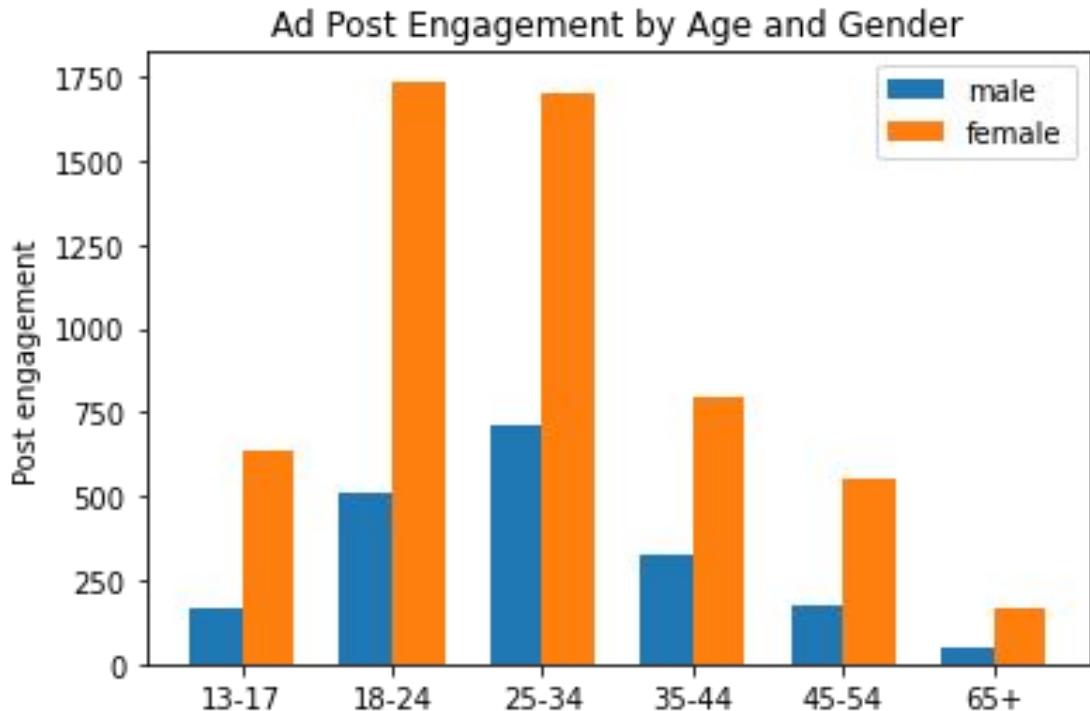
- Highest reach among 18-24 female and 25-34 female
- Highest in female reach as above
- Highest in male reach 18-24 and 25-34



Ad Post Engagement by Age and Gender

Age/Gender Analysis

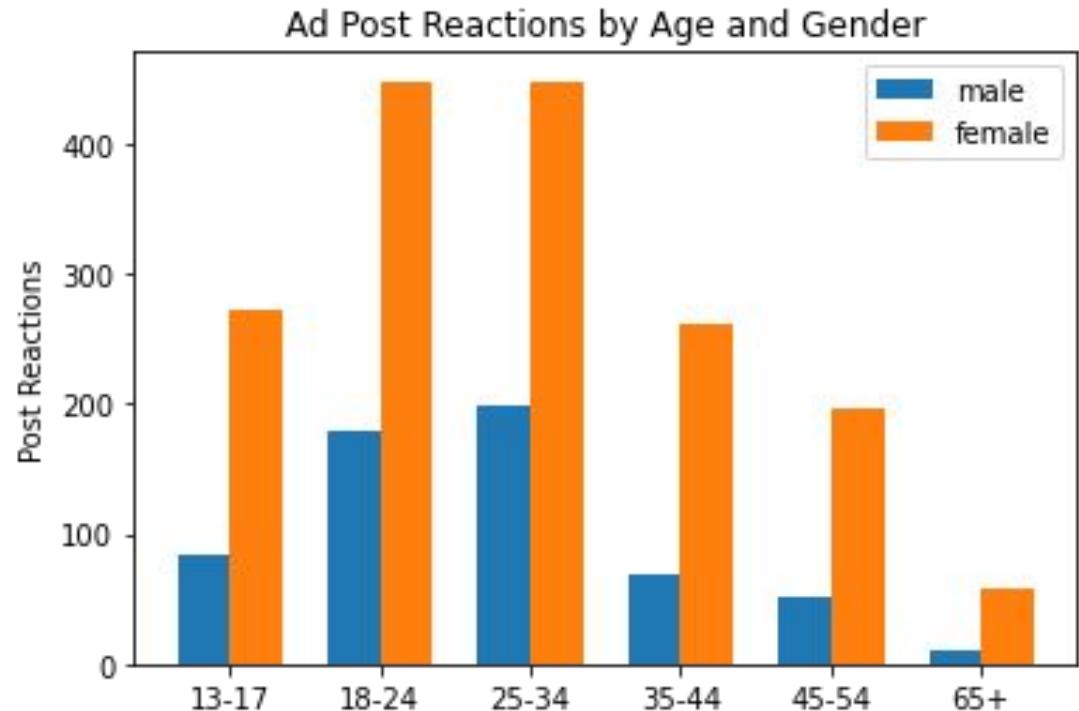
- Engagement levels similar to reach
- Engagement among 18-24 and 25-34 female similar



