



CREATIVE MARKETING STRATEGY

From Field and Flower

BY LAINE SMITH



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STRATEGY OVERVIEW

Goal:

To increase footfall at the Borough Market shop by 10% within 6 months and grow website orders by 15% by leveraging organic, community-driven, and low-cost marketing techniques.



Key Actions:

- Social Media: Utilise Instagram, Facebook, and TikTok to share visually appealing content (behind-the-scenes, recipes, testimonials) and engage followers.
- Local Collaborations: Partner with Borough Market vendors for cross-promotions (recipe pairings, giveaways).
- Workshops & Tastings: Host in-store events to attract foot traffic and create memorable experiences.
- Influencer Outreach: Engage local food bloggers/micro-influencers in exchange for free honey products.
- Website Optimisation: Add CTAs ("Visit Us at Borough Market"), honey-based recipes, and storytelling blogs.
- Email Marketing: Use free tools like Mailchimp for bi-weekly newsletters promoting shop events, recipes, and products.

Execution Timeline:

1. Months 1-2: Launch social media campaigns, optimise the website, and start influencer outreach.
2. Months 3-4: Host workshops, strengthen collaborations, and promote blog content.
3. Months 5-6: Evaluate results (website analytics, customer feedback) and refine the strategy.

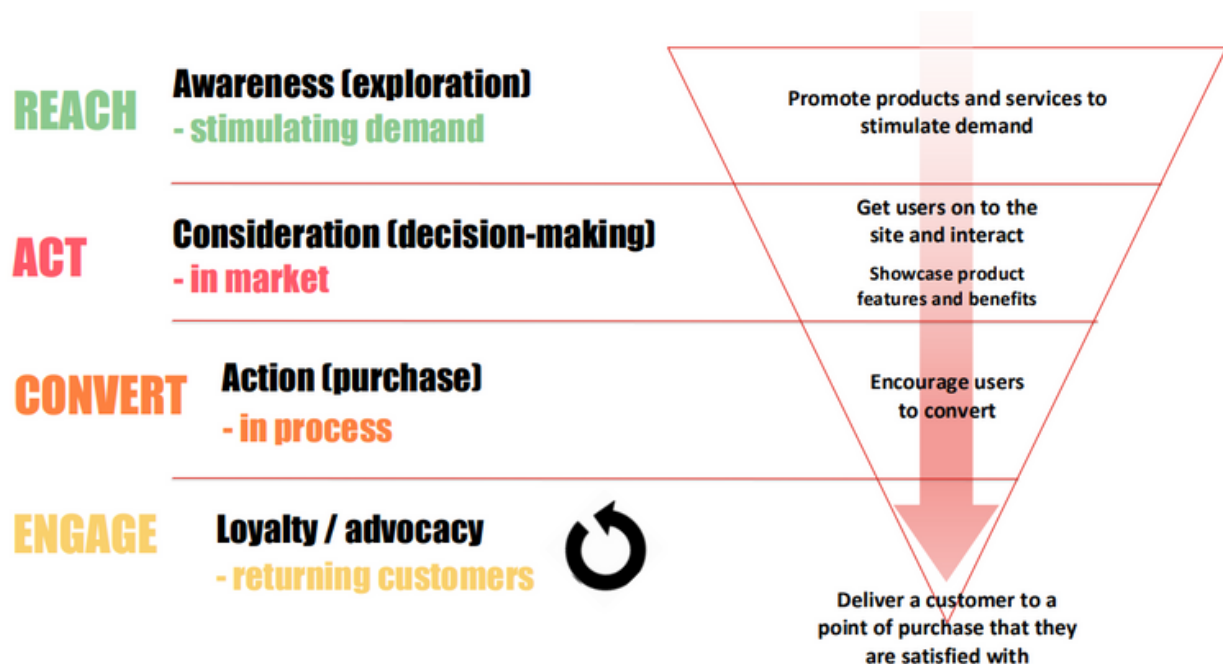


1 CHAPTER

WHERE ARE WE NOW?

RACE MODEL

This lifecycle marketing framework is an effective tool for designing and executing a comprehensive marketing strategy as it addresses every phase of the customer journey: Reach, Act, Convert, and Engage. It ensures that businesses account for all stages, from creating awareness and generating demand to driving action, securing conversions, and fostering long-term loyalty. By integrating paid, owned, earned media, and customer experiences, the framework provides a balanced approach where advertising, content, and community-building efforts work cohesively. It also emphasizes the increasing value of customer interactions over time, ensuring strategies are not solely focused on acquisition but also on retention and maximizing customer lifetime value.



GAP ANALYSIS



Current State (Where We Are Now):

- Footfall: Reliant primarily on Borough Market traffic, with limited promotional activity driving in-store visits.
- Online Presence: Minimal engagement on social media and limited traffic to the website, which lacks optimised CTAs, educational content, and blogs.
- Marketing Resources: No dedicated marketing budget or established partnerships with influencers or local businesses.
- Customer Engagement: Passive interactions with customers, no consistent communication via newsletters or events.



Desired State (Where We Want to Be):

- Footfall: Increase shop visits by 20% within six months through targeted, community-driven marketing activities.
- Online Presence: Grow website orders by 25% by leveraging engaging social media content, influencer collaborations, and blog resources.
- Marketing Resources: Build partnerships with neighbouring vendors and influencers to amplify brand reach at no cost.
- Customer Engagement: Establish active customer touchpoints, including workshops, tastings, newsletters, and regular social media interaction.



Gaps Identified:

- Social Media Activity: Insufficient posting and low engagement rates on platforms like Instagram and TikTok.
- Collaborations: Lack of strategic partnerships with Borough Market vendors, influencers, or bloggers to drive visibility.
- Content Marketing: No blog or regular recipe/educational updates on the website.
- Customer Outreach: No email marketing campaigns or direct customer communication to build loyalty.
- In-Store Experience: Limited events to draw customers in and create a lasting impression.

