



lulu's
DRAWER

LULU'S DRAWER CAMPAIGN

Exam Project - 2. Semester
2016 CphBusiness

Landing Page

FACT SHEET

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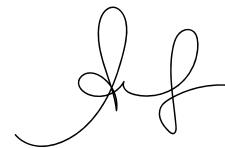
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CONTENTS

Project description	4	Design Manual	20
		Moodboard	20
Problem Formulation	4	Logo	21
		Typefaces / Fonts	21
Project Planning	4	Colours	22
		Buttons	22
Theory & Methods	5	Development	23
Risk Matrix	5	Overall elements and design	23
AIDA Model	5	Landing Page	23
Porter's Five Forces Model	5	Grid	24
SWOT	5	PHP and Javascript validation	24
TOWS	5	LESS	25
VALS	5	Attribute table	25
Stakeholder analysis	5	User Story	25
		Use Case	25
		Flyer	26
The Company	6	User testing	26
Design brief	6	Conclusion and reflection	27
Analysis	8	APPENDIX	28
Stakeholders	8	SOURCES	40
Risk analysis	9		
Market Analysis	9		
Target audience	10		
Target Persona	10		
SWOT & TOWS	11		
Porter's Five Forces	11		
Analysis findings	12		
Business Communication	12		
General communication plan	12		
Social media strateg	13		
Digital communication	16		
SEO	18		
Print Media	18		
Strategy for measuring the effect of marketing campaign	19		

PROJECT DESCRIPTION

For our final project in the second semester, we have been asked to create a marketing campaign and a landing page for Lulu's Drawer.

Lulu's Drawer is a new fashion brand, scheduled to launch in July 2016. Our marketing campaign will focus on the following end results: brand awareness and sales.

The purpose of this assignment is to demonstrate that we have developed the academic skills expected in the curriculum for the first year of Multimedia Design and Communication course.

PROBLEM FORMULATION

How can we create brand awareness for Lulu's Drawer, that creates an initial interest in the products while considering the budget of DKK 30.000?

And how do we move the leads to the first buy; culminating in a loyal customer who recommends Lulu's Drawer to friends?

We would be looking at e.g.:

- Maximizing their current agreement with Magasin
- Maximizing their social media channels
- Partnership with bloggers/instagrammers
- Opportunities to have at least 3 magazines mention this new company.

PROJECT PLANNING

We have chosen the Product Breakdown Structure (**PBS**) and the Work Breakdown Structure (**WBS**) as planning and control tools for this project. These tools were used to ensure that the project requirements were clearly understood and met, and that we had a logical, hierarchical and consistent delivery plan.

From the WBS, a **Gantt** chart was created, which has been used to set the start and finish dates for each task, and to measure progress over time.

THEORY & METHODS

Risk Matrix¹

The risk matrix is a tool that allows a quick view of the potential risks to the product/company. It considers, on the y-axis, likelihood of occurrence and on the x-axis, the extent of damage as a result.

AIDA Model²

We have chosen the AIDA communication model to develop our campaign for Lulu's Drawer.

4 parameters are considered with this model: Attention/Awareness, Interest, Desire and Action. These parameters, or stages, are introduced to help form a campaign that persuades consumers into buying a product.

Porter's Five Forces Model^{3,4}

This model focuses on the balance of power in the market. It helps to review if the product has a strong position based on the following 5 forces:

Force 1: Threat of a New Entry - how easy it is to come to market?

Force 2: Buying Power - Few or many buyers?

Force 3: Threat of Substitution - Are there alternatives

Force 4: Supplier Power - Can they force prices down?

Force 5: Competitive Rivalry - How competitive are they?

These five factors can be used to identify and evaluate potential opportunities and risks by assessing the threats and the power distribution in the existing market. This will help us to identify where the potential for profitability lies for Lulu's Drawer.

SWOT^{5,6}

SWOT is used as a framework for analysing the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** an organization may face while trying to penetrate a specific market. Considering all internal and

external strengths and weaknesses can help assess opportunities and thereby provide an outline for strategic decision making.

The SWOT analysis was part of our planning process. We used it as a guide to define possible risks and develop suitable strategies.

TOWS^{7,8}

The TOWS matrix is very similar to a SWOT analysis but it goes a step further, by serving as a conceptual framework for research about the combination of external and internal factors to the company. In a TOWS analysis the external factors are examined first. This helps to gain valid insight in the strategic options available, thus providing a better starting point.

VALS™⁹

VALS is a model that helps to understand the customer, by looking at the psychological, demographics and motivational factors that drive the customer to purchase. There are 8 groups that include:

Innovators

Thinkers

Believers

Achievers

Strivers

Experiencers

Makers

Survivors.

We have used this model because it assists in defining who will be the most likely to subscribe and buy our product within the short timeline of 3 months.

Stakeholder analysis¹⁰

The stakeholder analysis helps identify all primary and secondary stakeholders who have a stake or claim in the success or failure of the company. The goal of stakeholder analysis is to develop a strategic view

of their behavior, objectives, conflicts, interests and influences. Stakeholders' interest can be either positive, negative or neutral. When considering the influence, we use a scale of 0-10, with 0 representing no influence and 10; they can stop the project.

THE COMPANY

Lulu's Drawer is a lingerie, sleepwear and fashion essentials company, that is about to launch in the summer of 2016. Their concept is affordable luxury lingerie and clothing for women who love quality and details, combined with clean lines and comfort. Details are very important in every aspect of the process, from the manufacturing, purchase experience to the media appearance. Their passion is to create an experience for their clients through affordable luxury. Initially here in Denmark, but in the future, to expand internationally.

Lulu's drawer has a unique business model.¹² They have chosen to sell their products on consignment, in order to not place undue stress on their retailers. Their products will be available via selected stores together with their own webshop.

The proprietors believe that buying lingerie is more than just getting the right size. They will pay attention to the details and quality from start to finish. Their products will be made using french seams from the finest quality silk, so that they will look as good on the inside, as they do outside. Once purchased, they will be packaged beautifully for their customer.

DESIGN BRIEF¹³

Project summary

Our task is to make a marketing campaign for Lulu's Drawer to create awareness and sales. We have a budget of DKK 30.000,- with which to achieve the goals set by the client within 3 months from launch.

The goals are as follows:

- To be mentioned in 3 magazines
- Achieve 5000 followers on Instagram
- Achieve 5000 followers on Facebook.
- Achieve a DKK 5000,- daily sale via the webshop during the last 14 days of the 3 month period.

Project duration:

2 May 2016 - 27 May 2016

Client's current sites

Lulusdrawer.com

Lulusdrawer.dk

Instagram account: www.instagram.com/lulusdrawer

Facebook page:www.facebook.com/lulusdelicates/?fref=ts

Target audience

The target group are women between 25 and 45 living in Denmark. The targeted woman has a very good sense of quality and details, and can afford designer clothes as she usually buys high quality items. She appreciates to be the first to try a new brand and tell her friends about it. She will appreciate that Lulu's Drawer provides great value for money and offers the extra features and services, compared to the competitive brands.

Perception, tone & guidelines

The brand is very “scandinavian feminine” with a touch of “rawness”. It has an innocent, feminine and underplayed sexiness that appeals to the scandinavian woman.

The company's business model.

Lulu's Drawer will sell their items both directly through their own webshop and via selected dealers, who do not have to pay for the product before a customer has purchased it.¹

“As a reseller, you pay only for what you sell. Liquidity in the fashion industry is a pressure size, the financial world will not really play with. So we thought it might be a market for.” - Managing Director of Lulu's Drawer, Anders Buch Sørensen¹²

Competitive positioning

The client believes that they have found an unmet need in the danish lingerie market, between the less and more expensive ones. They will offer the luxurious feel and quality but offers affordable prices on their products.

“As we see it, the lingerie market is especially a two-tier market. There are the cheaper options from H&M, while there are the more expensive options from Victoria's Secret and the like. There is not much in between the two poles. We will be a starting price tag of the affordable luxury segment” - Anders Buch Sørensen¹².

Client wishes:

Keep the blush colour #E8CEC5.
Use the typeface: Raleway

Typeface

Raleway

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick brown fox jumps over the lazy dog

The colour

#E8CEC5

The logo

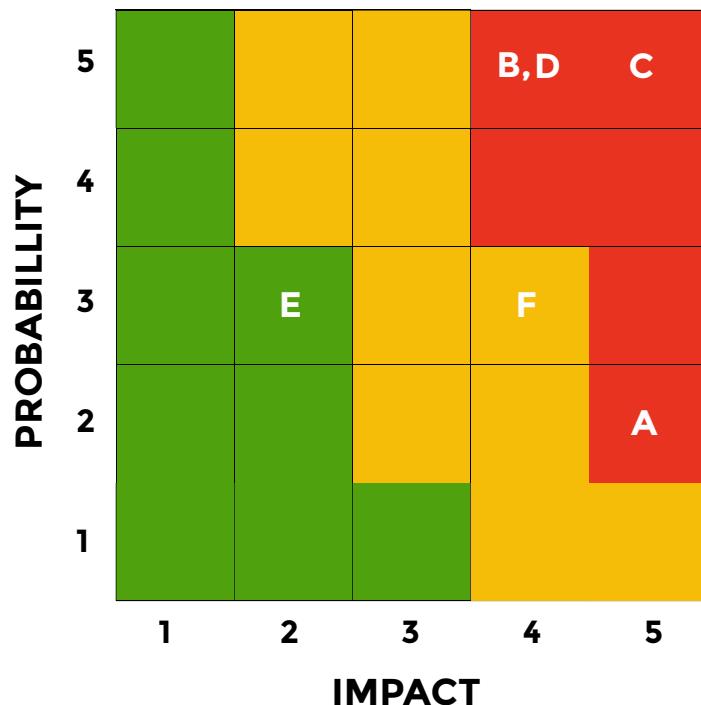


ANALYSIS**Stakeholders.¹⁰**

STAKEHOLDERS	INTEREST	INFLUENCE	POTENTIAL CONFLICTS	OBJECTIVE	STRATEGY
Owners	+1	10	Involved with other projects	Provide approval and financials for plans	Work closely with the stakeholders
Customer	+1	7	Do not see reason for changing from what they are already doing	Provide them with a reason to move from buyers to advocates for the product	Personalised products, with personalised follow up
Retailers	+1	5	Consignment selling-- they have nothing to lose, but have paid for other brands, so could focus on selling those first	Provide them with a reason to sell our product	Develop a small incentive
Suppliers	+1	7	Quality control, delivery issues.	Ensure quality control	Develop a "worst case" scenario plan
Employees	+1	1	Does not give the personal touch promised	Provide a reason for the employee to be proud of sending our product	Develop a "family" feel so they will be proud to work for lulu's drawer
Bloggers	0	7	Does not know your product	Provide them with a personal touch	Invite them to a pre launch and provide them with images/copy of flyers to be used in their blogs
Bloggers	0	5	Does not know your product	Provide them with a personal touch	Send them product and provide a # so they can post.

