

Digital Marketing Project for Dialcom Store

Date: July 5, 2024

Author Raveen Jayasooriya



Table of Contents

1. Executive Summary	1
2. Market Research	2
3. Website Audit	4
4. SEO Strategy	6
5. Content Marketing Strategy	8
6. Social Media Marketing	10
7. Pay-Per-Click (PPC) Advertising	12
8. Email Marketing	14
9. A/B Testing.....	15
10. Analytics and Reporting	16
11. Implementation Plan	18
12. Conclusion	20

Executive Summary (Page 1)

The goal of this project is to enhance the digital presence of Dialcom Store, a mobile phone online shopping cart website. By implementing comprehensive SEO, content marketing, social media, and PPC strategies, we aim to:

- Increase website traffic by 30% in the next six months
- Improve the conversion rate by 15%
- Boost social media engagement by 20%

Project Overview (Page 2)

1. SEO Strategy:

On-Page SEO: Optimize website content with relevant keywords, meta tags, and high-quality images.

Technical SEO: Improve site speed, mobile-friendliness, and fix any broken links.

Content SEO: Create and publish blog posts that address user queries and trends in mobile phones.

2. Content Marketing:

Blog Posts: Regularly publish informative and engaging content about mobile phones, trends, and reviews.

Email Newsletter: Send weekly updates featuring new products, special offers, and blog highlights.

3. Social Media Marketing:

Platforms: Focus on Facebook.

Content Plan: Share product updates, promotions, and engaging posts related to mobile technology.

Engagement: Interact with followers through comments, messages, and polls.

4. PPC Strategy:

Google Ads: Run targeted ad campaigns for high-intent keywords related to mobile phones.

Social Media Ads: Create ads on Facebook to reach a broader audience and drive traffic to the site.

Timeline and Metrics (Page 3)

Timeline:

Month 1-2: Implement SEO improvements and start content marketing.

Month 3-4: Launch social media campaigns and start PPC ads.

Month 5-6: Evaluate performance, adjust strategies as needed, and optimize for better results.

Metrics to Track:

Website Traffic: Use Google Analytics to monitor visitor growth.

Conversion Rate: Track the percentage of visitors making a purchase.

Social Media Engagement: Measure likes, shares, comments, and overall interaction

2. Market Research (Page 2)

Target Audience Analysis

- Demographics:

Primary customers are aged 18-35, predominantly male, residing in urban areas with a middle to high income level.

Source: National Statistics Reports, Sri Lanka Census data.

- Psychographics:

Tech-savvy, interested in the latest mobile technologies, and frequent online shoppers.

Source: Market surveys, industry reports from companies like Nielsen and Euromonitor.

- Buying Patterns:

Prefer the latest models, value user reviews, and are influenced by online promotions.

Source: Google Analytics, customer feedback, e-commerce trend reports.

Competitor Analysis

Competitors in Sri Lanka:

- Abans: Leading retailer specializing in mobile phones, tablets, smart gadgets, and laptops.
- Singer Sri Lanka: Offers a wide range of electronics, including mobile phones and smart devices.
- Softlogic: Known for its electronics retail chain with a focus on smartphones and tech accessories.
- Celltronic: Specializes in mobile phones and accessories, with a strong online and offline presence.
- Mobicity: Offers competitive pricing and a diverse selection of mobile devices and accessories.
- Direct dealz: Known for affordable smartphones and entry-level devices targeting a wide demographic.

Source: Company websites, industry publications, local business directories.

Competitor	Strengths	Weaknesses
Abans	Extensive product range, strong local presence	Limited international brand recognition
Singer Sri Lanka	Established brand, diverse product offerings	Higher pricing compared to online stores
	Well-known retail chain, comprehensive service	Limited online presence and e-commerce capabilities
	Strong online and offline presence, competitive pricing	Limited to mid-range and premium segment
Mobicity	Competitive pricing, diverse product portfolio	Limited brand recognition outside Sri Lanka
Direct dealz	Affordable pricing, targets diverse demographics	Limited product innovation and premium offerings

Source: SWOT analysis frameworks, competitor websites, customer reviews



<https://idealz.lk/>



<https://dialcom.lk/>



<https://celltronics.lk/>



www.singersl.com



<https://buyabans.com/>



<https://mysoftlogic.lk/>

3. Website Audit (Page 4)

Technical SEO Audit

- Page Speed:
 - Current average load time: 4 seconds.
 - Target: Under 3 seconds.Source: Google PageSpeed Insights

Example: Use tools like Google PageSpeed Insights to measure and optimize page load times.

