Operational Digital Marketing and Ecommerce Plan

Philippa Jones
This product is a result of the work I have been undertaking for the past 4 months. Starting with an interest in how women of generation X are shopping online and what barriers exist to online shopping online them.

I partnered with North Yorkshire retailer, Kit and Kaboodal, a small online shop that also sells clothes in person at countryside shows up and down the UK over the summer months. This allows them to have a point of personal contact with their customer base and grow their online customer base.

The task that I was given, was to create a strategy of how they could increase their customer base to customers that had not met them at the shows. By looking into their current marketing and ecommerce strategy in combination with the research I had already conducted, I was able to produce this product which consists of six parts.

Firstly, I have analysed parts of the website and business that have been shown through my research as some very important considerations of the target group. I will analyse the website, the security of personal and payment information and the post purchase services. I will then analyse the SEO strategy, as I believe this is an area that could be improved to create organic and paid search traffic, essential for building customer bases online.

Based on the results of the analysis, I will then give advice about changes that could be made to the website and give examples of what the changes might look like.

I will then do the same for the returns policy, SEO strategy and email marketing. I will also add a Pinterest strategy to this product as this was something that the company expressed an interest in developing.

The Aims of this plan are as follows:
- gain more organic traffic that converts to direct sales
- gain more unique visits via paid traffic
- simplify returns processes
- build customer database
Kit and Kaboodle uses PayPal to conduct all of its transactions. This is a popular option with customers as it offers great customer protection and reduces the risk of credit card and information theft. Its offer of responsive support that works round the clock, attracts customers. This was especially true during the research I conducted, where respondents said that they were less likely to shop at an unknown shop if they did not offer PayPal.

However, whilst the public perception of PayPal is good and should certainly be considered as a payment option for independent brands and websites, there are some security concerns and weaknesses in the system.

Some people have discovered that account hacks have been the result of lack of authentication at PayPal’s customer service department. This flaw in the security system however, is still more of an end user issue and not a problem with the processing of payments from the seller end of the transaction.

Kit and Kaboodle does follow standard data protection practices and complies fully with the UK Data Protection Act. This privacy policy is clearly stated on the website and a link to it can be easily found on the front page.
Website SWOT Analysis

STRENGTHS
- Responsive website
- Especially strong on apple devices
  - clear contact information
- Lots of garment information
  - care labels and washing instructions clear for every garment

WEAKNESSES
- Pictures are quite small on search pages
- Very few filtering options
- Contact email not clickable
- Contact phone number not clickable for mobile devices
- Blog
  - Links could be stronger
  - Keywords not evident or effectively used
  - Needs better formatting
- Not full picture captions on the shopping pages
- Link show diary, not linked

OPPORTUNITIES
- Increasing computer ability of generation X
- Sale of summer clothes all year round
- PayPal and other new payment options
- Collection of data to best target customers
- Mobile devices becoming more popular for shopping online

THREATS
- Increasing consumer demands
  - Free next day delivery
  - Discounts
- Lack of customer loyalty
Post-Purchase SWOT Analysis

STRENGTHS
● Returns policy is clearly explained and covers what to do in a variety of situations
● Customer service contact is easy to find and clearly displayed at the top of the website.
● Switching to Interlink delivery offers a convenient pick up service on customer end

WEAKNESSES
● 14-day return policy is shorter than standard industry policies
● Paper version could be hard to read
● Small text and boxes are tricky to fill out
● Branding is not clear on returns form

OPPORTUNITIES
● Returns policies are the most important thing for women of generation x, therefore making a really easy one can be a great way to attract new customers and retain the customers that have made orders.

THREATS
● Competition from other companies that are offering longer returns policies
● Customers like to tell each other about bad experiences with shipping and this tends to get associated with the company they bought from, even if the problems had nothing to do with the company themselves.
STRENGTHS
- Organic traffic is high for Made in Italy keyword searches
- Unique product that could do well with organic as well as paid

WEAKNESSES
- No paid search campaigns
- Blog is not as targeted as it could be
  - Keywords and links are not strongly optimised
- GDN is not targeted

OPPORTUNITIES
- Google is making SEO more localised
- Google updates its mobile algorithm to improve search on mobile
- Google just got rid of right hand ads and added 4 to the top of the searches, this is better for mobile search ads

THREATS
- Competition in clothing for SEM is high in clothing categories
- Frequent google algorithm updates need constant re-adjustment of SEO and SEM strategies
Whilst I have not done a redesign of the website, there are elements that could do with changing, based on my research. These below are the three main points of change that I would implement that I believe would make a big difference.