Risk analysis¹¹

- A. Loss of Financial Backing
- B. Larger Chains have increased market share which exerts price-lowering pressures
- C. Discounting
- D. Larger Sizes and Athletic sizes
- E. Consignment Selling--What is the incentive
- F. Manufacturing risk



Market Analysis

Size of the Market

Based on a report from The Statistics Portal, the underwear market revenues was ca. 85 million USD, which equates to approximately 550 million DKK.¹⁴ The share for the female market would be 260 million DKK (an estimate based on the share in 2008 of 47%¹⁵). In the report from Thomas Blomqvist¹⁵, growth in the market was being driven by women's underwear.

Trends in the market

The uncertain economic landscape is limiting the growth in the Danish womenswear market. It is also easier to buy products online, and with this, comes increased pressure to lower prices. Many of the private labels are offering discounts, which is very attractive to the Danish consumer, whom have increased reluctance to pay full price.¹⁶

Competitive Landscape

In a report in Børsen in 2006¹⁷, the Danish lingerie market was doing very well both in Denmark, as well as outside the country. Three of the top Danish lines were Femilet, Change and Fleur - which had almost doubled their profit before taxes (2004-2005). Blomqvist also lists Wunderwear, La Senza, Triumph and Missya as potential players. For the purpose of this analysis, we will only consider the following Danish companies: Femilet, Change and Missya.

Femilet: The largest underwear brand in Denmark with many years' experience (established in 1923)^{18,19,20}. Their products are fine, simple and elegant, as opposed to their competitors. Their target market is women between 30-40 years, or women who prefer fine and simple lingerie. Their price range is approximately 200 kr for underwear and 350-450 kr for Bras.^{18,19}

Change: Established in 2005¹⁹. Their products have a classic look with beautiful lace while their colours are deep with red and blue nuances. Their target market is the older women or women who prefer quality un-

derwear. They focus on the personal service, through their own boutiques and webshops. Their price range is approximately 150-450 kr for underwear and 300-600 kr for Bras.^{18,19}

Missya: Established in 2003¹⁹. Their products are targeted towards the younger audience and characterized by colourful with fun patterns and lace. They also have classic lingerie, but they focus mainly on the colourful and sparkling. Their price range is approximately 150 kr for underwear and 200-300 kr for Bras.^{18,19}

Channels

The majority of lingerie companies sell products through traditional brick and mortar as well as webshops. In Denmark, the top sellers of womenswear would be Bestseller (17% share of market in 2015) followed by H&M (14% share of market in 2015)¹⁶. Bestseller has been successful because they have aligned to the trends - introducing products to the plus-size market. H&M offer low prices, trendy image plus they have extensive media coverage and marketing. Manufacturers are advised to target the whole spectrum, which includes plus-size and sports apparel.¹⁶

Target audience^{29-30, 68}

Lulu's Drawer's target audience is, as mentioned earlier, women between 25 and 45 living in Denmark. We have decided to divide them into 2 groups, with our primary targets being between 25 to 35 year old woman who can be described as an innovator and/or experiencer (approximately 93.000 in Denmark).

A description of these 2 groups is found below:

Innovators

Always take in information
Experiment and future oriented
Highest number of financial transactions

Self-directed consumers

Technology power users

75% own smartphones, while a little more than 1/3 owns a computer, tablet, etc.

Twice as likely as other groups to spend more than \$800 a year online (ca. 5.000 kr)

9/10 bought online

Experiencers

Want everything

First in and out of trend adoption

Latest fashions

Believe friends are extremely important

80% Owns a smartphone

¾ owns a laptop, computer or other electronic device

Spend 5+ hours online daily

Above average use of social media

Less likely to buy online--more likely from boutique

Target Persona



Name: Margot

Age: 29

Interests: Family and friends, traveling, yoga, running, fashion, design

Work: Digital editor

Status: In a relationship

Favorite clothing brands & Stores: Ganni, Isabel Marant, NORR Store, OZ, Strøm Store, Acne Studios, H&M, ba&sh, Moss Copenhagen, Asos, topshop.

Style: Feminine street style. She mixes vintage clothes with designer and high street brands.

Further information: College educated, and she lives in an apartment with her boyfriend in Copenhagen. Household income around DKK 850.000.

She is very interested in fashion and likes to find things that no one else has. She is very selective and has a good sense of quality.

SWOT & TOWS^{5,6,7,8}

Lulu's Drawer is a new fashion brand, offering a range of products in a highly competitive market. We used the **SWOT & TOWS** analysis to bring order and structure to the information we had. The structure of internal and external factors helped to give Lulu's Drawer a strategic direction.

Analysing the SWOT & TOWS we recommend that Lulu's Drawer's strategy focus on building brand awareness using Social Media, promotions and offers to capture the attention of their prospects.

In conclusion, we believe that the company's unique concept, quality products and service design will provide a distinct flavour and experience to their future customers without over pricing the products. However, due to their very low campaign budget, we suggest they use a blogger-outreach campaign to expose their products and services (influencers with a substantial following). By developing a marketing strategy based on the strengths and opportunities presented, Lulu's Drawer will overcome their weaknesses and threats.

Porter's Five Forces ²¹⁻²⁸

We chose the Porter's five forces to analyse and explore the industry context in which Lulu's Drawer will operate to generate competitive advantage.

- Bargaining power of buyers – want to pay less and get more.

High impact – customers have become brand conscious, they expect quality and low-price. Lulu's Drawer is entering the market and wants to position themselves between H&M and a designer brands such as

Wolford. They need to create awareness as fast as possible to justify the price-point and positioning of their products.

- Bargaining power of suppliers – would like to be paid more and deliver less.

Low impact – the industry has a large number of suppliers, diversity benefits the costs.

Lulu's Drawer co-founder, May Choi, is responsible for manufacturing their products. May Choi has been in the industry for over 40 years and hopes to secure the "*best production conditions, prices and credit facilities for the company*" (Catia Damm Ragus, co-founder).

Lulu's Drawer manufactures their lingerie in China. The positive side of this is that there are low costs associated with production. The negative side is seen if there is a problem with production, there are costs - both financial and timing impacts. This has already occurred as they should have launched in the spring, but they had to send the products back because of quality issues.

- Threat of substitute products or services – meet the same basic need you do

Low impact – The threat of substitutes is very low, as there are "almost" no substitutes for this product.

For Lulu's Drawer the problem could rather be shifting trends and/or consumer behaviour.

- Threat of new entrants – profitable industry attracts competitors looking for profit

Low impact – This is an easy market to enter and a difficult market to get established in.

Lulu's Drawer is bringing a different concept to the market and its benefits needs to be communicated effectively to their buyers.

- Rivalry among existing firms – competitors are trying to steal profit and market share from one another

High impact – This industry is highly competitive and profitable.

In Denmark, Lulu's Drawer will face strong competitors such as Femilet, Change and Missya. Monitoring competitors and securing data on their performance is required in order to benchmark performance, analyse strengths and weaknesses, and taking inspiration in order to enhance your own marketing mix.

Analysis findings

Based on the above analysis we have obtained a more profound understanding of the risks and opportunities which Lulu's Drawer will face when trying to penetrate the specified market. This knowledge will help us in the development of a valid and feasible marketing plan.

Furthermore we have been better able to specify our target audience, which have proven to be defined by more than a simple age interval; it is a group of women highly influenced by psychological and motivational factors. These characteristics hold the potential to play a key role in a marketing campaign aimed at delivering great results within a short time frame and a small budget.

The following chapters will present a communication plan and elements of a marketing campaign which have all been developed based on these findings.

BUSINESS COMMUNICATION

There is much said about the cool, simple, modern and beautiful style of the Scandinavian women. The everyday Scandinavian fashionista is known around the world for her originality and style-consciousness, and it is this very woman around whom Lulu's Drawer will focus their efforts. They hope to become a major player in the Scandinavian market with their rule-breaking design concept: to sell affordable and chic online but also through consignment selling through local retailers, such as Magasin.

Based on the company's brief, we have produced a marketing campaign that focuses on a landing page which will create visibility and generate sales. Potential customers will be directed to this landing page via 2 methods: a Facebook advertisement that will run the first 7 days of the month, for the first 3 months (June to August), and blogs from the key fashion bloggers who will be invited to a pre-launch event. Once on the landing page, the call to action is to subscribe to the newsletter, which will provide a 10% discount code with their first purchase. Once subscribed, they will receive a thank you message which will also have a link to the Lulu's Drawer webshop. This is targeting both the innovator and experienter type who is more likely to buy on impulse. The customer can also like the Facebook and/or Instagram account, which have been designed to reflect the look and feel of the landing page.

General communication plan

Lulu's Drawer is launching a medium to high end product in an environment dominated by companies that have been present from a few years to almost a century. Additionally, there are players such as Bestseller and H&M that offer products at all quality levels, targeting the right audience at the right price.

Therefore, we chose to use the AIDA communications model in the development of our marketing campaign. AIDA stands for **Attention** (or Attraction), **Interest**, **Desire** and **Action**.²

Attention

Our target audience is digitally sophisticated. They are used to all forms of Social Media and mail campaigns that are seeking for them to act, react and interact. Since Lulu's Drawer is a new company, with a high ambition of reaching far and wide within a limited time frame, it is important that our campaign grabs the attention of the target group from the get-go.

The target group is very much defined as a young and trend-seeking bunch. Hence, an obvious strategy will be to initially grab the attention of the everyday trendsetters on the various Social Media platforms (mainly Facebook and Instagram). Bloggers have become a big source of inspiration for the fashion interested audience, and by reaching out to well known Social Media personalities the Lulu's Drawer name and brand could potentially face a more or less self-driven initial spreading.

In order to reach out to the bloggers we will initiate a pre-launch introduction to the company, owners, and the products. For this initiative we will invite bloggers from Cover, Eurowoman, Elle and several of the most influential bloggers on the Danish fashion scene. Through Social Media, fashion blogs and magazines this strategy will provide awareness of the products to the general population.

Interest

Once we have "grabbed the attention" of our target group, we will need to maintain their interest. In today's digital world, attention span has reduced from 12 seconds to 8 seconds in a decade³¹. Therefore, it is important for us to provide short, snappy copy that creates a desire to hear more.

In order to do this we will develop a Facebook ad campaign, offering a discount to those who sign up for the newsletter. The audience of this ad will be 25-35 years old women living in larger Danish cities such as Aarhus, Aalborg and Copenhagen. Initially the ad will run from the end of June to the first week in July, repeating over the next 2 months for the

same time period.

Furthermore we will provide training to the retailers - offering an incentive to the top seller in the country. This will drive sales in the different retailers and ensure that the Lulu's Drawer brand will be spread not only online but also in the physical shops and department stores.

