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Digital Marketing Planning

Case: Blooming Grace

Thesis

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Thesis abstract

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Located in Ho Chi Minh city, Vietnam, Blooming grace is a start-up online store that offers numerous decorative plants for household and offices. Well-nourished plants from Blooming Grace are not only aesthetically but also health-wise beneficial, e.g. for air purification, breathing assistance, and stress reduction. In order to raise more brand awareness to drive more sales and earn more profit, and, at the same time, to manage customer relationships, the store has adopted a digital marketing strategy as its strategic development to outperform its competitors in the same field.

The outcome of this thesis was the utilization of various effective digital marketing tools for the store, including SEO, digital advertising, and social media marketing. Interviews with the store owner also enabled the author to analyse the current situation of the store; additionally, a questionnaire allowed the author to learn more about the online shopping tendency of plants, which thereafter supported the plan to improve the ongoing problematic marketing strategy.

The introduction gives the reader an overview of the business scenario of the plant store. While the theoretical chapter introduces fundamental digital marketing definitions, which served as a foundation for the subsequent investigation, the empirical chapter initiates with error detection at the existing online store and, from there on, practically characterizes the strategies to apply on the actual market to help the store drive more traffic so as to reach more customers and maintain their satisfaction.

In conclusion, the aforementioned techniques are proven to be a good fit for the further development of the store in the longer run, provided that they have to strictly follow the strategies as planned. By writing this thesis, the author constructed a concrete background for a further study related to digital marketing planning.

Keywords: digital marketing, ad words, SEO, ROI, PPC

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Terms and Abbreviations

SSM	Social media marketing
Ad	Advertisement
ROI	Return on investment
B2C	Business to customers
SEO	Search engine optimization
SEM	Search engine marketing
KPI	Key performance indicators
CPC	Cost per click

Special Symbols

€

Euro

I. INTRODUCTION

This thesis is intentionally associated with a start-up online store “Blooming Grace” to deal with their problematic marketing strategy which results in unprofitable business. Since its establishment, the store primarily focuses on direct selling with a physical garden-look-alike store where plants nourishing service is available at customers’ needs. However, in this ever-changing business environment, where traditional selling is no longer a tactic to outplay competitors in the same industry, the store owner decided to adopt its strategic planning as online selling with the installation of an e-commerce website to reach more customers. At the same time, as the store has already achieved a certain number of come-back customers, the e-market strategy will allow it to develop and maintain a loyal customer base.

Therefore, the purpose of the thesis is to apply the successful digital marketing strategy of different online stores to improve their sales performance, and customer relationship management.

To attain those mentioned objectives, the thesis aims at answering the following research questions:

How to obtain potential customers? How to improve social media marketing channel?

How to prompt a customer to complete a purchase and turn them to a regular buyer?

How to improve customer experience?

1.1 Thesis background

Case study “Blooming grace” online store

“Blooming Grace” is an imaginary name for an existing store called “Caydepchaux-inh” which sells plants for decorative purpose.

History has been made with plants being used as herbal medicines and food. However, with their movability and ability to survive extreme weather, they have been brought to life as ornamental items in the 21st century.

“In a society whose purchasing habits are driven by relentless trend cycles, they are the only plant resilient, varied, and multipurpose enough to keep up with frequent seasonal restylings of the retail sector. They have become the living ornaments of

today's idealized homes, gardens, and workspaces and, subsequently, the central characters in a new gardening movement that values ease over effort. (Bereznak, Consider the Cactus: How Succulents Took Over Instagram—and Then the World, 2018)

Taking that perspective, established in 2016 in Vietnam by Tran Ngoc Luu with a foundation as a nursery for nourishing plants, “Blooming grace” has grown much into an online and offline platform which offers a wide range of plants and pots for home, shops, offices and schools with the hope of bringing more enjoyment to customer's indoor atmosphere. The plants mainly come in tiny and moderate size, which is suitable for beautifying purpose. Furthermore, in Vietnam, where Feng shui or fengshui also known as Chinese geomancy, is a pseudoscience originating from China, which claims to use energy forces to harmonize individuals with their surrounding environment (Wikipedia). As the term feng shui which literally translates as "wind-water" in English, plays a prominent role in designing and architectures, plants placement in indoor and outdoor environment are no exception because they are believed to improves concentration and productivity thereby generating happiness for the owner of the home. Considering that element, “Blooming grace” plants and pots are customized according to customers' Feng Shui (Horoscope), which is one its unique selling point.

Moreover, what outperforms “Blooming Grace” from other competitors lies in its dedicated plant nourishing techniques since the store owner has been raised in a farming traditional family for years, he has a spirit for cherishing plants and flowers. Also, plants delivered to customers are cultivated right from the owner's garden not from any other sources of supply with high quality and modern design. Additionally, the plants can be wrapped in lavishing packaging like a plant banquet which can be the impeccable gifts for almost every occasion giving a fresh feel to any corner they are placed in. With what being said, a vast majority of regular buyers are satisfied with the products and rate the caring service excellent and helpful. Nevertheless, their social media channel (Facebook) does not have large number of followers and their B2C website does not have a decent look for customer shopping experience. Consequently, the traffic and conversion rate are relatively poor at this initial stage of online selling.

1.2 Research methodology

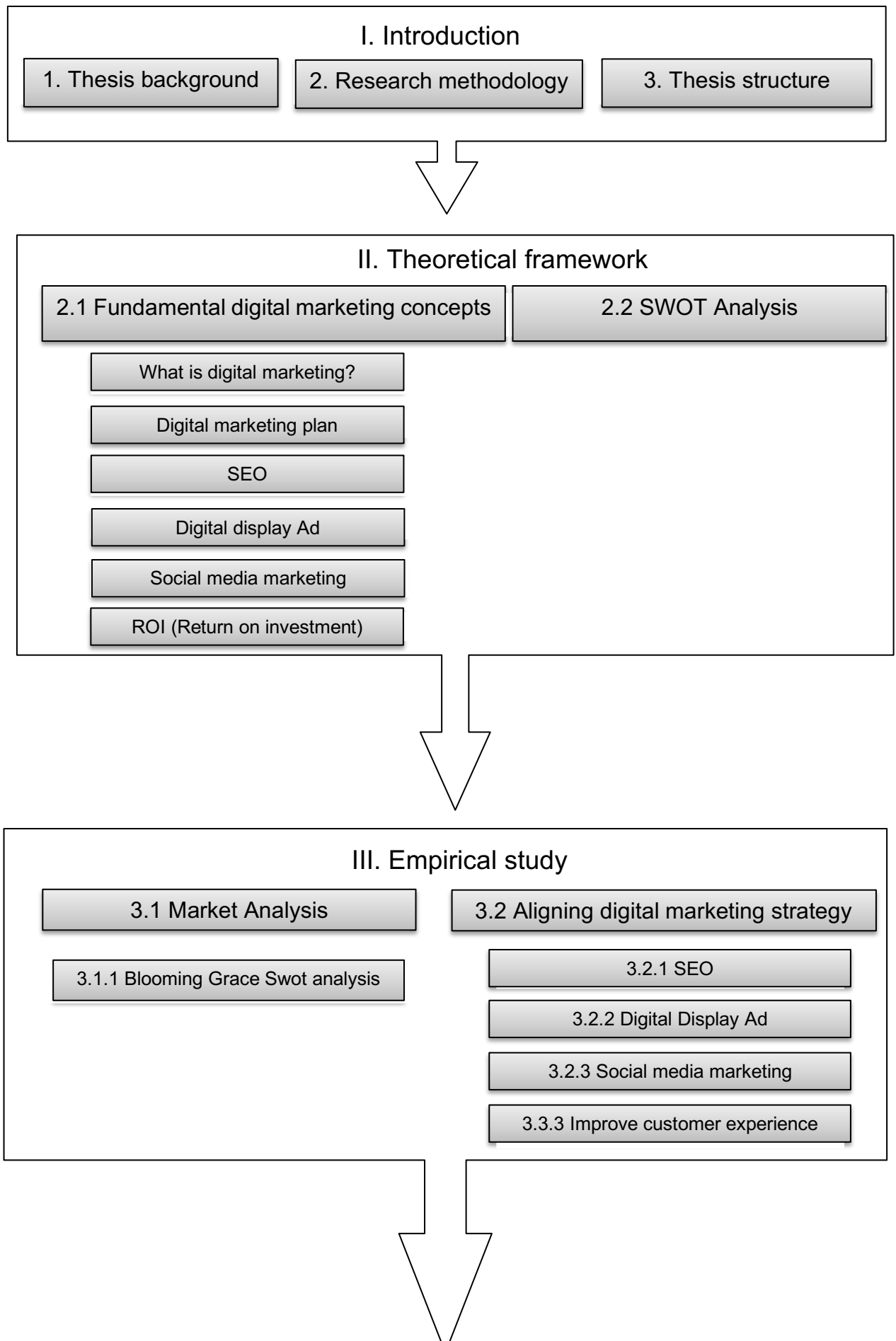
Research is at times mistaken for gathering information, documenting facts, and rummaging for information (Leedy & Ormrod, 2001). Research is the process of collecting, analyzing, and interpreting data in order to understand a phenomenon (Leedy & Ormrod).

Qualitative resThe main approach to the entire thesis is the combination of the two fundamental research methodologies, which are qualitative and quantitative. While the qualitative research is a holistic approach that involves discovery and it is also described as an unfolding model that occurs in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experiences (Creswell, 1994), quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment in order to support or refute “alternate knowledge claims” (Creswell, 2003, p. 153). Creswell, (2002) asserts that quantitative research originated in the physical sciences, particularly in chemistry and physics. The data was gathered from secondary sources such as books and articles. Implement quantitative data primarily looking at social trends or policy implications. Furthermore, in order to obtain all the essential data needed to learn about the purchasers’ behavior and buying pattern. The author targets selected prospects and send them the questionnaire after that monitor their response pattern.

1.3 Thesis structure

The thesis is designed in a comprehensive manner so as to enable the reader to precisely understand the subject starting with problems and research clearly defined. In the first part, vital digital marketing concepts are well-explained to establish a solid foundation to apply in the empirical part. For this part, “Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing” by Dave Chaffey was immensely used to define the concept of digital marketing, digital planning, SEO, Digital display ad, social media marketing and ROI. The empirical part has unveiled the research questions by applying qualitative research method with an interview with the founder of the store and a questionnaire sent to several online

users who are intrigued by online shopping. In the last part, all points are summed up to support the premise research questions.



V. Interview Analysis



IV. Conclusion



II. THEORETICAL FRAMEWORK

2.1 Fundamental digital marketing concepts

2.1.1 What is digital marketing?

Digital marketing is defined as the heart of any digital business – getting closer to customers and understanding them better, adding values to products, widening distribution channels and boosting sales through running digital marketing campaigns, using digital media channels such as search marketing, online advertising and affiliate marketing. It also includes using the website to facilitate customer leads, sales, and managing after-sales service. (Dave & PR, 2017, pg.13)

Boiled down to its simplest form, digital marketing is defined in the book Digital Marketing: Strategy, Implementation and Practice as simply:

"Achieving marketing objectives through applying digital technologies and media."

In practice, digital marketing involves tackling various forms of online presence of a company in order to create a concrete bridge from sellers to consumers to assist the one to one communication between business and customers.

An effective digital marketing toolkit to reach and learn audiences must include 5 distinctive features:

1. Digital devices such as smartphones, tablets, PCs, TVs, and gaming devices.

2. Digital platforms – most prominent platforms are Facebook and Instagram, Google and Youtube, Twitter and LinkedIn.

3. Digital media – 3 main types are paid, owned and earned with “paid” being the advertising, “earn” is social media attention and owned is company brochures or magazines.

4. Digital data – Using digital data allows to reach more customers and save money on offline analytics

5. Digital technologies – the marketing technology or martech stack that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns. (Chaffey, 2018)

2.1.2 Digital marketing plan

Mc Donald (2003) defined marketing planning simply as: the planned application of marketing resources to achieve marketing objectives...Marketing planning is simply a logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them.

Mc Donald (2003) continued to distinguish between strategic marketing plans which cover a period beyond the next financial year (typically three to five years) and tactical marketing plans which covered detailed actions for over a shorter time period of one year or less, and this is equally applicable to digital marketing planning.

