

6-Part

Digital Marketing Strategic Plan

Company: 

How to Use This Template?

To work on this template, you will need to retrieve digital marketing analytics data from a company who has been running digital marketing campaigns for at least one year.

There are 6 sections in this digital marketing strategic plan:

1. Executive summary
2. Digital marketing audit
3. Market research and analysis
4. Marketing objectives and KPIs
5. Digital marketing campaign plans
6. Digital marketing analytics and optimisation plan

The executive summary is to be completed after sections 2 – 6 have been completed. In section 5, select at least 2 digital marketing channels to develop campaign plans on.

Estimate time to complete: ~ 1 - 3 months

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1. Executive Summary

██████████ is a small business primarily focusing on the semi luxury Jewellery industry with its bangle & earrings product line.

██████████'s Jewellery carries the modern twist in jewellery design motifs from traditional designs. All Jewelleries are South East Asia inspired with essence of heritage.

██████████ provides Business to Consumer model. All ██████████'s products comes with free shipping, including overseas such as US, UK, AU and HK. ██████████ operates online with some consignment pop ups at Design Orchard, Raffles Hotel and Krissshop.

2.1 Digital Marketing Audit (audit of available resources)

Based on the digital marketing audit of available resources, the company has insufficient employees to execute full digital marketing strategies with content production. Marketing personnel are decent in their job functions and assigned tasks, with 1 Marketing Director and 1 Digital Marketing Executive.

There is no external agencies/consultants but past agencies have been approached with before, their competencies are unsure of as it was 2-3 years ago. However, from the SEO agencies, they did rank the keywords as required. However, the keywords brought minor conversions.

Website is user-friendly and designed to serve its intended purposes (e.g. as a lead generation tool, branding) though it can still be improved in aspects of having more content on the homepage, site structure and page indexing. A content hub may not be as effective for this industry. Tools and platforms are decently utilised and performing up to expectations. Tools and platforms are able to meet organisational requirements however, there is insufficient budget allocated to certain tools and platforms.

Brand has presence on social media platforms where target audiences are present but the engagement is declining. Brand messaging is consistent but the style/theme's consistency can be improved. Budget is still insufficient to execute certain areas (advertising, content production) of the digital marketing plan.

2.2 Digital Marketing Audit (audit of current performance of digital channels)

The channel with the highest conversion value combined and user traffic acquisition is Organic search. It is important to note that although organic search brought in the highest revenue, it should not entirely take the credit. Channels such as Social (organic & paid under 'Others' channel) and Email campaigns (under 'Others' channel) plays a part in ██████████'s customer touchpoints. It is therefore required to measure the performance of Social & Email campaigns with metrics such as reach, frequency/impressions, traffic and engagement.

The organic search channel has also seen high attribution value under the assisted conversions & multi channel funnel report, ranking second. This suggest that organic search is optimal during the first touch, middle touch, and last non-direct touch of the customer purchase journey.

Followed by Email, Social and Referral. We know from these attribution that (Other) channels consisting of Social (paid), Email campaigns and Referrals are the supporting factors for ██████████'s brand awareness that further contributes to Organic and eventually Direct (with the absence of digital advertising and content hub).

More content marketing in terms of visuals/videos instead of content hubs, need to be put into social media channels such as Facebook, Instagram, and eventually TikTok, to drive more traffic, brand awareness and better engaged audiences in the awareness & consideration/evaluation stages. This initiative will be integrated with email marketing content campaigns. With minimal efforts in SEO and content hub marketing as it is better to gain some market share from Competitors' social vs their well established brand on Google with SEO & Content Hubs. It is also noted that Competitors in this Jewellery industry have offline retail, massive advertising budget and social efforts that contributed to their brand awareness, not from SEO or content hub.

3.1 Customer Personas

The 3 primary customer personas are Expats, Tourists and Locals. The market size of these target audiences is niche but sufficient enough to sustain business operations. However, to cover the entirety of this audience size is beyond the budget of the company, in addition to discovering new audience segments. There is also a limited market share to niche brands as compared to mainstream brands.

3.1.1 Customer Journey Map

The customer journey is documented below:

Awareness Stage:

The defined customer personas will need to be made aware of [REDACTED] through the following channels:

- Organic Search
- Social Media organic reach
- Digital Advertising

As the brand is new in digital marketing capabilities and online retail. The advertising expenditure should be spent towards the (awareness) funnel. Social media marketing should also consist of a majority of awareness content. SEO efforts helps to rank for the product line of bangle, earrings and more specific keyword to drive some awareness organically during customer's awareness phase.

Consideration and Purchase Stages:

The ideal customer uses Google, Bings Yahoo! and Social media for their searching phases, considers for a period of between 1 day and 30 days (MCF time lag) (with majority within 2 weeks), and either purchases or just signed up as a newsletter subscriber with the signup discount.

During this consideration phase, it is important to be prompt and proactive with the following actions to keep brand salience:

- Retarget the prospect (interacted) across the Google Paid Search (RLSA) and Facebook Ads
- Increase ranking on top of organic search engines results pages for "purchase" keywords
- Increase the email subscribers and nurture them through a content funnel via email marketing, organic social media posts and social media ads.
- Segment and notify new email subscribers to 1) get to know the brand 2) push customer towards purchase stage

Loyalty Stage:

Once the customer has purchased from [REDACTED], continue to develop loyalty for return purchases. By doing the following:

- Prompt and superb post-training support (private emails,, after sales repair service, emails regarding loyalty program, check back on new product launches (first in the know, slight discounts), Email surveys to ask for product feedback, send out “we miss you” emails for past customers who haven’t purchased for more than a year.

With the above initiatives, we measure the repeat purchase / signup rate and work on improving it.

3.2.1 Market Size & 3.2.2 Market Trends

From Customer Persona, we know that the target audiences is niche but sufficient enough to sustain business operations. It is estimated to be between 50k to 300k audience size who are interested in Jewellery, Niche Brands, Frequent travellers who are Marketing, Business, Finance personnels (Customer Persona job positions)

Jewellery trend (Singapore) in Google Trends (table 3.2.2a) faced a downturn during May 2020 due to the pandemic, however, it went to an all time high afterwards (between late 2020 to mid 2022).

Generally, over the course of 12 years (time period of analysis), Jewellery has a constant and decent search volume ranging between 50 - 70. This is due to the nature of jewellery being a luxury product and an association with timeless specimens. Essential for special occasions and precious gifts, the market has always been in demand and all the more so after the pandemic. Lifestyle trends have become more relevant again after the pandemic lockdown, from beauty & wellness, apparel & accessories, shopping, travel and more.

However on the flip side, this all time high coincides with Forbes’ article relating to the rise and fall of jewellery industry trend <https://www.forbes.com/sites/pamdanziger/2022/03/21/jewelry-market-must-prepare-for-a-steep-drop-but-signet-jewelers-is-ready/?sh=3c182d47330f>

As recession is prominent during 2022, consumer behavior shifts from luxury as the necessities itself faces inflation. Uncertainty in the economy is a main contributing factor.

Breaking down the Google Trends from table 3.2.2b to 3.2.2f,

A more in-depth comparison between the different types of jewellery within the category. As per Google Trends, rings and necklaces are mostly in demand within the jewellery space of category. Earrings followed by Bangle that comes after. This gives a sense of outlook for demand in respective jewellery products. There are more jewellery categories such as bracelets, charms, and pendants. Thus, a separate report can be generated but these are the in-demand categories within the jewellery industry.

██████████ could face challenges in their main product line, which is bangles. They could have a better potential in revenue to use their earrings product line to penetrate the market. From table 3.2.2c Google Trends report, Earrings do rank higher than ██████████’s product line of Bangle, Cufflinks, Lacquerware and Cuffs.

This presents a challenge for ██████████ however, it could also provide an opportunity to enter a low-competition market. With enough campaigns pushing awareness for bangles, cuffs, cufflinks and lacquerware, it is expected to bring this niche jewellery category to the fronts of existing and potential audiences for consideration through improved brand message, communication and marketing channel strategies.

Another Trend to look for are the gemstones. Between table 3.2.2d to f, we know that ruby, sapphire and emerald are popular gemstones, more so than the search term of gemstone itself. Amethyst, amazonite, citrine, peridot and moonstone are lesser in terms of popularity.

3.2.3 DataReport 2022 Singapore

Refer to 3.2 Market Landscape for a detailed information regarding DataReport from Singapore. In summary, Singaporeans' bulk of its population is between 25 to 65. However, the demographic of Facebook, Instagram & TikTok where many brands, including Jewellery are leveraging on are between 18 to 45.

Social media has almost overtook time spent compared to Television. Mobile phones covers 2x more web traffic compared to laptop/desktop. Google, Youtube and Facebook are the top visited sites. More information will be covered at 3.2 Market Landscape. From the data of this report, it is all the more important to focus on

1. Mobile user experience
2. Social Media
3. Trying new social media channels
4. Creating content favoring the channels and its audiences
5. Keeping up to date on trends and consumer shifts
6. Rise of Mass Commerce
7. Analysing areas that may be overlooked

3.3 Competitive Benchmarking

In terms of benchmarking where [REDACTED] stands in the competitive space, [REDACTED]'s web design and presentation is somewhat there with industry competitors.

The average time spent on site i.e. engagement is about 2min 24s for mobile and 5min 54s for desktop. If [REDACTED] is a content hub, time spent should be approx 5 minutes but since it is an E-commerce, a longer time spend could be due to confusing website navigation and structure.

Traffic from social media is below industry benchmarks and more content needs to be pushed out more regularly on social channels such as Facebook, Instagram and eventually, TikTok.

SEO visibility is decent compared to [REDACTED]. However, the keyword may be ranking wrongly in the first place. Nonetheless, more effort needs to be put into the middle and top of funnel keywords, such as bangles and earrings.

There isn't Paid search and display traffic from Google Ads to get a benchmark. More analysis should be made to determine whether to redistribute the budget into Google Ads or other paid channels such as Social.

Referral traffic is decent compared to its Social channel. However, this is due to paid print ads from [REDACTED]. More emphasis needs to be put into backlink acquisition and off page SEO strategies if possible.

Email campaigns and automation have been a contributor to [REDACTED]'s traffic, revenue and returning users. There is more opportunity to further develop email marketing efforts with more segmentation, personalised messages and refreshing the collaterals.

4.0 Digital Marketing Objectives

The conclusive action from the SWOT analysis for [REDACTED] is to focus on these priorities to gain a competitive edge and establish a better market awareness:

Awareness Stage:

- Increase brand awareness and visibility through search, social and digital advertising to increase website traffic by 20% per month on average at the end of 2022

Consideration Stage:

- Generate 10% more email subscribers by Jan 2023 onwards

Conversion Stage:

- Increase sales revenue by 20% per month by Jan 2023

Advocacy Stage:

- Increase repeat purchases and cross-sells
- Increase no. of reviews on Google & Facebook

The SMART KPIs are elaborated in Section 4 and the digital marketing campaigns action plan that need to be executed to achieve the KPIs are laid out in the respective digital marketing aspects in Section 5.

2. Digital Marketing Audit

What is a digital marketing audit?

A digital marketing audit is an examination of the performance of digital channels and current resources utilised to achieve a business's marketing objectives, with the goal of reassessing and improving the existing strategies.

It consists of 2 parts:

1. Audit of available resources
2. Audit of current performance of digital channels

2.1. Audit of Available Resources

A digital marketing resource audit can help you identify gaps which may hinder your campaign's success. Once you have identified crucial gaps, you can then recommend steps to rectify any issues.

Resources	Checklist	Summary of Findings
Human Resource Capability	<ul style="list-style-type: none"> ✗ Sufficient employees to execute digital marketing strategies ✓ Marketing personnel are competent in their job functions and assigned tasks 	<ol style="list-style-type: none"> 1. Marketing Director – 1st Staff 2. Digital Marketing Executive – 2nd Staff
External Agencies/Consultants	<ul style="list-style-type: none"> ✗ External agencies/consultants have the relevant required competencies 	<ol style="list-style-type: none"> 1. Facebook Ads Consultant (past) 2. SEO Consultant (past) 3. Google Ads Consultant (Nil) 4. Content Marketing Consultant (Nil) 5. Social Media Marketing Consultant (past) 6. Digital Marketing Analytics Consultant (Nil) 7. Digital Advertising Consultant (past) 8. LinkedIn Consultant (Nil) 9. YouTube and Video Marketing Consultant (Nil)
Website	<ul style="list-style-type: none"> ✗ Website is user-friendly and well-designed to serve its intended purposes (e.g. as a lead generation tool, branding, content hub, etc.) 	<ol style="list-style-type: none"> 1. Main Website - Homepage <ul style="list-style-type: none"> - Content on homepage could improve 2. Main Website - E-commerce product pages <ul style="list-style-type: none"> • Many non-indexed pages (GSC, shown later) • Site structure could improve • Site speed could improve 3. Blog pages <ul style="list-style-type: none"> • More content articles could be implemented
Tools and platforms	<ul style="list-style-type: none"> ✗ Tools and platforms are well-utilised, performing to expectations ✓ Tools and platforms are able to meet organisational requirements ✗ Sufficient budget is allocated to necessary tools and platforms 	<ol style="list-style-type: none"> 1. ✓ Email Marketing: <ul style="list-style-type: none"> • Klaviyo 2. SEO: <ul style="list-style-type: none"> • Google Analytics & Search Console • Could utilise SemRush (Free trial), Ahrefs, SimilarWeb, SEOblity 3. ✓ Content Ideas, Briefs & Plans: <ul style="list-style-type: none"> • Google Sheets, Docs, • Assembla

		<p>3.1. ✓Content / Marketing Calendar:</p> <ul style="list-style-type: none"> Google Sheets & Google Calendar <p>4. Social Media Marketing:</p> <ul style="list-style-type: none"> Meta Publisher Tool Could utilise social media management softwares such as Latermedia, Hootsuite, Buffer <p>5. Digital Advertising:</p> <ul style="list-style-type: none"> Meta Ads Manager Could utilise Google Ads & Display Ads <p>6. ✓Digital Marketing Analytics:</p> <ul style="list-style-type: none"> Google Analytics Google Data Studio Shopify Analytics Klaviyo Analytics Facebook <p>8. ✓Website CMS:</p> <ul style="list-style-type: none"> Shopify <p>9. E-Commerce Platforms & Ads:</p> <ul style="list-style-type: none"> Zalora Ads <p>10. Team collaboration (Nil):</p> <ul style="list-style-type: none"> Could utilise Google Workspaces, Asana, Monday.com, Notion <p>11.Customer Journey (Nil):</p> <ul style="list-style-type: none"> Could utilise Funnelytics <p>12. Google Alerts & Social Mention (Nil)</p>
Brand Online Reputation	<p>✗ Brand has a presence on social media platforms where target audiences are present</p> <p>✓ Brand messaging is consistent</p> <p>✗ Brand style/theme is consistent</p>	<p>Social Media Pages:</p> <ul style="list-style-type: none"> Facebook Page Instagram Page Possibility of expanding to Pinterest, TikTok and LinkedIn <p>Social Media Profiles of Internal Team:</p> <ul style="list-style-type: none"> Employers & Employees <p>Review Sites:</p> <ul style="list-style-type: none"> Facebook Page reviews Google My Business reviews Potential reviews from Instagram Influencers / UGC Website Product reviews Micro influencers' blog post reviews <p>Social Media (Instagram) brand style/theme could be more consistent</p>

Budget	× Budget is sufficient to execute digital marketing plan	<ul style="list-style-type: none"> • \$100 - 200/mth – Digital Advertising • \$3,100/mth - digital marketing (in-house/marketing employee staff costs) • May require 1 more marketing executive or content production executive
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2.2. Audit of Current Performance of Digital Channels

An audit of the current performance of digital channels can help you determine which campaigns are the better-performing ones. This can help you direct your focus to the appropriate marketing campaigns/channels.

For example, if the conversion rate of a particular marketing campaign is determined, we can use it to predict the profitability of the marketing campaign, set appropriate budgets and allocate the necessary resources to boost return on investment.

Summary of findings
<p><u>All Traffic Channels Overview</u></p> <p>From table 2.2b, The most prominent channel with the highest 1) Traffic Users acquisition and 2) Revenue is Organic Search. It is important to note that although organic search brought in the highest revenue, it should not entirely take the credit nor does search engine optimisation's (SEO) efforts.</p>

Other channels such as Social (Facebook & Instagram) and Email plays a part in [REDACTED]'s respective customer touchpoints. Measuring metrics relating to awareness (reach, clicks, and traffic) of those (Social & Email) channels are just as important because they can attribute back to Organic.

As for Direct Channel, there is insufficient information regarding its attribution efforts other than more customers having the brand in the top of their mind to perform direct search. For this reason, Direct visits can be inaccurate in the analysis with Multi-Channel Funnels and it should be remove from the mix with other channels. More analysis have to be made from different channel/marketing aspect's audit.

Multi Channel Funnel | Assisted Conversion

Table 2.2c, The direct channel has also seen high attribution value for both, assisted conversion and last click / direct conversion, under the assisted conversions report. Followed by organic search, (other), referral, social media and email respectively. This shows that direct did the most in contributing to conversion however as mentioned, it isn't really accurate.

Direct channel refers to users entering a URL directly during their search or through their bookmarks. Unfortunately, it also consist of any URL from social, email campaign, referrals and sources that are unidentifiable by Google Analytics. Basically any unknown traffic sources will be attributed to the Direct channel, which could explain why [REDACTED]'s Direct is leading in its assisted conversion report.

The next best channel will be the Organic Search, ranking second for both assisted and last click / direct conversion, which are signs of it being just as important for the last touchpoint (last direct conversion) as well as for the first and middle touch of a customer journey (assisted conversion). Followed by (Other), Referral and Social.

A noticeable data can be seen from the ratio between assisted / last click direct conversion for channels from (Other), Referral and Social. Unlike Direct and Organic where both are ranked 1st and 2nd respectively, (Other) channel assisted 30% more than its last direct conversion, Referral channel is 30% more in its last direct than assisted conversion and Social channel assisted more.

Table 2.2c, (Other) channel consist mainly of email campaign & paid social campaign, hence it should be taken into consideration with the Email & Social channel. It is also noticeable from Table 2.2b that Social only contributed to a revenue of \$1,574, which even with the inclusion of paid social in (Other) channel (Table 2.2c), is only reporting a total revenue of \$3,019. This differences between the analytics and Meta Ads Report (\$10,336) is because both channels record conversion differently. An example will be If a user saw an Ad from Meta but did not click through, decides to made a purchase later that day, it will still count as a conversion within Meta Ads but not Google Analytics because there were no clicks. Google Analytics measures data with the direct last click attribution model, hence the user seeing the Meta Ad will not be the last touchpoint, it will be Organic search/Direct instead as those channels are where the user click through. The view-through conversion from Meta is 24 hours, hence it has to be around a day or Meta will not register the conversion as well. Therefore the discrepancies of the Social channel between Google Analytics and Meta Ads has been attributed into the Organic / Direct channels.

Multi Channel Funnel | Model Comparison

Table 2.2e dives into the attribution model comparison between First Interaction vs Last Non-Direct Click vs Position Based. As decided, Last Interaction (Last Click/Direct) is a model not to be used. First Interaction attributes 100% credit to the first channel touchpoint that led to the conversion and drove brand awareness. Last Non-Direct Click attributes 100% to the last channel which isn't Direct (by ignoring direct traffic). Position Based attributes 40% to the first and last channel with 20% in between the channels that assisted. These models were selected to give a holistic view and target each models' strengths and weaknesses.

We can see that the number of referral conversions has shot up drastically when we do not take “direct” conversion into account as the last conversion. It has shown us that “referral” is actually one of the unsung heroes when comes to conversion contribution, with its importance drastically undervalued by the default last (last click/direct) interaction model.

From table 2.2e, First Interaction Model’s winning channel is Organic followed by Direct, (Other), Referral, Social and Email. The Last Non-Direct Click Model’s winning channel is Organic followed by Direct, (Other), Referral, Social and Email. The Position Based Model’s winning channel is Direct followed by Organic, (Other), Referral, Social and Email.

By looking at the last column of table 2.2e and comparing First vs Last Non-Direct and Position Based. Organic actually did 27% lesser for Position Based than First Interaction. Direct is 25% lesser for Last Non-Direct and 36% better for Position Based. (Other) is 22% better for Last Non-Direct but 16% lesser for Position Based. Referral did the best with 122% better for Last Non-Direct and 31% for Position Based. Social did 20% better for Last Non-Direct but lesser by 20% for Position Based. Lastly, Email channel is quite negligible conversion value to look at.

From here, we truly know that (Other) which consist of Social & Email Campaigns AND Referral are the contributing factors for ██████████’s brand awareness that further contributes to Organic and eventually, Direct.

Top Conversion Path

Table 2.2f shows Organic and Direct being the top 8 top conversion path, and both are interchangeable between which started the 1st touchpoint and laast touchpoint (organic>direct, direct>organic, organic alone, direct alone). Removing the Direct via filter shows more Referral, Email and Social being part of the Conversion paths.

Time Lag

Table 2.2h shows that about 69% of ██████████’s conversion time is 0 days (on the day itself). And a total of 21.9% between 1 to 11 days and lastly, 8.34% of conversion happened between 12 to 30 days. Table 2.2i is a further breakdown of conversion % between 12 to 30 days, it is very minute.

Path Length

Table 2.2j shows the Path length of 1 contributing to 44.75% of all conversion. Suggesting that many users went through 1 path length to reach conversion which should be the checkout page from the homepage (home > checkout). 22.5% for 2 path length, 11.6% for 3 path length, 7.6% for 4 path length, 3.4% for 5 path length and interestingly, 12+ path length consist of 2.15% (more than 6 to 11 path length). The 12+ path length can suggest users browsing the variety of products and its pages.

When setting the lookback window to 90 days (looking back conversion window of 90 days instead of 30days) from table 2.2k, we can see only a minor change but 12+ path length conversion % is still more than path length between 6 to 11.

The table below provides a guide on the definition of the terms used and where you can retrieve the information from.

Terms	Definition	Where can you get this information?
Channel	<p>According to Google Analytics, a channel is a group of traffic sources (e.g. Google, Bing, Yahoo) within the same medium (e.g. organic). Therefore, 'organic search' would be the channel which could include different traffic sources (Google, Bing, Yahoo) within the same medium</p> <p>Other examples of channels include:</p> <ul style="list-style-type: none"> • Paid Search • Social • Display • Email • Direct • Referral 	Web analytics platforms such as Google Analytics
Traffic	A metric which measures the total number of visits to a website.	Web analytics platforms such as Google Analytics
Conversions	<p>A metric which measures the number of desired actions taken by a website user.</p> <p>Examples of important actions include filling out a contact form, spending X amount of time on a website, watching a video till the end, and completing a purchase on a website.</p>	<p>Web analytics platforms such as Google Analytics.</p> <p>In Google Analytics, you can set up goal tracking to define your conversion actions.</p>
Conversion Rate	<p>A metric expressed as a percentage, calculated by dividing the total number of users who took a desired action by the total number of users who visited a website.</p> <p><u>Example calculation:</u></p> <p>Total number of users: 100 Total number of important actions taken: 5</p>	Web analytics platforms such as Google Analytics

	Conversion rate: $5/100 \times 100 = 5\%$	
Cost	The total amount spent for a channel.	This can be calculated internally within an organisation.
Cost Per Acquisition (CPA)	<p>The total cost of acquiring a customer.</p> <p><u>Example calculation:</u></p> <p>Total \$ spent for paid search = \$10,000</p> <p>Total number of customers acquired = 100</p> <p>Cost per acquisition: $\\$10,000/100 = \\100 CPA</p>	Advertising platforms or calculated internally within an organisation.

Value	<p>The <u>total amount of revenue or profit</u> brought in by a channel. Formulas used to calculate the average order value or customer lifetime value varies from organisation to organisation.</p> <p><u>Example calculation:</u></p> <p>Average order value/Customer lifetime value = \$1000</p> <p>Total number of completed purchases from website = 1000</p> <p>Value: \$1000 x 1000 = \$1,000,000</p>	<p>This can be calculated internally within an organisation and reported within a digital marketing analytics platform such as Google Analytics.</p> <p>In Google Analytics, you may set a goal value i.e. \$300 for every lead, assuming it takes 10 leads to close one sale with a customer lifetime value of \$3,000.</p>
Return on Investment (ROI)	<p>The value gotten back for the total expenditure of a channel, expressed as a percentage.</p> <p>(Value – Total amount spent) / Total amount spent X 100% = ROI</p> <p><u>Example calculation:</u></p> <p>Total amount spent = \$100,000 Value = \$200,000</p> <p>ROI: (\$200,000 - \$100,000) / \$100,000 = 100%</p>	<p>This can be calculated internally within an organisation.</p>

Access digital marketing analytics platform e.g. Google Analytics to retrieve the following data.

Date range: 1st May 2020 – 31st July 2022

Report: Acquisition > All Traffic > Channels

Audience: Singapore

Channel	Traffic	Conversions (E-Commerce Transactions)	Conversion Rate (E-Commerce)	Cost	Cost Per Acquisition	Revenue	Return on Investment
Organic Search	6,344	296	3.01%	n/a	n/a	\$69,957	n/a

Direct	5,047	143	1.86%	n/a	n/a	\$29,814	n/a
Other	5,047	109	1.50%	n/a	n/a	\$22,115	n/a
Social (different attribution)	936	65 (data from Meta Ad of same timeframe)	0.42%	\$10,336 (data from Meta Ad of same timeframe)	\$159 (data from Meta Ad of same timeframe)	\$13,225 (data from Meta Ad of same timeframe)	28.0% (data from Meta Ad of same timeframe)
Referral	741	61	4.09%	n/a	n/a	\$12,745	n/a

Email	10	5	33.33%	unknown	unknown	\$874	unknown
Paid	-	-	-	-	-	-	-
Display	-	-	-	-	-	-	-
Total:	17,364	620	2.24%	-	-	\$133,299	-

Table 2.2a

For a better visualisation and representation of data, most of the graph inserts will be snapshots

Acquisition | All Traffic | Channels Overview

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

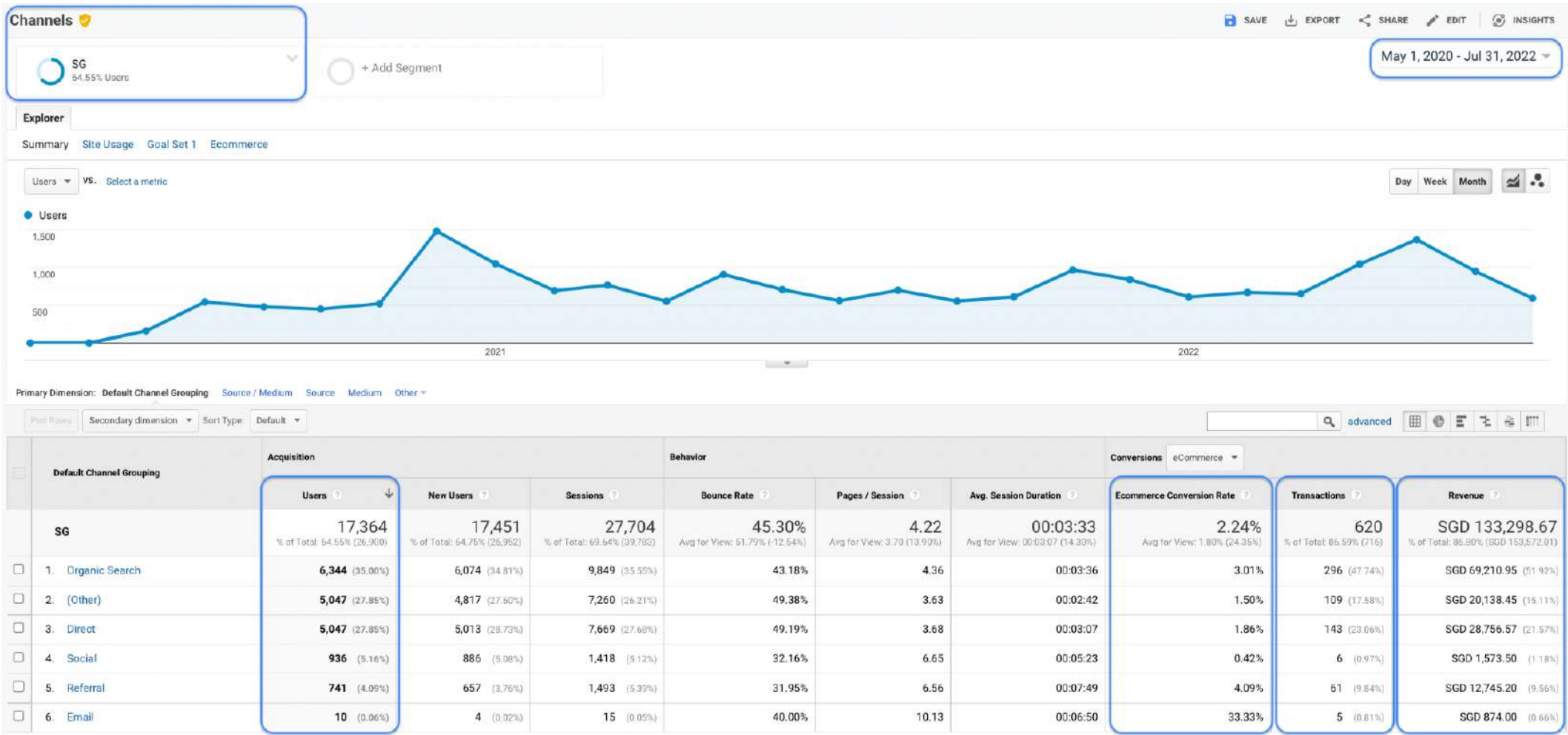


Table 2.2b

Multi-Channel Funnels | Assisted Conversions

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

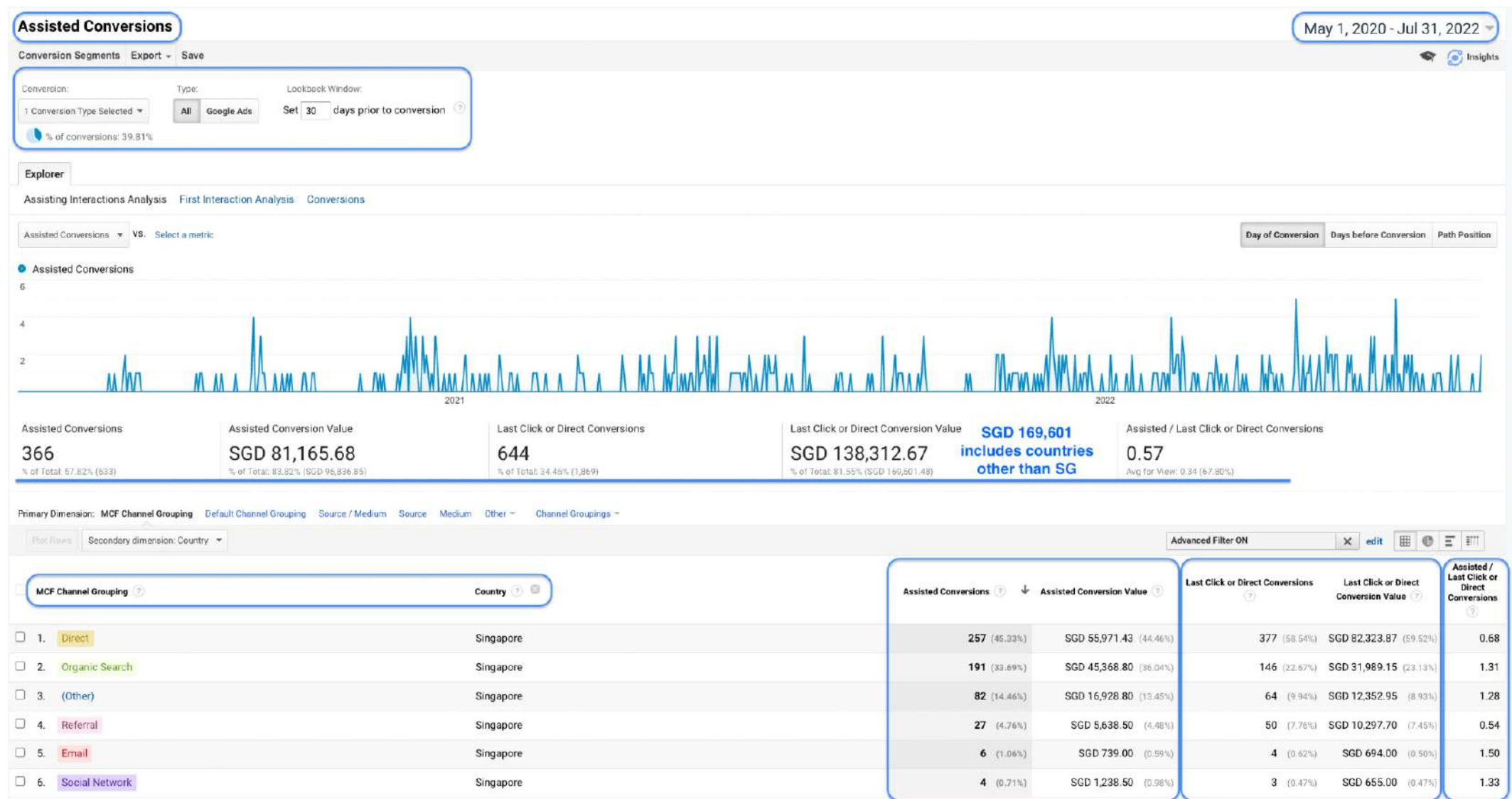


Table 2.2c

Acquisition | All Traffic | (Other) Channel

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

Primary Dimension: Source

Landing Page

Other

Plot Rows

Secondary dimension: Medium

Sort Type: Default

advanced

	Source	Medium	Acquisition			Behavior			Conversions eCommerce		
			Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	SG		5,101 % of Total: 18.53% (27,524)	4,863 % of Total: 17.65% (27,550)	7,357 % of Total: 18.09% (40,669)	49.14% Avg for View: 51.31% (-4.24%)	3.66 Avg for View: 3.71 (-1.33%)	00:02:45 Avg for View: 00:03:07 (-11.98%)	1.59% Avg for View: 1.81% (-12.12%)	117 % of Total: 15.90% (736)	SGD 22,115.45 % of Total: 14.04% (SGD 157,571.13)
<input type="checkbox"/>	1. fb	paid-social	2,571 (49.51%)	2,537 (52.17%)	2,909 (39.54%)	56.89%	2.75	00:01:09	0.31%	9 (7.69%)	SGD 1,445.00 (6.53%)
<input type="checkbox"/>	2. ig	paid-social	1,337 (25.75%)	1,318 (27.10%)	1,492 (20.28%)	55.76%	2.82	00:01:12	0.34%	5 (4.27%)	SGD 905.00 (4.09%)
<input type="checkbox"/>	3. Newsletter	campaign-email	807 (15.54%)	713 (14.66%)	1,963 (26.68%)	38.05%	4.94	00:05:10	2.60%	51 (43.59%)	SGD 7,761.45 (35.10%)
<input type="checkbox"/>	4. Customer Thank You	flow-email	123 (2.37%)	44 (0.90%)	266 (3.62%)	48.50%	4.34	00:03:36	3.76%	10 (8.55%)	SGD 1,478.50 (6.69%)
<input type="checkbox"/>	5. Welcome Series	flow-email	85 (1.64%)	44 (0.90%)	181 (2.46%)	35.36%	6.75	00:06:11	14.92%	27 (23.08%)	SGD 6,745.50 (30.50%)
<input type="checkbox"/>	6. Gem Earrings Prelaunch	campaign-email	58 (1.12%)	54 (1.11%)	73 (0.99%)	41.10%	3.16	00:01:52	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	7. facebook	(not set)	53 (1.02%)	43 (0.88%)	75 (1.02%)	32.00%	8.44	00:09:24	2.67%	2 (1.71%)	SGD 268.50 (1.21%)
<input type="checkbox"/>	8. Customer with loyalty points, no account	campaign-email	37 (0.71%)	31 (0.64%)	55 (0.75%)	30.91%	5.04	00:03:38	3.64%	2 (1.71%)	SGD 1,205.00 (5.45%)
<input type="checkbox"/>	9. Facebook	Digital Ad	34 (0.65%)	27 (0.56%)	39 (0.53%)	30.77%	4.36	00:02:02	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	10. gospre	paid-referral	18 (0.35%)	15 (0.31%)	28 (0.38%)	57.14%	2.14	00:01:10	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	11. Welcome Series New	flow-email	18 (0.35%)	7 (0.14%)	46 (0.63%)	32.61%	5.80	00:05:47	21.74%	10 (8.55%)	SGD 2,246.50 (10.16%)
<input type="checkbox"/>	12. {site_source_name}	paid-social	17 (0.33%)	12 (0.25%)	65 (0.88%)	38.46%	5.35	00:07:48	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	13. google	product_sync	11 (0.21%)	11 (0.23%)	12 (0.16%)	25.00%	3.25	00:04:03	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	14. Customer with loyalty points, with Shopify account	campaign-email	8 (0.15%)	2 (0.04%)	76 (1.03%)	35.53%	3.93	00:03:33	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	15. Customer Thank You new	flow-email	7 (0.13%)	3 (0.06%)	20 (0.27%)	20.00%	5.85	00:08:55	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	16. Abandoned Cart	flow-email	3 (0.06%)	2 (0.04%)	4 (0.05%)	25.00%	8.25	00:04:19	25.00%	1 (0.85%)	SGD 60.00 (0.27%)
<input type="checkbox"/>	17. direct	(not set)	1 (0.02%)	0 (0.00%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	18. email	campaign-email	1 (0.02%)	0 (0.00%)	25 (0.34%)	12.00%	5.24	00:07:26	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	19. Facebook	Digital Video	1 (0.02%)	0 (0.00%)	2 (0.03%)	0.00%	6.00	00:16:01	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	20. qr	(not set)	1 (0.02%)	0 (0.00%)	12 (0.16%)	75.00%	1.42	00:03:29	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	21. ssw	sharing	1 (0.02%)	0 (0.00%)	1 (0.01%)	0.00%	5.00	00:00:24	0.00%	0 (0.00%)	SGD 0.00 (0.00%)
<input type="checkbox"/>	22. testsource	testmedium	1 (0.02%)	0 (0.00%)	12 (0.16%)	8.33%	4.25	00:13:58	0.00%	0 (0.00%)	SGD 0.00 (0.00%)

Table 2.2d

Multi-Channel Funnels | Model Comparison

Model Comparison Tool May 1, 2020 - Jul 31, 2022

Conversion Segments Export Save Insights

Conversion: 1 Conversion Type Selected Type: All Google Ads Lookback Window: Set 30 days prior to conversion ?

% of conversions: 42.32%

First Interaction vs Last Non-Direct Click vs Position Based

Primary Dimension: MCF Channel Grouping Default Channel Grouping Source / Medium Source Medium Other Channel Groupings

Secondary dimension: Country Advanced Filter ON edit

MCF Channel Grouping ?	Country ? ?	Conversions & Value						% change in Conversions (from First Interaction)	
		First Interaction		Last Non-Direct Click		Position Based		Last Non-Direct Click	Position Based
		Conversions ? ↓	Conversion Value ?	Conversions ?	Conversion Value ?	Conversions ?	Conversion Value ?		
1. Organic Search	Singapore	284.00 (44.10%)	SGD 62,859.15 (45.45%)	287.00 (44.57%)	SGD 66,304.45 (47.94%)	207.10 (32.16%)	SGD 45,736.71 (33.07%)	1.06% +	-27.08% +
2. Direct	Singapore	232.00 (36.02%)	SGD 48,791.77 (35.28%)	172.00 (26.71%)	SGD 35,910.57 (25.96%)	315.77 (49.03%)	SGD 68,078.30 (49.22%)	-25.86% +	36.11% +
3. (Other)	Singapore	93.00 (14.44%)	SGD 18,370.25 (13.28%)	114.00 (17.70%)	SGD 20,919.95 (15.13%)	77.86 (12.09%)	SGD 15,167.30 (10.97%)	22.58% +	-16.28% +
4. Referral	Singapore	27.00 (4.19%)	SGD 6,329.00 (4.58%)	60.00 (9.32%)	SGD 12,730.20 (9.20%)	35.55 (5.52%)	SGD 7,609.69 (5.50%)	122.22% +	31.66% +
5. Social Network	Singapore	5.00 (0.78%)	SGD 1,433.50 (1.04%)	6.00 (0.93%)	SGD 1,573.50 (1.14%)	3.97 (0.62%)	SGD 1,027.50 (0.74%)	20.00% +	-20.67% +
6. Email	Singapore	3.00 (0.47%)	SGD 529.00 (0.38%)	5.00 (0.78%)	SGD 874.00 (0.63%)	3.75 (0.58%)	SGD 693.17 (0.50%)	66.67% +	25.15% +

Table 2.2e

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

Conversions

791

% of Total: 42.32% (1,959)

Conversion Value

SGD 169,601.48

% of Total: 100.00% (SGD 169,601.48)

Primary Dimension

MCF Channel Grouping Path

Default Channel Grouping Path

Source/Medium Path

Source Path

Medium Path

Other

Channel Groupings

Secondary dimension

advanced

MCF Channel Grouping Path

Conversions

Conversion Value

1.

Organic Search

163 (20.61%)

SGD 34,538.41

2.

Direct

123 (15.55%)

SGD 24,914.32

3.

Organic Search

Direct

65 (8.22%)

SGD 15,679.22

4.

unavailable

50 (6.32%)

SGD 9,722.44

5.

Organic Search

Direct x 2

41 (5.18%)

SGD 9,295.73

6.

Direct x 2

46 (5.82%)

SGD 7,805.12

7.

Direct x 3

19 (2.40%)

SGD 4,257.00

8.

Organic Search

Direct x 3

20 (2.52%)

SGD 3,858.70

9.

unavailable

Direct

19 (2.40%)

SGD 3,739.42

10.

Organic Search

Referral

13 (1.64%)

SGD 2,955.25

11.

Organic Search

Direct x 4

7 (0.88%)

SGD 2,290.00

12.

Referral

11 (1.39%)

SGD 2,187.59

13.

Direct x 4

11 (1.39%)

SGD 1,985.00

14.

Organic Search

Direct x 6

4 (0.51%)

SGD 1,675.50

15.

Direct x 6

6 (0.76%)

SGD 1,565.50

16.

Direct x 7

4 (0.51%)

SGD 1,561.25

17.

Direct x 3

Organic Search

4 (0.51%)

SGD 1,331.20

18.

Organic Search

unavailable

6 (0.76%)

SGD 1,245.50

19.

Organic Search

Direct x 2

Referral

5 (0.62%)

SGD 1,160.00

20.

Direct

Referral

8 (1.01%)

SGD 1,155.20

Table 2.2f

Multi-Channel Funnels | Top Conversion Path (Direct Channel Removed)

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

Conversions

268

% of Total: 14.34% (1,859)

Conversion Value

SGD 55,866.06

% of Total: 32.94% (SGD 169,691.48)

Primary Dimension

MCF Channel Grouping Path

Default Channel Grouping Path

Source/Medium Path

Source Path

Medium Path

Other

Channel Groupings

Secondary dimension

Advanced Filter ON

MCF Channel Grouping Path	Conversions	Conversion Value
1. Organic Search	163 (60.82%)	SGD 34,538.41 (61.82%)
2. unavailable	50 (18.66%)	SGD 9,722.44 (17.46%)
3. Organic Search → Referral	13 (4.89%)	SGD 2,955.25 (5.29%)
4. Referral	11 (4.10%)	SGD 2,187.59 (3.92%)
5. Organic Search → unavailable	6 (2.24%)	SGD 1,246.50 (2.23%)
6. Email	5 (1.87%)	SGD 886.87 (1.59%)
7. Referral → Organic Search	3 (1.12%)	SGD 750.00 (1.34%)
8. Organic Search × 2	2 (0.75%)	SGD 560.00 (1.00%)
9. unavailable → Referral	3 (1.12%)	SGD 555.00 (0.99%)
10. Social Network	2 (0.75%)	SGD 515.00 (0.92%)
11. unavailable → Organic Search	3 (1.12%)	SGD 404.00 (0.72%)
12. Organic Search → Email → Organic Search	1 (0.37%)	SGD 369.00 (0.66%)
13. unavailable × 2 → Social Network → unavailable → Social Network → Referral	1 (0.37%)	SGD 320.00 (0.57%)
14. unavailable × 2	2 (0.75%)	SGD 315.00 (0.56%)
15. unavailable → Social Network	1 (0.37%)	SGD 265.00 (0.47%)
16. Organic Search → Social Network	1 (0.37%)	SGD 150.00 (0.27%)
17. unavailable → Social Network → unavailable	1 (0.37%)	SGD 126.00 (0.23%)

Table 2.2g

Multi-Channel Funnels | Time Lag **(0 to 30 days)**

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

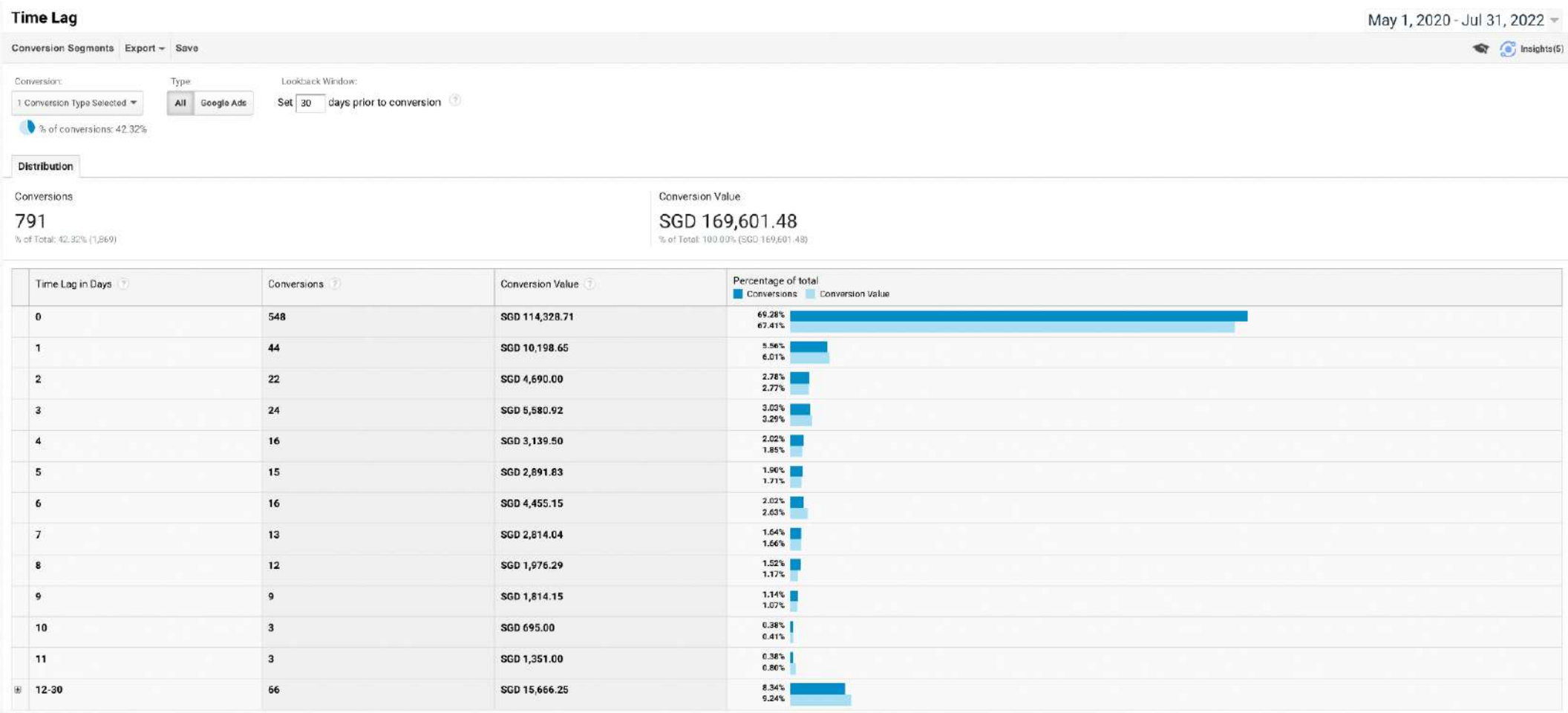


Table 2.2h

Multi-Channel Funnels | Time Lag **(12 to 30 days)**

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

12-30	65	SGD 15,566.25	8.34% 9.24%	
12	4	SGD 898.00	0.51% 0.53%	
13	5	SGD 946.75	0.63% 0.56%	
14	4	SGD 920.00	0.51% 0.54%	
15	2	SGD 735.00	0.25% 0.43%	
16	1	SGD 155.00	0.13% 0.09%	
17	2	SGD 600.00	0.25% 0.35%	
18	5	SGD 925.25	0.63% 0.55%	
19	4	SGD 766.00	0.51% 0.45%	
20	2	SGD 336.00	0.25% 0.20%	
21	5	SGD 1,155.00	0.63% 0.68%	
22	3	SGD 1,103.75	0.38% 0.65%	
23	3	SGD 810.00	0.38% 0.48%	
24	1	SGD 670.00	0.13% 0.40%	
25	5	SGD 1,115.00	0.63% 0.66%	
26	9	SGD 2,930.50	1.14% 1.72%	
27	1	SGD 220.00	0.13% 0.13%	
28	3	SGD 373.00	0.38% 0.22%	
29	7	SGD 1,007.00	0.88% 0.59%	

Table 2.2i

Multi-Channel Funnels | Path Length **(30 days prior to Conversion)**

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

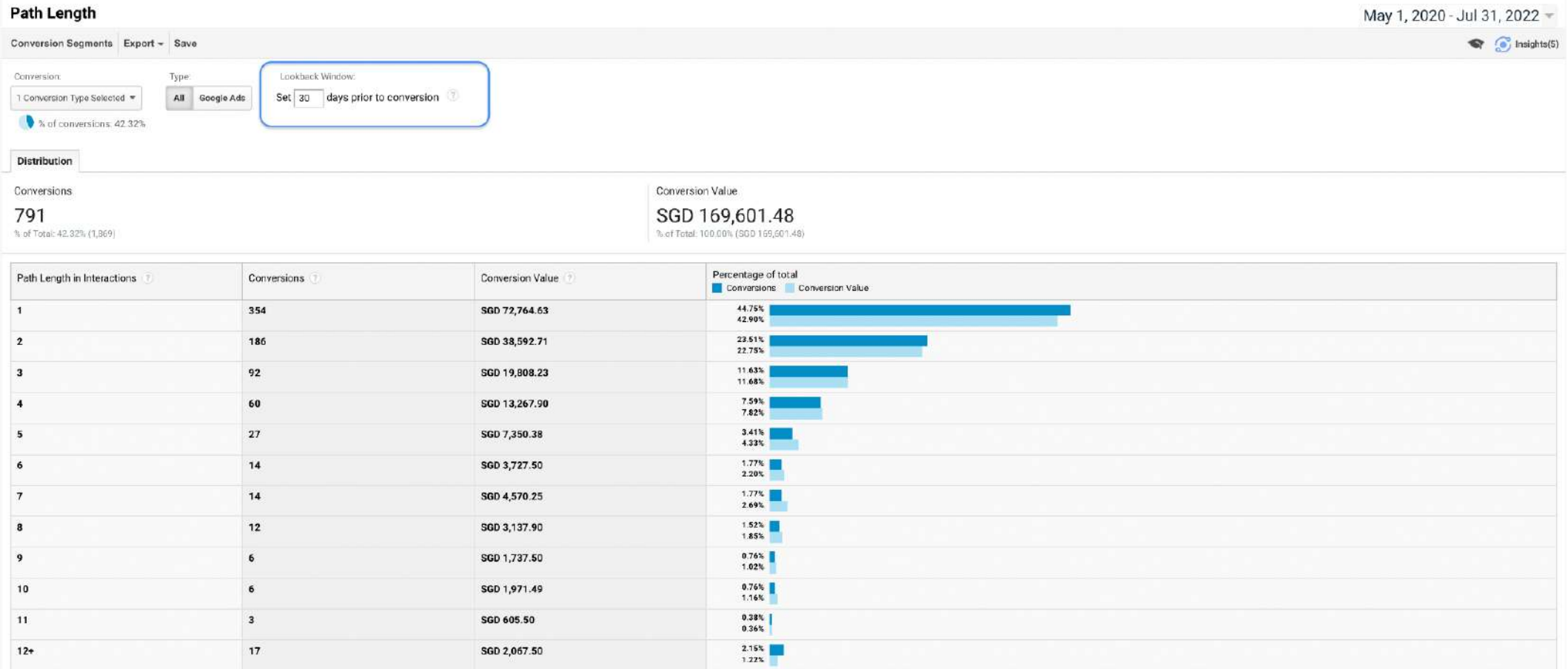


Table 2.2j

Multi-Channel Funnels | Path Length **(90 days prior to Conversion)**

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

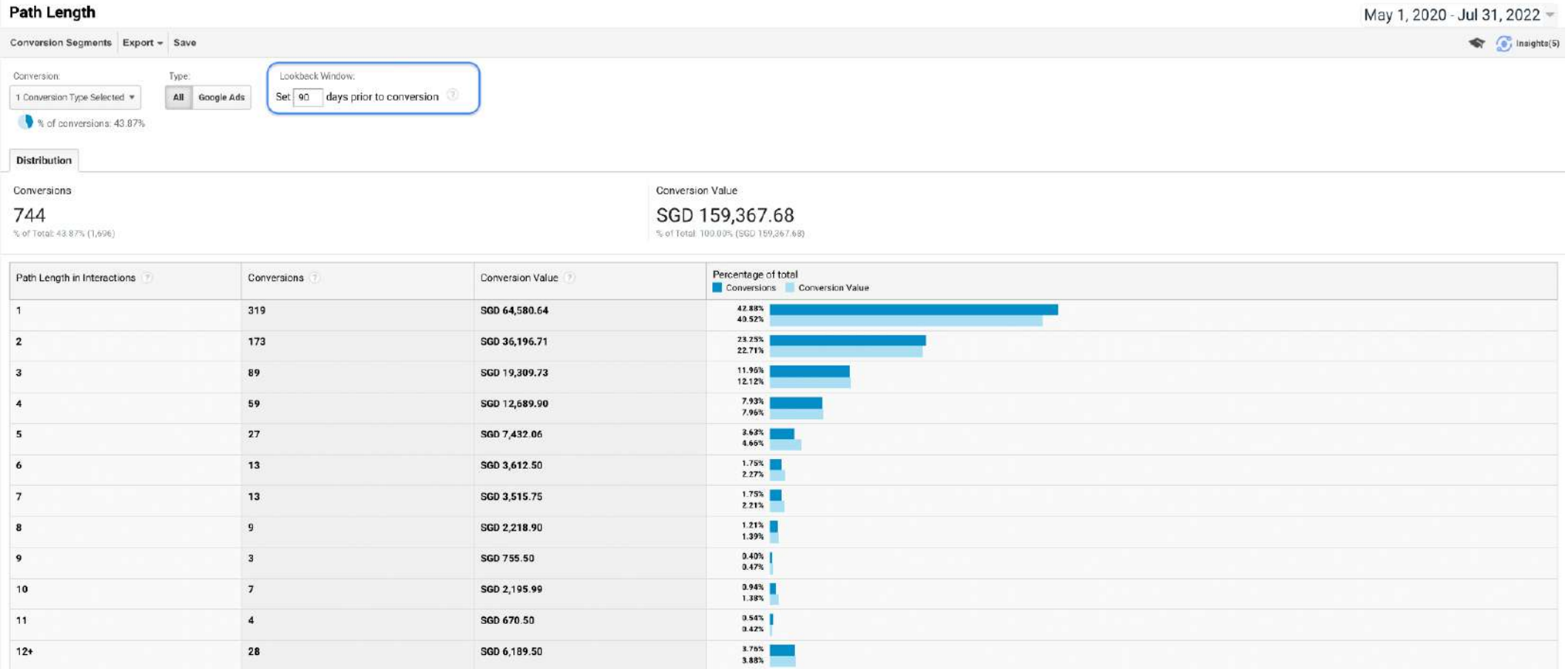


Table 2.2k

Meta Ad Report

24th Apr 2020 - 31st Jul 2022 (All Time) (Meta Ad Report)

All reports FH Facebook Ads Audit (Master) 1 Ad Account														All changes have been saved Data refreshed 1 hour ago		Save
Had delivery Search and filter														Clear		Maximum: 24 Apr 2020-26 Aug 2022
Pivot Table Group Breakdowns														Reset Column Widths		Format Customise
Campaign name	Amount spent	Reach	Impressions	Frequency	Clicks (all)	Link clicks	Unique link clicks	CTR (link click-through...)	Unique CTR (link...	CPC (cost per...	Cost per unique link click	Purchases	Purchases Conversion Value	Cost per purchase	Schedule	Attribution setting
	\$1,381.71	30,461	56,909	1.87	914	471	423	0.83%	1.39%	\$2.93	\$3.27	3 (1)	\$786.87 (1)	\$460.57 (1)	—	7-day click or 1-day view
	\$920.88	22,944	59,013	2.57	927	459	369	0.78%	1.61%	\$2.01	\$2.50	9 (1)	\$1,690.75 (1)	\$102.32 (1)	—	28-day click or 1-day view
	\$843.12	14,608	37,901	2.59	779	332	275	0.88%	1.88%	\$2.54	\$3.07	7 (1)	\$1,376.00 (1)	\$120.45 (1)	—	7-day click or 1-day view
	\$576.77	9,944	35,501	3.57	363	203	175	0.57%	1.76%	\$2.84	\$3.30	1 (1)	\$240.00 (1)	\$576.77 (1)	—	7-day click
	\$576.55	15,270	33,599	2.20	238	116	103	0.35%	0.67%	\$4.97	\$5.60	1 (1)	\$165.00 (1)	\$576.55 (1)	—	7-day click or 1-day view
	\$452.85	12,764	25,363	2.07	260	162	141	0.61%	1.10%	\$2.80	\$3.21	1 (1)	\$320.00 (1)	\$452.85 (1)	—	7-day click
	\$376.35	7,810	15,930	2.04	210	123	98	0.77%	1.25%	\$3.06	\$3.84	1 (1)	\$280.00 (1)	\$376.35 (1)	—	7-day click
	\$342.24	6,974	14,458	2.07	193	105	89	0.73%	1.28%	\$3.26	\$3.85	1 (1)	\$310.00 (1)	\$342.24 (1)	—	7-day click or 1-day view
	\$338.42	19,604	41,760	2.13	533	402	345	0.96%	1.76%	\$0.84	\$0.98	5 (1)	\$1,032.00 (1)	\$67.68 (1)	—	7-day click or 1-day view
	\$318.42	14,896	24,738	1.66	638	412	382	1.67%	2.56%	\$0.77	\$0.83	1 (1)	\$225.00 (1)	\$318.42 (1)	—	28-day click or 1-day view
	\$245.67	7,846	14,364	1.83	415	200	159	1.39%	2.03%	\$1.23	\$1.55	15 (1)	\$2,514.50 (1)	\$16.38 (1)	—	28-day click or 1-day view
	\$243.19	6,457	12,132	1.88	132	52	48	0.43%	0.75%	\$4.68	\$5.07	2 (1)	\$455.00 (1)	\$121.60 (1)	—	7-day click
	\$236.11	16,132	24,906	1.54	911	684	584	2.75%	3.62%	\$0.35	\$0.40	—	—	—	—	7-day click or 1-day view
	\$216.72	11,016	16,397	1.49	499	382	336	2.33%	3.05%	\$0.57	\$0.65	3 (1)	\$640.00 (1)	\$72.24 (1)	—	28-day click or 1-day view
	\$208.60	7,168	14,603	2.04	139	79	70	0.54%	0.98%	\$2.64	\$2.98	—	—	—	—	28-day click or 1-day view
	\$198.07	11,111	21,574	1.94	223	146	129	0.68%	1.16%	\$1.36	\$1.54	1 (1)	\$315.00 (1)	\$198.07 (1)	—	7-day click or 1-day view
	\$197.35	9,618	14,927	1.55	390	315	272	2.11%	2.83%	\$0.63	\$0.73	—	—	—	—	7-day click or 1-day view
	\$182.54	4,711	8,978	1.91	181	100	79	1.11%	1.68%	\$1.83	\$2.31	4 (1)	\$760.00 (1)	\$45.64 (1)	—	7-day click or 1-day view
	\$169.43	7,088	11,052	1.56	215	155	137	1.40%	1.93%	\$1.09	\$1.24	1 (1)	\$240.00 (1)	\$169.43 (1)	—	28-day click or 1-day view
	\$154.79	8,524	14,112	1.66	988	433	419	3.07%	4.92%	\$0.36	\$0.37	—	—	—	—	7-day click or 1-day view
	\$139.46	7,442	11,991	1.61	89	50	47	0.42%	0.63%	\$2.79	\$2.97	—	—	—	—	28-day click or 1-day view
	\$136.73	4,485	7,263	1.62	120	55	49	0.76%	1.09%	\$2.49	\$2.79	—	—	—	—	28-day click or 1-day view
	\$132.87	8,960	12,962	1.51	101	61	53	0.47%	0.62%	\$2.18	\$2.51	—	—	—	—	28-day click or 1-day view
	\$127.15	6,624	9,963	1.50	193	71	62	0.71%	0.94%	\$1.79	\$2.05	3 (1)	\$606.00 (1)	\$42.38 (1)	—	28-day click or 1-day view
	\$125.38	6,768	12,570	1.86	479	206	201	1.64%	2.97%	\$0.61	\$0.62	1 (1)	\$140.00 (1)	\$125.38 (1)	—	7-day click or 1-day view
Total results	\$10,336.81	219,019	650,353	2.97	11,642	6,538	5,286	1.01%	2.41%	\$1.58	\$1.96	—	—	—	—	Multiple attribution settings

Table 2.21

3. Market Research and Analysis

The research and findings from this section will influence the next sections where you define your marketing objectives, KPIs, select appropriate digital marketing channels, and plan your campaigns.

Summary of findings

3.1 Customer Personas

██████████ have 3 customer segments. Firstly are the Expats who are female in the range of 25 - 55 years old. Generally in a middle to upper class income who are fashion enthusiast and love the arts & media. They are also interested in travelling, history and story of the brand.

Tourists are the second group of audience, similar to the Expats with the exception of not being primarily base in Singapore. Seasonal travel, business trips and holiday vacation are their lifestyle. Overseas collections & souvenirs are often an essential.

Lastly are the Singapore audience between 25 - 45. Mostly middle to upper class, they are shoppers who works in finance, business and marketing industries. Local brands and luxury with a taste in fashion are what they are interested in.

For a detailed breakdown, refer to 3.1 of the Personas which are related to 3.1.2, Customer Demographics.

3.1.1 Customer Journey

██████████'s customer journey is mainly concentrated on the product pages as its primary business is E-commerce. Even the majority of its traffic comes from 'collection' pages (from 5.4 Content Marketing Audit). ██████████ does have a Blog content hub but that is secondary. There are a total of 6 collection main pages with each collection pages separating into its respective unique product SKU design pages. The respective pages consist of filtering options for users to sort. After selecting the product, users will be sent to the individual product page where they can add to cart. Add to cart can be done outside of the product page as well. The last stage is the checkout page before going back to the homepage.

██████████'s homepage is accessible via Google organic search to click into, Email, Facebook platform, Instagram platform, print ads and QR code (within product packaging). Likewise for its main collection pages however, there is additional channels such as FB & IG Bios, Story and Shop as well as its Ads.

Awareness Stage:

The defined customer personas will need to be made aware of ██████████ through the following channels:

- Organic Search
- Social Media organic reach
- Digital advertising

As the brand is new in digital marketing capabilities and online retail. The advertising expenditure should be spent towards this (awareness) funnel. Social media marketing should also consist of a majority of awareness content. It helps to rank for the product line of bangle, earrings and more specific keyword to drive some awareness organically during customer's awareness phase.

Consideration and Purchase Stages:

The ideal customer uses Google, Bings Yahoo! and Social media for their searching phases, considers for a period of between 1 day and 30 days (MCF time lag) (with majority within 2 weeks), and either purchases or just signed up as a newsletter subscriber with the sign-up discount.

During this consideration phase, it is important to be prompt and proactive with the following actions to keep brand salience:

- Retarget the prospect (interacted) across the Google Paid Search (RLSA) and Facebook Ads

- Increase ranking on top of organic search engines results pages for “purchase” keywords
- Increase the email subscribers and nurture them through a content funnel via email marketing, organic social media posts and social media ads.
- Segment and notify new email subscribers to 1) get to know the brand 2) push customer towards purchase stage

Loyalty Stage:

Once the customer has purchased from [REDACTED], continue to develop loyalty for return purchases. By doing the following:

- Prompt and superb post-training support (private emails,, after sales repair service, emails regarding loyalty program, check back on new product launches (first in the know, slight discounts), Email surveys to ask for product feedback, send out “we miss you” emails for past customers who haven’t purchased for more than a year.

With the above initiatives, we measure the repeat purchase / signup rate and work on improving it.

3.1.2 Customer Demographic

From both Google Analytics and Social Media platform’s analytics, [REDACTED]’s demographic are mainly females (80% attribution compared to 20% for males) between the age of 25 to 55. The age range between 35 to 55 is more concentrated on Facebook whereas on Instagram, there are audiences spanning between 25 to 55 years old.

However, it is noted that Google Analytics consist of users with Unknown Gender in addition of the Gender Report not adding up in terms of Revenue with All Traffic Channels Report. With SGD 33,000 allocated to known gender. From filtering shown in table 3.1.2b, unknown gender has an allocation of SGD 112,000 and with further filtering (table 3.1.2c) reveals that SGD 99,500 of Conversion are within Singapore (SG) with the rest from overseas.

For the reason above, we can only infer from existing data collected with its percentage allocated of about ¼ sampling (SGD33,000/ SGD133,000). Analysis with segmentation, secondary dimension and advance filtering of gender will thus not be conducted.

Interest

From Google Analytics’ Audience Interest overview (table 3.1.2d), most of the audience are interested (Affinity) and on the look out (In Market) for things relating to modern lifestyle products & services.

Categories such as shopping, travel & hotel staycation, lifestyle & hobbies, beauty & wellness, women fashion apparels & accessories, arts, media & entertainment, dining, home & garden decor. Though there are categories that are distinctly different such as financial/investing services, real estate properties, business & consulting, politics and news.

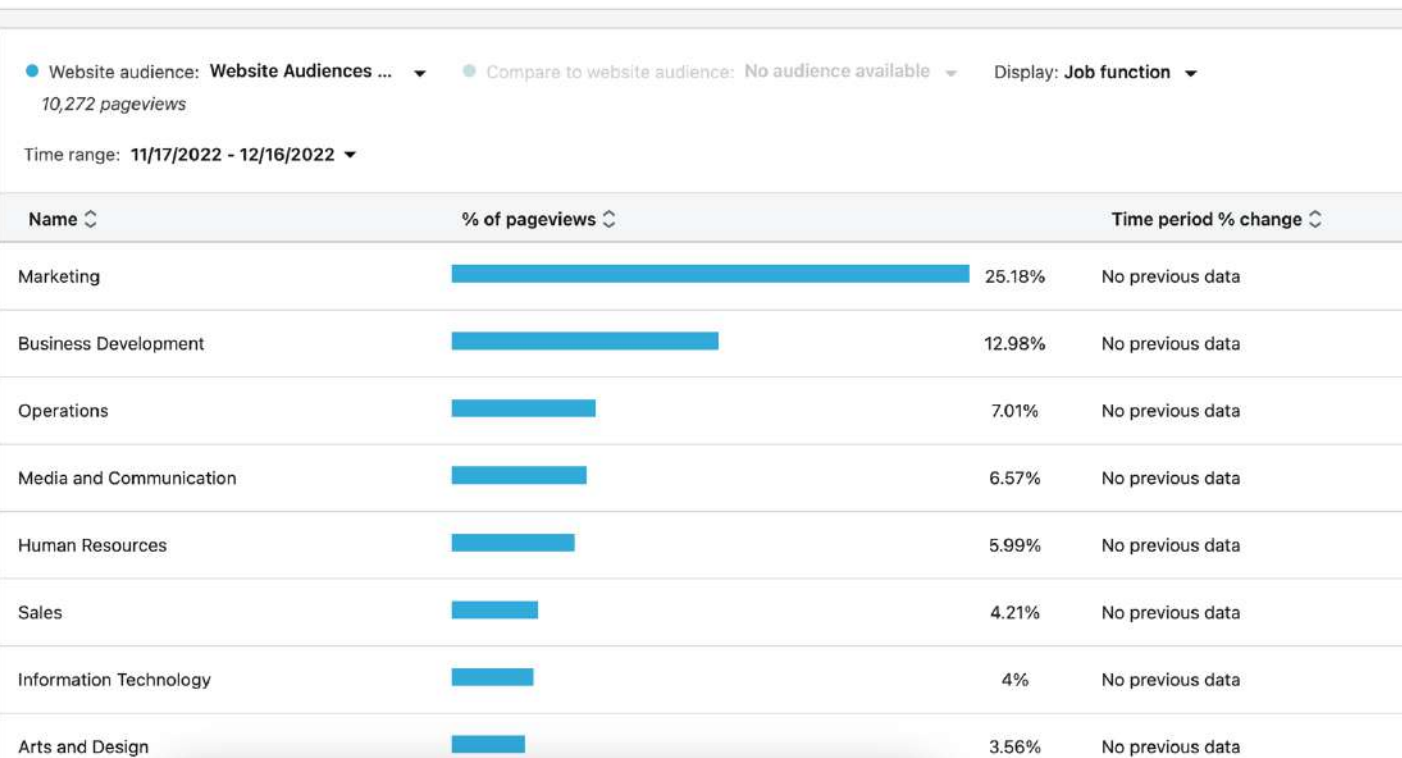
When further segmented, as seen from table 3.1.2e, Affinity audiences of travel/travel buffs, beauty & wellness, shoppers and lifestyle hobbies of art contributed to majority of the revenue. For In-Market audiences (table 3.1.2f), the financial/investment services, apparel & accessories and home & garden decor contributed the most. For Other audiences (table 3.1.2g), arts & entertainment in celebrities/TV & video contributed the most.

It is noted that these interests can overlap and revolve around similar people as an individual can have multiple interest & hobbies. It is noted as well that gender filtering for these interest report will not be conducted but so far base on ¼ fraction of sampling, female audience should still be above 70% of the base customers.

Audience on Social Media

Website demographics

Gain insights about your website audience with professional data from LinkedIn. [Learn more](#)



is audience on social media reflects Google Analytics in terms of age and gender. Top Countries (table 3.1.2h) for Meta Audience are Singapore, Australia (Perth, Sydney), US (New York), UK (London) with Instagram having similarities from Singapore, Australia, London and Hong Kong except US.

A potential audience with estimated size is between 4.4million to 5.2million (table 3.1.2i). These potential audience visits Top Pages such as CNA, Straits Time, Changi Airport, McDonald, Stomp, Singtel, Mothership and follows Lee Hsien Loong.

By filtering (table 3.1.2j) the potential audience with age between 25 to 55 of english speaking language, the size is between 1.4million to 1.6million. Not much changes for Top Pages except for the appearance of Watsons in Health/Beauty, Singapore Atrium Sales and Bright Side (news/media)

Further filtering (table 3.1.2k) of similar criteria with an addition of an interest in Jewellery garners a size of 744 thousand to 875 thousand. IKEA appears for Top Pages.

These datas can be further developed and shaped by implementing into existing customer persona of Further research is required to be more granular, targeting more potential audiences along the age of 25 to 35 and pushing advertising on appropriate channels to those audiences.

3.1. Customer Personas


You may develop as many customer personas as you see fit based on your business and industry. You can retrieve demographic data from tools such as **Google Analytics** and **Facebook Audience Insights**.

Customer Persona 1:

<p>Profile Picture:</p>  <p>Source: Instagram</p>	Name:	Expats
	Age:	25 - 55
	Gender:	Female
	Location:	Singapore & Home Country
	Interests:	Fashion, Lifestyle, Hobbies & Activities, Travelling, Entrepreneurship, Value Shoppers, Beauty & Wellness, Food & Dining, Reading & Surfing the web for articles
	Commonly used search terms on Google:	Fashion trends, fashion styles, luxury shopping, shopping sales, travel locations, travel destinations, small business, start a home grown business, start a side business, being an entrepreneur

	Job Position:	Housewives and Managerial positions, Industry: Finance & Bankers Business Services Marketing & Advertising Arts, Design and Media
	Income:	Middle - Upper class
	Career Goals:	To advance to higher senior managerial roles To start an entrepreneurship career To start their own business
	Pain Points:	In relation to jewellery: <ul style="list-style-type: none"> Finding luxury jewellery that are of affordable price range. Having customise and personalisation for more value shopping. Low trust of buying something expensive online. Skepticism around the jewelry's price. Delayed order processing and delivery. Lacking knowledge about what they want to buy Misrepresentation of product between real vs fake Metals & stone authenticity Will they actually get the item they pay for, what if it breaks, will the jeweler fix it?

Customer Persona 2:

Profile Picture:  Source: Jori Goh Photography	Name:	Tourists
	Age:	25 - 55
	Gender:	Female

	Location:	Home Country
	Interests:	Travel, Arts & Design, Apparel & Accessories, Media & Entertainment, Arts & Entertainment/Celebrities, Contemporary Design, Home & Garden/Decor, Beauty & Wellness, Shoppers/Value Shoppers, Food & Dining

	Commonly used search terms on Google:	Fashion trends, fashion styles, luxury shopping, shopping sales, travel locations, travel destinations, shopping, online shopping, gifts for friends, gifts for him/her, overseas travel, best overseas vacation for summer/holiday
	Job Position:	Housewives and Managerial positions Industry: Business Services Marketing & Advertising Arts, Design and Media
	Income:	Middle - Upper class
	Career Goals:	To start an entrepreneurship career To start their own business
	Pain Points:	In relation to jewellery: <ul style="list-style-type: none"> Finding luxury jewellery that are of affordable price range. Having customise and personalisation for more value shopping. Low trust of buying something expensive online. Skepticism around the jewelry's price. Delayed order processing and delivery. Lacking knowledge about what they want to buy Misrepresentation of product between real vs fake Metals & stone authenticity Will they actually get the item they pay for, what if it breaks, will the jeweler fix it?

