

Digital Marketing Final Presentation

✦ SAASS LAB ✦

B2C online seller of photo cards, invitations & other customizable items

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THE TEAM



Alessia



Scarlett



Sofia

Agenda



Media Strategy



Media Goals



Target Personas



Media Plan



Online Initiatives



Offline Branding



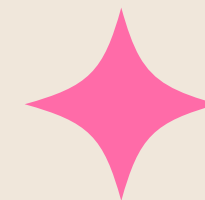
Offline Budget



Key Metrics



Future Opportunities





MEDIA STRATEGY

Reaching customers through online
multi-channel marketing

The primary goal is to drive website traffic
& increase sales

A mix of paid advertising, social media
marketing, and email marketing

Partnership with influencers to increase brand
awareness

MEDIA GOALS

- 1 Increase website traffic by 50%
- 2 Increase sales by 25%
- 3 Increase brand awareness by 30%
- 4 Achieve a return on advertising spend (ROAS) of at least 4:1

TARGET PERSONA



NAME: EMILY

AGE: 23

WORKS: MARKETING MANAGER

INTERESTS: ACTIVE ON SOCIAL MEDIA, AND VALUES QUALITY AND CUSTOMIZATION.

LOOKING FOR: CREATIVE PERSONALIZED INVITATIONS FOR HER COMPANY'S ANNUAL SUMMER PARTY

TARGET PERSONA



NAME: JOHN

AGE: 27

WORKS: INVESTMENT BANKER

INTERESTS: BUSY WITH WORK AND FAMILY, WILLING TO PAY FOR CONVENIENCE AND HIGH-QUALITY PRODUCTS.