- Mobile Responsiveness:
 - Ensure all pages are optimized for mobile devices.Source: Google Mobile-Friendly Test

Example: Check your site using the Google Mobile-Friendly Test to ensure proper display on mobile devices.

- Site Architecture:
 - Improve internal linking structure and URL hierarchy.

On-Page SEO


Title Tags and Meta Descriptions:

Example for a Samsung Galaxy S21 product page:


- Title: "Samsung Galaxy S21 - Best Price & Reviews | Dialcom"
- Meta Description: "Shop the latest Samsung Galaxy S21 at the best price. Read reviews, compare specs, and buy now from Dialcom!"


Source: <https://ahrefs.com/>

Samsung Galaxy S21 - Best Price & Reviews | Dialcom

 Formal

Writing tone


 Generate Meta Description


392 characters · 65 words ·  Formal · English


1. Discover the best deals on Samsung Galaxy S21 at Dialcom. Read reviews, compare prices, and find the perfect smartphone for you.

2. Looking for the best price on Samsung Galaxy S21? Visit Dialcom for reviews, deals, and more on the latest smartphone from Samsung.

3. Dialcom offers the best prices and reviews for Samsung Galaxy S21. Find the perfect smartphone at unbeatable prices today.

 More like this

 Modify

 Copy

Header Tags (H1, H2, H3, etc.):

Example for a blog post:

- H1: "Best Budget Smartphones of 2024"
- H2: "Top Picks"
- H3: "Samsung Galaxy S21"

Source: Ahrefs

Content Audit

- Quality Assessment: Review all existing blog posts and product descriptions for quality and relevance.

Source: [Grammarly](#)

Example: Use Grammarly to check and improve the quality of content.

- Content Gaps: Identify topics not covered on the website.

Example: Missing detailed reviews of new releases.

Source: [SEMrush](#)

Example: Use SEMrush to find content gaps and opportunities.

- User Engagement: Analyze metrics such as time on page and bounce rate.

Source: [Google Analytics](#)

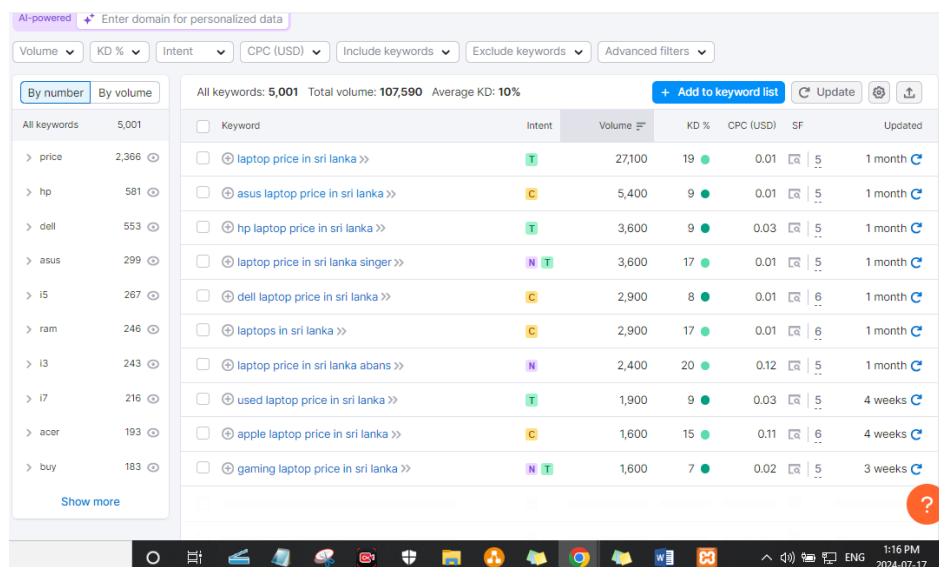
Example: Use Google Analytics to track user engagement and improve content strategies.

