BOOKSTAGRAM

BOOKSTAGRAM —

Bookstagram is a Finnish online bookstore that entered the field in the midst of the the Covid-19 pandemic, spring 2021. In one year it has generated a sizeable profit and client base, but its loyal customer base is much lower then they would hope for.

Bookstagrams purpose is not only offer a wide variety of digital and physical books, but to build a community of book lovers. Services include events and courses with famous authors. Qne from 2022, every year Bookstagram publishes 1-5 of its readers writings.

Bookstagram wants to be market leader in how they utilize data, not only for their own advance, but also for the customers. Their recommendation system is currently their biggest competitive advantage.

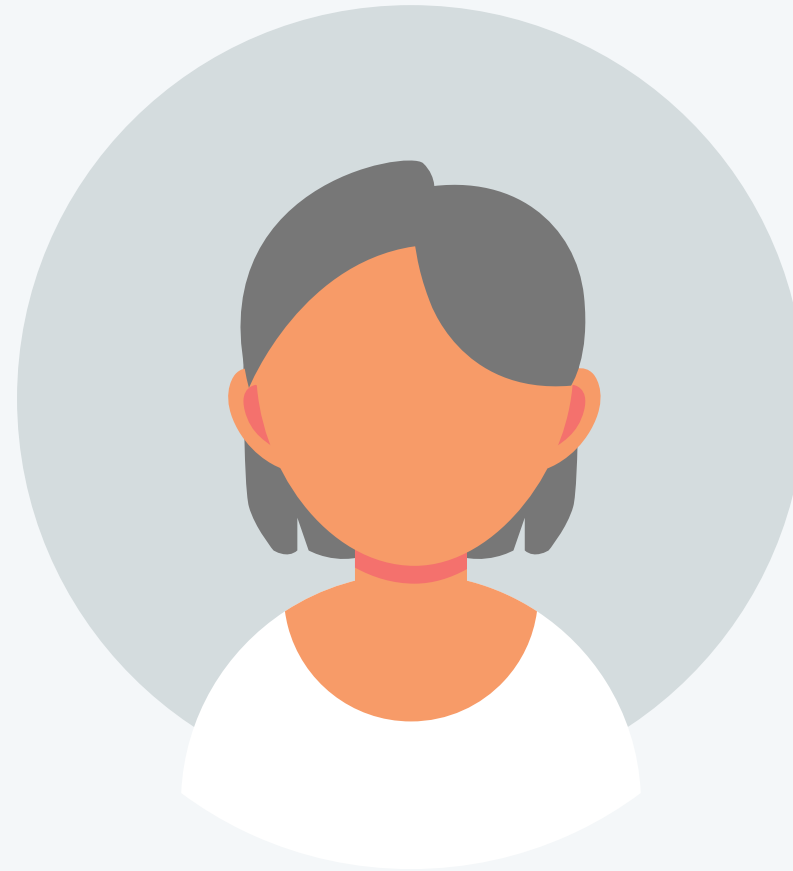CONTENTS —

CURRENT STATE

TOTAL

80K

CUSTOMERS

MAIN CUSTOMERS —

Loyal labrador

- Follows on social media
- Has a subscription
- Mostly 25-34 years old
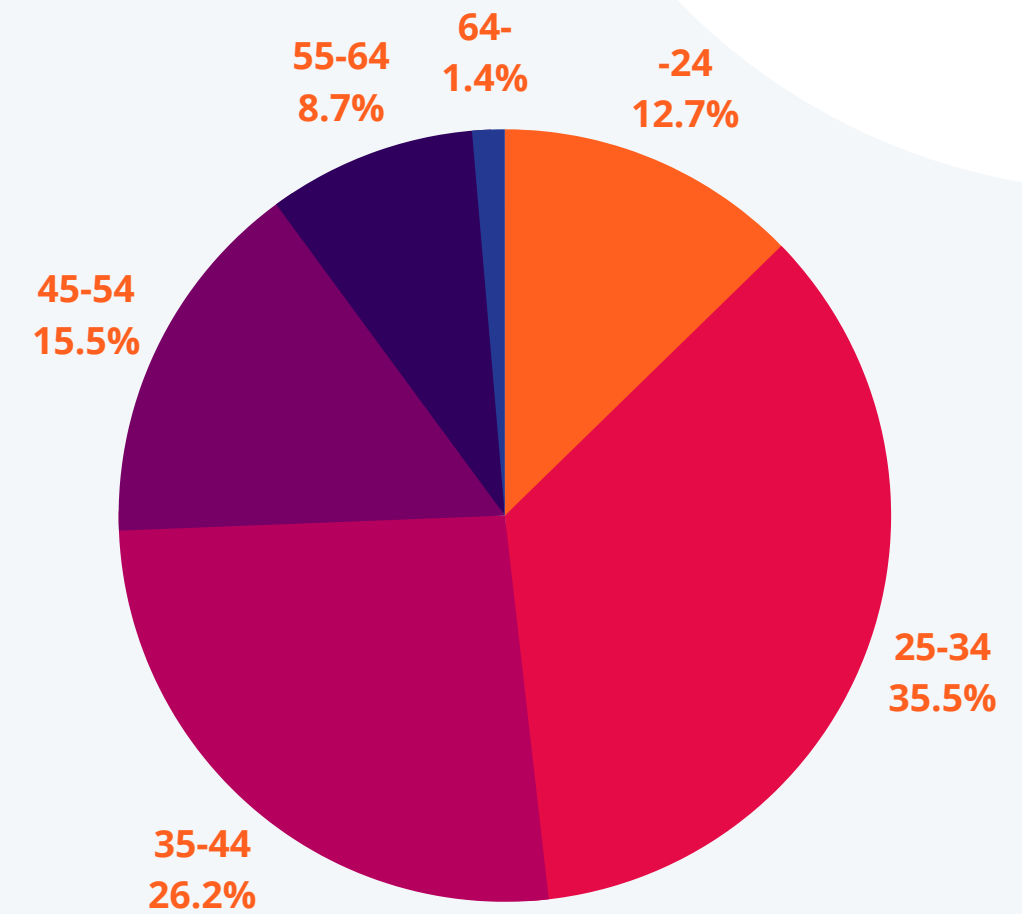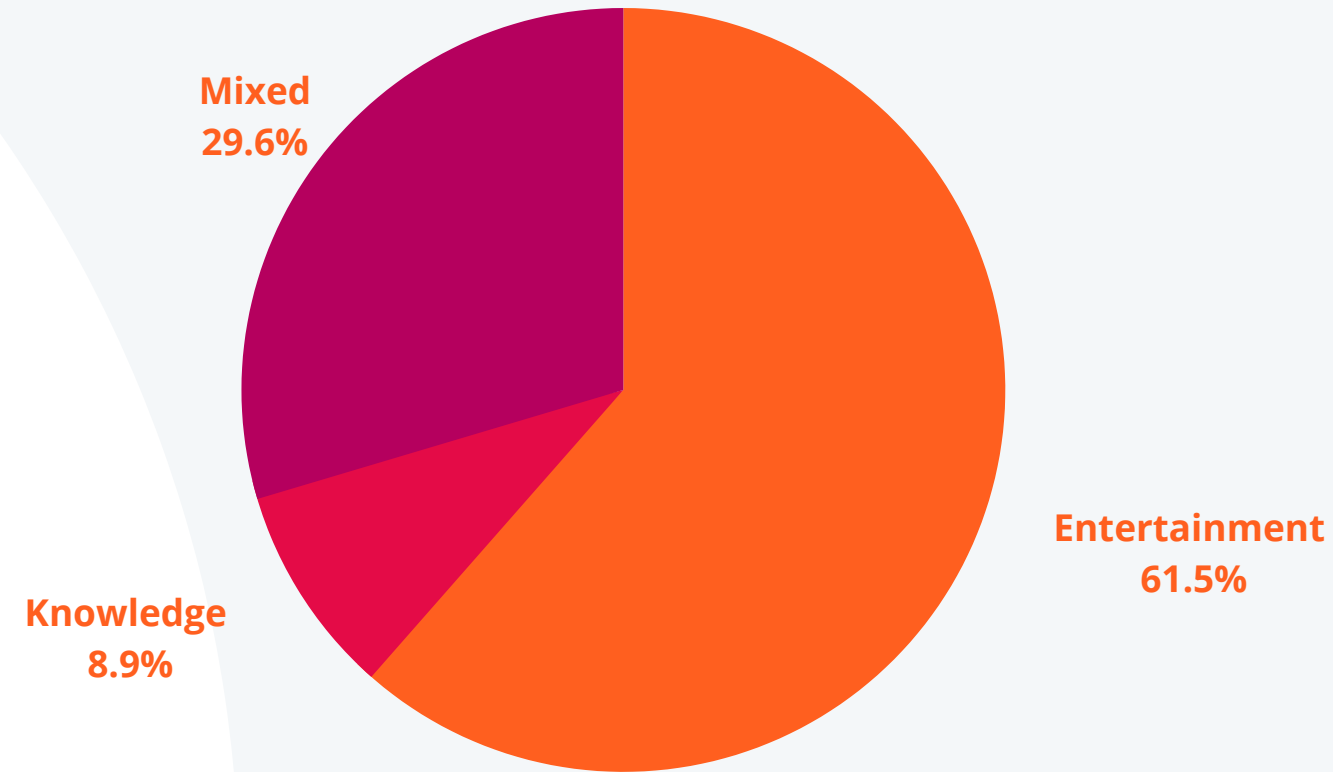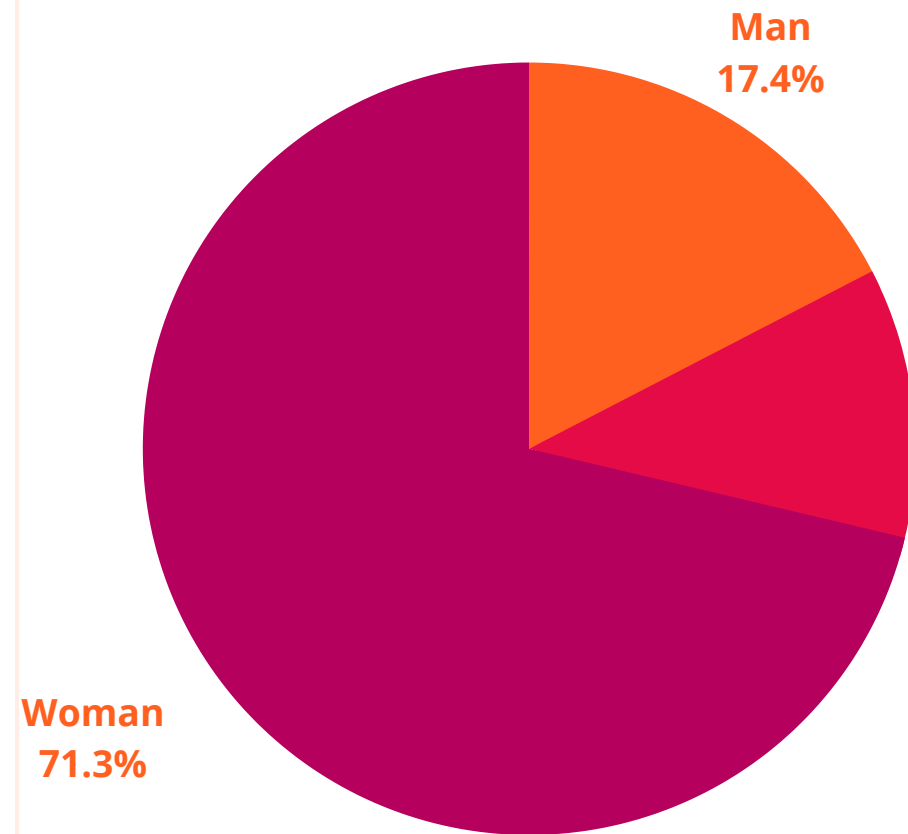- Mostly women