Desire

This is a continuation from the interest stage. We need to create a campaign that grabs attention and interest, whilst giving the desire to want to know more. Through continued use of Social Media, such as Facebook and Instagram, we will exhibit satisfied customers, bloggers, etc in order to evoke a desire in potential customers. Furthermore Lulu's Drawer's value proposition needs to be clearly communicated both online and in the physical shops. We thereby need to ensure that design of the different campaign elements clearly communicate the Lulu's Drawer story via a strong, recognizable and elegant visual style.

Action

The main objective is to get the targeted audience to like Lulu's Drawer's Facebook page, follow the Instagram account, buy products online or visit and buy product from the retailers. Additionally, we want them to subscribe via a landing page. These email subscriptions will result in a database which can be used for sending out new offers, information on new campaigns and invitations to events in the future. Hence, the main goal will not only be to generate direct sales, but also to create a loyal clientele which will help to ensure sales post campaign.

Social media strategy ⁴⁰⁻⁴⁵

Social media strategy includes using online communities, social networks, bloggers and direct personalised mails/newsletter. Social media is built upon trust and goodwill - both from the consumers and the businesses.

According to Neti³², the two benefits important to business are:

1. Cost reduction by decreasing staff time
2. Increase of probability of revenue generation

Social media enables companies to:

- Share their expertise and knowledge.
- Tap into the wisdom of their consumers.
- Enable customers helping customers.
- Engage prospects through customer evangelism.

Hence the benefits of social media include: brand reach, brand awareness, consumer interactions, consumer referrals and reputation management.³²

One of the goals from the brief was to attain 5.000 followers for both Instagram and Facebook within the first 3 months post launch. While this is a daunting task, it will be more likely achieved through an integrated and direct Social Media campaign. By focusing advertisements to the target audience - we can reach them via their computer, tablet, and smartphone. Therefore, we have focused Lulu's Drawer here, because it is the most cost-effective method to reach our target audience.

Unlike conventional marketing, there are three additional advantages to using social media.

1. We can present our products to potential customers, but also get immediate feedback.
2. Quickly identify influencers.
3. Low costs (budget only DKK 30.000)

Social Media becomes a natural choice for modern businesses as it generates exposure, increases subscribers, helps raise search engine rankings, provides leads and reduces marketing expenses.

Facebook

"Worldwide, there are over 1.65 billion monthly active Facebook users and 42% of marketers report that Facebook is critical or important to their business. In Denmark, it is estimated that there are 3 million users in 2016."³³

Lulu's Drawer's Facebook page will be used to inform the followers on upcoming events, new products, giveaways, sales, etc. In this way, Lulu's Drawer will be able to keep in touch with their customers and based on their reviews, they can make new adjustments and improvements in order to maximize exposure and sales.

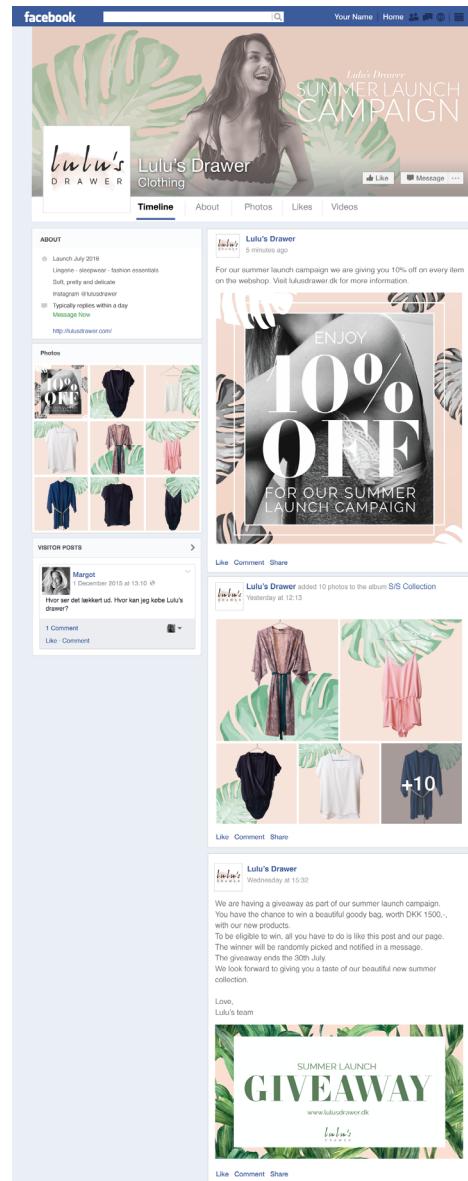
Current and future social advertising trends continue to show an incredible amount of growth in the industry. Research in a recent BIA/Kelsey report suggests that the social ad market may reach \$11 billion by 2017, up from \$4.7 billion in 2012.³⁶

The main difference between Facebook ads and Google Adwords is that the Adwords system has a limited set of keywords that you can use. We have chosen to use the "Page Like" ad on Facebook. "On Facebook, desktop ads have 8.1x higher click-through rates and mobile ads have 9.1x higher click-through rates than normal web ads."⁵⁰

Since we have a goal of 5.000 likes on Facebook, we will use a representative image to catch the user's attention. In the description, we will explain our offer. This ad will be displayed in News Feed and will include a visible call for users to like Lulu's Drawer's delicate page. It will also have a link to Lulu's Drawer Facebook page from where users can access the landing page.

Facebook allows us to target a specific audience for a specific period. Therefore we will use location, age and gender as the basic demographic information, plus we will focus the ads on the first week of the first 3 months of launch. The rationale for this is that this is the optimal time for purchase, since the majority would have just been paid.

We will also target people specifically interested in a subject related to our product. Facebook ads and the number of likes on the Facebook page will give Lulu's Drawer an audience boost, and the potential clients will access the landing page for more details.³⁴⁻³⁷



Instagram³⁸

Instagram is one of the largest mobile ad platforms and it has more than 400 million monthly active users. By using Instagram, we want to inspire people and to give them the latest news of the brand.

The layout for the Instagram account will be modern and created in a way that the users will be able to see campaigns, special offers and giveaways. We will post larger images, so that multiple photos will consist one part of a big image. In this way, the customers will want to access Lulu's Drawer Instagram account simply for the attractive visual style. This will help the Lulu's Drawer brand to differentiate themselves from their competitors and attract followers to the @lulusdrawer profile page rather than letting them follow solely in the home screen feed where pictures risk disappearing into the masses. Furthermore we want people to see the description and the link to the landing page on the top of the Instagram profile. Lulu's Drawer's Instagram account will contain images that reflects the mood and style of the brand and of the products helping to emphasize the recognizable and recurring visual identity. To increase our popularity, we will use special hashtags, so when people are searching for a specific hashtag they will see Lulu's Drawer images.

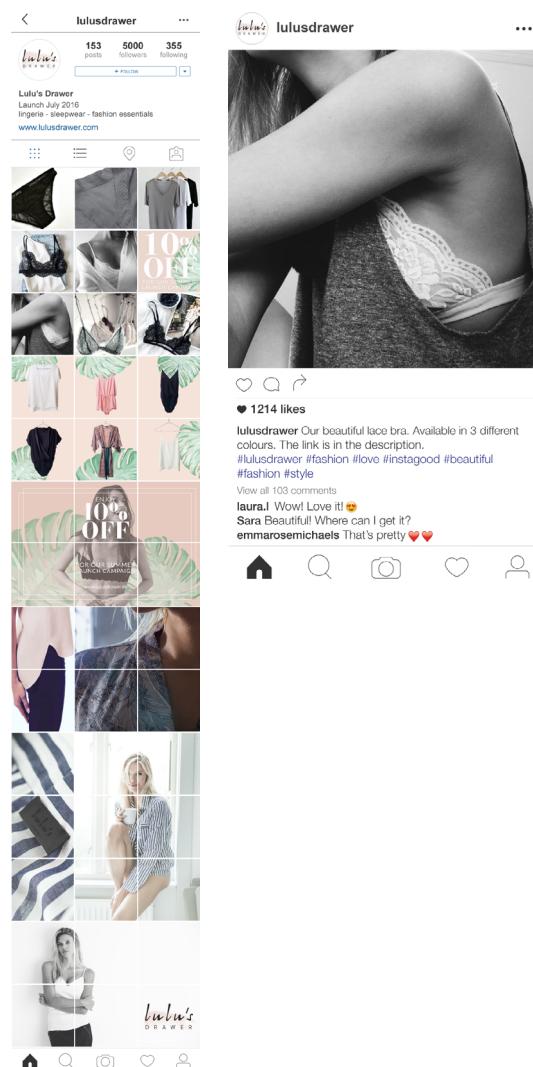
As part of the Instagram strategy we will send a range of products to well known instagramers as a free gift. They should promote our brand by posting pictures of the product or by doing a giveaway. The products will be tagged and a link to Lulu's Drawer's Instagram account will be in the description.

Suggested instagrammers to contact:

Emili Sindlev
Stephanie Gundelach
Christel Winther
Blame Fashion - Marie Wolthers
Magasin du nord
Christiane Schaumburg-Müller
Chri Chri dk

Mathilde Gøhler
Pernille Teisbaek
Freja Wewer

By creating and updating an Instagram account we want to share the products, campaigns and special offers. We think that this platform will allow us to increase the number of customers and also create awareness for lulu's drawer.