Such an approach requires a long-term plan that can provide a roadmap to guide digital marketing activities for 18 months to three years. While many organizations produce longer-term plans say of three to five years, it is important to consider that digital environments are highly dynamic and operational plans should aim to promote strategic agility. (Chaffey, 2015)

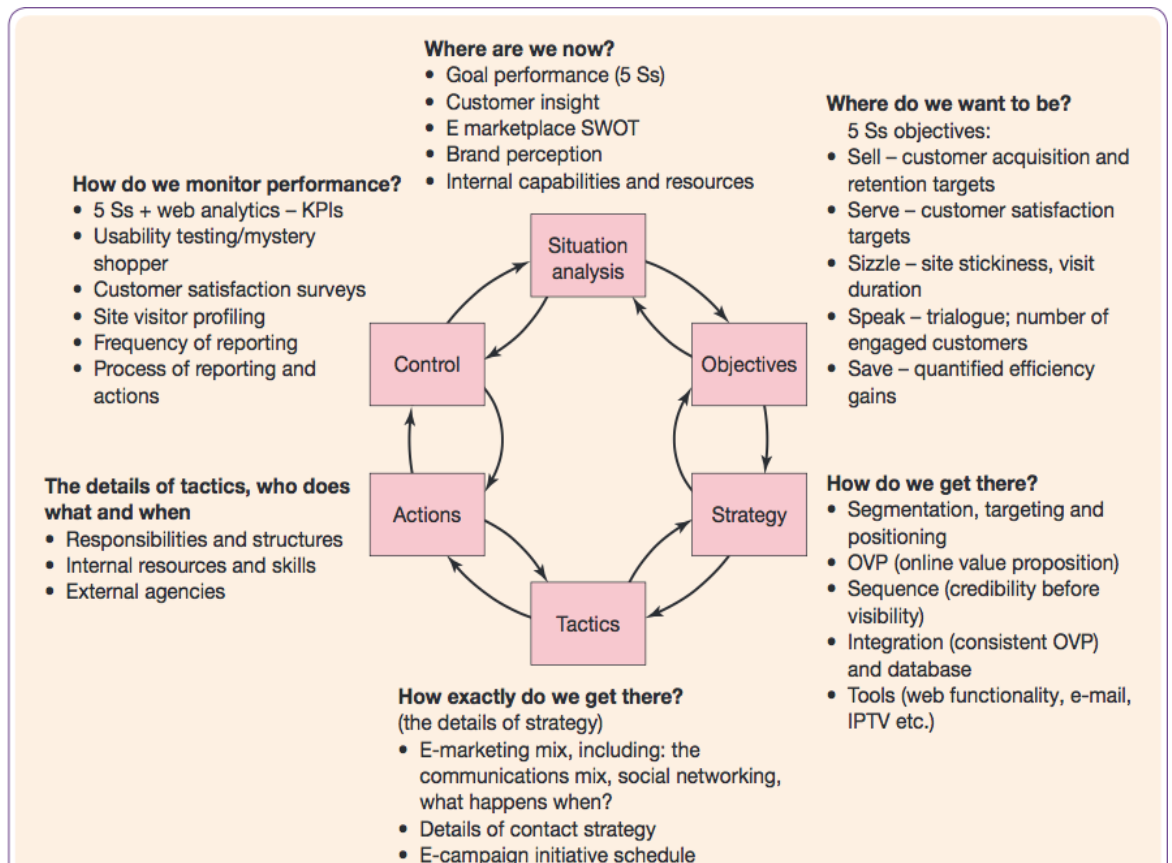


Figure 1: The SOSTAC planning framework applied to digital marketing strategy development (Source: Chaffey and Smith (2012))

Due to length restricted and time constrained, this bachelor mainly focuses on the situation analysis and tactics since this brand is just at a start-up phase.

2.1.3 SEO

Search engine optimization, or SEO, has come to be a massive priority for most marketers throughout the past couple of decades. It is an organic way of attracting quality and quantity of traffic of a website and obtaining high ranking in various search engines such as Google, Bing, and Yahoo etc.

“The competition for online attention should never be underestimated. If one is in a competitive business vertical, be it travel, finance, gambling, web design, property,

or any number of others, the fight for traffic from the search engines is cut-throat” – Shreves, 2012 explained how harsh the online marketing environment seems to be. According to David (2011), “*SEO has several close relatives. SEM (Search Engine Marketing) is a broader term that refers to SEO as well as paid-search placement, contextual advertising, and paid-inclusion advertising. It is also important to think of SEO as including "conversion optimization" the study and practice of improving the conversion of visitors to customers after they visit a web page.*”

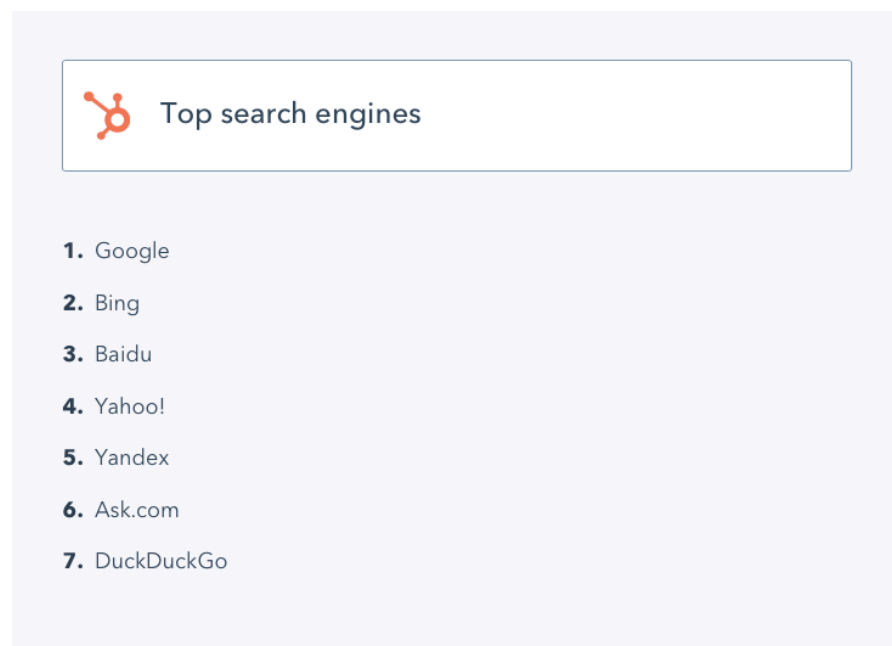


Figure 2: Search Engine Ranking (Hubspot, 2018)

While Google is undeniably the most popular search tools worldwide, constituting 70% of the search market share, there are also alternatives search engines such as Bing, Baidu and Yahoo.

In order to improve the visibility of a website on a search engine to generate more sales, a keyword should be thoroughly chosen.

“It is true that (generically speaking) optimizing keywords means driving visitors to our website, but in the case of an e-commerce website, the end goal— the true justification of any SEO campaign— must be increasing the number of sales. We must then make sure that our visitors not just visit our website but visit with the intention of buying something.” (Kent, 2014)

With what being said, four vital factors are suggested by Fishkin (2007) when determining a highly-effective SEO keywords to drive more leads for a business.

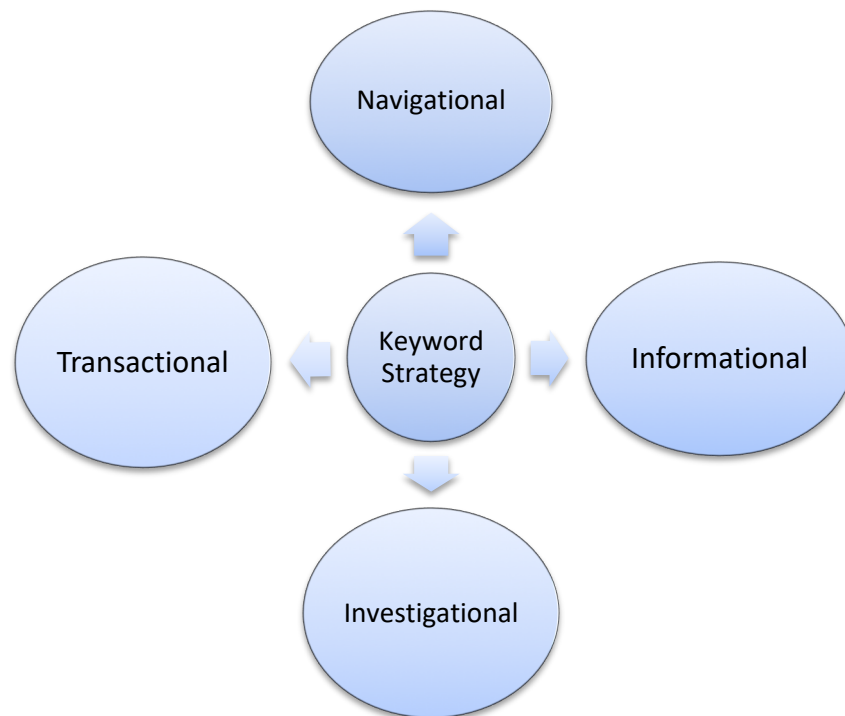


Figure 3: Effective way to choose keywords for SEO

Navigational

keywords are generated for a particular website which shows navigational intent. For example, one was given a link of a form to register for a Seamk Graduation Ceremony, but he/she accidentally deleted it, he/she can search on Google with the keyword “Seamk graduation registration” with the first result being the most desired one. It is very unlikely that the user will click on any other links rather than the registration link. Needless to say, this type of keyword is not beneficial to e-commerce websites since it only responses to the search a single result.

Informational keyword – The “how-to” formulated headlines are categorized as the informational keywords. Typically, this keyword will lead the user to an answer to a question. For example, one wants to learn to bake a cake. She will search for it under the phrase “how to bake a cake”. In this case, not only one result is clicked by the finder, but there are also substitute results showcase how to bake a cake as

the user wants to compare different recipes for baking. While this type of keyword building is not effective to drive leads for a business, it is good for consultancy and marketing agency as it will attract more visitors, enabling them to find prospect customers.

Investigational keyword – this tactic is refined when consumers are still in the deciding phase of buying a product. Hence, they will try to search for investigational keywords to compare products and pick the best retailers.

Transactional keyword as the name itself carries a mission of creating a confident purchase from a customer. A vivid example for this type of keyword should include “best price”, “best deal” or “flash sale”. This is therefore the most compelling method to name a keyword for an e-commerce site.

2.1.4 Digital Display Advertising

“A form of digital marketing that uses display ads appearing on webpages as a means of communicating relevant commercial messages to a specific audience based on their profiles.” (Dodson, 2016)

In this time when consumers dedicate more time to activities on the Internet, marketers are ready to adjust marketing strategies via online adverts to address consumers and build a brand of the company. (Kotler and Armstrong, 2016)

Kingsnorth, 2016 has pointed out that there is a lot of commonality with the print media and out-of-home disciplines and display adverts, especially early on in the life of digital advertising.

“Three factors that display ad has in common with print media are:

- Graphical media (imagery rather than copy based)
- Uniform sizes (specific pixel sizes)
- A broadcast approach (rather than direct)”

(Dodson, 2016) has defined several key terms regarded to Display ads including Ad click, Ad impression, Ad unique user, Click, Cookie, HTML, Keyword, Page impression, Rich Media, Visit (Figure)

Ad click	Occurs when a user clicks after seeing an ad.
Ad impression	The number of times an ad is seen (not necessarily interacted with or clicked on).
Ad unique user	A user who sees an ad from a given device for the first time.
Click	The number of clicks on a hyperlink.
Cookie	A text file or Internet tag that a website places on a user's hard drive to remember data about that user, such as search history.
HTML	Hypertext markup language is the set of commands—or code—used by web browsers to interpret and display page content to users; it is the language that people use to build websites.
Keyword	The term or phrase that triggers your ad to appear and target potential customers. For example, if you own a bakery, you might use <i>fresh cookies</i> as a keyword in AdWords—it then triggers Google algorithms to match that phrase.
Page impression	The number of times that a user views a certain page within a website.
Rich media	Interactive media (including text, graphics, animation, video, and audio) used to promote products and services on digital computer-based systems.
Visit	The number of times that a user visits a website—each new visit occurs when there is at least 30 minutes between requests for new content.