Ad Post Reactions by Age and Gender

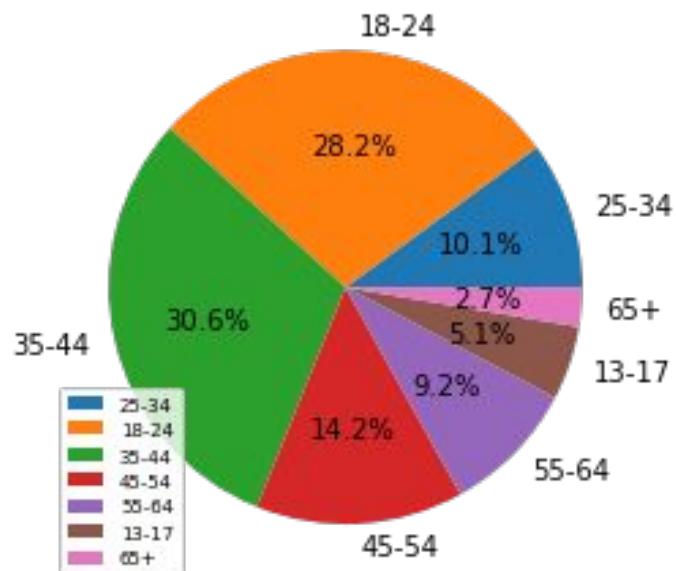
Age/Gender Analysis

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

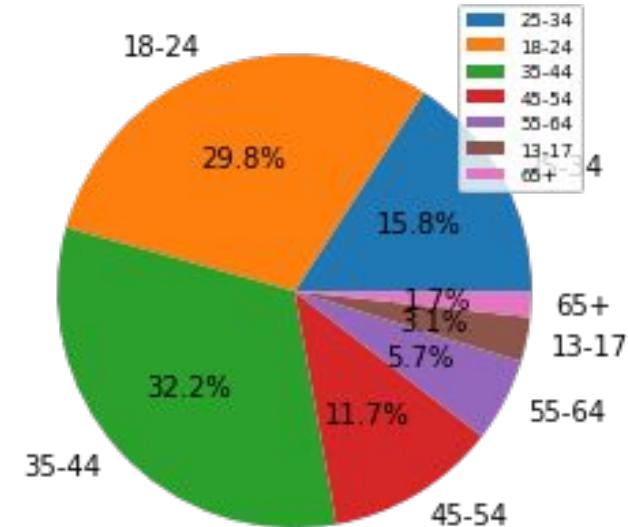


Instagram Engagement and Reach by Age

Instagram Campaign Engagement by Age Group

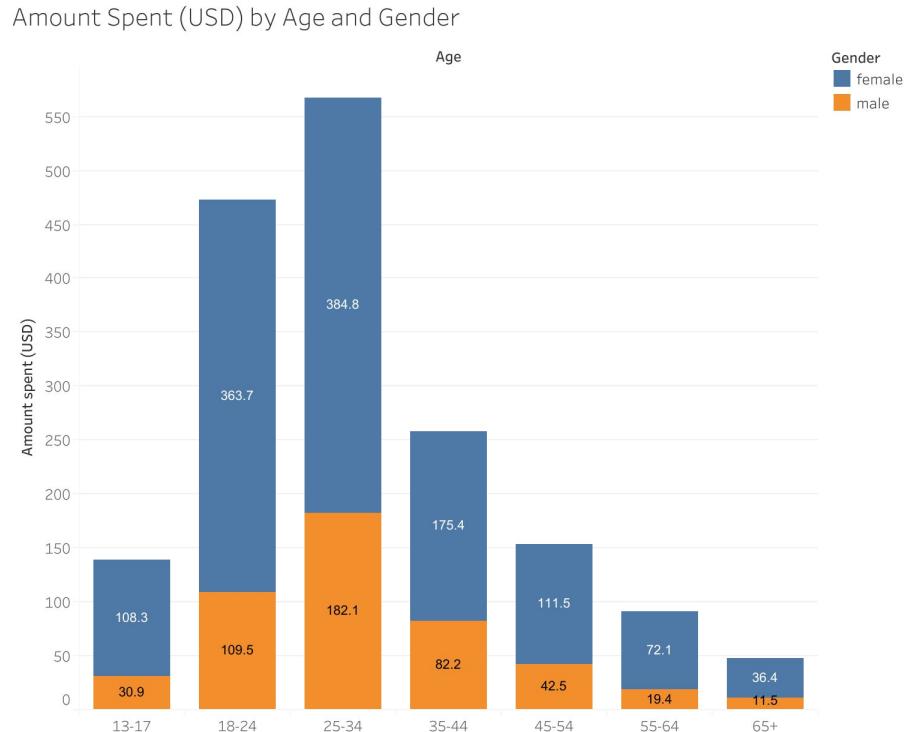


Instagram Campaign Reach by Age Group