SWOT ANALYSIS

STRENGTHS

- **High-Quality Product:** Premium honey offerings with a unique, artisanal appeal resonates with health-conscious and food-savvy consumers.
- **Prime Location:** Positioned in Borough Market, a renowned destination for food lovers and tourists, ensuring consistent foot traffic.
- **Sustainability Focus:** Ethically sourced honey with a compelling sustainability story that aligns with current consumer values.
- **Authentic Brand Story:** Clear narrative connecting field-to-flower production with nature and community.
- **Excellent Customer Service**

WEAKNESSES

- **Lack of Marketing Budget:** No allocated funds for advertising or promotional activities, limiting reach and engagement.
- **Low Online Presence:** Minimal social media activity and website engagement result in untapped digital sales opportunities.
- **Limited Brand Awareness:** Low visibility outside Borough Market, with no significant collaborations or outreach efforts.
- **Dependence on Footfall:** Heavy reliance on market traffic makes sales vulnerable to seasonal or market-related fluctuations.

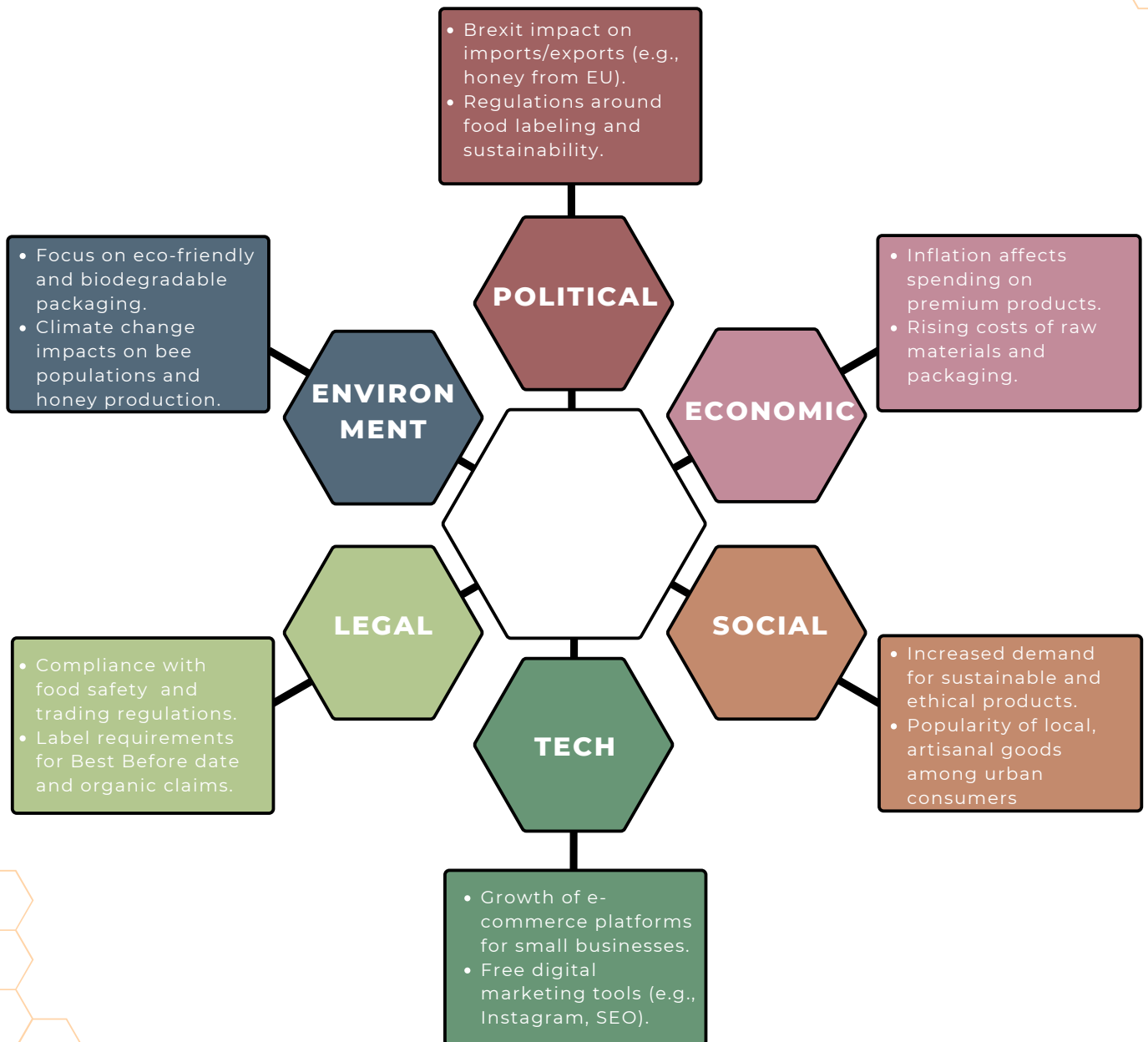
OPPORTUNITIES

- **Digital Growth:** Utilize free or low-cost platforms to grow online visibility and direct website sales.
- **Collaborations:** Partner with nearby vendors, influencers, and sustainable brands to expand reach and gain shared audiences.
- **Community Engagement:** Host workshops, tastings, or educational events in-store to create memorable customer experiences.
- **Content Marketing:** Share recipes, bee conservation stories, and product benefits to build a loyal customer base.
- **Eco-Conscious Trends:** Leverage increasing consumer interest in eco-friendly and ethical products.

THREATS

- **Market Competition:** Competing artisanal or premium honey brands could capture similar audiences.
- **Economic Downturn:** Reduced discretionary spending could affect sales of non-essential goods like premium honey.
- **Reliance on Borough Market:** Any disruptions to market operations (e.g., closures or declining visitors) would impact sales.
- **Customer Fatigue:** Oversaturation of sustainability messaging across brands may dilute From Field and Flower's unique value proposition.

EXTERNAL MARKET ANALYSIS



INTERNAL MARKET ANALYSIS

COMPETITIVE RIVALRY

- High competition from local Borough Market vendors and premium honey brands.
- Unique product quality and branding reduce direct threats.

THREAT OF SUBSTITUTES

- Moderate
- Other natural sweeteners (e.g., agave, maple syrup) offer alternatives but lack honey's unique properties.

THREAT OF NEW ENTRANTS

- Moderate
- Low barriers to entry for artisanal food businesses, but reputation and quality take time to build.

BARGAINING POWER OF BUYERS

- High
- Customers can easily switch to competitors or cheaper alternatives.