Figure 4: Display Ad key terms

However, display ads are a controversial topic in the digital marketing community. For almost 25 years, advertisers have abused them by tricking internet users into clicking misleading ads -- some malicious display ads have even infected people's computers with viruses. It's easy to see why people have developed banner blindness and can't stop downloading ad blockers: display ads have the reputation of being intrusive, distracting, and irrelevant. (Chi, 2018)

On the other hand, (Stec, 2015) has argued that:

“Display and banner ads are most effective when you leverage the channel in a way that makes sense for both your business’ specific goals and the tone of native site or platform. Display ads are not limited to just banner ads, they have also moved into search engines and social networks.”

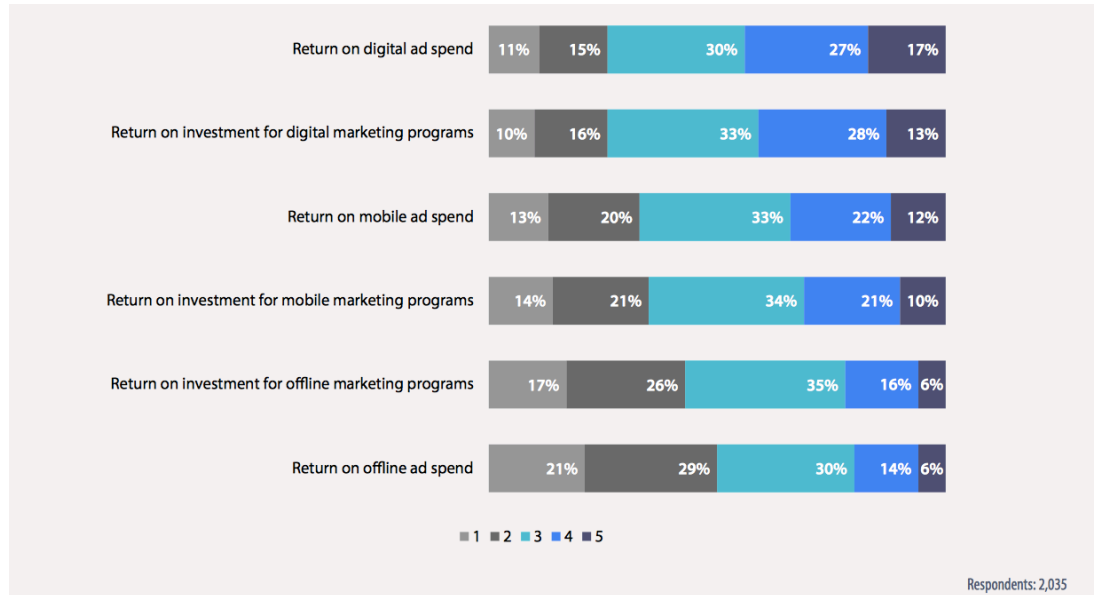


Figure 5: ON A SCALE OF 1-5, WHERE 1 IS ‘NOT AT ALL CONFIDENT’ AND 5 IS ‘EXTREMELY CONFIDENT’, HOW CONFIDENT ARE YOU IN YOUR ORGANIZATION’S ABILITY TO MEASURE THE FOLLOWING? (Source: Econsultancy & Adobe, 2018)

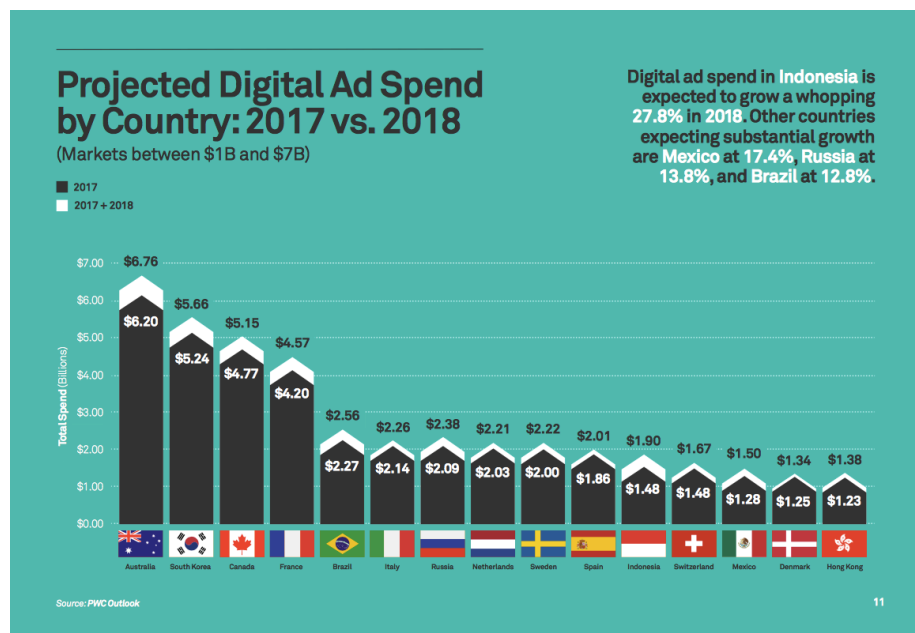


Figure 6: Worldwide digital Ad Spend (Source: PwC Outlook)

Organizations that are confident in measuring their return on digital ad spend are nearly twice as likely as their peers to have exceeded their 2017 business goals by a significant margin (29% vs. 15%). This gap is even more evident for those that are confident in measuring their ROI for digital marketing programs (30% vs. 14%). (Econsultancy, 2018)

Types and formats of display advertising

It goes without saying that display advertising includes all of the visual method to get a marketing message across ranging from videos, graphics, banners, sidebars, logos, and photos.

As a study conducted by James, D. & Daniel, L., n.d indicates that online ads can vary substantially in their graphical format. The simplest ads are text ads, which are fully described by a string of words, the color and size of the characters, and the dimensions of the ad's bounding text box. These ads allow only the most basic interactivity: the viewer can click on the ad and be transported to the advertiser's web site or, more specifically, the ad's "landing page.

Nevertheless, (Simon, 2016) has pointed out the most commonly used ad formats are banners. These have many sizes and are constantly evolving to cope with new screen sizes and resolutions, new devices and also new ways to entice and capture the attention of web users.

- In-page banner adverts: these are the banner adverts that are ubiquitous around the web. They come in a variety of sizes and need. These adverts can also be highly customizable to what an individual user has seen or done. In-page ad banners are typically animated and designed to build to specifications laid down by the Internet Advertising (IAB).
- In-page rich media: these are in-page adverts that have much more functionality or content than a standard banner. The most common examples are:
 - Video adverts: where a full video can play inside the ad creative.
 - Expandable adverts: where the ad expands to take up more (or all) of the web page if the user interacts with it. These

interactions can be a mouse-over (hover) for a period of time or a click.

- Data capture: adverts where the user can submit their email address to sign up for a newsletter or receive a reminder of a product launch date.
- Live information: such as prices of an airline route or remaining stock levels for a heavily discounted or extremely popular product, which can be piped into ad creative from product feeds and point of sale (POS) system.
- Mobile ad unit: these can also take control of some of the phone's features and sensors such as accelerometer and camera, which could be used to personalize or provide an element of gamification to an advert.
 - In-stream: this is video creative that plays before, during or after video content on the web.
 - Skippable video: the skippable format results in users watching the ad who truly are interested in it.

Figure 6 reveals the data, from Global Web Index, indicates that if appeals for white-listing are to have an impact among this audience, then the digital advertising they are exposed to should be strictly focused on their favourite content types.) (Netimperative, 2018)

Ad-Blocking Millennials Happy to Pay for Content

% OF MILLENNIAL AD-BLOCKER USERS WHO PAID FOR THIS CONTENT LAST MONTH

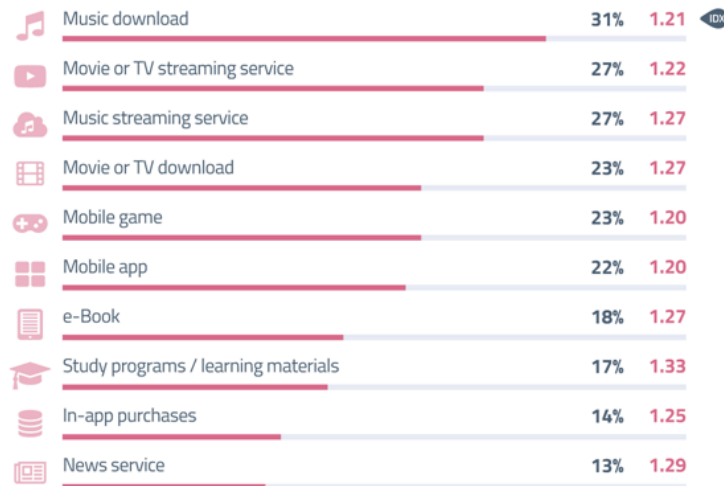


Figure 7: Ad paid by content (Globalwebindex, 2018)

2.1.5 Social media marketing

Social Media Marketing involves creating and sharing content on social media in order to achieve defined goals. Great social media marketing can ensure success in business. Ensuring the presence at social media platforms, creating social media user driven quality content and examining feedback and updating the content are the ingredients of an excellent social media marketing strategy. To understand social media marketing, first we need to understand the concept of social media.

Social media is defined as a group of Internet-based applications built on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user generated content (Kaplan & Haenlein, 2010).

According to Coles (2014), the term 'social media' can be broken down as 'social', because users are being social, and 'media', because it is published on the web. It is simply a platform for a conversation that is online rather than the more conventional ways in which people communicate, and so it gives them access to many people at once; the internet has given it scale. There are two ways to look at it being brand awareness, which can be a personal or a business brand; and networking, or building relationships online. The two do cross over, because as users are networking, their brands are becoming more visible at the same time.

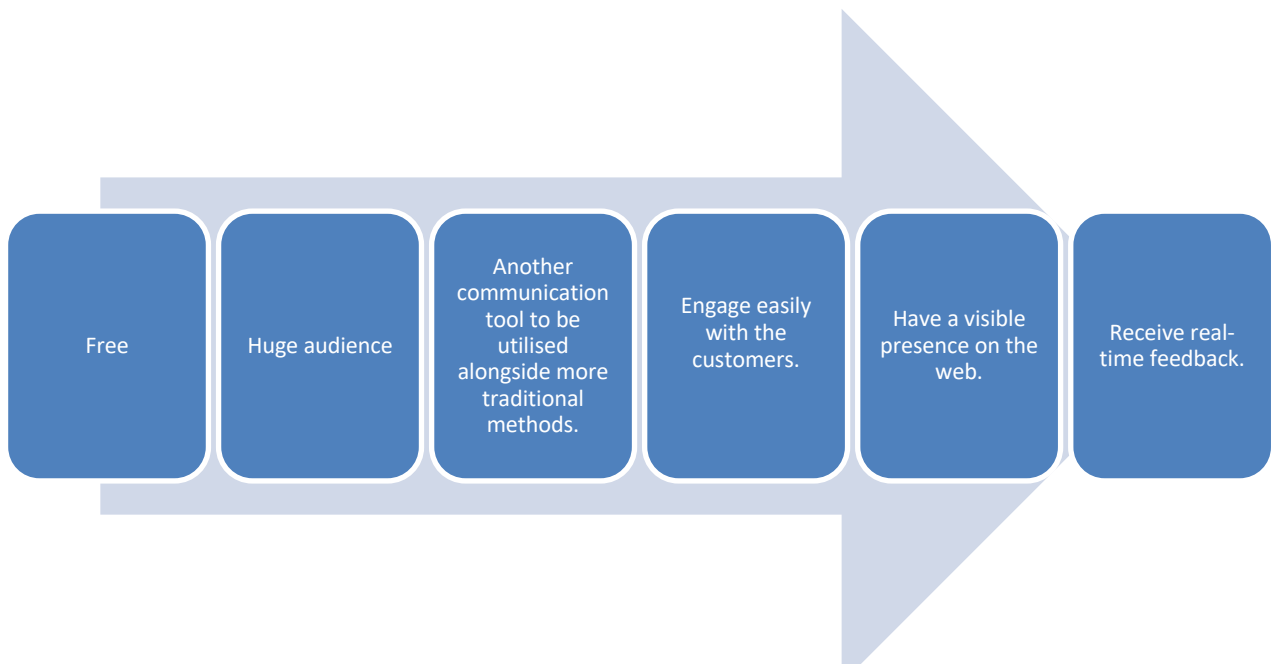


Figure 8: Benefits of using social media (Source: Coles, 2014)

Site	Web address	Use
LinkedIn	www.linkedin.com	Business-to-business networking
Facebook	www.facebook.com	Social and business-to-customer site
Twitter	www.twitter.com	Small bite-size messages to all
YouTube	www.youtube.com	Video-broadcasting site
Google+	www.plus.google.com	Business-to-business and business-to-customer

Figure 10: Social media and their uses (Coles, 2014)

To run a successful business, an innovative and well-designed social media marketing plan is indispensable with their core strategic development plan. It has also become an important player in today's economy and marketplace. According to a recent research report, 90% of marketers want to engage their consumers with social media, and believe social media plays an important role in their business and marketing strategies (Stelzner, 2014).



