WALK WITH

ronsons

INTRODUCTION

Opportunity and Purpose

With the growth in technology, transactions through e-procurement is becoming more popular each year. Ronsons' current online sale represents approxiamtely 5% of their total sales, while e-commerce (across all industry) in Canada is expected to be 9% in 2019 (eMarketer, 2017). This represents an opportunity for Ronsons to increase its sales through their online website. The purpose of this project is to improve Ronsons' website by increasing traffic and conversion rates.

Scope of the project

The project's scope consists of the following:

1) Ronsons' current and new online website user functions.
2) E-commerce benchmark for online website layouts and functions.
3) Shoe competitors' website layouts, functions.
4) Ronsons' customer behaviour via Shopify, Google Analytics, and MailChimp.
5) Comparison of social media engagement with competitors
6) SEO comparison with competitors
7) SEO Keywords

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NOT IN SCOPE

The following will not be performed or assessed.

1) Facebook and Instagram analytics tools will not be used for the duration of this project.
2) Marketing and advertising activities on Ronsons' products to different platforms will not be a part of the project.
3) The consulting team will not be implementing the recommendations for this project.

Industry Analysis

For additional information on footwear retail industry in Canada, please refer to Appendix B.

METHODOLOGY

Competitive Analysis

To understand Ronsons' competitors and their respective performance, Town Shoes, Payless Shoes, Zelen's Shoes, DSW, SoftMoc, A Step Ahead, and Browns Shoes were identified as potential competitors based on criterias such as, similar shoe brands, styles and number of locations in the Lower Mainland areas (Appendix E). Eliminations were further performed to limit the number of competitors to three. These three competitors will serve as benchmarks for all comparisons.

Website Layouts

The website layout comparison consists of three main analysis: the home page, product gallery page, and product display page. The type of layout content was recorded for each page. A comparison table was created to identify similarities and differences between the competitors (mono brands like Nike and Adidas were added for further comparison). Tally marks were used to identify these traits and accumulated at the bottom (See Table 1, 2, and 3, in Appendix G for website layout comparison).

Website Functions

Website function comparison was conducted the same way as website layouts. Similar and different functions were identified using a table with tally marks, cross referencing it with Ronsons' website and its competitors (mono brands like Nike and Adidas were added for further comparison). Duplicate functions were eliminated and categorized as generic functions (See Table 1 and 2, in Appendix I for website layout comparison).

Social Media

Quantitative data was collected to understand the differences between Ronsons and its competitors' current social media performance. Four social media platforms were analyzed: Facebook, Instagram, Twitter, and Pinterest (Appendix P). Post Frequency, Average Likes, Weekly comments, Total Followers, Total Likes, and Total Posts were used as comparison criterias. Each category was tallied using the last 60 posts available on each social media outlet; ending March 24 of 2019.

In addition, secondary research was compiled to identify ways to increase engagement and traffic from digital marketing firms/blogs (Appendix N and Appendix O). A check mark is tallied for each category. Next, analysis on the different engagement tools used by Ronsons and its competitors were compared (Appendix M).

MailChimp

Data on Ronsons' email campaigns were downloaded via CSV format from MailChimp. These data were filtered to provide records from August 1, 2017 to February 28, 2019 (unless otherwise indicated). The list below describes all the analysis performed on MailChimp:

Ronsons Behaviour

- Number of Campaigns Issued per Month (Figure 1 in Appendix W)
- Number of Campaigns issued per Weekday (Monday to Sunday) (Figure 2 in Appendix W)
- Number of Holiday Campaigns Issued (Entire Data Set was used) (Figure 3 in Appendix W)

Customer Behaviour

- Average Email Recipients per Month (Figure 4 in Appendix W)
- Average Revenue, Opening Rate, Order Rate, and Click Rate per Month (Figure 5 to Figure 8 in Appendix W)
- Average Revenue, Opening Rate, Order Rate, Click Rate, and Emails sent out per Weekday (Table 1 in Appendix W)
- Average sales per holiday campaign vs Number of Campaign Issued (Entire Data Set was used) (Figure 9 in Appendix W)
- Average Sales per Campaign for Fall Coupon Book and Spring Coupon Book (Figure 10 in Appendix W)
- Top Sales on Single campaigns (Figure 11 in Appendix W)
- Top Orders on Single Campaigns (Figure 12 in Appendix W)
- Top Half-price Campaign sales (Figure 13 in Appendix W)

Correlation

- Correlation between Opening Rate and Average Sale per Month (Figure 14 in Appendix W)
- Correlation between Average Revenue and Campaigns Issued per Month (Figure 15 in Appendix W)
- Correlation between Unsubscribers and number of Campaigns Issued per Month (Figure 16 in Appendix W)

For the holiday campaigns listed above, all MailChimp data covers May 2015 to March 2019. This is to assess the performance of discontinued holiday email campaigns.

