Digital Marketing Plan for

A presentation by:

Kim Clark, Alexandra Guinane, Katelyn Lugo, and Stephanie Rathbun

Contents

- Executive Summary
- Research and Review
- SWOT Analysis
- Value Proposition
- Objectives
- Strategy
- Tactics
- Content
- KPIs / Analytics
- Budget and Timeline

Executive Summary:

EagleView is a **top technology imagery company**, having pioneered the use of **aerial photography**. For its e-commerce business, which includes selling imagery and measurement **reports to roofing contractors**, it desires to launch a **refreshed digital marketing campaign** for the Rochester area to **re-engage lapsed customers**, as well as **convert account holders** and **prospects in the trade** to make a **first purchase**.

Source: Flaherty

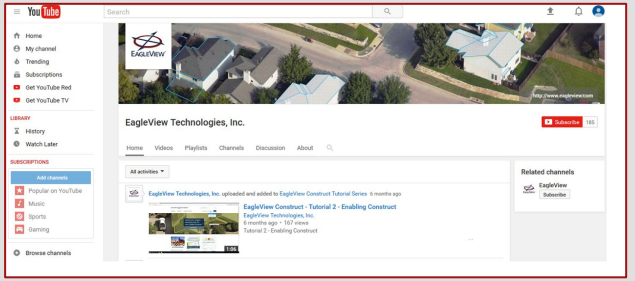
Research Findings:

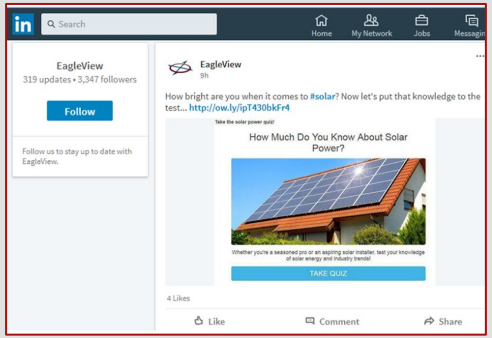
- ➔ In 2013, **Pictometry Corp. merged with EagleView** to combine aerial imagery with measurement and reporting.
- ➔ There's **increasing competition** from inferior services that appear similar.
- ➔ It's a **short e-commerce** sales funnel. WEBSITE → PURCHASE.
- ➔ **2015**: 15,000 new accounts, | **2016**: 16,500 new accounts
- ➔ Average purchase rate: 75%
- ➔ **What is success?** Multiple purchases from existing customers. 50% conversion of non-purchasing account holders.
- ➔ Customers include residential and commercial roofing contractors and business owners. A question may be: **Is the company name confusing?**

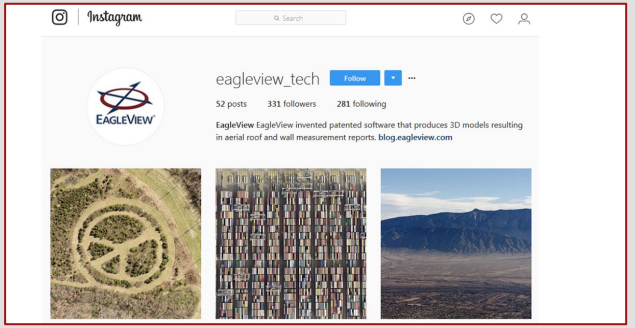
Source: Cooke; Flaherty; Troske

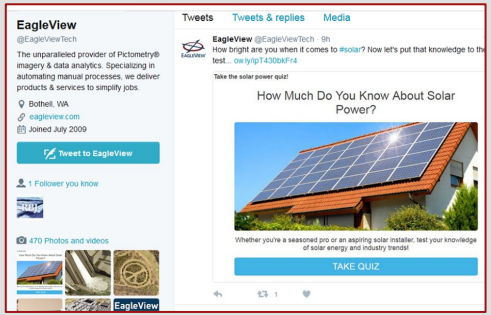
Digital Review:

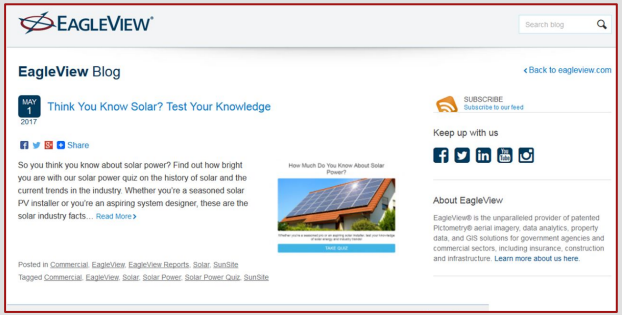
Facebook	5.2K
LinkedIn	3.3K
Twitter	2.8K
YouTube	185
Instagram	39



