

BETTEN MÄRZ

DIGITAL MARKETING PLAN

Betten März is a traditional family business located in Eislingen, Germany, that offers premium bedding products to the local community. The company has a loyal and established customer base in the region and distribution happens exclusively in-store.

Link to PechaKucha: <https://youtu.be/JfSPtudPOXU>



PIA KABOTT
TEAM MEMBER 1
TEAM MEMBER 2

THE COMPANY

Mission

Betten März's mission is to offer high-quality bedding products for ultimate comfort and restfulness, enhancing the sleep experience.

Product Mix & Operations

The company offers pillows, blankets, mattresses, and bed linens such as duvet covers, bed sheets, etc. Services include cleaning bed inlets/feathers, embroidery, and delivering mattresses and bed frames.

Vision

Betten März's vision is to become the first choice for local customers seeking high-quality and comfortable bedding products.

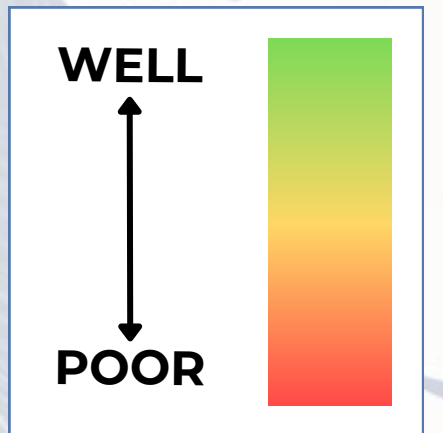
Digital Marketing Problems

The company lacks a digital marketing plan. Despite the offline success, the representative website is outdated and the Instagram profile is inactive that overall fail to generate lead through digital channels.

The background features a repeating pattern of feathers in two colors: a muted yellow and a light grey. The feathers are scattered across the white background, some overlapping and some partially cut off by the edges. The central text is a large, bold, blue font with a slightly distressed or hand-drawn appearance.

BLOCK 1

DIGITAL HEALTH CHECK



- Target Markets
- Customer Segments
- Digital Strategies/Goals
- Partners & Influencers



- Partner Relationships
- Target Audiences
- Core Brand Messages
- Traffic Routing



- Site Segmentation
- Customer Experience
- Web-Analytics
- Lead Follow-up



- Customer Insights
- Customer Lifetime Value
- Integrated Cus. Comm.
- Satisfaction Gap

DIGITAL HEALTH CHECK

Introduction

A Digital Health Check is a systematic and comprehensive evaluation of a company's digital marketing efforts to assess their effectiveness, identify areas for improvement, and ensure that they are aligned with the ever-changing digital landscape. The digital health check is an important instrument for evaluating the company's online performance through all customer stages.

Methodology

An Excel file that has been provided in class to evaluate the digital health of Betten März has been used to conduct this test. Together with the company owner, Mr. Ulrich März, we realistically assessed each point. As the company does not have Google Analytics or other statistical resources, the evaluation was based on the owner's judgment and experience. Even though many points mentioned in the Excel sheet are factually non-existent in the company, it was still fairly easy to classify most of the points.

Findings

For Plan, it was evident that there is a significant gap in having a comprehensive strategy to overcome the issue of an insufficient online presence. The company has yet to utilize strategic marketing tools, and questions concerning online channels, SEO, conversion strategies, etc. remain unanswered as they are not established within the company. The only aspect we could partially define is our target audience. The owner has a clear list of the customers and maintains personal contact with the majority of them and can therefore roughly outline their online behavior.

As for Reach, the performance score is comparably decent, but there is still room for improvement. The biggest strength here lies in the long-term partner relationships. The partners excel in their own online presence, which provides an advantage for Betten März. The customer segments primarily consist of local middle-aged and elderly individuals, as the younger segments are difficult to attain with the limited presence in online channels and lack of a clear value proposition. Hence, establishing a brand identity is also necessary.

In the Act and Convert category, the company's performance is the weakest, with minimal offerings. The existing online platforms are not been consistently followed and effectively utilized. Qualitative content, web analytics, and customer experience are areas the company struggles to deliver.

Surprisingly, Engage had the highest score, although it is still far from ideal. This is mainly due to the owner's close relationships with many of his customers, where he stays in contact with them via E-Mail, WhatsApp, and Telephone. Therefore, he has insights into what the customers are demanding and can fuel their loyalty by offering a very personal relationship with the company. Yet again, there is a lack of quantitative data to support this statistically as there are no automated or professional tools for customer engagement, an area where the customers would appreciate improvements and should be implemented.

DIGITAL HEALTH CHECK

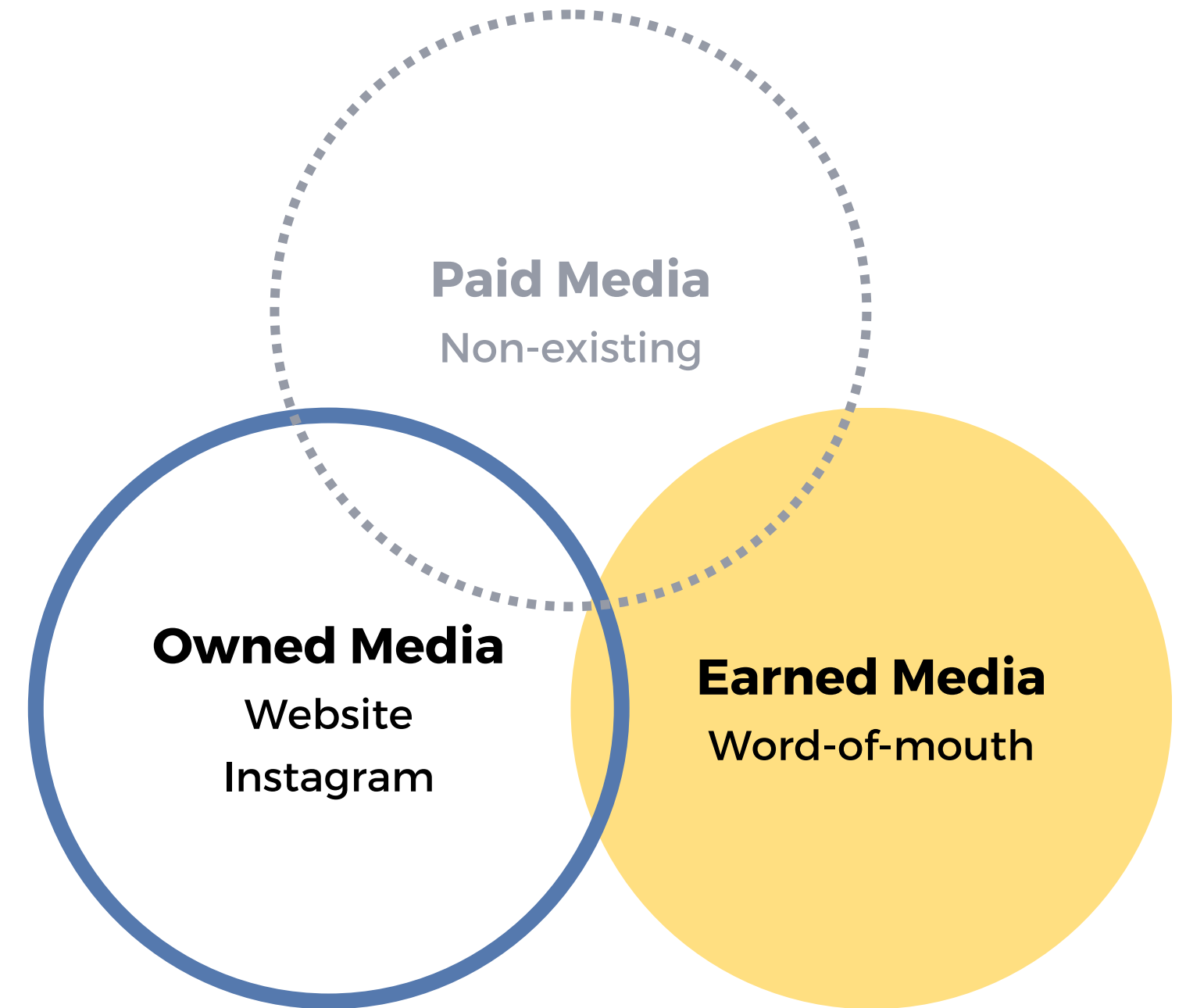
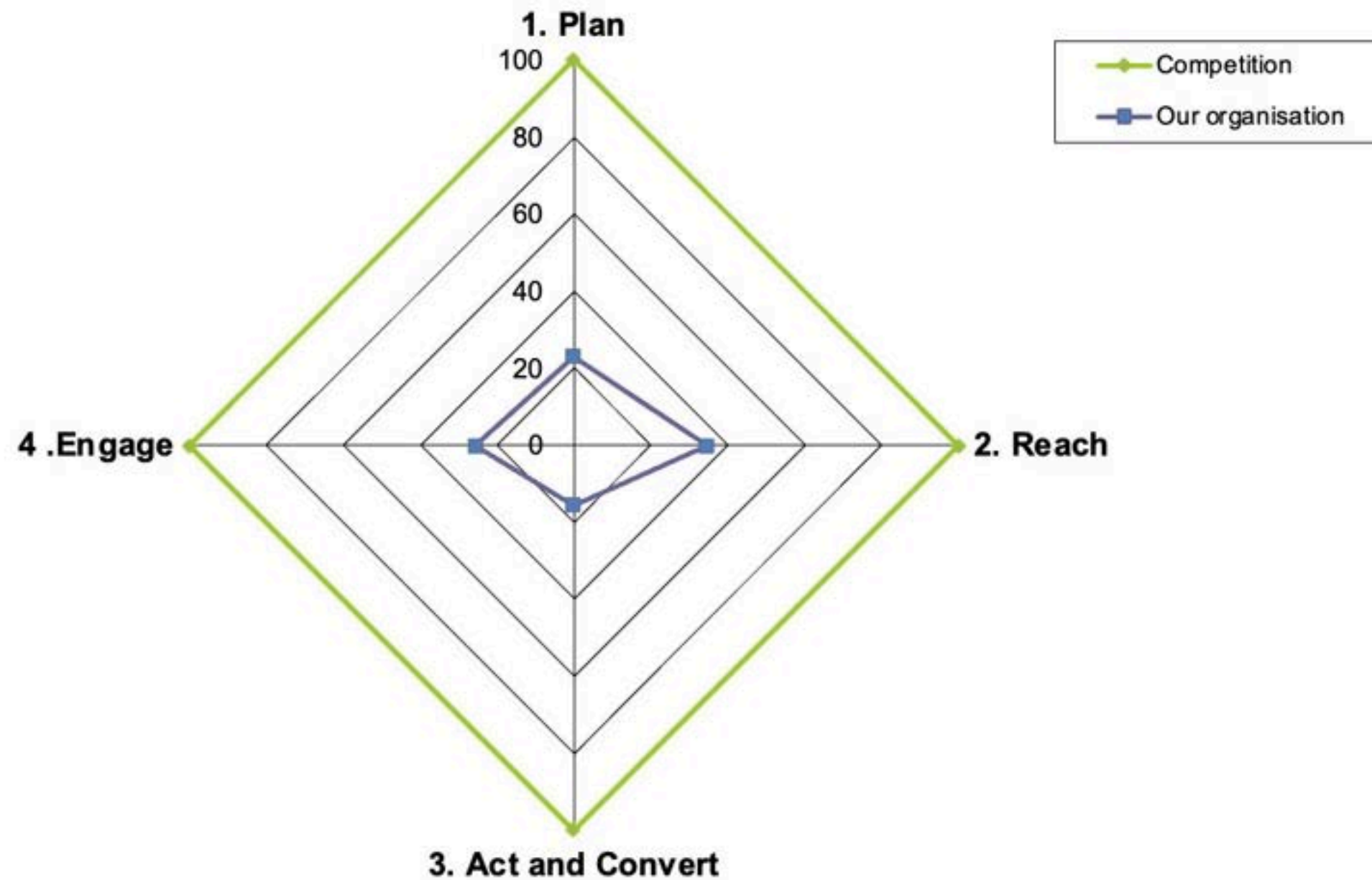
Conclusion

The digital health check clearly shows that there are plenty of gaps that require significant improvements. A well-structured digital marketing strategy needs to be implemented in which the development of a coherent online presence is of the highest priority, as well as a clear value proposition, brand identity, and customer engagement, to bridge the gaps and meet customer expectations.



DIGITAL HEALTH CHECK

Digital Marketing Healthcheck





MULTICHANNEL ANALYSIS

Introduction

Multichannel analysis is a crucial process of assessing a company's digital presence and its effectiveness in engaging with the target audience through various digital media types. A digital marketing plan prioritizes managing the company's online presence, such as company websites, mobile apps, and social media pages, including online communications techniques that help acquire new customers and retain existing customers. Marketers utilize three types of media channels to develop the strategies,

Paid Media. Companies pay for digital channels such as display ads, affiliate marketing, etc. for awareness, reach, or conversions.

Owned Media. Companies' websites, blogs, social media channels, etc. where they present and promote their products/services.

Earned Media. Channels that increase awareness about a business and build a reputation. Lately, it is not limited to social media marketing, or blogs, but also conversations in social networks, and other communities known as Word-of-Mouth (Chaffey & Ellis-Chadwick, 2020).

We will conduct a multichannel analysis of Betten März by delving into the company's digital assets in these three media types and evaluating the performance.

Methodology

The methodology for conducting the multichannel analysis of Betten März involved mainly direct communication with the company owner, Mr. Ulrich März, to gain insight into Betten März's digital presence. Additionally, we conducted an extensive Google search to gather public information about Betten März such as website, social media presence, and customer reviews, if available.

Findings


Paid Media. Betten März does not invest in paid media hence it is non-existing.

Owned Media. Betten März has an official business website (www.bettenmarz.de). However, the company does not effectively utilize it as its central digital asset, it has not been upgraded in recent years and the owner does not have access to it anymore. The website lacks a well-organized structure and fails to effectively showcase the product range. Moreover, the company's Instagram page has been inactive for the past 3+ years and there is no engagement with the audience.

Earned Media (Word-of-Mouth). Betten März benefits significantly from earned media, particularly through word-of-mouth from satisfied local customers who frequently share their positive experiences with the brand and the products among friends, family, and acquaintances. The organic promotion has contributed to the company's reputation for high-quality bedding in the local community and has earned it a loyal customer base. This, in return, has also earned the company a list of its existing customers including contact details such as email, and phone number.

Conclusion

Betten März's multichannel analysis underscores that the company falls short in the effective utilization of owned media through its official website, and social media channels but has organic success in earned media, driven by word-of-mouth. The company operates almost 100% offline hence the digital channels have been overlooked, and there is significant room for improvement in delivering quality bedding products and ensuring customer satisfaction online.



WEB-BASED ANALYTICS

Introduction

It is important to know how well the company is currently using digital media to attract customers and gain a digital presence and how the company needs to grow. In order to find improvement points and gain a better understanding of the performance of the digital channels of the company web-based analytical tools will be used.

Methodology

The data that has been collected is a combination of quantitative and qualitative data from secondary research. To track the performance of the website different web-based analytical tools have been used to gain more insights into the online presence of the company. The first web-based analytical tool that has been used is Nibbler to receive an overview of the SEO audit of Betten März. Followed by Semrush which is used to analyze the organic traffic and keywords that the company currently receives. Finally, the Hubspot website grader has been applied to Betten März to see what areas need improvement and the current performance of the website.

Findings

Betten März has currently no Google Analytics installed and therefore cannot be analyzed, Google analytics will be installed for the company during this assignment.

Nibbler shows that the website of Betten März has a lot of space for improvement as the overall score of the SEO audit is 4.7. The last time that the website was updated was in 2010, and it has only a few pages with no headings and little information regarding the company. This makes it difficult for search engines to analyze what the page is about, and therefore the website is not visible when searched in search engines. Another factor that needs improvement is analytics, the company currently has no analytical tool that keeps track of the company. Additionally, the website is not completely optimized for desktop and mobile. Lastly, there is a lack of description metatags for the pages which is needed as it is shown on the Google search result pages.

Semrush has been used to track the current organic traffic and keywords of Betten März. The organic traffic of the company as of September 20th, 2023 was only 33 with only 7 organic keywords and no paid keywords.

At last, the website grader of Hubspot shows that the website has a grade of 57, with the following graded subcategories:

- Performance 27/30
- SEO 25/30
- Mobile 0/30
- Security 5/30





WEB-BASED ANALYTICS

The main factor that needs to be improved in the SEO category is the meta description which shows the customers what the page is about in the search results. As for the mobile-friendly website, a lot needs to be improved. According to the analytical tool, the mobile website is difficult to read due to the small font size. Additionally, the website does not have a responsive design, and the interactive elements are difficult to use. In **Appendix A** some visualizations of the web analytics can be found followed by the SEO and competitor analysis in **Appendix A-1**.

Conclusion

After the performance of the company has been analyzed the main factors that need to be improved are applying Google Analytics for the company as well as extensive keyword research which will be performed later during the DMP, and updating the website to expand the visibility of the company online. Next up is an analysis of the SEO/SEA to gain more insights and provide suggestions to improve the position of the company in search engines.





STEFAN, 52
SALESMAN

Social Media:
Comm. Channel:

Goals:

Stefan wants his sleep to be qualitative and healthy. He wants bedding products of high quality and great longevity that he can rely on in the long term and that will support his aging body

Challenges:

Stefan is unhappy with the anonymity and lack of transparency of big companies. He wants products that match his personal needs and are customizable to his liking.

Common Objection:

Stefan is very busy at work. He would appreciate an option to inform himself online, so he can be prepared when he enters the store.

Keywords (German):

- Hochwertige Schlafzimmermöbel
- Lokales Bettengeschäft Kaufmann

PERSONAS



CHRISTINE, 55
ACCOUNTANT

Social Media:
Comm. Channel:

Goals:

Christine is a visual person and wants to create a cozy and inviting home for her family. She wants to support the local community and likes to chit-chat with people on her shopping spree.

Challenges:

Christine is struggling with back pain and is having a hard time finding good consultations and options that meet her requirements.

Common Objection:

Christine is not pleased with the outer appearance of the store, both physical and online. She thinks there should be a modernization.

Keywords (German):

- Rückenfreundliche Matratze
- Made in Germany Bettwäsche
- Bettenladen in meiner Nähe



WALTER, 70
RETIRED

Social Media:
Comm. Channel:

Goals:

Walter is in his old age and therefore very keen on providing his body with only the best. He values a competent, trustworthy expert who takes the time to consult him perfectly and answer all his questions.

Challenges:

Walter is bothered by the commercialization, especially with foreign companies and the extinction of local businesses. It has become a struggle for him to find honest working people.

Common Objection:

Walter wants to support small businesses in his locality and is not fond of commercial imported products.

Keywords (German):

- Echtholz-Bettgestell
- Bettengeschäft Familienbetrieb
- Beratung Bettenfachgeschäft



NADINE, 28
WORKING STUDENT

Social Media:
Comm. Channel:

Goals:

Nadine recently moved in with her partner into their first apartment and is now looking to build a comfortable and modern home that provides both longevity and quality on a budget.

Challenges:

Nadine often feels overwhelmed by all the options available online. She is a typical follower of the convenience trend and prefers to do as many things possible, without complications, online.

Common Objection:

Nadine is missing the option to inform herself online. She is also displeased with the visual outlay of the company website and thinks the products are not modern enough.

Keywords (German):

- Bezahlbare Bettwäsche
- Kuscheliger Bettbezug
- Modernes Schlafzimmer Inspo

PERSONAS

Introduction

Creating Personas is an interesting and insightful way for a company to easily visualize and group its different customer segments. Personas can provide a clear picture of typical customers and the way they interact with the company's products or services. Knowing such information helps in tailoring marketing strategies and customer experiences to meet the specific needs, preferences, and challenges of different customer segments.

Methodology

In order to create the personas, the Content Mapping Templates on Brightspace have been used, to know which information about the Personas needs to be gathered. After that, the HubSpot Buyer Persona Templates were used to help visualize the findings. As there is no qualitative information about customers beforehand, it is decided that the most effective way to gather the information is to collect primary information through a survey (**Appendix B**) so that the company will have insight into the demographic structure of its customers before individually picking out people without knowing the quantity/relevance of their kind. The survey was around 15 minutes long and included questions about needs, and preferences, and also included a lot of opportunities for the customers to freely give personal opinions and ideas about the store. At the end there were around 45 participants, that were grouped, mainly based on age and gender, to then analyze the behavioral patterns and habits of each group. These answers were merged and generalized to create the Personas. Each Persona combines the answers of around 5-9 people. That also means, that it was not possible to implement all survey takers into the Personas, as only four Personas are needed (**Appendix C**), and did not want to falsify their silhouettes by setting the ranges too high. So, it is decided on the most common groups or in the case of Nadine, on a group that is interesting to look at as a form of differentiation. Yet the overall result of the survey that takes all answers into account is still very helpful to see where the middle ground of all the customers lies.

Findings

Stefan is a combination of nine males aged 50-60. More than half of them have stated that they work in a business environment in a sales context. The only outstanding social media platform was Facebook which four people use. WhatsApp and E-Mail are being used by all of them, Telephone by four. Longevity and Quality have been the highest-rated aspects concerning bedding products. Individual answers often included that the health aspect is important. The importance of personal contact and consultation, especially in demarcation to other companies was mentioned several times. The main critique of this customer type was the lack of options to inform online. Six people said, that they would appreciate active and functioning online channels, but eight of them said, that they would not want to buy online, instead prefer getting consulted and going to the store.

Christine is a combination of nine females aged 50-65. At least seven of them are some sort of office worker, usually either a clerk or an accountant. Instagram is the most used channel with five people, followed by Facebook and YouTube with three each. Again, all of them communicate preferably via WhatsApp and E-Mail, and six also like using the Telephone. For Christine, aspects like Design, comfort, personal services, and consultations were extremely important. The main reason why these customers choose the store, is locality, as they find it important to support local businesses. They have stated that they value the friendliness they are greeted with and therefore like to include the store when they run errands. Three people have also stated that they have health problems and therefore



PERSONAS


appreciate options that help them concerning that. The main critique point was especially the visual appearance of the store, as well as the online appearance, especially because of missing information such as opening hours. A very concerning statistic is, that our rating for design performed remarkably worse than the overall stated importance of that factor.

Walter is a combination of eight males aged 65-80. Except for one person, all have stated that they retired already. Two use Instagram and Facebook, and three use YouTube. All say they communicate via WhatsApp and E-Mail, four via telephone. For Walter, quality, longevity, and individual consultation were the most important factors. These customers have claimed locality, competence (expertise) and honest work as the key factors on why they visit our store, again in demarcation to other companies, as the customers stated that they are not a big fan of commercialization and imported products, endangering the local economy. Also, offline accessibility was important, as the vast majority stated they do not shop online and do not want to. This customer group was the only one that didn't state any critique points and was also the one, where we scored the highest average rating when we asked the customers about their opinion of Betten März's performance. Therefore, we have concluded that the only logical objection for this group would be, transforming the business too much, in a direction that goes against their liking.

Nadine is a combination of five people, aged below 35. Here we took all genders into account, to have more information available for this persona. For the record, two people in this persona identify as male, and three identify as female. The majority in this group claimed that they are still studying or have just recently started working full-time. This group has the most variety in social media channels. Everyone is using Instagram, while three people use Facebook, YouTube, TikTok and Pinterest. WhatsApp and E-Mail are used by everyone, interestingly this is the only group where no one mentioned telephone as a preferred form of communication. These customers are primarily keen on design and individual consultation, while quality also plays quite a big role. They claimed that they like visiting the store because of its reliability and quality, especially of service. This group is the biggest critic of the lack of accessibility of online channels as they stated that they prefer doing online shopping and would at least appreciate having more information about our product range, as there are plenty of more convenient options to choose from online. Another thing that needs to be highlighted is that the factor price received by far the lowest rating implying that these customers perceive the products and services as too expensive. Another problem that was mentioned a lot is again, the visual outlay of the company website and physical store. These customers wish for more modern options and think that the store seems to be out of style and should be reimaged.

Conclusion

Turns out Betten März has a diverse range of customer interests that need to be taken care of. The main takeaways are, to prioritize creating an online presence for the customers to inform themselves and to make their customer journey more convenient but taking care, to not lose the offline customers. Secondly, the company needs to enhance its visual appeal both online and offline to give it a coherent brand identity. A good idea is to utilize the valued personal approach to customer relationships to stand out by using it as an online marketing tactic. Betten März should also consider encouraging the customers to put this positive feedback into reviewing the business, online or even on the company web pages. Especially with attracting younger customers, offering cheaper options or offering discounts to students could also help. It would also benefit to expand the product range and offer more visually appealing products to the personas.



KEYWORD RESEARCH

Introduction

After the personas have been provided and interviewed, keyword research of the longtail keywords or phrases that the personas are are done. Keyword research is a fundamental and essential aspect of search engine optimization (SEO) and digital marketing strategies. Effective keyword research is critical for various reasons. In essence, keyword research provides the roadmap for enhancing a website's visibility and relevance in the online landscape.

Methodology

Primary data has been used to get to know what longtail keywords the personas are using, and secondary data has been used to compare them to the competitors and how they can be adapted to the website. Three keyword tools have been used to analyze the keywords, these tools are Semrush, AnswerThePublic, and Ubersuggest.

Findings

Conducting research into long-tail keywords for the target personas involved a comprehensive analysis that considered several key factors, including keyword volume, Cost Per Click (CPC), keyword difficulty, and search result frequency. However, due to the relatively niche nature of the bedding industry and the use of German keywords, obtaining data on long-tail keywords for specific personas proved to be challenging.

One of the identified keywords, "Bettwäsche made in Germany," stood out as a commonly searched term with an average monthly search volume of 235 as of October. However, it's important to note that the CPC for this keyword is relatively high, at €1.35. Another keyword that was successfully sourced from the personas' criteria was "Rückenfreundliche Matratze" (Back-friendly mattress). This keyword had a search volume of 30 and a CPC of €1.22.





For the remaining keywords associated with the personas, there was unfortunately no data available at this moment. Consequently, alternative research was conducted to identify relevant long-tail keywords that would serve as viable options. Some of these keywords included variations with bed measurements, applying to customers seeking specific bed sizes, while others incorporated information about the bedding material, providing an array of choices for potential customers. The visualization of keyword research can be found in [**Appendix D**](#).

Conclusion

In conclusion, the keyword research conducted for Betten März represents a comprehensive effort to understand and target the audience effectively. The process involved analyzing various aspects, including search volume, Cost Per Click (CPC), keyword difficulty, and search result frequency. While the bedding industry in the German market is relatively niche and poses certain challenges in obtaining specific long-tail keywords, valuable keywords that align with the target personas were successfully identified.



CUSTOMER JOURNEY

 **STEFAN, 52**
 **CHRISTINE, 55**
 **WALTER, 70**
 **NADINE, 28**

Well Developed
Needs Improvement
Gaps

	Reach		Act			Convert		Engage		
	Search for Bedding	Learn about options	Look up prices	Compare with competitors	Look up store	Get consultation	Make purchase	Write review	Recommend	Follow and engage on social media
Offline										
Phone Call		■●	■●							
Word of Mouth	■●▲◆								■●▲◆	
Point of Sale		■●▲◆	■●▲◆	■●	■●▲	■●▲◆	■●▲◆			
Online										
Website	◆	◆				◆				
Instagram	◆	◆		◆	◆					■●◆
Facebook									■●	
Google	■◆	■◆		■●◆	■●◆			■●	■●	
E-Mail			◆							



CUSTOMER JOURNEY

Introduction

The visualization of the Customer Journey of the Personas is important to truly get a profound understanding of Betten März's diverse customer base and their individual behaviors. The visual representation provides a comprehensive map of the entire customer experience throughout all RACE stages. With this map, we can understand the unique needs and preferences of our customers and also get insight into pain points, where there are still gaps between expectations and reality.