Figure 9: Four stages of SMM

“Implementing an effective social media strategy for your business is imperative to the success of a social media campaign, and the only way to build and sustain relationships with customers is to listen to them.” (Dodson, 2016)

More importantly, in the implement phase, creating engagement is central to the effective use of social technology and the creation of social business. The move beyond consumption is an important realization in the development of social business: Content, consumption without a direct consumer/audience role in creation – think TV, radio, print – print is an interactive but not necessarily social approach to building a successful business. In a content-driven interactive media site, the content is the draw and the consumption of it is the primary activity. In a social application, the content still matters – no one wants to hang out in a vacuum – but the interactions and conversations that the content enables between member take center stage. Below are effective methods to accelerate engagement for SMM.

- *Curation*: it is the act of sorting and filtering, rating, reviewing, commenting on tagging, or otherwise describing content. Curation makes content more useful to others. For example, when someone creates a book review, the hope is that review will become the basis for a subsequent purchase decision. However, the review itself is only as good as the person who wrote it, and only as useful as it is relevant to the person reading it. This is what curation enables. By seeing not only the review but also “the reviews of the reviewers” or other information about the person who created the review, the prospective buyer is in a much better position to evaluate the applicability of that review given specific personal interests or needs.
- *Creation* – generally recognized as “content creation”, driving content creation is a simple underlying theme: People like to share what they are doing, talk (post) about the things that interest them generally be recognized for their own contributions within the larger community. Reputation management – a key element in encouraging social interaction – is based directly on the quantity and quality of the content created and shared by individual participants.

- *Collaboration* – it occurs naturally between members of the community when given a chance. Blogging is a good example. Numerous examples will be found from different posts, reinterpreted by readers through comments – that flow off to a new conversation between the blogger and the readers. Bloggers often adapt their “product” on-the-fly based on the inputs of the audience like “comment below your favorite something” or “tell us more about something in the comment” (Evans & Mckee, 2010)

2.1.6 ROI

Investopedia describes ROI as the following:

“A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio.” (Investopedia, 2015)

Social Media Return on Investment (ROI) is a direct subset of the marketing performance discourse. With the emergence of online and social technologies, performance tracking has become a standard requirement in all digital marketing (Tuten 2008; 10; 25-26). Indeed, as the potential of social media as a marketing outlet is viewed very promising, Social Media ROI has developed into a significant topic for marketers globally (Weinberg & Berger 2011).

The equation for ROI is given as:

Social ROI isn't just about assigning dollars to social media, it's about answering the next order questions. How do we connect social engagement to site traffic, conversion, customer lifetime value, and loyalty? How do we leverage social signals to drive marketing actions through our entire marketing process? How do we identify the people who truly impact our business via social media?

ROI is not just about measuring the past but also, more importantly for the marketer, providing insights to improve marketing actions in the future. Measuring the past within the media engagement framework can provide good insights for improvement, but these must also be understood in context of why individuals participate in social media. Understanding these motivations will then allow marketers to make significantly better decisions for the future given the highly dynamic nature of social

media. Combining analysis of the past with a deep understanding of an individual's motivations to participate in social media will allow us to develop strategies that are significantly more successful than shooting from the hip. (2011)

2.2 Swot Analysis

A SWOT analysis is a complete situational analysis of a company's situation by taking into account internal and external factors. It stands for strength(S), weaknesses (W), opportunity (O) and threats (T); hence the acronym SWOT. (Kotler & Armstrong 2011)

"Strengths include internal capabilities, resources, and positive situational factors that may help the company serve its customers and achieve its objectives. Weaknesses include internal limitations and negative situational factors that may interfere with the company's performance. Opportunities are favourable factors or trends in the external environment that the company may be able to exploit to its advantage. And threats are unfavourable external factors or trends that may present challenges to performance." (Kotler & Armstrong, 2011, 53).

III. EMPIRICAL STUDY

3.1 Market analysis

The e-commerce used in this thesis is available at: caydepchauxinh.com

This part studies the Vietnamese market for plants with different aspects including the market status, market trends and forecast. Given that Vietnam's geographical location allows it to be identified as part of one of the world's diversity regions endowed with a rich flora. It provides not only food and medicines for the people of Vietnam in terms of social benefit, but also a variety of plants is available for recreational purpose in terms of spiritual benefit. Hence, nourishing plants has been a long-established tradition in the Vietnamese culture and the purpose of owning plants is mainly spontaneous. Nonetheless, there has been barely any sufficient academic sources which study about plants market share in Vietnam. From the

owner’s perspective, plants in Vietnam have been segmented based on the characteristics of the plants including “flowering, indoor plants, construction plants, Bonsai and seasonal plants”. Blooming Grace’s segmentation is indoor plant or succulents. An analytic from google Adwords shows there is an increase in the number of keywords related to indoor plants. The market has seen a steady rise for the period of two years. Millennials were constituted 50 percent of houseplant sales from the period of 2016 to 2018,” according to Ngoc Luu, the owner of the store. The owner also of the store estimated that there are hundreds more Vietnamese who took up gardening last year, their ages are 18 to 34. “This group is largely students and basic labour and as a result, are renting homes instead of buying. “Ornamental plants are thus one of the low-cost ways to simulate a greener space at home.”

Digital Capacity	ONE. Initial	TWO. Manage	THREE. Defined
A. Strategic Approach	No Strategy	Priorities marketing activities	Defined vision and strategy
B. Performance improvement process	No KPI	Volume-based KPIs/No Dashboard	Quality-based KPIs
C. Management buy-in	Limited	Verbal support, but inadequate resource	Sponsorship and investment seeking
D. Resourcing and Structure	No specific skills	Core skill centralized or agencies	Centralised
E. Data and infrastructure	Limited/ no customer database	Limited data, tools and IT service	Partially integrated system
F. Integrated Customer Communication	Not integrated	Planning (SEO, PPC, Social media marketing, mobile advertising, CRM)	Implementing
G. Integrated customer experience	Website not integrated	Planning	UI/UX design

Currently, there are several problems facing the online store including strategic approach, performance improve process, management buy-in, resourcing and structure, data and infrastructure, integrated customer communication and integrated customer experience, which result in unstable business. Thus, the author of this thesis has made an overall analysis on the current situation of the online store followed by general suggestions to improve the capacity for a successful business. The store owner, therefore, is entitled to use this as a reference in his business. However, in this bachelor thesis, the author only focuses on strategy approach, which is closely linked to digital marketing activities to deal with customer communication and customer experience. With regards to the strategic approach to run the business as a whole, barely does the Blooming Grace know how to prioritize its marketing activities at this phase. Hence, in this thesis the author suggests a couple of practical marketing strategy to foster the brand awareness to broader customers, plus to build a cost-efficiency and effective communication channels to customers using social media as well as to create satisfactory customer experience.

3.1.1 Blooming Grace SWOT analysis

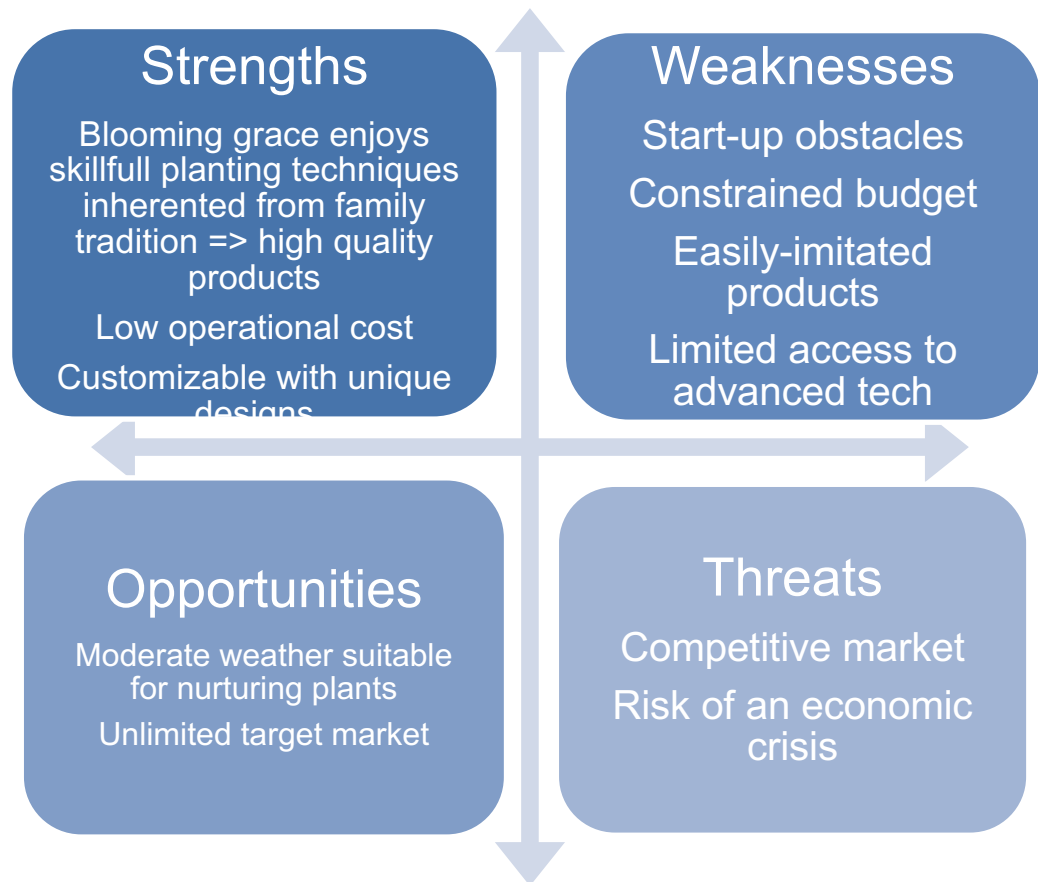


Figure 11: SWOT analysis of Blooming Grace

Strengths

Strengths are an internal assessment of the product's attributes that give it an advantage over other products. There are many plant products sold on the market, but their originality is unclear. Every plant sold at Blooming Grace comes with the tag including the information about ingredients of fertilizer, time of planting, plants history and methods of watering. Additionally, the buyers' names can be carved on the pot if they want to. Also, if the buyers do not buy plants for themselves but buy them as a gift, the store is able to customize according to the receivers' preferences. Moreover, the owner of the store is self-employed with the support from family members, thus there is no need to hire more staff to run the business.

Weaknesses

By the same token to strengths, the weaknesses component of the SWOT analysis is an internal assessment of the product's attributes that place it at a disadvantage

when compared to alternatives. On the one hand, the products can be easily imitated as nothing will prevent rivals from presenting the same products. On the other hand, the business is built from scratch with little knowledge about dynamic future technology, hence it takes a lot time and efforts to make the business well-rounded.

Opportunities

Opportunities are usually external to the product and they can range from partnerships to new markets. As stated earlier, the distinctive geographical feature of Vietnam enables the owner to grow healthy plants at fast pace. Besides, the brand can exploit new and big market all year round without any barriers for this type of products, especially on special occasions when there is high demand to gift other people.

Threats

Threats are typically external factors impacting the product. These threats are the obstacles facing the business and what could adversely affect the product in the future.