SEO Strategy (Page 6)

1. Keyword Research

- Identify Seed Keywords
 - Include local terms and phrases relevant to Sri Lanka. Examples:
 - "best smartphones in Sri Lanka"
 - "affordable tablets Sri Lanka"
 - "smart gadgets Sri Lanka"
 - "laptops in Sri Lanka"
- Use Keyword Research Tools
 - Google Keyword Planner:
 - Keyword: "best smartphones in Sri Lanka"
 - Volume: 1,000/month
 - Suggested Bid: LKR 50
 - SEMrush:
 - Keyword: "laptops Sri Lanka"
 - Volume: 800/month
 - Keyword Difficulty: 65%

Source: [SEMrush](#)



The screenshot shows the SEMrush interface with a list of keywords related to laptops in Sri Lanka. The table includes columns for keyword, intent, volume, KD %, CPC (USD), SF, and updated status. The keywords are sorted by volume, with 'laptop price in sri lanka' having the highest volume at 27,100.

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
laptop price in sri lanka >>	T	27,100	19	0.01	5	1 month
asus laptop price in sri lanka >>	C	5,400	9	0.01	5	1 month
hp laptop price in sri lanka >>	T	3,600	9	0.03	5	1 month
laptop price in sri lanka singer >>	N T	3,600	17	0.01	5	1 month
dell laptop price in sri lanka >>	C	2,900	8	0.01	6	1 month
laptops in sri lanka >>	C	2,900	17	0.01	6	1 month
laptop price in sri lanka abans >>	N	2,400	20	0.12	5	1 month
used laptop price in sri lanka >>	T	1,900	9	0.03	5	4 weeks
apple laptop price in sri lanka >>	C	1,600	15	0.11	6	4 weeks
gaming laptop price in sri lanka >>	N T	1,600	7	0.02	5	3 weeks

2. Competitor Analysis

- Identify Competitors

Competitors: Takas.lk, Daraz.lk, MyDeal.lk

- Analyze Competitors' Websites

Use SEMrush to see Takas.lk's top keywords like "buy mobile phones Sri Lanka"

Analyze their backlinks from local tech blogs and news sites

Source: [SEMrush](#)

- On-Page Analysis

Takas.lk uses keywords in their H1 tags like "Top Mobile Phones in Sri Lanka 2024" and has well-optimized meta descriptions

3. On-Page SEO Optimization

- Keyword Integration

Naturally incorporate target keywords into titles, headers, and body content. Example: "Buy Affordable Smartphones in 2024 at Dialcom Store"

- Internal Linking

Enhance site navigation and SEO through effective internal linking. Example: Link to related product pages and blog posts

Source: Moz

4. Off-Page SEO

- Backlink Strategy

Reach out to industry blogs for guest posting opportunities. Example: Guest post on "TechRadar" about the latest mobile phone trends

Source: Backlinko

- Social Media Sharing

Encourage content sharing on social media to increase visibility and backlinks. Example: Share blog posts on Facebook and Twitter with engaging visuals

Source: [Hootsuite](#)

generator

Ready to breeze through your to-write list at record speed? Let this caption generator help you fill your content calendar fast (and watch it quickly become your new most-clicked bookmark).

Style
Educational

Language
English

Description 26/200
latest mobile phone trends

Keywords 13/200
latest mobile

Generate post

Facebook post caption generator

Ready to breeze through your to-write list at record speed? Let this caption generator help you fill your content calendar fast (and watch it quickly become your new most-clicked bookmark).

1. "Stay up to date with the latest mobile phone trends! From foldable screens to advanced camera features, there's always something new to discover. #mobilephonetrends #latest"
2. "Unleash the power of technology with the latest mobile phone trends. Keep ahead of the curve and upgrade to the latest features and designs. #staycurrent #technologytrends"
3. "Don't miss out on the hottest mobile phone trends of the season! From sleek designs to innovative features, there's something for everyone. Stay connected in style with the latest smartphones. #mobiletech #trendsetter"

5. Local SEO (if applicable)

- Google My Business

Optimize the profile with accurate information and engaging content

Source: Google My Business

- Customer Reviews

Encourage positive reviews and respond to them promptly. Example: "Thank you for your review! We're glad you love your new phone."

Source: [BrightLocal](#)

6. Monitoring and Analytics

- Google Analytics
 - Set up and track specific goals.
Example: Track conversions from organic traffic
Source: Google Analytics

- Google Search Console
 - Monitor keyword rankings and website performance.