Bookish beagle

- Knows the brand, but isn't part of the *community*
- Buys books 1-3 per month
- 35-54 years old
- Mostly women, but bigger variability

Returning rotweiler

- Doesn't really know the brand
- Buys 1-3 books per year
- Mostly 45-64 years old
- Mostly women

MAIN CUSTOMER BREAKDOWN

Mixed
29.6%

Knowledge
8.9%

Entertainment
61.5%

Man
17.4%

Unspecified
11.3%

Woman
71.3%

55-64
8.7%

64-
1.4%

-24
12.7%

45-54
15.5%

25-34
35.5%

35-44
26.2%

CHANNELS —

Social media
- Paid advertisement
- Organic

Email
- Newsletter

SEM, SEO

Influencer marketing
- No paid co-operation

Content marketing
- Original content
- Blog posts
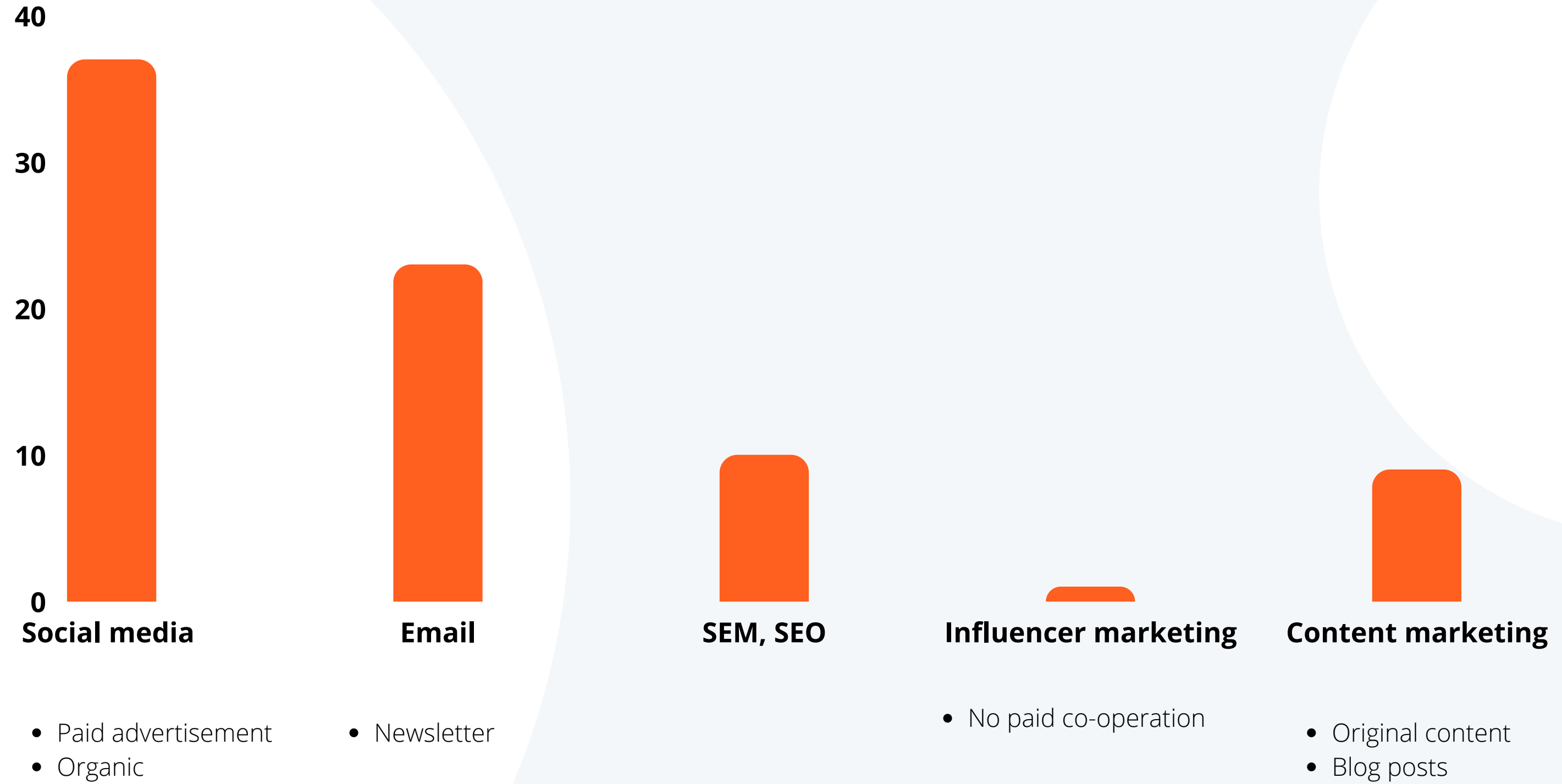
GOALS

