

DUE
NORTH



Customer & Marketing Strategy

Widget and Co



Where Businesses Come to Grow

Pretty simple value proposition hey? But that's what we do, and we're pretty good at it. We grow businesses by increasing the revenue and profitability of our clients. Starting by ensuring we have access to accurate data/information, we can then make better decisions on how we improve each and every touchpoint we have with a customer, driving:

- More Sales
- More Customers
- Better Customer Experiences
- Longer Customer Relationships

Objectives of this project (working with Due North)

- Double the size of the business
- Build direct channels to market and own customer relationship
- Develop lead generation strategy
- Set up reporting framework

Framework for Revenue Growth

1. **Customer Strategy:** Who are we selling what to, and how do we reach them
2. **Management** - Tracking, Reporting, Optimisation, Insights & Execution
3. **Optimise Search** – How we use search engines to drive awareness
4. **Website** - Attract and convert more leads into customers
5. **Content** – The fuel that powers all your digital activity
6. **Social** - Spend time where your audience is hanging out
7. **Lead nurture** – Develop relationships with buyers at each stage of the sales funnel

Customer Strategy

Before we can embark on any sales and marketing framework for growth, we need to assess our customer strategy, which involves developing an intimate knowledge of your potential customers.

“Who are we selling what to? And How are we going to do it?”

It's one of the best things you can do if you want to grow your business.

- **Branding:** The way you differentiate yourself in the marketplace
- **Target Markets:** Razor sharp understanding of who you are selling to
- **Personas:** Stay on message with personas that bring your target audience to life
- **Value Proposition:** The statement of what unique offering you have and why we should care
- **Customer Journey:** Identify opportunities by mapping out the customer journey

Your customer strategy is basically a way to define who you are selling what to. It is the most important question a small business owner can continually ask and strive to get better and better at. Your customer strategy should pull everything together on your product or service and be clear on who you think will buy it and why. It should also form the basis of your sales and marketing strategy by putting the customer first in everything you do.

Recommendations/Requirements

- Review customer personas and journeys (see below)
- Refine/Define value proposition (see below)
- Incorporate output into a tactical marketing plan

Target Audience

1. Middle Income Family (Rachel)

- Wife, husband and 2.3 kids
- Middle suburbs on middle income
- Wife works part time, husband is an accountant
- Mum decided it's time to get a widget
 - Her friend has just got one and she loves it
 - She's just heard all the benefits of them
- Mum starts the research phase and makes the recommendation to her husband
- The Husband then needs to be convinced of the investment and quality of the widget

2. Something better (Stacey)

- Couple (no kids)
- Enjoys the finer things in life
- Spends more than they earn
- Only premium products will do
- Health conscience, so they want a widget
- Keeping up with the Jones – need a bigger widget than their friends
- Want the best product on the market (provided it's not outrageous)

3. Socially Aware / Medical Condition (Michael)

- Individual
- Socially aware
- Research trending topics
- Recently read an article about the benefits of widgets
- Does some more research on blogs etc
- Knows the solution is to get a widget
- Starts googling "best widget"

4. Older Health Conscience (Kerry)

- 55-year-old
- Female
- Baby boomer
- Downsizing
- Husband has health scares
- Time to get as healthy as they can
- Empty nester
- Wants to live as long as they can, health has generally been secondary
- Want great quality widgets

Personas

Rachel

Gender: Female

Age: 35 years old

Marital status: married

Lives: Outer suburbs, Brisbane

Position: Part time administrator

Salary: \$80k pro rata



Rachel is in her late 30s and lives with her husband and two kids aged 7 and 4 in the outer suburbs of Brisbane. Rachel and her husband Pete are expecting their third child. Rachel works part time as an administrator and Pete works full time as an accountant. Rachel and Pete first started dating when they were in high school and have been together ever since and are still as strong as ever.

Rachel and Pete do everything together – they’re a tight unit. They make all of their financial decisions together, have shared bank accounts and check in with each other if they’re going to invest in anything worth more than a few hundred dollars.

Rachel has a close circle of friends from school that she sees regularly as they all have kids around the same age. She also has an extensive network of ‘mum friends’ who she knows through the school, kinder and kids’ activities (sports/dance). Rachel spends a lot of her time talking about their kids and getting tips and ideas from the other mums.

One of her friends recently mentioned that they’ve got a widget after reading a blog article online. Her friend says its healthier and is so happy with it because she knows she’s doing the right thing by her kids. Rachel hasn’t heard about this but after talking to her friend she’s motivated to investigate it further.

Rachel gets online and starts researching. She starts by looking at the brand her friend has but is keen to see if that’s the best out there, so she also does further research online for “best widgets”. She is motivated by reviews but also wants to see the evidence that the widgets actually work. Low maintenance is also very high on her list – she wants to ‘set and forget’. She selects the 3 top brands that meets her criteria and presents them to Pete who needs to be convinced of the investment and quality of the widget.

Stacey

Gender: Female

Age: 40

Marital status: De Facto, No kids

Lives: Eastern suburbs, Sydney

Position: Communications Manager

Salary: \$140K



Stacey and her partner Steve (a business consultant) are a professional couple living in Sydney's inner suburbs. They both love their jobs and take what they do very seriously. They've been together for 7 years but aren't interested in marriage or children. They both earn good salaries and love that this allows them to lead the life they want. They travel frequently, are members of a wine club, both go to the gym religiously, and love entertaining in their recently renovated home. Although they enjoy a fine wine, they're very health conscious and balance it out with exercise and healthy eating.

For Stacey and Steve, weekends start with a trip to the gym or a run around Centennial Park, then to their local café for a healthy, hearty breakfast and fresh juice. They love wandering around homewares stores and picking up bits and pieces to decorate their house.

Stacey attends a dinner party at Steve's colleagues house, she meets the couple for the first time and is in awe of their home. She loves what they have done with the place and walks around admiring everything. She is helping out in the kitchen when she notices they have a widget and she thinks this is a brilliant idea. It brings a level of sophistication that she currently doesn't have in her home. It also offers a better and healthier option.

Stacey is immediately inspired to look into this for her home. She makes a mental note of the brand and looks up their website. If she's going to go to the effort of doing this, she wants the best widget – she doesn't want to have to rely on Steve to install – she wants someone to do it for them with as little fuss as possible.

Michael

Gender: Male

Age: 45

Marital status: Single

Lives: Outer suburbs

Position: Café owner

Salary: \$100K



Michael is a single professional running his own café. He's very socially aware and goes to lengths to run his café as sustainably as possible, minimising waste and choosing sustainable products. He is actively involved in community initiatives such as his work as a youth mentor and supporting climate change initiatives. He is single, his work, friends and family are everything, and he lives for the day.

Having had a run in with prostate cancer a few years ago, Michael has pursued a healthy lifestyle. He's changed his exercise and eating habits, drinks less alcohol and pursues more plant-based meals (although he still loves a good beer and steak every now and then!). He rides his bike to work, has a dog and takes his pooch for walks everyday- rain, hail or shine.

Michael has also applied his new passion of healthy living into his café. He takes pride in his café menu full of protein salads, 'clean' meals, and healthy juices. Everything is made fresh and from scratch and he knows his customers love not only the taste of his meals but the fact that they're all good for them as well.

Michael sees an article about widgets and their health benefits and is instantly keen to learn more. He does some further research and reads some blogs and decides he needs to find a solution. He starts googling "best widgets".

Michael wants to explore widgets not only for himself but for his business. He can't believe he hasn't thought of it sooner, this is a perfect solution for his business.

Kerry

Gender: Female

Age: 55

Marital status: Married, empty nester

Lives: South Eastern suburbs, Melbourne

Position: Full time retail supervisor

Salary: \$85k



Kerry and her husband Rob are happily married baby boomers who have worked hard over the years to provide a good life for themselves and their two kids, who are now grown and have moved out of home. Life has always been busy, with Kerry working full time again since the kids went to high school and juggling the demands of work and home life. Kerry has always been heavily involved in the kids' lives and sport and has often found that her own needs and health have come secondary.

Now that the kids have flown the nest, it's time for Rob and Kerry to downsize from the big family home to a smaller townhouse that suits two people and a little dog. Rob has had some health issues over the last year so he can't do overly strenuous exercise, so they'll just walk the local block or take the dog to the park.

Kerry has been trying to focus more on a healthy lifestyle for them both, as she now has time to do some exercise again, and she wants Rob to stay healthy so they can both live a long and healthy life together! In her recent discussions with friends and doctors, she has concluded that a widget would be better for Rob's health plan. So, for the new townhouse she has decided she wants a widget.

Kerry googles "best widgets" to see what is out there. She wants a low maintenance widget, even though some friends have different ones.

Kerry is quite particular about how the widget might look in her home and wants something that looks nice but is still reasonably priced. She is happy to pay for someone to come and install it properly, as neither she nor Rob are handy people.

Value Proposition

What do you do?

Build and sell the most technologically advanced widgets on the market.

What are the benefits?

Better widgets that are better for you. Hands on help to install and maintain it makes everything easy.

What does it do for me the end user?

Makes me feel like I'm doing something positive for myself and my family by providing them access to a widget. Makes me look good (and feel good) to family and friends when they come over and use our "great widget".