Digital communication

Static banner ad

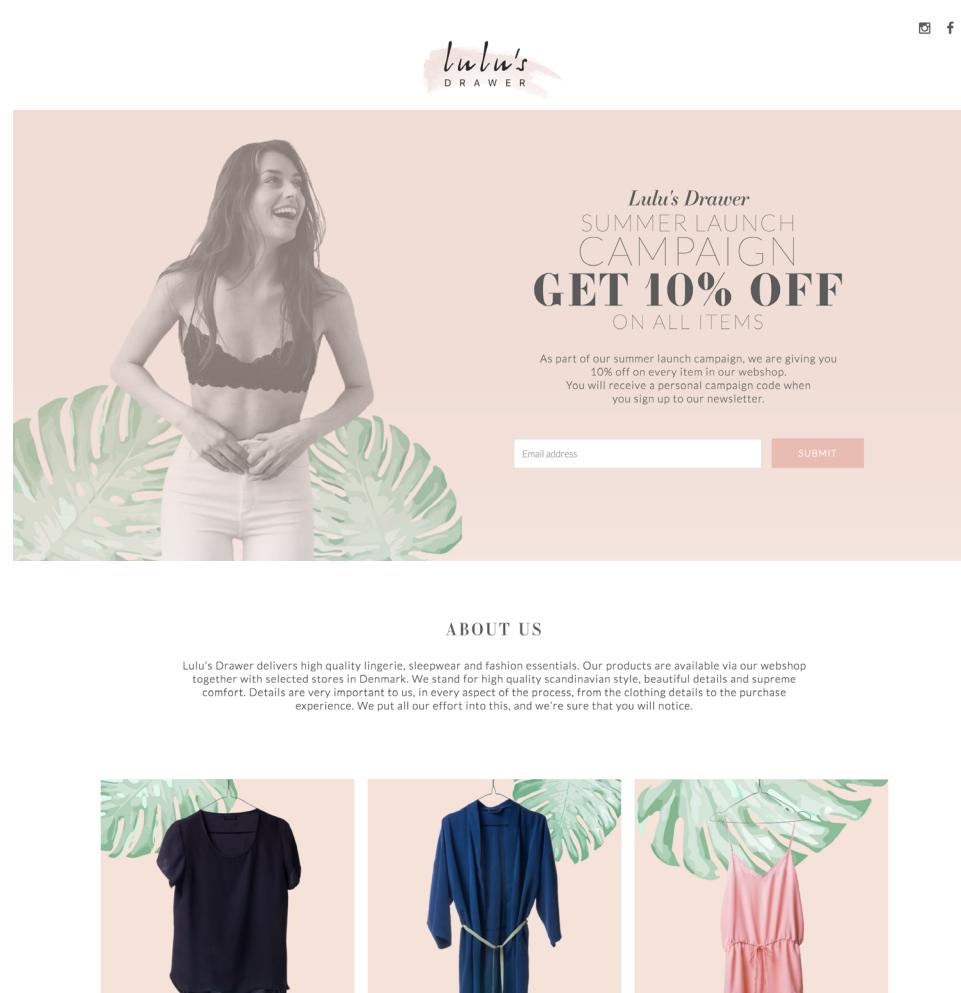
A static banner ad will be developed for advertisement via online magazines, etc. The cost would have to be considered here because in Denmark, banner advertisement is typically priced per thousand views. The range would be 5 øre to 1 Kr per viewing ⁵¹. Hence, by choosing to advertise in a widely popular magazine with a lot of visitors, our budget would quickly run out. Therefore, in selecting the placement, we will have to take into consideration the number of potential views.



Landing Page

The main objective of the landing page is to get visitors to sign up for a newsletter. The incentive for signing up would be a discount provided on the first purchase. This would appeal to the Danish consumer who, as we stated earlier, does not like to pay full price for products.

When people sign up on the landing page they will immediately get a welcome letter which provides a discount code as well as a direct link to the webshop. Additionally, we could provide them with a list of retailers that will be selling the product.



**Lulu's
DRAWER**

Lulu's Drawer
SUMMER LAUNCH
CAMPAIGN
GET 10% OFF
ON ALL ITEMS

As part of our summer launch campaign, we are giving you 10% off on every item in our webshop. You will receive a personal campaign code when you sign up to our newsletter.

Email address SUBMIT

ABOUT US

Lulu's Drawer delivers high quality lingerie, sleepwear and fashion essentials. Our products are available via our webshop together with selected stores in Denmark. We stand for high quality scandinavian style, beautiful details and supreme comfort. Details are very important to us, in every aspect of the process, from the clothing details to the purchase experience. We put all our effort into this, and we're sure that you will notice.

Newsletters

By subscribing on the landing page potential customers will automatically be subscribed to the Lulu's Drawers newsletter. The initial welcome letter will contain a personal welcome, information on the company and an information on the introduction campaign. It will also have a link to the webshop and feature some of the products with direct links.

Furthermore, it will include links to the Social Media platforms as we want to obtain as many followers as possible. Due to the fact that they have signed up for the newsletter, the initial attention and interest has already been established, suggesting a strong possibility that they would also follow Lulu's Drawer on various Social Media platforms.

After the initial welcome email, newsletters will be sent out on a regular basis featuring the products, items on sale, latest news and invitation to private events. E-mail marketing allows you to see how many people have opened the e-mail campaigns and what they exactly clicked. Using Mailchimp or another tool will allow us to see where the subscribers are located and if they come back. We will be able to see how many of them have opened the e-mail and who unsubscribed. In this way, we can track how many people accessed the landing page and if the newsletter is efficient. We can also use the information for future campaigns.

See newsletters

Search Engine Optimization (SEO) documentation⁷¹

Search engines have 2 purposes: crawl and build an index; and, provide search users with a list of relevant websites. Therefore, it is extremely important that we optimize our landing page in order to ensure we have increasing traffic.

Search engine crawlers tend to ignore images, flash files, and other non-text content. Therefore, in order to optimize our landing page for the crawlers, we have done the following:

1. Used relevant and unique titles and headlines in the html code <title> and <h1>.
2. Assigned alt attributes for the images in the <alt> field.

Keywords are fundamental to the search process. Search engines stores keywords in a database, which allows for quicker retrieval of information. In order to ensure that our page ranks higher, we have included our keywords in the titles, text and meta name.

```
<title>Lulu's Drawer Summer Launch</title>
<meta name="description" content="Lulu's Drawer delivers high quality lingerie, sleepwear and fashion essentials. For our summer launch campaign, we give you 10% off on every item. Our products are available via our webshop, together with selected stores in Denmark.">
```

The relevant keywords used elsewhere include: lingerie, sleepwear, lulu's drawer, webshop, blouse, kimono, bodysuit, strap top, instagram.

Print Media

Flyer

We will create a flyer that will be used in the retail outlets that sell the product, plus it could be included in the packages that are sent to customers who have purchased products. Through this manner, we

could reach those that have not seen our online advertisements. The flyer will also provide access to the landing page, which in turn, sends the promotion code. This discount however will only be applicable to online purchases.



Magazine mentions

Just prior to launch, we would invite the bloggers from Cover, Eurowoman, Elle, etc. to a pre-launch event. The ambience for this launch has to mirror the image of the products - not to flashy, a quiet sophistication will be appreciated by the audience. With a successful presentation of the product line, the bloggers will then publish their comments, etc in their respective magazines. This will also help to generate traffic to the website, Facebook page and Instagram account.

Suggested bloggers to invite to a pre-launch:

Susanne Kinnerup (susannekinnerup@eurowoman.dk)

Natasja Køngerskov (natasja@eurowoman.dk)

Sara Samucha (samucha@eurowoman.dk)

Nanna Étoile (nannaetoile@eurowoman.dk)

Laura Lundsgaard (lilja@eurowoman.dk)

Veras (veras@eurowoman.dk)

Wilkins (suswilkins@eurowoman.dk)

Laura Lawaetz (Elle)

Mie Juel (Elle)

Strategy for measuring the effect of marketing campaign

Google analytics

We will use Google Analytics on our site in order to gather data on the traffic to the site. Our rationale is that we can measure the interest in the campaign and brand; how the users interact with the page: where they live; how long they are on the page; and which devices they use.

This can give some ideas for later changes or to perfect the next campaign, as we can then change the marketing strategy based on the new knowledge of the target group.

DESIGN MANUAL

Moodboard

This was created to get a visual idea of the mood and feel of the brand.



Logo

We have added a touch of colour and feminine effect to the logo through the addition of a brush stroke behind it. This should be used on the website and newsletter; however, it can also be removed when used on a coloured background. The brush stroke is made in Illustrator with the brush tool and then converted to a vector graphic.

The word “drawer” in their logo, has been made bigger. This was done because it was almost ineligible with its current size compared to “Lulu”, furthermore as “drawer” is the main indicator that the products in question are underwear/clothing it was imperative that that the word be apparent to new customers/users.



Typefaces / Fonts

The client wanted to keep the Raleway typeface, which is an elegant typeface with a wide range of weights, and it is well suited for online purposes. Even though we did not have much text on the landing page, we saw an error in the word “effort”. Therefore, we chose to change Raleway to Lato. Lato also has a wide range of weights and provides good diversity. It resembles Raleway, as it is a simple and clean sans serif typeface.

To give a feminine and soft touch, we chose to find a modern serif typeface to pair with Lato. We required a font that was available for both off- and online use, as we wanted to use it for our print media and the landing page.

We chose Essonnes Headline from Typekit. Essonnes is available in 3 optical sizes and 16 weights plus italics. It works well in editorial projects, fashion and magazines.⁴⁶



Colours

The client uses the colour #E8CEC5. We have changed the colour a bit to make it a bit warmer and lighter.



Buttons

The buttons have to be large, as they are a big part of the call to action (CTA) on the landing page, and help to reinforce the CTA to sign up for the newsletter. The buttons have a darker (#E8BCB1) version of the brand colour, as it should stand out on the blush-coloured header. When hovering over the button it will turn lighter.

Email address

First Name

Email address

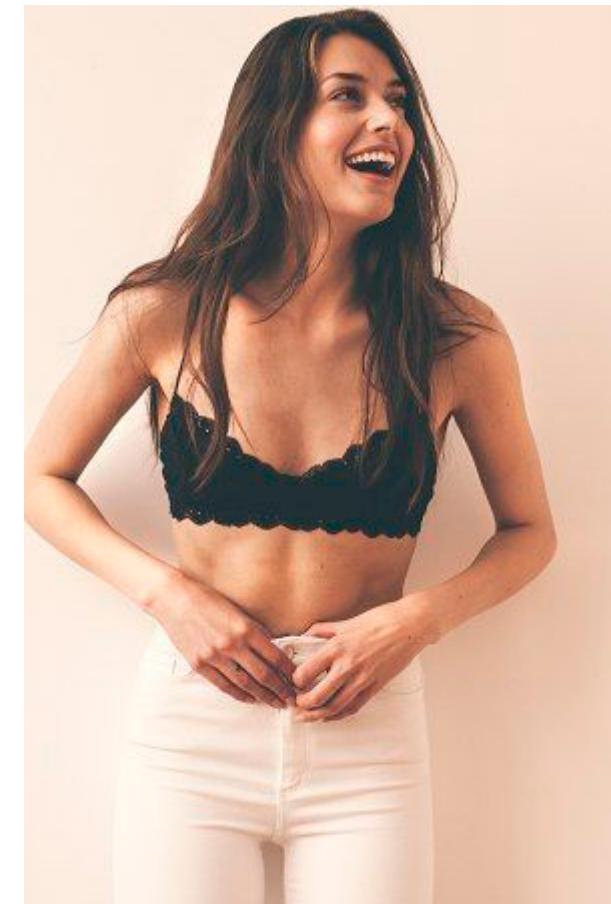
Select your age

SUBMIT

SUBSCRIBE

Images⁴⁷⁻⁴⁹

For the campaign, we have chosen a new image that is warmer and friendlier than the images received by the client. We wanted an image that signified happiness and effortlessness and which would also attract the younger target group. Because the visitors of the landing page are more likely to view the images than read the text, it is important to have a friendly and inviting ambience. We would like viewers to see themselves in the model.



DEVELOPMENT

Overall elements and design

Image

Model photo - The image used for the header on the landing page and the campaign material was cropped off on the left side, so we had to photoshop her elbow in on her right arm. We removed the background in order to change it and add the brand colour and leaves to the image.