BARGAINING POWER OF SUPPLIERS

- High
- Reliance on ethical, high-quality suppliers limits flexibility and increases costs.



2

CHAPTER

WHERE DO WE WANT
TO BE?

TARGET AUDIENCE

CUSTOMER SEGMENTS



Local BM
Shoppers



Health
Enthusiasts



Food
Lovers



Gift
Buyers



Online
Shoppers

TARGET SEGMENTS



Health
Enthusiasts



Food
Lovers

POSITION AGAINST COMPETITORS

Who: People seeking high-quality, artisanal honey and sustainable goods.

What: Exclusive, locally sourced honey with a story (e.g., sustainable farming and ethical sourcing).

Why: Offers a premium, authentic product that supports local producers and connects to nature, standing out from generic supermarket honey brands.

CUSTOMER PROFILE



HEALTH ENTHUSIASTS

PAINS

- Processed honey
- Misleading labels
- Unsustainable sources.

GAINS

- Pure, organic honey
- Health-friendly
- Eco-conscious.

JOB TO BE DONE

- Use natural, sustainable honey for wellness.



FOOD LOVERS

PAINS

- Limited variety
- Artificial additives
- Generic options

GAINS

- Unique flavours
- Premium quality
- Supports local producers

JOB TO BE DONE

- Enhance meals with authentic, artisanal honey.

BRAND VALUE

FEATURE	EXPLANATION
Segmentation and Targeting	• Primary Segment: Health-conscious consumers and food enthusiasts. • Secondary Segment: Gift buyers and tourists visiting Borough Market. • Targeting: Focuses on urban, sustainability-focused individuals with disposable income.
Value Proposition and Positioning	• Value Proposition: Premium, ethically sourced honey directly from beekeepers. • Positioning: A high-quality, artisanal honey brand that emphasizes sustainability, authenticity and taste.
Product	• Varieties of pure, raw honey sourced from small-scale, sustainable producers. • Unique range of flavour profiles and limited-edition batches. • Luxury glass packaging
Pricing	• Premium pricing reflecting quality, artisanal nature, and sustainability. • Personalised discounts for higher-value purchases.
(Place) Distribution	• Main outlet at Borough Market, leveraging foot traffic. • Online store for direct-to-consumer sales.
Promotion	• Market presence: In-person sales and sampling at Borough Market. • Online marketing: Social media
Main Competitive Factors in the Industry	• Product Quality: High-quality, raw honey. • Brand Story: Emphasis on sustainability, ethical sourcing, taste and artisanal production. • Market Location: Strategic placement at Borough Market with access to a foodie audience. • Differentiation: Unique flavours and luxury packaging. • Customer Experience: Personal touch through direct sales and education about the product.

RED VS BLUE OCEAN

RED OCEAN STRATEGY

Compete in existing market space
Beat the competition
Exploit existing demand
Make the value-cost trade-off
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost

BLUE OCEAN STRATEGY

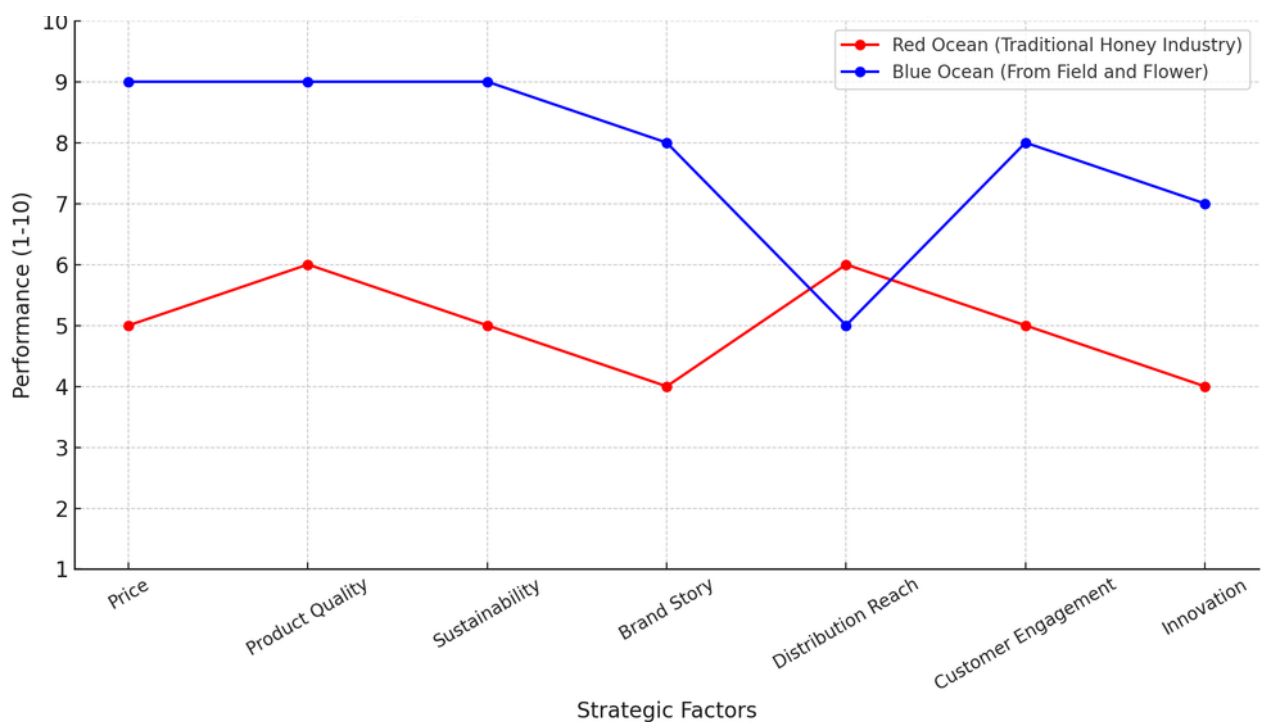
Create uncontested market space
Make the competition irrelevant
Create and capture new demand
Break the value-cost trade-off
Align the whole system of a firm's activities in pursuit of differentiation and low cost