What value does this give the end user? What emotion do you produce? - - -

- Satisfaction – it feels better so it must be better
- Security – I know that me and my family will be better because of it
- Trust in product – it does what it says it will do
- Calmness – easy to install then set and forget (leave the rest to us)
- Pride – not only doing good for myself/my family but also the environment

So, what are some ideas that articulates that in a value proposition?

Current: Professional widgets at an affordable price.

Some Ideas on tweaking the current one:

Good Health Starts with a Great Widget

Good for You | Great for Your Family | Better for the Environment



The Best Widget is the Key to Great Health

The Best Widgets on the Market

A little Creative

Making the Solution of Life for Everybody, Everyday

Building affordable Widgets in the Most Technologically Advanced Way



Straight to the point

Quite Simply the Best Widgets on the Market

Leading Technology | Unsurpassed Value



Some Other Ideas to explore

Realising the value of Widgets...

At Widgets & Co we are much more than just a widget house



You can count on us

At Widgets & Co we do much more than just Widgets



The Best Widget One Can Get

Hands on help to install and maintain your personal widget

Next Steps: Lets discuss!

- Review/Refine/Brainstorm
- Round 2!
- How to bring to life
 - Home page of website
 - Other marketing collateral (eg sales materials)
 - Customer journey



Client Journey

All customer journeys follow a similar pattern as outlined below. It's our job to break down and define each step of the process for each of your target audiences/personas so that we can provide every client with a great customer experience.

Stages		Description	
Awareness and information	▼	How do we get more of your target audiences to find out about your business and how to provide all the information that they are looking for/need to see?	▲
Interest and decision making	▼	We need to ensure that your target audience is attracted to your product and demonstrate that you provide a more valuable service/product than your competitors	▲
Purchase process	▼	Once they have decided to choose you, how do we ensure that they have a 1st rate experience	
Long term relationship	▼	Once we have a customer, we want to keep them for life as both repeat business but also advocates of our brand	▲

Inbound Awareness and Information (Rachel & Stacey)

Stages		Description	
Word of Mouth	▼	Rachel and Stacey first come across widgets through friends. They immediately notice the taste is better and their interest has been peaked in getting a widget for their home. They have more trust in the product because they have seen it in action, their friends vouch for how good it is, and they're more likely to pursue getting one for themselves because of FOMO - fear of missing out.	▲
Google Search	▼	Rachel and Stacey go online and start searching for "best widgets". Campaign Structure: <ul style="list-style-type: none"> • Brand campaign eg "best widgets" 	▲



Nurture Relationships

- Product related content that answers their concerns and questions (including videos)

Messaging, needs to make it clear that it's:

- Easy and simple to get one and install
- Healthiest option for you and your family
- Best product, best price
- Differentiation as to why our product is so much better

Online selector tool: Because there's an overwhelming amount of options, we need to guide our customers to help them find the right product for them (online selector tool) >> call to action on current website to micro site.

•

Lead nurture: Because it will take our customers time to decide on which product and which company they are going to purchase, we need to give them a reason to give us their email address so that we can nurture the relationship with them:

- Reinforce all the reasons they should choose us with some lead nurture emails
- Provide information/education on product, benefits, case studies (examples of how it's improved the lives of others), point of difference, simple and easy to use

We want to do this through a variety of avenues

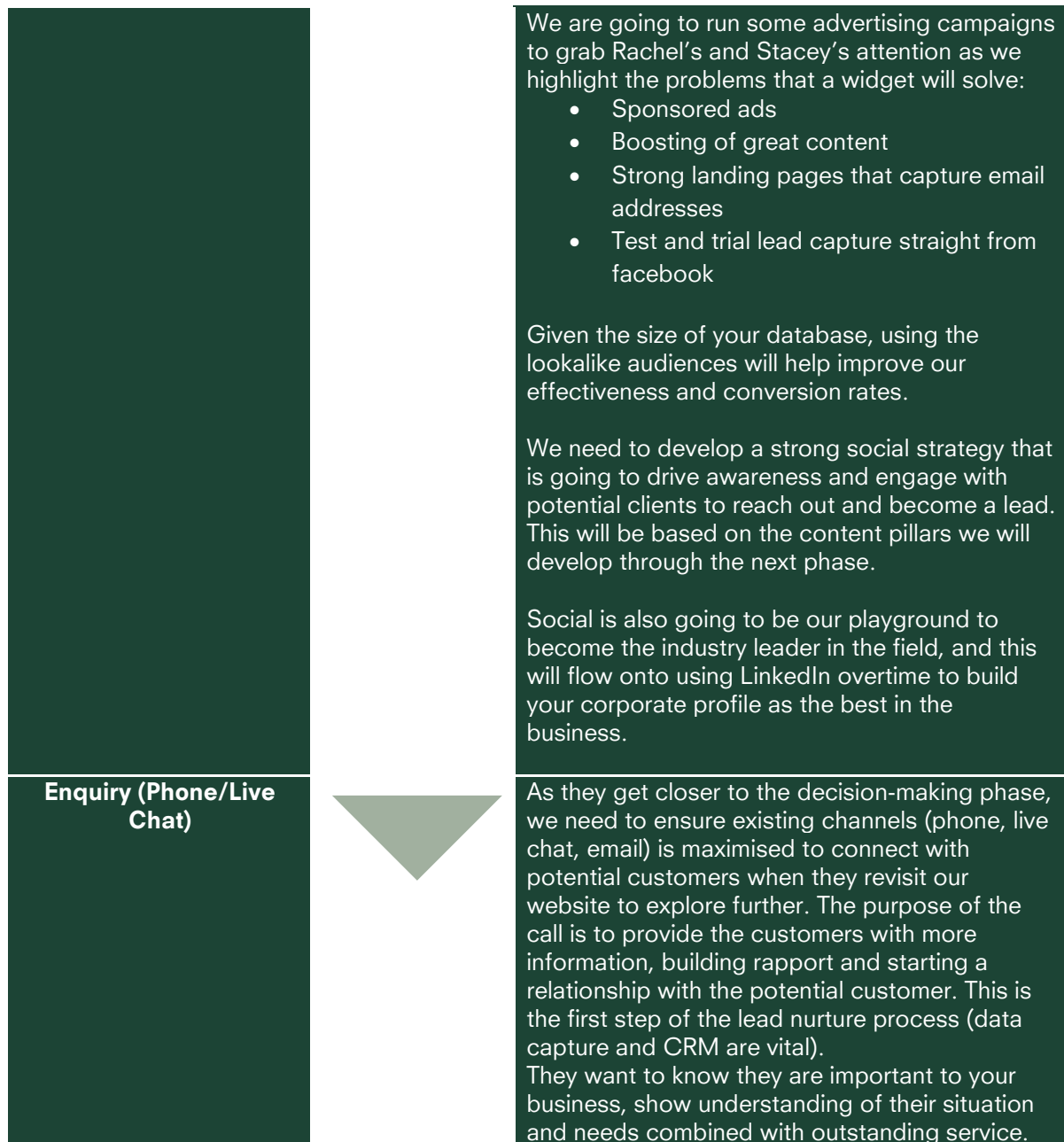
- Online selector tool
- Ebooks (Health topics and Technology)
- Whitepapers
- Instructional Videos and Webinars

We then want to develop a lead nurture campaign that continually educates and adds value to the target audience

- Education on widgets and widget quality
- Socially responsible positioning
- Why technology matters
- How to guides
- How the products work

Longer term we want to explore and work on how we build a lifelong relationship nurture program that increases the lifetime value of clients to Widget & Co.

		<p>We want to re-engage with old leads:</p> <ul style="list-style-type: none"> • Special offers that are compelling • Same education and value add process as listed above 	
Remarketing		<p>For all four target audiences, we're not going to capture their attention enough on the first visit, so we want to run remarketing campaigns across both search and social, highlighting why you have the best product in the market and, as a last resort, give a special offer too good for them to resist.</p>	
Web Presence		<p>All potential clients are going to go to different areas on the web to find out more and more about widgets, they will read blogging sites around widgets, and especially review sites. Our first task is to make sure that Widget & Co has a good foundational web presence in all the major directories together with customer reviews on key sites such as google my business, facebook etc.</p> <p>Over time we are going to turn our attention to blogging and industry sites as we build you into the industry leader that you want to be.</p>	
Social		<p>Both Rachel and Stacey are active on social media, especially Facebook. Rachel is a part of a Facebook mother's group which helps her keep in touch with other mum's in her area and also share and receive tips on all thing's kids and family. Stacey uses Facebook to stay in touch with friends all over the world.</p> <p>Michael manages his café's Facebook social page and he also posts on Instagram.</p> <p>They notice sponsored ads that appear in their feed and will click on ads that are relevant. Sponsored ads are a great way to share content with your target audience.</p> <p>Visibility of other 'social proof' such as reviews on other websites (e.g. Google) and other generic websites will help influence their decision.</p> <p>By building your social platforms (sharing good relevant content) you can also build and engage with current customers to build your online community which is going to build trust and credibility with target audiences.</p>	



1. Management and Reporting Framework

We need to ensure we have the right management in place of your marketing channels. The first port of call is to make sure that we have the right tracking in place to record accurate data from all your digital assets and thus can start to produce the

reports we need to see what is working and isn't working in your marketing. One main focus for us is on using Google Analytics (GA) to track how people find your website, how engaged they are with your site from each digital channel, and what's generating outcomes for your business. We generally use this as a source of truth.

