Digital Marketing Strategy Report

Plug
www.getplug.us

Consultants: Anastasiya Koziychuk, Alfonso Corona, Jennifer Serafino, Boren Wang

5TH FLOOR ANALYTICS

Meet the Team

Alfonso Corona
Owner, Plug
SEO Lead

Jennifer Serafino
Content Lead
Analytics

Boren Wang
Social Media Lead
Social Content Creator

Anastasiya Koziychuk
Content Lead
Analytics

Plug
www.getplug.us

Client Overview
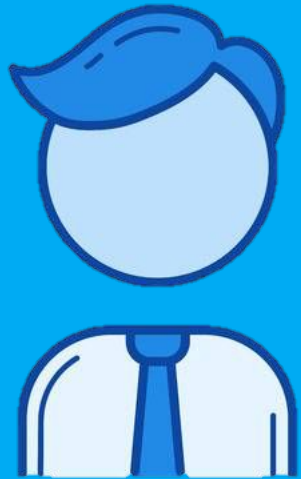
Plug is a marketplace for individuals to buy and sell rare sneakers. Founded in 2017, Plug is looking to debut its mobile app in the next 2 months.

Competitors

|	StockX	eBay	GOAT	Plug
Seller's fees	Sellers pay 8.5-9.5% commission on all sales, plus $13.95 for shipping	Sellers pay 10% commission on all sales, plus shipping costs (depending on listing preferences)	Sellers pay 9.5% +$5 of every sale	Sellers pay 8% plus $8 shipping costs per sale
Verification Methods	Shoes are shipped from the seller to StockX when a sale occurs and then to the end customer. StockX has one warehouse in Detroit.	None	Sellers must get approved to sell on GOAT, and then all shoes are shipped to GOAT once sold, then are sent to the customer. GOAT has a warehouse in LA and one in NJ.	Sellers must get approved to sell on Plug, and then all sales will be sent from the seller to a consignment store to be verified, to the buyer. Plug has already partnered with 3 consignment stores.
Shipping Speed	5-10 Business Days	Depending on listing preferences	5-10 Business Days	2-6 days

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Target Market

Consumers between 15 and 30 who have demonstrated interest in purchasing or selling rare, popular, sneakers.

Agenda

- **Campaign Objectives & Strategy**
- **Increase Brand Awareness**
  - Social Media
  - Blog
  - Mailchimp
  - Corporate Relations
- **Increase Paid & Organic Search**
  - SEO
  - Google Ads
- **Improve User Experience**
  - Website Redesign
  - Commitment to social responsibility
- **Next steps & Long-term Strategy**
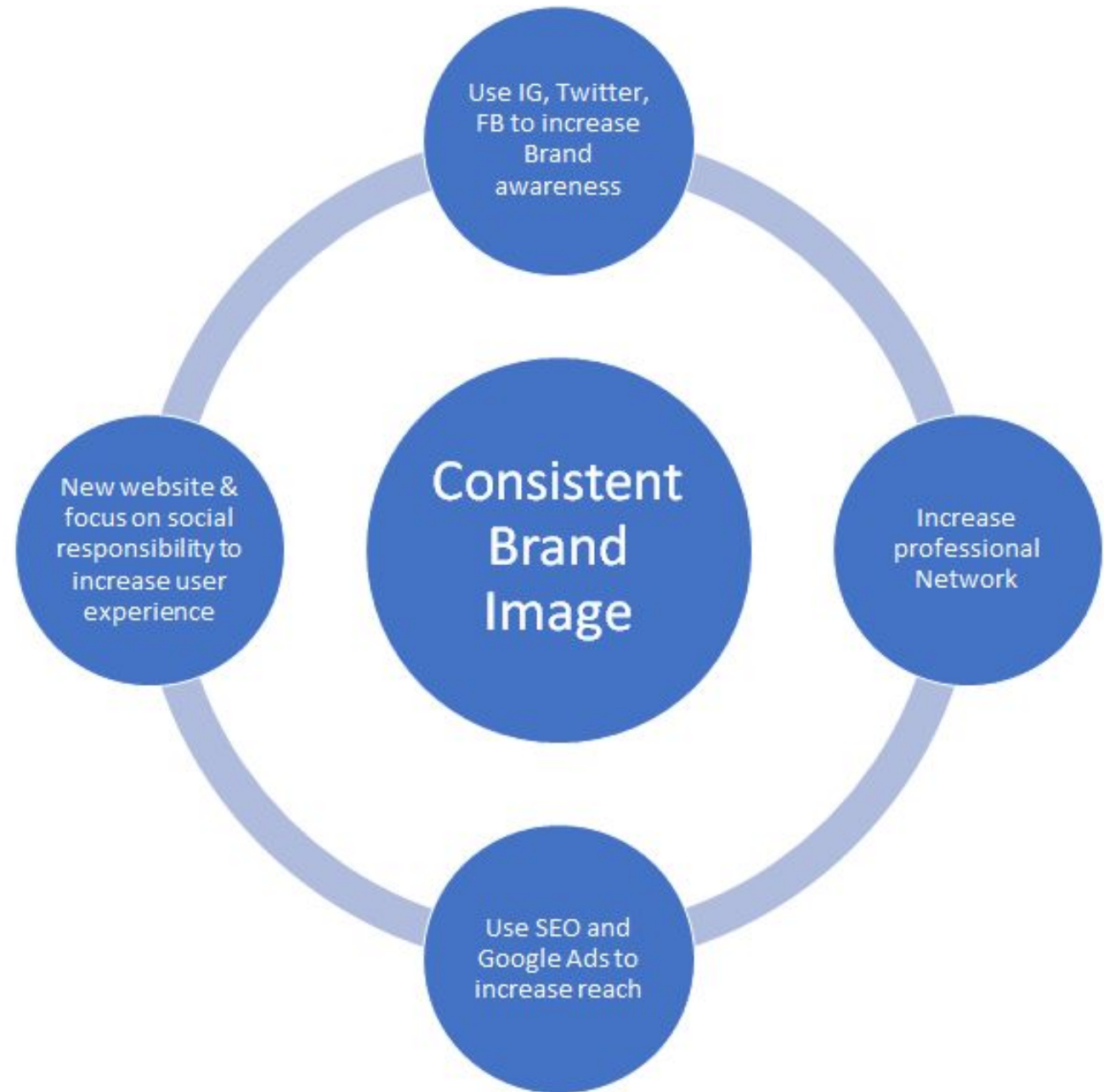
Campaign Objectives
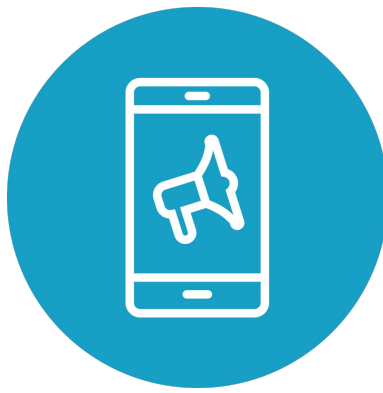
1. **Increase Brand Awareness**

2. **Increase Paid & Organic Search**

3. **Improve User Experience**

Campaign Strategy

- Use IG, Twitter, FB to increase Brand awareness
- New website & focus on social responsibility to increase user experience
- Consistent Brand Image
- Increase professional Network
- Use SEO and Google Ads to increase reach

