

Straight To the point

A Multi-channel Marketing Strategy Case Study



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Deliverables

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Introduction

Role

In this project, **my role** was that of **the strategist and content creator** for the "Straight to the Point" brand. I “collaborated” closely with marketing teams, designers, and product managers to ensure a cohesive approach to the brand's messaging and content.

Objective

The primary objective was to establish "Straight to the Point" as a go-to brand for time-efficient health and body-care solutions. The aims were to increase brand visibility, educate the target audience, drive product sales, and foster long-term customer loyalty. The main problem addressed was the need for a brand that aligns with the fast-paced lifestyles of individuals like our buyer personas, Harrison and Shannon, providing them with reliable information and easy access to quality products.

Key Learnings

This project taught me **the importance of balancing information and simplicity, catering to the specific needs and preferences of our target audience. Collaborating with various stakeholders** emphasized the significance of clear communication and aligning strategies for a unified brand image.

Buyer Persona #1

Name : Harrison

Age: 37

Personality:

Introverted , Disciplined , Hard worker

Gym Goer , Family Oriented , Prefers online gaming over Social Drinking.

Demographics:

A father of more than 2 children , married , searching for a way to better his and his family's life by having a career upgrade and with it , also an upgraded salary.

Occupation:

Hardworking professional in his late 30s.

Currently seeking a career upgrade to better support his family.

Motivation:

Desire to be a better father and husband. Aspires to upgrade his career for improved financial stability. Values staying informed about health and body care for the well-being of himself and his family.

Problems:

Limited time due to a demanding job and family responsibilities. Struggling to find a reliable source for quick, quality health and body-care information.

Wants to be time-efficient in managing his career, family, and personal growth.



Buyer Persona #2

Name : Shannon

Age: 31

Personality:

*Extroverted , Hard worker
Fitness enthusiast , Career focused.*

Demographics:

Shannon is a manager in the field of technology, she has a bachelors degree in business management, earns a competitive income and she is currently single. She enjoys outdoor activities such as hiking, camping, biking, running, or water sports

Occupation:

Manager in the technology field. Holds a bachelor's degree in business management.

Motivation:

Driven by a focus on career success and progression. Enjoys outdoor activities, seeking adventure and exploration. Values maintaining a healthy and fit lifestyle.

Problems:

Limited time for personal activities due to a demanding career. Seeks efficient ways to balance work and personal life. Struggles to find reliable health and wellness solutions that fit into her busy schedule.

