



Rabbit Umbrella Strategic Brief

Brief Date: July, 2008

Project: Rabbit-Umbrellas.com, Phase 1

Client Lead: Adam Audette, AudetteMedia Chief Strategist

EXECUTIVE SUMMARY & OVERVIEW (Details in Attached Addenda)



Image courtesy of
Nakisha VanderHoeven
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Purpose of This Strategic Brief

The purpose of this Strategic Brief is to provide a strategic and tactical blueprint that will steer the implementation for Phase 1 of Rabbit Umbrella's Internet marketing campaign. This Brief does the following:

1. Identifies & specifies Internet marketing goals
2. Evaluates current status of Internet marketing endeavours
3. Recommends tactics moving forward
4. Recommends mix & allocation of resources to specific tactics
5. Identifies tools that can be used for implementation of specific tactics



Specific Strategic Goals

Based on previous discussions between Rabbit Umbrella and AudetteMedia, we understand that Rabbit Umbrella is seeking to accomplish the following goals in Phase 1 of its Internet marketing campaign:

1. Build site visibility
2. Broaden brand and build brand awareness
3. Increase quantity of site traffic
4. Increase quality of site traffic
5. Increase call-to-action conversion rates
6. Increase ratio of return visits

Campaign Baseline

The following referring traffic breakout from January 1, 2008 - July 8, 2008 shows the breakdown of referring traffic by conversions and total revenue for Rabbit Umbrella:

Jan-July 2008	% Overall Traffic	Conversion Rate	Total Revenue
Organic Search Traffic (SEO)	11.56%	2.77%	\$28,950
Paid Search Traffic (PPC)	51.17%	1.20%	\$35,984
Direct	18.49%	2.92%	\$30,691

Currently, less than 12% of traffic coming to the Rabbit Umbrella site is from organic search and over 51% is from paid search. Conversion rates from organic search are 2.76%. Conversely, the 51% of the traffic coming from paid search is showing a 1.20% conversion. Direct traffic (the result of type-in and email referrals) accounts for about 18% of the site's overall traffic profile, and has the highest conversion rate of almost 3%.

Internet Marketing Phase 1 Business Goals

Purpose	Goal
Increase revenue	from \$95,000 to \$125,000 (+31%)
Decrease PPC cost/conversion	from \$48.00 to \$25.00 (48%)
Increase orders	2000
Drive traffic	126,000 visits
Increase conversion from organic traffic	from 2.8% to 3.2% (+14.3%)
Increase conversion from PPC traffic	from 1.2% to 2.1% (+75.0%)
Increase PPC visit value	from \$0.88 to \$1.20 (+13.6%)

There are a number of tools that you can use to closely monitor performance for the duration of the campaign, which will enable you to identify opportunities for adjustment and optimization, and to make informed decisions about future strategic initiatives. A number of recommended tools are listed in **Addendum E**.



Specific Tactics

Search Engine Marketing (details in Addendum A)

Rabbit Umbrella has a unique product and brand that occupies a well-defined and narrow niche online. We recommend emphasis on search marketing, both organic (search engine optimization – SEO) and pay-per-click (PPC), as they are powerful tactics to build quality and targeted traffic. Effective SEO improves search engine results page rankings (SERPs) – and high ranking in SERPs in turn increases site traffic, both in terms of quantity and quality. PPC accomplishes the same goals.

As rabbits don't use computers, search marketing efforts should be specifically targeted to people looking for rabbit umbrellas. These may be new rabbit owners, relatives of new rabbit owners - basically anyone with a new rabbit in their lives. Additionally this campaign targets those performing informational searches on topics related to rabbits and bunnies: rabbit showers, rabbit clothes, bunny gifts and general rabbit and bunny wellness.

Rabbit Umbrella's messaging should contain targeted keywords along with promotional incentives and the Rabbit Umbrella branding. In **Addendum A**, we provide a comprehensive list of keywords that we have sourced from PPC data, analytics, and a combination of Compete.com, Wordtracker.com, and KeywordDiscovery.com.

As stated, currently less than 12% of traffic coming to the Rabbit Umbrella site is from organic search and over 51% is from paid search. Our recommendation is to set a goal of reversing these ratios and push the site to rely more heavily on organic search, which should in turn improve the company's overall revenue flow. The conversion rate from organic traffic is 2.76%, compared to a conversion rate of 1.20% conversion coming from PPC traffic. The lower conversion rate from PPC traffic may be a signal that improved messaging, keyword focus, or landing page optimization is required.

Optimizing paid search campaigns focusing on return on advertising spend (ROAS) to achieve a more sustainable balance of traffic from paid and organic search will help achieve the sites overall goals. This strategy will help the site utilize paid search as a revenue building tool, but not as its primary source of traffic.