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Social Media Objectives

1. Develop brand awareness

2. Accurately target audience
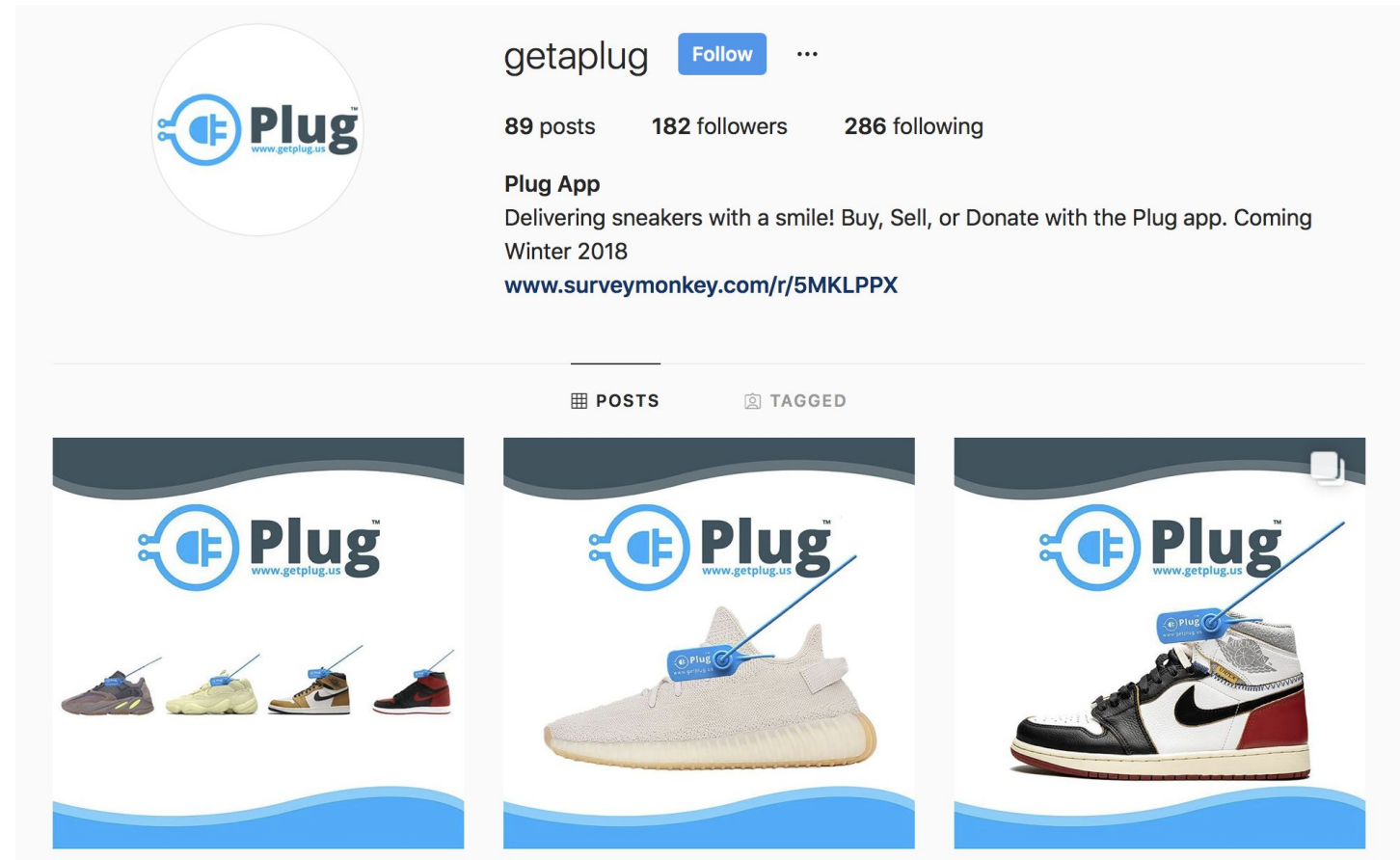
3. Increase brand loyalty
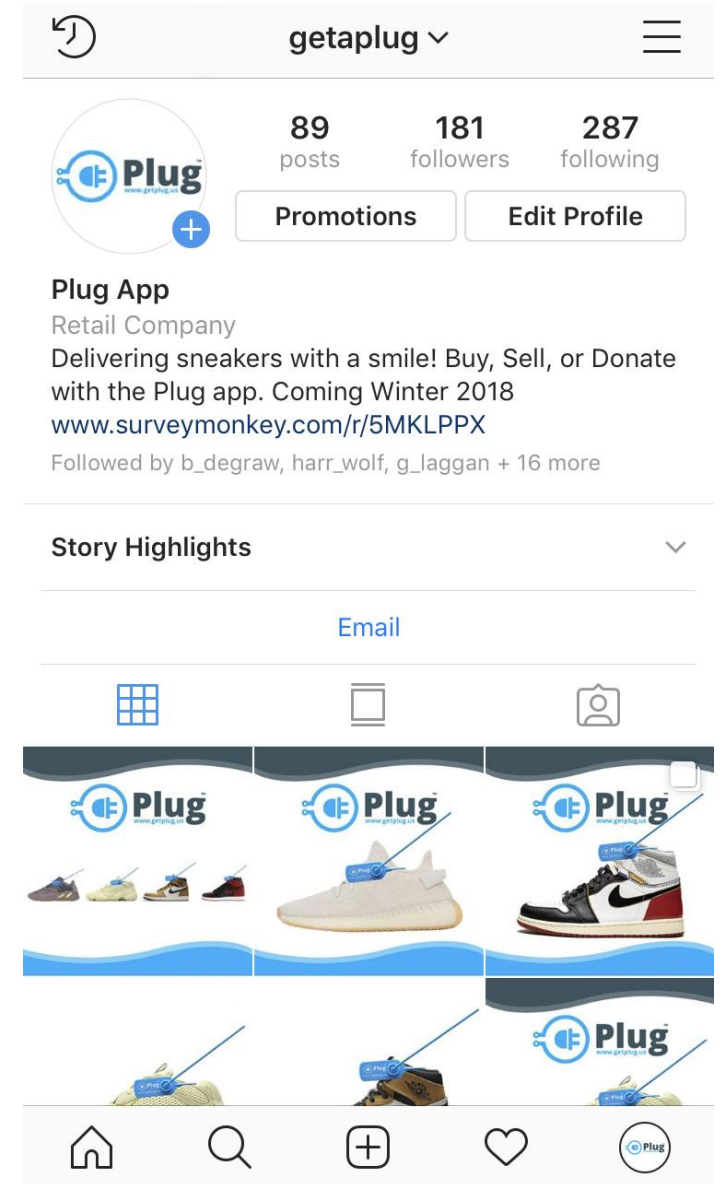
Social Media Strategy

