CAS 840-730
Week 6: Using online tools + MarTech Stack
Kristina Cart
Katelyn Gilliam
Jen Hamilton
2021 October 11

Task 1

For this task, we chose Starbucks as the company. Below are the goals and objectives for Starbucks' MarTech Stack:

Goals/Objectives

These goals and objectives would be achieved through targeted campaigns to women ages 25 to 34 in the eastern U.S. (Florida, Massachusetts, Michigan, New York, Ohio, and Pennsylvania).

1. Increase revenue by 20% over a 3-month span (January 2022 to March 2022).
2. Increase email open rates by 25% over a 3-month span (January 2022 to March 2022).
3. Increase Facebook engagement (likes, comments, shares) by 15% over a 3-month span (January 2022 to March 2022).
4. Increase Instagram followers by 10% over a 3-month span (January 2022 to March 2022).
5. Increase the number of unique visitors to www.starbucks.com by 10% over a 3-month span (January 2022 to March 2022).

MarTech Stack

We chose to organize our MarTech Stack following the format in this article.

Attract

- **Google Ads:** Google Ads will be used to achieve goal #1 of increasing revenue by 20% over a 3-month span (January 2022 to March 2022), as well as goal #5 of increasing the number of unique visitors to www.starbucks.com by 10% over a 3-month span (January 2022 to March 2022).
- **SproutSocial:** This social media management tool will be used to achieve goal #3 of increasing Facebook engagement (likes, comments, shares) by 15% over a 3-month span (January 2022 to March 2022), as well as goal #4 of increasing Instagram followers by 10% over a 3-month span (January 2022 to March 2022).
- **Social Searcher:** This social media search engine will also be used to achieve goal #3 of increasing Facebook engagement (likes, comments, shares) by 15% over a 3-month span (January 2022 to March 2022), as well as goal #4 of increasing Instagram followers by 10% over a 3-month span (January 2022 to March 2022).
- **Facebook Insights:** This native data tool will be used to achieve goal #3 of increasing Facebook engagement (likes, comments, shares) by 15% over a 3-month span (January 2022 to March 2022).

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<u>**Engage**</u>

- **MailChimp:** The email marketing features of MailChimp will be used to achieve goal #2 of increasing email open rates by 25% over a 3-month span (January 2022 to March 2022).
- **SproutSocial:** As stated above, this tool will be used to achieve goal #3 of increasing Facebook engagement (likes, comments, shares) by 15% over a 3-month span (January 2022 to March 2022), as well as goal #4 of increasing Instagram followers by 10% over a 3-month span (January 2022 to March 2022).
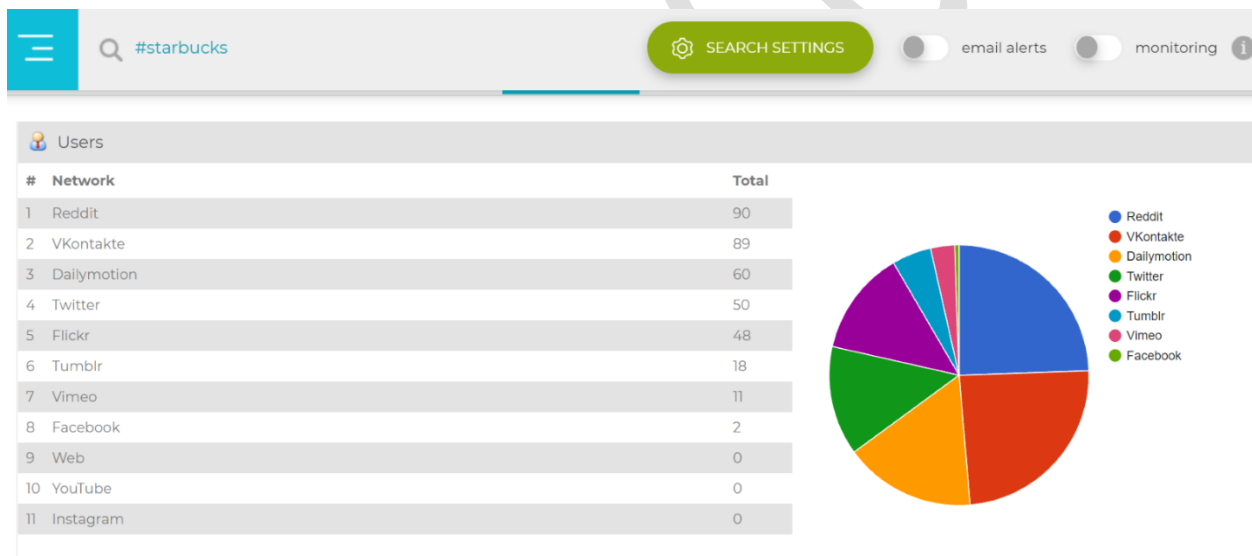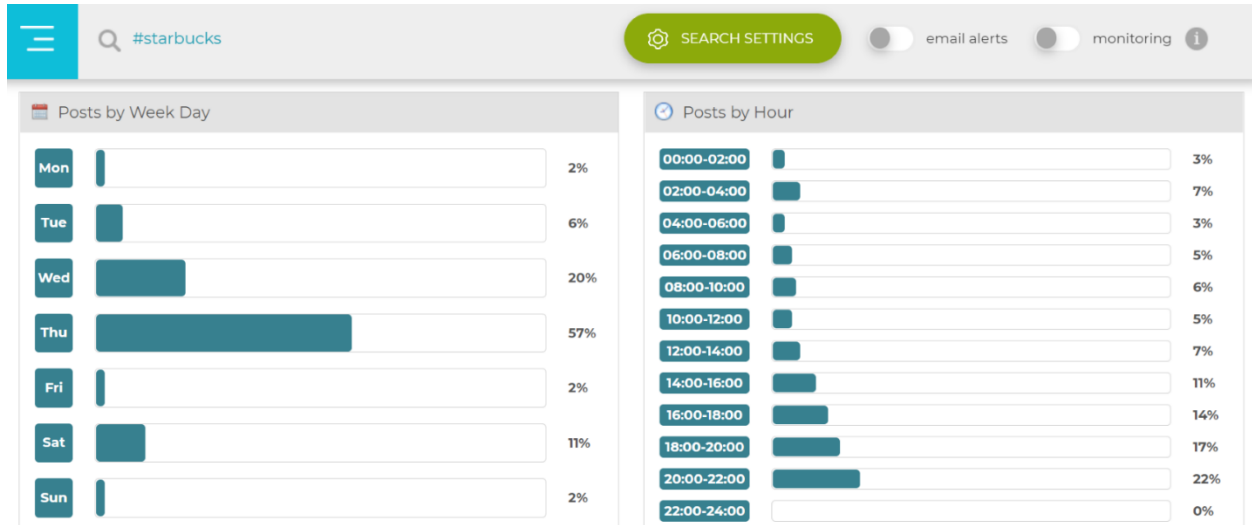
<u>**Analyze + Optimize**</u>