Methodology

As with the personas, the customer journey map is also made using the results from the previous survey. The table contains all channels that the company either already uses or can imagine using in the future, divided into online and offline channels, as well as touchpoints along the RACE framework that we consider relevant for Betten März. Then, each stage is checked and compared with the personas' answers concerning the channels they are using and what online behavioral preferences they have, to draw their journey in as accurately as possible.

Findings

Reach: The personas' customer journey mainly begins with WOM, as most people who took the survey stated that they know the business through personal contacts, with the owner himself, or through people who already visited the store. Stefan and Christine will potentially research bedding on Google as well, as the majority of the customers in these personas claimed that they would go directly to the store to then get consulted there, but few people said that they would research online first before going into a store. That is also where they would learn about different bedding options before getting more information and options presented at the store. Stefan and Christine also use the telephone as a preferred communication tool and are very keen on personal contact, as to why they are most likely to call the store to inform themselves about availabilities and options that the store provides. Nadine, however, is the most active on social media, as she uses the most digital channels and spends between 3-4 hours/day online, as opposed to the other personas who each only spend around an hour online. Therefore, she is most likely to be the one to discover our online channels or actively look them up and use them, as much as possible, to inform herself.

Act: In the Act stage, price information is not provided online, hence the personas are forced to do that step offline, either directly at the store or, again for Christine and Stefan, asking via phone call. Nadine on the other hand, has no interest in making phone calls and therefore would most definitely prefer writing an E-Mail. Walter is so keen on personal contact that he would only consider going to the store to inform himself about prices. The Walter persona claimed that they would only go into a store that they trust and buy from them, no survey participant of this persona stated that they would in any way compare different companies as to why he is skipping this step. Stefan and Christine however, had several participants amongst them, who would either visit several stores before deciding on one or would do online research on what the different options are. Nadine again, would utilize the online channels more actively and compare with competitors only online. She is also most likely to consider purchasing online, as the only two people who stated that, belong to this persona. Looking up the store is again something that mainly happens directly at the POS, Christine and Stefan would possibly Google first to get an idea, about the location and the ratings. Nadine would only go to the store, once she has already pre-decided on what she wants or needs. She would check the store out online first and look at





CUSTOMER JOURNEY

all the pictures and information to get an idea about what the store is about.


Convert: The only options for Convert at the moment are via POS. There are no options to book consultations online, same with making purchases, resulting in all personas being forced to go fully offline in these stages.

Engage: For Engage, the likelihood for the personas to write reviews is not particularly high, as Betten März only has three reviews on Google, all of which are written by Christine or Stefan personas. This is most likely because the business has not yet encouraged writing reviews to the customers and also does not offer proper platforms to do so, as the automatic Google review system is the only possible place to leave a review at the moment. However, the survey revealed that, in theory, we have a 100% recommendation rate, as not a single person claimed that they would not recommend our store. Also, the Google Reviews are all 5 Stars and positive all the way through. Christine and Stefan are likely to recommend the business on Facebook as well, as they already interact with the owner on this platform regularly and make positive comments about the store. Nadine and Walter are least likely to recommend Betten März online, as there are no traces of them yet. So far, the only available social media channel is Instagram which has 58 followers at the moment consisting of Stefan, and Christine personas. Yet, there is potential, as, aside from Walter, all personas stated that they would follow the company's social media channels if they were active.





Gaps: One thing that immediately catches the eye, concerning the gaps is that the touchpoints in the offline channels are usually quite well developed, while most touchpoints in the online channels need a lot of improvement. For the offline channels, the personas stated that they would recommend Betten März to others and priced the store for its friendliness and competence, while the only deficit was the store's physical appearance, especially Christine and Nadine wished for a more modern makeover. However, on the online channels, the problem of an insufficient online presence occurs again. Instagram and Website exist but are not a suitable representation of what the store is, and also cannot keep up with the competitors' efforts and customer engagement. Betten März's Instagram account has followers, yet the like count remains low on average and there are no commenters. On Google, there is only very little information about the store and most are outdated, such as the opening hours. Other than rough information on location, and phone number there is not a lot for the customers to find, and the very positive customer reviews run low in number.

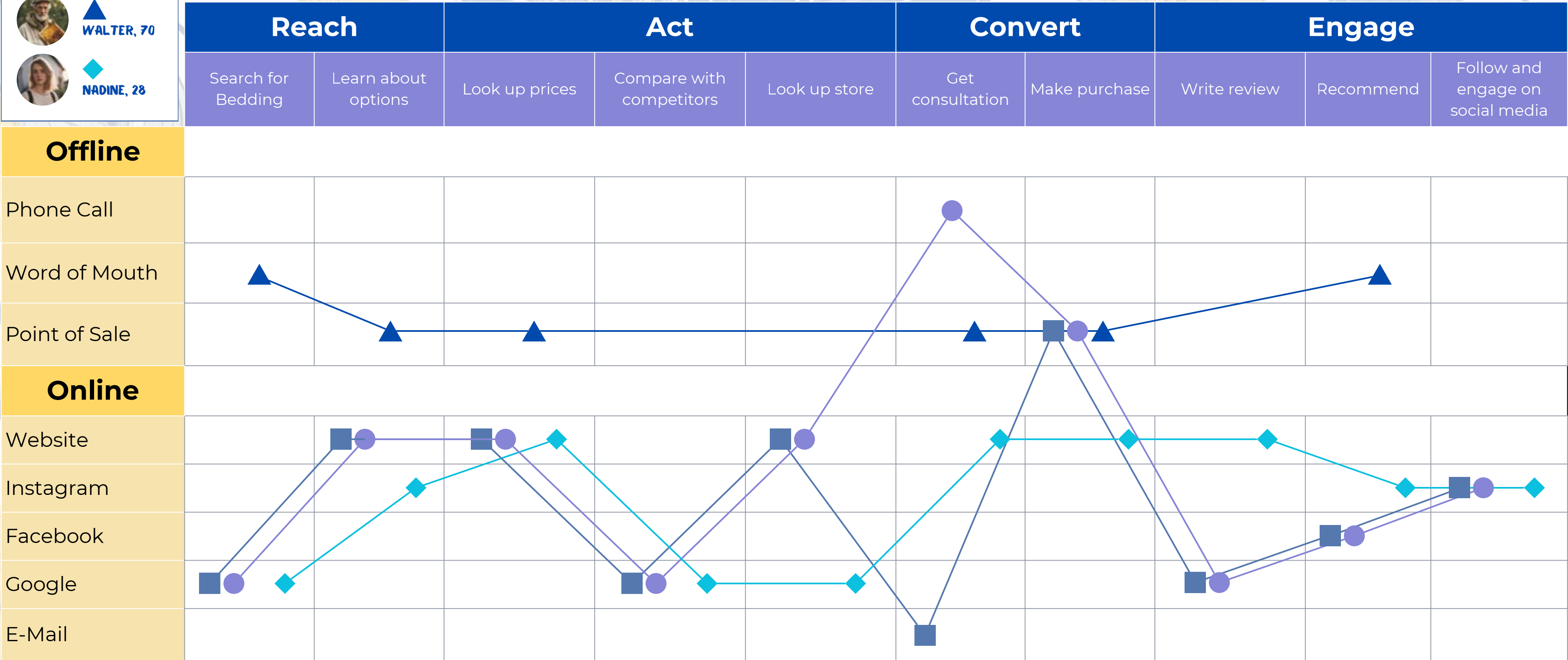
Conclusion

In conclusion, strategies need to be implemented that can bridge the gap between online and offline touchpoints. Developing a strong online presence, encouraging customer interaction e.g., writing reviews, and building representative and informative social media channels will be essential for improving the overall customer journey and helping attract more audiences. Aligning digital strategies with excellent offline customer interactions can be the key to making Betten März an attractive choice in the bedding market.



PERFECT CUSTOMER JOURNEY

-  ■ STEFAN, 52
-  ● CHRISTINE, 55
-  ▲ WALTER, 70
-  ◆ NADINE, 28



PERFECT CUSTOMER JOURNEY

Introduction

The Perfect Customer Journey of the Personas represents the ideal behavior of Betten März's diverse customer base throughout all RACE stages. The map eliminates the personas' pain points and focuses on their preferred channels to visualize a realistic and achievable customer journey that bridges the gaps between the personas' expectations and reality.

Methodology

This map is also created by taking insights from the survey. The table contains the same channels as before, however, the touchpoints are based on the participants' feedback, commonly used channels, and customer behavior, meaning, the personas' online behavioral patterns and preferences.

Findings

Reach: As Stefan and Christine will potentially research bedding on search engines, their journey will begin with a Google search, and the same goes for Nadine. Stefan and Christine will then visit the website to look for options, whereas, Nadine may explore the social media channels, especially, Instagram to look at the offerings.

Act: The Act stage looks similar for all personas except for Walter, where the other three personas will look up the price information on the website and make comparisons with the competitors' offerings using Google. Stefan and Christine will then return to the website to look up the store whereas Nadine can easily find it on Google.

Convert: As more channel options are available now, Stefan will choose to book the consultation via E-Mail for his convenience, and Nadine will simply book the consultation on the website. Christine will find the phone number on the website and book a consultation via phone call as it is her preferred media. Stefan and Christine will then visit the store to make the final purchase, however, Nadine will simply purchase the products online through the website.

Engage: The engage stage remains almost the same as Christine and Stefan will continue writing reviews on Google and recommending on Facebook. Yet, Nadine has the potential to leave reviews on the website and recommendations on social media channels, such as Instagram, if she is satisfied.

In the perfect customer journey map Nadine is the fully online customer persona and Walter's customer journey is unchanged, as the participants making his persona showed no interest in transitioning online. Both Stefan and Christine utilize a mix of online and offline channels in their journey to make it perfect.

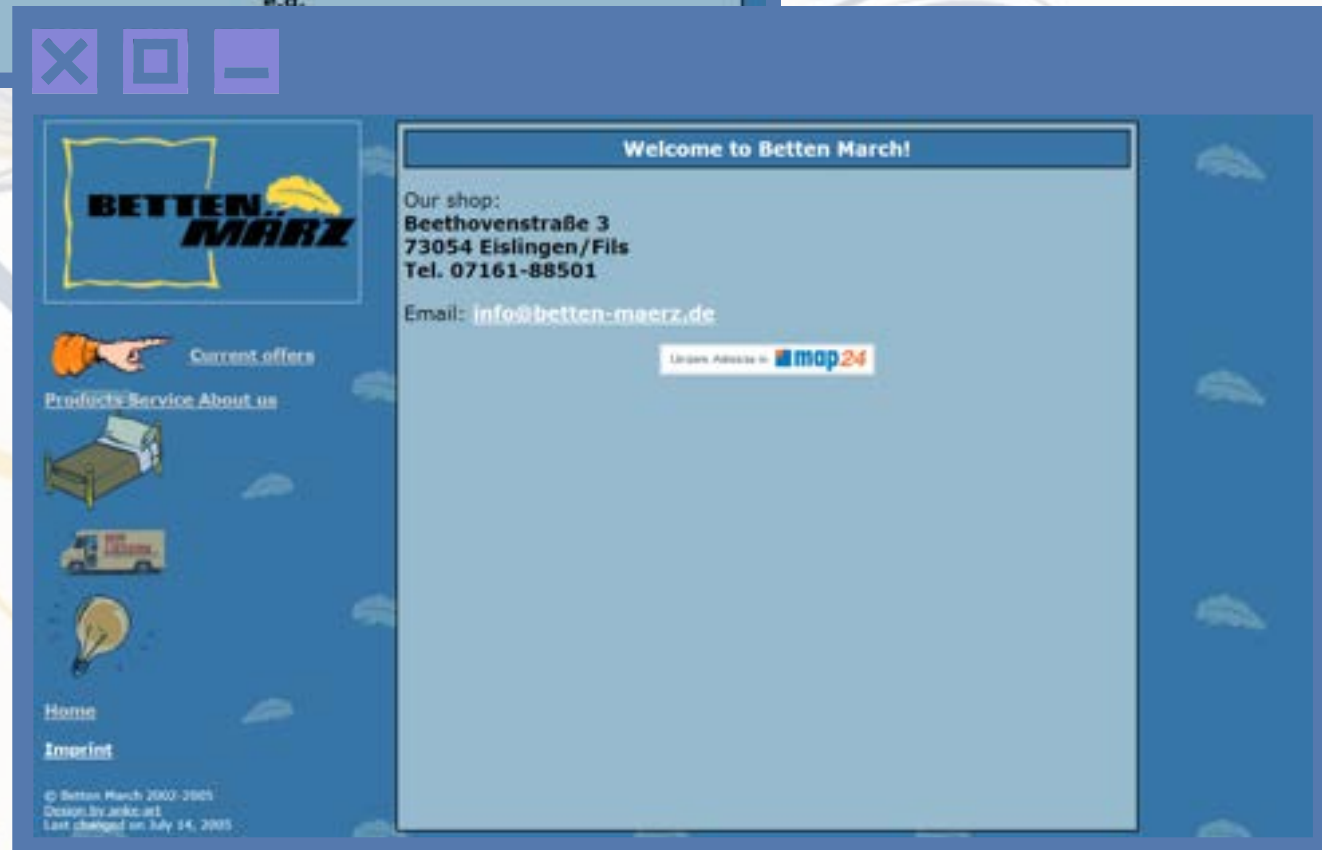
Conclusion

The perfect journey map showcases the potential customer journey of Betten März when the pain points are removed. It clearly demonstrates the need for a proper website and active social media presence for the customers' convenience so it is important that the company successfully establishes these digital channels.

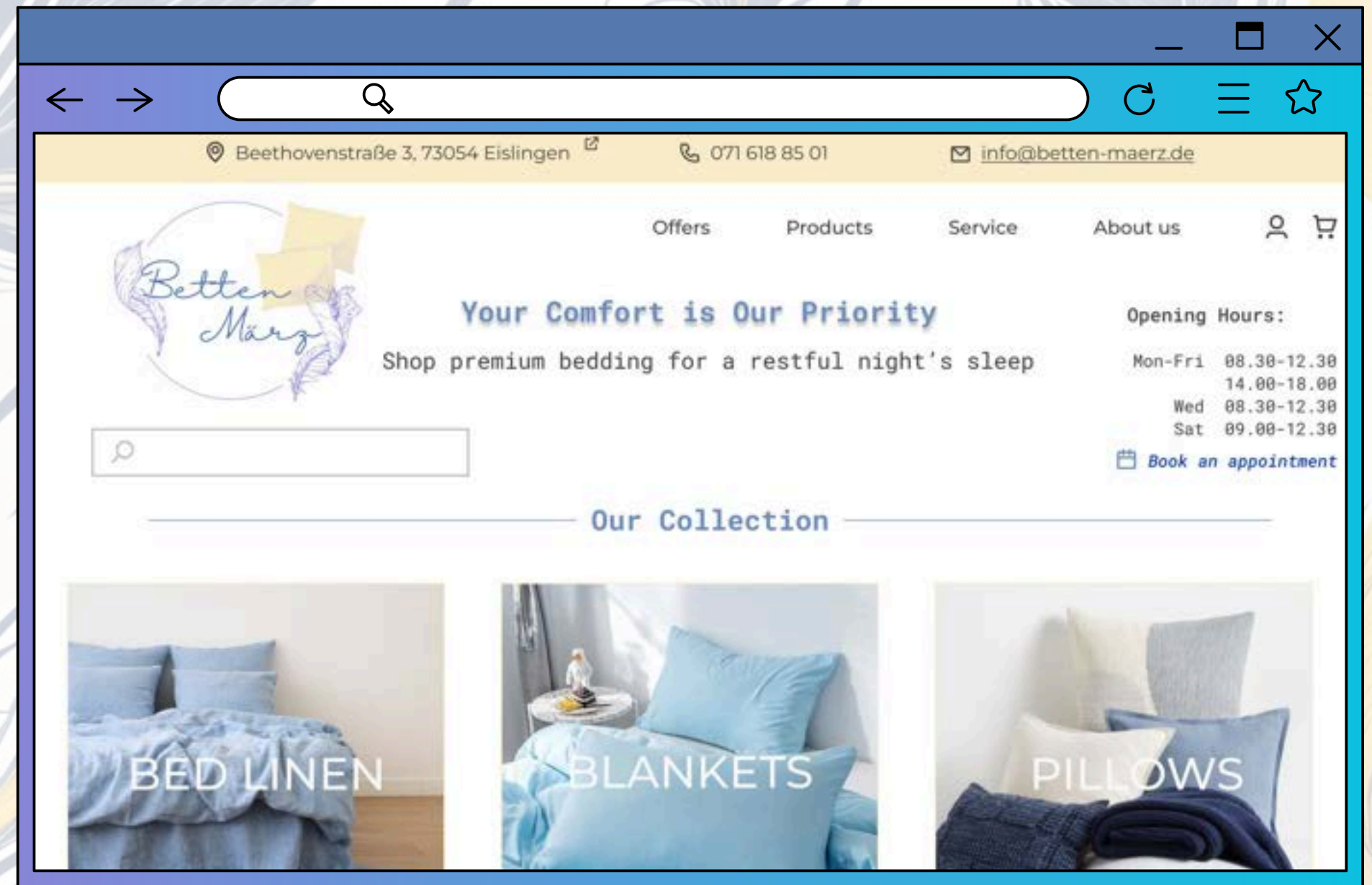
PROTOTYPE



BEFORE



AFTER



PROTOTYPE

Introduction

The primary purpose of prototyping is to visualize the design and functionality of a web project before its full-scale development. According to [Gothelf & Seiden \(2016\)](#), prototypes validate user-centric strategies, bring rapid results, and significantly improve user experience. In this part, we will reimagine the landing page of the Betten März website and test it with the customers.

Methodology

The methodology chosen for prototyping a new landing page is Figma, a powerful cloud-based design tool. Based on the previous feedback from the personas we have redesigned it to be accessible and easy to navigate, meaning, the opening hours and the address of the stores are visible along with the contact details. The product range is easy to find and we reinforced the brand by using the slogan “Your Comfort Is Our Priority” and maintaining the blue and yellow feather theme. A quick Google search helped us find inspiration from other bedding companies’ websites. We also received feedback from our supervisor, Ms. Tanya Dimitrova, and based on the feedback we have continuously worked on improving the prototype. A simple logo was made using Canva and the finished prototype was mailed to some of the customers of Betten März via Whatsapp who are in close relation with the owner.

Findings

The landing page prototype has the same color palette and the sample logo has the same elements as before. However, we opted for a minimal look by changing the colors slightly so the blue is much softer and the yellow is not as bright, but tan. This way, the blue helps the audience or viewers feel calm and relaxed while the light yellow gives a feeling of happiness and positivity without inducing too much excitement. Upon looking at other websites we figured a white background would be appropriate for Betten März website as well. We received feedback from 9 customers who reviewed the prototype and responded positively to the redesign. According to them, the new landing page looks fresh and modern, and the respondents are satisfied with it as the opening hours, address, or phone number are clearly visible and they no longer have to look for it online. All of them said they would visit the business website once it is published. 5 out of 9 customers showed interest in making potential purchases from the website while others said they would still come to the store to make purchases as they get to meet, see the products in person, and/or live in close proximity to the store. 2 wished the prototype was interactive.

Conclusion

The prototype showcases the potential for Betten März to refine its online presence and provide a user-friendly platform for customers. It presents the important details to the customers and encourages them to explore the other pages, overall improving the online customers’ engagement and satisfaction. We also learn that the regular customers are looking forward to a new website.



COMPETITOR ANALYSIS

Good
Average
Needs Improvement

RACE	Metric	Betten März	Direct: Bettenscheel	Direct: Schlafgut	Indirect: IKEA
R	SEO & SEA				
	Domain Authority Score	22	17	22	96
	Paid Traffic (Semrush)	N/A	116	5000	3,5M
	Organic Traffic (Semrush)	419	422	18539	171,8M
	Backlinks (NEILPATEL)	0	647	6308	31.45
	Social Media Marketing				
	Number of Followers (Instagram)	58	58	N/A	1,3K
Engagement (Average likes of last 5 posts)	5	10	N/A	1158	
AC	Website				
	Website Experience (Nibbler)	3,7	7,9	8,9	6,5
	Website Accessibility (Nibbler)	5,9	9,8	9,1	8,3
	Bouncerate (NEILPATEL)	N/A	40%	41,48%	38,68%
	Visit Duration	N/A	N/A	2:03	5:49
	Freshness, Last Updated (Checked on 03-10-2023)	03-03-2010	02-05-2023	23-08-2023	03-10-2023
	Mobile-friendliness	No	Yes	Yes	Yes
Website Speed (Desktop)	0,47 sec	1,13 sec	1,35 sec	1,21 sec	
E	Reviews				
	Review Rate on Google & Yelp	5	4.8	4	3.8



COMPETITOR ANALYSIS

Introduction

As part of the external analysis research of indirect and direct competitors will be performed to see how well Betten März is performing online in comparison to its competitors since staying ahead of the competition is vital for the success and growth of a bedding company. As the market continually adapts to changing consumer preferences, technological advancements, and economic trends, it is important for Betten März to not only understand its own strengths and weaknesses but also gain insights into its competitors and areas for improvement.

Methodology


To perform this analysis 3 different web-based analytical tools will be used to compare two direct and one indirect competitor and benchmark. The web-based analytical tools that have been used are Nibbler, Semrush, and Neilpatel Ubersuggest. The findings will be placed in a comparison table based on the RACE framework. Additionally, the findings will be color-coded to create an overview of areas that need improvement, that are average, and which factors are doing well. The data will be a mix of quantitative and qualitative from secondary research.

Findings

The biggest direct competitors are Schlafgut and Bettenscheel as they are a lot bigger and located in the same village with a broad range of products. An indirect competitor is Ikea as this company also sells bedding products but also sells many other products. Ikea is also located farther away than the two direct competitors. However, with the competitor analysis, it needs to be taken into account that the findings for Ikea count for the whole company and all its products and not only for the bedding products. The competitor analysis has been divided into different categories such as SEO & SEA, Social Media Marketing, Website, and Reviews. Out of the competitor analysis, it can be seen that Betten März is behind the competitors. Especially with the organic and paid traffic where Schlafgut is leading with 18539 organic leads and 5000 paid traffic when only focusing on the direct competitors. As the website of Betten März is outdated with no ability to buy products online the organic traffic to the website is low with only 419 leads and zero paid traffic. Additionally, the website of Betten März has the lowest numbers due to a mobile-friendly, lack of data and website design, While the websites of the competitors are easily accessible, mobile-friendly, and regularly updated. In **Appendix E** visualizations of the competitor's websites can be found. As for the engagement with the customers can be improved as well as the company does have Instagram but has few followers and does not post any consistent and relevant content. Because of this, the interaction with the customers online is not present while the competitors, except Schlafgut, post more content than Betten März.

Conclusion

In today's digital age, a strong online presence is critical. Analyzing competitors' digital marketing, website usability, and social media engagement provides insights for enhancing the company's own online strategies. As for SEO, it is crucial to understand how well your website performs compared to competitors and identify opportunities for improvement. As has been stated, in order to keep up with the competition in the bedding industry Betten März should improve its website, stay consistent with social media, and improve the SEO to gain more traffic. In the following slides, the research will go more in-depth into the strengths and weaknesses of the company as well as the opportunities and threats in the market. With additional strategies to reach certain objectives.



PARTNER ANALYSIS

Existing Partners

Company	Type	Role	Impact
Röwa	Affiliate	Promote	high
Rieder	Affiliate	Promote	low
Setefano	Affiliate	Promote	low
Janine	Affiliate	Promote	medium
Fleuresse	Affiliate	Promote	medium
Kneer	Affiliate	Promote	low
List	Affiliate	Promote	low
Wäscherei Kraft	Affiliate	Reach wider audience	low
Ulip´s Lippenpflege	Affiliate	Promote, reach wider audience	high
Imkergut/Cumnatura	Affiliate	Promote, reach wider audience	medium
DPD Packetshop	Aggregator Site	Promote, reach wider audience	high

Potential Partners

Company	Type	Role	Impact
Amazon	Media Site	Sell, reach wider audience	high
P.O.M Werbeagentur	Advertiser	Promote, create content	high
Eislinger Zeitung	Content Site	Attract new local customers	high
Social Media Ads	Social Media	Reaching new leads via content creation	high
Instagram	Social Media	Reaching new leads via content creation	high
Facebook	Social Media	Reaching new leads via content creation	high
Figma	Media Site	Reaching new leads via content creation	high

PARTNER ANALYSIS

Introduction

In today's business landscape, digital presence and partnerships can significantly influence success. By evaluating current partners, identifying gaps, and thinking of new possibilities for collaboration, Betten März can leverage the strengths and advantages of those partners to expand its reach, enhance its offerings, and become a more professionally appearing company. This not only opens new doors to new markets and customer segments but also allows Betten März to implement more modern business approaches.

Methodology

For the partner analysis, primary data has been used, as the owner provided the list of existing partners and provided information on the role and impact of each partner on his company. For the potential partners, secondary research has been applied to find companies that could be a great fit as potential partners for Betten März.

Findings

Existing Partners:

Röwa, Rieder, Setefano, Janine, Fleuresse, and Kneer are all partners that provide the store with products, such as Mattresses, Blankets, or Bed-Linen, in exchange for them mentioning Betten März as a dealer of their products. Röwa is one of the bigger companies amongst them, from which Betten März is also dealing a large number of products, as to why they are the most important partner here. Similar for Fleuresse and Janine, just that they are not as relevant for Betten März as Röwa is. The only role all these companies fulfill is to promote the store on their website, as in either linking it on their website, or at least mentioning it.

Wäscherei Kraft is a laundry company, for which Betten März functions as an acceptance point, meaning that people who want their laundry to be done can look up the laundry company and will find Betten März as an acceptance point. These people then need to go to the store to hand in the laundry, and according to the owner, these people often tend to take a closer look at the store and maybe also buy something. The quantity of people actually using this service is however quite low and therefore it's not having a big impact on Betten März.

Ulip's Lippenpflege is a subsidiary of Betten März. The lip balm is produced by the owner himself and is sold in the store. It is one of the most purchased and popular products. It even has its own Instagram with quite a big following of over 600, and a well-functioning website, both managed by the owner's daughter. The store is mentioned as well on those online channels and the address and contact information of the store are printed on the lip balm's etiquettes. All these factors are reasons why Ulip's can be identified as the most important and impactful partner.

Imkergut/Cumnatur is a befriended company that sells all sorts of cosmetic products based on bees. Again, this is a partner that promotes us on their website as a dealer of their products. But the products pull different customer segments into the store, those who are interested in beekeeping and sustainable cosmetics. This partner is also based locally, as to why the partnership works a lot more efficiently than with other partners who are based elsewhere.



PARTNER ANALYSIS

Finally, DPD Packetshop is a lucrative partnership with a national parcel service. The service drops off all undeliverable parcels after a day, for the people to pick them up. The owner stated, that, similar to the concept of the laundry service, this concept pulls new customers into the store that wouldn't have come there otherwise. He even says, that this partnership has brought him a remarkable number of new customers, as to why the impact of the parcel service is high.

Potential Partners:

For the potential partners, Amazon could be an interesting partner to look into. The owner stated that he does not necessarily want to have to deal with all the expenses of establishing an online shop. Amazon could be an option, that has an extremely wide reach, as its significance for the German market is undeniable; it leads the list undisputedly as the online retailer of physical goods with the highest sales. A 2020 survey stated that 84% of over 2.000 contestants of people aged 18 to 64 said they had purchased something from Amazon in the past 12 months (Fischer et al., 2021). Amazon also takes over a lot of the aspects the owner fears about establishing an online shop.