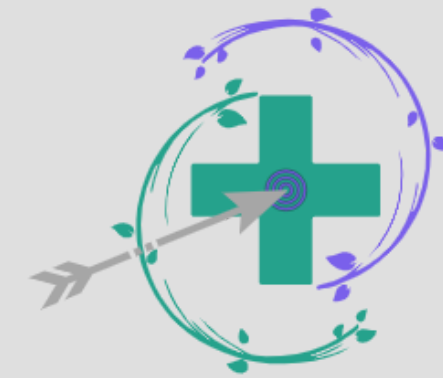


Branding Elements

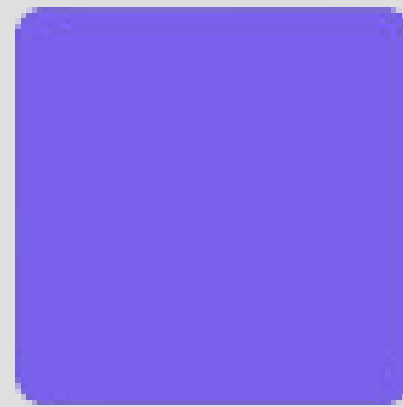
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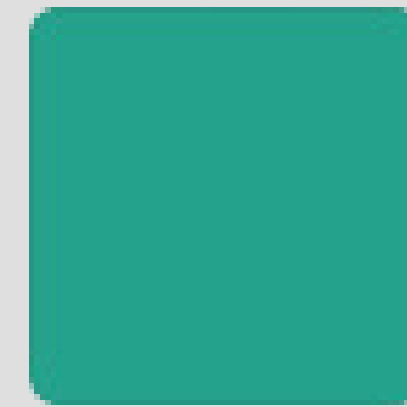
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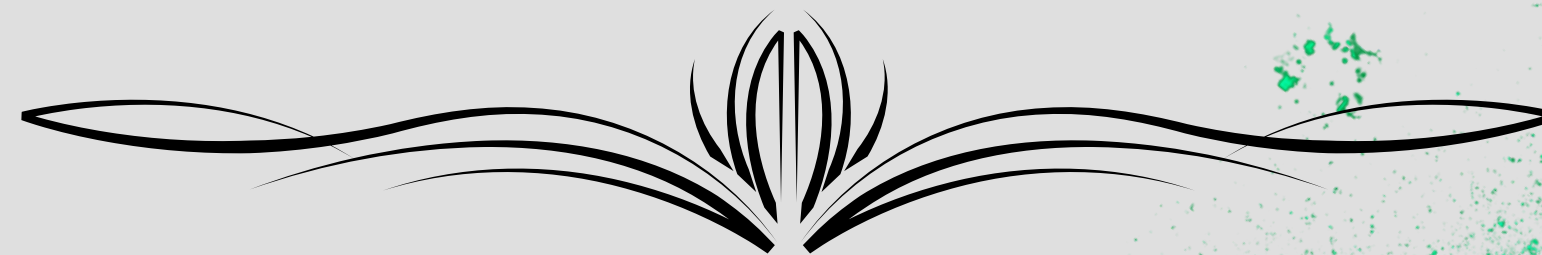
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Campaign and/or Ad Creatives



Save time, health, and your pocket, all in once.

Starting this weekend and for 2 weeks only.

Get 20% OFF

of all purchases on our website AND on our weekly Health and Body-care newsletter subscription.

“A Healthy body makes for a healthy mind”