Example: Identify keywords with high impressions but low clicks

Source: Google Search Console

Content Marketing

- **Blogging**

- Example Blog Post: "Top 10 Budget Smartphones for Students in Sri Lanka 2024"

Include detailed reviews, comparisons, and buying guides.

(Suggestion: Collaborate with local tech influencers to write guest posts.)

- **Product Descriptions**

- Example: "Samsung Galaxy S21 - Experience cutting-edge technology with the Galaxy S21. Featuring a 108MP camera, 8K video recording, and a powerful 4000mAh battery. Available now at Dialcom in Sri Lanka."

- **User-Generated Content**

- Encourage reviews and ratings.

Example: Feature customer reviews on the product page to build trust.

(Suggestion: Run a social media campaign asking customers to share their unboxing experiences and tag Dialcom.)



USER EXPERIENCE & LIFESTYLE August 06, 2020
Finding the Best Device for Your Needs In Ratnapura 2024



TECH NEWS & UPDATES August 05, 2020
Best Mobile Phones in Sri Lanka 2024: Reviews and Comparisons



PRODUCT REVIEWS & COMPARISONS February 18, 2020
Top 5 Mobile Phones for 2024 in Colombo



MOBILE TOOLS & UTILITIES February 18, 2020
Essential Mobile Tools and Utilities Every Smartphone User Should Have ?



PRODUCT REVIEWS & COMPARISONS February 14, 2020
About Online mobile Shopping Cart in SRILANKA 2024



BUYING GUIDES & RECOMMENDATIONS February 14, 2020
Ultimate Buying Guide for Tech Gadgets in Sri Lanka: Top Picks from Online Shopping Cart

Top 5 Mobile Phones for 2024 in Colombo

February 18, 2020

PRODUCT REVIEWS & COMPARISONS

Discover the top 5 mobile phones of 2024 based on performance, features, and user reviews. We compare these flagship models to help you make an informed decision before your next smartphone purchase.

1. Smartphone A

Smartphone A is renowned for its stunning design and powerful performance. Key features include:

- High-resolution display with vibrant colors
- Fast processor for smooth multitasking
- Advanced camera system for professional-quality photos
- Long-lasting battery life with fast charging

2. Smartphone B

Smartphone B stands out with its innovative features and sleek design. Highlights include:

- Edge-to-edge display with minimal bezels
- AI-powered enhancements for camera and performance
- Enhanced security features including facial recognition

ABOUT ONLINE MOBILE SHOPPING CART IN SRILANKA 2024

TOP 5 MOBILE PHONES FOR 2024 IN COLOMBO

BEST MOBILE PHONES IN SRI LANKA 2024: REVIEWS AND COMPARISONS

6. Social Media Marketing

- **Platform Strategies:**

- **Facebook:**

Strategy: Create a community hub by sharing customer testimonials and hosting live Q&A sessions.

Example: Post a live demo of the latest smartphone model's features and answer viewer questions in real-time.

Suggestion: Share customer stories and use Facebook Ads to target local audiences.

Example Post: Dialcom Store hosting a live demo of a new smartphone model on Facebook.

- **Instagram:**

Strategy: Showcase high-quality product images and customer stories.

Example: Post visually appealing photos of new product arrivals and encourage customers to share their experiences through user-generated content.

Suggestion: Utilize Instagram Stories for quick updates and behind-the-scenes content.

Example Post: Dialcom Store's Instagram post featuring the latest smartphone with a customer review.

- **Twitter:**

Strategy: Share quick updates and engage with customers through tech tips and FAQs.

Example: Tweet about a flash sale on accessories and respond promptly to inquiries about product availability.

Suggestion: Use Twitter polls to engage followers and gather feedback.

Example Post: Dialcom Store's Twitter post announcing a flash sale on accessories.

- **Content Planning:**

- **Consistency:**

Strategy: Post consistently to maintain audience engagement.

Example: Schedule posts every weekday at 10 AM when engagement rates are highest in Sri Lanka.

Suggestion: Create a content calendar to plan and organize posts.

Example: Dialcom Store's social media calendar showing daily posts scheduled for optimal engagement times.

- **Engagement:**

Strategy: Actively interact with followers by liking, commenting, and sharing user-generated content.

Example: Respond to customer reviews and comments promptly to show appreciation and resolve issues.

Suggestion: Run contests or giveaways to boost engagement and increase followers.