Elements

The leaves used in the campaign are taken from an image and made into a vector graphic using the “image trace” tool in illustrator. We changed the colours to green with the “Recolor Artwork” in Illustrator.



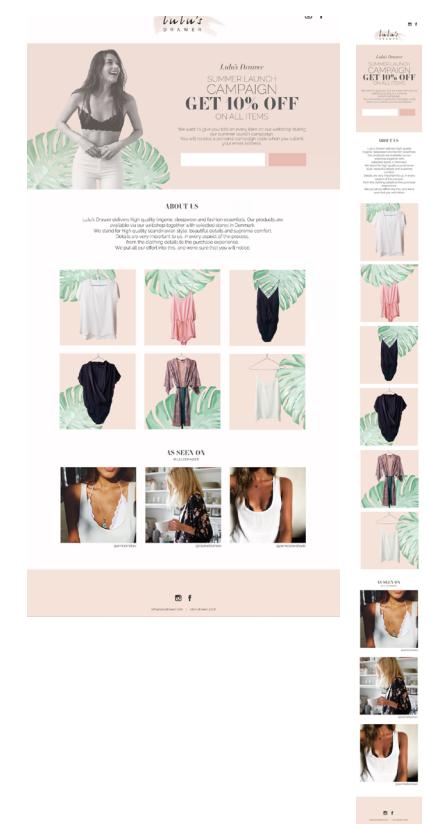
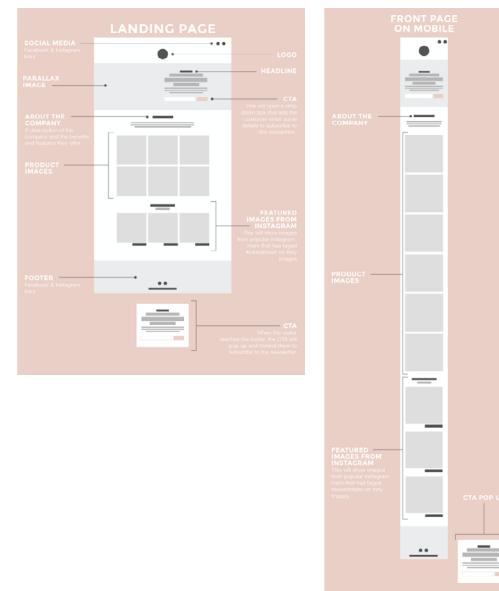
We chose the green leaves, as it is a good complementary colour for the blush, plus it helps reinforce the “summer campaign”.

Landing Page

We started by sketching out the layout for the page and created wireframes of the final idea of the setup. We made a mockup that would help us with the coding development of the landing page and to see a clear visual of the final product.

The important part of the landing page is the Call to Action, CTA, which is the newsletter subscription form. This is what we want the user to see first and it should stand out so there is no doubt about what we want them to do.

Another important part is the feel and mood of the page so that it appeals visually to our target audience in order to make them stay on the page. The user should be able to immediately see what the landing page is about and what they will get from this.



We used the following Gestalt principles of design⁷²

Proximity – Elements that are close together are perceived to be more related than elements that are further apart. We placed both the product's pictures and the blogger's in a way that shows they are related and connected in groups.

Similarity - Similar elements are perceived as a single group, and interpreted as being related. All images on the landing page have a similar background (green leaves).

Further design principles

Balance - Closely tied to symmetry, a perfectly symmetrical design achieves balance and a sense of stability.

Emphasis - CTA and the pop up display hierarchical text in the header to draw attention and establish a focal point.

The design principles used to create our campaign reflect Lulu's Drawer prospect customer. It is feminine, is innocent, is playful and has the cool Scandinavian appeal.

Grid

We have used Bootstrap's grid system, which is based on a 12 column grid, to control the layout and this also makes the landing page responsive.

PHP and Javascript validation

The PHP is used to send the input information to the database.

```
$link = mysqli_connect("coocoos.org.mysql", "coocoos_org", "password", "coocoos_org");
$fname = mysqli_real_escape_string($link, $_POST['fname']);
$email = mysqli_real_escape_string($link, $_POST['email']);
$age = mysqli_real_escape_string($link, $_POST['age']);

/*Insert into database table*/
$string = "INSERT INTO
```

```
email (name, email, age)
VALUES (
    " . $fname . ",
    " . $email . ",
    " . $age . "
);
```

The following Javascript/Jquery code checks if something has been written in the fields and if a valid email has been submitted.

```
$("#submit-newsletter").click(function(e){
    e.preventDefault();

    var validate_email = false;
    var email = $("#email").val();
    var fname = $("#fname").val();
    var age = $("#age").val();
    if(email == "" || fname == "" || age == "")
    {
        $(".error-msg").show();
    }
    else
    {
        var reg = /^[A-Za-z0-9_\-.]+\@[A-Za-z0-9_\-.]+\.[A-Za-z]{2,4}$/;
        if(reg.test(email) == false)
        {
            $(".error-msg").html('Invalid email address').show();
        }
        else
        {
            $.post('get_data.php', { email:email, fname:fname, age:age }, function(response_from_server){
                if(response_from_server == "true"){
                    $(".collapse").hide();
                    $(".success-msg").show();
                }
                else if(response_from_server == "false")
                {
                    alert("There was an unexpected error");
                }
                else
                {
                    alert("There was an unexpected PHP error");
                }
            });
        }
    }
});
```

```

    });
}
});
```

LESS

Less is a CSS pre-processor and it extends the CSS language so we are able to use variables, nesting and other features that makes it easier to manage when you have a big website with several pages.

We tried to use less on the website by adding a link to the less.js script in the header and a less stylesheet, but this did not work in Firefox as it deleted all styles added.

We have therefore made a stylesheet with less and converted it to a CSS file as this works on all browsers. In LESS we were able to make variables for the colours, typefaces and font sizes. But there was no need for much more as we only have one page, so it is easy to handle in one CSS stylesheet.

Attribute table

Attribution	Type	Null	Notes	Extra
id	int(4)	No	Primary Key	AUTO_INCREMENT
email	varchar(50)	No	Email address	
name	varchar(20)	No	First name	
age	varchar(255)	No	Age	

User Story

As a: User

I want: To subscribe to lulu's drawer design
so that I can get the 10% discount towards my purchase and share my excitement with my friends.

Success:

1. Adds email
 2. Likes the facebook and/or Instagram
 3. Makes a purchase
 4. Shares with a friend

Failure (message to be displayed):

1. Does not enter email.
 2. Does not “like” the social media

Use Case

Name	Subscribes to the newsletter
Identifier	Identification Number
Actor	Contributor
Pre-condition	The contributor has opened the facebook ad which takes them to the landing page and database is available on the server
Post-condition	Email has been entered into the database and available for lulu's drawer delicates to send newsletter, campaigns, etc.
Basic Course	<p>Basic</p> <ol style="list-style-type: none">1. Opens landing page2. Enters email address3. Receives a thank you message for subscribing4. Received a newsletter with the 10% discount towards purchase and link to webshop

Flyer

The flyer was developed as a companion piece to the landing page. We had developed several options, and presented these to potential users. The best choice was then selected.

Options



Final product



USER TESTING⁶⁹

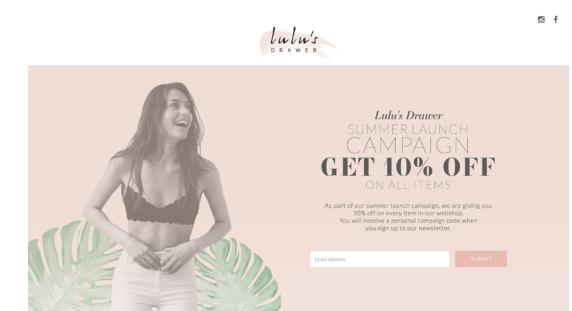
Since our landing page is only 1 page and there is no navigation involved, we decided that the best test to use would be the 5 second test. The premise behind the test is that the user reviews the page for only 5 seconds and then asked them the following questions:

- What is the product?
- Name of the Company?
- What is in it for me?
- What is the essence and mood of the website?

The goal is to see if they register the call to action: ie. to sign up for the newsletter and thereby obtain 10% discount towards the purchase of lulu's drawer lingerie.

We tested our design with 3 users who were in the target group. The result was that the first design had no hierarchy, and the call to action was not as apparent as we would have liked. The user could not see what was in it for them.

We made changes to the design, based on their feedback, and retested the new landing page. The result was that the product, company and what was in it for them was more obvious. This led to an increased likelihood that they would subscribe to the newsletter.



CONCLUSION AND REFLECTION

The purpose of this report is to show how we planned, developed and executed our proposed marketing campaign for Lulu's Drawer.

Based on the company's brief and after concluding the market analysis, we produced a marketing campaign that focused on a landing page that would both create visibility and generate sales. Furthermore content has been developed for both Instagram and Facebook, which provides a link to the landing page. The landing page is the primary point to acquire visitors, email subscribers and Social Media followers. We have also used traditional media: print & electronic, plus content for emails to convey our message to the target market efficiently. However, traditional advertisements have been restricted by the total budget of only DKK 30.000.

Our campaign aims at connecting Lulu's Drawer with their target audience in a way that is relevant and attractive, helping them to achieve the company's goals and objectives while staying within budget.

Through the initial analysis we concluded that the existing market is highly saturated, making it necessary for Lulu's Drawer to come up with innovative and elegant ways of positioning themselves. The original value proposition of the Lulu's Drawer brand and business model is what needs to be put in focus. Soft values are in play and the overall feel of the brand thereby needs to communicate a delicate and feminine style in order to attract the target audience. Furthermore the main competitors are for the most part very established brands with marketing budgets that far exceeds that of Lulu's Drawer. However, we have proven that this factor does not necessarily need to be deal breaker.

By mainly focusing the marketing budget on Social Media initiatives and advertisements we foresee great possibilities for the Lulu's Drawer brand. By using a stylish, humble and amiable Scandinavian approach Lulu's Drawer will be able enter the hearts and drawers of even the most fastidious Danish fashion consumers.