1. Increases Impressions by 20%

2. Increase meaningful engagement with followers

3. Post content weekly

4. All images promote a consistent brand image

Facebook

- **Gained more impression**
- **Same picture format with [The Plug Logo](#)**
- **Content of recent released sneakers**
- **Content posted with a professional tone**
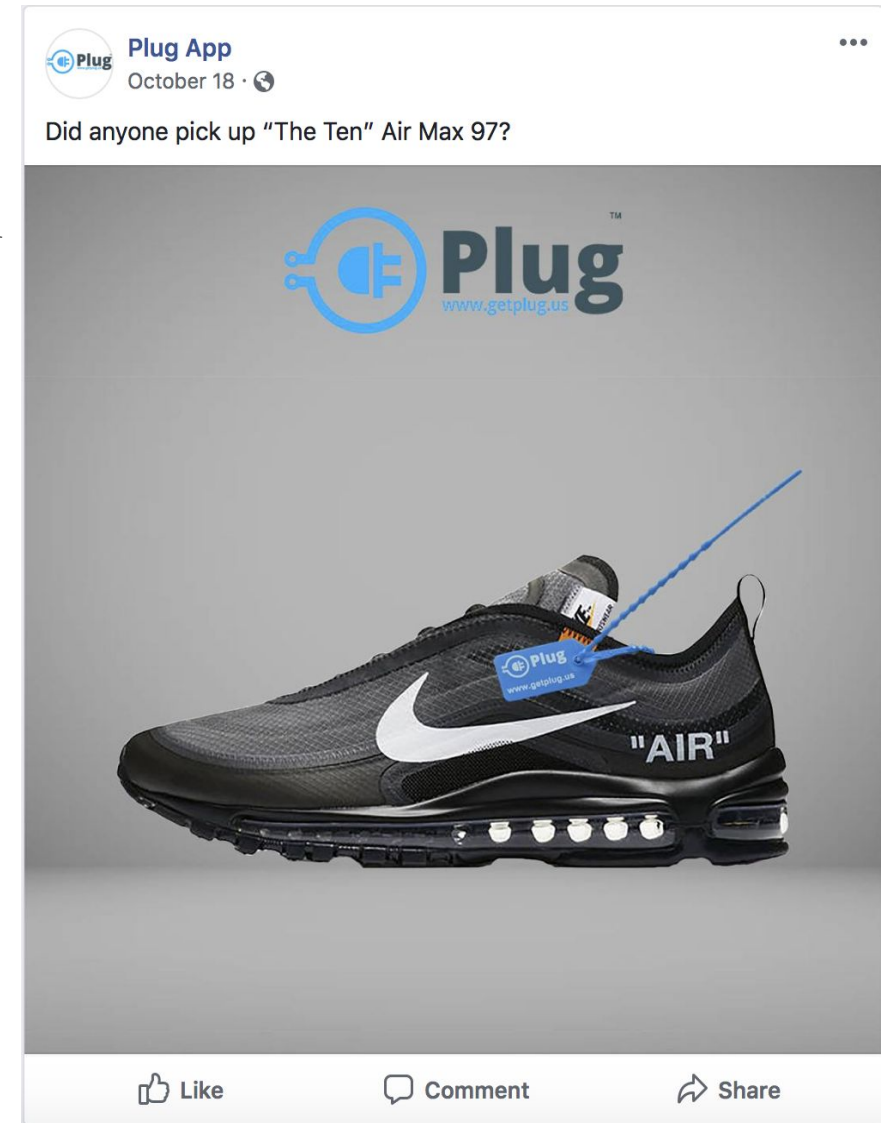
Instagram

- **Business profile**
- **Gained more followers**
- **Professional content**

Twitter

Plug App
@getaplug

Delivering sneakers with a smile! Buy, Sell, or Donate with the Plug app. Coming Winter 2018

🔗 getplug.us

🗓 Joined October 2017

🖼 81 Photos and videos

- **Profession profile picture and profile description**
- **Link to towards to the main page of our website**
- **Leveraged interactive tweets to interact with followers.**
- **Maintained the professional picture style.**

Twitter

Plug App @getaplug · Nov 19

The Jordan 11 "Concord" made its long-awaited return with a surprise drop on SNKRS last week. Regarded as one of the best colorways for Jordan 11s, will you be looking for a pair?
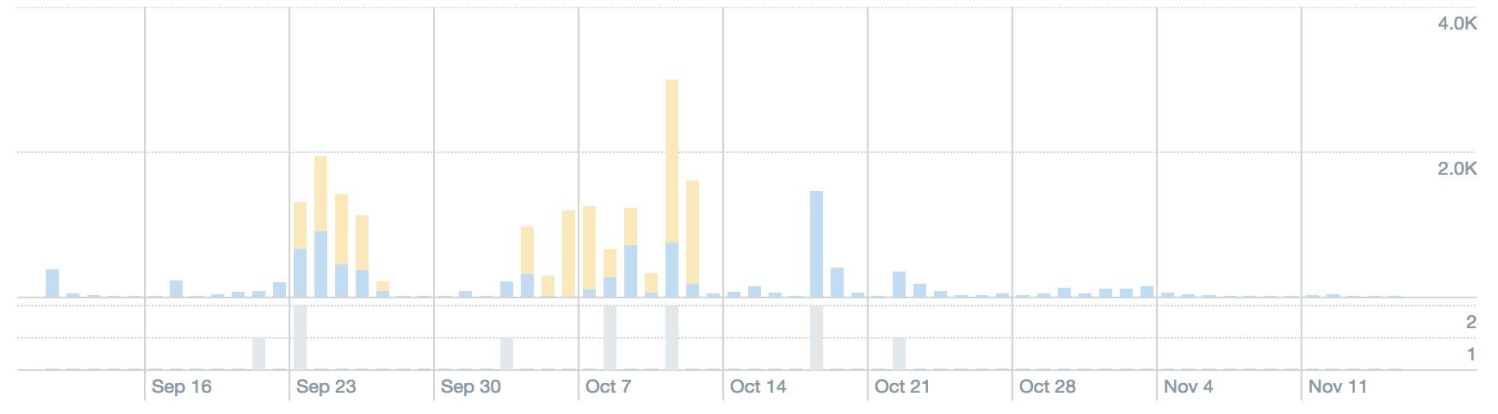
- **Average 5 likes on each post for twitter**
- **Professional content with same picture style**
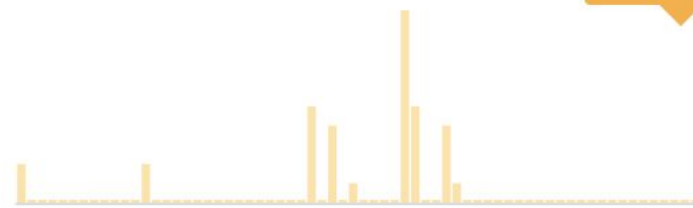- **Earned the most impressions out of all social media channels**

Social Media Results

Twitter results

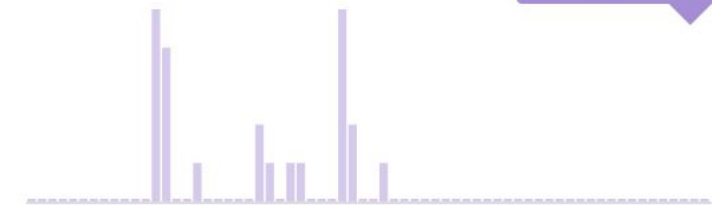Your Tweets earned **22.3K impressions** over this **66 day** period

Likes
34

Nov 15
0 likes

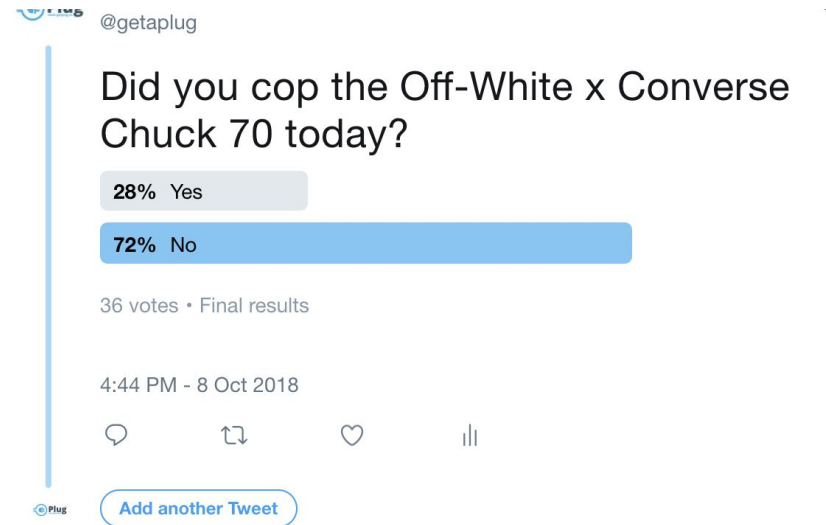On average, you earned **1 likes** per day

Link clicks
23

Nov 15
0 link clicks

On average, you earned **0 link clicks** per day

Social Media Results

@getaplug

Did you cop the Off-White x Converse Chuck 70 today?

28% Yes

72% No

36 votes • Final results

4:44 PM - 8 Oct 2018

Add another Tweet

- **Interactive Tweet**
- **369 impressions**
- **36 votes**

Tweet Activity

Plug App @getaplug
Did you cop the Off-White x Converse Chuck 70 today?