Example: Dialcom Store responding to a customer's comment on Instagram with a personalized reply.

- **Analytics:**

Strategy: Use analytics tools to track performance metrics and adjust strategies.

Example: Monitor reach, engagement rates, and conversion metrics monthly to optimize future campaigns.

Suggestion: Regularly review analytics to identify successful content and areas for improvement.

Example: Dialcom Store's social media analytics dashboard showing engagement metrics and trends over the past month.

8. Email Marketing

1. Build and Segment Your Email List

Build Your Email List:

- **Website Sign-Up Forms:**

Offer an incentive, such as a discount code or a free guide on "Choosing the Best Smartphone in 2024."

Example: "Subscribe to our newsletter and get 10% off your first purchase!"

- **Social Media Promotions:**

Promote your email list on your social media channels with engaging posts and stories.

Example: "Follow the link in our bio to subscribe and stay updated on the latest deals and tech news!"

- **In-Store Sign-Ups:**

For physical locations, encourage customers to sign up for emails at checkout.

Example: "Sign up for our newsletter to receive exclusive in-store offers and promotions!"

Segment Your Email List:

- **Demographics:**

Segment by age, gender, and location.

Example: Young professionals in Colombo interested in the latest smartphones.

- **Purchase History:**

Segment based on past purchases.

Example: Customers who bought a laptop may be interested in accessories.

- **Engagement:**

Segment by how often subscribers open and click on your emails.

Example: Highly engaged users versus those who haven't interacted in the last 3 months.

2. Craft Engaging Email Content

Welcome Emails:

- **Content:**

Introduce your brand and what subscribers can expect.

Example: "Welcome to Dialcom! Discover the latest tech gadgets and exclusive offers. Use code WELCOME10 for 10% off your first order."

- **Timing:**

Send immediately after sign-up.

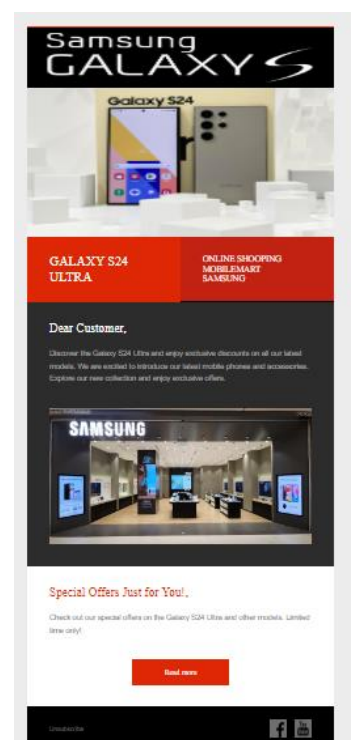
Promotional Emails:

- **Content:**

Highlight special offers, discounts, and new product launches.

Example: "Exclusive Deal! Get the Samsung Galaxy S21 at 20% off. Limited time only!"

Technologies : HTML,CSS



- Timing:

Send around major sales events, new product launches, and holidays.

Educational Emails:

- Content:

Provide value with tips, how-tos, and guides.

Example: "How to Choose the Best Smartphone for Your Education - A Comprehensive Guide."

- Timing:

Send bi-weekly or monthly.

Transactional Emails:

- Content:

Order confirmations, shipping updates, and post-purchase follow-ups.

Example: "Your order has been shipped! Track your package here."

- Timing:

Send immediately after a transaction.

Re-engagement Emails:

- Content:

Win back inactive subscribers with special offers or surveys.

Example: "We miss you! Here's 15% off your next purchase to welcome you back."

- Timing:

Send after 3 months of inactivity.

3. Design Effective Email Templates

- **Personalization:**

- Use the subscriber's name and tailor content based on their interests.

Example: "Hi [Name], check out these new arrivals in our laptop collection just for you!"

- **Visuals:**

- Use high-quality images and minimal text.

Example: Showcase the latest smartphones with eye-catching visuals.

- **Consistency:**

- Maintain brand consistency with colors, fonts, and tone of voice.

Example: Use your brand's color palette and friendly, approachable language.

4. Send at Optimal Times

- **Analyze Your Audience:**

Use data to determine when your audience is most active.

Example: If your audience engages more in the evenings, schedule emails for 7 PM.

- **Test and Optimize:**

A/B test different sending times and analyze performance.