OBJECTIVES & KPIS —

Company goal:

More profit

Marketing goals:

- Increase brand awareness
- Attract new customers
- Increase loyalty of current customers

Plan objectives:

1. Increase brand awareness in the next 12 months, as measured by an increase in organic brand name search by 50%
2. Grow total number of customers to 300 thousand by the end of the year.
3. Increase subscribed customer base by 100%, increase subscriber and non-subscriber customers lifetime value

KPIs:

- Organic search
- New customers per month
- Customer lifetime value
- Number of subscribers

EXECUTION

YEARLY PLAN —

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
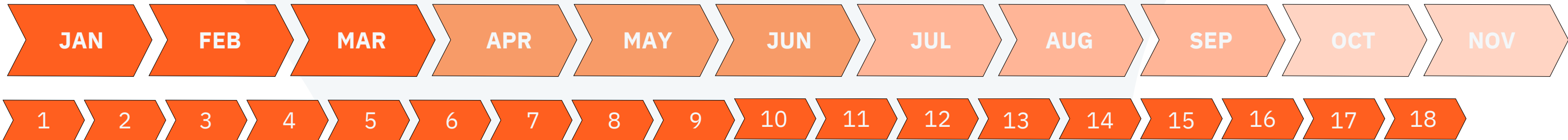
THEMED PUSH

Goal: Increase customer lifetime value (e.g.subscriptions)
Target group: Existing customers
Personalization level: High
Channels: Social media, email, content

THEMED PUSH 1	THEMED PUSH 2	THEMED PUSH 3	THEMED PUSH 4	THEMED PUSH 5	THEMED PUSH 6

CAMPAIGNS

Goal: Brand awareness and additional sales
Target group: Wide reach from digital marketing systems
Personalization level: Low
Channels: Social media, email, content, influencers

CAMPAIGN 1	CAMPAIGN 2	CAMPAIGN 3	CAMPAIGN 4
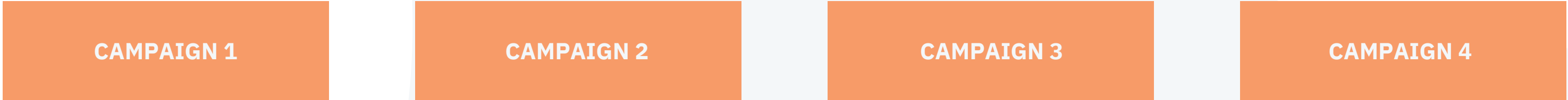
CONTINUOUS