Expected Results:

- 1. Increased site visibility*
- 2. Increased brand awareness*
- 3. Increased quantity of site traffic*
- 4. Increased quality of site traffic*
- 5. Increased call-to-action conversion rates*



Conversion Optimization (Addendum B)

The Rabbit Umbrella website is well constructed in terms of user experience: it's attractive; it's easy to navigate; it offers a unique product; and it has abundant information. But it falls short in providing calls to action on the part of the visitor. We provide detailed recommendations to increase your conversion rate in **Addendum B**.

Expected Results:

5. Increased call-to-action responses and conversion rates

Email Marketing (Addendum C)

As the cliché says, your current customers are your best prospects. The in-house email list is the high-water mark for conversions in ecommerce. We recommend that Rabbit Umbrella establish the building and cultivation of a customer email list as a high priority. Email lists provide excellent remarketing opportunities, and goes hand-in-hand with content strategies for a website.

Direct traffic (the result of type-in and email referrals) accounts for about 18% of Rabbit Umbrella's overall traffic and has an excellent conversion rate of almost 3%. By expanding and improving the email marketing list Rabbit Umbrella will leverage that conversion potential, as well as build community through the brand.

The email sign-up process should be strengthened to help drive awareness and subscribers to the list, and the blog should be highlighted to build RSS subscribers. Details are provided in **Addendum C**.

Expected Results:

- 1. Increased brand awareness & community*
- 2. Increased quantity of site traffic*
- 3. Increased quality of site traffic*
- 4. Increased ratio of return visits*

Content Development, Link Development & Community Building (Addendum D)

In **Addendum D**, we provide core set of topical themes. We recommend that Rabbit Umbrella build unique, high-quality content around those terms. We also recommend that you launch a link development campaign immediately in order to start building backlinks. In addition, we recommend that your effort involve a combination of paid sponsorships, outreach and solicitation, partnerships and social media. Specific details are provide in Addendum D.



Equal weighting should be given to the PPC campaign, to improving structure, ad creative, landing pages and keyword focus. We recommend that you overhaul the campaigns where required and use testing to improve the conversion rate on our landing pages. Again, specific information is provided in **Addendum D**.

Expected Results:

- 1. Increased site visibility*
- 2. Increased brand awareness*
- 3. Increased quantity of site traffic*
- 4. Increased quality of site traffic*
- 5. Increased call-to-action conversion rates*

Budget Allocation (Addendum F)

An important (and under-rated) component of an Internet Strategic Marketing Plan is thoughtful allocation of budget resources. For example, allocation in an investment portfolio has the largest bearing on overall investment return. A balanced, diversified approach designed to meet long-term goals will invariably outperform a concentration in a single class of investment.

And so it is with allocation of available resources to specific tactics in an Internet marketing plan. We have recommended the following tactics for Phase 1 of Rabbit Umbrella's Internet marketing plan:

- *Organic Search Marketing: Search Engine Optimization (SEO)*
- *Pay-Per-Click Search Marketing (PPC)*
- *Email Marketing*
- *Link Development*
- *Conversion Optimization*

Based on your marketing budget for this phase, we have recommended allocation as described in **Addendum F**.

Summary of Specific Campaign Tactics

Organic Search Marketing: Search Engine Optimization (SEO)

- On-page optimizations of the Rabbit Umbrella site deploying researched keyword messaging
- Improvement of internal and cross-linking within the site to upsell and for search crawlers
- URL improvements
- Creation of relevant, topically-themed content
- Creation of comprehensive resource guide
- Optimization of the blog and creation of frequent publication schedule;
- Image optimization
- Addition of semantic text on product and category pages



Pay-Per-Click Search Marketing (PPC)

- Definition of most cost-effective keywords and themes;
- Creation of niche ad groups that focus on specific promotions;
- Organization of existing campaigns to create a more targeted structure;
- Optimization and/or creation of landing pages to specific product offers;
- Creation of targeted ad copies with strong calls-to-action and product features;
- Testing of landing pages using A/B split and multivariate methods;

Email Marketing

- Develop in-house mailing list
- Establish regular mailings

Link Development

- Sponsorship of targeted and related blogs;
- Purchase of quality directory links (broad and niche);
- Promotion of content and resource guide by blogger outreach and social media;
- Distribution of free samples to influential sites and blogs;

Conversion Optimization

- Analyse conversion data for organic and PPC traffic segments;
- Create landing pages for PPC campaign by keyword and/or ad group;
- Test landing pages with A/B methods;
- Apply findings (where possible) to the site for key SEO pages;
- Improve conversion of non-sale actions (such as email subscribers);

Conclusion

AudetteMedia is confident that this Strategic Brief will enable Rabbit Umbrellas to achieve your defined Internet marketing goals. We would be pleased to perform all or part of implementation of these recommendations, or to provide additional research and recommendations as requested.

Attached Addenda:

- A: Search Engine Marketing Details*
- B: Conversion Optimization*
- C: Email Marketing*
- D: Content Development, Link Development & Community Building*
- E: Tracking & Measurement Tools*
- F: Budget Allocation*