LOOKING FOR: A HIGH-QUALITY AND CONVENIENT PERSONALIZED PHOTO CARD FOR HIS GIRLFRIEND'S BIRTHDAY

MEDIA PLAN

Search

CPC

20,175

20,175

24,210

24,210

88,700

CPM

6,000

6,000

3,000

3,000

18,000

SEO

2,100

2,100

2,100

2,100

8,400

CPC

738

738

1,107

1,107

3,690

CPM

4,500

4,500

4,500

4,500

18,000

FB Ads

4,500

4,500

4,500

4,500

18,000

TikTok Ads

3,600

3,600

3,600

3,600

14,400

Instagram Ads

4,500

4,500

4,500

4,500

18,000

Influencers

45,000

45,000

195,000

195,000

480,000

Outbrain

3,000

3,000

3,000

3,000

12,000

Direct Email

12,420

12,420

12,420

12,420

49,680

Display & Retargeting

Social

Lead Generation

\$728,940

ONLINE INITIATIVES

1 **Creating high-quality content for the website and social media platforms**

2 **Running social media ads - Facebook, Instagram and TikTok ads**

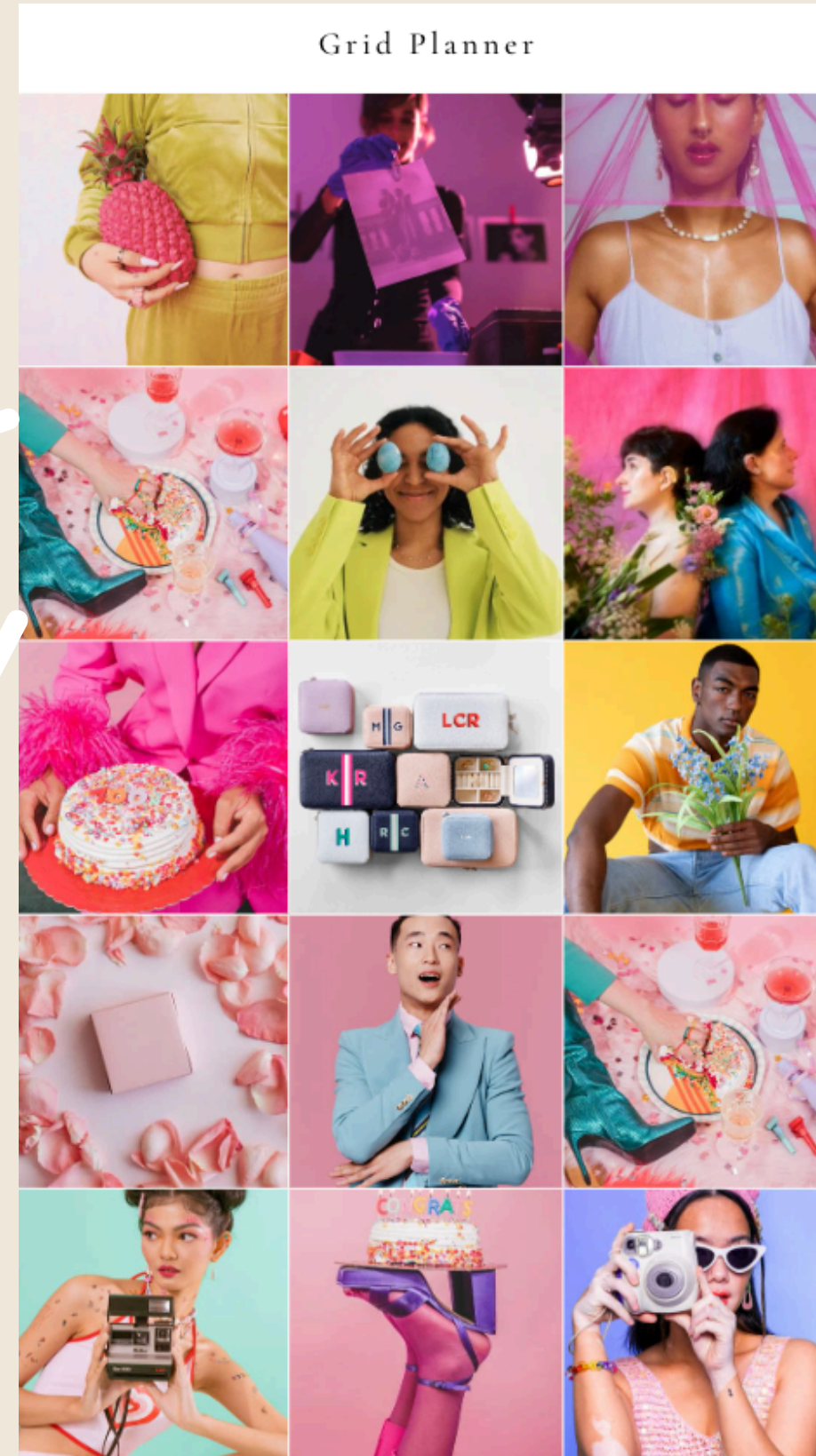
3 **Using Influencers to engage with customers on social media**

4 **Sending personalized emails to encourage repeat purchases**

5 **Implementing SEO strategies - CPC and CPM**


6 **Using Outbrain to promote our products on the open web via native ads or recommendations**


Social Media




Influencers - Q1 & Q2



Mid influencers

Kit Keenan 




@kitkeenan 


327 Following **197,8K** Followers **6,8M** Likes


[Follow](#)  

inquiries: shana@pontefirm.com




[Hoo.be/kitkeenan](https://hoo.be/kitkeenan)


paige lorenze 




@paigelorenze 


248 Following **225,3K** Followers **5,4M** Likes


[Follow](#)   

Founder of Dairy Boy  skier creator thrifter horse girl



[YouTube.com/paigelorenze](https://www.youtube.com/paigelorenze)