Goal: Branding (awareness, loyalty)
Target group: customized segments from own data
Personalization level: High
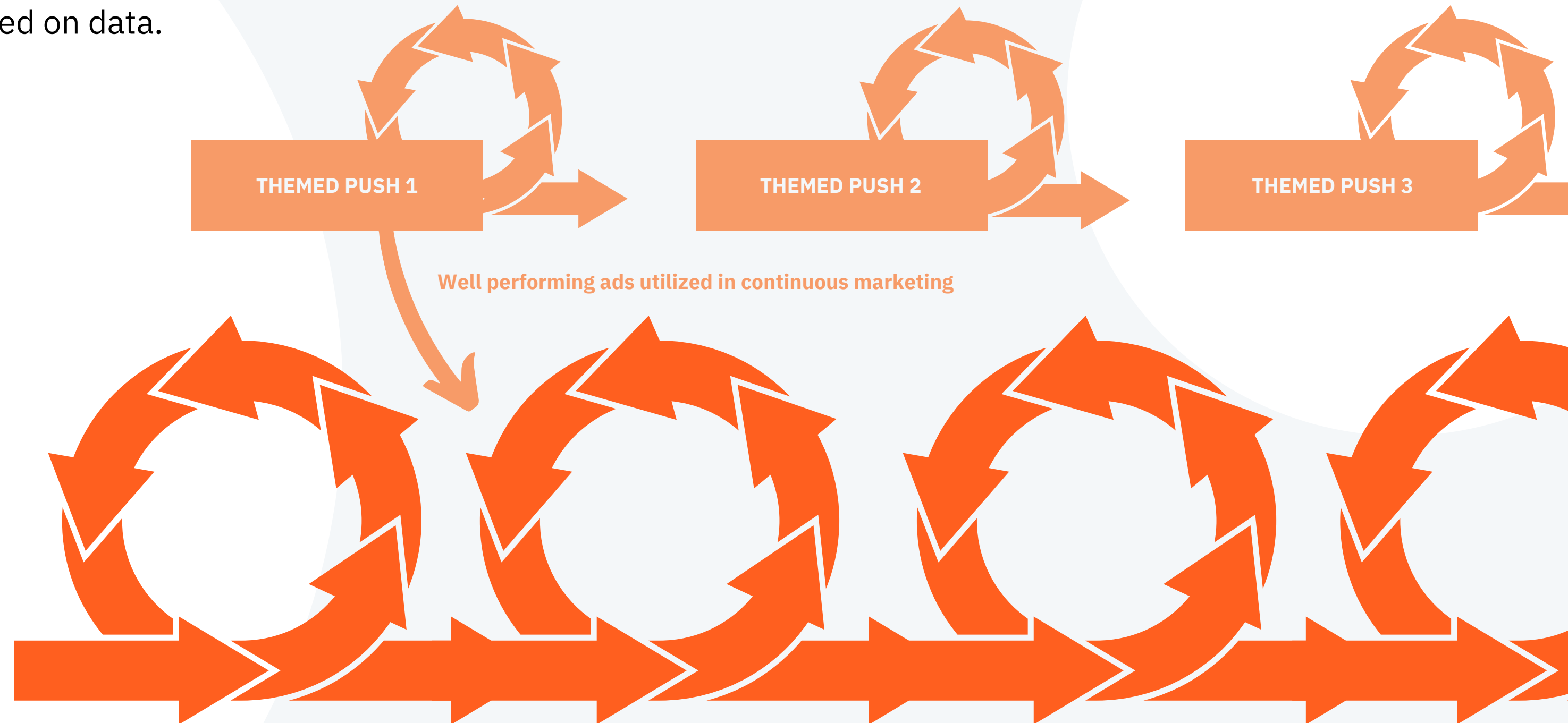**Channels:** Social media, email, content
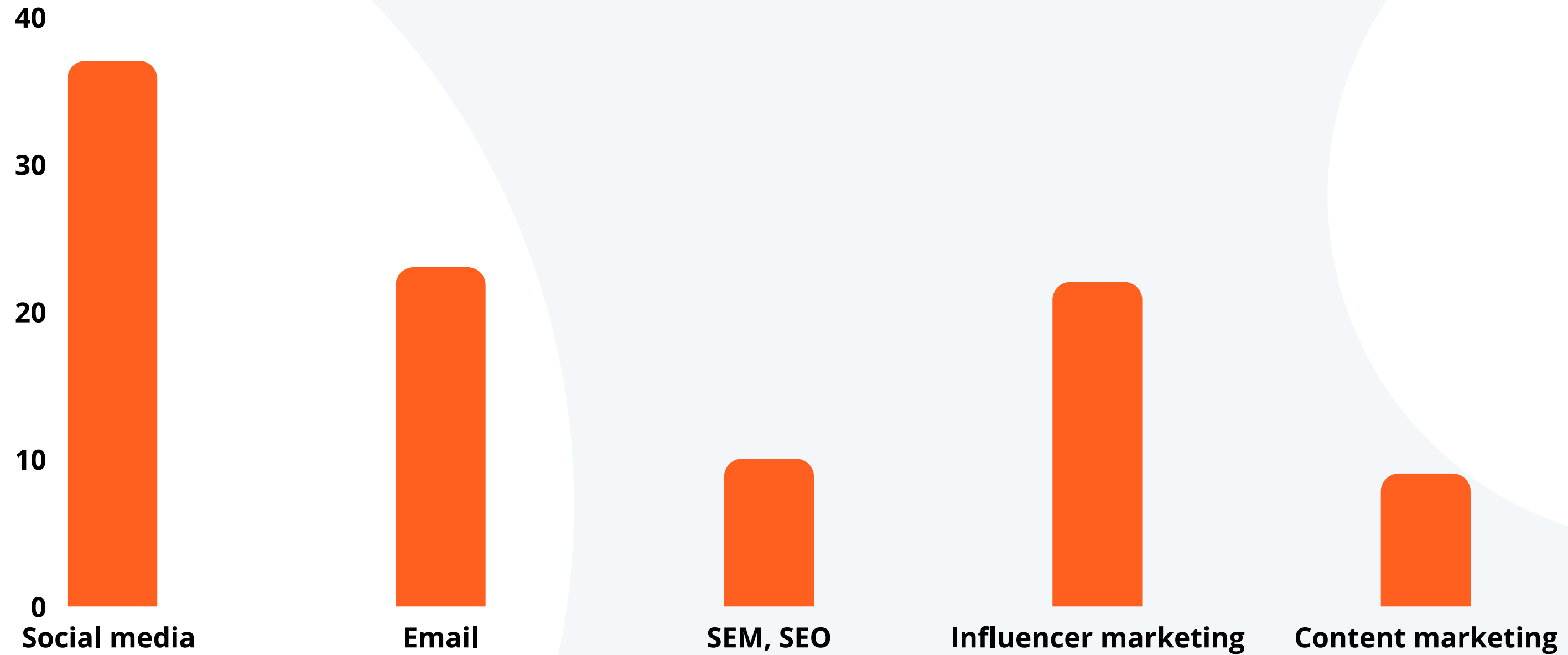
CONTINUOUS