Output document: GA Audit

Core Findings

- GA Account has some issues that need addressing
- 2 GTM Codes on the site
- Account overall needs a good clean up
- Conversion tracking is messy
- AdRoll and Email not tracking properly
- Social tracking missing detail
- No UTMs coming through
- Inbound phone tracking needs clarification and verification
- Lack of overall reporting and analysis

Recommendations

- Clean up GA (up to date)
 - 2 Profiles (raw and working)
 - Filter out internal traffic
 - Remove second code
- Setup all goals
- Fix email, AdRoll tracking
- Implement UTM tracking (especially for social and email)
- Ensure inbound phone tracking working a treat
- Start weekly and monthly reporting
- Analysis and optimisation process
- Implement the below reporting framework

Proposed reporting framework

Campaign/Individual	Tracking Requirements	Metrics Required
<ul style="list-style-type: none"> Search <ul style="list-style-type: none"> Google Ads Organic 	<ul style="list-style-type: none"> Visitors to the site Cost per visitor Enquiries/Leads generated <ul style="list-style-type: none"> Online form Inbound ph 	<ul style="list-style-type: none"> Cost per visitor Cost per enquiry
<ul style="list-style-type: none"> Social <ul style="list-style-type: none"> LinkedIn Facebook 	<ul style="list-style-type: none"> Reach Visitors to the site Site engagement Leads generated 	<ul style="list-style-type: none"> Cost per visitor Cost per enquiry
<ul style="list-style-type: none"> Email <ul style="list-style-type: none"> Lead nurture General database 	<ul style="list-style-type: none"> Growth of database Open rates Leads generated 	<ul style="list-style-type: none"> Click through rates Conversion rates
<ul style="list-style-type: none"> Website 	<ul style="list-style-type: none"> Bounce rate Time on site Conversions 	<ul style="list-style-type: none"> Conversation rate Conversion rate by source
<ul style="list-style-type: none"> Revenue 	<ul style="list-style-type: none"> Revenue by marketing channel 	<ul style="list-style-type: none"> Cost per revenue Cost per client

Proposed Management Framework:

- Weekly (quick catch up on the phone/zoom)
 - WIPs
 - High level results
- Monthly
 - Review of last month's results
 - WIP
 - The month ahead
 - Any major road blocks
- Quarterly
 - Review last quarter
 - Results
 - Work completed versus Planned
 - Next Quarter
 - Targets
 - Strategy
 - Quarterly Plan
- Annually
 - Annual review
 - Strategy for next year

2. Optimise Search

Search, particularly Google, is fundamental to the long-term success of all businesses today. Developing and implementing the right search strategy is vital in maximising the number of people that find your business online.

Output Documents: SEO, Directory Listing, Google Ads Audits, Google My Business

Core Findings

Google Ads:

- New campaigns launched end of July, has limited optimisation/management since then
- Spend, traffic, goals and transactions have dropped considerably since relaunch though slowly building again
- Ads need reviewing and are a little generic
- Shopping campaigns have dropped in performance
- Site engagement metrics in Google Analytics looks too good (find out what's going amiss)
- Negative keywords aren't structured well, and some are missing
- Google Ads conversion actions focused on transactions only, doesn't include other actions like a phone call regarding complexity of widget installation etc.
- Lack of overall optimisation and focus

SEO:

- There is a bit of tidy up required to get foundations all correct for SEO
- On-sites need reviewing and writing for main pages
- Content needs reviewing to remove duplication
- Page speed (website loading times) is low and needs improving
- Backlink analysis identified over 1000 links from 200 domains, which is a lot! We need to wade through them all to see which ones are spammy and need removing
- Images need correct naming as you have a visual product

Directory Listings:

- Good listings overall
- A few newer sites that we want to get you listed on

Google My Business:

- Listing is pretty good
- A few small things to tidy up

Recommendations

Google Ads:

- Interrogate Search Query Analysis (SQA), look for opportunities from previous (now paused) campaigns.
 - Add relevant keywords
 - Filter out irrelevant keywords with stringent negative keyword process
- Take control of bid management, optimise positioning
- Interrogate Shopping Campaigns from early 2019 and reinstate better performing components
- Review Ad copy from current and previous campaigns to create more exciting value proposition
- Reinstate Dynamic remarketing shopping campaigns
- Audit Google Analytics tracking to ensure site engagement data is accurate
- Audit Google Ads conversion actions so campaigns are optimised to drive leads and transactions

SEO:

- Tidy up technical SEO requirements
- Review and write meta descriptions and create H1 headings on all pages
- Detailed backlinks to ensure spammy or irrelevant sites are not associated with your site
- Correctly label all images

Directory Listings:

- Create them all to a good quality
- Longer term web presence and digital PR plan of attack

Google My Business:

- Update as per audit document

Long Term SEO Plan:

- Build once the above are completed

Search Strategy Moving Forward

Search is one of the most effective tools to quickly drive results for your business, because it provides a mechanism to capture your target audiences while they are actively seeking information on the services you provide.

- Building a great search strategy is vital to ensuring that your business is found by your target audience(s)
- Your target audience is actively searching for your services, and we want to give them every chance to find your business online by appearing high up in the search results (via paid, organic and local)
- This next section will develop the search strategy of how we effectively get your target personas to find your business online

Objectives: Get Leads through the door quickly

- Run effective, targeted Google Ads to capture target audiences that are searching for related services/info etc
- Prove concept of new site design/journey in converting
- Focus on generic terms that have reasonable intent to test and measure

1. What is your target audience searching for?

Given the 'test and trial' approach we are working on, we want to test the new site on two core aspects:

- Middle ground of broader terms:
 - Widgets, Buy Widgets
- More specific, higher intent terms:
 - Under sink widgets, benchtop widgets
 - Best widgets, reverse osmosis widgets etc

To Do:

- Finalise keywords and structure

2. Write Engaging Ads

We want to put our best foot forward with engaging ads that communicate the right messages, based on the proposed campaign structure above. Core messages that we need to communicate:

- Best on the market
- Cleanest widget
- Healthiest widget
- Most technologically advanced

To Do:

- Finalise value prop
- DN to draft up final ads
- C to review
- DN finalise

3. Great Landing Pages

In line with new design

To Do:

- Review and refine design

4. Campaign Built and Live

Final draft of campaign structure, keywords and ads put together for final sign off and get campaign live:

To Do:

- DN to put final version of campaign together
- DN to get campaign live
- Auxiliary “go live” tasks
 - Master list of negatives added
 - Linking of tracking
 - etc

5. Optimisation of Google Ads Campaign

Once the campaign is live, we need to then run it through a stringent improvement process so that every week and every month it gets more and more effective as we find out what works well and what doesn't.

- Daily bid and budget management
- Weekly keyword analysis (negatives and new keywords)
- Weekly site engagement analysis and recommendations
- Conversion optimisation around cost per lead
- Establish optimisation framework

6. Search Tracking and reporting

- Set up as per reporting framework above

3. Content

Today, content is the lifeblood of your marketing. It is pivotal to driving awareness of your brand, engaging with the right target audiences and converting people into paying customers. This document sets out the framework/pillars of content that we are going to use to drive marketing results.

Suggested Content Pillars

1. **Guide Me:** Given the uneducated nature of the market, we need to be producing great content that guides the beginner through the minefield of how to choose and what's best for me
2. **Techy:** There is a real opportunity for you to own the widget marketing space, so we want to show our thought/industry leadership with our, and others, technology advances
3. **Let's get healthy:** We want to own the "health and widget" space with ideas, info and education on how widgets affect health
4. **Inspire Me:** It's time to show case how important a widget is to life and how we are contributing to a better world

Content Ideas / Samples

- **Guide me:**
 - How do I choose a widget?
 - When do I need an under the sink versus bench top widget?
 - How are the widgets installed?
 - What maintenance is required?
 - What's the difference in the different types?
 - What are the costs involved?
 - Who does what and when? What's the process?
 - How do they work?
- **Techy:**
 - Technology of widgets
 - What is reverse osmosis and why is it important?
 - Industry trends

- What's coming out of the US / Europe?
- Case studies
- **Let's Get Healthy**
 - It starts with widgets
 - Scare me
 - Health issues
 - Specific Health Issues
 - Gut Health and Digestion
 - Skin
- **Inspire Me:**
 - Importance of widgets to life
 - Social responsibility – share how Widget & Co is impacting lives
 - What's happening with widgets and third world countries
 - How you, the average joe, can make a contribution

4. Lead Capture

Ultimately, we want to capture leads! These will come in two formats:

- Hot leads that want to talk now
- Cool leads that we need to nurture a long-term relationship with

Here we want to develop effective strategies that drive both short-term and long-term mechanisms to drive leads into the business.

Hot Leads

We want to capture as many hot leads now as we can, so they reach out and make contact with us. We want to do this in three ways:

1. Strong calls to action throughout the site

- a. Webforms
- b. Phone

Action: In-line with the website review and recommendations.

2. Widget chooser

Online tool we have discussed to help guide on best options for you.

3. Widget consult

Chat now to a Widget Specialist to ensure I get the best widget for my needs.