Morgan Riddle 




@moorrgs 

647 Following **341,8K** Followers **11,1M** Likes

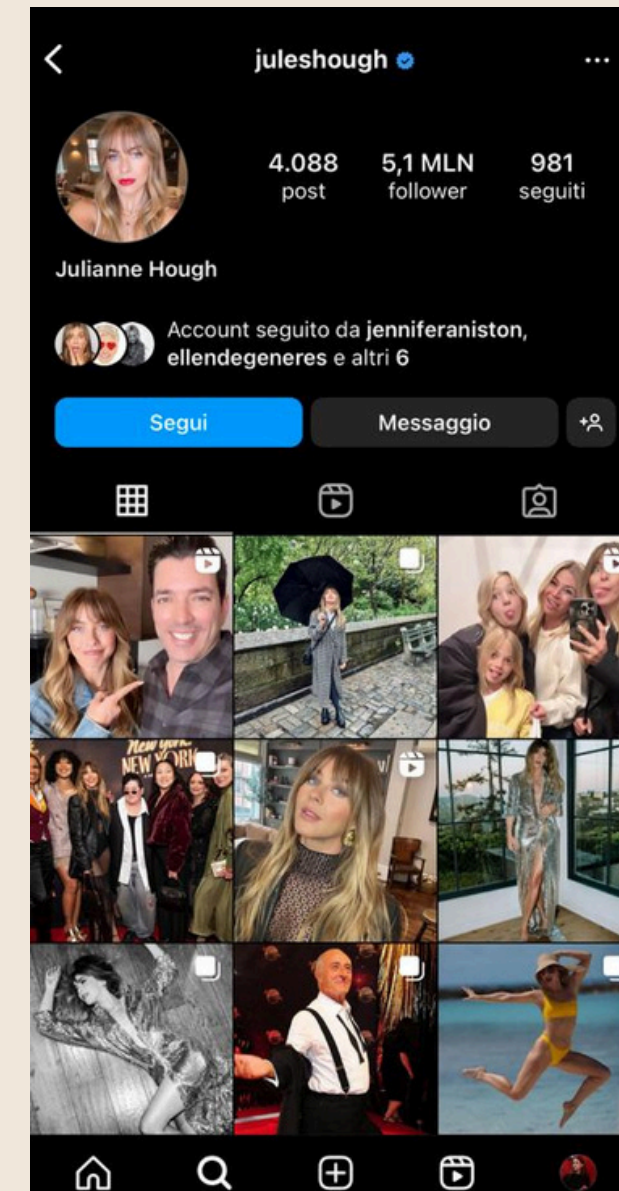