TESTING—

Bookstagram should utilize data in all aspects of its business. Implement more testing, optimization, learning and scaling based on data.

**THEMED PUSH
(focusing on specific
audience segment)**

THEMED PUSH 1

THEMED PUSH 2

THEMED PUSH 3

Well performing ads utilized in continuous marketing

CONTINUOUS

CHANNELS —

Social media

- Paid advertisement (better personalized)
- Organic
- Social marketing (events, original content)

Email

- Different types
- Personalization

SEM, SEO

Influencer marketing

- Utilizing in brandind

Content marketing

- Original content
- Blog posts

MEASUREMENT

	REACH *How many chances we get?*	EFFECT *How did people repond?*	EFFICIENCY *Was this good use of money?*
Influencer collab	Impressions, Effective reach	Likes, Comments, Mention, Sentiments	€ per engagement € per % awareness
Social media	Impressions	Reach, Clicks	€ per click € per awareness
Email	Messages	Opening, clicks, Attributable sales	€ per % awareness € per opening € per click ROI
Events	Participants	Sales, Hashtags, Mentions, Word of mouth	€ per % awareness ROI
Original content	Impressions, Purchases	Sales, Hashtags, Mentions, Word of mouth, Earned media	ROI

● Brand KPI

● SalesKPI

THANK YOU!