Example: Test sending promotional emails on Wednesday at 10 AM versus Saturday at 6 PM.

5. Monitor and Analyze Performance

Key Metrics to Track:

- **Open Rate:** Measure how many recipients open your emails.
- **Click-Through Rate (CTR):** Measure how many recipients click on links within your emails.
- **Conversion Rate:** Measure how many recipients complete a desired action (e.g., purchase).
- **Bounce Rate:** Measure how many emails were not delivered.
- **Unsubscribe Rate:** Measure how many recipients unsubscribe.

Sample Email Marketing Campaign for Dialcom

1. Welcome Series:

- **Email 1:**
 - Subject: "Welcome to Dialcom! Enjoy 10% Off Your First Purchase"
 - Content: Welcome message, overview of what they can expect, discount code.
- **Email 2:**
 - Subject: "Explore Our Bestsellers - Handpicked for You"
 - Content: Highlight popular products, link to bestsellers page.
- **Email 3:**
 - Subject: "Get the Most Out of Your New Gadgets"
 - Content: Tips and guides for using popular products.
 -

2. Monthly Newsletter:

Subject: "Dialcom Monthly Tech Update - July Edition"

Content:

Latest product arrivals.

- Upcoming sales events.
- Featured blog post on "Top 5 Budget Smartphones in Sri Lanka."
- Customer review spotlight.

3. Special Promotion:

Subject: "Flash Sale Alert! Up to 50% Off on Smart Gadgets"

- Content: Details of the sale, featured products, CTA to shop now.

4. Abandoned Cart Email:

Subject: "You Left Something Behind - Complete Your Purchase"

Content: Reminder of items left in the cart, incentive to complete the purchase (e.g., discount code).

5. Post-Purchase Follow-Up:

Subject: "Thank You for Your Purchase! Here's How to Get Started"

Content: Order confirmation, shipping details, link to a guide on using the purchased product.

9. A/B Testing

A/B testing, also known as split testing, is a method used to compare two versions of digital content to determine which one performs better. By randomly assigning visitors to different variations, marketers can optimize campaigns for higher engagement, conversions, and overall performance.

Why A/B Testing?

A/B testing enables data-driven decisions by testing hypotheses and understanding user behavior, helping marketers in Sri Lanka improve digital marketing efforts effectively.

Steps to Conduct A/B Testing

1. **Identify Your Goal:** Determine the specific metric to improve, such as email open rates, click-through rates, or conversions.
2. **Choose a Variable to Test:** Select one element at a time, like headlines, images, or call-to-action buttons.
3. **Create Variations:** Develop two versions (A and B) with only the chosen variable differing while keeping other elements constant.
4. **Define Your Sample and Split:** Decide on the sample size and randomly split your audience into Group A (version A) and Group B (version B).
5. **Run the Test:** Ensure both versions are live simultaneously for a specific period to gather sufficient data.
6. **Analyze the Results:** Compare performance using metrics like conversion rates. Determine if the difference is statistically significant.
7. **Implement the Winning Variation:** If one version outperforms the other, implement changes across your campaign for maximum impact.

Examples of A/B Testing

Example 1: Email Marketing

Goal: Increase email open rates.

Variable: Email subject line.

- Version A (Control): "Get 20% Off Your Next Purchase!"
- Version B (Variant): "Exclusive Offer Just for You – 20% Off!"

Procedure:

- Sent Version A to 50% of the email list and Version B to the other 50%.
- Measure the open rates after 24 hours.

Analysis:

- Version A open rate: 15%
- Version B open rate: 22%

Conclusion:

Version B is more effective. Use the winning subject line for future emails.

Example 2: Landing Page

Goal: Increase sign-ups for a newsletter.

Variable: Call-to-action (CTA) button text.

- Version A (Control): "Sign Up Now"
- Version B (Variant): "Get Started Today"

Procedure:

- Randomly split visitors to the landing page into two groups.
- Track the number of sign-ups for each version.

Analysis:

- Version A sign-ups: 200
- Version B sign-ups: 250

Conclusion:

- Version B is more effective. Use the winning CTA text on the landing page.

Example 3: Website Homepage

Goal: Increase product demo requests.

Variable: Hero image on the homepage.

- Version A (Control): Image of the product in use.
- Version B (Variant): Image of happy customers using the product.