Customer Persona 3:

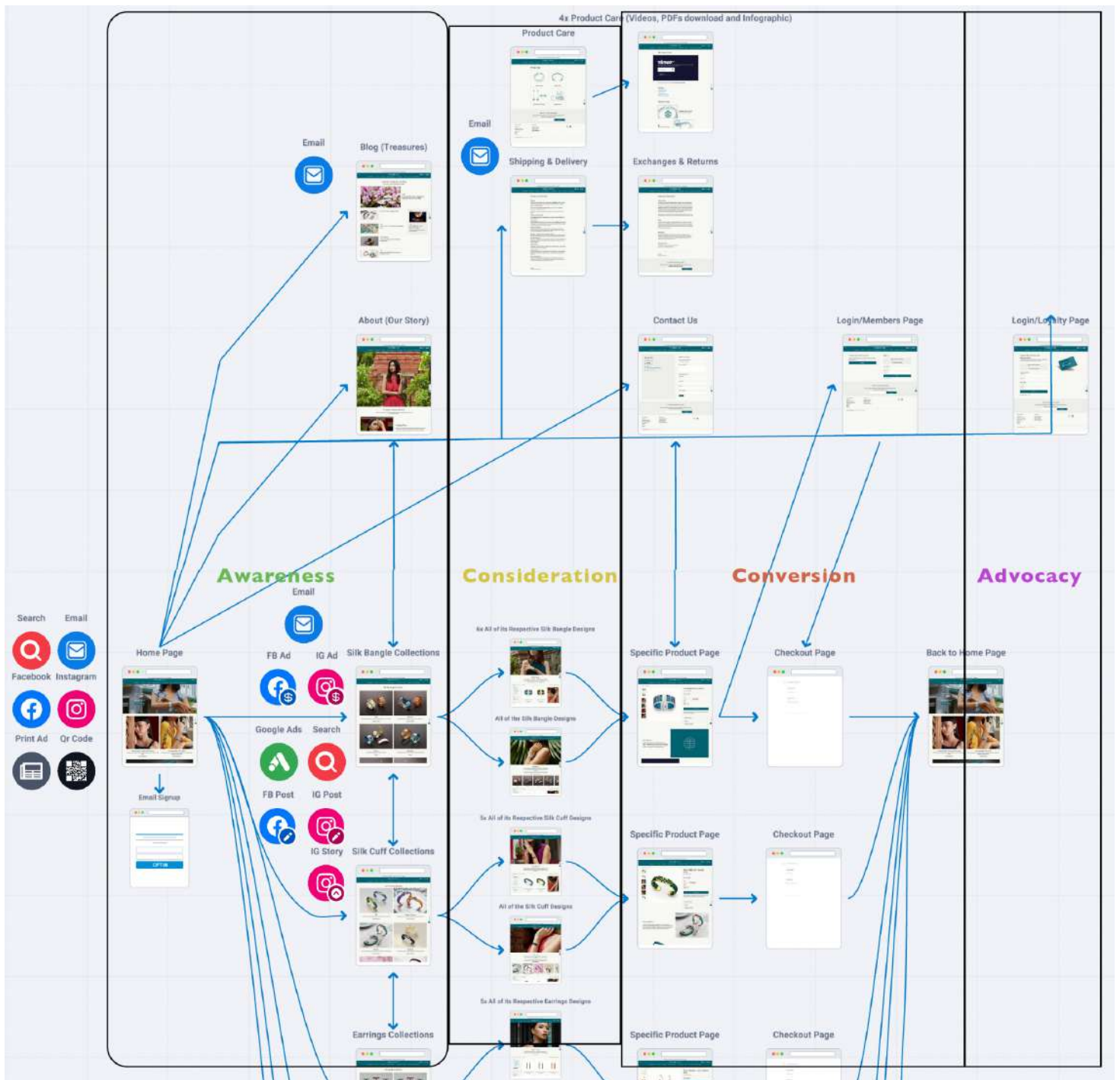
Profile Picture:  Source: iStock	Name:	Locals
	Age:	25 - 45
	Gender:	Female
	Location:	Singapore

	Interests:	Travel, Design, Apparel & Accessories, Media & Entertainment, Contemporary Design, Independent brands with a story, Home & Garden/Decor, Beauty & Wellness, Shoppers/Value Shoppers, Food & Dining, Beauty Salons, Hotels, Financial Services/Investment Services, Real Estate/Residential Properties, Employment/Career Consulting Services, Marketing & Advertising
	Commonly used search terms on Google:	Fashion trends, fashion styles, luxury shopping, seasonal, online sales, shopping sales, online shopping, gifts for friends, gifts for him/her, best overseas vacation for summer/holiday
	Job Position:	Business Services Financial Services/Investment Services Real Estate/Residential Properties Employment/Career Consulting Services Marketing & Advertising
	Income:	Middle - Upper class
	Career Goals:	To advance to higher senior managerial roles To start an entrepreneurship career To start their own business
	Pain Points:	In relation to jewellery: <ul style="list-style-type: none"> Finding luxury jewellery that are of affordable price range. Having customise and personalisation for more value shopping. Low trust of buying something expensive online. Skepticism around the jewelry's price. Delayed order processing and delivery. Lacking knowledge about what they want to buy Misrepresentation of product between real vs fake Metals & stone authenticity Will they actually get the item they pay for, what if it breaks, will the jeweler fix it?

3.1.1 Customer Journey Map

Mapping overarching customer journey here (from marketing channels to website browsing, conversions to advocacy channels).

Aug 2022 (Funnelytics)



3.1.2 Customer Demographic

Audience | Demographic | Gender

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

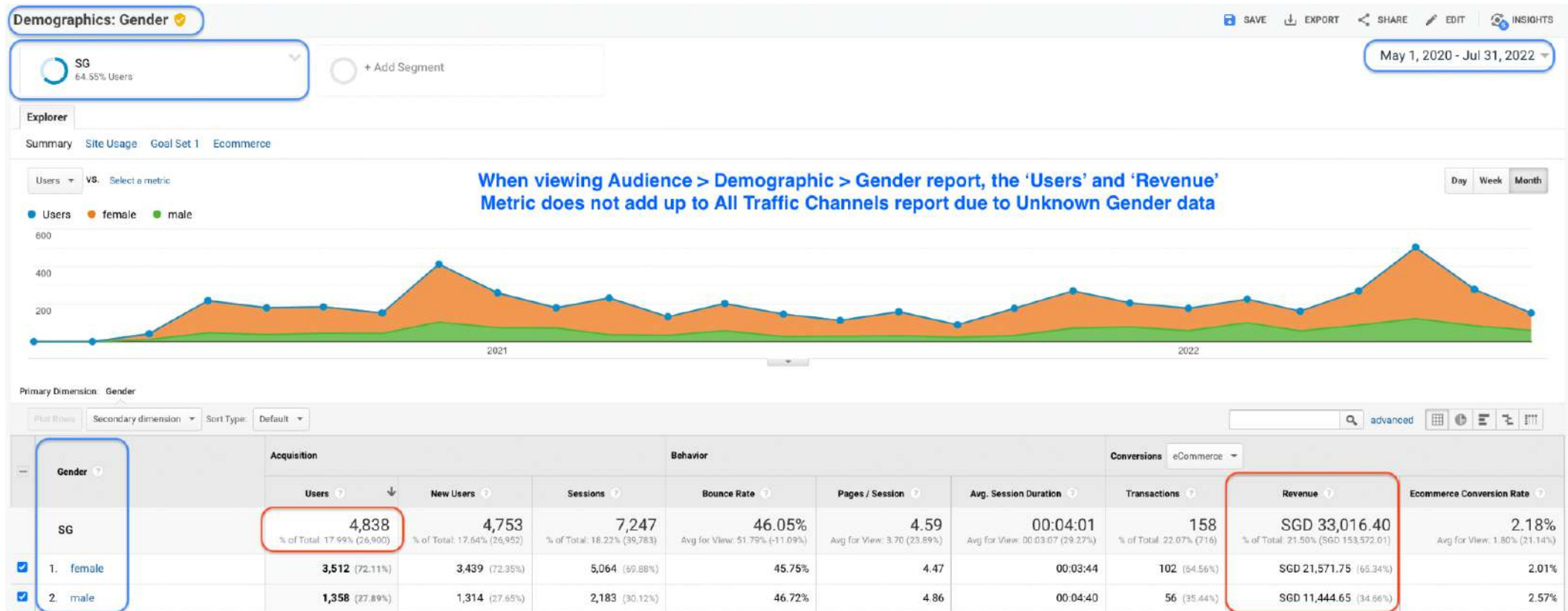


Table 3.1.2a

Acquisition | All Traffic | Channels (Segment - All Unknown Gender)

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

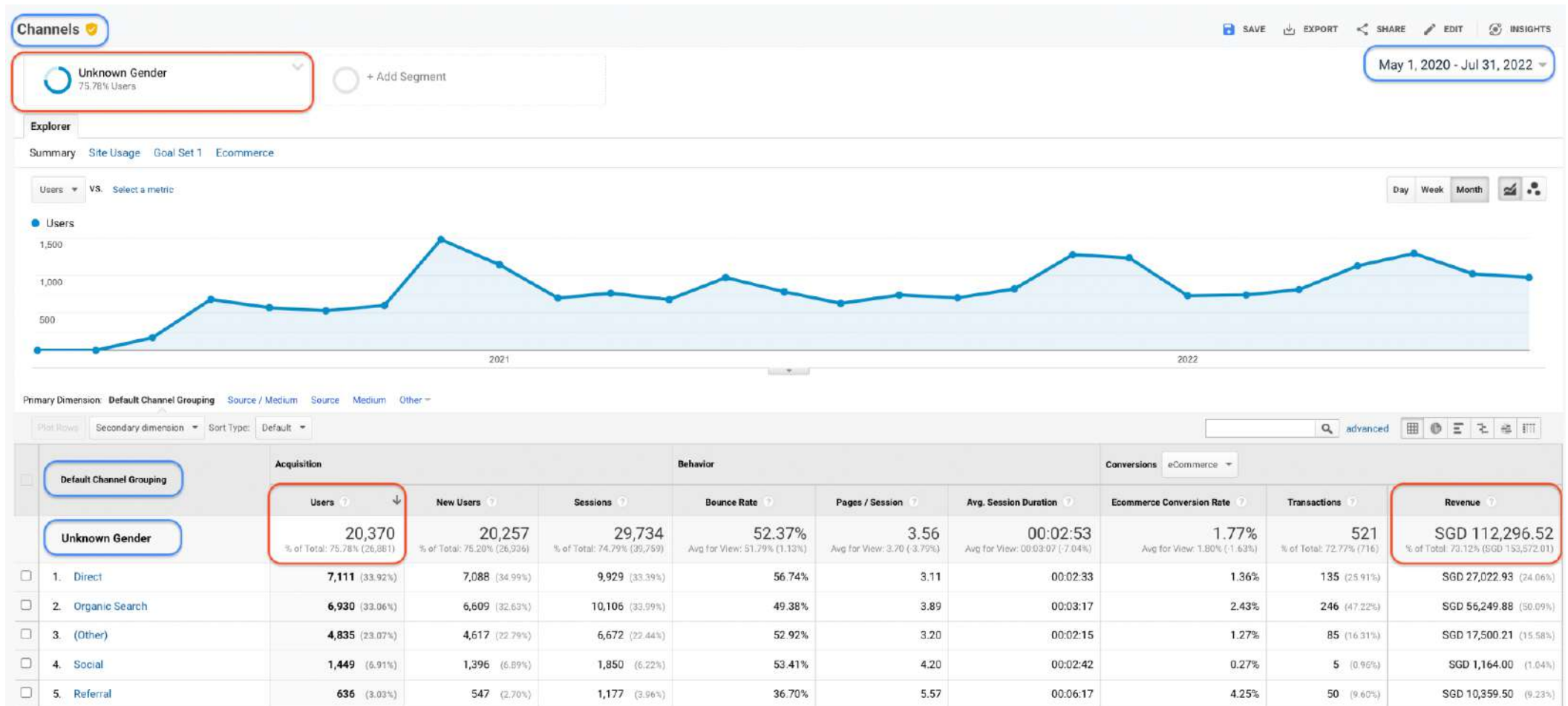


Table 3.1.2b

Acquisition | All Traffic | Channels (Segment - All Unknown Gender vs SG Unknown Gender)

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

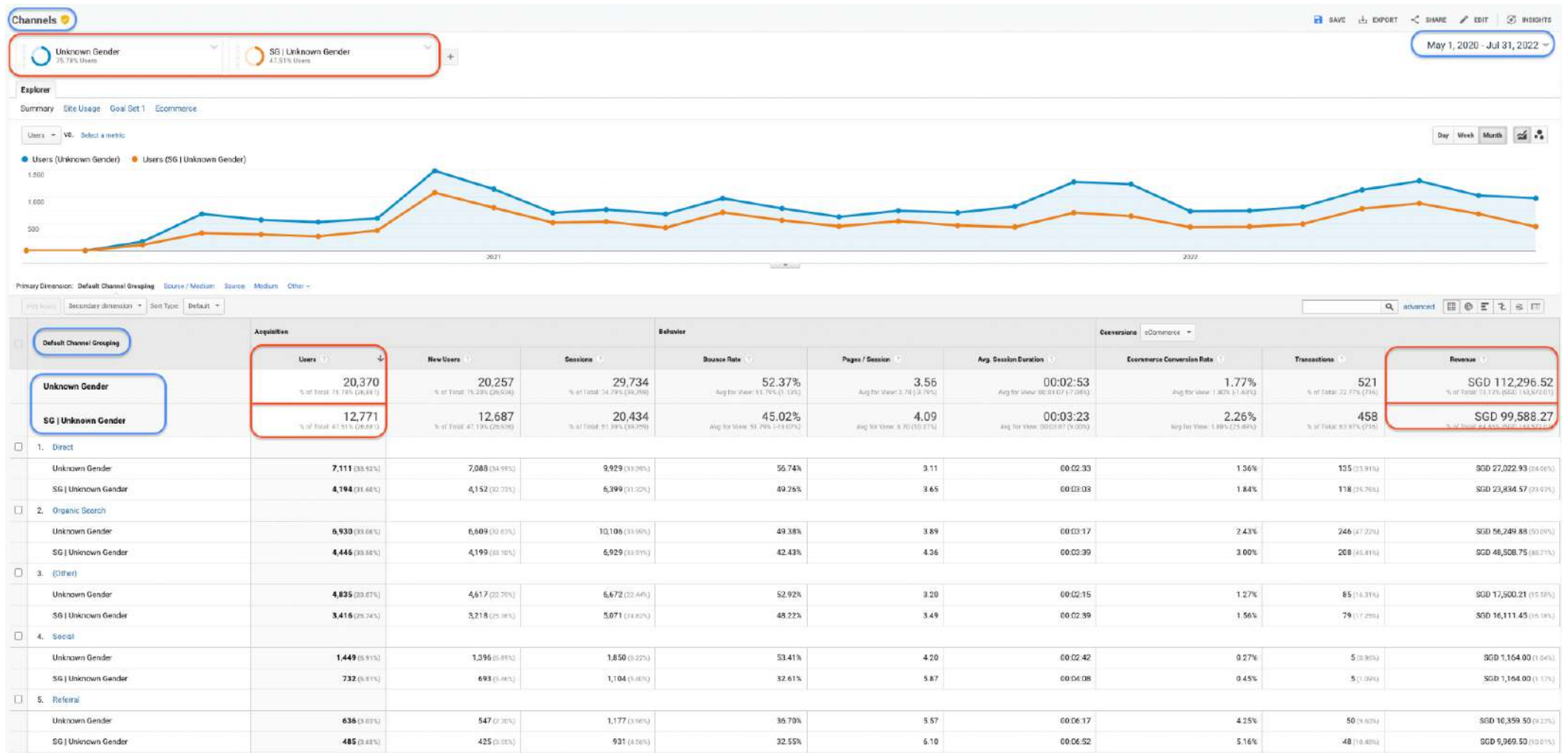


Table 3.1.2c

Audience | Interest Overview

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

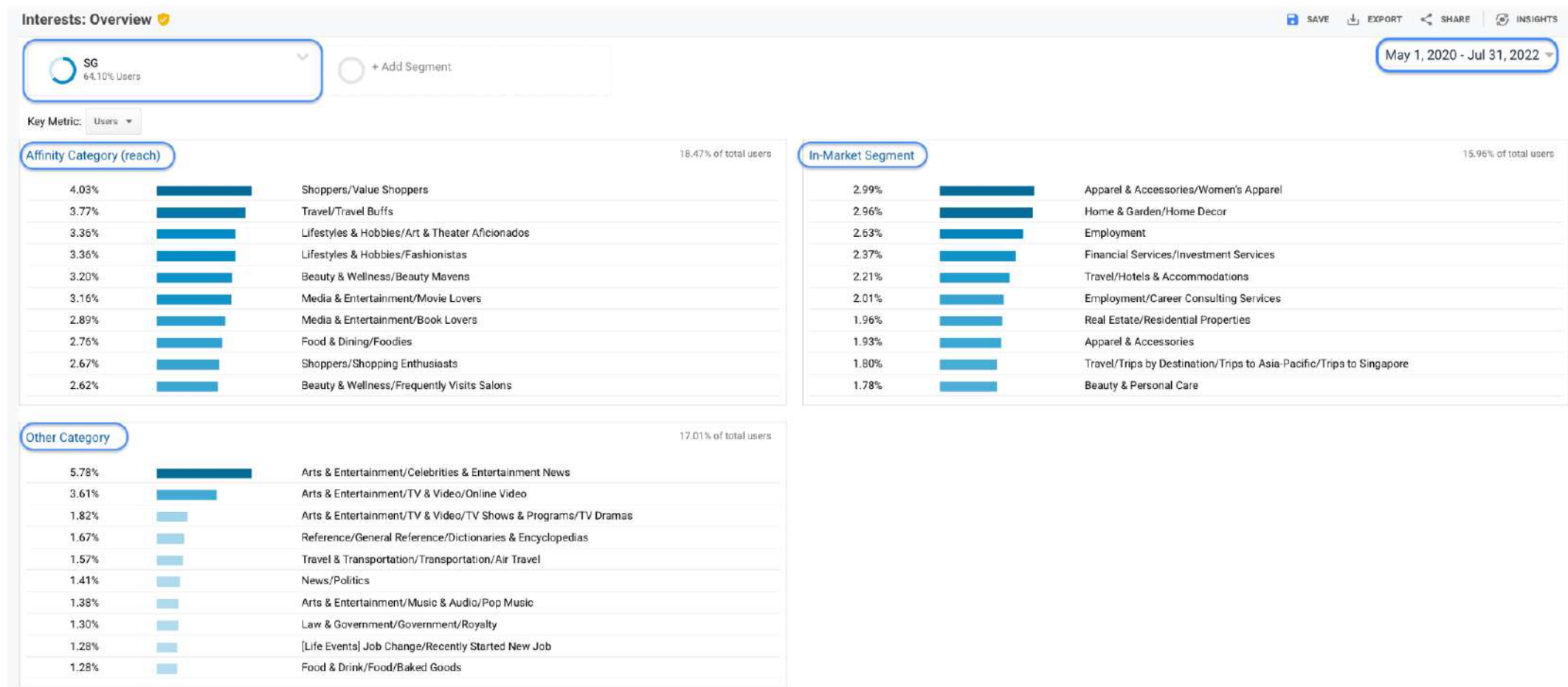


Table 3.1.2d

Audience | Interest | Affinity

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

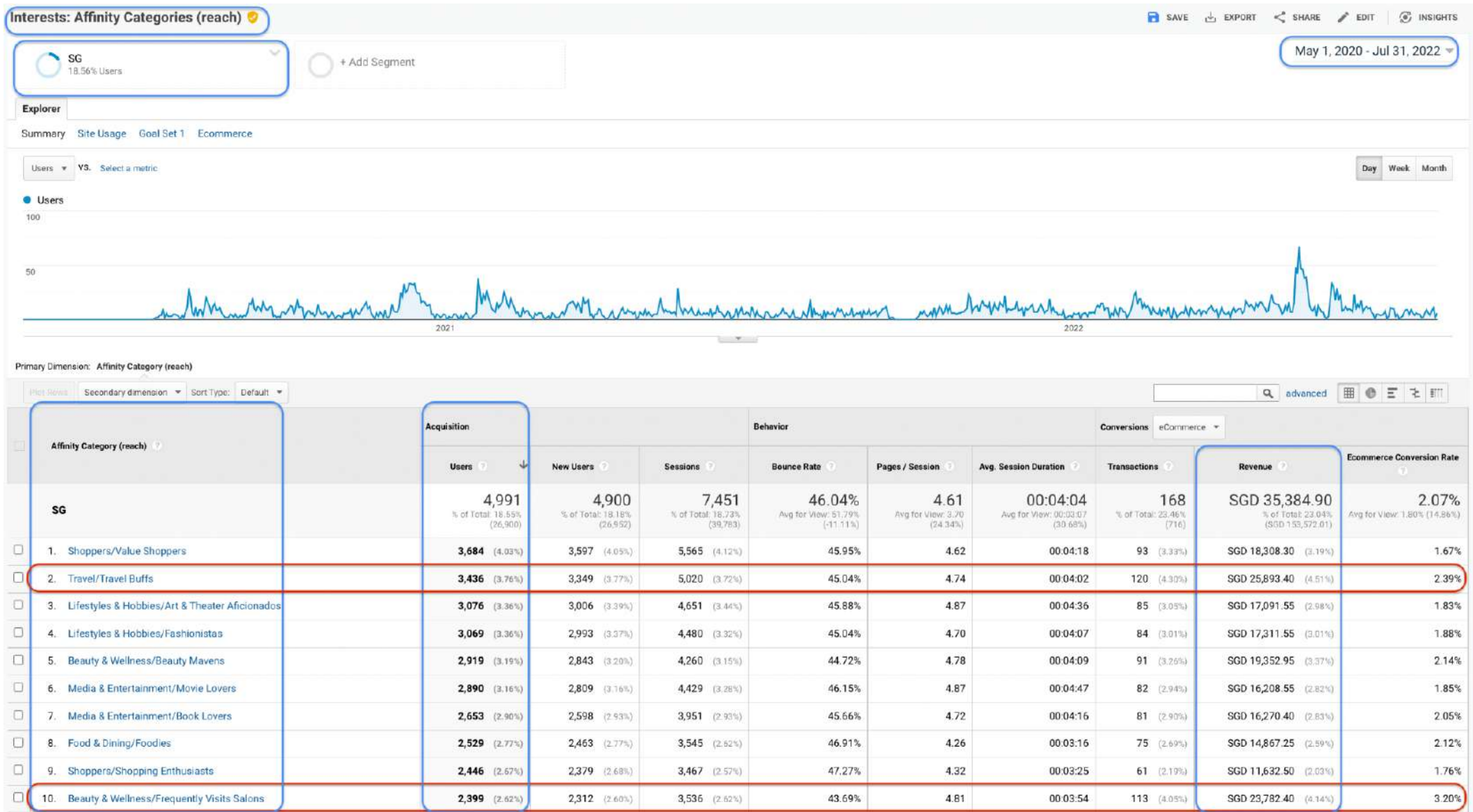


Table 3.1.2e

Audience | Interest | In-Market

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

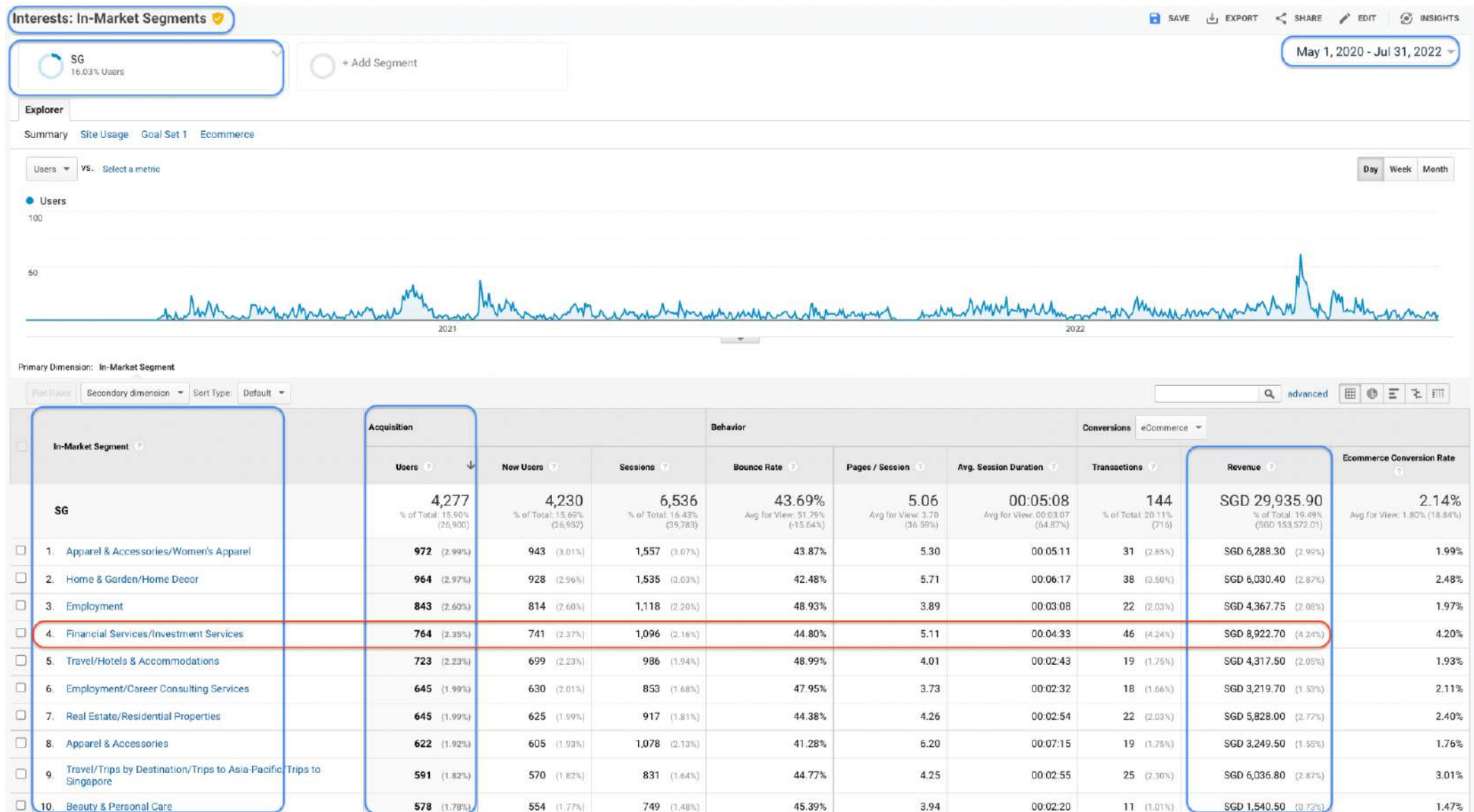


Table 3.1.2f

Audience | Interest | Others

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

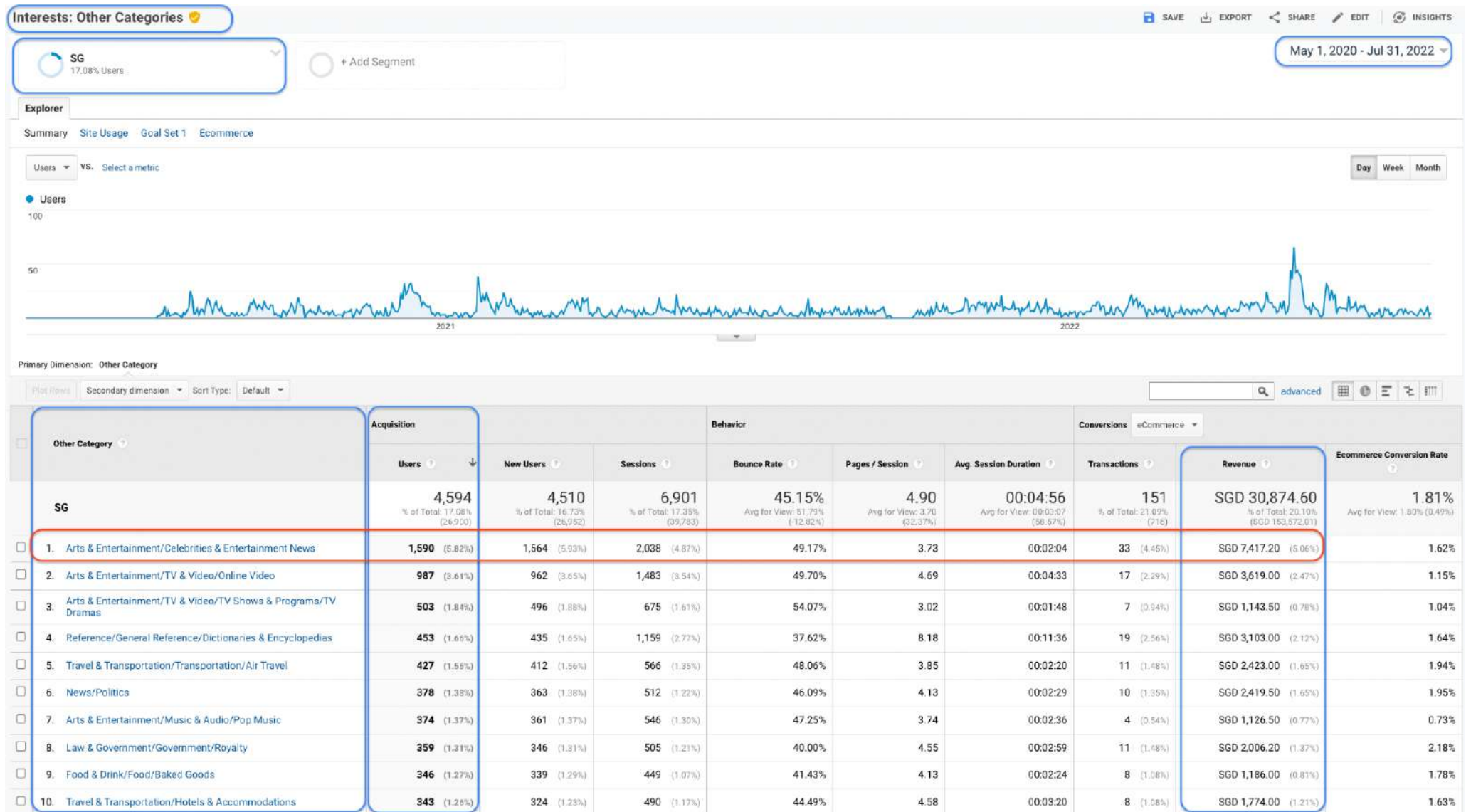


Table 3.1.2g

Meta Audience Insights | Current Audience
Aug 2022 (Meta Audience Insights)

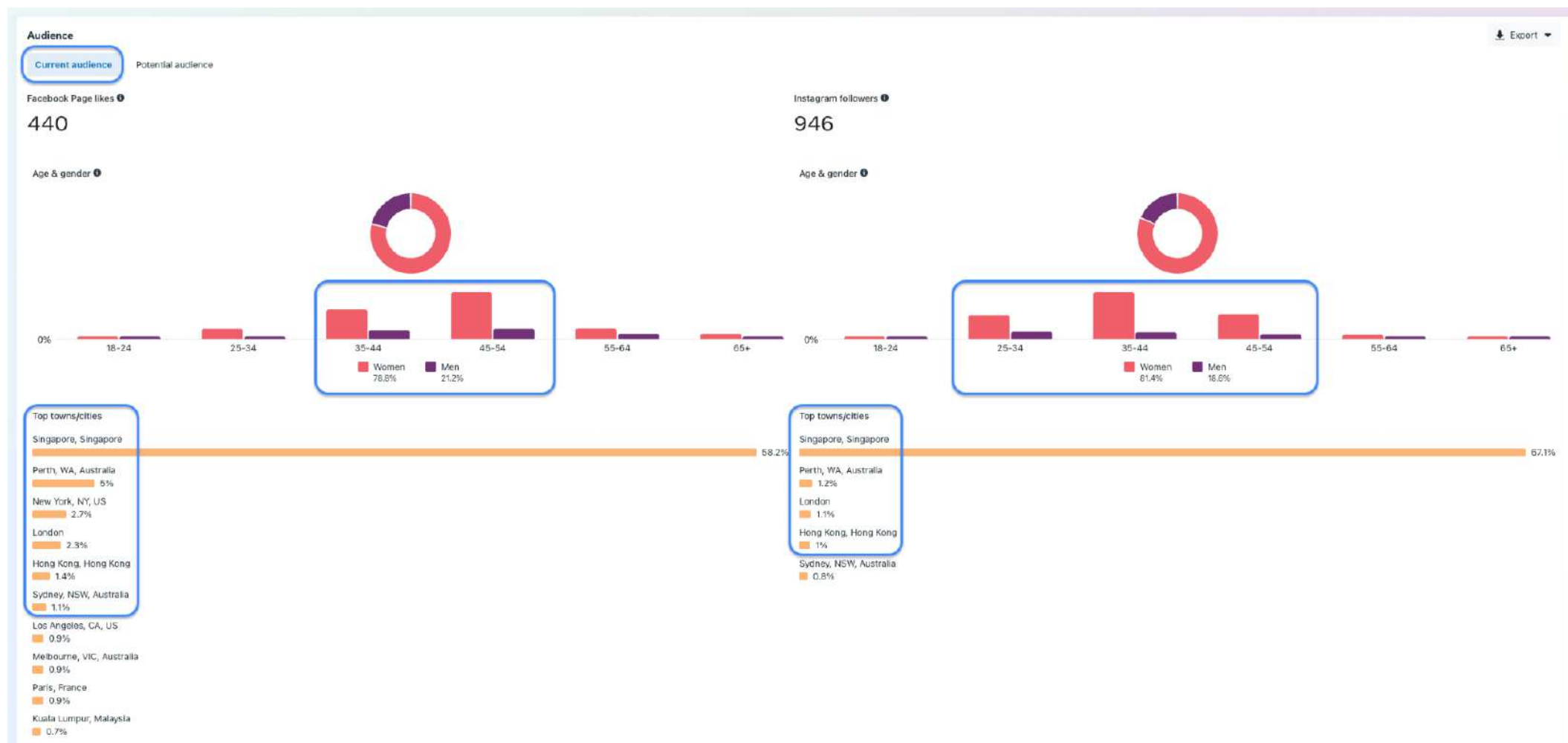


Table 3.1.2h



Table 3.1.2i

Meta Audience Insights | Potential Audience (SG | Age 25-55 | Women | English)

Aug 2022 (Meta Audience Insights)

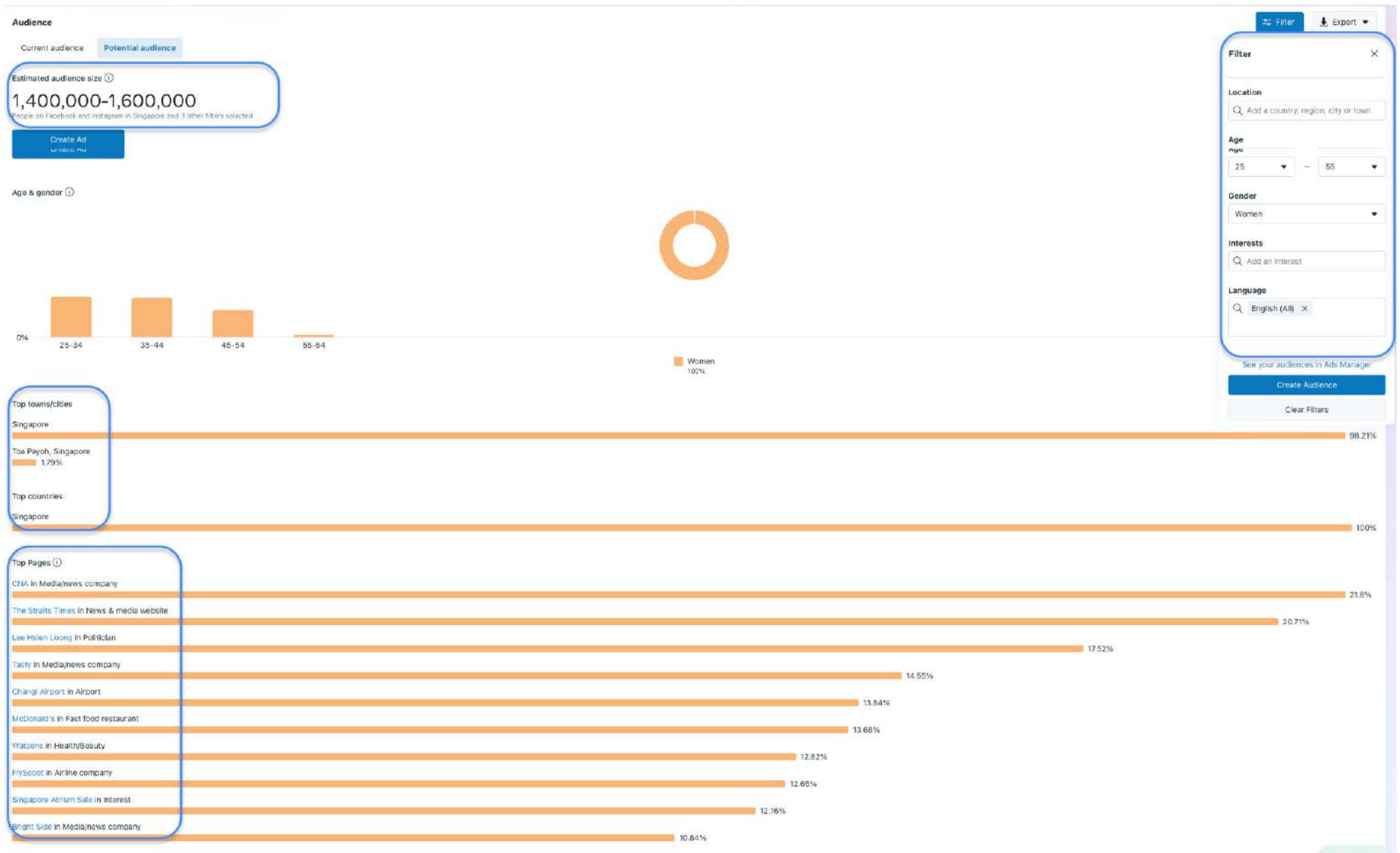


Table 3.1.2j

Meta Audience Insights | Potential Audience (SG | Age 25-55 | Women | Jewellery | English)
Aug 2022 (Meta Audience Insights)



Table 3.1.2k

3.2. Market Landscape (Digital)

Summary of findings

3.2 Market Landscape

3.2.1 Market Size:

Around 8,100 searches per month on the topic of “jewellery” according to SemRush

Data collected as of August 2022

Estimated Audience Size (Meta):

4.4million to 5.2million

Saved Audience interested in Jewellery (Meta):

1.1million to 1.8million

Saved Audience interested in Jewellery + Marketing/Business/Finance related career (Meta):

278k to 327k

Saved Audience interested in Jewellery + Engaged Shoppers (Meta):

197k to 232k

Saved Audience interested in Jewellery + Niche Brands (Meta):

65k-76k

Saved Audience interested in Jewellery + Frequent Travellers (Meta):

44k-52k

3.2.2 Market Trends:

Google Trends

Jewellery trend (Singapore) in Google Trends (table 3.2.2a) faced a downturn during May 2020 due to the pandemic, however, it went to an all time high afterwards (between late 2020 to mid 2022).

Generally, over the course of 12 years (time period of analysis), Jewellery has been in a constant but decent search volume range between 50 - 70. This is due to the nature of jewellery being a luxury product and an association with timeless specimens. Essential for special occasions and precious gifts, the market has always been in demand and all the more so after the pandemic. Lifestyle trends have become more relevant again after the pandemic lockdown, from beauty & wellness, apparel & accessories, shopping, travel and more.

However on the flip side, this all time high coincides with Forbes' article relating to the rise and fall of jewellery industry trend <https://www.forbes.com/sites/pamdanziger/2022/03/21/jewelry-market-must-prepare-for-a-steep-drop-but-signet-jewelers-is-ready/?sh=3c182d47330f>

As recession is prominent during 2022, consumer behavior shifts from luxury as the necessities itself faces inflation. Uncertainty in the economy is main contributing factor.

Breaking down the Google Trends from table 3.2.2b to 3.2.2f,

A more in-depth comparison between the different types of jewellery within the category. As per Google Trends, rings and necklaces are mostly in demand within the jewellery space of category. Earrings followed by Bangle that comes after. This gives a sense of outlook for demand in respective jewellery products. There are more jewellery categories such as bracelets, charms, and pendants. Thus, a separate report can be generated but these are the in-demand categories within the jewellery industry.

██████████ could face challenges in their main product line, which is bangles. They could have a better potential in revenue to use their earrings product line to penetrate the market. From table 3.2.2c Google Trends report, Earrings do rank higher than ██████████'s product line of Bangle, Cufflinks, Lacquerware and Cuffs.

This presents a challenge for ██████████ however, it could also provide an opportunity to enter a low-competition market. With enough campaigns pushing awareness for bangles, cuffs, cufflinks and lacquerware, it is expected to bring this niche jewellery category to the fronts of existing and potential audiences for consideration through improved brand message, communication and marketing channel strategies.

Another Trend to look for are the gemstones. Between table 3.2.2d to f, we know that ruby, sapphire and emerald are popular gemstones, more so than the search term of gemstone itself. Amethyst, amazonite, citrine, peridot and moonstone are lesser in terms of popularity.

3.2.3 DataReport 2022 Singapore

From the research gathered in DataReport (table 3.2.3a to 3.2.3am),

There are roughly 5.92 million Singaporeans with majority between 25 to 65. 25-34 makes up 14.8%, 35-44 makes up 15.5%, 45-54 makes up 16.2% and 55-64 makes up 15.7%.

Daily average time spent on social media is 2hour 31minutes, which is the highest together with time spent on television (includes streaming) of about 2hour 53minutes.

* Main reasons for using the internet (aged 16 to 64) is to 1) find information (66%), 2) follow news & events, 3) research how to do things, 4) staying in touch with friends & family, 5) watching videos, tv and movies, 6) researching brands, 7) finding new ideas and inspiration, 8) listening to music, 9) researching places & travel, 10) managing finances (39.9%) all in respective results.

Mobile phones covers 66.8% (+20% from last year) of web traffic by device, laptop & desktop of 30.1% (-25% from last year) while tablet is 3%.

Most popular browser is Google Chrome (41%) followed by Safari (18.9%), Microsoft Edge (2.3%), Firefox, Samsung Internet. Other unknown browsers made up 30%.

Most visited websites according to SemRush are 1) Google, 2) Youtube, 3) Facebook, 4) CNA, 5) Yahoo, 6) Wikiedpia, 7) Straitstimes, 8) Reddit, 9) Instagram, 10) Shopee. Lazada, Fandom, Twitter, Mothership and Netflix are in Top 20.

Most used Search Engine is Google (95%) followed by Bing (2.24%), Yahoo (1.78%).

When users access online information, 38% visit social networks o look for information about brands & products, 33% uses online tools to translate text, 18% uses image recognition while 15% uses voice assistants.

When users watches online video, 44.9% are music video, 33.8% are comedy/meme or viral video, 32% are tutorial/how-tos, 23/6% are livestream, 25.2% are educational video, 24.9% are product reviews, 21.7% are sport highlights, 21.5% are influencer videos & vlogs and 20% are gaming.

Regarding online privacy & security, 64.6% of users express concerns about what is real vs fake on the internet, 38.9% decline cookies on websites at least some of the time, 38.6% worry how companies use their online data, 33.4% uses tool to block advertisements while 29.8% uses VPN some of the time

Meta Ad Audience demographic consist of majority between 25 to 45 years old. The gender mix are fairly 50/50. 25 to 34 yeas old have 18% of the audience, 35 to 44 have 12% while 18 to 24 and 45 to 54 consist of 6% respectively.

Main reasons for using the social media (aged 16 to 64) is to 1) keep in touch with friends & family (50.3%), 2) filling spare time (leisure), 3) reading news stories, 4) see whats being talked about (trend), 5) finding content, 6) looking for things to do or buy, 7)finding products to purchase, 8) findnig content from brands, 9) livestreams, 10) avoiding missing things (FOMO) (21.8%)

The most used social media platforms are 1) Whatsapp (83.7%), 2) Facebook, 3) Instagram, 4) Telegram, 5) FB messenger, 6) TikTok, 7) LinkedIn, 8) Twitter, 9) Wechat, 10) Pinterest (28.3%)

Time spent per month on Youtube is 20.8 hours, Whatsapp is 17 hours, Facebook is 18.2% and surprisingly, Instagram at 10 hours and lastly TikTok at 16.3 hours. However, TikTok rose to a change of 74% from last year while other platforms faces +-5%.

When using social media for brand research, 38% uses social networks, 17.6% uses question/answer sites such as Quora, 16.6% uses Forums (hardwarezone?), 12.5% uses live chat or messaging services, 10.5% uses vlogs to know more about the brand.

Categories of social media accounts followed are 1) friends/family/people they know (48.8%), 2) restaurants/chefs/foodies (F&B industry), 3) Tv shows/channels, 4) Actors/Performers/Comedians 5) Entertainment/Memes, 6) Influencers/Experts, 7) Bands, Singers/Musicians, 8) Brands they researching 9) work related contacts, 10) sports people (17%)

Web traffic referrals to websites via clicks/taps on links from social media are mostly from Facebook (61%) while Instagram is only 6.26%, Youtube of 6%, Twitter has 12.45% and Pinterest is 6.6%.

Facebook has about 3.5 million potential audience that can be reached via Ads. That is about 60% of Singapore Population. And the gender mix are fairly equal as well. 98% uses mobile to access Facebook while 26.7% uses both mobile & computers. Activity frequency of users are 1 facebook page like in their lifetime, 7 post like in the past 30 days, 3 comments made in past 30 days, 1 post shared in past 30 days, 19 ad clicks in past 30 days. Facebook post engagement benchmarks are very low as they are all ranging between 0.05% to 0.2%.

Instagram has about 3.05 million potential audience that can be reached via Ads (about 51.5% of Singapore Population). More females are reachable via Instagram Ads (54%) compared to male (46%). Instagram face a 22% increase in reach for their Ads.

TikTok has about 1.83 million potential audience that can be reached via Ads (about 30.8% of Singapore Population). TikTok Ads are still new hence not much data on it. More females are reachable (54%) compared to male (46%).

Messenger has 2.05 million potential audience that can be reached via Ads (34.6% of Singapore Population), fairly equal gender mix.

LinkedIn has 3.20 million potential audience that can be reached via Ads (54.1% of Singapore Population), with male being reached 53.8% while female at 46.2%.

The most used app (active users) are 1) Whatsapp, 2) Tracetogether, 3) Facebook, 4) Singpass, 5) Instagram, 6) Grab, 7) Shopee, 8) Lazada, 9) Telegram, 10) FB Messenger

The most download app are 1) Tracetogether, 2) Singpass, 3) Zoom, 4) Whatsapp, 5) Telegram, 6) TikTok, 7) Facebook 8) Instagram, 9) Shopee, 10) Healthhub

Consumer spend the most on the following apps, 1) Disney+, 2) Bigo Live, 3) Carousell, 4) Youtube, 5) Google One, 6) Netflix, 7) Tinder, 8) Starmaker Karaoke, 9) Viu, 10) TikTok

Weekly online shopping activities includes 62.8% who purchased a product or services online, 30.5% ordered groceries via online store, 19.1% used online price comparison services, 11.9% bought a 2ndhand item online, 9.3% used a buy now-pay later services (Atome)

**Online purchase drivers consist majority from 1) Free delivery (57%), 2) Coupons & Discounts, 3) Customer Reviews, 4) Loyalty points, 5) Easy Returns, 6) Simple online checkout, 7) Next day delivery, 8) Likes and comments on social, 9) Eco friendly credentials, 10) "guest" check-outs (15.3%)

Ecommerce consumer goods bought in the most popular categories include 1) electronics (1.68billion), 2) fashion (1.63billion), 3) furniture, 4) personal/household care, 5) toys/hobby, 6) food 7) beverages (\$382millino)

For online travel/tourism, majority of spent is on 1) Package holidays (825 million) followed by 2) hotels, 3) flights (347 million)

Source for brand discovery are mostly due to 1) search engines (34.4%), 2) word of mouth, 3) online retail sites 4) social media ads, 5) in-store displays & promotions, 6) brand websites, 7) TV ads, 8) social media comments, 9) ads on websites, 10) consumer review sites (23.3%)

User engagement with digital marketing includes, 56.5% researching the brands before making purchases, 53.5% visited a brand's website in past 30 years, 14.1% click or tap on sponsored post on social media, 12.5% click or tap on display banner ad.

Main channels for online brand research includes, 1) search engine (53.7%), 2) consumer reviews, 3) social networks, 4) brand website, 5) price comparison sites, 6) mobile apps, 7) discount coupon sites, 8) QNA sites, 9) brand & product blogs and 10) forums (16.6%)

Annual spend on advertising includes 377 million for search ads, 542 million for banner ads, 140 million for video ads and 473 million for social media ads. Programmatic advertising consist the most, with about 931 million.

3.2.1 Market Size

Having an idea of the market size can help you estimate your reach potential, marketing budget amount required, and determine appropriate marketing channels to reach your audiences.

Useful tools:

- [Google Trends](#)
- [Google Keyword Planner ?](#)
- Research papers/reports on a national level (DataReport)

Audience

Current audience **Potential audience**

Estimated audience size ⓘ

4,400,000-5,200,000

People on Facebook and Instagram in Singapore and 2 other filters selected

Create Ad

Table 3.2.1a

[SG] Jewellery, Accessories	Saved Audience	1,500,000 - 1,800,000 ⓘ	Ready	19/01/2022 11:17	23849643408620115
Bracelets, Marketing, Business, Finance ++ Engaged shoppers (Targeting Expansion...	Saved Audience	278,100 - 327,200 ⓘ	Ready Last edited on 13/04/2022	15/11/2021 17:41	23849129390100115
Bangle / Bracelets / Senior Management + Engaged Shoppers + Targeting Expansion	Saved Audience	296,400 - 348,700 ⓘ	Ready Last edited on 03/11/2021	03/11/2021 16:27	23849025227170115
[SG] Jewellery, Accessories ++ Income Guesstimate (Targeting Expansion)	Saved Audience	1,100,000 - 1,300,000 ⓘ	Ready Last edited on 12/03/2021	12/03/2021 16:52	23847200789180115
[SG] Jewellery, Accessories ++ Income Guesstimate (Targeting Expansion)	Saved Audience	467,700 - 550,200 ⓘ	Ready Last edited on 12/03/2021	04/11/2020 14:45	23846197146310115
Accessories, Jewellery ++ Engaged Shoppers -- Bangle, Bracelets (Targeting Expan...	Saved Audience	197,500 - 232,300 ⓘ	Ready Last edited on 19/08/2020	19/08/2020 18:23	23845472627310115
Accessories, Jewellery ++ Niche brands ++ Engaged shoppers -- Bangle, Bracelet, ...	Saved Audience	65,200 - 76,700 ⓘ	Expiring Deleting in NaN days	27/07/2020 15:05	23845318425710115
Accessories, Jewellery ++ Freq travellers ++ Engaged shoppers -- Bangle, Bracelet...	Saved Audience	44,300 - 52,200 ⓘ	Expiring Deleting in NaN days	27/07/2020 15:02	23845318399730115
Accessories, Jewellery ++ Engaged Shoppers -- Bangle, Bracelet, Freq travellers...	Saved Audience	17,300 - 20,300 ⓘ	Expiring Deleting in NaN days	21/07/2020 18:29	23845277747490115

Table 3.2.1b

3.2.2 Market Trends

Understanding the market trends can help you understand your customers better (in terms of consumer behaviour, purchasing power, etc.), plan seasonal marketing campaigns, and select the right marketing channels, creatives, and promotions. Useful tools includes **Google Trends**, **Google Analytics** and **Google Keyword Planner**

Google Trends for Jewellery

1st Jan 2010 - 28th Aug 2022 (Google Trends)

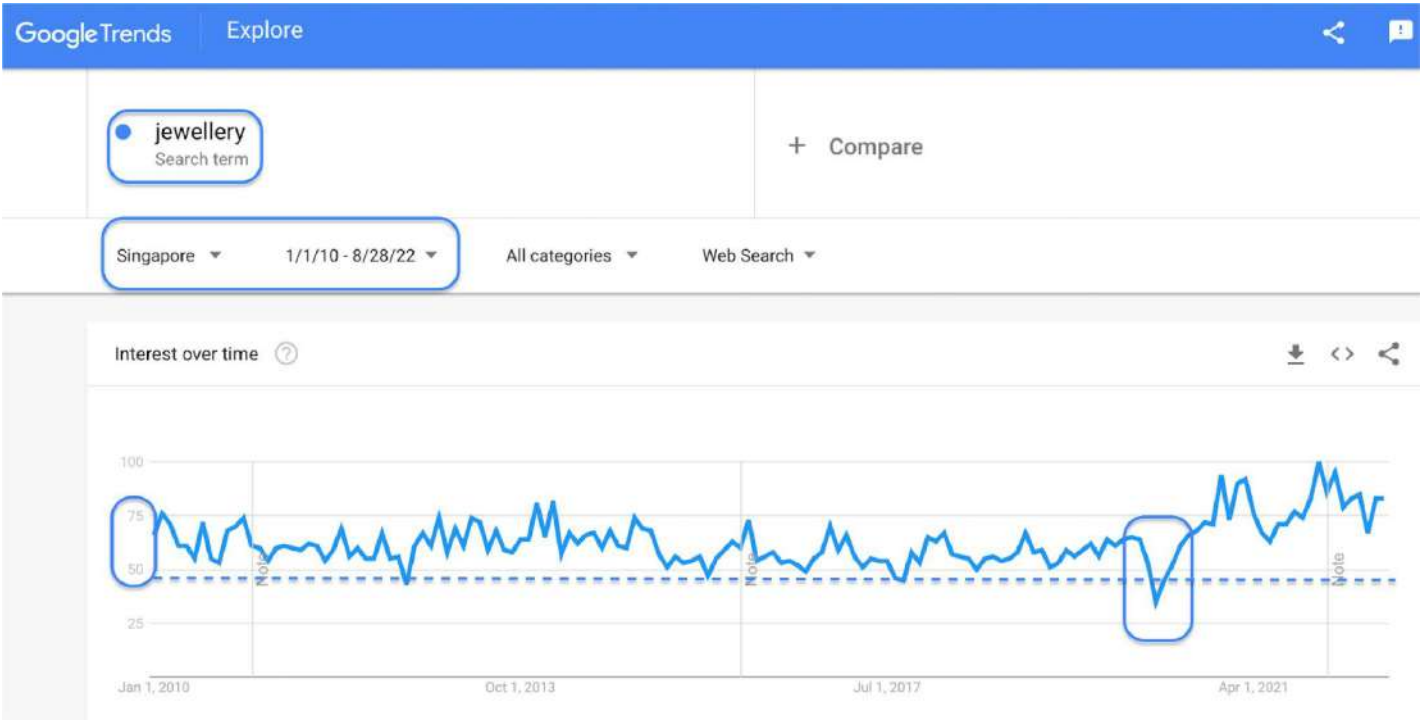


Table 3.2.2a

Google Trends for Bangle vs Jewellery categories

1st Jan 2010 - 28th Aug 2022 (Google Trends)

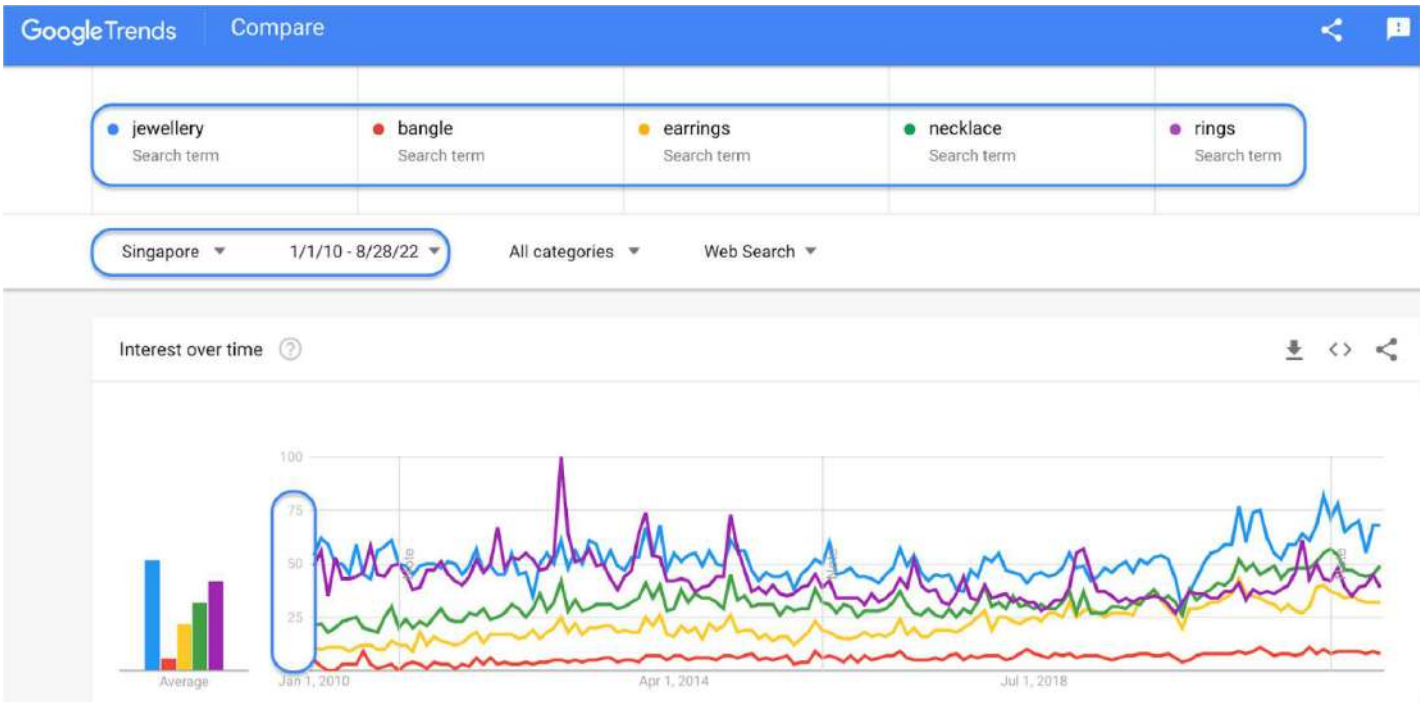


Table 3.2.2b

Google Trends for [REDACTED] product line vs Jewellery

1st Jan 2010 - 28th Aug 2022 (Google Trends)

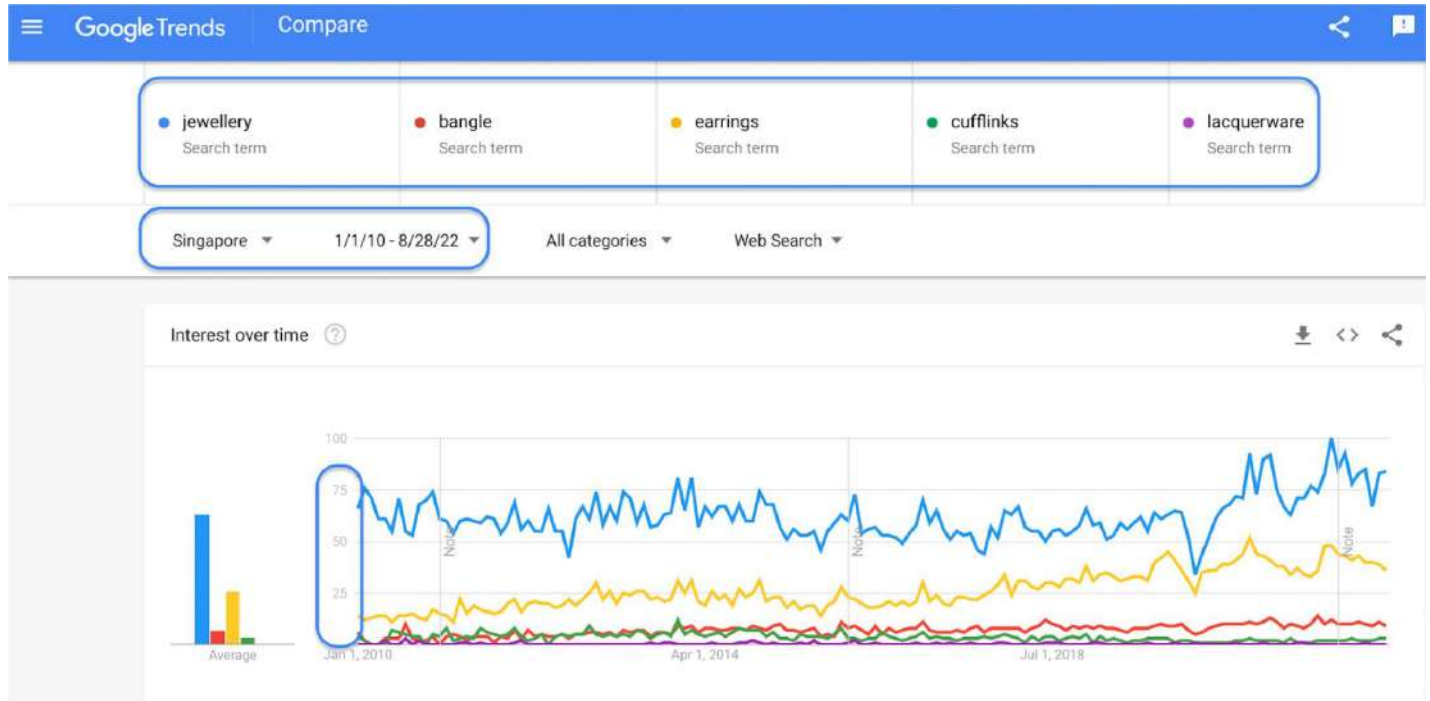


Table 3.2.2c

Google Trends for Gemstones

1st Jan 2010 - 28th Aug 2022 (Google Trends)

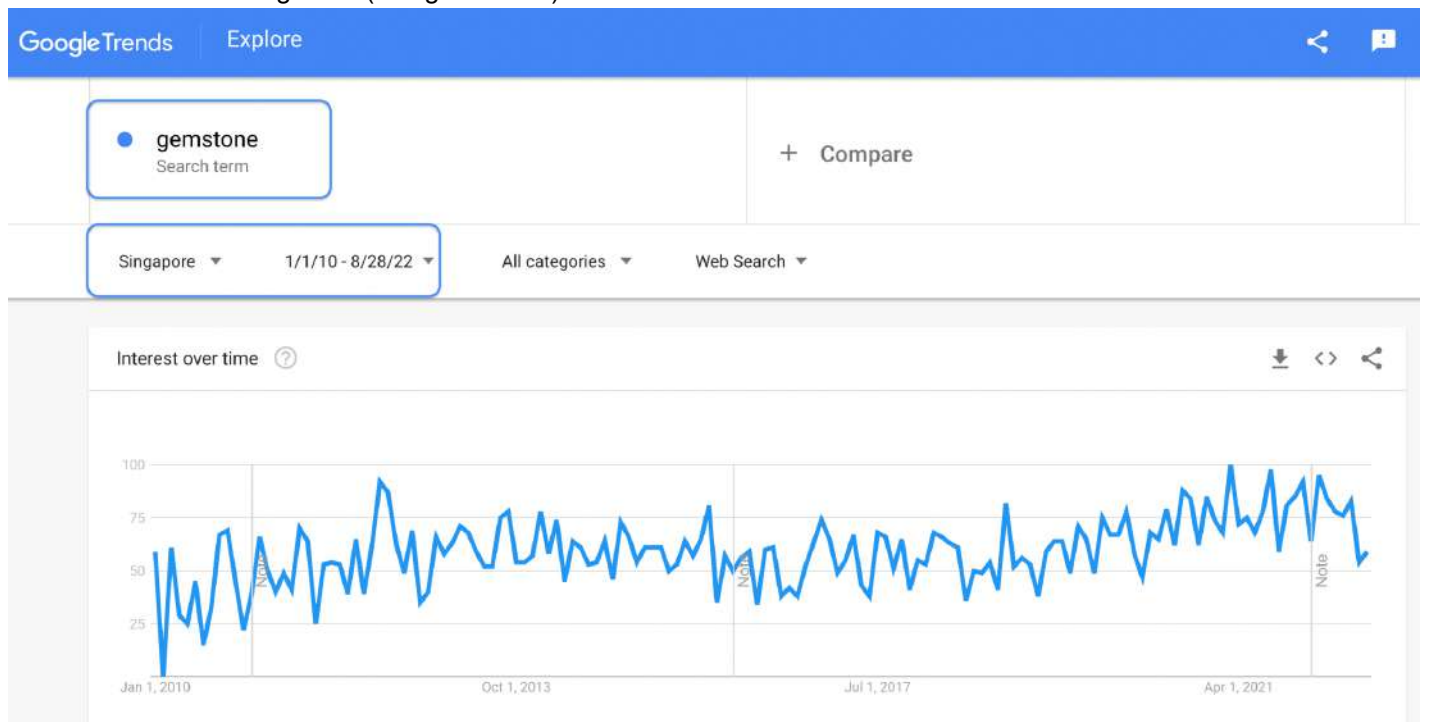


Table 3.2.2d

Google Trends for Gemstones vs Top Gemstones Categories
1st Jan 2010 - 28th Aug 2022 (Google Trends)

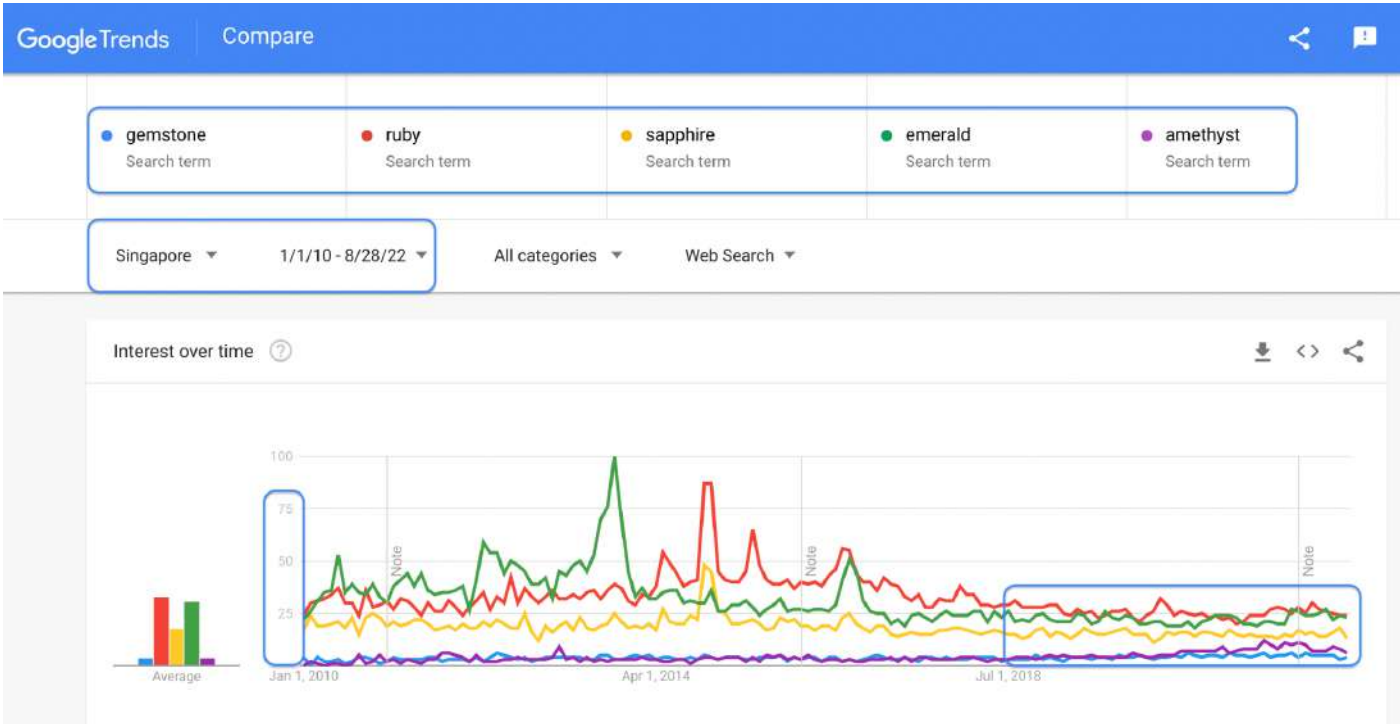


Table 3.2.2e

Google Trends for Gemstones vs 2nd Gemstones Categories
1st Jan 2010 - 28th Aug 2022 (Google Trends)

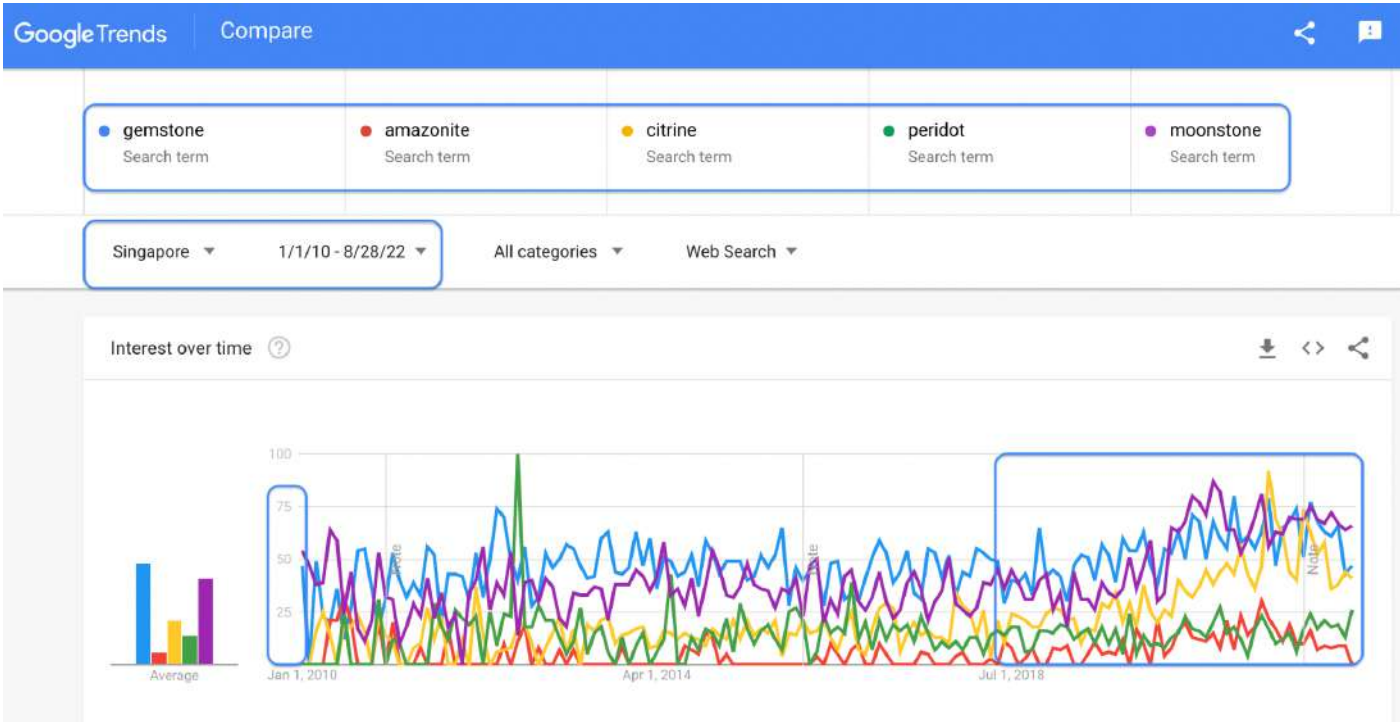


Table 3.2.2f

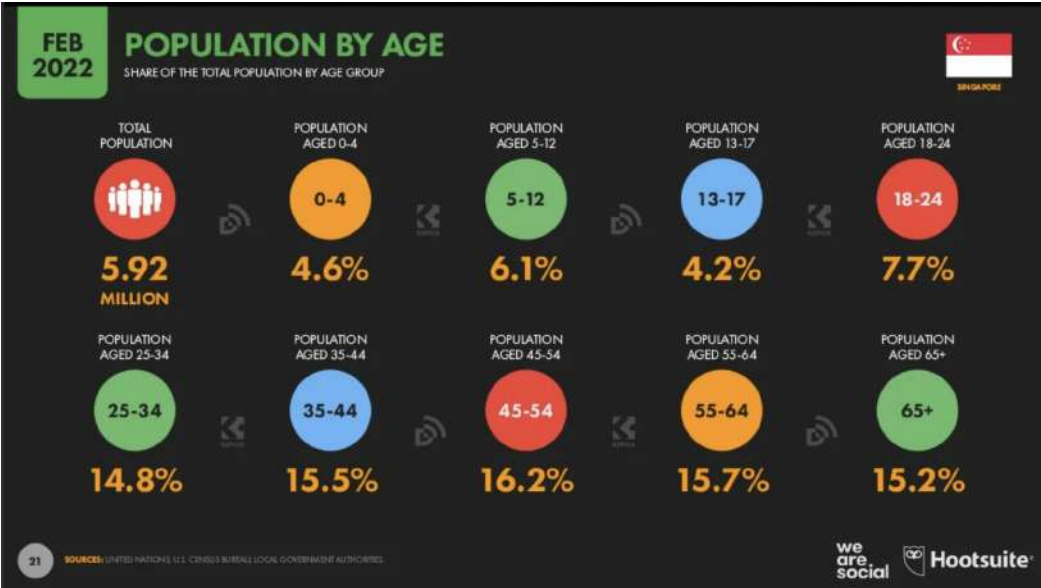


Table 3.2.3a

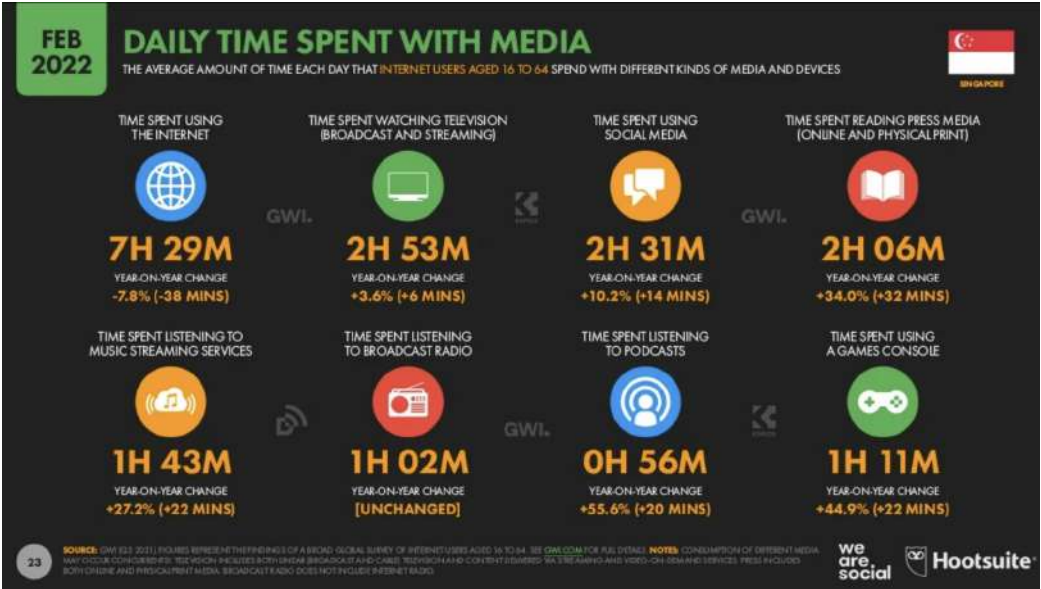


Table 3.2.3b

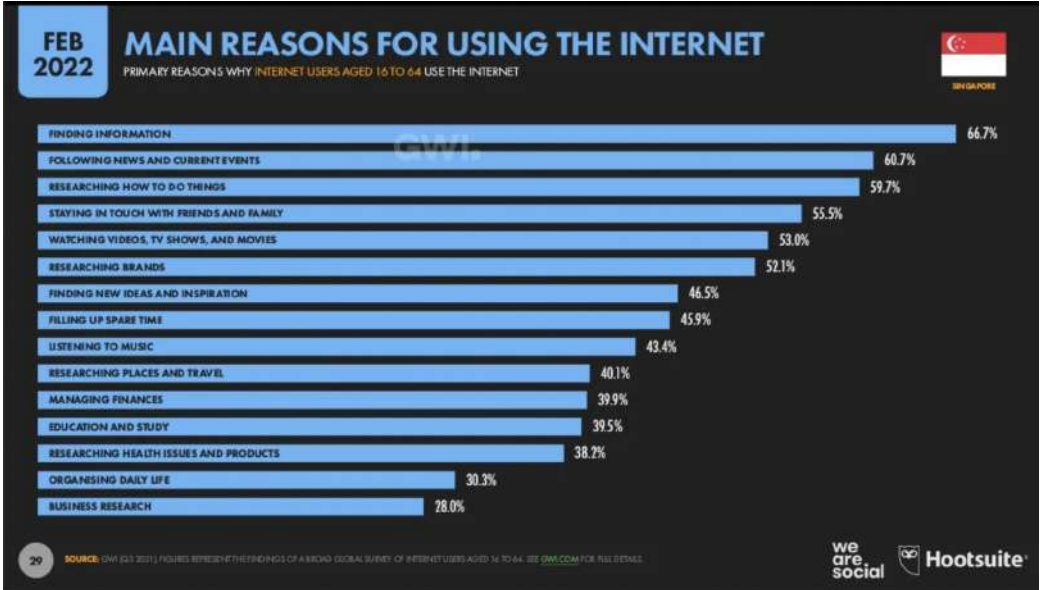


Table 3.2.3c

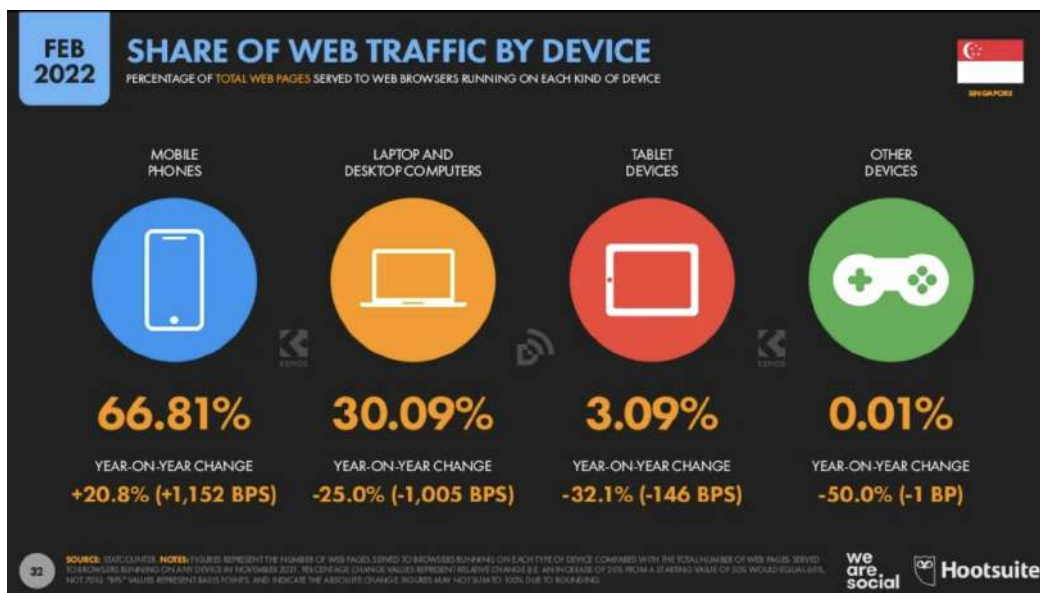


Table 3.2.3d

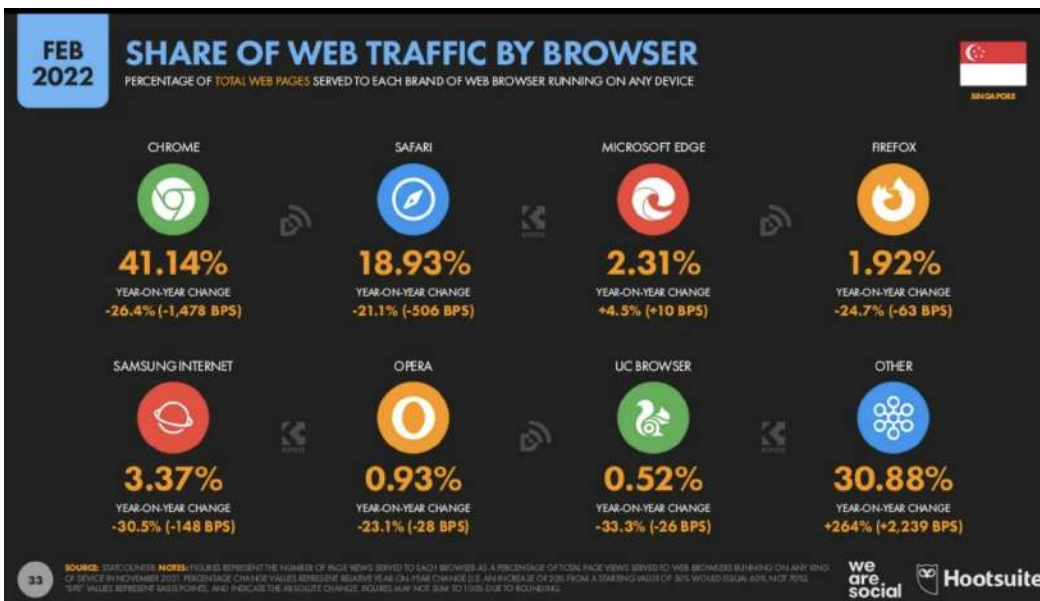


Table 3.2.3e

FEB 2022 **MOST-VISITED WEBSITES: SEMRUSH RANKING**
RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	440M	30.1M	0M 16S	5.72
02	YOUTUBE.COM	146M	17.3M	6M 53S	3.61
03	FACEBOOK.COM	101M	17.2M	22M 20S	4.67
04	CHANNELNEWSASIA.COM	55.5M	9.37M	10M 42S	1.86
05	YAHOO.COM	49.5M	8.54M	16M 06S	3.32
06	WIKIPEDIA.ORG	48.0M	9.81M	9M 54S	2.32
07	STRAITSTIMES.COM	47.9M	9.59M	10M 23S	1.83
08	REDDIT.COM	36.7M	7.13M	17M 43S	3.90
09	INSTAGRAM.COM	29.0M	7.54M	18M 02S	3.91
10	SHOPEE.SG	26.0M	7.84M	16M 26S	3.67
11	LAZADA.SG	25.9M	8.00M	12M 47S	4.94
12	GOOGLE.COM.SG	25.7M	3.96M	16M 54S	5.62
13	WHATSAPP.COM	21.1M	4.78M	18M 50S	1.50
14	FANDOM.COM	19.0M	3.84M	11M 43S	3.25
15	MICROSOFTONLINE.COM	18.9M	3.63M	3M 42S	2.08
16	ZOOM.US	16.4M	4.68M	10M 33S	2.42
17	TWITTER.COM	15.8M	5.14M	12M 13S	3.81
18	MOTHERSHIP.SG	15.2M	4.46M	10M 52S	1.81
19	LIVE.COM	14.8M	3.62M	7M 31S	3.54
20	NETFLIX.COM	13.1M	3.35M	10M 07S	1.80