-Socrates

WAYS TO BOOST YOUR HEALTH & IMMUNE SYSTEM

Straight To The Point

Vitamin C

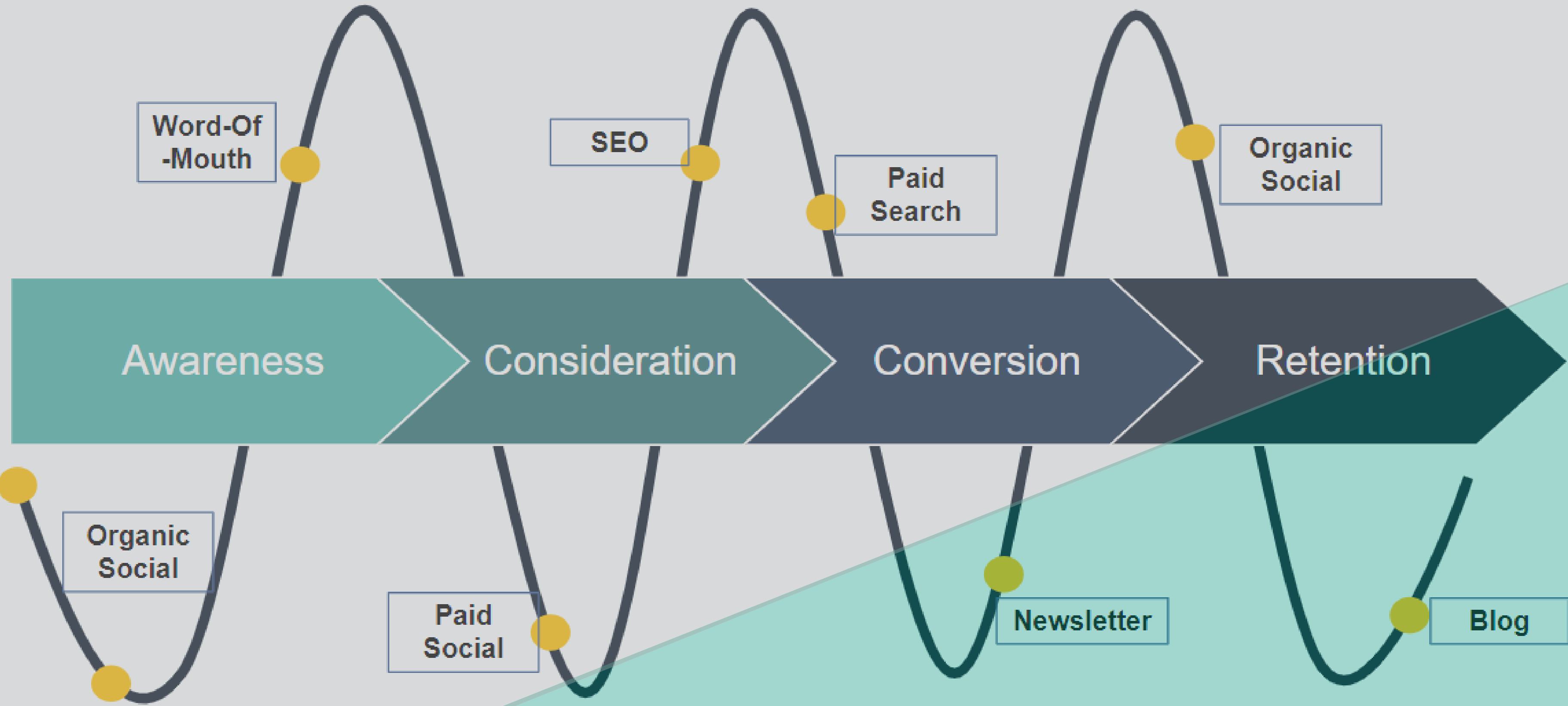
Canva

BUSY DAYS EFFECTIVE WAYS

Whey Protein

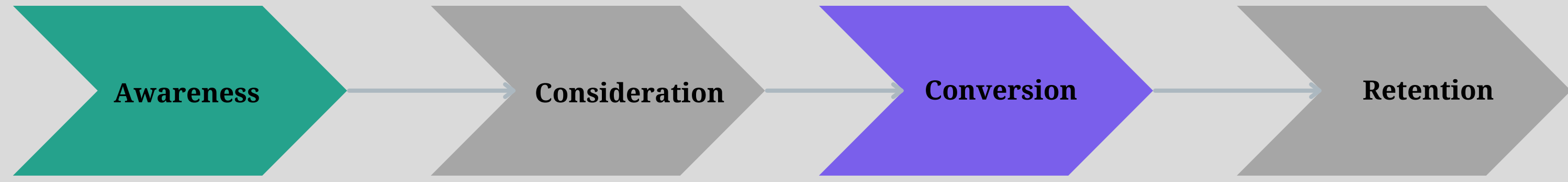
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Multi-Channel Journey



Multi-Channel Campaign: Goals and Metrics

Metrics Funnel



- **Goal:** Increase brand visibility and reach a new audience.
- **Target Metrics:** Impressions, Reach, Social Shares.

- **Goal:** Educate potential customers on product benefits.
- **Target Metrics:** Click-Through Rate (CTR), Video Views, Website Traffic.

- **Goal:** Drive product purchases and sign-ups.
- **Target Metrics:** Conversion Rate, Cost-Per-Acquisition (CPA), Revenue.

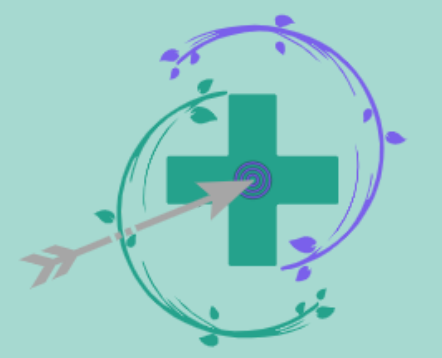
- **Goal:** Foster brand loyalty and encourage repeat purchases.
- **Target Metrics:** Customer Retention Rate, Repeat Purchase Rate, Customer Satisfaction.