The P.O.M. Werbeagentur is a local advertising agency. They could be a useful partner for creating adverts, both on and possibly offline. The company also is capable of designing entire social media campaigns. As Betten März is struggling with visual appeal, P.O.M. could become an interesting partner to help solve that problem.

As approximately 68,7% of newspaper readers are above the age of 50 (Statista Research Department, 2021) and our survey stated that the average age of Betten März's customers is 55, it would make sense for Betten März to partner up with a local newspaper. The idea is to advertise the store in the newspaper and, if possible, publish an article about the store. As it is the local newspaper from the town the store is in, the target audience will be addressed.

Social Media Ads, Instagram, and Facebook all refer to potential partners, that help improve the store's online presence. Facebook and Instagram should be used as social media platforms to gain a large following and reach more people. Social Media Ads can support these channels. Figma is important as well to properly design and upgrade the website so that the people who are reached find a user-friendly and well-functioning website.

Conclusion

In today's digital age, a strong online presence is critical. Analyzing competitors' digital marketing, website usability, and social media engagement provides insights for enhancing the company's own online strategies. As for SEO, it is crucial to understand how well your website performs compared to competitors and identify opportunities for improvement. As has been stated, in order to keep up with the competition in the bedding industry Betten März should improve its website, stay consistent with social media, and improve the SEO to gain more traffic. In the following slides, the research will go more in-depth into the strengths and weaknesses of the company as well as the opportunities and threats in the market with additional strategies to reach certain objectives.



TRENDS & TECHNOLOGIES

MACRO TRENDS

Wellness and Self-Care (Socio-cultural). Importance of good sleep for overall health

The Rise of E-commerce (Technological). Change in consumer behavior and purchase patterns

Data Analytics (Technological). Deeper understanding of customer behavior and patterns

DIGITAL MARKETING TRENDS

Email Marketing
Visual Content
Local SEO Optimization

EMERGING TECHNOLOGY

Augmented Reality (AR)

TRENDS & TECHNOLOGIES

Introduction

In today's rapidly changing business landscape, companies need to keep pace with macro and digital marketing trends. We will explore 3 significant macro-trends, 3 key digital marketing trends, and one emerging trend that will impact Betten März as a bedding company, and the industry as a whole.

Methodology

The methodology for identifying these trends involved secondary research of current market dynamics, consumer behaviors, and technological advancements, as well as insights from Betten März's owner and customers.

Findings

Macro Trends:

- 1. Wellness and Self-Care** (Sociocultural Trend). Recent years have witnessed a remarkable shift in lifestyle priorities, with a growing emphasis on wellness and self-care. Betten März is recognized for providing comfortable bedding, which aligns with this trend. Betten März's focus on improving sleep quality resonates well. This trend is particularly pertinent for aging populations, whose sleep-related needs present significant opportunities for the company.
- 2. Rise of E-commerce** (Technological Trend). E-commerce has emerged as a dominant force, revolutionizing how consumers discover and purchase products. In response, Betten März is preparing to invest in a user-friendly website, enabling it to reach a broader online audience.
- 3. Data Analytics** (Technological Trend). Leveraging data analytics tools like Google Analytics, Betten März intends to gain profound insights into consumer behavior. This understanding will be pivotal in customizing marketing strategies once the website is operational.

Digital Marketing Trends:

- 1. Email Marketing.** Email marketing remains a powerful tool to engage both existing and potential customers. Personalized email campaigns will be crucial for Betten März in nurturing customer relationships and driving conversions.
- 2. Local SEO Optimization.** Given the company's regional presence, local SEO optimization is paramount. It will ensure that Betten März's website appears prominently in local search results, making it more accessible to customers in their vicinity.
- 3. Visual Content for Customer Engagement.** Visual content, including high-quality images and videos, is a key digital marketing trend. Betten März can employ visually appealing content on its website and social media channels to enhance customer engagement so personas like Christine and Nadine are interested.

Emerging Trend:

Augmented Reality (AR): Augmented Reality is an emerging technology with the potential to significantly impact the bedding industry. Betten März can utilize AR to create an immersive shopping experience for its customers, as many bedding companies are already doing so. By offering AR features on its website or a dedicated mobile app, customers can visualize how different bedding products will look in their own bedrooms. This not only enhances the customer's online



TRENDS & TECHNOLOGIES

shopping experience but also increases confidence in their purchasing decisions. The ability to virtually "try out" products in their own spaces can be a powerful sales tool for Betten März.

Conclusion

As Betten März continues to prioritize customers' well-being by offering high-quality bedding products, it must remain agile and adapt to the evolving macro and digital marketing trends. Addressing the rising demand for wellness and self-care, especially among aging populations, positions the company for success. Embracing E-commerce, leveraging data analytics, and implementing digital marketing trends such as email marketing, local SEO optimization, and visual content will be pivotal in reaching and engaging customers. Furthermore, the adoption of emerging technology like Augmented Reality promises to revolutionize the shopping experience, enhancing customer satisfaction and solidifying Betten März's position in the industry.



SWOT & TWOS

Threats

1. Digital Presence of Competitors
2. Changing Consumer Preferences
3. Pricing Pressure
4. Economic Downturns

Opportunities

1. New Customers through Digital Channels
2. Possibility for Eco-friendly Products
3. Growing Wellness Trend
4. Add Smart Bedding

ST Strategy

- **S1+T3:** Value based pricing - emphasize the unique value and benefits of the product
- **S2+T1:** Create a digital presence and customer loyalty program
- **S3+T3:** Do customer research and create segmented product line
- **S4+T4:** Focus on customer retention and loyalty

SO Strategy

- **S1+S2+O1:** Leverage personalized service and locality through digital channels
- **S3+O2+O4:** Utilize quality and unique products to introduce smart bedding and more eco-friendly products
- **S4+O3:** Combine agility and adaptability with the growing wellness trend
- **S2+O1+O2:** Maximize the personalized service and eco-friendly products to attract new customers

Strenghts

1. Local Presence and Knowledge
2. Personalized Service
3. Quality and Unique Products
4. Agility and Adaptability to Market Changes

Weaknesses

1. Limited Resources
2. Size of the Store
3. SEO and Online Visibility
4. Limited Product Range

WO Strategy

- **W3+O1:** Improve SEO and online visibility to attract new customers through digital channels
- **W4+O3:** Address limited product range with a wellness-focused approach
- **W3+O1:** Leverage SEO and digital channels to attract new customers
- **W4+O3+O4:** Combine smart bedding and wellness to expand product range

WT Strategy

- **W2+W3+T1:** Conduct competitive differentiation and create unique value proposition
- **W3+T1:** Conduct extensive keyword research and content analysis to keep up with the competitors
- **W4+T2:** Conduct market research and gain consumer insights to stay up to date with consumer preferences
- **W1+W4+T3+T4:** Follow the latest trends (technology and design) to stay on top of customers preferences

SWOT & TOWS

Introduction

The SWOT and TOWS analysis are connected to the previously mentioned strengths and weaknesses of the company as well as the digital marketing and technological trends. These analyses are performed as it is necessary for the business to set some goals in order to grow as a company.

Methodology

For the SWOT and TOWS analysis secondary research such as the marketing- and technological trends that are applicable to Betten März are used for the opportunities and threats. Additionally, the strengths and weaknesses of the company are based on primary data. We then derived strategies that are relevant to the company from the respective parts of our SWOT analysis. The strategies are then provided by combining parts of the SWOT analysis.

Findings

SO Strategies:

- Leverage personalized service and customers through digital channels.

Enhance online presence through targeted digital marketing and e-commerce platforms to reach new customers. Use personalized service as a unique selling point to attract and retain online shoppers.

- Utilize quality and unique products to introduce smart bedding.

Explore the integration of smart bedding options into the product lineup, offering unique, quality-driven smart bedding solutions. Promote these innovative products as a part of the unique selection.

- Combine agility and adaptability with the growing wellness trend.

Continuously monitor and adapt the product range to align with the growing wellness trend. Introduce wellness-focused bedding options, such as products that promote better sleep or relaxation.

- Maximize the personalized service and eco-friendly products to attract new customers.

Highlight personalized service and eco-friendly product range to specifically target environmentally conscious customers. Create content and marketing campaigns that emphasize the sustainable aspect of the company's offerings.

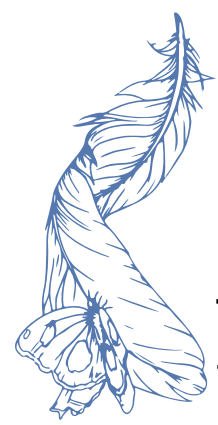
WO Strategies:

- Improve SEO and online visibility to attract new customers through digital channels.

Invest in search engine optimization (SEO) and digital marketing strategies to improve online visibility and attract new customers through digital channels. Target keywords related to eco-friendly, smart bedding, and wellness trends to capture the growing market interest.

- Address limited product range with a wellness-focused approach.

To expand the product range, curate wellness-focused bedding products. These may include products that enhance sleep quality, relaxation, and overall well-being. This strategy capitalizes on the growing wellness trend and mitigates the limitation of a broad product range.





SWOT & TWOS

- Leverage SEO and digital channels to attract new customers.

Optimize online visibility with SEO strategies, including local SEO and long-tail keywords, to make new potential customers attentive to the company.

- Combine smart bedding and wellness to expand the product range.

Introduce smart bedding solutions that align with the wellness trend. These innovative products can help expand the product range while staying relevant to consumer preferences.

ST strategies:

- Value-based pricing.

Emphasize the unique value and benefits the product or service provides in each market. Communicate how it solves local problems and fulfills specific needs. Position the offerings as premium solutions where appropriate, allowing for higher pricing in exchange for added value.

- Digital presence and customer loyalty programs.

Invest in a robust digital presence, including a user-friendly website, mobile app, and active social media channels. Offer self-service options for customers who prefer digital interaction. Additionally, create loyalty programs that reward both digital and personalized service users. Offer discounts, exclusive access, or perks for loyal customers.

- Segmented product line and customer research.

Divide the product line into different segments. Create a baseline offering for price-conscious customers and premium offerings with unique features and high quality for those willing to pay more. Additionally, understand the target audience's preferences. Determine which customer segments prioritize price and which value uniqueness and quality.

- Customer retention and loyalty.

Focus on retaining existing customers by offering loyalty programs and personalized experiences. Satisfied customers are more likely to stay during tough times.

WT strategies:

- Competitive differentiation.

The company should highlight what sets its business apart from big players in the industry. As well as emphasize the unique value proposition and customer-centric approach.

- Keyword research & and content analysis.

Conduct extensive keyword research to identify the high-value keywords the competitors are targeting. Additionally, examine the competitors' content strategy. Analyze the type of content they produce, its quality, and its engagement levels. Identify content gaps and areas where Betten März can provide more valuable information.

- Market research and consumer insights:

Continuously invest in market research to stay updated on shifting consumer preferences. Gather data on trends, demographics, and emerging customer needs.



SWOT & TWOS

- Trend research.

Follow the latest trends (technology and design) to stay on top of customers' preferences and take responsible measurements according to the economic changes.

Conclusion

These strategic recommendations offer a comprehensive roadmap for Betten März's success. Utilizing the quality of the products and services, and the option and willingness to adapt agilely to market trends, to maximize the power of our local reach, are key strengths in targeting distinct customer segments. Strategies to improve SEO include the introduction or promotion of new product divisions, such as smart bedding and wellness, to optimize keyword research that attracts a diverse range of customer segments to the website. Embracing digital channels, loyalty programs, and customizable product lines is essential in building a retaining customer base. While navigating challenges, like the competition of bigger players, Betten März's limited size and product range, and an everchanging market, consumer highlights, trend research, and keyword-driven content strategies help in becoming a more competitive player.



KPIS

Objectives	Substantiations	Strategies to Achieve Goals	KPIs
Reach: <ol style="list-style-type: none"> 1. Develop a functional website with a user-friendly interface and all products listed (<u>serve/sizzle</u>) 2. Drive traffic to the newly launched website to achieve 150 monthly visitors (<u>sizzle</u>) 3. Rank within the top three positions on Google for relevant local keywords (<u>sizzle</u>) 	<p>The current website is unappealing and outdated. A robust online presence, and high search engine rankings, is essential for expanding our store.</p>	<ul style="list-style-type: none"> • Optimize website content • Implement SEO strategies and use social media to promote the website • Content marketing and social media promotion 	<ul style="list-style-type: none"> • User testing results • # of keyword ranking position • # of monthly website visitors
Act: <ol style="list-style-type: none"> 1. Increase referral traffic to 15/month (<u>sizzle</u>) 2. Convert 10 customers to book a consultation (<u>sizzle</u>) 3. Have 5 new customers visit the store (<u>sizzle</u>) 	<p>The customers barely have an option to act online at the moment, as there are no online platforms established. So it is important to motivate our customers to use the new options we plan to implement.</p>	<ul style="list-style-type: none"> • Create a visually appealing and user-friendly website • Make exchange with the store easy 	<ul style="list-style-type: none"> • # of monthly referral visitors • # of booked consultations • # of new customers
Convert: <ol style="list-style-type: none"> 1. Acquire 10 customers that subscribe to newsletter/emails per month (serve) 2. Gain 5 click and collect via website per month (Sell) 	<p>Currently the company does not have its products on the website for click & collect and has no newsletter available. Furthermore, the company does not have any analytical tool applied to their website.</p>	<ul style="list-style-type: none"> • Update the website • Install Google Analytics 	<ul style="list-style-type: none"> • # of subscribers • # of completed click & collect
Engage: <ol style="list-style-type: none"> 1. Increase the number of followers on social media by 15% (sizzle) 2. Increase the amount of interactions on social media by 10% (speak) 3. 5% increase of customers writing reviews (speak) 	<p>The company has a poor use of social media and the customers are not encouraged to write any reviews.</p>	<ul style="list-style-type: none"> • Regularly place relevant content on social media • Email campaigns to encourage customers to write reviews 	<ul style="list-style-type: none"> • # of followers • # of likes and comments • # of reviews
Brand development: <ol style="list-style-type: none"> 1. Establish a recognizable brand identity 	<p>At the moment, the design elements are not mobile friendly and should be updated.</p>	<ul style="list-style-type: none"> • Improve mobile and user-friendliness of the website with visual appeal • Create a new logo 	<ul style="list-style-type: none"> • User testing results

Introduction

Now that the SWOT analysis has been made and the strategies of Betten März are stated, corresponding SMART objectives and KPIs can be provided. These tools enable the company to define its objectives in a precise and achievable manner while also allowing for the monitoring and assessment of progress.

Methodology

The objectives and KPIs will be provided based on the RACE model and the 5S model. Furthermore, the objectives will be SMART so that they are Specific, Measurable, Achievable, Relevant, and Time-bound. The objectives are based on the previous research.

Findings


Reach:

The one major all-encompassing problem throughout this project is the lack of an online presence. The main priority therefore should be implementing them, the most important one being the website. It has been decided that the company doesn't want to use the website as an online shop, but rather as a place where customers can inform themselves about products, prices, etc. Our Personas stated that the outlay of the current outdated website is perceived as unappealing. Therefore, the website needs to be redesigned to, visually appeal to our customers and it also needs to be easily accessible and informative. For that, we need testing results of customers, to know how they respond to our approach to satisfy their request.

The website is not only meant for our existing customers but is also supposed to attract new customers. With an effective promotion, via e.g., informative posts by partners, a number of 150 monthly visitors can be realistic in the future, considering that Betten März is a local bedding store. Another major point is SEO optimization. Betten März wants to rank higher when local people look up bedding-related keywords on Google. At the moment it is nearly impossible to find the business website unless specifically looking up "Betten März". By creating a well-thought-through website with qualitative content the store can become more visible.

Act:

At the moment there are several partners who the store works with that don't refer to it on their website, due to the Betten März website being outdated. Partners need to be encouraged to mention Betten März on their website once we have redesigned it, so more traffic is driven to the website with customers who are interested in the company. It could be a good idea to offer an option to book individual consultations online so that customers can ensure that they get the time and attention they need for their needs. The goal is to attract new customers who take the step from online to offline and decide to visit the store, here we are looking especially at new customers to generate. To achieve that, it is important that Betten März offers easy communication for all customers. So the business needs to be available through E-Mail and telephone as well, and it could also be a great idea to establish some kind of contact form on the website, possibly in the future connectable to a Click & Collect system. Because these systems do not exist yet, we need to set the expected KPIs quite low to keep them realistic and feasible,



KPIS

Convert:

The objectives for the convert phase are focused on gaining more customers and Click & Collect in a month. Currently, the company does not have any newsletters or email subscriptions and is therefore not acquiring many new customers and lacking customer engagement. Additionally, the company's website lacks e-commerce capabilities, preventing Click & Collect. As this concept previously did not exist the aim is to gain 5 customers that try out the Click & Collect. Finally, the website lacks analytical tools to track performance. Therefore, it is recommended Betten März develops and implements a newsletter subscription system to acquire 10 new customers per month. Moreover, Betten März should install Google Analytics to monitor website performance and track the number of subscribers and completed purchases.

Engage:

As for the engage phase, the objectives and KPIs are focused on the interaction on social media and writing reviews to gain a broader brand awareness. The company's social media presence is limited, resulting in fewer followers and interactions. Customers are not actively encouraged to write reviews, leading to a low number of reviews. Therefore, we recommend the company consistently post engaging content on social media to increase the number of followers on social media platforms by 15%. Boost interaction on social media by 10% through regular posting and fostering a sense of community among followers. Additionally, the company should implement strategies to encourage customers to write reviews, aiming for a 5% increase. Another way to increase engagement with the customers is to conduct email campaigns to motivate customers to share their reviews, thus increasing the number of reviews, likes, and comments.

Brand Development:

At the moment, the Personas describe the visual outlay as unappealing, and many of them wish for modernization. Something that the company is missing entirely, is a clear brand identity. By establishing that, it will automatically become essential to modernize the website and logo. Ultimately the Personas need to be the ones to judge whether or not the new outlays are what they imagined, as why it will be important to coordinate the drafts with their opinions.

Conclusion

In conclusion, the development of SMART objectives and KPIs for Betten März's digital marketing plan represents a critical step in transforming the company's digital presence and enhancing its competitive position in the market. The methodology employed in crafting these objectives aligns with the RACE model and the 5S model, ensuring that the objectives are Specific, Measurable, Achievable, Relevant, and Time-bound.

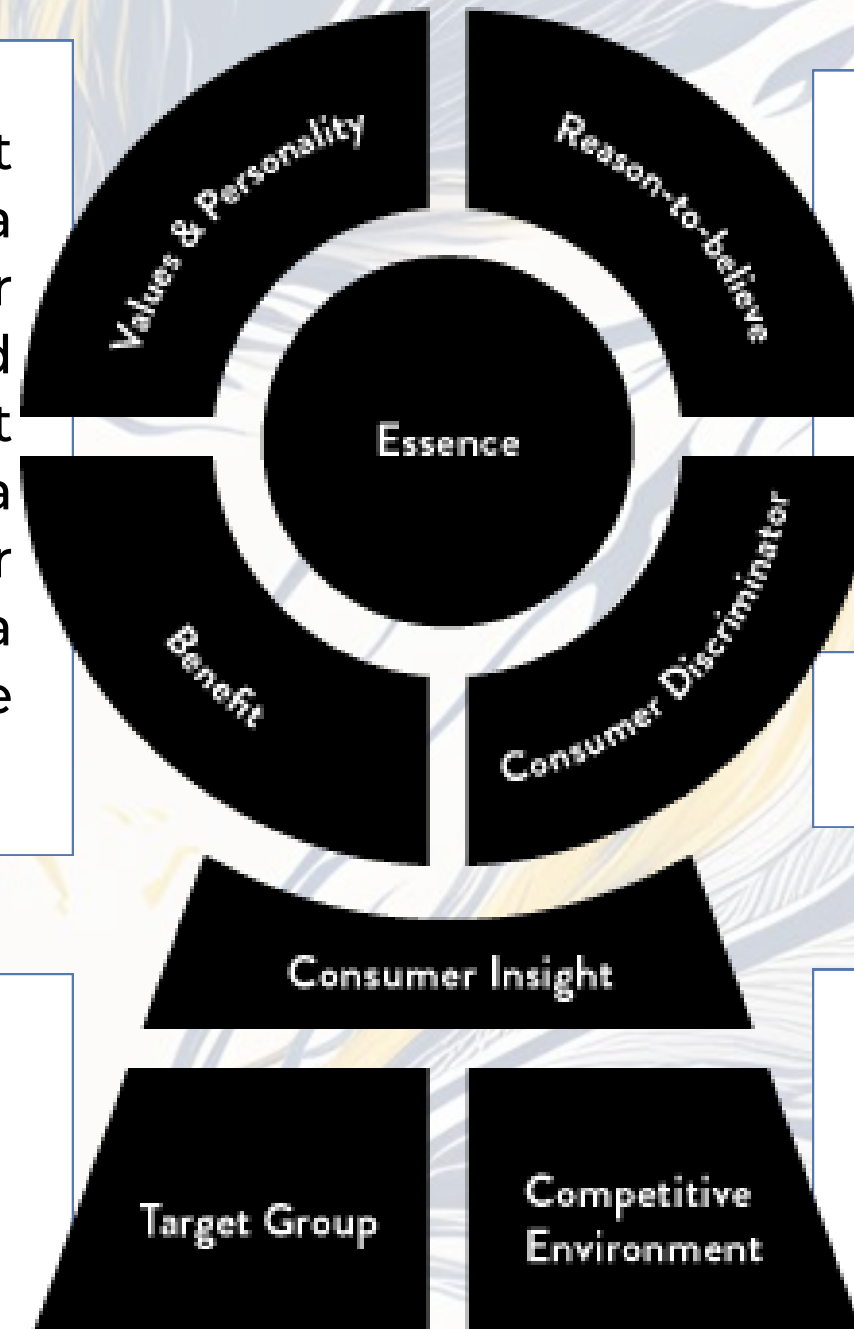
BRANDING & OVP

POSITIONING STATEMENT

"For those who seek the perfect blend of comfort and style in their sleep haven, Betten März offers a selection of high-quality bedding solutions. Our commitment to innovative design, and sustainable materials ensures that you can rest easy, knowing your sleep environment is a testament to both your well-being and your personal aesthetic. Transform your bedroom into a sanctuary of serenity with Betten März, where your comfort is our priority."

BENEFITS

- Better sleep and wellness
- Customer service excellence
- Innovation and technology



ONLINE VALUE PROPOSITION

Explore a vast range of high-quality bedding products, from luxurious sheet sets to innovative smart bedding solutions. We offer an extensive selection that caters to every sleep preference, style, and budget.

STRAPLINE

Your Comfort is Our Priority

INSIGHTS

"Betten Maerz has a lot of loyal customers, and the owner possesses great expertise concerning the products and a deep understanding of the customers' preferences and requirements."

BRANDING & OVP

Introduction

In the ever-evolving world of e-commerce, the importance of branding and a compelling Online Value Proposition (OVP) cannot be overlooked. For a bedding company looking to thrive in the digital marketplace, these two elements are the pillars of success. Effective branding is what separates you from the competition, making you more than just another provider of sheets and pillows. Whereas, OVP is the unique blend of value, convenience, and experience that sets your online bedding store apart from the rest.

Methodology

To establish the branding of the company the Unilever Branding Key has been applied. The strapline of the company has been shown to the customers and they have given their opinion of the strapline.

Findings

Values: Applying a customer-centric approach where the needs and satisfaction of customers are prioritized. which includes providing excellent customer service, addressing customer feedback and concerns, and personalizing the shopping experience.

Target group: The target group of Betten März is focused on the locals, however, this is still a wide range with customers old and young of all genders.

Discriminator: The company has a lot of knowledge regarding the products and excellent customer service.

Insight: Betten März has a lot of loyal customers, and the owner possesses great expertise concerning the products and a deep understanding of the customer's preferences and requirements.

Reason to believe:

- **Social Proof:** Displaying the number of satisfied customers, social media followers, and positive engagement metrics to showcase the community of support for your brand.
- **Third-Party Reviews:** Encourage and share third-party reviews and recommendations from trusted industry experts and influencers in the bedding niche.
- **Customer Testimonials and Reviews:** Share authentic customer testimonials and reviews that highlight positive experiences with the bedding products. These can be displayed on the website, product pages, and social media platforms to build trust.

Benefits:

- **Better Sleep and Wellness:** Promoting the emotional benefit of better sleep and improved wellness through bedding products. Quality mattresses and sleep accessories contribute to physical well-being and emotional satisfaction.
- **Customer Service Excellence:** Ensuring a seamless and positive customer experience, including responsive customer support, easy returns, and hassle-free service, leading to trust and emotional satisfaction.
- **Innovation and Technology:** Providing bedding solutions that integrate cutting-edge technology, such as adjustable firmness, temperature control, or sleep tracking, offering customers a sense of modernity and convenience.

BRANDING & OVP

Research

Essence: At the heart of a bedding company's essence is the commitment to enhancing the comfort and well-being of customers with high-quality products.

Competitive environment: E-commerce giants such as Amazon and eBay sell similar products. These platforms have extensive customer reach and resources. Furthermore, there are direct and indirect competitors in the area (See for more information in competitor analysis).

Strapline: The strapline for Betten März is as follows "Your comfort is our priority" The strapline has been tested with the customers who have provided their opinion. With the outcome that the strapline contains the essence of the company in a short but it is still impactful.

Online Value Proposition: Explore a vast range of high-quality bedding products, from luxurious sheet sets to innovative smart bedding solutions. Betten März offers an extensive selection that caters to every sleep preference, style, and budget.

Positioning statement:

"For those who seek the perfect blend of comfort and style in their sleep haven, Betten März offers a selection of high-quality bedding solutions. Our commitment to innovative design, and sustainable materials ensures that you can rest easy, knowing your sleep environment is a testament to both your well-being and your personal aesthetic. Transform your bedroom into a sanctuary of serenity with Betten März, where your comfort is our priority."

Conclusion

In conclusion, Betten März has the opportunity to stand out in the competitive bedding industry through a strong commitment to customer satisfaction and product excellence. The company's wide target group, including a diverse range of customers, emphasizes inclusivity and accessibility in the local community. Additionally, with a strong online value proposition and a positioning statement that speaks to those seeking both comfort and style in their sleep haven, Betten März can position itself as a provider of high-quality bedding solutions that prioritize customer well-being and aesthetics.



CONTENT STRATEGY

Month	SMART Goals	Theme(s)	Topics	Inbound Marketing Campaigns	Other Content
November December January	Gain 5 Sales via website	Web Upgrade	Develop a functional e-commerce website with a user-friendly interface and drive traffic	Email Marketing	Email existing customers with a promo code to visit the new website
February March	Increase interaction on social media	Generalized Content	Products and brand value proposition	Social Media Advertising	Direct social media posts towards web purchase
April May	5% increase of customers writing reviews	Personalized Content OVP	Happy customers who have purchased the products	Social Media Advertising Campaign	Encourage satisfied customers to leave reviews on GMB listing
	Increase referral traffic to 15/month		Write detailed product reviews and buying guides for our bedding products		
June July August	Aquire 10 customers that subscribe to newsletter/emails	Engaging Content	Build an email list and send out newsletters featuring latest blog posts, promotions, and exclusive offers	E-Mail Marketing Campaign	Make short and informative videos and other content on Facebook and Instagram
	Rank within the top three positions on Google for relevant local keywords		Keep audience informed about the latest bedding trends and innovations		Consider running local ad campaigns through Google Ads and social media platforms
			Advertise benefits of Newsletter Subscription		Create a section on website for frequently asked questions and offer excellent customer support

CONTENT STRATEGY

Introduction

A clear content strategy is of extreme importance for Betten März in order to navigate today's digital age successfully. As consumers increasingly turn to the internet for information and services, a well-defined content strategy is essential for effective online visibility and customer engagement. A clear content strategy serves as a roadmap, guiding the creation and distribution of informative, relevant, and appealing content that resonates with the specified audience. It ensures that the right messages reach the right people at the right time, to ultimately drive brand awareness, customer loyalty, and business growth, for the company to ultimately achieve the SMART goals.