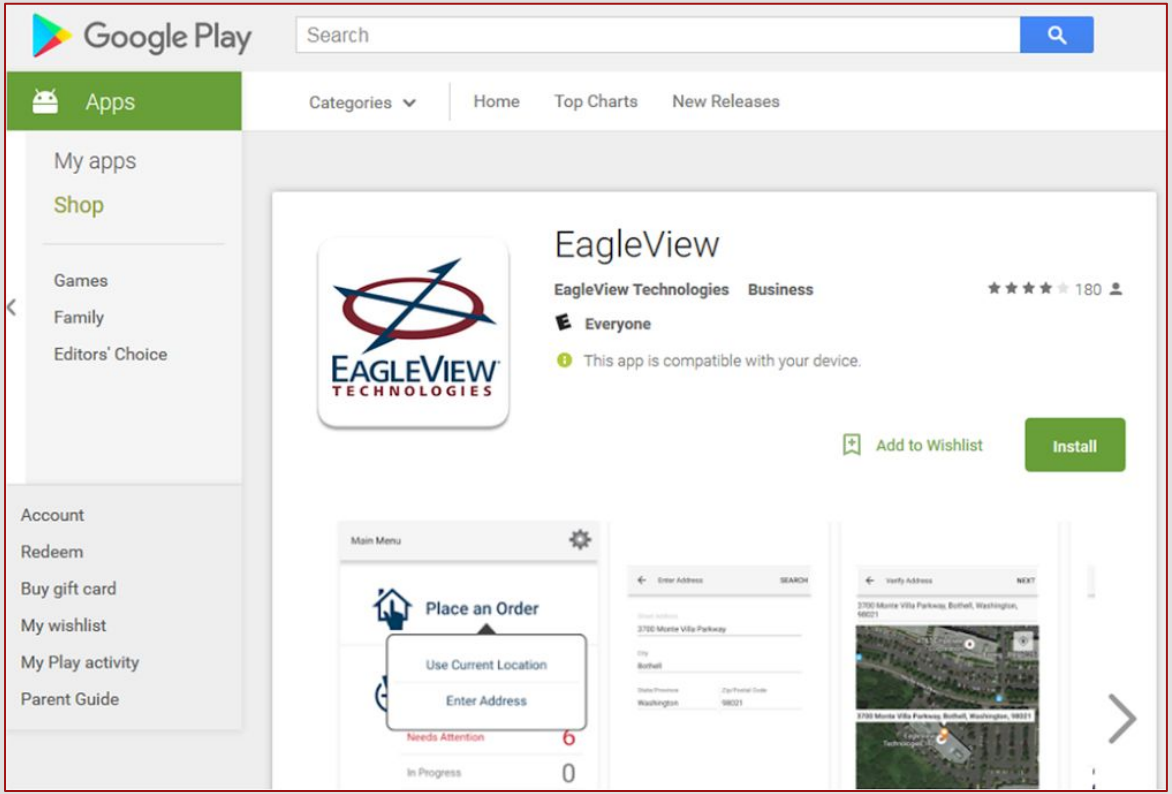


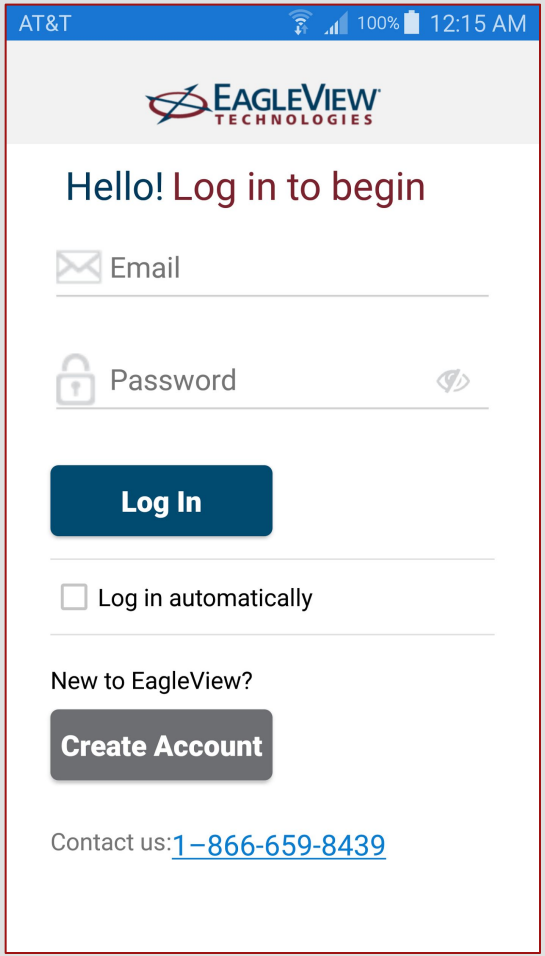






Digital Review:

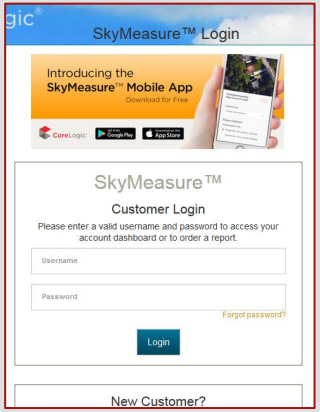


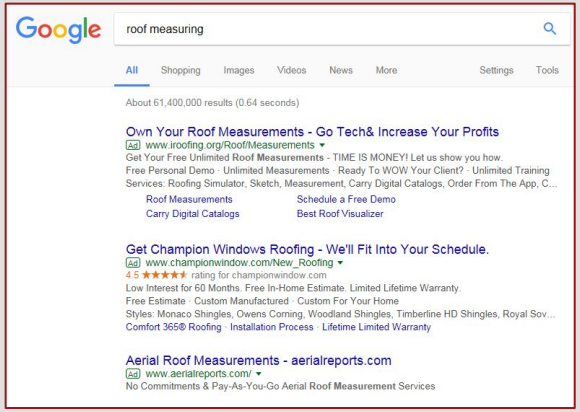


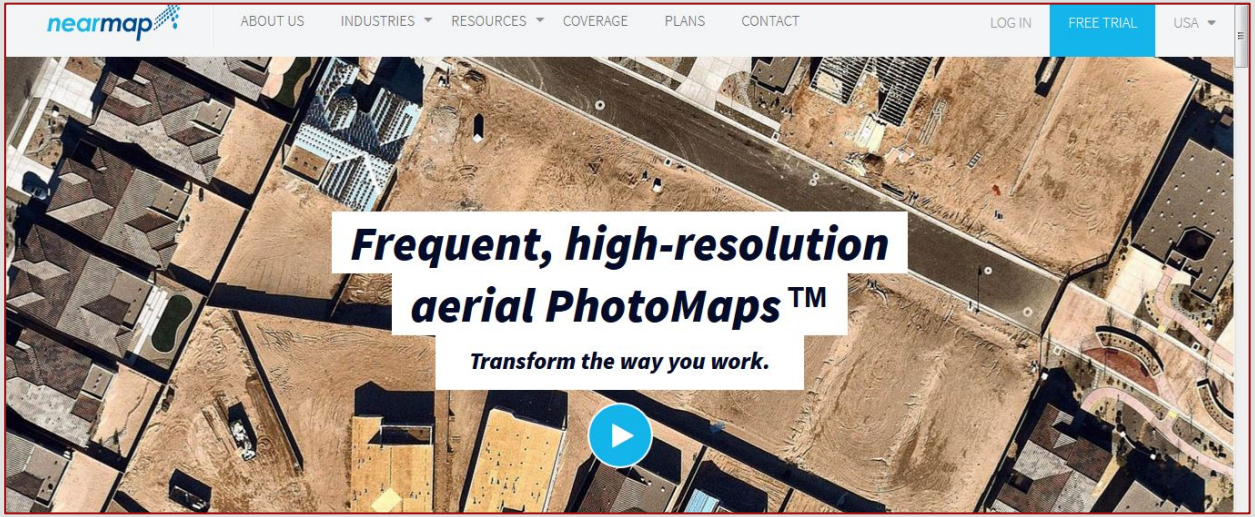
Digital Review:

COMPETITION

	EV	SM	NM
Facebook	5.2K	5.3K	24K
LinkedIn	3.3K	28K	7.6K
Twitter	2.8K	9.2K	5.1K
YouTube	185	224	32
Instagram	39	?	2.8K







SWOT Analysis:

STRENGTHS

Professional and experienced
Quality, accurate, and capable
Robust CRMs
Strong online presence
Structured use of promo codes