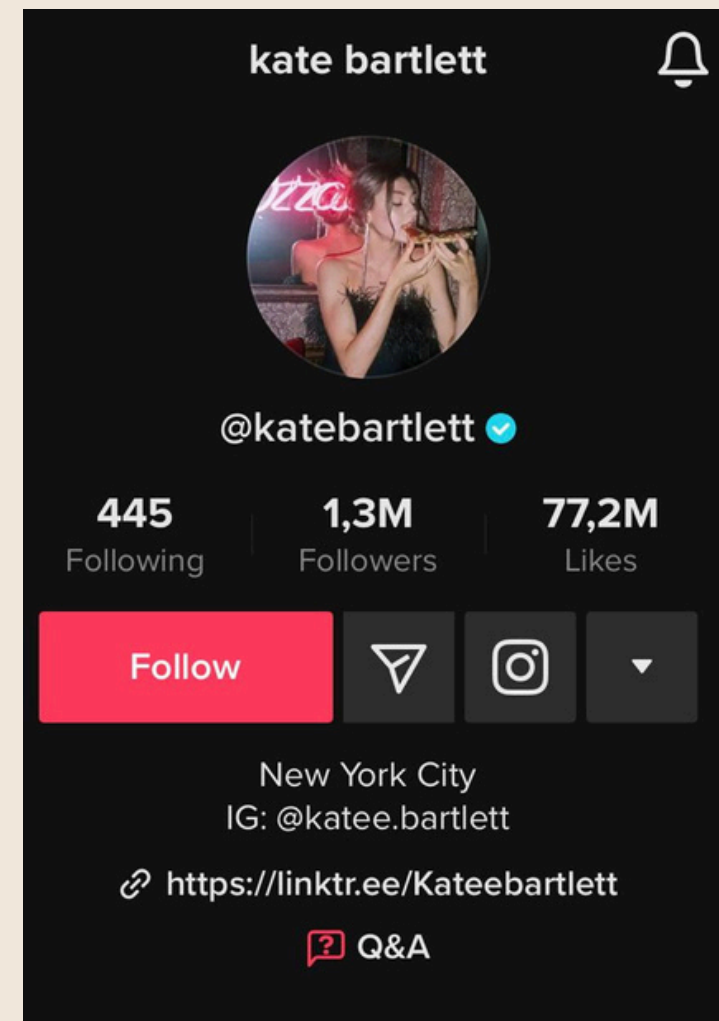
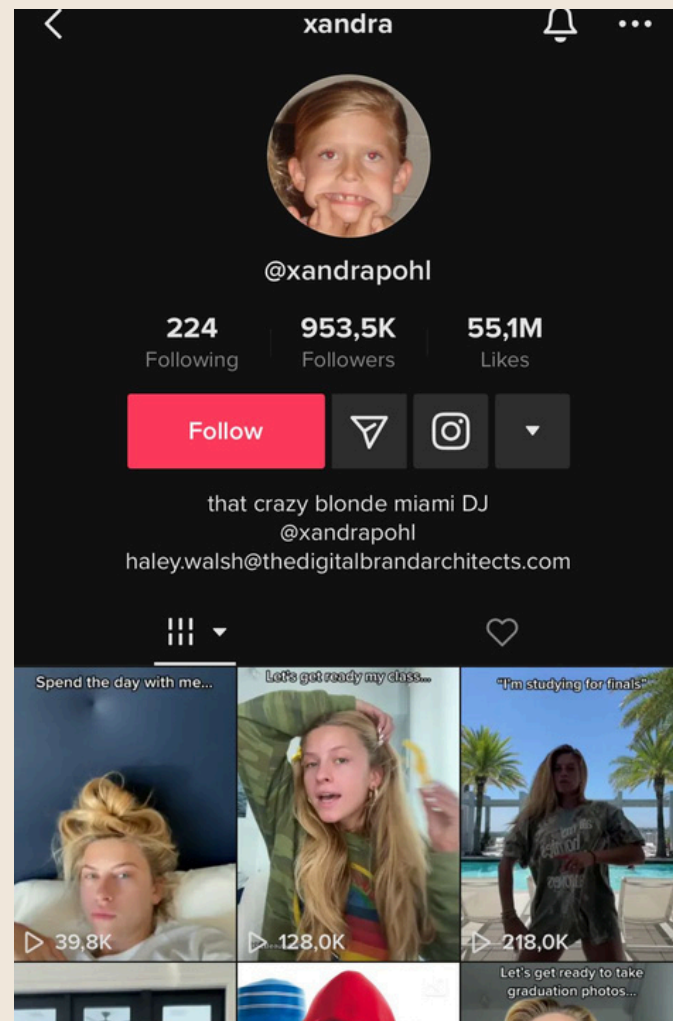
[Follow](#)  