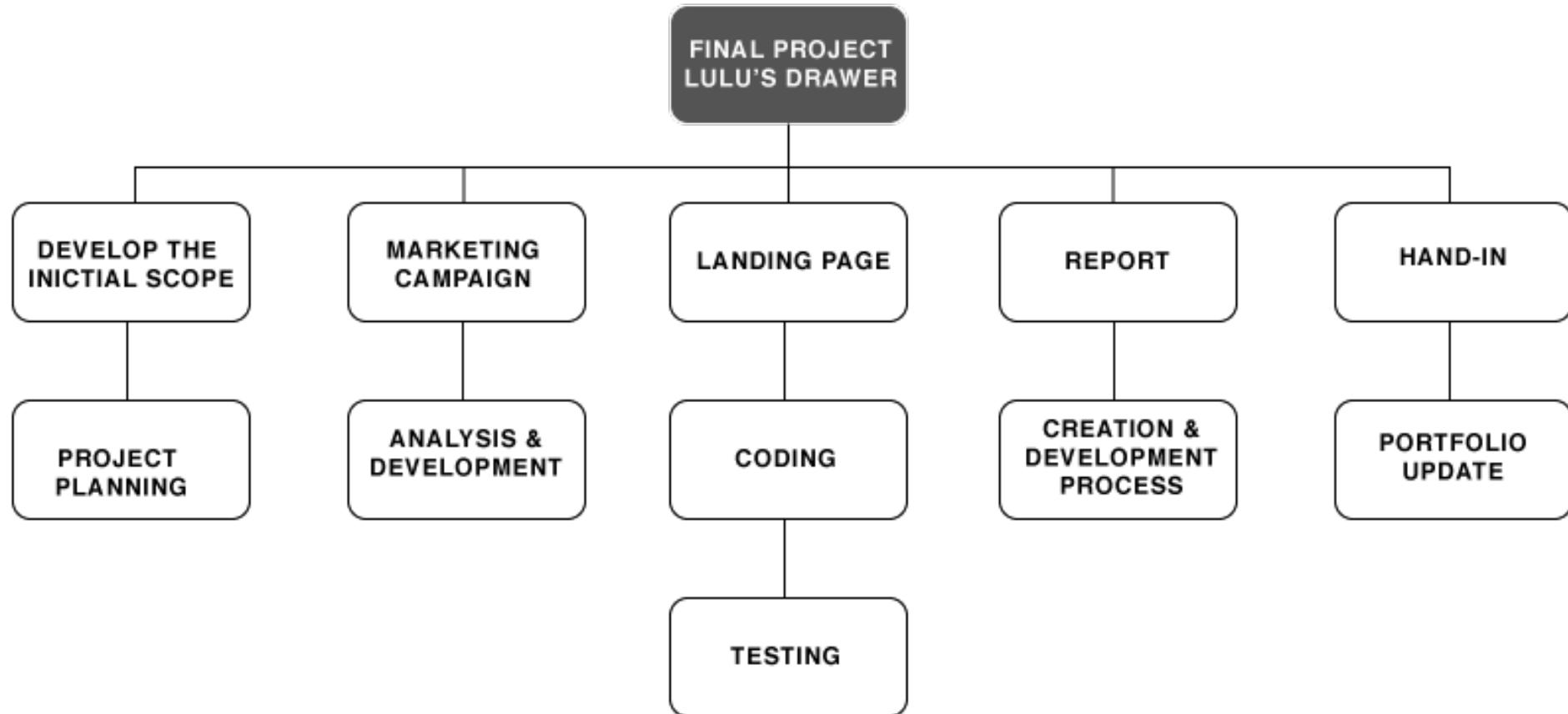
All on all this assignment took us far and wide within the field of Multi-media Design and Communication and thereby we have been given the

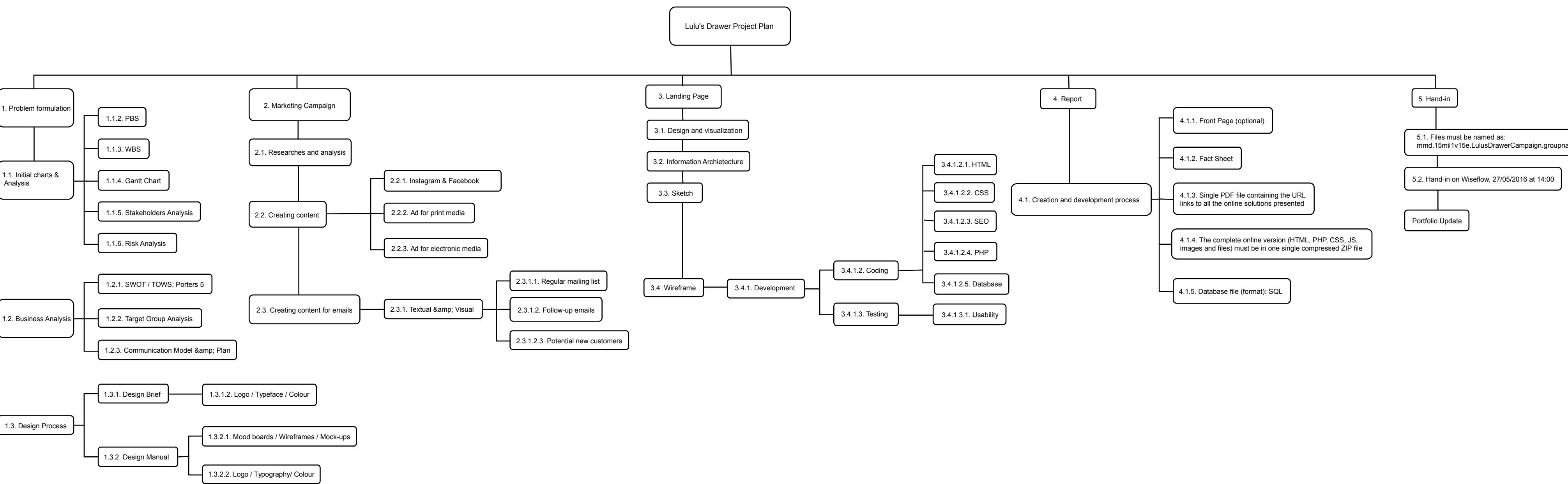
possibility to display the academic skills we have acquired during these 2 first semesters. Throughout the process we have shared responsibilities, and taken advantage of our individual skills. Guidance from our teachers has enhanced the team's capabilities and has helped us to achieve an efficient and educational work process.



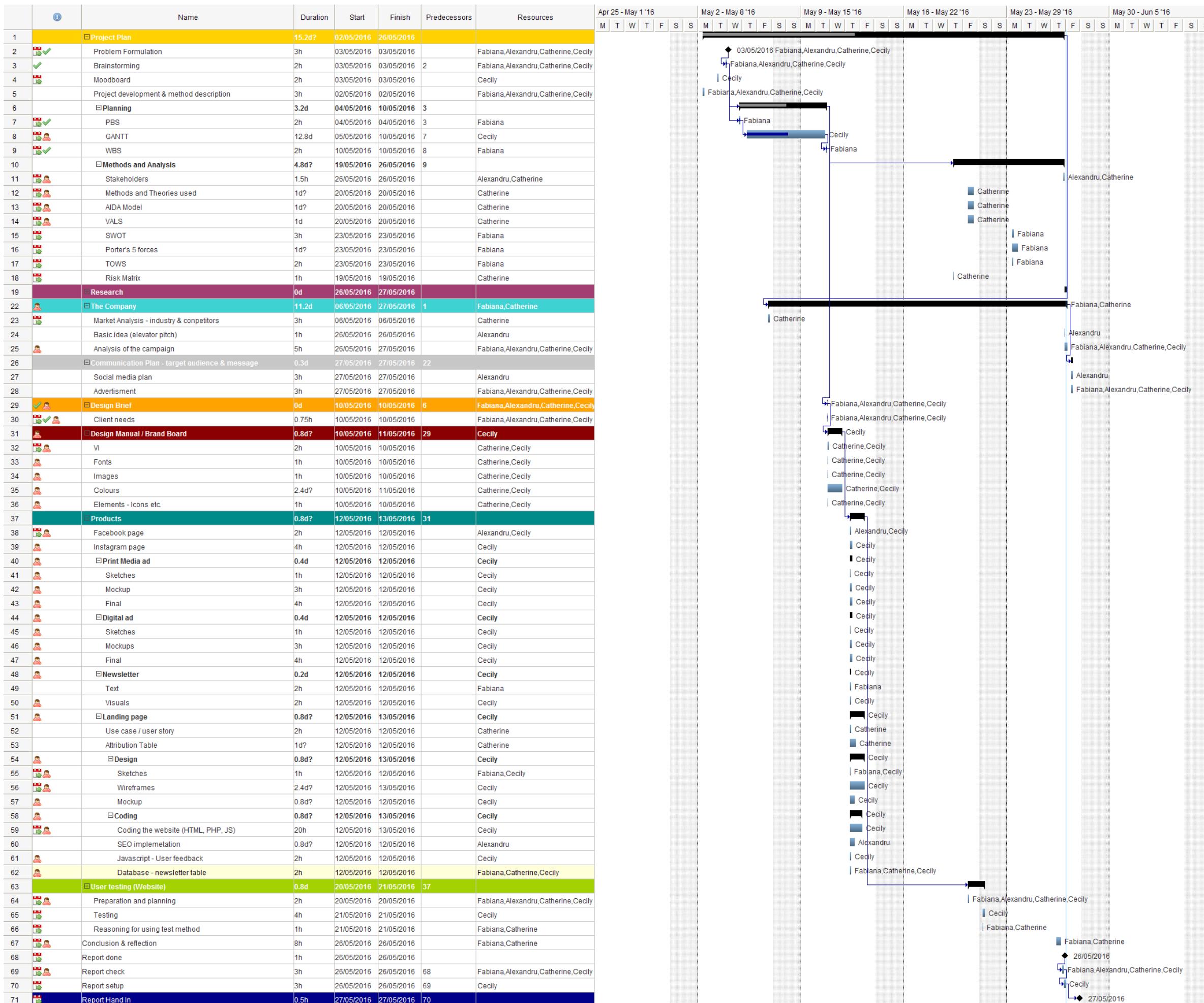
lulu's
DRAWER

APPENDIX

P B S

WBS

GANTT



SWOT

INTERNAL FACTORS	
STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> • Unique concept – affordable luxury segment • High quality products • Scandinavian coolness and comfort • Design service – selling the experience • Special wrapping / package • Selling on consignment basis 	<ul style="list-style-type: none"> • New concept • Price range • Broad target audience (25 – 45 yr.) • Small budget to launch • Overseas manufacturer – sending products back and forth
EXTERNAL FACTORS	
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The dealer has no money invested • Innovation – affordable luxury • Designed services that can expand the business and customer base • Partnership with an overseas manufacturer - reduced production cost 	<ul style="list-style-type: none"> • Competitors, established brands • Cheaper competitive products • No money until the product is sold • The dealer has no money invested and is not obligated to “push” your merchandise • No money to invest in awareness

TOWS

INTERNAL STRENGTHS (S)	EXTERNAL OPPORTUNITIES (O)	EXTERNAL THREATS (T)
	<ol style="list-style-type: none"> 1. The dealer has no money invested 2. Innovation – affordable luxury 3. Designed services that can expand the business and customer base 4. Partnership with an overseas manufactures – reduce the production cost 	<ol style="list-style-type: none"> 1. Competitors, established brands 2. Cheaper competitive products 3. No money until the product is sold 4. The dealer has no money invested and is not obligated to “push” your merchandise 5. No money to invest in awareness