WEAKNESSES

Perhaps too corporate and/or “Big Business”
Pricing compared to competitors
Brand identity, i.e., Pictometry / EagleView

OPPORTUNITIES

Tech savvy second generation influencers
Personable approaches
Experience matters

THREATS

Customer fear of technology
Increasing competition
The next technology

Value Proposition:

EagleView is an **experienced**, **world-class company** with a proven track record of **accuracy** in rooftop measuring and reporting. It **saves time** for roofing professionals and **minimizes risk of costly errors**. It also provides a **safer** roof estimating service. EagleView wants to **partner** with industry professionals to help them grow their businesses. When accuracy is the cornerstone of success, **experience matters**.

Objectives:

- To receive orders from customers who **have not placed an order in the past 6 months** for EagleView's aerial photography service
- To receive orders from customers who **have set up an online account but have never ordered** for EagleView's aerial photography service
- To gain new accounts and receive orders **from new customers** for EagleView's aerial photography service

Strategy

Audiences: current customers, roofing contractors, influencers

- ➔ Utilize **email marketing** to engage current customers and new potential customers to **place an order** for EagleView's aerial photography service (paid, owned)
- ➔ Utilize **display ads** through AdWords to **increase awareness** of EagleView's aerial photography service (paid)
- ➔ Utilize social media platforms such as Facebook, Twitter, and YouTube to **increase engagement and awareness** of EagleView's aerial photography service (earned, owned, paid)
- ➔ Utilize **search engine marketing** to **increase awareness** of EagleView's aerial photography service (paid)

Media Recommendations

Audience 1: Past Customers who have not re-ordered in 6 months

Goal: Re-engage and incentivize them to make another purchase

Digital Strategy/Channel	Media Tactic

Email (owned)	- Using **CRM software** - drip campaign
	  - **Series of emails** consisting of **discount promotion**, **referral program offer**, **online rewards program**, **informational updates** on EagleView, **infographics**, and **video**
	  - **Timing:** 1 every 1.5 weeks for 3 months, 1 every month for remainder of campaign

Display ads (paid)	- **AdRoll**: partners with Google Analytics, Facebook, Yahoo, etc. to **feature display ads** after EagleView's website has been visited - **Mobile display**

Social (owned, paid, earned)	- **Facebook and Twitter**: make engaging, relevant posts that allow for users to post about their experiences
	- Integrate **Instagram and YouTube** for **increased exposure** and to **remind users** why they initially purchased from EagleView
	  - **Targeted boosted posts** on Facebook featuring **promotional offers** and **referral program** to people in roofing industry in Rochester area, **provide link to website** for tracking purposes
	  - Utilize Facebook to **gather testimonials/feedback** for promotional usage

Website (owned)	- **Live feed** of Facebook posts on homepage to **keep visitors engaged** real-time - When returning customers sign in, they are **shown the details** of the new referral and online rewards program

Media Recommendations

Audience 2: Potential customers who signed up on the website but never made a purchase

Goal: Re-engage and incentivise them to make first purchase, then keep their business

Digital Strategy/Channel	Media Tactic
Email (owned)	- Using **CRM software** - drip campaign - **series of emails** consisting of **discount promotion**, **online rewards program**, **first-time buyer incentives**, **informational updates** on EagleView, **infographics**, and **video** - **Timing:** 1 every week for 1st month, then 1 every 2.5 weeks until month 3, then drop to 1 a month for remainder of campaign
Display ads (paid)	- **AdRoll**: partners with Google Analytics, Facebook, Yahoo, etc. to **feature display ads** after EagleView's website has been visited - **Mobile display**
Social (owned, paid, earned)	**Facebook and Twitter**: relevant, informative posts including **testimonials** from past customers to boost trust and loyalty - **Informative** branded YouTube videos spanning all social channels - **Targeted boosted posts** on Facebook featuring **promotional offers** and **online rewards** to people in roofing industry in Rochester area, **provide link to website** for tracking purposes
Website (owned)	- **Live feed** of Facebook posts on homepage to **keep visitors engaged** real-time - When returning customers sign in, they are **shown the details** of the **new referral** and **online rewards program**

Media Recommendations

Audience 3: New customers who have never signed up/influencers within roofing industry

Goal: Obtain new customers, including the "weekend guys" and individuals responsible for future development and growth of their company