Shopify

Data on shopify was gathered in CSV format and was filtered and organized based on its respective category. The two major categories that were investigated were Sales, and Customers Behaviours. The list below describes all the analysis performed on Shopify:

Sales

- Total Sales Comparison: First-Time Customers vs. Returning Customers (Figure 23 Appendix Y)
- Total Sales per Month (Figure 23 Appendix Y)
- Total Sales by Regions in Canada (Figure 1 Appendix Y)
    - BC, ON, AB, MB, QC, SK, NB, NF, NS, PE, YT
- Total Sales by Top Performing City (Canada) (Figure 2 Appendix Y)
    - Vancouver, Toronto, Edmonton, Winnipeg, Montreal, Saskatoon
- Top Product Vendor Sales (Figure 9 & 10 Appendix Y)
    - Popular Product Vendor Sales by Region and City
- Conversion Rate in Top Cities (Figure 24 Appendix Y)
- Top Referrer Total Sales (Figure 28 Appendix Y)

Customers Behaviours

- Total conversion rate per month (Appendix D)
- Abandoned cart rate per month (Appendix D)
- Average order value per month (Appendix D)
- Average session duration per month (Appendix D)
- Average customer retention per month (Appendix D)
- Top searches using search bar with no results (Appendix Z)
- Top searches using search bar with results (Appendix Z)

All Shopify analysis cover dates from August 1, 2017 to February 28, 2019.

Google Analytics

Quantitative data was gathered via Google Analytics through CSV and Excel spreadsheets. This analytic tool was used to collect information on Ronsons' customers behaviour. Analysis were performed on the following below:

- Demographic by Region/City(Figures 1 to 16 Appendix X)

The use of Google Analytics is to support the findings with Shopify. All Google Analytics analysis cover dates from August 1, 2017 to February 28, 2019.

SEO

SEO analysis was performed using Alexa, an Amazon Web Service. Alexa analyzed Ronsons' current SEO situation and identified potential keyword opportunities to boost Ronsons' search engine ranking. Aside from Alexa, Google Chrome's Developer Tools were also used to identify competitors' Alt tags, Image names, Meta description, and Page titles. See Appendix J for SEO findings.

Findings

Current Situation

To understand Ronsons' current online performance, five metrics were analyzed; conversion rate, abandoned cart rate, average order value, average session duration, and customer retention rate (Appendix D). These metrics are key indicators of Ronsons' customer behaviour and web performance.

When comparing conversion rate with industry standard, Ronsons is underperforming by approximately 1 percent (0.94% vs. 2.18%) (Johnson, 2017). Coupled with Ronsons' 46% customer retention rate compared to 32.7% industry standard (Coleman, 2019), these numbers shows that Ronsons is able to retain their customers; however, purchase per visit is low. Ronsons average session duration is much higher than the industry average (7.52 compared to 3 mins per session)(Coleman, 2019). The average order value is significantly higher than industry average ($154 compared to $119) (Johnson, 2017).

In terms of abandoned cart rate, Ronsons' is at par with industry standard of 83% (Insights West, 2018). For more information from Insight West on why consumers abandon their carts, please refer to Appendix E.

Competitor Selection

Out of Ronsons' 52 brands, DSW had the most match (20 matches) followed by SoftMoc (19 matches) (See Appendix F for comparison tables). In terms of shoe styles, DSW offers all styles offered by Ronsons, while Softmoc and Browns offer 16. Finally, for all locations in the lower mainland, Ronsons has 18 locations, SoftMoc has 10, Browns Shoes has 8 and DSW has 3 locations.

Although Town Shoes and Payless Shoes more closely resemble Ronsons in terms of shoe style, they had recently announced permanent closure. Hence; they were not eliminated from the selection
All in all, the three selected competitors are SoftMoc, Browns Shoes, and DSW.

Website Layout

The top three layout contents with the most tally marks are the Product Recommendation Sections, Blog Promotion, and Shipping Policy Details (Appendix G). The following sections describes the significance of these layout contents.

Product Recommendation Sections

The product recommendation section is a collage generated based on current sales items, other customers' purchases, and trending styles. Ronsons' new website does not have this feature, but it is available on four of the five benchmarks' website. Please refer to Appendix H to see examples of product recommendation sections. The use of product recommendation can be a highly useful layout. For example, Amazon was able to generate 29% increase in sales within a fiscal quarter, growing $9.9 billion to $12.83 billion (Mangalindan, 2012). As for its usage rate, Netflix found that over 80% of its users use this feature on its website (Plummer, 2017).