As new market and retailer are joining, fraud and scandal are also increasing, which likely leads to brand damaging. Also, the durability of plastic plants will eliminate the need for real plants. It is also worth mentioning that Vietnam is also a part of the world economy, it is inevitable to be affected by its neighbors' and partners' economic scenario in the event of global economic crisis.

3.2 Aligning digital marketing strategy

Digital marketing is the uprising field in the all the industries. The online world is ever changing and ever expanding, to keep up with all the latest trends for the Blooming Grace's business to strive to its fullest potential, a number of selected digital marketing methods are exposed to conduct this empirical research.

3.2.1 SEO

To obtain more customers for the online store, SEO – Google Adwords is taken into consideration for SEO tactic. Since Google is the largest and most common search engine in the world, the store will able to present its advertisement in front of users

when they are browsing the internet or looking for similar products. As keywords are the core players for every website, if the right set of keywords are selected for Blooming Grace then automatically the website rank will increase or else there are obstacles to rank high in the search engines.

Technically speaking, SEO keyword research should be an ongoing process with used keywords need to be reevaluated periodically. Also, when optimizing webpages for search engines, keep in mind that relevancies between the keyword and the website are of high importance. A few critical points are suggested for a compel link between the keyword and the webstore for higher rank on google.

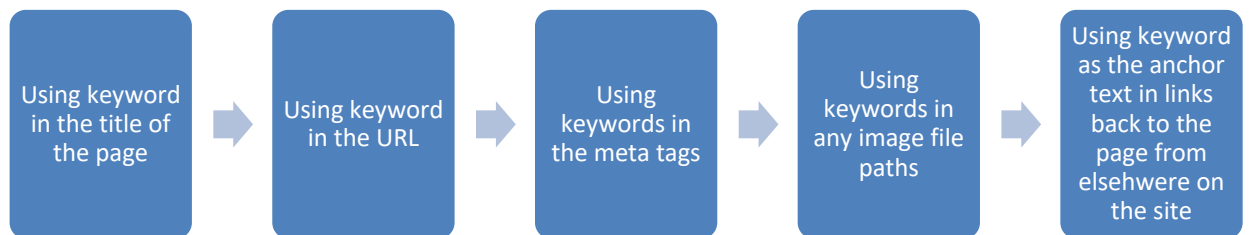


Figure 12: How to determine an effective SEO keyword

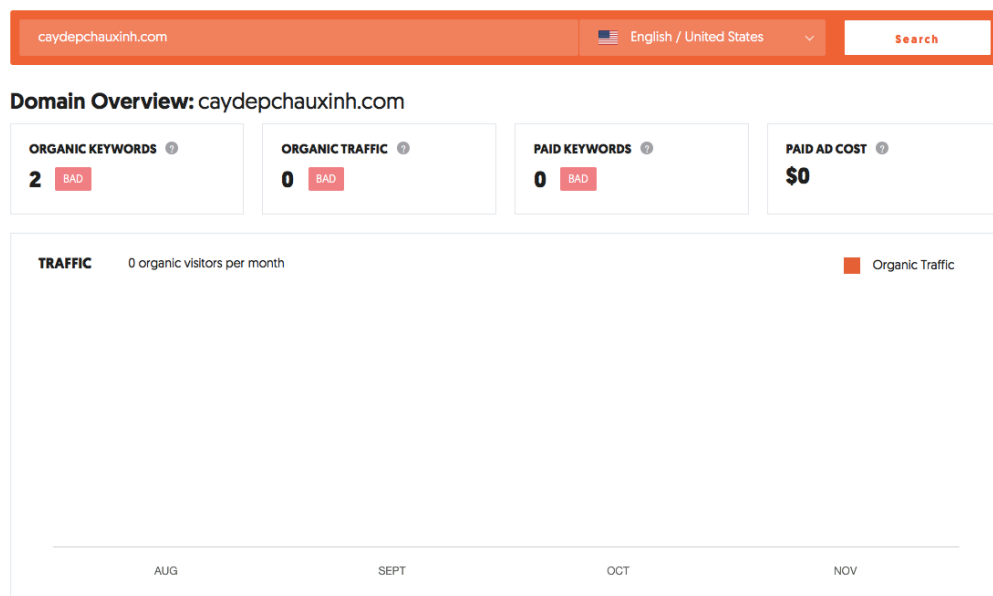











Figure 13: "Blooming Grace" domain overview

Retrieved from the analysis of Neilpatel – a platform specifies on analyzing SEO key factors for a particular website. From the result of Neilpatel. it is clear to see that Blooming grace at this stage has very poor SEO efforts leading to a crashing number of visitors for the online store. A list of excellent keywords is suggested to drive more traffic to the website in the analysis below.

While the volumes in the table means the number of searches this particular keyword has during a month, the position means the keywords is ranked on google search and the visit is the estimated traffic for all the webs contain this particular term. As an overall trend, the USA shows the highest amount of the keyword searched for plant shop, followed by the UK, Canada, and Australia.

Figure 14: Suggested SEO keyword for Blooming Grace

SEO KEYWORDS


TOP KEYWORDS BY COUNTRY  541  55  53  48 MORE 			
SEO KEYWORDS 	VOLUME 	POSITION 	EST. VISITS 
plant shop	6,600	5	309
house plant shop	260	1	79
houseplant store	170	1	51
indoor plant store	390	3	37
buy houseplant	1,900	8	37
shop indoor plants	170	2	27
indoor plant shop	210	3	20
house plant shop near me	50	1	15
peperomia thailand	40	1	12

VIEW ALL SEO KEYWORDS THIS DOMAIN RANKS FOR

The screenshot displays the 'Content optimization' section of a Google Search Console report. It is divided into several categories: 'General', 'Title check', 'Description check', and 'Google preview'. In the 'Description check' section, a red oval highlights the error 'Not found' with the message 'Description tag not found'. Below this, the 'Google preview' section shows the page title 'Luru Garden - Cây Xanh Nội Thất Văn Phòng' and the URL 'http://caydepchauxinh.com'. A red box highlights the warning: 'The description is missing, therefore, a relevant text from your page will be shown in snippet.' A blue arrow points from this warning to the text 'Missing meta description' below the screenshot.

Category	Item	Status	Value	Action
General	Status code	OK	200 OK	
	HTML Size	Warning	2.56 MB	How to fix
Title check	Title	OK	Luru Garden - Cây Xanh Nội Thất Văn Phòng	
	Length	OK	40 signs (Recommended: 35-65 signs), Words: 9	
Description check	Not found	Error	Description tag not found	How to fix

Google preview

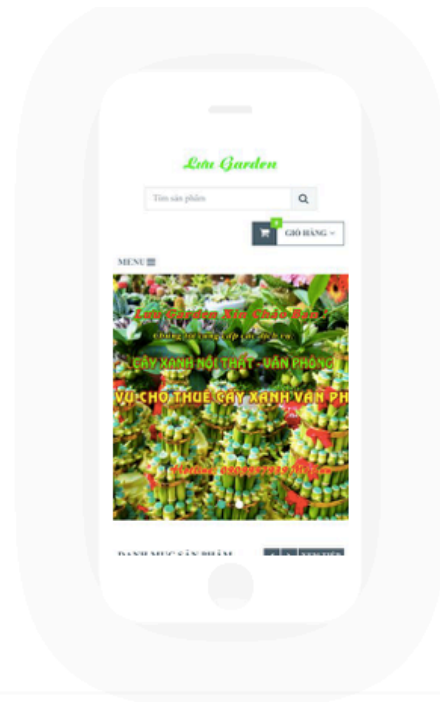
 Luru Garden - Cây Xanh Nội Thất Văn Phòng
<http://caydepchauxinh.com>
The description is missing, therefore, a relevant text from your page will be shown in snippet.

Missing meta description

Figure 15: "Blooming Grace" content optimization

On the other hand, a critical error is recognized at the meta description of the website. Subsequently, the absence of the meta description can impact the search engine optimization efforts to a large extent. As anticipated, this particular piece of descriptive information plays a significant part in the user's engagement. Since users often study the outline and decide whether they want to click on the entire webpage or not, a good meta description enables the store to improve its click-through-rate and larger number of the visitors arriving from the search.

Mobile Preview



User Experience

Score	Google Page Speed Score is: 21
Usability	Google User Experience Score is: 100
User Experience	Use legible font sizes
User Experience	Size tap targets appropriately
User Experience	Configure the viewport
User Experience	Size content to viewport

Figure 16: Google Speed Score

Page speed is also an important factor in search engine ranking and overall site success. This online page takes longer than 5 seconds to load and therefore can lose up to 50% users. At this point, a faster webpage is proposed for higher traffic, better conversions and increased sales over the slower loading pages.

Furthermore, analysis is not merely about applying Google Analytics for the website, it also involves daily monitoring to measure certain indicators and thereby adopting proper direction to improve the desired conversion rate for Blooming Grace's website, to which the success is measured by three fundamental measurement methods:

Performance Channel Tracking: measurement about the amount of traffic coming from each channel, which channel generates more customers, and which channel earns the highest conversion rate?

Audience Response Tracking: measurement about users' response when they are online such as their duration of browsing the website, on which section do they decide to exit the website, and which pages they have gone through before conversion occurs.

User Behaviour Tracking: measurement about the users' behavior through the use of effective tools such as heatmap, which allows the owner of the website know where the audiences hover their mouse on the site, where they click and where they scroll the site to?

3.2.2 Digital display Ad

Like most of the worldwide recognizable brands, in today's world where most of the information is accessed online, it seems quite apparent that if Blooming Grace wants to be more tangible, it should implement digital display ad to promote itself to reach a wider range of customers. While there are many techniques as to how can Blooming Grace get good traffic on a site, this tactic is introduced to build more brand awareness to the store.



Figure 17: "Blooming Grace" Banner Ad No.1



Figure 15: "Blooming Grace" Banner Ad No.2

These banner ads are created to show up along with news, sports, videos and many other contents which users want to read and consume. As can be seen from the ad, there is a call-to-action feature in two ads (shop now, shop more), which navigates the visitors where to click, what to do next and where to buy the products. It is a

critically important element in the digital display advertisement since it plays a role to convert a reader into a customer. The success of this digital marketing type is measured by CPC or Cost Per Click, which shows the percentages of users how many times click on the ads. To be able to calculate it, the following metrics are required:

- + Clicks
- + Impressions (means something being loaded – an ad impression is one ad loading on a page once).

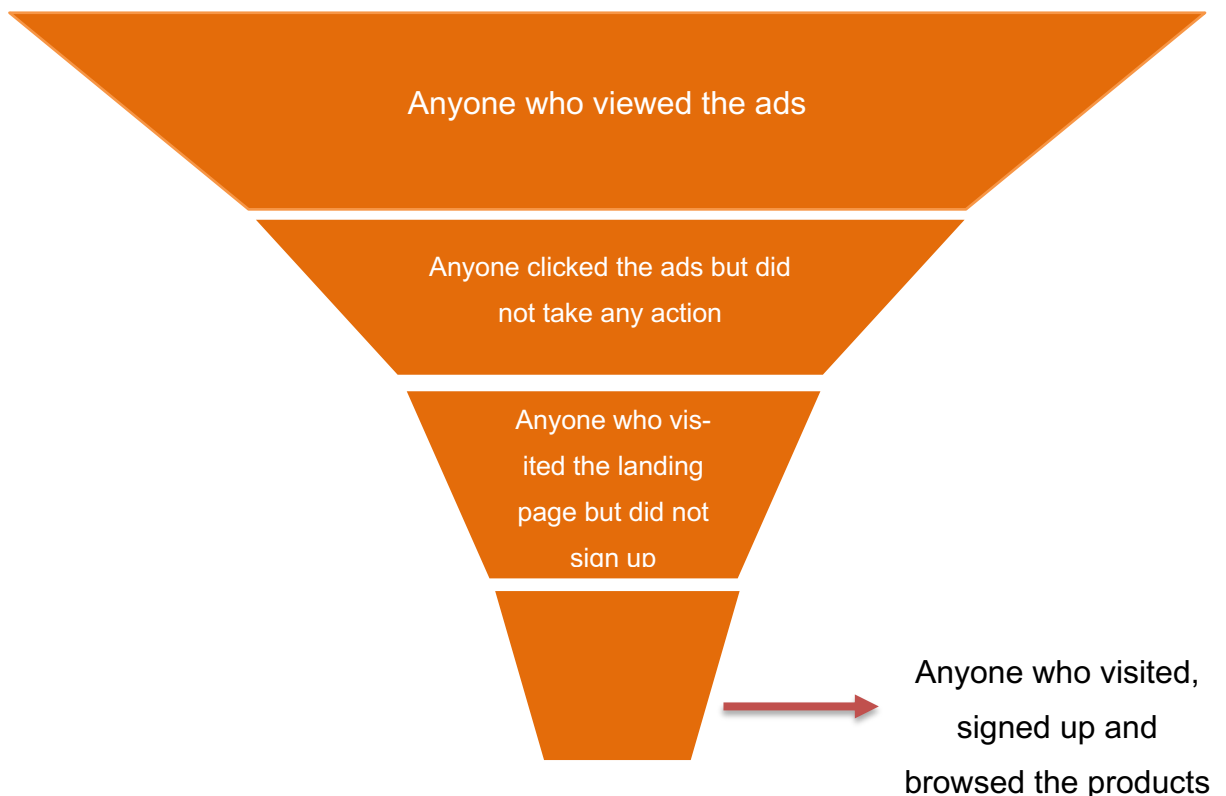


Figure 19: Funnel of target audience

Above is the funnel of target audience for setting target for displaying ad, it is an undeniable fact that the number of audiences is extremely broad and next to impossible to target the right customers, the first group of audience is not so potential since they do not shift the traffic into the conversion, thus the budget to bid per click for this must be as low as possible, supposing it is €0,06. However, when the prospect customers are in target, the bid should be high in order for the ads to show more frequently to them. Therefore, it is vital to remember the closer the ads reach