Digital Strategy/Channel	Media Tactic
Email (owned, paid)	- Using **CRM software** - drip campaign **using purchased list of tradespeople** - **Series of emails** consisting of **discount promotion for first-time buyers**, **online rewards program**, **infographics**, **testimonials** of past customers, and **video** - **Timing:** 1 every week for 3 months, 1 every 2 weeks for 1, then 1 a month for remainder of campaign
Display ads (paid)	- **AdRoll:** partners with Google Analytics, Facebook, Yahoo, etc. to **feature display ads** after EagleView's website has been visited - **Mobile display**
Social (owned, paid, earned)	- **Facebook and Twitter**: relevant, informative posts including **infographics** to educate viewers, **post testimonials** from past customers to boost customer confidence - **Informative** branded **YouTube videos** spanning all social channels - **Targeted boosted posts** on Facebook featuring **first-time buyer promotional offers** when a new account is made, **online rewards program** to people in roofing industry in Rochester area, **provide link to website** for tracking purposes
Website (owned)	- **Live feed** of Facebook posts on homepage to **keep visitors engaged** real-time - When returning customers sign in, they are **offered a new customer promotional discount**
SEO/SEM (owned, paid)	- **Sponsored** and **organic reach** on Google - Pick **relevant searchable keywords** using Google AdWords - Optimize organic results by having **cleanly structured URLs**, using the "description" metatag, accurate web page titles, easy to navigate site, and frequent use of keywords in website language

Existing Customers - Paid

Audience #1	Tactics	Objective	Key Message	Calls to Action
Existing customers (Includes those that have purchased in the past **but not within the past 6 months**)	**Social:** Facebook, Twitter, Instagram, YouTube - **Targeted boosted posts** on Facebook featuring promotional offers and referral program for previous customers to refer new. - **Provide link to website** for tracking purposes. - **Utilize Facebook** to gather testimonials/feedback for promotional usage.	**Retain**	**Remind** - Remind customer of **why** they purchased from EagleView. **Inspire** - Encourage customer **to purchase** from EagleView again.	**- Offer incentive** to existing customers for referring new customers - Upload customer list to Facebook to **customize audience** and **target existing** "Refer a new friend or colleague to receive a discount on your next order..."

Existing Customers- Earned

Audience #1	**Tactics**	**Objective**	**Key Message**	**Calls to action**
Existing customers (Includes those that have purchased in the past **but not within the past 6 months**)	**Social:** Facebook, Twitter - Content should **inspire users to post** about their experiences. - **Utilize Facebook** to gather testimonials and feedback for promotional usage.	**Retain**	**Remind:** - Remind customer of **why** they purchased from EagleView. **Inspire:** - Encourage customer **to purchase** from EagleView again.	- **Incentivize** past customers to post reviews. "Post a review about your experience with Eagleview for a discount on your next order..."

Existing Customers - Owned

Audience #1	Tactics	Objective	Key Message	Calls to Action
Existing customers (Includes those that have purchased in the past **but not within the past 6 months**)	**Email**: Discount promotion, referral online rewards program offers, infographics, videos, informational updates	**Retain**	**Remind:** - Remind customer of **why** they purchased from EagleView. **Inspire:** - Encourage customer **to purchase** from EagleView again.	**Brief, descriptive copy** with excellent use of **visuals** and **infographics** **Invite "friends"** to events via video
	Social: Relevant and engaging posts reminding users **why** they initially purchased from EagleView Provide link to website for tracking purposes.			Talk to existing EagleView customers through posts "What did you like most about EagleView's services?" "What is one feature that would make EagleView's service better?"
	Website: Details of referral program and rewards program upon sign in.			"Sign in to claim your rewards.."

Prospective Customers - Paid

Audience #2	**Tactics**	**Objective**	**Key Message**	**Calls to Action**
Prospective customers (Includes those that **have made an account but not purchased**)	**Display:** - **Retargeting ads** with infographic, video, and "can't miss" deals	**Nurture**	**Inspire:** - User showed interest, **inspire** them to make a purchase	"Flash Sale: Receive 25% off any orders placed today. Use coupon code today only!"
	Social: Facebook, Twitter, YouTube - **Targeted boosted posts**, promotional offers, online rewards program			"Read more to learn how EagleView can help save time and money for your business today..." "Offer expires tomorrow. Use coupon code now!"

Prospective Customers - Earned

Audience #2	Tactics	Objective	Key Message	Calls to action
Prospective customers (Includes those that **have made an account but not purchased**)	**Social:** Facebook, Twitter, YouTube	**Nurture**	**Inspire:** - User showed interest, **inspire** them to make a purchase	Include **links to reviews** pages in posts. "Click here to hear from our satisfied customers..."