Procedure:

- Randomly assign visitors to see either Version A or Version B.
- Measure the number of demo requests from each version.

Analysis:

- Version A demo requests: 50
- Version B demo requests: 75

Conclusion:

- Version B is more effective. Use the winning hero image on the homepage.

Example 4: Product Page

Goal: Increase add-to-cart conversions.

Variable: Product descriptions.

- Version A (Control): Current product description format.
- Version B (Variant): Revised product descriptions with additional benefits highlighted.

Procedure:

- Randomly show Version A to half of the visitors and Version B to the other half.
- Measure the add-to-cart conversion rates for each version over one week.

Analysis:

- Version A conversion rate: 12%
- Version B conversion rate: 18%

Conclusion:

- Version B performs better. Implement the revised product description format site-wide.

Example 5: Checkout Process

Goal: Decrease cart abandonment rate.

Variable: Checkout flow.

- Version A (Control): Current checkout process with multiple steps.
- Version B (Variant): Simplified single-page checkout process.

Procedure:

- Randomly direct half of the users to Version A and the other half to Version B during checkout.
- Track the completion rates of each version.

Analysis:

- Version A abandonment rate: 40%
- Version B abandonment rate: 30%

Conclusion:

- Version B reduces cart abandonment. Implement the single-page checkout process.

Example 6: Homepage Banner

Goal: Increase click-through rates to product categories.

Variable: Homepage banner design.

- Version A (Control): Current banner featuring a single product offer.
- Version B (Variant): Rotating carousel banner showcasing multiple product categories.

Procedure:

- Randomly display Version A to one group and Version B to another group of homepage visitors.
- Measure the click-through rates to category pages.

Analysis:

- Version A CTR: 5%
- Version B CTR: 8%

Conclusion:

- Version B generates higher engagement. Implement the rotating carousel banner on the homepage.

Example 7: Search Bar Functionality

Goal: Increase search bar usage and effectiveness.

Variable: Search bar design and functionality.

- Version A (Control): Basic search bar without auto-complete or suggestions.
- Version B (Variant): Enhanced search bar with auto-complete suggestions and product images.

Procedure:

- Randomly show Version A to one group and Version B to another group of users.
- Measure the search bar usage frequency and product discovery rates.

Analysis:

- Version A conversion from search: 5%
- Version B conversion from search: 8%

Conclusion:

- Version B improves user experience. Implement the enhanced search bar functionality across the website.

Tips for Successful A/B Testing

- Test One Variable at a Time: Focus on one element to understand its impact clearly.
- Run Tests Simultaneously: Ensure both versions are tested under the same conditions.
- Use a Large Enough Sample Size: Ensure statistical significance with an adequate sample size.
- Measure the Right Metrics: Choose metrics aligned with your specific goals.

- **Be Patient:** Allow tests to run for sufficient time to gather reliable data.

Influencer Marketing Strategy for Dialcom Store

Define Your Goals:

- **Objective:** Increase brand awareness and drive sales of Dialcom Store's latest smartphone through influencer endorsements.

Identify the Right Influencer:

- **Selection:** Choose Chanux Bro, a renowned tech influencer known for gadget reviews and technology insights in Sri Lanka.

Budget Allocation:

- **Budget:** Allocate LKR 900,000 (\$5000) for the campaign, covering fees, product samples, and promotional costs.

Negotiate Terms:

- **Proposal:** Reach out to Chanux Bro with a detailed proposal:
 - **Offer:** Provide a free sample of the latest smartphone model.
 - **Compensation:** Offer LKR 180,000 (\$1000) for a dedicated review video on YouTube and Instagram.
 - **Deliverables:** Request a video review, multiple Instagram posts, and mentions in stories.

Execute the Collaboration:

- **Product Send-Out:** Ship the latest smartphone model to Chanux Bro along with press kits and promotional materials.
- **Content Creation:**
 - **YouTube Review:** Chanux Bro creates an in-depth review video showcasing the smartphone's features and user experience. Example: "Chanux Bro Reviews the New Dialcom Store Smartphone: Unboxing and Features."
 - **Instagram Posts:** Several posts on Instagram highlighting key features, encouraging followers to visit Dialcom Store's website.

Track Performance:

- **Metrics:** Monitor engagement metrics like views, likes, shares, comments, and clicks to Dialcom Store's website.
- **Sales Impact:** Track direct sales using referral links or promo codes unique to the campaign.