Promote your Tweet
Your Tweet has **369** total impressions so far.
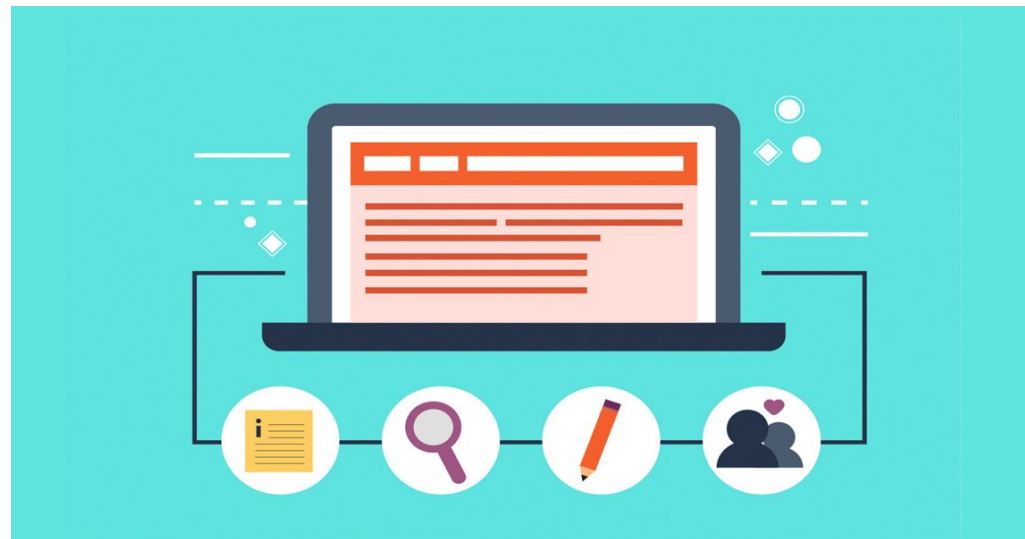Get more impressions on this Tweet!

Promote your Tweet

Impressions	369
Total engagements	21
Votes	19
Detail expands	2

Blog Objectives

- **Strong focus on relevant news associated with the sneaker world**
- **Professional tone**
- **Promoted on Medium.com**
- **Seeking impressions**
- **Interaction through "claps"(equivalent to likes)**

Blog Promotion on Medium.com
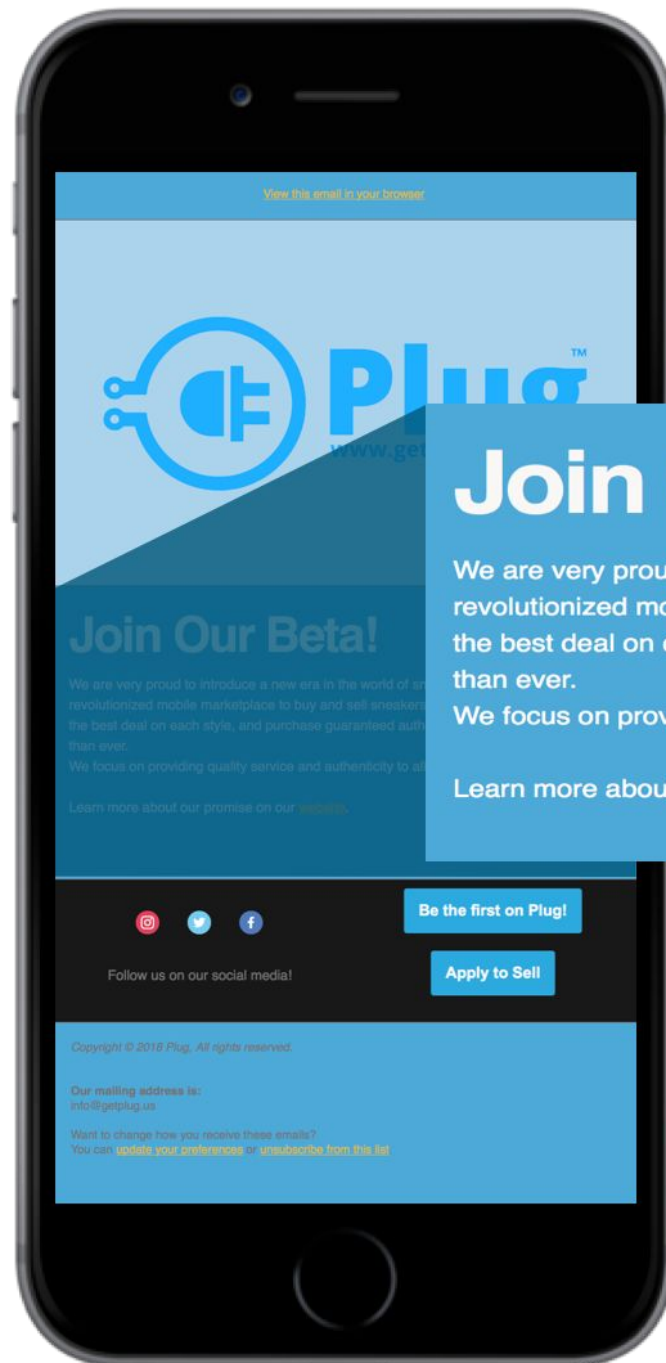
https://medium.com/@plugapp

Mailchimp Strategy

- **Plug will use this template to email the Beta and implement the soft-launch on TestFlight**
- **Email to:**
  - **Friends and family**
  - **Influencers (listed in comprehensive report in Appendix)**
- **This will give Plug valuable data for official launch to app store**

Mailchimp Campaign

Join Our Beta!

We are very proud to introduce a new era in the world of sneakers. We invite you to a revolutionized mobile marketplace to buy and sell sneakers. Plug App allows buyers to find the best deal on each style, and purchase guaranteed authentic sneakers delivered faster than ever.
We focus on providing quality service and authenticity to all of our customers.

Learn more about our promise on our website.

Note: No results are available yet

Expanding Corporate Relations

Helped build client's network with local business owners within market niche
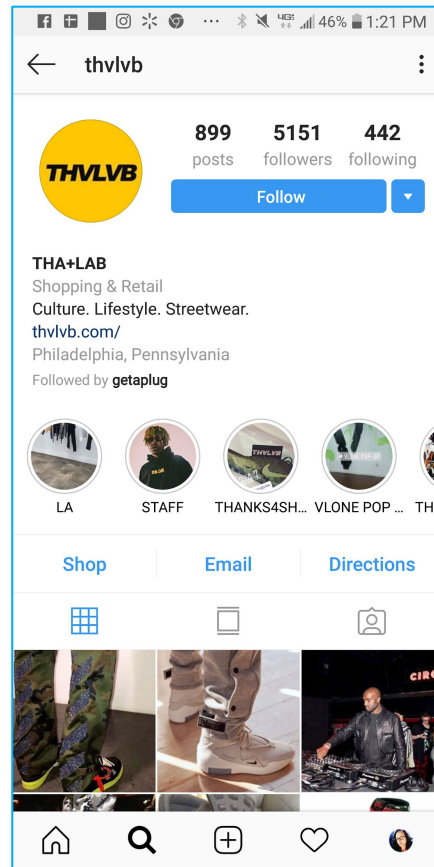
Expanding Corporate Relations

Story Release:

11/27/18

Generate content derivatives to be leveraged across all media platforms

Plug: build awareness with students who have $109 million in discretionary income

Expanding Corporate Relations

Leveraging our most accessible market

We reached out to Temple news to do a feature on Plug

Alfonso [Owner] interviewed: 11/1/18

Jennifer [5th Floor Analytic Representative] interviewed: 11/9/18

Reporter:

Mary Diaz de la Portilla

Jennifer Serafino <tuh39085@temple.edu>   Mon, Oct 29, 2018 at 4:05 PM
To: tug94131@temple.edu

Hi Laura,

I am part of the team for Fith Floor Analytics, a student marketing firm who is representing Alfonso Corona, an entrepreneur who attends Fox. Alfonso has started a designer sneaker e-commerce company, Plug, that is positioned to one day be a rival to market giants like StockX. His unique business model focuses on a combination of supply chain and a mobile app which makes connecting buyers and sellers a seamless, fast experience.