Cool Leads

For those that are just doing research and aren't ready to make contact, we need to provide some great value that they are prepared to leave the email address for. Once again, we are going to propose 2 strategies for each of the target audiences:

1. Primary and Secondary:

Given the nature of your product, we want to produce a “widget guide” eBook which provides a wholistic overview of widgets and guides me through the process of choosing the right widget for me.

2. All 4 Target Audiences

Fear is the strongest motivator and it’s proposed we play on this and develop the next major content piece on something like the “5 scary things if you’re not using a widget”.

Whitepapers: Over time we want to develop whitepapers addressing all the health and technology aspects to your product and benefits.

To Do:

- Agree on Concepts
- PR – to build first eBook
- DN
 - Calls to action on website
 - Landing pages
 - Social ad campaigns

Lead Nurture

Once we've capture contact details of leads, we want to put them through a nurture process to stay front of mind, to continually add value and ultimately want them to work with us (push them through the customer engagement journey).

Tasks for us to complete:

1. Review EDM Design and Account

To ensure a great design and we have all the tracking in place we need.

2. Define Email Nurture Campaigns for New Leads

- Primary/Secondary Leads: Drip feed great content from the "Guide Me" content pillar (suggesting 1 per week for the first 8-10 weeks)
- Dangers not using widgets campaign: Drip feed content from the other three content pillars in even doses (suggest 1 per week as well)
- White papers: Drip feed content from the other three content pillars in even doses relevant to the white paper topic

We want to map out in more detail each of these campaigns to ensure we are pushing the right buttons for each of the target audiences and giving them maximum value from day 1.

3. Database Segmentation

Want to ensure all records going into the system (and old records) are segmented into our target audiences.

- Into target audience (where possible)
- Customers versus leads

4. Re-engage Old Leads

Given we don't know too much about old leads in terms of target audience classification etc, we want to start with some general comms coming from the content pillars, so we are addressing each of the 4 personas. It's

recommended we start with a monthly newsletter with the 4 best bits of content (one from each pillar), together with a strong sales proposition/call to action.

5. Load Campaigns, Schedule and Automate

Create and load up all the campaigns to email clients and let's automate as much as possible!

6. Report, Measure, Analyse and Optimise

We would like to analyse the statistics of future email campaigns and monitor the progress of the changes to ensure that they are converting into sales. And we will do this on a monthly basis.

Website

See attached Website Recs.

7. Social Strategy (Mainly Facebook, some Instagram)

In order to successfully utilise social media, you need to be clear on what your objectives are for using this medium. Brand awareness, engaging with your target audience, driving of website traffic, advertising deals/specials, encouraging word of mouth. Either way, identifying your purpose and who you are talking to will help you to develop the right strategy around content and communication.

Summary

For your target markets, social is an important aspect of your marketing mix, especially for long term growth and to lead your industry. It takes a lot of time and consistent effort to build up and maintain a solid brand and presence in social media, and one of the main challenges is using the right balance of content to keep people thinking and talking about you.

Output: Social Audit

Findings

- Distinct lack of strategy around social marketing
- Virtually no outcomes to the business from this channel (e.g. only 3 leads in the past 3 months)
- Set up of profiles needs some work
- Lack of growth of followers (losing as many as your gaining)
- Tracking not set up correctly
- No sales being recorded
- No lead capture mechanism set up
- More engaging content required

Recommendations

- Build in-depth social strategy based on value prop and target audience
- Tidy up social profiles
- Fix up tracking
- Post and promote content in line with content pillars above
- Run advertising campaigns in line with lead capture above

- Trial some lead gen campaigns directly on both Facebook and landing page on website

Strategy moving forward

1. Set Up Profiles to Best Practice

We want to start by ensuring that the social profiles are set up to best practice

- Review current setup on main social platforms
- Set up where needed
- Recommendations on improvements
- Implementation

2. Produce the Content!

In line with content pillars, once content is produced, we need to get it live on the social channels.

3. Promotion of Content to Target Audiences

If we're producing great content, we need to put money behind it to ensure it gets seen by our target audiences (quality over quantity):

- Set up target audiences in profiles
- Set budgets for posts
- Boost posts
- Two day check in on each post
- Weekly review and recommendations
- Upload email database
- Create lookalike audiences

4. Let's Get Advertising for Lead Capture!

Social provides a great mechanism for us to grab our target markets' attention and drive them to our website/build our social community:

- Define advertising campaigns
- Set up campaigns and targeting
- Get Live
- Two day check in on each post
- Weekly review and recommendations

5. Analytics, Reporting, and Optimisation

The final piece to the puzzle is to put in place the analytics framework we need:

- Reporting requirements (inc content)
- Set up
- Weekly and monthly reports
- Optimisation process (analysis, recommendations, implementation)

LinkedIn

We want to sooner rather than later turn our attention to LinkedIn and how we can use this platform to build Widget & Co into the Thought Leader in the industry. This starts with adding all the content to this page. And overtime we want a more detailed strategy on how we maximise this channel.

Question: Can we create a face to the business?

Widget & Co – Website Audit & Recs

Widget & Co's website, as we've discussed, needs an overhaul. The design is dated, the user journey isn't very inviting and is missing quite a few aspects that your target audience is in need of. New users can be overwhelmed when introduced directly to different products and their specs. As such, we recommend focusing on user needs first so they see the value of investing time to learn about such products.

Home Page Design

Your home page should act as a shop window would – provide information about your business that entices browsers to enter. It should at a glance include information about your products/service, your ideal customer, your brand personality and indication of price.

Branding & Images

Look professional, easy to navigate and reflect brand personality and style.

- The overall look/feel of website is a bit dated. Could do with a refresh that reflects the premium positioning of your brand and products.
- There's lots of good information on the website but feels very 'busy' and can therefore be hard to know where to find the right information. It would be better to strip back to what it is your target audience is searching for and build your user journey around this.
- Images are professional, engaging and complementary to the website's overall feel.
- The colour scheme does make the website feel a little 'cold' and masculine. Consider introducing a softer more feminine colour to balance this out (especially as your target audience is predominately female, we want to be visually appealing to them).
- The name, branding and images allow the user to immediately recognise Widget & Co's offering.

Unique Selling Propositions (USP) / Value Proposition

Demonstrate understanding of key challenges and hint at a solution by pinpointing the value your product/service provides to the customer

- Lack of value proposition being communicated and usp's are light on.

- The website focuses on the product and its quality as well as WC's expertise in the field. This does well to instill confidence in the brand and is solutions focused (rather than problem focused).
- Whilst it is good to keep a positive slant, acknowledging problems commonly encountered by users, this will help bring audiences on side and enhances perceived value of the product.
 - For example, you could provide comparison tables of widgets vs non widgets.

Sales Propositions

Communicates how you are different and why customers should choose you over your competitor (messages should ideally be situated above the fold)

- The top slider contains some good propositions such as the convenience of "Widgets at your fingertips" (note sliders are out of date now)
- There isn't mention of why users should use you rather than a competitor.
 - Consider ways of showing how your products are superior to generic or cheaper ones, perhaps by highlighting how your product comes with comprehensive support and any other valuable features.
- The guarantees and warranties are great sales propositions that increase confidence in the brand. The drill through ability to learn more is also good.

Target Audiences

Icons/headings/statements/links that immediately connect with each segment of your target audience so they know they are in the right place

- There is no information on the homepage communicating directly to audiences with specific circumstances.
 - For example, targeting users with widget tanks and acknowledging their specific challenges provides a path whereby you can more effectively present your product in a way that appeals directly to them. You can also appeal to users in each main city regarding their unique challenges (you could lead to a specific city-based page).
- There's a large percentage of users bouncing off the home page (not clicking through to another page). This may be evidence that the website isn't immediately capturing interest in the first stages of the buying cycle.

- Consider placing the 'best sellers' lower and targeting specific audiences ('widget solutions' & 'business widget solutions') higher to target users' needs immediately. In principle, clearly targeting specific audiences acknowledges users' needs, making your service more appealing and enables you to employ a specific and effective sales pitch. This will have more of an impact on mobile and tablet devices as currently, mobile users are immediately presented with around 3 scrolls of products before being introduced to the business itself.

Navigation:

Should sit at top of the page and be simple and easy to find relevant information. Include search box if possible.

- Main navigation is well structured.
 - Consider expanding the white space between menu items for desktops to enhance readability.
- The menu is sticky on desktops, meaning the user can access them at any time from anywhere on the page. This is good.
 - Consider doing the same for mobile devices
- There is no arrow to immediately return to the top of the page. This is especially important for mobile devices.

Content:

Features, success stories, resources, free guide/e-book

- Upon 'exit' of any page, a pop-up inviting the user to keep in touch appears. This doesn't load properly and is intrusive
- Overall, the home page has professional and succinct content that does well in inspiring confidence in the brand whilst simultaneously introducing the user to the business.
 - Having images with text reduces the ability of search engines to rank your website appropriately as it can't read what's within the image. Consider using images that don't contain text, and have the text written out.
- All claims have drill down ability for users to learn more. There are also clear calls to action. This is great.
 - Calls to action of a complementary colour attract the eye (ie orange vs blue).

- The phone numbers should be clickable in all places mentioned, not just the header. This is especially important for mobile users to make a phone call with one touch.

