

OMNI CHANNEL INBOUND MARKETING PLAN

This workbook contains 4 worksheets.

First worksheet details Buyer Persona.

Second worksheet details Consumer Journey and Content mapping

Third worksheet details the Distribution in an Omnichannel setting aligning to goals and KPIs.

Fourth worksheet provides a Distribution timing plan

Goal: Increase website sales to 500K by end of January

Specify the GOAL of this marketing plan. A goal should always be quantifiable. (For example, increase website traffic by 10%)

INBOUND PILLAR 1 : BUYER PERSONA

NAME OF AVATAR : Shannon

A DAY IN THE LIFE OF YOUR "Shannon"

Mom of 3 (6,9,11)

Full-time Retail Manager

She's a planner, likes to stick to a schedule

Early Mornings, Late Nights describes her daily routines

She has a corgi that helps relieve some of her stress

She also likes to coupon

BACKGROUND

42 years old

Single

Associate's Degree in Management - Some College

Full time retail manager, hobbies include: couponing

FINANCES

She's super conscious about what she spends her money on

She prefers to use cash as much as she can

Household income of \$50K

ONLINE BEHAVIOR

She is always active on Facebook

She is usually looking for coupons online for groceries, restaurants, clothing, and necessities

Buys/plans holiday gifts early in advance; capitalizes on major holiday sales/discounts

Mostly shops online, has little time to shop in person due to her heavy work schedule and busy family life

Searches for product deals through Google search; searches for products in Google Images

Goes to YouTube for product reviews

WHAT SHE/HE's LOOKING FOR

Affordable presents for her kids for the holidays

Time to relax after working and taking care of her kids

Coupons for the holidays

Some stability in her stressful life because of kids, finances, and work

Business casual apparel, wants to be comfortable during a long day of work but still look professional

WHAT INFLUENCES HER

Her friends and colleagues

Facebook and social media

Coupons, deals, advertisements

Her kids

Youtube product reviews

BRAND AFFINITIES

Burlington

Kohl's

Dunkin

Target

HomeGoods, TJMAXX, Marshalls

HOPES / FEARS

She is scared of not being able to give her kids what they need/want

She also fears her house foreclosing

She hopes to become successful to give her kids everything

She hopes to be less stressed

Hopes to find comfort and security in her life

MAKES LIFE EASIER

Coupons, deals

Affordable products

Easy/seamless online shopping experience

| PILLAR 2: CONSUMER JOURNEY | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 | STEP 8 | |
|--|--|---|--|---|---|---|--|--|---|
| Consumer Steps | Late September- Needs business casual clothing for her busy work/life schedule, also worrying about purchasing affordable christmas gifts for her kids in advance | During the month of October, browsing Google for ideas, searching "business casual examples" | Click on the payless product deal on Google, is redirected to the Payless website | Browses Payless Website for promotions on business casual attire and sees a header ad for a Christmas Season Sale | As she is browsing for products, she opens a new tab on her computer and goes to youtube, searching "Payless product reviews" and watches Payless product review videos | Clicks the website link below the video ad and is redirected back to the Payless website. She adds the items to her cart | Check out and complete order | Facebook Post/ Image - "It's never too early to shop for christmas" (Includes image of Payless Packages) | |
| Psychological Phase of the Consumer | Awareness | consideration | Preference/consideration | Preference/consideration | Preference | Action | Loyalty/Delight | Advocacy | |
| What Touchpoint ? (Face to Face/ Mobile/Online Reviews/Google Search/ Website Page/Social Media) | Laptop - Social Media | Lap top-google search online | lap top- google to Payless Website | Lap top- browsing the Payless Website for the different products to buy | Lap top- switches tabs from Payless website to youtube for online product reviews | Lap top- adding selected items to her cart | Lap top- check out from the website with credit card info | Social Media(Facebook) - reaction to post | |
| What Strategy can be used by the Brand to interact with you as a consumer ? | Paid Facebook Ad- hyperlink | Get their product listings to pop up on the top of the google search results when "business casual" is searched | Increase click-through rates and conversions by adding promotional sales for business casual attire directly to our product listing on Google | Promotional Pop-Up Ad on Website for Christmas Season Sale to remind consumer of her holiday Christmas shopping needs along with Christmas Sale Instagram/FB feed posts as an additional/reminder | Video ad on youtube for the Christmas Seasonal Sale with an Instagram/FB post to match the ad, along with a product feed tracks what products the consumer views and creates a "Looking for these? Add them to your cart" section on the home screen when they revisit the site | Use an algorithm that tracks what products the consumer views and creates a "Looking for these? Add them to your cart" section on the home screen when they revisit the site | Offer a "gift wrapping option" for purchased holiday gifts. Send an order confirmation email with a referral discount for future purchases along with a thank you. | Comment a thank you for shopping at Payless and repost the post on their story | |
| INBOUND STRATEGY PHASE | Attract | Attract | Attract | Convert | Convert | Convert | Close | Delight | |
| PILLAR 3: CONTENT | | | | | | | | | |
| WHAT TYPE OF CONTENT? | Blog post: "Keeping it Business Casual: Trendy and Affordable Shoes for Your Business Casual Wardrobe" hyperlink to Payless's blog article on Facebook. The cover of the ad is of a formal business shoe on one foot and a comfy gym shoe on the other with the caption "In 2022 we're keeping it business casual". "KEEPING IT BUSINESS CASUAL" Instagram post- the graphic shows two examples of business casual shoes. Caption: "Keeping it casual, business style. Be sure to check out our latest blog "Keeping it Business, Trendy and Affordable Shoes for Your Business Casual Wardrobe" to learn more about the latest trends in business attire. | Google search product listing in Google Shopping: picture of a business casual shoe from Payless "Mudd Womens Beyley Quilted Twin Core Sneaker" with "Low Price" on the top left and "free delivery" on the bottom. The product listing will be one of the first search results that pops up from the keywords. | Google Search Product linked to the Payless website: "Clearance" on the top left, price discount with "Final price" cut out on the bottom, "Free delivery" on the bottom, and customer rating on the bottom. Image of a business casual shoe, "Dexflex Comfort Womens Claire Scrunch Flat" | Website header: "PLAN AHEAD Christmas Sale: 15% off your to-do list early, use code PLANAHED at checkout, Ends 11/25" with buttons for "Men", "Women", "Boys", and "Girls" below to direct to those pages. PLAN AHEAD Christmas sale social media posts on FB and Instagram "PLAN AHEAD: 15% off Christmas Sale, call out "Pay less to impress! Get her kids gifts they'll love and shop our Christmas sale to get 15% off the BEST styles and looks" | Youtube video ad: Start with the "It's an avodado... thanks" meme with the audio and text. Transition to christmas audio and "You waited last minute to do your Christmas shopping. We've all been there", transition to a video of a christmas to-do list with text "Check christmas off your to-do list early this year", transition to a video of a holiday background with the sale at the top "Business casual gifts you know your children will love. Shop Payless 15% off holiday sale use code PLANAHED at checkout offer ends 11/25" | Suggest childrens' shoes (cozy slippers, light up shoes, snow boots) to add to her cart for Christmas presents. "Santa's Bag: Looking for these? Don't forget to add them to your cart before you check out!" with product name, prices, and an "add" button underneath each photo of the shoe. This will increase the likelihood of a final purchase by making the shopping experience easier and more convenient. | Display a gift messaging/wrapping menu during checkout to offer the customer assistance with their Christmas shopping. Offer three options in the gift wrapping drop-down menu: silver snowflakes, red and white stripes, or candy canes | "What she said *side eye emoji** Email: \$10 for you and a friend when they use your referral link | Payless reposts her content on their Facebook page story. |