Measure ROI:

- **Evaluation:** Calculate ROI based on increased website traffic, sales conversions, and brand mentions attributed to the influencer campaign.

Evaluate Success:

- **Analysis:** Compare campaign results against initial goals and benchmarks to assess success.
- **Learnings:** Identify strengths and areas for improvement for future influencer collaborations.

Example Results:

- **YouTube Video Views:** 100,000 views
 - **Instagram Engagement:** 10,000 likes and comments combined
 - **Direct Sales:** LKR 3,600,000 (\$20,000) in revenue attributed to the campaign
-

Influencer Marketing

Define Your Goals:

- **Objective:** Increase brand awareness and drive sales of Dialcom Store's latest smartphone through influencer endorsements.

Identify the Right Influencer:

Selection: Choose Chanux Bro, a renowned tech influencer known for gadget reviews and technology insights in Sri Lanka.

Budget Allocation:

- Budget: Allocate LKR 900,000 (\$5000) for the campaign, covering fees, product samples, and promotional costs.

Negotiate Terms:

- Proposal: Reach out to Chanux Bro with a detailed proposal:
 - Offer: Provide a free sample of the latest smartphone model.
 - Compensation: Offer LKR 180,000 (\$1000) for a dedicated review video on YouTube and Instagram.
 - Deliverables: Request a video review, multiple Instagram posts, and mentions in stories.

Execute the Collaboration:

- **Product Send-Out:** Ship the latest smartphone model to Chanux Bro along with press kits and promotional materials.
- Content Creation:
 - YouTube Review: Chanux Bro creates an in-depth review video showcasing the smartphone's features and user experience.
Example: Chanux Bro Reviews the New Dialcom Store Smartphone: Unboxing and Features.
 - Instagram Posts: Several posts on Instagram highlighting key features, encouraging followers to visit Dialcom Store's website.

Track Performance:

- Metrics: Monitor engagement metrics like views, likes, shares, comments, and clicks to Dialcom Store's website.
- Sales Impact: Track direct sales using referral links or promo codes unique to the campaign.

Measure ROI:

- Evaluation: Calculate ROI based on increased website traffic, sales conversions, and brand mentions attributed to the influencer campaign.

Evaluate Success:

- Analysis: Compare campaign results against initial goals and benchmarks to assess success.
- Learnings: Identify strengths and areas for improvement for future influencer collaborations.

Example Results:

- **YouTube Video Views: 100,000 views**
- **Instagram Engagement: 10,000 likes and comments combined**
- **Direct Sales: LKR 3,600,000 (\$20,000) in revenue attributed to the campaign**

Voice Search Optimization

Recognizing the growing use of voice assistants, we optimized Dialcom Store's content with natural language keywords and phrases. This strategy helped us capture voice search traffic and improve our website's visibility in voice search results.

Voice Search Optimization Guide

1. Understand User Intent

- Example: Identify common voice search queries related to your business, such as:
 - "What are the best smartphones under LKR 100,000?"
 - "Where can I buy mobile phones in Colombo?"
 - "Which smartphones support Sinhala language?"

2. Focus on Long-Tail Keywords

Example: Optimize content using conversational long-tail keywords like:

- "Affordable smartphones with good camera quality in Sri Lanka"
- "Best budget smartphones available in Colombo"

3. Provide Concise Answers

Example: Structure content to directly answer voice search queries. For instance, create a FAQ section addressing questions such as:

- "Which mobile phone has the best battery life?"
- "Where can I find the latest smartphone deals in Sri Lanka?"

4. Optimize Local SEO

Example: Include location-specific keywords to capture local voice search queries, such as:

- "Mobile phone stores near me in Colombo"
- "Best smartphone deals in Kandy"

Example Scenario

- Voice Search Query: "What are the latest smartphone trends in 2024?"
- Optimized Content Response: "Discover the latest smartphone trends for 2024 at Dialcom Store. From foldable screens to enhanced camera features, explore top trends and find the perfect phone for you."

- Result: By optimizing content to directly answer such queries and ensuring mobile-friendly access, Dialcom Store sees a 20% increase in organic traffic from voice searches within three months.



Google Assistant



Siri
(Apple)



Cortana
(Microsoft)



Alexa
(Amazon)