Blog Promotion

Blog promotion is available on three out of the five benchmark's website, but not on Ronsons' website (See Table 1 in Appendix G for detailed comparison). Research has indicated that blogging can be used as a powerful tool to engage with customers; hence, increase traffic (Wang, 2018). Websites with a habit of blogging at least 16+ times per month were shown to have 3.5 times more traffic than websites that do not blog or post less than four times a month (Kolowich, 2015).

Shipping Policy Details

Shipping policy detail is the second most tallied category with four out of five competitors utilizing this layout content (See Table 2, Appendix G for detailed comparison). Shipping policy details can be found on the competitors' home page, product gallery, and product display page. In contrast, the shipping policy information is shown only on Ronsons' homepage. Please refer to Appendix Z for an example of this type of display.

Shipping policy can remind customers about the firm's exclusive shipping deals. Secondary research revealed that unexpected costs such as shipping, tax, and import fees are major reasons why customers are abandoning their carts during checkout (Appendix E)(Boag, 2017). Research by Baymard Institute, one of the main market research group in the USA with clients like Walmart and Amazon, find that unexpected extra costs made 55% customer abandon their cart (Baymard Institute, 2018). For more information on shipping fee and the effect it has on online consumers, please refer to Appendix C.

Website Functions Comparison

The top three functions with the most tally marks are Order Tracking and Multiple Language Selection. The product description and specification are available on Ronsons' website, however there are major differences in the way its organized compared to its competitors. The following sections will describe the significance of the listed functions using data found via secondary research.

Order Tracking

The highest tallied function that is currently missing on Ronsons' website, but available on all benchmarks' website, is the order tracking button (See Table 1 in Appendix I for detailed comparison)**.**

Canada Post and LiveClicker, a content marketing company, found that 73% to 75% of customers rated order tracking and order status as the most important service function after their purchase (Figure 3 in Appendix H)(CanadaPost, 2014). Currently, Ronsons distributes order tracking information to shoppers, but the order tracking information is not available on Ronsons' website. Although the order tracking function is available on all benchmarks' website, there is no correlation of it contributing to increasing traffic or conversion rates.

Multiple Language Selection

Multiple languages selection is the second highest tallied function in this analysis (4 out of 5 benchmarks have this function available on their websites)(See Table 1 in Appendix I for detailed comparison).

Having multiple language selection could increase the convenience for customers, as secondary research suggests that 72.4% of consumers prefer to shop in their native language (Bahjat, 2012). In Canada, there is a large French-speaking residents as well. The proportion of the population that reported French as its mother tongue in Canada is 21.4% in 2016 (StatCan, 2018). Quebec also ranked 4th in terms of Ronsons' overall region sales (Figure 1 in Appendix X).

Product Description / Specification

Ronsons' current and newly proposed website contains decription under every product. However, there are major differences in its presentation when compared against the competitors' product description details (See Figure 2 & 3 in Appendix I for example).

Ronson's product description section does not have a consistent format structure as it is a written paragraph describing the product background, materials, and benefits. By formulating a concise structure across all product descriptions like using bullet points, customers will be able to scan quickly and retain information. A study showed that only 20% of the content on a web page gets noticed from users since majority online shoppers only scans the website (Simpson, 2015). An organized product description can also have an effect on conversion rate. A market survey by Salsify indicated that more than 87% of the online shoppers place a high value on product descriptions as important factors when making purchasing decisions (Mann, 2018). The same surveyors indicated that the most desired types of information are product descriptions (76%), reviews (71%) and images (66%) (Mann, 2018).

2. Social Media Platforms

Ronsons is significantly underperforming in all 4 social media platforms compared to its competitors (Appendix P). In particular, the average followers per post is 6.3 for Ronsons' Facebook compared to 18.1 for Browns Shoes, 56 for SoftMoc and 1,158.8 for DSW. Using the same measurements, Ronsons' Instagram has 2.2 followers per post compared to 15.7 for Browns shoes, 6.3 for SoftMoc, and 1,893.1 for DSW.

To understand ways to increase social media engagement, data were collected from marketing firms and blogs. In particular, Facebook and Instagram were further analyzed as these two platforms are within Ronsons' top traffic referrers. The results are discussed below.

Facebook Engagement Tools

Seven out of the 9 chosen digital marketing firms/blogs recommended users to ask questions in the form of poll and vote, and to respond to fans in a timely matter (Appendix N). Six out of 9 firms suggested using engaging images, and engaging with relevant users. Of the top recommendations, Ronsons already responds to its customers in a timely fashion; typically within a day of less.

Instagram Engagement Tools

Eleven out of the 12 chosen digital marketing firms/blogs recommended the use of Hashtags (Appendix O). Based on a study conducted by Visual Social Media, posts with 11 or more hashtags have 442% more engagement than using none (Duran, 2019). Other top recommendations for higher engagement involve the use of Instagram Stories, posting at best times, posting engaging photos, hosting contest giveaways and engaging with relevant users.