Plug explained by Alfonso:
"Plug marks a new era in the world of sneakers: one where buyers can purchase guaranteed authentic sneakers and receive them faster than ever before."

How it works: "With Plug, all listings posted by our vetted sellers are compiled so our buyers only see what matters most: the best deal on each style. Once a buyer purchases a pair of sneakers, the seller ships them to one of our verification centers, we verify that the sneakers are 100% new and authentic, and then we ship to the buyer. Because our expert personnel receives these shoes and examines them prior to shipping, we offer a 100% Authenticity Guarantee."

For more information please feel free to check out our website and social media:
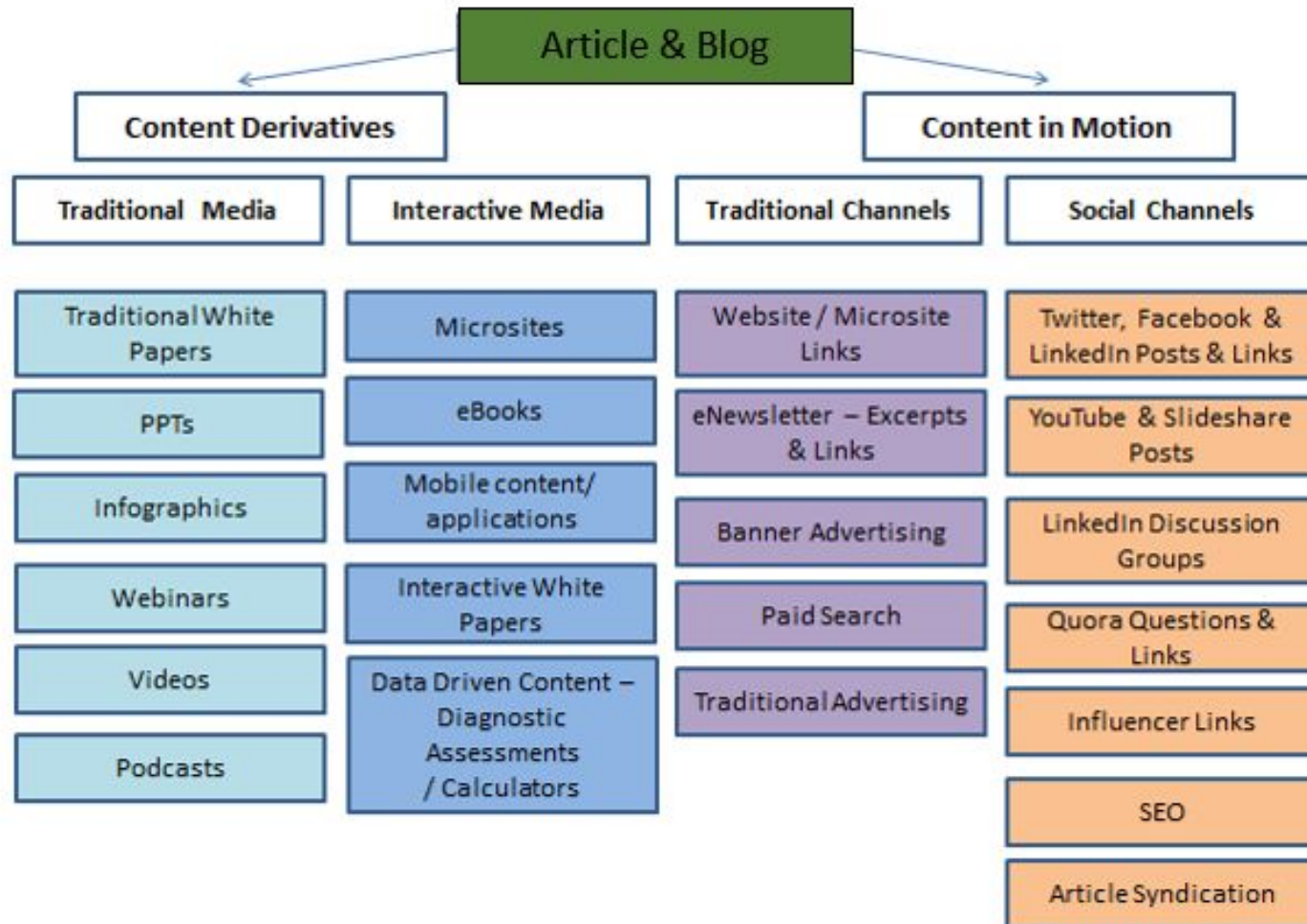
https://www.getplug.us

IG: getaplug
Twitter: getaplug

Please let me know if I can provide you with any more information!

Warmest Regards,
Jennifer

Expanding Corporate Relations

	Article & Blog		
Content Derivatives		**Content in Motion**	
Traditional Media	Interactive Media	Traditional Channels	Social Channels
Traditional White Papers	Microsites	Website / Microsite Links	Twitter, Facebook & LinkedIn Posts & Links
PPTs	eBooks	eNewsletter – Excerpts & Links	YouTube & Slideshare Posts
Infographics	Mobile content/ applications	Banner Advertising	LinkedIn Discussion Groups
Webinars	Interactive White Papers	Paid Search	Quora Questions & Links
Videos	Data Driven Content – Diagnostic Assessments / Calculators	Traditional Advertising	Influencer Links
Podcasts			SEO
			Article Syndication

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SEO Objectives

Improve organic search rankings for website

SEO for Lead Acquisition & Direct Marketing

SEO for Branding

credit:
https://moz.com/blog/the-6-goals-of-seo-choosing-the-right-ones-for-your-business

SEO Strategy

Conduct competitor organic keyword research → Submit sitemap to Google for scraping → Configure website to attract relevant traffic

SEO Results

- Updated H1 Tags and Metadata for optimal SEO keywords.
- Earned a backlink from Temple News article, massively boosting domain authority and organic rankings.
- Ranking raised Increase:
- Google: 0 ⟶ 1 & 2
- Bing: 0 ⟶ 6

Plug App (@getaplug) | Twitter
https://twitter.com/getaplug ▾
The latest Tweets from Plug App (@getaplug). Delivering sneakers with a smile! Buy, Sell, or Donate with the Plug app. Coming Winter 2018.

Plug App (@getaplug) • Instagram photos and videos
https://www.instagram.com/getaplug/
134 Followers, 240 Following, 75 Posts - See Instagram photos and videos from Plug App (@getaplug)

Plug App (@getaplug) | Twitter
https://twitter.com/getaplug ▾
The latest Tweets from Plug App (@getaplug). Delivering sneakers with a smile! Buy, Sell, or Donate with the Plug app. Coming Winter 2018