INTERNAL STRENGTHS (S)	(SO) MAXI-MAXI" STRATEGY	(ST)"MAXI-MINI" STRATEGY
<ol style="list-style-type: none"> 1. Unique concept – affordable luxury segment 2. High quality products 3. Scandinavian coolness and comfort 4. Design service – selling the experience 5. Special wrapping / package 6. Selling on consignment basis 	<p>Use current strength to attract and engage customers. S1/O2/O3</p> <p>Create long term benefit and cost effectiveness. S2/O3</p> <p>Come up with attractive promotions to lure new customers. S4/ S5/ O3</p> <p>Events or experiences to generate crowds, enthusiasm, sales, publicity. S1/S2/S3/S4/S5/ O2/O3</p>	<p>Use current strength in order to gain market. S1/S2/S3/ S4/S5/T1/T2</p> <p>Initiate concept, add value to the products, services and brand. S3/ S4/ S5/ T1/T2</p> <p>Provide an attractive incentive for the dealer S6/ T1/T2</p> <p>Offer better quality and conditions than the competitors. S1/S2/S3/S4/S5/S6/T2/T4</p> <p>Use of marketing tactics. S1/S2/S3/S4/S5/T5</p>

INTERNAL WEAKNESSES (W)	(WO) "MINI-MAXI" STRATEGY	(WT)"MINI-MINI" STRATEGY
<ol style="list-style-type: none"> 1. New concept 2. Price range 	<p>Budget-friendly marketing campaign. W1/W4/O2/O3</p> <p>Narrow down the target group to build brand awareness. W3/W4/ O2/O3</p>	<p>Monitor competitors. W2/ T2</p> <p>Promote the product line and create the need. W1/ W2/W3/W4/T1/T2/T3/T4/T5</p>

TYPEFACES

ESSONNES

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The quick brown fox jumps over the lazy dog

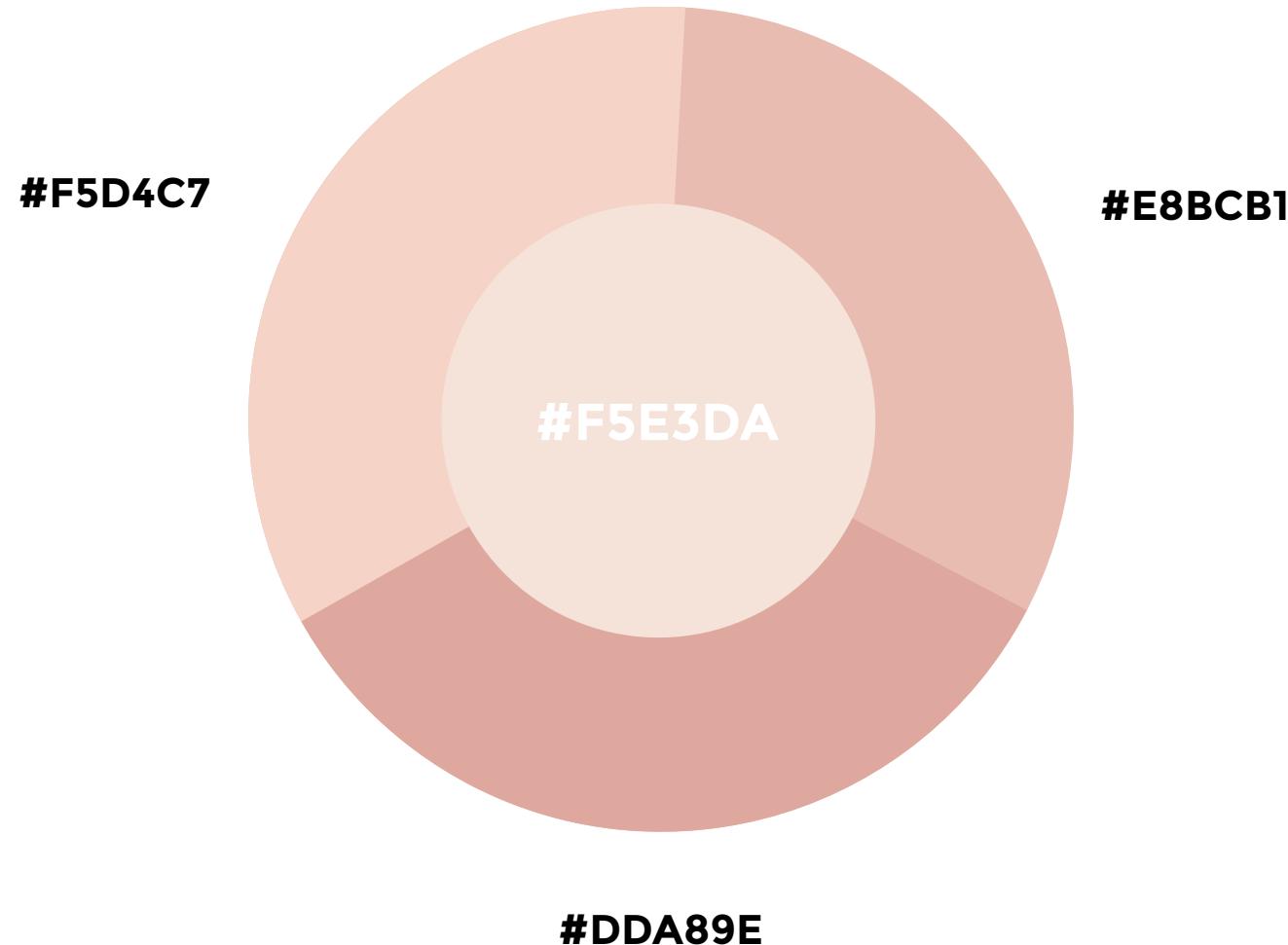
LATO

a b c d e f g h i j k l m n o p q r s t u v w x y z

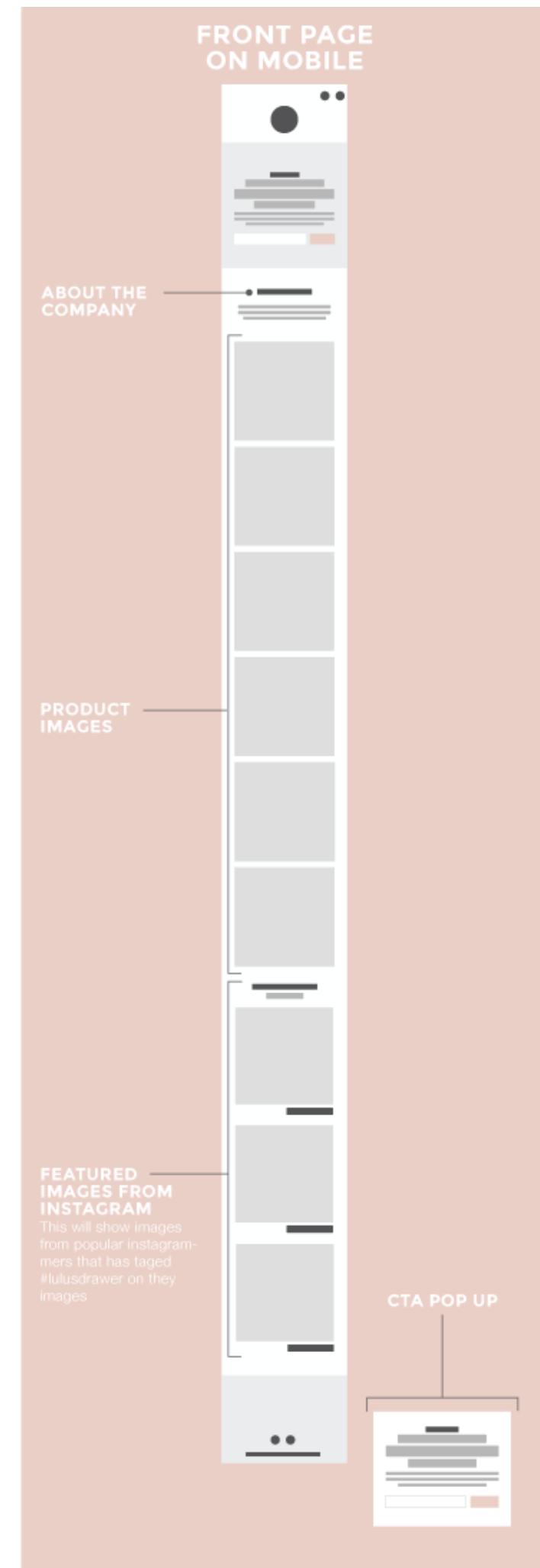
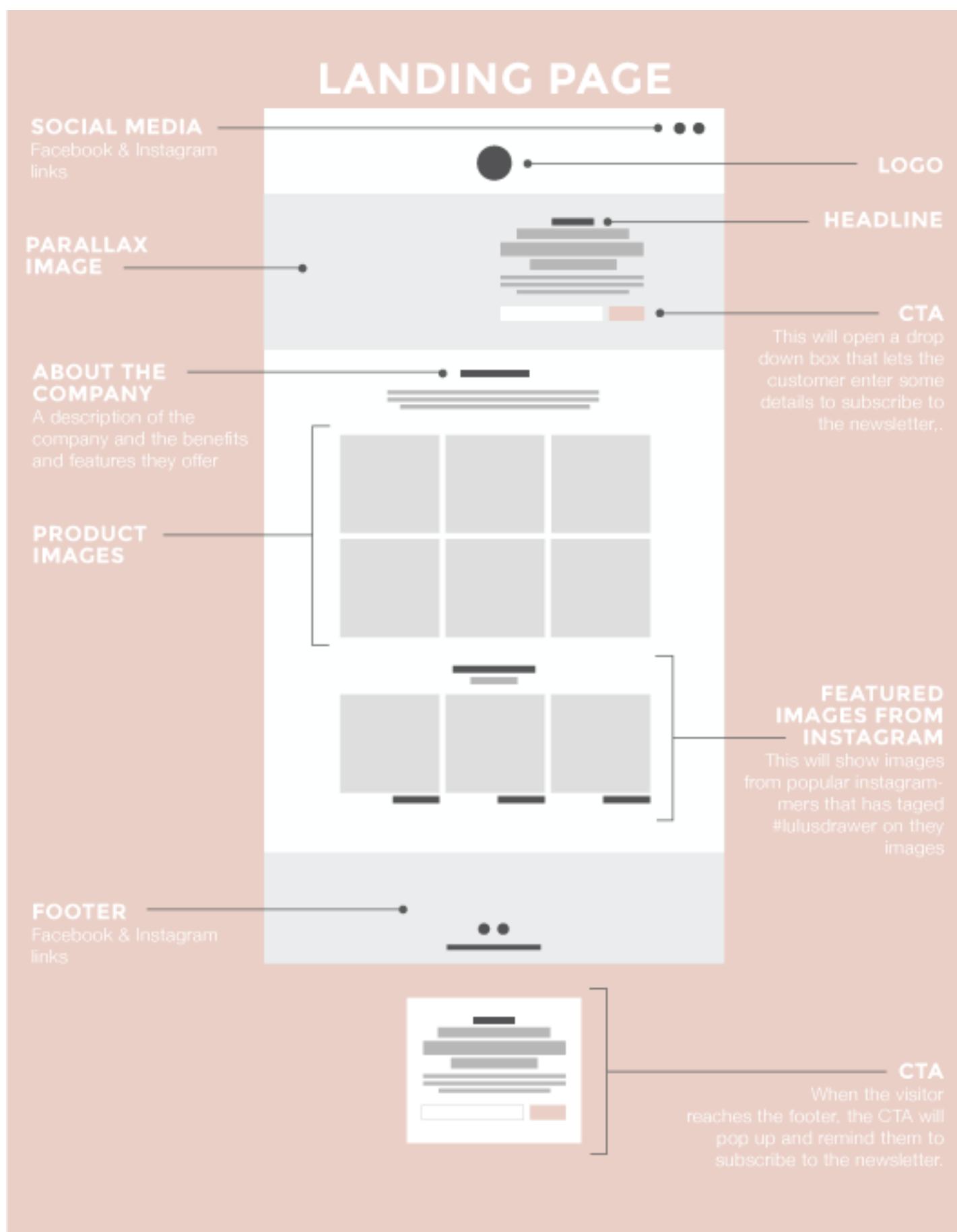
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The quick brown fox jumps over the lazy dog