1. Advertise the fact that you use PayPal, it’s not obvious from the first page and this would be a real selling point for women of generation X coming to the site and looking to purchase for the first time.

2. Change the way the items are written into the website as you see made in Italy before the actual description of the clothing.

3. Pictures should be bigger and against a white background, this will allow the product to stand out and make a bigger impact on the consumer. Pictures should also be bigger as most customers are viewing the website on mobile devices and the pictures would stand out more.
The post purchase returns for the most part are great and need little improvement. Customer service is friendly and easy to contact and there are a variety of ways that customers can get in touch with the brand.

I have chosen to improve the returns form as I believe that some simple changes could make it easier to read and more in line with Kit and Kaboodal branding across the website and social media platforms. This form is sized as a folded A5 booklet and will be placed inside all packaged orders from Kit and Kaboodal.
It couldn’t be easier!
Simply fill in this form and return it back to us.

Customer name: _______________________________

We hope that you love every purchase that you order from us. However we appreciated that this isn’t always the case. In the event that you would like to return your item we promise to refund any item you are unhappy with when you return it to us in a saleable condition within 14 days of the date shown on your dispatch note.

RETURNING AN ITEM
If you are not 100% satisfied with your order, you can return it to us for a full refund. With the Kit and Kaboodal 14 day return policy, there are no social catches or exceptions. All we ask is that you send the items back to us in the original packaging with all the original labels on, with a copy of the receipt. Please make sure that all the goods are in the same condition that you received them in.

We recommend posting using a signed for service and remember to keep your postage receipt. If you are returning an item from outside the EU, make sure you mark your parcel as “Returned goods” to avoid customs charges. If you are returning an item from outside the UK, please contact us for an alternative postal address.

RETURNING AN INCORRECTLY SHIPPED ITEM
Where you order with us we check the details you provide on 4 separate occasions! So if we are doing our job properly you should happy receive just what you ordered. If we have made a mistake and shipped an incorrect item we will be happy to sort it out for you. If you email info@kitandkaboodal.co.uk or give us a call on 07921361965.

RETURNING A FAULTY ITEM
Throughout the time that your item(s) are being processed it will be checked for quality. The final check is done when your order is packed by our dispatch team, so we are almost certain that you will be happy with quality of your order. If, for any reason, you are not 100% satisfied or there is a fault with the item(s), please email info@kitandkaboodal.co.uk including your name, order number and details of the fault and we will do our best to ship a replacement, repair the item or refund you.

RETURNING SHOES
If you are returning shoes to us please do not use the shoebox as the outer packaging. Shoeboxes should be wrapped in plastic or paper packaging before being shipped back to us. Our shoe packaging is reusable.

Our returns policy does not affect your statutory rights. Please be aware that it is your responsibility to ensure your returned item reaches us safely. We advise that you ship your item(s) using a service that insures you for the value and guarantees delivery. Please keep your postage receipt until we have acknowledged receipt of your item(s).

The all important returns address:
Kit and Kaboodal Ltd
PO Box 181
Thirsk
YO7 9BA

When trying on items of clothing, please do not remove the labels. Please ensure that you are not wearing a perfume or deodorant that may leave a scent or marks on the item. We are unable to accept the return of any item where there is evidence that these instructions have not been followed. The item must be returned in its original packaging with any enclosed documentation.

Jewellery care guidelines: Avoid contact with perfume deodorant, hairspray or water. Avoid scratching your jewellery by storing in a non abrasive box or pouch. Handle with care and do not apply any unnecessary force.

Items bought at shows can only be exchanged for other goods or a credit note, they can not be refunded.
### HOW TO EXCHANGE OR RETURN YOUR GOODS WITHIN 14 DAYS OF RECEIPT

When returning items to us, please place your returned goods in their original packaging and do not remove any labels or tags.