For both social platforms, the timing of posts are important. This is highly dependent on Ronsons' current user behaviour which involves the use of internal Instagram and Facebook analytical tools. The use of these tools are outside the scope of this project.

Competitors' Use of Social Media Engagement Tools

On average, Ronsons uses two social media engagement tools whereas competitors use at least 8 (Appendix M). Some of the most noticeable differences are in the use of hashtags, asking questions, contest/giveaways, engaging images/videos, and engaging with relevant users.

3. MailChimp Findings

Over the course of 19 months, Ronsons issued a total of 201 email campaigns (Figure 1 in Appendix W). Average revenue per campaign and order rate was highest in February 2019 and July of 2018 (Figure 5 and 7 in Appendix W). Ronsons emails have an average opening rate of 29.8% (Figure 6 in Appendix W)

and a click rate of 4.27% (Figure 8 in Appendix T). In contrast, the industry average for E-Commerce (for all industry) is 15.66% and 2.07% respectively in 2018 (Mailchimp, 2019). In other words, Ronsons email advertisement generates above average call to action leading higher traffics to Ronsons website.

Holiday Campaigns

A total of 76 holiday email campaign were issued (Figure 3 in Appendix W). In terms of total sales generated, Boxing Day events brought in more revenues than Black Friday sales ($30,030 compared to $20,480 respectively). However, based on average revenue per campaign, Family Day outperform all other holiday sales with $3,343 dollars per campaign (Figure 9 in Appendix W). Furthermore, only 3 email campaigns were sent out in 2017. The second highest average sale per campaign is Mother's bringing in an average of $1,502 dollars per campaign. Both these holidays generated the most revenue relative to the amount of emails sent.

Another significant finding is between Boxing day and Black Friday sales. Although twice as many campaigns were issued on Boxing day sales, the average revenue per campaign is $200 dollars lower (Figure 9 in Appendix W). A study conducted by Insight West revealed that 36% of Canadians buy on Black Friday/Cyber Monday while 27% buy on boxing day. Furthermore, 32% of Canadians expect Black Friday to yield the best deals, compared to only 23% for Boxing Day sales (Insights West, 2018).

Ronsons Weekday/Weekend Campaigns

Ronsons issued most campaigns on Fridays and Wednesdays than any other weekdays (Figure 2 in Appendix W). However, email subscribers have shown a higher opening rate, click rate, average order rate on Tuesdays and Fridays (Table 1 in Appendix W). These are the only two days of the week in which average revenue exceeds $1,400 dollars per campaign.

Email Recipients

Through the 19 months, the number of email recipients remained relatively stable with an overall decrease of 1.12% and an average of 8,402 subscribers (Figure 4 in Appendix W). The dip in November 2018 was due to split email campaigns for A/B testing; thus, is insignificant.

Correlations Relationship

Correlation between average sale per campaign and total email issued is -0.05 (Figure 15 in Appendix W). Thus, there is no relationship between how much a campaign can generate and the number of emails issued.

Correlation between opening rate and average sale per campaign is -0.13 (Figure 14 in Appendix W). The result is insignificant and shows no relationship between the two values.

Correlation between unsubscribers and campaigned issued per month was -0.60 (Figure 16 in Appendix T). The results shows a medium relationship between number of email sent and unsubscribers.

Other MailChimp Findings

The top revenue generated by a single email campaign is shown on (Figure 11 in Appendix W). The data revealed Ronsons' Fall warehouse sale generated the highest revenue. Total order for each campaign is shown on (Figure 12 in Appendix W). The graph on Top Half-price campaign sales is shown on (Figure 13 in Appendix W). For top average sales per coupon book campaign generated in Fall compared to Summer is shown on (Figure 10 in Appendix T).

4. Shopify Findings

Total Sales Comparison: First-Time Customers vs. Returning Customers

The analyzed data indicates that Ronsons' Returning customers accounts for 55% of their sales, while First-Time customers account for 45%; generating $1.7 million and $1.4 million respectively within the designated time frame. On average, there is a 5% increase in Returning Customer spendings while First-Time Customers present a -6% change. These changes attribute to an average spending increase of $1,913 for Returning Customers and a $3,274 decrease in First-Time Customers. Please refer to Figure 23 and Table 1 in Appendix Y.

Total Sales per Month

In the past 19 months, May of 2018 and Nov of 2018 indicated the highest sales, generating $256,428 and $223,095 respectively. In 2018, the transitioning period between April to May and October to

November indicate the highest percentage change; 75% and 52% respectively. However, January (2018) to February (2018) indicates the largest decrease in sales of 27%. Please refer to Figure 23 in Appendix Y.