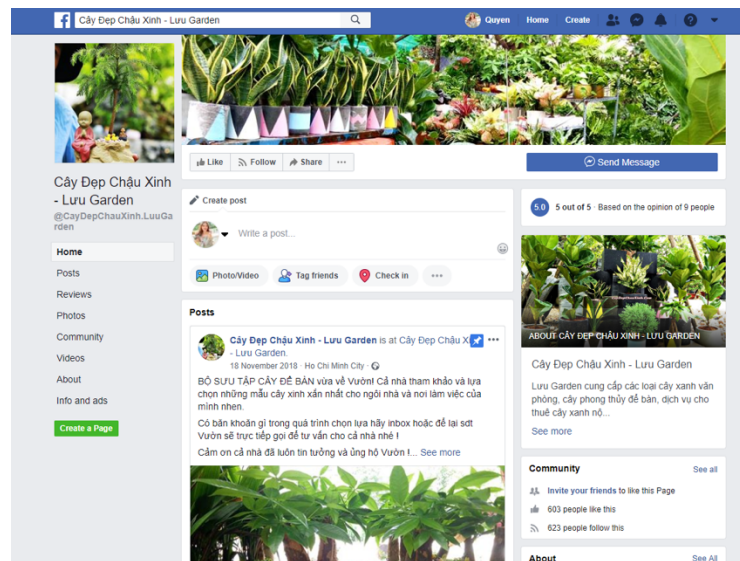
the target, the higher the marketers should bid in the campaign. The author proposes carrying out an analysis on the cost for this type of campaign.

Table 1: Google display network budget estimation using google analytics

Campaign	CPC bid	Impressions in the last 30 days	Costs	Clicks	Cost per impression	Cost per click
Anyone who view the ads	€0.06	supposing 122,912	€30.94	410	€0.000	€0.08
Anyone who clicked the ad but not take any action	€0.50	33,498	€14.64	35	€0.000	€0.42
Anyone who visited the landing page but did not sign up	€1.00	288,658	€204.80	234	€0.001	€0.88
Anyone who visited, signed up and browsed the products	€2.00	108,211	€108,211	83	€0.001	€1.34
		553,279	€358,591	1441	€0.01	€2,72

On the positive side, in total, the estimated cost for the digital is €360 for 550.000 targeted-impressions.

3.2.3 Social media marketing



Picture 1: Blooming Grace Facebook page

Social Media has emerged as a powerful digital tool for “Blooming Grace” to impact the buyer’s decision to a great extent. As businesses seek for methods to fuel their returns, Social Media Marketing never fails to capture better attention and kindle new customer relations. To improve the current marketing channel for better social engagement, a few recommendations are advocated with Facebook and Instagram being the two largest social media platforms for Vietnamese users, hence the developments of only two mentioned channels are emphasized in this thesis.

It is worth mentioning that social media heavily concentrates on content, Blooming Grace must ensure that its content resonates with audience, and content should be in the ratio of 80:20 for organic versus promotional.

To produce organic content, Blooming Grace is reckoned to opt for a mix of casual, inspiring and educational content. The best forms are quotes, visuals and blog posts. Simultaneously, for promotion (paid content), creativity is the key element, for which the readers feel a strong relation when reading the posts. With what being said, the author of this thesis suggests building contents around a trend, favorable of a dignified cause, or showing a testimonial from a satisfied client. It is also important to remember that 80% percent of the content should always be organic. Moreover, Blooming Grace needs a social media marketing plan as a more detailed guide for implementing the strategy over a period of time.

In addition to the social media planning calendar, there are many social media management tools available on the market that can help Blooming Grace with this. The author suggests Agorapulse.com which allows the channel to keep the posts organised and scheduled. It is easy for Blooming grace to get client approvals on this platform and it even evaluates the posts' performance. It is an all-around great tool with multipurpose functions.

January 2019 Social Media Marketing Calendar				
Week 1	Sunday			
Channel	Content	Image Link	Time	Content
Facebook	How plants are beneficial to your health?		10.00am	Post an interesting question to the community
Facebook	Give away		12.00	Share promotional items, special offer, freebies
Facebook	Plant growing techniques		15.00	Share community content
Instagram	Customers' feedbacks		17.00	Post humorous, fun content (cartoon, memes, video, etc.
Instagram	Visually appeal images		18.00	Visually appeal images
Instagram	Product images		19.00	Product images
Week 2	Sunday			
Channel	Content	Image Link	Time	Content
Facebook	Give away result announcement		11.00	Product images
Facebook	Give away		12.00	Share community content
Facebook	Customers' feedbacks		15.00	Post humorous, fun content (cartoon, memes, video, etc.
Instagram	Visually appeal images		17.00	Visually appeal images
Instagram	Product images		18.00	Share promotional items, special offer, freebies

Figure 16: Social Media Planning

January 2019 Social Media Marketing Calendar												
Week 1	Sunday			Monday			Tuesday			Wednesday		
Channel	Content	Image Link	Time	Content	Image Link	Time	Content	Image Link	Time	Content	Image Link	Time
Facebook	How plants are beneficial to your health?		10.00am	Post an interesting question to the community		10.00	Plant growing techniques		10.00	Post an interesting question to the community		10.00
Facebook	Give away		12.00	Share promotional items, special offer, freebies		12.00	Customers' feedbacks		13.00	Post humorous, fun content (cartoon, memes, video, etc.)		14.00
Facebook	Plant growing techniques		15.00	Share community content		15.00	Product images		15.00	Customers' feedbacks		16.00
Instagram	Customers' feedbacks		17.00	Post humorous, fun content (cartoon, memes, video, etc.)		17.00	Share community content		16.00	Plants introduction		17.00
Instagram	Visually appeal images		18.00	Visually appeal images		18.00	Plants introduction		18.00	Share promotional items, special offer, freebies		19.00
Instagram	Product images		19.00	Product images		19.00	Visually appeal images		19.00			
Week 2	Sunday			Monday			Tuesday			Wednesday		
Channel	Content	Image Link	Time	Content	Image Link	Time	Content	Image Link	Time	Content	Image Link	Time
Facebook	Give away result announcement		11.00	Product images		10.00	Customers' feedbacks		10.00	Share promotional items, special offer, freebies		10.00
Facebook	Give away		12.00	Share community content		12.00	Plant growing techniques		13.00	Post an interesting question to the community		14.00
Facebook	Customers' feedbacks		15.00	Post humorous, fun content (cartoon, memes, video, etc.)		15.00	Share community content		15.00	Customers' feedbacks		16.00
Instagram	Visually appeal images		17.00	Visually appeal images		17.00	Plants introduction		16.00	Product images		17.00
Instagram	Product images		18.00	Share promotional items, special offer, freebies		18.00	Product images		18.00	Share community content		19.00
Instagram	Share community content		19.00									

Figure 17: The entire SMM plan for a year

The plans contain the time and the content scheduled for the whole year with gradual frequency. As can be seen from the SMM plan, customers' feedbacks are constantly updated, since customer reviews are forceful ways to alert potential customers what are the best items that are sold recently, and which are of good quality. Potential customers read reviews regularly, which makes the buying process easy and more convenient to decide. Likewise, social media users usually appreciate feedbacks. Blooming Grace ought to ensure that its customers can see these reviews prominently on the product page that the customers are viewing. Subsequently, it can greatly influence the customers' decision to buy the item or redirect their attention into a relevant item. Also, the plan contains topic consistency, thoughtful publishing, on time, in order to meet expectations of the social circle. It is also noteworthy that algorithms have altered social media beyond recognition by making it harder for a specific content to be seen in someone's feed organically. A

campaign targeted at the right demographic actually results in more engagement from the audience. Studies show 74 per cent of customers get frustrated when they see marketing content that has nothing to do with their interests. By using targeting options Blooming Grace can create a personalised campaign that shows its audience that Blooming Grace really understands them. Facebook for example uses an algorithm called "Edge Rank" to decide how often a content is to be shown.

Generally speaking, the more specific Blooming grace's SMM plan is, the more effective it is in implementation. It is unattainable target when the plan is broad and pneumatic. This plan will direct Blooming Grace actions in the longer term. Additionally, it will be a measurement by which Blooming Grace determines whether it is succeeding or failing. The author also suggests conducting daily target goal and weekly review the marketing activities, so it is able to dismiss the ineffective ones as soon as possible using a method called ROI (Return on investment), which specifically measures the effectiveness of social media campaign. This method is critical to the development of Blooming Grace since its key selling channels are from generated from Facebook and Website. Hence, the more engagement it gets from the customers, the more profit it can achieve. There are some required KPIs (Key Performance Indicators) to conduct this measuring method. Different industry will have different KPIs. A simple formula to calculate ROI looks like this:

Profit / total investment (people hours, ad budget, etc.) X 100 = social media ROI (as a percentage)

The author suggests conducting a simple ROI calculation for Blooming Grace supposing that the purpose of the social media campaign is improving Blooming Grace's audiences' engagement and total investment is €250.

Table 2: Return on investment calculation

Blooming Grace's campaign goal	Brand engagement
KPI/goal	post engagement
The value attributed to a post engagement	1€
Total Post engagement at the end of the campaign	750

Total cost of the campaign	250€
ROI	$((750-250)/250) * 100 = 125\%$

The return on investment for Facebook campaign is projected to be over 100%, which specifically means for each euro invested, “Blooming Grace will earn 1.2 euro.

3.3 Improve customer experience through email and social media

In order to satisfy, grow, and retain its customer bases, Blooming Grace must ensure that every interaction it has with its buyers meet or exceed these growing expectations. Good customer experience should be delivered to all new, existing and potential customers. Although "good" services involve multiple aspects, fast response time is an important component for Blooming Grace since today's customers are used to getting what they want quickly. Speed is one of the cornerstones of excellent customer support. It enables the buyer to proceed smoothly from the initial contact to sale and solve the problem in time when they arise. The first and foremost consideration for Blooming Grace is to sort and prioritize the emails that it received. Labels allow it to classify and prioritize incoming messages. Create folders to quickly organize support messages based on the type of query. Examples of categories that it can label include inquiry, fraud products, returns, VIP customers, and shipping problems.

Additionally, it can create response template to cut the response time in commonly-asked matters including plant returns, cancellations, logistics and refunds. Another useful technique is automation, given that all customers need to know that their email has been received and that help is in progress, negative emotions start to appear when their concerns, problems or complaints are ignored and may affect long-term relationship with customers. An adept way to solve this problem is to reply automatically on social media sites or email to let the customers know that Blooming Grace has acknowledged their inquiries. Furthermore, customers need answers anytime, anywhere. In fact, Forrester Group's research found that 41% of customers hope to get a reply within six hours. Customer support strategies that include mobile access will make it easier to support buyers on weekends and holidays. A timely

response reduces negative feedback and puts Blooming Grace in the right position for the 24-hour response guide.