Social Proof:

Builds trust – include a few on home page with name and photo where possible.

- Consider the idea of including independently verifiable (i.e., sourced from Google or elsewhere) testimonials and reviews on your home page to show real world interaction and satisfaction with your products.
- Putting faces to the business on the home page (like the photo on the 'about us' page) also makes the experience personable.

Website Footer:

Emphasise and guide users to key content

- The footer has useful contact details and links.
 - Make the phone number clickable for phone calls.
 - The address could also lead to mobile users navigating to your office.
- The contact form should be as easy as possible to fill out so as to not deter users from taking this step.
 - Consider reducing the number of 'required' fields – making contact is more important than having complete information – information can be found out later.

Content Pages

Your content pages should provide value to the reader, address their concerns, be SEO optimised with target keywords, provide high quality images and include, call to actions on every page.

Current page content:

- **About Us:** This page does well to explain who you are, what you believe in and reaffirms the guarantees and warranties provided. The team photo is also good. Consider placing a call to action below the 'our promise to you' section so the user has somewhere to go as the next step. This could be to the 'home' and 'business' solutions page.

- **Products:** This page nicely breaks down products into different applications (home and business). Consider including the 'best sellers' below this.
- **Home Solutions/Business Solutions:** These pages nicely break down into specific needs. The graphics generally show practical implementation (such as widget machine & countertop widget) which helps the user see immediate value in the product. Consider including a call to action such as making a phone call for more assistance at the bottom. Also consider making the headings bigger so users get a quicker overview of the available categories.
- **Product Category Pages:** Paragraphs on these internal pages lack readability. Consider keeping it simple with further information below the products. 'Choose options' is redundant as it leads to the same page as 'more information'. Consider using the 'buy now' option instead as this allows users the option of buying with less clicks!
- **Product Specific Pages:** It's great to see reiteration of warranties and guarantees as well as the option to see the brochure and call for help. The phone number needs to be clickable and maybe the call to action ('email us') needs to be tailored and more attractive! On mobile devices, the first product image falls under all the text. Consider placing this above the pricing so users know immediately what they're dealing with. Also consider upsell/cross sell opportunities.
- **Shopping Cart:** When presenting the alternative to order by phone, consider placing a link (perhaps that opens in a new tab) under 'business hours' so users can click through and see what the business hours are – or mention them directly.
- **Service & Support:** This page has a great interactive map and good sections under 'how can we help'. Consider making the phone number a little more obvious and clickable.
- **Contact Us:** This page has all the required details with an inviting paragraph.

User Experience

- Overall, the website is well built and structured with the user in mind.
 - At times, there is a lot of small text that lacks readability. At times, this text also comes first, and images or context comes after or below the fold for mobile users. This detracts from the experience for mobile users.
- Ensure CTAs are relevant, powerful and stand out!

- Consider using yellow or orange for CTA's
 - CTA's are currently primarily education based (i.e., 'learn more' & 'download brochure') which isn't wrong – however for specific products, don't be shy to include 'buy now' or 'add to cart', making it as convenient as possible for users to commence the buying cycle.
- There could be a primary focus on user needs rather than leading straight to products, especially for mobile users.
 - New users have no idea about the different widgets, and which one is best for them. Advertising the different widgets immediately will cause confusion and lose traction with engagement. For example, the home page introduces 'best sellers' before users even know why they should consider buying these. Consider targeting users' needs first (such as 'home' and 'business') and acknowledging these before selling the product. This will encourage interaction and reduce the bounce rate for new visitors. Return visitors in the actual buying stage will still be able to find the product they're looking for by scrolling down or using the main menu.

User Journey

- Users are immediately presented with a clear definition and purpose of Widget & Co and the home page is well laid out.
 - As mentioned already, consider further emphasising user situations and needs before different products.
- All claims and statements tend to be linked, providing opportunity for users to drill down and learn more. This is great for interaction.
- There's not much real-world interaction showcased on the website.
 - Consider including real world testimonials or case studies to help users see the value of the product.

Mobile

- Items often placed horizontally on desktop show vertically on mobile devices. This means users must scroll down to see everything and it is harder to quickly get the whole picture.

- To achieve a better mobile experience, ensure elements are placed in the correct order. For example, product pages first show the price then a heap of text, followed by pictures after scrolling down. Best practice is to have a picture of the product on top, followed by pricing, information than further pictures or information (think eBay).
- Consider implementing a return to top arrow or a sticky menu so mobile users can access the menu more easily.
- The very large image sizes cause very slow performance on mobile devices which is detrimental to the user experience and rankings in search engines. Optimise the images that show on mobile devices to take up less network payload – they don't need the same definition as desktop devices.
- Phone numbers should always be clickable for easy calling. Addresses can also be clickable for navigation.
- Sometimes subtle changes to the background colour of different sections helps define such, especially for mobile devices. For example, the contact page on mobile seems disorganised (even though it isn't) because the contact details flow into the contact form then the service and support section without any obvious delineation.

Conclusion

Widget & Co's website is a mature website with lots of great information. The website itself feels dated and not in line with the image you are aiming to portray – premium products, leaders/experts in the field, health and wellbeing focused.

In order to better capture the interest and engagement of first time visitors, it is recommended to primarily focus on your audiences needs, channeling them to pages dedicated to their specific circumstances (such as home, business) which then translates to the products best suited to them.

A few tweaks will ensure mobile users have a better overall experience too. Currently, over 2,600 mobile users access your website monthly (based on average of last 3 months). Google also rewards websites that are 'mobile first' or primarily designed with mobile users in mind.

Consideration can be given to ensuring important information is presented first, with surplus information afterwards. Content needs a structure (headings, subheadings, etc) to enhance readability.



Widget & Co - Google Ads Audit

A granular Google Ads Campaign needing a little fine-tuning in a lot of areas.

Summary findings

- New campaigns launched end of July but has been limited maintenance/management in the account
- Spend, traffic, goals and transactions have dropped considerably since relaunch though slowly building again
- Ads need reviewing and little generic
- Shopping campaigns have dropped in performance
- Site engagement metrics in Google Analytics looks too good (find out what's going amiss)
- Negative keywords aren't structure well and some missing
- Google Ads conversion actions focused on transactions only, doesn't include other actions like a phone call regarding complexity of widget installation etc.

Summary recommendations

- Interrogate Search Query Analysis (SQA), look for opportunities from previous (now paused) campaigns.
 - Add relevant keywords
 - Filter out irrelevant keywords with stringent negative keyword process
- Take control of bid management, optimise positioning
- Interrogate Shopping Campaigns from early 2020 and reinstate better performing components
- Review Ad copy from current and previous campaigns to create more exciting value proposition
- Reinstate Dynamic remarketing shopping campaigns
- Audit Google Analytics tracking to ensure site engagement data is accurate
- Audit Google Ads conversion actions so campaigns are optimised to drive leads and transactions

Element	Findings and Analysis	Recommendations
Account Structure <ul style="list-style-type: none"> Campaigns Ad groups Settings 	<ul style="list-style-type: none"> Much has changed over last 10 months Currently a very granular account structure Product categories split by Device type but currently very limited mobile and tablet exposure Ad groups by Match type No competitor campaigns Shopping campaigns active 	<ul style="list-style-type: none"> Avoid disrupting the account again, work within the current campaign parameters and stagger significant structure changes to minimise disruptions Consider Competitor campaign in the future
Ads	<ul style="list-style-type: none"> Ads feel a little templated and miss value proposition <i>Widget Softener (D)</i> ads land on the homepage <i>Gentoo</i> ad lands on a search results page Account-wide Ad extensions used. 	<ul style="list-style-type: none"> Audit Ads and update copy, referencing ads from early 2020 Audit Ad extensions Audit landing pages to ensure landing page experience matches search intent
SQA Analysis <ul style="list-style-type: none"> Negatives New Keywords 	<ul style="list-style-type: none"> Complex negative keyword implementation due to Phrase, Exact, Broad Match Modifier Ad group structure Additional complexity and duplication with keywords added at campaign and ad group level No negative keyword lists applied to current Search campaigns No negative keywords added to the current Shopping campaign 	<ul style="list-style-type: none"> Audit negatives looking to consolidate into Negative keyword lists Audit previous Shopping campaign negatives Create and apply simplistic Brand negative keyword list to avoid Brand clicks/conversions appearing in non-branded campaigns Undertake extensive SQA analysis of pre-July data and recommend new keywords in BMM or Phrase match types to replace previous broad match types