Popular Product Vendor Sales by Region and City

5,098 data entries were filtered and organized to identify popular product vendors by region and city in Canada. The top ten product vendors were then ranked highest to lowest in generated total sales and segmented by region and city. More in-depth analysis was conducted on each Region to identify different popular brands by city. For more information on Region and City segments, please refer to Figure 11 to 22 in Appendix Y .

Total Sales by Regions

Across the 11 different Canadian regions that were taken into consideration, British Columbia ranked first in total regional sales ($1,441,728), followed by Ontario ($144,532), then Alberta ($70,279). A majority of Ronsons' revenue is generated from British Columbia, accounting for 88% of the total sale compared to all the regions in this report. Regional findings with total sales above $15,000 (BC, ON, AB, MB, QC, and SK) were further analyzed to identify top performing city in each respective region. Regions below $15,000 in total regional sales (NB, NF, NS, PE, YT) have a net order quantity below 200 orders. More details on Regional Total Sales and Order Quantity can be found on Figure 1 in Appendix Y.

Total Sales by Top Performing City

Analysis indicated that Vancouver ($273,582), Toronto ($57,002) and Edmonton ($24,328) are the top three cities with the highest total sales in its regions. Please see Figure 2 in Appendix Y for the extended list of cities in regards to total sales.

Top 10 Product Vendors

This section identifies the top selling Product Vendors (brands) that are being sold on a regional and city scale. The top three brands ranked from highest to lowest sales are Earth ($308,151), Clarks ($257,605), and Cobb Hill ($206,099). On a city scale, Earth ($28,823), Clarks ($25,840), and Rockport ($15,805) are the top performing brands across all the covered cities listed above. Please refer to Figure 9 and 10 in Appendix Y for the full list of brands on a regional and city scale.

Average Conversion Rate in Top Cities

Saskatoon ranked the highest in average conversions (3.45%), followed by Toronto (2.12%), and then Winnipeg (2.12%). British Columbia ranked the lowest with 1.03%. However, B.C. had the highest average session and order placed, 9,387 and 100 respectively. Note: although the cities are ranked by conversion rate, the overall total sales should still be taken into consideration when distinguishing a city's overall performance. Saskatoon did indeed have the highest conversion rate, however, British Columbia had the highest sessions and total sales of $1.4 million; compared to Saskatoon's total sale of $16,081. Please refer to Figure 24 in Appendix Y .

Trends in Sales and Conversion Rate

An average percent change analysis was conducted in order to discover growing and/or declining markets amongst the 6 major regions within the 19 month timeframe.

Average Percent Change in Conversion Rate by Region

An average percent change in conversion rate was conducted between the 6 major regions. This trend was used to identify the growing number of individuals purchasing Ronsons' product. The data show that Alberta ranked the highest change from August 2017 to February 2019; increasing 31.66% over the 19 months. For other region ranking, please refer to Figure 25 in Appendix Y.

Average Percent Change in Total Sales by Region

An average percent change in Total Sales was also conducted between the 6 major regions. This analysis indicated the change in sales across the regions. The analysis indicates that Saskatchewan ranked first with a 20.75% increase from August 2017 to February 2019. Please refer to Figure 26 in Appendix Y for the rest of the rankings.

Top Referrer Total Sales

Direct organic searches account for $2 million in sales, followed up Google searches of $546,389, and then Social Media (Facebook) $83,712. Please refer to Figure 28 and 29 in Appendix Y for the full listing of traffic refers ranked by Total Sales and Ordered Quantity.

Top Searches with Results

For information on top searches on Ronsons' search bar, please refer to Appendix Z.

5. Google Analytic Findings

Ronsons' customers are mostly female consumers between the ages of 35-54 years old, attributing to 75% of total sales across the Top Six Regions. Female consumers between the ages of 45-54 attribute to $120,575 of sales in BC, females of 35-44 years old account for $13,166 in ON, and female of 55-64 years old account for $5,265 in AB. More information on top customers (gender and age) can be found in Figure 1 and 2 in Appendix X. For more information on the demographics in each region, please refer to Figure 11 to 16 in Appendix X .

6. Search Engine Optimization (SEO)

Online research revealed that 44% of people start their online shopping journey with a search engine and 37.5% of all traffic to e-commerce site comes from search engines (Figure 5 in Appendix J) (BackLinko, 2019). A website with quality SEO can take shoppers to the business site, since SEO raises search engine ranking making the website more discoverable (Hollingsworth, 2018). Essentially, if customers know what they want and they cannot find it via search engines, it is a lost of sales.

Keywords are characters that users type in search engines. For example, a person might search for "blue shoes" in Canada. To make the website appear higher in search results, adding "blue shoes" as keywords to website contents will boost SEO ranking (SEO Shopify Store, 2019).

Ronsons' Current SEO Situation

Alexa, an Amazon Web Service, revealed that Ronsons' website is ranked 1,272,691 in global website ranking, while DSW is ranked 702,108. Both SoftMoc and Browns Shoes are ranked below 100,000 (Figure 1 to 4 in Appendix J).