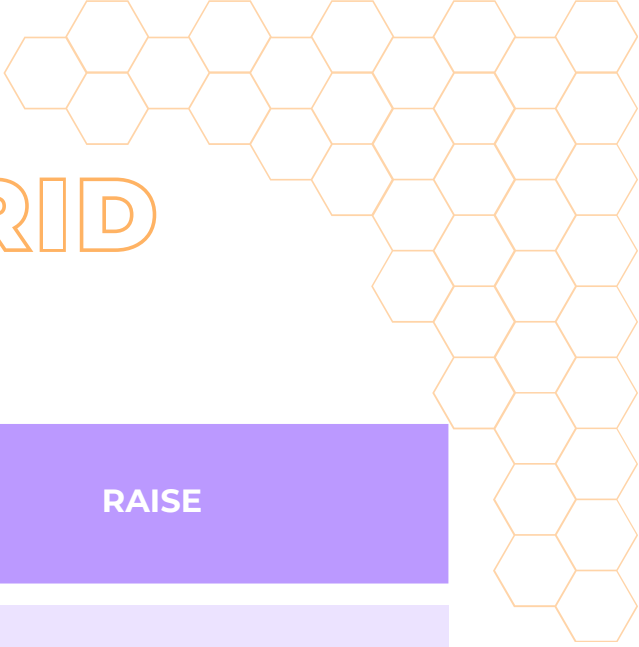
The strategy canvas compares the traditional honey industry (Red Ocean) with From Field and Flower's innovative approach (Blue Ocean). The chart highlights key attributes which gives a good idea on which factors we should focus on.

Red Ocean: Represents the industry standard, focusing on moderate quality, basic sustainability, and widespread distribution with limited emphasis on storytelling or innovation.

Blue Ocean: From Field and Flower scores higher in sustainability, brand story, customer engagement, and innovation, distinguishing itself with a premium, ethical approach despite slightly reduced distribution reach.

This differentiation showcases our strategy of creating unique value, moving away from cost competition into a space defined by exclusivity and ethics.





ERRC GRID

ELIMINATE

- **Mass-market appeal:** Move away from generic honey products targeting broad audiences.
- **Excessive focus on price competition:** Avoid competing solely on cost, as it undermines the premium value.
- **Foot traffic reliance:** Eliminate reliance on BM foot traffic and create an audience attracted independently to your brand.

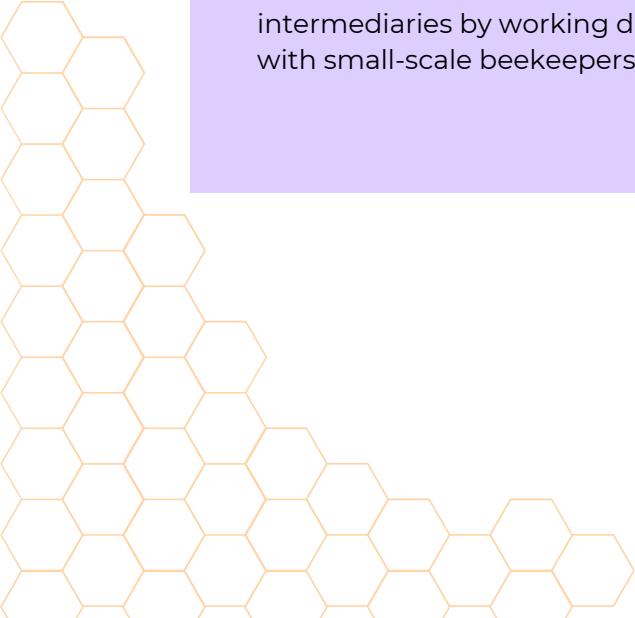
RAISE

- **Product Marketing:** Elevate strategy and consistent content to create a wider online interaction.
- **Sustainability:** Focus on eco-friendly and ethical sourcing practices, making sustainability a core brand pillar.
- **Customer Engagement:** Enhance storytelling and in-person interaction, educating customers on the artisanal production process.

REDUCE

- **Standardised Marketing:** Less focus on generic advertising; focus on niche, personalised promotion strategies that can be performed at a low-to-no budget.
- **Middlemen:** Reduce reliance on any intermediaries by working directly with small-scale beekeepers.

CREATE

- **Artisanal Exclusivity:** Develop campaigns for limited-edition honey lines with unique origins.
 - **Gift-Friendly Products:** Create elegant, gift-ready packaging and bundles tailored for special occasions.
 - **Travel-Sized Products:** Speaks for itself!
 - **Educational Experiences:** Offer workshops or tastings to engage customers and build a community around the product.
- 



3

CHAPTER

HOW WILL WE GET
THERE?

MARKETING CHANNELS

Channel		Description	Examples	Pros	Cons
DIGITAL PR	Advertorials	Paid articles or content that mimic editorial content, often written in an informative or story-driven style to build trust.	Sponsored articles in online magazines, content on popular news sites	High credibility, builds brand awareness, blends naturally with platform content	May be costly, risk of losing trust if not clearly labeled as sponsored
	Blogging	Publishing informative and engaging content to attract organic traffic and build authority.	Brand blog, guest posts on industry blogs	Increases website traffic, supports SEO	Requires consistent content creation, results take time
	Influencer Outreach	Partnering with influencers to expand reach and build credibility with their followers.	Instagram influencers, YouTube creators brand partnerships	High trust factor, targeted reach	High cost for top influencers, limited control over messaging
DIGITAL PARTNERSHIP	Affiliate Marketing	Partnering with affiliates who promote your product in exchange for a commission on sales.	Amazon Associates, ShareASale	Pay-for-performance, large reach if partnered with many affiliates	Less control over branding, quality of traffic may vary
	Co-marketing	Collaborating with another brand for joint campaigns to reach shared audiences.	Webinars, e-books co-created with a partner brand	Expands reach, shared resources and cost	Shared control over campaign, may dilute brand if poorly aligned
DIGITAL MESSAGING	Email Marketing	Sending targeted emails to inform, engage, and convert prospects and customers.	Newsletters, product announcements, abandoned cart emails	Cost-effective, high ROI, personalization options	Risk of being marked as spam, unsubscribe rates
	Chatbots	Automated chat systems that engage visitors on websites or social media to assist and recommend.	Website chatbots, Facebook Messenger bots	Instant responses, can enhance user experience	Limited in complex interactions, can feel impersonal
	Direct Messaging	One-on-one messaging to engage users, usually on social media or messaging apps.	Instagram DMs, WhatsApp messages	Highly personalized, direct engagement	Labor-intensive if done manually, risk of overuse
SOCIAL MEDIA MARKETING	Organic Content	Non-paid posts to engage followers and create community on social platforms.	Instagram posts, LinkedIn articles	Cost-effective, builds brand trust	Takes time to build reach, dependent on organic algorithms
	Paid Social Ads	Paid advertisements on social media platforms to reach a targeted audience.	Facebook Ads, Instagram Sponsored Posts	Targeted reach, fast audience growth	Costs can add up, need continuous optimization
SEARCH ENGINE MARKETING	SEO	Optimizing website content to rank higher in organic search engine results.	Keyword optimization, meta tags, content creation	High-quality traffic, cost-effective in the long run	Slow to see results, requires ongoing work
	PPC (Pay-Per-Click)	Paying for ad placements at the top of search engine results based on targeted keywords.	Google Ads, Bing Ads	Immediate visibility, control over ad spend	Can be costly for competitive keywords, requires active management
	Backlinks	Building inbound links from other reputable websites to boost SEO ranking.	Guest blogging, influencer partnerships	Boosts SEO, improves credibility	Difficult to obtain quality links, requires relationship-building

