

# The Vanca

- 1. As a function of its strategic marketing planning process, The Vanca created a persona for The Vanca Woman (Exhibit 7). There are a few demographic, psychographic, and behavioral attributes listed. Are there any additional persona attributes you consider important that would impact their marketing efforts? If so, what are they and explain why you believe them to be important? If not, explain why you believe the attributes listed to be sufficient.***

Current attributes:

1. \$7000 income working woman
2. Physically fit
3. Socially active and likes to party
4. 18-40 years old
5. Independent
6. Socioeconomic classification a-b, Graduate minimum

There are several additional important persona attributes should be included in The Vanca Woman.

Additional attributes:

## 1.1. Marriage status, and whether has children

It is not enough to just know the age of an 18-40-year-old woman, the marriage status is also important. A married woman and a single woman can have a very different schedule during weekday nights and weekends. For example, a 20-year-old woman may visit a friend's place every other night, and many parties during weekends. She needs many varieties of dresses and easy caring materials. But for a 30-year-old married woman, she may have less time going out with friends. So quantity is less a concern than quality for her. She may need better material and stylish dresses. She may be less price-sensitive than the previous group, since she may keep fewer dresses, but better ones.

## 1.2. Purchasing history/frequency

It is essential to know a customer's purchasing history to understand its preference. For example, some woman in office may prefer those single colour dress, while some prefer sophisticated design. Those socially active and like to party may have different kinds of party dress code. The Vanca should target differently between woman go to formal dinner with those go to night clubs.

## 1.3. Geo-location

It is very important to know the geolocation of the audiences. Certain areas have their own culture, region belief, and fashion style. The Vanca needs to know the difference and tailor the marketing message accordingly. For example, if a town is not accepting a woman in shorts, then by no means this should appear in the marketing message in that region.

## 1.4. Nature of work

A working woman dresses very differently in the office, and it largely depends on the nature of work. For example, those agent roles like a stockbroker or property agent, need to dress very formal. However, those fashion designers, creative workers often chose to wear with their style. To generate a better awareness and conversion, it is necessary to understand the nature of work of the target audiences.

## ***2. How can The Vanca's website analytics be used to better understand their customers and potentially influence the integrated digital channel mix?***

2.1. We can understand the acquisition channel performance. The customers acquired from social media channel, organic search, and paid media may have different interests and purchasing behaviours. For example, if a user is redirected from an Instagram ad when we do a retargeting campaign on this user, we should focus more on the original acquisition channel. Also, this is for privacy concern. Some users may not feel comfortable when they found retargeted the same in an irrelevant channel. Also, if we found a significantly higher ROI from a particular channel, for example, a fashion YouTube channel, we should allocate more marketing budget on that channel.

2.2. We can examine funnels and understand the bottleneck for user conversion. We check the step by step until the customer makes the purchase. Though out this user journey, if on one step, there is a significant drop in the number of users, then we know something is wrong and we must prioritize fixing this part of the user journey.

For example, after sending out 10000 promotion email campaigns, 8000 opened this email, 1000 clicked and landed on our landing page, 500 checked details of a product, 100 went to the checkout page, 50 made the final purchase. Then the current conversion rate of this email campaign is  $50 / 10000 = 0.5\%$ . We can focus on making more attractive promotions that people would click, and also more payment options that people showed a strong interest in the checkout page would convert.

2.3. We can use A/B testing to optimize the web UI and other UX design. Thus we can understand the better website layout and design that can lead to better user conversions. For example, through 2 weeks of A/B testing, we can understand whether we should show discount upfront on the product page, or give user vouchers on the checkout page. After the experiment, we can also have a better idea of how our customer would like to interact with our website.

## ***3. The company's biggest challenge revolves around its conversion rate (p.9). What strategies and tactics can The Vanca use to drive greater conversions for site visitors?***

3.1. The Vanca can optimize the relevance of ads on both Google AdWords and Facebook Ads. This can bring in customers with higher chance to purchase the items. For example, they should target a young woman with fashion interest, and preferably has online purchasing history. More tailored ads can attract relevant customers and that could improve the overall conversion rate. Plus, more relevant ads can boost the quality score, which can help to reduce the cost of paid search as well.

3.2. The Vanca can improve the landing page that the customer would be more likely to click through. If the landing page is not user-friendly or hard to navigate through, it hurts the performance of the marketing effort. Plus, improving landing page quality will also boost the quality score, which would reduce the cost of paid search.

3.3. The Vanca can improve the UI/UX through A/B testing so that customers are less likely to bounce before checking out. The Vanca should have made an experiment before deciding which of the design is the best to drive conversion. It should not be based on instinct but data. Using web analytics skills like A/B testing can greatly help to improve conversion rate.

3.4. The Vanca can retarget those customers showed interest in a product before, and send vouchers to those already on the final checkout page but yet to make the final purchase. The customers may need a final push to make the purchase. For example, if the customer receives a 15% off voucher but only valid for 24 hrs, this could be a pushing factor for making the final purchase if she is still hesitating. But this is based on the assumption that the Life-Time-Value of this customer is higher than the discounts The Vanca provided.

3.5 The Vanca currently using social media for building brand awareness but it has a low conversion rate. Major social media platforms already have solutions to link campaign with the product checkout page. The Vanca can spend more budget on optimizing this campaign to checkout procedure to improve the conversion rate of social media marketing.

#### ***4. What are the key attributes for building a strong online brand? Explain their importance.***

##### **4.1. Market Research**

A brand must know its customers. A brand needs to know what customer needs, what they want, why they purchase and build branding strategy on top of it. For example, The Vanca creates a customer segmentation called “The Vanca Woman”, because they are the segmentation that most likely would make a purchase.

##### **4.2. Social Media marketing**

From the materials, we know that 85-90% of the users on social media are not buyers. But it is a key tool to build up brand awareness. The target audience of The Vanca should be frequently seeing ads that deliver the core value and latest design of The Vanca. It takes time to link a certain image to The Vanca brand, and it is vital to keep refreshing that brand message through all social media channels.

##### **4.3. Content Marketing**

The Vanca has already spent some budget on the blog. They should spend more time polishing the key cue to the brand and build a routine on that. Just like Starbucks linked people with a habit that one would grab a coffee on the way to work in the morning. The Vanca also needs to articulate its brand essence, and carefully plan its content marketing.