RUSHFORLESS

Digital Marketing Strategy
Growth Velocity Academy
Nour Sukkar 29th June,2018

RUSHFORLESS

User friendly platform that brings retailers and shoppers together

Retailers

- Clearing Excess Inventory
- Offering nearby shoppers access to real time promotions
- Ability to target shoppers based on needs and location
- Ability to quickly sell items

Shoppers

- Access to exclusive offers by renowned retail brands
- Finding products relevant to preferences
- Real time and nearby Promotion Notifications
- Keeping informed on how long the offers are available

Target Persona

Shopping Sally

Gender: Female
Age: 22

Meet Sally!
Sally is always on the go, and up for anything! She's the kind of girl who likes to be out and about – and loves being busy. One of her main hobbies is shopping. She just can't resist a good bargain! She's **constantly online looking for the best promotions and deals she can find** – and loves to brag about the offer she was able to find. Her favorite social media channels are Facebook and Instagram. She's also likely to follow Lebanese Lifestyle bloggers, as she likes to be part of the latest news.
Her current job doesn't take up too much of her time, and that matches perfectly with her out and about personality.

WHERE ARE WE NOW?

(Beginning of the Week)

Digital Audit

- Very low website traffic (4 Users)
- High Bounce Rate (88%)
- No FB Posts/Ads
- No Engagement on Social Media
- Limited presence on Linked In
- Minimal App downloads

Goals and KPI’s

Goals

- Create Awareness of the App
- Drive Traffic to the Website
- Acquire potential customers
- Achieve App Downloads

KPI’s

- Reach from Ads
- Number of Visitors
- Click Rate
- Activation Rate

(Conversions of website visits to downloads)

Website Audit

Audit:

Internal - All											
Address	Content	Status Code	Status	Title 1	Title 1 Length	Title 1 Pixel Width	Meta Description 1	Meta Description 1 Lengtl	Meta Descrip	Meta Keywo	Meta Keywo
http://www.	text/html; charset=iso-8859-1	301	Moved Permanently		0	0		0	0		0
https://www	text/html; charset=UTF-8	200	OK	RushForLess	11	107		0	0		0
https://www	image/svg+xml	200	OK		0	0		0	0		0
http://www.	image/png	200	OK		0	0		0	0		0
https://www	text/css	200	OK		0	0		0	0		0
https://www	text/css	200	OK		0	0		0	0		0
https://www	text/html; charset=UTF-8	200	OK	RushForLess	11	107		0	0		0

Only 1 Webpage

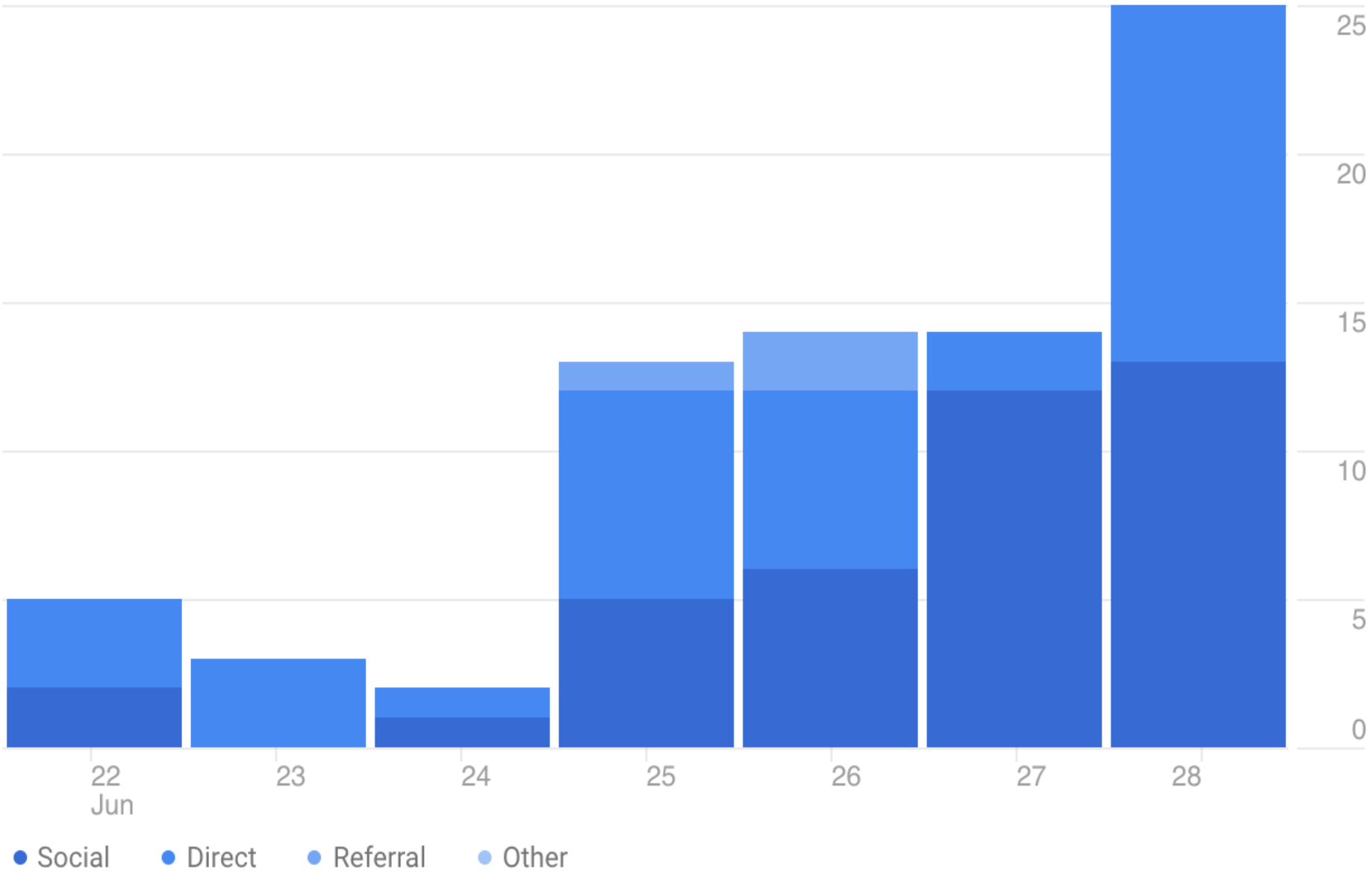
5 second test showed that users may find difficulty understanding what the website is about
Bounce Rate: 88%