Methodology

For this content map, the Content Planning Worksheet from Hubspot has been used. The information is an amalgamation of the previous steps taken in this project, based on the SMART goals that have been defined prior.

Findings

To reach the goal of 5 sales via the website, the first step has to be to develop that website. To promote the website, it could be a good idea to reach out to the customers via E-Mail to make them attentive to it. Additionally, to increase interaction on social media, it will be helpful to actively post on social channels, with posts that clearly represent the value proposition and advertise the advantages of the products available in the store. With that, customers are encouraged to interact with Betten März's online channels and are more likely to be converted to do a purchase. These two steps are feasible within the upcoming months, as they are mainly based on building the fundamentals, the framework of the stores' future online activities.

In the near future, the goal is to improve the company's visibility and reputation on Google and on the website. Customers who are happy with their buying experience at Betten März need to be actively encouraged to leave a review which then helps drive traffic to the website as more people will become aware of the store and its good reputation. Another thing that could be helpful to drive traffic to the website could be to utilize the customers' highly valued expertise and knowledge of the owner to precisely describe the products and their benefits as well as general buying guides for people with specific needs. Informative content like that can attract lots of new visitors to the website.

In the far future, the focus will be put on optimizing SEO and working on complex challenges, such as establishing long-term engagement strategies like a regular newsletter via E-Mail. The E-Mail newsletter should contain exclusive offers for subscribers, and feature the latest posts, or the information provided in them, like new products, new trends, or new innovations. It should function as a clear benefit for subscribers so that they have the feeling to gain something from it. At this point, the website should be well developed and contain the necessary information that was required by the Personas. That's when additional features, such as a Q&A section, can be introduced. Another idea to take a step further could be to expand social media posts to short video posts explaining products or technical and informative videos.






CONTENT STRATEGY

With a complex website, a vast variety of online channels with qualitative postings, and the possible running of local ad campaigns on Google, our SEO should improve drastically making it realistic for us to rank high on relevant keywords.

Conclusion

In conclusion, the focus should at first lie on implementing the fundamentals, which are the website and the Social Media channels, and promote these to the customers. In the near future, the aim is to strengthen the company's visibility and reputation by encouraging satisfied customers to engage more, by leaving reviews, while continuing to work on making the contents of the online channels more diverse and informative. The long-term vision involves optimizing SEO and implementing an E-Mail newsletter, while still continuing to expand the complexity of the website by adding new features and content.



The background features a repeating pattern of feathers in two colors: a muted blue and a pale yellow. The feathers are scattered across the white background, some overlapping and some partially cut off by the edges. The text 'BLOCK 2' is centered in a bold, blue, sans-serif font.

BLOCK 2

DIGITAL MARKETING MIX

CURRENT

- Standard Bedding Products
- Feather Cleaning Service

- Offline Store
- Christmas Market

- Word-of-Mouth
- Partnerships
- Personal Relations

- Unmodern Store Design
- Indexing Signs in Town

CURRENT

- Close Relationship with the Customers
- Referred by Friends and Family in the Local Community

- Fully Offline
- Consultation and Purchase from the store
- Communication by Phone, WhatsApp, and Facebook

- Prices Based on Suppliers' UVP
- Discounts on a Personal Basis

- Suppliers and Affiliates

PRODUCT

- Diverse Bedding Options
- Customization Services
- Precise Description of Products and Services on the website

PLACE

- Collaborate with Other Local Businesses
- Participate in Local Events
- Establish Online Presence

PROMOTION

- Seasonal Promotions
- Loyalty Programs
- Online Ads and Content

PHYSICAL EVIDENCE

- Warm and Inviting Atmosphere
- In-Store Displays with Information
- Customer Testimonials/Reviews

PEOPLE

- Targeted Email Campaigns
- Customer Support on Website and Social Media Channels
- CRM Tools to Track and Analyze Customer Interactions

PROCESS

- Click & Collect
- Automated Emails for Order Confirmations, Shipping Updates, and Feedback Requests

PRICE

- Promotional Digital Campaigns for Seasonal Sales
- Special Discounts via Email and Social Media
- Subscription-based offer for regular customers

PARTNERS

- Affiliate Programs with Complementary Businesses for Cross-promotion
- Collaborate with Local Nano Influencers for Sponsored Content or Product Reviews

8 P's

DIGITAL MARKETING MIX

Introduction

The digital marketing mix analysis delves into the 8Ps, where current traditional elements are examined and innovative digital solutions are proposed for Betten März. The strategic marketing mix can help Betten März have a transformative journey to elevate its market presence and engage local customers more effectively.

Methodology

This analysis draws insights from the lecture on the 8Ps and conversations with the business owner. The recommendations presented here are from secondary research and found in industry best practices, which have been tailored to suit Betten März's unique context, aiming to optimize its digital marketing strategy.

Findings

Product:

At the moment, Betten März does provide simple and standard bedding products. Most suppliers offer a broader range of products, that the store can have access to if it is demanded. Therefore, it is possible to offer a more diverse selection of bedding products on the website, than there are physically present in the store as it is logistically not possible. This way the website can offer customers the option to pick from more products, that can then be ordered by the store to its suppliers for the customer to pick up. This allows the business to cater to a broader range of customer preferences and needs. By providing a variety of bedding options, such as different materials, designs, and sizes, the store can attract a more diverse customer base, ensuring that there's something available for everyone. Besides, the services Betten März offers, play a major role in value creation. The most important being the stitching and the feather cleaning service. Both services can improve customization options for the customer. By offering customers the individualization options the store offers online, a very personal value can be added to the products. It can be the option to combine feathering and inlett, to meet individual needs for pillows and blankets, or to personalize towels or blankets by adding motifs and names onto them. It is important for the store to highlight these options, as unique offers are increasingly popular and highly preferred by Germans, as they convey a feeling of personal specialness and make the experience with the product more intimate (Kleinjohann & Reinecke, 2020). Offering customization allows customers to tailor their bedding items, such as choosing specific fabrics, colors, or patterns, providing a personalized touch that meets individual preferences. This also sets the store apart from larger, more generic competitors.

Additionally, it can be advantageous for the store, to transfer the so far offline-only services into the online world, as far as possible. This can happen in the form of offering online consultation, or an online guide to bring the services closer to the customer. In the case of the services, it is essential to precisely explain their purpose and function and give as many details to the customer as possible. Also, in the competitive retail landscape, customers often conduct online research before making purchasing decisions. A well-defined product catalog with detailed descriptions, something the personas have been requesting heavily as well, helps the store establish credibility and trust, enabling customers to understand the quality and features of the bedding products. This transparency not only helps in attracting a target audience but also facilitates informed decision-making, enhancing the likelihood of converting website visitors to satisfied customers.



DIGITAL MARKETING MIX

Place:

The store's visibility is currently limited to the physical store. The only major event the business participates in is the local Christmas market in Eislingen which takes place once a year. Based on that, it would make sense for the store to participate in more local events, e.g. the weekly market in town, as the infrastructure, such as a stand, already exists. Collaborating with more local businesses or increasing the intensity of existing collaborations can also help to boost visibility. Especially, for example, the partnership with "Imkergut" (see: Partner Analysis) can be beneficial, as it is a local company as well. Yet, the partnership is rather one-sided at the moment and can be intensified, through promoting each other's products. Another essential place, that is at the moment underutilized, is the digital one. The placement of the store's products and services online does not exist yet and therefore is of the highest priority. This will primarily happen through the creation of a representative website, but also through establishing a constant social media presence.


Promotion:

At its current state, Betten März highly relies on Word-of-Mouth for marketing and the personal relations that have been created through it, as well as partnerships. As a first step, it would make sense for the business to implement a proper promotion concept. As the store is very regional, it makes sense to focus the actions on local advertising, and offering incentives to existing customers, as these perks can then also be carried on through WOM. Seasonal promotions also make sense as they allow the capitalization of consumer behavior, by stimulating customer engagement through themed promotions and fostering a strong connection with the local community. By tailoring promotions to seasonal demands, the store can enhance customer loyalty, differentiate itself from competitors, and drive sales by offering products that meet the specific needs of customers during different times of the year. Loyalty programs are a possibility because they foster a strong connection between the business and its customers, encouraging repeat business and customer retention. By offering rewards such as discounts, exclusive promotions, or free items to loyal customers, the bedding store not only incentivizes customers to return for their future bedding needs but also establishes a sense of appreciation and recognition.

Online ads and content should be created as they provide a cost-effective and targeted way to reach potential customers within the store's geographical vicinity. Utilizing platforms like social media and local search ads enables the business to showcase its products, and personalized services to the local audience. By leveraging online advertising and content creation, the store can effectively enhance its visibility, engage with the local community, and convert people to visit the physical store.

Physical Evidence:

The current physical evidence for the store is characterized by an unmodern store design (as stated by the personas of Christine and Nadine in Block 1) and a few indexing signs scattered throughout the town. The unmodern store design may evoke a sense of authenticity and charm, appealing to customers seeking a more traditional and personalized shopping experience, yet it should be improved in the future by modernizing the store's logo and branding, and by creating a more warm and inviting atmosphere. However, the presence of indexing signs in various locations across town serves as a practical means of visibility, guiding potential customers to the store's location.





DIGITAL MARKETING MIX

Also, in-store displays with information can be a highly effective tactic for physical evidence for the store for several reasons. Firstly, they serve as valuable tools for educating customers about the products, materials, and care instructions, enhancing the overall shopping experience. With a one-man operation, the personal touch of having informative displays allows the store to communicate expertise and product knowledge directly to customers, fostering trust and confidence. Additionally, these displays can highlight the uniqueness and quality of the bedding items, helping differentiate the store from larger competitors. This approach not only contributes to a well-rounded and engaging shopping environment but also reinforces the store's commitment to transparency and customer satisfaction, crucial factors for building a strong local reputation and fostering customer loyalty.


Customer testimonials and reviews can serve as powerful physical evidence for the store by providing authentic and tangible proof of the store's value and customer satisfaction. In a small, community-driven business, positive testimonials act as social proof, building trust among potential customers and affirming the store's credibility. Gathering positive reviews can influence their perception of the store's products and services. Moreover, these testimonials contribute to the store's reputation within the local community, fostering a sense of reliability and customer-centricity. Additionally, customer reviews also provide valuable feedback for the store owner to understand strengths and areas for improvement, facilitating continuous improvement of the overall customer experience. Currently, there are only 4 reviews in Google. Through measures such as E-mail marketing and online promotion, as well as more WOM efforts at the POS, this number should be increased significantly in the future.

People:

Betten März has established a commendable reputation for fostering close relationships with customers. As mentioned before, the business relies on word-of-mouth for organic reach and establishing personal connections within the local community. To further add value to this customer relationship, Betten März can embrace targeted email campaigns by sending personalized emails to existing customers and sharing updates and recommendations based on customer preferences. Due to the close nature of the relationship between the business owner and his clients, support is often provided through personal messages or when the customers visit the POS. To make it more accessible and convenient for the people, Betten März can introduce customer support through the website, and social media platforms, such as Facebook, WhatsApp, and even Instagram to provide real-time assistance and enhance the online customer experience. Finally, it is high time Betten März implements Customer Relationship Management (CRM) tools. It is a common practice in many industries, including small businesses and Betten März can use free CRM tools to track and analyze customer interactions online, gaining insights into preferences for more personalized offerings (Bray, 2023).

Process:

Betten März currently follows a fully offline process, conducting consultations and purchases in-store. Means of communication are in-store, in-person, and phone calls, and for loyal customers personal messages on WhatsApp, and Facebook. However, the purchase happens solely in-store, and delivery options are available for larger products e.g., bed frames, and mattresses. In the future, Betten März should introduce a Click & Collect system on its website, allowing customers to pick and order products online and pick up in-store at a later time, enhancing convenience and catering to evolving shopping preferences (Pay Retailers, 2023). This system is available in many stores and industries catering to consumers, ranging from small local cafes through Too Good To Go to big





DIGITAL MARKETING MIX

players in the retail industry H&M and ZARA, and even Betten März's indirect competitor, IKEA. Another digital solution is automated emails for order confirmation and shipping updates, as well as thanking the customers for becoming a member or subscribing to newsletters, and feedback requests. Email automation is now a common practice and it is fairly easy and straightforward for any business to implement as automation tools are more accessible and simpler than ever (Boitnott, 2023). This tool can help Betten März to streamline communication processes and keep customers informed.

Price:


Prices at Betten März are based on suppliers' UVP, with discounts offered on a personal basis by the store owner in-store based on product stock and the customers. As a local business, the random discounts can be exciting for the customers, however, Betten März can structurally use discounts to its benefit by launching digital campaigns for seasonal sales and promotions to create a sense of urgency and exclusivity, driving online and in-store traffic. Also, we suggest the company also offer exclusive discounts through targeted emails and social media, rewarding loyalty and encouraging the customers to visit the website and store often for repeat business. Lastly, subscription-based offers can be introduced to regular customers to foster long-term relationships and ensure a steady stream of sales. Subscription-based offers can range from a seasonal comfort box that includes curated bedding items based on the time of year, or a subscription service specifically for feather cleaning to ensure continuous freshness without the need for customers to initiate each cleaning session. These subscription-based offers not only provide value to customers but also establish a steady revenue stream for Betten März while fostering long-term relationships with subscribers.

Partners:

Right now, Betten März only collaborates with its suppliers and affiliates. In the digital landscape, Betten März can consider affiliate programs with complementary local businesses for cross-promotion, expanding reach, and tapping into new customer bases (see Partner Analysis). Other than that, collaborating with local nano influencers for sponsored content and product reviews, and leveraging influencer marketing to enhance brand visibility and credibility is also an option.

Conclusion

By seamlessly integrating the suggested solutions into the 8Ps, Betten März has the opportunity to not only adapt to the digital landscape but also stand out in its local community. This approach will ensure that the digital transformation aligns seamlessly with the store's business objectives, driving growth and customer satisfaction in the local market.



TACTICS

Phase	Tactic	Goal	Link with strategy
Reach	Email Marketing	Reach More Customers	<ul style="list-style-type: none">• Lead More Traffic to Website
Reach	Social Media Marketing	Create Relevant and Frequent Content on Social Media to Build Brand Awareness	<ul style="list-style-type: none">• Increase the Engagement
Reach	SEO & Content Optimization	Increasing the Online Visibility and Enhance the Organic Traffic to the Website	<ul style="list-style-type: none">• Increase Referral Traffic• Rank Top3 on the Results Page
Act	UX Design & Website Optimization	Improve the Landing Pages of the Website	<ul style="list-style-type: none">• Develop a Functional Website• Increase the Number of Visitors
Convert	Email Marketing	Increasing Customer Engagement and Creating Better Customer Relationships	<ul style="list-style-type: none">• Acquire New Subscribers
Engage	Social Media Listening	Gain Insights into What the Customers Are Saying Regarding the Company	<ul style="list-style-type: none">• Increase the Number of Interactions on Social Media

TACTICS

Introduction

In the dynamic landscape of digital marketing, the pursuit of expanding brand reach, engaging with a broader audience, and converting potential leads into loyal customers is a constant challenge. This comprehensive strategy delves into various facets of online marketing to optimize and amplify the impact of a bedding company's online presence. By employing a multi-faceted approach, encompassing email marketing, social media strategies, SEO, content optimization, user experience (UX) design, and website optimization, the aim is to create a holistic framework that not only attracts attention but also nurtures meaningful connections with the audience.

Methodology

The tactics are based on the digital marketing mix as well as the KPIs of Betten März. Research by [Desai & Vidyapeeth \(2019\)](#) speaks of the different tactics described below. Relevant tactics are provided for each phase of the customer journey.

Findings

- **Reach phase - Email marketing:** The primary goal of this tactic is to reach more customers by leveraging effective communication channels through targeted email campaigns. Email Marketing can be utilized to achieve this objective. Email Marketing involves targeted email campaigns to connect with potential customers directly. This tactic aligns with the overarching 'Reach' phase of the digital marketing strategy. Through personalized emails, the aim is to expand the brand's reach and connect with a wider audience. This approach contributes to building brand awareness and establishing a connection with potential customers, initiating the journey toward conversion.
- **Reach phase - Social media marketing:** The goal of social media marketing is to create relevant and frequent content on social media platforms, aiming to build brand awareness. Simultaneously, the objective is to increase engagement with the audience. This tactic directly aligns with the 'Reach' phase of the digital marketing strategy. By consistently delivering relevant content on social media, the strategy seeks to broaden the brand's reach and enhance visibility. The emphasis on building brand awareness is crucial for capturing the attention of potential customers. Additionally, increasing engagement through interactive and valuable content fosters a deeper connection with the audience, laying the foundation for future interactions and conversions.
- **Reach phase - SEO & content optimization:** The goal of this tactic is to increase online visibility and organic traffic to the website. Additionally, the strategy aims to increase referral traffic and achieve a top-three ranking on search engine result pages (SERPs). This tactic is an integral part of the 'Reach' phase, focusing on optimizing the online presence. By improving SEO and content, the goal is to reach a wider audience through enhanced visibility on search engines. Achieving a top-three ranking on SERPs ensures that the brand is prominently displayed to potential customers during their online searches. The emphasis on increasing referral traffic complements organic reach, creating a holistic approach to expanding the brand's online footprint.




TACTICS

- **Act phase - UX design & website optimization:** The goal of UX design and website optimization is to improve the landing pages of the website and develop a functional website. The ultimate objective is to increase the number of visitors who take desired actions on the site. This tactic is central to the 'Act' phase, where the focus shifts towards converting potential customers into active participants. By enhancing the user experience and optimizing the website, the strategy aims to facilitate seamless interactions. Improving landing pages ensures that visitors are directed to relevant and engaging content, increasing the likelihood of conversions. The development of a functional website creates a positive user journey, encouraging visitors to act on their interests and become engaged customers.
- **Convert stage - Email marketing:** The primary goal of the email marketing tactic is to increase customer engagement and foster better relationships with the audience. Simultaneously, the strategy aims to acquire new subscribers, expanding the reach of the brand's communication. This tactic aligns with the broader digital marketing strategy by focusing on the 'Convert' phase. By utilizing targeted email campaigns, the strategy aims to convert potential leads into engaged customers. The emphasis on creating better customer relationships through personalized and valuable content is integral to building brand loyalty and trust. Acquiring new subscribers not only contributes to the expansion of the customer base but also establishes a direct communication channel for future engagement.
- **Engage phase - Social media listening:** The goal of social media listening is to gain valuable insights into what customers are saying regarding the company. By monitoring social media channels, the strategy aims to understand customer sentiments, preferences, and feedback. Concurrently, the objective is to increase the number of interactions on social media platforms. This tactic seamlessly aligns with the 'Engage' phase of the digital marketing strategy. Social media listening is a proactive approach to engaging with the audience by acknowledging their opinions, addressing concerns, and leveraging positive sentiments. By gaining insights into customer conversations, the strategy not only enhances engagement but also contributes to refining overall marketing efforts. The increased number of interactions on social media platforms reflects an active and responsive brand presence, reinforcing the company's commitment to customer satisfaction and engagement.

Conclusion

By strategically implementing the tactics outlined in this comprehensive digital marketing strategy, the bedding company aims to not only increase its reach and engagement but also optimize the conversion funnel. From attracting new subscribers through email marketing to gaining insights from social media listening, every element contributes to creating a robust online presence. This strategy envisions not just acquiring customers but fostering long-term relationships, ultimately propelling the company toward sustained growth and success in the competitive digital landscape.



SEO PLAN

Off-site		On-site		
Back Linking	Local Listing	Keywords Optimization	Internal Links	Meta Descriptions
Partnerships	Google My Business	Bettwäsche made in Germany	Logical Site Structure	Examples on Next Slide
Influencers	Industry Directories	Bettwäsche 200x220 Hochwertige	Breadcrumb Navigation	
Reviews	Social Media	Schlafzimmermöbel		
Google Review	Relevant Content	Header Tags & Title Tags		
Yelp	Engagement: Like, Comment, Share	Examples on Next Slide		

SEO PLAN

Introduction

SEO is essential for a bedding company to maximize online visibility and connect with a wider audience, especially as Betten März is not easily visible on search engines. By strategically optimizing website content, meta tags, and technical elements, the company can ensure that its premium bedding products are easily discoverable by potential customers searching for sleep-related solutions. A well-executed SEO strategy not only enhances search engine rankings but also establishes the brand as a credible authority in the bedding industry. This increased visibility drives organic traffic, boosts online sales, and fosters long-term customer loyalty, positioning the bedding company as a go-to destination for those seeking luxurious and comfortable sleep essentials. Betten März should improve its onsite and offsite tactics as the website is lacking in these areas.

Methodology

Many different tools can be used for SEO. Such as Wix and Canva for website design and content creation. Or Google My Business to enhance local search visibility. To find relevant keywords Google Keyword Planner, Semrush, Ahrefs, or Answerthepublic can be used. At last, for reviews, Yelp or Google reviews can be used.

Findings

- **On-page:** Enhance the visibility of individual web pages to search engines. By optimizing meta titles, meta descriptions, and headers. Ensure the image alt text is descriptive. Create SEO-friendly URLs. This can be done by regularly auditing and updating on-page elements. Use unique and compelling meta titles and descriptions for each page.
- **Internal links:** Internal linking is a crucial on-page optimization tactic that helps search engines understand the structure of the website and distributes link equity effectively. For a bedding company, internal linking can enhance user experience and guide visitors towards relevant products or information. Internal links can be to other parts of the website or to a different part on the same page.
- **Header tags:** Structure content for readability and signal importance to search engines. Use H1 for main page titles, H2 for section headings, and H3 for subheadings. Incorporate relevant keywords naturally.
- **Include searched keywords:** Identify relevant keywords related to bedding, mattresses, and other sleep essentials to optimize content for search engines. By utilizing tools like Google Keyword Planner and SEMrush to discover high-volume and long-tail keywords.
- **Mobile responsive:** Ensure a seamless user experience for mobile users, as search engines prioritize mobile-friendly sites. Optimize images and content for mobile devices. Implement responsive design. See if it works by regularly testing the website's mobile responsiveness. Optimize for fast loading times on mobile.



SEO PLAN

- **High-quality content:** Provide valuable, informative, and engaging content to attract and retain visitors. By developing newsletters, blog posts, articles, and guides related to sleep tips, bedding care, and interior design trends. This can be done by consistently publishing high-quality content that addresses customer queries and concerns. Incorporate relevant keywords naturally.
- **Title tags & meta description:** Optimize title tags for search engines and user understanding. By Crafting compelling, keyword-rich titles for each page, including key product and category pages. Keep titles under 60 characters for better visibility in search results. By writing informative meta-descriptions It encourages click-throughs from search engine results. This can be done by creating concise meta descriptions (150-160 characters) that accurately describe the content of each page and include a call to action. Some examples of the title tags and meta descriptions can be found below ([Hardwick, 2023](#)).

Home Page:

- Title Tag:
 - "Luxury Bedding & Sleep Essentials | Betten März"
- Meta Description:
 - "Transform your bedroom into a sanctuary of comfort with our exquisite collection of luxury bedding and sleep essentials. Explore premium quality sheets, pillows, and more at Betten März."

About Us page:

- Title Tag:
 - "About Betten März - Crafting Quality Bedding for Your Comfort"
- Meta Description:
 - "Learn about the passion and commitment behind Betten März. Discover our dedication to crafting quality bedding essentials for your ultimate comfort and relaxation."

Product Page (e.g., King-size Egyptian Cotton Sheets):

- Title Tag:
 - "Luxurious King-size linen Sheets | High-Quality Bedding - Betten März"
- Meta Description:
 - "Indulge in abundance with our King-size Linen Sheets. Experience the softness and durability of our high-quality bedding. Elevate your sleep experience at Betten März."



SEO PLAN

Product Category Page (e.g., Sheets):

- Title Tag:
 - "Premium Sheets for Ultimate Comfort | Shop Bed Sheets Online - Betten März"
- Meta Description:
 - "Discover the epitome of comfort with our premium bed sheets collection. Explore a variety of materials and designs crafted for a restful night's sleep. Shop now at Betten März."

Off-page: Off-page SEO is essential for a bedding company to build authority, increase online visibility, and attract relevant traffic.

- **Social media presence:** Leverage social platforms to increase brand awareness and engage with the target audience. By regularly sharing high-quality content on social media platforms, participate in relevant discussions, and encourage user-generated content. Utilize visual platforms like Instagram and Pinterest for showcasing bedding products.
- **Local listing:** Optimizing local listings is a crucial off-page SEO tactic for the company that looks to enhance its visibility and attract local customers. Listing the business in local or industry directories can help improve the online presence and local search visibility of Betten März.
- **Backlinking:** Build high-quality backlinks to establish credibility and authority in the bedding niche. Reach out to industry influencers for collaborations, guest posting on reputable blogs, and engaging in strategic partnerships. Ensure that links are from relevant, authoritative sources.
- **Online reviews and testimonials:** Positive reviews contribute to a positive online reputation and influence potential customers. Encourage satisfied customers to leave reviews on platforms like Google My Business, Yelp, and industry-specific review sites. Address negative reviews professionally to demonstrate responsiveness.

Conclusion

After researching how to improve the SEO including the on-page and off-page of Betten März, the provided recommendations have been implemented. The implementation is done for the service page of the website which can be found in [Appendix F](#). The implementation shows the backlinking, internal linking, relevant titles, social media, website structure, as well as, contact information, call to action, a map, and much more. The visualization of the website in the appendix is part of the website demo which will be discussed later on in the research.



SOCIAL MEDIA PLAN

CONTENT CALENDAR

Date	Theme	Content
Week 1: February 1-11		
Thursday, February 1	Cozy Beginnings	<ul style="list-style-type: none"> • Showcase new arrivals for the month • Feature professional recommendations for cozy winter bedding
Wednesday, February 7	Colorful Carnival	<ul style="list-style-type: none"> • Promote fun and colorful products that are suitable for carnival season
Friday, February 9	Friday Favorites	<ul style="list-style-type: none"> • Share the most beloved products of customers of the week • Encourage followers to comment on their own favorite bedding item at the moment
Week 2: February 12-18		
Wednesday, February 14	Valentine's Day Specials	<ul style="list-style-type: none"> • Valentine's Day promotions on selected items/romantic gift ideas
Friday, February 16	Friday Favorites	<ul style="list-style-type: none"> • Share the most beloved products of customers of the week (including Valentine's Day products) • Encourage followers to comment on what gift they got their Valentine
Week 3: February 19-25		
Wednesday, February 21	Customer Appreciation	<ul style="list-style-type: none"> • Thank customers for their loyalty by handing out gift codes to E-mail subscribers • Feature a customer testimonial
Friday, February 23	Friday Favorites	<ul style="list-style-type: none"> • Share the most beloved products of customers of the week • Encourage followers to comment on their own favorite bedding item at the moment
Week 4: February 26-29		
Wednesday, February 28	Wellness Wednesday	<ul style="list-style-type: none"> • Share tips for creating a wellness-oriented sleep environment • Promote relaxing bedding items

SOCIAL MEDIA PLAN I

Introduction

For this step, we have created a Social Media Plan for Betten März. In this context, we set up Social Listening Tools to monitor keywords and sentiment, analyzed competitors' social media activities and content, as well as Betten März's own, and then from this information created a Content Calendar for February that works as a roadmap for the store on how to effectively leverage its Social Media Channels. Finally, we created two prototypes (Part II) that work as an example of how the Content Calendar contents can be visually transferred into reality.

Methodology

The contents of this deliverable are primarily based on previous research conducted in Block 1. Additionally, Google Alerts and Social Mention have been used for the Social Listening Tools. Lessons learned in school have been woven into this plan as well.