**How Do I Return An Item**
1. Repack the item with labels and tags still attached
2. Fill in this returns slip and put it in the package with the items
3. Cover your address with the return address:
   - Kit and Kaboodal Ltd
   - PO Box 181
   - Thirsk
   - YO7 9BA
4. Send it back to us!

If you want more info the full returns policy is on the back of the form and our returns policy does not affect your statutory rights.

If you need some extra help or info get in touch with us by phone, email or on our website.

**RETURN CODES**
1. Looks different to image on site
2. Ordered more than one colour
3. Arrived too late
4. Poor quality/Faulty
5. Doesn’t fit properly
6. Doesn’t suit me
7. Incorrect item received
8. Parcel damaged on arrival

Don’t forget to follow us on Facebook and Twitter:

- [Twitter](https://twitter.com/KitandKaboodal)
- [Facebook](https://www.facebook.com/Kit-Kaboodal)
At the moment, the google paid advertising is limited to the google display network, this means that the brand is missing out on vital opportunities within search itself. I believe that the current budget of £16 per day can be better spent bidding on keyword advertising. This is based on a PPC model and can really allow the brand to target the customers that are searching for clothing that Kit and Kaboodal sells.

There are number of things that I believe that could be used for keyword campaigns but for this strategy I have focused on plus size clothing. By focusing on keywords around this I believe that Kit and Kaboodal can achieve higher levels of search traffic, as the information search is an important part of the decision making model.

This proposed keyword research is the first step in an overhauled SEO strategy and can be built upon. In later months in the year, it would be my recommendation to focus the campaign on linen, as this is certainly a unique selling point of Kit and Kaboodal in comparison to traditional brick and mortar shops.

Over the next three pages are sample blog posts that I believe will grow organic traffic. The blog posts are focused on linen clothing for summer and are fully search engine optimised.

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<td>*based on previous average spends</td>
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*Based on previous performance.
5 Best Linen Tops for Summer
posted on 18th April 2016 by Laura

Summer is nearly upon us and we think that’s the perfect time for a little wardrobe re-fresh, wouldn’t you agree? When it comes to looking at what new items would fit perfectly with your wardrobe, linen tops are a great way to add colour and style to your wardrobe in a way that is perfect for those hotter days.

So, if you are ready to start your wardrobe re-fresh ready for your summer holiday or even just for a special event, take a look at our pick of the best ladies’ linen tops that are ideal for summer.

1. Caister Linen Top
   This top is a great ladies linen shirt that will no doubt fit seamlessly into your wardrobe. Its tunic feel works great with jeans as well as leggings, and works perfectly for any mixed weather we have going on in the UK over the summer.

2. Aurora Linen Top
   You might be thinking, a black top is no good for summer, but this linen shirt can be your friend during the summer months, as well as carrying you seamlessly into autumn and winter. This top would work well with jeans as well as over a maxi dress for the cooler summer evenings. One of the best things about this ladies linen shirt is that whilst black can be seen as a more winter colour, this top is light enough to wear during the summer months.

3. Sandbanks Split Side Linen Shirt
   One of the most unique linen tops for ladies that we have here at Kit and Kaboodal, this top is a versatile item that can be worn in so many different ways. Tie it up at the front, wear it as a shirt or even as a jacket.

4. Fowey Linen Top
   If you love summer clothes, but are looking for ladies' linen tops with a little more edge, this is an ideal choice for you. Fitting itself into your wardrobe with ease, this top can be styled in so many different ways that make it one of the most versatile ladies linen tops we can think of. Style this top with a classic denim jean or wear it for work with a light coloured chino.

5. Nicole Linen Kaftan Tunic
   This beautiful Italian linen kaftan is a great addition to your wardrobe for summer. Light and high quality, this kaftan is the ultimate beach accessory and a great linen top for ladies. Use it to cover up at the beach or for a stroll around town with some leggings. It’s a versatile piece that will be a great addition to your wardrobe.