Hard to Find on Google

Found only if full name of App is searched

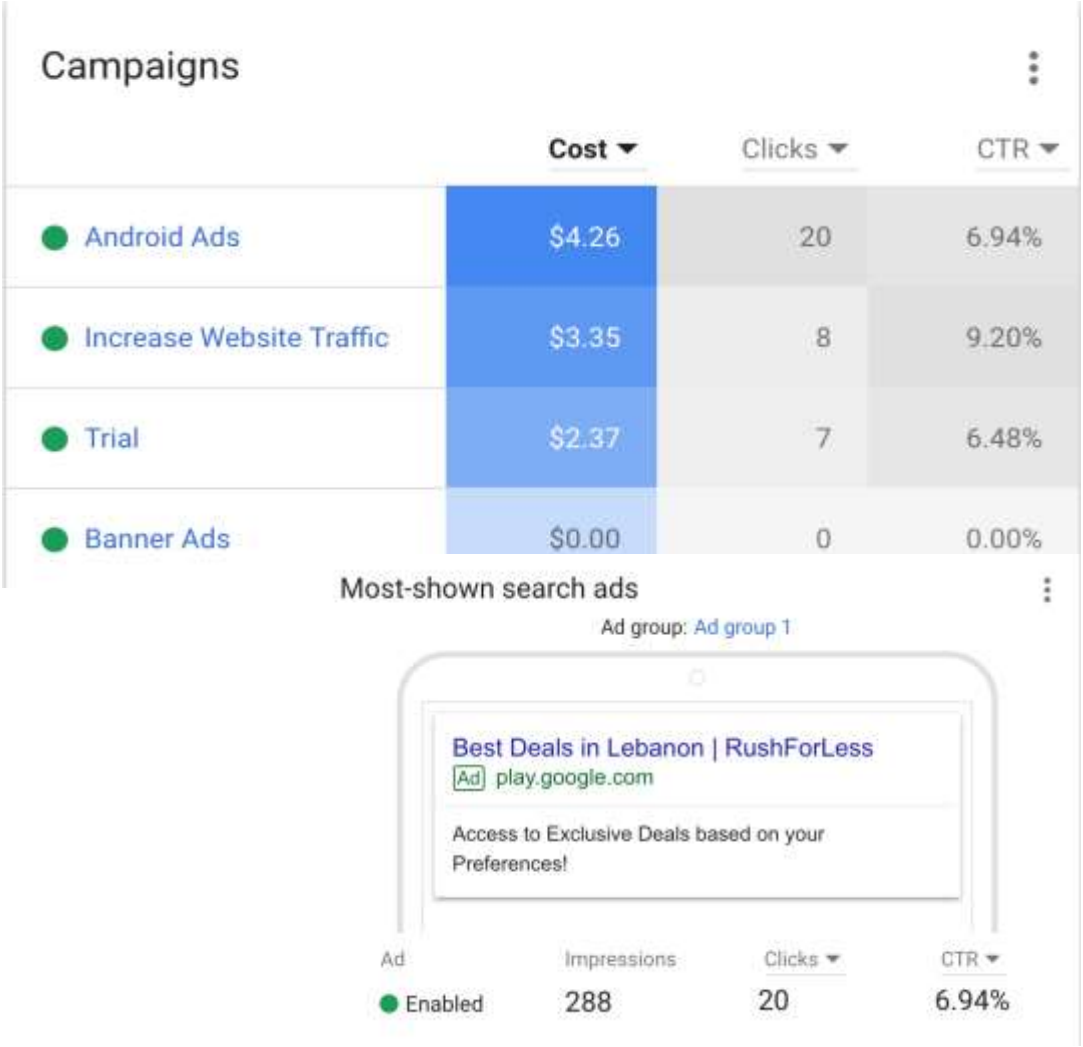
No Use of Key Words in Title and Meta Tags