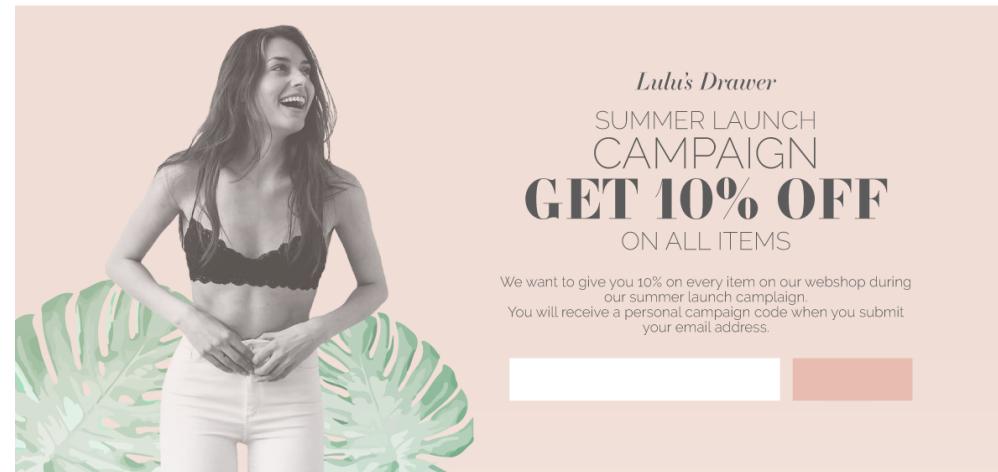
COLOURS



WIREFRAMES



MOCKUPS



ABOUT US

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FACEBOOK & INSTAGRAM

facebook

Your Name | Home

**Lulu's
DRAWER**

**Lulu's Drawer
Clothing**

Like

Message ...

Timeline

About

Photos

Likes

Videos

ABOUT

● Launch July 2016

Lingerie - sleepwear - fashion essentials

Soft, pretty and delicate

Instagram @lulusdrawer

Typically replies within a day

[Message Now](#)

<http://lulusdrawer.com/>

Photos

VISITOR POSTS

Margot

1 December 2015 at 13:10

Hvor ser det lækkert ud. Hvor kan jeg købe Lulu's drawer?

[1 Comment](#)

[Like · Comment](#)

Lulu's Drawer

5 minutes ago

For our summer launch campaign we are giving you 10% off on every item on the webshop. Visit lulusdrawer.dk for more information.

[Like](#) [Comment](#) [Share](#)

Lulu's Drawer added 10 photos to the album **S/S Collection** Yesterday at 12:13

[Like](#) [Comment](#) [Share](#)

Lulu's Drawer

Wednesday at 15:32

We are having a giveaway as part of our summer launch campaign. You have the chance to win a beautiful goody bag, worth DKK 1500,-, with our new products.

To be eligible to win, all you have to do is like this post and our page. The winner will be randomly picked and notified in a message.

The giveaway ends the 30th July.

We look forward to giving you a taste of our beautiful new summer collection.

Love,
Lulu's team

[Like](#) [Comment](#) [Share](#)

Lulu's Drawer

Launch July 2016
lingerie - sleepwear - fashion essentials
www.lulusdrawer.com

153 posts 5000 followers 355 following

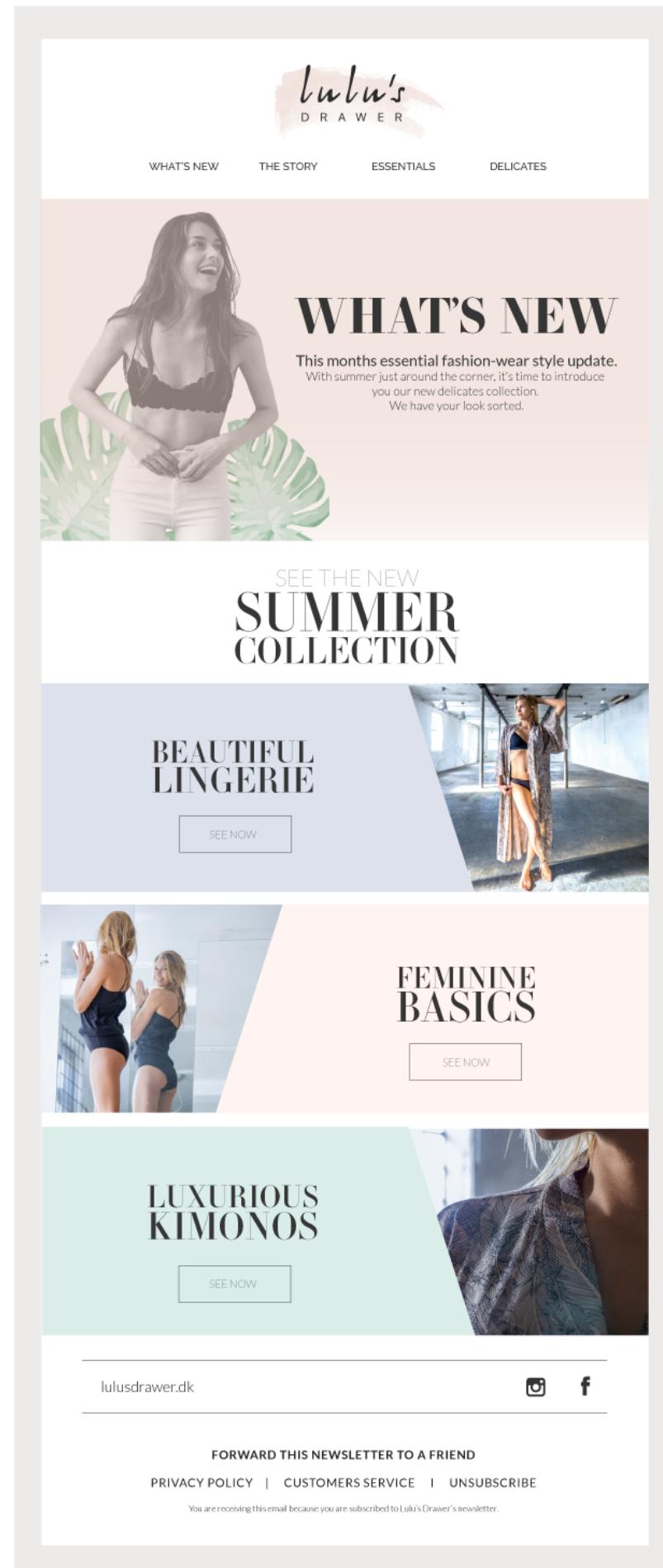
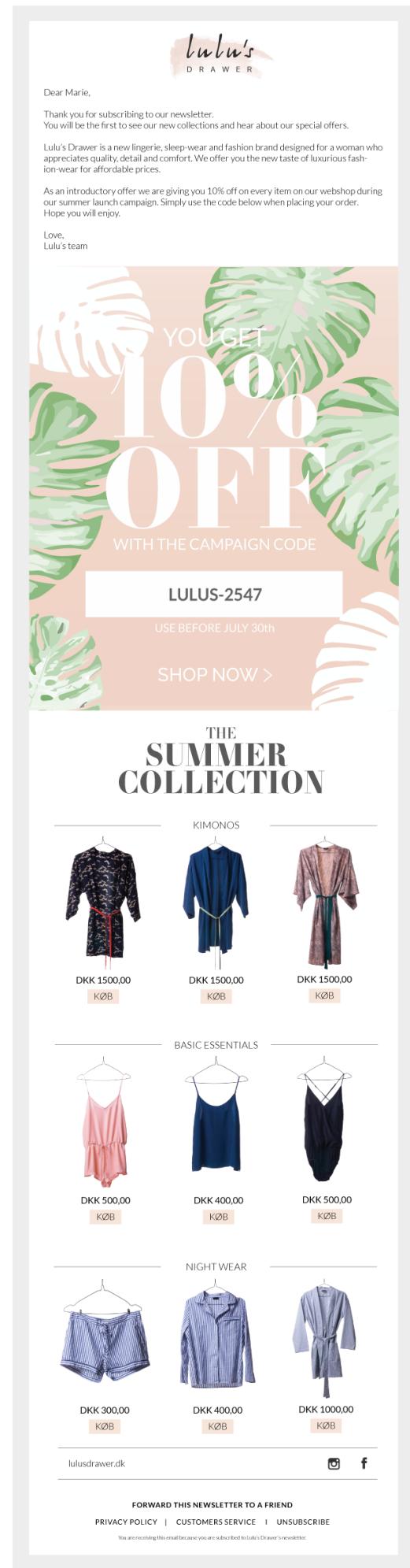
+ FOLLOW

grid list location camera

10%
OFF
FOR OUR SUMMER
LAUNCH CAMPAIGN

ENJOY
10%
OFF
FOR OUR SUMMER
LAUNCH CAMPAIGN
www.lulusdrawer.com

NEWSLETTERS





lulu's
DRAWER

SOURCES

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26. <http://www.ifm.eng.cam.ac.uk/research/dstools/porters-generic-competitive-strategies/>
27. <http://marketingland.com/blogger-outreach-119253>
28. https://www.youtube.com/watch?v=mYF2_FBCvXw
29. <http://www.strategicbusinessinsights.com/vals/business/knowtarget.shtml>
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