So there you have it, our top 5 ladies’ linen tops that are sure to impress on your holiday, at a summer event or just day to day over the summertime. If something in this post has caught your eye, feel free to place an order online or give us a call on 07921361965.
How to Style a Linen Tunic

posted on 18th April 2016 by Laura

Introducing the simple yet surprisingly versatile linen tunic. A great addition to pretty much everyone’s wardrobes, they are a staple that is often forgotten about. It can, however, be tricky to style, but don’t fear, we are here to help.

Tunics are a great style for this summer as they offer structured silhouettes that also allows a little breathing room for those hotter summer days where loose and flowing clothing is the best thing for your body.

Styling Idea 1: Classic Denim
Tunics are a loose and breezy item whilst still retaining some structure, so when thinking about what to wear with them, skinny jeans can help compliment the tunic without taking away from its shape. A classic indigo Jean with your favourite statement handbag is a great and stylish outfit for the weekend. Take this look from day to night with the addition of some heels and a few pieces of statement jewellery.

Styling Idea 2: The Holiday Look
This style is ideal for a laid back holiday look that will take you from the beach to the bar. Throw on your tunic and add some black or dark leggings, finish off with some statement sandals, preferably with a metallic touch to be on trend for this summer. Pick a tunic with a v neck that is in a brighter colour, light blue or floral are great choices for summer trips.

Styling Idea 3: Free and Floral
This might seem obvious but tunics can also work as dresses. Pick a tunic in a floral or bright pattern and really make it the centrepiece of your outfit. The bolder your tunic means that you should go a bit easier on the accessories and keep them to simple, neutral pieces that just add a little bit of sparkle to your outfit. Pair with sandals for a perfect summer look.

We hope you found our styling tips helpful! Don’t forget that if you want to order a tunic from our extensive Made in Italy collection, check our tunics category then either order online, contact us through email or give us a call on 07921361965 and we can help you place an order.
Best White Linen for Summer
posted on 18th April 2016 by Laura

White can be a scary colour to wear, no matter what piece of clothing it is. But fear not, we are here to help with the selection of the best white linen clothing for summer, all from Made in Italy. Take a look at some of our favourite white linen pieces and get inspired to wear more of it yourself.

White linen is a great choice and it works just about everywhere. Great for summer holidays as well as the office, you can easily make white linen part of your daily life. So take a look at our list of the best white linen clothing for summer and start wearing it more often, its as simple as that.

1. Sandown Crochet Shoulder Linen Top
This top is a great item of linen clothing that is sure to fit right into your wardrobe. We just love the shoulder detailing that makes this top a sure fire hit at BBQs, after work drinks or even just relaxing at home. The delicate detail of this top makes for a cute detail and really takes this from a standard piece of linen clothing, to a fun piece that you can’t wait to wear.

2. Formby Linen Top
If you love to feel comfortable whilst still looking stylish and on-trend, then this may just be the perfect top for you. With a dipped hem, which is lower to the back of the top, this top is great for giving you a flattering and on-trend silhouette. The lace detailing along the hem gives the top a feminine edge and the shape of the top is flattering to all sizes.

3. Nicole Linen Kaftan Tunic
If you are heading on holiday or simply just have a few days of relaxation in the sun planned, you can’t go wrong with this white linen kaftan. One of our favourite pieces of linen clothing for the summer, this kaftan is a versatile item that we bet will go with lots of items already in your wardrobe. It also doubles up as a lightweight dress or even a top, thrown over jeans or some comfy leggings, the choice is yours.

4. Roseanne Linen Dress
This white linen dress is simply a must have for the summertime. Flattering and comfortable, it’s a dress that is bound to become one of your favourite pieces. Not to mention one of our favourite things about it, it has pockets! Ideal for your day to day trips as well as for holidays and weekends away, this white linen dress is both functional and fashionable. What more could you ask for?

5. Alicia Culottes
A bit more of an unusual item this one, but culottes have been taking the fashion world by storm over the past few summers. These white linen versions are not only comfortable but stylish too, and would be perfect for the British summertime.

We hope you found our styling tips helpful! Don’t forget that if you want to order a tunic from our extensive Made in Italy collection, check our tunics category then either order online, contact us through email or give us a call on 07921361965 and we can help you place an order.
With a host of successful email marketing campaigns, this advice will be focused on content rather than building a list. The list and the open and click rate are already well above industry rates, so I wanted to create an email campaign that focused on using that customer base for attracting new customers.