SOURCE: SEMRUSH **NOTE:** FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT "DEVICES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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Table 3.2.3f

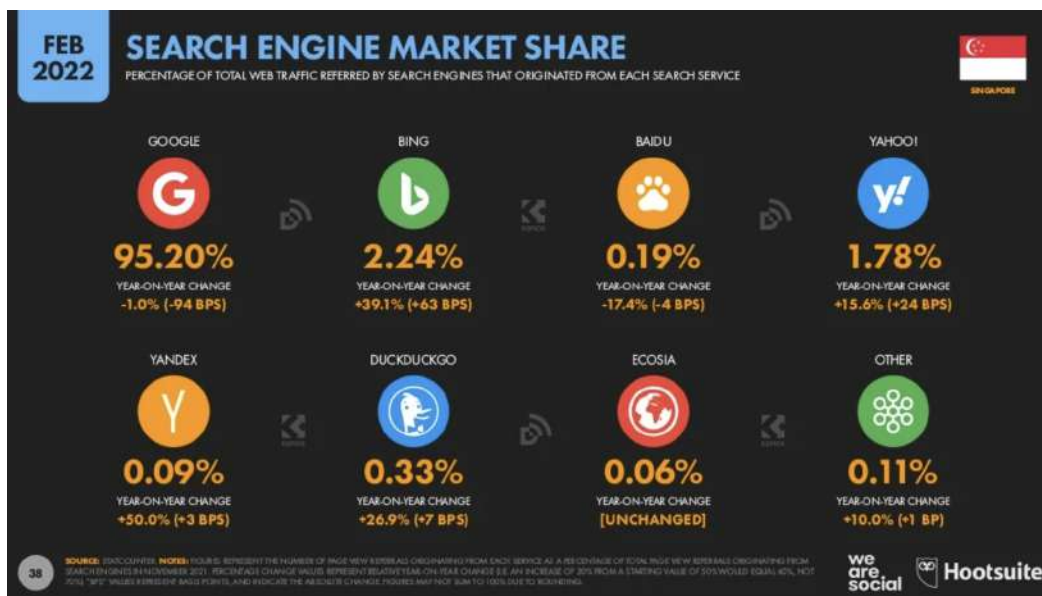


Table 3.2.3g



Table 3.2.3h



Table 3.2.3i

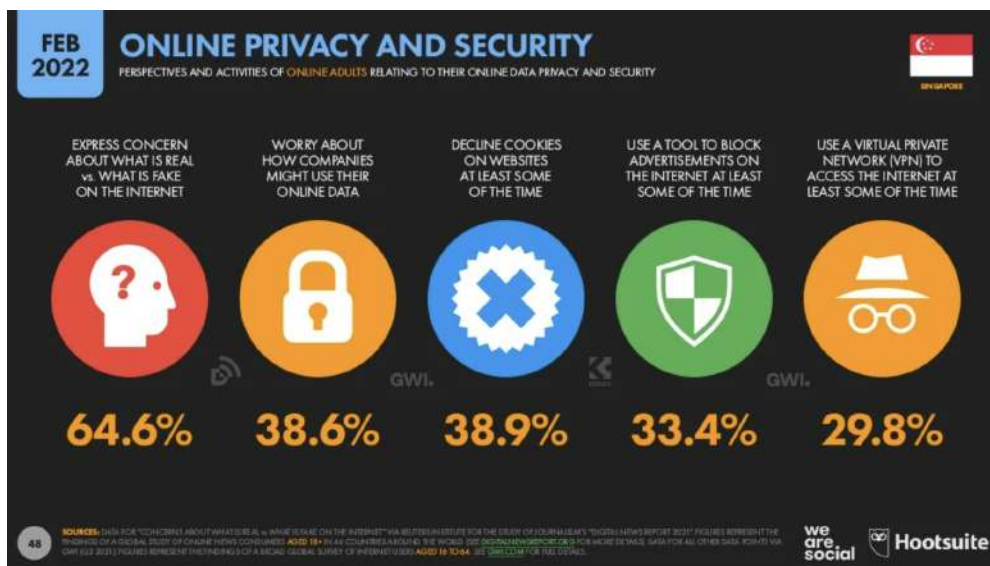


Table 3.2.3j

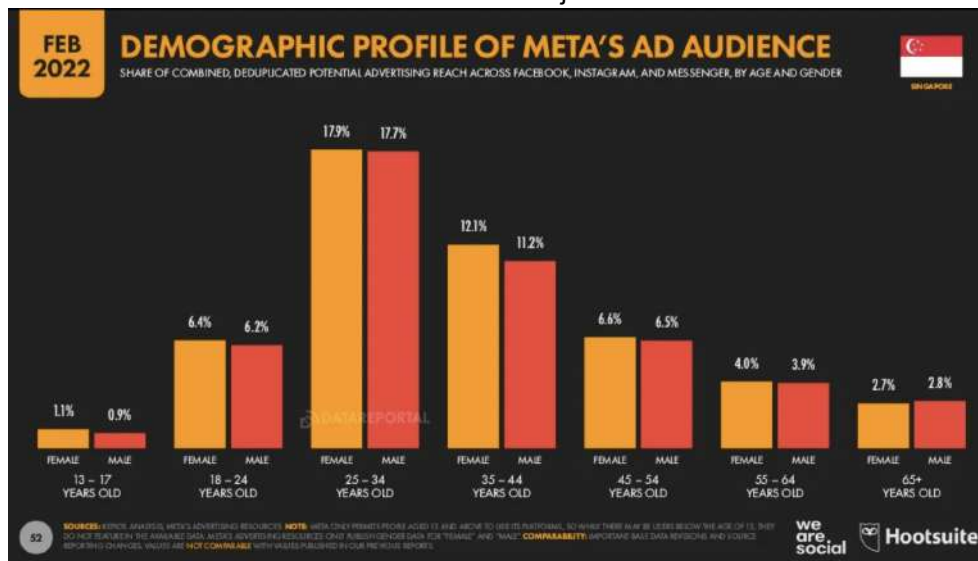


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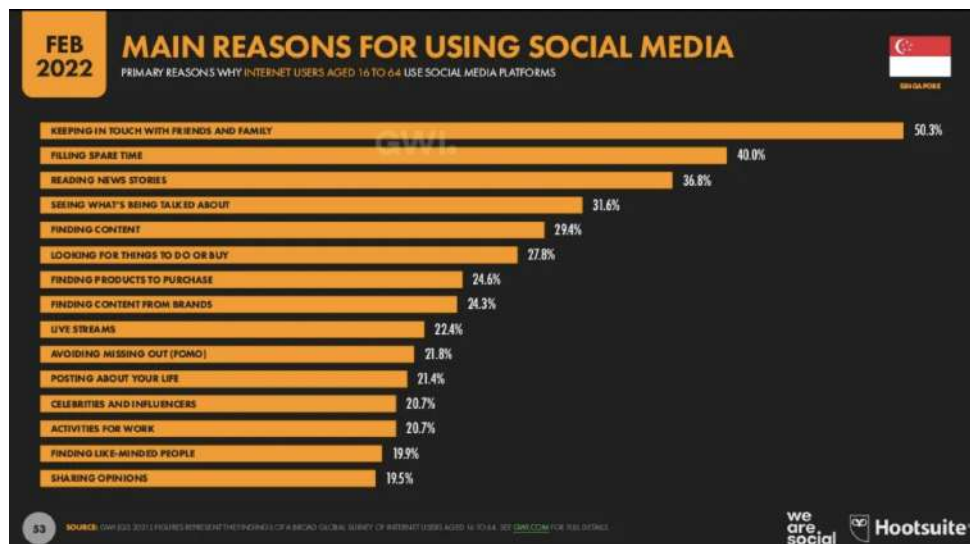


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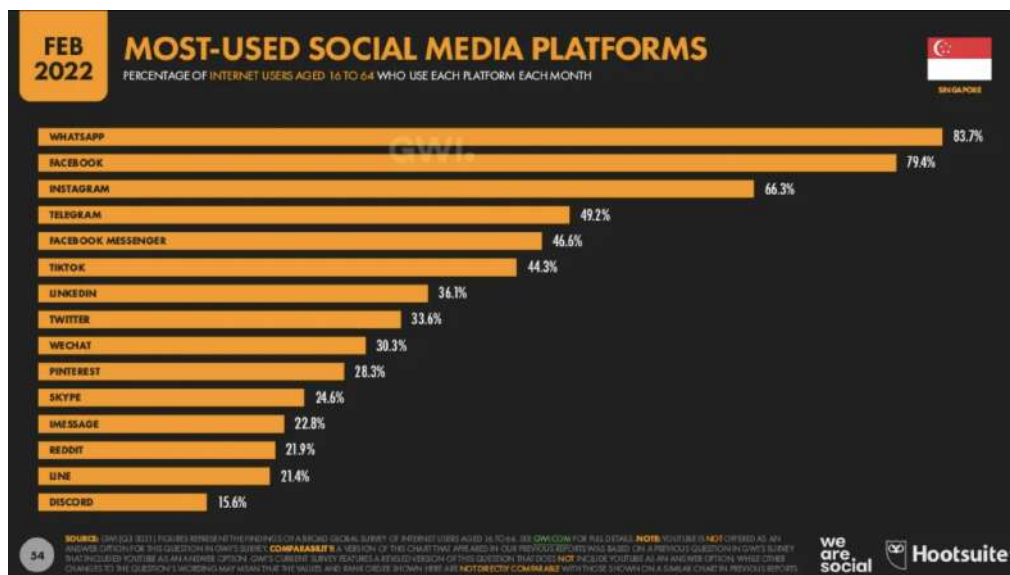


Table 3.2.3m



Table 3.2.3n

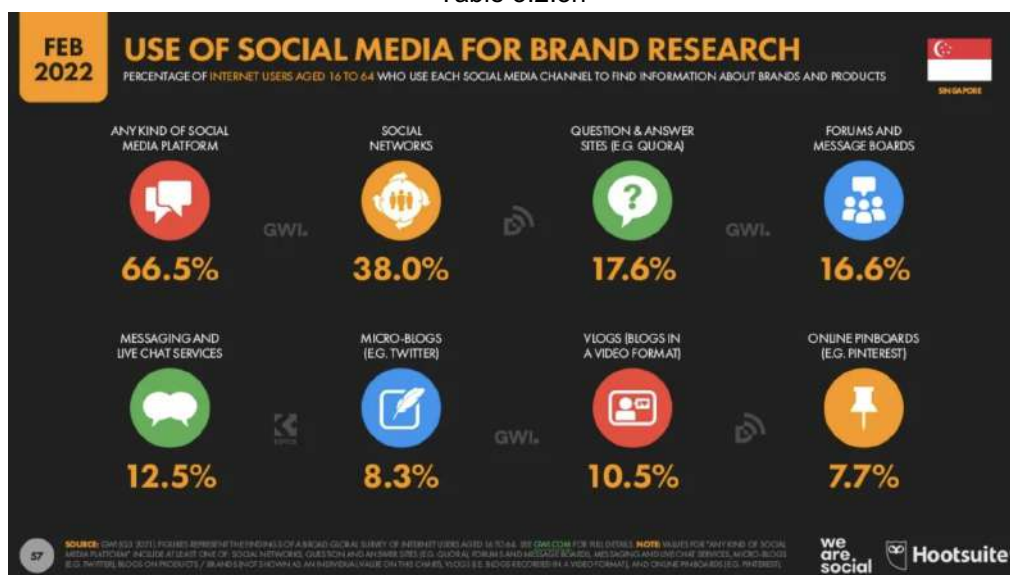


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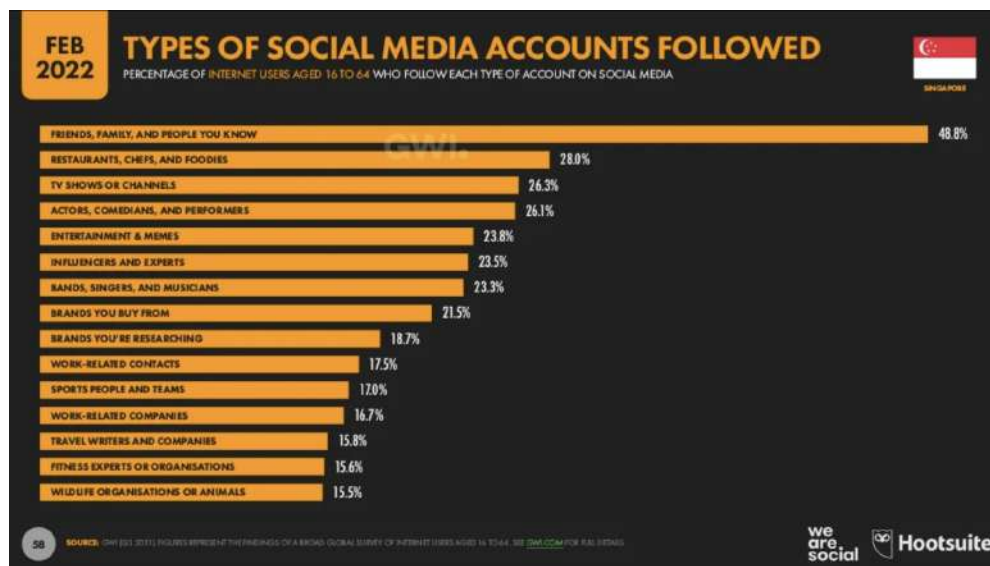


Table 3.2.3p



Table 3.2.3q

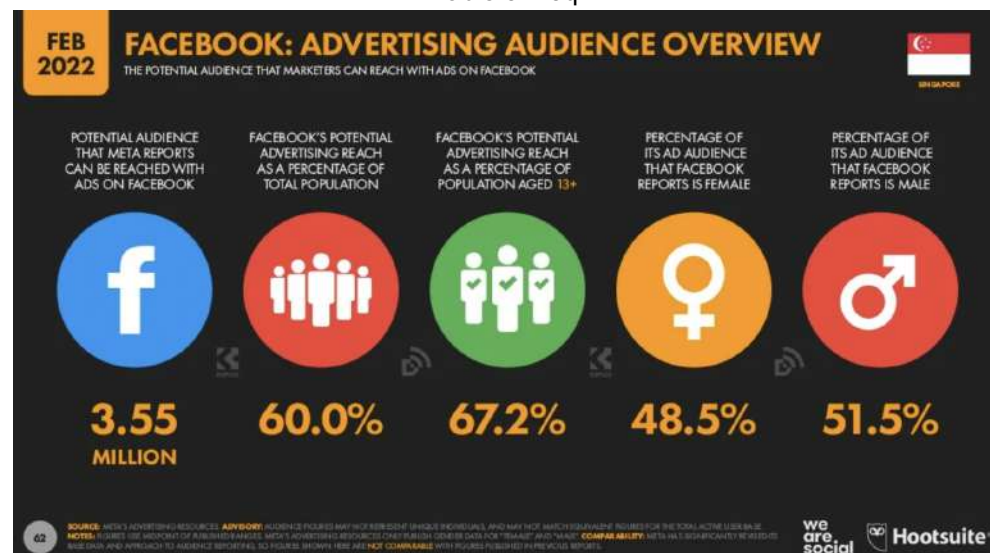


Table 3.2.3r

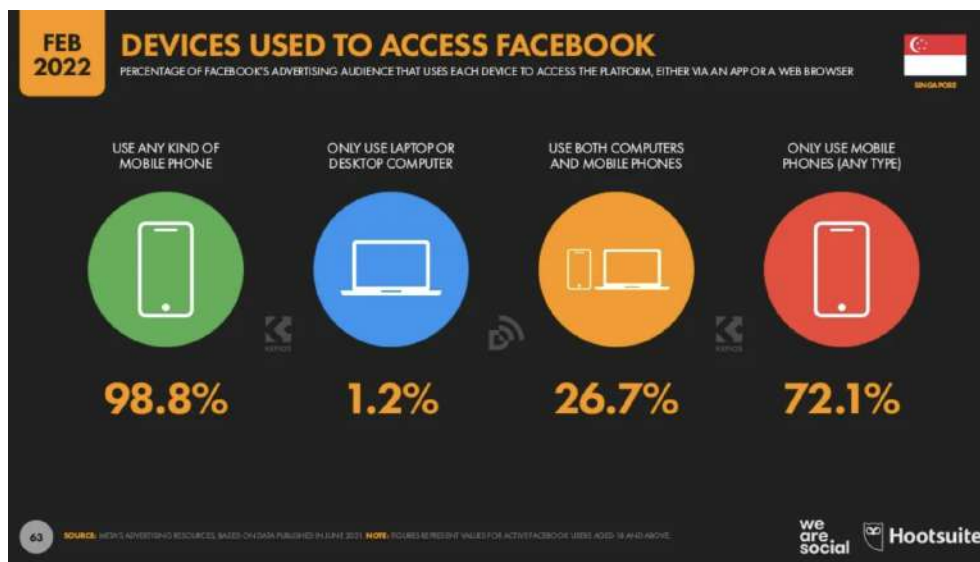


Table 3.2.3s



Table 3.2.3t

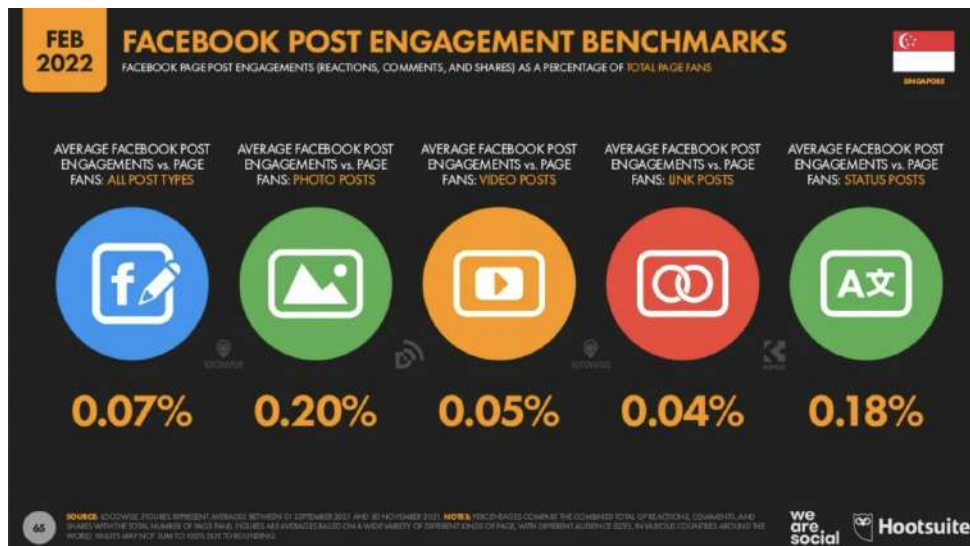


Table 3.2.3u

For Relevancy, [REDACTED] is still not in a good position to go into Youtube hence the data is not included.

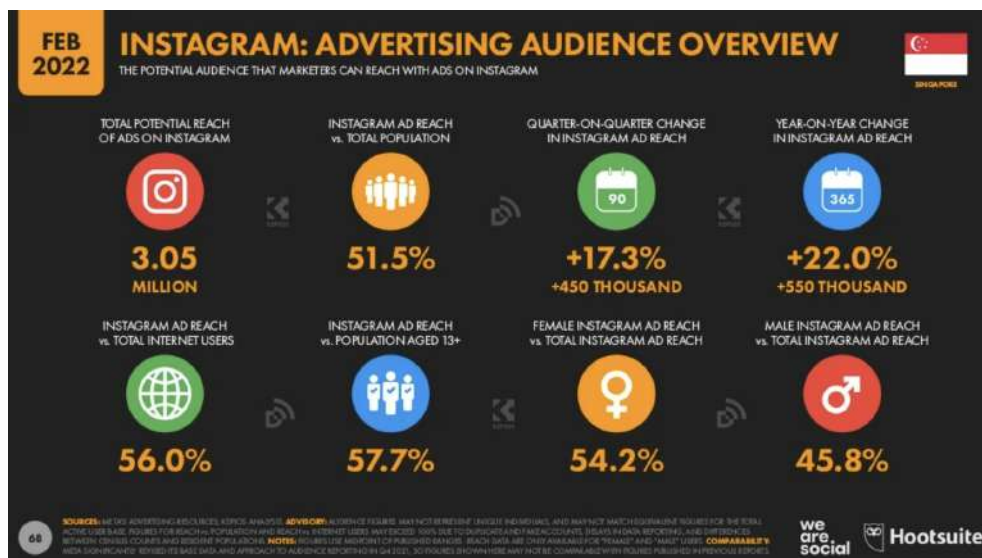


Table 3.2.3v

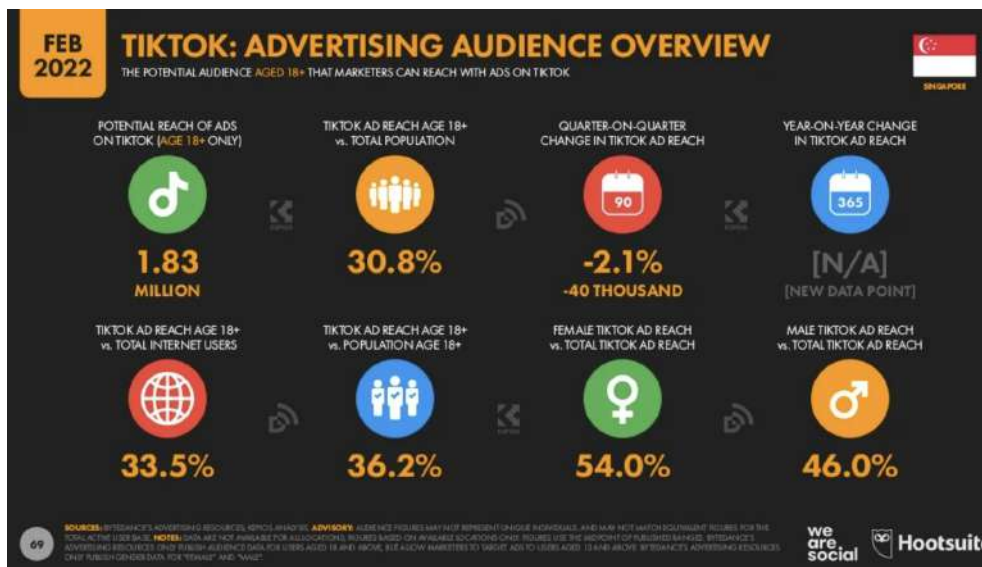


Table 3.2.3w

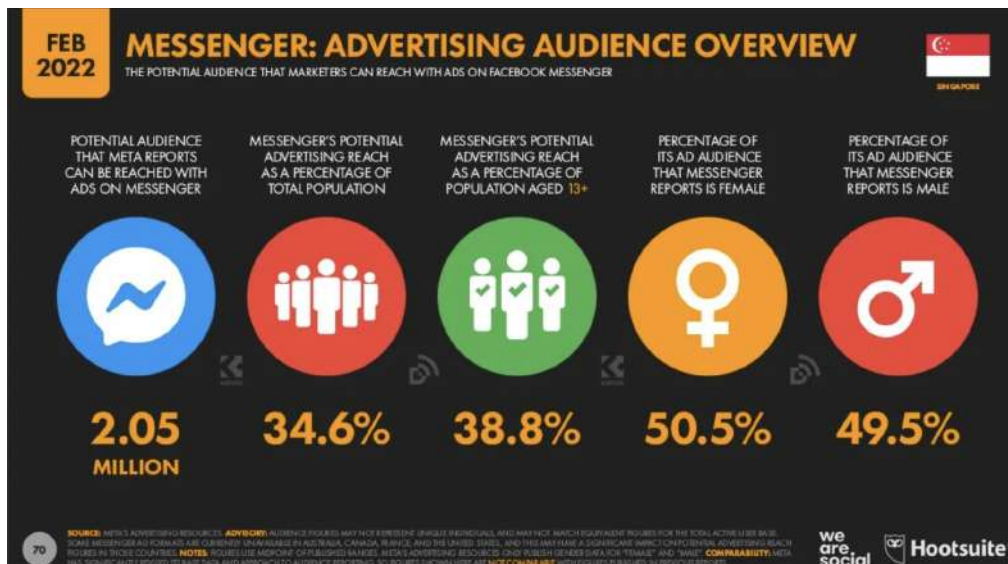


Table 3.2.3x

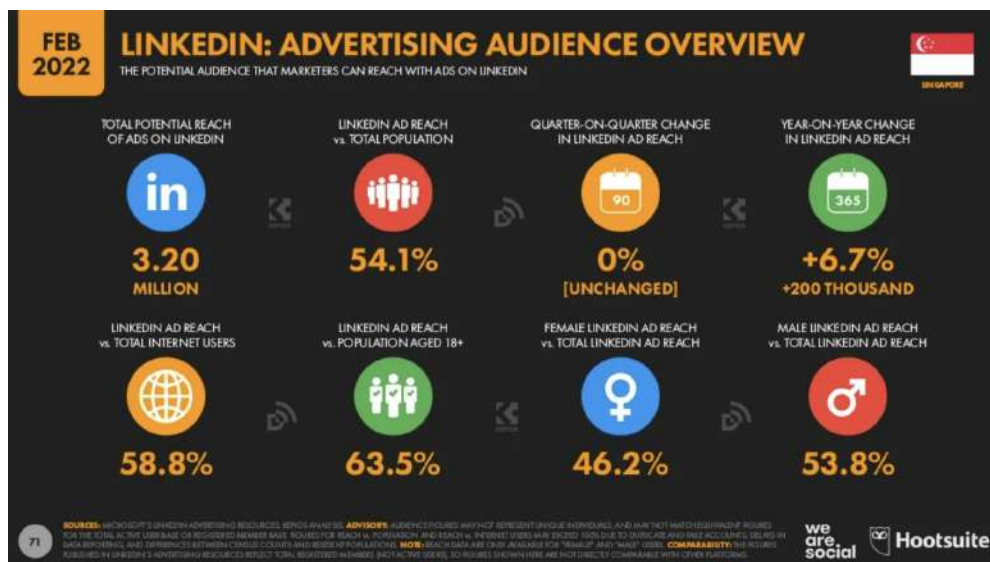


Table 3.2.3y

FEB 2022 **APP ANNIE APP RANKING: ACTIVE USERS**  SINGAPORE

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021

#	MOBILE APP	COMPANY	#	MOBILE GAME	COMPANY
01	WHATSAPP	META	01	POKEMON UNITE	POKEMON
02	TRACETOGETHER	GOVERNMENT TECHNOLOGY AGENCY	02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	FACEBOOK	META	03	POKEMON GO	NIANTIC
04	SINGPASS	GOVERNMENT TECHNOLOGY AGENCY	04	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
05	INSTAGRAM	META	05	AMONG US!	INNERSLOTH
06	GRAB	GRAB	06	WORLD FUPPER	CYBERAGENT
07	SHOPEE	SEA	07	ROBLOX	ROBLOX
08	LAZADA	ALIBABA GROUP	08	BEJEWELD BUTZ	ELECTRONIC ARTS
09	TELEGRAM	TELEGRAM	09	ARKNIGHTS	HYPERGRYPH
10	FACEBOOK MESSENGER	META	10	TROJAN WAR 2: CLASH CARDS GAME	MEGAADGAMES

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE.COM](https://www.stateofmobile.com) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVE USERS ACROSS IPHONE AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2021. EXCLUDED: APPS NOT RATED BY THE STORES AND iOS: APPS NOT ON ANDROID PHONES. MESSAGE ON IPHONES.

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Table 3.2.3z

FEB 2022 **APP ANNIE APP RANKING: DOWNLOADS**  SINGAPORE

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021

#	MOBILE APP	COMPANY	#	MOBILE GAME	COMPANY
01	TRACETOGETHER	GOVERNMENT TECHNOLOGY AGENCY	01	POKEMON UNITE	POKEMON
02	SINGPASS	GOVERNMENT TECHNOLOGY AGENCY	02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS	03	ROBLOX	ROBLOX
04	WHATSAPP	META	04	PUBG MOBILE	TENCENT
05	TELEGRAM	TELEGRAM	05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	TIKTOK	BYTEDANCE	06	AMONG US!	INNERSLOTH
07	FACEBOOK	META	07	PROJECT MAKEOVER	APPROVIN
08	INSTAGRAM	META	08	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
09	SHOPEE	SEA	09	WATER SORT PUZZLE	IEC
10	HEALTHHUB SG	INTEGRATED HEALTH INFORMATION SYSTEMS	10	GENSHIN IMPACT	MIHOYO

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE.COM](https://www.stateofmobile.com) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVE ACROSS THE GOOGLE PLAY STORE AND APP STORE BETWEEN JANUARY AND DECEMBER 2021.

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Table 3.2.3aa



Table 3.2.3ab



Table 3.2.3ac

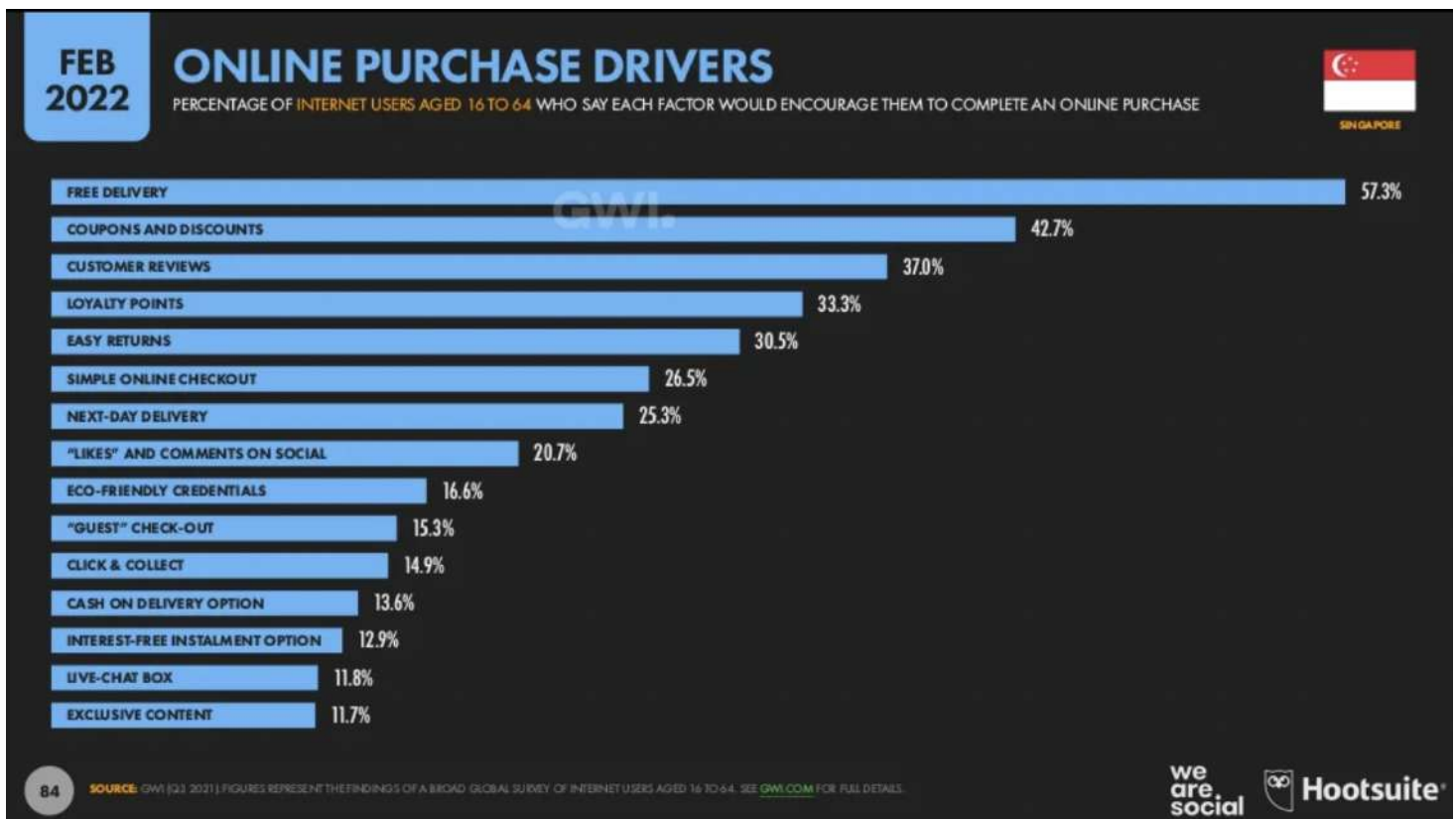


Table 3.2.3ad



Table 3.2.3ae



Table 3.2.3af



Table 3.2.3ag

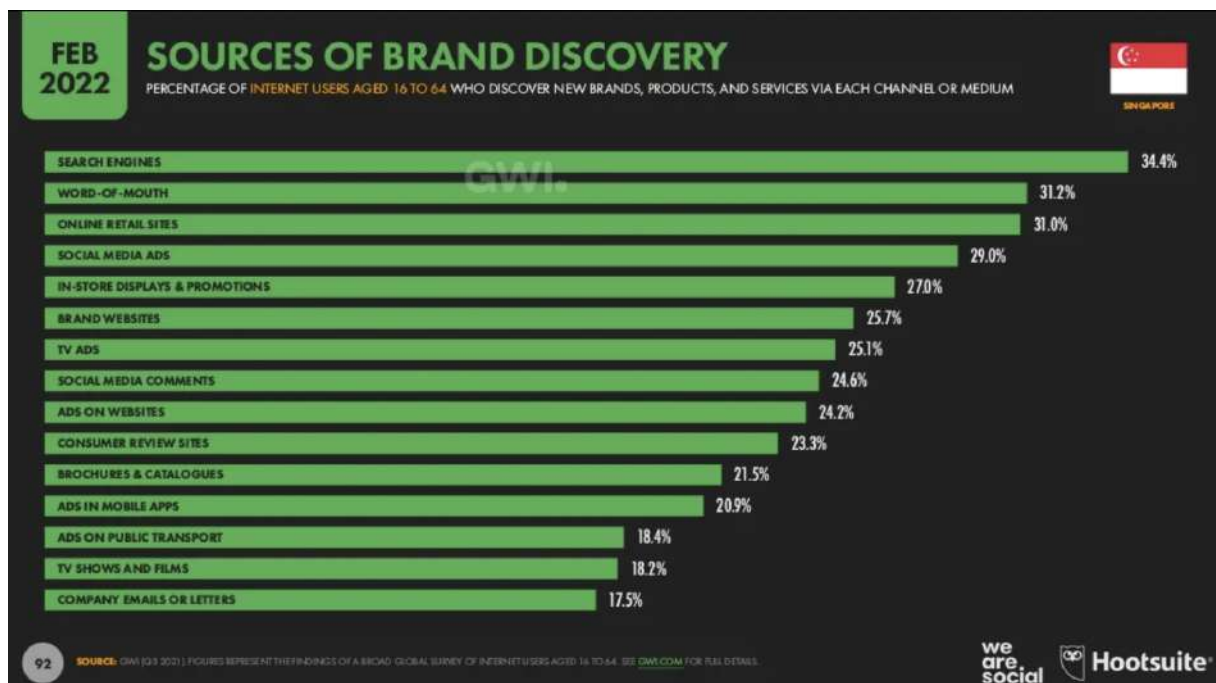


Table 3.2.3ah

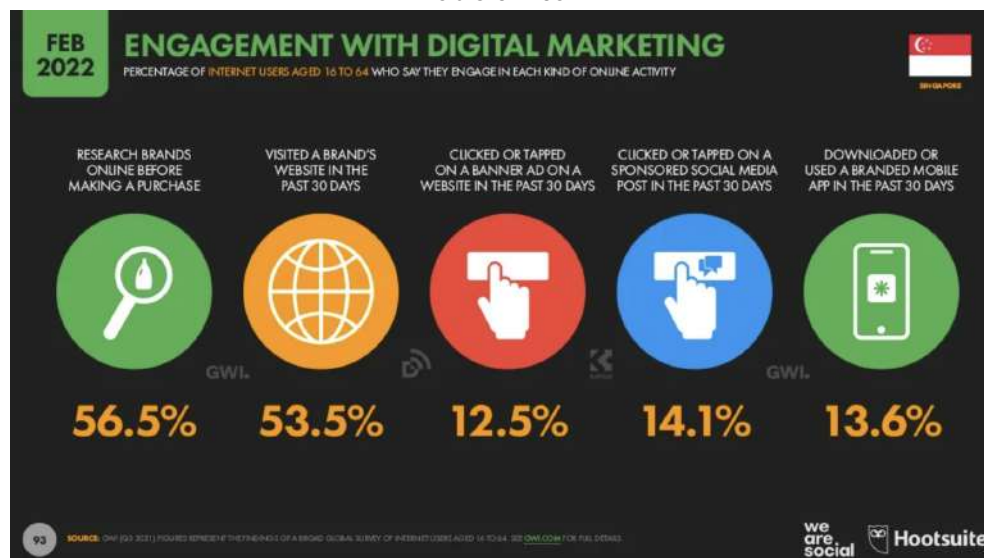


Table 3.2.3ai

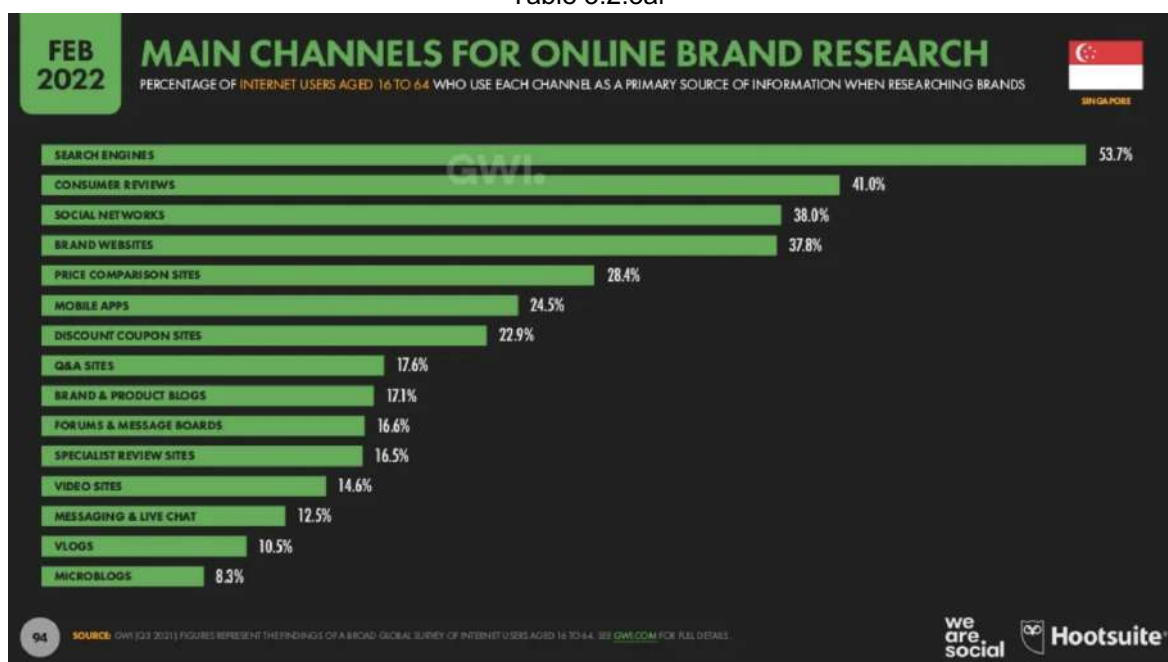


Table 3.2.3aj



Table 3.2.3ak

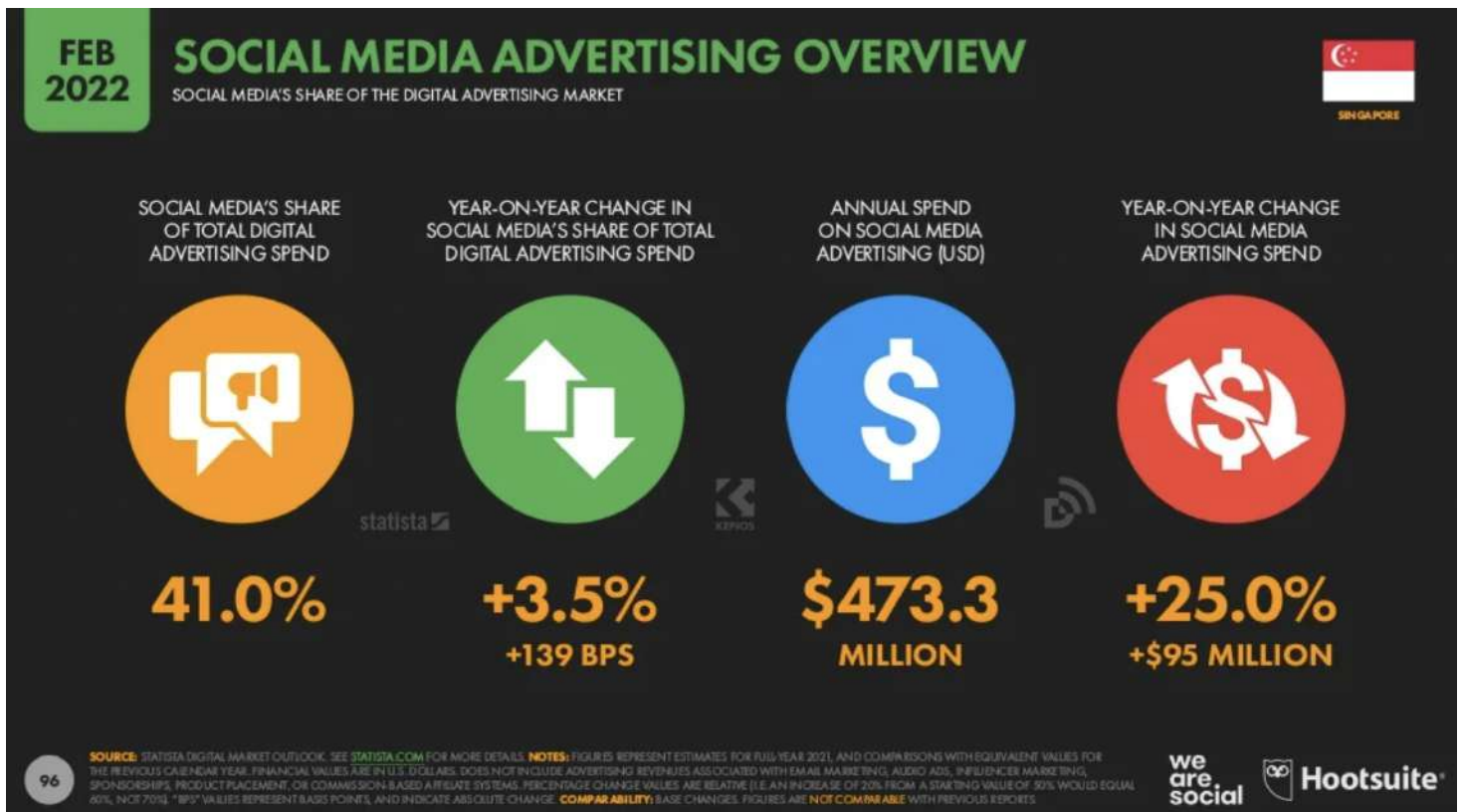


Table 3.2.3al

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2022

PROGRAMMATIC ADVERTISING OVERVIEW

SHARE OF DIGITAL ADVERTISING FULFILLED VIA PROGRAMMATIC TECHNOLOGIES



PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



statista

80.6%

YEAR-ON-YEAR CHANGE IN
PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+2.3%
+184 BPS

ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$931.1
MILLION

YEAR-ON-YEAR CHANGE
IN PROGRAMMATIC
ADVERTISING SPEND (USD)



+23.6%
+\$178 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF .50% WOULD EQUAL .60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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Table 3.2.3am

























3.3. Competitive Benchmarking

Competitive benchmarking can measure your company's performance against your competitors' and industry benchmarks. This can also help you to question your current operation, adopt new practices, and develop innovative marketing strategies to remain competitive.

Useful tools for competitive benchmarking:

- Google Trends (Competitor's Trend) & Maps
- Semrush (Competitor Discovery, Share) (Keywords, Backlinks, etc will be covered in SEO Strategy section 5.2)
- Google Analytics Benchmarking reports
- The absence of SimilarWeb tool is because it is reported by users that their data is off by a decent margin for Web Traffic

Provide your research findings and rate each capability on a Likert scale of 1 – 5. 1 being the least capable and 5 being the most capable in the table below.

Summary of findings
<p>Google Maps</p> <p>From taking all of the competitors' existing outlets and location plotted on a map, we can see the concentrated region where the competitors are exposed to awareness from offline retail outlets. With city hall, orchard area being the most populated followed by Jurong east and the north east/east region.</p> <p>Legend:</p> <p>Red Location Marker = </p> <p>Brown Location Marker = </p> <p>Yellow Location Marker = </p> <p>Grey Location Marker = </p> <p>Purple Location Marker = </p> <p> Market lies within the central regions (refer to the map folder from Google account to view detailed map)</p> <p>Google Trends</p> <p>Competitor search term via Google trends from table 3.3a shows  being a strong brand as compared to , ,  and . All jewellery faces a downturn on May 2020 but  manage to grow beyond their constant.  being an overseas brand penetrating singapore market poses a threat. So does  as their brand and audience leans towards the newer generation, acting as a disrupter to .  is doing slightly better than  from table 3.3b trend table.</p> <p>Taking a closer look between  and  reveals a seasonal trend in their search terms. Seasonal peak occurs between November to February with secondary peak around June. This is due to seasonal holidays, events, promotions that influences consumer buying behavior. From black friday, cyber monday, christmas, new years, chinese new year, etc.  beat the brand awareness from  around the first quarter of 2021.</p> <p>Digital Marketing Capabilities</p> <p>s web design has room for improvement in terms of content and visuals presentation as compared to the competitors. However, there is not enough data to know if the outlook produces a positive result as the competitors are of a bigger market share. The closest benchmark is s website as their Organic search traffic is around the range similar to s. The organic search traffic will be further analysed in the SEO Research phase.</p> <p>From Google Analytics, the average time spent on site / average session duration i.e. engagement is higher for desktop users as compared to mobile users even though there is significantly more mobile users as compared to desktop, with about 12.3k (69%) mobile users and 5.1k (28%) desktop users. In the same report under audiences'</p>

mobile, desktop users contributed 54% of overall revenue in the time frame between 1st May 2020 to 31st July 2022. Several inferences can be made such as mature audiences being more active on their computers than on mobile. The user interface and experience on desktop might be better as compared to mobile because it resulted in more average session duration which may also translate into higher revenue contribution. With the majority of users being on mobile, however, the average session duration is low compared to desktop and contributed much lesser to overall revenue. The website's optimisation on mobile should be considered going forward in terms of user interface & experience, including the design so as to encourage prolong activity and entice potential buying decisions.

██████████'s social media for Facebook and Instagram is lower than its competition margin. Though the only competitor that is closer to the benchmark is ██████████ according to organic search volume of a similar range. The rest of the competitors are established and hence, cover a wider space in social media for the jewellery industry. However, it is to note that followers can just be a vanity metric and does not translate to sales nor engagement. Thus far, the only competitor with a good engagement rate is ██████████ with decent comments and high likes ratio. There is also a possibility of black hat social media techniques of buying followers on Instagram and Page Likes on Facebook, it is not likely possible to have 200k Facebook page likes with 10 post likes for ██████████. The other side of the story will be that usually, jewellery brands don't get much engagement as their purpose is not to entertain but mainly straight into conversion or high intent searches. Any spikes in engagement on the post for competitor's Instagram could also be due to campaigns for boosts or advertisements bringing awareness to their posts.

SEO visibility is higher than its competitors except for ██████████ which is about the same 5% range. However, ██████████'s organic keywords could also be ranked differently than its competitors, which seems to be the case. ██████████ is currently ranking for Peranakan theme keywords as well as the elements of South East Asia. ██████████'s products are also niche as per Google Trends except for earrings, which is competitive thus it isn't ranking much in the volume of keywords. The focus of ██████████ isn't on weddings and engagement jewellery such as diamond rings or necklaces and thus it did not compete along those keywords with its competitors. Therefore the competitors should be further evaluated if they really are direct competitors and if so, thorough strategy and messaging must be taken to position ██████████ better.

As the plan starts to target more competitive keywords, buyer's keyword (conversion intent/long tail), as well as head term keywords, are needed to be on a competitive edge against its competitors. Repositioning the organic keywords for ██████████ is needed with more content strategies on and off-page.

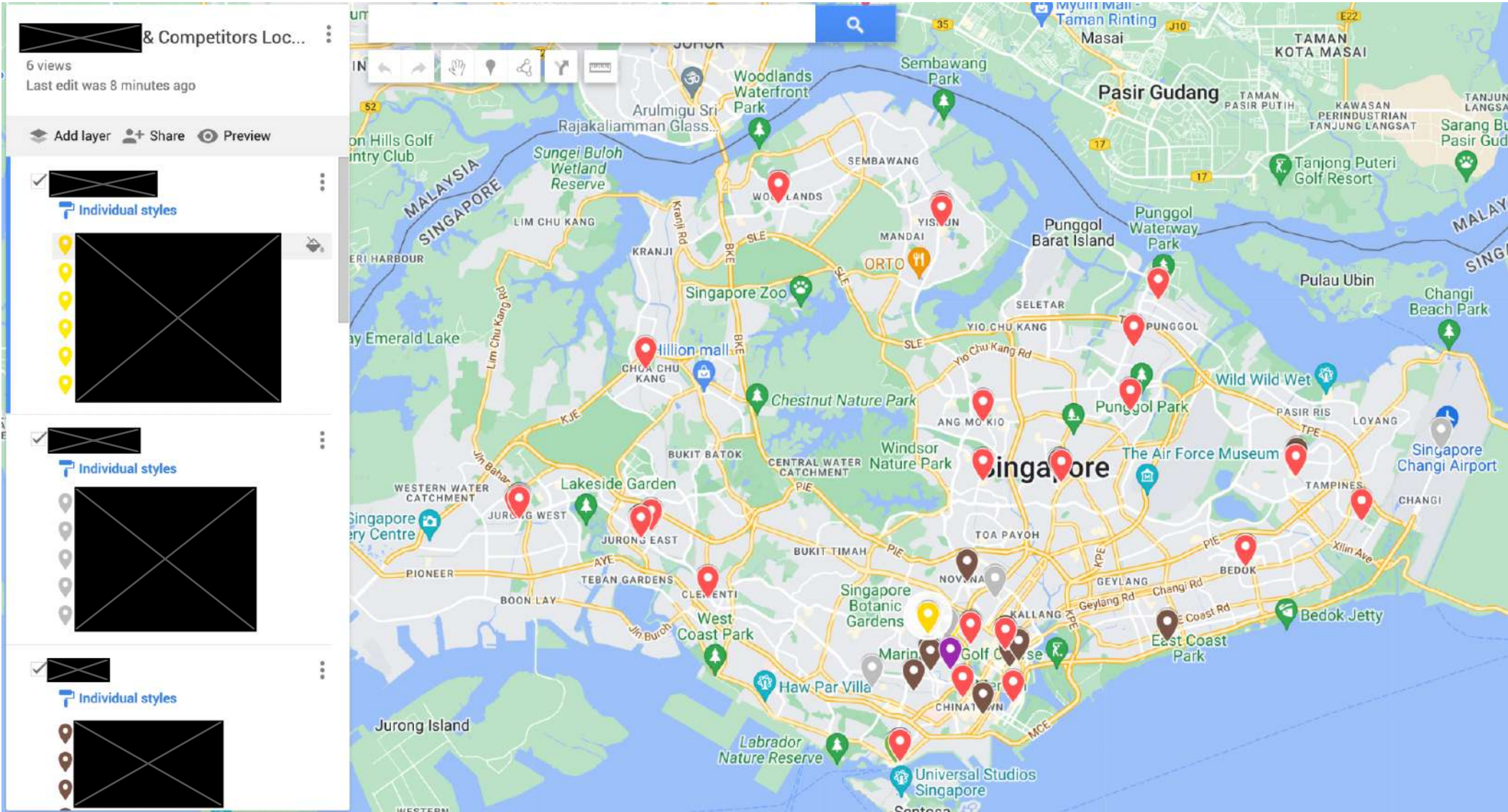
██████████ does not have Search or Display Ads which can be a good and bad thing. Generally, it is advisable to conduct a few campaigns to know more about the market audience and their search queries.

Google Analytics Benchmark

Table 3.3e showcase 409 other web properties in the benchmark with ██████████. These properties have between 0 to 99 daily sessions which are within the range of ██████████. ██████████ score better for Organic, Direct and (Others) in the acquisition and behavior metrics. Whereas referral, social, paid search and email score badly for acquisition metrics but performs well in behavior metrics. Only paid and display did badly across all metrics as ██████████ has yet to set advertising with Google.

In this benchmark (table 3.3f), there are 30 web properties comparing with daily sessions ranging from 100 - 500. Acquisition metrics are poor amongst all channels. Likewise for Singapore category and Devices category, ██████████ is performing above average for sessions between 0 - 100 benchmarking.

It is quite noticeable that bigger brands (100 - 500 sessions a day) are running campaign as the graph shows a down slope during off season period whereas smaller brands are limited in budget which explains the graph being more stagnant.



Sep 2017 - Sep 2022 (Past 5 years) (Google Trends)

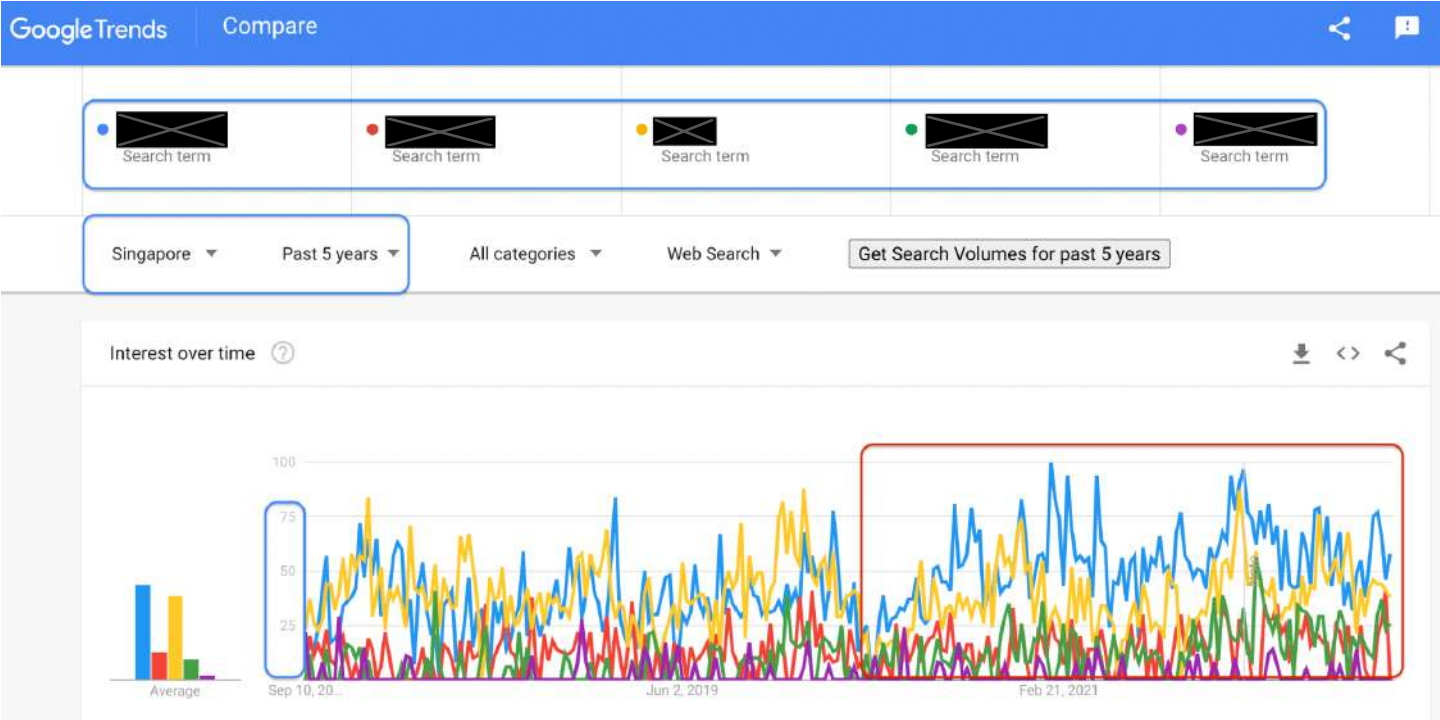


Table 3.3a

Google Trends for [redacted] vs [redacted] (Direct Competitor)
Sep 2017 - Sep 2022 (Past 5 years) (Google Trends)

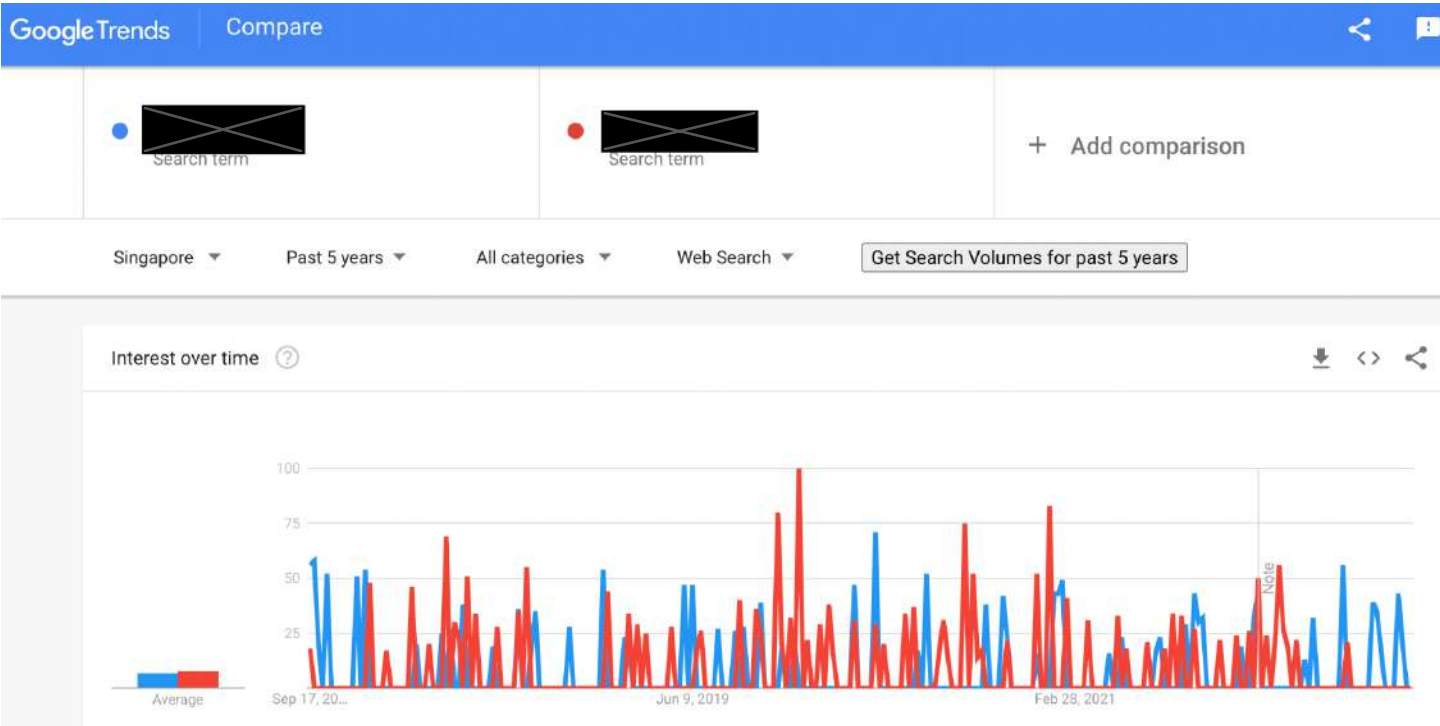


Table 3.3b

Google Trends for ██████'s Top Competitors (█ vs █)
Sep 2017 - Sep 2022 (Past 5 years) (Google Trends)

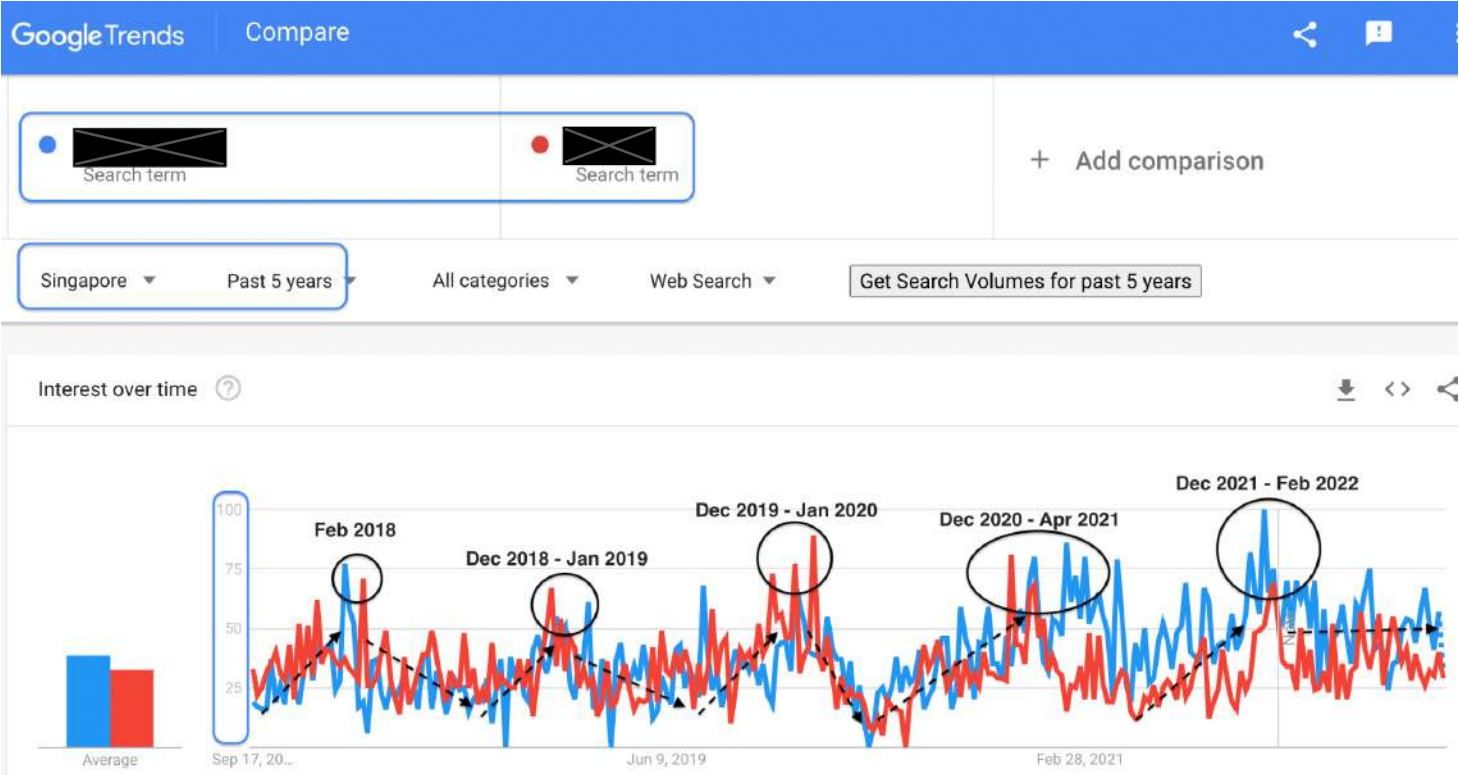


Table 3.3c

Digital Marketing Capabilities	Review of [REDACTED]	Review of [REDACTED]	Review of [REDACTED]	Review of [REDACTED]	Review of [REDACTED]	Review of [REDACTED]	Industry Benchmarks
Website aesthetics	4	5	4	4	4	4.5	5
Average time spent on site (Website Engagement)	2 min 24s (mobile) 5 min 54s (desktop)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown
Social media (Facebook)	Facebook Page: 440 Likes 475 Followers Facebook Page reviews: NIL	Facebook Page: 193k Likes 199k Followers Facebook Page reviews: NIL	Facebook Page: 245k Likes 245k Followers Facebook Page reviews: NIL	Facebook Page: 155.5k Likes 158,6k Followers Facebook Page reviews: 3.2/5 (36)	Facebook Page: 4.2k Likes 4.6k Followers Facebook Page reviews: NIL	Facebook Page: 29k Likes 29.8k Followers Facebook Page reviews: NIL	Unknown
Social media (Instagram)	948 followers 157 followings	401k followers 741 followings	20.8k followers 244 followings	12.3k followers 6 followings	14.5k followers 484 followings	87.1k followers 2 followings	

Organic search keywords: <ul style="list-style-type: none"> • peranakan • peranakan tiles • jewellery singapore • jewellery • jewellery store in singapore • jewellery online • earrings singapore • bangles singapore 	Visibility: 5.22%	Visibility: 2.784%	Visibility: 0.481%	Visibility: 5.282%	Visibility: 0.510%	Visibility: 0.138%	Unknown
Paid search	NIL	NIL	NIL	NIL	INIL	NIL	Unknown
Display	NIL	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown

Referral	Traffic: 784	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown
Email	Traffic: 10 (email channel) + 869 (other channel)	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown

Table 3.3d

Sep 2022 (Google Analytics 3)

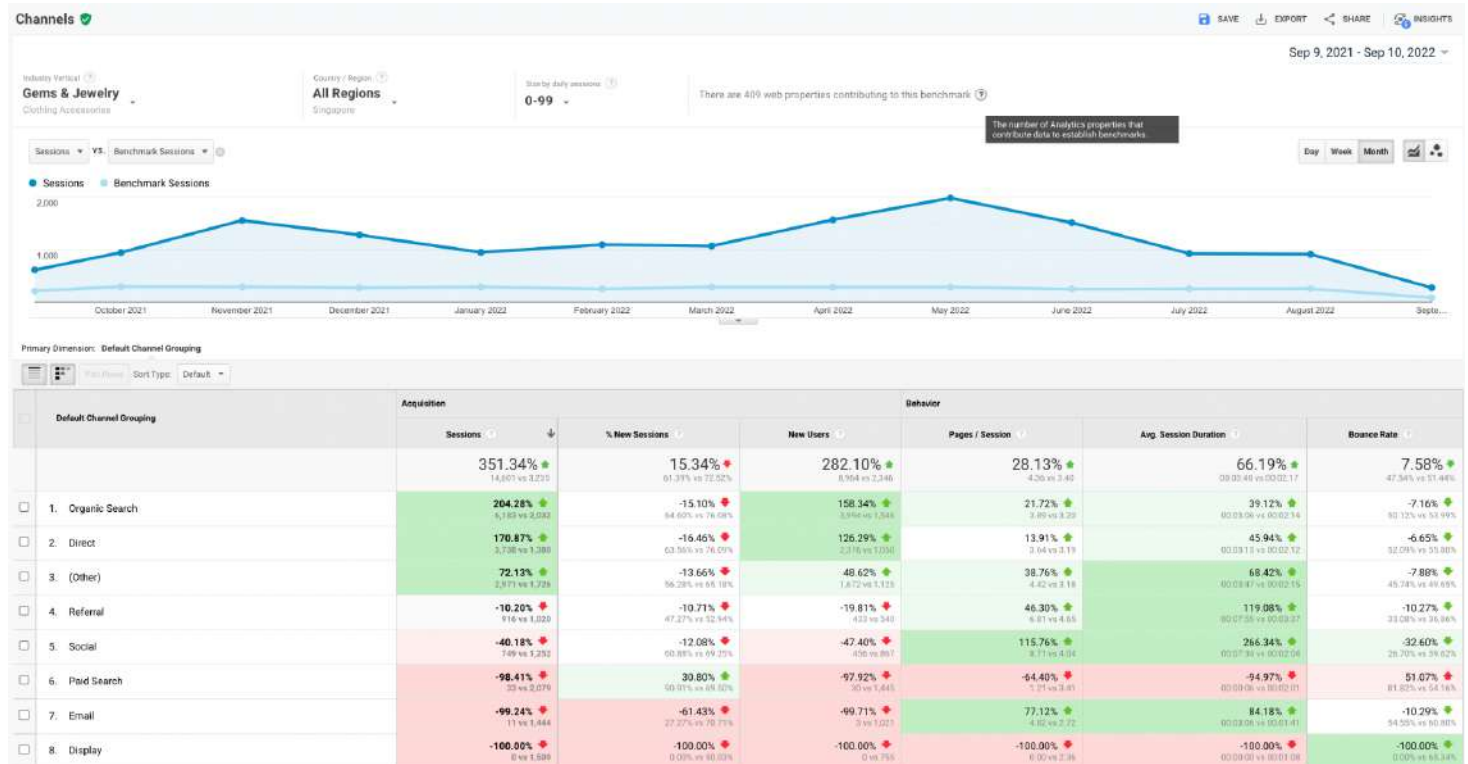


Table 3.3e

Google Analytics | All Channels | Benchmarking Brand's Daily Sessions between 100-499 Sep 2022 (Google Analytics 3)

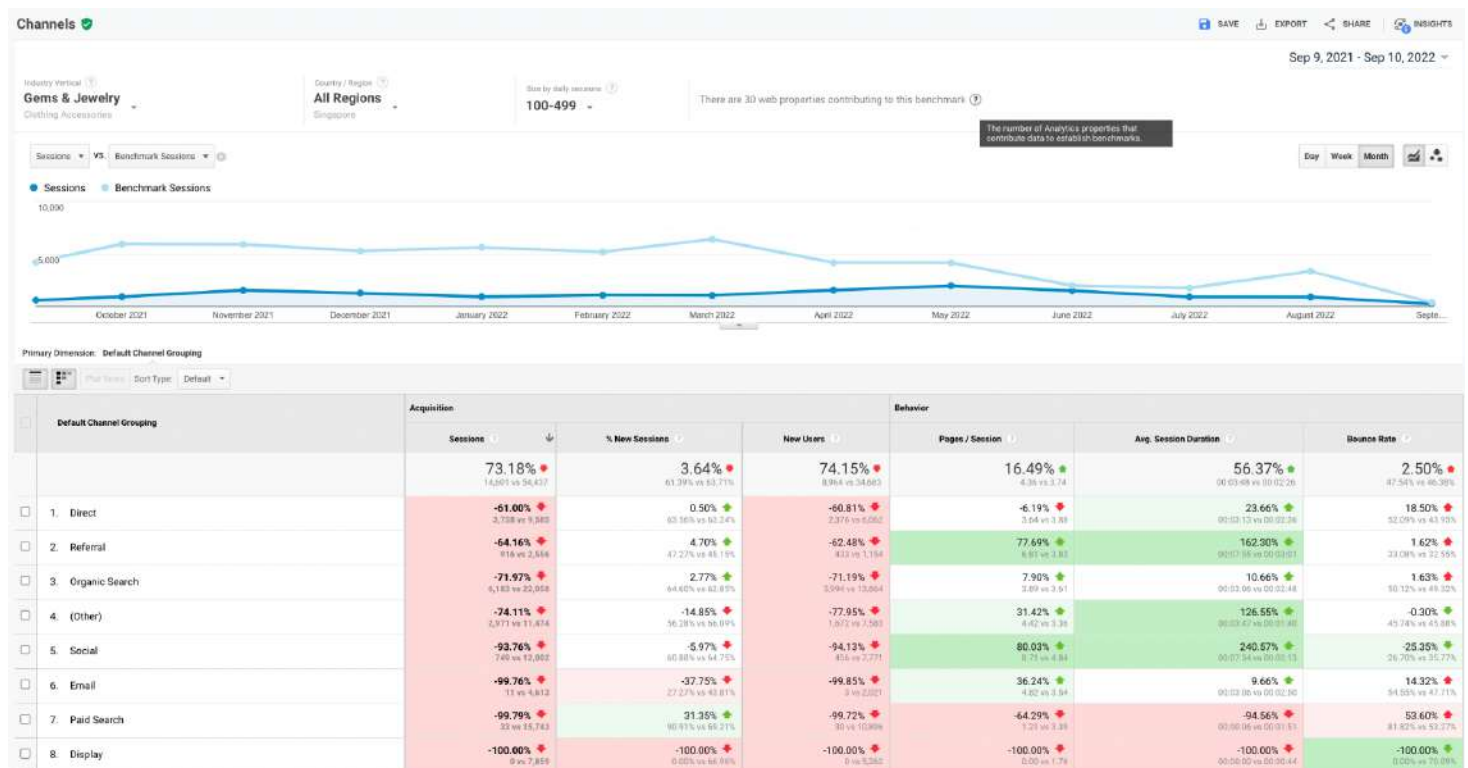


Table 3.3f

Google Analytics | Singapore Session | Benchmarking Brand's Daily Sessions between 0-99 Sep 2022 (Google Analytics 3)