Conversion Optimisation	<ul style="list-style-type: none"> Google Ads conversions only linked to transactions not calls other GA goals. August data shows 195 goal completions in GA & 4 conversions in G.Ads Smart goals active 	<ul style="list-style-type: none"> Audit Google Ads conversions and Google Analytics goals. Match as closely as possible Turn off Smart goals immediately
Bid Management	<ul style="list-style-type: none"> No or limited bid management since creation of the non-brand Search campaigns (Jul 30) Brand campaign bid management once a month 	<ul style="list-style-type: none"> Bid manage keywords for more consistency in positioning Weekly bid optimisation to stabilise performance, maximise budget and conversions
Bid Adjustments	<ul style="list-style-type: none"> Structure breaks into Desktop, Mobile and Tablet with -100% bid adjustments Current non-branded search campaigns only target Desktop traffic 	<ul style="list-style-type: none"> Review all active bid adjustments
Budget Management	<ul style="list-style-type: none"> Search Impression Share lost due to budget = 80.42% Shared budgets used for like campaigns Limited budget adjustments in Shopping campaigns Very limited budget adjustments in Search campaigns 	<ul style="list-style-type: none"> Ensure budgets are inline with business objectives, sales history and market potential Consider refining location targeting to more valuable regions (metro, regional, eastern seaboard, etc) Reviewing keywords could also put further pressure on budgets
Site Engagement	<ul style="list-style-type: none"> Site engagement from Paid traffic looks good however further analysis raises concerns about proper tracking Shopping and many non-brand campaign Bounce rates appear too low at sub 6% average Pages/session also appears high. If correct it raises concerns that users aren't quickly getting the information they need 	<ul style="list-style-type: none"> Audit GA tracking, in particular traffic from Shopping and non-branded campaigns Audit website, landing pages and implement any web content recommendations for a better user experience

Shopping	<ul style="list-style-type: none">• Campaigns active in early 2019 drove transactions, albeit at a high cost per conversion value	<ul style="list-style-type: none">• Interrogate better performing shopping campaigns to drive sales before undertaking optimisations
Remarketing	<ul style="list-style-type: none">• No active remarketing targeting• Promising• Quite detailed list of audiences defined in Google Analytics	<ul style="list-style-type: none">• Audit Audiences and consider remarketing opportunities

Widget & Co – SEO Audit

Overall <https://www.widgetandco.com.au/> performed ok with regards to best practice for SEO. There are a few items we believe should be addressed to bring the website up to SEO best practice, particularly with regards to speed performance and “onsites”.

How well can the search engines find and index your website?

XML Sitemap	Robots.txt	non-www to www resolve	HTTPS	Mobile Usability
✓	✓	✓	✓	✓

- **XML Sitemap** – Your sitemap looks to be in good shape and has been submitted to Google.
- **Robots.txt** – Your robots file is not blocking access to any important content pages.
- **www Resolve** – You have a redirect in place, meaning your site only runs with www.
- **HTTPS / SSL** – Site runs on HTTPS by default, and everything looks like it’s configured correctly.
- **Mobile Usability** – The site looks mobile friendly.

How well can the search engines find and index individual pages?

Title Tags, Meta Descriptions and H1 tags ("onsites") – High Priority

We want to ensure that each page has well-written Title Tags, Meta Descriptions and H1 tags, in line with keyword research.

○ **Titles** – All pages have title tags but there's opportunity to optimise these as they seem automatically generated. We recommend a review of title tags to ensure they are all unique and best reflect each URL's intent for search engine optimisation.

✗ **Meta Descriptions** – Most pages have meta descriptions and some contain the same meta description. We recommend that descriptions be unique and custom written for all pages and ensure they meet Google's requirements.

✗ **H1 tags / headings** – Some pages are missing H1 titles, including the most important home page. We recommend an overall revision of all H1s to ensure relevance and keyword optimisation. The H1 heading should contain the most important keywords for that page. All pages should have only one H1 title.

○ **H2 headings** – We recommend utilising H2s as subheading titles and incorporating key words as appropriate. Currently, most H2s are generic and repeated on multiple pages.

✗ **Image names** – Images haven't been optimised. For example, the background image on the home page is "1553209497-40415961-1604x566-i2m.png" – ideally, the name should be meaningful, such as "Widget-And-Co-herobanner.png".

○ **Content** – We recommend reviewing pages and their content to ensure each page is unique. Some product pages (specifically the 4 stage reverse osmosis under sink with faucet bundle) have potential to be classed as 'duplicate content' by search engines). 150 detected pages have a low ratio of text to HTML and 17 detected pages have a low word count. Whilst some pages are genuinely like this, we recommend ensuring minimising this as it is used by Google to evaluate the quality and genuineness of a website.

How well can search engines (and visitors) navigate your site?

✗ Page Speed Insights

We recommend asking your developer to see if they can speed up the performance your website, particularly for mobile. Google's PageSpeed scores are listed as "Slow" for both mobile and desktop, with some measurements going beyond 8 seconds for mobile! Suggested optimisations are in the following link:

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.widgetandco.com.au%2F&tab=desktop>

We recommend checking and/or addressing the following tasks:

- Optimising images
- Defer loading of images that are below the fold
- Check caching rules as many have very short or no lifespans
- Ensure all requested JS and CSS resources are minimised (see below)
- Check specifications of web hosting to ensure adequate

As there are many items needing attention, your web developer should undertake a thorough performance analysis.

✗ **JavaScript and CSS not compressed, cached & minified** – Minifying JS and CSS files helps boost site speed which is an important ranking factor, especially for mobile devices.

Miscellaneous

✗ Page not found (404) errors

Only 1 page return a 404 error. We recommend redirecting this page to ensure continuation of the user experience.

✓ **Custom 404 page** – There is a custom 404 page configured that encourages people to keep browsing.

✗ **Backlinks** – There are over **1,000** links from more than **200** domains. We recommend performing a detailed analysis to check the quality of these links – as some seem to be un reputable, spammy websites.

✗ **Broken internal image** – There is a broken internal image at <https://www.widgetandco.com.au/what-is-reverse-osmosis-widget-installation/>. Reference to "Facebook-Ad.png" needs to be deleted, updated or changed.

○ **Redirects** – 10 URLs are redirected. Redirects are good for continuation of journey, but where possible, links referring to old URLs should be updated to reflect the current URL so as to not trigger a redirect. This helps boost performance.



Widget & Co – Social Audit (Facebook)

In order to successfully utilise social media, you need to be clear on what your objectives are for using this medium. Brand awareness, engaging with target audience, driving of website traffic, advertising deals/specials, encouraging word of mouth. Either way, identifying your purpose and who you are talking to will help you to develop the right strategy around content and communication.

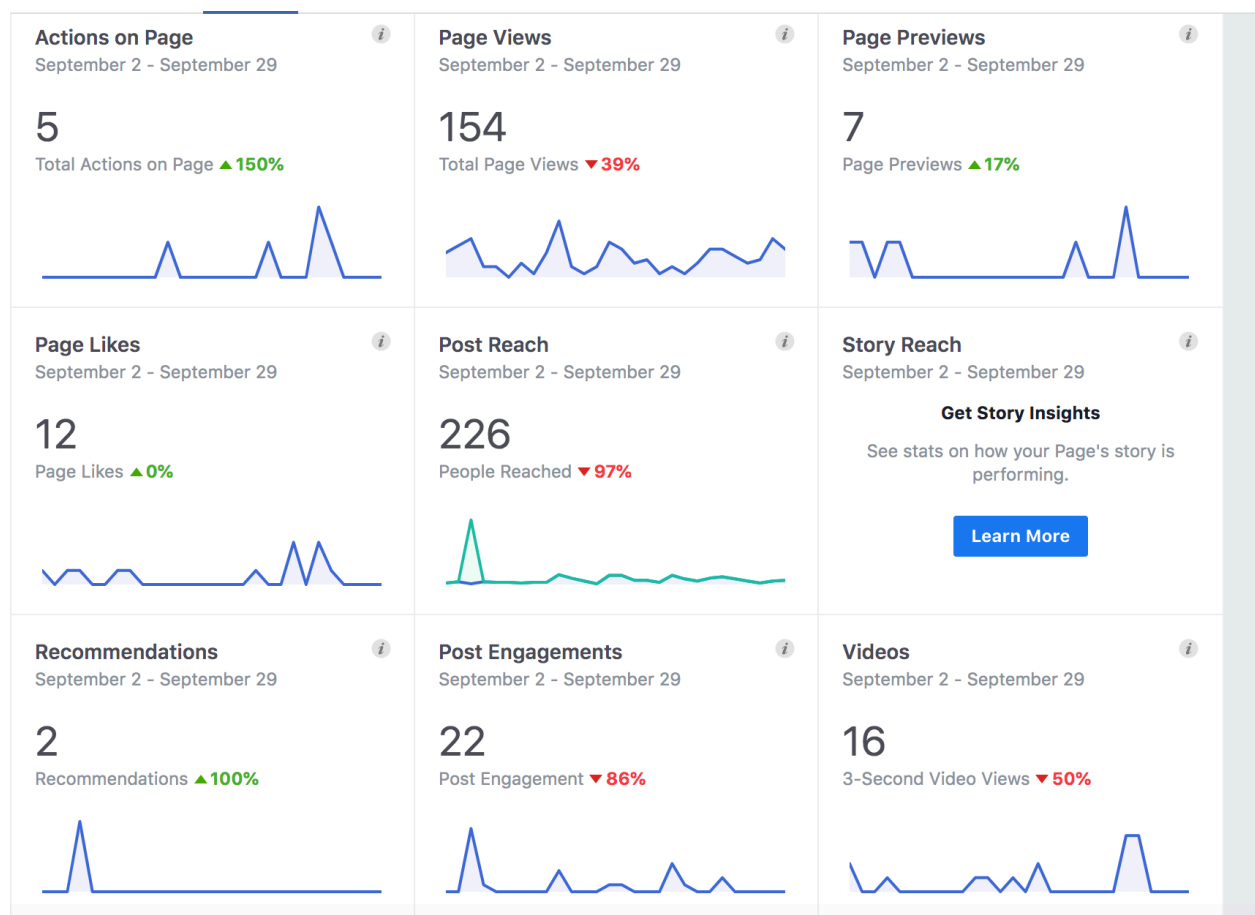
Profile Overview	
Page name	<ul style="list-style-type: none"> Widget and Co
Profile page Images	<ul style="list-style-type: none"> Logo – is clear and crisp Cover image is on brand and promotional. It also offers a description which helps people who are interested in more information It would be nice to see this cover image change every few weeks with a new promotion.
Call to action	<ul style="list-style-type: none"> Currently the 'call to action' button is set to contact us, which goes to a dedicated landing page that is utm tagged that collects contact details. Based on tracking, the contact us button has been used 3 times in the last 3 months
About Us and Our Story	<ul style="list-style-type: none"> The 'About' section needs some tidying up as it is quite repetitive. The About, Company Overview and Our Story sections all repeat the same blurb. Try to differentiate the sections by following the below suggestions. The 'About' section can explain that you are a dedicated retailer in the business of widgets for over 30 year. List out some of the products here Company Overview – list year commenced, milestones, awards growth. There is also a Products options where you can elaborate on and listing out all your products for completeness.
Menu/Tab Setup	<ul style="list-style-type: none"> Your menu options are relevant to the business and are populated with good content. Community tab is not really adding any value so I would remove that tab option or encourage customers to tag you in more posts for this to be useful.