The website reachability describes the number of clicks required to get to the most important pages. In terms of reachability, Ronsons currently has 161 pages, but only 1 out of 161 pages are categorized as easy to reach.

Meta Descriptions

Meta Description is the brief text shown under the search result title when using a search engine like Google. Table 8 in Appendix J refers to a table comparison between Ronsons and its competitors under each respective category (Home Page, Womens, Womens Sale, Mens, Mens Sale). "Keywords used" on Tables 8 to 10 in Appendix J indicates the frequently used words in meta descriptions.
Ronsons' frequently promoted words are *shoes*, *Walk with Ronsons*, and *comfort.* Although Ronsons is known for its low price and sales, taglines such as *discounts, lowest possible price, sale* are only mentioned once across the different categories.

DSW promotes its company by frequently using the words *shoes, huge selection,* and *free shipping/ free shipping every day.* Soft Moc heavily emphasizes on *Free shipping & Free returns*, mentioning it 10 times across the four categories; followed by the different product types it offers (boots and shoes). Browns focuses its attention on its brand awareness, mentioning *Browns/Browns.Shoes.com.* Soft Moc and DSW use call-to-action hook-lines to prompt their customers to shop at their site. Both companies use "Shop men's shoes… Shop to… Shop womens for…". Please refer to Table 8 to 10 in Appendix J for the categories and list of words being used.

Page Titles and ALT Text

Company name and its respected categories, such as *womens* and *womens sales,* can be found in each company's url source. SoftMoc and Browns are the only two companies that enlist Product titles in its ALT text under product gallery images and product displays. However, Ronsons and DSW only have Product titles in the ALT text under its product displays. Having ALT text incorporated into websites allow search engines to pick up the company's use of word and gather related topics associated to the search result. Please refer to Table 10 in Appendix J.

7. Additional Findings

For additional findings (outside the scope of our project) on Ronsons' website and web design, please refer to Appendix AA.

Recommendations/Implementation

There are two ways to increase Ronsons' online sales. The first way is to increase traffic through social media, and SEO modification of Ronsons' web. The second way is to increase conversion rate by improving Ronsons' website experience via modification of website layouts and functions and by email campaigns.

Increasing Traffic via Facebook

Asking Questions

Ronsons should incorporate the use of asking questions on Facebook. This is the number one method suggested by marketing experts. The questions can be asked in the form of caption description or poll and vote (Appendix Q). Asking questions actively engages the viewers to respond and participate on the page. The use of poll and vote is especially important for firms seeking to understand customers' wants and needs. For example, by asking what shoe style is preferred at different seasons, Ronsons can target its advertising campaign specifically on those shoe styles. More importantly, it shows that Ronsons values customers' opinions. By having a 2-way communication, businesses can actively engage in meaningful conversations with its social media users (O'Brien, 2018).

Engaging Images

One of the most important factors in attracting traffics is to post engaging images. These images have a higher chance to be shared and talked about. The list below are criterias for engaging images:

- Add elements of humor (Canning, 2019)
- Use three or nine part image banners (Ivorymix, 2019)
- Incorporate the use of high-quality photos (Alexandra, 2018)
- Add fun, creative photos to catch attention (Alexandra, 2018)
- Add inspiring, motivational quotes (Alexandra, 2018).

It is important that businesses avoid posting images that are all product related; the goal of engaging an image is to humanize the brand (Casella, 2013). In other words, the purpose of social media post is to make the image relatable and memorable to the consumer. These images should also express the brand

(Monaghan, 2016). Psychology Today revealed that people remember 80% of what they see and only 20% of what they read. This implies that text should be kept at a minimum. Furthermore, firms should be posting images that consumers can relate to their lifestyle as consumers primarily use emotions rather than information when evaluating brands (Murray, 2013). An example of a humorous DSW Facebook post of engaging images is shown on Appendix R.

Engaging with Relevant Users

Another recommendation to increase Facebook traffic and engagement with consumers is by reaching out to relevant users. There are many forms of engagement ranging from following industry related brands to sharing posts of customers using the the firm's product. HubSpot, suggests the following:

- Show internal process of how the product is processed
- Tell the audience about the business's story
- Post news about new employees hired
- Post news about employees or store achievements
- Share customers photos using the firm's product and services
- Showcase suppliers
- Use of @ to mention groups or specific person
- Follow customers, suppliers and groups.

Again, the purpose of engaging with relevant users is to make the brand more humanized. If all posts are solely just pushing products to customers, this usually comes across as pushy sales messages, which causes engagement rates to fall (Commercial Webservices, 2018). An example of Browns Shoes showcasing its employees is shown on Appendix S.