Campaign Targets:

- **Awareness:**
 - Reach 500,000 new individuals through targeted social media and influencer partnerships.
- **Consideration:**
 - Achieve a 10% CTR on video content with a focus on highlighting product features.
- **Conversion:**
 - Attain a 5% conversion rate from campaign-driven traffic on the website.
- **Retention:**
 - Increase customer retention by 15% through exclusive post-purchase offers and loyalty programs.

North Star Metrics:

- **Customer Wellness Index (CWI):**
- **Definition:** A comprehensive metric encompassing customer health improvement, product satisfaction, and brand loyalty.
- **Components:** Customer Health Improvement Surveys, Product Satisfaction Scores, Loyalty Program Engagement.
- **Goal:** Achieve a CWI score of 85 or above, reflecting overall success in enhancing customer wellness and loyalty throughout the campaign.



Multi-Channel Campaign: Storytelling

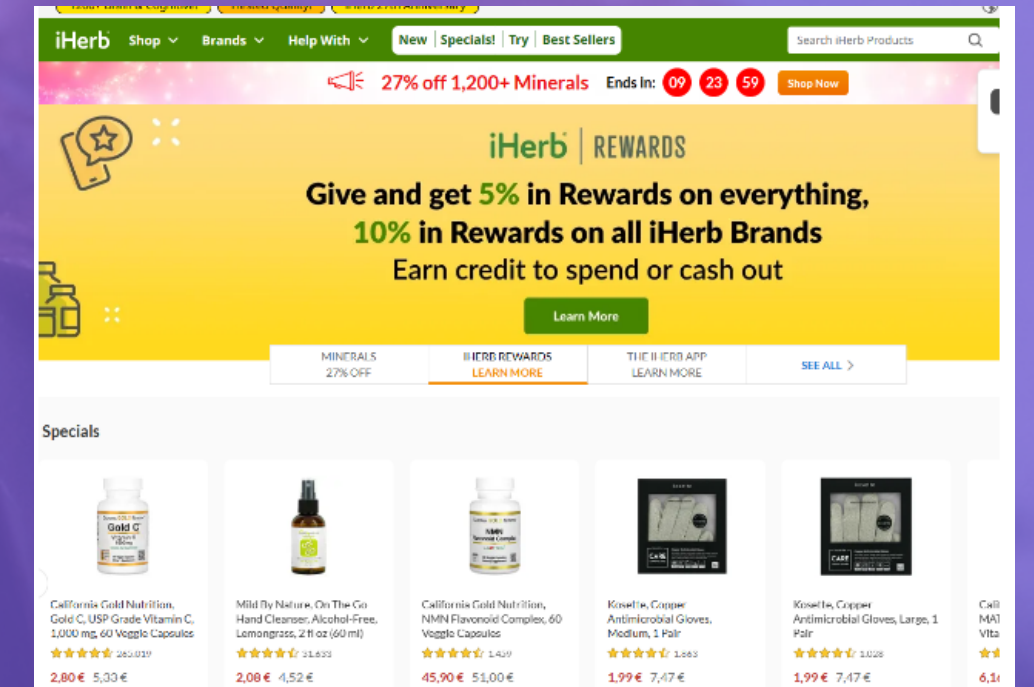
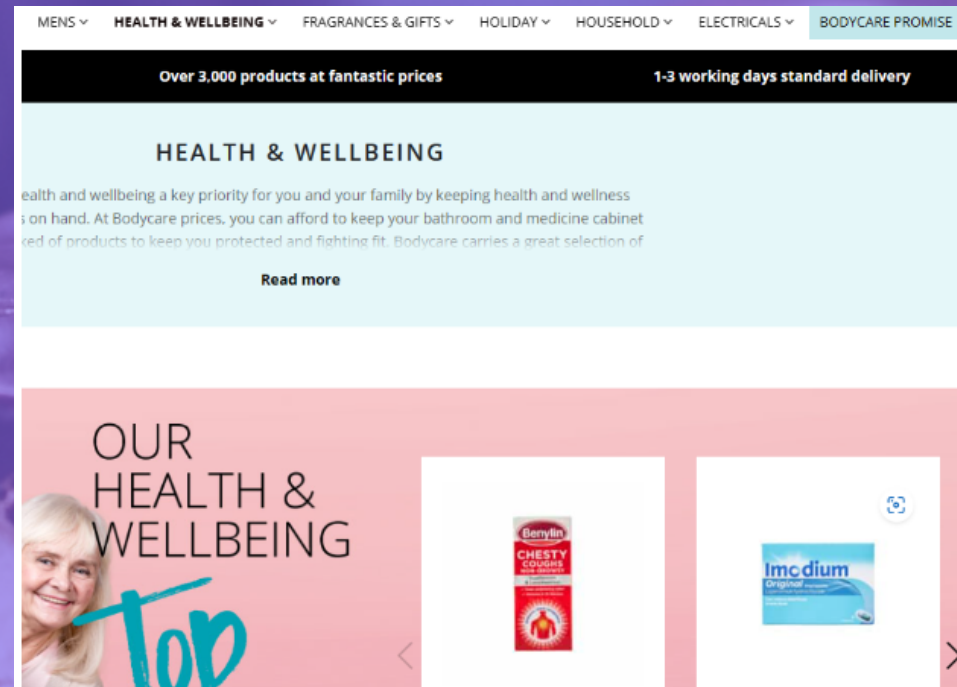
Funnel Step	Channel	Communication / Content	CTA
Awareness	Organic Social & Word of Mouth	Engaging social media posts and customer testimonials.	Share your wellness journey. Spread the word!
Consideration	Paid Social & SEO	Informative product videos and SEO-optimized blog content.	Discover more. Click for exclusive insights.
Conversion	Paid Search & Email Newsletter	Targeted search ads and personalized email campaigns.	Shop now. Subscribe for exclusive savings.
Retention	Blog & Organic Social	Educational blog posts and interactive social media content.	Read latest. Join the conversation. Stay informed.

