MKT 625 Milestone 3: Business Challenge, Concept, and Goals

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The TRUTH about Motherhood is facing the following business challenges;

1. Need to increase brand awareness

The business has been around for over a decade but traffic is lower than desired. If readers can't find you and don't know who you are, they can't subscribe, become fans and visit the website. To grow a business, people need to know the company exists. This could be helped by consistently posting on social media and on the blog and engaging more.

2. Managing Workflow

As a 1-person business, it can be overwhelming without a clear, detailed schedule for posting on blog and social media. Because the content creator is doing everything themselves, they are dropping the ball and missing opportunities to grow.

3. Customer satisfaction.

To get readers to become subscribers, fans and referrers of the Truth about Motherhood, the experience needs to surpass the expectations of visitors. Posts need to be engaging, succinct and deliver information that readers are looking for. By doing this, readers will return, trust will be earned, traffic will increase, engagement will increase and this will open more opportunities for revenue growth because more page views= higher compensation collaborations.

According to the audience audit, the target audience for The TRUTH about Motherhood is college-educated, professional, middle-class moms or women who are expecting ages 18-44 with the highest engaged demographic group being age 25-34. Moms and millennials wield a combined sizeable buying power.

The TRUTH about Motherhood's target demographic audience belongs to TikTok, Twitter, Facebook, Instagram, LinkedIn and YouTube. While the brand has a presence on all of those

social platforms, it is missing the mark and at times the postings are going live at too close intervals causing them to appear spammy. More often than not, the brand needs to engage more, post more consistently, share more personal content and respond quicker on Facebook, Twitter and Instagram.

The two marketing concepts for my client for my digital marketing campaign are:

1. The digital tactic is a search engine optimization initiative. The TRUTH about Motherhood produces quality, compelling content but is not utilizing search engine optimization as effectively as it could be and this is causing less visibility in SERPs, resulting in less conversions and lower rates for brand partnerships. This also makes it harder for potential customers to see the product being offered, as well as, being less efficient at serving its target demographic simply by not being on the first page of Google.
2. A social media campaign focused on FB growth by engagement. Facebook is the largest social media site in the world with 2.6 billion monthly active users as of 2020 (Geyser, 2021). Currently, there is a lack of consistent posting and no editorial calendar. As a one-person business, there is definitely a lack of time and people to effectively provide consistent quality of content and follow up amplification, resulting in fatigue. In order for the company to grow and maintain the quality of the content it is known for, time management and stricter adherence to a schedule needs to be in place. According to Quicksprout, not consistently posting content, not effectively keyword targeting and not ranking on the first page of Google all contribute to lower conversion rates, (“What Matters To Google: Ranking Factors in 2021,” 2019).

Content must be created with a specific, clearly-defined target audience in mind. The content must be useful to the buyer persona and motivate them to take the actions the brand calls for whether that is returning, subscribing, sharing, liking or commenting.

The 2 marketing concepts are both targeted at growing the brand through engagement and consistency by being where the audience is and getting eyes on the content. The channels are Facebook and the blog.

Campaign goals are as follows:

- To grow page view traffic to 50K per month within the next 6 months and then to 100K per month within the next 12 months. Great storytelling with an authentic, relatable voice will be used for every post. SEO will be utilized consistently via thorough keyword research before producing content then creating content that is interesting and of use to the audience. Every post will end with a strong call to action. Most importantly, an editorial calendar will be implemented to consistently post content and build brand loyalty.
- To grow Facebook follows to 7500 within the next 6 months and to 10K within the next 12 months. This will be achieved via a well-researched posting schedule that gives the audience what they want, when they want it consistently and replies to comments within 4 hours.

The metrics to be used will be Google Analytics to track page views and bounce rate to and Facebook insights to track growth on Facebook and to keep track of which postings are appealing and engaging to the TRUTH about Motherhood audience and what is not. These metrics will give a clear and concise measurement of whether or not the strategy is working and they are industry standard metrics.