Prospective Customers - Owned

Audience #2	Tactics	Objective	Key Message	Calls to Action
Prospective customers (Includes those that **have made an account but not purchased**)	**Email:** - **Series of emails** containing **discount promotions**, **online rewards program**, **first-time buyer incentives**, and **informational updates** on EagleView, **infographics**, and **video**	**Nurture**	**Inspire:** - User showed interest, **inspire** them to make a purchase	Make **subject line count** by giving user a reason to open the email "Are you tired of wasting time with roof measurements? Set up an appointment or attend an informational event to learn more about how EagleView can help.." **Engage** fans in a non-disruptive way. "Click here to watch a YouTube video of EagleView's FAQ answered..." "Sign in to learn how to earn rewards and discounts..."
	Social: Facebook, Twitter, YouTube - **Educational informative videos** shared on all channels			
	Website: - **Details of referral and rewards program** upon sign in			

General Roofers/Influencers - Paid

Audience #3	Tactics	Objective	Key Message	Calls to Action
General roofers and influencers	**Display**	**Acquire**	**Convince:** - Present **how** EagleView's services **would solve** a problem for the business.	"Click to see how your business benefits..."
	Social: Facebook, Twitter - **Targeted boosted posts** on Facebook featuring **first-time buyer promotional offers** when a new account is made, **online rewards** to people in roofing industry, **provide link to website** for tracking purposes.		**Educational:** - Explain **why** EagleView's services are a **valuable time saver** for their roofing company. **Convince:** - Present **how** EagleView's services **would solve** a problem for the business.	"Sign up now to claim your coupon..." "Don't delay, start saving time today..."
	SEM: - Relevant, searchable keywords		**Convince:** - Present **how** EagleView's services **would solve** a problem for the business.	Short description "Click to learn how to save time for your business..."

General Roofers/Influencers - Earned

Audience #3	**Tactics**	**Objective**	**Key Message**	**Calls to action**
General roofers and influencers	**Social:** Facebook, Twitter - **Testimonials** from past customers to boost customer confidence	**Acquire**	**Convince:** - Present **how** EagleView's services **would solve** a problem for the business.	Direct new users to **read** past positive reviews. "Click to read reviews from past satisfied customers..."

General Roofers/Influencers - Owned

Audience #3	Tactics	Objective	Key Message	Calls to Action
General roofers and influencers	**Email:** - **Series of emails** containing **discount promotions**, **online rewards program**, **first-time buyer incentives**, and **informational updates** on EagleView, **infographics**, and **video**	**Acquire**	**Educational:** - Explain **why** EagleView's services are a **valuable time saver** for their roofing company.	Warm **welcome emails**, **brief yet descriptive copy** with excellent use of visuals and infographics "Learn More..." "See how your business benefits..."
	Social: Facebook, Twitter, YouTube, Instagram - **Educate** viewers, post **testimonials** from past customers to boost customer confidence, **branded YouTube videos** spanning all social channels		**Educational:** - Explain **why** EagleView's services are a **valuable time saver** for their roofing company. **Convince:** - Present **how** EagleView's services **would solve** a problem for the business.	Create **urgency** and offer **free incentives.** "For a short time only..." "Sign up now and receive first measurements discounted/free..."
	Website - **Details** of referral and rewards program upon sign in - **Live feed** of Facebook posts on homepage to keep visitors engaged real-time - When returning customers sign in, they are **offered** a new customer promotional discount.		**Educational:** - Explain **why** EagleView's services are a **valuable time saver** for their roofing company. **Convince:** - Present **how** EagleView's services **would solve** a problem for the business.	Think about how user's eyes navigate EagleView's page, keep CTA's above the fold. Include red buttons and in text links. "Click to sign up..." "Click to learn more..." "Register to receive free gift..."

KPIs / Analytics:

Email

- ➔ Total opens
- ➔ Unique opens
- ➔ Unique open rate
- ➔ Total clicks
- ➔ Unique click through rate
- ➔ Click to open rate
- ➔ Downloads
- ➔ % mobile / desktop
- ➔ Deployment (day and time)

CUSTOMERS
ACCOUNT HOLDERS
INFLUENCERS

Measure promotional results including discounted billings, referrals and rewards program activity.

WHICH OFFERS ARE WORKING?