Findings

Business Objectives and Goals (Step 1):

For the two business objectives we have chosen, on the one hand, to increase interaction on Social Media, as this is highly relevant for a social media plan and one of the sectors in which the store needs the most improvement, and on the other hand, to acquire 10 Customers to subscribe to our E-Mails (See: Slide 34). This objective has been chosen because the newsletter can be a great way to engage and convert customers, as it can be considered a powerful marketing element since all Personas use E-Mail as a form of communication.

Audience Research with Free Social Listening Tools (Step 2):

a. Identify Relevant Free Social Listening Tools:

Google Alerts and Social Mention are two valuable social listening tools with distinct features. Google Alerts stands out for its comprehensive web monitoring, allowing the business to track mentions across various online sources in real-time, providing customized alerts based on specific keywords, while also being a free service. On the other hand, Social Mention specializes in social media coverage, offering sentiment analysis, hashtag tracking, and multimedia search capabilities, and is also free. Together, these tools can empower the business by monitoring its online presence effectively, understanding audience sentiment, and engaging in timely conversations across both web and social media platforms.

b. Set Up Monitoring Parameters:

We have set up the two social listening tools that cover all the relevant social media with the same five keywords/hashtags for each. They are the following: Betten März, Bettwäsche, #Schlafzimmerinspiration (Bedroom inspiration), #MadeinGermany, and Heimtextilien.





SOCIAL MEDIA PLAN I

c. Analyse Social Media Sentiment:

We've conducted a thorough sentiment analysis surrounding our brand and products. As expected, since the store has no online presence, there were no alerts at all on either tool for the keyword "Betten März". The other keywords were mainly to an enormous percentage of neutral sentiment, leaning more toward a positive one. The only keyword that had a predominantly positive sentiment was the #MadeinGermany. User comments consist mainly of recommendations and short reviews on products that users have acquired. Users expressed curiosity, sought comparisons, or shared general observations.

d. Identify Influencers and Thought Leaders:

We have been looking up influencers on Collabstr. However, realistically there are no influencers that fit our extremely niche situation. Since Betten März is a local store, only influencers from the area would make sense. There are a couple of lifestyle influencers we have found that are at least somewhat from the area. However, there are no influencers from the exact, desired area that would also cater to the store's customer base. In general, utilizing influencers will most likely not be a tool the store will be able to use, as it is not very powerful for local purposes.


Competitive Analysis (Step 3):

For this step, the social media activities (primarily Instagram) of the competitors "Betten Scheel" and "Schlafgut" have been analyzed.

For Betten Scheel, the activity on social media is rather low. Seasonal posts to promote fitting products are the main content that can be found on their socials. The quality of those posts, however, is quite decent. They are designed in a "catalogue-style" and feature a lot of pictures. Yet, the posting schedule is very irregular and the entire Instagram page has as of right now only 15 posts in total. Therefore, engagement is very low as well. The captions, however, do a good job of attempting to get the viewers to come visit their store. Additionally, they are insightful on the offer and have a very personal and friendly sound to them.

The Social media strategy of Schlafgut on the other hand, is more unique. Their focus lies more on a light and minimalistic design, by using primarily neutral colors with occasional color splashes. This gives the entire page a very modern and qualitative look. Their posting schedule is also quite active, as they post something every around 2-6 days. Color plays a major role in their advertising as every post highlights the names of the colors used and how they play together. Every now and then, this also gets portrayed in the form of short video clips, that have a very atmospheric and sensual vibe to them. Something that also catches the eye, is that models of diverse backgrounds have been used for high-quality promotional pictures, making the business appear very open-minded and inclusive.

Yet, engagement is still not very high, as there barely are comments under posts and the like count is only slightly higher on average than the ones from both Betten März and Betten Scheel. Also, the captions of Schlafgut's posts are very descriptive but often fail to encourage engagement.





Social Media Audit (Step 4):

Betten März's main/only social media platform also is Instagram. However, the store has only three posts so far, the most recent one dating back to summer 2020. The existing posts aren't done professionally and fail to advertise the store's products effectively.

The captions, however, make an attempt to promote the products shown on the posts. They also have a very personal and friendly sound to them, which is positive, considering that the store and its customers value personal contact and customer proximity.

Still, the social media activity of Betten März is far too low and needs to be improved a lot, in terms of consistency and professionalism.

Content Calendar Creation (Step 6):

For the content calendar, it is most feasible and realistic for the store to focus on consistent and professional Instagram posts. For the content calendar, it is most feasible and realistic for the store to focus on consistent and professional Instagram posts. According to that, we have planned out a schedule for upcoming February that takes seasonal events into account and offers a variety of different posting types.

Every week there are two postings planned, as this appears to be a realistic and feasible effort for the store, with an additional post every first of the month to show the new arrivals and offers of the month. The other two posts for each week are for one a seasonal promotion, an info post, or a customer testimonial post. In addition to that, there is a series we are introducing, called the "Friday Favorites", so that every week the store can share its customers' favorite products of the week. This not only has a promotional purpose but also aids in strengthening the community aspect that is important to the store. This post is then supposed to be a promotional post for the beloved products paired with customer testimonials underlining the purpose of each product and why they like it, which adds an extra promotional force along with credibility. As the community/customer base is very familiar within itself as it is local, this can almost be compared to WOM marketing.

The first post of each week is specifically chosen to be posted on Wednesdays, as they are, along with Tuesdays, the best days to post content, in particular on Instagram ([Sproutsocial, 2023](#)).

The Wednesday posts of the first two weeks are both seasonal promotions for upcoming social events, as we have planned to do in the Marketing Mix (See: Slide 44). For the third week, it's a customer appreciation post that features additional customer testimonials. This post feeds into the promotion for the E-Mail Newsletter, to help achieve the objective of new subscribers, as well as strengthen customer loyalty through showing them the store's affection and gratefulness. Last Wednesday's post is an info-post about wellness-oriented bedding, as we have planned to use this upcoming trend to our advantage in the SWOT & TOWS (See: Slide 30).

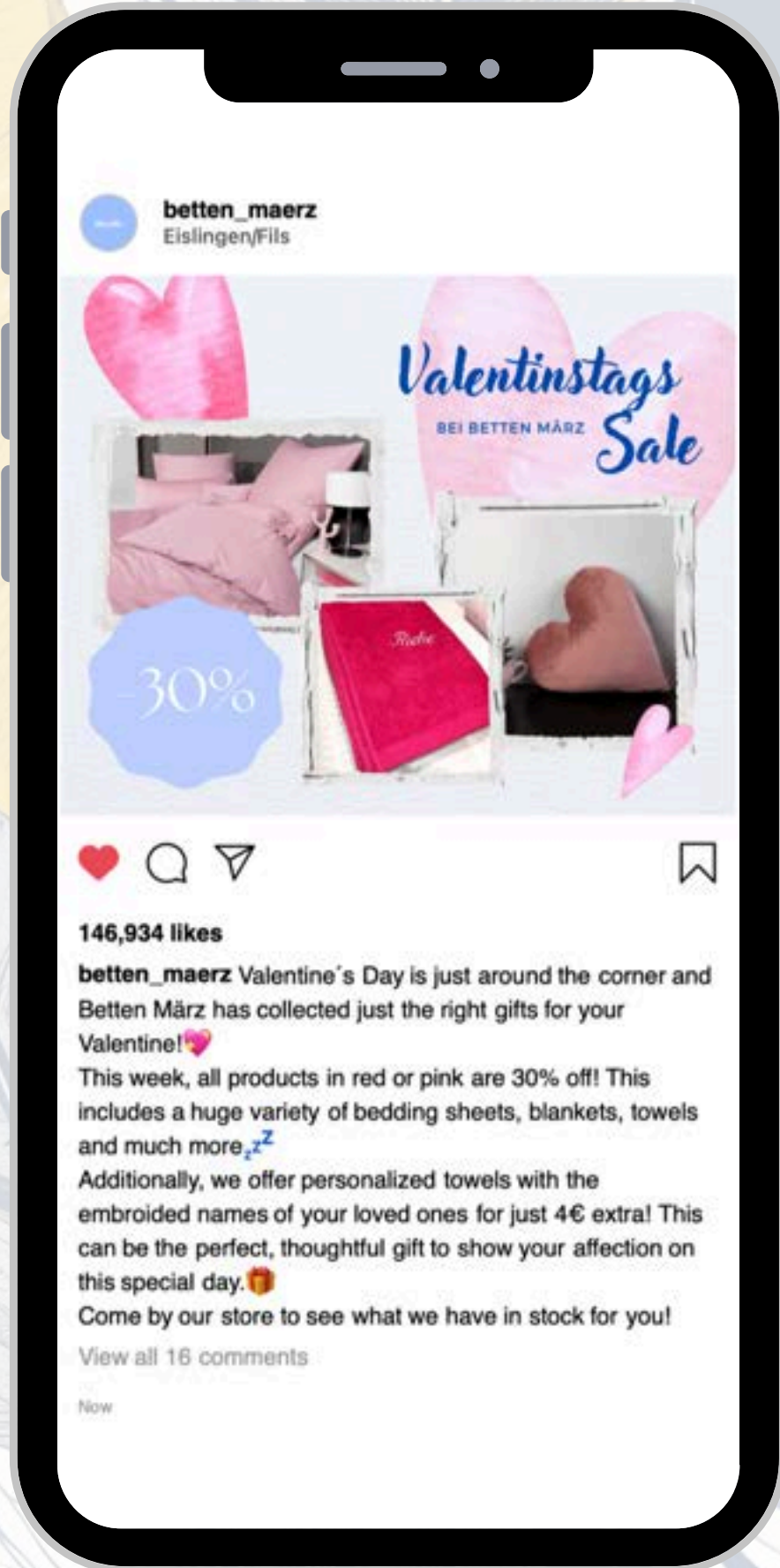
All posts are designed to include the customers as well as possible by encouraging them to interact with the posts, in order to aid in achieving the other objective we have chosen for this Social Media Plan; increasing interaction on Social Media.



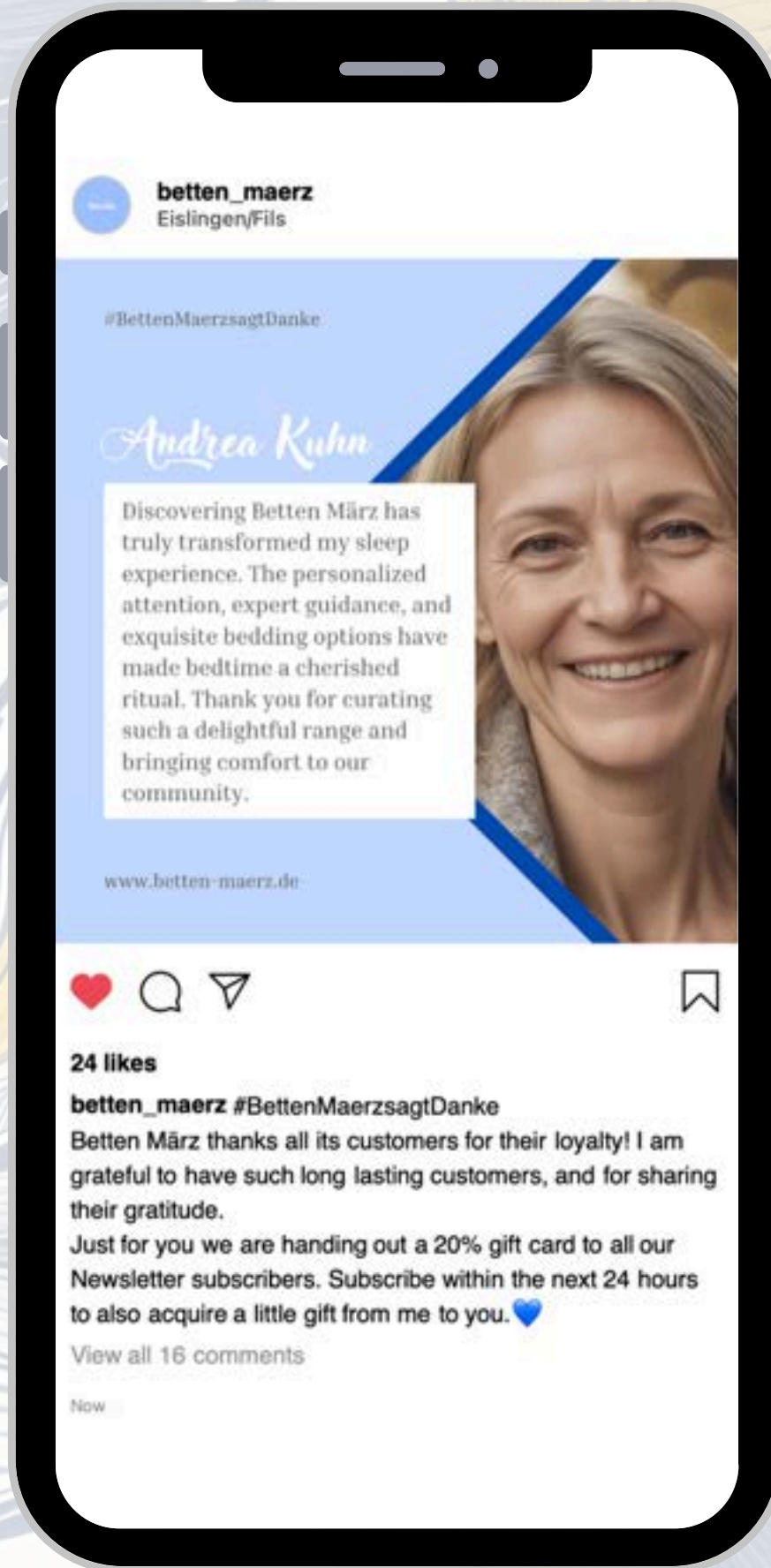
SOCIAL MEDIA PLAN

PROTOTYPES

PROMOTIONAL POST



CUSTOMER TESTIMONIAL



SOCIAL MEDIA PLAN II

Content Creation with Prototyping (Step 7):

a. Identify Content Types:

What is most feasible and realistic for the store to put out in content and what is additionally highly effective, is advertising posts, which should make up the majority of posts. Informational posts, e.g. the buying guide and latest bedding trends that were mentioned in the content plan should also be implemented regularly. Another powerful tool the store can take advantage of is using customer testimonials. Customer testimonials can contribute to building trust, increasing brand loyalty, and attracting new customers to the store. They also are a great tool to foster community strength and credibility, something that is very important to the Personas.

b. Create Content Prototypes:

For the two prototypes, a promotional Instagram post and one for a customer testimonial have been created. It shows a rough idea of how such a post can look like visually. It also includes captions that feature extra information on the post to help customers.

The testimonial post additionally caters strongly to the objectives, as it on the one hand uses a hashtag, that encourages customer engagement, and on the other hand, invites customers to subscribe to the E-Mail list to achieve perks.

The visuals are very uniform, as the primary color the store uses throughout all channels is light blue, which is therefore reflected in the posts. The use of actual pictures of the advertised products or interviewed testimonials not only adds a design element but also increases credibility and makes the posts feel more relatable.

c. Gather Feedback:

For this, we have sent the two prototypes to three customers of Betten März (2 female and 1 male). The responses have been positive throughout and have been approved by all customers. They also stated that they would appreciate such content, especially the promotions, as at the moment such campaigns don't exist (See: Slide 44). The idea of the customer testimonial has also been received positively, as many of the customers also know each other, which also adds to the credibility.

d. Refine Prototypes:

There have not been many improvement suggestions by the customers. However, one customer suggested using more Emojis in the caption to make them sound warmer and fit the theme of the posts better. We have then adjusted the captions of the prototype posts and added Emojis that fit the respective post and text.



SOCIAL MEDIA PLAN II

Conclusion

In conclusion, the outlined business objectives aim to enhance social media interaction and acquire email subscribers. Through the use of free social listening tools, the store monitored relevant keywords and analyzed social media sentiment, identifying user engagement and sentiments. While influencers were challenging to find, the competitive analysis revealed insights into the social media strategies of competitors. A detailed social media audit of Betten März highlighted areas for improvement, emphasizing the need for increased consistency and professionalism. The proposed content calendar focuses on Instagram posts, aligning with the store's capabilities and customer engagement. Prototypes for promotional posts and customer testimonials were well-received by customers, supporting the feasibility and potential success of the proposed social media plan.

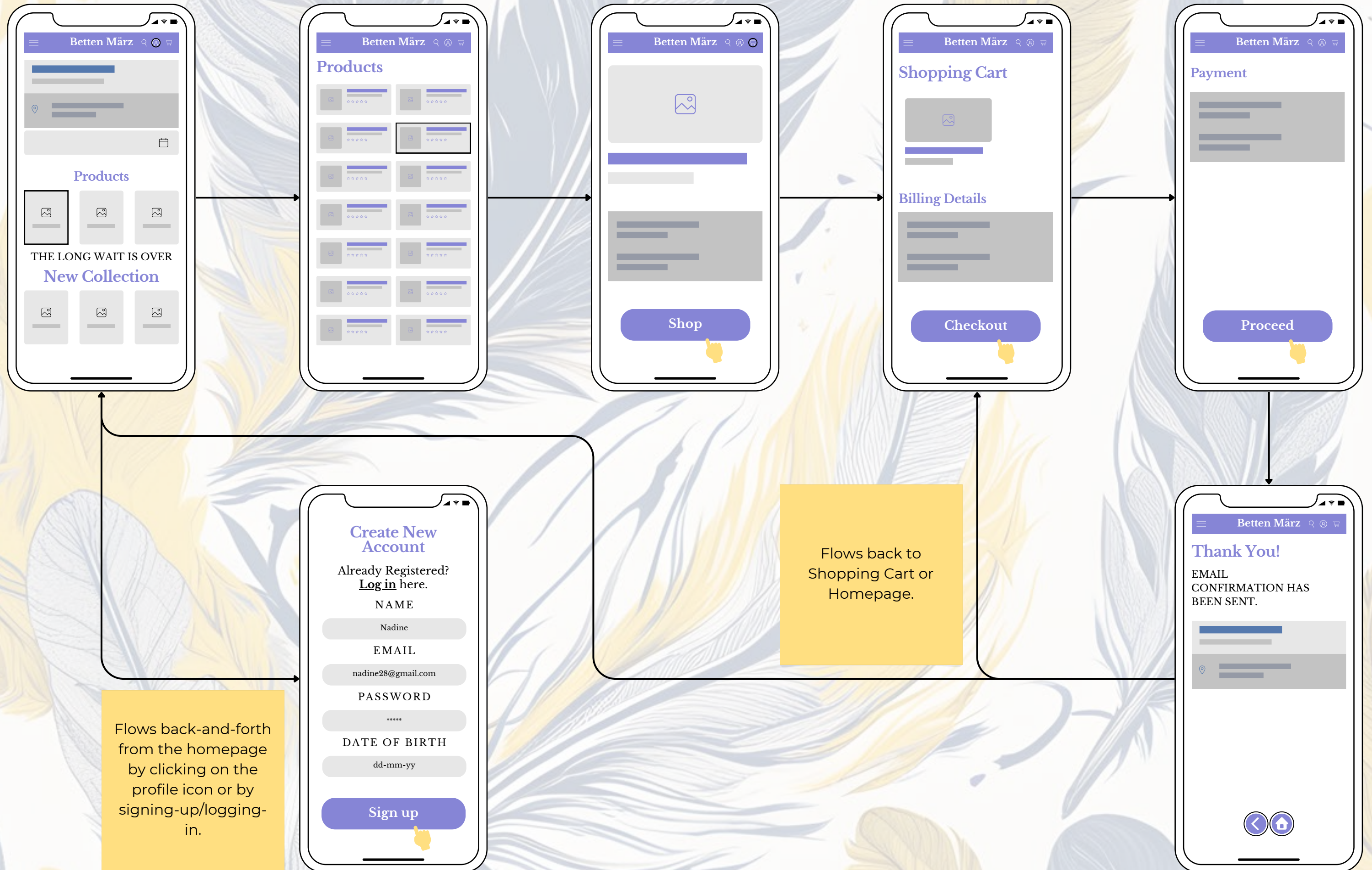


MOBILE



NADINE, 28

USER FLOW



USER FLOW

Introduction

In digital marketing and e-commerce, the user experience (UX) plays a pivotal role in determining the success of an online business. At the heart of this experience lies the concept of user interface (UI), and user flow, a carefully choreographed sequence of interactions that guide users through a website, is a pre-web-development process that is useful to identify user needs and task needs (Paramarini Hardianto & Karmilasari, 2019). In this part, we will design a user flow for Betten März's future website for a specific user persona, Nadine.

Methodology

The creation of user flow involves a deep understanding of user personas, behaviors, and expectations. From Block 1, we learned that Nadine is the only persona whose perfect customer journey is fully online (see Perfect Customer Journey), hence we decided to make the user flow based on Nadine's persona as it will ensure this persona has a smooth experience in each step. To start, we need to make a wireframe of the website's different web pages. As the current website is not mobile-responsive, The choice was made to make a mobile version of the ideal website so Nadine can quickly place an order through her phone. Moreover, a phone screen is easier for us to visualize as well, since we are highly familiar with how a standard e-commerce site looks on mobile screens and it usually has less empty screen space. The wireframe is made on Canva. We initiated with a blank whiteboard and copied some wireframe elements from a free template, such as the mobile screen frame, image icons with descriptions, etc. The rest of the elements were searched individually on Canva to design each frame. We designed each frame with the intention and a specific shopping scenario in mind. Once the different webpages were visualized on the frames the last task was to do a walkthrough by adding arrows and notes, so the final user flow makes sense to others as well.

Findings

User flow and wireframes serve as foundational elements in website design and digital marketing. A well-crafted user flow ensures a logical and enjoyable journey for the user, reducing friction points and increasing the likelihood of conversion (Paramarini Hardianto & Karmilasari, 2019).

As imagined Nadine shopping from Betten März's website, the journey starts from a Homepage that will have Betten März store opening hours and address where this person is greeted with a visually appealing landing page, featuring different product categories, new arrivals, and seasonal offers. Nadine is an existing customer, she may look for the website online to shop for a product based on her needs. Quick navigation and a clear outlay direct Nadine to initiate her shopping journey. She has the option to press the profile icon to go to the account creation page which is designed for simplicity, requesting essential information and providing the option to sign up for benefits such as personalized recommendations, order tracking, and other exclusive offers. Once she has signed up, she will be redirected to the homepage automatically, and she can go to the product page by clicking on a product category from there. The product catalog for each category will have small-detailed descriptions and product ratings. Once a specific product is selected, Nadine will be directed to that product page, offering high-quality images, detailed descriptions, and customer reviews to assist Nadine in making informed decisions. Each product page has a clear CTA button for Nadine to shop for that product, which will add the product to her virtual shopping cart but will not go to another page to encourage continued exploration of other products and further shopping possibilities. Only when she clicks on the shopping cart icon on top, she will be taken to her shopping cart



USER FLOW

where she will complete her purchase. The shopping cart page is designed for transparency, displaying a summary of selected items, prices, and the total cost. Here, Nadine can easily adjust quantities, remove items, or continue shopping, fostering flexibility in her decision-making process. If she is logged in to her account, the billing details will be automatically filled, which she can edit if she pleases, otherwise, she can continue as a guest and manually fill out the billing details, such as name, phone number, e-mail, address, and payment method. From there, Nadine will have a straightforward checkout process and will be taken to the payment page that prioritizes secure transaction gateways. Once the transaction is cleared the purchase will be completed and she will land on a thank-you page expressing gratitude and summarizing the order details. From that page, she can go back to the empty shopping cart page or to the homepage by clicking on the CTA icons.

Conclusion

As websites continue to serve as the primary interface between businesses and consumers, prioritizing UI and UX is not just a choice; it is an imperative for creating digital experiences that captivate, engage, and convert. By strategically integrating user-centric design principles, Betten März can captivate customers like Nadine's attention, facilitate effortless navigation, and ultimately convert them to satisfied customers.

