

Campaign Strategy Brief

OVERVIEW

It is our understanding that NationalRetailer.com desires to promote its products and services with a focus on three main objectives:

- 1) Increase number of email subscribers from 133,000 to 1,000,000
- 2) Increase the conversion rate of visitors from 0.8% to a 2-3% average
- 3) Increase total number of visitors to 200,000 per week

This document is intended as a brief summary of ideas that the Improvise agency would like to implement on your behalf. We will work with the above goals in mind and perform every task to achieve or surpass the stated goals.

CAMPAIGN IDEAS

Social Strategy

NationalRetailer.com already has a following of loyal and satisfied customers as demonstrated on Google Maps, Insiderpages.com, and Judysbook.com to name a few. What it does not have is a central location for those customers to express their satisfaction, share their messages and ideas.

Right now, on Google Maps a search for “National Retailer” while centered on North America yields nearly 1.5 million results. Many of those results feature reviews, ideas and recommendations from customers. The relational benefit for those comments to NationalRetailer.com is near zero.

The solution is providing a stand-alone platform tightly integrated into the major social networks. This provides all of those customers an opportunity to sing your praises, share ideas, and be a part of common social group and be directed through our marketing efforts to NationalRetailer.com.

The benefits to NationalRetailer.com are immense.

- 1) A single focal point to communicate with your customers
- 2) A single focal point to drive interaction with your brand
- 3) One unified platform to harness customer participation, loyalty and conversion

Customers are very advertising savvy. They understand that we are trying to sell them our products. Social interactions create a sense of belonging and a sense of urgency amongst the participating groups. Our goal should be to provide the platform, but keep our interactions to a minimum. We want to provide a safe and productive environment, but we should expect that not every review will be positive.

The presence of NationalRetailer.com team will be obvious, but light handed. **Social interactions are not a form of selling, but a means to create relationships with your brand.** The idea is that customers now have a central location to discuss NationalRetailer.com and we now have a means to interact with them efficiently.

TACTICS

1. **Create a single social platform.** This will take the form of a web site with integration into the Google Maps review platform, forums, Twitter, and Facebook.
2. **Leverage Twitter to promote immediate response to limited or “hot” products.** This is an opportunity to create a sense of urgency and drive customers to specific products and categories.
3. **Create a Facebook presence.** Facebook has emerged as a leader in social networks amongst key buyers ages 25 - 55. A presence on Facebook provides each segment of customers (hobbyist, scrap bookers, Ebay sellers) a complimentary channel to interact with the NationalRetailer.com brand.Improvise
4. **Create syndicated content and partner with category leaders.** There are many sub-categories and sub-groups that NationalRetailer.com have identified as attractive. Creating content based on the use of available products to create projects or fill out events, such as dinner parties, barbeques or pool parties. The articles will be tagged as “provided by NationalRetailer.com” and will feature a link. The link should be directed to the gathering of products mentioned in the article.

SERVICES

Improvise will be providing multiple services to accomplish our stated marketing goals. The initial team will consist of Jason Scott, as director, Justin Kropp, as designer/developer, and a copy-writer to be selected. The team can expand as necessary to meet deadlines and/or handle volume.

At the beginning of the project, many of our services will focus on the design and development of your social presence. Improvise will provide a complete collaboration platform for sharing designs, copy, setting milestones, assigning tasks and receiving your input. This will allow our progress to be very visible and transparent. At the onset, our team will work with your staff closely to gather the proper corporate ID standards and additional images.

Establishing a clear baseline through analytics of current traffic, visitor patterns, shopping cart patterns and other pertinent data will allow us to gauge the impact of our efforts and make changes quickly to fine tune our marketing strategy. Essentially, we will need full access to your analytics software to create reports and make recommendations.

Following a ramp up period, we will begin contacting potential content partners to establish syndication and/or marketing opportunities.