Traffic Channel Source / Medium Referrals



Search Engine Optimization

Google Ad Words:

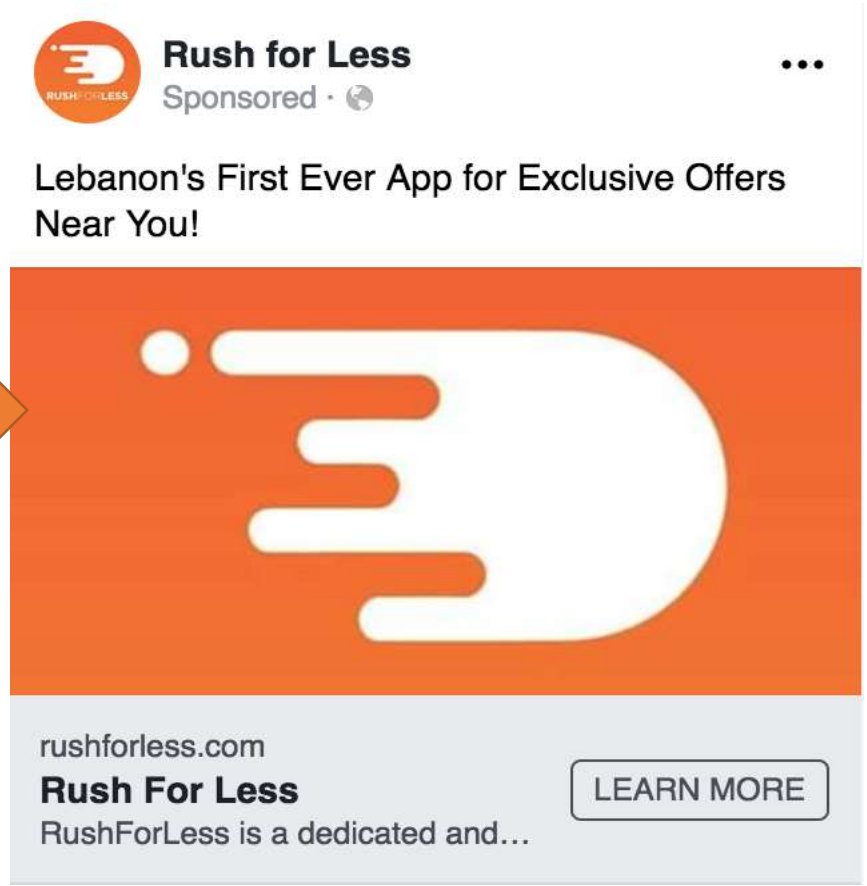


Off Page SEO Strategy: (Recommendations)

- Writing Content on Owned Media Channels
- Relevant and Popular Blogs :
  - The 961
  - Blog Baladi
  - Executive Magazine (Attracting Clients)

