

Digital Marketing Strategies

1. Describe your general target audience and introduce one buyer persona for your brand that will be used for the illustration of this assignment. Who are they (demographics)? Why is this brand important to them (psychographics)? You will want to provide details as to the segments that are most appropriate for your brand (demographic, psychographic, behavioral, and/or geographic).

Demographics:

Name: Tionna – Age: 25 – Gender: Female – Education: Bachelors – Income: 30k
Occupation: Graphic Designer – Location: Atlanta - Marital Status: Dating - Family Life: No kids

Communication and entertainment preferences/Social Media preferences:

Communication preference - Text and call

Device preferences - iPhone & MacBook

Social Media platforms use - Instagram & TikTok

Buying Habits:

Decision-maker: She makes all her purchasing decisions independently, based on her personal preferences and instincts.

Frequency of Purchases: She tends to be an impulse buyer, often drawn to products/services that catch her eye or resonate with her now.

Ideal Price Range: While she appreciates a good deal, she is willing to invest in products/services that offer unique value or align with her interests, even if they are slightly higher in price.

Channels of Purchasing: She primarily shops online, enjoying the convenience and accessibility of e-commerce platforms. However, she also enjoys browsing in-person at trendy boutiques and unique stores.

Social Proof Importance: Social proof plays a significant role in her purchasing decisions. She values recommendations from friends, family, and influencers, as well as positive reviews and testimonials from other customers. Seeing others' experiences and validation of a product/service's quality and appeal often reinforces her confidence in making a purchase.

Psychographics:

Attitudes: Creative, spontaneous, enjoys aesthetic experiences.

Values: Individuality, self-expression, authenticity.

Lifestyle: Active social life she enjoys exploring latest trends and experiences.

Interests/Hobbies: Art, design, photography, fashion, music, travel.

Challenges: Balancing work and personal life, staying inspired and motivated, finding unique experiences in a saturated market.

Goals/Motivations:

Problem: Struggles to find unique and affordable products/services that resonate with her creative and spontaneous lifestyle.

Geographics:

Location: Atlanta, Georgia, USA

Area of Residence: Urban or suburban neighborhood within Atlanta

Preferred Leisure Venues: Trendy entertainment districts, popular social spots in Atlanta

Local Attractions: Parks, art galleries, music venues, food markets, cultural events in Atlanta

Preferred Transportation: Public transit, ridesharing services (Uber, Lyft), personal vehicle

Community Involvement: Local meetups, events, or gatherings related to art, design, and creative industries in Atlanta

Shopping Preferences: Trendy boutiques, specialty stores, and online retailers offering unique and stylish products in Atlanta.

2. Reach- Describe at least 3 digital marketing strategies that will be used to introduce yourself to this customer (with the assumption that they do not know anything about your brand). Be sure to explain: What type of marketing strategies will be used? Why are they being used? Where will these strategies be positioned or placed, and what will be said that will attract this customer?

Social Media Advertising with Influencer Collaborations:

We are partnering with influencers on platforms like Instagram and TikTok to showcase Puttshack's unique offerings. Through sponsored posts featuring influencers enjoying their time at Puttshack, we highlight our immersive indoor mini-golf experience, vibrant aesthetics, and social appeal. Our message invites people to indulge in Puttshack's state-of-the-art courses, delicious food, and a memorable time with friends, positioning us as Atlanta's premier destination for unforgettable fun.

Email Marketing Campaign with Personalized Recommendations:

Email marketing is a key tool for us, leveraging people's preference for text-based communication. With tailored emails based on interests and location, we deliver personalized recommendations highlighting our unique offerings and enticing promotions. Sent to subscribers in the Atlanta area, our message invites them to experience our immersive mini-golf, promising stunning design, delicious cuisine, and a vibrant atmosphere. An exclusive discount serves as a compelling incentive, encouraging them to book their visit and start their fun-filled journey.

Website and App Retargeting Ads:

We are using retargeting ads to reengage people who have shown interest in Puttshack online. Tailored ads on frequently visited websites, social media platforms, and mobile apps showcase specific features, upcoming events, and exclusive offers, enticing them to return and book their next experience. Crafted to evoke nostalgia for their past visits, our messaging invites them to rediscover the latest course designs, mouthwatering menu options, and the electrifying atmosphere, ensuring their journey continues with fun and delight.

3. Act- Now that the customer knows who you are, how will you keep them engaged and get them to learn more about your brand? What 3 strategies will you incorporate that will get them to continue to consider you as a brand to buy from?