For this email campaign I am hoping to engage new customers, increase sales from existing customers and overall increase the click rate. As with lots of marketing practices, email marketing is more of a trial and error, but based on my research, I think that a strategy that offers varied content on clear emails sent on the weekends is more likely to get a response.

1. **Referral Offer Email**
   This is to attract new customers and especially as women of this target group are more likely to try a new brand based on a friend’s recommendation and if there is something that is in it for the recommended, they are more likely to actively pass that information along.

2. **Summer Style Email**
   More of a style advice post that fits in with the blog posts I have created and a direct link to the blog, which hopefully will engage readers.

3. **Exclusive New Collection Email**
   The purpose of this email is to build the email list as well as creating excitement about the new collection. This email will contain a secret link for a selection of new items and then send collection. This will be combined with a Facebook post (below) to encourage people to sign up to the newsletter.

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**Kit & Kaboodal**
May 15 at 7:00pm · 🌼

If you get as excited as we do about new arrivals at Kit & Kaboodal HQ then sign up to our newsletter for a look at the latest arrivals before anyone else! Find the sign up box at the bottom of our front page.

♥️♥️♥️♥️♥️♥️

[www.kitandkaboodal.co.uk](http://www.kitandkaboodal.co.uk)
Hi Ladies,

We hope you love Made in Italy Clothing as much as we do and if you spread the love, you could earn yourself a very nice 10% off.

It couldn’t be easier: give your friend the all important code: **BFF10** and then call or email us with their confirmation code once they’ve ordered, and we will give you your very own 10% off code for you to use.

With summer holidays and trips away nearly upon us, this is the perfect time to grab some great pieces for your trip away or refresh your wardrobe for summer.

With Love,

Kit and Kaboodal HQ xXx
Hello Ladies!
Summer is just around the corner and that means that its time to break out the summer clothes and get ready for BBQs, summer holidays and just generally nicer weather. If you love white linen as much as we do, then take a look at how we styled three different pieces of white linen.

With Love
Kit and Kaboodal HQ xXx

Fowey Linen Top
The raw edge detailing on this top makes it the perfect white linen for all types of summer events. Pair it with a light pattered scarf and some of your favourite jewelry for a summer look that is sure to be a hit. One of the things we love about this top is that you can take it from day to night with addition of a pair of summery heels!

Sandown Crochet Shoulder Linen Top
The crochet detailing on this top makes it one of our favourites for summertime. With such a pretty detail on the top, pair it with some simple gold or silver jewellery and your favourite skinny jeans. This top is a great addition to your wardrobe as it goes with pretty much everything and is both flattering and comfortable!

Seahouses Linen Dress
This dress can be styled in a few different ways, but we have chosen to match it with jeans and a bold coloured scarf. This look would be ideal for the cooler summer days and can easily be worn with a leather or denim jacket if the weather is colder. If you go with a bolder scarf then add some simple silver jewellery for a little bit of added sparkle.
Hello Ladies!

It's another busy morning at the Kit and Kaboodal HQ and we have a little surprise for you . . .

We wanted to thank you for your support and are therefore giving you exclusive access to our latest collections before they hit the front page.

We have loads of great items that have just arrived and you can get access to before it goes live on site. Pick from any of the items on this email and re-fresh your wardrobe ready for a summer holiday or pick up a special item for a summer event.

With Love
Kit and Kaboodal HQ xXx

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<td>Seahouses Linen Dress Light Denim</td>
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<td>Mablethorpe 2 Stripped Linen Top Coral</td>
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</tr>
<tr>
<td>Portugain Linen Tunic Black</td>
<td>£36.00</td>
</tr>
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</table>
General Tips
1. Pin things directly from your website
This creates a stronger link to your landing pages and can help to generate more traffic directly to your website

2. Verify your website
This makes the link seem more trustworthy and people are more likely to click through to purchase something.

3. Use the Pin It Function
Adding this on the website helps others add pins to Pinterest and further strengthening your links. Google takes notice of this and brings your google ranking up accordingly.