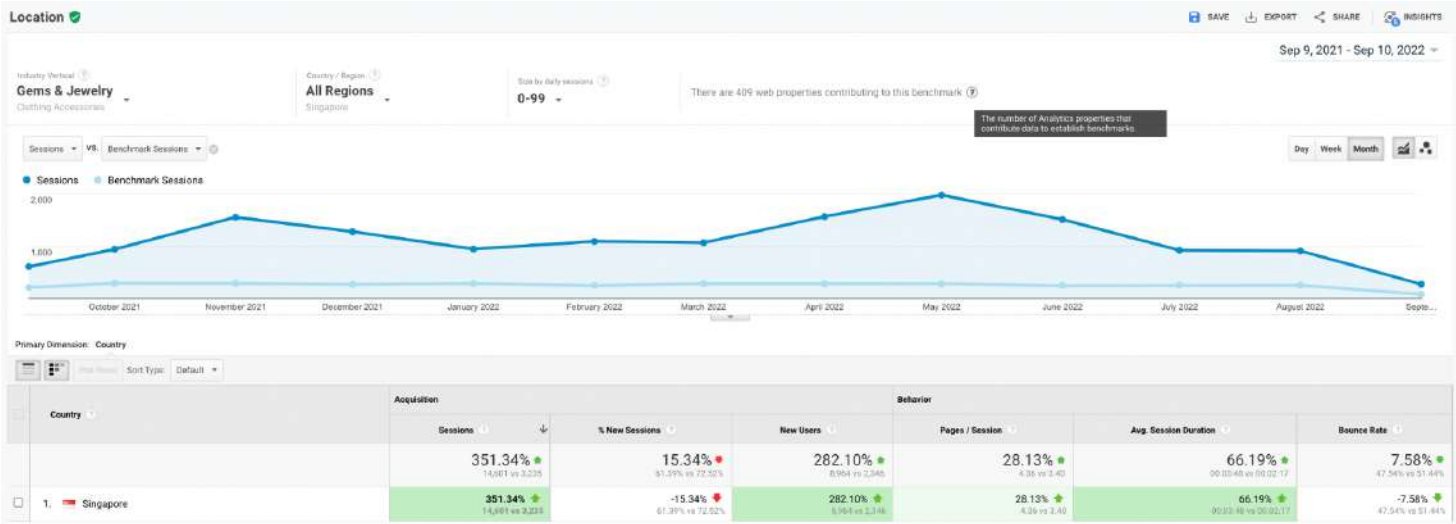


Table 3.3g

Google Analytics | Singapore Session | Benchmarking Brand's Daily Sessions between 100-499 Sep 2022 (Google Analytics 3)

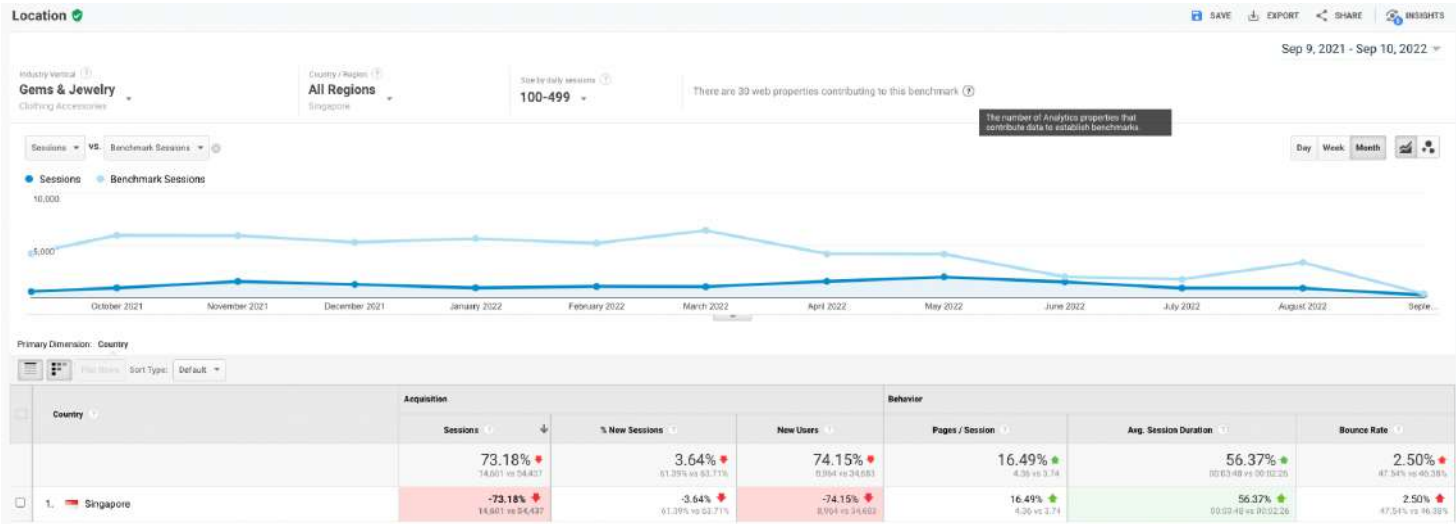


Table 3.3h

Google Analytics | Devices | Benchmarking Brand's Daily Sessions between 0-99

Sep 2022 (Google Analytics 3)

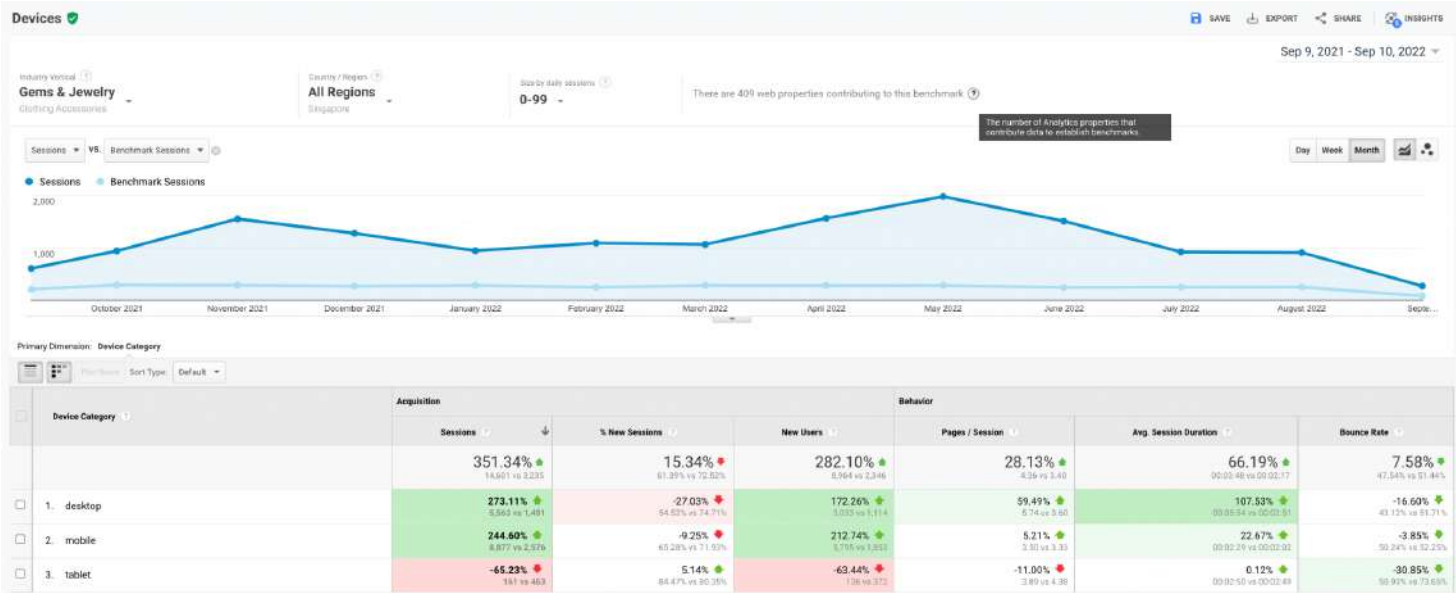


Table 3.3i

Google Analytics | Devices | Benchmarking Brand's Daily Sessions between 100-499

Sep 2022 (Google Analytics 3)

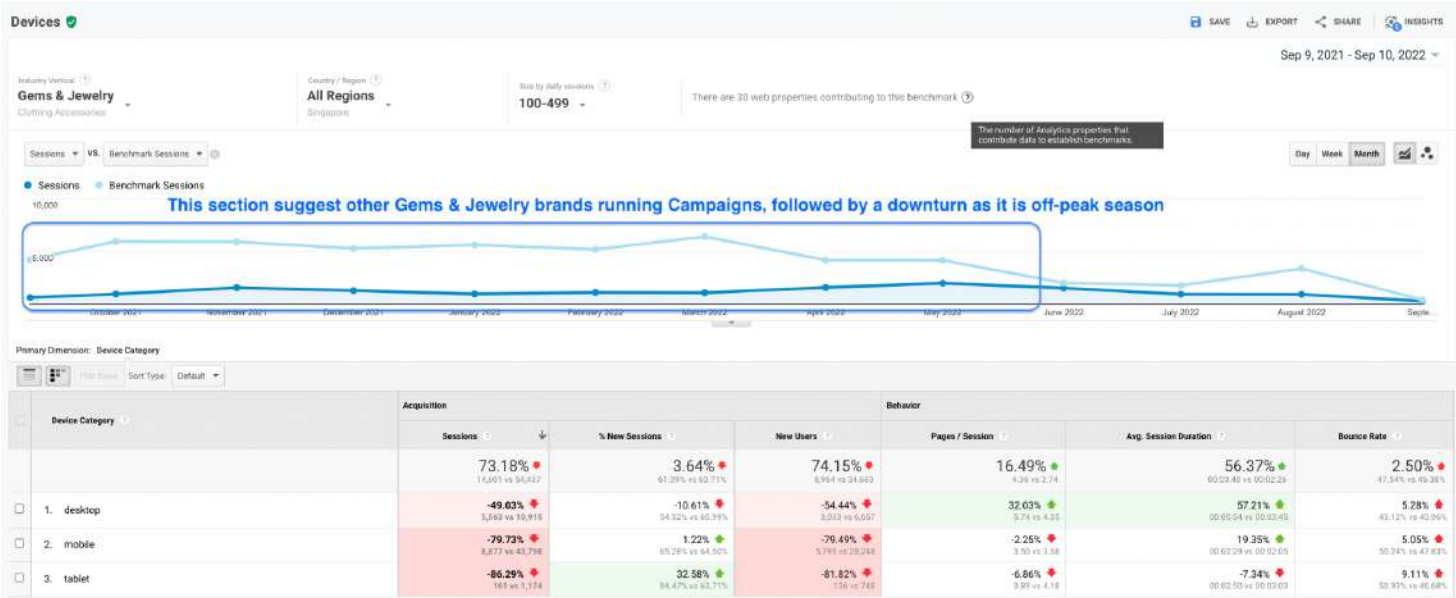


Table 3.3j

3.4. Market and Digital Landscape Analysis | SWOT Analysis

Conducting a SWOT analysis on your company can provide you with insights on the strengths, weakness, opportunities and threats in the market your company is competing in. By analysing your company and competitors' SWOTs, you can strategise how to amplify your strengths, diminish weaknesses, tap on lucrative opportunities, and mitigate threats. You can then develop powerful strategies to remain relevant and competitive in the market.

Summary of findings

For [REDACTED]'s brand, product & services, a continual emphasis on customisability and variety between its silk & gemstones is needed together with other strengths. It lacks offline outlets and its product SKUs are limited in design. Product handling can be a difficulty as well. Content Hub for jewellery industry does not work well except for content regarding product handling, information about the materials, authenticity, etc. which [REDACTED] has for their content blog. Being an E-commerce, product pages outshine blog pages unless it is a Publisher from the same industry. There is also an increase in consumer behavior shifting towards mass market hence why [REDACTED] is doing well while older luxury brands has already established presence/authority. There is an opportunity to target social channels such as Instagram with Reels and TikTok due to a shift in short form & video content.

[REDACTED]'s customers have a decent returning rate of 30% and expats & tourist who are into art, entertainment, travelling, etc are attracted by the colours & design. They also tend to hold more purchasing power due to being from middle to upper class income. However, these audiences are very niche and with a shift to mass commerce, some will eventually try it out as well. Being a niche audience do bring opporunitties such as building a stronger community and circle.



[REDACTED] can do marketing and content creation in house, though it can be limited in terms of manpower, budget and efficiency. There is almost zero probability to compete bigger brands in the work flow. The opportunity is that if other smaller brands are likewise limited, a little more push can set [REDACTED] apart from smaller competitors.

[REDACTED]'s customer journey are made easier with filtering/sorting of products, having a sign up form and product care videos. The weakness is that it lacks a proper showcase of product care. There is low cross-sell capabilities unless an individual love the 1) Designs and colours. There is also a lack of messaging touchpoints such as WhatsApp business, Telegram and Live Chat Bot. Competitors do have faster website, seamless site experience (probably due to external web developers).

[REDACTED]'s digital channels are centered around social media and email where customer can be nurtured during the longer sales cycle via email. Organic channel is on the rise over the past 2 years due to more brand awareness. However, it is still weaker than its competitors due to lack of retail outlets, PR and offline events. Its product line, Bangle is dominated by big brands and it does not have jewellery categories such as necklaces, rings, diamonds, to rank for. Social media have generally low engagement and the email marketing could be further improved with better segmentation and variety. Influencers outreach is also a challenge. Competition is high with keywords for Google Ads, budget poses another issue. Competitors are also very creative or have a creative personnel to create content / budget to execute creatives. Social media ads are increasingly difficult to achieve brand awareness as more brands emerge while cookieless privacy will be more prominent for year 2023. The low paid keywords is still an opportunity to rank for awareness campaigns. Facebook is still rising for advertising with its detailed targeting. Competition does not have much content blogs which [REDACTED] may still create to target blind spots. The right social media trend and viral post can garner awareness for [REDACTED] if given the right circumstances.

██████s creatives & content can be an advantage due to being different from its competitors due to its colours and asian heritage designs. But since it is colours, it can be overwhelming for new users and though it pose a variety, it still lacks the design that competitor offers. As designs differs from mainstream competitors, it can be a challenge to jump into trends for content or aesthetic due to it being different. An opportunity is to find a different angle to bring a sense of “new” for its creatives and content of its products.

	Company		Competitors, Trends & External factors	
	Strengths	Weaknesses	Opportunities	Threats
Market				
Company / Brand, Product / Services	<ul style="list-style-type: none"> Booking an appointment to purchase / Retail by appointment can bring a more personalised shopping and getting to know the owners. Products is different from other jewellery brands in the sense that it isn't the usual silver, gold, beige aesthetic. Free shipping An array of customisable colours (silk & gemstones) can provide a more variety to styling, which is the purpose of jewelleries. Repair services after sales 	<ul style="list-style-type: none"> Lack of offline retail outlets and distribution Lack of Product SKUs & design. As the variety that brings benefit can also be a disadvantage Customer sometimes faces issues with product handling From the weakness below, it can be a challenge for SEO Strategy as Content Hub is not as effective in this Industry as it is all about Aesthetic, Visuals, Trends, Connections and getting the PR. Website is not ranking well for its main product line (Bangle) due to competition from ██████, ██████, ██████ etc having 	<ul style="list-style-type: none"> It is still possible to establish presence in areas where Competitor have lesser reach/not started. <ul style="list-style-type: none"> Such as LinkedIn, TikTok, Youtube and Bing Ads Building a content hub can position The Training Organisation as the authority in the industry. This will lead to an increase in size of remarketing/retargeting audiences, generate more leads, and more course signups. The niche audience does bring a unique angle for targeting which the competitors cannot 	<ul style="list-style-type: none"> Content Hub does not work in this industry as it is all about Aesthetic, Visuals and Trends. All of these variables changes overtime with an uncertain future. Big brands to compete with Big brands and existing brands have loyal fanbase and followings More Mass Market brands providing cheaper alternative jewelleries than luxury brand Rise of Mass E-commerce and Affordable alternatives More E-commerce brands are created while Bigger brands hold more influence in a limited, niche industry. The trends and future of fashion & jewellery might conflict with tech & digital

	<ul style="list-style-type: none"> More Affordable than Bespoke Jewelleries or Bigger brands that are in the thousand price range 	<p>Bangles as well.</p> <ul style="list-style-type: none"> And since Bangles is a head term keyword, users searching (during discovery phase) for Bangles will find the competitors instead 	(different audience)	<ul style="list-style-type: none"> Bigger brands can easily influence market share in Singapore (such as ) Competitors have a Brand mission such as sustainability
Customers	<ul style="list-style-type: none"> Returning Customer Rate meets the standard (30%) Target audience (expats and tourist) love the designs and colours Target audience are mostly from middle to upper income, holding senior to managerial position in career for more AOV potential 	<ul style="list-style-type: none"> Target audience can be too niche and limited, while other brands are targeting a broader audience 	<ul style="list-style-type: none"> This audience has potential to bring revenue as it is centred around a community 	<ul style="list-style-type: none"> Customers already started to purchase jewellery product from overseas like Taobao Growing purchases from marketplaces like Lazada, Shopee, Carousell, Etsy Customers are embracing mass commerce as well instead of luxury
Budget & Resources	<ul style="list-style-type: none"> Owner with knowledge in marketing, PR, branding Design, Photography & Content Creation can be done In-house 	<ul style="list-style-type: none"> Lack of digital marketers and content creators can lead to slower execution Low on-going monthly budget: \$3.1k (payroll) + \$500 on digital advertising, \$300 on content creation 	<ul style="list-style-type: none"> Smaller brands () are likewise, less likely and limited in digital marketing capabilities 	<ul style="list-style-type: none"> Bigger brands have more flexibility, time, budget, planning and all around Digital Marketing & Content Creation capabilities to reach their goal
Others	<ul style="list-style-type: none"> Existing loyalty program 	<ul style="list-style-type: none"> Retail only by appointment only No Referral program 	-	<ul style="list-style-type: none"> Economy downturn can influence customer decision and lifestyle

Company			Competitors, trends & external factors	
	Strengths	Weaknesses	Opportunities	Threats
<u>Digital Landscape: 3 Pillars</u>				
Customer Journey	<ul style="list-style-type: none"> Product care & demo videos on website Filtering of the variety of products available Signup form in place 	<ul style="list-style-type: none"> Website user journey flow can be improved A better emphasis of the product care & demo videos is needed No cross-sell product relevancy unless it is a set High drop-off rate from product page / Low Conversion Rate No Whatsapp business for communication No Website Live Chat 	<ul style="list-style-type: none"> Smaller SKU size can be easier for the customer to navigate and know the brand's range of products 	<ul style="list-style-type: none"> Competitors with better UI/UX will give a more welcoming feel on the website that eases the user journey

Digital Channels	<ul style="list-style-type: none"> • Good performance for FB & IG Ads during promotions, and seasonal (Jun & Dec) periods. • Brand awareness & Organic search (branded) is on the rise over the past 2 years. 	<ul style="list-style-type: none"> • Organic ranking will be a challenge to rank for in this industry because Content Hub are dominated by Publishers & Magazines • No Paid Search and Display Advertising as of 1st Aug 2022 • Low engagement and following base in social media posts • Email marketing lacks automation, segmentation and variety • No experience with affiliate network like Optimise or Accesstrade or Influencer networking in general. 	<ul style="list-style-type: none"> • Paid search with low CPC, Bangles \$0.70, Earrings \$0.60 • Facebook detailed targeting provides opportunity to reach the right audience once we tap into more information/findings • Competitors does not have strong Content Hub or blogs in this industry (to follow not to have, or go into it) • With the right social media content, trends and awareness, it is possible to reach more audience • Knowing the competitor's Google ads and Social (Meta) Ads spend can provide a different approach in terms of budget and type of advertising 	<ul style="list-style-type: none"> • Paid search with low CPC, means higher competition in Google ads auction • Google Search & Display Ads cost are on the rise over the years • Social media advertising cost are on the rise over the years as well • Cookieless marketing for 2023 • Competitors are creating Aesthetic & Consistent content on social media • Competitors have bigger follower base (though up for debate if it is genuine)
Creatives & Contents	<ul style="list-style-type: none"> • The products are different from the competitors. Providing differences for creatives. 	<ul style="list-style-type: none"> • Website Products can be overwhelming for new users • Even though the products differs from competitors, it is still limited in uniqueness which can hinder the variety of styling in contents for visual 	<ul style="list-style-type: none"> • The products are different from the competitors and provide opportunities for a different take in creating the creatives & look. 	<ul style="list-style-type: none"> • The products are different from the competitors and can bring a challenge in fitting into the trend of design, look and fashion, including its content. Because following the aesthetic trend allows resonance with the audience.

4. Digital Marketing Objectives and SMART KPIs

Marketing objectives are goals that specify the intentions of the marketing department. Examples of marketing objectives include: Amplifying brand awareness, Lead generation and Increasing sales.

SMART KPIs are Specific, Measurable, Actionable, Realistic, Time-bound Key Performance Indicators that are more detailed than marketing objectives. They help you keep track of the progress of your marketing campaigns and provide you with performance benchmarks to improve your efforts.

(Awareness)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Increase brand awareness and visibility through search engines, social media and digital advertising so as to increase website traffic by at least 20% average per month at the end of 2022.• From 675 (YTD data monthly average) to 810 from Jan 2023 onwards	<p><u>SEO:</u></p> <ul style="list-style-type: none">• Increase average Google organic search ranking position from 37 (keywords selected from current list of organic keywords, otherwise it will be 27 from GSC) to 20 by Jan 2023• Increase total Google organic search impressions from 261,000 (Google Search Console 21st Apr 2021 - 31st Jul 2022) to 350,000 by Jan 2023• Increase average Google organic search click through rate from 2.5% to 3.0% by Jan 2023• Increase total organic keywords that is ranking in SemRush from 107 to 200 by Jan 2023• Increase total Referring domains from 52 to 72 by Jan 2023• Increase total backlinks from 203 to 250 by Jan 2023
	<p><u>CMS:</u></p> <ul style="list-style-type: none">• Increase number of blog pages by 4 (once per month) by Jan 2023• Conduct a full-scale content audit once every 3 months measuring metrics such as avg. time spent on page, social share count, bounce rate, and backlinks• 9 - 12 Blog post articles per year per Marketing Executive or 1 blog post every 4 to 6 weeks

SMM:

- Increase average monthly sessions from organic social channel from 116 (YTD data monthly average) to 150 by Jan 2023

Facebook Page:

- Increase Company Facebook Page Likes from 440 to 500 by Jan 2023
- At least 2 post every week on the company Facebook Page

Instagram Page:

- Increase Instagram Page Followers from 948 to 1150 (20%) by Jan 2023
- An average of 10 likes per post
- At least 2 post every week on the Instagram Page by Jan 2023
- At least 2 Stories every week on the Instagram Page by Jan 2023

Digital Advertising:

- Implement at least 2 Google Display Advertising by Jan 2023, targeting Christmas Campaign
- Implement at least 5 Google Ads Search by Jan 2023 or an average of \$200 spent per month with average CPC of \$1 bid strategy to ensure at least 200 click through and 100 traffic users, assuming an average 50% bounce rate.
- Increase total Facebook Ads reach from 348,000 people to 500,000 and impressions from 650,000 to 750,000 by Jan 2023 (Lifetime date range from 20th Apr 2022 to 31st Jul 2022)

(Consideration)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Generate 10% more Email Subscribers by Jan 2023	<p><u>Email Marketing:</u></p> <ul style="list-style-type: none">• Increase email subscribers from 1,426 to at least 1,569 by Jan 2023 or 35 subscribers per month

onwards.

(Conversion)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Increase sales revenue by 20% per month by Jan 2023	<u>Digital Advertising</u> <u>Facebook Ads:</u> <ul style="list-style-type: none">• Increase total number of conversion from 0 to 2 by Jan 2023, aiming to achieve a cost per conversion of at least \$100 <u>Google Search Ads (SEM):</u> <ul style="list-style-type: none">• Implement Google Ads in search campaigns and increase conversion from 0 to 2 per month, aiming to achieve a cost per conversion of at least \$100 by Jan 2023 <u>Google Display Remarketing:</u> <ul style="list-style-type: none">• Implement Display Ads in campaigns and increase conversion from 0 to 2 per month, aiming to achieve a cost per conversion of at least \$100 by Jan 2023
	<u>Email Marketing:</u> <ul style="list-style-type: none">• Achieve conversion rate of 2% for MQL leads through content funnel lead nurturing sequences• Blast 2 newsletter per month, aiming at least 2 conversion per month <p>With an average order value of \$200, total increase of 6 conversions through advertising via all the strategies above (Facebook, Search & Display and more effort into email marketing), it can potentially generate \$1,600 - \$2,000 revenue per month which will be a 20% increase. Assuming a monthly revenue of \$10,333 in Shopify (YTD Data). However, the cost has not been accounted for yet.</p>
	<u>CRO:</u> <ul style="list-style-type: none">• Increase overall Shopify site conversion rate from 1.06% to 1.5% for the date range of 1st Sep 2022 – Jan 2023

(Advocacy)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Increase repeat purchases and cross-sells	<u>Email Marketing:</u> <ul style="list-style-type: none">• Klaviyo flows implementation such as sunset flows and customer interaction based flow.• Blast 2 newsletter per month, aiming at least 2 conversion per month
<ul style="list-style-type: none">• Increase no. of reviews on Google and Facebook	<u>Google Review:</u> <ul style="list-style-type: none">• Increase number of Google Reviews from 4.9 (2) to 4.9 (20) by Jan 2023 (assuming constant 45 orders per month from Shopify Analytics) <u>Facebook Review:</u> <ul style="list-style-type: none">• Increase number of Facebook Page Reviews from (0) to (10) by Jan 2023

SEO Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
SEO Metrics	On-Page SEO	<u>Same as Google Analytics (Acquisition)</u> Just look at - Search Console Report - Filter All Traffic (Organic) Channels Report Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration <u>Google Search Console</u> Impressions Organic (Non-Branded) Click - Through Rate Organic (Branded) Click Through Rate <u>SEO Tool</u> Organic Search Volume Organic (Branded) Search - Volume Organic Traffic Value Average Position Search Visibility Domain Rank Page Rank Rankings of each Keywords No. of Keywords Ranked No. of Long-tail keyword / buyers keyword No. of Internal Links	<u>Google Analytics (Audience > Behavior & Behavior)</u> Just look at - Search Console Report - Filter All Traffic (Organic) Channels Report Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page <u>(Google Search Console & SEO Tool Metrics)</u> Same as Awareness On-Page SEO	<u>Google Analytics (E-Commerce Conversion)</u> - Goals Report (For Newsletter) - Multi Channel Funnel Report - Filter All Traffic (Organic) Channels Report For Off-Page SEO, look at Referral Revenue	<u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV	Number of blog post Content Audit
	Off-Page SEO	<u>Same as Google Analytics (Acquisition)</u> Just look at - Filter All Traffic (Referral) Channels Report Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration <u>SEO Tool</u> No. of Referring Domains Referring Domains' Rank No. of Backlinks DoFollow Backlinks Toxic Backlinks	Same as Google Analytics (Audience > Behavior & Behavior) Just look at - Filter All Traffic (Referral) Channels Report Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page <u>(SEO Tool Metrics)</u> Same as Awareness Off-Page SEO	Conversions (Purchase & Newsletter Signups) Conversion Rate Cost per Conversion (Referral from paid outreach) Return on Investment (associated from referral) AOV		Number of Potentials Source Number of Email Outreach
	Technical SEO	<u>Google Search Console</u> No. of Pages Indexed No. of Noindexed Crawl Errors <u>Pagespeed Insights</u> Time to Interactive First Contentful Paint Largest Contentful Paint Cumulative Layout Shift <u>Mobile Friendly Test</u> Mobile Responsiveness <u>SEO Tool</u> Site Health Issues, Errors, Warnings, Notices	<u>(SEO Tool Metrics)</u> Same as Awareness Technical SEO			Number of Site Errors Fixed

Content Marketing Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
Content Marketing Metrics	Content Focus	<p>Same as Google Analytics (Acquisition) Just look at</p> <ul style="list-style-type: none"> - Filter All Traffic (Organic) Channels Report - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report - Filter All Traffic (Social) (if there's CTA from social to content) Channel Report - Filter All Traffic (Other) (Newsletter Campaign) Channel Report <p>Can be further segment into New vs Returning Users and Unique</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p>SEO Tool Likes & Comments Social Shares Backlinks</p>	<p>Google Analytics (Audience > Behavior & Behavior)</p> <ul style="list-style-type: none"> - New vs Returning Users Report - Frequency & Recency Report - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Organic, Referral, Social & Other) Channels Report <p>Can be further segment into New vs Returning Users</p> <p>Bounce Rate Pages / Session Average Session Duration Average Time on Page Page Views Avg Time on Page</p> <p>Klaviyo Email Subscription</p> <p>CMS Platform or SEO Tool Same as Awareness Content Focus</p>	<p>Google Analytics (E-Commerce Conversion)</p> <ul style="list-style-type: none"> - Goals Report (For Newsletter) - Multi Channel Funnel Report - Filter All Traffic (Organic) Channels Report <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p>	<p>Google Analytics New vs Returning Users Customer Retention Rate CLV</p> <p>CMS Platform or SEO Tool Same as Awareness Content + SEO Focus</p>	<p>Content Rate</p> <p>Number of blog post</p> <p>Content Audit</p> <p>Content Calendar</p> <p>Content Mix</p> <p>OSEP Mix</p>
	SEO Focus	<p>Same as Google Analytics (Acquisition) Just look at</p> <ul style="list-style-type: none"> - Search Console Report - Filter All Traffic (Organic) Channels Report - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report <p>Can be further segment into New vs Returning Users and Unique</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p>SEO Tool SEO Title & Meta Description Keyword Ranking Backlinks</p>	<p>Google Analytics (Audience > Behavior & Behavior)</p> <ul style="list-style-type: none"> - New vs Returning Users Report - Frequency & Recency Report - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Organic, Referral) Channels Report <p>Can be further segment into New vs Returning Users</p> <p>Bounce Rate Pages / Session Average Session Duration Average Time on Page Page Views Avg Time on Page</p> <p>CMS Platform or SEO Tool Same as Awareness SEO Focus</p>	<p>Cost per Conversion (Referral from paid outreach)</p> <p>Return on Investment (associated from referral)</p> <p>AOV</p>		

Social Media Marketing Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
Social Media Marketing Metrics	Meta	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report - Filter All Traffic (Social) (if there's CTA from social to website) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Meta</u> No. of Likes/Followers Followers Growth Rate Account Tags & Mentions (Giveaways)</p> <p><u>Meta Post/Carousel/Reels</u> Reach Likes & Reactions Comments Shares</p> <p><u>Meta Story</u> Reach Engagements Replies</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Social & Referral) Channels Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>Meta</u> No. of Likes/Followers Followers Growth Rate Account Tags & Mentions (Giveaways) Avg Engagement Rate (Account level)</p> <p><u>Meta Post/Carousel/Reels</u> Likes & Reactions Comments Shares Avg Engagement Rate (Post level)</p> <p><u>Meta Story</u> Reach Engagements Replies</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Multi Channel Funnel Report - Filter All Traffic (Social) Channels Report</p> <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p>	<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p> <p><u>Meta</u> Shares UGC Post Brand Tags UGC Post Brand Mentions UGC Story Brand Tags / Mentions Brand Hashtags</p>	<p>Social Media Calendar</p> <p>Number of Post/week-month</p> <p>Number of Story/week-month</p> <p>Number of Reels/week-month</p> <p>Post Rate</p> <p>Post (Content Topic/Theme) Mix</p>
	Instagram	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report - Filter All Traffic (Social) (if there's CTA from social to website) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Instagram</u> No. of Followers Followers Growth Rate Account Tags & Mentions (Giveaways)</p> <p><u>Instagram Post/Carousel/Reels</u> Reach Likes Comments Shares & Saves</p> <p><u>Instagram Story</u> Reach Likes & Reaction Replies</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Social & Referral) Channels Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>Instagram</u> No. of Followers Followers Growth Rate Account Tags & Mentions (Giveaways) Avg Engagement Rate (Account level)</p> <p><u>Instagram Post/Carousel/Reels</u> Likes Comments Shares & Saves Avg Engagement Rate (Post level)</p> <p><u>Instagram Story</u> Reach Likes & Reaction Replies</p>	<p>Conversion Rate</p> <p>Cost per Conversion (associated with Content production)</p> <p>Return on Investment (associated with Content production)</p> <p>AOV</p>	<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p> <p><u>Instagram</u> Shares & Saves UGC Post Brand Tags UGC Post Brand Mentions UGC Story Brand Tags / Mentions Brand Hashtags</p>	<p>Post (Content Type) Mix</p> <p>Post (Funnel) Mix</p> <p>Post (Content Purpose) Mix</p> <p>Post (Platform's Format such as single, carousel, story, reels) Mix</p> <p>Analyse Audience Segment</p>

Digital Advertising Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
DA Metrics	Google Ads	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Campaigns Report - Filter All Traffic (Paid Search) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Google Ads Platform</u> Impressions Clicks Click Through Rate Cost per Click Search Impression Share Search Lost IS (Rank) Search Lost IS (Budget) Estimated Top of Page Bid (to outrank)</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Campaigns Report - Filter All Traffic (Paid Search) Channel Report - Filter All Traffic (Others for paid social) Channel Report</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Multi Channel Funnel Report - Campaigns Report - Filter All Traffic (Paid Search) Channel Report - Filter All Traffic (Others for paid social) Channel Report</p> <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p> <p>Cost per Conversion (associated with Ad spent)</p> <p>Return on Investment or ROAS (associated with Ad spent)</p> <p>AOV</p>	NIL	<p>Bids & Campaign Budget</p> <p>Optimisation Score</p> <p>Recommendations</p> <p>Ad Strength</p> <p>Ad Rank (Max Bid x Quality Score)</p> <p>Max CPC Bid</p> <p>Quality Score (Affects bid price, being cheaper is higher score) - Expected CTR - Landing Page Experience - Ad Relevance</p> <p>Good Ads Extensions</p> <p>Optimise keyword, negative keywords</p> <p>Analyse search terms</p> <p>Refine Audience segment</p>
	Meta/IG Ads	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Campaigns Report - Filter All Traffic (Others) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Meta Ad Manager</u> Results (Landing Page Views or whatever goal) Cost per Results (Landing Page Views or whatever goal) Amount Spend Reach Impressions Ad Frequency Link Clicks Click Through Rate (Link Clicks) Cost per Click (Link Clicks)</p>	<p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p>		NIL	<p>Refine Audience segment</p>

Email Marketing Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel	Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
Email Metrics	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Campaigns Report - Filter All Traffic (Email) Channel Report - Filter All Traffic (Other) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p>Klaviyo & CRM Email Subscriptions Email Open Email Open Rate</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Campaigns Report - Filter All Traffic (Email) Channel Report - Filter All Traffic (Other) Channel Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p>Klaviyo & CRM Email Subscriptions Email Clicks Email Click Rate</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Multi Channel Funnel Report - Campaigns Report - Filter All Traffic (Email) Channel Report - Filter All Traffic (Other) Channel Report</p> <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p> <p>Cost per Conversion (associated with content production)</p> <p>Return on Investment (associated with content production)</p> <p>AOV</p>	<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p> <p>Klaviyo & CRM Email Re-subscribers</p>	<p>Number of Email campaign/blast per month</p> <p>Number of Email flows automation + testing</p> <p>Email Deliverability</p> <p>Email Bounce Rate</p> <p>Email Unsubscribe Rate</p>

5. Digital Marketing Action Plan

What is a digital marketing campaign plan?

A digital marketing campaign plan is different from a digital marketing strategy. When talking about digital marketing strategy, we are referring to a master plan or a blueprint to achieve a long-term or macro goal. Campaigns on the other hand are the specific tactics used to achieve more micro, short-term goals within the digital marketing strategy.

In this section, you may map your digital marketing campaigns (tactics) to the ACCA (Awareness, Consideration, Conversion, Advocacy) buying funnel. You may also use alternative funnels depending on your industry.

Action Plans here are the same as the plans derived from the respective strategies of SEO, CMS, SMM, DA and Email from Part 5.1 to 5.5



For Metrics & Action Plan Metrics, refer to the bottom of Section 4, Objectives & KPIs.

(Awareness)


Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
SEO	Refer to (Awareness) SEO KPIs from section 4	<p>Keyword Research</p> <ul style="list-style-type: none">Find & build keywords relating to topics, competitors, industry & trends<ol style="list-style-type: none">Use Customer Persona for SEO. Search term use to find business, pain points & customer objectiveUse Customer Journey for SEO. Different phases/intent uses different search term. Map the search term to funnel stageCraft Site architecture. Map Customer Flow (different from Journey) with Site information	<p>Number of blog post</p> <p>Content Audit</p> <p>Number of Potentials Source</p> <p>Number of Email Outreach</p> <p>Number of Site Errors Fixed</p>	4 months	\$3,100 manpower hours / month

		<p>On-Page SEO</p> <ul style="list-style-type: none"> • Follow SEO Guidelines & Best Practices for <ol style="list-style-type: none"> 1. H1/Title Tag 2. Domain URL 3. Meta description 4. Image Optimisation 5. Quality Content on Page (Main & Secondary) 6. Internal Linking 7. External Linking <p>Technical SEO</p> <ul style="list-style-type: none"> • Follow Technical SEO Guidelines & Best Practices for <ol style="list-style-type: none"> 1. Page experience 2. Core Web Vitals (Loading (LCP), Interactivity (FID), Visual Stability (CLS)) 3. Mobile Friendly • Fix 5 - 10 errors / month • Fix 5 - 10 crawled page issues / month • Fix 5 - 10 Top Issues / month <p>Local SEO</p> <ul style="list-style-type: none"> • Follow Local SEO Guidelines & Best Practices <p>Off-Page SEO</p> <ul style="list-style-type: none"> • Follow Off-Page SEO Guidelines & Best Practices for <ol style="list-style-type: none"> 1. High Domain Authority 2. High Page Rank 3. Relevant Co-Citation & Co-Occurrence 4. Follow Links 5. Relevant, Popular & Diverse (directory, blogs, PR, etc) <p>Submission-Based Link Building</p>			
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		<ul style="list-style-type: none"> • Source for Directory Submission • 1 Guest Blogging / month • Try 5 Private Blog Networks linking <p>Manual Outreach</p> <ul style="list-style-type: none"> • Source for manual outreach • 5 - 10 manual outreach email / month and calculate success % • Source for paid outreach + pricing <ul style="list-style-type: none"> • 1 paid outreach / month if on budget • Source for Blog Influencers <ul style="list-style-type: none"> • 1 Blog Influencers outreach / month <p>Content Amplification</p> <ul style="list-style-type: none"> • 1 On-page Blog / 4 - 6 weeks (On-page SEO & Content Marketing) • 1 Press Release Campaign every Quarter? 			
Content Marketing	Refer to (Awareness) Content KPIs from <u>section 4</u>	<ul style="list-style-type: none"> • Create a Content / Editorial Calendar (separate from Social Media) • [REDACTED] will not be focusing on creating a Content Hub but will still do some form of content marketing with blogs as mention above from KPIs. <ul style="list-style-type: none"> • Revolving around Bangles, Earrings, Gifts and its targeted keywords / supporting keywords to track if it ranks better. • [REDACTED] to adopt Content Purpose that are a mix of Education (40%), Entertain (20%), Convince (25%) & Inspire (15%). 	<p>Content Rate</p> <p>Number of blog post</p> <p>Content Calendar</p> <p>Content Mix</p> <p>OSEP Mix</p>	4 months	\$3,100 manpower hours / month


		<ul style="list-style-type: none"> •  to create Content Themes/Pillars around these areas <ul style="list-style-type: none"> • Mix & Match Bangles & Earrings • Product Aesthetic, Features & Benefits (Bangle, Cuff, Earrings, Cufflinks, Lacquerware, Silks, Gemstones, Design Motifs, Medallions, Materials, Colours) • Gifting, Packaging & Souvenir • Travelling & Gifting • Holidays / Festive / Season • Influencer / UCG (non-model) • Promotions, Sales • Contest & Giveaways • Online / Offline Events •  to Adopt the following Content Types for <u>Social Media</u> <ul style="list-style-type: none"> • <u>Images (60%)</u> <ul style="list-style-type: none"> ■ Static Photos, ■ Infographic, ■ Influencer/User Generated Photos, ■ BTS photos • <u>Videos (30%)</u> <ul style="list-style-type: none"> ○ Slow Videos, ○ Trendy Videos, ○ Videos in Collage boxes, ○ GIFs, ○ Influencer/User Generated Videos, ○ BTS videos, ○ Event Coverage, ○ ASMR • <u>Text (10%)</u> <ul style="list-style-type: none"> ○ Messages, ○ Promotion Messages, 			
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		<ul style="list-style-type: none"> ○ <i>Announcements,</i> ○ <i>Quotes</i> <ul style="list-style-type: none"> ● [REDACTED] Content Distribution OSEP Channel mix are Owned (35%), Shared (20%), Earned (10%), Paid (35%) ● Conduct a full-scale content audit once every 3 months (low amount of content) measuring <ul style="list-style-type: none"> ● metrics such as avg. time spent on page, social share count, bounce rate, and backlinks 			
Social Media Marketing	Refer to (Awareness) Social Media KPIs from <u>section 4</u>	<ul style="list-style-type: none"> ● Develop a Social Media Content Calendar revolving around the content purpose, themes types, funnel, etc. ● Achieve a similar look & feel for Instagram as the competitors such as [REDACTED] ● Focus more on visual than education for social media strategy as analysed by the competitor's instagram. ● [REDACTED] to create Social Content Themes around these areas <ul style="list-style-type: none"> ● Mix & Match Bangles & Earrings ● Product Aesthetic, Features & Benefits (Bangle, Cuff, Earrings, Cufflinks, Lacquerware, Silks, Gemstones, Design Motifs, Medallions, Materials, Colours) ● Gifting, Packaging & Souvenir ● Travelling & Gifting ● Holidays / Festive / Season ● Influencer / User Generated Content/Collaboration (non-model) ● Brand Collaboration ● Promotions, Sales ● Contest & Giveaways ● Online / Offline Events 	Social Media Calendar Number of Post/week-month Number of Story/week-month Number of Reels/week-month Post Rate Post (Content Topic/Theme) Mix Post (Content Type) Mix Post (Funnel) Mix Post (Content Purpose) Mix Post (Platform's Format such as single, carousel, story, reels) Mix	4 months	\$3,100 manpower hours / month

		<ul style="list-style-type: none">  to Adopt the following Content Types for <u>Social Media</u> <ul style="list-style-type: none"> <u>Images (60%)</u> <ul style="list-style-type: none"> Static Photos, Infographic, Influencer/User Generated Photos, BTS photos <u>Videos (30%)</u> <ul style="list-style-type: none"> Slow Videos, Trendy Videos, Videos in Collage boxes, GIFs, Influencer/User Generated Videos, BTS videos, Event Coverage, ASMR <u>Text (10%)</u> <ul style="list-style-type: none"> Messages, Promotion Messages, Announcements, Quotes More Aesthetic/Visual Videos to drive engagement though content production is limited, hence a smaller % mix are videos 			
Digital Ads	Refer to (Awareness) Digital Ads KPIs from <u>section 4</u>	<ul style="list-style-type: none"> 1 Google Ads Awareness Campaign per month with \$100 - \$150 ad spend <ul style="list-style-type: none"> Campaign targeting Bangles keywords, Earrings keywords Branded keywords Copies must have elements of brand name, CTA, USP, product information and time urgency (promotinos) 	Bids & Campaign Budget Optimisation Score Recommendations Ad Strength Ad Rank (Max Bid x Quality Score)	4 months	\$3,100 manpower hours / month \$500 on Ads / month

		<ul style="list-style-type: none"> No Display Ad for the time being 1 Meta Ads Awareness Campaign per month with \$100 ad spend 1 Instagram Ad/Boost Awareness Campaign per month with \$50 ad spend For Meta/IG, reuse past audience demographic. Use more videos, longer aspect ratios, carousel for ad copies 	<p>Max CPC Bid</p> <p>Quality Score (Affects bid price, being cheaper is higher score)</p> <ul style="list-style-type: none"> - Expected CTR - Landing Page Experience - Ad Relevance <p>Good Ads Extensions</p> <p>Optimise keyword, negative keywords</p> <p>Analyse search terms</p> <p>Refine Audience segment</p>		
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(Consideration)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Email Marketing	Refer to (Consideration) Email KPIs from section 4	<ul style="list-style-type: none"> Conduct and monitor the efforts of digital advertising and social media that drive users to website for signups Lead gen from Meta Consideration Campaign to book an appointment or visit  	<p>Number of Email campaign/blast per month</p> <p>Number of Email flows automation + testing</p> <p>Email Deliverability</p> <p>Email Bounce Rate</p> <p>Email Unsubscribe Rate</p>	4 months	\$3,100 manpower hours / month

(Conversion)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Digital Ads	Refer to (Conversion) Digital Ads KPIs from <u>section 4</u>	<ul style="list-style-type: none"> 1 Google Ads Conversion Campaign per month with \$100 - \$150 ad spend <ul style="list-style-type: none"> Campaign targeting Buyer keyword for Jewellery, Bangles keywords, Earrings keywords Branded keywords Copies must have elements of brand name, CTA, USP, product information and time urgency (promotinos) No Display Ad for the time being 1 Meta Ads Conversion Campaign per month with \$100 ad spend 1 Instagram Ad/Boost Conversion Campaign per month with \$50 ad spend For Meta/IG, reuse past audience demographic. Use more videos, longer aspect ratios, carousel for ad copies 	Bids & Campaign Budget Optimisation Score Recommendations Ad Strength Ad Rank (Max Bid x Quality Score) Max CPC Bid Quality Score (Affects bid price, being cheaper is higher score) - Expected CTR - Landing Page Experience - Ad Relevance Good Ads Extensions Optimise keyword, negative keywords Analyse search terms Refine Audience segment	4 months	\$3,100 manpower hours / month \$500 on Ads / month
Email Marketing	Refer to (Conversion) Email Marketing KPIs from <u>section 4</u>	<ul style="list-style-type: none"> Develop better & frequent email newsletter campaigns revolving content themes of the follow below, for lead nurturing (consideration to conversion) <ul style="list-style-type: none"> Mix & Match Bangles & Earrings Product Aesthetic, Features & Benefits (Bangle, Cuff, Earrings, Cufflinks, Lacquerware, Silks, Gemstones, Design Motifs, Medallions, Materials, Colours) 	Number of Email campaign/blast per month Number of Email flows automation + testing Email Deliverability Email Bounce Rate	4 months	\$3,100 manpower hours / month

		<ul style="list-style-type: none"> • Gifting, Packaging & Souvenir • Travelling & Gifting • Holidays / Festive / Season • Influencer / User Generated Content/Collaboration (non-model) • Brand Collaboration • Promotions, Sales • Contest & Giveaways • Online / Offline Events • Newsletter Campaigns with promotion, Sales/Conversion Campaigns • Develop more email marketing automation with Klaviyo flows and if possible, include discounts (automated sales campaign instead of newsletter) <ul style="list-style-type: none"> • Flows such as, <ul style="list-style-type: none"> • Abandon cart • Browse abandonment • Follow on social • And more 	Email Unsubscribe Rate		
CRO	Refer to (Conversion) CRO KPIs from <u>section 4</u>				

(Advocacy)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
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Email Marketing	Refer to (Advocacy) Email Marketing KPIs from <u>section 4</u>	<ul style="list-style-type: none"> • Drive the message of customisable gemstones and silk slides and up-sell by having a slight discount or campaigns revolving around free customisation • Develop more email marketing automation with Klaviyo flows with engaged/repurchased customer segmentation <ul style="list-style-type: none"> • Create separate campaigns & flows centered around this audience to entice more repurchase as they are loyal/engaged customers • Or use existing loyalty for more incentives • Referral programme 	Number of Email campaign/blast per month Number of Email flows automation + testing Email Deliverability Email Bounce Rate Email Unsubscribe Rate	4 months	\$3,100 manpower hours / month
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5.1. SEO Strategy

Summary of Findings (SEO Audit)

As of Aug 2022

Google Analytics

From table 5.1.1a, ██████████'s Organic channel generates 45% (SGD 68,920) of total online revenue with Google being the main source and a small percentage from Bing & Yahoo. Average organic conversion rate is 3.04%.

From the assisted conversion report (Table 5.1.1c), organic channel generates an increase revenue as compared to last click/direct conversion. This suggest that organic assist a decent contribution to the revenue if direct is not taken into account. Not much information can be drawn from direct channel as well. Users could enter the url directly or from bookmark which only reveals brand salience.

Google Search Console

Table 5.1.1d to 5.1.1f only reveals ██████████'s 1 year data (Jun 6, 2021 - Aug 1, 2022). With total clicks from Google SERP of 3890, total impression of 80.7k, average CTR of 4.8% and average position of 10. The search term that got the clicks are the brand name being the most, followed by peranakan theme related (such as tiles), bangles singapore and leaving singapore gifts.

About 40% of the clicks are from ██████████ search term/keyword, which is a good brand awareness indication. BUT, only 553 clicks are from non branded keywords, this means ██████████ did not garner the brand awareness from SEO/Content efforts, but from other marketing strategies such as offline, social, word of mouth, print, etc.

It is noted that peranakan keyword only drove traffic but no conversion for ██████████.

From Off-page SEO efforts, ██████████ drove about 516 users over the course of 2 years followed by ██████████ and ██████████ with within the range of 20 users.

SemRush & Pagespeed Insights

From table 5.1.1h to 5.1.1w

██████████'s visibility is 5.22% with an average position of 46.4 for its average rankings of keywords on Google. There are 4 keywords in top 3, 16 in top 10, 28 in top 20, and 94 keywords in top 100.

Scoring 84% in site health. 2536 pages crawled with 182 errors (serious), 4482 warnings, 42383 notices (mild). 2 Pages have slow speed, 24 pages have duplicate content issues while 36 have duplicate title tags.

- PageSpeed Insights
- Table 5.1.1j to 5.1.1m reveals that ██████████'s performance on desktop with a score of 82. First contentful paint, time to interactive, total block time and cumulative layout shift are healthy. Largest contentful paint has to improve.
 - Diagnostic were given resolve actions that can be referred on
- Whereas for the mobile score, it's only a performance score of 24. Every metric needs to improve except for Cumulative layout shift.
 - Diagnostic were given resolve actions that can be referred on
- Table 5.1.1n suggest that the site is mobile friendly, more improvement is to be made for the speed.

Table 5.1.1o shows ██████████ having 107 keywords ranking on Google, it garners 529 traffic from Singapore users on Organic search for August 2022. Its traffic cost is about 84\$ (cost of the organic keywords rank if they were to be paid for).

The chosen keywords for [REDACTED] based on its existing keywords + competitors, includes branded keyword, peranan keyword group, the various type of gemstones earrings. For Paid keywords, [REDACTED] can go for head term keywords such as Bangles and Earrings due to difficult ranking. 'Gifts' group keyword can also be bought in additional to anniversaries, birthday, valentine, etc.

[REDACTED]'s top pages driving traffic is mainly from its homepage (40.6%) followed by its blog page regarding peranan tiles (31%), flower orchid, vietnamese lacquerware, gemstone earrings and lastly, silk bangles.

SEO Ideas check is also conducted by SemRush to follow as a guideline with the list generated.

[REDACTED] have a Domain Score of 15, 44 referring domains and 129 backlinks.referring domains are mostly non-toxic with 2 potentially toxic. The top legitimate backlink is from expativing, with a total of 16 backlinks. Referring domains are mostly from the following industry such as: beauty & fitness, business & industrial, shopping, travel and internet & telecom. There is only 1 backlink with more than a Domain score of 80. Majority of its backlinks are between a Domain score of 21 to 41 (34.1%) About 88 (68%) of all backlinks are Follow while 31% are nofollow (41).

Summary of Findings (SEO Research)

SemRush

Research was conducted with SemRush to identify competitors before diving into it respectively. Multiple ways are used. Table 5.1.2a is to find competitors via Discovery which measures visibility likeness and keywords. 5.1.2b is to find competitors via Organic keyword ranking similarity and since [REDACTED] does not run Paid Ads/Keywords, no competitor can be found from that angle.

Identified competitors are researched further from Table 5.1.2d. It is noticeable that [REDACTED] & [REDACTED] are bigger brands with [REDACTED] being the disruptor. [REDACTED] is in similar position with [REDACTED].

By analyzing their organic keywords ranking, it is noted that [REDACTED] have many peranan theme keywords as their products are direct peranan related. [REDACTED] focuses on their brand name, diamond, rings, gold jewellery, men as well, [REDACTED] on the other hand focuses on wedding and engagement jewellery along the line of rings, necklaces and bands. [REDACTED] has a huge brand awareness looking at their brand keyword alone. Their keywords are very head term such as single keywords like necklace, earrings, bracelet, ear cuff and location based keywords. [REDACTED] focuses on their unique product and services such as piercing services, hair clips, scrunchies, headband, choker, anklet, nose ring, etc. Organic Branded Keyword alone shows [REDACTED] being the most followed by [REDACTED] and [REDACTED]

Competitors keywords can be further analysed to find ways to rank for [REDACTED]

Table 5.1.2i & j, From analysing Competitor's backlink, we know that there is only a few jewellery influencers/bloggers who are referring to the brands or just a lack of jewellery influencers in general (probably due to the knowledge required) as compared to fashion styling and apparels. However, publishing websites are found, such as girlstyle, zula, girl.co, etc.

Audience Research

From researching the content topics of audience's queries, it is found that bangles is niche and all the more for [REDACTED] as it does not fall into categories such as competitor brand or race related. Certain queries can be supporting topics for Content Pillar of Bangle.

5.1.1 SEO Audit

Acquisition | All Traffic > Channels (Organic)

May 2020 - Jul 2022 (Google Analytis 3)

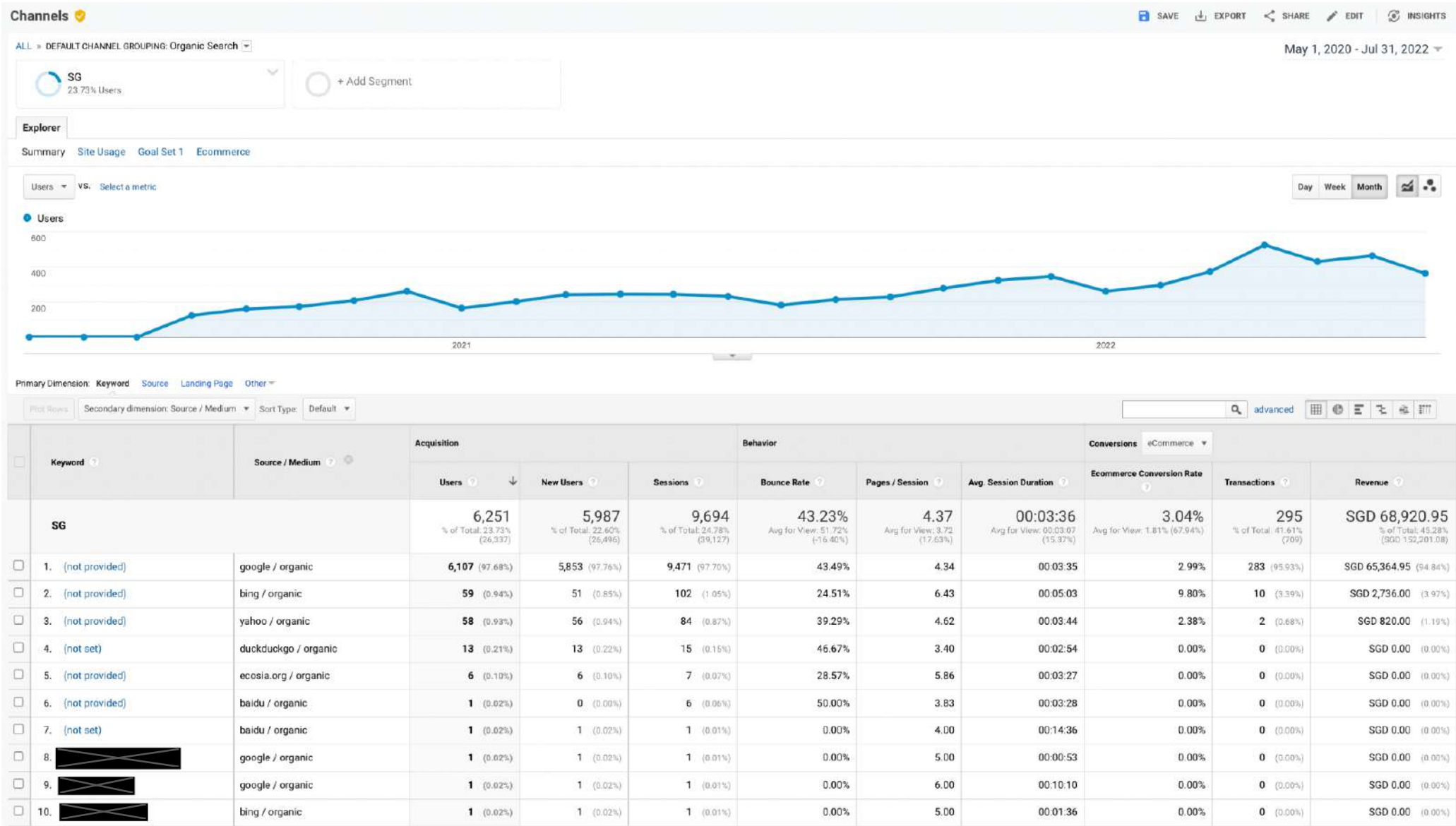


Table 5.1.1a

Acquisition | Channels (Organic) Conversion
May 2020 - Jul 2022 (Google Analytis 3)

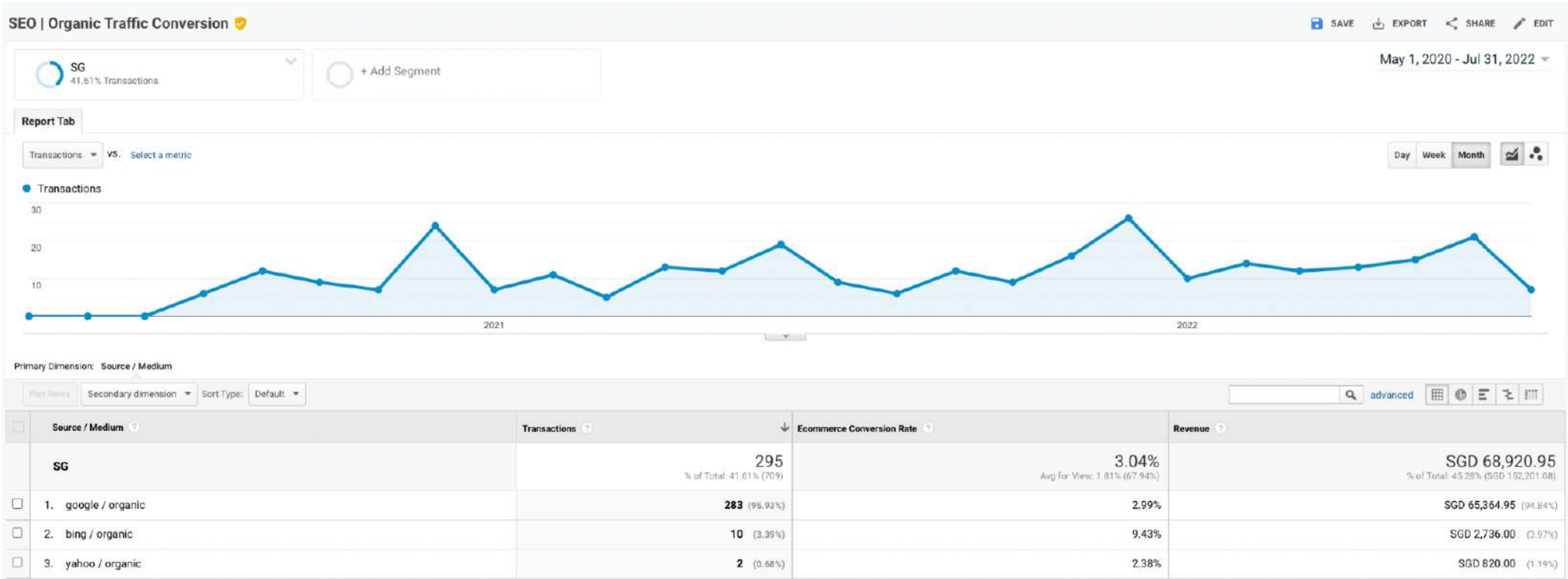


Table 5.1.1b

Acquisition | Assisted Conversion (Organic)
May 2020 - Jul 2022 (Google Analytis 3)

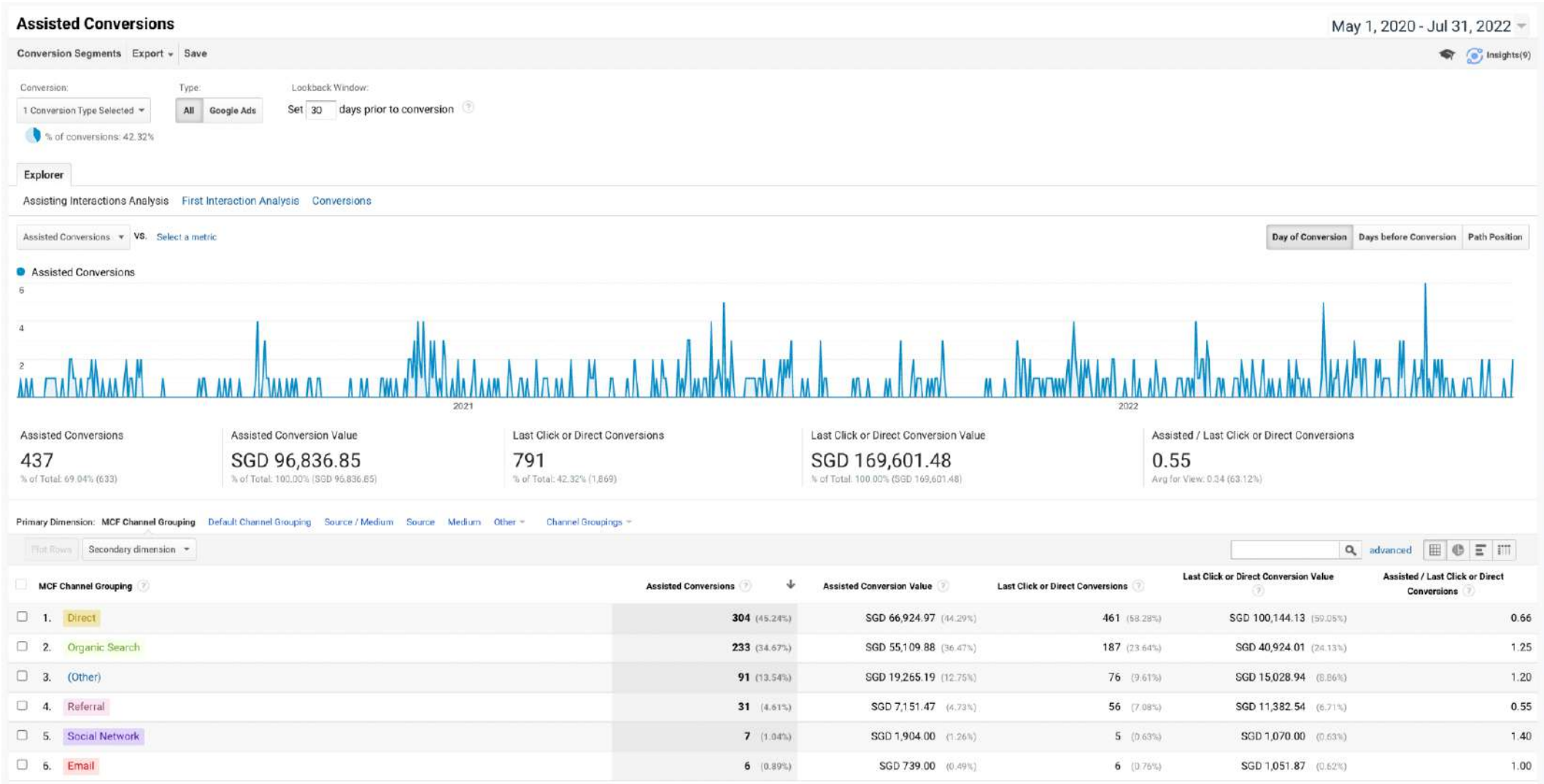


Table 5.1.1c

Google Search Console Performance on Search (SG)
Jun 2020 - Aug 2022 (Google Search Console)



Table 5.1.1d

Google Search Console Performance on Search (SG) (include: [redacted] keyword)

Jun 2020 - Aug 2022 (Google Search Console)



Table 5.1.1e

Google Search Console Performance on Search (SG) (exclude: [REDACTED] keyword)

Jun 2020 - Aug 2022 (Google Search Console)



Table 5.1.1f

Acquisition | All Traffics > Channels (Referral)
May 2020 - Jul 2022 (Google Analytis 3)

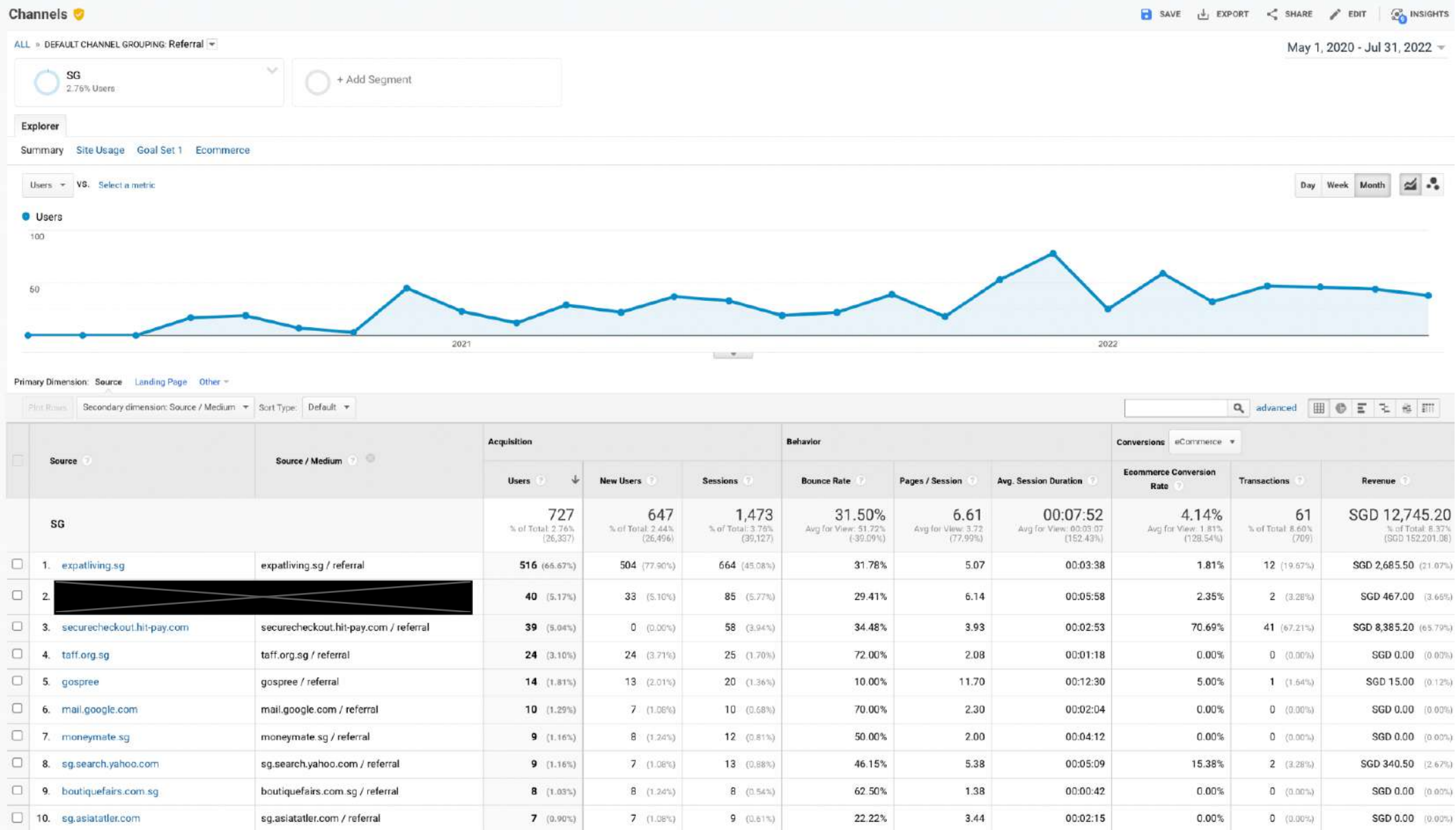


Table 5.1.1g

Position Tracking: Landscape (organic)

Tracking URL:
Device & Location: Desktop, Singapore (Google)
Report Type: Organic
Volume Type: National
Period: Jul 29 – Aug 04, 2022
Local pack: yes
Hotels pack: yes

Position Tracking: Overview

Desktop, Singapore (Google) Organic Aug 04, 2022		
Visibility	Estimated Traffic	Average Position
5.22% <div>0.00</div>	25.70 <div>0.00</div>	46.40 <div>0.00</div>
<div>This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.</div> <div>The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.</div> <div>The average ranking of all keywords in your current campaign.</div>		

Position Tracking: Keywords Overview

Desktop, Singapore (Google) Organic Aug 04, 2022		
Top 3	Top 10	Improved vs. Declined 0 vs. 0
4	16	
new 0	new 0	
lost 0	lost 0	
Top 20	Top 100	
28	94	
new 0	new 0	
lost 0	lost 0	

Table 5.1.1h

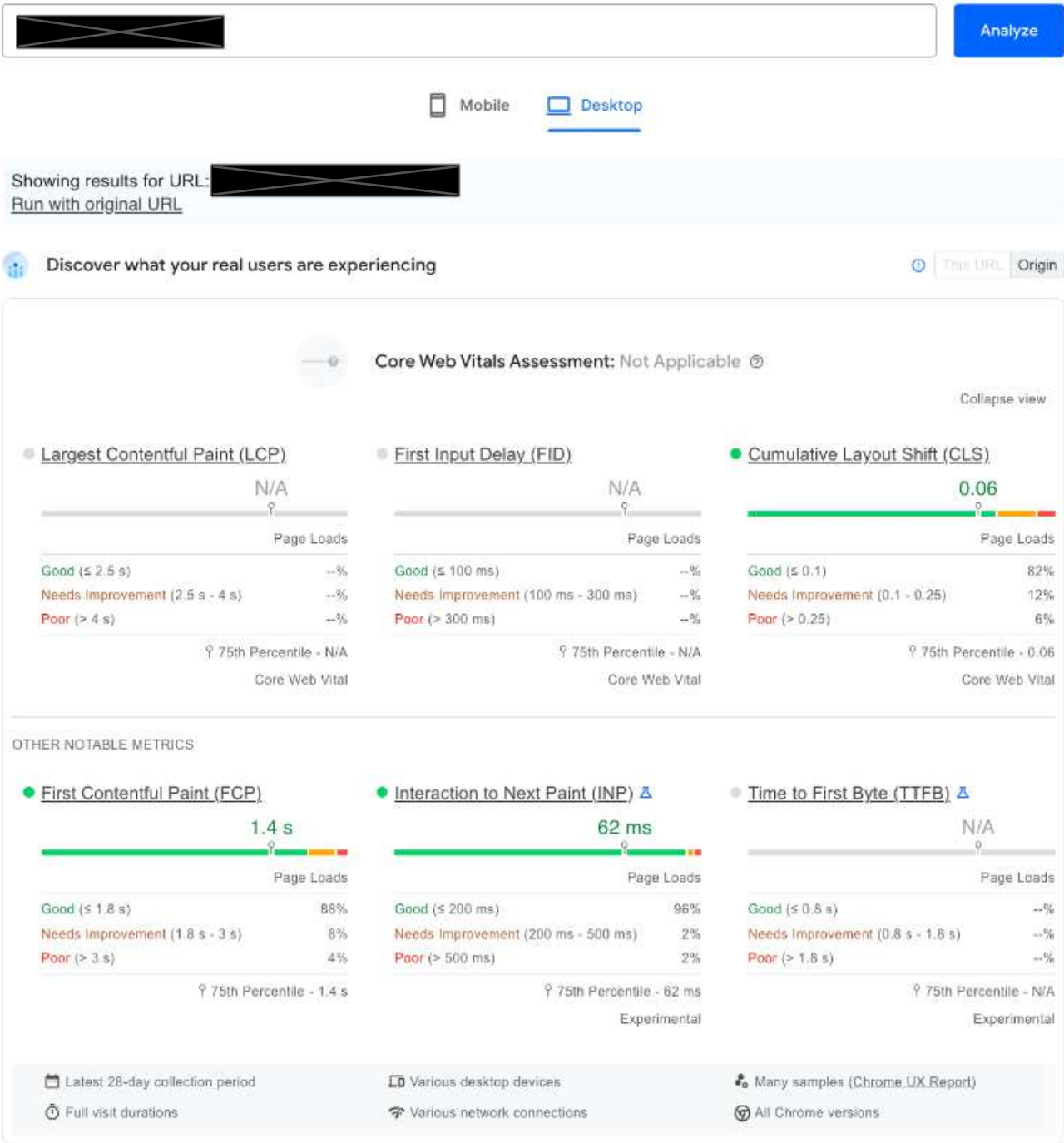
Site Audit: Overview

Subdomain:

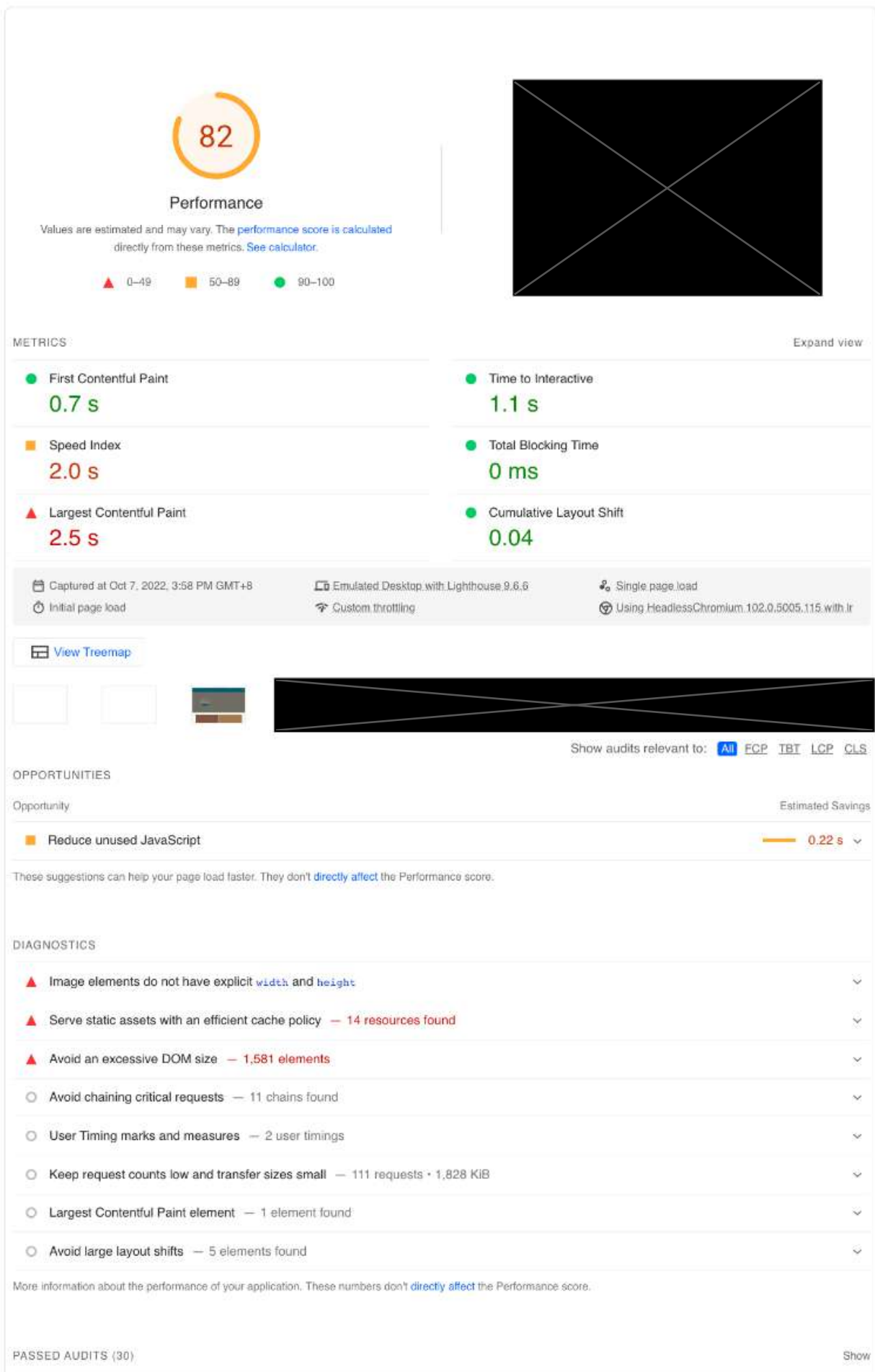
Last Update: August 9, 2022

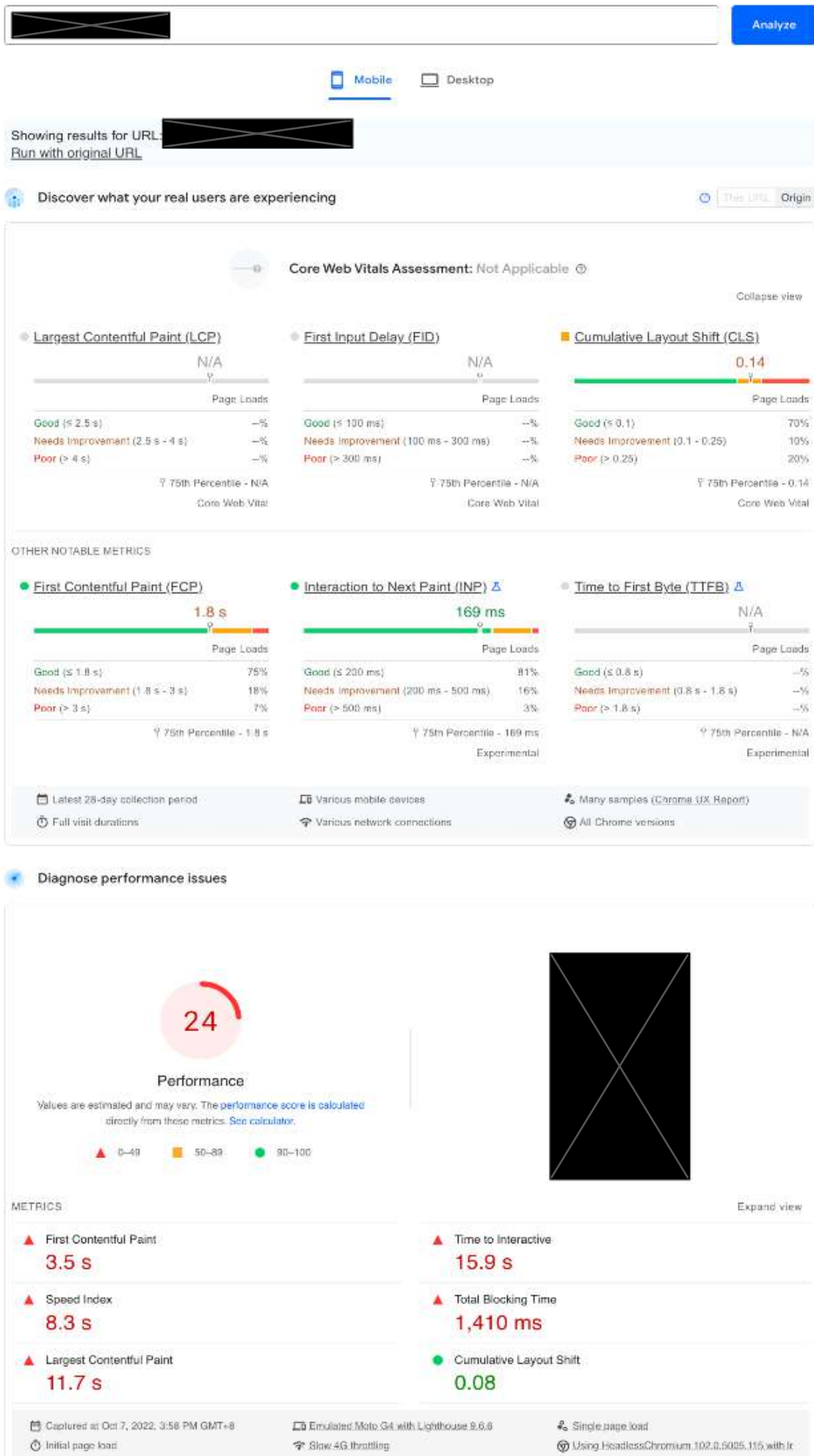
Crawled Pages: 2536





Diagnose performance issues





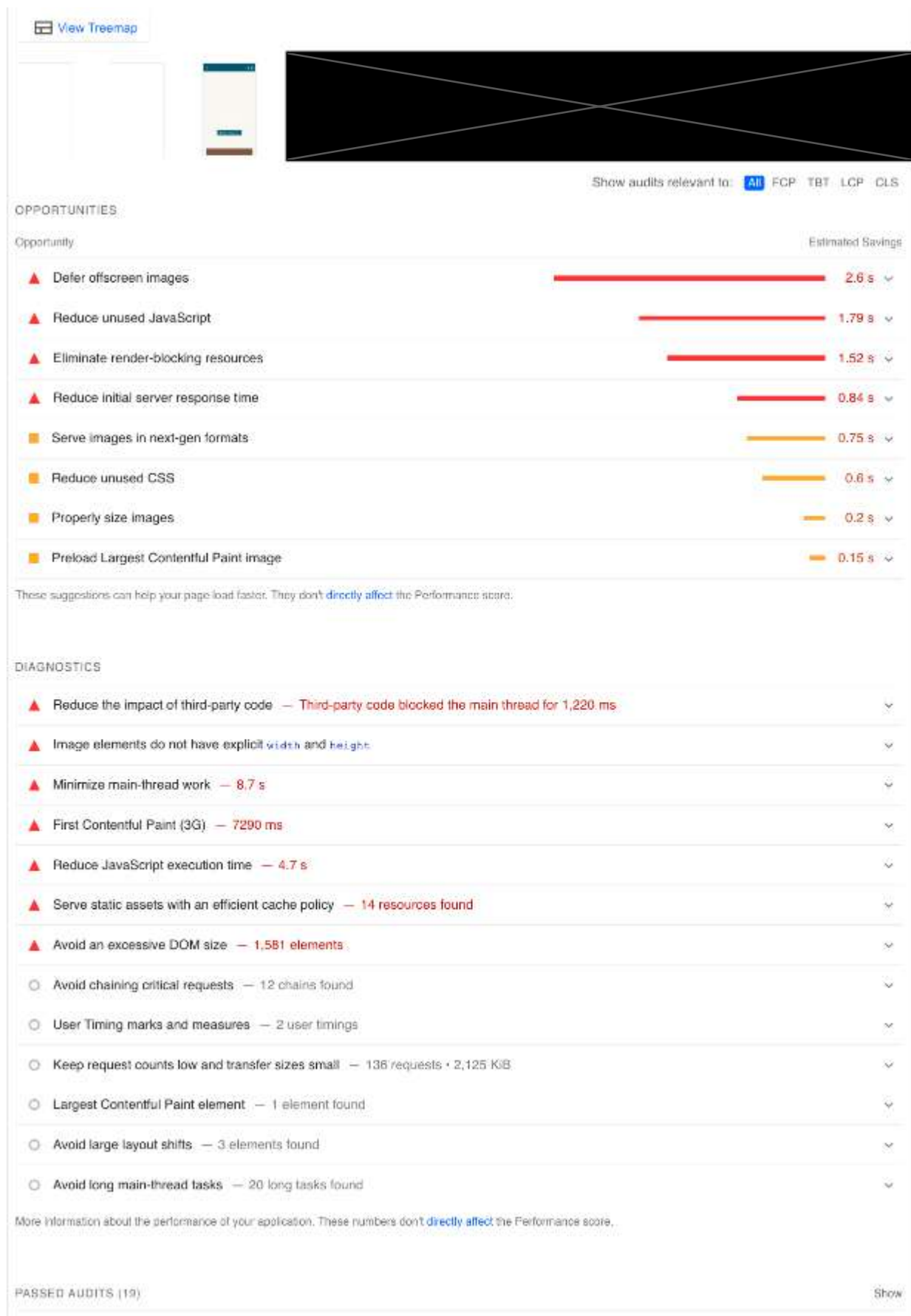



Table 5.1.1m



it results




Page is usable on mobile

This page is easy to use on a mobile device. [Learn more](#)

VIEW TESTED PAGE

Details

Crawl



Crawled successfully on Oct 7, 2022, 4:14:57 PM

^

Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

VIEW HTTP RESPONSE

Table 5.1.1n

Organic Research: Positions (Desktop)

107 KEYWORDS

The number of keywords bringing users to the website via Google's top 100 organic search results

529 TRAFFIC

The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same

\$84 TRAFFIC COST

Estimated price of organic keywords in Google AdWords

Keyword	Position	Previous	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Traffic (%)	Traffic Cost	Competition	Number of Results	SERP Features by Keyword	Keyword Intents
singapore national flower	1	1	210	28	0	https://w	168	31.63	0	0.45	34800000	Knowledge panel, Site links, Review navigational	
peranakan motifs	9	8	2400	39	0.5	https://w	72	13.55	36	0.62	52300000	Reviews, Featured snippet, Image, I informational	
peranakan tiles	1	1	110	10	0	https://w	51	9.6	0	0.96	160000	Image pack, Reviews, Image, People informational	
forbidden	2	2	1900	28	0.22	https://w	49	9.22	10	1	652000	Knowledge panel, Image pack, Site informational, transactional	
peranakan pattern	10	11	1600	60	0.03	https://w	48	9.03	1	0.1	648000000	Instant answer, Image pack, Site link informational	
peranakan	3	3	260	25	0	https://w	23	4.33	0	0.85	91	Image pack, Reviews, Video, Image informational	
peranakan tiles design	20	17	6600	63	0.39	https://w	19	3.57	7	0.02	13500000	Knowledge panel, Local pack, Site link commercial, informational	
lacquerware	4	4	260	10	0.35	https://w	18	3.38	6	1	18400000	Image pack, Reviews, Video, Image informational	
gemstone earrings	4	4	210	33	0.87	https://w	14	2.63	12	0.66	2420000	Local pack, Image pack, Site links, I commercial	
singapore orchid flower	6	6	260	24	0.44	https://w	13	2.44	5	1	32600000	Local pack, Image pack, Reviews, I commercial	
agate stud earrings	10	10	390	39	0.62	https://w	11	2.07	7	1	15300000	Local pack, Image pack, Site links, F commercial	
what is the national flower of singapore	3	3	90	3	0	https://w	8	1.5	0	1	5430000	Image pack, Reviews, Video, Image informational	
agate stud earrings	11	11	170	31	0	https://w	7	1.31	0	0.11	34800000	Reviews, Video, Featured snippet, F informational	
gold plated jewellery	4	4	90	3	0	https://w	6	1.12	0	1	5430000	Image pack, Reviews, Video, Image informational	
vietnam national flower	7	7	110	19	0.34	https://w	4	0.75	1	1	35600000	Local pack, Image pack, Reviews, V commercial	
bangles singapore	8	8	140	26	0	https://w	4	0.75	0	0.01	23300000	Reviews, Video, Featured snippet, I informational	
peranakan flowers	8	8	110	27	0.35	https://w	3	0.56	1	1	24200000	Local pack, Reviews, Video, Image, commercial	
quartz stud earrings	9	9	110	7	0	https://w	3	0.56	0	0.55	1990000	Image pack, Reviews, Image informational	
bangkle size guide	9	9	90	15	0	https://w	2	0.37	0	1	9290000	Local pack, Image pack, Reviews, I commercial	
earrings singapore	12	12	170	29	0	https://w	2	0.37	0	1	16700000	Image pack, Image, Video Carousel informational	
bangles	25	33	1900	35	0.52	https://w	2	0.37	1	1	32200000	Local pack, Site links, Reviews, I commercial	
peranakan tiles singapore	24	26	1900	43	1.12	https://w	2	0.37	3	1	19500000	Knowledge panel, Local pack, Image informational	
peranakan floor tiles	7	7	170	32	0.21	https://w	1	0.18	0	1	139000	Knowledge panel, Image pack, Site informational	
sana nila utama	4	4	90	21	0.23	https://w	1	0.18	0	1	96	Knowledge panel, Image pack, Revi informational	
	59	60	3600	30	0	https://w	0	0	0	0	782000	Knowledge panel, Reviews, Video, I informational, transactional	

Table 5.1.10



★ More Organic + Paid Keywords can be chosen when looking at SEO Research of Competitors

Keywords Chosen (Have Traffic)	Keywords Chosen (No Traffic but can target)	Why?
<p>For Organic Separated by Topic</p> <ul style="list-style-type: none"> - peranakan motifs - peranakan tiles - peranakan floor tiles - peranakan pattern - peranakan tiles design - peranakan flowers - bangles singapore - bangle size guide - gemstone earrings - agate stud earrings - quartz stud earrings <p>For Paid</p> <ul style="list-style-type: none"> - Bangles - Earrings singapore - lacquerware - birthday gift for girlfriend - anniversary gifts - birthday gifts for girls - birthday gift ideas for her - birthday gifts for her - top 10 birthday gifts for her 	<p>Organic Separated by Topic</p> <ul style="list-style-type: none"> - sapphire earrings singapore - gemstone bracelets singapore - amethyst earrings singapore - silver earrings singapore - gold stud earrings singapore - ear studs singapore - ruby stud earrings - gemstone jewellery singapore - gold bangle singapore - how to measure bangle size - cuff bracelets - cufflinks sg - cufflinks for men - cufflinks singapore <p>Paid</p> <ul style="list-style-type: none"> - gifts for friends singapore - singapore jewellery online - earring shop singapore - jewelry store singapore 	<p>Branded Keyword chosen are a good opportunity for Branded Keyword Campaign for Google Ads</p> <p>Organic Keywords chosen are not competitive (less than 30 ranking difficulty) with some search volume.</p> <p>Paid Keywords is chosen because they are difficult to rank for organically (above 50 difficulty), broad head terms, competitor's brand, high search volume, low CPC</p> <p>Keywords chosen with no traffic are still good for supporting keywords for blog ideas & building of content pillars</p>

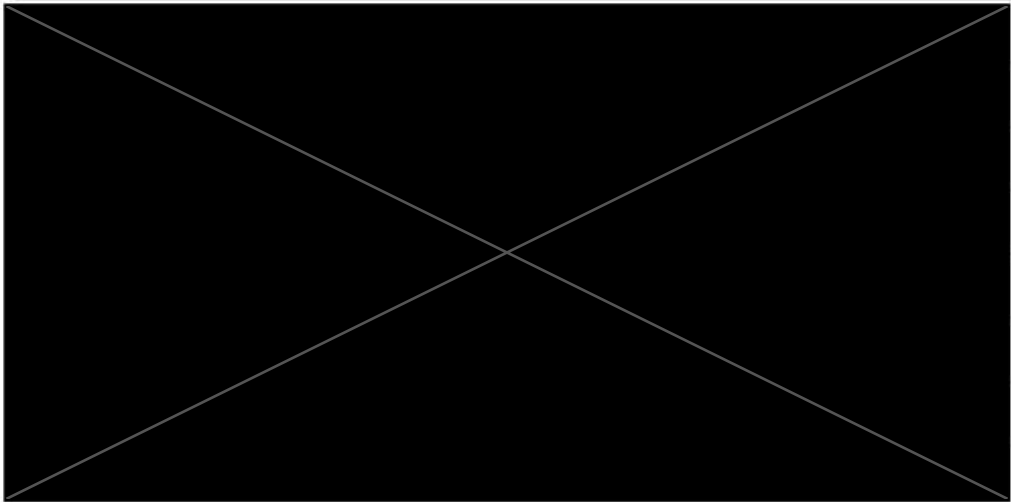


Organic Research: Pages (Desktop)

Organic Search: Pages 1 - 47 (47)

SG | [Redacted]

URL



Traffic % ▼	Keywords
40.60	19
31.01	22
16.91	7
2.63	1
2.44	2
1.50	1
1.12	1
0.93	6

Table 5.1.1p

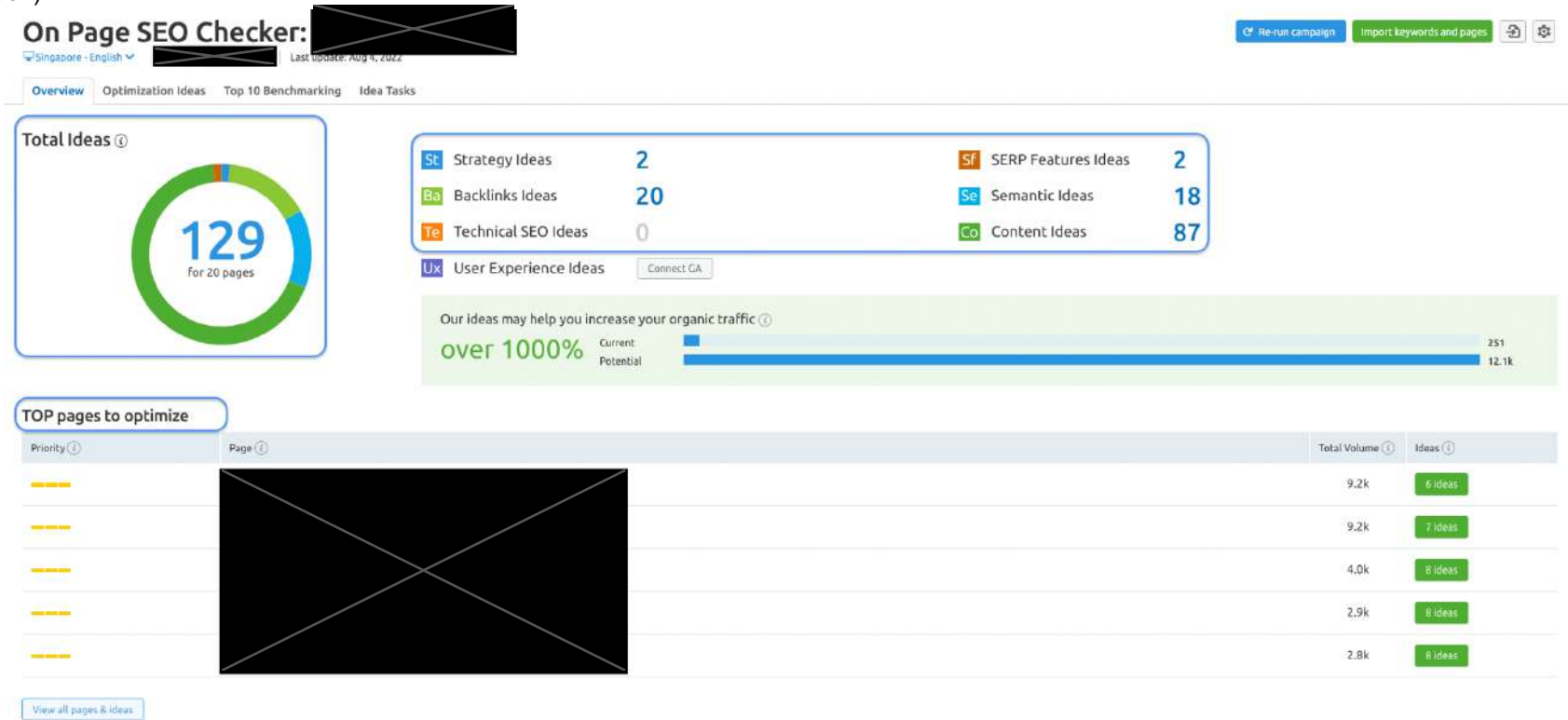


Table 5.1.1q

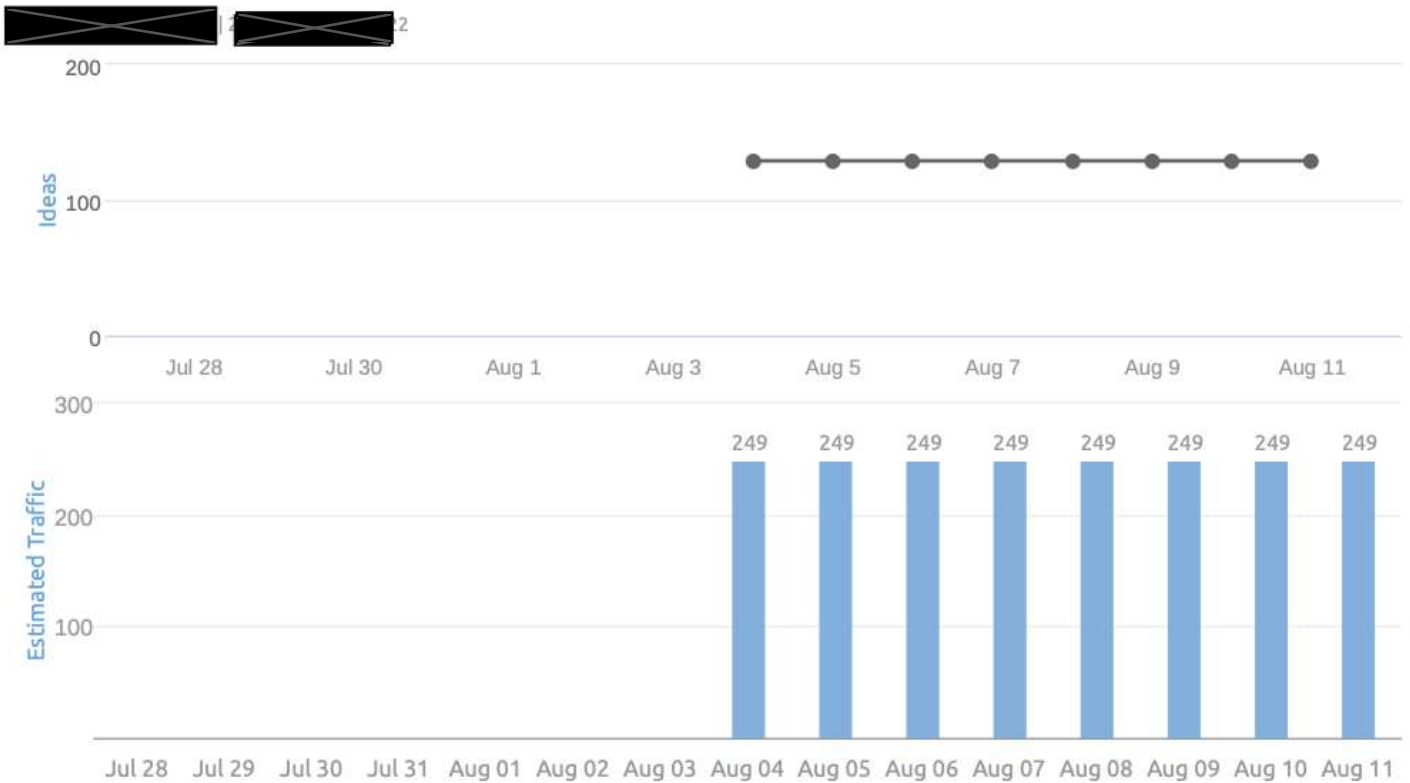
[Redacted] | On Page SEO Checker | Ideas
Aug 2022 (SemRush)

Priority	Url	Keyword	Idea
0.19	[Redacted]	what is the national flower of singapore	Compared to your rivals, some related words are not present in your page's content. Try to enrich your page's content with the following semantically related words: `vanda miss joaquim`, `agnes joaquim`, `year round blooming quality`, `resilience and year`, `vanda teres`, `papilionanthe miss joaquim`, `ministry of culture`, `15 april 1981`, `minister for culture`
0.19	[Redacted]	what is the national flower of singapore	Try to acquire backlinks from the following domains: culture-discovery-now.com, qiq.wiki, findatwiki.com, autosearch.me, edwardbetts.com, wikipedia.net, history-cultural.com, kingsparksitematerials.com, hmongwiki.com, find-jewelry-now.com, celebdaileyposts.com, searcher.com, ricemedia.co, eswiki.org, nutrition-and-health.info, linkfang.org, the360mag.com, edwardbetts.co.uk
0.19	[Redacted]	what is the national flower of singapore	Compared to your rivals, your page has a relatively low word count. Try to increase the length of your page content.

Table 5.1.1r

(For Reference Only)

Ideas Trend: All Ideas vs. Estimated Traffic



Ideas List: Total Ideas (129)

Status: To do					
Category	Idea	Page	Keyword	Status	Discovered
Content Ideas	Provide a more relevant meta description.		singapore jewellery online, accessories shop singapore, gemstone jewellery singapore, accessories singapore, jewelry store singapore, jewellery brands singapore, gemstones singapore, jewellery singapore,	To do	Aug 4, 2022
Content Ideas	Use target keywords in <body> tag.		singapore jewellery online, accessories shop singapore, gemstone jewellery singapore, forbidden, accessories singapore, jewelry store singapore, jewellery brands singapore, gemstones singapore, jewellery singapore,	To do	Aug 4, 2022
Backlinks Ideas	Earn links from more sources.		singapore jewellery online, accessories shop singapore, gemstone jewellery singapore, accessories singapore, jewelry store singapore, jewellery brands singapore, gemstones singapore, jewellery singapore,	To do	Aug 4, 2022

Table 5.1.1s

Table 5.1.1u

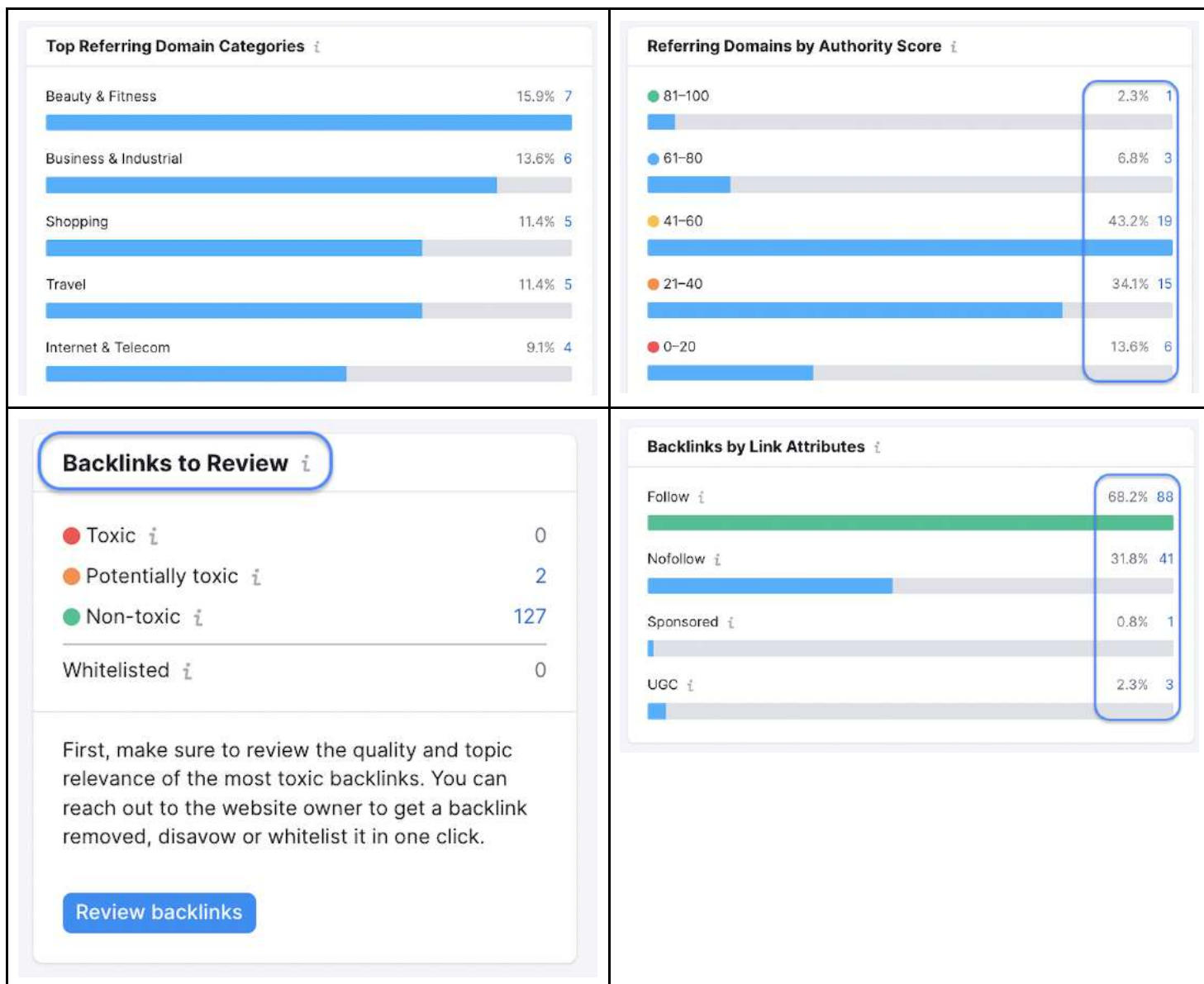


Table 5.1.1v

Top 5 Target Pages

Target URLs with error (4)

Target URL	Domains	Backlinks	Referral Traffic
430	2.3% 1	0.8% 1	<div>To get data on referral traffic, connect your Google Analytics account</div> <div>Connect GA</div>
430	2.3% 1	0.8% 1	
404	0% 0	0% 0	
404	0% 0	0% 0	

No more target page errors

Table 5.1.1w

5.1.2 SEO Research

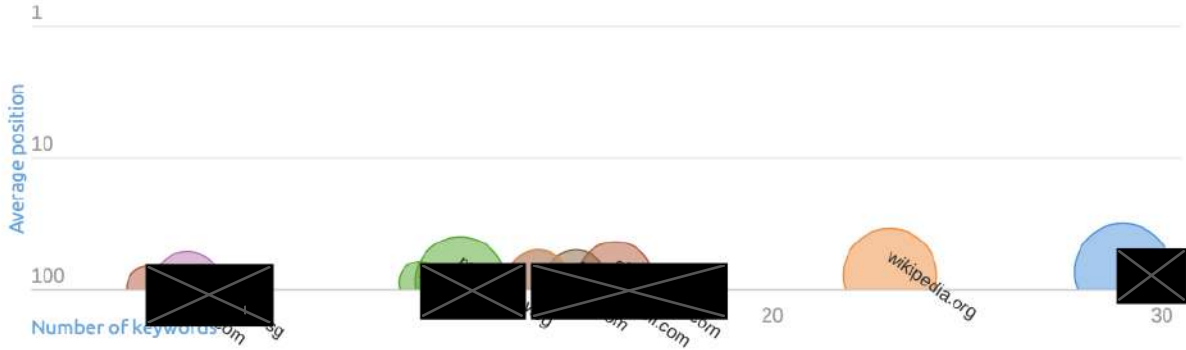
Identify Competitors | Position Tracking | Competitor Discovery (Based on Position of existing keywords)

Aug 2022 (SemRush)

Position Tracking: Competitors discovery (organic)

Tracking URL: [redacted]
Device & Location: Desktop, Singapore (Google)
Report Type: Organic
Volume Type: National
Period: Aug 01 – 07, 2022
Local pack: yes
Hotels pack: yes

Competition map



Competitors Discovery

	Domain	Visibility ▼	Keywords	Avg. position
1	etsy.com	<div><div></div></div>	29	73.29±42
2	wikipedia.org	<div><div></div></div>	23	78.87±39
3	nparks.gov.sg	<div><div></div></div>	12	88.78±31
4	[redacted]	<div><div></div></div>	16	85.27±34

Table 5.1.2a

Organic Research: Competitors (Desktop)

110

KEYWORDS

The number of keywords bringing users to the website via Google's top 100 organic search results

531

TRAFFIC

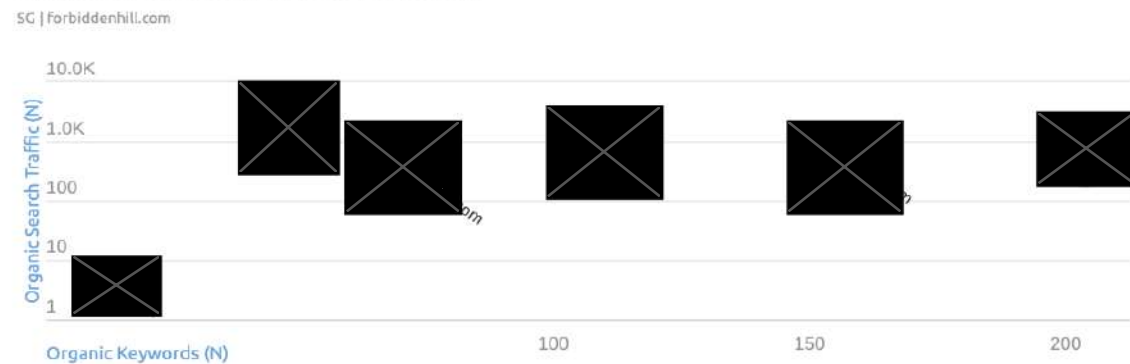
The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same

\$90

TRAFFIC COST

Estimated price of organic keywords in Google AdWords

Organic Search: Competitive Position Map



Organic Search: Top Competitors 1 - 100 (339)

SG | Forbiddenhill.com

Domain	Competition Level	Common Keywords	SE Keywords	SE Traffic	SE Traffic Price (USD)	Ads Keywords
Forbiddenhill.com	38%	8	48	1.9k	405	0
Forbiddenhill.com	19%	6	159	359	77	0
Forbiddenhill.com	18%	3	73	226	10	0
Forbiddenhill.com	17%	2	15	3	0	0

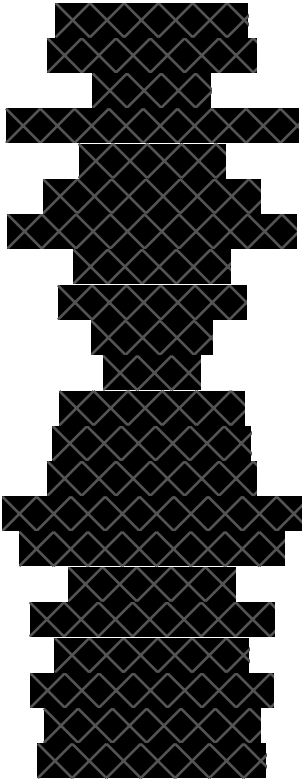



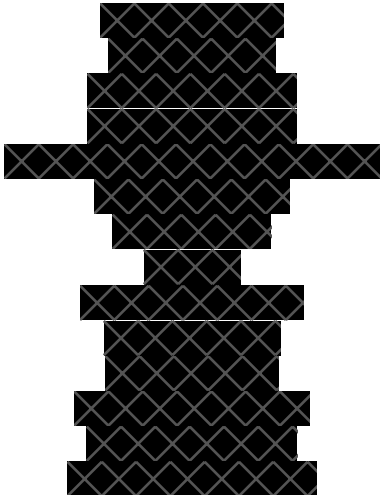
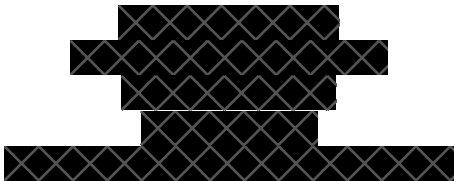

Table 5.1.2b

Identify Competitors | Advertising Research | Paid Competitors (Based on Paid Ads)

(NIL as of Aug 10, 2022, [REDACTED] doesn't run Google Ads)

Aug 2022 (SemRush)

Identified Competitors
Aug 2022 (SemRush)

	Top Competitors Results	Competitors Chosen
Competitor Discovery		  
Organic search		Similar as above
Local search		

Based on Employer	-	
-------------------	---	------------------------------------------------------------------------------------

Table 5.1.2c

<div><div>Organic Research: Positions (Desktop)</div><div><div><div>72</div><div>KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 organic search results</div></div><div><div>961</div><div>TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same</div></div><div><div>\$150</div><div>TRAFFIC COST</div><div>Estimated price of organic keywords in Google AdWords</div></div></div><div><div>Organic Search: Keywords chart</div><div><div></div><div>SG 1 Month</div></div></div></div>	<div><div>Organic Research: Positions (Desktop)</div><div><div><div>838</div><div>KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 organic search results</div></div><div><div>14.4K</div><div>TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same</div></div><div><div>\$11.0K</div><div>TRAFFIC COST</div><div>Estimated price of organic keywords in Google AdWords</div></div></div><div><div>Organic Search: Keywords chart</div><div><div></div><div>SG 1 Month</div></div></div></div>
<div><div>Organic Research: Positions (Desktop)</div><div><div><div>2.1K</div><div>KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 organic search results</div></div><div><div>71.4K</div><div>TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same</div></div><div><div>\$37.6K</div><div>TRAFFIC COST</div><div>Estimated price of organic keywords in Google AdWords</div></div></div><div><div>Organic Search: Keywords chart</div><div><div></div><div>SG 1 Month</div></div></div></div>	<div><div>Organic Research: Positions (Desktop)</div><div><div><div>272</div><div>KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 organic search results</div></div><div><div>26.7K</div><div>TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same</div></div><div><div>\$8.8K</div><div>TRAFFIC COST</div><div>Estimated price of organic keywords in Google AdWords</div></div></div><div><div>Organic Search: Keywords chart</div><div><div></div><div>SG 1 Month</div></div></div></div>
<div><div>Organic Research: Positions (Desktop)</div><div><div><div>1.5K</div><div>KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 organic search results</div></div><div><div>35.9K</div><div>TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same</div></div><div><div>\$31.5K</div><div>TRAFFIC COST</div><div>Estimated price of organic keywords in Google AdWords</div></div></div><div><div>Organic Search: Keywords chart</div><div><div></div><div>SG 1 Month</div></div></div></div>	

Table 5.1.2d

Competitor Research | Organic Research | Keywords

Aug 2022 (SemRush)

Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Traffic (%)	Traffic Cost	Competition	Keyword Intents
	1	1	480	30	0.3	https://ec	384	39.95	115	0.84	navigational
	1	1	480	31	0	https://ec	384	39.95	0	0.66	navigational
	1	1	90	44	0	https://ec	42	4.37	0	0	commercial
	1	1	90	13	0	https://ec	42	4.37	0	0	1 commercial
	2	2	210	20	0.3	https://ec	27	2.8	8	1	commercial
	12	13	1900	59	0.37	https://ec	24	2.49	9	0.01	commercial
	2	2	110	46	0.5	https://ec	14	1.45	7	1	commercial
	2	2	90	17	0.34	https://ec	11	1.14	3	1	commercial
	2	2	90	13	0	https://ec	11	1.14	0	1	commercial
	7	7	170	35	0.42	https://ec	6	0.62	2	1	commercial
	11	11	110	7	0	https://ec	5	0.52	0	0.55	informational
	7	7	140	24	0.54	https://ec	5	0.52	3	1	commercial
	5	5	70	17	0	https://ec	3	0.31	0	0	informational
	14	14	320	29	0.49	https://ec	2	0.2	1	1	commercial
	11	11	140	39	0.52	https://ec	1	0.1	0	0.89	informational, transactional
Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Traffic (%)	Traffic Cost	Competition	Keyword Intents
	1	1	22200	53	0.19	https://w	17760	24.86	3374	1	navigational
	1	1	4400	65	0.36	https://w	3520	4.92	1267	0.18	navigational
	1	1	3600	50	0.95	https://w	2880	4.03	2736	1	navigational
	1	1	4400	53	1.31	https://w	2068	2.89	2709	1	commercial
	1	1	4400	45	1.74	https://w	2068	2.89	3598	1	commercial
	2	3	8100	73	0.58	https://w	1053	1.47	610	1	commercial
	1	2	1900	33	0.52	https://w	893	1.25	464	1	commercial
	1	1	1900	21	0.62	https://w	893	1.25	553	1	informational, transactional
	1	1	1900	34	0.77	https://w	893	1.25	687	1	informational, transactional
	1	1	1600	21	0.35	https://w	752	1.05	263	1	informational, transactional
	1	1	1600	43	1.03	https://w	752	1.05	774	1	commercial
	1	1	1600	36	0.21	https://w	752	1.05	157	1	commercial
	1	2	1600	28	0.86	https://w	752	1.05	646	1	informational, transactional
	1	1	1600	19	0.14	https://w	752	1.05	105	1	commercial
	1	1	1600	30	0.36	https://w	752	1.05	270	1	commercial


Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Traffic (%)	Traffic Cost	Competition	Keyword Intents
	1	1	5400	33	0.59	https://lo	4320	29.91	2548	0.91	navigational
	1	1	2400	37	0.63	https://lo	1920	13.29	1209	0.94	navigational
	1	1	880	33	0.63	https://lo	704	4.87	443	0.94	navigational
	3	3	4400	53	1.31	https://lo	396	2.74	518	1	commercial
	1	1	480	22	0.99	https://lo	384	2.65	380	1	transactional
	5	5	6600	42	0.23	https://lo	330	2.28	75	1	informational
	1	1	390	34	0.64	https://lo	312	2.16	199	0.96	commercial, navigational
	1	1	390	34	0.94	https://lo	312	2.16	293	0.98	commercial, navigational
	6	6	4400	45	1.74	https://lo	220	1.52	382	1	commercial
	11	0	4400	43	1.04	https://lo	206	1.42	215	1	commercial
	4	4	2900	33	0.25	https://lo	203	1.4	50	1	commercial, informational
	7	0	4400	47	1.16	https://lo	176	1.21	204	1	informational, transactional
	4	4	2400	51	1.06	https://lo	168	1.16	178	1	commercial
	1	1	210	35	1.1	https://lo	168	1.16	184	1	transactional
	8	9	5400	42	0.38	https://lo	162	1.12	61	1	commercial

Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Traffic (%)	Traffic Cost	Competition	Keyword Intents
	1	1	14800	33	0.33	https://w	11840	44.37	3907	0.99	navigational
	1	1	14800	40	0.33	https://w	11840	44.37	3907	0.99	navigational
	1	1	720	29	0.22	https://w	576	2.15	126	1	navigational
	1	1	390	31	0.32	https://w	312	1.16	99	0.32	navigational
	4	4	4400	43	0.62	https://w	308	1.15	190	1	commercial
	6	6	4400	39	0.65	https://w	220	0.82	143	1	commercial
	9	11	5400	42	0.38	https://w	162	0.6	61	1	commercial
	1	1	320	37	0.45	https://w	150	0.56	67	0.89	commercial
	1	1	140	36	0	https://w	112	0.41	0	0.84	navigational
	1	1	140	31	0	https://w	112	0.41	0	0.84	commercial
	1	1	140	31	0.19	https://w	112	0.41	21	0.38	navigational
	4	4	1300	22	0.49	https://w	91	0.34	44	1	informational, transactional
	1	1	110	20	0.44	https://w	88	0.32	38	1	navigational, transactional
	1	1	110	29	0.19	https://w	88	0.32	16	0.38	navigational, transactional
	1	1	110	28	0.42	https://w	88	0.32	36	0.99	navigational

Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Traffic (%)	Traffic Cost	Competition	Keyword Intents
	1	1	8100	29	2.04	https://w	3807	10.59	7766	0.75	commercial
	1	1	2900	31	2.03	https://w	2320	6.45	4709	0.84	navigational
	1	1	3600	58	0.67	https://w	1692	4.7	1133	0.52	commercial
	1	1	2900	31	0.57	https://w	1363	3.79	776	1	informational, transactional
	1	1	2900	28	0.3	https://w	1363	3.79	408	1	informational, transactional
	1	1	1900	32	0.25	https://w	893	2.48	223	1	informational
	2	2	6600	57	0.31	https://w	858	2.38	265	0.91	commercial
	1	1	1300	22	0.49	https://w	611	1.7	299	1	informational, transactional
	1	1	1300	31	0.48	https://w	611	1.7	293	1	informational, transactional
	1	1	1300	32	0.48	https://w	611	1.7	293	1	informational, transactional
	2	2	4400	39	0.65	https://w	572	1.59	371	1	commercial
	1	1	590	29	0.96	https://w	472	1.31	453	1	transactional
	1	1	1000	56	0.32	https://w	470	1.3	150	1	informational, transactional
	1	1	1000	33	0.22	https://w	470	1.3	103	0.99	informational
	1	1	1000	24	2.53	https://w	470	1.3	1189	0.39	commercial, navigational
	1	1	880	28	5.25	https://w	413	1.14	2171	1	commercial

Table 5.1.2e

Keyword Gap Tool (Shared + Weak Keywords)

Keywords that  share with competitors, in addition to those keywords being weaker as compared to the competitors






Keyword						Search Volume	Keyword Difficulty	CPC	Competition	Results	Keyword Intents
jewellery singa	56	1	17	3	52	4400	53	1.31	1	113000000	commercial
jewelry store si	87	2	43	4	19	720	54	1.39	1	45400000	commercial
singapore jewe	68	1	45	14	21	390	46	0.72	1	59500000	commercial
earring shop si	51	8	16	9	2	90	48	1.19	1	16800000	commercial
orchard jewelry	79	10	19	20	56	90	44	0.62	0.72	7220000	commercial

Table 5.1.2f

Keyword Gap Tool (Missing)

Keywords that      are missing whereas all its competitors have






Keyword						Search Volume	Keyword Difficulty	CPC	Competiti on	Results	Keyword Intents
bracelet	0	3	9	8	12	5400	42	0.38	1	641000000	commercial
earrings	0	7	6	67	2	4400	39	0.65	1	1270000000	commercial
necklace	0	13	4	20	5	4400	43	0.62	1	1660000000	commercial
jewellery shop singapore	0	2	43	4	40	2400	51	1.06	1	65000000	commercial
jewelry stores	0	2	50	5	4	2400	60	0.52	0.42	1120000000	commercial
jewellery shops	0	2	38	3	5	1600	54	0.52	0.47	184000000	commercial
necklace singapore	0	1	13	3	10	1300	54	0.5	1	67900000	commercial
gold necklace singapore	0	2	94	25	67	1000	50	0.38	1	28000000	commercial
rings singapore	0	1	90	6	9	880	54	1.28	1	56600000	commercial
gold shop	0	1	82	24	48	590	55	0.27	0.92	6710000000	commercial
gold heart bracelet	0	6	56	36	17	480	20	0.37	1	51100000	transactional
braclet	0	4	11	17	10	260	43	0.47	1	501000000	commercial
mens jewellery singapore	0	13	72	51	69	260	32	0.47	1	19700000	commercial
ion jewellery	0	10	24	36	63	210	27	1.51	0.53	13400000	transactional
jewellery shopping	0	1	89	54	3	210	50	0.46	0.13	337000000	commercial
buy gold online singapore	0	9	79	44	76	170	54	1.63	1	373000000	transactional
initial necklace singapore	0	35	22	57	49	170	24	0.56	1	6430000	commercial
online gold jewellery singapore	0	3	65	19	78	170	41	0.43	1	29100000	commercial
silver shops in singapore	0	10	57	21	17	170	47	0.43	1	151000000	commercial
gold necklace singapore price	0	1	85	43	28	140	21	0.38	1	19400000	transactional
925 silver necklace	0	16	26	4	2	110	23	0.41	1	20800000	transactional
cheap jewellery singapore	0	13	90	22	16	110	31	0.4	1	22400000	commercial
jewellery sg	0	2	22	5	12	110	51	1.27	1	27100000	commercial
mens earrings singapore	0	21	46	56	23	110	24	0.53	1	29600000	commercial
nex jewellery shop	0	6	35	26	23	110	21	0.47	0.84	878000	commercial
vivocity jewellery shop	0	7	11	22	53	110	24	0.39	0.5	266000	navigational, tra
bugis earring shops	0	26	14	17	8	90	26	0	0.43	148000	commercial
diamond ear studs singapore	0	2	50	41	38	90	22	1.78	1	10900000	commercial
gold heart singapore price list	0	7	39	22	26	90	29	0	0	22600000	transactional
jewellery online	0	3	94	17	9	90	47	0.98	1	1220000000	commercial
jewelry for sale online	0	1	30	4	17	90	54	0	0	230000000	transactional
jewelry necklaces	0	10	59	69	48	90	52	0.67	1	74100000	informational
plaza singapura jewellery	0	21	75	11	91	90	33	1.44	0.36	96000	transactional
silver and rose gold necklace	0	41	46	11	1	90	22	0	1	105000000	informational
bridal earrings singapore	0	6	15	17	1	70	19	0.35	1	25900000	commercial
jewellery plaza singapura	0	16	66	9	61	70	35	1.77	0.56	95	navigational
jewellery vivocity	0	6	8	18	24	70	27	0.5	0.43	219000	navigational, tra
necklace shop	0	3	15	6	2	70	54	0.54	1	401000000	commercial
pearl accessories singapore	0	3	35	54	12	70	31	0.56	1	20900000	commercial
singapore gold shop online	0	3	60	20	86	70	43	0.54	1	128000000	commercial
tampines 1 jewellery shop	0	11	68	75	36	70	20	1.23	0.49	83	transactional
where to buy jewelry	0	4	84	7	8	70	50	1.17	0.94	487000000	transactional

Table 5.1.2g

Keyword Gap Tool (Untapped)

Keywords that only the respective brand out of the 5 brands is ranking for while the rest aren't

Keyword						Search Volume	Keyword Difficulty	CPC	Competition	Results	Keyword Intents
plaza singapura	0	0	0	52	0	74000	46	0.63	0.05	7010000	navigational
vivocity	0	0	0	70	0	74000	59	0.58	0.03	5860000	navigational
gold price singapor	0	26	0	0	0	49500	38	0.44	0.21	534000000	transactional
ion orchard	0	0	0	48	0	49500	46	0.37	0.05	7510000	navigational
jem	0	0	0	28	0	40500	52	0	0.04	160000000	navigational
amk hub	0	44	0	0	0	27100	33	0.41	0.01	4940000	navigational
northpoint	0	0	0	20	0	27100	43	0.47	0	29600000	navigational
	0	0	0	0	22	27100	73	0.17	1	92300000	navigational
singapore gold pric	0	34	0	0	0	22200	39	0.42	0.27	495000000	informational
	0	1	0	0	0	22200	53	0.19	1	20200000	navigational
vivo city	0	0	0	64	0	22200	51	0.58	0.03	698000000	navigational
	0	0	1	0	0	14800	33	0.33	0.99	1030000000	navigational
	0	0	1	0	0	14800	40	0.33	0.99	610000	navigational
ion	0	0	0	63	0	14800	76	0.43	0.02	2140000000	navigational
	0	0	27	0	0	12100	35	0	0	98	informational
	0	0	0	0	24	12100	39	1.43	1	8260000	navigational
today gold rate in s	0	45	0	0	0	12100	39	0.4	0.18	330000000	informational
	0	96	0	0	0	9900	38	0.25	0.33	39300000	informational, tr
gold	0	48	0	0	0	9900	94	0.26	0.73	9560000000	informational, n
gold rate in singap	0	40	0	0	0	8100	36	0.38	0.18	368000000	informational
hoolah	0	0	94	0	0	8100	44	0.57	0.23	653000	navigational, tra
jewelry	0	2	0	16	0	8100	73	0.58	1	1990000000	commercial
	0	0	0	0	1	8100	29	2.04	0.75	7750000	commercial
toggle	0	0	0	0	81	8100	60	0.08	0.05	3610000000	informational, tr
916 gold price in m	0	50	0	0	0	6600	29	0.21	0.03	56	transactional
916 gold price sing	0	15	0	0	0	6600	35	0.29	0.5	4260000	informational
accessories	0	0	0	0	10	6600	44	0.44	0.07	2220000000	commercial
diamond	0	19	0	13	0	6600	75	1.31	0.97	2870000000	informational, tr
ear piercings	0	0	0	0	2	6600	57	0.31	0.91	25600000	commercial
lady finger	0	0	0	0	85	6600	39	0.23	0.9	778000000	informational
	0	82	0	0	0	6600	29	0.24	0.97	89	commercial
ring size chart	0	4	0	5	0	6600	42	0.23	1	4350000000	informational
916 gold price in si	0	22	0	0	0	5400	35	0.3	0.22	4270000	informational
bracelet	0	3	9	8	12	5400	42	0.38	1	641000000	commercial
engagement rings	0	7	0	20	43	5400	58	1.56	1	203000000	commercial
	0	0	0	1	0	5400	33	0.59	0.91	9800000000	navigational
plaza sing	0	0	0	33	0	5400	46	0	0.05	39700000	navigational
ring	0	47	0	69	0	5400	94	0.57	1	5630000000	navigational
smiley face	0	0	0	0	87	5400	69	0.46	0.45	542000000	informational
	0	70	0	0	0	5400	45	0.26	1	95	navigational
diamond rings	0	1	0	6	53	4400	45	1.74	1	155000000	commercial

Table 5.1.2h

Competitor Research | Organic Research | Chosen Keywords from Keyword Gap Tool above

Aug 2022 (SemRush)

Keywords Chosen (Have Traffic)	Why?
<p>Missing Keywords from Competitors that are chosen</p> <ul style="list-style-type: none"> • bracelet • earrings • jewellery shop singapore • jewelry stores • jewellery shops • jewellery shopping • jewellery sg • jewellery online • jewelry for sale online • mens jewellery singapore • buy gold online singapore • online gold jewellery singapore • silver shops in singapore <p>Untapped Keywords from Competitors are chosen but not documented due to the amount of keywords</p>	<p><u>Same as choosing keywords from [REDACTED]'s existing Organic Research at page 113</u></p> <p>Branded Keyword chosen are a good opportunity for Branded Keyword Campaign for Google Ads</p> <p>Organic Keywords chosen are not competitive (less than 30 ranking difficulty) with some search volume/</p> <p>Paid Keywords is chosen because they are difficult to rank for organically (above 50 difficulty), broad head terms, competitor's brand, high search volume, low CPC</p> <p>Keywords chosen with no traffic are still good for supporting keywords for blog ideas & building of content pillars</p> <p><u>In addition,</u></p> <p>Some keywords were excluded because,</p> <ol style="list-style-type: none"> 1. [REDACTED] does not have the product line (eg: necklaces, diamond, rings) 2. [REDACTED] does not have a retail outlet (eg: Location based keywords such as [REDACTED]) 3. Other irrelevant keywords
Respective Competitor Brand's chosen keywords	
Likewise, keywords chosen are not documented here but they follow the same guideline as the 'Why' Column	

Competitor Research | Advertising Research | Keywords

Aug 2022 (SemRush)

Refer to Digital Advertising Research

Competitor Research | Finding Referring Domains/Backlinks **via Backlink Gap Tool**

Aug 2022 (SemRush)

Domain	Domain ascore						Matches
home.blog	79	0	0	0	0	6	1
asiaone.com	69	0	2	0	0	7	2
siteslike.com	67	0	20	0	0	0	1
sitelike.org	65	0	24	24	57	6	4
expatriates.com	59	0	1	0	0	0	1
femalenetwork.com	58	0	0	1	0	0	1
keyworddensitychecker.com	57	0	24	0	0	0	1
dailyvanity.sg	54	0	0	0	6	0	1
directorysiteslist.com	54	0	11	0	0	0	1
freedirectorysite.com	53	0	17	0	0	0	1
nylon.com.sg	51	0	37	7	5	0	3
finestservices.com.sg	49	0	0	3	0	0	1
safelinkchecker.com	48	0	16	0	0	0	1
lovecoupons.com.sg	45	0	0	0	2	0	1
shopperboard.com	45	0	0	0	0	442	1
tiendeo.sg	44	0	43	16	25	0	3
listography.com	44	0	0	0	0	16	1
threebestrated.sg	44	0	35	0	0	0	1
beststartup.asia	43	0	0	0	0	3	1
sbo.sg	43	0	0	2	0	0	1
dive-deals.sg	40	0	0	1	0	0	1
wardrobetrendsfashion.com	40	0	0	0	0	4	1
offerworth.com	32	0	0	0	0	157	1
ip-192-99-8.net	30	0	479224	258982	0	0	2
bonggiuquiu.blogspot.com	30	0	4	0	0	0	1
paradeoflove.com	26	0	2	0	0	0	1
yourbestcoupons.com	24	0	74	12	0	0	2
enabalista.com	23	0	0	16	0	0	1
jenniferrapozaphotography.com	21	0	1	3	0	0	2

Table 5.1.2i

Competitor Research | Finding Referring Domains/Backlinks via Link Building Tool

Aug 2022 (SemRush)



Domain	Example Url	Domain Authority Score	Rating	Source	URL Type	Comment		
		55	5	keywords,competitors	general			
		56	5	keywords,competitors	general			
		54	5	keywords,competitors	general			
		50	5	keywords,competitors	general			
		46	4	keywords,competitors	general			
		48	4	keywords,competitors	general			
		64	3	keywords,competitors	general			
		41	3	competitors	general			
		55	3	competitors	general			
		45	3	competitors	general			
		61	3	competitors	general			
		44	3	competitors	general			
		35	3	keywords,competitors	general			
Domain	Example Url	Domain Authority Score	Rating	Source	URL Type	Comment		
		49	3	competitors	general			
		52	3	keywords,competitors	general			
		46	3	keywords,competitors	general			
		50	3	competitors	general			

Table 5.1.2j


Audience Research ([For SEO & Content](#)) (What people are searching, asking, finding, etc.)


Keyword: Bangle & Bangles


Aug 2022 (Google AutoComplete, People Also Ask, Related Searches, Keywords Everywhere, Keywords Surfer)


<div><div><div><div><div></div><div>bangle</div></div><div><div></div><div>bangle</div></div><div><div></div><div>bangle bracelet</div></div><div><div></div><div>bangle ceremony</div></div><div><div></div><div>bangles gold</div></div><div><div></div><div>bangle size guide</div></div><div><div></div><div>bangle meaning</div></div><div><div></div><div>bangles design</div></div><div><div></div><div>bangle box</div></div><div><div></div><div>bangle size</div></div><div><div></div><div>bangles singapore</div></div></div></div><div><div>Google Search</div><div>I'm Feeling Lucky</div></div></div>	<div><div><div><div><div></div><div>bangles</div></div><div><div></div><div><div><div><div>The Bangles</div><div>Pop band</div></div></div></div><div><div></div><div>bangles gold</div></div><div><div></div><div>bangles design</div></div><div><div></div><div>bangles singapore</div></div><div><div></div><div>bangles for women</div></div><div><div></div><div>bangles meaning</div></div><div><div></div><div>bangles design gold</div></div><div><div></div><div>bangles for men</div></div><div><div></div><div><div><div><div>Eternal Flame</div><div>Song by The Bangles</div></div></div></div><div><div></div><div>bangles songs</div></div></div></div><div><div>Google Search</div><div>I'm Feeling Lucky</div></div></div></div></div>
<div><div>People also ask</div><div><div>Is a bangle bracelet?</div><div>Which is better bangle or bracelet?</div><div>Why do men wear bangles?</div><div>What are bracelets called in India?</div><div>Why do Indian girls wear bangles?</div><div>Why girls should wear bangles?</div><div>Can Muslims wear bracelets?</div><div>Why do Indian men wear a bangle?</div><div>Should guys wear bracelets on left or right?</div><div>What is a cuff bracelet?</div><div>How do you open a bangle bracelet?</div><div>What's the difference between bangles and cuffs?</div><div>How many bangles should you wear?</div><div>What do bangles symbolize?</div><div>Do men wear bangles?</div></div></div>	<div><div>People also ask</div><div><div>What is bangles called in India?</div><div>Are the Bangles still together?</div><div>What is the purpose of bangles?</div><div>Who were the original members of the Bangles?</div><div>Why should a girl wear bangles?</div><div>Can unmarried girls wear bangles?</div><div>Why do Indians wear so many bangles?</div><div>Which bangle is good for health?</div><div>How many bangles should you wear?</div><div>Can we wear bangles with jeans?</div><div>How do I choose a bangle?</div><div>What color of bangle benefits the married woman?</div><div>How should a bangle fit on your wrist?</div><div>What is the average bangle size?</div><div>What is the average woman's wrist size?</div></div></div>


Related searches


 Bangle Cartier


 Bangle for Men


 Bangle Bracelet

 Bangle Bracelet for women

 Gold Bangle

 Bangle bracelet Cartier

 Tiffany Gold Bangle

 Tiffany Bangle

bangle meaning

bangle vs bracelet

bangle pronunciation

gold bangle singapore

K

Long-Tail Keywords

Copy

Export

KEYWORD

Load Metrics (uses 18 credits)

bengal cat

bangle bracelet

bangle size chart

bangle box

bangles design

bangle store near me

bangle animal crossing

bangle mehndi design

bangle ceremony

bangle design gold

cartier bangle

gold bangle

silver bangle

gold bangle bracelet

pandora bangle

how to measure bangle size

chris bangle

bangles

Per page:

All

1-18 of 18

Keyword Surfer

Clipboard

🇮🇳

Keyword ideas

Keyword	Similarity	Volume	
bracelets	25%	4400	★
bracelet	15%	4400	★
bangles	95%	1600	★
bracelet gold	20%	1600	★
gold bracelet	20%	1600	★
gold bracelets	5%	1600	★
tiffany bracelets	10%	1000	★
bracelet singapore	20%	880	★
singapore bracelet	20%	880	★
bracelet ladies	10%	880	★

SURFER

Per page: 10

1-10 of 26

Keyword Surfer

Clipboard

🇮🇳

Keyword ideas

Keyword	Similarity	Volume	
ladies bracelet	10%	880	★
ladies bracelets	5%	880	★
bangle gold	50%	720	★
gold bangles	50%	720	★
gold bangle	35%	720	★
pandora charm bracelet	5%	480	★
bangle bracelet	50%	390	★
ladies gold bracelet	5%	390	★
ladies gold bracelets	5%	390	★
bangle animal crossing	50%	140	★

SURFER

Per page: 10

11-20 of 26

Table 5.1.2k

(For Reference Only)

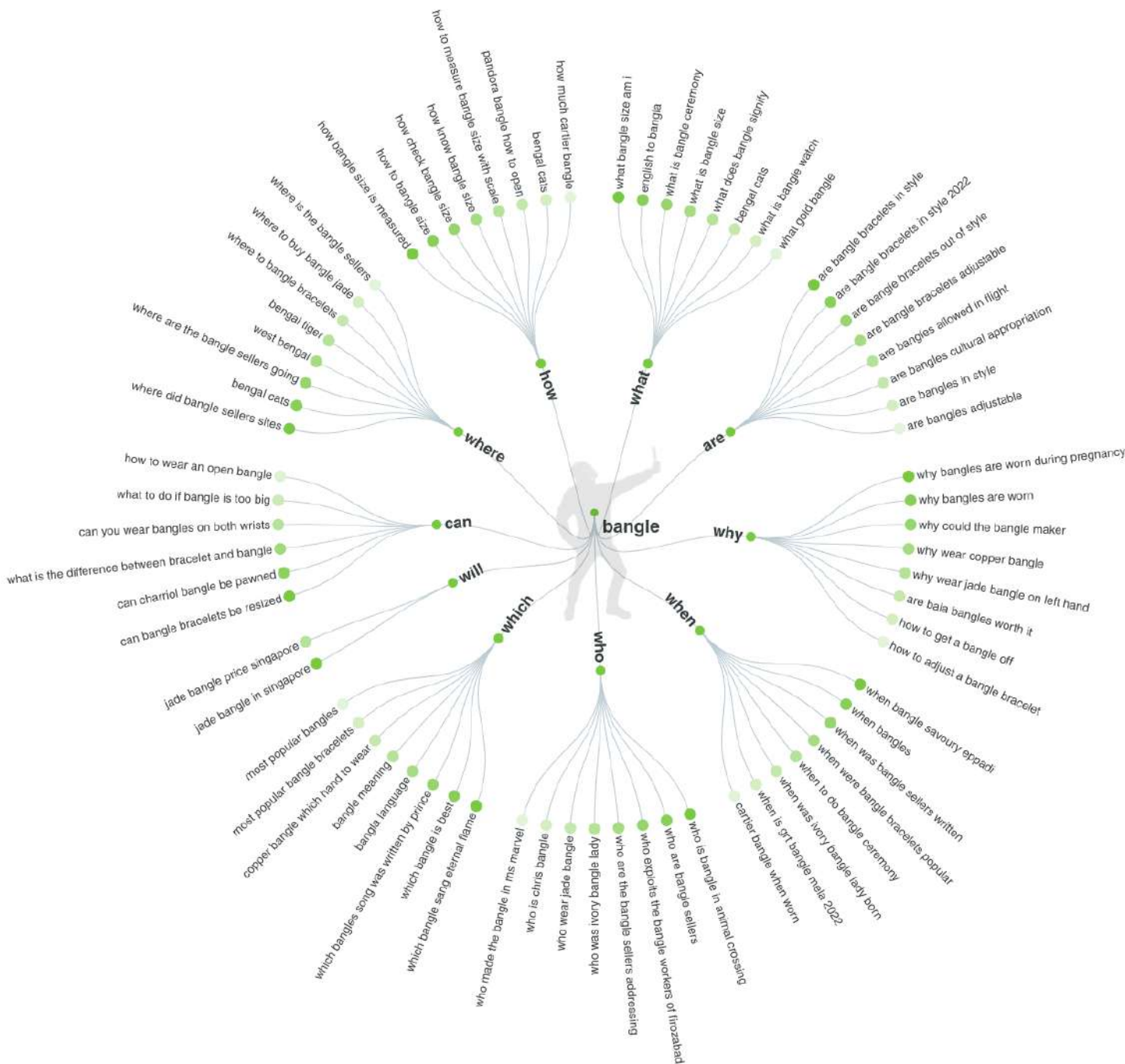


Table 5.1.2I

5.1.3 SEO Objectives, KPIs & Metrics

(Awareness)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Increase brand awareness and visibility through search engines, social media and digital advertising so as to increase website traffic by at least 20% average per month at the end of 2022.• From 675 (YTD data monthly average) to 810 from Jan 2023 onwards	<p><u>SEO:</u></p> <ul style="list-style-type: none">• Increase average Google organic search ranking position from 37 (keywords selected from current list of organic keywords, otherwise it will be 27 from GSC) to 20 by Jan 2023• Increase total Google organic search impressions from 261,000 (Google Search Console 21st Apr 2021 - 31st Jul 2022) to 350,000 by Jan 2023• Increase average Google organic search click through rate from 2.5% to 3.0% by Jan 2023• Increase total organic keywords that is ranking in SemRush from 107 to 200 by Jan 2023• Increase total Referring domains from 52 to 72 by Jan 2023• Increase total backlinks from 203 to 250 by Jan 2023

SEO Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
SEO Metrics	On-Page SEO	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Search Console Report - Filter All Traffic (Organic) Channels Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Google Search Console</u> Impressions Organic (Non-Branded) Click - Through Rate Organic (Branded) Click Through Rate</p> <p><u>SEO Tool</u> Organic Search Volume Organic (Branded) Search - Volume Organic Traffic Value Average Position Search Visibility</p> <p>Domain Rank Page Rank Rankings of each Keywords No. of Keywords Ranked No. of Long-tail keyword / buyers keyword No. of Internal Links</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> Just look at - Search Console Report - Filter All Traffic (Organic) Channels Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>(Google Search Console & SEO Tool Metrics)</u> Same as Awareness On-Page SEO</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Goals Report (For Newsletter) - Multi Channel Funnel Report - Filter All Traffic (Organic) Channels Report</p> <p>For Off-Page SEO, look at Referral</p> <p>Revenue</p>	<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p>	<p>Number of blog post</p> <p>Content Audit</p>
	Off-Page SEO	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Filter All Traffic (Referral) Channels Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>SEO Tool</u> No. of Referring Domains Referring Domains' Rank No. of Backlinks DoFollow Backlinks Toxic Backlinks</p>	<p><u>Same as Google Analytics (Audience > Behavior & Behavior)</u> Just look at - Filter All Traffic (Referral) Channels Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>(SEO Tool Metrics)</u> Same as Awareness Off-Page SEO</p>	<p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p> <p>Cost per Conversion (Referral from paid outreach)</p> <p>Return on Investment (associated from referral)</p> <p>AOV</p>		<p>Number of Potentials Source</p> <p>Number of Email Outreach</p>
	Technical SEO	<p><u>Google Search Console</u> No. of Pages Indexed No. of Noindexed Crawl Errors</p> <p><u>Pagespeed Insights</u> Time to Interactive First Contentful Paint Largest Contentful Paint Cumulative Layout Shift</p> <p><u>Mobile Friendly Test</u> Mobile Responsiveness</p> <p><u>SEO Tool</u> Site Health Issues, Errors, Warnings, Notices</p>	<p><u>(SEO Tool Metrics)</u> Same as Awareness Technical SEO</p>			<p>Number of Site Errors Fixed</p>

5.1.4 SEO Action Plan

(Awareness)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
SEO	Refer to (Awareness) SEO KPIs <u>above</u>	<p>Keyword Research</p> <ul style="list-style-type: none"> Find & build keywords relating to topics, competitors, industry & trends <ol style="list-style-type: none"> Use Customer Persona for SEO. Search term use to find business, pain points & customer objective Use Customer Journey for SEO. Different phases/intent uses different search term. Map the search term to funnel stage Craft Site architecture. Map Customer Flow (different from Journey) with Site information <p>On-Page SEO</p> <ul style="list-style-type: none"> Follow SEO Guidelines & Best Practices for <ol style="list-style-type: none"> H1/Title Tag Domain URL Meta description Image Optimisation Quality Content on Page (Main & Secondary) Internal Linking External Linking <p>Technical SEO</p> <ul style="list-style-type: none"> Follow Technical SEO Guidelines & Best Practices for <ol style="list-style-type: none"> Page experience Core Web Vitals (Loading (LCP), Interactivity (FID), Visual Stability (CLS)) Mobile Friendly Fix 5 - 10 errors / month Fix 5 - 10 crawled page issues / month Fix 5 - 10 Top Issues / month <p>Local SEO</p>	<p>Number of blog post</p> <p>Content Audit</p> <p>Number of Potentials Source</p> <p>Number of Email Outreac</p> <p>Number of Site Errors Fixed</p>	4 months	\$3,100 manpower hours / month

		<ul style="list-style-type: none"> Follow Local SEO Guidelines & Best Practices <p>Off-Page SEO</p> <ul style="list-style-type: none"> Follow Off-Page SEO Guidelines & Best Practices for <ol style="list-style-type: none"> High Domain Authority High Page Rank Relevant Co-Citation & Co-Occurrence Follow Links Relevant, Popular & Diverse (directory, blogs, PR, etc) <p>Submission-Based Link Building</p> <ul style="list-style-type: none"> Source for Directory Submission 1 Guest Blogging / month Try 5 Private Blog Networks linking <p>Manual Outreach</p> <ul style="list-style-type: none"> Source for manual outreach 5 - 10 manual outreach email / month and calculate success % Source for paid outreach + pricing <ul style="list-style-type: none"> 1 paid outreach / month if on budget Source for Blog Influencers <ul style="list-style-type: none"> 1 Blog Influencers outreach / month <p>Content Amplification</p> <ul style="list-style-type: none"> 1 On-page Blog / 4 - 6 weeks (On-page SEO & Content Marketing) 1 Press Release Campaign every Quarter? 			
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5.1.5 SEO Analytics / Reporting (See section 6)

5.2. Content Marketing Strategy

Summary of Findings (Content Audit)

Google Analytics

Table 5.1.2c shows the Channel & its content that has at least 1 conversion, sorted by Users. The results shows organic followed by direct, newsletter email, paid facebook social, expat living, paid instagram social and more email automation.

Besides organic/direct channels where we know it is due to brand awareness and not SEO effort that led to conversion. We know that email marketing is doing decent for ██████████ followed by paid socials and they both go together in funneling users from awareness to subscribing to the newsletters. Users resonate with content in those areas.

Likewise when the above is sorted by Revenue, the result is the same with organic bing channel rising higher.

Table 5.2.1e to 5.2.1j shows the landing pages that users land initially that eventually led to their conversion. When filtered by url pages with /blogs, the revenue attribution is only SGD 500. Which as mentioned, suggest the content not bringing much conversion even though it is driving traffic. It is good for brand awareness.

The "/" (homepage) got the most attribution which is normal and no further information can be drawn as that is expected. Users got to the homepage from organic social, paid social, email, offline, print, etc.

The /collection page however got more revenue attribution of about SGD 39,700. From the sessions and revenue, it outranks /blog page, suggesting users with higher intention of heading to collection page or 'finding' the collection page for conversion, more than knowing the content produced by ██████████. Perhaps due to the nature of E-commerce or simple the jewellery industry.

The /checkout page is considerably decent in revenue as it can originate from abandon cart emails, emails, referrals.

Other miscellaneous pages includes /pages that is related to contact, product care, appointment and gifts.

Table 5.2.1k, shows new users who did/did not convert vs returning users who did/did not convert. From the pie chart, we know that those who converted at least once are more likely to return (39.4% returning users who convert) than those who did not convert. The returning rate is decent for converters. However, the returning rate for non-converters (17.4%) suggest the content not resonating to them as it doesn't serve users like a Content Hub and that is perfectly normal. But we can look into that 17.4% or 3614 of the users behaviors to find what stops them from converting. They can be users who got to the site from peranakan keyword but they are returning, hence there is some form of engagement.

Table 5.2.1l shows returning users who visit blogs vs collection pages, sorted by number of sessions. Likewise, collection pages have the most users returning to purchase/view compared to blog pages. The number of session with 1 having 0 users is due to the fact that if users returned, they are considered more than 1 session and hence will not appear in the 1 session category.

Next table shows the same as above, sorted by days since last sessions. Collection pages shows the winning result, but what is found is that returning users took between 0 to 6 days to revisit their next session.

Table 5.2.1n shows the landing page for blogs and the user flows journey. Many users landed on peranakan but faced a massive dropoff (from the red funnel out infographic). Whereas for collection page for the next table, the bounce rate is about 40-50% and users proceeded to the next few pages as shown.

Summary of Findings (Content Research)

SemRush

Table 5.2.2a shows a brief content research of competitors with their most visited web pages. The result suggest that [REDACTED]'s most popular pages is their homepage, followed by about us and then the respective collection pages. This can be their email or social media marketing driving people to their brand awareness page. Other than that, they have the same function in content marketing as [REDACTED]

[REDACTED] likewise, focuses more on their product / collection pages and from further research into those pages, [REDACTED] provides decent information on their product pages which could help in some form to their organic ranking and content resonance when pushing customers to view those pages.

[REDACTED] does have some blogs that drive some traffic for example, sizing charts, wedding ring information and store locators. Other than that, their homepage drove the most users.

[REDACTED]'s branded keyword is really strong, with about 80% driven from their brand keyword into their homepage. They focus on their product/collection pages and that is all with not much content blogs.

[REDACTED] brand keyword did not drive much traffic to their homepage, it is their product variety that contributed and accumulated into the huge traffic, directing users to their respective pages such as ear piercing, store finder, collection and products.