SOCIAL MEDIA



Leverage Organic Content: Post consistently with engaging visuals, storytelling, and product highlights.

Use Free Tools: Utilise scheduling tools like Buffer or Meta and design platforms like Canva.

Engage With Followers: Respond to comments, use polls, and create interactive content to boost visibility.

Collaborate: Partner with micro-influencers or collaborate with similar businesses for mutual promotion.

Run Low-Budget Ads: Start with small ad spends on Facebook or Instagram to target specific demographics.

Optimise for Shareability: Encourage followers to share your posts through competitions or user-generated content campaigns.

SOCIAL MEDIA MARKETING	Organic Content	Non-paid posts to engage followers and create community on social platforms.	Instagram posts, LinkedIn articles	Cost-effective, builds brand trust	Takes time to build reach, dependent on organic algorithms
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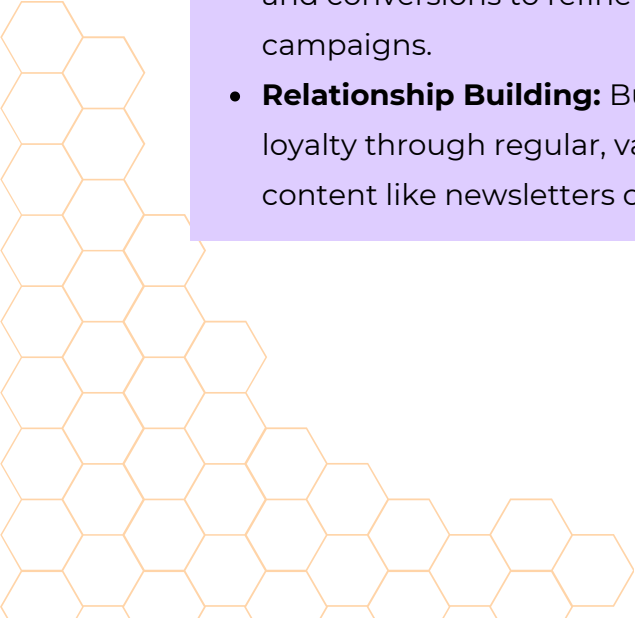
EMAIL MARKETING

Email marketing is a powerful, cost-effective way to directly engage with customers, offering one of the highest returns on investment in digital marketing.

ADVANTAGES

- **Cost-Effective:** Low-cost way to reach large audiences directly.
- **High ROI:** Consistently delivers one of the highest returns on investment among digital marketing channels.
- **Personalisation:** Enables tailored messages based on user preferences or behaviours.
- **Direct Communication:** Reaches customers in their inboxes, ensuring high visibility.
- **Analytics:** Offers insights into open rates, click-through rates, and conversions to refine campaigns.
- **Relationship Building:** Builds loyalty through regular, valuable content like newsletters or offers.

DISADVANTAGES

- **Spam Filters:** Emails may end up in spam folders, reducing reach.
 - **Oversaturation:** Audiences may ignore or unsubscribe due to email fatigue.
 - **Content Demands:** Requires regular, high-quality content to maintain engagement.
 - **Legal Compliance:** Must adhere to GDPR and other email regulations, which adds complexity.
 - **List Management:** Maintaining and growing an email list takes time and effort.
- 

SEO MARKETING

SEO (Search Engine Optimisation): to achieve the highest position or ranking in the natural or organic listing across a range of specific combinations of keywords

SEO PERFORMANCE

Site performance last month

WEBSITE	DOMAIN AUTHORITY	ORGANIC TRAFFIC	ORGANIC KEYWORDS
fromfiel...	20	1,312	806

Why Analysing Keywords on a Website is Beneficial

1. **Improves SEO:** Identifying and optimising for relevant keywords enhances search engine rankings, driving organic traffic.
2. **Understands User Intent:** Keywords reveal what potential customers are searching for, helping tailor content to their needs.
3. **Competitive Insight:** Analysing competitors' keywords highlights gaps and opportunities to stand out in your niche.
4. **Content Strategy:** Guides the creation of relevant and engaging content that resonates with your audience.
5. **Performance Measurement:** Tracking keyword effectiveness helps refine strategies and improve website performance.

☐ Keyword	Clicks ⓘ	Clicks Change ⓘ	^ Rank ⓘ	Rank Change ⓘ
☐ lithuanian honey 	4	0	3	0
☐ lavender honey benefits 	3	▼ 1	7	▼ 2
☐ benefits of orange blossom ... 	1	0	10	▼ 3
☐ borage honey 	3	▲ 1	11	▲ 4
☐ english honey 	1	0	12	▼ 1
☐ yorkshire flower 	1	▲ 1	12	▲ 35

WEBSITE OPTIMISATION

 **Ranking URL:** <http://fromfieldandflower.co.uk/product-category/honey/british-honey/> 

Website analytics provide valuable data about user behaviour, preferences, and demographics, offering actionable insights to refine marketing strategies. By analysing metrics such as traffic sources, bounce rates, and conversion rates, businesses can identify what content resonates with their audience and which channels drive the most engagement.

