

Carochou Internet Marketing Plan

CAROCHOU

Prepared for
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Executive Summary

Purpose

The purpose of this project is develop an digital marketing plan for the Carochou in order increase the brand awareness, communicate effectively with the target audience, and to establish a desired brand image.

Brief Company Overview

Carochou – the handcrafted marketplace. Founded in San Francisco in 2015. Carochou is where people can find special designs for themselves and their loved ones. Our products are designed and handcrafted by expert craftsmanship with high quality genuine material.

Digital Marketing Plan

Carochou needs to communicate with its target customers with a uniform message, by implementing a **plan** for six months starting 2016 June . The target **market** includes students, athletes, and consumers of age 16-55, who resides in both east and west coast region of the United States. The **objectives** of the digital plan are to increase brand awareness. The estimated **budget \$16,140.00** of digital plan is which includes the following promotion such as internet marketing, social media marketing. Finally, the digital plan effectiveness **measurement** includes: a 70% increase in brand awareness, a 50% increase in financial profits, and a significant increase in traffic at the retail stores and the website.

I. BACKGROUND

Company Overview

Carochou headquartered in San Francisco, founded in October 2015. They are a group of four who desire to create a special value that combines travel, arts, and convenience. Inspired by Simply The Best, our design is minimalist but functional and beauty, which can make you shine everywhere you go. The assessment of our products is the real value of the best material, the best structure, and the friendly unique design. All of our products are handcrafted by the best artisans, and are perfectible attention to details.

The president and CEO of the company is Huong Nguyen. As of December 2015, the company has created 50 jobs, and the headquarters are located in San Francisco, California. In order to cut costs while fuelling innovation, Carochou allocates the business activities among two countries: The industrial design in Viet Nam and the sensor development and manufacturing are carried out in San Francisco, California

Carochou Financial Resources

Carochou received fundings through private investors and online crowdsourcing. As of 2015 October, the company has raised to one millions.

What we will be focusing in this report

In this project, we will be focusing on developing the Digital plan for Carochou.

II. DIGITAL PLAN

1. Market: Target Audience

- Demographic Segmentation
 - Customers of age and any gender between 16 and 55
- Behavioral Segmentation
 - People who are love style
 - People who are interested in handcrafted design
- Geographical Segmentation
 - West Coast and East Coast

2. Mission: Digital Objectives

- To increase brand awareness
- To double the sales and market share within one year
- To increase traffic to the website
- To enhance relationships with business clients
- To increase financial profits
- To build positive brand image and reputation
- To increase the level of activities on social media

3.Message: TagLine

- Glamorous on the go

4.Methods

- Internet Marketing
- Social Media Marketing

Media: Internet Marketing

Why ?

Online marketing and the right technology will create a highly valuable way to meet your business goals. Gone are the days of using your intuition. Today, online marketing has become more data-driven, especially supporting the ROI.

Types of Internet Marketing

1. Search Engine Marketing

a. Why?

- To improve the website page rank
- To help customers search the brand in an easier way
- To increase the traffic to the website.

b. How?

The search engine marketing is done through two techniques: The first being the PPC (Pay Per Click), in means Carochou pays google whenever the sponsored link on the google search page is clicked; and the latter being the SEO (Search Engine Optimization), in which using strategies and tactics to improve the rank of the website on the search engine.

2. Email Marketing

a. Why?

To advertise and create brand awareness. In order words, since email marketing is already automated it cost less than advertising and also when consumers see the

Carochou emails regularly, they are exposed to the brand regularly which will help them to remember the brand.

b. How ?

- Newsletters
- New product development alerts
- Invitation to Carochou contents and events
- Coupons, Deals and Freebies
- Regardless of what type or types of email marketing you want to do, having an email marketing platform can streamline and simplify your efforts, and help you track your success

Media: Social Media

Why?

Since the millennials (people who are born between 1980 to 2000) are very active on social media, Carochou needs to spread out their activities on many social media network as much as possible to increase exposure. The Fall and winter promotion campaign will be publicly announced through social media network to maximize the exposure. Now that we have observed the actual campaign of Carochou and its competitors on the two main social networks, to further enhance their strategy and methods of communication, we will be providing the suggestions to improve their weakness.

Facebook

We can see Carochou is an new brand on market, we are not really active on Facebook; the company has not received a satisfactory number of likes in comparison to its competitors. The company doesn't publish a lot of content; therefore, we think that it can be improved by posting content that makes people interact with the brand, and build sort of a brand community. The ideal frequency will be a post every 2 days and plus when there is like a race or marathon or special event.

The new content will be based on tips for mix and match items. The campaign in Facebook will be: **Share the Joy**. The campaign will start in August and ends in late November, and the game will be played two time for a month for four months. We will run GIF video, people will stop whenever they want. One of our items will show, and the player need to tag one person that they are think of buying that items . We will pick the 100 people randomly , and will send the items to their friends, love one during the holiday.

Instagram

For the moment, Carochou is not present on Instagram whereas the other brands are. Instagram is a growing social network so the brand has to take advantage of it. The posts will be photos, carochou photos.

To increase the followers we will launch a game, "My Style with Carochou" during one month, customers will post a photo of themselves wearing any Carochou's product using the following hashtag #Beautyonthemove. The game will be launch in August, and will last a month. 30 awards be will given.

During the summer, the brand will also launch the hashtag #holidayswithCarochou, so that customers can share their holiday destination shooting their Carochou's product in Europe, in a Beach in Hawaii, in the mountain.

III. Individual IMC Plan Effectiveness Measurement

Internet Marketing

- What to measure?
 - The number of click-through-rate (CTR)
 - The conversion of CTR to purchase rate.
 - Measure significant aspects of our campaign such as keywords, demographics, location, search engines, cost per lead, conversion funnel

Social Media Marketing

- When?
 - After the campaign ends
- What to measure?
 - Responses Across All Social Media
 - The number of likes
 - The number of comments
 - The number of posts by users
 - The number of retweets

Appendix A

Digital Marketing Budget								
	2015							
Media	Total	June	July	Aug	Step	Oct	Nov	Dec
Social Media								
Facebook	\$600	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Instagram	740				740			
Total	\$1,340.00	\$100	\$100	\$100	\$840	\$100	\$100	\$100
Internet Marketing								
Contest Marketing	\$6,000.00	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Search Engine Marketing	\$7,000.00	\$1,500	\$1,000	\$1,000	\$1,500	\$1,000	\$1,000	\$1,000
Email Marketing	\$1,800.00	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Total	\$14,800.00	\$2,800	\$2,300	\$2,300	\$2,800	\$2,300	\$2,300	\$2,300
Grand Total	\$16,140.00	\$2,900	\$2,400	\$2,400	\$3,640	\$2,400	\$2,400	\$2,400

Appendix B
Creative Brief

- **Why are we advertising at all?**
 - To create brand awareness and increase market share
- **Who are we talking to?**
 - Potential customers aged 16 to 55 residing in California and in the Eastern regions of the United States
 - Potential customers who are not aware of Carochou
- **What do we know “them?”**
 - Target customers are love the crafted design
 - Target customers love the quality products
 - Target customers want a product that can past generation to generation
- **What do we want “them” to think or do?**
 - To learn more about Carochou by visiting the company website
 - To include Carochou in their purchase
 - To demo and evaluate the product at the retail stores
- **What support is there for the main idea?**
 - A company website for the product availability, technical support, and business inquiries.
 - Official third party reviews/comments about the product.
 - Design and innovation awards and recognitions
- **What mandatory requirements are there?**
 - A company brand logo
 - A tagline