

# Spec: JUUL Influencer eComm Shop Experience

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Notes on Influencer Experience: [https://docs.google.com/a/juul.com/document/d/1F-W1w3\\_ioysNh4bJKaZkUFowqjddruxUB1z5gDKVyAk/edit?usp=sharing](https://docs.google.com/a/juul.com/document/d/1F-W1w3_ioysNh4bJKaZkUFowqjddruxUB1z5gDKVyAk/edit?usp=sharing)

Notes on Influencer Base:

<https://docs.google.com/a/juul.com/document/d/1nciFyeK6A00Z9mthVJfuCUxJFsVQkhxTegB896uuo8Q/edit?usp=sharing>

Notes on Celebrity Photographs:

[https://docs.google.com/a/juul.com/spreadsheets/d/1pvtu6Sk\\_7fD9EdAOCnhqre4zDL4c4LDxGA8uNEUdcns/edit?usp=sharing](https://docs.google.com/a/juul.com/spreadsheets/d/1pvtu6Sk_7fD9EdAOCnhqre4zDL4c4LDxGA8uNEUdcns/edit?usp=sharing)

## Context

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We legally cannot offer free product for our influencer marketing purposes, but are able to discount product to \$1 (plus tax) per item. Legal and Compliance now require that these purchases be made exclusively through JUUL.com. However, the current online shop experience limits how we offer discounts (i.e. only through coupon codes) and doesn't offer a way in which influencers are able to purchase new JUUL items (colored devices, limited edition flavors, branded gear, etc.), features (engraving, etc.), and have a more streamlined experience from what our regular online customer has.

An example of the influencers who are currently interested in JUUL without active recruitment (estimate to be 10x when we are set up):

1. **18 Celebrities**, which have a collective reach of:
  - Social media reach of **207,477,200**
  - Media value reach of **531,040,000** (based on press coverage of Celebrity photographs with JUUL)
2. **90 Content Creators**, which have a collective reach of:
  - Social media reach of **2,190,397**
  - Content creation value of **\$63,000\*** (\*very conservative estimate - based on \$700 average content creation fees)
3. **28,650 Word-Of-Mouth advocates**, which have a collective reach of:
  - Social media reach of **9,617,00**
  - Referral power reach of **286,500** new users (based on 20% of surveyed users who report they tell 10 or more people about JUUL)

On Juul.com, there is a coupon code field visible during checkout where influencers can input codes provided by Brand for SKUs currently available. As of today, we use Magento to populate \$1 (plus tax) coupon codes for Starter Kits and JUULpod packs. We don't have a way to direct influencers to purchase special features, like engravings, or new product, like Limited Edition flavors and device colors (i.e. Teal, which is suppose to be exclusively for influencers). Therefore, with Legal and Compliance requiring that we stop all offline purchases and direct-to-influencer shipments from DCL, our hands are tied with leveraging influencers for organic promotion, content creation, and online press shares on new product that is essential to drive positive brand sentiment and awareness.

Additionally, JUUL brand is extremely limited on places we are legally allowed and approved to advertise (i.e. avoiding all social media ads, Google AdWords, etc.) and even limited in legally-approved places that we still have internal hesitations about (i.e. radio spots, etc). These limitations on the marketing avenues we're able to activate make press coverage extremely hard (and expensive) to come by. That's where our influencers come into play, as it's a completely viable way to spread the word of JUUL to other adult smokers, resulting in huge savings (i.e. most is earned media) and continual brand awareness (i.e. coverage of new products, referral power, etc.).

## Problem

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1. **Current online shop is very limited in capabilities and doesn't provide the best experience** which creates a roadblock when we have new product, features, or experiences we want Influencers to try before it's available for regular customers.
2. **Coupon Codes can't be the end-all-be-all process** for offering discounts as it's easily manipulated (i.e. someone else redeems the code than our intended influencer), extremely limited, and doesn't cover all of the use cases we need to nurture JUUL influencers.
3. **User experience is not taking into account all use cases to activate Celebrity influencers** in that we don't offer subscriptions for multiple address under one account, increased limits on product maximums per month to accommodate multiple addresses, expedited Age Verification process for those known public figures who are over the age of 21, ability to tag accounts for Tier 1 (SF) CS support.
4. **Not scalable** with current process and very tedious to both us to create the codes and the influencer to use them for separate orders.
5. **Influencer relationships must be outsourced and are extremely expensive.** We can't build relationships with the actual influencers until we are setup to work with them, so we are forced to spend tremendous amounts of money in addition to not having a long-term real return through our relationships.