Contests and Giveaways

Contests and giveaway is another great engagement tool to attract and build the company's email subscription list. This tactic attempts to convert potential customers into real purchasers in the future. According to TAMBA, 94.22% of respondents stated that firms have introduced the respondents to brands they would otherwise not have known about. Furthermore, approximately 87% of respondents use social media to enter competitions (Tamba, 2014). Tamba also revealed that the best duration for a contest is 25 to 60 days. Appendix U shows an example of DSW giveaway posts on Instagram. In general, firms would ask the participants to subscribe to their newsletter. By utilizing a combination of the list above, this will increase Ronsons' customer engagement and ultimately drive traffic.

Increasing Traffic Via Instagram

For the use of engaging images, engaging with relevant users, and contest giveaways, please refer to Facebook recommendations. The following sections are recommended specifically for Instagram.

Using Hashtags

As mentioned under Instagram Findings, the use of hashtags is the top recommended method for increasing traffic. It is recommended that hashtags be put in captions or comments (Duran, 2019). In addition, Ronsons should try to hide the hashtags by preceding the hashtags with five dashes or periods, each one on a line by itself with no space after (Duran, 2019). Doing so will make the hashtags invisible; thus, posts will look less spammy and more professional (Duran, 2019).

When using hashtags, it is important to keep popular hashtags at a minimum. If everyone is using popular hashtags, this dilutes the uniqueness of the hashtag (Duran, 2019). The best practice is to include 1 or 2 popular hashtags with the rest being niche hashtags revolving around the firm's industry. For example, #love can have associated tags such as, #wonderful, #adorable, #hug. An alternative use is the longtail hashtags, which are three or four keyword phrases (Google, 2019). For example, #loveisintheair (Duran, 2019). Niche and longtail hashtags are very similar to the popular tags, but have fewer associated posts, which means that the content is more likely to be discovered; hence, liked or commented on. (Hughes, 2018). Appendix V shows a list of popular hashtags in the Fashion industry suggested by tagblender.net and shopify.

Most popular hashtag uses are associated with events, holidays/celebrations, and days of the week. Appendix T shows an example of hashtags used by SoftMoc's Instagram post.

Increasing Traffic: SEO

As mentioned in the SEO finding section, Ronsons' current SEO is far below its competitors' performance. The recommendations below will help increase Ronsons' traffic flow.

Meta Descriptions

Although meta descriptions do not improve the SEO ranking, a good meta description will improve the click-through rate (Cojocariu, 2018). The standard for meta descriptions is around 120 to 158 characters with the use of eye catchy keywords, so it will stand out in between other extensive results (Clark,

2018). Although it is hard to tell the amount of click-through rate will be increased without testing, but studies found that implementing these standards companies have experience as much as 56% if the website is also ranked number one (Clark, 2018).

ALT Tags

The alt text is usually a short description that describes an image for users and search engines. Alt text offers another opportunity to include a targeted keyword that improves the chance of ranking in image search engines (Breadcrumbs, 2019).

Alt tags are also useful for visually impaired people using screen readers, as the readers will use the information in alt tags to describe images to the web users. Search engines are very concerned about user experience, and images without alt tags can hardly be considered a sign that a website provides value to the user. Without the alt tags, these customers can lead to a higher bounce rate and, as a result, they might be one cause of poor search engine performance (Terenteva, 2016).

The standards for creating alt text is to describe the image and include a keyword or keyword phrase the firm is targeting (Breadcrumbs, 2019). Please see Figure 7 in Appendix J for example of good alt text.

Search Engine Keyword Opportunities

Keyword competitive power is a measurement of a company's past organic traffic performance. The competitive power score is on a 1-to-100 scale (KOSAKA, 2019). The higher your score, the easier it will be for Ronsons' website to rank for keywords (KOSAKA, 2019). Ronsons' current keyword competitive power is 45, and to raise the competitive power, Ronsons should use the list of keywords opportunities in Table 1 to 7 in Appendix J. By implementing keywords, studies found that websites will have higher click-through-rate, which will lead to conversion volume.

Below is a list of areas where Ronsons' can implement these keywords:

- Page Titles
- Meta Descriptions
- Subheadings
- Content
- Image

- URLs
- Anchor Text
- Social Media
- External Directories (Hurley, 2019)

One thing to keep in mind is that Ronsons should only be targeting five to ten keywords in each of these area because Google will penalize websites that exploit keyword stuffing (Marrs, 2017).

Increasing Conversion: Website Layout

Product Recommendation Sections

Implementing a 'Product Recommendation section' onto Ronsons' website allows potential increase in customer experience, convenience, and conversion rate. A generic recommendation section can be added in order to stay within a cost-efficient method of gaining customer engagement and increasing conversion rate. The recommendation section will display popular brands, products, and current sales items to drive relevant products to the customer's attention. These product recommendations can be implemented across multiple pages. Please refer to Figure 1 to 4 in Appendix H for product recommendation examples.