- **Google Analytics:** The web analytics functions of Google Analytics will be used to achieve goal #5: to increase the number of unique visitors to www.starbucks.com by 10% over a 3-month span (January 2022 to March 2022).
- **Social Searcher:** As stated above, this tool will be used to achieve goal #3 of increasing Facebook engagement (likes, comments, shares) by 15% over a 3-month span (January 2022 to March 2022), as well as goal #4 of increasing Instagram followers by 10% over a 3-month span (January 2022 to March 2022).

Task 2

Social Searcher

Social Searcher allows users to locate information about Starbucks' presence on all social media platforms. Since Starbucks is an international brand, data is returned from users around the world. Sorting by language will help to refine results for the target geographic area. The *Posts by Week Day* and *Posts by Hour* features are useful for determining when an advertisement is likely to reach a large audience. Based on the data pulled for this review, the best time to advertise to users is on Thursday's between 8pm-10pm. This data can be tracked over time to identify if the conversion rate increases when advertisements are posted during peak engagement times. The information returned does not indicate if it is time zone specific, which could impact how successful a campaign might be.

The number of users per network is also useful for deciding which social media platforms to use for targeted advertising. However, the tool does not provide demographics for each network. This would be helpful for determining the most effective approach for the target demographic. Another area that could be improved upon is the reporting of hashtags. The hashtag entered in the initial search appears at the top of the list, however, the list contains the top 10 hashtags used. Some of the hashtags on the list are user-specific and may not be used by all audience members. It would be helpful if Social Searcher users could isolate data by the desired hashtag.

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Posts by Week Day

Day	%
Mon	2%
Tue	6%
Wed	20%
Thu	57%
Fri	2%
Sat	11%
Sun	2%

Posts by Hour

Hour	%
00:00-02:00	3%
02:00-04:00	7%
04:00-06:00	3%
06:00-08:00	5%
08:00-10:00	6%
10:00-12:00	5%
12:00-14:00	7%
14:00-16:00	11%
16:00-18:00	14%
18:00-20:00	17%
20:00-22:00	22%
22:00-24:00	0%

Users

#	Network	Total
1	Reddit	90
2	VKontakte	89
3	Dailymotion	60
4	Twitter	50
5	Flickr	48
6	Tumblr	18
7	Vimeo	11
8	Facebook	2
9	Web	0
10	YouTube	0
11	Instagram	0

Google Analytics

Google Analytics allows us to understand how many visitors we have received and their behavior on the site, including bounce rates. Google Analytics also allows us to understand our current SEO rankings and how we can identify the right keywords to improve our rankings. We can rank pages by popularity which helps us understand what is getting traffic and what could use a boost. We track cart and form abandonment, and also how quickly our website loads. This will allow us to make changes to the site if it is appearing too large on mobile or even desktop devices. We can also run custom reports to gain a better understanding of where our potential customers are located, traffic sources, conversations, and more. You can literally watch your traffic in real time.