4. Use Rich Tags
This will help give real time information about pricing for items on your website, this does however, require the use of meta tags on site

5. Use names properly
The correct use of tags can help to build your keyword recognition on site and therefore further drive traffic to your site. Optimise descriptions with around 200 characters of text.

These general tips are some examples of Pinterest best practices and these in combination with the below strategy should ensure a strong start on Pinterest, which hopefully will lead to increased social referrals.

The three Pinterest boards I am recommending to Kit and Kaboodal are:
Clothing:
This will obviously help to promote the clothing and strengthen social links within the google search rankings.

Travel:
As Kit and Kaboodal travels around the country a lot for the various shows that they attend, this board can be used a way to share pictures from their trips, places they would like to go and even announce their upcoming show schedules.

Quotes:
A popular item on the Kit and Kaboodal Facebook page, there a wealth to choose from and they are also one of the most popular categories on Pinterest. Having a well curated quotes board can help to attract followers to your Pinterest.
Kit & Kaboodal Clothing
Take a look at our great selection of Made in Italy clothing! Choose your favourites and click through to buy directly from our website.

Made In Italy Sandown Crochet Shoulder Linen Top Cornflower
Pinned from kitandkaboodal.co.uk

Made In Italy Seshouses Linen Dress White
Pinned from kitandkaboodal.co.uk

Made In Italy Sandbanks Split Side Linen Shirt Navy
Pinned from kitandkaboodal.co.uk

Made In Italy Destiny Button Back Linen Top Navy
Pinned from kitandkaboodal.co.uk

Made In Italy Rothesay Drawstring Linen Dress Navy
Pinned from kitandkaboodal.co.uk

Made In Italy Southwold Cotton Top Navy White
Pinned from kitandkaboodal.co.uk

Made In Italy Mablethorpe 2 Striped Linen Top Coral
Pinned from kitandkaboodal.co.uk

Made In Italy Renee Linen Drawstring Tunic Navy Stripe

Made In Italy Brightlingsea Cotton Dress Stone
Pinned from kitandkaboodal.co.uk

Made In Italy Jessica Checked Jacket Blue
Kit & Kaboodal on the road

Take a look at some of the places we’ve been and loved. Want to know where we will be next? Check out our show diary at: kitandkaboodal.co.uk/show-diary

From Foursquare
Ragley Hall
Ragley Hall in Acoaster
Pinned from foursquare.com

From Foursquare
The Entrance Hall at Ragley Hall
Pinned from shakespeare-england.co.uk

From Telegraph.co.uk
Mary Berry: ‘In another life I may have been a gardener’
Ahead of her appearance at the Blenheim Palace Flower Show, Mary Berry gives Olivia Parker a taste of her horticultural world
Pinned from enchantedengland.tumblr.com

Sir Ian McKellen to open Blenheim Palace Flower Show 2016, prolandscapemagazine.com...
Pinned from prolandscapemagazine.com

From Telegraph.co.uk
Blenheim Palace Flower Show - celebrating every floral, from award-winning nurseries to gardening celebrities!
Pinned from leisurentime.co.uk

« Clovelly - North Devon - England summer of 2014 destination »
Pinned from lowernutsford.co.uk

The view down the stairs to Chatsworth House in Derbyshire, England
Pinned from foothpics.blogspot.hu

Bramham Horse Trials 2014 (C) Katie Neal Photography.
Pinned from Philippa Jones

Bramham Horse Trials 2015
Pinned from Philippa Jones

Dartmoor National Park, Devon posted by www.futons-direct...
Pinned from The Telegraph

Pinned from telegraph.co.uk

From Foursquare
Ragley Hall Stratford-Upon-Avon | Shakespeare’s England
Pinned from shakespeare-england.co.uk

From Close your eyes and dream o...
Pinned from enchantedengland.tumblr.com

New garden art ready for our stand at Blenheim Palace Flower Show 2015!
Pinned from Philippa Jones

Pinned from Philippa Jones
The costs of this plan are relatively small as there is a lot that can be done for no upfront cost. The website re-design is the largest upfront costs, but I believe that it is a necessary step in order to make the website more accessible to women of Generation X. The SEM campaign is something that will directly improve sales to new customers.

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