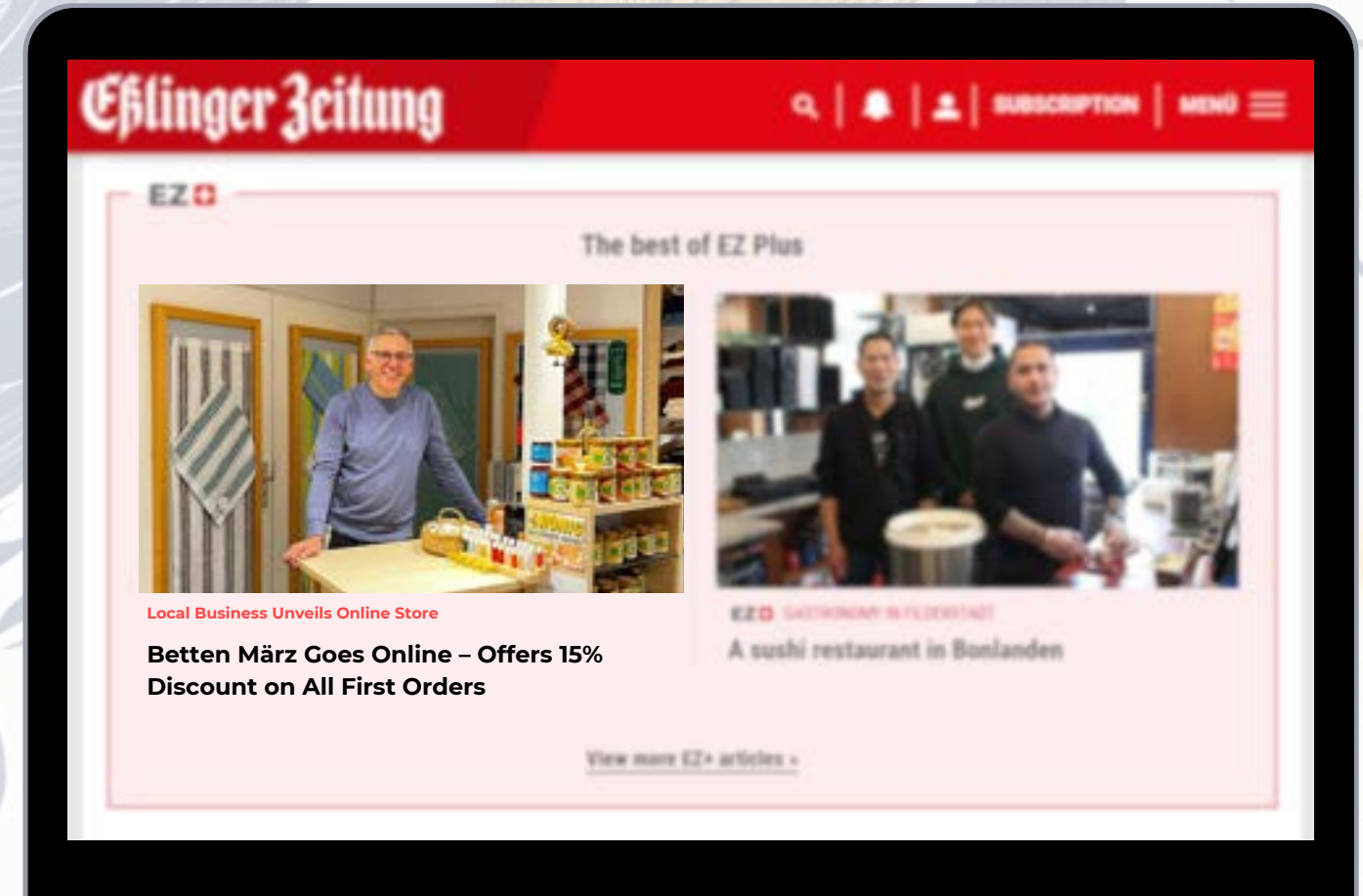
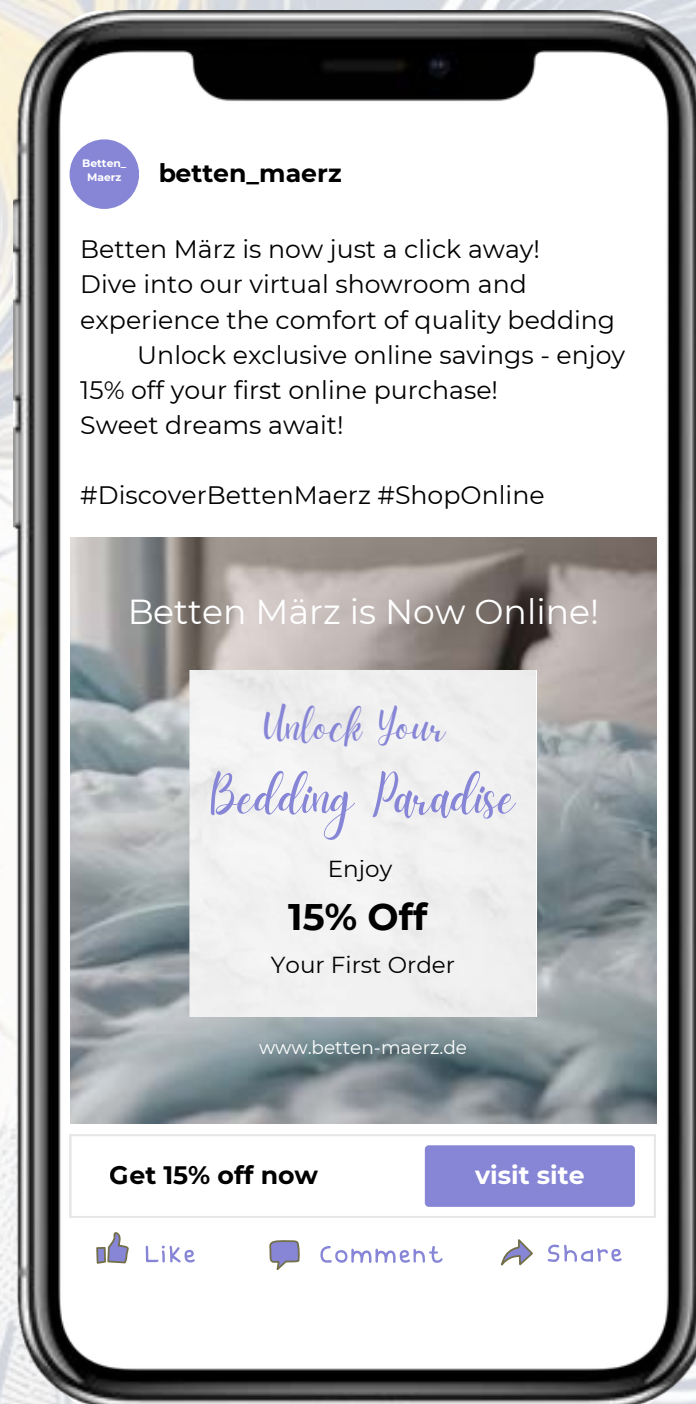
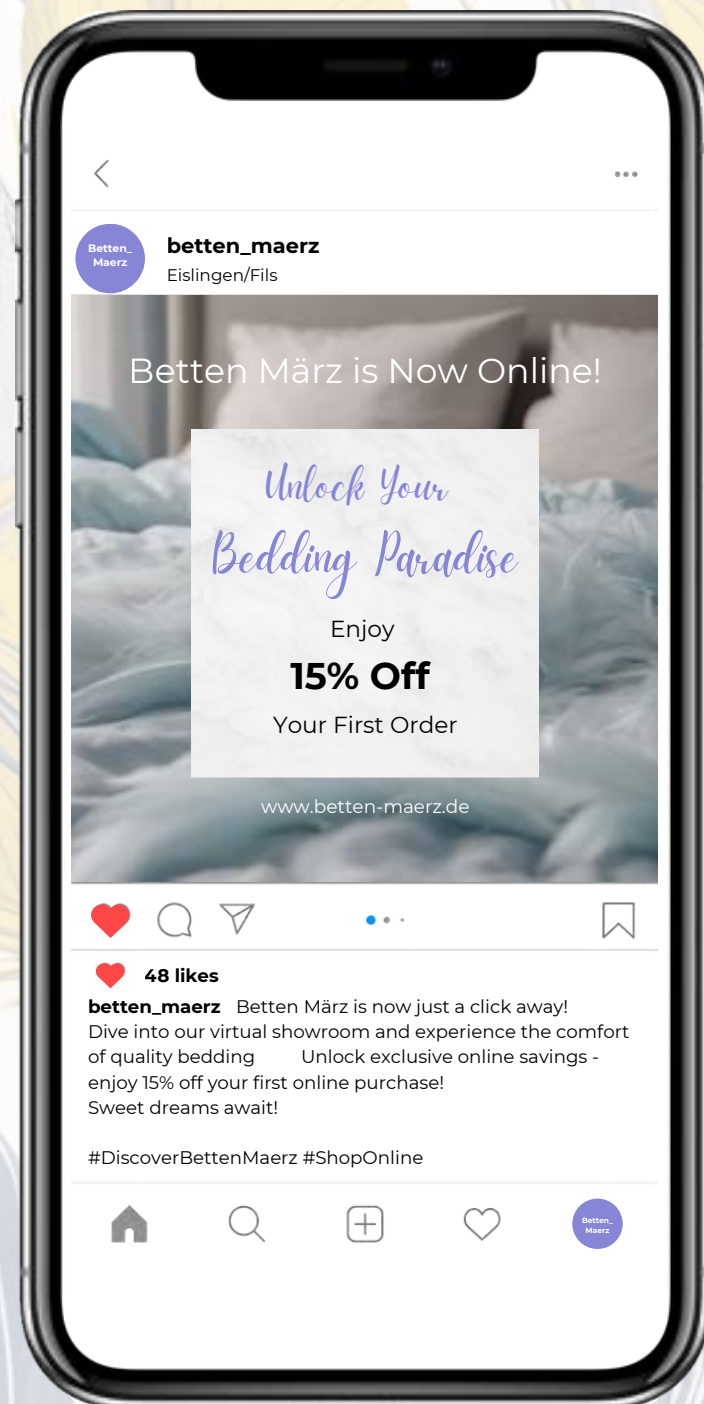


DISCOVER BETTEN MÄRZ ONLINE

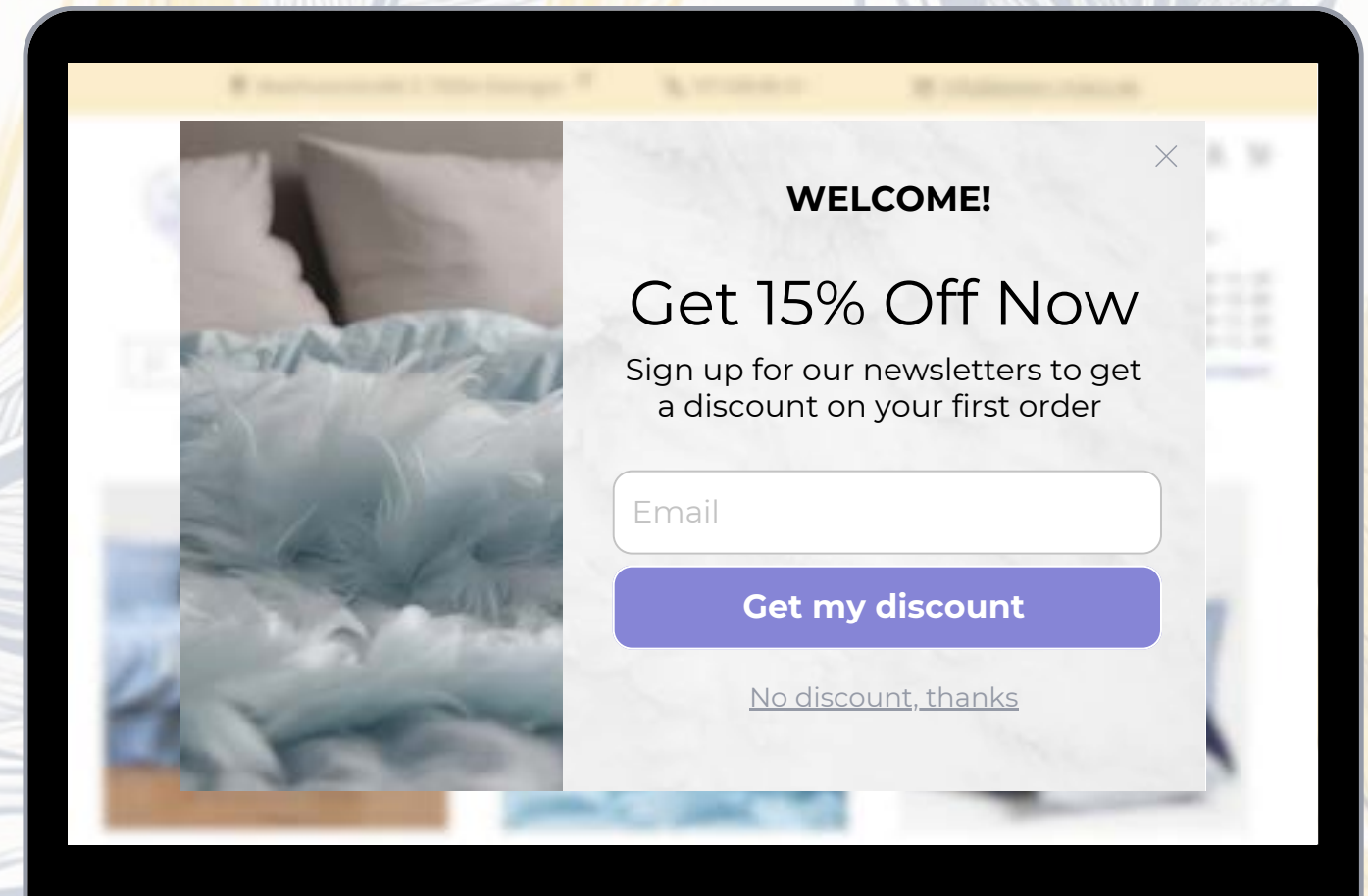
Welcome to Betten März Online
Unlock a 15% Discount on Your First Online Purchase

FACEBOOK & INSTAGRAM POSTS

SHORT-TERM
CAMPAIGN



LOCAL NEWSPAPER ARTICLE



WEBSITE POP-UP

SHORT-TERM CAMPAIGN

Introduction

A short-term campaign serves as a strategic thrust, boosting a brand's visibility, engagement, and conversions in a focused timeframe. For Betten März, introducing a short-term campaign marks a pivotal moment in the brand's digital journey. We have meticulously designed a campaign titled "Discover Betten März Online" to not only unveil the brand's digital presence but also to entice the audience, steering them towards the newly crafted website.

Methodology

The methodology we applied is mainly secondary research and we used the template on Brightspace to outline the details of the campaign. To make the campaign visuals we used the previously made draft prototypes on Figma and incorporated them with additional elements from Canva as we are more comfortable and familiar with the design elements of this platform. We took inspiration from our desk research and also used Freepik to generate Free AI images.

Findings

The "Discover Betten März Online" campaign, featuring a 15% discount, motivates customers to explore the newly launched website and make their first purchases. Through strategic targeting, engaging messages, and a well-balanced media plan, the campaign aims to establish a robust online presence, drive traffic, and boost initial sales.

Campaign Goals and Tracking: The goal of this short-term campaign is to drive targeted traffic to Betten März's newly launched website and boost online sales. The success of this campaign will be measured by tracking website traffic through Google Analytics and monitoring the increase in unique visitors, page views, and engagement metrics. We will also set up conversion tracking for specific actions like newsletter sign-ups or product purchases.

Campaign Insight and Targeting: As we learned in Block 1, existing and potential customers in the local community are increasingly turning to online channels in their shopping journey. Hence the target audience is the residents in Eislingen aged mainly (35-55) seeking high-quality bedding, and individuals interested in home and lifestyle in the online space.

Key Campaign Messages and Offers: The main campaign message is "Welcome to Betten März Online - Unlock a 15% Discount on Your First Online Purchase" Where online customers are offered a limited-time 15% discount for their first online purchases and can also see exclusive online bundles with extra savings.

Campaign Media Plan and Budget: The selected media channels for this campaign are,

- Social Media (Facebook, Instagram). Social media channels are the most common channel for any digital campaign. We will have sponsored posts introducing the online store with the discount, directing them to the website where they will sign up for the business newsletter with their E-mail. We will also pay for targeted ads based on demographics and interests.



SHORT-TERM CAMPAIGN

- **Local Online Publication.** We will collaborate with the local newspaper website, Eislinger Zeitung for a feature article on the website launch with discount details. According to [Gartlan \(2021\)](#), newspaper marketing is still valid at this date as it reaches a bigger and more attentive audience for a comparatively cheaper cost and it also has significantly less competition. The author mentions that people trust newspaper articles and the readers are also looking for deals, coupons, and discounts there. We have already described Eislinger Zeitung as a great potential partner for Betten März in Block 1 and the newspaper has a separate section where it often features short articles supporting local businesses. Hence it is a highly relevant channel for Betten März.
- **Google Local Search Ads.** We must also optimize for local searches related to bedding and home goods on Google, highlighting the discount.


Sequence and Integration:

- **Week 1-2:** Social media teasers and announcements with the discount.
- **Week 2-3:** Launch articles in the local publication emphasizing the 15% discount.
- **Week 3-4:** Google Local Search Ads to coincide with increased awareness and offer redemption.

Estimated Budget Allocation:

- **Social Media:** 40%
- **Local Publications:** 30%
- **Google Local Search Ads:** 30%

Campaign Asset Production: ([Appendix G](#))

- **Social Media.** We designed a cozy bedroom setting with Betten März's signature bedding. The posts will have a link attached to them directing users to the website where they can sign up for newsletters to receive their discount. The visual showcases the essence of Betten März – comfort and quality and the discount code is highlighted prominently to encourage immediate engagement.
 - **Google Ads.** We will have Google-friendly ad copies for search ads highlighting the 15% discount offer and location extension for easy access to the physical store.
 - **Local Newspaper Website.** An editorial-style visual featuring the store owner sharing insights about the online launch and the exclusive discount will add a personal touch to this campaign, motivating the readers to support their local business. The article will be titled “Local Business Unveils Online Store” with the headline clearly stating the business name and discount.
 - **Landing Page Pop-up.** A pop-up will be triggered when users enter the website. It will reinforce the 15% discount offer and a field for email subscriptions hence serving a dual purpose - immediate conversion and building an email subscriber list for future engagement. A clear CTA, “Get My Discount” encourages immediate action and captures leads.
- 

SHORT-TERM CAMPAIGN

Campaign Execution:

- Pre-launch A/B testing of ad creatives and copy on social media to maximize engagement.
- Preview and optimize landing pages for different devices, ensuring seamless redemption of the discount.
- Monitor ad performance daily during the campaign and adjust budgets based on the channel's effectiveness.
- Gather feedback from early website visitors and implement quick fixes for any identified issues.
- Track discount code usage and adjust promotions accordingly.

Conclusion

This short-term campaign is highly relevant and realistically attainable for Betten März. Continuous monitoring, discount code tracking, and quick adjustments will ensure optimal performance and success of this campaign.

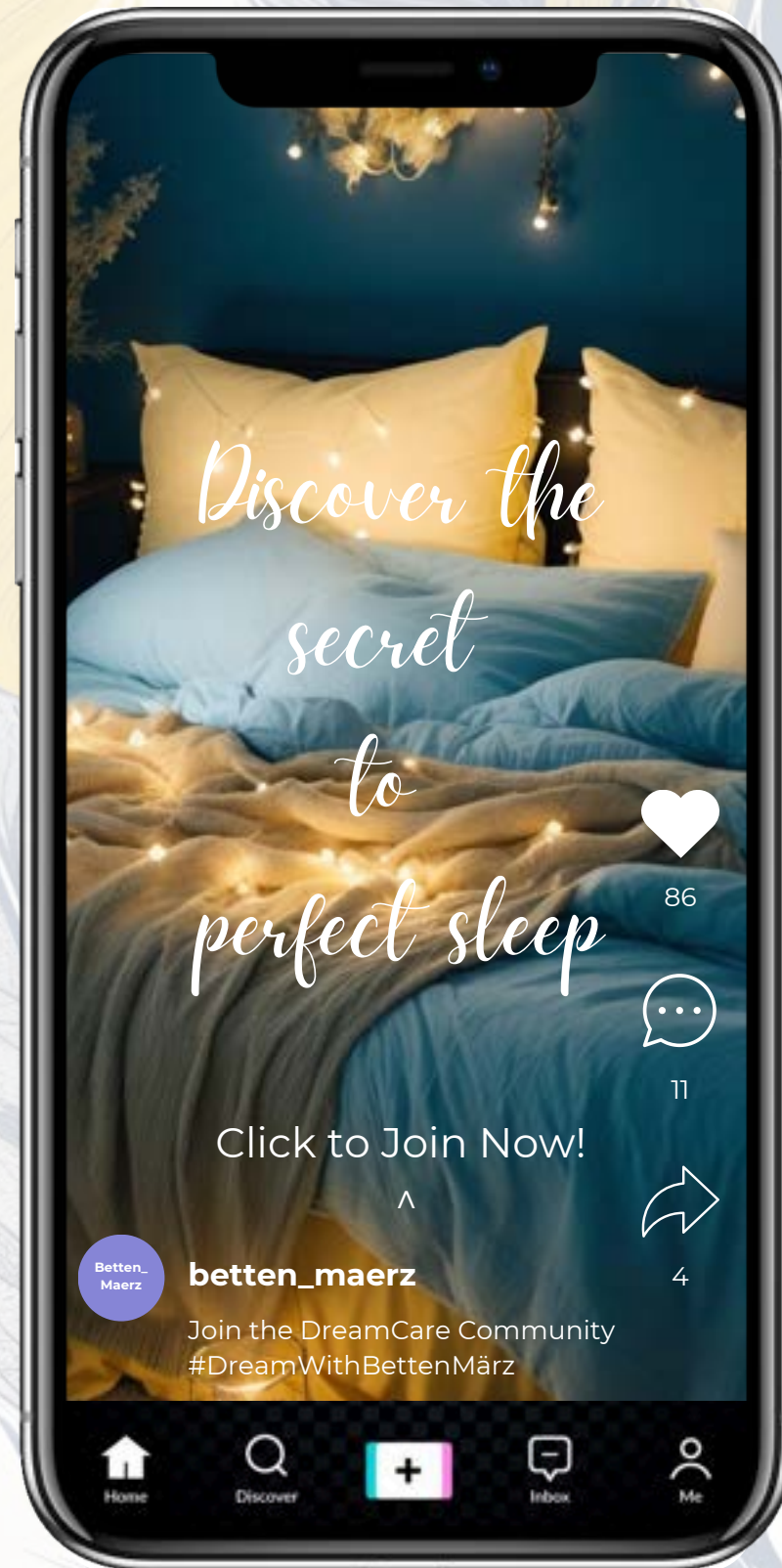


THE DREAMCARE COMMUNITY

Join Our DreamCare Community
Experience Quality Bedding Beyond Comfort

LONG-TERM CAMPAIGN

SOCIAL MEDIA REEL



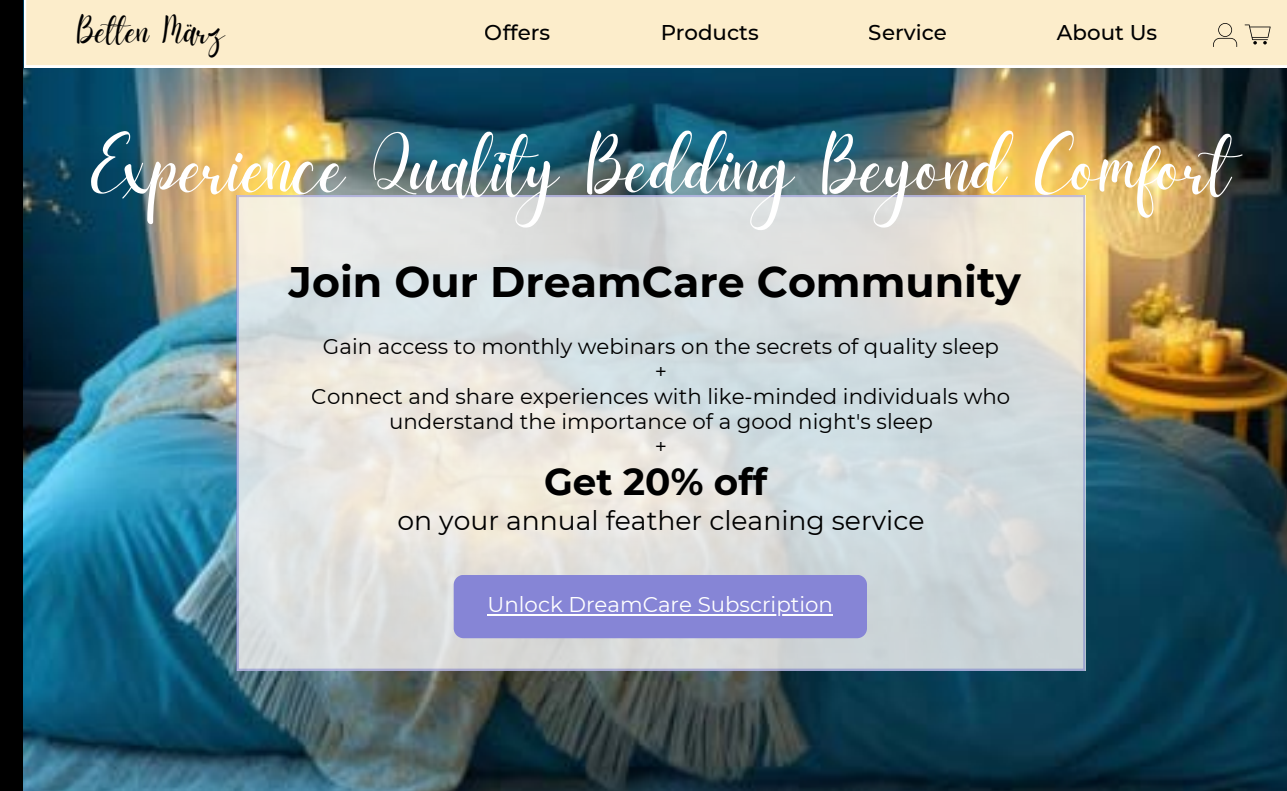
FACEBOOK, INSTAGRAM & TIKTOK



Dear Christine,

We're thrilled to have you join the DreamCare community! At Betten März, we believe that quality sleep is the foundation of a fulfilling life. Your journey to unparalleled sleep experiences starts now.

E-MAIL (APPENDIX H)



WEBSITE LANDING PAGE



LONG-TERM CAMPAIGN

Introduction

While short-term campaigns create impactful bursts, the long-term vision encapsulates the essence of Betten März's commitment to fostering close relationships with its clients and establishing itself as an integral part of the community. Titled “The DreamCare Community” this campaign extends beyond mere business transactions, a step towards creating a community that dreams, cares, and grows together through trust, expertise, and shared experiences.

Methodology

The methodology applied in designing this long-term campaign is identical to the previous short-term campaign. We took an additional step of creating an email once a customer subscribes to the “DreamCare” plan by using a free E-mail template in Mailchimp.

Findings

[Wang \(2022\)](#) says, feather mattress toppers and pillows should be properly cleaned once a year to maintain freshness. Our secondary research suggested feather bedding should be cleaned every 6-24 months depending on the humidity of that region. Hence, Betten März will offer a 20% discount on feather cleaning services once a year to its community. This long-term campaign not only strengthens the Betten März community but also positions the business as a local sleep expert, offering valuable insights and personalized services to its members. The subscription-based “DreamCare” plan adds a practical and appealing element, ensuring continuous engagement and recurring revenue.

Campaign Goals and Tracking: The goal of this campaign is to foster a strong online community, drive continuous engagement, and establish Betten März as a trusted source of sleep and personalized bedding expertise. The campaign will judge itself by monitoring community engagement, subscription sign-ups, and social media interactions.

Campaign Insight and Targeting: The target audience of this campaign will be Eislingen residents, interested in quality sleep, wellness, and personalized bedding. This long-term campaign aims to leverage their support for community and local businesses.

Key Campaign Messages and Offers: The main message is “Join Our DreamCare Community - Experience Quality Bedding Beyond Comfort”. The subscribers of this plan will enjoy 20% off their annual feather cleaning service, and access to monthly webinars called “SleepTalk” by the owner on personalized bedding, quality sleep advice, and wellness. They will also be able to connect with others who share the same interests as them, enjoy exclusive perks at future campaigns and events in the locality where Betten März participates, and have the option to be featured on “Friday Favorites” on Betten März’s social media channels.



LONG-TERM CAMPAIGN

Campaign Media Plan and Budget:

- Social Media Content: 25%
- Social Media Forums: 20%
- Custom Content for the Webinars: 25%
- Email Marketing: 20%
- Local Events: 10%

Timeline: 12 months

Campaign Asset Production: (Appendix H)

- Social Media Trailers/Reels. Eye-catching visuals to create a tranquil, aspirational vibe, will entice social media users to become part of a cozy community. Serene bedroom scenes decorated with Betten März products can inspire them to learn more about personalized bedding tips.
- Landing Page. A welcoming landing page featuring the campaign's key messages, and a prominent CTA button saying “Unlock DreamCare Subscription” serves as the campaign hub, offering a seamless transition from social media to engagement and conversion.
- Email. Personalized message welcoming the user, highlighting the benefits of DreamCare, and providing the exclusive discount and access to the next “Sleep Talk” webinar will emphasize the personalized nature of the DreamCare subscription and invite the user to participate in community events. In the future, Emails will be used to send regular newsletters with personalized bedding and sleep tips, event updates, and exclusive offers to the subscribers.
- Interactive Webinars: Monthly webinars covering personalized bedding-related topics, hosted by the owner will create a sense of community as the members will have open and close discussions with everyone. The webinars will have customized content such as engaging blog posts, infographics, and videos on bedroom decor, bedding personalization, and quality sleep routines.

Campaign Execution:

- Monitor social media metrics for trailer/reel engagement.
- Track landing page interactions and subscription sign-ups.
- Analyze email open rates, click-through rates, and webinar attendance.
- Gather feedback through surveys and comments.
- Adjust webinar content based on participant preferences.
- Optimize email campaigns for improved engagement.
- Regularly assess and refine content strategy for all channels.

Conclusion

By strategically implementing the media channels, Betten März can create a cohesive and engaging campaign that resonates with the target audience, fostering a sense of community and driving conversions.



EMAIL PLAN

- Subject line: Merry Christmas!
Enjoy a 15% discount on your next purchase
- Act/Conversion phase
- Goal: Retarget customers
- For existing customers to show gratitude

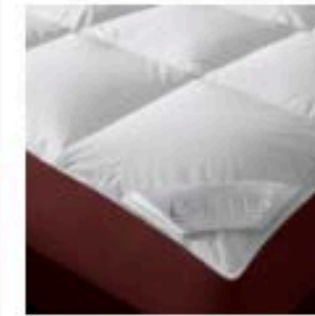
Merry Christmas Everyone!

As the holiday season approaches, we at Betten März want to take a moment to wish you a Merry Christmas and extend our heartfelt gratitude for being a part of our bedding family. Your support means the world to us!

To add a touch of comfort and joy to your festivities, we're excited to offer you an exclusive 15% Christmas discount on your next purchase. Simply use the code: **JOLLYBED15** at checkout to unlock your savings.