(by segment)

KPIs / Analytics:

Display Advertising

- ➔ Impressions
- ➔ Conversions
- ➔ A/B testing
- ➔ % mobile / desktop
- ➔ Website visitors and engagement
- ➔ Follow prospect through account set-up and purchase; monitor drop-off points

CUSTOMERS
ACCOUNT HOLDERS
INFLUENCERS

Measure website visitors, engagement, new account holders and purchases.

Monitor closely.

IS DISPLAY THE LOG ON THE FIRE?

(think budget)

KPIs / Analytics:

Social Advertising

- ➔ Actions, views, reactions and reach
- ➔ A/B testing
- ➔ % mobile / desktop
- ➔ Website visitors and engagement
- ➔ Follow prospect through account set-up and purchase; monitor drop-off points

CUSTOMERS
ACCOUNT HOLDERS
INFLUENCERS

Measure social followers, % of existing customers and accounting holders who purchase plus new account holders.

WHERE DO THEY HANG?

(branding and engagement)

KPIs / Analytics:

SEO

- ➔ Content ranking
- ➔ Sessions, visitors, their engagement and behavior like conversions
- ➔ Downloads and lead forms
- ➔ % mobile / desktop
- ➔ Cross-site linking

CUSTOMERS
ACCOUNT HOLDERS
INFLUENCERS

Measure changes and gain insights from Google integration

DOES THE WEBSITE WORK?

(know content performance by page)

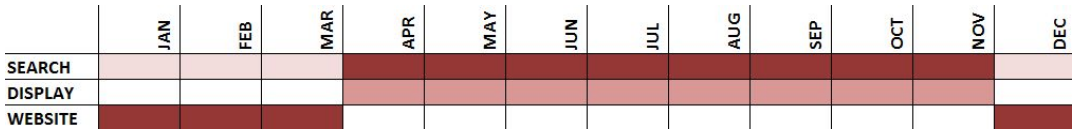
KPIs / Analytics:

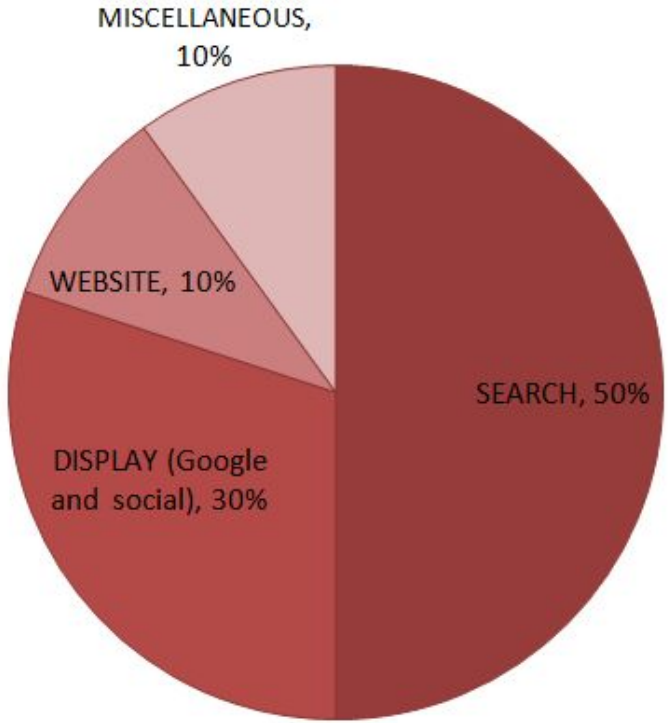
Big Picture Campaign Performance

- ➔ Total sales revenue against activities and segments
- ➔ Number of roof reports purchased
- ➔ Number of new:
  - ❖ first-time account holders
  - ❖ first-time purchases of existing account holders
  - ❖ purchases by existing customers
- ➔ Best performing platforms and content

Budget and Timeline:

- $300,000 across 12 months





- **Search** should yield the best prospects
- **Display** coupled with **search** and a **mix content** should amplify results
- The **website** needs landing pages
- Miscellaneous items may include assets

Thank you.

Any questions?

Works Cited

Clark, Kim. Research notes. 27 Apr. 2017. http://tinyurl.com/EagleViewResearchNotes.

Cooke, Geoff. "Exploring EagleView Brand Within Commercial Construction and Getting Names of Other Industry Folks." Telephone interview. 27 Apr. 2017.

Ensign, Scott, Matthew Weaver, and Chris Grant. "AMA Workshop." Google and the Marketer. City Grill, Rochester. 27 Apr. 2017. Lecture. Topics included a comprehensive Google Analytics strategy (Ensign), search (Grant) and branded YouTube channels (Weaver). http://www.ama-rochester.org/event/google-and-the-marketer.

