

Digital Marketing Strategy

- I. **Business Objective:** Establish a means to sell Elizabeth Reed Art online through a website that enables Elizabeth Reed Art and the artist to connect with customers looking for original art and the story behind each piece.
- II.
- III. **Target Audience Description:** Original art seekers in the continental United States. Primarily women 30-75 years old with an income of around \$150K and \$1 million.
- IV. **SMART Goal:** Sell 24 paintings in the first year via an e-commerce website.
 - A. Specific: Sell paintings online on the website with positioning on social media platforms (Instagram, Facebook, TikTok) and in local stores (Wild Joes, The Jump, Tea House) along with educating the customers on the stories behind the artist and her work.
 - B. Measurable: Selling two paintings every month either online or in local stores (getting that painting shipped no later than 2 days after purchase if purchased online), gaining 100 plus email addresses, positing one blog bi-weekly, and consistently building a social media following on Instagram, Facebook, and Tik Tok.
 - C. Achievable/Attainable: Positioning the artwork where the greatest amount of targeted audiences will respond both online and in local stores.
 - D. Relevant: Paintings are sold to customers who are seeking to support original inspiring art pieces.
 - E. Time Base: One year after the website and social media plan is built.
- V. **Empathy Map:**

<p>Say:</p> <ul style="list-style-type: none">● I want the artist to be credible● I want to know the story behind the art and the artist● I want the best quality● I want a certificate of authenticity● I need to see the artwork in person● What do you think of this	<p>Thinks:</p> <ul style="list-style-type: none">● Maybe this artwork won't look good in my house● What is the story behind the art?● This story makes me want to be on/in the marsh/ocean/mountain● Will the colors in the painting that are shown online match the painting in person● Maybe the quality does not match
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<p>artwork?</p> <ul style="list-style-type: none"> • Where would this look good in my house? • I was expecting something different 	<p>the price of the art</p>
<p>Does:</p> <ul style="list-style-type: none"> • Scrolls Facebook and Instagram social media • Sometimes makes big decisions on mobile devices • Look online when first considering buying new artwork • Looks at department stores when first considering new artwork 	<p>Feels:</p> <ul style="list-style-type: none"> • Inspired • Overwhelmed • Worried • Excited • Loves the artwork • Amazed

A. *Persona:*

Based on the interview questions that were asked to ten people in the target audience category, a persona has been developed for original artwork found and bought online.



Ann M. W.
47, Malibu

Status: - Stay at home mom, married with two children: 10 year old girl and 15 year old boy
Archetype - Build a connection

Bio

Ann is seeking to make their home in Bozeman feel warm, welcoming, and inspiring space for her children. She is eco-friendly, community orientated, and will spend extra for quality and things she loves. When Ann is not driving her kids to school, practice, and other activities, she is enjoying her time connecting with other Bozeman mom's and exploring the surrounding mountains as well as shopping at the local stores in the Valley. She has recently discovered a new love at Heyday where she gathers many decorations and ideas for the new home. However, she is still a Pottery Barn fan, Target enthusiast, especially in the Hearth & Hands section, and occasionally will scroll through her social media For You pages on Instagram, Facebook, Tik Tok, and Pinterest.

Goals

Establishing a home in a new location that is centered around outdoor activity, like-minded individuals, and built on a community that will support strong family living

“Life is a climb, but the view is great” - Miley Cyrus

Frustrations

Current California lifestyle
Lack of original artwork that have inspiring stories
Artwork that is not credible

Motivations

Local
Eco-friendly
Social
One of a kind
Inspirational



Personality

Extrovert
Creative
Loyal
Active

B. Problem Statement:

Ann needs a way to connect to artwork and artists because the story behind the artwork and artist is essential when buying local original art.

VI. **Feature List:**

<p>Must haves:</p> <ul style="list-style-type: none"> • Clear navigation - artwork, what's in progress, inspiration, blog, about the artists • Simple brand book - logo, type, and color • Strong headline titles, keywords, meta tags, and alt text on pictures of artwork • Proof of Credibility 	<p>Nice to haves:</p> <ul style="list-style-type: none"> • Connection to a non-profit • Video interviews of the artist explaining her story and style of painting • Reviews from customers on the paintings they bought • Motion similar to what Pottery Barn and Magnolia have on their website.
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VII. *Strategy to Connect, Cultivate, Convert:*

	Search (SEO)	Paid (PPC)	Email
Connect - drive awareness	<p>Keywords: broad match</p> <ul style="list-style-type: none"> • Original artwork • Watercolor painting • Story about the artist • landscape /mountain/elk/duck/flies watercolor painting • Canvas painting • Canvas art • Elizabeth Reed Art 	<p>Platforms:</p> <ul style="list-style-type: none"> • Google Ads • Strong landing pages and align ad copy with landing page • The current PPC for art and music is .76% and for home and garden it is .90% • Optimizing purchase funnel • Google Display Networks 	<p>Segments:</p> <ul style="list-style-type: none"> • Previous customers • Collect new website user emails • Abandoned shopping cart
Cultivate - create engagement	<p>Content:</p> <ul style="list-style-type: none"> • telling a story that the user can read about the particular painting they are interested in • Strong headlines • Clear CTA • Content has conversational tones • Showing the personality side of the artist 	<p>Retargeting:</p> <ul style="list-style-type: none"> • personalized email sent to shopping with the painting left in the cart-- the emails can provide more information about the painting, and artist, and ask if they have any questions • Google Display Networks 	<p>Subject and Content:</p> <ul style="list-style-type: none"> • New collections promoted in newsletters • Occasional promotions • Updates about new painting
Convert - when and where	<p>Goals:</p> <ul style="list-style-type: none"> • Leads • Website Traffic • Getting emails • Brand awareness and reach • Follows on Instagram, Facebook, TikTok, Pinterest • Purchase 	<p>Goals:</p> <ul style="list-style-type: none"> • Revenue through purchase • Follows on Instagram, Facebook, TikTok, Pinterest 	<p>Goals:</p> <ul style="list-style-type: none"> • Follows on Instagram, Facebook, TikTok, Pinterest • Make a purchase