* Only available to use for Click & Collect or in-store

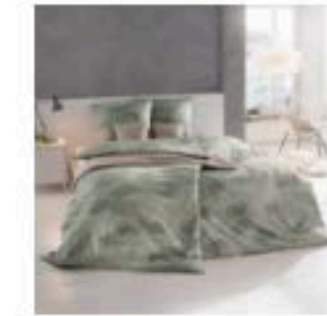
Explore our festive collection of premium bedding essentials and elevate your sleep experience this holiday season. Whether you're looking for cozy sheets, snuggly blankets, or plump pillows, we have something special for every bed.



Blankets



Pillows



Sheets



USE MY VOUCHER

SEASONAL EMAIL:
CHRISTMAS DISCOUNT

EMAIL PLAN

- Subject line: Welcome to Betten März! Enjoy a 15% Discount on Your First Purchase
- Awareness / Reach stage
- Connected to the short-term campaign
- For new online customers and younger customers who shop online

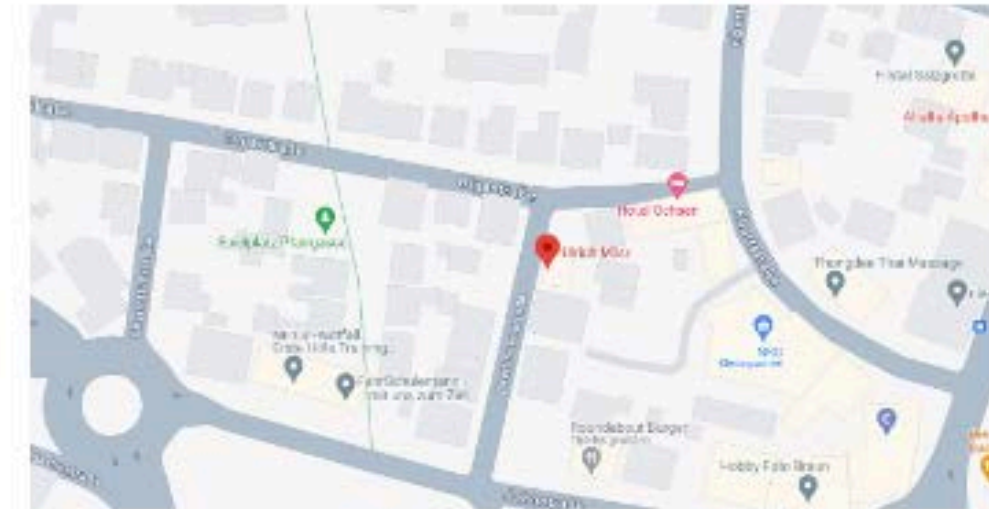
Betten März
Seit 1907.

Thank you for joining our newsletter!

Here are a few highlights of what you can expect from Betten März:

1. **Quality Craftsmanship:** Our products are crafted with attention to detail and a focus on superior quality to ensure long-lasting comfort.
2. **Variety of Styles:** From classic designs to modern aesthetics, our bedding collections cater to diverse tastes and preferences.
3. **Customer Satisfaction:** Your satisfaction is our top priority. If you have any questions or concerns, our dedicated customer support team is here to assist you.

We're thrilled to welcome you to Betten März, where comfort meets style to transform your sleep sanctuary! As a token of our appreciation for choosing us, we're delighted to offer you a special 15% discount on your first purchase.



To redeem your 10% discount, simply use the code: **WELCOME15** at checkout. This exclusive offer is our way of saying thank you for joining our newsletter of sleep enthusiasts.

*Only available to use for Click & Collect

[USE MY VOUCHER](#)



Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

WELCOME EMAIL

EMAIL PLAN

Introduction

When navigating the dynamic landscape of the bedding industry, it becomes increasingly evident that establishing meaningful connections with customers is paramount. In this era of digital communication, email marketing emerges as a powerful tool to not only keep the audience informed about the latest in luxurious sleep essentials but also to foster lasting relationships.

Methodology

To create the emails MailChimp has been used to design and automate the emails for Betten März. Email marketing serves as a marketing strategy designed to inform customers listed in your email database about new products, discounts, and additional services. Beyond mere promotional messages, it can also adopt a more subtle approach, offering educational content to enlighten your audience about the value of your brand or maintain their engagement between purchases (Mailchimp, 2023).

Findings

Welcome Email:

- **Why:** The purpose of the welcome email is to make new subscribers feel valued and appreciated. It aims to initiate a positive relationship by offering a special welcome discount and introducing them to the brand's commitment to comfort and style.
- **How:** By providing a personalized discount code, the email encourages new subscribers to explore the product offerings. It establishes a sense of exclusivity and gratitude, fostering a connection between the customer and the brand.
- **What:** The email includes a warm greeting, expresses gratitude, what to expect from the company, and offers a 15% discount code (WELCOME15) to incentivize the new subscriber to make their first purchase.

The Welcome email will be automatically sent to the customer as soon as they sign up for the newsletter this can happen through the short-term campaign that will be promoted on social media and the website.

Christmas Discount Email:

- **Why:** The primary purpose of the Christmas discount email is to capitalize on the festive season to drive sales and foster customer loyalty. It aims to create a sense of generosity and goodwill, associating positive holiday sentiments with the brand.
- **What:** The content of the email will include a special Christmas discount code, festive visuals, and a call to action encouraging customers to make holiday-themed purchases.
- **How:** Execution: Craft a visually appealing email with Christmas-themed graphics and a warm message. Communicate the exclusive Christmas discount, providing a sense of urgency with a limited-time offer. Utilize persuasive language to evoke emotions tied to the holiday season.
- **Customer Journey:** This email can be placed in the decision/conversion stage of the customer journey, the Christmas discount email targets customers who are already aware of the brand and have shown interest. The goal is to prompt a decision to purchase during the festive season.

As for the seasonal discount email, this will be sent at the beginning of December as a way to show gratitude to the customers.

EMAIL PLAN

Conclusion

The welcome email serves as a crucial touchpoint at the beginning of the customer journey, aiming to make a positive first impression, engage new subscribers, and guide them toward becoming long-term, loyal customers. It sets the foundation for a positive customer relationship by expressing gratitude and providing incentives for future interactions with the bedding company. The Christmas discount email is strategically positioned to influence the decision-making process during the festive season. By offering an exclusive discount and creating a festive atmosphere, the email aims to convert potential customers into active buyers, contributing to increased sales and fostering a positive association between the brand and the holiday season.



HOMEPAGE

Visit the Demo-Website here:
<https://piakabott.wixstudio.io/betten-maerz-dmpdemo>



DEMO-WEBSITE - HOMEPAGE

Research

Introduction

The Betten März website has been completely redesigned and reimagined. Five landing pages were created that are presented in the next slides. Starting with the homepage, which is the first page that will pop up when a visitor clicks on the website. Therefore, it is important to feature all the most important information at first glance. All the pages have been imagined first as wireframes and then have been designed according to them ([Appendix I](#)).

Methodology

To create the website, WIX Studio has been used. Secondary research has been conducted on UX Design principles. Inspiration has also been drawn and applied from analyzing competitors' websites and DMP example websites. Storytelling and UX Design Principles taught in class have been included as well.

Findings

First of all, since the old website is extremely outdated and visually not up to modern standards, it has been decided to discard the old website entirely and create a new one from scratch, which has been done with the consent of the owner.

The overall design principle of the new website is designed to be cohesive throughout all web pages.

Choosing the color blue as the website's main color is a strategic and thoughtful decision. There are various positive associations people have with the color blue, such as clear blue skies, peaceful landscapes, and calming environments ([Dreher, 2018](#)). Moreover, from a physiological standpoint, blue has proven to lower body temperature and pulse rate therefore making it the ideal color to help us fall asleep. Blue is a non-threatening color and transmits security, calmness, and peacefulness, making blue a great choice for businesses that want to capture these positive aspects in their branding, such as Betten März does ([Kelly, 2019](#)).

As a secondary color, we have gone with a light yellow, as the business has been using this color already and wanted to keep it. Moreover, the color yellow is linked to sunshine, hope, laughter, warmth, happiness, and energy. It has the unique ability to evoke spontaneity and joy in individuals. Introducing a touch of yellow to anything that may seem dull or dark can instantly instill a sense of cheerfulness and optimism ([Sharma, 2022](#)). Therefore, it gives us an opportunity to add contrast to the website, both visually and psychologically, preventing it from looking and feeling too monotonous.

For the font we have decided to go with a more decorative cursive for headers, that is very curved while still being readable. Fonts like such are considered a great choice for conveying messages. They are considered as personal and radiate a dedicated approach and familiarity, which makes them an excellent choice for Betten März. However, they are most often not suitable for long-body texts due to legibility. That's why we have chosen to limit the use of this font to headers and use a sans-serif font for longer text, mainly to cater towards accessibility, as such fonts are considered more clean-looking and efficient ([Svaiko, 2023](#)).

For the homepage in particular, the first thing the visitor sees when they open the website is a big banner with a short slogan and the opening hours. For this element, we have oriented ourselves after the websites our competitors have ([Appendix F](#)). The slogan "Betten mit Herz" translates to "Beds with heart" and does not only sound very warm and personal, but also rhymes with "Betten März" making this a fun little pun. Such humorous statements that we have spread all throughout the webpages, can be used as a trigger to gain immediate attention and create a positive attitude towards the brand what ultimately can increase the purchase intention ([Elbers, 2012](#)).

DEMO-WEBSITE - HOMEPAGE

Research

Following the banner, as intended in the Prototype (See: Slide 20), the most important products/services of the store are presented and directly linked to the respective product/service page. The store's most relevant performance, the feather cleaning service, is therefore placed in the center and highlighted with additional design elements. These three elements shall serve our customers to give them a quick glimpse of the range the store offers and make the most important/desired ones quickly accessible.

Below the products, there is a short introduction on what the store is about, linked directly to the "About me" page. For this section, we have used the framework of storytelling to transmit the idea of a local and honest store that is part of the community and strengthens it, and additionally is very keen on customer proximity, which is something that caters especially to our personas as most of them value locality and proximity, as well as their community, a lot (See: Slide 11). There also is a picture displayed of the owner, that once again increases proximity, but also adds to credibility, and gains sympathy.

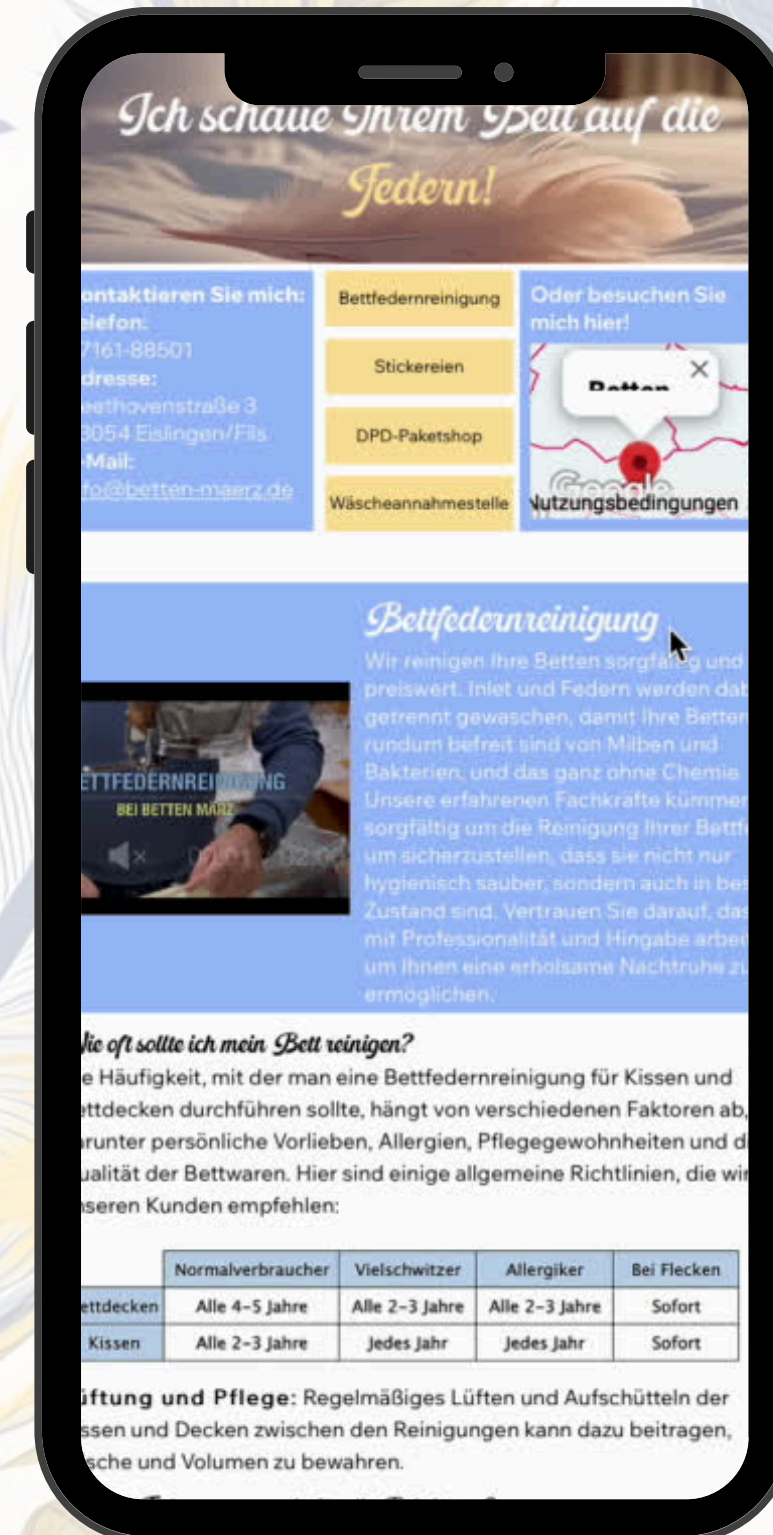
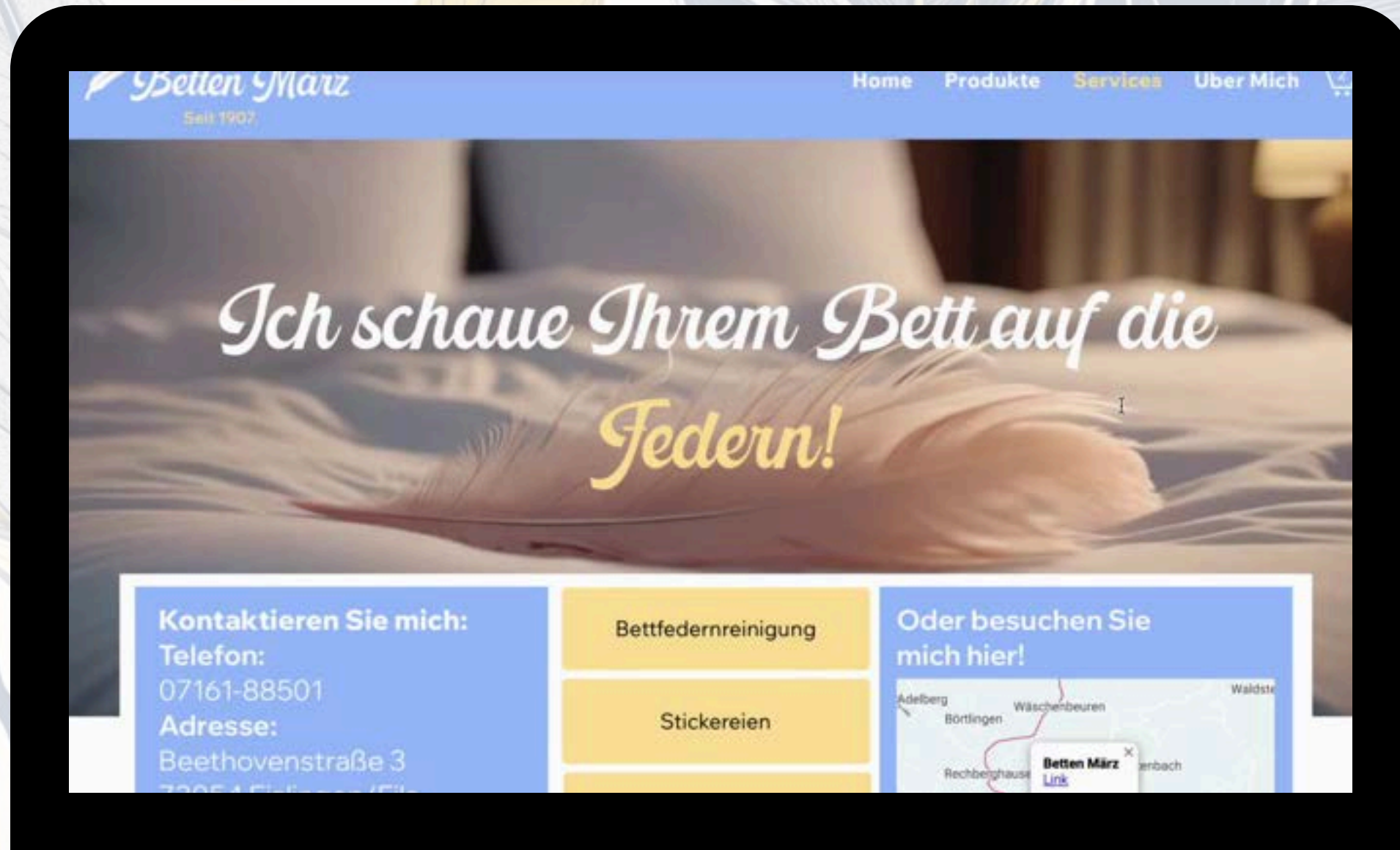
At the bottom of the page, there is a footer. It contains the menu again, as well as contact information so that these very important elements are always visible on each webpage. It also contains the links to the store's social media pages, as well as the option to subscribe to the newsletter that we have prepared for the store.

Conclusion

Overall, the homepage is designed in a very simplistic, yet effective manner. It is easily accessible and contains the most important information about the store at first glance. It does not sensory overload our on average slightly older customers, but still provides them with everything they have requested in the survey. It involves strong elements that show that the store is very community-oriented and values its customers a lot.

SERVICE PAGE

Visit the Demo-Website here:
<https://piakabott.wixstudio.io/betten-maerz-dmpdemo>



DEMO-WEBSITE - SERVICE PAGE

Research

Introduction

Betten März offers a couple of services that need online representation. We have taken on the challenge and designed a webpage that displays all the services offered. While the feather cleaning service is the most important, it has been dedicated the most time and space into it. We have included loads of information on the services as well as important backlinks.

Methodology

To create the website, WIX Studio has been used. Secondary research has been conducted on UX Design principles. Inspiration has also been drawn and applied from analyzing competitors' websites and DMP example websites. Storytelling and UX Design Principles taught in class have been included as well.

Findings

For the Service Page, the same UX design has been applied as for the homepage. Once again, the first thing that appears when a visitor opens the site, is a big banner with a short catchphrase. This time the phrase says "Ich schaue Ihrem Bett auf die Federn" which roughly translates to "I check your bed on its feathers", which is a little twist on a common German saying, which makes this work as a humorous feature.

As the store offers four services, we decided it would be helpful to make them more accessible by displaying them in short form, so that visitors can find what they are looking for right away, and all they have to do is click on the respective service to get to a more detailed description of what they are looking for. Additionally, contact information and location are provided, so that visitors can immediately reach out if they want to acquire a service or have questions.

Since the feather cleaning service is the most important, the depth of its description is longer than of the other services. For this service, we have put together an explanatory video, that takes the visitor into the process of the cleaning. This helps create transparency and adds credibility. The video starts playing automatically (sound off) so that visitors won't miss it. The video uses an automated voice to appear more professional. The voice has consciously been chosen to be female, as Germans, both men and women, prefer digital voices to be female voices, as they are considered to sound more pleasant (Brandt, 2017).

Below the video and a short description of what the service is and how to acquire it, there is a helpful infographic that tells customers why this service is necessary and how often they should ideally acquire it. This can help customers to assess how urgently they need to make use of this service.

Below is an explanation of where the store gets its feathers from. It explains that it only uses high-quality feathers from Bavaria, which is catering to the Personas, as they stated that they value products made in Germany (See: Slide 11). Additionally, there are official labels that verify the quality of the feathers, as well as a backlink to the supplier, in order to make the page more credible.

Lastly, for this service, there is an explanation that the store not only offers to clean existing bedware but also makes brand new bedware for its customers. Below is a link to a guide that shows the customers what the options are that the store offers (See: next slide).

The other services are also listed below, but since they are not as detailed as the cleaning there is less information that can be given to the customer.

For the embroidering service it states which products can be embroidered and what those products can be useful for.

Both the parcel service and the laundry acceptance are very practical services that are dependent on the store's partners and therefore aren't executed by Betten März. Due to personal conflict, we were also not able to include more detailed information on the laundry service and couldn't link the partner. For the parcel service however, there has been a backlink included and since this company is one of Germany's biggest parcel services, this can add a lot of credibility to the site.

DEMO-WEBSITE - SERVICE PAGE

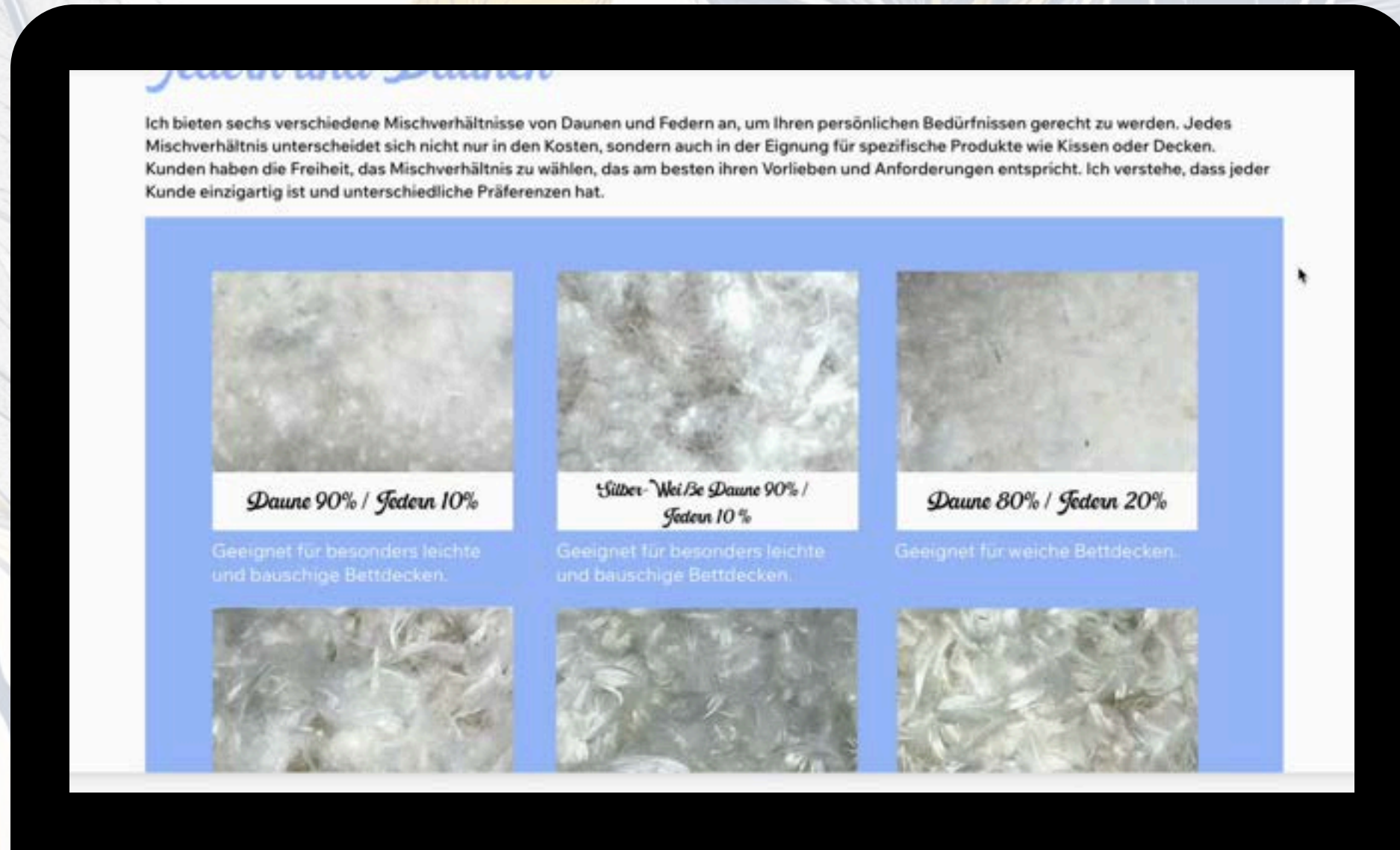
Research

Conclusion

In summary, the Service Page maintains a cohesive UX design, featuring a humorous catchphrase and concise service presentations for easy navigation. The prominent feather cleaning service is detailed through a video, adding transparency, credibility, and a helpful infographic. Information on feather sourcing and an option for new bedware complements the service. Despite limitations on laundry service details, the inclusion of a credible parcel service link enhances the overall credibility of the page. Overall, the Service Page efficiently communicates information, visuals, and user-friendly features to enhance customer engagement and facilitate service acquisition.

BEDDING GUIDE

Visit the Demo-Website here:
<https://piakabott.wixstudio.io/betten-maerz-dmpdemo>



DEMO-WEBSITE - BEDDING GUIDE

Research

Introduction

The Bedding Guide is an important tool that helps website visitors inform themselves about the options regarding new bedsheets. The store does not sell pre-made bedsheets but fills and stitches them for every customer individually. Therefore, this is an essential part as an extension of the feather cleaning to inform visitors about the option to not only get their sheets cleaned but possibly also replaced entirely.

Methodology

To create the website, WIX Studio has been used. Secondary research has been conducted on UX Design principles. Inspiration has also been drawn and applied from analyzing competitors' websites and DMP example websites. Storytelling and UX Design Principles taught in class have been included as well.

Findings

The Guide is divided into two parts. The first part is for the filling options and the second part is for the inlet options. Both parts technically work the same, as they display the different options the store offers.

Above the two boxes is a short description of what the options are and how they differentiate from each other. Under each individual option is another description that explains for each option what its use is and for whom the owner would recommend each option. The whole thing is rounded off with pictures to give the visitor to make this guide more useful and valuable. Additionally, there are size options included for the inlets that can be accessed for each inlet. Through that, the customer gets a clear idea of what their needs are and what their options are.