Reviews	<ul style="list-style-type: none"> • The review tab is enabled and being used very well. Keep up the collecting of reviews • Maintain the conversation for each post by thanking the person or responding to other people's queries
Messages	<ul style="list-style-type: none"> • Messenger not really being used and no sign of any messages. • You can auto setup a welcome message and an auto response so that if people do message you out of hours they know when you can get back to them.
Page Likes	<ul style="list-style-type: none"> • 3,536 followers. • 3,631 Likes <p>When a new customer likes your page, the default setting is that they also follow your page. When someone follows your page, it means that your Facebook page posts will appear on their personal Facebook feed. Followers have the option to "Unfollow" your page, but still like your page</p>
Fans	<ul style="list-style-type: none"> • 72% of fans are female and fans are mainly based in Australia, Gold Coast, Brisbane and Melbourne • Age 45-65yrs • There is a small market in NZ. • You're gaining a pattern of 'unlikes' as much as 'likes' which you need to keep an eye on.
Shop	<ul style="list-style-type: none"> • Facebook Shop can be very hit and miss. • Suggest to file products in some logical order so people can easily navigate. Eg Widgets, Widget Accessories etc • Metrics show average results since January 2019 to date see below top 5 products. With no sign of an actual sale. • Do you create posts to drive to shop or ad campaigns
Facebook Pixel	<ul style="list-style-type: none"> • Code setup on website

Post Content	
Post frequency	<ul style="list-style-type: none"> • Post frequency in 2019 has been moderate averaging 2 posts a month. • Aim to return to a consistent post per week and build up from there similar to the 2018 frequency • The pinned post is great but usually only lasts about 7 days. You might like to reset up as an announcement which you can leave up as long as you want and will always be visible.
Post Types	<ul style="list-style-type: none"> • Your content needs a strategy behind it. What are you trying to achieve? E.g. Are you trying to drive traffic to your blog? or Are you trying to provide direct education and tips to your followers? • Some posts are far too long and without an image you always need a visual aid to capture your follower's attention. • You'd benefit from developing a content plan that uses a variety of content types to mix up and enable the opportunity to open up the conversation with your audience. • You should be regularly posting: <ul style="list-style-type: none"> ○ Social proof – case studies/stories ○ Other promos as relevant – i.e. Offers for Facebook fans only ○ Regular "Widget Tips and Advice" info on your eBooks, courses etc. ○ Photos/video content (that is relevant) ○ Engaging, inspirational content related to your services
Fan Reach & Engagement	<ul style="list-style-type: none"> • Looking at your post likes your engagement rate based on action for the number of followers you have is low. • This would lead me to question the quality of your followers • If your followers are in fact real, then there is some work to do to re-engage them with your page. • Your reach is sitting just above Facebook average.
Traffic to website	<ul style="list-style-type: none"> • In the month of August social accounted for 20% of your traffic which was 1,280 visitors • The 2 peak days were 27th and 7th of August when you posted your blog articles on your page • Traffic is coming from ad campaign sources rather than your Facebook page alone. • Facebook accounts for 80% of your social traffic • Tracking and tagging will help to manage and understand traffic this moving forward



Page Summary Last 28 days



Advertising review	
Advertising review	<ul style="list-style-type: none"> • Ad account not linked to Facebook page • WC have boosted posts via ad centre • 3 ads run in 2019 • Best performing ad in March
Strategy	<ul style="list-style-type: none"> • On face value there is no evident strategy.
Campaign Objectives	<ul style="list-style-type: none"> • Objective is to gain links via post engagement • Pushing WC Blog content
Audience Targeting	<ul style="list-style-type: none"> • Unable to see audience targets due to permission level • Consider using ads manager as you can use more targeting and build retargeting and lookalike audiences of your current Facebook followers
Ad Placement	<ul style="list-style-type: none"> • Unable to review
Copy	<ul style="list-style-type: none"> • Intro copy length good and engaging. • Good use of image • Test creative with different versions of copy and see what performs best. Switch underperforming creatives off.
Remarketing	<ul style="list-style-type: none"> • No remarketing being conducting
Metrics/ Tagging	<ul style="list-style-type: none"> • UTM tagging is not used • Unable to qualify the success of campaigns without this

Instagram

(no access to Instagram business insights)

Profile Overview	
Page name	<ul style="list-style-type: none"> Widgetandco
Profile / Bio	<ul style="list-style-type: none"> Logo – is of good quality Good bio, simple, good use of USP (unique selling proposition) Australian Owned.
Call to action	<ul style="list-style-type: none"> Website link
Followers	<ul style="list-style-type: none"> 365 followers – which is small compare to Facebook Huge opportunity here to grow further.

Post Content	
Post frequency	<ul style="list-style-type: none"> Post frequency is poor, infrequent and inconsistent.
Post Types	<ul style="list-style-type: none"> A blend of blog posts, products related, promotional. Create some 'how to's' and work on more video content in the form of stories. Video post attract 3 times more likes
Fan Reach & Engagement	<ul style="list-style-type: none"> Based on your last 10 posts your engagement rate is sitting over 10% which is classified as high engagement rate. Instagram generally attracts 18-25 year olds (64%)
Hashtags Use	<ul style="list-style-type: none"> Currently using hashtags, utilising close to max number of tags Location based hashtags might be too broad to be affective Using different hashtags per post is recommended so as not to be spammy Good product description tags, could improve on community tagging of groups like #widgetinstallationbrisbane,
Traffic to website	<ul style="list-style-type: none"> Since January 2019 there have been 302 people referred to the website, mainly via Instagram stories. Instagram Stories 8% Instagram posts 2%

Recommendations:

- The opportunities lie in developing a content strategy, offers, promotions for your fans and followers
- Support this with quality video content that can be used on Facebook and Instagram. Create offers to support this content
- Build advertising campaigns using detailed targeting, lookalike audiences and remarketing campaigns against this.
- Continue the creation of blog content
- UTM tagging must be implemented sooner rather than later so we can see how much of your social is actually converting in GA.

Widget & Co – Email Audit

We have performed a high-level analysis of the email campaigns you have sent out in 2019. Below is an outline of our findings and some recommendations to help improve the performance in this channel.

Findings

- **Goal/purpose:** Widget & Co's email strategy loosely appears to be focused on generating traffic and ultimately interest in widgets which in turn will result in sales. The website hosts a subscriber option which does not appear to utilise a pop-up to draw visitors' attention to the option to subscribe, there is no incentive and no thank you or welcome messaging once you have left your name on the website.
- **Segmentation / personalisation:** The audience list currently sits 12,545 and 9,068 are active contacts. 3,477 have actively unsubscribed from the list. There appears to be some segmentation to filter through active subscribers, opens and bounces. This is not best practice use of the segmentation tool, you should be segmenting home buyers vs business buyers, geographically segmenting contacts or by products of interest to enable more refined targeting and personalisation in the future. This requires further exploration and discussion
- **Frequency:** Since January 2019 you have sent 30 emails out to your contacts with an average of 3 EDMs a month. Email frequency in a retail environment can be quite high so there is room to build on frequency to keep Widget & Co front of your audience's mind.

- **Open rate:** Currently the average open rate for Widget & Co is 26.7%. This is positive when comparing to the average open rates for the industry is 19.36%. Your audience is very engaged and performing well above industry average.
- **Engagement rate:** Following on from having a purpose or strategy behind your emailing, it is also important to implement calls to action and ways in which your audience can engage with you. Your overall click through rate is sitting at 8.14% which smashes the industry average of 2.24%. From the stats you can see that email has the potential to really drive traffic and also sales for you if used strategically.
- **Template design & consistency:** The template and design is old and clunky. Although it is on brand and in-line with the current website look and feel it needs a design and user overhaul.
- **Analytics data / Ecommerce:** Widget & Co is tracking and recording email campaigns in Google Analytics. Google Analytics shows that email has generated 4576 website sessions since January 2019. Bounce rate is relatively high at 60%.
- **Content/Communications:** Your audience is highly engaged in your products as well as your brand. Sales focused EDMs certainly generate the most engagement. It will be beneficial to increase the frequency of these EDMs along with a new clear and clean design.