5.2.1 Content Marketing Audit

 Overall SiteMap
Aug 2022 (All Time) (SemRush)

Crawled Pages

Pages

Site Structure

Site Structure i

Directory	URLs	Issues
	2,535	47,047
 /collections	1,839	31,476
 /products	630	15,194
 /pages	38	240
 /blogs	18	49
 /account	1	1
	1	0

Table 5.2.1a

Channels and its Contents that Converts

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

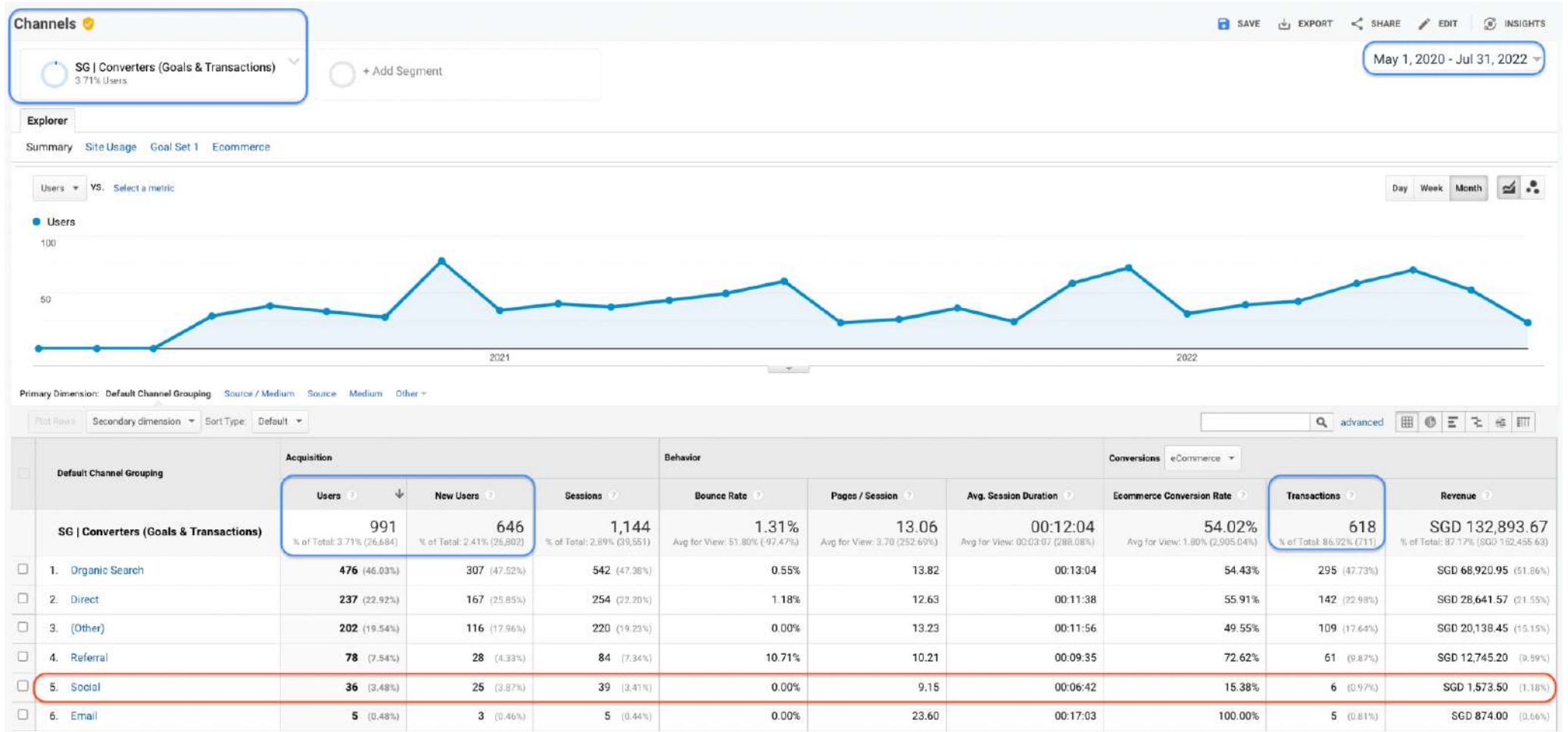


Table 5.2.1b

Channels and its Contents that Converts (Sort by Users)

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other											
Secondary dimension: Source / Medium Sort Type: Default											
Default Channel Grouping	Source / Medium	Acquisition			Behavior			Conversions: eCommerce			
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
SG Converters (Goals & Transactions)		991 % of Total: 3.71% (26,684)	646 % of Total: 2.41% (26,802)	1,144 % of Total: 2.89% (39,551)	1.31% Avg for View: 51.82% (-97.47%)	13.06 Avg for View: 3.70 (252.69%)	00:12:04 Avg for View: 00:03:07 (288.08%)	54.02% Avg for View: 1.80% (2,905.04%)	618 % of Total: 86.92% (711)	SGD 132,893.67 % of Total: 87.17% (SGD 152,455.63)	
<input type="checkbox"/>	1. Organic Search	google / organic	462 (44.34%)	297 (45.98%)	523 (45.72%)	0.57%	13.76	00:13:03	54.11%	283 (45.79%)	SGD 65,364.95 (49.19%)
<input type="checkbox"/>	2. Direct	(direct) / (none)	237 (22.74%)	167 (25.85%)	254 (22.20%)	1.18%	12.63	00:11:38	55.91%	142 (22.98%)	SGD 28,641.57 (21.55%)
<input type="checkbox"/>	3. (Other)	Newsletter / campaign-email	70 (6.72%)	41 (6.35%)	76 (6.64%)	0.00%	16.12	00:16:05	67.11%	51 (8.25%)	SGD 7,761.45 (5.84%)
<input type="checkbox"/>	4. (Other)	fb / paid-social	52 (4.99%)	36 (5.57%)	54 (4.72%)	0.00%	10.96	00:08:06	16.67%	9 (1.46%)	SGD 1,445.00 (1.09%)
<input type="checkbox"/>	5. Referral	securecheckout.hit-pay.com / referral	37 (3.55%)	0 (0.00%)	39 (3.41%)	20.51%	4.69	00:03:14	105.13%	41 (6.63%)	SGD 8,385.20 (6.31%)
<input type="checkbox"/>	6. Referral	expatliving.sg / referral	28 (2.69%)	21 (3.25%)	29 (2.53%)	0.00%	16.31	00:13:32	41.38%	12 (1.94%)	SGD 2,685.50 (2.02%)
<input type="checkbox"/>	7. (Other)	ig / paid-social	25 (2.40%)	19 (2.94%)	25 (2.19%)	0.00%	9.28	00:07:31	20.00%	5 (0.81%)	SGD 905.00 (0.68%)
<input type="checkbox"/>	8. (Other)	Welcome Series / flow-email	20 (1.92%)	3 (0.46%)	21 (1.84%)	0.00%	12.52	00:11:48	95.24%	20 (3.24%)	SGD 4,828.50 (3.63%)
<input type="checkbox"/>	9. Social	l.instagram.com / referral	20 (1.92%)	18 (2.79%)	22 (1.92%)	0.00%	10.77	00:07:17	9.09%	2 (0.32%)	SGD 539.00 (0.41%)
<input type="checkbox"/>	10. (Other)	Customer Thank You / flow-email	12 (1.15%)	2 (0.31%)	14 (1.22%)	0.00%	17.43	00:14:21	71.43%	10 (1.62%)	SGD 1,478.50 (1.11%)
<input type="checkbox"/>	11. (Other)	Welcome Series New / flow-email	10 (0.96%)	2 (0.31%)	11 (0.96%)	0.00%	12.82	00:15:46	90.91%	10 (1.62%)	SGD 2,246.50 (1.69%)
<input type="checkbox"/>	12. Organic Search	bing / organic	10 (0.96%)	5 (0.77%)	14 (1.22%)	0.00%	17.07	00:13:51	71.43%	10 (1.62%)	SGD 2,736.00 (2.06%)
<input type="checkbox"/>	13. (Other)	Customer with loyalty points, no account / campaign-email	8 (0.77%)	7 (1.08%)	9 (0.79%)	0.00%	11.22	00:07:13	22.22%	2 (0.32%)	SGD 1,205.00 (0.91%)
<input type="checkbox"/>	14. Social	IGShopping / Social	8 (0.77%)	3 (0.46%)	9 (0.79%)	0.00%	7.67	00:04:51	33.33%	3 (0.49%)	SGD 824.50 (0.62%)
<input type="checkbox"/>	15. (Other)	facebook / (not set)	6 (0.58%)	5 (0.77%)	6 (0.52%)	0.00%	15.00	00:11:32	33.33%	2 (0.32%)	SGD 268.50 (0.20%)
<input type="checkbox"/>	16. Email	abandoned_cart / email	5 (0.48%)	3 (0.46%)	5 (0.44%)	0.00%	23.60	00:17:03	100.00%	5 (0.81%)	SGD 874.00 (0.66%)
<input type="checkbox"/>	17. Organic Search	yahoo / organic	5 (0.48%)	5 (0.77%)	5 (0.44%)	0.00%	12.00	00:11:37	40.00%	2 (0.32%)	SGD 820.00 (0.62%)
<input type="checkbox"/>	18. Referral	sg.search.yahoo.com / referral	3 (0.29%)	1 (0.15%)	3 (0.26%)	0.00%	15.67	00:19:36	66.67%	2 (0.32%)	SGD 340.50 (0.26%)
<input type="checkbox"/>	19. Referral		3 (0.29%)	3 (0.46%)	3 (0.26%)	0.00%	15.67	00:16:32	66.67%	2 (0.32%)	SGD 467.00 (0.35%)
<input type="checkbox"/>	20. Social	l.facebook.com / referral	3 (0.29%)	2 (0.31%)	3 (0.26%)	0.00%	5.33	00:09:07	0.00%	0 (0.00%)	SGD 0.00 (0.00%)

Table 5.2.1c

Channels and its Contents that Converts (Sort by Revenue)

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other											
Plot Rows		Secondary dimension: Source / Medium		Sort Type: Default							
	Default Channel Grouping	Source / Medium	Acquisition			Behavior			Conversions		Revenue
			Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	
SG Converters (Goals & Transactions)			991 % of Total: 3.71% (26,684)	646 % of Total: 2.41% (26,602)	1,144 % of Total: 2.89% (39,551)	1.31% Avg for View: 51.80% (-97.47%)	13.06 Avg for View: 3.70 (252.69%)	00:12:04 Avg for View: 00:03:07 (288.08%)	54.02% Avg for View: 1.80% (2,905.04%)	618 % of Total: 86.92% (711)	SGD 132,893.67 % of Total: 87.17% (SGD 152,455.63)
<input type="checkbox"/>	1. Organic Search	google / organic	462 (44.34%)	297 (45.98%)	523 (45.72%)	0.57%	13.76	00:13:03	54.11%	283 (45.79%)	SGD 65,364.95 (49.19%)
<input type="checkbox"/>	2. Direct	(direct) / (none)	237 (22.74%)	167 (25.85%)	254 (22.20%)	1.18%	12.63	00:11:38	55.91%	142 (22.98%)	SGD 28,641.57 (21.55%)
<input type="checkbox"/>	3. Referral	securecheckout.hit-pay.com / referral	37 (3.55%)	0 (0.00%)	39 (3.41%)	20.51%	4.59	00:03:14	105.13%	41 (6.63%)	SGD 8,385.20 (6.21%)
<input type="checkbox"/>	4. (Other)	Newsletter / campaign-email	70 (6.72%)	41 (6.35%)	76 (6.64%)	0.00%	16.12	00:16:05	67.11%	51 (8.25%)	SGD 7,761.45 (5.84%)
<input type="checkbox"/>	5. (Other)	Welcome Series / flow-email	20 (1.92%)	3 (0.46%)	21 (1.84%)	0.00%	12.52	00:11:48	95.24%	20 (3.24%)	SGD 4,828.50 (3.63%)
<input type="checkbox"/>	6. Organic Search	bing / organic	10 (0.96%)	5 (0.77%)	14 (1.22%)	0.00%	17.07	00:13:51	71.43%	10 (1.62%)	SGD 2,736.00 (2.06%)
<input type="checkbox"/>	7. Referral	expatliving.sg / referral	28 (2.69%)	21 (3.25%)	29 (2.53%)	0.00%	16.31	00:13:32	41.38%	12 (1.94%)	SGD 2,685.50 (2.02%)
<input type="checkbox"/>	8. (Other)	Welcome Series New / flow-email	10 (0.96%)	2 (0.31%)	11 (0.96%)	0.00%	12.82	00:15:46	90.91%	10 (1.62%)	SGD 2,246.50 (1.69%)
<input type="checkbox"/>	9. (Other)	Customer Thank You / flow-email	12 (1.15%)	2 (0.31%)	14 (1.22%)	0.00%	17.43	00:14:21	71.43%	10 (1.62%)	SGD 1,478.50 (1.11%)
<input type="checkbox"/>	10. (Other)	fb / paid-social	52 (4.99%)	36 (5.57%)	54 (4.72%)	0.00%	10.96	00:08:06	16.67%	9 (1.46%)	SGD 1,445.00 (1.09%)
<input type="checkbox"/>	11. (Other)	Customer with loyalty points, no account / campaign-email	8 (0.77%)	7 (1.08%)	9 (0.79%)	0.00%	11.22	00:07:13	22.22%	2 (0.32%)	SGD 1,205.00 (0.91%)
<input type="checkbox"/>	12. (Other)	ig / paid-social	25 (2.40%)	19 (2.94%)	25 (2.19%)	0.00%	9.28	00:07:31	20.00%	5 (0.81%)	SGD 905.00 (0.68%)
<input type="checkbox"/>	13. Email	abandoned_cart / email	5 (0.48%)	3 (0.46%)	5 (0.44%)	0.00%	23.60	00:17:03	100.00%	5 (0.81%)	SGD 874.00 (0.66%)
<input type="checkbox"/>	14. Social	IGShopping / Social	8 (0.77%)	3 (0.46%)	9 (0.79%)	0.00%	7.67	00:04:51	33.33%	3 (0.49%)	SGD 824.50 (0.62%)
<input type="checkbox"/>	15. Organic Search	yahoo / organic	5 (0.48%)	5 (0.77%)	5 (0.44%)	0.00%	12.00	00:11:37	40.00%	2 (0.32%)	SGD 820.00 (0.62%)
<input type="checkbox"/>	16. Referral	growave.io / referral	2 (0.19%)	0 (0.00%)	3 (0.26%)	0.00%	26.00	00:43:40	66.67%	2 (0.32%)	SGD 667.00 (0.50%)
<input type="checkbox"/>	17. Social	l.instagram.com / referral	20 (1.92%)	18 (2.79%)	22 (1.92%)	0.00%	10.77	00:07:17	9.09%	2 (0.32%)	SGD 539.00 (0.41%)
<input type="checkbox"/>	18. Referral		3 (0.29%)	3 (0.46%)	3 (0.26%)	0.00%	15.67	00:16:32	66.67%	2 (0.32%)	SGD 467.00 (0.35%)
<input type="checkbox"/>	19. Referral	sg.search.yahoo.com / referral	3 (0.29%)	1 (0.15%)	3 (0.26%)	0.00%	15.67	00:19:36	66.67%	2 (0.32%)	SGD 340.50 (0.26%)
<input type="checkbox"/>	20. (Other)	facebook / (not set)	6 (0.58%)	5 (0.77%)	6 (0.52%)	0.00%	15.00	00:11:32	33.33%	2 (0.32%)	SGD 268.50 (0.20%)

Table 5.2.1d

| Landing Page (Blogs) that contributed to Conversion 1st May 2020 - 31st Jul 2022 (Google Analytics 3)

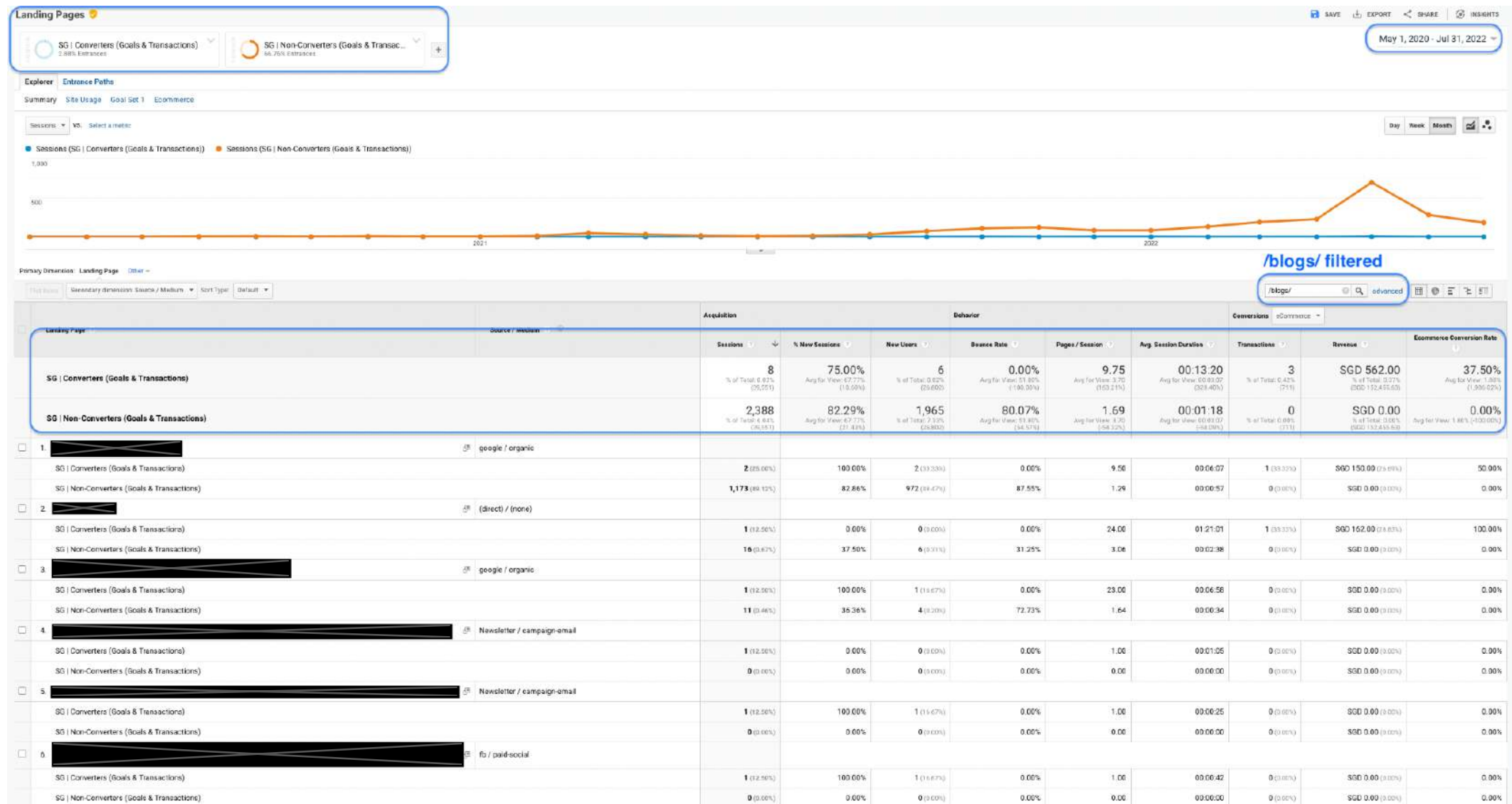


Table 5.2.1e

| Landing Page (Homepage) that contributed to Conversion 1st May 2020 - 31st Jul 2022 (Google Analytics 3)

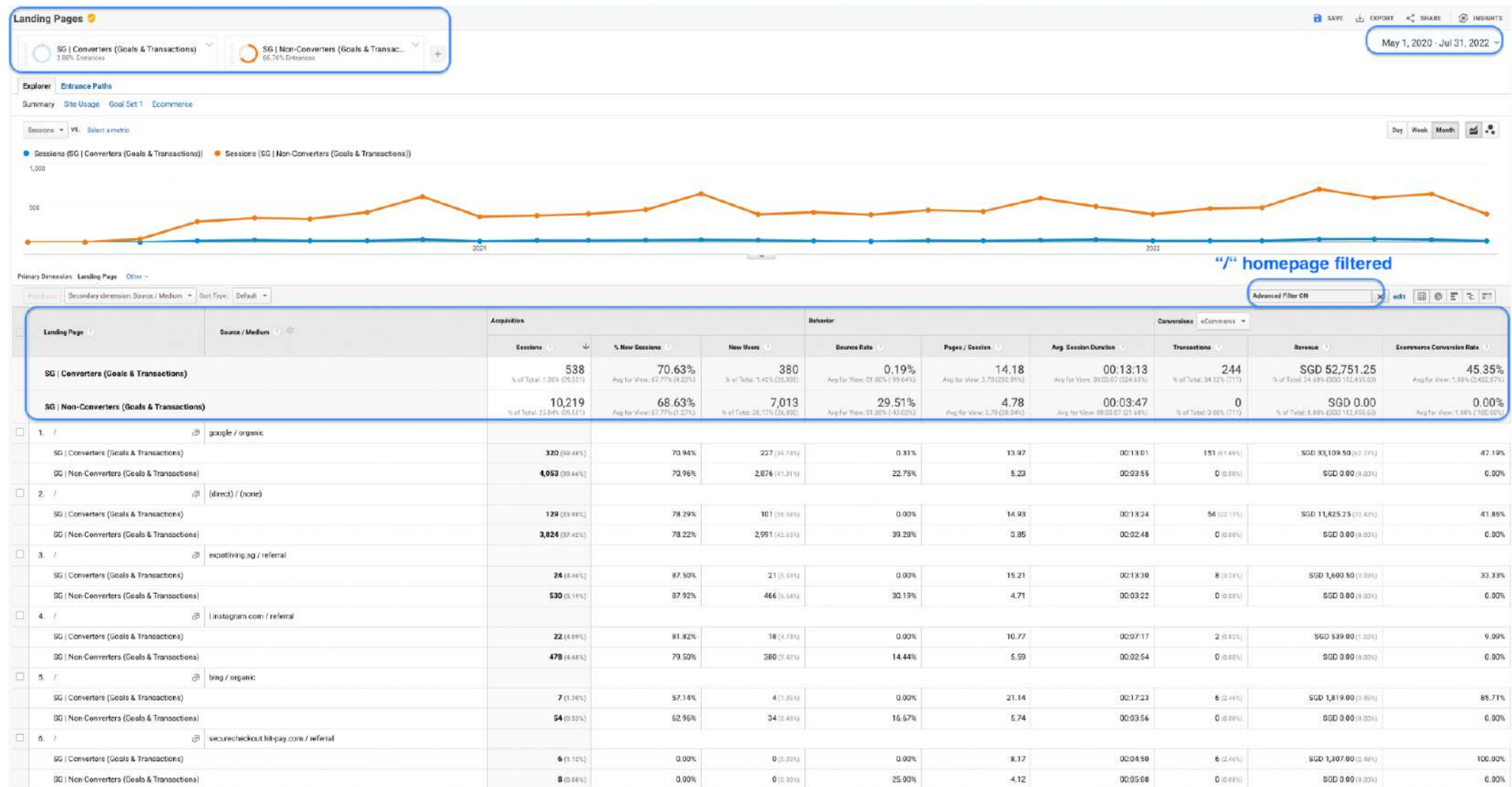


Table 5.2.1f

| Landing Page (Collections) that contributed to Conversion 1st May 2020 - 31st Jul 2022 (Google Analytics 3)

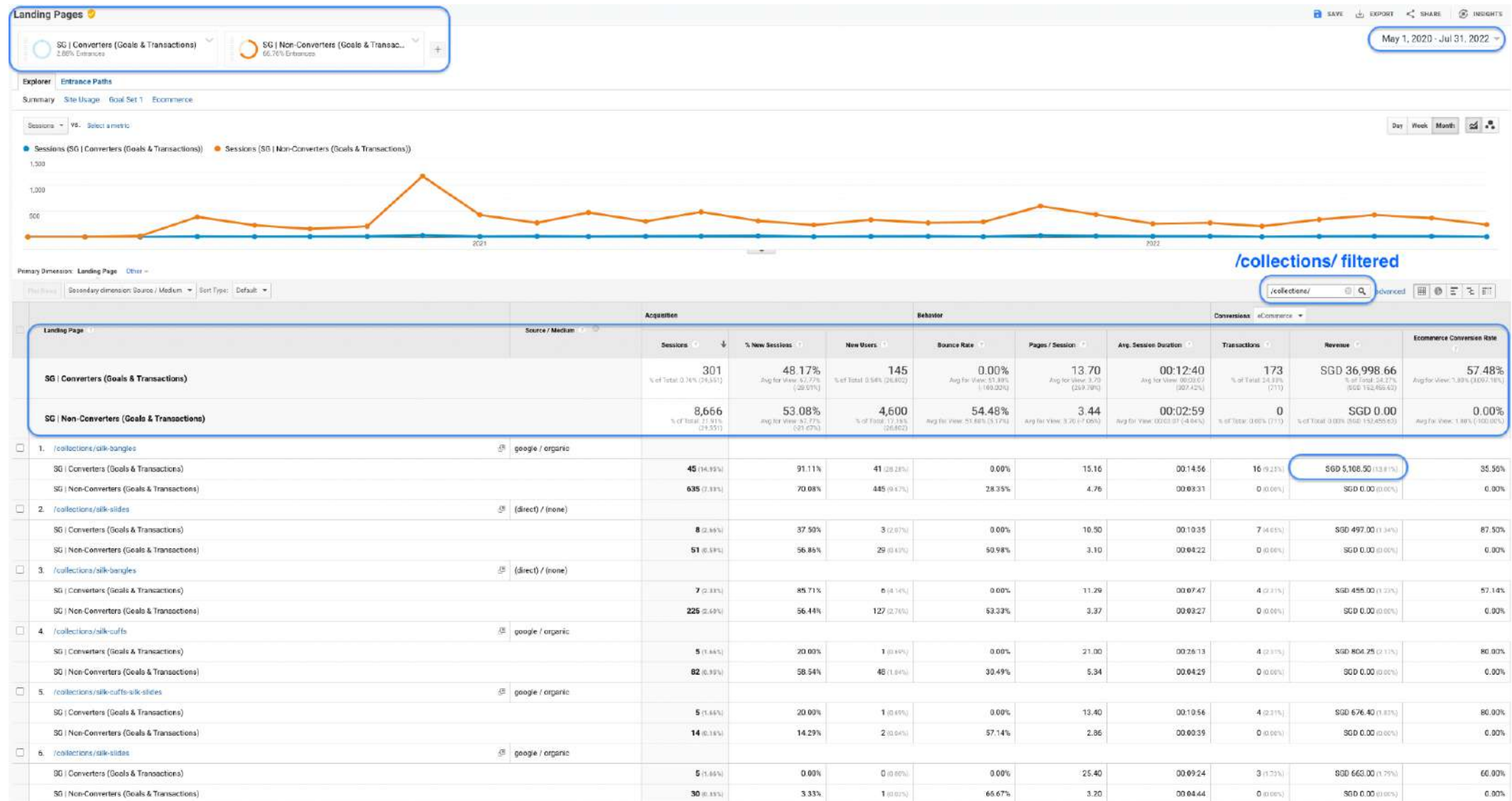


Table 5.2.1g

██████████ | Landing Page (Checkout) that contributed to Conversion

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

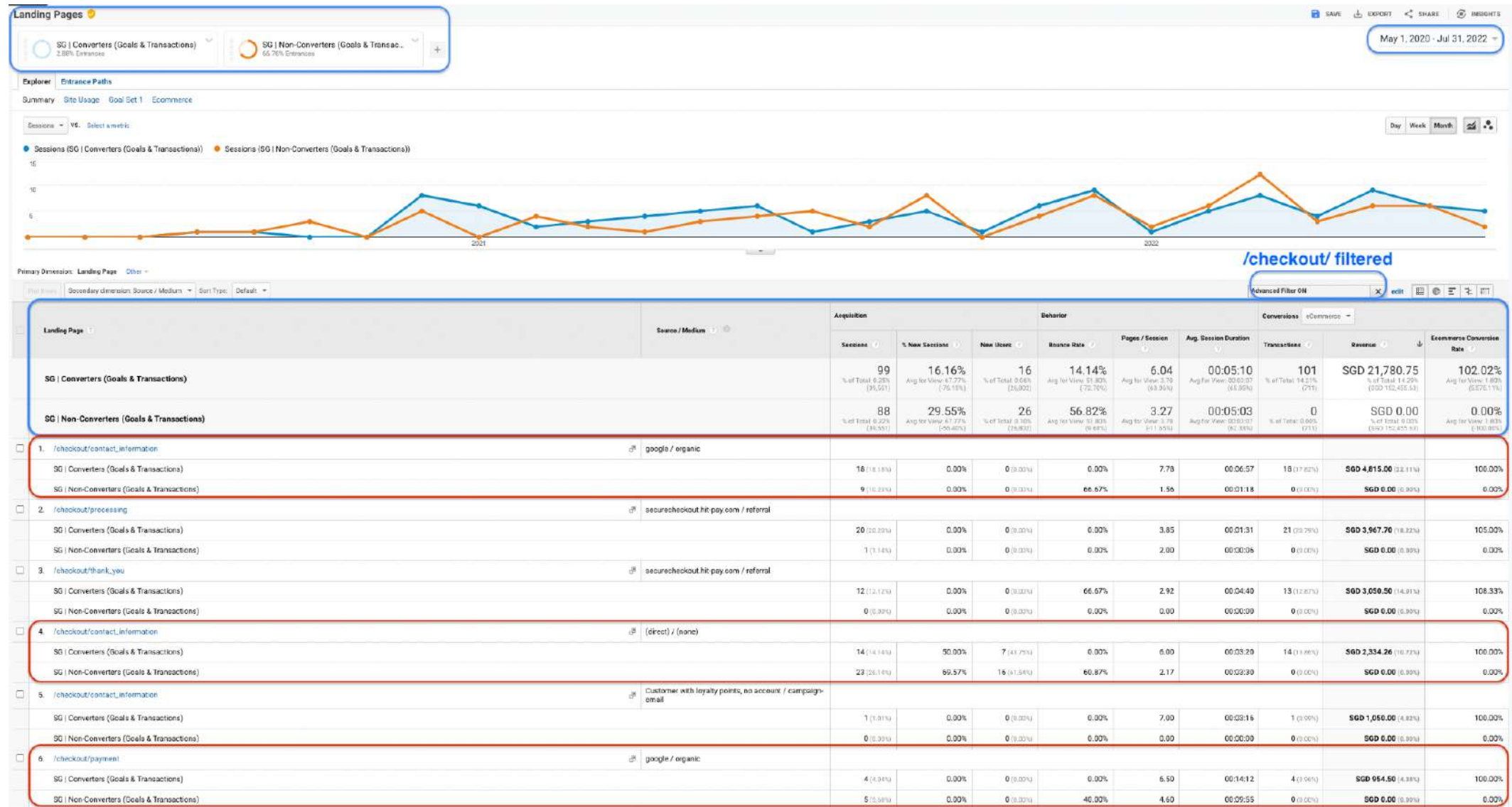


Table 5.2.1h

Landing Page (Pages) that contributed to Conversion

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

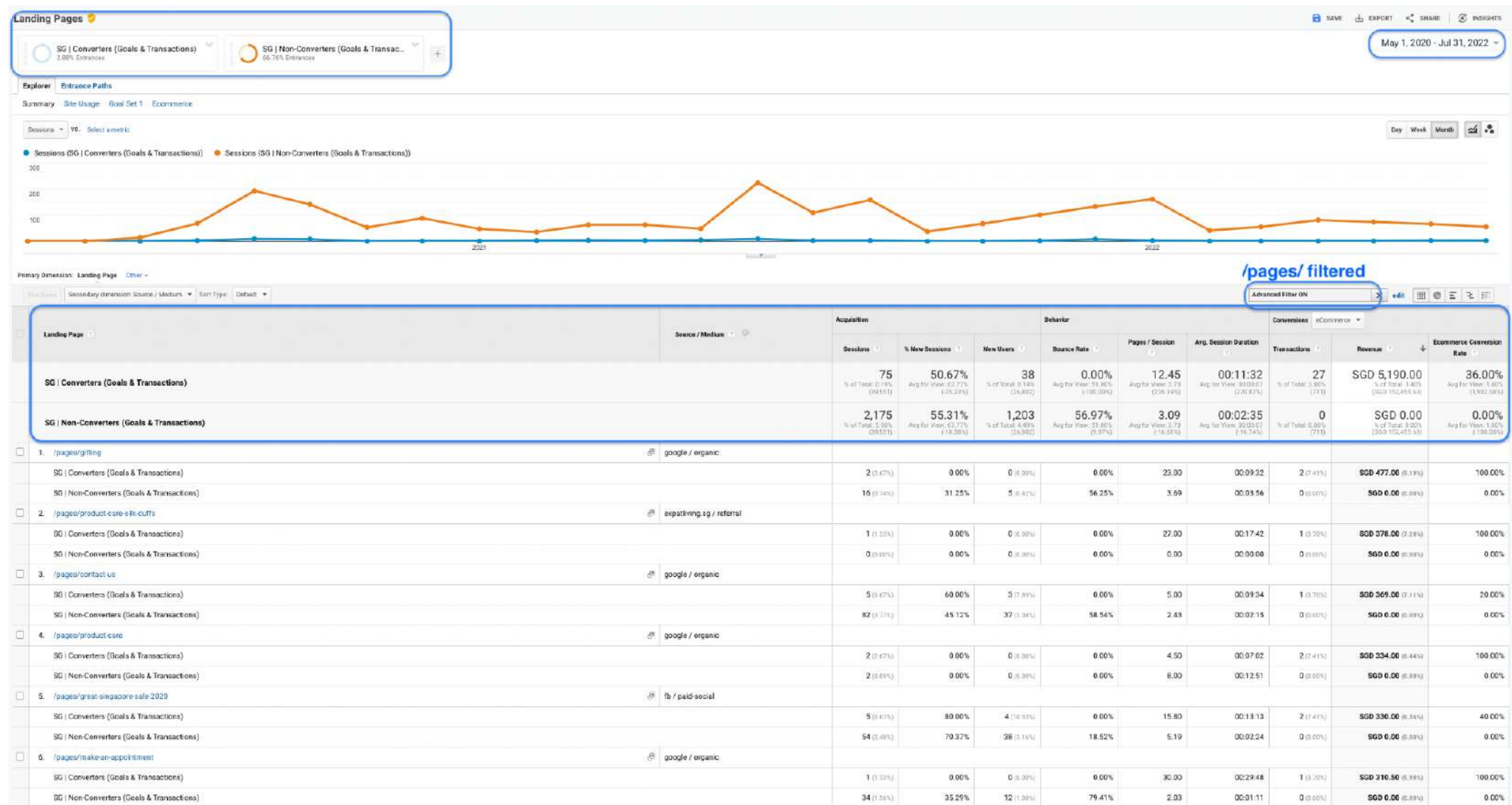


Table 5.2.1i

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

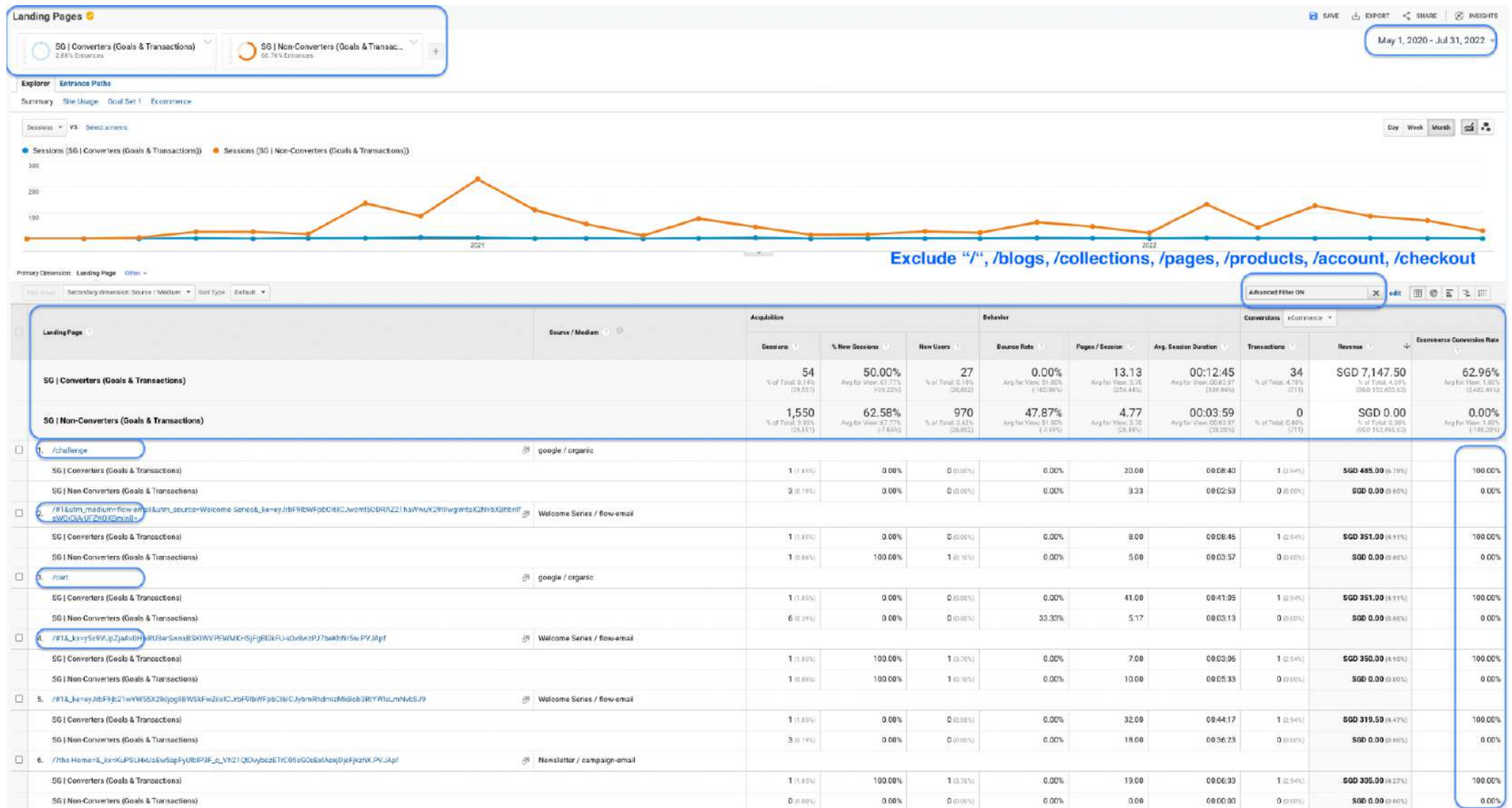


Table 5.2.1j

| New Users who did/did not Convert vs Returning Users who did/did not Convert

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

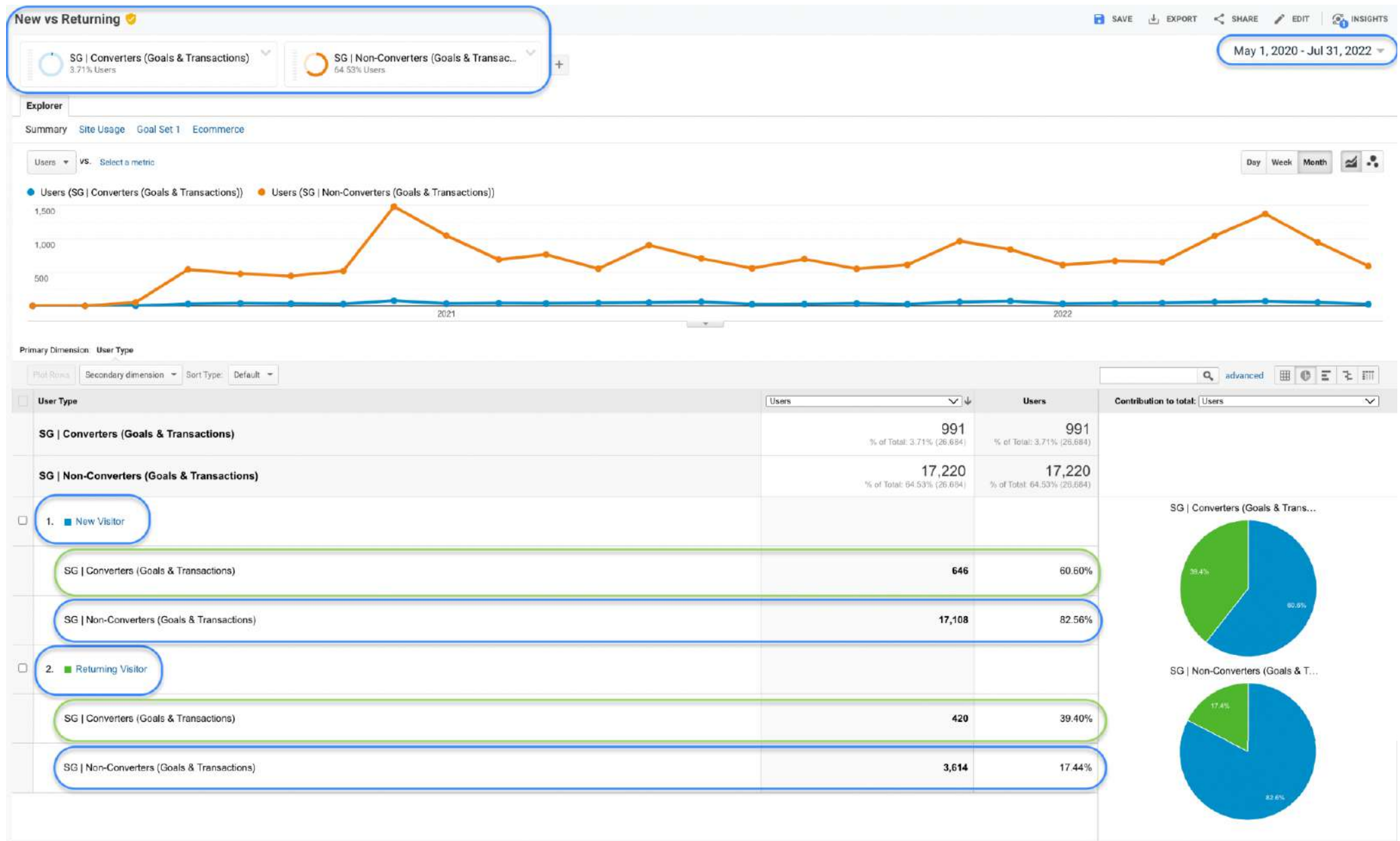


Table 5.2.1k

SG | Returning Users who visit the Blogs vs Collections Pages | Number of Sessions

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

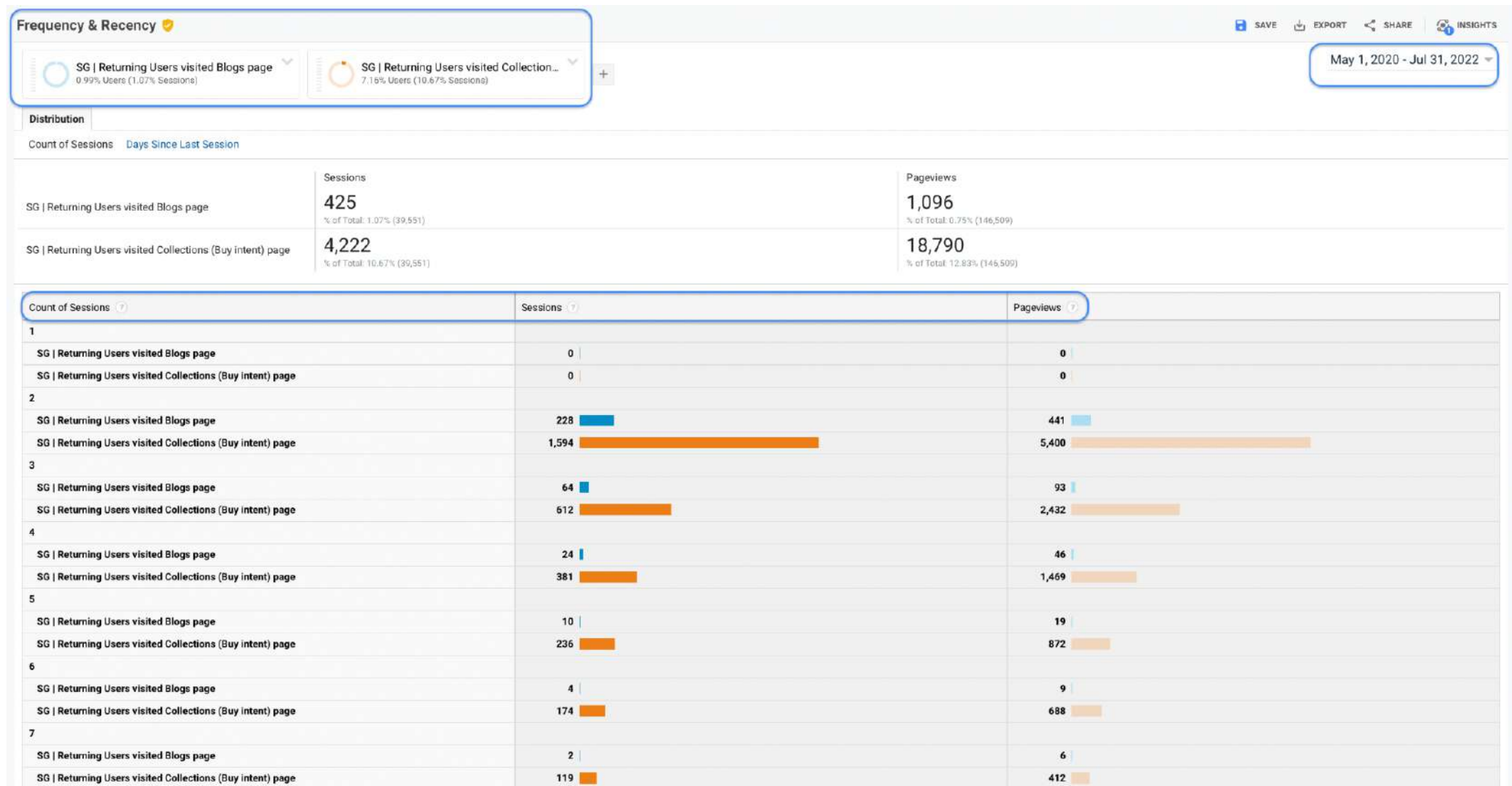


Table 5.2.11

SG | Returning Users who visit the Blogs vs Collections Pages | Days since last Sessions

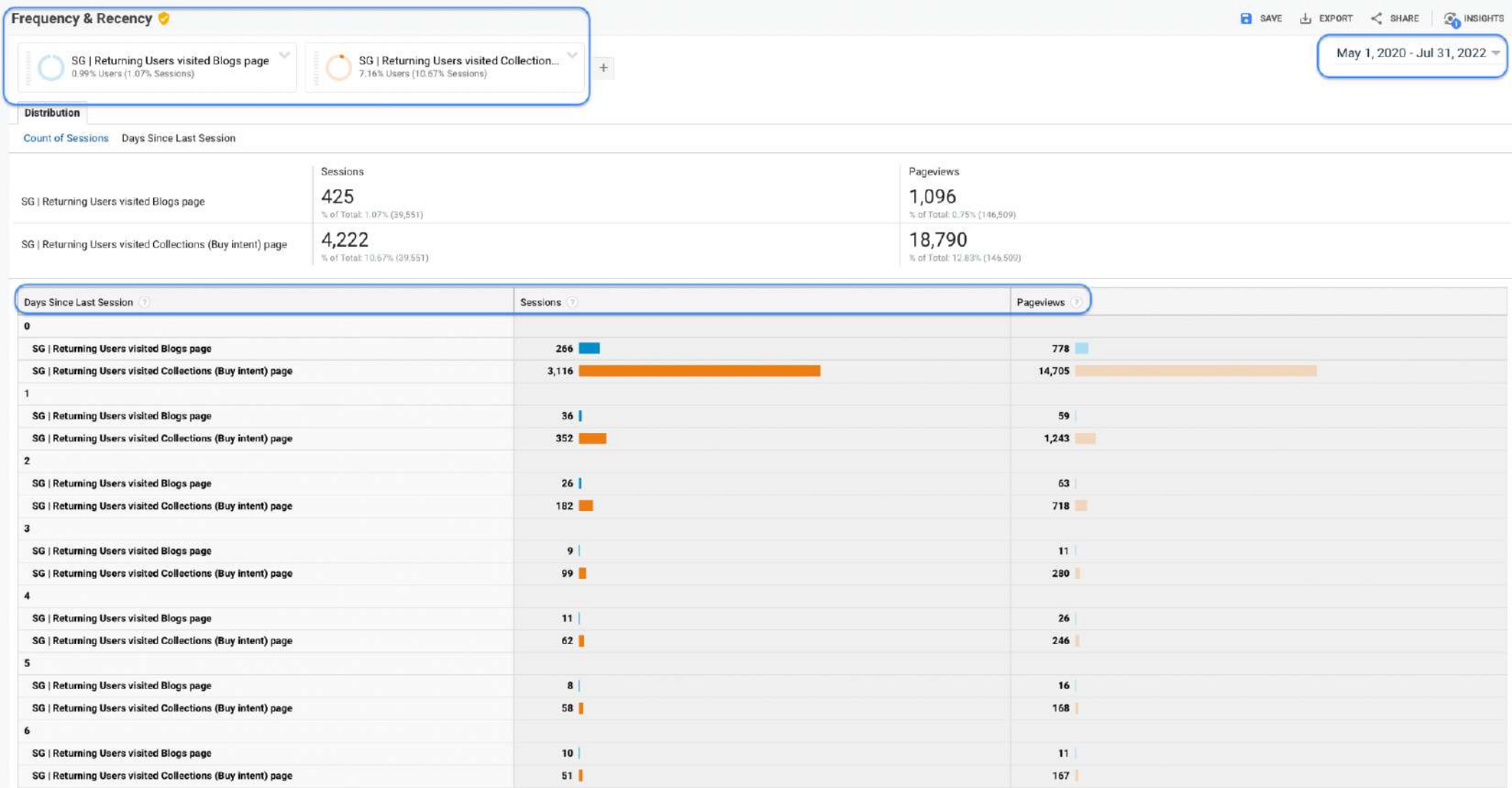


Table 5.2.1m



| Users' Flow process from Landing Page (Blogs)

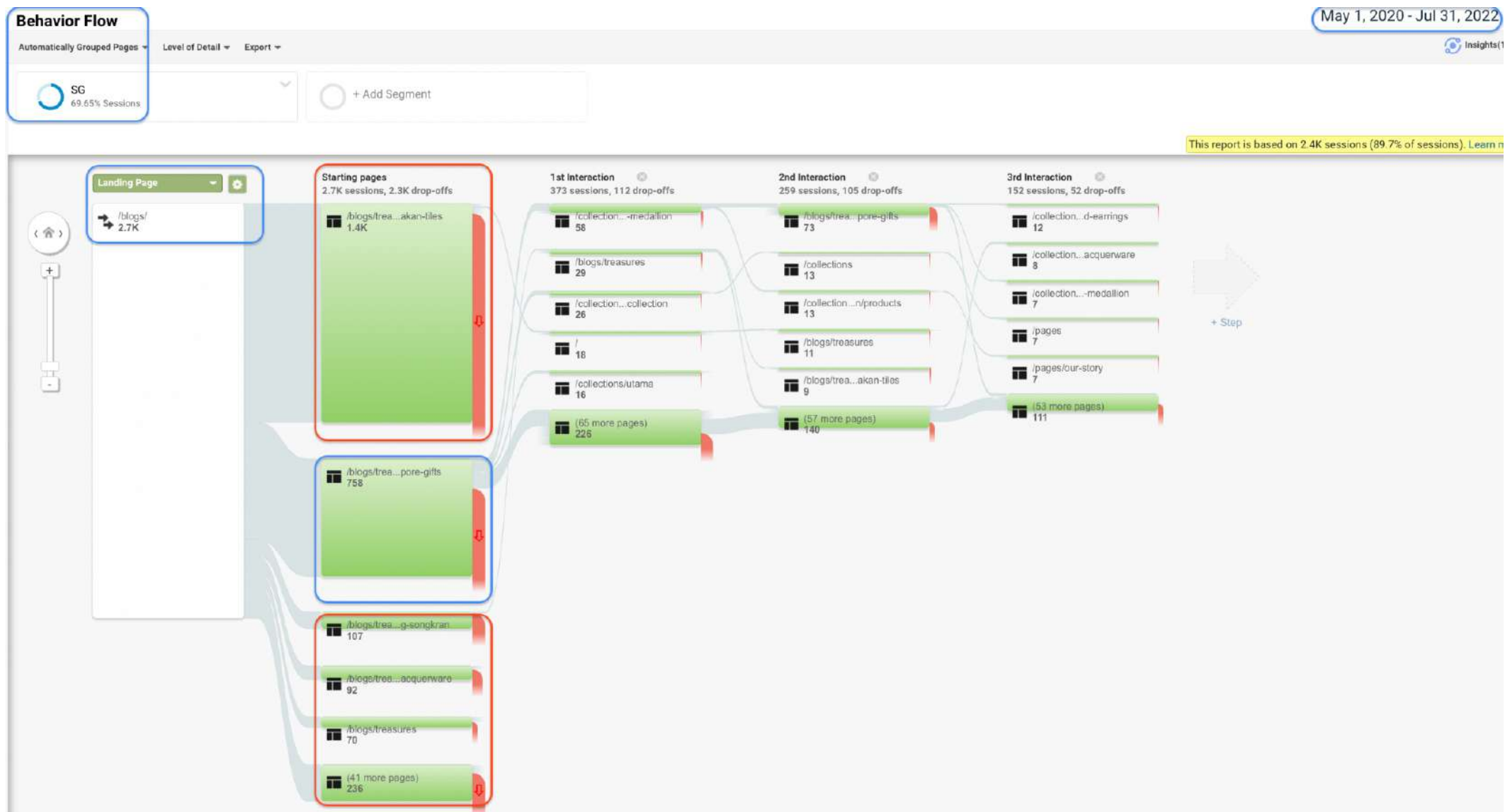


Table 5.2.1n

XXXXXXXXXX | Users' Flow process from Landing Page (Collections)

1st May 2020 - 31st Jul 2022 (Google Analytics 3)

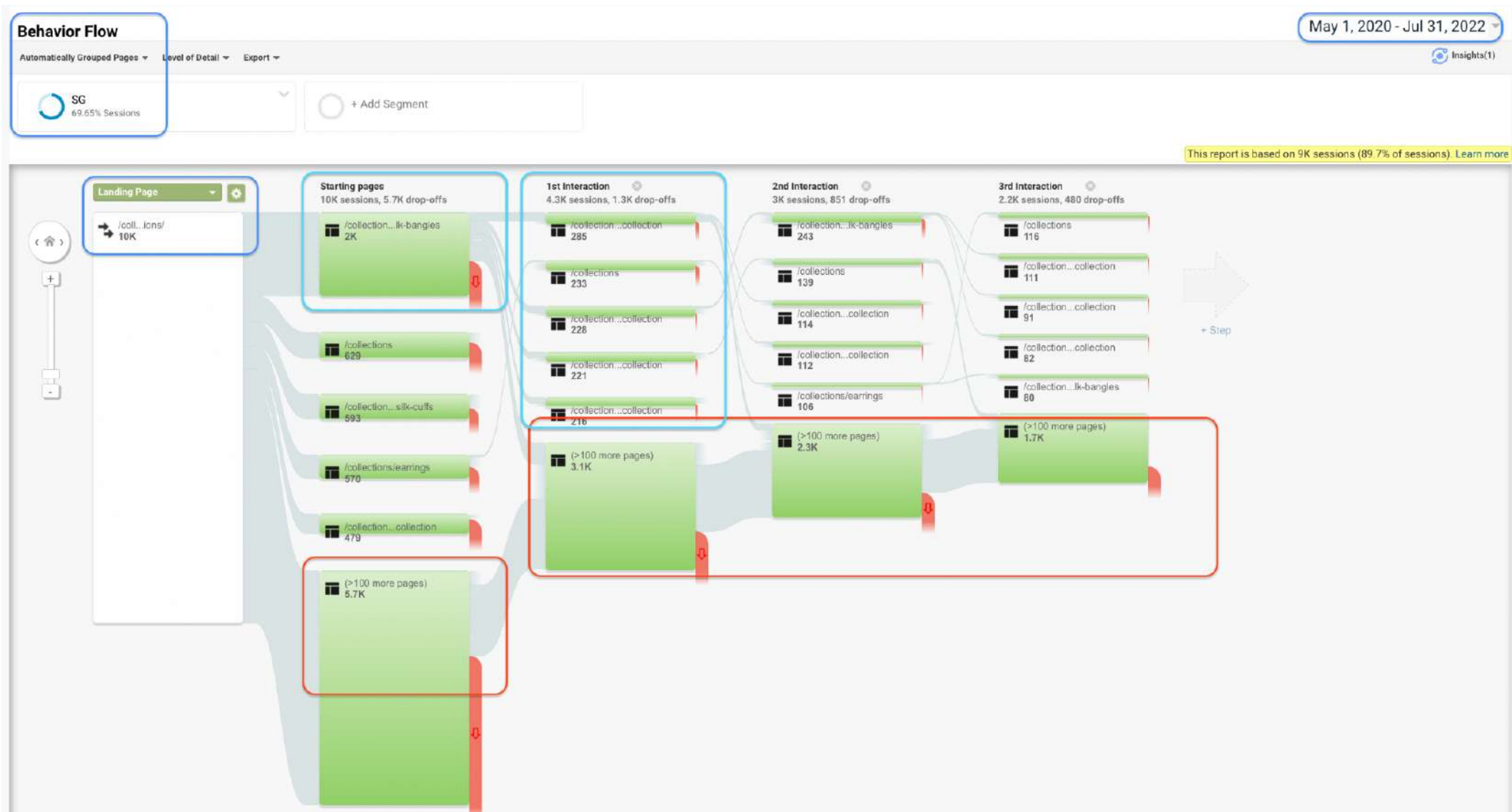


Table 5.2.1

5.2.2 Content Marketing Research

Competitor Research | Traffic to Competitor's Content Pages

Aug 2022 (SemRush)

Organic Search Positions 1 - 72 (72)


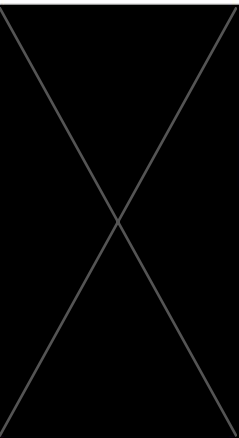















+ Add to keyword list Manage columns 11/16 Export


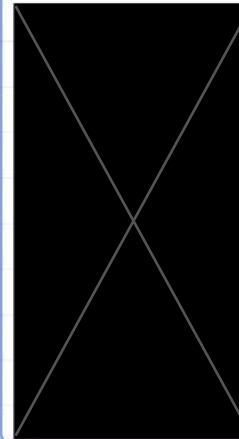

















Keyword	Intent	SF	Pos.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
> [redacted]	N	+2	1 → 1	38.09	480	32	0.4	[redacted]	[redacted]	Sep 22
> [redacted]	N	+5	1 → 1	38.09	480	30	0	[redacted]	[redacted]	Sep 22
> [redacted] beads jewellery >>	C	+4	1 → 1	9.72	210	19	0.5	[redacted]	[redacted]	Sep 03
> [redacted] peranakan bracelet >>	C I	+4	1 → 1	4.16	90	12	0	[redacted]	[redacted]	Sep 15
> [redacted] peranakan jewellery >>	C	+4	2 → 2	3.27	260	17	0.3	[redacted]	[redacted]	Aug 31
> [redacted] handmade jewellery >>	C	+6	2 → 2	1.38	110	36	0.5	[redacted]	[redacted]	Sep 01
> [redacted] peranakan jewellery singapore >>	C	+4	2 → 2	1.09	90	18	0.6	[redacted]	[redacted]	Sep 26
> [redacted] peranakan bracelet >>	C I	+4	2 → 2	1.09	90	12	0	[redacted]	[redacted]	Sep 15
> [redacted] leather bracelets >>	C I	+5	9 → 9	0.89	320	24	0.6	[redacted]	[redacted]	Sep 24
> [redacted] handmade jewellery singapore >>	C	+5	9 → 9	0.49	170	33	0.4	[redacted]	[redacted]	Sep 01


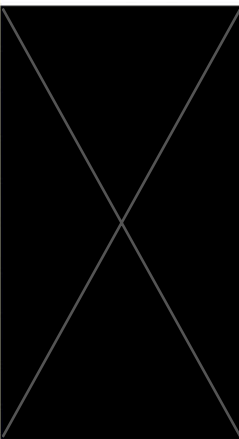












Organic Search Positions 1 - 100 (2,226)

+ Add to keyword list Manage columns 11/16 Export

Keyword	Intent	SF	Pos.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
> [redacted]	N	+8	1 → 1	24.75	22.2K	54	0.2	[redacted]	[redacted]	Sep 27
> [redacted]	N	+3	1 → 1	4.90	4.4K	82	0.4	[redacted]	[redacted]	Sep 27
> [redacted]	N	+7	1 → 1	4.01	3.6K	46	0.9	[redacted]	[redacted]	Sep 27
> [redacted] jewellery singapore >>	C	+6	1 → 1	2.88	4.4K	54	1.5	[redacted]	[redacted]	Sep 27
> [redacted] diamond rings >>	C	+6	1 → 1	2.88	4.4K	41	2.1	[redacted]	[redacted]	Sep 27
> [redacted] gold bracelet >>	I	+4	1 → 1	1.57	2.4K	28	0.4	[redacted]	[redacted]	Sep 27
> [redacted] chain >>	I	+7	1 → 1	1.57	2.4K	46	0.3	[redacted]	[redacted]	Sep 27
> [redacted] gold ring >>	I T	+7	1 → 1	1.57	2.4K	21	0.9	[redacted]	[redacted]	Sep 27
> [redacted] jewellery shop singapore >>	C	+5	1 → 1	1.57	2.4K	53	1.4	[redacted]	[redacted]	Sep 27
> [redacted] charm >>	I	+5	1 → 1	1.24	1.9K	55	0.6	[redacted]	[redacted]	Sep 27

Organic Search Positions 1 - 100 (855)											
+ Add to keyword list Manage columns 11/16 Export											
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
> <input type="checkbox"/>		N	±6	1 → 1	27.29	5.4K	49	0.6			Sep 26
> <input type="checkbox"/>		N	±6	1 → 1	12.13	2.4K	48	0.6			Sep 27
> <input type="checkbox"/>		N	±5	1 → 1	4.44	880	42	0.8			Sep 27
> <input type="checkbox"/>	ring size chart >>	I T	±5	4 → 4	2.91	6.6K	43	0.3			Sep 27
> <input type="checkbox"/>	jewellery singapore >>	C	±6	3 → 3	2.50	4.4K	54	1.5			Sep 27
> <input type="checkbox"/>		N	±4	1 → 1	2.42	480	37	0.7			Sep 25
> <input type="checkbox"/>		T	±6	1 → 1	2.42	480	19	1.1			Sep 22
> <input type="checkbox"/>		N	±2	1 → 1	1.97	390	36	1.2			Sep 24
> <input type="checkbox"/>	northpoint >>	N	±5	7 → 7	1.66	33.1K	39	0.2			Sep 27
> <input type="checkbox"/>	ring size >>	I T	±6	3 → 3	1.64	2.9K	30	0.3			Sep 27

Organic Search Positions 1 - 100 (221)											
+ Add to keyword list Manage columns 11/16 Export											
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
> <input type="checkbox"/>		N	±8	1 → 1	44.82	14.8K	34	0.2			Sep 27
> <input type="checkbox"/>		N	±8	1 → 1	44.82	14.8K	32	0.2			Sep 27
> <input type="checkbox"/>		N	±6	1 → 1	2.66	880	35	0.1			Sep 23
> <input type="checkbox"/>		N	±5	1 → 1	1.18	390	39	0.1			Sep 26
> <input type="checkbox"/>		I	±4	1 → 1	1.18	390	34	0.1			Sep 26
> <input type="checkbox"/>		I	±5	1 → 1	0.56	320	39	0.2			Sep 02
> <input type="checkbox"/>	earrings >>	I	±4	10 → 10	0.49	4.4K	40	0.7			Sep 27
> <input type="checkbox"/>	necklace >>	I T	±6	8 → 9	0.49	4.4K	48	0.6			Sep 27
> <input type="checkbox"/>	 review >>	N T	±4	1 → 1	0.42	140	36	0			Sep 03
> <input type="checkbox"/>	 review >>	C	±2	1 → 1	0.42	140	34	0			Sep 03

Organic Search Positions 1 - 100 (1,659)											
+ Add to keyword list Manage columns 11/16 Export											
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
> <input type="checkbox"/>		N	±5	1 → 1	10.63	8.1K	29	2.1			Sep 27
> <input type="checkbox"/>		N	±3	1 → 1	6.48	2.9K	33	2.1			Sep 27
> <input type="checkbox"/>	piercing >>	C	±8	1 → 1	4.72	3.6K	43	0.7			Sep 27
> <input type="checkbox"/>	hair clips >>	I T	±7	1 → 1	3.80	2.9K	28	0.7			Sep 27
> <input type="checkbox"/>	scrunchies >>	I	±5	1 → 1	3.80	2.9K	31	0.3			Sep 27
> <input type="checkbox"/>	headband >>	C I	±4	1 → 1	2.49	1.9K	29	0.3			Sep 27
> <input type="checkbox"/>	ear piercings >>	I	±4	2 → 2	2.39	6.6K	50	0.4			Sep 27
> <input type="checkbox"/>	 outlets >>	C	±3	1 → 1	2.23	1K	25	4.4			Sep 26
> <input type="checkbox"/>	ear cuff >>	I	±5	1 → 1	1.70	1.3K	20	0.5			Sep 27
> <input type="checkbox"/>	choker >>	I T	±7	1 → 1	1.70	1.3K	37	1			Sep 27

Same as SEO's Audience Research [\(For SEO & Content\)](#) (What people are searching, asking, finding, etc.)

Keyword: Bangle & Bangles

Aug 2022 (Google AutoComplete, People Also Ask, Related Searches, Keywords Everywhere, Keywords Surfer)

5.2.3 Content Marketing Objectives, KPIs & Metrics


(Awareness)	
Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Increase brand awareness and visibility through search engines, social media and digital advertising so as to increase website traffic by at least 20% average per month at the end of 2022.• From 675 (YTD data monthly average) to 810 from Jan 2023 onwards	<p><u>CMS:</u></p> <ul style="list-style-type: none">• Increase number of blog pages by 4 (once per month) by Jan 2023• Conduct a full-scale content audit once every 3 months measuring metrics such as avg. time spent on page, social share count, bounce rate, and backlinks• 9 - 12 Blog post articles per year per Marketing Executive or 1 blog post every 4 to 6 weeks

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
Content Marketing Metrics	Content Focus	<p>Same as Google Analytics (Acquisition) Just look at</p> <ul style="list-style-type: none"> - Filter All Traffic (Organic) Channels Report - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report - Filter All Traffic (Social) (if there's CTA from social to content) Channel Report - Filter All Traffic (Other) (Newsletter Campaign) Channel Report <p>Can be further segment into New vs Returning Users and Unique Users</p> <p>New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p>SEO Tool Likes & Comments Social Shares Backlinks</p>	<p>Google Analytics (Audience > Behavior & Behavior)</p> <ul style="list-style-type: none"> - New vs Returning Users Report - Frequency & Recency Report - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Organic, Referral, Social & Other) Channels Report <p>Can be further segment into New vs Returning Users</p> <p>Bounce Rate Pages / Session Average Session Duration Average Time on Page Page Views Avg Time on Page</p> <p>Klaviyo Email Subscription</p> <p>CMS Platform or SEO Tool Same as Awareness Content Focus</p>	<p>Google Analytics (E-Commerce Conversion)</p> <ul style="list-style-type: none"> - Goals Report (For Newsletter) - Multi Channel Funnel Report - Filter All Traffic (Organic) Channels Report <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p>	<p>Google Analytics New vs Returning Users Customer Retention Rate CLV</p> <p>CMS Platform or SEO Tool Same as Awareness Content + SEO Focus</p>	<p>Content Rate</p> <p>Number of blog post</p> <p>Content Audit</p> <p>Content Calendar</p> <p>Content Mix</p> <p>OSEP Mix</p>
	SEO Focus	<p>Same as Google Analytics (Acquisition) Just look at</p> <ul style="list-style-type: none"> - Search Console Report - Filter All Traffic (Organic) Channels Report - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report <p>Can be further segment into New vs Returning Users and Unique Users</p> <p>New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p>SEO Tool SEO Title & Meta Description Keyword Ranking Backlinks</p>	<p>Google Analytics (Audience > Behavior & Behavior)</p> <ul style="list-style-type: none"> - New vs Returning Users Report - Frequency & Recency Report - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Organic, Referral) Channels Report <p>Can be further segment into New vs Returning Users</p> <p>Bounce Rate Pages / Session Average Session Duration Average Time on Page Page Views Avg Time on Page</p> <p>CMS Platform or SEO Tool Same as Awareness SEO Focus</p>	<p>Cost per Conversion (Referral from paid outreach)</p> <p>Return on Investment (associated from referral)</p> <p>AOV</p>		

5.2.4 Content Marketing Action Plan

(Awareness)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
CMS	Refer to (Awareness) CMS KPIs above	<ul style="list-style-type: none"> Create a Content / Editorial Calendar (separate from Social Media) ██████████ will not be focusing on creating a Content Hub but will still do some form of content marketing with blogs as mention above from KPIs. <ul style="list-style-type: none"> Revolving around Bangles, Earrings, Gifts and its targeted keywords / supporting keywords to track if it ranks better. ██████████ to adopt Content Purpose that are a mix of Education (40%), Entertain (20%), Convince (25%) & Inspire (15%). ██████████ to create Content Themes/Pillars around these areas <ul style="list-style-type: none"> Mix & Match Bangles & Earrings Product Aesthetic, Features & Benefits (Bangle, Cuff, Earrings, Cufflinks, Lacquerware, Silks, Gemstones, Design Motifs, Medallions, Materials, Colours) Gifting, Packaging & Souvenir Travelling & Gifting Holidays / Festive / Season Influencer / UGC (non-model) Promotions, Sales Contest & Giveaways Online / Offline Events ██████████ to Adopt the following Content Types for <u>Social Media</u> <ul style="list-style-type: none"> <u>Images (60%)</u> <ul style="list-style-type: none"> Static Photos, 	Content Rate Number of blog post Content Audit Content Calendar Content Mix OSEP Mix	4 months	\$3,100 manpower hours / month

		<ul style="list-style-type: none"> - <i>Infographic,</i> - <i>Influencer/User Generated Photos,</i> - <i>BTS photos</i> <ul style="list-style-type: none"> • <u>Videos (30%)</u> <ul style="list-style-type: none"> - <i>Slow Videos,</i> - <i>Trendy Videos,</i> - <i>Videos in Collage boxes,</i> - <i>GIFs,</i> - <i>Influencer/User Generated Videos,</i> - <i>BTS videos,</i> - <i>Event Coverage,</i> - <i>ASMR</i> • <u>Text (10%)</u> <ul style="list-style-type: none"> - <i>Messages,</i> - <i>Promotion Messages,</i> - <i>Announcements,</i> - <i>Quotes</i> •  Content Distribution OSEP Channel mix are Owned (35%), Shared (20%), Earned (10%), Paid (35%) • Conduct a full-scale content audit once every 3 months (low amount of content) measuring <ul style="list-style-type: none"> ○ metrics such as avg. time spent on page, social share count, bounce rate, and backlinks 			
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5.2.5 Content Marketing Analytics / Reporting (refer to section 6)

5.3. Digital Advertising Strategy

Summary of Findings (Digital Advertising Audit)

Google Ads & Display

██████████ did not run Google Ads & Display over the course of its business.

Meta & IG Ads

From table 5.3.1a (where orange highlights indicates good result while green and white is not ideal) about Meta Ad Report, usually the campaign that does well are seasonal and promotions for example valentines, GSS, christmas. There is a few campaign to look at that happens 'offpeak' and purely focuses on the product (eg: bangle, earrings). The top few campaigns are selected for further analysis in the next table. It is noted that the Meta audience that resonates the most to the Ads are marketing, finance, creative, business personnels which forms the customer persona. Ads usually run for 2 weeks on both FB & IG Placements.

All in all, the sum of conversion totals to SGD 13,225 while the amount spent is SGD 10,336, 1.3x ROI over the course of 2 years or entirety of Meta Ads that ran for ██████████.

Summary of Findings (Digital Advertising Research)

Google Ads

Table 5.3.2a from SemRush reveals ██████████ not having Google Ads, similar to ██████████. While ██████████ is spending \$11.5k worth of keywords for its traffic, ██████████ with \$2.8k ██████████ of \$3.4k and ██████████ of \$2.3k.

From further analysis, ██████████ is using competitor keyword to drive their paid ad traffic, using words such as ██████████, ██████████ and ██████████. For ██████████, they spend most of their paid traffic cost on ██████████ (\$7808 traffic cost as ██████████ has a high CPC) to drive their users. Other than that, they compete with ██████████, ██████████ as well. Product related keyword are ranked for, such as necklaces, earrings. ██████████ is mostly paying for their branded keyword followed by ear cuff and earrings. Likewise for ██████████, their branded keyword word and product line. From the exported data, keywords can be picked and used for ██████████'s paid ad strategy if given the budget.

By analysing competitor's ad copy and writing from table 5.3.2d, common writing in ad headline includes having,

1. Brand Name
2. Product information
3. CTA
4. Time urgency
5. USP

And for ad copy includes having,

1. Product information
2. CTA
3. Time urgency
4. USP

Google Display

Table 5.3.2e, By using Moat, competitors' display ad copy can be discovered. ██████████, ██████████, ██████████, ██████████ & ██████████ all does not have results on Moat. Instead, some other competitors such as ██████████, ██████████, ██████████ and ██████████ are researched upon.

By analysing competitor's ad copy and writing from table 5.3.2e, common elements includes having,

1. Holiday / Seasonal / Festive related message (non-sales) or sales
2. Promotion discounts
3. Models wearing products or Purely products for their ad copy
4. Brand collaboration
5. For [REDACTED] and [REDACTED], there are less sales/promotions and more visual aesthetic copy for brand awareness/loyalty

Meta & IG Ads

As of September, competitors running ads across Meta, IG or both consist of [REDACTED] with 7 Ads, [REDACTED] with 32 Ads, [REDACTED] with 35 Ads, [REDACTED] with 36 Ads, [REDACTED] have 0. An Ad Swipe can be created to analyse the competitor's various advertising funnel mix. By looking at [REDACTED], they have 40% Awareness campaign, 40% conversion campaigns and 20% lead gen campaign (book an appointment).