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Google Ads Objectives
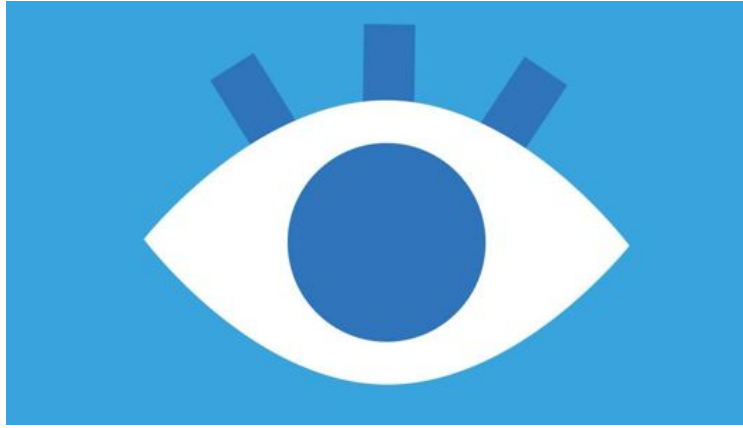
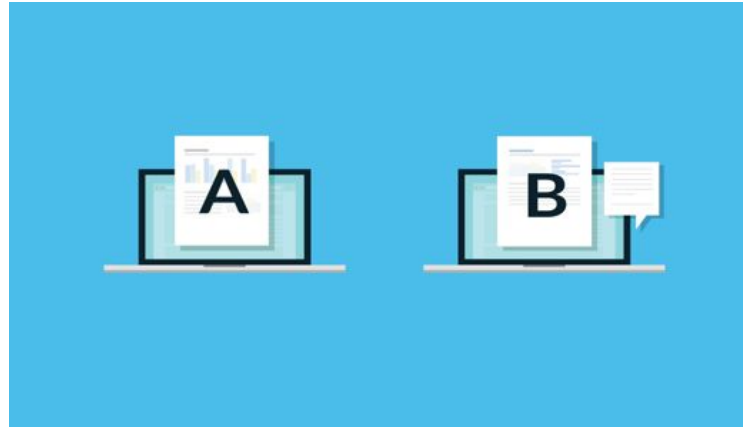1. Generate 1,000 impressions per week

2. Reach a 2 % CTR

3. Increase overall brand awareness

Google Ads Strategy

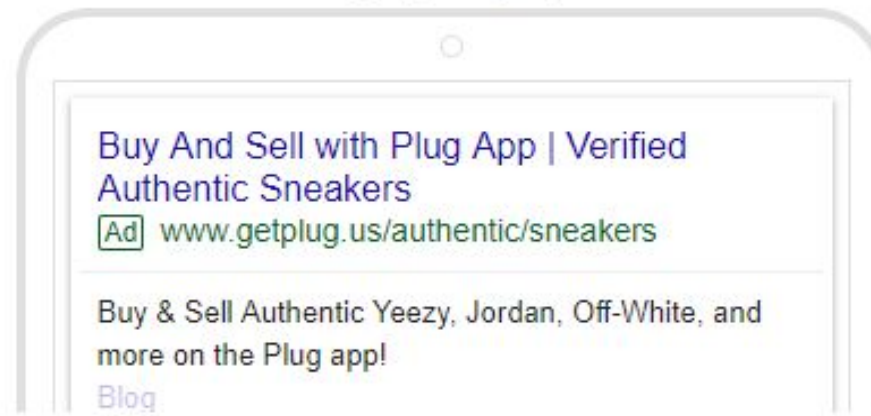**1. Select two ads to use for A/B testing**
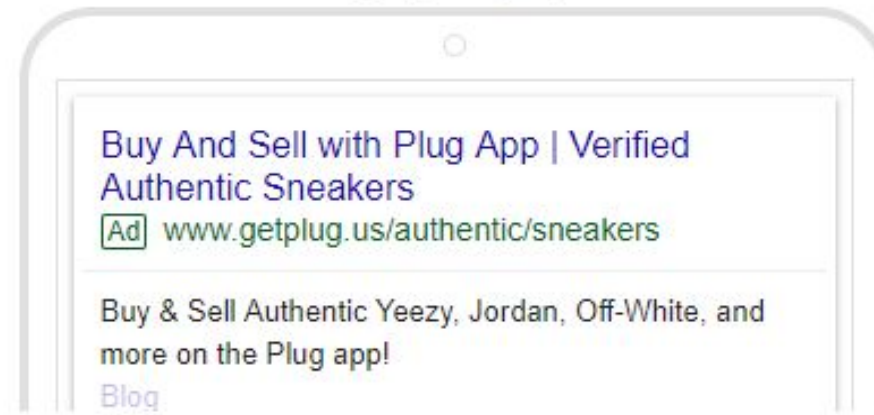
2. Leverage what works, change what doesn't

3. Utilize keywords

Google Ad Results

- **Test 1: October 9th – 15th**
- **53 clicks**
- **4.99 K impressions**
  - **1.06% CTR**
- **Average CPC: $0.92**
- **$48.93 spent ($5 daily budget)**
- **Keywords:** (clicks)
  "StockX" (38) / "Stock X" (10))/"Legit Sneaker Sites" (1)
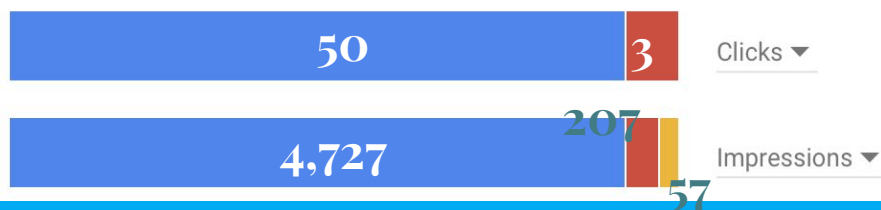
Google Ad Results

- **Test 2: November 6th – 12th**
- **37 clicks**
- **720 impressions**
  - **5.14% CTR**
- **Average CPC: $1.00**
- **$36.88 spent ($5 daily budget)**
- **Keywords: (clicks)**
  "StockX" (26) / "Stock X" (10)

Buy And Sell with Plug App | Verified Authentic Sneakers
Ad www.getplug.us/authentic/sneakers

Buy & Sell Authentic Yeezy, Jordan, Off-White, and more on the Plug app!
Blog

Google Ad Results Summary

- **Reached and exceeded goal for CTR**
- **For both tests, results saw primary interactions through mobile devices**
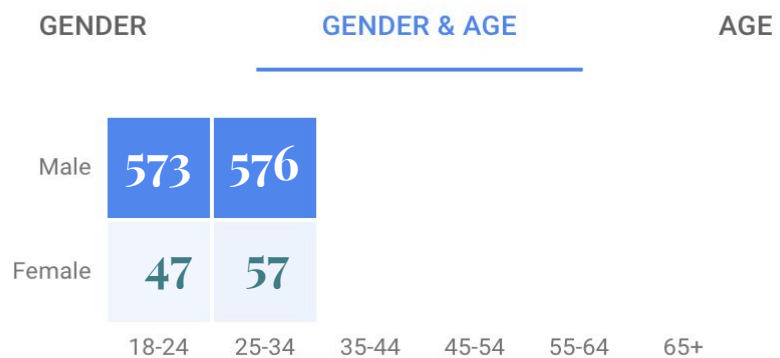- **Confirmed target market**