Recommendations

- **Goal/purpose:** What is the purpose of executing EDMs and what is your subscriber strategy to keep building your list further. You should consider a cycle of email types that work on building your sales funnel to generate more sales. These could include:
 - Weekly Guide Me emails (for the first 8-10 weeks)
 - Email one announcing catalogue
 - Dangers of not using widgets campaign (1 per week)
 - Drip feed content from the other content pillars
 - White papers: Drip feed content from the other three content pillars in even doses relevant to the white paper topic

You need to be clear on how you will grow your subscribers and how they will be segmented. Consider using a pop up on your website with an incentive to subscribe and ensure all customers are added to the subscriber list.

Segmentation / personalisation: Your segmentation strategy needs to align with your email strategy. Your subscriber list needs cleaning and removal of the bounce segments. Bounces should be cleared and not placed into a segment. Want to ensure all records going into the system (and old records) are segmented into our target audiences.

- Into target audience (where possible)
 - Customers versus leads
- **Frequency:** Your frequency goal could be to maintain consistency with 4 or more monthly EDMs (at least 1 per week). We would suggest aiming to execute the recommended cycle above as a starting point. You might like to test different days, times and frequency for each segment to get the best open and click through rates.

- **Open rate:** Currently your open rate is well above industry average
- **Engagement rate:** Following on from above, the click through rates have been very good. Maintain the focused call to action (CTAs), making sure they stand out. It's recommended we start with a monthly newsletter with the 4 best bits of content (one from each pillar), together with a strong sales proposition/call to action.
- **Template design & consistency:** Build templates for each email type to maintain your brand style, colours and fonts. Be mindful of your biggest challenge being that most email browsers block images. This makes alternative text for your images extra-important.
- **Analytics data / Ecommerce:** Ultimately you would like to use an eCommerce software that integrates with google to be able to track the journey from email through to a successful online purchase.
- **Content/Communications** Your strategy will dictate what the communication flow might look like for each segment. Create and test content around your email templates:
 - Weekly Guide Me emails (for the first 8-10 weeks)
 - Email one announcing catalogue
 - Dangers of not using widgets campaign (1 per week)
 - Drip feed content from the other content pillars
 - White papers: Drip feed content from the other three content pillars in even doses relevant to the white paper topic

Test featuring different products along-side each weekly announcement and monitor what gets the most engagement and interest. If there is a promotion

make it clear what the saving/benefit is to the end user. And rotate product focus for every email communication piece.

You should also consider a trigger (automation) strategy for reoccurring campaigns for the following EDMs:

- Welcome subscriber – are you a vendor or buyer preference?
- Unclaimed items clearance
- Abandoned cart checkout

Widget & Co – Google Analytics Audit

Checklist	Initial Audit	Actions
Is Google Analytics (GA) set up and installed correctly?	GA code installed onsite 2 GTM codes found.	Remove unneeded GTM code.
Are there any sub-domains or cross domains and are they tracking correctly?	No subdomains.	None.
2 Views set up (raw and filtered)	2 views setup.	Considering naming raw data and working view.
Check that there is no Personally Identifiable Information in GA	No PII.	None.
Link Google Ads & Search Console to GA	Both Google Ads & Search Console linked.	None.
Clean Traffic and Data (IP filters and spammy referrals)	Some filtering setup, some spam still coming through.	Consider filtering out internal traffic & spam to website.
Goal/Conversion Tracking	Various goals setup.	Reviewing, refine & testing all goals to ensure current.
Is GA & Ads data matching?	Yes data matches.	None.
Inbound Phone Tracking	Appears some phone tracking setup.	Review conversions and ensure correct.
Other Findings	AdRoll not being tracked Correctly Email not tracking correctly UTMs missing	Fix up all tracking of channels



	Website	Current Listing Found?	Current Listing URL	Comments / Issues	Action?	Created Date	Listing Approved?
1	https://mapsconnect.apple.com/						
2	http://www.yellowpages.com.au/	YES	https://www.yellowpages.com.au/sup/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
3	http://www.truelocal.com.au/	YES	https://www.truelocal.com.au/business/widget-and-co-1/burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
4	http://www.yelp.com.au/	YES	https://www.yelp.com.au/biz/widget-and-co-burleigh-heads-qld	Good Listing, 1 bad review	No Further Action Required	23/9/19	Active Listing
5	https://www.womo.com.au/	YES	https://www.wordofmouth.com.au/reviews/widget-and-co-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
6	https://www.infobel.com/en/australia	YES	https://www.infobel.com/en/australia/widget-and-co-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
7	http://www.aussieweb.com.au/	YES	https://www.aussieweb.com.au/business/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
8	https://www.australianplanet.com/	YES	https://www.australianplanet.com/widget-and-co-F120FC5071FC	Good Listing	No Further Action Required	23/9/19	Active Listing
9	http://www.startlocal.com.au/	YES	https://www.startlocal.com.au/industrial/qld_goldcoast/Widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
10	http://www.superpages.com.au/	YES	http://www.superpages.com.au/listings/details/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing, check address and add photos	Update Listing		
11	https://pinkpages.com.au/	YES	https://pinkpages.com.au/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
12	http://www.hotfrog.com.au/	NO			New Listing Required		
13	http://www.showmelocal.com/	YES	https://au.showmelocal.com/profile.aspx?bid=1824931	Good Listing	No Further Action Required	23/9/19	Active Listing
14	http://www.cylex.com.au/	YES	https://www.cylex-australia.com/company/widget-and-co-23654	Good Listing	No Further Action Required	23/9/19	Active Listing
15	https://au.enrollbusiness.com/	NO			New Listing Required		
16	https://aussie-hours.com/	YES	https://aussie-hours.com/burleigh-heads/widget-and-co-140279	Good Listing	No Further Action Required	23/9/19	Active Listing
17	https://www.fyple.biz/	YES	https://www.fyple.biz/company/widget-and-co-69no9tx/	Good Listing	No Further Action Required	23/9/19	Active Listing
18	https://www.misterwhat-au.com/	YES	https://www.misterwhat-au.com/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
19	http://www.tuugo.biz/	YES	https://www.tuugo.biz/Companies/widget-and-co/005000398703	Good Listing	No Further Action Required	23/9/19	Active Listing
20	https://www.savvysme.com.au/	NO			New Listing Required		
21	http://www.businesslistingnow.com/	NO			New Listing Required		
22	http://zipleaf.auz.net/	YES	https://zipleaf.auz.net/Companies/widget-and-co_19256	Good Listing	No Further Action Required	23/9/19	Active Listing
23	https://australiaonlineadvertising.com.au/	YES	https://australiaonlineadvertising.com.au/online-store-shop/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing, check address	Update Listing	23/9/19	Active Listing
24	https://searchfrog.com.au/	YES	https://searchfrog.com.au/listing/widget-and-co/	Good Listing	No Further Action Required	23/9/19	Active Listing
25	https://www.businesslistings.net.au/	YES	https://www.businesslistings.net.au/widget-installation/QLD/Burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
26	http://www.whitepages.com.au/	YES	https://www.whitepages.com.au/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing, check phone number	Update Listing	23/9/19	Active Listing
27	http://www.whereis.com/	YES	https://www.whereis.com/wa/perth-6000/yellowId-1484543	Good Listing	No Further Action Required	23/9/19	Active Listing
28	https://www.bingplaces.com/	YES	https://www.bingplaces.com/Dashboard/PerformSearch	Good Listing	No Further Action Required	23/9/19	Active Listing
29	http://www.brownbook.net/	YES	http://www.brownbook.net/business/38728936/widget-and-co-aust-pty-ltd-burleigh-heads-qld	Good Listing	No Further Action Required	23/9/19	Active Listing
30	http://www.localbd.com.au/	NO			New Listing Required		

Widget & Co - Google My Business Audit

Item	Audit	Recommendations
Company Name	Widget & Co (Aust)	None
Address	27 Widget Dr, Widgetville QLD 4220	None
Main Phone	1300 WIDGETS	None
Website	https://www.widgetandco.com.au/	Declare the physical address by using structured data on the website for easier search engine recognition.
Opening Hours	Monday 8am–5pm Tuesday 8am–5pm Wednesday 8am–5pm Thursday 8am–5pm Friday 8am–5pm Saturday Closed Sunday Closed	None
Categories	Widget Supplier Widget Building Company Widget Sales Company	None
Profile Image (Logo)	Yes - Product	None
Photos	Yes	Consider placing the business name alongside the graphic for the logo image. The logo, business name and/or phone number can be watermarked on uploaded images.
Reviews	95 Reviews, 4.3 stars	Great! Reviews are also responded to in a timely manner. Continue making happy customers aware that they can leave reviews online.
Description & Posts	Regular posts & long description	Good work with periodic posts - keep them going!
Questions and Answers	1 user question with truncated answer	Ensure replies are fully readable. Consider pre-emptively placing some FAQs online for a more complete user experience.