Displaying Delivery Policy Details

Although showing more shipping details in the pages will not guarantee extra revenue, it will clarify the extra costs in shipping. Implementing shipping details displayed on all pages will set cost expectation before the users reach checkout and help reduce the cart abandonment rate.

A website heatmap provider, such as heatmap, hotjar, or crazyegg, will allow Ronsons to understand where its customers are looking at on the webpage. This will allow Ronsons' I.T. team to place the shipping details in the right location to catch a majority of its customers' attention. However, heatmap services would take the time to gather data before any in-depth analysis can take place. Furthermore, the Gutenberg Rule should be used to place the shipping information. The Gutenberg Rule is a design principle that states that the top left corner is the most visible spot of any reading materials (Andrade, 2013).

Increasing Conversion: Shopify

Geographic Targeting

Ontario is the second highest region contributing to Ronsons total revenue stream. This poses the most potential market growth for increasing Ronsons revenue. Specific targeting campaigns can be tailored to these individuals to increase conversion rates. Female customers from the ages of 45 to 54 years-old are Ronsons Ontario popular customers. By reaching to this market, Ronsons will be accessing 38% of Canada's total population, 13,448,494, of which female (45-54) attribute to 7.61% of the population (1,023,450). By increasing its conversion rate by a percent with an average order value of $154, Ronsons has the potential to acquire an additional million dollars in sales from this market segment.

The Increase in Conversions in Alberta

Over the last 19 months, Alberta's average conversion rate increased 31.66% from August 2017 to February 2019. Precise indications to why Alberta is experience this increase is yet to be discovered. However, this increase indicates that more individuals are purchasing Ronsons' products. This market shows potential in acquiring new customers and further promoting returning customers. Individuals in this market can be targeted utilizing products from Earth, Vionic, and Cobb Hill.

The Increase in Total Sales in Saskatchewan

Like Alberta, Saskatchewan experienced an increase in average total sales, growing 20.75% over the last 19 months. This market also shows potential growth in acquiring new customers and promoting to returning customers. Ronsons can target this market by pushing Earth, Cobb Hill and Clarks as popular brands being bought in this region.

Increasing Conversion: Email Campaigns

The use of personalized email campaign can be one of the most effective ways to reach and engage a firm's target audience. In fact, 89% of Canadians check their email daily, which suggest huge market potential for firms to deliver call-to-action emails (CIRA, 2018). Most importantly, email marketing allows contents to be personalized. This implies that Ronsons should specifically tailor different target customer needs instead of mass advertising the same products to all demographics (Smith, 2017). Ultimately, this will translate to higher conversion rate, and higher sales. In fact, Lyft Marketing have found email campaigns to generate higher return on revenue for every dollar spent (Smith, 2017).

To capture the maximizing conversion rate also involves sending the right campaign at the correct time. Based on the findings, Ronsons should aim to send email campaigns on Tuesday and Saturday as they have the highest revenue sales per campaign, as well as open and click through rates.

In terms of Holiday campaigns, the team suggests adding Family Day as part of Ronsons' email campaign since it has the highest average revenue per campaign. Another suggestion is to issue more email campaigns on Black Friday Sales relative to Boxing Day Sales due to higher average sales per campaign.

Conclusion

Ronsons current online sales represents 5% of its total sales, whereas the E-commerce (across all industries) average is at 9%. This represents an opportunity for Ronsons to expand its online presence. Through the use of analytical tools such as, Shopify and Google Analytics, a clear understanding of Ronsons' customer needs was achieved.

Ronons' new website shows much potential, and by incorporating the recommendations in this report, better company engagement, customer experience and targeted marketing can be seen. The project identified two ways to increase online sales: traffic and conversion rate. To increase traffic, Ronsons can improve its social media engagement such as, the use of more engaging photos and contest giveaways. By utilizing these 2-way communications, Ronsons can share its values and culture with its audience, creating transparency and stronger communication. The other way is to increase SEO performance by including keywords such as, "discounted shoe" in the meta description. These additional tactics will ultimately lead to more traffics. However, these traffic need to be converted into sales.

Increasing the conversion rate involves multiple changes. Ronsons' can add layout contents such as product recommendation sections to display sales items to customers. This function allows more personalized product for each customer. The use of email campaign strategies should also be customized to target different geographics. Outside of British Columbia, Ronsons should target Ontario, Alberta and Saskatchewan. Although Ontario is not ranked the highest in conversion rate, its population proportion still attributes to the second highest in sales. Alberta and Saskatchewan indicate a growing market potential through its increase in conversion rate and total sales respectively. By focusing on growing markets, Ronsons has the potential to develop these markets to the size of British Columbia and Ontario.

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