Amount spent by Age and Gender

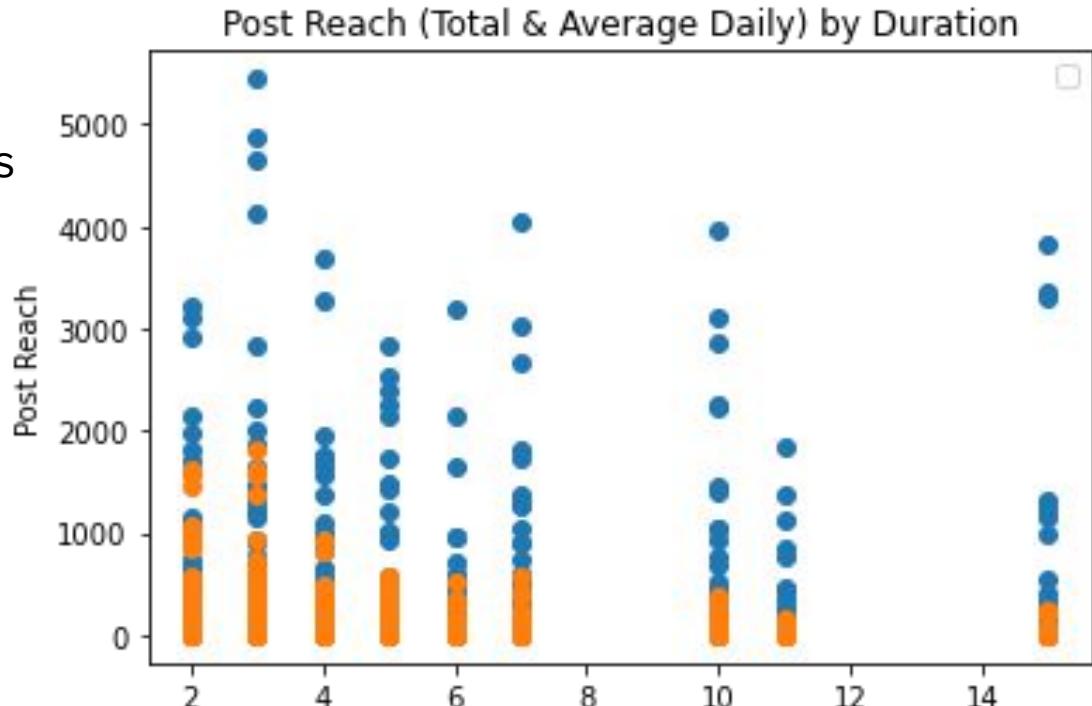
- \$1,730.33 spent on Instagram Ads between 02/01/2021 and 10/15/2022
- \$1,252.25 spent on ads targeting females across all age group - approximately 72% of total ad spending
- Only \$478.08 spent on ads targeting males- approximately 28% of total ad spending