Flaherty Rich. "About EagleView with Kim Clark, Ally Guinane and Katelyn Lugo." Personal interview. 19 Apr. 2017. Recording prepared by Katelyn Lugo: http://tinyurl.com/EagleViewRecording. Transcript prepared by Kim Clark: http://tinyurl.com/EagleViewTranscript.

Sweetfish Media. 4 Key Performance Indicators. http://sweetfishmedia.com/key-performance-indicators. 02 May 2017.

Troske, Eric. “Exploring EagleView Brand Recognition Within Aerial Imagery.” Telephone interview. 27 Apr. 2017.

Appendix A: Assumptions

(For the full transcript vist: http://tinyurl.com/EaglieViewTranscript)

Healthy SEO/SEM by 3rd party	Flaherty: For display we partner with a company called Rocket Clicks and they handle all of our SEO and PPC...
Facebook opportunity	Flaherty: On social we can buy targeted ads on LinkedIn if their industry is roofing. On Facebook we do a little bit less.
Test different messaging	Flaherty: Depending on the tactics of that campaign the message may be consistent throughout the channels so we can stay on message.
Robust CRM capability	Flaherty: We use Salesforce. And we use marketing automation via Marketo.
No nurturing for this campaign / e-commerce	Flaherty: So like our B2B model we have a traditional sales funnel where we capture leads, we engage them, we nurture them until they qualify then we'll have sales contact them. On this site anyone can be in those stages but they can always bypass anything and fast-track an order at any point in time. So our lead funnel is basically … just two steps.
Budget $300K 12 mos.	Flaherty: For this campaign, I would say, over the course of a year, maybe $300,000.
Google analytics strategy opportunity	Flaherty: We do have Google integration but we are not really monitoring where people drop off. What we do is a campaign like you guys are going to do and try to maybe get that information ... they haven't re-engaged.
Re-engagement is defined as purchase	[And that's how you see re-engagement?] Flaherty: Purchasing. [Is there anything else that's included in re-engagement?] Flaherty: No. We want them to order. Because of the small sales funnel we don't them to interact with much of anything. I mean we do webinars, how to place an order, we have videos on our website that kind of teach people, "Hey, it's easy. But most of these people--so that's something we do for people who have not placed an order. ..people who have placed an order... Hey, we've missed you, we want you to come back...
Mobile potential for non-office workers and younger generations	Flaherty: ...it's people who have not gone to college, sometimes they're a little wary of tech but a lot of these people their sons are taking over the business and they're very tech savvy and they're looking for ways to optimize … and looking for new ways to market their own business using our tools to help them.
Focus this region	[Are these roofing contractors commercial and residential?] They're mostly residential. [And we're focusing on this region or-?] Flaherty: Sure.
Branded YouTube strategy opportunity	[Is that triggered content?] Flaherty: They click on a video and then get served something else?] Flaherty: These are just embedded YouTube videos. That's probably where we're going to go. We're re-doing our website now. We're going to launch probably in July. That's something we're talking about.

Appendix B: More Budget Options

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
ORGANIC boosts				$20	$20	$20	$20	$20	$20	$20	$20		
DISPLAY Facebook ads				$500	$500	$500	$500	$500	$500	$500	$500		
SEARCH				$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000		
													$12,160
ORGANIC boosts				$50	$50	$50	$50	$50	$50	$50	$50		
DISPLAY Facebook ads				$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000		
DISPLAY Google ads				$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500		
DISPLAY YouTube ads				$500	$500	$500	$500	$500	$500	$500	$500		
SEARCH				$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000		
SEO Google Analytics and site development	$100,000												
													$40,400
ORGANIC boosts				$50	$50	$50	$50	$50	$50	$50	$50		
DISPLAY Facebook ads				$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000		
DISPLAY Google ads				$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500		
DISPLAY YouTube ads				$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500		
DISPLAY Twitter ads				$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500		
SEARCH				$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000		
SEO Google Analytics and site development	$150,000												
													$234,400

Calculating ROI

Calculate the Investment (Labor + Overhead)

Calculate the Return (Lead x Conversion Rate x Average Lifetime Customer Value x Average Profit Margin)

Calculate the ROI (First, subtract the Investment from the Return. Second, divide by the Investment.)

Estimated lifetime value of client: $75 ea. month x 9 mos. x 10 yrs. = **$6,750 LV** (75% avg. purchase)

Source: Sweetfish Media