Competitors

Competitor #1
SPINS (sponsored)
Link
[spins.com](https://www.spins.com)

Competitor #2
BodyCare Online (sponsored)
Link
www.bodycareonline.co.uk

Competitor #3
iHerb (sponsored)
Link
[De.iherb.com](https://www.iherb.com)

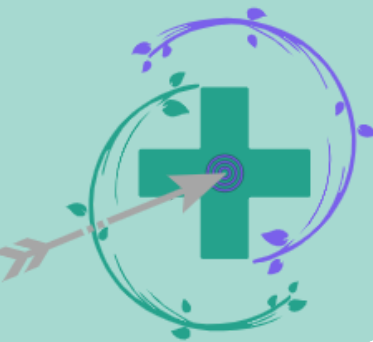


Competitor Breakdown

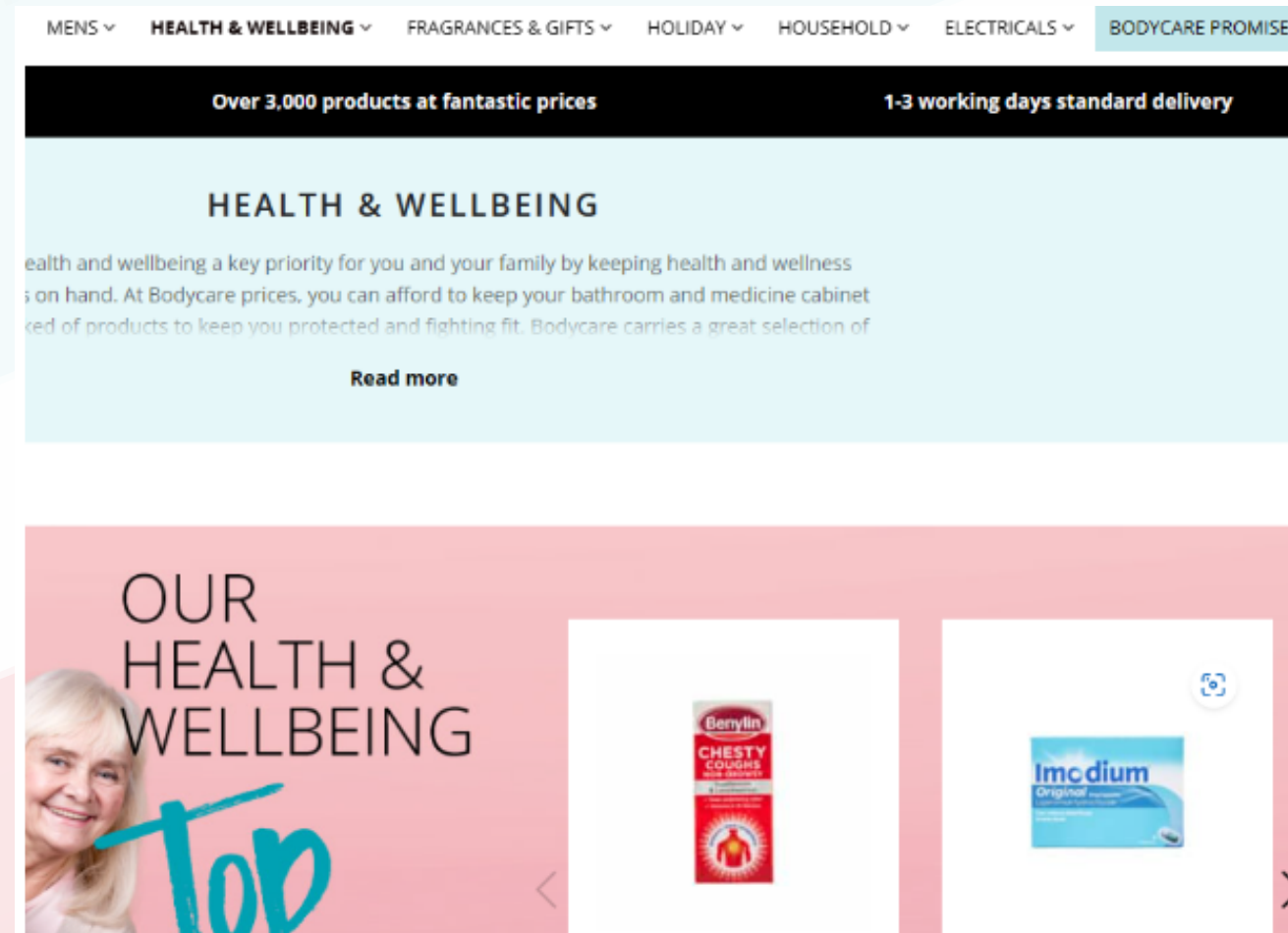


Competitor #1 (SPINS):

SPINS, offers a **monthly newsletter subscription** on health and body care. While providing valuable insights and product offerings, **its website navigation is overwhelming** for our time-conscious persona, Harrison. The challenge lies in **the chaotic organization of information, making it less efficient for users to find what they need quickly**. Our brand differentiates by prioritizing clarity and simplicity in information delivery.