Last but not least, the author recommended adding FAQs (Frequently-Asked Questions) section on the website since it strengthens the customers experience while visiting the website. It is worth noticing that when constructing a FAQs section for the page, grouping questions together by category, such as “Pricing and Payment” “Return Policies” with striking headlines will encourage the buyers to understand the information more easily and obtain more trusts from them. In like manner, it is very likely that customers are not able to know all the questions they are looking for, hence the FAQs will allow them to explore more questions they are not aware of thereby preceding future uncertainty about the plants they want to purchase. Also, it is important to note that these FAQs section must be updated on a regular basis.

A vivid example for Blooming Grace’s FAQs should be:

Return policies

1. I want to return my purchase what do I do?
2. I would like to return a gift that was sent to me. How do I do that?
3. Can I exchange my order instead of returning it?

Pricing and Payment

1. Do you accept international credit cards?
2. What forms of payment do you accept
3. What can cause my order to be delayed?
4. How can I track my order and payment?

Shipping

1. How long will it take for my order to arrive after I make the payment?
2. What shipping options are available (overnight, standard, international, domestic only, etc.),
3. How much each shipping method will cost for me?

IV. RESULT ANALYSIS

The survey was sent out to 39 people and the total number of completed responses was 39. In other words, the completion rate of the survey was 100%. The author targets selected prospects and monitor their response pattern.

4.1 Response and respondent demographics

Figure 18 presents the age distribution of 39 respondents in the survey. The majority of respondents are from 18 to 28 years old, accounting for 64.10% of the total. Only 1 respondent is over 50 years old. Respondents are comprised of 64.10% of female and 35.9% of male.

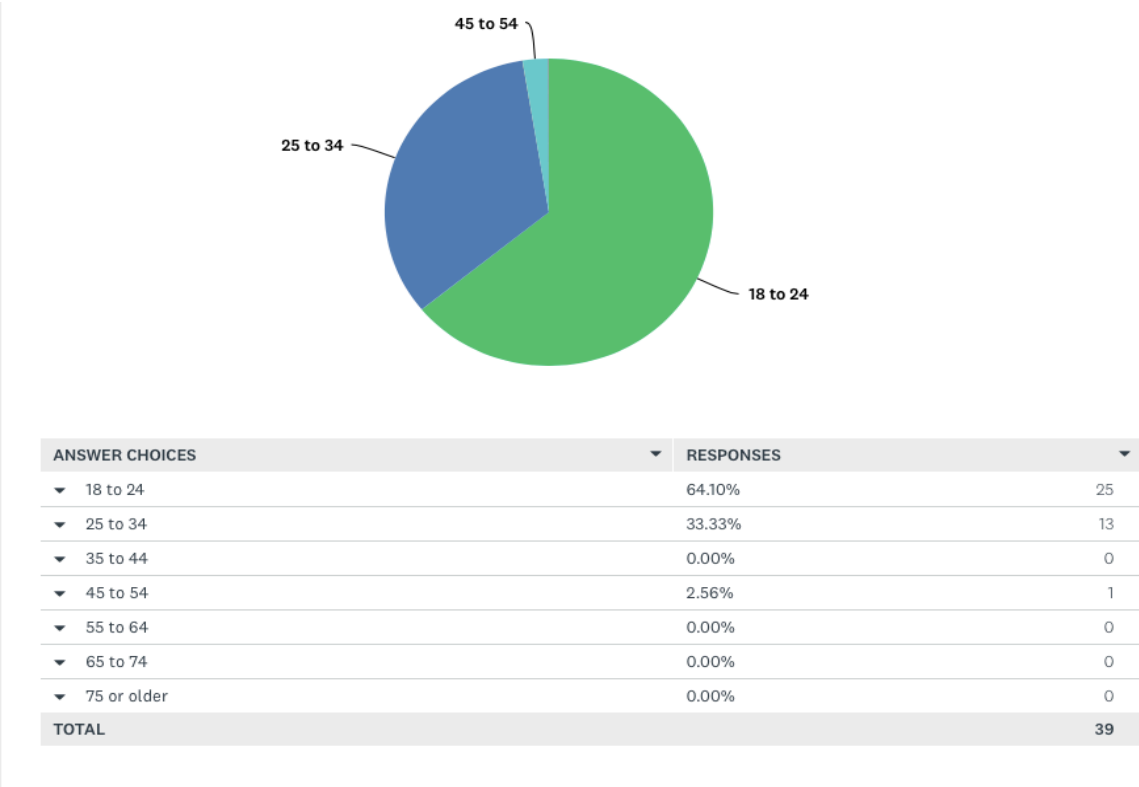
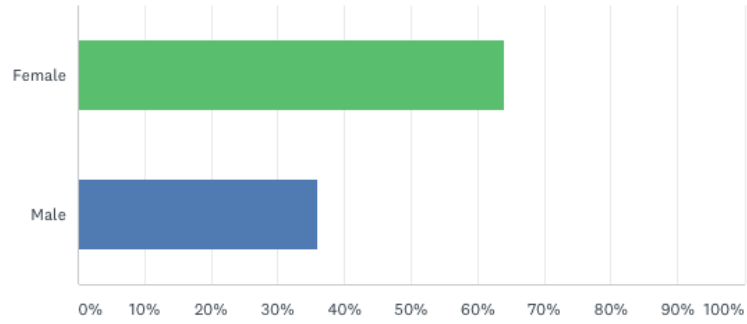


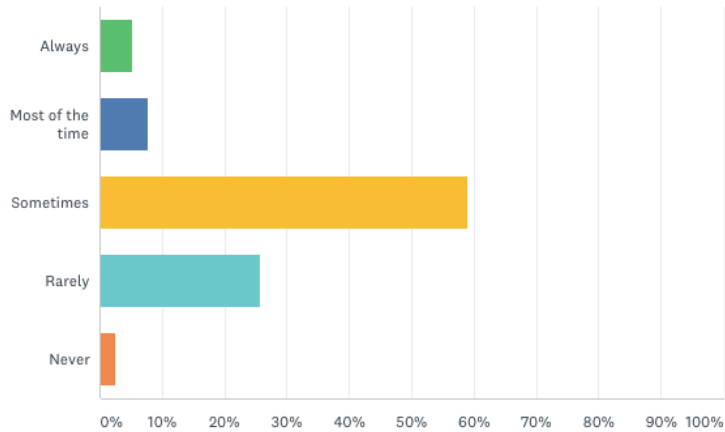
Figure 18: Survey-Age Group



ANSWER CHOICES	RESPONSES	
Female	64.10%	25
Male	35.90%	14
TOTAL		39

Figure 19: Gender

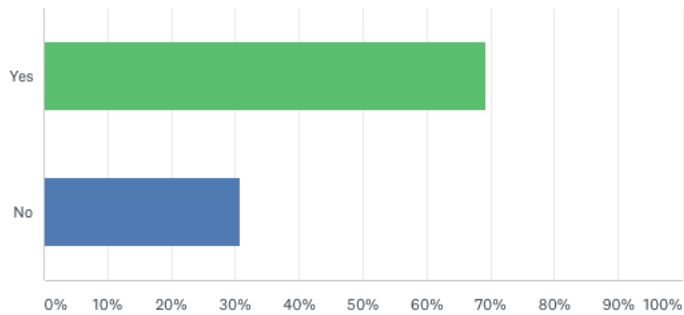
4.2 Respondents' tendencies and preferences



ANSWER CHOICES	RESPONSES	
Always	5.13%	2
Most of the time	7.69%	3
Sometimes	58.97%	23
Rarely	25.64%	10
Never	2.56%	1
TOTAL		39

Figure 20: Frequency of impulsive online purchasing

Being asked about frequency of impulsive purchasing, there are only 10 respondents stating that they have rarely purchased something online impulsively, and only 1 respondent who has never purchased something online impulsively accounting for 25.6% and 2.56% respectively of the total. Remarkably 59% of 39 respondents, who are mostly in group 18-30, say to sometimes purchase something online. This proves that selling plants online is potentially profitable considering that plants are not so expensive goods that people are not willing to buy. Besides, the plan is to target the digital ads shown to the prospect customers as much as possible so as to they will likely purchase the plants.



ANSWER CHOICES	RESPONSES
Yes	69.23% 27
No	30.77% 12
TOTAL	39

Figure 21: Thoughts on owning a plant

Interests on owning a plant for homes and offices have been recorded based on the 4th question in the figure 21 – “Have you ever thought of owning a plant?” of the survey. More than a half of respondents said that they want to own a plant for their homes and offices, which is a very useful piece of information to the owner of the store.

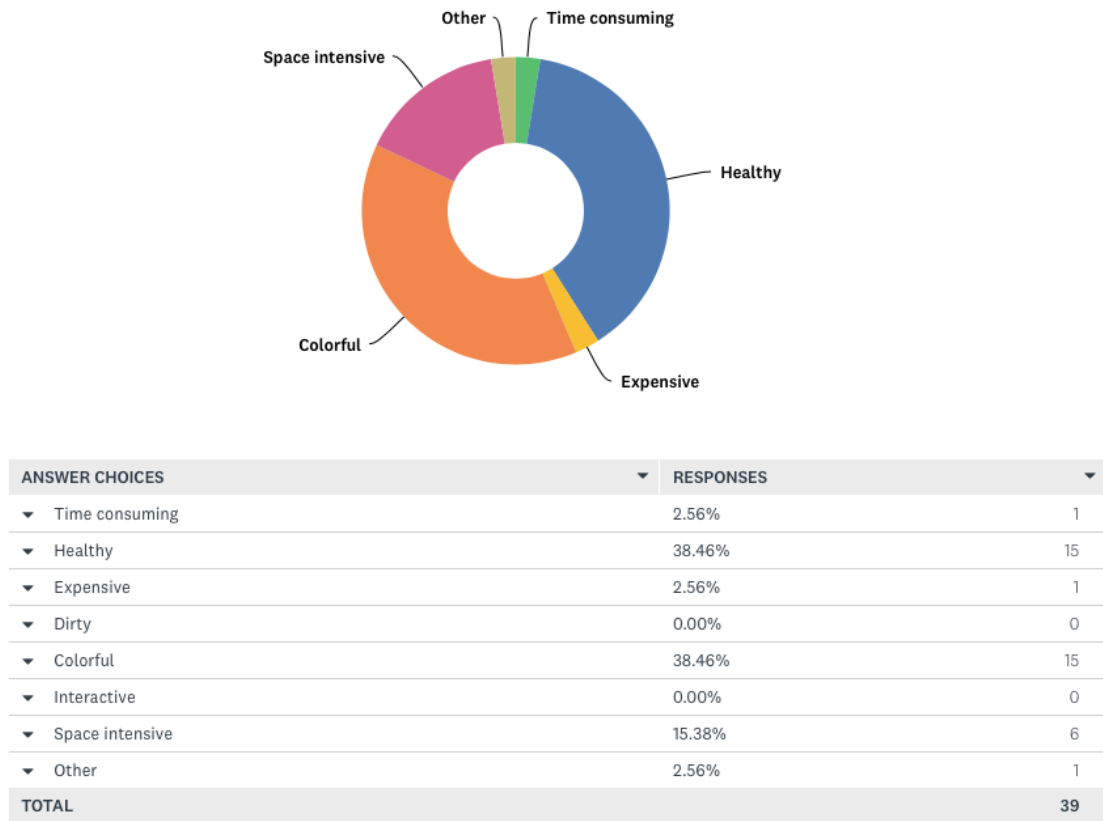
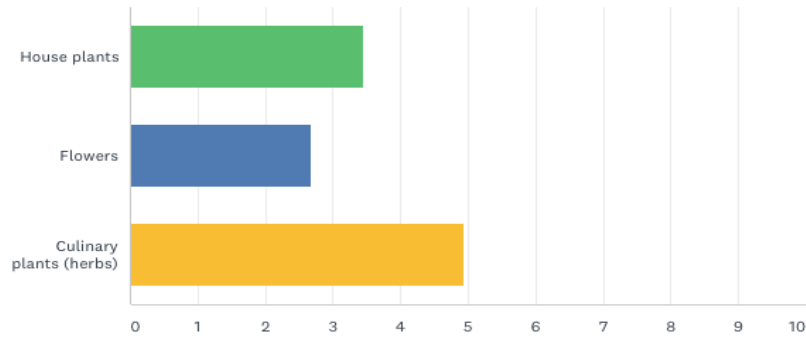