## Goals

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1. **Create account level upgrades/features** where we will be able to upgrade online customer accounts to have exclusive sections/pages/content and offer personalized discounts that automatically apply without using coupon codes.
2. **Create a VIP Portal** that will cover our separate Influencer use case (Celebrities), offering premium convenience and new product drops.

## Out of Scope

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1. **Robust Content Ecosystem** - this includes creating separate email marketing drips for these accounts.

## People and Roles

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1. Jessica Edmondson (Brand) - Lead on Influencer Experience
2. Kate Morgan (Brand) -
3. Itai Turbahn (Product) -
4. Elan Levin (Referrals) -
5. Kelly Long (Membership Rewards & Loyalty) -
6. Mark Jones (Legal) -
7. Annie Kennedy (Compliance) -
8. XXX (Engineering) -
9. XXX (Design) -
10. XXX (Customer Success) - team to handle support of new features built

## Use Cases

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1. As a Content Creator influencer, I want to:
  - Be able to get JUUL discounts on current products
  - Have access to new JUUL product before launch to create new and unique content for JUUL
  - Feel like I have the insider connection and knowledge to create brand affinity and encourage WOM / sharing of JUUL products
2. As a Word-of-Mouth influencer, I want to:

- Be able to get rewarded for being a loyal customer and occasional hook-up on current products
  - Be able to get new JUUL product before regular people for bragging rights and to continue to be able to share with my friend group on the latest and greatest
  - Be able to refer my clients (coming from a publicist, agency, studio, etc)
  - Get tools to share info about JUUL
3. As a Celebrity, I want to:
- Not have to deal with “undesirable” establishments in order to get my pod refills (i.e. Leo’s camp said they often drive around LA looking for Mango pods in various specialty shops when Leo is out)
  - Not have to call + visit multiple shops looking for a particular product (ie limited edition product like mango or cool cucumber) which is impossible to find
  - Get JUUL by tomorrow, hassle free
  - Have JUUL available in all of my destinations while I travel and on a continual basis (i.e. different homes, studios where I’m recording or filming, etc)
  - Be able to get new JUUL product before anyone else
4. As the Influencer Marketing Manager, I want to:
- Be able to offer (both one-off and recurring) product discounts at anytime
  - Be able to offer exclusive features, like engravings, and new products, like Limited Edition flavors and Limited Edition device colors (i.e. Teal, which is suppose to be exclusively for influencers).
  - Be able to offer tools for referrals, especially for the Word-Of-Mouth influencers
  - Provide a White Glove Service to the top 1%, which will offer a completely exclusive shopping experience, ensuring they get the very best JUUL user experience.

## Assumptions

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1. These influencers are all age 30 or above and have been approved to take part in our marketing initiatives by Brand, Legal, and Compliance.
2. Both Content Creators and Word-Of-Mouth Influencers will already have a JUUL.com account and can verify their account email, if necessary, for us to then flag their accounts for new features.
3. The number of Influencers who will be able to purchase Limited Edition flavors will be very limited (we will know the majority of users before launch but also will need to factor in requests as they come in).
4. Once the Celebrity shop is built, Brand will handle all communication for invites and account changes with the affected users (we are working on VIP Black Cards -- see Future Work below).
5. Brand will provide the physical coupon cards in the short-term for Word-Of-Mouth referrals until FriendBuy is implemented.

# Proposal

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## Content Creators Shop

This basic Content Creators Shop Experience will have **account level changes** from what the current JUUL.com shop experience is until we can create a robust shop (i.e. like the VIP Shop).

### JUUL.com Account Level Changes:

- Ability for Admin to make custom changes on the Account Dashboard level (i.e. different banners, copy, ability to list social media profiles and latest projects, add new products, like Limited Edition device colors and flavors, etc).
- Additional Section via "My Account" view
  - Influencer Resources
    - Includes templated banner + copy + Download link to get the PDF of our Influencer Guide
- \$1 (plus tax) for a finite number of SKUs (devices and JUULpod packs)
  - via "credits" in account
  - Includes custom message to alert them of the available discount / "credits"
  - Admin is able to apply discounts on customer level view
- Will have access to purchase Limited Edition flavors, once available, via shop
  - i.e. guarantees a reservation of at least 1 Limited Edition pack to purchase via shop once it's ready for mass distribution (i.e. Cool Cucumber)
- Will have access to purchase Limited Edition device colors, once available

## Word-Of-Mouth Shop

This basic Word-Of-Mouth Shop Experience will have **account level changes** from what the current JUUL.com shop experience is until we can create a robust shop (i.e. VIP Shop).