Engaging Content Creation on Social Media:

We are focusing on keeping our audience engaged and excited about Puttshack by consistently posting fun and interesting content on Instagram and TikTok. This includes things like behind-the-scenes looks at our courses, sneak peeks of upcoming events, and posts from guests enjoying themselves. By using features like Stories, Reels, and IGTV, we make sure our content is visually appealing and interactive, encouraging people to join in and share their own experiences with us. Our message is all about inviting people to have fun with us and be part of the Puttshack community.

Email Newsletter with Exclusive Offers and Updates:

We are staying connected with our audience through email newsletters, where we share the latest news and exclusive offers from Puttshack. These emails are personalized to each subscriber's interests and past interactions with us, making sure the content is relevant and engaging. We want our subscribers to feel like VIPs, with access to exclusive events, discounts, and insider tips that they will not find anywhere else. Our goal is to keep them excited about what we have to offer and encourage them to keep coming back for more fun at Puttshack.

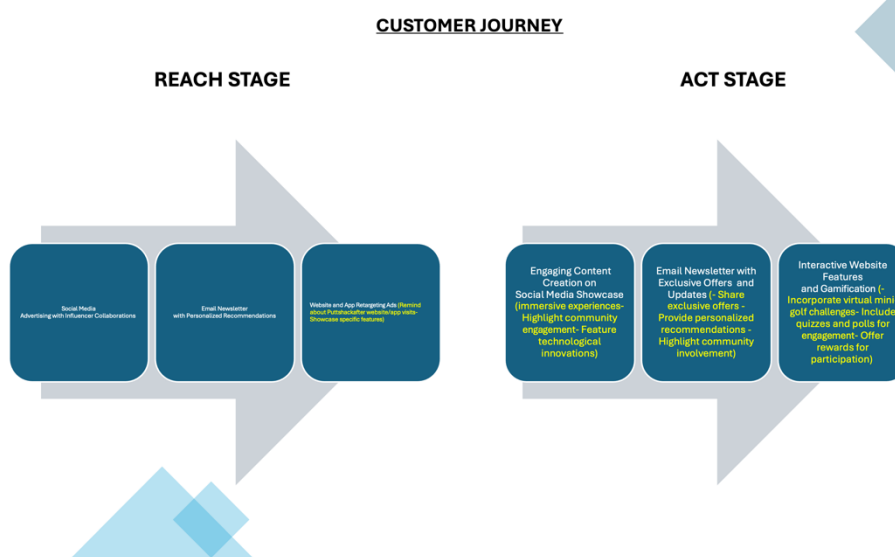
Interactive Website Features and Gamification:

We are making sure our website is not just a place to find information, but a fun and interactive experience. With features like virtual mini-golf challenges, quizzes, and polls, visitors can have some fun while learning more about Puttshack. We also reward engagement with things like virtual badges and discounts, to keep people coming back for more. Our website is all about inviting visitors to explore and have a fun time, while also helping us improve and tailor their experience based on their feedback.

4. Create a visual illustration or chart of the different strategies that you plan to incorporate in your customer journey in the reach and act stages.

PowerPoint Slide Show - (2.2)Week 2 Assignment (Digital Marketing Strategy)

Reach Stage	Act Stage
1. Social Media Advertising with Influencer Collaborations	1. Engaging Content Creation on Social Media - Showcase immersive experiences - Highlight community engagement - Feature technological innovations
2. Email Newsletter with Personalized Recommendations	2. Email Newsletter with Exclusive Offers and Updates - Share exclusive offers - Provide personalized recommendations - Highlight community involvement
3. Website and App Retargeting Ads - Remind about Puttshack after website/app visits - Showcase specific features	3. Interactive Website Features and Gamification - Incorporate virtual mini-golf challenges - Include quizzes and polls for engagement - Offer rewards for participation



5. Lastly, construct a concluding paragraph explaining why the online consumer decision-making process you describe is significant to your company's online marketing strategy.

The process of how consumers make decisions online, which involves the Reach and Act stages, is crucial for Puttshack's online marketing strategy. We strategically target potential customers through social media ads, email newsletters, and website ads to raise awareness and capture their interest. Once they are interested, we focus on providing value and building relationships through engaging content, personalized communication, and interactive website features. This not only sparks initial interest but also fosters long-term loyalty to the brand. By understanding and optimizing each stage of the customer

journey, we effectively guide consumers through their decision-making process, resulting in increased brand awareness, customer engagement, and revenue for Puttshack.

References

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