Old Site

Devices

- Mobile phones
- Tablets
- Computers

Clicks: 50 | 3
Impressions: 4,727 | 207 | 57

Demographics — Impressions

GENDER | **GENDER & AGE** | AGE

	18-24	25-34	35-44	45-54	55-64	65+
Male	573	576				
Female	47	57				

New Site

Devices

- Mobile phones
- Tablets
- Computers

Clicks: 37
Impressions: 665 | 31 | 24

Demographics — Impressions

GENDER | **GENDER & AGE** | AGE

	18-24	25-34	35-44	45-54	55-64	65+
Male	143	109				
Female	14	15				

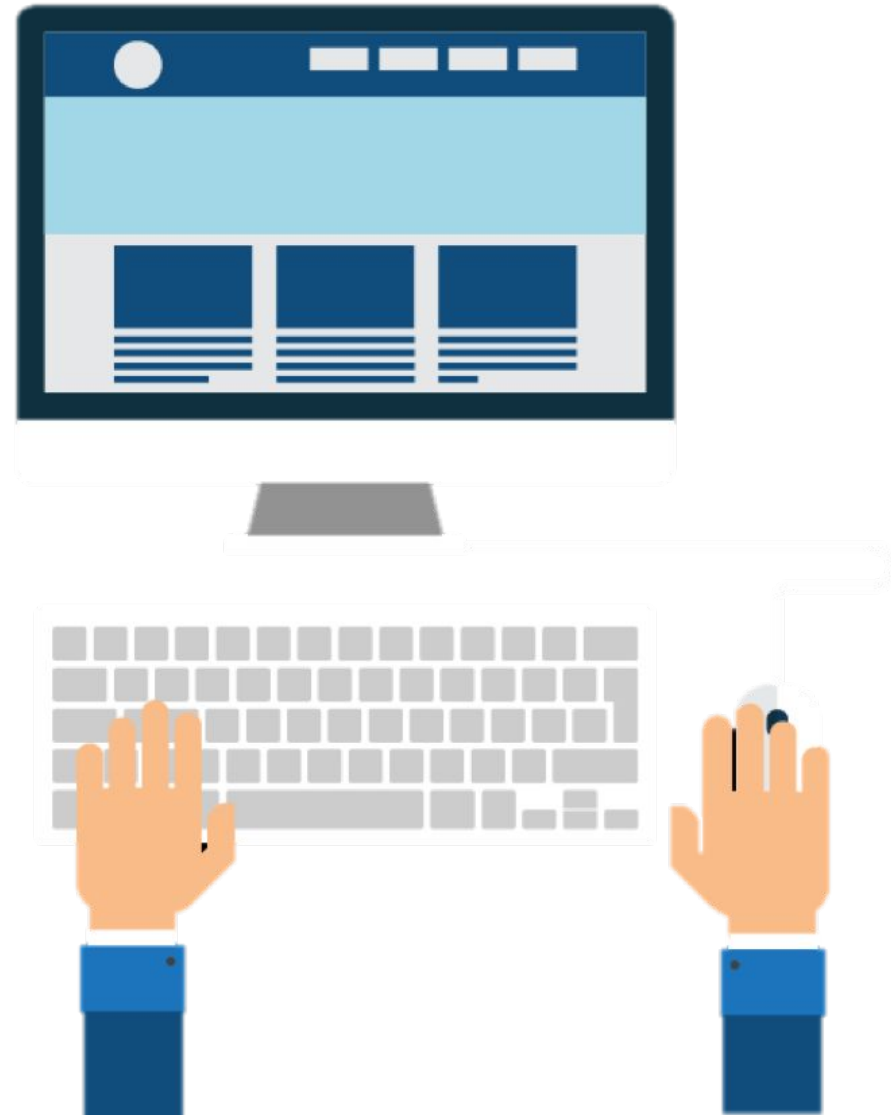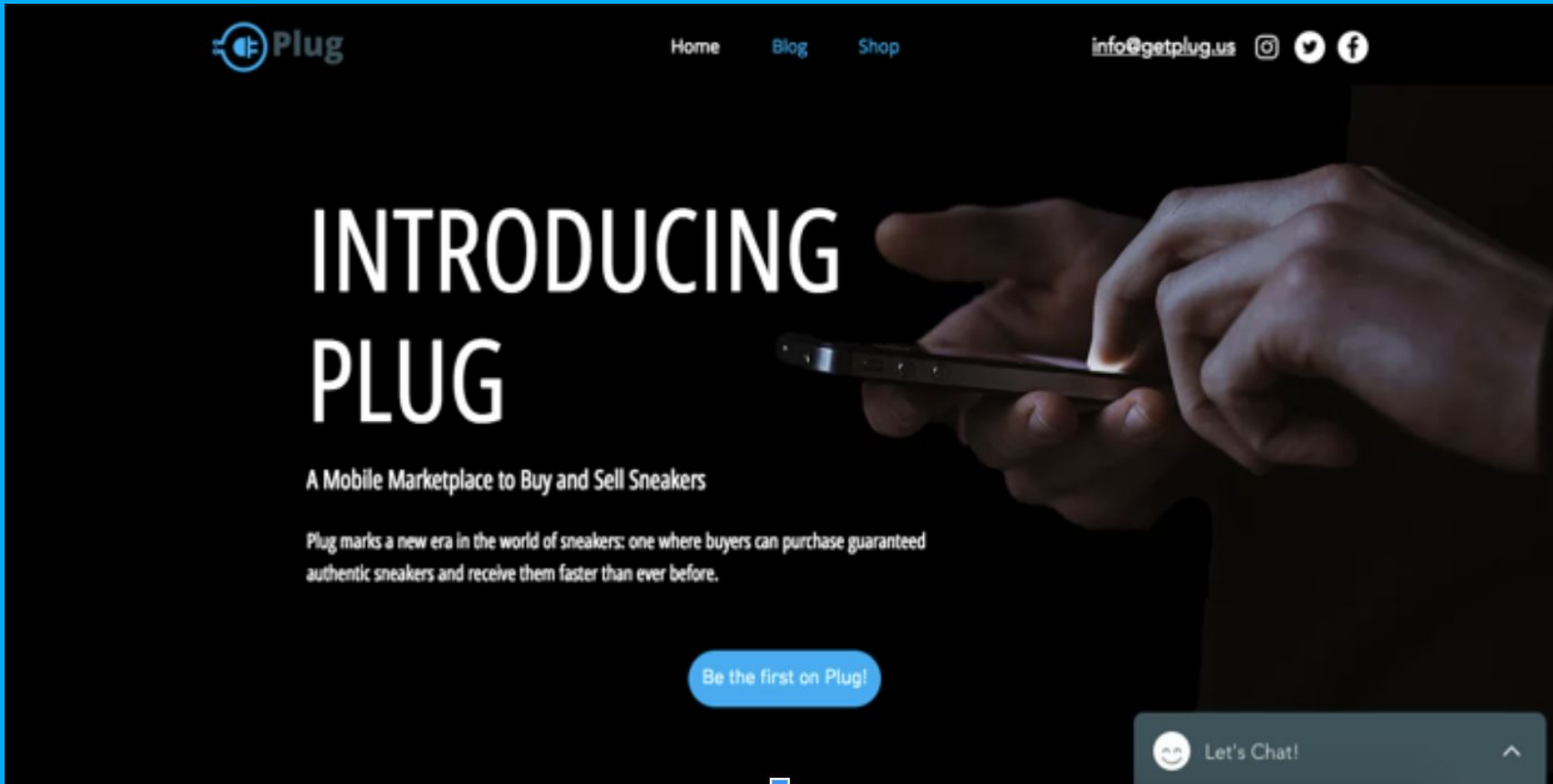## Test Summary

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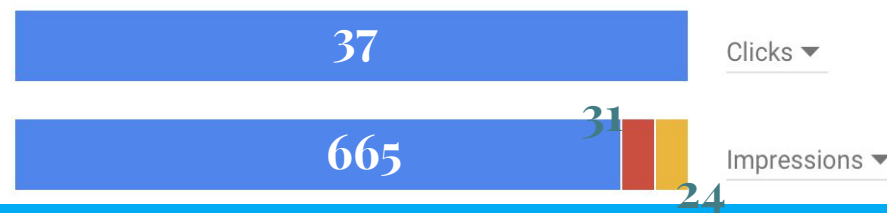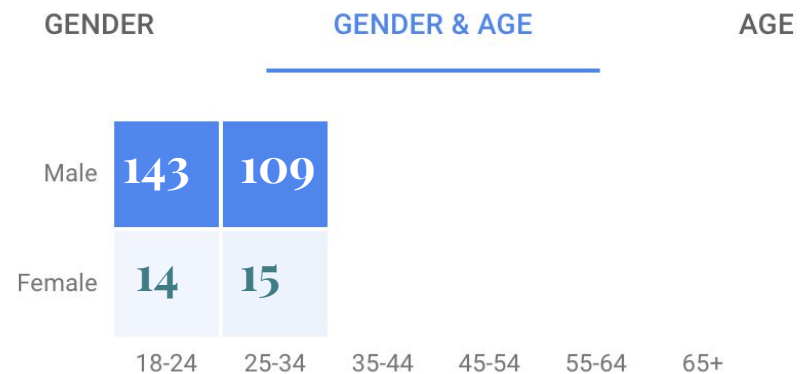
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  - **Commitment to social responsibility**
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Website