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As exciting as this all sounds, we are unable to accurately track leaders or lead quality. We may see a number of leads engaging with PPC ads, but what does it mean? Why did they click on it? Was it intentional or an accident? We are also unable to follow the customer journey, including if they went to competitor's site and what pages they visited. Another thing to point out is that if a user deletes their cookies, they will be considered a "new" user when they visit the site again. This will make it difficult to track repeat visitors.

Below is an example of the Google Analytics web tool. We weren't able to check the results for Starbucks, but this is the format that would be displayed.
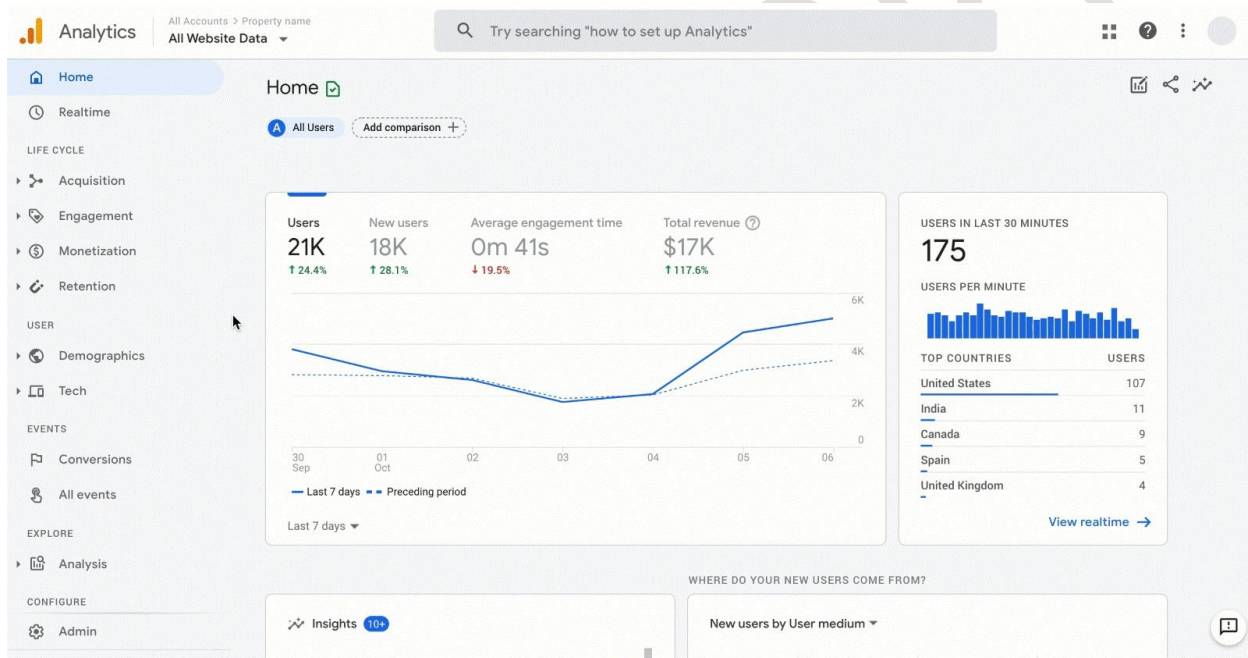
MailChimp

MailChimp has a lot more to offer than just email marketing, making the leap into marketing automation with features that allow users to create customer journey maps, websites, stylish graphics, and more. The enhanced offerings have several useful and relevant features, particularly for a small company that may not have a robust marketing team or agency. A few notable features include:

The **Customer Journey** feature offers many ways to engage with consumers along various points of their journey, whether through welcoming new contacts, rewarding VIP members,

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sending offers for a customer's birthday, or celebrating annual events. The variety of pre-built journeys that users can choose from to address common needs is impressive.

Email Marketing has advanced beyond simple open, bounce, and click-through rates in MailChimp. Users can create a secondary action that they want to take place automatically depending on whether the customer opened the email, clicked a specific link, etc., all automated by MailChimp.

The **Audience Dashboard** offers three main ways to grow or start a list of contacts. With today's strict anti-spam laws, getting the list of target emails can be a core challenge of email marketing. By allowing users to create a sign-up form graphic (inviting visitors to subscribe) gives them the ability to build lists without violating anti-span laws, regardless of the user's ability to design graphics or program a website. The survey function of this feature is also useful in getting audience feedback to help inform current and future marketing decisions.

MailChimp also helps users with **Website Creation**. They can design a website using the three options such as templates for a site builder, an e-comm site, or a service site that allows online bookings. This tool would be especially helpful for a small business or a novice when it comes to website building and maintenance.

The **Content Studio** tool allows users to import brand assets and create content for various sizes and types of ads, social posts, emails, images, etc. This again allows someone who may not have a graphic design background to make visually appealing assets with the click of a button.

Lastly, MailChimp has a feature that allows you to integrate your MailChimp campaigns with other systems that your company may use (social media accounts, Stripe, WordPress, or Eventbrite) to allow for seamless marketing management. The only area of improvement would be for MailChimp to continue expanding this area.

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