LinkedIn Ads

None of the competitors are running LinkedIn Ads

5.3.1 Digital Advertising Audit

There is no past Google Ads, Display Ads, Instagram Ads (launched with Meta) to audit on. There is Zalora Ads however the data is too small to prioritise



Meta Ad Audit | All Meta Campaigns

Apr 2020 - Aug 2022 (All Time) (Meta Ad Reports) [Table 5.3.1a](#)

Campaign name	Amount spent (SGD)	Performance			Awareness / Engagement							Conversion		
		Reach	Impressions	Frequency	Clicks (all)	Link clicks	Unique link clicks	CTR (link click-thru gh rate)	Unique CTR (link click-thru gh rate)	CPC (cost per link click)	Cost per unique link click	Purchases	Purchases Conversion Value	Cost per purchase
Total Sum	10336.81	218974	650353	2.97								65.00	13225.62	

FH Facebook Ads Audit		Report Period: Apr 24, 2020 - Aug 10, 2022 (All Time)			More Metrics can be imported from Ads Reporting (if so, sort by Amount spent BEFORE exporting new metrics to align the arrangement here for direct pasting)									
Legend	Campaign name	Amount spent (SGD)	Performance			Awareness / Engagement						Conversion		
			Reach	Impressions	Frequency	Clicks (all)	Link clicks	Unique link clicks	CTR (link click-thru gh rate)	Unique CTR (link click-thru gh rate)	CPC (cost per link click)	Cost per unique link click	Purchases	Purchases Conversion Value
Orange means it is of best result (75th percentile) <high reach, clicks, low cost (inverse)> Green means it is of second best result (50th percentile) Lighter to White means it is of least result (25th percentile) <low reach, clicks, high cost (inverse)>	[AU] 202110 Jewellery	1381.71	30461	56909	1.87	914.00	471.00	423.00	0.83	1.39	2.93	3.27	8.00	786.87
	[May] - SG CONVERSION - IMAGE/ CARROUSEL - CEO	920.88	22944	59013	2.57	927.00	459.00	369.00	0.78	1.61	2.01	2.50	9.00	1690.75
	[202111] Interchangeable Bangles / Cuffs	843.12	14608	37601	2.59	779.00	332.00	275.00	0.88	1.88	2.54	3.07	7.00	1376.00
	[202105] Leaving Singapore Gifts	576.77	9944	35501	3.57	363.00	203.00	175.00	0.57	1.76	2.84	3.30	1.00	240.00
	[202110] Gemstone Earrings	576.55	15270	33599	2.20	238.00	116.00	103.00	0.35	0.57	4.97	5.60	1.00	165.00
	[202107/08] Interchangeable Bangles / Cuffs	452.85	12764	26363	2.07	260.00	162.00	141.00	0.61	1.10	2.80	3.21	1.00	320.00
	[202204] Interchangeable Bangles / Cuffs	376.35	7810	15930	2.04	210.00	123.00	98.00	0.77	1.25	3.06	3.84	1.00	230.00
	[202201] CNY Gemstone Earrings Promo	342.24	6974	14458	2.07	193.00	105.00	89.00	0.73	1.28	3.26	3.85	1.00	310.00
	[SG] 202101 Valentine's Day	338.42	19604	41760	2.13	533.00	402.00	345.00	0.56	1.76	0.84	0.98	5.00	1032.00
	[SG] Gift sets	118.42	14896	24738	1.66	638.00	412.00	382.00	1.67	2.56	0.77	0.83	1.00	225.00
	[202009] GSS Silk Cuffs	245.67	7846	14364	1.83	415.00	200.00	159.00	1.39	2.93	1.23	1.55	15.00	2514.50
	[202111] Jewellery Lacquerware Bundle	243.19	6437	12132	1.88	132.00	52.00	48.00	0.43	0.75	4.68	5.07	2.00	455.00
	[SG] 202101 CNY	236.11	16132	24906	1.54	911.00	684.00	584.00	2.75	3.82	0.35	0.40		
	[202012] Bangles	216.72	11016	16397	1.49	499.00	382.00	336.00	2.33	3.05	0.57	0.65	3.00	640.00
	[June] SG CONVERSIONS - SILKCUFF - BRACELET FASHION -	208.60	7168	14603	2.04	139.00	79.00	70.00	0.54	0.98	2.64	2.98		
	[SG] 202202 Valentine's Day	198.07	11111	21574	1.94	223.00	146.00	129.00	0.68	1.16	1.36	1.54	1.00	315.00
	[202103] Floral Outfits	197.35	9618	14927	1.55	390.00	315.00	272.00	2.11	2.83	0.61	0.73		
	[202106] GSS Silk Cuffs 2021	182.54	4711	8978	1.91	181.00	100.00	79.00	1.11	1.88	1.83	2.31	4.00	760.00
	[SG] Jewellery	169.43	7088	11052	1.56	215.00	155.00	137.00	1.40	1.93	1.09	1.24	1.00	240.00
	[202205] Singapore Gifts article	154.79	8524	14112	1.66	988.00	433.00	419.00	3.07	4.92	0.36	0.37		
	[June] SG CONVERSIONS - BANGLE CARROUSEL - LUXURY PRODUCTS	139.46	7442	11991	1.61	89.00	50.00	47.00	0.42	0.83	2.79	2.97		
	[20200813] Accessories / Jewellery Audience - Bangle or Cuff	136.73	4485	7263	1.62	120.00	55.00	49.00	0.76	1.09	2.49	2.79		
	[HK] [202010] Awareness - Cuffs	8560	12962	151		101.00	61.00	53.00	0.47	0.82	2.18	2.51		
	[June] SG CONVERSIONS - BANGLE PROMOTION - BRACELET FASHION	127.15	6624	9963	1.50	193.00	71.00	62.00	0.71	0.84	1.79	2.05	3.00	606.00
	[202206] Singapore Gifts article	125.38	6768	12570	1.86	479.00	206.00	201.00	1.64	2.97	0.61	0.62	1.00	140.00
	[May] - SG CONVERSION - SET BANGLE IMAGE - FASHION BANGLES	122.14	7824	9847	1.26	243.00	115.00	107.00	1.17	1.37	1.06	1.14	1.00	414.00
	[US] [202010] Awareness - Cuffs	115.00	2440	2760	1.13	37.00	21.00	20.00	0.76	0.82	5.48	5.75		
	[June] SG CONVERSIONS - BANGLE VIDEO - FREQUENT TRAVELLERS	105.00	6180	7712	1.25	139.00	59.00	54.00	0.77	0.87	1.78	1.94		
	[May] - SG CONVERSIONS - BANGLE CARROUSEL - RICH ESTATE	100.09	6798	10081	1.48	127.00	70.00	67.00	0.69	0.99	1.43	1.49		
	[20200813] Bracelet / Bangles Audience - Ban Zu Silk Cuff	92.11	2773	5262	1.90	105.00	48.00	46.00	0.91	1.66	1.92	2.00	1.00	160.00
	[202105] Mother's Day	87.26	3305	4848	1.47	54.00	32.00	31.00	0.66	0.94	2.73	2.81		
	[May] - SG CONVERSION - GREEN BANGLE IMAGE - MARKETING	87.22	4722	5852	1.24	139.00	75.00	70.00	1.28	1.48	1.16	1.25		
	[202008] Awareness - Cuffs	86.89	3655	6215	1.70	132.00	67.00	65.00	1.08	1.78	1.30	1.34		
	[June] SG CONVERSIONS - CUFFLINKS - MEN CUFFLINKS	86.04	4785	7019	1.47	45.00	27.00	25.00	0.38	0.52	3.19	3.44		
	[May] - SG CONVERSION - BANGLE IMAGE/ CARROUSEL - ART LOVERS	83.37	3951	4776	1.21	68.00	32.00	31.00	0.67	0.78	2.61	2.69	1.00	175.50
	[JUNE] SG CONVERSION - PROMOTION- WOMEN EATHERS DAY/GIFT CUFF LINKS	80.80	3458	5226	1.51	54.00	26.00	26.00	0.50	0.75	3.11	3.11	2.00	430.00
	Version A - [JUNE] SG CONVERSION - CUFFLINKS PROMOTION- CEO WOMEN N/CUFFLINKS	68.43	359	2315	6.45	1.00	1.00	1.00	0.04	0.28	68.43	68.43		
	Version B - [JUNE] SG CONVERSION - SUIT PROMOTION - CEO WOMEN N/CUFFLINKS	62.17	372	1952	5.25	5.00	2.00	2.00	0.10	0.54	31.09	31.09		

Meta Ad Audit | Top Meta Campaigns

Apr 2020 - Aug 2022 (All Time) (Meta Ad Reports)

[illegible]

Table 5.3.1b

5.3.2 Digital Advertising Research (Non-Creatives & Copy)

Competitors ([REDACTED], [REDACTED], [REDACTED], [REDACTED]) Google Search Ads | Total Traffic & Cost
Aug 2022 (SemRush)

[REDACTED] (Does not have Google Search Ads Data on SemRush)	
<div><div><div><div><div><div></div><div>SEM RUSH</div></div><div><div>800 BOYLSTON STREET, SUITE 2475, BOSTON, MA 02199</div><div>WWW.SEMRUSH.COM</div></div></div></div><div><div>Advertising Research: Positions (Desktop)</div><div><div>81 KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 paid search results</div></div><div><div>4.3K TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly paid traffic stays relatively the same</div></div><div><div>\$2.3K TRAFFIC COST</div><div>Estimated price of paid keywords in Google AdWords</div></div></div><div><div>Paid Search: Traffic</div><div><div></div><div>10 1 Year</div></div></div></div></div>	<div><div><div><div><div><div></div><div>SEM RUSH</div></div><div><div>806 BOYLSTON STREET, SUITE 2475, BOSTON, MA 02199</div><div>WWW.SEMRUSH.COM</div></div></div></div><div><div>Advertising Research: Positions (Desktop)</div><div><div>142 KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 paid search results</div></div><div><div>4.9K TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly paid traffic stays relatively the same</div></div><div><div>\$11.5K TRAFFIC COST</div><div>Estimated price of paid keywords in Google AdWords</div></div></div><div><div>Paid Search: Traffic</div><div><div></div><div>10 1 Year</div></div></div></div></div>
<div><div><div><div><div><div></div><div>SEM RUSH</div></div><div><div>800 BOYLSTON STREET, SUITE 2475, BOSTON, MA 02199</div><div>WWW.SEMRUSH.COM</div></div></div></div><div><div>Advertising Research: Positions (Desktop)</div><div><div>65 KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 paid search results</div></div><div><div>8.0K TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly paid traffic stays relatively the same</div></div><div><div>\$2.8K TRAFFIC COST</div><div>Estimated price of paid keywords in Google AdWords</div></div></div><div><div>Paid Search: Traffic</div><div><div></div><div>10 1 Year</div></div></div></div></div>	<div><div><div><div><div><div></div><div>SEM RUSH</div></div><div><div>806 BOYLSTON STREET, SUITE 2475, BOSTON, MA 02199</div><div>WWW.SEMRUSH.COM</div></div></div></div><div><div>Advertising Research: Positions (Desktop)</div><div><div>75 KEYWORDS</div><div>The number of keywords bringing users to the website via Google's top 100 paid search results</div></div><div><div>2.6K TRAFFIC</div><div>The number of users expected to visit the website in the following month on condition that average monthly paid traffic stays relatively the same</div></div><div><div>\$3.4K TRAFFIC COST</div><div>Estimated price of paid keywords in Google AdWords</div></div></div><div><div>Paid Search: Traffic</div><div><div></div><div>10 1 Year</div></div></div></div></div>

Table 5.3.2a

Competitors ([REDACTED], [REDACTED], [REDACTED], [REDACTED]) Google Search Ads | Top Keyword Traffic, Cost, CPC

Aug 2022 (SemRush)

[REDACTED] (Does not have Google Search Ads Data on SemRush)

Title	Description	Keyword	Position	Previous position	Keyword Difficulty	Search Volume	Traffic	Traffic (%)	Visible URL	URL	Traffic Cost	Traffic Cost (%)	CPC
Total & Averages			2.98	2.80	42.6	2837	4323	100			\$2,315	100	0.86
[REDACTED]	[REDACTED]	[REDACTED]	1	1	53	18100	850	19.66	[REDACTED]	[REDACTED]	\$263	11.36	0.31
			2	2	80	27100	352	8.14			\$59	2.54	0.17
			1	1	32	6600	310	7.17			\$74	3.19	0.24
			1	1	38	5400	253	5.85			\$149	6.43	0.59
			1	1	36	5400	253	5.85			\$149	6.43	0.59
			1	1	33	5400	253	5.85			\$149	6.43	0.59
			2	2	55	18100	235	5.43			\$72	3.11	0.31
			1	1	37	2400	112	2.59			\$71	3.06	0.63
			1	0	37	2400	112	2.59			\$71	3.06	0.63
			1	1	36	2400	112	2.59			\$71	3.06	0.63
			1	1	37	2400	112	2.59			\$71	3.06	0.63
			1	1	72	2400	112	2.59			\$38	1.64	0.34
			3	3	39	12100	108	2.49			\$155	6.69	1.43
			2	2	47	5400	70	1.61			\$41	1.77	0.59
			3	3	29	6600	59	1.36			\$14	0.6	0.24
			4	4	29	6600	46	1.06			\$11	0.47	0.24
			2	2	39	3600	46	1.06			\$13	0.56	0.28
			1	1	35	880	41	0.94			\$26	1.12	0.63
			1	1	34	880	41	0.94			\$26	1.12	0.63
			1	0	30	880	41	0.94			\$26	1.12	0.63
			1	1	33	880	41	0.94			\$26	1.12	0.63
			1	1	56	880	41	0.94			\$42	1.81	1.02
			3	3	28	4400	39	0.9			\$55	2.37	1.41





















Title	Description	Keyword	Position	Previous position	Keyword Difficulty	Search Volume	Traffic	Traffic (%)	Visible URL	URL	Traffic Cost	Traffic Cost (%)	CPC
Total & Averages			2.52	2.35	36.0	1594	4901	99			\$11,497	99	0.72
[REDACTED]	[REDACTED]	[REDACTED]	1	1	53	22200	1043	21.28	[REDACTED]	[REDACTED]	198	1.72	0.19
			1	1	31	12100	568	11.58			7808	67.91	13.73
			1	1	27	6600	310	6.32			74	0.64	0.24
			2	2	54	22200	288	5.87			54	0.46	0.19
			1	0	51	3600	169	3.44			160	1.39	0.95
			1	1	39	3600	169	3.44			47	0.4	0.28
			2	0	36	12100	157	3.2			2159	18.77	13.73
			1	1	51	2400	112	2.28			48	0.41	0.43
			1	1	42	1900	89	1.81			16	0.13	0.18
			2	2	29	6600	85	1.73			20	0.17	0.24
			1	1	28	1600	75	1.53			64	0.55	0.86
			1	1	49	1600	75	1.53			23	0.2	0.31
			1	1	36	1600	75	1.53			27	0.23	0.36
			1	1	50	1300	61	1.24			20	0.17	0.34
			1	1	35	1300	61	1.24			31	0.26	0.52
			3	3	28	6600	59	1.2			14	0.12	0.24
			2	2	40	4400	57	1.16			30	0.26	0.53
			1	1	35	1000	47	0.95			51	0.44	1.1
			1	1	50	1000	47	0.95			17	0.14	0.38
			2	2	50	3600	46	0.93			44	0.38	0.95
			4	4	30	6600	46	0.93			11	0.09	0.24
			2	2	39	3600	46	0.93			13	0.11	0.28

Title	Description	Keyword	Position	Previous position	Keyword Difficulty	Search Volume	Traffic	Traffic (%)	Visible URL	URL	Traffic Cost	Traffic Cost (%)	CPC
Total & Averages			2.15	2.09	33.6	3187	7993	100			\$2,813	100	0.44
	Sustainable Jew		1	1	33	14800	695	8.69			229	8.14	0.33
	. Over 250+ Every		1	1	32	14800	695	8.69			229	8.14	0.33
	. Sustainable Jew		1	1	32	14800	695	8.69			229	8.14	0.33
	. Over 250+ Every		1	0	33	14800	695	8.69			229	8.14	0.33
	(Join Crystal Club		1	1	33	14800	695	8.69			229	8.14	0.33
	. Over 250+ Every		1	1	37	14800	695	8.69			229	8.14	0.33
	. Over 250+ Every		1	1	38	14800	695	8.69			229	8.14	0.33
	. Join Crystal Club		1	1	38	14800	695	8.69			229	8.14	0.33
	/ Sustainable Jew		1	1	36	14800	695	8.69			229	8.14	0.33
	. Sustainable Jew		1	1	39	14800	695	8.69			229	8.14	0.33
	Every Occasion	earrings	1	1	39	4400	206	2.57			134	4.76	0.65
		earrings singap	1	1	34	1900	89	1.11			46	1.63	0.52
	ear cuff		1	1	22	1300	61	0.76			29	1.03	0.49
	ear cuff		1	1	22	1300	61	0.76			29	1.03	0.49
	necklace singap		1	1	56	1300	61	0.76			30	1.06	0.5
	bracelet singap		1	1	35	1300	61	0.76			28	0.99	0.46
	earrings		2	2	41	4400	57	0.71			37	1.31	0.65
	earrings		3	3	39	4400	39	0.48			25	0.88	0.65
			1	1	29	720	33	0.41			7	0.24	0.22

Title	Description	Keyword	Position	Previous position	Keyword Difficulty	Search Volume	Traffic	Traffic (%)	Visible URL	URL	Traffic Cost	Traffic Cost (%)	CPC
Total & Averages			1.55	1.52	29.4	1000	2605	100			\$3,420	100	1.18
	jewelry		1	1	55	8100	380	14.58			220	6.43	0.58
			1	1	29	8100	380	14.58			776	22.69	2.04
			1	1	26	8100	380	14.58			776	22.69	2.04
			1	1	31	2900	136	5.22			276	8.07	2.03
			1	0	28	2900	136	5.22			276	8.07	2.03
	earrings singapore		1	1	33	1900	89	3.41			46	1.34	0.52
	stud earrings		1	1	39	1600	75	2.87			31	0.9	0.42
	earrings for men		1	1	46	1300	61	2.34			25	0.73	0.42
	anklet		1	1	34	1300	61	2.34			29	0.84	0.48
	anklet		1	1	32	1300	61	2.34			29	0.84	0.48
	earrings		2	2	39	4400	57	2.18			37	1.08	0.65
	pearl earrings		1	1	35	1000	47	1.8			51	1.49	1.1
	nose ring		1	1	30	1000	47	1.8			10	0.29	0.22
	nose ring		1	1	40	1000	47	1.8			10	0.29	0.22
	lovisa outlets		1	0	30	1000	47	1.8			118	3.45	2.53
	lovisa outlets		1	1	29	1000	47	1.8			118	3.45	2.53
	gold ring singapore		1	1	47	1000	47	1.8			25	0.73	0.54
	hoop earrings		1	1	28	1000	47	1.8			28	0.81	0.61
			1	1	29	590	27	1.03			26	0.76	0.96

Table 5.3.2b

Competitors () Google Search Ads | Paid Keywords Suggestions

Brand	Paid Keywords Chosen	Why
	<ul style="list-style-type: none"> -  singapore -  -  -  singapore <hr/> <ul style="list-style-type: none"> -  -  singapore -  - birthday gift for girlfriend -  singapore -  - anniversary gifts - birthday gifts for girls - birthday gift ideas for her -  - birthday gifts for her - top 10 birthday gifts for her 	<p>Look at Ad spend (Traffic cost) and outwin theirs to take over the paid keywords</p> <p>Measure the search volume vs traffic to see how much share they take (only for non-branded keywords) as branded keywords can be organic search of their own brand where users dont necessarily click on their ad or it might not be shown to them</p> <p>After the line, those yield lesser traffic but still good opportunity</p>
	<ul style="list-style-type: none"> -  -  -  singapore -  -  - gold bracelet singapore - gold jewellery singapore - gold earrings <hr/> <ul style="list-style-type: none"> - gold earrings singapore -  -  -  	

	<ul style="list-style-type: none"> - gold bracelet - gold bracelet for men - 916 gold - [REDACTED] bracelet - [REDACTED] singapore - [REDACTED] singapore - gold bangles - [REDACTED] earrings - [REDACTED] bracelet - [REDACTED] jewellery online - gold bracelet for ladies singapore - [REDACTED] jewellery gold bracelet - 22k earrings 	
[REDACTED]	<ul style="list-style-type: none"> - [REDACTED] - [REDACTED] - earrings <hr/> <ul style="list-style-type: none"> - earrings singapore - bracelet singapore - [REDACTED] singapore - gold bracelet singapore - gold jewellery singapore - 925 silver - hypoallergenic earrings singapore - gold earrings singapore - gold earrings - silver jewellery - silver bracelet singapore - colorful earrings 	
[REDACTED]	<ul style="list-style-type: none"> - jewelry - [REDACTED] - [REDACTED] singapore - earrings singapore - stud earrings - earrings <hr/>	

	<ul style="list-style-type: none"> -  bracelet - earrings - gold earrings singapore 	
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Table 5.3.2c

5.3.2 Digital Advertising Research (Creatives & Copy)

Competitors ([REDACTED], [REDACTED], [REDACTED], [REDACTED]) Google Search Ads | Top Traffic Ad Headlines & Description Copies

Data from above: Competitors Google Search Ads | Top Keyword Traffic, Cost, CPC

Aug 2022 (SemRush)

Brand	Paid Keywords	Ad Headlines	Ad Description
[REDACTED]	[REDACTED] singapore [REDACTED] [REDACTED]	[REDACTED] Singapore Diamond Rings & Wedding Bands [REDACTED] Singapore Leading Jewellery Brand in SG [REDACTED] Singapore Diamond Rings & Wedding Bands	<ul style="list-style-type: none"> [REDACTED] Singapore's premier jewellery brand. Shop for the most beautiful gifts for her. Celebrate special moments with our signature [REDACTED] jewellery... [REDACTED] Singapore's premier jewellery brand. Shop for the most beautiful gifts for her. Wide range of bespoke [REDACTED] engagement rings, wedding bands & diamond jewellery. Celebrate special moments with our signature [REDACTED] jewellery collections. Shop now!
[REDACTED]	[REDACTED] [REDACTED] [REDACTED]	National Day Sale [REDACTED] [REDACTED] Shop Online Exclusive [REDACTED] New 999 & 916 Gold Designs	<ul style="list-style-type: none"> Surprise Your Significant Other With Her Dream Engagement Ring Crafted By Master Artisans. Get your Hands on Our Popular Jewellery Designs Which Have Received many Raving Reviews. Leading Jewellery Brand. Perfect For Everyday Wear. Surprise Your Significant Other With Her Dream Engagement Ring Crafted By Master Artisans. Get your Hands on Our Popular Jewellery Designs Which Have Received many Raving Reviews. 999 Gold. Limited Edition Gold Bars. Leading Jewellery Brand. 916 Gold. Surprise Your Significant Other With Her Dream Engagement Ring Crafted By Master Artisans.
[REDACTED]	[REDACTED]	[REDACTED] - Jewellery For Every You [REDACTED] - Jewelry You'll Never Take Off [REDACTED] - Jewellery For The Summer	<ul style="list-style-type: none"> Sustainable Jewellery Made For Sensitive Skin. Explore Floral Designs Now. 30-Day Returns. Everyday Elegant Floral & Butterfly Designs Inspired By Summer. Shower-safe Jewellery.

			<p>Committed To Sustainable. New Botany Collection. Free Shipping Above \$60.</p> <ul style="list-style-type: none"> Over 250+ Everyday Essential Designs! Shower-safe Jewellery, Tarnish-resistant 925 Silver. Sustainable Jewellery Made For Sensitive Skin. Explore Versatile Designs Online Now. Worldwide Shipping. 60 Day Returns. Shop Everyday Jewellery. Shop Fine Essentials. Sustainable Jewellery Made For Sensitive Skin. Explore Floral Designs Now. 30-Day Returns. Everyday Elegant Floral & Butterfly Designs Inspired By Summer. Shower-safe Jewellery. Shop Gemstone Jewellery. Safe For Sensitive Skin. 60...
	<p>Jewelry</p>  	<p>Jewellery Earrings, Necklaces, Rings & More Yellow Styles</p>  Online - Shop Online	<ul style="list-style-type: none"> Explore our collection of timeless & fashionable rings. Shop online now. Free selected shipping available. Easy exchanges & returns. View the latest showstoppers. Free standard shipping on orders over \$60. Easy exchanges & returns. Shop online today. Explore our extensive collection of jewellery & accessories. Shop the latest styles! Find A Store. Browse Offers. Types: Earrings, Necklaces, Bracelets, Rings, Hair, Body, Accessories. Get  favourites for \$5. Be quick, limited time offer! Shop online today. A fashion-forward jewellery brand that caters to everyone. Shop the full range online.

Table 5.3.2d

Sep 2022 (Moat)

Related: [Mon Collier Prenom](#), [ZENINI OPTICAL](#), [Bicknells Jewellers](#), [Athena Gaia](#),
[Rick Davis Gold & Diamonds](#)

INTRODUCING NURA COLLECTION
SHOP NOW

20% OFF JEWELRY
CODE MAY2019

BRIDE-TO-BE
SHOP JEWELLERY

MOTHER'S DAY GIFTS
SHOP JEWELLERY

20% OFF JEWELRY
CODE MAY2019

CELEBRATING 10 YEARS OF GEMSTONES
SHOP JEWELLERY

RIVA WATERFALL
SHOP JEWELLERY

20% OFF JEWELRY
CODE MAY2019

CELEBRATING 10 YEARS OF CRAFTSMANSHIP
SHOP JEWELLERY

LOVE
BROWSE THE VALENTINE'S GIFT GUIDE

EVERYDAY FINE JEWELRY
SHOP NOW

THE RIVA COLLECTION
SHOP NOW

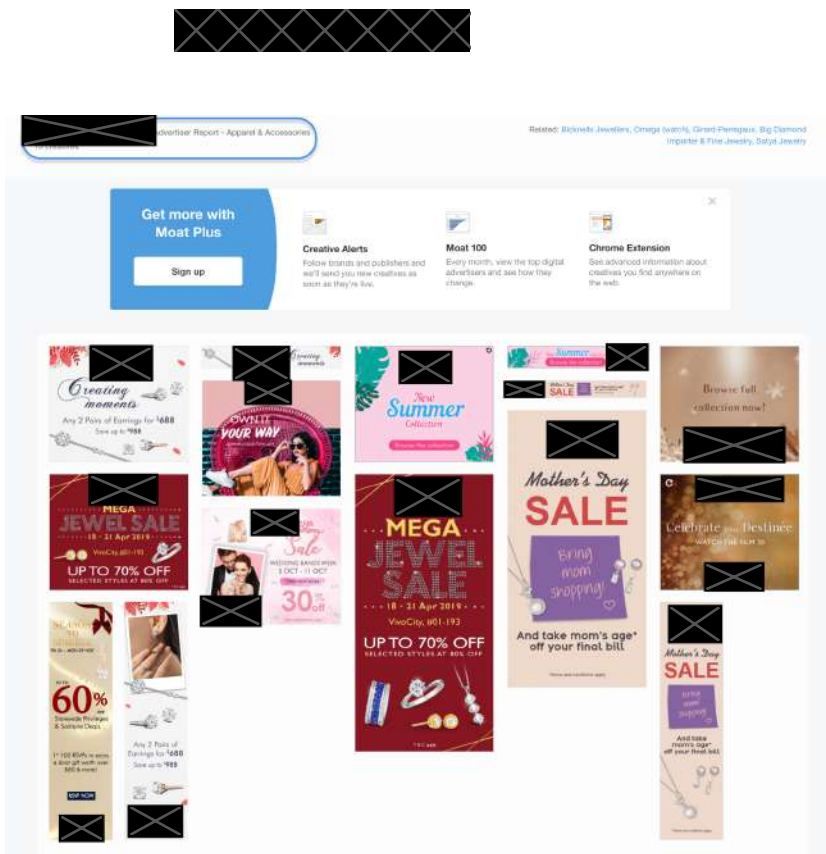
NEW DIVA COLLECTION
SHOP NOW

YOUR CHOSEN ONE
SHOP GIFTS

BLACK FRIDAY
30% OFF
SHOP NOW

SALE

BRIDE-TO-BE
SHOP JEWELLERY





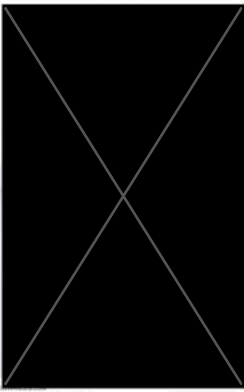





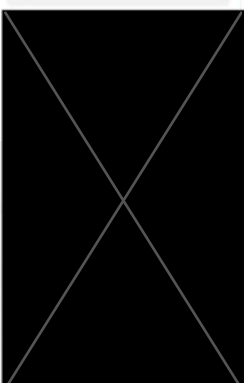
<p>The screenshot displays the Tiffany & Co. website. At the top, there's a navigation bar with the company name and a list of related brands: Bicknell Jewellers, Omega Watches, Grand Phoenix, Big Diamond Importer & Fine Jewelry, and Safely Jewelry. Below this is a section titled "Get more with Most Plus" with a "Sign up" button. To the right, there are three featured services: "Creative Alerts" (Follow brands and publishers and we'll send you new creatives as soon as they're live), "Most 100" (Every month, view the top digital advertisers and see how they change), and "Chrome Extension" (Get advanced information about creatives you find anywhere on the web). The main content area is a grid of various promotional banners, including "Greeting Moments" (Any 2 Pairs of Earrings for \$688), "MEGA JEWEL SALE" (UP TO 70% OFF), "New Summer Collection", "Mother's Day SALE", and "Celebrate... Destination".</p>	<p>The screenshot displays the Pandora Jewellery website. At the top, there's a navigation bar with the company name and a list of related brands: Bicknell Jewellers, Omega Watches, Grand Phoenix, Big Diamond Importer & Fine Jewelry, and Safely Jewelry. Below this is a section titled "Get more with Most Plus" with a "Sign up" button. To the right, there are three featured services: "Creative Alerts" (Follow brands and publishers and we'll send you new creatives as soon as they're live), "Most 100" (Every month, view the top digital advertisers and see how they change), and "Chrome Extension" (Get advanced information about creatives you find anywhere on the web). The main content area is a grid of various promotional banners, including "Greeting Moments" (Any 2 Pairs of Earrings for \$688), "MEGA JEWEL SALE" (UP TO 70% OFF), "New Summer Collection", "Mother's Day SALE", and "Celebrate... Destination".</p>
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Table 5.3.2e

Competitors ([redacted], [redacted], [redacted], [redacted], [redacted]) Meta and/or Instagram Ads | Ads Swipe
Sep 2022 (Meta Ad Library)

<div><div><div><div></div><div></div></div><div>7 Ads</div></div><div><div><div>~7 results</div></div></div><div><div>Launched in September 2022</div><div><div><div><div>Active</div><div>Started running on 17 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 1063182594231149</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 17 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 1483869228716202</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 14 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 428039979120982</div><div>See ad details</div></div></div><div><div><div></div><div></div></div><div>Shop now</div></div></div></div></div></div></div>	<div><div><div><div></div><div></div></div><div>32 Ads</div></div><div><div><div>~32 results</div></div></div><div><div>Launched in September 2022</div><div><div><div><div>Active</div><div>Started running on 19 Sep 2022</div><div>Platforms: [redacted]</div><div>This ad has 104516 versions</div><div>ID: 1756851479347080</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 19 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 1162903542793897</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 17 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 149342671120526</div><div>See ad details</div></div></div><div><div><div></div><div></div></div><div>Learn More</div></div></div></div></div></div></div>
<div><div><div><div></div><div></div></div><div>35 Ads</div></div><div><div><div>~35 results</div></div></div><div><div>Launched in September 2022</div><div><div><div><div>Active</div><div>Started running on 12 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 2264801471664981</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 12 Sep 2022</div><div>Platforms: [redacted]</div><div>This ad has multiple versions</div><div>ID: 10735610254676794</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 8 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 8193611000165072</div><div>See ad details</div></div></div><div><div><div></div><div></div></div><div></div></div></div></div></div></div></div>	<div><div><div><div></div><div></div></div><div>36 Ads</div></div><div><div><div>~36 results</div></div></div><div><div>Launched in September 2022</div><div><div><div><div>Active</div><div>Started running on 15 Sep 2022</div><div>Platforms: [redacted]</div><div>ID: 271641492360394</div><div>2 ads use this creative and text</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 15 Sep 2022</div><div>Platforms: [redacted]</div><div>This ad has multiple versions</div><div>ID: 404513209470161</div><div>2 ads use this creative and text</div><div>See ad details</div></div><div><div><div>Active</div><div>Started running on 14 Sep 2022</div><div>Platforms: [redacted]</div><div>This ad has multiple versions</div><div>ID: 521537076542794</div><div>9 ads use this creative and text</div><div>See ad details</div></div></div><div><div><div></div><div></div></div><div>Learn More</div></div></div></div></div></div></div>
<div><div><div><div></div><div></div></div><div>0 results</div></div><div><div>Keyword</div><div>Filters</div></div></div>	

Table 5.3.2f

Run Date	Visual	Funnel
12 Sep 2022	<p>Started running on 12 Sep 2022</p> <p>Platforme  </p> <p>ID: 648514293154140</p> <p>See ad details</p>  <p>SCALING PROP CAMPAIGN</p> <p>Learn More</p>	<p>Awareness</p>
9 Sep 2022	<p>Started running on 9 Sep 2022</p> <p>Platforme  </p> <p>ID: 80639397293290</p> <p>See ad details</p>  <p>TOP EXCHANGE</p> <p>Learn More</p>	<p>Awareness</p>
9 Sep 2022	<p>Started running on 9 Sep 2022</p> <p>Platforme  </p> <p>ID: 134313863165240</p> <p>See ad details</p>  <p>At Bough's + Boscawen</p> <p>Shop now</p>	<p>Conversion</p>

Create an Ad Swipe Database

For Reference Onl - All Com etitors have no LinkedIn Ads

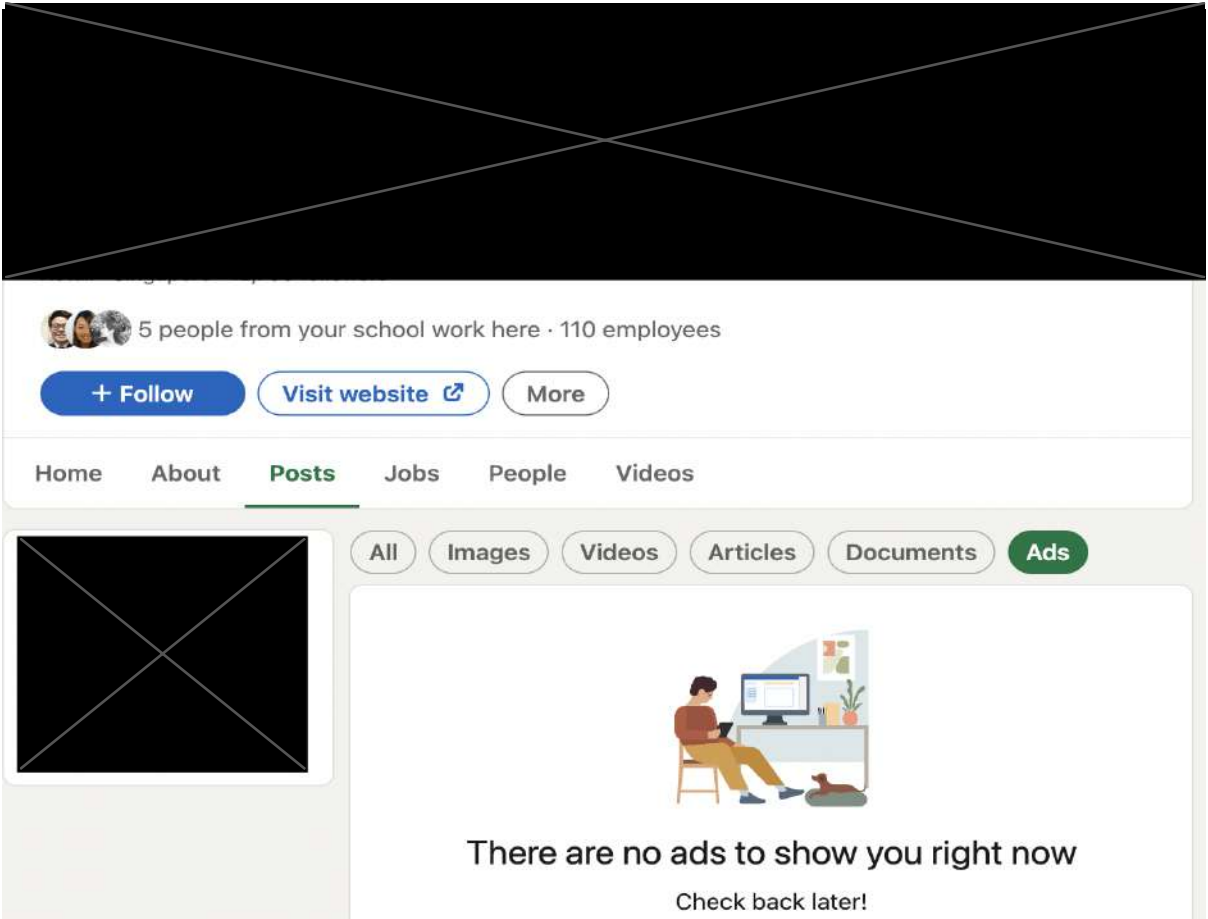


Table 5.3.2g

5.3.3 Digital Advertising Objectives & KPIs

(Awareness)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none"> • Increase brand awareness and visibility through search engines, social media and digital advertising so as to increase website traffic by at least 20% average per month at the end of 2022. • From 675 (YTD data monthly average) to 810 from Jan 2023 onwards 	<p><u>Digital Advertising:</u></p> <ul style="list-style-type: none"> • Implement at least 2 Google Display Advertising by Jan 2023, targeting Christmas Campaign • Implement at least 5 Google Ads Search by Jan 2023 or an average of \$200 spent per month with average CPC of \$1 bid strategy to ensure at least 200 click through and 100 traffic users, assuming an average 50% bounce rate. • Increase total Facebook Ads reach from 348,000 people to 500,000 and impressions from 650,000 to 750,000 by Jan 2023 (Lifetime date range from 20th Apr 2022 to 31st Jul 2022)

(Conversion)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none"> • Increase sales revenue by 20% per month by Jan 2023 	<p><u>Digital Advertising</u></p> <p><u>Facebook Ads:</u></p> <ul style="list-style-type: none"> • Increase total number of conversion from 0 to 2 by Jan 2023, aiming to achieve a cost per conversion of at least \$100 <p><u>Google Search Ads (SEM):</u></p> <ul style="list-style-type: none"> • Implement Google Ads in search campaigns and increase conversion from 0 to 2 per month, aiming to achieve a cost per conversion of at least \$100 by Jan 2023 <p><u>Google Display Remarketing:</u></p> <ul style="list-style-type: none"> • Implement Display Ads in campaigns and increase conversion from 0 to 2 per month, aiming to achieve a cost per conversion of at least \$100 by Jan 2023

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
DA Metrics	Google Ads	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Campaigns Report - Filter All Traffic (Paid Search) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Google Ads Platform</u> Impressions Clicks Click Through Rate Cost per Click Search Impression Share Search Lost IS (Rank) Search Lost IS (Budget) Estimated Top of Page Bid (to outrank)</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Campaigns Report - Filter All Traffic (Paid Search) Channel Report - Filter All Traffic (Others for paid social) Channel Report</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Multi Channel Funnel Report - Campaigns Report - Filter All Traffic (Paid Search) Channel Report - Filter All Traffic (Others for paid social) Channel Report</p> <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p>	NIL	<p>Bids & Campaign Budget</p> <p>Optimisation Score</p> <p>Recommendations</p> <p>Ad Strength</p> <p>Ad Rank (Max Bid x Quality Score)</p> <p>Max CPC Bid</p> <p>Quality Score (Affects bid price, being cheaper is higher score) - Expected CTR - Landing Page Experience - Ad Relevance</p> <p>Good Ads Extensions</p> <p>Optimise keyword, negative keywords</p> <p>Analyse search terms</p> <p>Refine Audience segment</p>
	Meta/IG Ads	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Campaigns Report - Filter All Traffic (Others) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Meta Ad Manager</u> Results (Landing Page Views or whatever goal) Cost per Results (Landing Page Views or whatever goal) Amount Spend Reach Impressions Ad Frequency Link Clicks Click Through Rate (Link Clicks) Cost per Click (Link Clicks)</p>	<p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p>	<p>Conversion Rate</p> <p>Cost per Conversion (associated with Ad spent)</p> <p>Return on Investment or ROAS (associated with Ad spent)</p> <p>AOV</p>	NIL	<p>Refine Audience segment</p>

5.3.4 Digital Advertising Action Plan

(Awareness)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Digital Advertising	Refer to (Awareness) Digital Advertising KPIs <u>above</u>	<ul style="list-style-type: none"> 1 Google Ads Awareness Campaign per month with \$100 - \$150 ad spend <ul style="list-style-type: none"> Campaign targeting Bangles keywords, Earrings keywords Branded keywords Copies must have elements of brand name, CTA, USP, product information and time urgency (promotinos) No Display Ad for the time being 1 Meta Ads Awareness Campaign per month with \$100 ad spend 1 Instagram Ad/Boost Awareness Campaign per month with \$50 ad spend For Meta/IG, reuse past audience demographic. Use more videos, longer aspect ratios, carousel for ad copies 	<p>Bids & Campaign Budget</p> <p>Optimisation Score</p> <p>Recommendations</p> <p>Ad Strength</p> <p>Ad Rank (Max Bid x Quality Score)</p> <p>Max CPC Bid</p> <p>Quality Score (Affects bid price, being cheaper is higher score)</p> <ul style="list-style-type: none"> - Expected CTR - Landing Page Experience - Ad Relevance <p>Good Ads Extensions</p> <p>Optimise keyword, negative keywords</p> <p>Analyse search terms</p> <p>Refine Audience segment</p>	4 months	<p>\$300 - \$500 Advertising cost / month</p> <p>\$3,100 manpower hours / month</p>

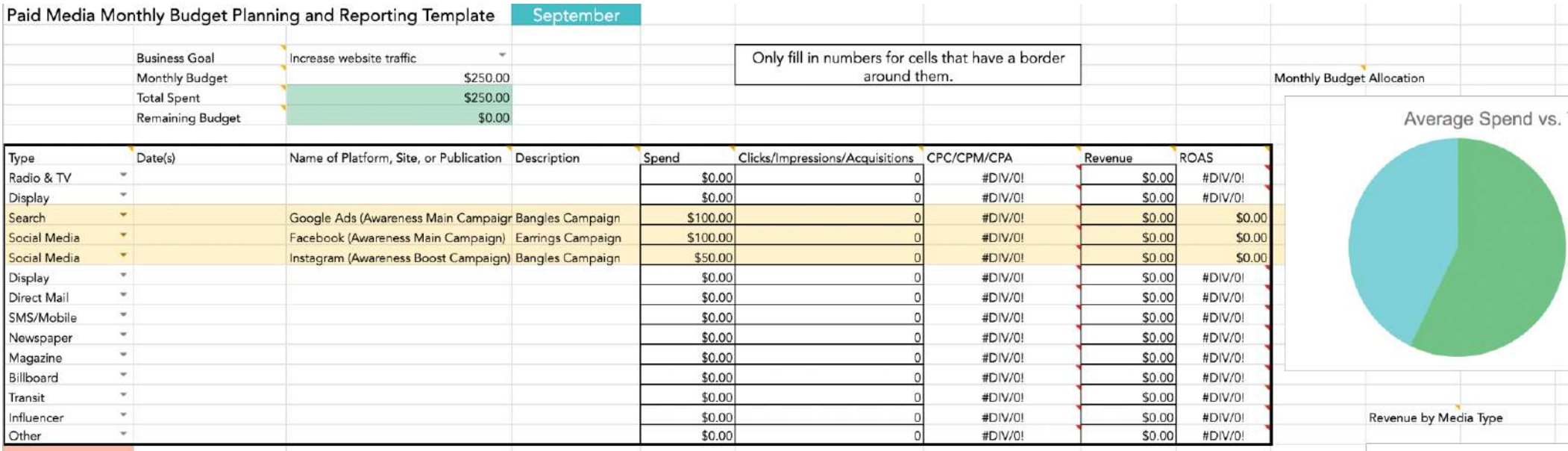
(Conversion)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
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Digital Advertising	Refer to (Conversion) Digital Advertising KPIs <u>above</u>	<ul style="list-style-type: none"> 1 Google Ads Conversion Campaign per month with \$100 - \$150 ad spend <ul style="list-style-type: none"> Campaign targeting Buyer keyword for Jewellery, Bangles keywords, Earrings keywords Branded keywords Copies must have elements of brand name, CTA, USP, product information and time urgency (promotinos) No Display Ad for the time being 1 Meta Ads Conversion Campaign per month with \$100 ad spend 1 Instagram Ad/Boost Conversion Campaign per month with \$50 ad spend For Meta/IG, reuse past audience demographic. Use more videos, longer aspect ratios, carousel for ad copies 	Bids & Campaign Budget Optimisation Score Recommendations Ad Strength Ad Rank (Max Bid x Quality Score) Max CPC Bid Quality Score (Affects bid price, being cheaper is higher score) - Expected CTR - Landing Page Experience - Ad Relevance Good Ads Extensions Optimise keyword, negative keywords Analyse search terms Refine Audience segment	4 months	\$300 - \$500 Advertising cost / month \$3,100 manpower hours / month
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5.3.5 Digital Advertising Media Plan (on-hold until bigger campaign is required)

5.3.6 Digital Advertising Budget Plan



5.3.7 Digital Advertising Analytics / Reporting (refer to part 6)

5.4. Social Media Marketing Strategy

Summary of Findings (Social Media Audit)

Non Creative

Instagram

██████████ have 950 followers on Instagram

Meta

██████████ have 450 likes/fans on Meta, page created on 5 June 2017 and managed by Singapore and Canada (past agency)

Table 5.4.1b as a reference only shows the Meta + IG content audit that can be done by exporting the data.

Table 5.4.1c to 5.4.1e, with the exported data, we know that,

1. Instagram Post's Top Reach are mostly from 2021, ranging between 800 to 1900 with Likes/Reactions between 15 to 30
2. Instagram Post's Low Reach are mostly from 2022, ranging between 100 to 130 with Likes/Reactions between 6 to 20
3. Meta Post's Top Reach are mostly from 2021, ranging between 200 to 500 with Likes/Reactions between 5 to 100
4. Meta Post's Low Reach are mostly from 2020, ranging between 20 to 40 with Likes/Reactions between 4 to 12
5. Instagram Story's Top Reach are mostly a mix, ranging between 150 to 200
6. Instagram Story's Low Reach are mostly a mix, ranging around 100
7. ██████████ doesn't have much data on Meta Story

LinkedIn

██████████ have 8 followers on LinkedIn

Creative

Instagram & Meta

██████████ Instagram/Meta feed's look and feel is quite cluttered/close-up with a variety of colour mix. There are many model photos used as post as well, however revolving around the same few. We will look into competitor's Instagram feed in the next findings (social media research)

LinkedIn

NIL

Summary of Findings (Social Media Research)

Non Creative

Instagram

██████████ have 14.6k followers, █████ with 12.4k, ██████████ with 20.9k, ██████████ with 87.4k and ██████████ with 404k followers

Meta

██████████ have 4.2k likes/fans on Meta, page creation on 19 June 2015 with people managing the page from Singapore (3), Philippines (2) and Slovakia (1).

██████████ have 243k likes/fans on Meta, page creation on 25 Dec 2009 with people managing the page from Singapore (11) & Malaysia (2)

█ have 155k likes/fans on Meta, page creation on 29 June 2011 with people managing the page purely from Singapore, 25 of them manages the page.

█ have 29k likes/fans on Meta, page creation on 6 July 2009 with people managing the page from Singapore (11) and Phillipines (1).

█ have 197k likes/fans on Meta, page creation on 30 Mar 2010 with people managing the page from Australia (11), South Africa (13), India (1) and UK (1).

TikTok

█ does not have TikTok

█ have 4600 followers and 29.2k total likes on TikTok

█ have 329 followers and 1957 total likes on TikTok

█ have 122 followers and 1106 total likes on TikTok

█ have 11.6k followers and 27.6k total likes on TikTok

LinkedIn

█ does not have LinkedIn

█ have 125 followers on LinkedIn

█ have 12.7k followers on LinkedIn

█ have 480 followers on LinkedIn

█ have 26.4k followers on LinkedIn

Youtube

█ and █ does not have Youtube

█ have 303 subscribers, 1.0mil total views, page creation 5 Jun, 2012

█ have 766 subscribers, 1.3mil total views, page creation 3 May, 2012

Creative

Instagram

For the look and feel of Instagram, █ aims to portray an image that is akin to brands like █ and █, direct competitor █ is also analysed.

From Table 5.4.2f, competitor's Instagram feed look & feel consist of,

1. A "theme" or style that last for 6 to 18 post/grids.
2. The "theme" is focused on
 - a. Product
 - b. Product launch
 - c. Holiday / Festive / Seasonal
 - d. Sales/Conversion
 - e. Promotions
 - f. Messages
 - g. Campaigns (product related or influencer related)
 - h. Influencer generated content
 - i. Colours

TikTok

█ does not have TikTok

█ have about 28 Post on TikTok (between 29 Sep 2021 - 22 Sep 2022)

█ have about 6 Post on TikTok (between 1 Jun 2021 - 22 Sep 2022)

█ have about 90 post on TikTok (between 4 Oct 2021 - 22 Sep 2022)

█ have about 90 post on TikTok as well (between 13 Apr 2020 - 22 Sep 2022)

Generally, competitor's TikTok feed is not as emphasised as Instagram. The TikTok feed look & feel consist

of:

1. Purely product (a small % only)
2. Close-up of Hands (from models, influencers or users) wearing products. Close-ups of the parts where product is fitted
3. Full & Half Body of Models (3rd person), Influencers (selfie or 1st person) wearing products
4. Captions are placed on thumbnail to give context of content
5. Photo (collage, gif) & Video content type mix

5.4.1 Social Media Audit (Non-Creative)

Instagram Account & Page Information
Sep 2022 (Instagram, Meta & LinkedIn)

<div><div><div></div></div><div><div>Follow Back</div><div>▼</div><div>...</div></div><div>158 following</div></div>
<div><div><div><div>Page transparency</div><div>Based in Singapore, Forbidden Hill designs and produces fashion and lifestyle accessories inspired by the cultures of South East Asia.</div><div><div><div>Pages and accounts</div><div><div><div></div></div><div>443 likes • Brand</div></div><div><div></div></div><div>951 likes</div></div></div><div><div>Organisations that manage this Page</div></div><div><div>Page history</div><div><div>Merged with 0 other Pages</div><div>Page name changed 0 times</div><div>Page created on 5 Jun 2017</div></div></div><div><div>People who manage this Page</div><div><div>Primary country location for people who manage this Page includes: Singapore</div><div>(4) Canada (1)</div></div></div></div></div></div>
<div><div><div></div></div><div>Retail Luxury Goods and Jewelry · Singapore, Singapore · 8 followers</div></div>
No TikTok & Youtube

Table 5.4.1a

(For Reference Only, Data Exported in CSV is better for analysis, refer to the next attached)








All content					
Posts		Media type	Instagram Feed	Clear	Search by ID or caption
	Title	Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions
<input type="radio"/>	 Pretty in pink. @novitalam wearing our Kawung Bangle in Gold with Drago...	Post	20 Jun 2021	1.9K People reached	29 Likes
<input type="radio"/>	 Switch up your look anytime with our customisable Gemstone Earrings! @...	Post	9 January 12:32	1.8K People reached	12 Likes
<input type="radio"/>	 Tropical state of mind 🌿 @novitalam adds a touch of colour with the Ban...	Post	10 Oct 2021	1.8K People reached	23 Likes
<input type="radio"/>	 Be captivated by the intriguing colour and allure of our 24k Gold-plated N...	Post	1 May 2021	971 People reached	14 Likes
<input type="radio"/>	 Some gifts for the Dad who's always dressed in his Sunday best. Shirt & b...	Post	15 Jun 2021	956 People reached	42 Likes
<input type="radio"/>	 Black and White – a classic combination that never goes out of style. Feat...	Post	25 Apr 2021	942 People reached	15 Likes
<input type="radio"/>	 Pull together the perfect floral ensemble with our Nonya Blossom Cuff an...	Post	31 Jan 2021	819 People reached	21 Likes

Table 5.4.1b



Instagram Post | Top Reach


Caption	Post time	Content type	Reach	Likes and reactions	Sticker taps	Replies	Link clicks	Comments	Shares
<p>Pretty in pink. @novitalam wearing our Kawung Bang</p> <p>#jewellery #jewelry #bangles #bangle #accessories #</p>	6/19/2021	Instagram post	1900	29				0	0
<p>Switch up your look anytime with our customisable G</p> <p>#gemstoneearrings #gemstonejewellery #gemstoneje</p>	1/8/2022	Instagram post	1794	12				2	1
<p>Tropical state of mind 🌴 @novitalam adds a touch o</p> <p>#jewellery #jewelry #cuff #cuffs #cuffbracelet #bangle</p>	10/9/2021	Instagram post	1753	23				0	0
<p>Be captivated by the intriguing colour and allure of ou</p> <p>#jewellery #jewelry #cuff #cuffs #cuffbracelet #bangle</p>	5/1/2021	Instagram post	971	14				0	2
<p>Some gifts for the Dad who's always dressed in his S</p> 	6/15/2021	Instagram post	956	42				17	1
<p>Black and White – a classic combination that never g</p> <p>#jewellery #jewelry #bangles #bangle #accessories #</p>	4/24/2021	Instagram post	942	15				0	2
<p>Pull together the perfect floral ensemble with our Nor</p> <p>#jewellery #jewelry #cuff #cuffs #cuffbracelet #bangle</p>	1/30/2021	Instagram post	819	21				0	0
<p>Summer Swag – throw on a jumpsuit with our Huê Si</p> <p>#jewellery #jewelry #bangles #bangle #accessories #</p>	5/8/2021	Instagram post	811	15				0	0

Table 5.4.1c

Facebook Post | Top Reach

Caption	Post time	Content type	Reach	Likes and reactions	Sticker taps	Replies	Link clicks	Comments	Shares
So thrilled that our Utama Lacquerware has been selected for the Singapore Botanic Gardens' 2020 Christmas Market!	11/24/2020	Facebook post	571	38			18	7	1
Thank you Tatler Singapore for including us in your feature!	4/10/2021	Facebook post	424	100				47	1
Tropical state of mind 🌿 @novitalam adds a touch of nature to our Forbidden Spring Gemstone Earrings encapsulating a beautiful scene of a tropical island.	10/9/2021	Facebook post	306	7				0	0
Tucked behind Fort Canning Hill, the Forbidden Spring is a hidden gem in Singapore. (Paired here with our Ikat Silk Bangle)	9/18/2021	Facebook post	294	6			1	0	0
A dash of hot pink to spice up your florals - pair our Orchid Garden Drop Earrings with our new Gemstone Earrings are officially available online!	10/2/2021	Facebook post	293	8				0	0
Designed after local heritage gems such as the National Museum's 'The Jewel of Singapore' necklace, our Orchid Garden Drop Earrings with Sapphire Gemstone Earrings are officially available online!	9/4/2021	Facebook post	292	12				0	0
Our Orchid Garden Drop Earrings with Sapphire Gemstone Earrings are officially available online!	9/11/2021	Facebook post	291	9				0	0
The circular design of our Jalan Besar Gemstone Earrings is inspired by the traditional batik motif.	9/25/2021	Facebook post	288	4				0	0
Popular in the 1900s to 1940s, you can still see such a timeless charm, our Ikat Silk Bangle is a bold chic with a timeless charm.	10/16/2021	Facebook post	287	5				0	0
Thank you to everyone who came down to see us at the Singapore Botanic Gardens' 2020 Christmas Market!	4/27/2022	Facebook post	279	23			1	0	0

Facebook Post | Low Reach

Caption	Post time	Content type	Reach	Likes and reactions	Sticker taps	Replies	Link clicks	Comments	Shares
Elegance is timeless – inspired by the fine Chinese w	5/2/2020	Facebook post	20	9				0	0
Our Hué Bangle in White Rhodium with Obsidian Bla	5/16/2020	Facebook post	22	6				0	0
Thank you Boutique Fairs Singapore for the feature!	5/14/2020	Facebook post	23	6				0	0
Like the lotus flower which emerges from the muddy y	5/9/2020	Facebook post	23	7				0	1
An integral part of Hari Raya, the Ketupat (a diamond	5/23/2020	Facebook post	24	9				0	0
We want to wish all our friends celebrating during this	5/30/2020	Facebook post	26	11				0	0
Grace, simplicity and elegance – our Lotus Silk Cuff v	6/6/2020	Facebook post	29	6				0	0
Father's Day is just around the corner... what are you	6/13/2020	Facebook post	32	4				0	0
If you need some ideas, check out Expat Living Singa	6/18/2020	Facebook post	35	6				0	0
Stand out from the crowd as you head back into the C	6/27/2020	Facebook post	39	12				2	0

Instagram Story | Top Reach

Caption	Post time	Content type	Reach	Likes and reactions	Sticker taps	Replies	Link clicks	Comments	Shares
	12/10/2020	Instagram story	215		0	0	0		0
	12/10/2020	Instagram story	188		0	0	0		0
	7/17/2020	Instagram story	176		0	0	0		0
	7/2/2020	Instagram story	176		0	0	0		0
with the Ikat Silk Bangle and Orchid Purple Silk	12/4/2021	Instagram story	172		1	1	0		2
Visit @shopdesignorchard for a dazzling display of re	8/3/2022	Instagram story	171		5	2	0		0
	1/26/2022	Instagram story	165		1	0	0		0
	10/9/2021	Instagram story	165		0	0	0		0
	9/4/2021	Instagram story	159		0	0	1		0
Featuring @whathebronte	1/27/2021	Instagram story	159		0	0	0		0

Instagram Story | Low Reach

Caption	Post time	Content type	Reach	Likes and reactions	Sticker taps	Replies	Link clicks	Comments	Shares
Our Autumn Lantern Lacquerware Collection is availa	8/25/2022	Instagram story	100		0	1	0		0
	5/8/2021	Instagram story	100		0	1	0		0
	7/24/2021	Instagram story	101		0	0	2		0
	1/27/2021	Instagram story	101		0	0	0		0
	8/7/2021	Instagram story	102		0	0	1		0
@akinndesign @afterdarkroom @cocoonese @forbiddenhill	5/27/2022	Instagram story	103		0	0	0		0
	7/8/2020	Instagram story	104		0	0	0		0
@singaporeair @krishshop	5/14/2022	Instagram story	105		0	0	0		0
	2/19/2022	Instagram story	105		0	0	0		0
	7/8/2020	Instagram story	105		0	0	0		0

Facebook Story | Did not post together with Instagram

Caption	Post time	Content type	Reach	Likes and reactions	Sticker taps	Replies	Link clicks	Comments	Shares
	9/1/2022	Facebook story	18	1	0	0			0
	8/25/2022	Facebook story	9	0	0	0			0
	8/25/2022	Facebook story	18	0	0	0			0

Table 5.4.1e

5.4.1 Social Media Audit (Creative)

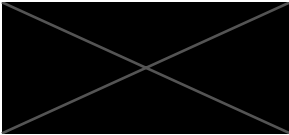
Instagram Feed (Look, Feel & Style)

Sep 2022 (Instagram)

Meta & Instagram uses the same Creatives for Organic



Table 5.4.1f



Research (Non-Creative)

Meta Account & Page Information

Table 5.4.2a

Competitors Meta Account & Page Information

Sep 2022 (Meta Ad Library)

Ads

About

About the advertiser

In an effort to increase accountability and transparency, Meta is sharing more information about Pages and the people who manage them. [Learn more about transparency.](#)

Page transparency

Handcrafted, responsibly-made artisan quality jewelry and accessories for a simpler life.

Pages and accounts

4,266 likes • Product/Service

14,647 likes

Organisations that manage this Page

Page history

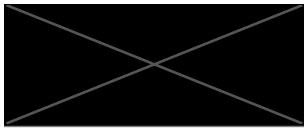
Merged with 0 other Pages

Page name changed 0 times

Page created on 19 Jun 2015

People who manage this Page

Primary country location for people who manage this Page includes: Singapore (3) Philippines (2) Slovakia (1)




Ads

[About](#)

About the advertiser

In an effort to increase accountability and transparency, Meta is sharing more information about Pages and the people who manage them. [Learn more about transparency.](#)

Page transparency

 is a premier jeweller specialises in timeless wedding bands to eternal diamond engagement rings, solitaires, and bridal jewellery. We are located in: Singapore: Jewel Changi, ION, Plaza Sing, JEM, Northpoint, Vivocity

Pages and accounts



243,772 likes • Accessories



20,897 likes

Page history ⓘ

➦ Merged with 0 other Pages

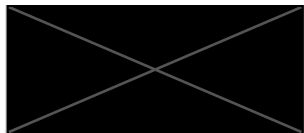
🔄 Page name changed 0 times

📅 Page created on 25 Dec 2009

Organisations that manage this Page ⓘ

People who manage this Page ⓘ

📍 Primary country location for people who manage this Page includes: **Singapore (11) Malaysia (2)**



Ads

[About](#)

About the advertiser

In an effort to increase accountability and transparency, Meta is sharing more information about Pages and the people who manage them. [Learn more about transparency.](#)

Page transparency

At  we believe that everyone deserves to shine. Celebrate your life's stories and significant moments with us together.

Pages and accounts



155,854 likes • Jewellery/Watches



12,424 likes

Page history ⓘ

➦ Merged with 0 other Pages

🔄 Page name changed 1 time

📅 Page created on 29 Jun 2011

Organisations that manage this Page ⓘ



is responsible for this Page.

Singapore, Singapore 486042
Singapore

People who manage this Page ⓘ

📍 Primary country location for people who manage this Page includes: **Singapore (25)**

<div data-bbox="97 85 418 219"></div> <div data-bbox="97 228 277 255"> Ads About </div> <div data-bbox="97 280 293 306"> About the advertiser </div> <div data-bbox="97 315 1434 342"> In an effort to increase accountability and transparency, Meta is sharing more information about Pages and the people who manage them. Learn more about transparency. </div> <div data-bbox="129 409 351 443"> Page transparency </div> <div data-bbox="129 443 1423 501"> is a jewellery brand that hails from Singapore, specialising in modern, everyday designs safe for sensitive skin. We're all about building your identity and strengthening your confidence – whoever you are, wherever you are. </div> <div data-bbox="148 537 341 566"> Pages and accounts </div> <div data-bbox="148 566 446 696"> 29,136 likes • Jewellery/Watches 87,469 likes </div> <div data-bbox="844 537 995 566"> Page history ⓘ </div> <div data-bbox="844 582 1110 689"> <ul style="list-style-type: none"> Merged with 0 other Pages Page name changed 0 times Page created on 6 Jul 2009 </div> <div data-bbox="148 770 517 799"> Organisations that manage this Page ⓘ </div> <div data-bbox="148 799 541 878"> is responsible for this Page. Singapore </div> <div data-bbox="844 770 1155 799"> People who manage this Page ⓘ </div> <div data-bbox="844 815 1511 869"> <ul style="list-style-type: none"> Primary country location for people who manage this Page includes: Singapore (11) Philippines (1) </div>	
<div data-bbox="97 947 309 1059"></div> <div data-bbox="97 1072 277 1102"> Ads About </div> <div data-bbox="97 1126 293 1153"> About the advertiser </div> <div data-bbox="97 1162 1437 1189"> In an effort to increase accountability and transparency, Meta is sharing more information about Pages and the people who manage them. Learn more about transparency. </div> <div data-bbox="129 1256 351 1290"> Page transparency </div> <div data-bbox="129 1290 820 1323"> is the first stop shop for the fashion forward to get their on-trend accessories fix! </div> <div data-bbox="148 1359 341 1388"> Pages and accounts </div> <div data-bbox="148 1388 458 1520"> 197,165 likes • Jewellery/Watches 404,213 likes </div> <div data-bbox="844 1359 995 1388"> Page history ⓘ </div> <div data-bbox="844 1404 1120 1512"> <ul style="list-style-type: none"> Merged with 0 other Pages Page name changed 0 times Page created on 30 Mar 2010 </div> <div data-bbox="148 1592 517 1621"> Organisations that manage this Page ⓘ </div> <div data-bbox="844 1592 1155 1621"> People who manage this Page ⓘ </div> <div data-bbox="844 1637 1503 1691"> <ul style="list-style-type: none"> Primary country location for people who manage this Page includes: Australia (13) South Africa (13) India (1) United Kingdom (1) </div>	

Table 5.4.2b

Competitors TikTok Account & Page Information

Sep 2022 (TikTok)

<div> <div></div> <div>does not have Tik Tok</div> </div>	
<div> <div></div> <div> <div>5 Following</div> <div>4635 Followers</div> <div>28.2K Likes</div> </div> <div></div> </div>	<div> <div></div> <div> <div>0 Following</div> <div>329 Followers</div> <div>1957 Likes</div> </div> <div> <div>For every occasion, every you</div> <div>Styling tips and behind the scenes</div> </div> <div></div> </div>
<div> <div></div> <div> <div>1 Following</div> <div>122 Followers</div> <div>1106 Likes</div> </div> <div>The Love Jewellery Authority</div> </div>	<div> <div></div> <div> <div>83 Following</div> <div>11.6K Followers</div> <div>27.6K Likes</div> </div> <div> <div>Use code FORYOU20 for 20% off full price</div> <div>*T&Cs Apply</div> </div> <div></div> </div>

Table 5.4.2c

Competitors LinkedIn Account & Page Information


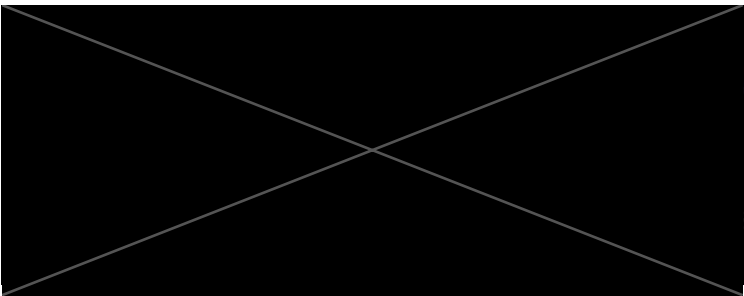
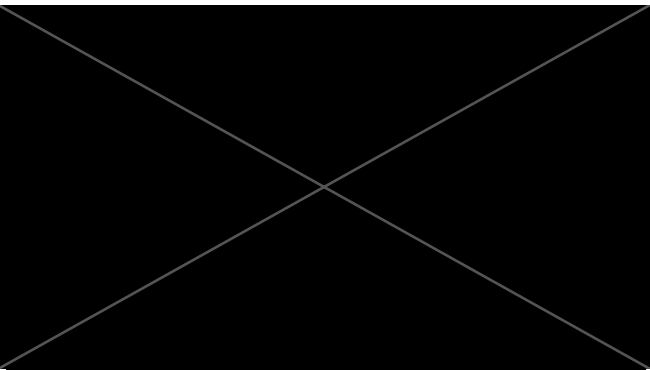
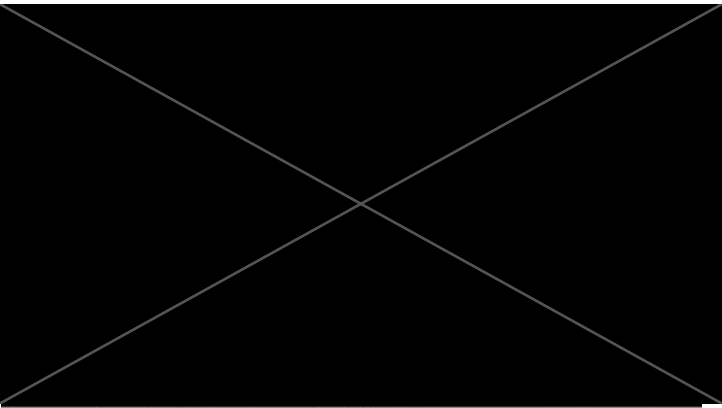
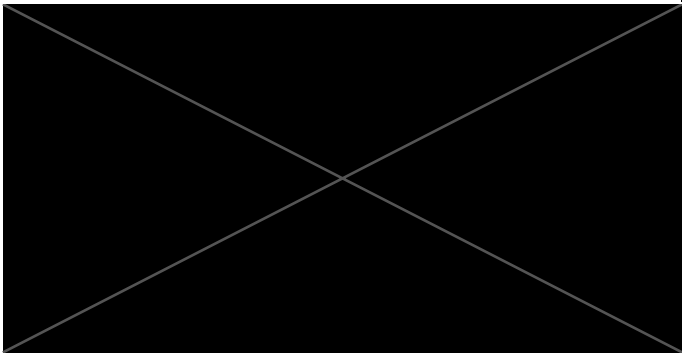
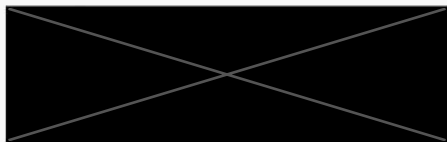
<div> does not have LinkedIn</div>	
<div></div>	<div><div>Retail · Singapore · 12,706 followers</div></div>
<div><div>Retail · Orchard · 480 followers</div></div>	<div></div>

Table 5.4.2d

██████████, ██████████ and ██████████ does not have Youtube



HOME

VIDEOS

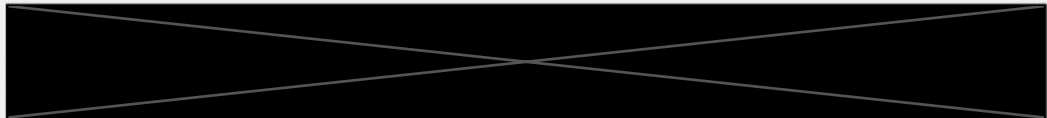
PLAYLISTS

CHANNELS

ABOUT



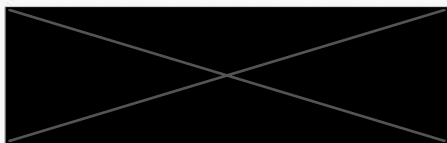
Description



Stats

Joined Jun 5, 2012

1,022,730 views



HOME

VIDEOS

PLAYLISTS

COMMUNITY

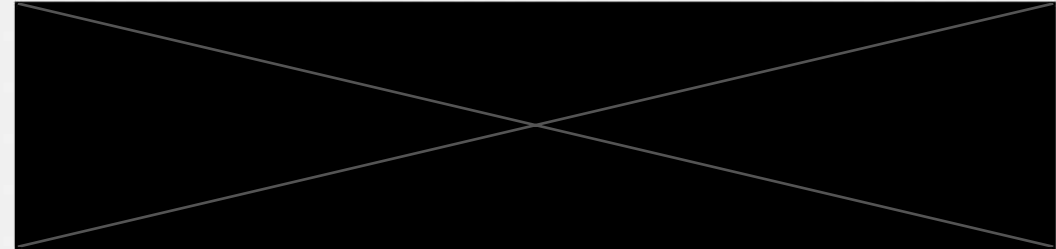
CHANNELS

ABOUT



Description

You deserve to shine



Stats

Joined May 3, 2012

1,385,328 views



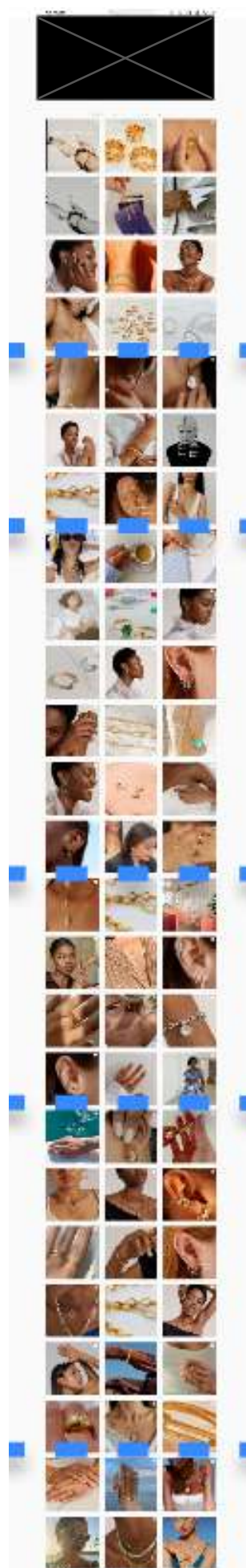
Table 5.4.2e

5.4.2 Social Media Research (Creative)

Competitors Instagram Feed (Look, Feel & Style)

Sep 2022 (Instagram)

Only for Instagram's Look & Feel, [REDACTED]s competitors benchmarked against DIFFERS
Only Instagram & TikTok will be analysed for Look & Feel due to emphasis on the Grid. Meta & LinkedIn follows a linear grid.





Competitors TikTok Feed (Look, Feel & Style)

Sep 2022 (TikTok)

The figure displays two screenshots of a TikTok profile page, illustrating the timeline of content availability. The profile name is 'does not have TikTok'.

Left Screenshot (29th Sep 2021 - 22th Sep 2022):

- Header:** 29th Sep 2021 (First post) - 22th Sep 2022 Total Post: 28
- Grid:** A 4x7 grid of 28 video thumbnails. The first row shows 7 videos. The second row shows 7 videos. The third row shows 7 videos, with the last one marked with a large 'X'. The fourth row shows 7 videos, with the last one marked with a large 'X'.

Right Screenshot (1st Jun 2021 - 22th Sep 2022):

- Header:** 1st Jun 2021 (First post) - 22th Sep 2022 Total Post: 6
- Grid:** A 2x3 grid of 6 video thumbnails. The first row shows 3 videos. The second row shows 3 videos, with the last one marked with a large 'X'.