In essence, website analytics empower businesses to make data-driven decisions, ensuring marketing efforts are focused, efficient, and more likely to convert.

Top competitors for www.fromfieldandflower.co.uk

Domain	Keywords in common
honeytraveler.com	52
matersandco.com	31
miod.co	28
rawartisanhoney.com	26
littleoverapiaries.com	24

CONTENT MARKETING STRATEGY

Objectives

- Increase brand awareness among health-conscious consumers and food enthusiasts.
- Drive traffic to the online store and Borough Market stall
- Increase conversions by encouraging repeat purchases and customer loyalty.

Target Audience

Customer Segmentation:

- Focus on urban, sustainability-focused individuals, foodies, and eco-conscious buyers.

Customer Personas:

- Health-conscious individuals looking for natural, ethical products.
- Tourists visiting Borough Market interested in unique local products.

Content Type

- **Rational:** Highlight the health benefits, sustainability, and ethical sourcing of the honey.
- **Emotional:** Share the brand's story of craftsmanship and passion for bees and the environment.
- **Content Mix:** Blend educational content with lifestyle-focused posts, behind-the-scenes content, and customer-driven stories.

Impact

- Build familiarity with the brand, especially within sustainable and eco-friendly communities.
- Foster likability through engaging, informative, and visually appealing content.
- Cultivate trust by showcasing ethical sourcing practices and high-quality ingredients.
- Encourage customer engagement through social media interactions, shares, and product reviews

Promotion

- Organic Reach: Optimise for search engines and encourage organic social shares.
- Paid Distribution: Run paid ads on Facebook and Instagram targeting local markets and health-conscious consumers.



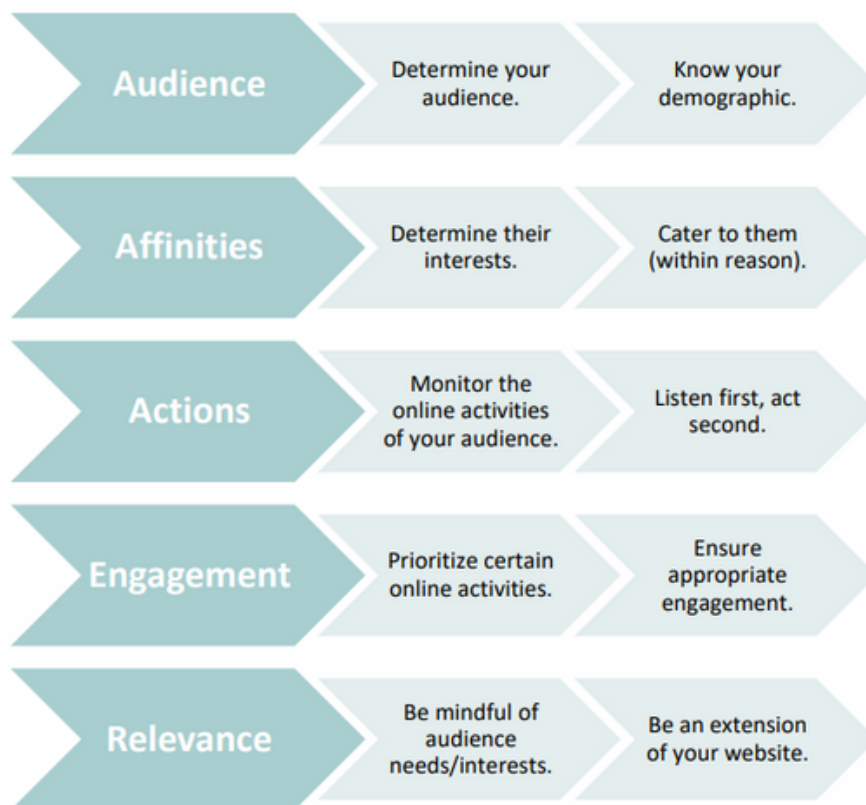
4 CHAPTER

SOCIAL MEDIA STRATEGY

STRATEGY

The 4 Types of Social Media Marketing Strategies:

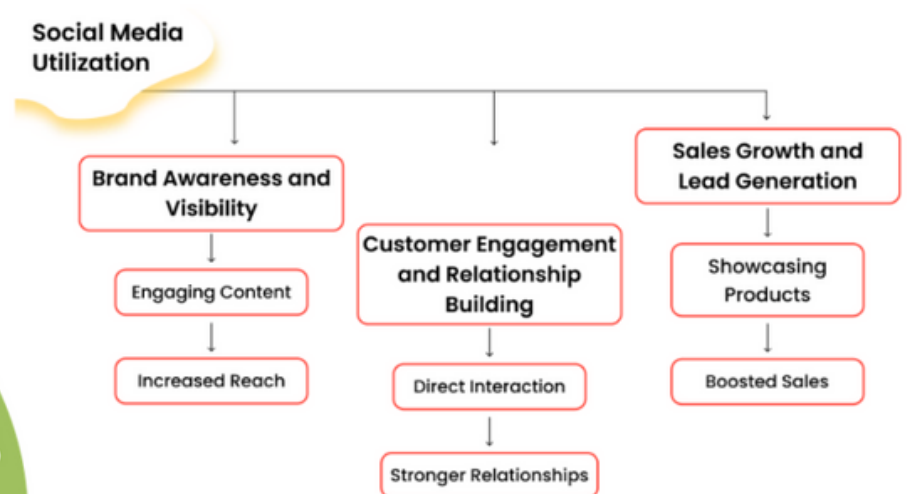
- **Social Commerce** - Selling directly through social platforms (e.g., Instagram Shopping, TikTok Shop).
- **Social Content** - Creating high-engagement, value-driven content.
- **Social Monitoring** - Using sentiment analysis and brand listening.
- **Social CRM (Customer Relationship Management)** - Managing customer interactions and relationships through social channels.