Facebook Ads

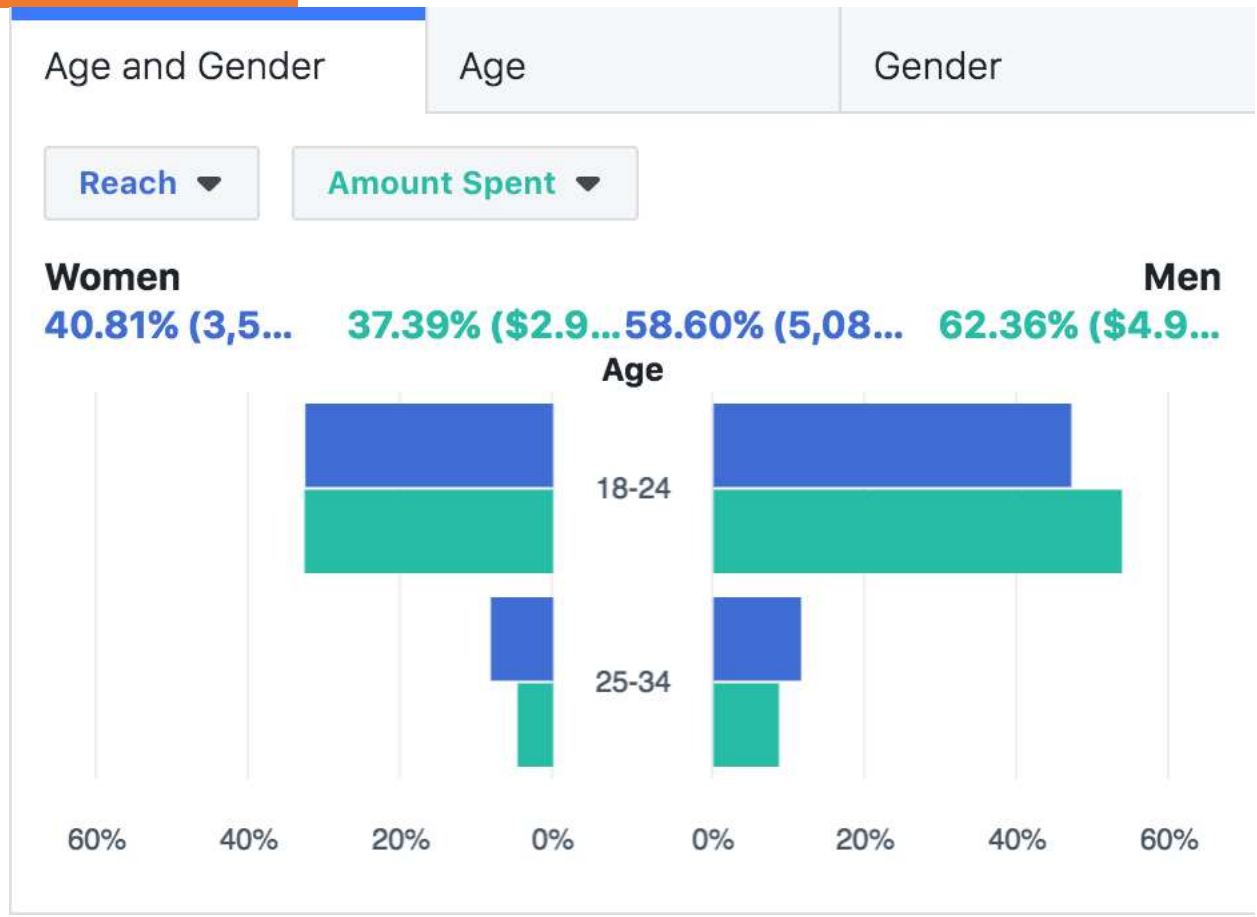
5.2 times as many clicks



Facebook Ads

4.6 times as many clicks

Learnings from Facebook



- Correctly Targeted Age Group
- More men are interested than Woman

- **Total Number of Clicks: 127**
- **Successfully Driver for Website Traffic**
- **Successfully Increased Awareness**

What Went Wrong?

- **Links to Website Rather than App Store/Google Play , making the Consumer Journey too long.**
- **Website received 78% Bounce Rate**

Acquisition ✓ **Activation** ✗

Overall Results

- Decrease in Bounce Rate (88% → 78%)
- Achieved 2 App Downloads
- Increased Awareness Levels (Reach on Google Ads and FB Ads)
- Achieved 4.9% Click Rate (FB Ads)

Recommendations

1. **Improvement of the Website:**
   - Create More than one Web Page
   - Run 5 second test
   - Implement Lead Magnet
   - Continue current work on SEO
   - Increase Ads to compete with Makshoom.com

2. **Facebook as Main Marketing Channel**
   - Highest Source of Website Traffic
   - Continue A/B Testing for types of Ads and Content
   - **Link Directly to App**

3. Create Content
- Blogs (See Previous Slide)

4.Implement Email Marketing
- Target Potential Retailers
- Use MailChimp Template

5. Increase Referrals:
- “Invite 5 Friends to receive 45 minutes on your Time Wallet”