| PILLAR 4 : DISTRIBUTION | | | | | | | | | |
|--|-----------------|------------------------|--|-------------|---|-------|---|---|--------------------------------------|
| GOAL | TARGET CONSUMER | INBOUND STRATEGY PHASE | WHAT STRATEGY? | CAMPAIGN NO | PLATFORM | TIME | WHAT CONTENT | KPI | Where can KPI be measured? |
| Increase website sales to 500k by end of January | Shannon | Attract | Paid Facebook ad - hyperlink | Campaign 1 | Laptop - Social Media | 9/26 | "Trendy and Affordable Shoes For Your Business Casual Wardrobe" hyperlink to Payless's blog/article. The cover of the ad is of middle aged women in business casual attire. | Number of views/clicks | Facebook |
| | Shannon | Attract | Get their product listings to pop up on the top of the google search results when "business casual" is searched | Campaign 2 | Lap top-google search online | 10/1 | Top selling business casual shoes are listed towards the top of google search result, with link to Payless website. | Number of views/clicks | Google |
| | Shannon | Attract | Increase click-through rates and conversions by adding promotional sales for business causal attire directly to our product listing on Google | Campaign 3 | Lap top- google to Payless Website | 10/7 | "Women's Dexflex Comfort Business Shoes." Discounted rates displayed on product listing. Emphasis on comfort and affordability. | Number of views/clicks | Google |
| | Shannon | Convert | Promotional Pop-Up Ad on Website for Christmas Season Sale to remind consumer of her holiday Christmas shopping needs along with Christmas Sale Instagram/FB feed posts as an additional reminder | Campaign 4 | Lap top- browsing the Payless Website for the different products to buy | 10/17 | "Get 10% off your first purchase". The offer pops up right when you click on their website to encourage you to shop. | Number of visitors to the online store | Payless Website/ Facebook/ Instagram |
| | Shannon | Convert | Video ad on youtube for the Christmas Seasonal Sale with an Instagram/FB post to match the ad, along with a product feed that turns our ad into a digital storefront, showcasing the most frequently purchased business casual shoes for Women | Campaign 5 | Lap top- switches tabs from Payless website to youtube for online product reviews | 10/22 | Youtube video ad: "It's an avocado, thanks" video with a transition into ad messaging. Pictures of the most frequently purchased business casual shoes linked with a catchy holiday jingle in the background promoting their 10% holiday sale | Number of views/clicks | Youtube |
| | Shannon | Convert | Use an algorithm that tracks what products the consumer views and creates a "Looking for these? Add them to your cart" section on the home screen when they revisit the site | Campaign 6 | Lap top- adding selected items to her cart | 10/22 | Suggest childrens' shoes (cozy slippers, light up shoes, snow boots) to add to her cart for christmas present. | Number of items added to cart/purchased | Payless Website |
| | Shannon | Close | Offer a "gift wrapping option" for purchased holiday gifts. Send an order confirmation email with a referral discount for future purchases along with a thank you. | Campaign 7 | Lap top- check out from the website with credit card info | 10/22 | Display different christmas themed gift bags/wrapping paper to deliver items in. [red/green striped, silver with snowflakes/orange handles for bags or bow for wrapped]. Email: \$10 for you and a friend when they use your referral link | Email opened/forward | Email Platform |
| | Shannon | Delight | Comment a thank you for shopping at Payless and repost the post on their story | Campaign 8 | Social Media(Facebook) - reaction to post | 11/1 | "Thank you for shopping at Payless! What she said *side eye emoji*" Payless reposts her content on their Facebook page story. | Number of reactions | Facebook |