STRATEGY

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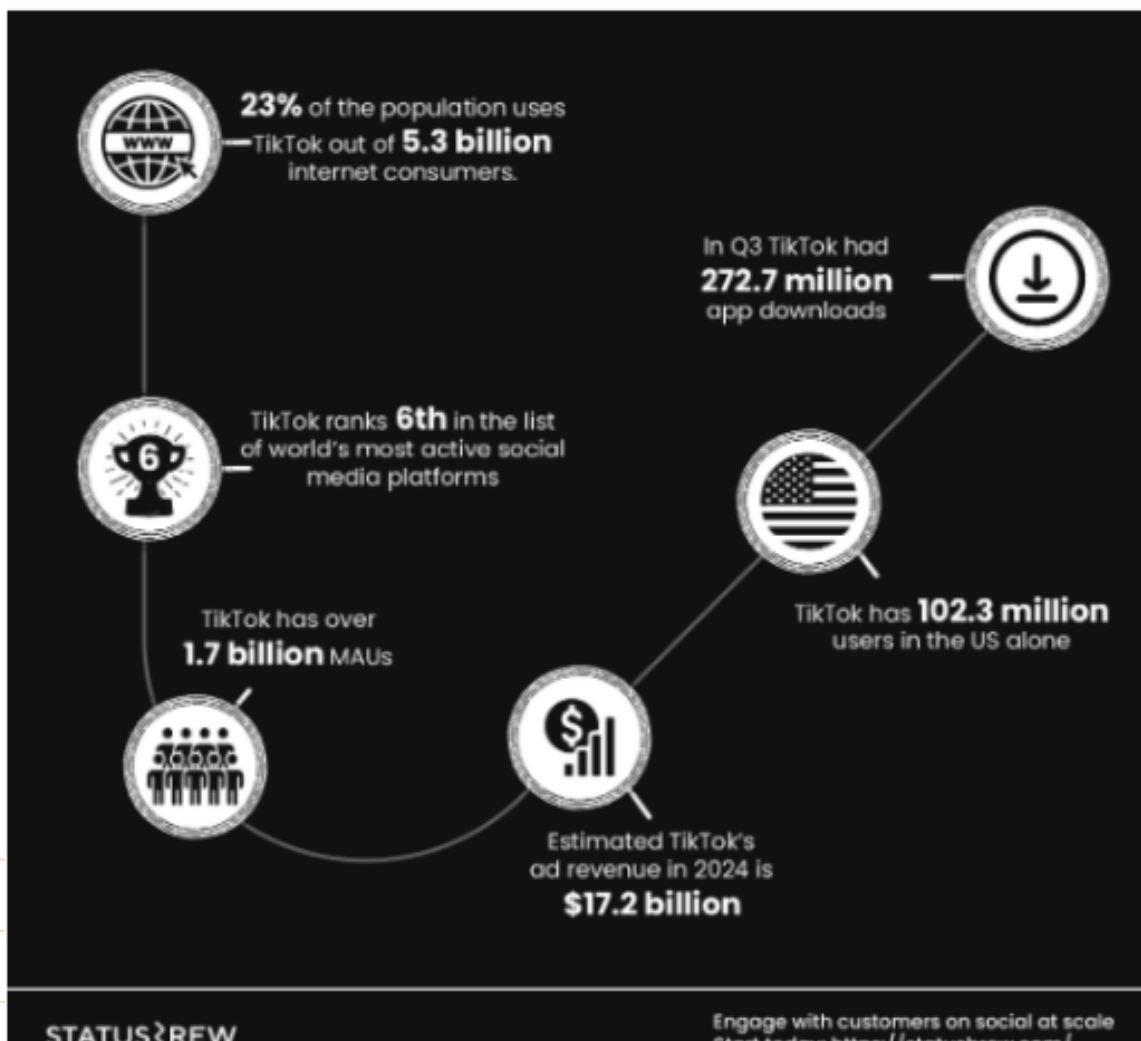
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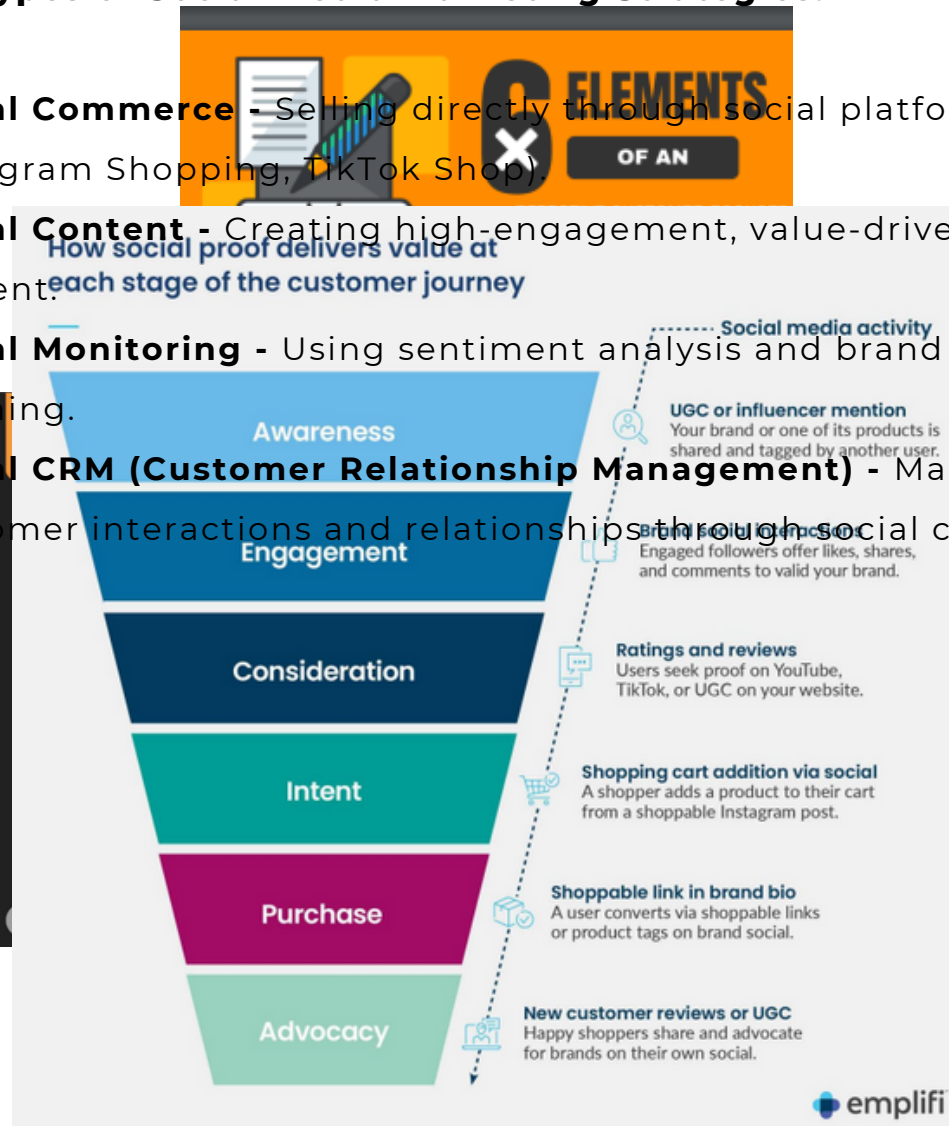
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STRATEGY