Past Ad Campaigns Analysis #1

Reach by Ad Duration

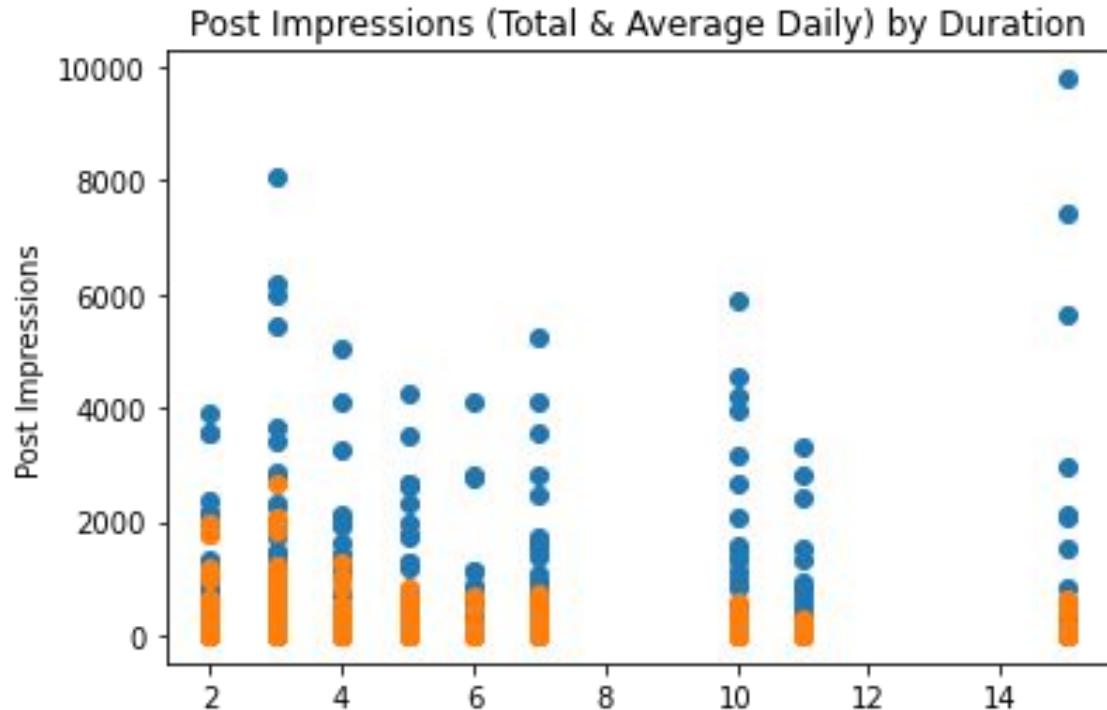
- No ads longer than 15 days
- No ads shorter than 1 day
- 2 day ads had highest
- “Reach per day” highest on 2 day ads followed by 1 day ads
- Reach per day decreases after 2 days



Past Ad Campaigns Analysis #1

Impressions by Duration

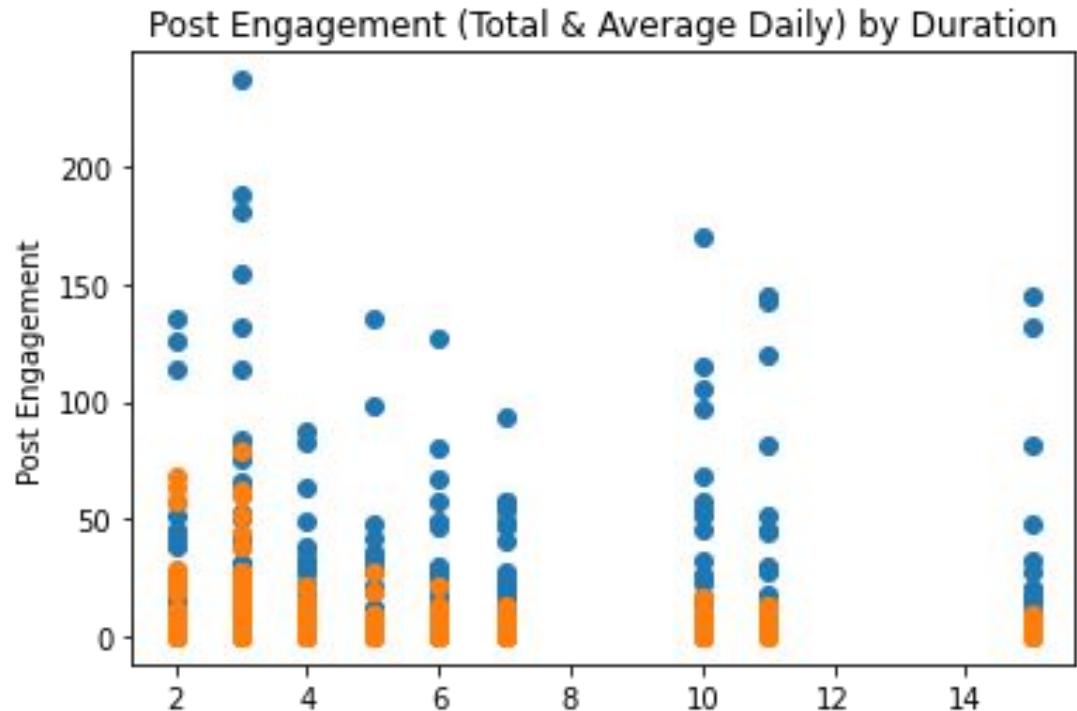
- Posts between 1-3 days receive most impressions
- 2 day posts had highest “Impressions per day”