my youtube is better  morgan@rare.global

<https://beacons.ai/moorrgs>

 Q&A


Influencers – Q3 & Q4



Macro & 1 CELEBRITY

Direct Email

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OFFLINE BRANDING

1

Hosting pop-up shops and events to showcase products

2

Creating physical marketing materials such as direct mail and business cards

3

Cross-promotion (collaborate with other brands)

OFFLINE BUDGET

\$271,060

1 Posters and direct mail (\$0 cost)

2 Pop-up store in Noho and Soho - Little Market NYC

- \$3,600 / month space rental
- \$20 / hour employee --> \$4,200 / month
- 2 locations
- Women-owned businesses
- Promoted on their social media - 14k followers

Total cost = \$7,800 / month --> \$93,600

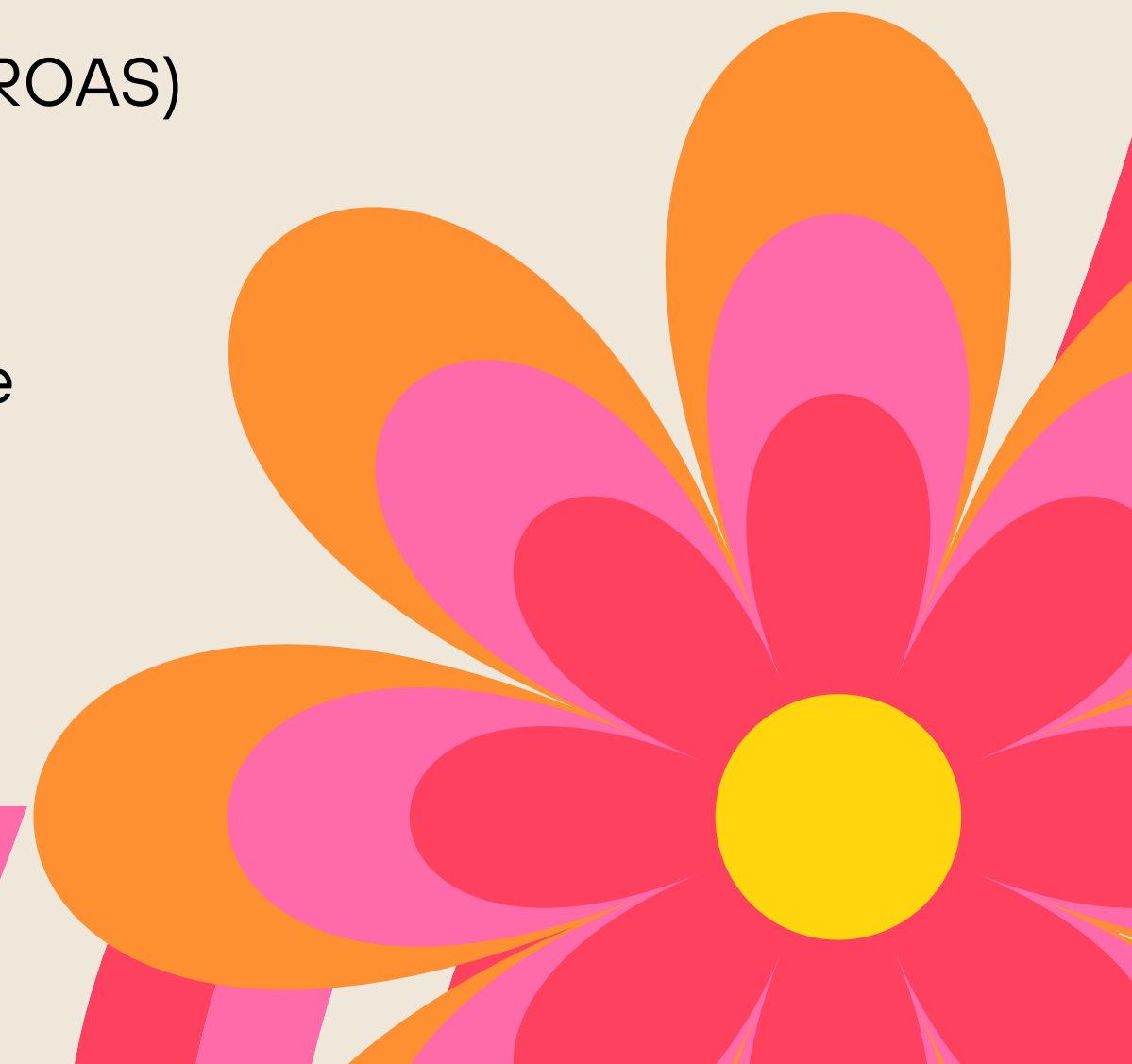
3 Collaboration with other brands - \$177,460

- Local flower shops - flowers & gift cards
- Local liquor stores - wine & gift cards
- Wedding planners and event coordinators - invitations
- Photographers - scrapbooks & prints
- Party supply stores - invitations, gift cards, personalized gifts



KEY METRICS

- 1 Website traffic
- 2 Conversion rate
- 3 Average order value
- 4 Customer lifetime value
- 5 Return on advertising spend (ROAS)
- 6 Social media engagement rate
- 7 Email open + Click-through rate



FUTURE OPPORTUNITIES

In Year 2

Expand product offerings to include personalized items (stationery, gifts)

Expand partnerships with influencers and bloggers

Future

Launch a mobile app

Opening physical stores in US top markets

Expanding to international market

Collaboration with retail stores - e.g.

Barnes & Noble and Target



The background features a vibrant, abstract pattern of wavy, organic shapes in shades of orange and pink. These shapes are layered and overlap, creating a sense of movement and depth. The colors are bright and saturated, set against a light, off-white background. The overall aesthetic is modern and energetic.

THANK YOU!

Q & A