### JUUL.com Account Level Changes:

- Everything the Content Creators Shop experience offers, PLUS:
  - Additional Section for "How to Refer Others"
    - Includes templated banner + copy on how there will be an option during checkout to add referral cards to their order (for free)
  - Checkout Add Option:
    - Add Referral cards to your order (for free; max limit)
      - This will alert DCL to include physical coupon cards in their shipment

## Celebrity Shop

This Celebrity Shop Experience will have the **most robust account level changes** that offers a completely exclusive shopping experience from what the current JUUL.com shop experience is and will focus on premium convenience + new product.

### JUUL.com Account Level Changes (most robust):

- Exclusive Portal for Account Login:
  - Unique URL
  - Account Login: Welcome
  - Account Password: Passwords can be variable printed so only 1 password per account and no chance of leaks
    - Admin needs to be able to view account at any time. See below - Account Information
    - They would arrive at the URL and enter password and it would unlock the portal.
    - We would only invite 30-50 (Leo, Marc Jacobs, Naomi Campbell, etc) of celebrities to sign-up through this portal
      - Number depends on how viral this exclusive shopping experience goes and how aggressive we want to be on proactive outreach to adult celeb smokers.
- Account Information:
  - Admin view needs to be able to create a Hierarchy to cater to Executive Assistants ordering on behalf of celebrities (i.e. Jessica will be able to create account login, pre-fill an account based on identifying the Exec Ass of a celebrity, and then invite them to fill out the remainder of the account - Child View info):
    - Parent View - i.e. Leo Camp
    - Child View - Christopher Young, Exec Ass
    - Option to add / change this child view without deleting the account or having the account be blocked/on-hold/flagged
  - The Parent View is able to have multiple names and addresses under the same account (i.e. NY address for "Lorie Mekulovic, CA address for "Christopher Young" -- both of these are under the "Leo Camp" Parent View)
  - Store payment information for each Child View (i.e. Christopher Young is able to have his CC information stored, along with Amber Woodward (the other Exec Ass). During checkout, the user has the ability to select which payment info and suggest the most recent one used (i.e. Much like Amazon does with setting up Payment Methods and an Address Book).
  - Age Verification - if not immediately accepted based on current AV process, account will be automatically flagged to Compliance team to help troubleshoot for premium level of AV support.
- Increased limits on product caps per month
  - 32 JUULpod 4-packs per month (that's 4 cases, 2 per location)

- 8 JUUL devices per month (4 devices per 2 per location)
  - Admin view needs to be able to increase these limits even further on a case-by-case basis for individual accounts

#### Shop Will Offer:

- \$1 for each SKU (plus tax)
- Pre-Order Option:
  - Pre-Order to receive newest Flavor & Device Color first
- First Availability Option:
  - In addition to pre-order option, this shop will have the Flavor & Device Color SKUs listed FIRST once we have shipments (before mass distribution)
  - JUUL charger and other unique accessories
- Unique Influencer Gear
  - Custom branded JUUL apparel for purchase (ie Marc Jacobs JUUL branded smoking jacket)
- Option for Overnight Shipping on All Orders (they pay for this)
  - If ordered at a certain time -- include banner that notes the window and time cutoff for overnighting orders via DCL
- "Invite Only" Referral Section
  - Many of these celebs travel in groups (Leo + Tobey; Jeffrey + Westworld cast). Bake in the ability to give referrals for other camps to get the VIP Shop experience -- add a section that enables referrals by inserting the below information: (Jessica will follow-up on as leads)
    - Celebrity Name
    - Celebrity Assistant's Name
    - Celebrity Assistant's Phone Number
    - Celebrity Assistant's Email Address

## Testing

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Coming Soon (need eComm help spec'ing this out)

## Metrics and Reports

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I.E. How do we know if the shop experience eComm built is working or not?

Number of checkouts per month (i.e. should match up with how many people we invited; are they using it and finding this shop useful?)

Number of problems/tickets that arise and the context of those tickets CS fields in relation to the added features of the shop experiences.

## Future Work

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Specific content based on Influencer wants (including drip emails).

VIP Black cards for Celebrity invites to access VIP Shop portal.

Separate Influencer delivery boxes to fulfill orders from this shop experience.