Past Ad Campaigns Analysis #1

Engagement by Duration

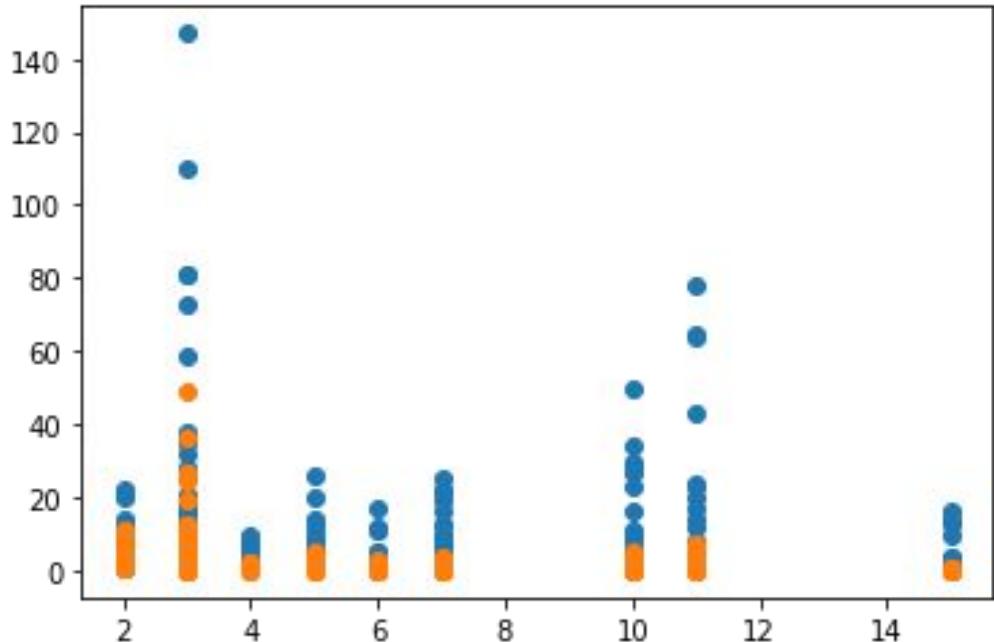
- 2-3 day posts receive similar per day
- Daily engagement falls off sharply after 3 days



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

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

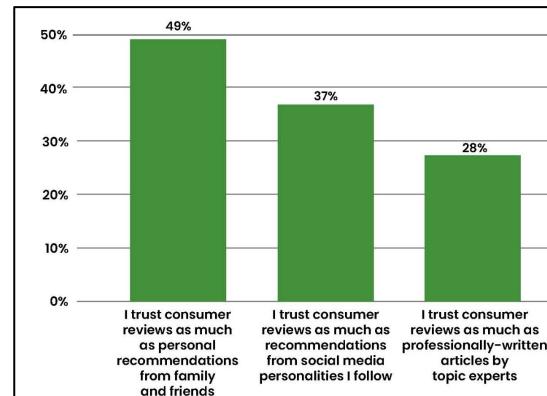
3

Communicate with customers by answering comments and messages



5

Be Consistent with Discounts



Team 3: Resources

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<https://www.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