Figure 21: Thoughts on having a plant in their homes

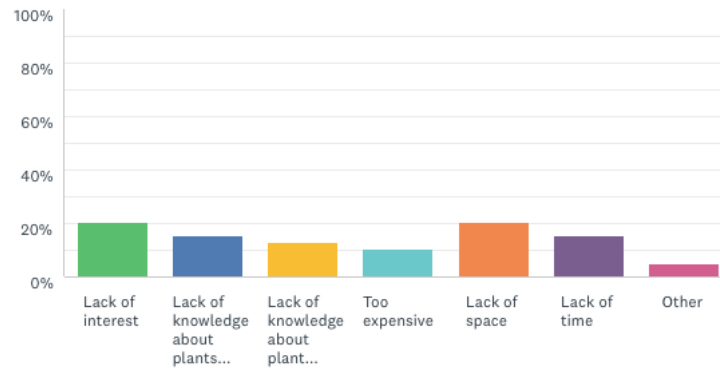
The results of figure 22 are based on question 5th in the questionnaire asking for what respondents think about having the plants placed at some corner in their cozy houses. “Healthy” and “colorful” are the answer of 15 respondents, comprising of 38.46% of the total. This is an absolutely a brilliant sign for succulent market. “Space intensive” are the second thought on having a plant for their homes. There is apparently a big gap between the positive versus negative thoughts such as “time-consuming” or “expensive” about the having a plant, accounting for only 2.56% of the total.



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
House plants Responses	3	121	35
Flowers Responses	3	99	37
Culinary plants (herbs) Responses	5	163	33
Total Respondents: 38			

*Figure 22: How many indoor plants / flowers / herbs do you own in your house?
(Please type the number next to your answers)*

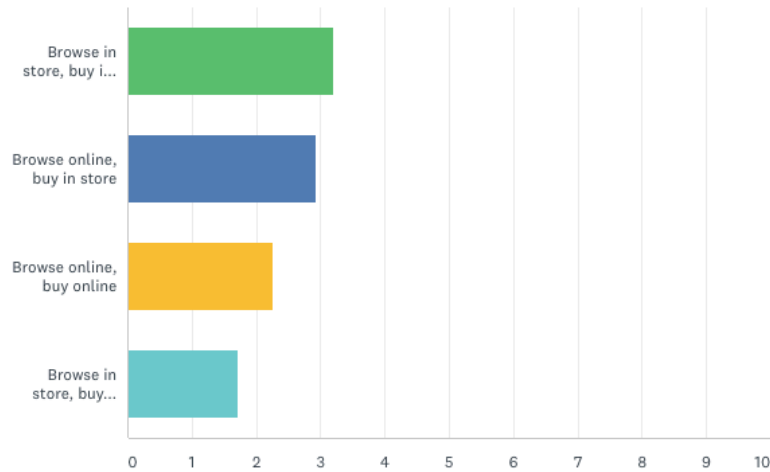
Figure 23 shows results based on the 7th question, figuring out how many plants that respondents want to have in their own houses. In order for the respondents easily answer the question, the author has decided to categorize the plants into 3 groups including house plants, flowers and culinary plants (herbs). Flowers are the highest selection for house plants, with 37 respondents want to have at least 3 flowers plants in their houses. Closely followed by house plants from 35 survey participants, who also want 3 house plants on the average for their homes. Surprisingly, only 33 people want to have culinary plants for their homes as they are time-consuming to take care of as well as they are not used for decorative purposes as mentioned in the “Colorful” thoughts about owning a plant.



ANSWER CHOICES	RESPONSES
▼ Lack of interest	20.51% 8
▼ Lack of knowledge about plants (environment, season, etc.)	15.38% 6
▼ Lack of knowledge about plant maintaining (watering, food, etc.)	12.82% 5
▼ Too expensive	10.26% 4
▼ Lack of space	20.51% 8
▼ Lack of time	15.38% 6
▼ Other	5.13% 2
TOTAL	39

Figure 23: What prevents people from buying more plants or any plants at all?

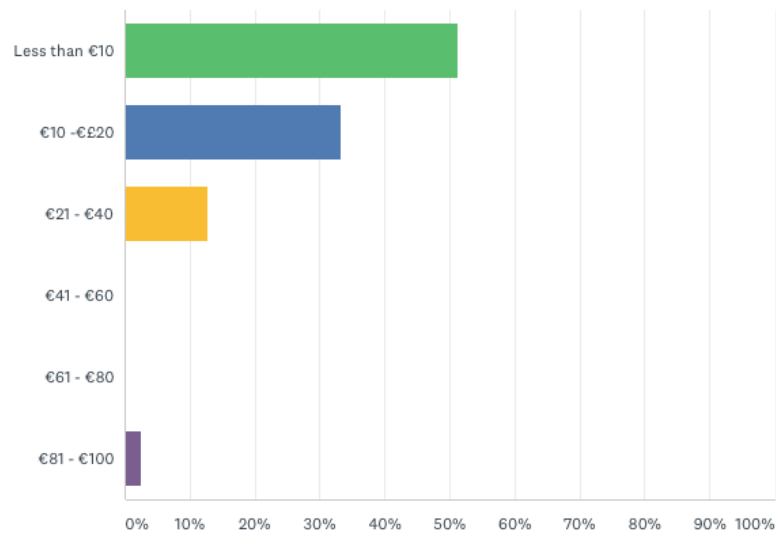
Figure 24 points out why people do not want to buy a plant, based on the 8th question in the questionnaire. The most critical reasons opted by 20.51% respondents are “lack of interest” and “lack of space”. As discussed above, millennials are largely students and basic labour and as a result, are renting homes instead of buying ones, they therefore think space will take a lot of space in their homes. At this point, the strategy is to post more plants photos to prove that having a plant is one of the easiest ways to stimulate a greener space for their homes. Consequently, the more photos of plants they see the more interest they have for having a plant. “Lack of knowledge” and “lack of time” are the second key reason for having a plant for their homes, made up 15.38% of the whole.



	1	2	3	4	TOTAL	SCORE
▼ Browse in store, buy in store	50.00% 19	31.58% 12	7.89% 3	10.53% 4	38	3.21
▼ Browse online, buy in store	33.33% 12	36.11% 13	19.44% 7	11.11% 4	36	2.92
▼ Browse online, buy online	14.29% 5	17.14% 6	48.57% 17	20.00% 7	35	2.26
▼ Browse in store, buy online	5.71% 2	14.29% 5	25.71% 9	54.29% 19	35	1.71

Figure 24: Procedure of buying a plant (rank from 1 to 4: 1 being the first procedure people would take in purchasing a plant)

Figure 25 describes the procedure consumers conduct when they have decided that they will buy a plant. “Browse in store and buy in store” was the most common method of buying a plant. Also, it is the first procedure they would take when buying a plant with 19 selections, accounted for 50% of the total. Followed by “browse online and buy in store, which is placed at the second procedure of buying a plant from 13 respondents, accounted for 36.11% of the total. Procedure “Browse online and buy online” stays in the least top choice was not a surprise since people in Vietnam are not accustomed to buying plants online. Thus, this online business requires extra marketing effort. However, the trend has been forecasted to change remarkably in the next few years as there are more and more online plant business.



ANSWER CHOICES	RESPONSES
Less than €10	51.28% 20
€10 - €20	33.33% 13
€21 - €40	12.82% 5
€41 - €60	0.00% 0
€61 - €80	0.00% 0
€81 - €100	2.56% 1
TOTAL	39

Figure 25: How much do people want to pay for a plant?

Figure 26 shows how much money respondents prefer to spend to have a plant. Less than €10 is remarkably the most preferable amount of money spent on buying a plant (51.28%), followed closely by €10 to €20 (33.33%), and €21- €40 is the highest possible that respondents are likely to pay to own a plant, only 5 respondents want to spend that amount of money for a plant. Just 1 respondent want to spend more than €80 to own a plant. Thus, pricing strategy should be reasonable in accordance with people's preferences and tendency.

V. CONCLUSION

Theoretically speaking, utilizing digital marketing strategy to solve the current problematic marketing strategy is the most effective decision taken by the authors to

answer aforementioned research questions in the first part of the thesis. Nonetheless, in order to achieve the assigned marketing objectives, a few things shall be reflected in response to the empirical part. First and foremost, the detection of a critical error existing on the current website is extremely useful to the store. Secondly, the SEO implementation allows Blooming Grace to leverage the brand awareness to potential customers who are looking to nurture plants for their homes. Thereafter, digital display ad will enable it to reach more customers and drive more traffic to the website. Similarly, the constant update of eye-catching customers' feedbacks on social media will draw more attention from other users. These steps need to be accurately executed and continuously monitored to meet the defined goals. The quality of Blooming Grace's social media channel is also improved by suggested integrated digital system and a specified plan in the long term. Satisfactory customer experience is guaranteed by responsible real-time response.

As a consequence, all of these will lead to an increase in the store' turnover in the next business year. From the author's perspective, this thesis has provided a practical insight on how to market a product in this digital age to the owner of the store. Unfortunately, with limited access to data privacy, the author is not able to analyze the actual analysis of the campaign such as the number of people who clicked on the advertisements and where they mainly appear on the network, which negatively influenced the outcome of the thesis on the aspect of measuring the success of each campaign. Nevertheless, findings on various knowledge related digital marketing strategy has enriched the study journey of the author. For further profound research, the author suggests conducting on metrics to measure effectiveness of different campaign. This thesis is served as a fundamental background for any start-up online store to carry out online marketing activity.

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APPENDICES

APPENDIX 1. Interview questions with the owner

APPENDIX 2. Interview questionnaire

APPENDIX 1. How to add appendices

What is driving this Succulent Plants Market?

What are the challenges to Succulent Plants Market growth?

Who are the key vendors in this Succulent Plants Market space?

What are the Succulent Plants Market opportunities and threats faced by the key vendors?

What are the strengths and weaknesses of the Succulent Plants Market key vendor?

APPENDIX 1. Survey Questions

Buying plants/succulents for home/offices

This survey is carried out as an essential component to complete a bachelor thesis on the study of "digital marketing planning" for an online store which offers a variety of decorative plants for homes and offices. Your participation shall remain anonymous and the data collected from this will only be used in this research.

If you have any questions and comments regarding the survey, do not hesitate to contact me at quyen.pham@seamk.fi

Your participation is truly appreciated!

1. *What is your age?*

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

2. *What is your gender?*

Female

Male

3. *How often do you purchase something impulsively?*

Always

Most of the time

Sometimes

Rarely

Never

4. *Which of these do you primarily purchase online? (Select all that apply.)*

Health Care

Personal Care

Home Maintenance

Lawn and Garden

Travel Planning

None of the above

5. *Have you ever thought of owning a plant/succulent for your homes or offices?*

Yes

No

6. *Which of these words best sum up your thoughts on keeping plants in the home?*

Time consuming

Healthy

Expensive

Dirty

Colorful

Interactive

Space intensive

Other

7. *How many indoor plants / flowers / herbs do you own in your house? (Please type the number next to your answers)*

House plants:

Flowers:

Culinary plants (herbs):

8. *What prevents you from buying more plants or any plants at all?*

Lack of interest

Lack of knowledge about plants (environment, season, etc.)

Lack of knowledge about plant maintaining (watering, food, etc.)

Too expensive

Lack of space

Lack of time

Other

9. *Rank in order, the procedure you would take in purchasing a plant. (Please rank from 1 to 4: 1 being the first procedure you would take in purchasing a plant)*

Browse in store, buy in store

Browse online, buy in store

Browse online, buy online

Browse in store, buy online

10. *How much would you be prepared to pay for a plant?*

Less than €10

€10 - €20

€21 - €40

€41 - €60

€61 - €80

€81 - €100