Website:
BEFORE

Plug
www.getplug.us

Home   Blog   Shop   hello@getplug.us

Plug App

The World's Friendliest Sneaker
Marketplace |Coming Winter '19

The Plug app delivers sneakers with a smile. Our professional
sneaker experts authenticate every pair of shoes sold on our app,
ensuring you the smoothest experience of any marketplace. 7
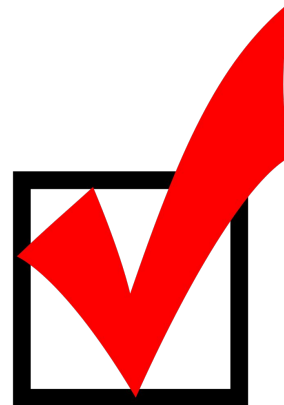authentication centers means everything happens faster!

Log In   Sign Up

https://www.getplug.us

Website:
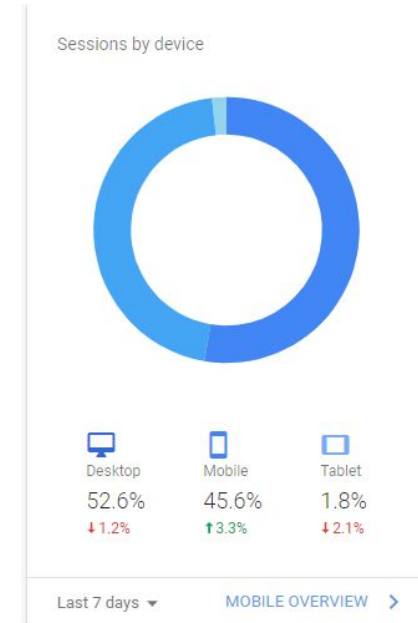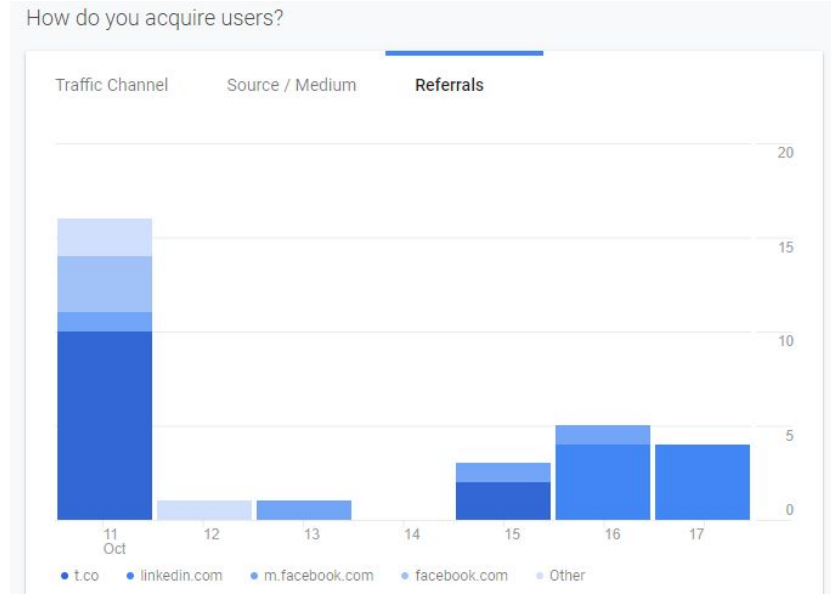AFTER

Plug
www.getplug.us

Website Results

- Client now has access to google analytics
- This will help Plug track:
  - Organic reach
  - Demographics
  - How users are accessing the website
- Organic reach increased by over 100%
- Bounce rate down by 80%

Social Responsibility

- Helped client hlight efforts of social responsibility by:
  - Clickable link in new website design
  - Media Coverage in Temple Newspaper

Shoes for good

We believe that sneakers have the power to spark joy in someone's life. This led us to partner with nation-wide nonprofits and develop the Plug Donate program to provide sneakers and a smile those in need. Simply tap the "Donate" tab in-app and we'll provid you with everything you need to change a life. Repeat donors get fre Plug merch!

Tell Me More

Plug users can also donate old shoes to Shoes that Fit, a nonprofit that provides athletic shoes to children in the United States, with the purchase of a pair of shoes on the app or website.

"Plug is a marketplace that allows people to purchase their shoes with a better experience than ever before, so it really made sense to partner with a nonprofit that helps those in need to feel the same joy and comfort that shoes can provide," Corona said.

RETURN ON INVESTMENT

Social Responsibility Quantified

Based on a Report by IO Consulting & Babson College:

Social Responsibility can improve ROI by:

- 6% over 15 years
- Market value can increase by 40%-60% above peers
- Reduce credit spread by 40%
- Reduce share price volatility by 2%-10%

credit:https://www.inc.com/maureen-kline/how-corporate-responsibility-can-deliver-roi.html

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Short-term Goals post: 11/27/18 Article Release

Use content derivatives to maximize news coverage for brand awareness

Listed in comprehensive report:

- Infographics

- Powerpoints

- Executive webinar

- Short-interviews on Podcasts

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Short-term Goals post: 11/27/18 Article Release

Content derivative continued

- **Re-cycle reviews**

- **Contact Influencers**

- **Post article to FB groups**

- **Create Q & A on Quora**

- **Start thread on Reddit**

- ***NOTE: more detail in comprehensive report**

Short-term Goals: December App Launch

Maximize hype around app launch

- Use PR articles pre and post app launch
- Well placed, well planned press coverage
- Manage reviews
- Have a plan for how to handle bad reviews
- Create an outreach plan
- Make sure release date is non-conflict with others in tech indust

*see report

Short-term Goals: December App Launch

Maximize hype continued
- Use TestFlight to organize soft launch
- Use feedback from soft launch for hard launch
- Include keywords in app description
- Create video: preview trailer
- Post "How to download" video to discussion forums

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Short-Term Goals:
3 months - 1 year

- LinkedIn: post investor powerpoint under projects on Plug LinkedIn
- Alfonso create a video resume to give a 'face' to plug
- Optional: Alfonso create a video for Plug LinkedIn explaining why he built the app and emphasizing his commitment to be socially responsible (charity/Plug)
- Youtube: Create an app-launch video about app features and post link through all social

Short-Term Goals:
3 months - 1 year

- Create a walkthrough video for how to use app
- Mailchimp: send out a monthly (to start) newsletter with updates on Plug
- Facebook: connect and post content within sneaker groups
- Ads: continue with google ads, consistently re-evaluating what works and what doesn't

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Short-Term Goals:
3 months - 1 year

- **Think about advertising with Temple News.**
  - **Access $109 million of Temple's student's discretionary income. (Contact: PHUONG TRAN, lanphuong.tran@temple.edu)**
- **Other groups to contact at Temple: Ascend, CCSA, entrepreneurs club, ALPFA**

Recommended Future Plan for E-mail Campaign

- Send out campaign to attract more beta testers
- Analyze data for how many customers actually followed through with the campaigns call-to-action

- After app launch, create another campaign to reach out to customers about their review of the app
- Make appropriate changes to campaign and mobile app (if applicable).

- Create/Send out campaign in the middle of the Semester to attract graduating seniors to order their "graduation sneaker" from Plug
- Keep track of e-mail delivery (bounce rate), impressions, opens, click-throughs, and actions/purchases.

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Appendix

- The Appendix can be found here.