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allows your company to start a strategic data-driven conversation with each customer.

HELPFUL TIP:

Personalize bank statements and other time-critical documents to create a more personal and positive experience.

issues via email, chat or phone. Reward loyal members with prizes and giveaways.

HELPFUL TIP:

Start a loyalty program that rewards returning customers for brand loyalty. You can use the customer data to help better serve their future needs.



SOCIAL MEDIA TO SALES

1. **Leverage Social Media:** Actively engage on platforms like Twitter and Instagram to create buzz and attract visitors.
 2. **Encourage Word-of-Mouth:** Promote sharing experiences on social media by incentivising customers to post about their visits.
 3. **Monitor Sentiment:** Engage with both positive and negative feedback to enhance reputation and visibility.
 4. **Use as a Demand Signal:** Announce timely promotions or events on social media to drive immediate foot traffic.
 5. **Tailor Content:** Understand the target audience and highlight unique selling points like local sourcing and health benefits.
 6. **Engagement Impact:** Focus on creating interactive content, as different engagement types can affect foot traffic differently.
- **Experiment and Measure:** Test various content types and track engagement to refine the strategy based on results.

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<https://doi.org/10.1057/s41270-023-00209-7>

ORIGINAL ARTICLE



Twitter-patter: how social media drives foot traffic to retail stores

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Abstract

This paper answers how changes in social media activity influence customers to visit nationally known, brick-and-mortar retail stores. We consider seven measures of social media activity within a Social Impact Theory framework and test under what context does online chatter about a brand lead to higher foot traffic to those brand stores. We use hierarchical linear regression to account for the random effects of brand and store heterogeneity, which is superior to ordinary linear regression. Despite wide variation, when brand mentions increase by one standard deviation—either in likes or disagreement—then next-day foot traffic to stores of that brand will increase by 0.04 standard deviations (3–4%). This modest but meaningful effect, however, fully dissipates within 1 week. The weak cross-brand effects show that social media has distinct and larger influence on brands individually rather than universally. Our approach is novel due to (1) the large scale of data, (2) the breadth of analysis, (3) the multi-level specification, and (4) in estimating global elasticities between changes in electronic word-of-mouth (WoM) communication about brands and changes in store visits of those brands.

SOCIAL MEDIA TO SALES

1. Word of Mouth Generates More Than Twice The Sales of Paid Advertising





5 CHAPTER

DID WE GET THERE?

ANALYTICS

CATEGORY	FOCUS	KEY TOOLS
Web Analytics	• Website performance, user behaviour, and engagement.	- Google Analytics: Tracks traffic, conversions, and user behavior.
		- Adobe Analytics: Enterprise-level web analytics platform.
		- Hotjar: Heatmaps, session recordings, and user feedback.
SEO Analytics	• Organic search performance and rankings.	- SEMrush: Keyword tracking, backlink analysis, and competitor insights.
		- Ahrefs: Comprehensive SEO audit and link analysis.
		- Google Search Console: Monitors site health and search performance.
Paid Media Analytics	• Performance of PPC campaigns, display ads, video ads, and programmatic advertising.	- Google Ads: PPC campaign tracking and optimization.
		- Meta Ads Manager: Analytics for Facebook and Instagram ads.
		- The Trade Desk: Programmatic ad-buying analytics.
		- DV360 (Google Display & Video 360): Advanced programmatic advertising tool.
Social Media Analytics	• Engagement, audience insights, and sentiment.	- Sprout Social: Social media performance metrics.
		- Brandwatch: Social listening and sentiment analysis.
		- Hootsuite: Multi-platform analytics and management.
User Experience Analytics	• User interaction on websites and apps.	- FullStory: Session replay, user journey mapping, and debugging.
		- Crazy Egg: Click tracking, scrollmaps, and A/B testing.
		- Optimizely: Advanced experimentation and testing for UX.

WEBSITE ANALYTICS



Visit Duration ⓘ

00:00:46



Pages / Visit ⓘ

2.03



Bounce Rate ⓘ

40.94%

Total visits ⓘ



Oct 2024



Worldwide

1,526

↓ -68.56% from last month

Device distribution ⓘ



Oct 2024



Worldwide



Desktop 39.74%



Mobile Web 60.26%

WEBSITE ANALYTICS

Stage	Objective	Examples of Key Metrics
Reach	Build awareness and drive traffic.	- Total Visits, Unique Visitors, Page Views
		- Traffic Sources (e.g., direct, organic, referral, paid)
		- Reach
		- Impressions
Act	Encourage interactions and engagement.	- Bounce Rate, Session Duration
		- Engagement Rate (likes, comments, shares, saves)
		- Click-Through Rate (CTR) on social posts/ads
		- Watch Time, Video View Counts, View-Through Rate (VTR)
Convert	Drive desired actions (e.g., purchases).	- Conversion Rate (macro and micro conversions)
		- Add-to-Cart Rate, Checkout Completion Rate
Engage	Build loyalty and encourage repeat action.	- Net Promoter Score (NPS), Customer Lifetime Value (CLV)
		- Engagement Rate (long-term trends)
		- Customer Satisfaction Scores
		- Repeat Visits, Content Shares, Comments (long-term trends)