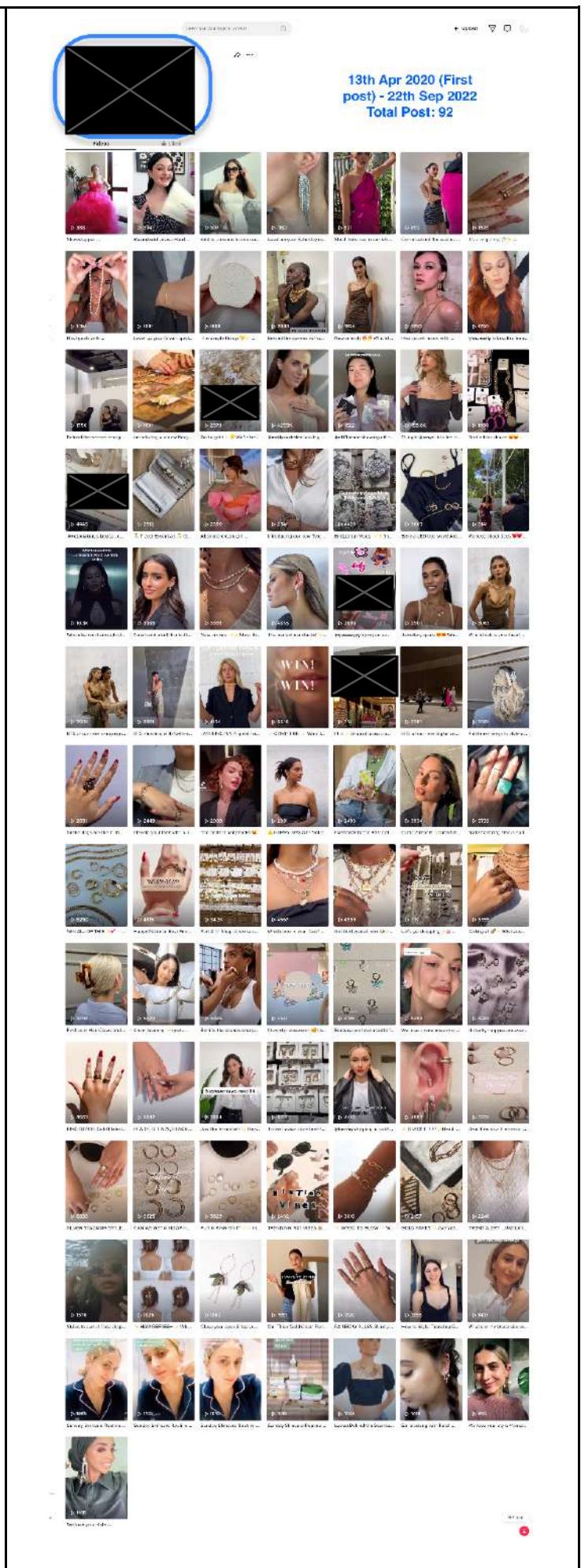
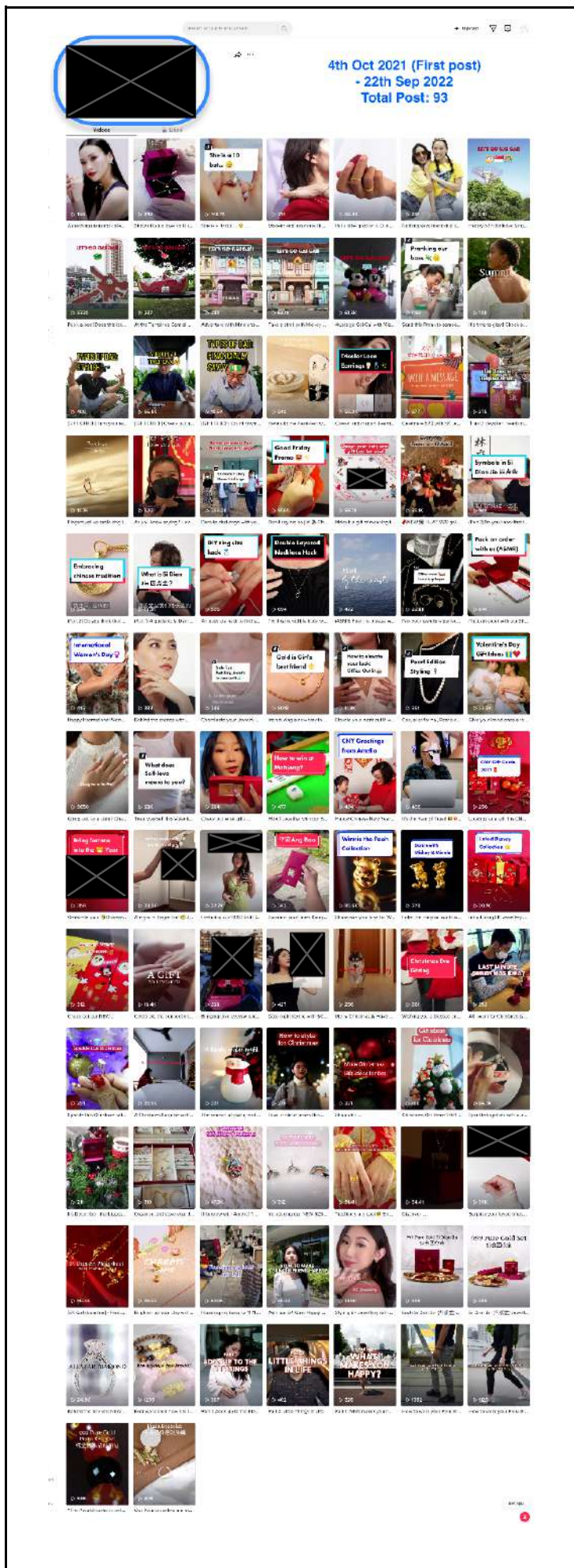


Table 5.4.2g

5.4.3 Social Media Objectives, KPIs & Metrics

(Awareness)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none">• Increase brand awareness and visibility through search engines, social media and digital advertising so as to increase website traffic by at least 20% average per month at the end of 2022.• From 675 (YTD data monthly average) to 810 from Jan 2023 onwards	<p><u>SMM:</u></p> <ul style="list-style-type: none">• Increase average monthly sessions from organic social channel from 116 (YTD data monthly average) to 150 by Jan 2023 <p><u>Facebook Page:</u></p> <ul style="list-style-type: none">• Increase Company Facebook Page Likes from 440 to 500 by Jan 2023• At least 2 post every week on the company Facebook Page <p><u>Instagram Page:</u></p> <ul style="list-style-type: none">• Increase Instagram Page Followers from 948 to 1150 (20%) by Jan 2023• An average of 10 likes per post• At least 2 post every week on the Instagram Page by Jan 2023• At least 2 Stories every week on the Instagram Page by Jan 2023

Metrics Matrix based on User Stages/ Funnel		Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
Social Media Marketing Metrics	Meta	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report - Filter All Traffic (Social) (if there's CTA from social to website) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Meta</u> No. of Likes/Followers Followers Growth Rate Account Tags & Mentions (Giveaways)</p> <p><u>Meta Post/Carousel/Reels</u> Reach Likes & Reactions Comments Shares</p> <p><u>Meta Story</u> Reach Engagements Replies</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Social & Referral) Channels Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>Meta</u> No. of Likes/Followers Followers Growth Rate Account Tags & Mentions (Giveaways) Avg Engagement Rate (Account level)</p> <p><u>Meta Post/Carousel/Reels</u> Likes & Reactions Comments Shares Avg Engagement Rate (Post level)</p> <p><u>Meta Story</u> Reach Engagements Replies</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Multi Channel Funnel Report - Filter All Traffic (Social) Channels Report</p> <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p> <p>Cost per Conversion (associated with Content production)</p> <p>Return on Investment (associated with Content production)</p> <p>AOV</p>	<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p> <p><u>Meta</u> Shares UGC Post Brand Tags UGC Post Brand Mentions UGC Story Brand Tags / Mentions Brand Hashtags</p>	<p>Social Media Calendar</p> <p>Number of Post/week-month</p> <p>Number of Story/week-month</p> <p>Number of Reels/week-month</p> <p>Post Rate</p> <p>Post (Content Topic/Theme) Mix</p> <p>Post (Content Type) Mix</p> <p>Post (Funnel) Mix</p> <p>Post (Content Purpose) Mix</p> <p>Post (Platform's Format such as single, carousel, story, reels) Mix</p> <p>Analyse Audience Segment</p>
	Instagram	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Filter All Traffic (Referral) (for traffic to content blog & pages) Channel Report - Filter All Traffic (Social) (if there's CTA from social to website) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Instagram</u> No. of Followers Followers Growth Rate Account Tags & Mentions (Giveaways)</p> <p><u>Instagram Post/Carousel/Reels</u> Reach Likes Comments Shares & Saves</p> <p><u>Instagram Story</u> Reach Likes & Reaction Replies</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Audience Engagement Report - All Pages & Landing Pages Report - All Traffic (Social & Referral) Channels Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>Instagram</u> No. of Followers Followers Growth Rate Account Tags & Mentions (Giveaways) Avg Engagement Rate (Account level)</p> <p><u>Instagram Post/Carousel/Reels</u> Likes Comments Shares & Saves Avg Engagement Rate (Post level)</p> <p><u>Instagram Story</u> Reach Likes & Reaction Replies</p>		<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p> <p><u>Instagram</u> Shares & Saves UGC Post Brand Tags UGC Post Brand Mentions UGC Story Brand Tags / Mentions Brand Hashtags</p>	

5.4.4 Social Media Action Plan








(Awareness)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Social Media Marketing	Refer to (Awareness) Social Media Marketing KPIs above	<ul style="list-style-type: none"> Develop a Social Media Content Calendar revolving around the content purpose, themes types, funnel, etc. Achieve a similar look & feel for Instagram as the competitors such as [REDACTED] Focus more on visual than education for social media strategy as analysed by the competitor's instagram. [REDACTED] to create Social Content Themes around these areas <ul style="list-style-type: none"> Mix & Match Bangles & Earrings Product Aesthetic, Features & Benefits (Bangle, Cuff, Earrings, Cufflinks, Lacquerware, Silks, Gemstones, Design Motifs, Medallions, Materials, Colours) Gifting, Packaging & Souvenir Travelling & Gifting Holidays / Festive / Season Influencer / User Generated Content/Collaboration (non-model) Brand Collaboration Promotions, Sales Contest & Giveaways Online / Offline Events [REDACTED] to Adopt the following Content Types for <u>Social Media</u> <ul style="list-style-type: none"> <u>Images (60%)</u> <ul style="list-style-type: none"> Static Photos, Infographic, Influencer/User Generated Photos, 	<p>Social Media Calendar</p> <p>Number of Post/week-month</p> <p>Number of Story/week-month</p> <p>Number of Reels/week-month</p> <p>Post Rate</p> <p>Post (Content Topic/Theme) Mix</p> <p>Post (Content Type) Mix</p> <p>Post (Funnel) Mix</p> <p>Post (Content Purpose) Mix</p> <p>Post (Platform's Format such as single, carousel, story, reels) Mix</p> <p>Analyse Audience Segment</p>	4 months	\$3,100 manpower hours / month

		<ul style="list-style-type: none"> - <i>BTS photos</i> • <u><i>Videos (30%)</i></u> <ul style="list-style-type: none"> - <i>Slow Videos,</i> - <i>Trendy Videos,</i> - <i>Videos in Collage boxes,</i> - <i>GIFs,</i> - <i>Influencer/User Generated Videos,</i> - <i>BTS videos,</i> - <i>Event Coverage,</i> - <i>ASMR</i> • <u><i>Text (10%)</i></u> <ul style="list-style-type: none"> - <i>Messages,</i> - <i>Promotion Messages,</i> - <i>Announcements,</i> - <i>Quotes</i> • More Aesthetic/Visual Videos to drive engagement though content production is limited, hence a smaller % mix are videos 			
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Social Media Content Production (Photos) | MoodBoard

Sep 2022 (Google Sheets)

	Each Column is a "Theme" (refer to the photography theme). If the theme is good, we can produce more content surrounding this theme but in different setting, colours, etc						
Mood Board							
Content Message	Product Aesthetic & Showcase	Product Aesthetic & Showcase	Product Aesthetic & Showcase	Product Aesthetic & Showcase	Product Aesthetic & Showcase	Product Aesthetic & Showcase	Product Aesthetic & Showcase
Product Type	Earrings						
Setting & Styling Theme	Desk	Anywhere	-	Anywhere	Anywhere	Anywhere	
Photography Theme	Jewellery Box on Desk (Showroom)	Jewellery on Silk, Cloths, Curtains	Jewellery Comparison, or Showcase	Jewellery align in Patterns	Jewellery Hanging	Jewellery in Patterns	Jewellery's Shadow
Colour Theme	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]	[Rich, Deep, Dark Colours] or [Light, Soft, Pastel Colours]
Props Ideas	Jewellery Box just like in Showroom Wooden / Marble Top	Silk, Cloths, Curtains Wooden / Marble Top	Infographic	All the different designs and something that represents their design All the different colours (max 5) and something that represents their colour Wooden / Marble Top	bamboo stick? sticks poles some flowers/leaves behind	Silk, Cloths, Curtains Wooden / Marble Top	Wooden / Marble Top



Social Media Content Production (Videos) | Script/Story Board

Sep 2022 (Google Sheets)

Frame/Collage	First 6 Seconds	6-12 sec	12-18 sec	18 - 24 sec	24 - 30 sec
Clothings in Sequence	t-shirt & jeans change into one piece dress (solid colour)	one piece dress (solid colour)	one piece dress (solid colour), 2x one piece floral dress	previous floral dress	final one piece floral dress
Products in Sequence	rhodium lychee white change into rhodium mist blue	rhodium mist blue	rhodium mist blue, rhodium shophouse pink, rhodium torquoise blue	rhodium torquoise blue	rhodium pineapple yellow
Location	Indoor / Apartment	Outdoor (Fort Canning TBC)	Outdoor (Fort Canning TBC)	Outdoor (Fort Canning TBC)	Outdoor (Fort Canning TBC)
<u>1st Frame (Model wearing product, Full & Half Body)</u>					
Model Action	Model tries on/changes 1 clothings but doesn't like the look, so she changes the silk of the bangle instead. With every action of "putting the clothes on", it cuts to the changed outfit	Model heads out with hands swingin of the 2nd Bangle (changed silk)	Model walks out of frame from Left to Right (or other direction). Model walks back into frame from original position and the background changes (same outfit & bangle)	front view walk towards camera while embracing the bangle and looking beyond the camera	, back view walk away from camera
Camera speed	normal	slight slow-mo	normal - fast	slight slow-mo	slight slow-mo
Camera Composition/Angle	front view half body	front view full body	side view full body	front view half body	front - diagonal- back view
Camera Movement	still	trucking sideways (follow sideways)	still	tracking (follow model)	tracking (follow model)
<u>2nd Frame (Model wearing product without showing face, Closer view)</u>					
Model Action	Model wearing 1st Bangle and then, change the Silk. Lifts her hand a bit to "showcase" to the camera like she is in dressing room	twisting of wrist to showcase bangle	Model hang swinging of the Bangles variation	slight touch/caress of bangle by twisting of wrist	Model hang swinging slightly as she walk away
Camera speed	normal	slight slow-mo	normal - fast	normal	slight slow-mo
Camera Composition/Angle	front view close half body	side view close half body	front - diagonal view close half body	front view	front - diagonal- back view
Camera Movement	still	still	trucking sideways (follow sideways)	still	tracking abit
<u>3rd Frame (Close-up of Product)</u>					
Model Action	Close up of Silk being changed	no action, just product	Close up of Bangle in swinging motion	Close up of twisting of wrist to showcase bangle	Close up of product with hand down/ loose
Camera speed	slight slow-mo	normal	slight-slow mo	normal	normal
Camera Composition/Angle	diagonal view close-up	top or side view close-up	front - side view	side view	back view
Camera Movement	still	shifting abit	trucking sideways	shifting abit	tracking abit



Social Media Calendar (Annual)

Aug 2022 (Modified Hootsuite Template)

2022 Social Media Content Calendar	July-December			
	Q3	Q4		
	SEP	OCT	NOV	DEC
Key Dates		Deepavali / Diwali October 24, 2022	Thanksgiving (USA) November 24, 2022	Christmas, December 25, 2022 News Year's Eve, December 31, 2022
Social Media Holidays		International Teachers Day October 5, 2022	Giving Tuesday Small Business Saturday (USA)	
Our Marketing Campaigns				
Content Purpose	Education (Awareness, Consideration, Conversion, Advocacy)	Education (Awareness, Consideration, Conversion, Advocacy)	Education (Awareness, Consideration, Conversion, Advocacy)	Education (Awareness, Consideration, Conversion, Advocacy)
	Convince (Conversion)	Convince (Conversion)	Convince (Conversion)	Convince (Conversion)
	Inspire (Awareness, Advocacy)	Inspire (Awareness, Advocacy)	Inspire (Awareness, Advocacy)	Inspire (Awareness, Advocacy)
User Funnel	Awareness & Consideration (50%)	Awareness & Consideration (50%)	Awareness & Consideration (50%)	Awareness & Consideration (50%)
	Conversion (30-40%)	Conversion (30-40%)	Conversion (30-40%)	Conversion (30-40%)
	Advocacy (10-20%)	Advocacy (10-20%)	Advocacy (10-20%)	Advocacy (10-20%)

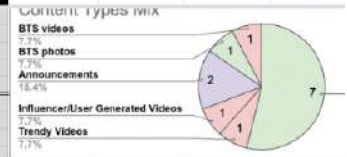
Content Theme/Topic (Pillar & Cornerstone is for Blogs)				
Product Demo (tags are in Notion platform)				
Gifting, Souvenirs & Packaging			gifting, packaging	gifting, packaging
Product launch			End of November, New Bangle	End of November, New Bangle
Product Features + Benefits (USP) (Existing)	Sub Content Pillar: Content about Product Features, Benefits, Info Design, Materials, etc.		Sub Content Pillar: Content about Product Features, Benefits, Info Design, Materials, etc.	
	hypoallergenic earrings	female accesories, male accesories, home accesories	hypoallergenic earrings	female accesories, male accesories, home accesories
	silk slides	medallions	silk slides	medallions
Product Aesthetic				
Online / Offline Events			Boutiques Fair November 24-27, 2022	
With Audience (for Contests, Giveaways, etc.)		A discount or item given for every photo of their bangles they wear (for UCG) Or host a competition of nicest photos sent, only in email channel	A discount or item given for every photo of their bangles they wear (for UCG) Or host a competition of nicest photos sent, only in email channel	12 days of Christmas Idea - Giveaways free - Giveaways Contest - Brand Collaboration
With Brands (Brand Collab, Paid Collab for Contest, Giveaways, etc.)				
With Influencers			influencer for holidays and gifts	influencer or holidays and gifts
Campaign				
Holidays / Festive / Seasonal				Christmas (Non-Promotion)
Promotions				Christmas (Promotion after 12 days of contest/giveaway)



Social Media Calendar (Monthly)

Aug 2022 (Modified Hootsuite Template)

Social Network	Social Media Format	DATE (MONTH/DAY /YEAR)	CONTENT COPY / Key Hashtags	Content Purpose	User Funnel / Journey	Content Theme/Topic	Content Types	STATUS	LINK TO ASSETS IN DRIVE	Content / Image Asset
Instagram	IG Post	2022-11-09 Wed	Influencer, User unboxing "gifting" experience (product seeding)	Entertain (Awareness) (20%)	Advocacy (10%)	Influencer / UGC	Influencer/Us			
	IG Story	2022-11-10 Thu								
	IG Story	2022-11-11 Fri								
	IG Post	2022-11-12 Sat	Photo of gifting product, close-up	Educate (All Funnel) (40%)	Awareness & Consideration (60%)	Product Aesthe				
	IG Post	2022-11-13 Sun								
	IG Post	2022-11-14 Mon	New Bangle Tease	Educate (All Funnel) (40%)	Awareness & Consideration (60%)	Product Aesthe	Static Photos			
		2022-11-15 Tue								
		2022-11-16 Wed								
	IG Post	2022-11-17 Thu	New Bangle Tease	Educate (All Funnel) (40%)	Awareness & Consideration (60%)	Product Aesthe	Static Photos			
	IG Story	2022-11-18 Fri								
		2022-11-19 Sat								
	IG Post	2022-11-20 Sun	New Bangle Tease	Convince (Conversion) (25%)	Conversion (30%)	Product Aesthe	Static Photos			
	IG Post	2022-11-21 Mon	Boutiques Fair - This coming week announcement	Educate (All Funnel) (40%)	Awareness & Consideration (60%)	Online / Offline	Announceme			
		2022-11-22 Tue								
		2022-11-23 Wed								
Facebook	IG Post	2022-11-24 Thu	Boutiques Fair - Coming Tomorrow, See you	Educate (All Funnel) (40%)	Awareness & Consideration (60%)	Online / Offline	Announceme			
	IG Story	2022-11-25 Fri								
	IG Post	2022-11-26 Sat	Boutiques Fair - BTS	Educate (All Funnel) (40%)	Advocacy (10%)	Online / Offline	BTS photos			
	IG Post	2022-11-27 Sun	Boutiques Fair - BTS & Closing off	Entertain (Awareness) (20%)	Advocacy (10%)	Online / Offline	BTS videos			
	IG Post	2022-11-28 Mon	New Bangle Announcement / Release	Convince (Conversion) (25%)	Conversion (30%)	Product Aesthe	Static Photos			
		2022-11-29 Tue								
		2022-11-30 Wed								
TikTok	FB Post	2022-11-01 Tue								
	FB Post	2022-11-02 Wed	For now, FB Post alternates in posting from IG							
	FB Story	2022-11-03 Thu	For FB Story, can post same day as IG Story							
	FB Story	2022-11-04 Fri	TikTok can go into once we have more video content							



5.4.5 Social Media Analytics / Reporting (refer to section 6)

5.5 (Klaviyo) Email Marketing Strategy

Summary of Findings (Email Marketing Audit)

Klaviyo consist of Campaigns (Newsletters) & Flows (automated)

From Table 5.5.1a, [REDACTED]'s total email recipient (signups) is steadily increasing over the past 2 years. Unique Open rate is between 30 to 45%, Unique Click rate is between 2 to 4%, or 300 to 600 unique opens and 20 to 50 unique clicks.

Unsubscribers, Bounces, unsubscribe rate and bounce rate are decent, as there isn't too much of an orange highlight (conditional formatting of bad metrics) but it can still be improved on. The conversion for 2022 through email campaigns is concentrated at Q1 of 2022, subsequently perhaps due to off peak, conversion decreases.

Table 5.5.1b are email automated flows. From the conditional formatting, Welcome email, customer thank you email and abandon cart are the top few email automated message. There is not much email flows to compare as the rest are inactive. Welcome flows drive the most conversion as people sign up to get the 10% discount. Abandon cart receive high open rate but no conversion perhaps users are looking for a discount. There are still some conversion after a thank you email, suggesting follow-up and repurchases even though it isn't much.

Summary of Findings (Email Marketing Research)

Similar to Ads Swipe, a creation of a Newsletter swipe can be created to analyse competitor's email newsletter (and by signing up their email list).

We can work out their newsletter frequency by signing up their email list and filter by the sender.

Thus far, competitor's email newsletter consist of,

1. Navigation of website at the top of the email
2. Product materials
3. Snippet paragraphs of what the brand is, what they do and USP
4. Follow on socials
5. GIFs for some image
6. Graphic designed emails (with overlaps, etc.)

MILLED

[REDACTED], [REDACTED], [REDACTED] and [REDACTED]'s email can't be discovered on MILLED. MILLED is a email newsletter platform to look at competitor's newsletters.

From [REDACTED], they have an email newsletter frequency of about 8 for June, 10 for July and 3 for August & September

[REDACTED] has an email newsletter frequency of about 12 for August and September

[REDACTED] has an email newsletter frequency of about 3 for June, 8 for July, 7 for August and 6 for September

[REDACTED] has an email newsletter frequency of about 7 for August and 16 for September

5.5.1 Email Marketing Audit

Engagement & Revenue by Email Campaign

1 Aug 2020 - 31 Jul 2022 (2 Years) (Klaviyo)

Aug 01 2020 - Jul 31 2022		Engagement										Conversion			
Send Date	Campaign Name	Total Recipients	Open Rate	Click Rate	Unique Opens	Unique Apple Privacy Opens	Unique Clicks	Unsubscribes	Bounces	Unsubscribe Rate	Bounce Rate	Placed Order Rate	Total Placed Order Value	Tags	Subject
Total Sum & Avg		1068.4										0.25%	\$15,239.63		
2022-07-14	Newsletter - 202207 - New Pastel Silks	1440	42.16%	4.01%	600	438	57	13	17	0.91%	1.18%	0.00%	\$0.00	N/A	New: Pastel Silk Slides for Bangles
2022-05-18	Newsletter - 202205 - Akinn Popup	1382	36.59%	0.66%	498	368	9	7	21	0.51%	1.52%	0.15%	\$215.00	N/A	Get your local fashion fix at our exclusive Pop-Up
2022-05-11	Newsletter - 202205 - Singapore Gifts Article	1379	40.29%	5.74%	548	398	78	6	19	0.44%	1.38%	0.00%	\$0.00	N/A	Not Your Usual Singapore Gifts
2022-04-30	Newsletter - 202202 - Mother's Day 2022	1371	34.30%	2.60%	462	331	35	7	24	0.52%	1.75%	0.07%	\$302.17	N/A	Celebrate Mum
2022-04-14	Newsletter - 202204 - Boutiques Spring Summer 2022	1346	37.63%	2.03%	502	360	27	9	19	0.66%	1.41%	0.00%	\$0.00	N/A	Join us at Boutiques Spring Summer Edition 2022
2022-03-05	Rewards - 202202 - Existing customers with an Account	83	50.60%	10.84%	42	23	9	0	0	0.00%	0.00%	1.20%	\$320.34	N/A	You have {{ person lookup:'Points' default:"" }} rewards
2022-03-05	Rewards - 202202 - Existing customers without Account	679	41.36%	7.39%	280	191	50	6	2	0.89%	0.29%	0.44%	\$550.00	N/A	Claim your {{ person lookup:'Points' default:"" }} rewards
2022-02-09	Newsletter - 202202 - Valentine's Day 2022	1294	23.05%	2.26%	296	221	29	8	10	0.62%	0.77%	0.31%	\$865.00	N/A	Gifts that make the heart jump
2022-01-14	Newsletter - 202201 - CNY Earrings Special	1278	26.87%	3.47%	341	214	44	7	9	0.55%	0.70%	0.39%	\$885.00	N/A	Complimentary Gemstones to usher in the Year of the Tiger
2021-12-17	Newsletter - 202112 - Free Extra Silk & Extended Delivery Time	1249	24.58%	1.78%	304	148	22	3	12	0.24%	0.96%	0.08%	\$165.00	N/A	🎁 Countdown to Christmas – Special Offer & Extended Delivery
2021-12-08	Newsletter - 202112 - Ban Zu Earrings Porcelain White	1227	29.71%	1.74%	358	130	21	6	22	0.50%	1.79%	0.17%	\$345.00	N/A	For your Wishlist! New Porcelain White Ban Zu Earrings
2021-11-27	Newsletter - 202111 - Gifts for Her, Him & the Home	1217	30.53%	3.73%	360	80	44	3	38	0.25%	3.12%	0.34%	\$973.50	N/A	'Tis the Season for Gifting
2021-11-13	Newsletter - 202111 - Jewellery and Lacquerware Bundle	1202	28.58%	2.82%	335	73	33	3	30	0.26%	2.50%	0.34%	\$765.00	N/A	Double the delight with our Jewellery and Lacquerware Bundle
2021-11-09	Newsletter - 202111 - Kawung & Ikat Silk Cuffs	1200	36.87%	2.14%	431	70	25	4	31	0.34%	2.58%	0.09%	\$595.00	N/A	New In! Kawung and Ikat Silk Cuffs
2021-11-01	Newsletter - 202110 - New & Back in Stock	1178	32.64%	2.78%	376	101	32	5	26	0.43%	2.21%	0.09%	\$165.00	N/A	Fan Favourites: New & Back-in-Stock Items
2021-10-15	Newsletter - 202110 - Gorgeous Gemstones	1185	28.21%	3.28%	327	76	38	5	26	0.43%	2.19%	0.09%	\$195.00	N/A	Which gemstone are you?
2021-09-04	Newsletter - 202108 - The New Gemstone Earrings	1162	30.77%	5.70%	356	0	66	9	5	0.78%	0.43%	0.17%	\$480.00	N/A	The new Gemstone Earring Collections now available
2021-08-11	Newsletter - 202107 - Join Us for Our Gem Earrings Unveil	1162	41.39%	2.09%	476	0	24	5	2	0.43%	0.17%	0.17%	\$431.60	N/A	Join Us for Our Gem Earrings Unveil – and a Special Offer
2021-07-28	Newsletter - 202107 - Singapore-Inspired Collections	1141	36.85%	2.73%	419	2	31	3	4	0.26%	0.35%	0.09%	\$270.00	N/A	A Love for Local
2021-06-19	Newsletter - 202106 - Great Singapore Sale 2021 (Silk Cuffs)	1102	26.66%	5.73%	293	0	63	5	3	0.45%	0.27%	0.36%	\$655.00	N/A	Get Colourful this Great Singapore Sale
2021-06-08	Newsletter - 202106 - Father's Day 2021	1098	26.51%	2.22%	286	0	24	5	19	0.46%	1.73%	0.09%	\$198.00	N/A	Gifts for the Debonair Man
2021-06-01	Newsletter - 202106 - The Raffles Collection	1069	36.29%	2.38%	381	1	25	4	19	0.38%	1.78%	0.10%	\$104.25	N/A	The Raffles Collection
2021-05-21	Newsletter - 202105 - Leaving Singapore Gifts	1083	24.88%	2.73%	264	1	29	3	22	0.26%	2.03%	0.28%	\$1,232.64	N/A	Treasured Gifts from the Region
2021-05-17	Newsletter - 202105 - Introducing the Lychee White Silk	1086	33.58%	4.12%	359	0	44	6	17	0.56%	1.57%	0.37%	\$370.00	N/A	Introducing the Lychee White Silk
2021-05-05	Newsletter - 202105 - Colour Blocking	1067	32.16%	3.53%	337	0	37	2	19	0.19%	1.78%	0.19%	\$545.00	N/A	Colour Pop
2021-04-14	Newsletter - 202104 - Mother's Day	1032	27.51%	3.41%	282	2	35	1	7	0.10%	0.68%	0.00%	\$0.00	N/A	To Mum, with Love
2021-03-10	Newsletter - 202101 - Florals	980	27.72%	2.26%	270	1	22	5	6	0.51%	0.61%	0.31%	\$434.97	N/A	In the mood for florals
2021-01-28	Newsletter - 202101 - CNY	933	26.62%	3.03%	246	0	28	8	9	0.87%	0.96%	0.11%	\$170.00	N/A	Bring in the luck with radiant reds and pinks
2020-12-19	Newsletter - 202012 - There's still time to get the perfect gift	846	17.34%	1.44%	145	1	12	2	10	0.24%	1.18%	0.12%	\$196.00	N/A	There's still time to get the perfect gift
2020-12-17	Newsletter - 202012 - Treasured Gifts for Everyone	827	21.63%	3.65%	178	1	30	2	4	0.24%	0.48%	0.36%	\$647.65	N/A	Treasured Gifts for Everyone
2020-12-10	Newsletter - 202012 - Gift Card	868	27.55%	1.74%	238	1	15	4	4	0.46%	0.46%	0.46%	\$1,144.30	N/A	Spread the festive joy with a Gift Card
2020-12-04	Newsletter - 202012 - New Silk Bangles	862	30.13%	5.39%	257	1	46	4	9	0.47%	1.04%	0.12%	\$20.00	N/A	Introducing our new Silk Bangle collections - the Ikang collection
2020-12-01	Newsletter - 202011 - Gift Sets	860	27.98%	6.79%	235	1	57	3	20	0.36%	2.33%	0.48%	\$696.95	N/A	Gift Sets to spoil her this Festive Season
2020-09-09	Newsletter - 202009 - Great Singapore Sale (Silk Cuffs)	774	28.29%	7.11%	215	0	54	9	14	1.18%	1.81%	0.92%	\$1,225.56	N/A	Splash out on some Silk Cuffs at the Great Singapore Sale
2020-08-04	Newsletter - 202008 - Celebrate SG55, Singapore-Style!	742	31.28%	4.53%	228	1	33	5	13	0.69%	1.75%	0.14%	\$76.80	N/A	Celebrate SG55, Singapore-Style!

Table 5.5.1a



Engagement & Revenue by Email Automated Flows

1 Aug 2020 - 31 Jul 2022 (2 Years) (Klaviyo)

Aug 01 2020 - Jul 31 2022			Engagement										Conversion		
Flow Name	Message Channel	Status	Total Recipients	Open Rate	Click Rate	Unique Opens	Unique Apple Privacy Opens	Unique Clicks	Bounces	Unsubscribes	Unsubscribe Rate	Bounce Rate	Placed Order Rate	Total Placed Order Value	Tags
Total Sum			237.75										1.83%	\$41,102.69	
Abandoned Cart	Email	Draft	15	71.43%	7.14%	10	0	1	1	0	0.00%	6.67%	0.00%	\$0.00	N/A
Abandoned Cart Backup	Email	Draft	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Browse Abandonment	Email	Manual	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Customer Thank You	Email	Live	304	66.67%	15.33%	200	117	46	4	1	0.33%	1.32%	1.33%	\$1,444.00	N/A
Customer Thank You (old)	Email	Draft	691	70.20%	23.55%	483	69	162	3	1	0.15%	0.43%	1.74%	\$1,538.98	N/A
Customer Winback	Email	Manual	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Father's Day 2020 FB Promo	Email	Live	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Post CB Promo – Free Silk	Email	Live	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Product Review / Cross Sell	Email	Manual	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Warranty	Email	Draft	0	0.00%	0.00%	0	0	0	0	0	0.00%	0.00%	0.00%	\$0.00	N/A
Welcome Series (old)	Email	Draft	1502	49.22%	7.70%	722	108	113	35	11	0.75%	2.33%	8.66%	\$29,487.19	N/A
Welcome Series New	Email	Live	341	62.87%	8.08%	210	117	27	7	2	0.60%	2.05%	10.18%	\$8,632.52	N/A

Table 5.5.1b

5.5.2 Email Marketing Research

Competitor's Email Marketing Newsletter
Sept 2022 (Subscribing to Competitor's Newsletter)


Welcome you with \$15 off your first purchase

SHOP

NEW

SHIPPING

ABOUT



We're so glad to meet you...

Hello Marseille,

Welcome to our community! You'll be the first to know about new collections and important updates. Enjoy your first piece of jewelry with our welcome code at checkout:

For \$15 off your first order

SHOP NOW


About us




is a design-led, socially conscious jewellery brand based in Singapore. We develop individuals from communities in need into skilled artisans, empowering them to support themselves and live independently.

Pairing traditional bead-weaving techniques with modern materials and meaningful design, our pieces are made for the contemporary woman.

Get to know us at

You might also like...





Copyright © all rights reserved.

We send special offers and news updates to customers who opted in at our website, events, or Facebook page. Discount codes are not applicable during storewide sales including our anniversary sale.

Want to change how you receive these emails?
You can [Manage Preferences](#) or [Unsubscribe](#).


Don't miss out on your beloved \$15 off discount

SHOP

NEW

SHIPPING

ABOUT




Enjoy \$15 USD off your first order

at only \$15

Hey Marseille,


We noticed that you have not used your special discount yet and we don't want you to miss out. Enjoy \$15 off your first purchase by using code at checkout.

Redeem Now



What We Do

In a world proliferated by industrialized products, we offer a different aesthetic - one that is uniquely differentiated, no two pieces exactly alike because each one has been created by human hands.







How We Make

We stitch, knit, and bead every piece by hand right here in Singapore. Made with premium and responsibly-sourced materials, guaranteed lead- and nickel-free, and designed for durability even in humid weather.

Learn more

Top Picks



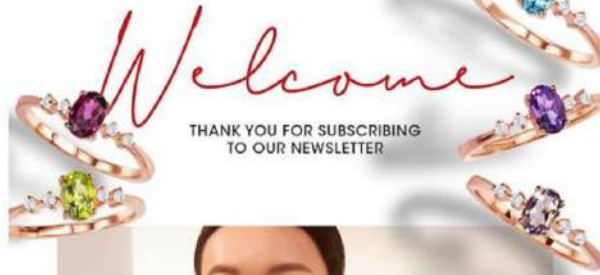


Copyright © all rights reserved.

We send special offers and news updates to customers who opted in at our website, events, or Facebook page. Discount codes are not applicable during storewide sales including our anniversary sale.

Want to change how you receive these emails?
You can [Manage Preferences](#) or [Unsubscribe](#).

View in browser



A note from us

Hello

Welcome to

As a special welcome, we like to offer you a 5% discount on your first purchase with us.
Simply use the following coupon as you checkout. *T&Cs apply!



Redeem Now

*Coupon code only applies to selected products, excluding 916 gold, 999 gold, wedding bands, engagement rings, chains, gift cards, customised and/or promotional items.

Because you deserve to shine,

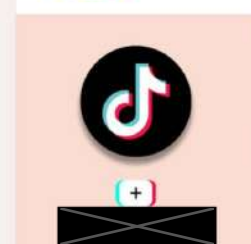
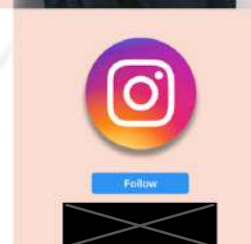
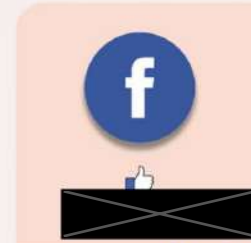


[Unsubscribe](#)

HELLO!

We want to connect with you.

Follow us on our socials to see what we have been up to.
We promise you will be greatly entertained.



[Unsubscribe](#)

Free shipping on orders above \$100



Welcome to [REDACTED]

Now, you'll be the first to know about our exclusive promotions and offers.

As a special welcome, we like to offer you a 5% discount with a minimum spend of \$100 on your first purchase with us. Simply copy and paste the following coupon as you checkout.

T&Cs apply*

REDEEM NOW

Note: Do take note coupon is not applicable for gift card purchases and sale items.

In the Company of Love



Free shipping on orders above \$100

A Look Inside
We started to provide a thought
process for people to make their first
purchase in love through a specially created jewelry
Lab diamonds are truly for what they are.

DESTINY
A journey to destiny
from heaven to earth

LOVE JOURNEY
A journey to love
from heaven to earth

THE NEW AGE DIAMOND
ETHICAL AND KINDER TO EARTH
While people have been known to use diamonds to represent the
earth, the diamond is also a symbol of love. The diamond is the
most precious of all stones, and it is also the most durable. The
diamond is a symbol of love, and it is also a symbol of strength.
The diamond is a symbol of love, and it is also a symbol of strength.
The diamond is a symbol of love, and it is also a symbol of strength.

100% LAB DIAMOND RINGS

WEDDING BAND COLLECTION
Our signatures

IT'S A PROMISE
Inspired by the eternal love of a diamond,
the new diamond collection is a
promise to love and to be loved.
The diamond is a symbol of love, and it is also a symbol of strength.

TIE THE KNOT NOUVEAU
Inspired by the eternal love of a diamond,
the new diamond collection is a
promise to love and to be loved.
The diamond is a symbol of love, and it is also a symbol of strength.

JEWELLERY

LAB DIAMOND RING

ROSED DIAMOND RING

WEDDING BANDS

Benefits OF SHOPPING WITH US

- FREE DELIVERY
- FREE RETURNS
- FREE SHIPPING

230

Having trouble viewing? View in your browser



NEW IN | NECKLACES | EARRINGS | RINGS

FREE STANDARD SHIPPING ON ORDERS OVER \$800



Free Shipping over \$800



Easy Returns

Now that you're on the list, you'll always be the first to access the latest collections and exclusive offers.

20% OFF

YOUR FIRST ONLINE ORDER OVER \$560

HELLO20VL8M5BGP

Offer expires in 30 days. Valid for use online only.

Offer excludes Gift Cards & Sale Items.

start shopping!



CONTACT US



DELIVERY



RETURNS



STORES

GET SOCIAL WITH US

FACEBOOK

INSTAGRAM

PINTEREST





WELCOME
TO THE PARTY.

Hi ,
you're one of us now! Let's start building your jewellery collection.
Enjoy 10% off your order when you use this code upon checkout:

*Expires in 7 days! Not valid on fine jewellery (goldsmith). Further terms apply.

[SHOP NOW](#)

At [redacted] we are committed to giving you
the freedom you need to express your style – all
the while knowing that our pieces are clean and
safe for sensitive skin.



SAFE FOR SENSITIVE SKIN

All pieces are made without toxic metals
like nickel, lead, and cadmium. These are
often culprits of skin irritation.



ETHICS & SUSTAINABILITY

Our partners are all part of the [redacted]
initiative that adheres to human and labour
rights. As of 2021, we've gone plastic-free
with our packaging – moving onwards to
a more sustainable system.



MADE FOR YOU

Any occasion, any invite, we're here to make
sure you're looking and feeling this best
version of you there is – with launches almost
every month.

[SHOP NOW](#)



CONTACT US | FAQ



No longer want to receive these emails? [Unsubscribe](#)



SAFE FOR SENSITIVE SKIN

All you need to know about what makes
our jewellery be so

Hey ,
Here's 10% off to make your next purchase a little sweeter :

[SHOP NOW](#)



925 SILVER

Made of 92.5% silver and free of nickel,
making it safe and ideal for sensitive skin.



GOLD & ROSE GOLD

Plated on eco-brass and coated with an extra
layer of protection to last just a little longer.



DEFI-FINE

We use 14k gold and rose gold plated on
premium materials to ensure the durability and
longevity of jewelry.

[SHOP NOW](#)

[Instagram](#) [Facebook](#)

CONTACT US | FAQ



No longer want to receive these emails? [Unsubscribe](#)

Table 5.5.1c

Competitor (X) Email Marketing Newsletter Frequency & Swipe
 Sept 2022 (MILLED)

<div>Up to 70% Off Mid-Season Sale 🎉</div> <div></div>	<div>Save 25% Off evening glam 🌙</div> <div></div>	<div>Free Shipping this Labor Day weekend 🚚</div> <div></div>	<div>Free shipping limited time 🕒</div> <div></div>	<div>Storewide Style Steals Just For You 🛍️</div> <div></div>	<div>We think you're going to LOVE this 💖</div> <div></div>	<div>Take 25% Off Sitewide 🛍️</div> <div></div>	<div>Come on Barbie, let's go party! 🎉</div> <div></div>	
<div>Happy World Emoji Day 🌍🎉🔥</div> <div></div>	<div>Desert Dreaming....these Festival Styles are FIRE 🔥</div> <div></div>	<div>Psst! Tell your friends! They will SHIP this! 📦</div> <div></div>	<div>It's Heating Up: The Bestsellers You're LOVING 🔥</div> <div></div>	<div>Trending now: Our Golden Picks 🏆</div> <div></div>	<div>Hoops and Drops for \$7 and under! It's a yes from us! 💎</div> <div></div>	<div>Don't miss 25% OFF Selected Body Jewelry 🎁 + FREE SHIPPING 🚚</div> <div></div>	<div>Shop NOW for 25% OFF Piercing Jewelry 🎁</div> <div></div>	
<div>Excited for the 4th of July! Celebrate Independence with our Online... 🇺🇸</div> <div></div>	<div>Accessories for \$4 and under, it's a YES from us 🛍️</div> <div></div>	<div>Last Chance to Take a Further 20% Off Our Mid-Year Sale 🕒</div> <div></div>	<div>All Cancers we are calling you! Shop the CANCER EDIT Now! 🏥</div> <div></div>	<div>The Sale That Just keeps On Giving! 🎁</div> <div></div>	<div>SHIPPING 🚚</div> <div></div>	<div>FREE 🎁</div> <div></div>	<div>Handpicked 🛍️</div> <div></div>	<div>This Just in! Our Pretty in Pink Collection is Here 🌸</div> <div></div>

Table 5.5.1d

Competitor (X) Email Marketing Newsletter Frequency & Swipe

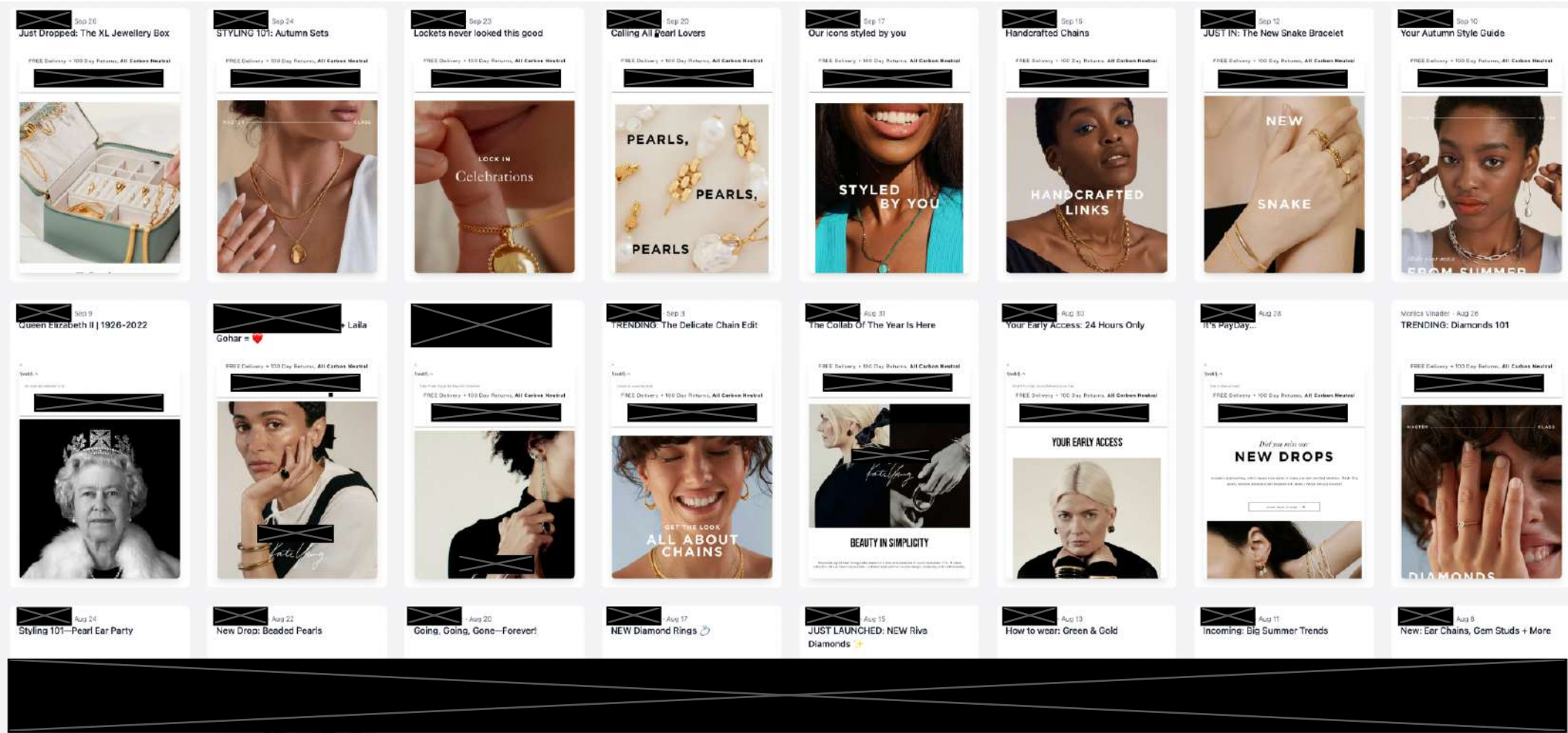


Table 5.5.1e

Competitor (Pandora) Email Marketing Newsletter Frequency & Swipe
Sept 2022 (MILLED)



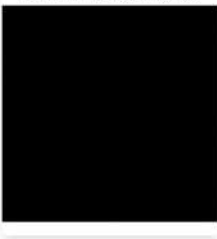



<p>Bonus day! B2G1 Extended 🎉</p> <p>BUY 2 GET 1 FREE</p> <p>Offer ends at midnight</p>	<p>Bye-Bye, Buy 2 Get 1 Free! 📣</p> <p>ENDS TODAY</p> <p>BUY 2 GET 1 FREE</p> <p>Last call for B2G1</p>	<p>B2G1 won't last long</p> <p>BUY 2 GET 1 FREE</p> <p>Put savings on in the air</p>	<p>Celebrate Fall with B2G1 🍂</p> <p>BUY 2 GET 1 FREE</p> <p>New season, new style</p>	<p>—, our first-ever art collaboration is coming 🎨</p> 	<p>** Find something timeless ** Why wait? This starts NOW!</p> <p>BUY 2 GET 1 FREE</p> <p>Today's the day to treat yourself</p>	<p>Celebrate your power to shine every day 💡</p> 	<p>A new day for diamonds is coming...</p> 
<p>🔥 Time's almost up! There's always a story to celebrate...</p> <p>Ending Soon!</p> <p>FREE BRACELET</p>	<p>From us to you (for free!) There's always a story to celebrate...</p> <p>FREE BRACELET</p> <p>Stack them, style them</p>	<p>Free bracelets today! 🎉</p> <p>FREE BRACELET</p>	<p>Get your free bracelet first 🎉</p> <p>August 5-7 Exclusive Presale</p> <p>FREE BRACELET</p>	<p>Get your free bracelet first 🎉</p> <p>August 5-7 Exclusive Presale</p> <p>FREE BRACELET</p>	<p>It's friendship day today ❤️</p> 	<p>—, celebrate Friendship Day, Pandora style ❤️🌟</p> 	<p>For unforgettable moments</p> 
<p>Stack like an original</p>	<p>Time to soak up the sun ☀️</p>	<p>Goodbye, Ring Event 📣</p>	<p>Our ring event starts today! 🎉</p>	<p>—, color them happy 🌈</p>	<p>Please update your account</p>	<p>Hurry, our 50% off sale is almost over</p>	<p>Get 50% off on select styles</p>

Table 5.5.1f

Competitor () Email Marketing Newsletter Frequency & Swipe
Sept 2022 (MILLED)

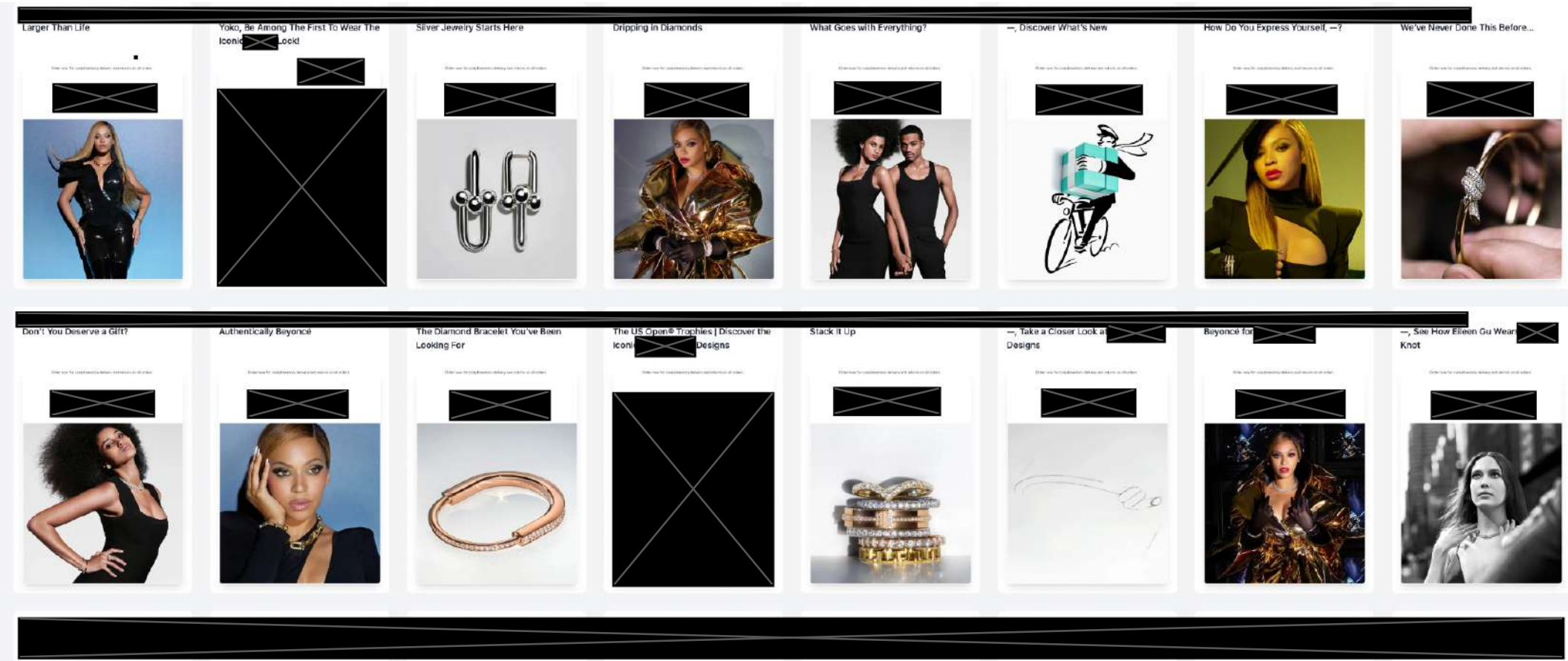


Table 5.5.1g

5.5.3 Email Marketing Objectives, KPIs & Metrics

(Consideration)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none"> Generate 10% more Email Subscribers by Jan 2023 onwards. 	<u>Email Marketing:</u> <ul style="list-style-type: none"> Increase email subscribers from 1,426 to at least 1,569 by Jan 2023 or 35 subscribers per month

(Conversion)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none"> Increase sales revenue by 20% per month by Jan 2023 	<u>Email Marketing:</u> <ul style="list-style-type: none"> Achieve conversion rate of 2% for MQL leads through content funnel lead nurturing sequences Blast 2 newsletter per month, aiming at least 2 conversion per month <p>With an average order value of \$200, total increase of 6 conversions through advertising via all the strategies above (Facebook, Search & Display and more effort into email marketing), it can potentially generate \$1,600 - \$2,000 revenue per month which will be a 20% increase. Assuming a monthly revenue of \$10,333 in Shopify (YTD Data)</p>

(Advocacy)

Digital Marketing Objectives	SMART KPIs & Metrics
<ul style="list-style-type: none"> Increase repeat purchases and cross-sells 	<u>Email Marketing:</u> <ul style="list-style-type: none"> Klaviyo flows implementation such as sunset flows and customer interaction based flow. Blast 2 newsletter per month, aiming at least 2 conversion per month
<ul style="list-style-type: none"> Increase no. of reviews on Google and Facebook 	<u>Google Review:</u> <ul style="list-style-type: none"> Increase number of Google Reviews from 4.9 (2) to 4.9 (20) by Jan 2023 (assuming constant 45 orders per month from Shopify Analytics)

Facebook Review:


- Increase number of Facebook Page Reviews from (0) to (10) by Jan 2023

Email Marketing Metrics & Action Plan Metrics

Metrics Matrix based on User Stages/ Funnel	Awareness / Traffic	Consideration / Engagement	Conversion	Advocacy	(For Us and not Audience) KPIs, Action Plan Metrics
Email Metrics	<p><u>Same as Google Analytics (Acquisition)</u> Just look at - Campaigns Report - Filter All Traffic (Email) Channel Report - Filter All Traffic (Other) Channel Report</p> <p>Users New Users Sessions Bounce Rates Pages / Session Avg Session Duration</p> <p><u>Klaviyo & CRM</u> Email Subscriptions Email Open Email Open Rate</p>	<p><u>Google Analytics (Audience > Behavior & Behavior)</u> - Campaigns Report - Filter All Traffic (Email) Channel Report - Filter All Traffic (Other) Channel Report</p> <p>Sessions Bounce Rates Pages / Session Avg Session Duration Page Views Avg Time on Page</p> <p><u>Klaviyo & CRM</u> Email Subscriptions Email Clicks Email Click Rate</p>	<p><u>Google Analytics (E-Commerce Conversion)</u> - Multi Channel Funnel Report - Campaigns Report - Filter All Traffic (Email) Channel Report - Filter All Traffic (Other) Channel Report</p> <p>Revenue</p> <p>Conversions (Purchase & Newsletter Signups)</p> <p>Conversion Rate</p> <p>Cost per Conversion (associated with content production)</p> <p>Return on Investment (associated with content production)</p> <p>AOV</p>	<p><u>Google Analytics</u> New vs Returning Users Customer Retention Rate CLV</p> <p><u>Klaviyo & CRM</u> Email Re-subscribers</p>	<p>Number of Email campaign/blast per month</p> <p>Number of Email flows automation + testing</p> <p>Email Deliverability</p> <p>Email Bounce Rate</p> <p>Email Unsubscribe Rate</p>

5.5.4 Email Marketing Action Plan

(Consideration)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Email Marketing	Refer to (Consideration) Email Marketing KPIs above	<ul style="list-style-type: none"> Conduct and monitor the efforts of digital advertising and social media that drive users to website for signups Lead gen from Meta Consideration Campaign to book an appointment or visit  	<p>Number of Email campaign/blast per month</p> <p>Number of Email flows automation + testing</p> <p>Email Deliverability</p> <p>Email Bounce Rate</p> <p>Email Unsubscribe Rate</p>	4 months	\$3,100 manpower hours / month

(Conversion)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Email Marketing	Refer to (Conversion) Email Marketing KPIs above	<ul style="list-style-type: none"> Develop better & frequent email newsletter campaigns revolving content themes of the follow below, for lead nurturing (consideration to conversion) <ul style="list-style-type: none"> Mix & Match Bangles & Earrings Product Aesthetic, Features & Benefits (Bangle, Cuff, Earrings, Cufflinks, Lacquerware, Silks, Gemstones, Design Motifs, Medallions, Materials, Colours) Gifting, Packaging & Souvenir Travelling & Gifting Holidays / Festive / Season Influencer / User Generated Content/Collaboration (non-model) Brand Collaboration Promotions, Sales Contest & Giveaways 	<p>Number of Email campaign/blast per month</p> <p>Number of Email flows automation + testing</p> <p>Email Deliverability</p> <p>Email Bounce Rate</p> <p>Email Unsubscribe Rate</p>	4 months	\$3,100 manpower hours / month

		<ul style="list-style-type: none"> ○ Online / Offline Events ● Newsletter Campaigns with promotion, Sales/Conversion Campaigns ● Develop more email marketing automation with Klaviyo flows and if possible, include discounts (automated sales campaign instead of newsletter) <ul style="list-style-type: none"> ○ Flows such as, <ul style="list-style-type: none"> ■ Abandon cart ■ Browse abandonment ■ Follow on social ■ And more 			
--	--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--

(Advocacy)

Campaign	KPIs	Action Plan (Details)	Action Metrics	Timeline	Budget
Email Marketing	Refer to (Advocacy) Email Marketing KPIs <u>above</u>	<ul style="list-style-type: none"> ● Develop more email marketing automation with Klaviyo flows with engaged/repurchased customer segmentation <ul style="list-style-type: none"> ○ Create separate campaigns & flows centered around this audience to entice more repurchase as they are loyal/engaged customers ○ Or use existing loyalty for more incentives ● Referral programme 	<p>Number of Email campaign/blast per month</p> <p>Number of Email flows automation + testing</p> <p>Email Deliverability</p> <p>Email Bounce Rate</p> <p>Email Unsubscribe Rate</p>	4 months	\$3,100 manpower hours / month

5.5.5 Email Marketing Analytics / Reporting (refer to Part 6)

6. Digital Marketing Analytics and Optimisation Plan

Related course module: [Digital Marketing Analytics](#)

In this section, you will create a digital marketing analytics and optimisation plan to improve your digital marketing performance.

6.1. UTM Tracking Organisation

Use the UTM tracking template to organise all your tracking URLs in one place:

Step 1: Head over to https://docs.google.com/spreadsheets/d/1Tiloe_ubbDVEPK-z9r83XgXXTqflg20EHgNUWDC8jYk/edit#gid=1

Step 2: Click “File” => “Make a copy”

Step 3: Create at least 3 UTM tracking URLs with the Campaign URL Builder <https://ga-dev-tools.appspot.com/campaign-url-builder/> **UTM Tracking Organiser:**

Facebook Ads UTM

Website URL

collections/silk-cuffs

Fill in the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter, such as ID={{ad.id}}. [Learn more](#)

Campaign source

{{site_source_name}}

To identify the source of traffic, e.g. Facebook, Instagram, a search engine or another source.

Campaign medium

paid-social

To identify the advertising medium. For example, "banner", "email", "Facebook_Feed" or "Instagram_Story".

Campaign name

[FB & IG Ads] 221115 | Conversion | Silk Cuffs

To identify a specific promotion or strategic campaign. For example, "summer_sale".

Campaign content

Select a dynamic parameter or enter a value

To differentiate ads or links that point to the same URL. For example, "white_logo", "black_logo".

Add Parameter

URL preview

collections/silk-cuffs?utm_source={{site_source_name}}&utm_medium=paid-social&utm_campaign=%5BFB+%26+IG+Ads%5D+221115+%7C+Conversion+%7C+Silk+Cuffs+

Email (Klaviyo) Newsletter UTM

Tracking

Include tracking parameters

Links in this campaign will include additional tracking information, called UTM parameters. This allows source tracking within third-party reporting tools such as Google Analytics. [Learn more about UTM Tracking](#) 



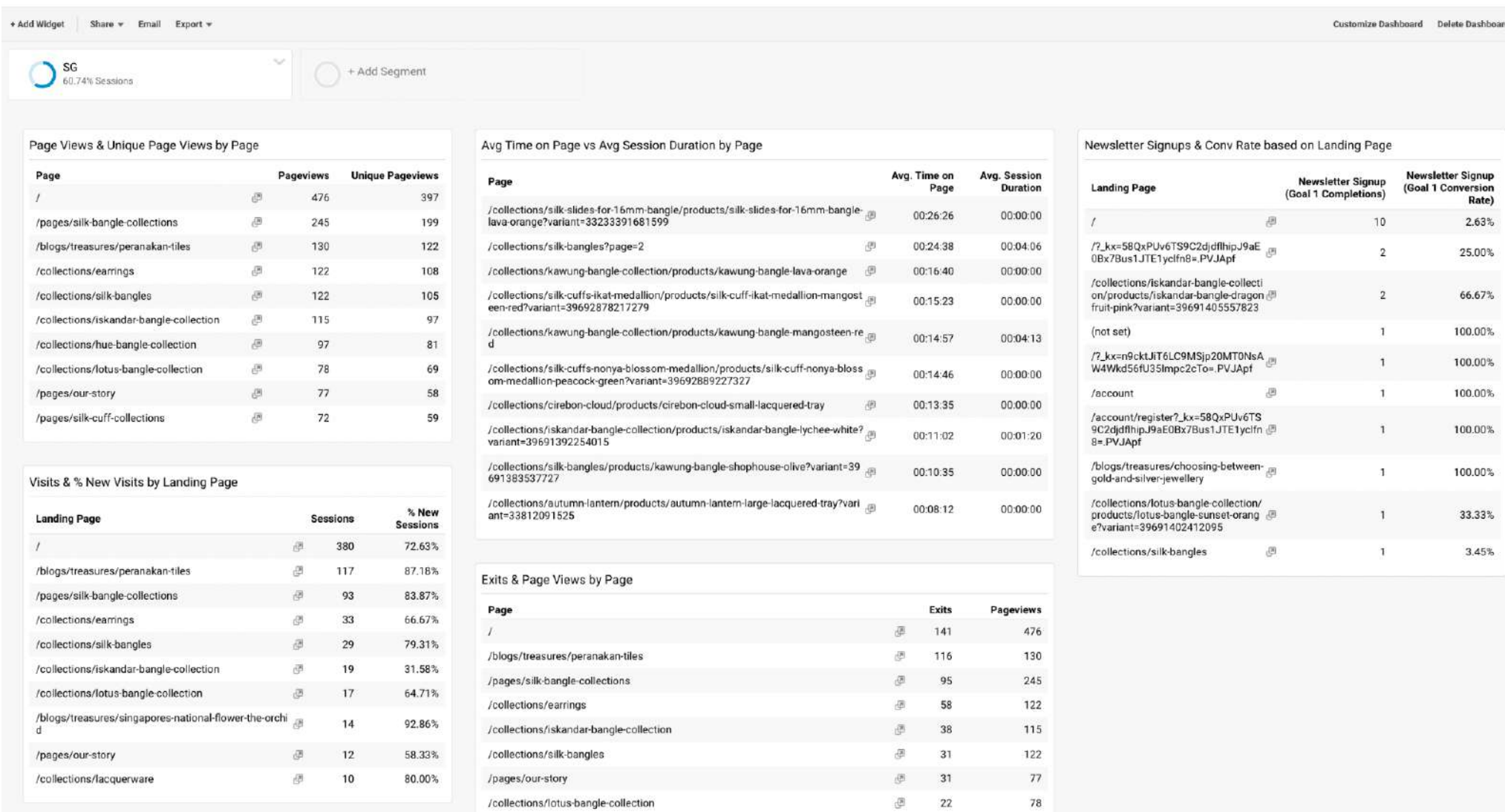
6.2. Digital Marketing Analytics | Monthly Reporting | KPI Dashboard Creation

Create a custom dashboard with Google Analytics or an alternative digital marketing analytics software/platform and paste the screenshot(s) below:

Content Analytics:

FH Content Marketing Monthly Report

Sep 1, 2022 - Sep 30, 2022



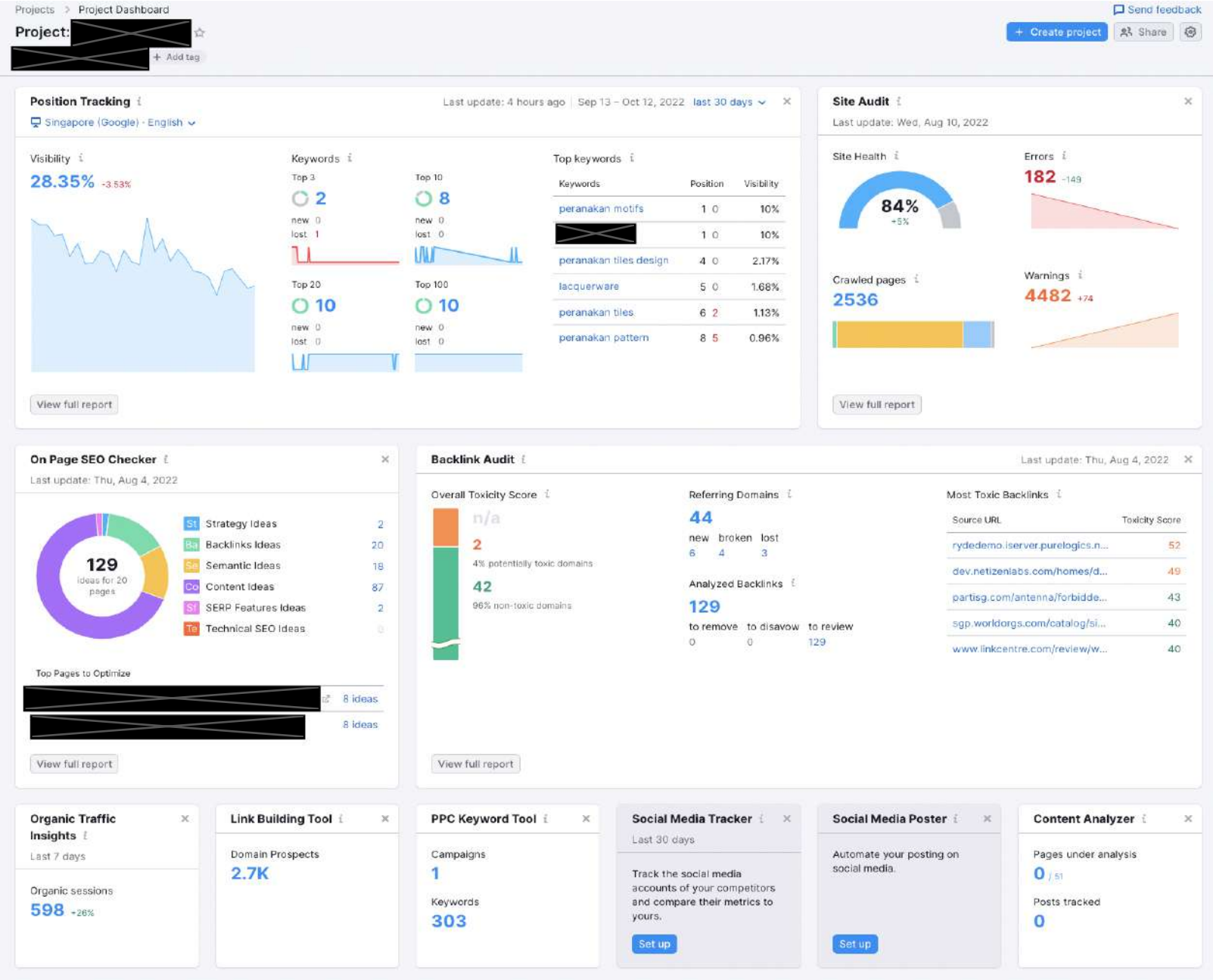
Social Media:

Facebook & Instagram:

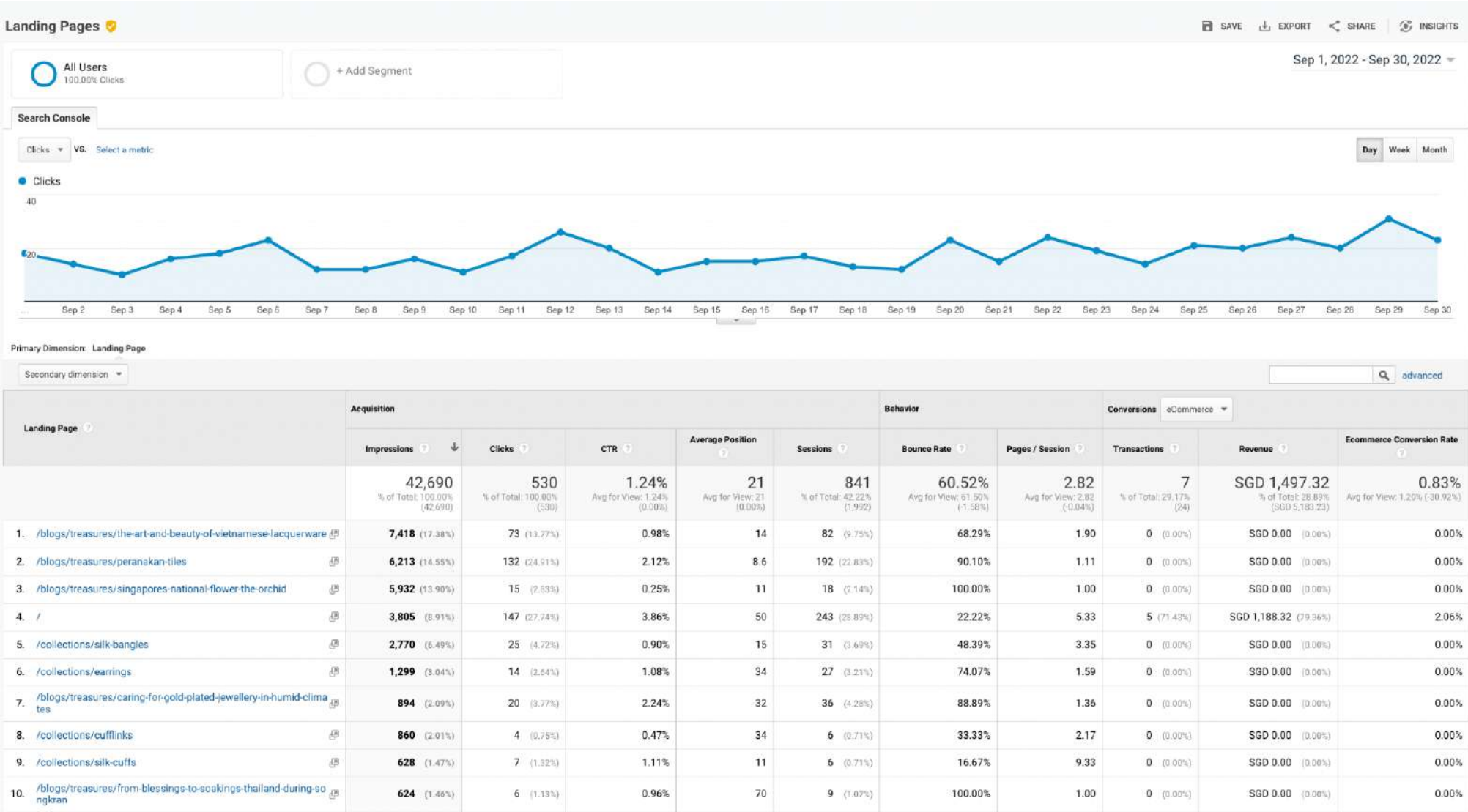


SEO:

SemRush:



Search Console:



Digital Advertising:

Google Ads:



Facebook Ads:

< All reports **FB & IG Ads Report (Monthly)** 1 Ad Account All changes have been saved
Data refreshed

Had delivery X Search and filter

Pivot Table Ungroup Breakdowns

Campaign name	Ad set name	Ad name	Delivery	Campaign budget	Results	Cost per result	Amount spent	Reach	Impressions	Frequency	Link clicks	CTR (link click...)	CPC (cost per...)	Purchases	Purchases Conversion Value	Cost per purch...	Schedule	Attribution setting
[FB Ads] [20220916] ...	All	All	Inactive Campaign	Using ad s...	130 Landing pag...	\$0.63 Landing pag...	\$81.53	4,914	7,319	1.49	155	2.12%	\$0.53	—	—	—	—	7-day click or 1-day view
	Bracelets, Marketing, Busi...	All	Not deli... Ad set	Using ad s...	130 Landing pag...	\$0.63 Landing pag...	\$81.53	4,914	7,319	1.49	155	2.12%	\$0.53	—	—	—	16 Sep 20...	7-day click or 1-day view
		Interchangeable Bangl...	Not deli... Ad	Using ad s...	130 Landing pag...	\$0.63 Landing pag...	\$81.53	4,914	7,319	1.49	155	2.12%	\$0.53	—	—	—	16 Sep 20...	7-day click or 1-day view
[IG Ads] [220928] SG ...	All	All	Active Campaign	Using ad s...	10 Landing pag...	\$0.88 Landing pag...	\$8.82	497	526	1.06	10	1.90%	\$0.88	—	—	—	—	7-day click or 1-day view
	Bracelets, Marketing, Busi...	All	Active Ad set	Using ad s...	10 Landing pag...	\$0.88 Landing pag...	\$8.82	497	526	1.06	10	1.90%	\$0.88	—	—	—	28 Sep 20...	7-day click or 1-day view
		Interchangeable Bangl...	Active Ad	Using ad s...	10 Landing pag...	\$0.88 Landing pag...	\$8.82	497	526	1.06	10	1.90%	\$0.88	—	—	—	28 Sep 20...	7-day click or 1-day view
Total results 5/6 rows displayed				—	140 Landing pag...	\$0.65 Landing pag...	\$90.35 Total Spent	5,578 People	7,845 Total	1.41 Per Person	165 Total	2.10% Per Impressio...	\$0.55 Per Action	— Total	— Total	— Per Action	—	7-day click or 1-day view

Email Marketing:

Email Deliverability

All emails

1,497 +0.40%

Total recipients

Bounce rate

1.00%

-25.30%

Spam rate

0.00%

0.00%

Unsubscribe rate

0.81%

-20.59%



Flows Performance Detail

☐ Exclude draft flows

Name	Recipients	Delivered	Unique Opens	Unique Clicks	Unique Order	Revenue	Rev / rec
Abandoned Cart							
Draft	0	0	0.00%	0.00%	0.00%	\$0.00 ACQ: N/A	N/A
Abandoned Cart Backup							
Draft	0	0	0.00%	0.00%	0.00%	\$0.00 ACQ: N/A	N/A
Browse Abandonment							
Manual	0	0	0.00%	0.00%	0.00%	\$0.00 ACQ: N/A	N/A
Customer Thank You							
Live	26	26	16 61.54%	5 19.23%	1 3.85%	\$185.00 ACQ: \$185.00	\$712

Prev

123

Next

Draft

Prev

1

2

3

Next

Flows Performance

All email flows

☐ Exclude draft flows

64 +14.29%

Total flow recipients

Open rate

Excellent

6719%

-10.98%

Click rate

Excellent

1719%


+1.22%

Placed Order rate

Good

313%

+65.63%



Campaign Performance Detail

Name	Recipients	Delivered	Unique Opens	Unique Clicks	Unique Order	Revenue	Rev / rec
[220907] Mid Autumn 2...	1,433	1,418	656	34	2	\$295.00	\$0.21
2022-09-07 07:00:18			46.26%	2.40%	0.14%	AOV: \$147.50	

Campaign Performance

All campaigns

1,433 -0.14%

Total campaign recipients

Open rate	Excellent	46.26%	+4.63%
Click rate	Good	2.40%	+161.54%
Placed Order rate	Excellent	0.14%	+100.00%



Email Funnel Summary

Delivery rate

99.00%

+0.34%

Open rate

46.96%

+3.57%

Click rate

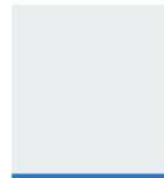
2.97%

+98.52%

Placed Order rate

0.27%

+98.52%

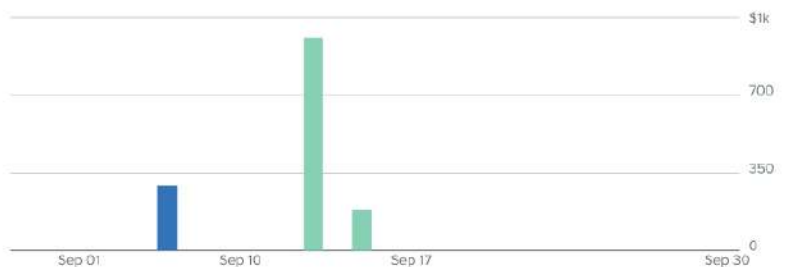


Conversion Summary

\$1,438.50 +859.00%

Klaviyo attributed revenue

Campaigns	\$295	(21%)
Flows	\$1,143.50	(79%)



Forms Performance Detail

☐ Exclude draft forms

Name	Lists	Viewed	Submitted	Submit Rate
Newsletter signup Flyout	Form Signup	1,285	16	1.25%
new Embed	Warranty	0	0	0.00%
Fathers Day 2020 FB Promo Popup	Father's Day 202...	0	0	0.00%
Post CB Special - Free Pair of Silk Slides Popup	Post CB Promo - ...	0	0	0.00%

Forms Performance

All forms

☐ Exclude all drafts

1,285 -37.62%

Total form views

● Submit Rate

1.25%

+83.21%



Performance Highlights

Top Performing Metrics

Last Month (Aug 2022) ?

Metric	Performance	Your Value
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Spam Complaint Rate Email Campaigns	✓ Excellent	0%
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Open Rate Thank You Flow	✓ Excellent	87.5%
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Click Rate Thank You Flow	✓ Excellent	25.0%
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Open Rate Overall Flows	✓ Excellent	75.0%
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Average Order Value Business Performance	✓ Excellent	\$189 ?
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Bottom Performing Metrics

Last Month (Aug 2022) ?

Metric	Performance	Your Value
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Bounce Rate Welcome Series Flow	⚠ Poor	6.98%
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Email Revenue Per Recipient Welcome Series Flow	⚠ Poor	\$0.00
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Bounce Rate Overall Flows	⚠ Poor	5.08%
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Unsubscribe Rate Email Campaigns	⚠ Poor	106%
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Average Order Count Business Performance	⚠ Poor	1.36
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6.3. Optimisation Plan

6.3.2. SEO

Audit the SEO campaign metrics and offer suggestions for improvements.

<div>Refer to SEO Monthly Reporting</div> <div>https://drive.google.com/drive/folders/1D3YLDq8Wq-NbezfgNwlCUTmAegbTSMv_?usp=sharing</div>

6.3.5. Content Marketing

Audit the content marketing campaign metrics and offer suggestions for improvements.

<div>NIL</div>

6.3.3. Social Media Marketing (SMM)

Audit the SMM campaign metrics and offer suggestions for improvements.

<div>Refer to Social Media Marketing Monthly Reporting</div> <div>https://drive.google.com/drive/folders/1TYbfeQRgUYFpxofMAPg-JC9gTe6shjJS?usp=sharing</div>

6.3.4. Digital Advertising

Audit the digital advertising campaign metrics and offer suggestions for improvements.

Refer to Dgital Advertising Monthly Reporting
<https://drive.google.com/drive/folders/1vSdmXVojKpSYpOylSoCkJ9iCwVyDrUK1?usp=sharing>

6.3.5. Email Marketing

Audit the email marketing campaign metrics and offer suggestions for improvements.

Refer to Email Marketing Monthly Reporting
<https://drive.google.com/drive/folders/1YzygRNqfyqZchYdeaDHwifLnCZYuiNZ?usp=sharing>