The Trut... Edit Sign Up Promote

Insights

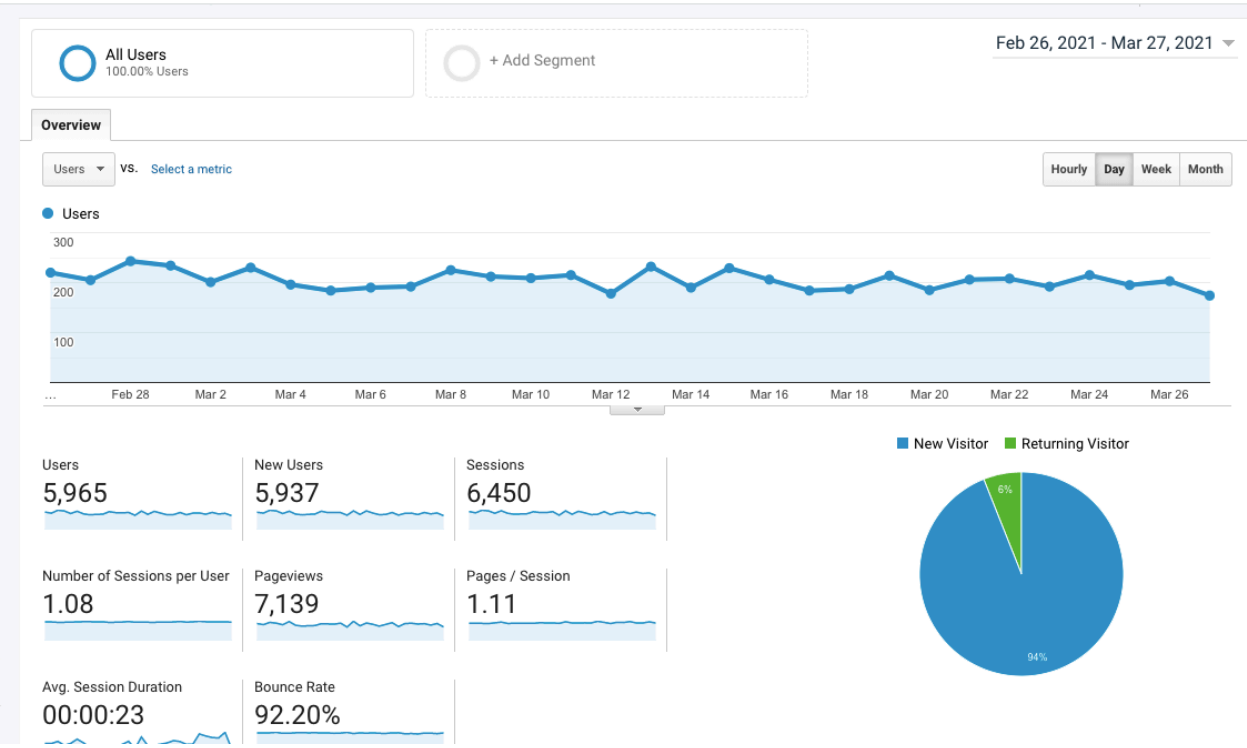
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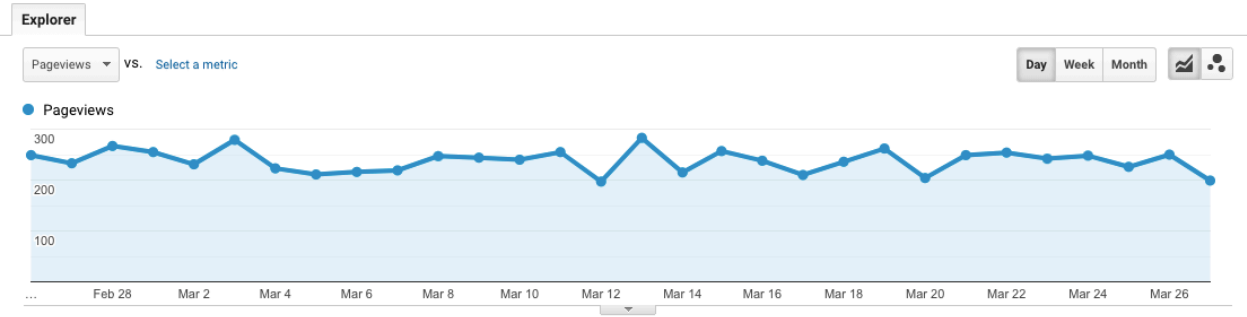
Last 28 days : Feb 28 - Mar 27

People Reached	1,048 ▲397%
Post Engagements	161 ▲906%
Page Likes	3 ▼40%

Total Page Followers: 5,691







Primary Dimension: **Page path level 1** Page

Secondary dimension | Sort Type: Default | advanced

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	7,139 % of Total: 100.00% (7,139)	6,815 % of Total: 100.00% (6,815)	00:03:37 Avg for View: 00:03:37 (0.00%)	92.20% Avg for View: 92.20% (0.00%)	90.31% Avg for View: 90.31% (0.00%)
1. /unexpected-pregnancy-at-40/	**708** (9.92%)	685 (10.05%)	00:04:40	91.90%	91.95%
2. /what-is-a-disney-creator-and-how-to-work-with-disney-world-as-an-influencer/	**262** (3.67%)	240 (3.52%)	00:04:49	89.58%	89.31%
3. /woman-breastfeeding-an-adult-man/	**255** (3.57%)	247 (3.62%)	00:02:48	95.16%	95.29%
4. /	**230** (3.22%)	219 (3.21%)	00:01:49	85.07%	83.04%
5. /when-your-child-doesnt-want-to-grow-up/	**227** (3.18%)	221 (3.24%)	00:05:15	96.36%	96.48%
6. /my-daughter-thinks-im-ugly-body-image/	**211** (2.96%)	198 (2.91%)	00:07:10	88.89%	88.63%
7. /love-letter-7-year-old/	**185** (2.59%)	174 (2.55%)	00:06:59	92.49%	92.43%

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