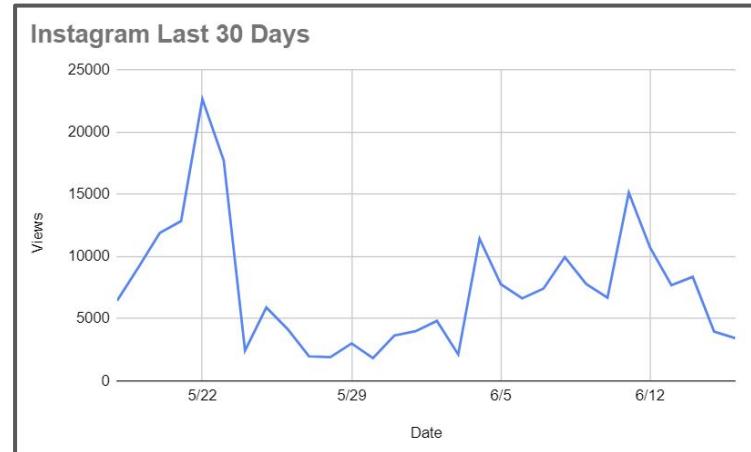
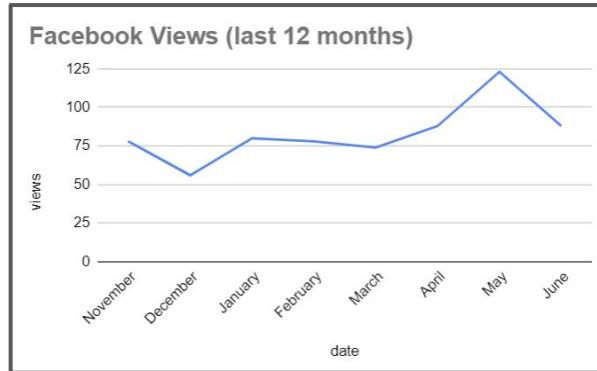
Recent data from facebook/instagram is missing
Needs to be reconnected!

Team 4 - Insights With Data

Website data can be used in many useful ways

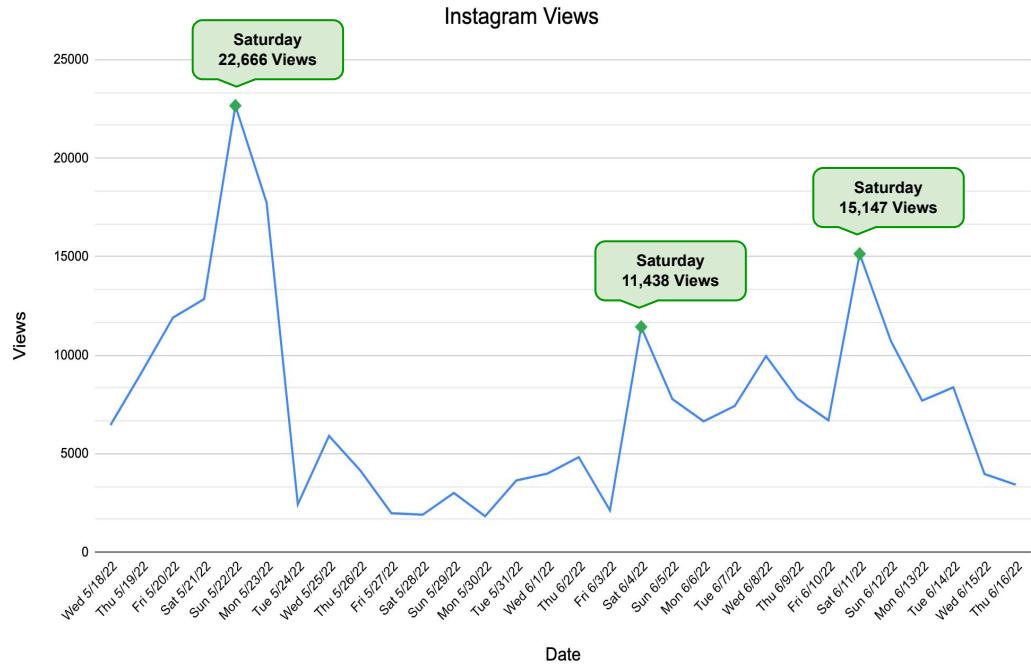
- Looking at Spikes
 - what caused the spike?
 - Sale
 - Event
- Bounce Rate
 - Why did they leave after only one page?
 - Which page were they looking at?
 - How can it be improved to engage users more?

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

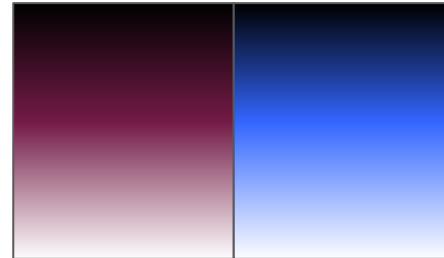
- All active socials for the store should be included to connect if customers have questions
 - Instagram & Facebook

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