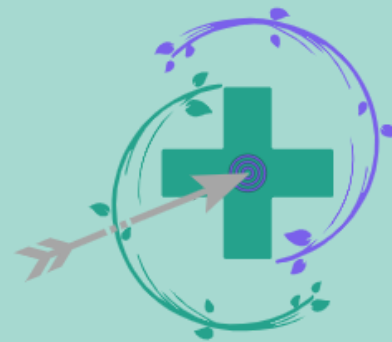


Competitor Breakdown

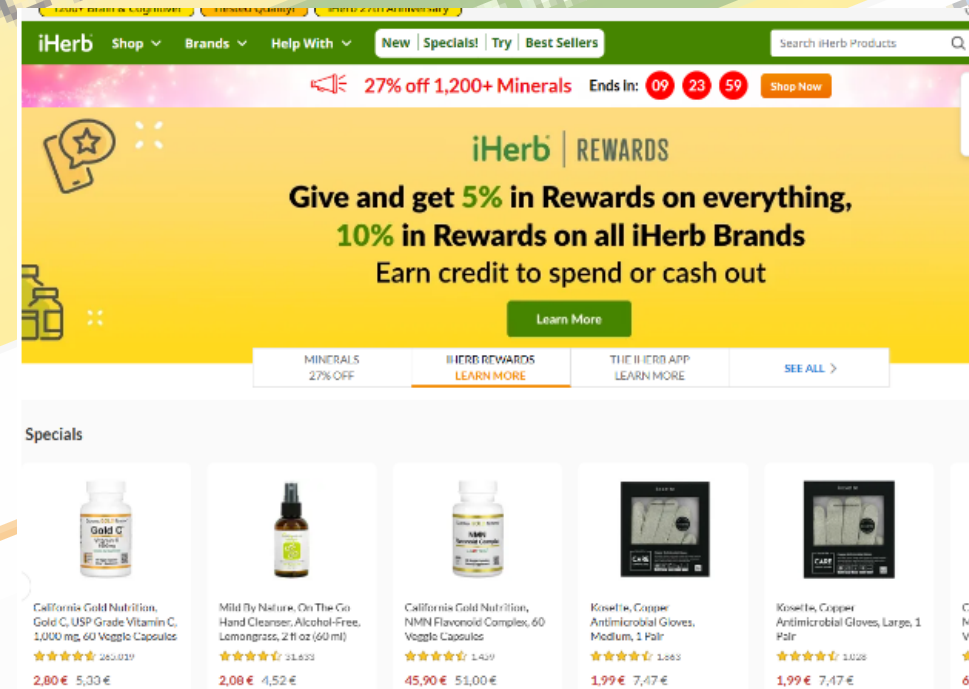


Competitor #2 (BodyCare Online):

BodyCare Online stands out for its ease of product accessibility but falls short in providing detailed information about the products. Although it may appeal to Harrison's desire for quick access to products, it lacks the depth of information that he values. Our approach is to strike a balance by offering both ease of access and comprehensive product knowledge.

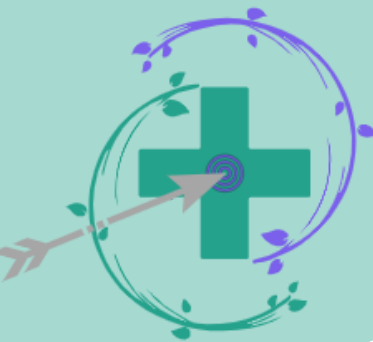


Competitor Breakdown



Competitor #3 (iHerb):

iHerb competes with its **vast product variety and accessible pricing**. However, **it redirects users to external platforms like Amazon and eBay, potentially causing a disconnect in the user experience**. For our persona, Shannon, who values quality over quantity, this may not align with her preference for a more streamlined and trustworthy shopping process. Our focus is on providing a seamless and informative experience directly on our platform.



Challenges

Optimization Recommendations

Learnings and Insights

Challenges Faced:

- **Balancing Information and Brevity:** Ensuring the delivery of informative content while maintaining brevity for the brand's "Straight to the Point" approach.
- **Navigating Diverse Channel Strategies:** Coordinating varied channel strategies for organic and paid efforts to maintain a cohesive brand image.
- **Measuring Organic Social Impact:** Assessing the impact of organic social efforts in terms of reach and engagement without relying solely on quantitative metrics.

Optimization Recommendations:

- **A/B Testing for Email Campaigns:** Experiment with different email formats and content structures to identify the most effective approach for maximizing open and click-through rates.
- **Refinement of SEO Keywords:** Regularly analyze and update SEO keywords to stay aligned with evolving search trends and enhance visibility.
- **Dynamic Ad Content Testing:** Continuously test and optimize paid social ad content to identify high-performing messages and visuals.

Learnings and Insights:

- **Audience Preferences:** Gaining insights into audience preferences for content format and frequency through engagement metrics.
- **Effective Channel Mix:** Identifying the most effective combination of channels for reaching and engaging with the target personas.
- **Importance of Clear CTAs:** Learning that concise and compelling calls to action significantly impact user engagement and conversion rates.

*Thank
you!*

**For any further requests, please do explore my website or
contact me via e-mail,
I will be happy to answer all your questions.**



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