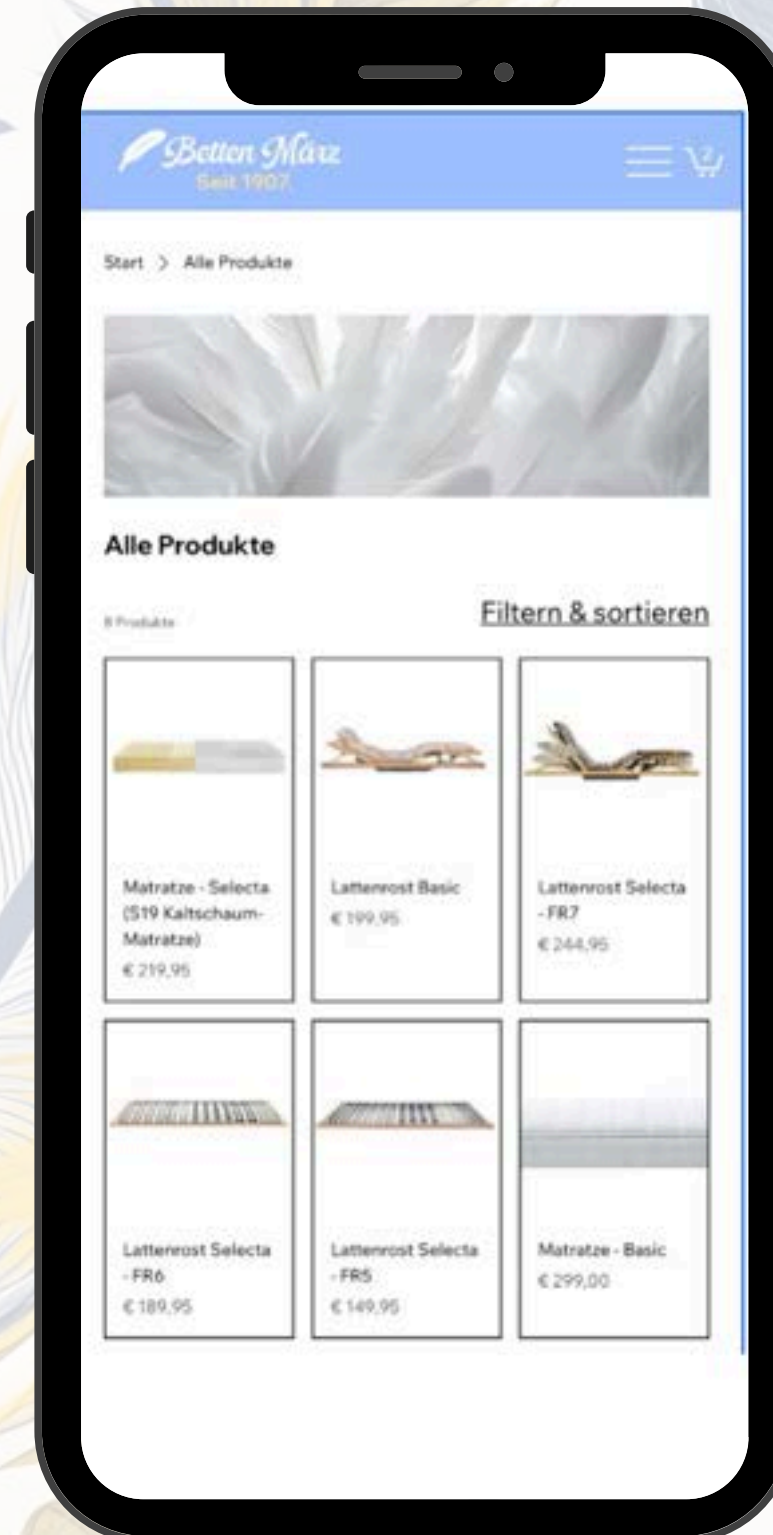
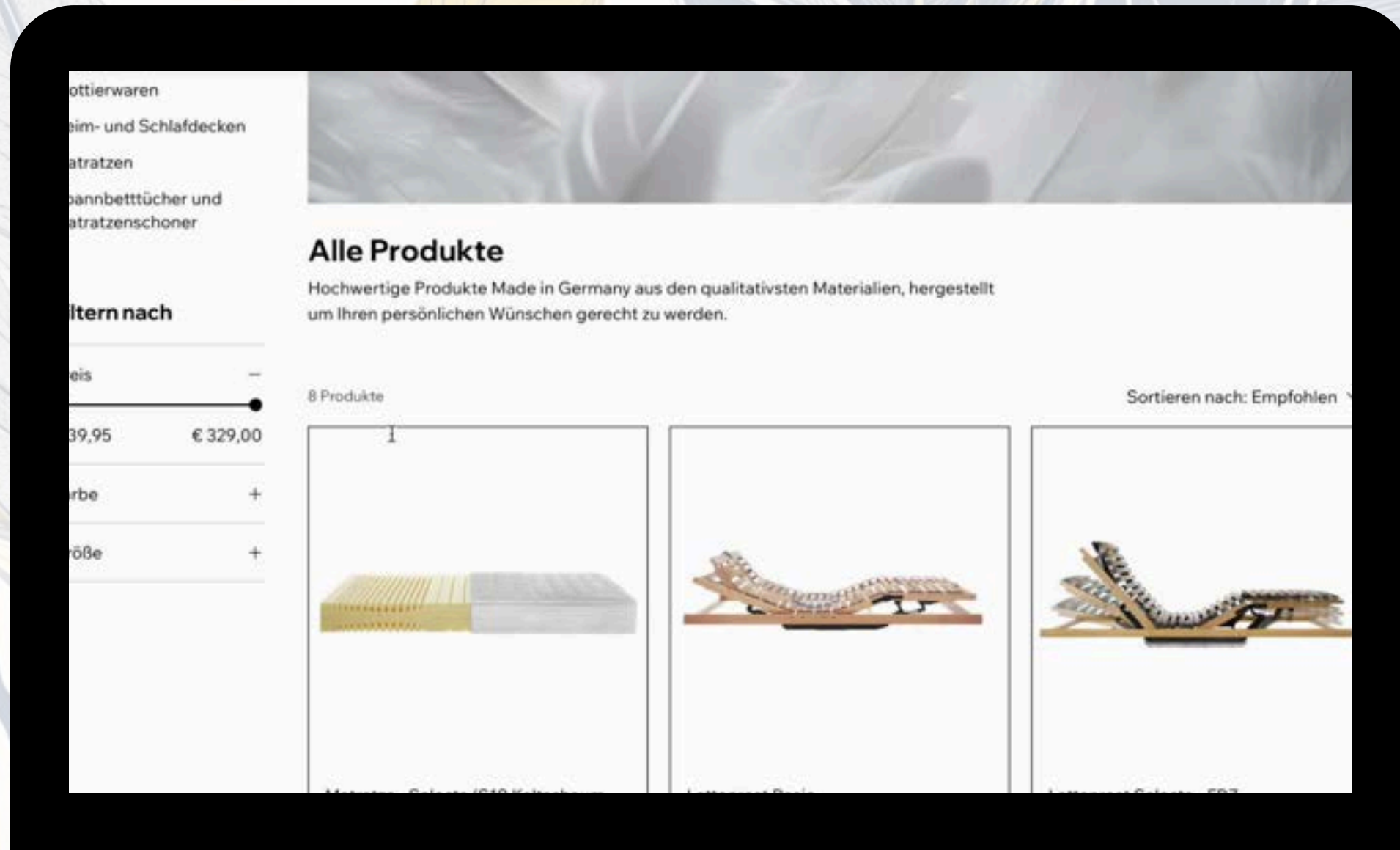
To make the page a little bit more dynamic, the pictures of the options react when the visitors hover over them, as well as animations when the page is loaded for the first time, without overloading the page with such.

Conclusion

In conclusion, the guide seamlessly navigates two sections: filling and inlet options. Each section functions uniformly, providing visual clarity and concise descriptions. Tailored recommendations accompany each option, and dynamic elements, such as responsive images and subtle animations, enhance user engagement without overwhelming the interface. This guide serves as an informative, visually enriching resource, aiding customers in making informed decisions and enhancing their overall experience.

PRODUCT PAGE

Visit the Demo-Website here:
<https://piakabott.wixstudio.io/betten-maerz-dmpdemo>



DEMO-WEBSITE - PRODUCT PAGE

Research

Introduction

As this is the first time the store has implemented an online store, it was a challenge for us to create one without any previous reference. Collecting all the products to put up on the online store has turned out to be an obstacle as well and is the reason to why this list as of right now is incomplete and needs updating once the inventory is taken. As of right now, we have focused on creating a framework of a product page to convey the idea of how the final product will look like.

Methodology

To create the website, WIX Studio has been used. Secondary research has been conducted on UX Design principles. Inspiration has also been drawn and applied from analyzing competitors' websites and DMP example websites. Storytelling and UX Design Principles taught in class have been included as well.

Findings

The store offers six categories of products that can be sold online. The visitors can sort after the product category they are looking for and then will be presented with all the options the store offers. The list of all products however, is as of right now still incomplete, as the store will have to take inventory anyway in the next month and will then be able to provide the full list of the exact products that can be sold online, meaning that this is work in progress, even though the product list will need to be updated continuously anyways.

The design of the product page is very basic and minimalistic, making it very easy to navigate. The viewer has the option to apply a multitude of filters to search for the exact product they are looking for, such as a price filter, color filter (if available), and a size filter. In addition to that, there is the option to sort the results after certain criteria, such as highest price, lowest price, recommended, etc.

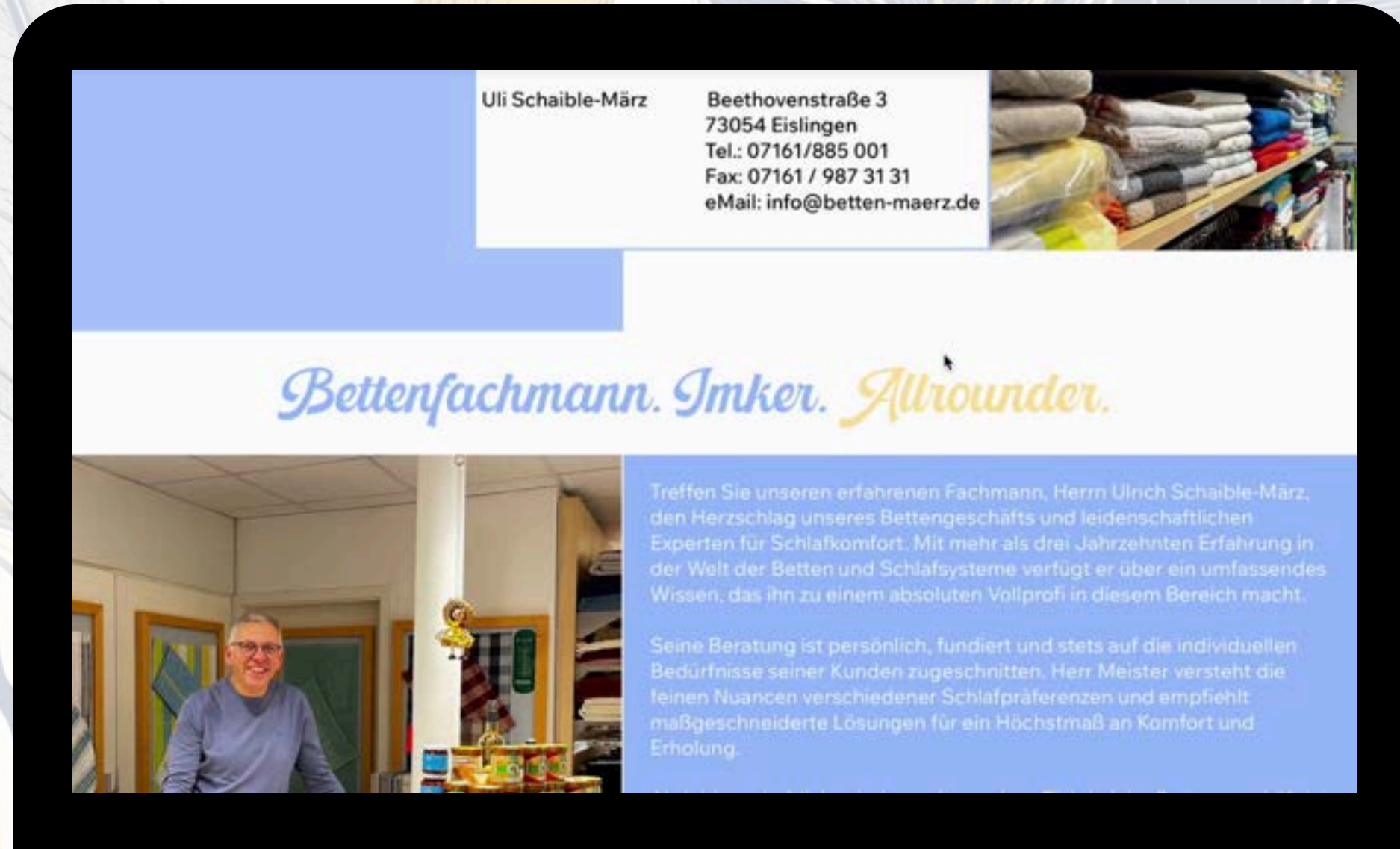
Every product category has a little picture as a visual aspect and a description of the offered products up top, also highlighting in particular that the store is only using products Made in Germany, to cater towards the Personas as well as SEO. The individual products themselves are portrayed with a professional picture, or if available several, product names and prices, making the most important information visible at first glance., making this page highly valuable and accessible.

Conclusion

In conclusion, the design prioritizes user-friendly navigation, complemented by a range of filters and sorting options. Each product category is accompanied by a visual representation and a succinct description, emphasizing the exclusive use of Germany-made products. As the platform evolves, it aspires to offer an enhanced and accessible online shopping experience. Further updates and refinements are anticipated in the subsequent phases of development.

ABOUT ME

Visit the Demo-Website here:
<https://piakabott.wixstudio.io/betten-maerz-dmpdemo>



DEMO-WEBSITE - ABOUT ME

Research

Introduction

As the last page, it is important to add an about me page. This page will work as a business card and contain all the important information about the store and its owner, as well as all the important contact information.

Methodology

To create the website, WIX Studio has been used. Secondary research has been conducted on UX Design principles. Inspiration has also been drawn and applied from analyzing competitors' websites and DMP example websites. Storytelling and UX Design Principles taught in class have been included as well.

Findings

The About Me page is designed very simply as well and features the most important information about the store. It starts at the top with the contact information, so that it is visible immediately. It is additionally presented in a business card style to really keep it simple and clear.

The header for the about me translates to "Bedding-professional. Beekeeper. Allrounder." highlighting the owners' versatile abilities in a short phrase. This once again works in a way as a humorous statement and also has a very down-to-earth tone to it, which increases sympathy.

Below is a short text that introduces the owner and his principles. This is a very personal text that is supposed to add a lot of credibility, sympathy, and proximity. The text once again highlights the importance of the community and personal service and needs. The text includes another personal layer, introducing the beekeeping products to the customers. Due to legal reasons, we were not able to show this part of the store in more detail. But since the beekeeping products are being sold in-store as well and are beloved by customers, the owner permitted us to add this aspect in the About Me. It also includes the official German-certified honey badge at the bottom, as well as a backlink to the affiliate lip balm business, which adds another layer of credibility to the website.

Here we have also included personal photos of the store and the owner, to gain sympathy and increase credibility once again.

Conclusion

In conclusion, the About Me page is thoughtfully designed for simplicity and clarity. The business card-style layout prominently displays contact information. The header, "Bedding-professional. Beekeeper. Allrounder." adds a touch of humor and down-to-earth tone. The personal text below emphasizes the owner's principles, community focus, and introduces the beekeeping products, fostering credibility and proximity.



APPENDIX

WEB-BASED ANALYTICS APPENDIX A

Nibbler SEO audit for www.betten-maerz.de

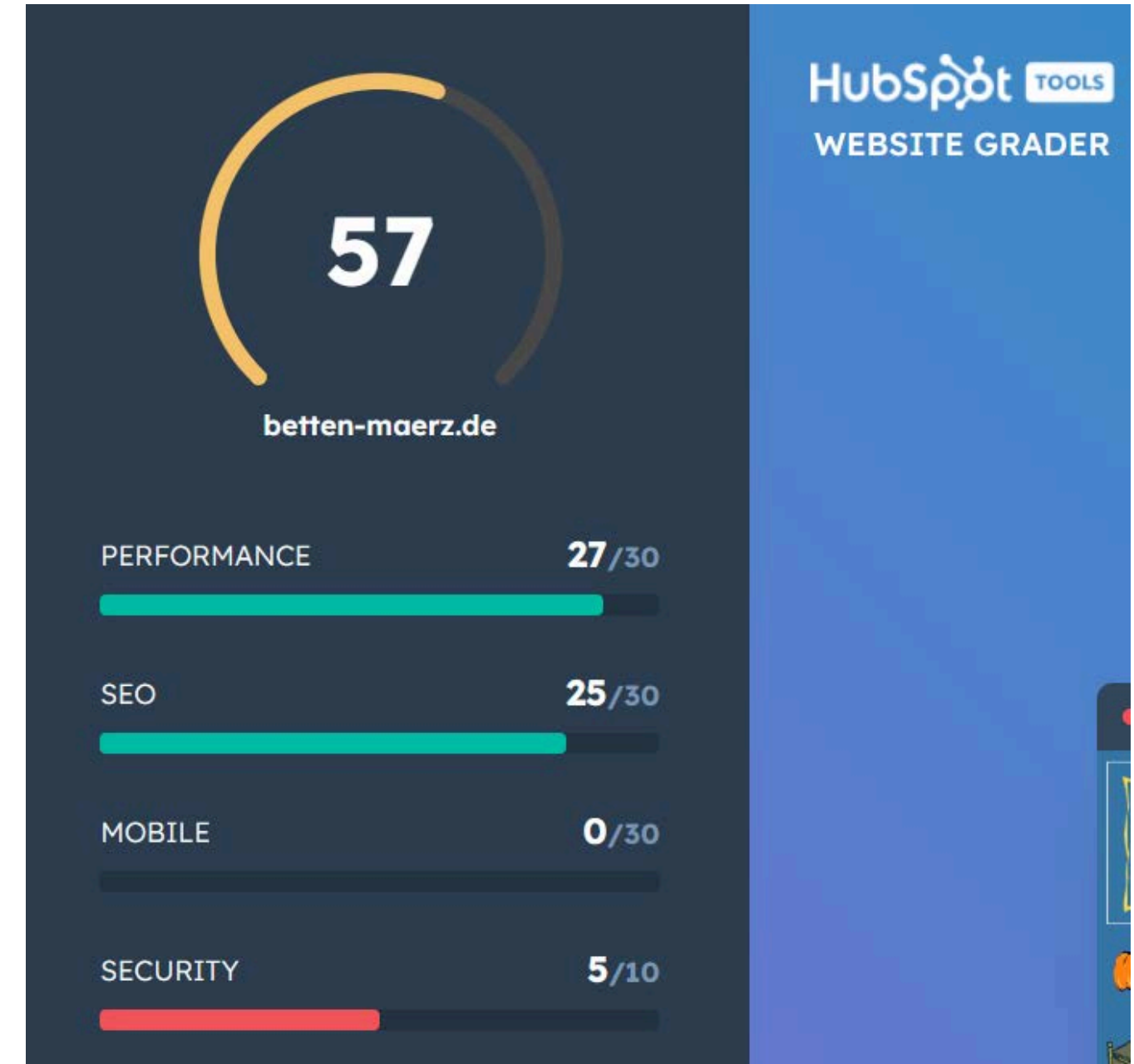
- 4.7 Overall**
The overall score for this website.
- 5.9 Accessibility**
How accessible the website is to mobile and disabled users.
[See contributing tests](#)
- 3.7 Experience**
How satisfying the website is likely to be for users.
[See contributing tests](#)
- 2.2 Marketing**
How well marketed, and popular the website is.
[See contributing tests](#)
- 5.2 Technology**
How well designed and built the website is.
[See contributing tests](#)



Nibbler tested a sample of 5 pages from this website at 10:32 on 21 Sep 2023 (CEST).

[Retest](#)

Overview	
Twitter	0.0
Analytics	0.0
Headings	0.0
Printability	0.0
Freshness	0.0
Popularity	1.0
Meta tags	2.0
Mobile	3.0
Server behaviour	5.2
URL format	5.2
Amount of content	6.0
Images	8.0
Internal links	8.5
Page titles	10
Domain age	i
More features	+
5 pages tested	



Domain Analytics *i*

Scope: Root Domain | Germany | Desktop | Sep 20, 2023

Authority Score *i*

7 +5

Semrush Rank 1.7M

Organic Traffic *i*

33 0%

Organic Keywords *i*

7 0%

Paid Keywords *i*

0 0%

Paid Traffic 0

Ref. Domains *i*

27 +8%

Backlinks ↑ 31

SEO & COMPETITOR ANALYSIS

APPENDIX A-1

	Betten März	Betten Scheel	schlafgut
Organic Keywords	8	520	22
Organic Monthly Traffic	37	422	99
Domain Authority	6/100	17/100	24/100
Backlinks	23	643	1

***Based on Neil Patel's SEO Tool**

SURVEY RESULTS 1

(STEFAN) APPENDIX B

Keywords mentioned:

- Hochwertige Schlafzimmermöbel
- Lokales Bettengeschäft Kaufmann

- 7 are married, 2 are divorced
- 5 live in a village, 2 in a smalltown, 1 in a middle town and 1 in a city
- 2 have lowest education level, 1 middle school, 1 graduated, 2 apprenticeships and 2 academics
- 2 earn between 1.000-2.500, 2 between 4.000-5.500 and 2 over 7.000€ p.m.
- Most work in the business area in the sales department
- Gardening, sports and hiking are commonly mentioned hobbies
- 4 use Facebook, 1 YouTube
- 7 spend less than 1 hour online, 2 between 1-2 hours
- All 9 use whats app and E-Mail, 4 mentioned the telephone as preferred communication method
- 4 say they regularly buy online, 5 don't
- 4 spend less than 50€ p.m. online, 1 between 50-100€, 1 between 100-300€ and 1 between 300-500€
- 5 buy mainly electronics online, 4 household items and 3 buy clothing
- 5 buy directly from the fabricant, 4 buy from amazon, 3 from online websites of stationary stores (Ikea, Media Markt etc.)
- 8 would buy a mattress directly in a local store after getting consultation there and 1 would do research online and then order the best deal
- All 9 know the store through personal contact with the owner or through word to mouth contact
- 6 mainly visit the store for bedware, 6 for honey products, 4 for other textiles (towels, covers etc.), 3 for cleaning services and 2 for bedframes etc.
- Most important aspects for bedding products (5 is most important) (left), in comparison to Betten März (right)

Qualität	- 3.11 Durchschnitt / 9 Teilnehmer	Ø 4.0 ± 1.6	Ø n/a	Ø 4.0	Qualität	Ø n/a	Ø 3.9 ± 1.7	Ø n/a	Ø 3.9	
Preis		Ø n/a	Ø 3.1 ± 1.2	Ø n/a	Ø 3.1	Preis	Ø n/a	Ø 3.7 ± 1.7	Ø n/a	Ø 3.7
Aussehen		Ø n/a	Ø 3.4 ± 1.3	Ø n/a	Ø 3.4	Aussehen	Ø n/a	Ø 3.8 ± 1.6	Ø n/a	Ø 3.8
Komfort		Ø n/a	Ø 3.8 ± 1.5	Ø n/a	Ø 3.8	Komfort	Ø n/a	Ø 3.9 ± 1.7	Ø n/a	Ø 3.9
Langlebigkeit		Ø n/a	Ø 4.0 ± 1.2	Ø n/a	Ø 4.0	Langlebigkeit	Ø n/a	Ø 4.0 ± 1.7	Ø n/a	Ø 4.0
Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)		Ø n/a	Ø 3.6 ± 1.6	Ø n/a	Ø 3.6	Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	Ø n/a	Ø 3.9 ± 1.7	Ø n/a	Ø 3.9
Individuelle Anpassungsmöglichkeiten		Ø n/a	Ø 2.8 ± 1.4	Ø n/a	Ø 2.8	Individuelle Anpassungsmöglichkeiten	Ø n/a	Ø 3.4 ± 1.7	Ø n/a	Ø 3.4
Nachhaltigkeit		Ø n/a	Ø 3.1 ± 0.9	Ø n/a	Ø 3.1	Nachhaltigkeit	Ø n/a	Ø 3.3 ± 1.5	Ø n/a	Ø 3.3
Garantie (von bspw. Bettrahmen, Matratzen etc.)		Ø n/a	Ø 2.9 ± 1.2	Ø n/a	Ø 2.9	Garantie (von bspw. Bettrahmen, Matratzen etc.)	Ø n/a	Ø 3.6 ± 1.7	Ø n/a	Ø 3.6
Individuelle Beratung		Ø n/a	Ø 3.8 ± 1.6	Ø n/a	Ø 3.8	Individuelle Beratung	Ø n/a	Ø 3.9 ± 1.6	Ø n/a	Ø 3.9
Gesamt		Ø 0.0	Ø 3.5	Ø 0.0	Ø 3.5	Gesamt	Ø 0.0	Ø 3.8	Ø 0.0	Ø 3.8

- Personal contact, great transparency and no anonymity are mentioned as key factors why they choose the store
- Assuming that in the future Betten März would also be available online for orders to be picked up, for information about products and offers and for inquiring about orders or booking consultation appointments, could you imagine using this? - 5 say yes, 4 say no
- 6 would follow our online channels, 3 wouldn't
- No options to get informed online are key critique points
- All 9 would recommend us to others

SURVEY RESULTS 2

(CHRISTINE) APPENDIX B

Keywords mentioned:

- Rückenfreundliche Matratze
- Made in Germany Bettwäsche
- Bettenladen in meiner Nähe

- 7 are married, 1 is divorced, 1 in a relationship
- 2 live in a village, 3 in a smalltown, 4 in a middle town
- 1 has lowest education level, 4 middle school, 2 graduated, 1 apprenticeships and 1 academic
- 2 earn between 1.000-2.500, 5 between 2.500-4.000
- Most work in a corporate environment as clerks or accountants
- Reading, gardening and travelling are commonly mentioned hobbies
- 5 use Instagram, 3 use Facebook, 3 YouTube
- 7 spend less than 1 hour online, 2 between 1-2 hours
- All 9 use whats app and E-Mail, 6 mentioned the telephone
- 3 say they regularly buy online, 6 don't
- 2 spend less than 50€ p.m. online, 4 between 50-100€, 1 between 100-300€
- 4 buy mainly electronics online, 3 household items and 2 buy clothing and 2 buy cosmetics
- 4 buy directly from the fabricant, 6 buy from amazon, 3 from online websites of stationary stores (Ikea, Media Markt etc.), 3 from other online stores (Otto etc.)
- 5 would buy a mattress directly in a local store after getting consultation there and 2 would get consultation in several offline stores, 1 person would do online research and buy in a store
- 5 know the store through personal contact with the owner or through word to mouth contact, 2 because they came across it due to living close, 1 came across it randomly
- 7 mainly visit the store for bedware, 9 for honey products, 6 for other textiles (towels, covers etc.), 5 for cleaning services and 2 for bedframes etc.
- Most important aspects for bedding products (5 is most important) (left), in comparison to Betten März (right):

- Friendliness, locality/sense of community and closeness are mentioned as key factors why they choose the store
- Assuming that in the future Betten März would also be available online for orders to be picked up, for information about products and offers and for inquiring about orders or booking consultation appointments, could you imagine using this? - 6 say yes, 2 say no
- 7 would follow our online channels, 1 wouldn't
- Outer appearance, online appearance and lack of information (opening hours) are key critique points
- All 9 would recommend us to others

Qualität	ø 4.3 ± 1.1	ø n/a	ø n/a	ø 4.3	Qualität	ø 4.4 ± 1.4	ø n/a	ø n/a	ø 4.4
Preis	ø 3.2 ± 1.0	ø n/a	ø n/a	ø 3.2	Preis	ø 3.7 ± 0.9	ø n/a	ø n/a	ø 3.7
Aussehen	ø 4.4 ± 1.0	ø n/a	ø n/a	ø 4.4	Aussehen	ø 3.8 ± 1.1	ø n/a	ø n/a	ø 3.8
Komfort	ø 4.2 ± 1.3	ø n/a	ø n/a	ø 4.2	Komfort	ø 4.3 ± 1.0	ø n/a	ø n/a	ø 4.3
Langlebigkeit	ø 3.8 ± 1.2	ø n/a	ø n/a	ø 3.8	Langlebigkeit	ø 4.3 ± 1.1	ø n/a	ø n/a	ø 4.3
Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	ø 4.4 ± 1.3	ø n/a	ø n/a	ø 4.4	Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	ø 4.6 ± 1.0	ø n/a	ø n/a	ø 4.6
Individuelle Anpassungsmöglichkeiten	ø 4.0 ± 0.9	ø n/a	ø n/a	ø 4.0	Individuelle Anpassungsmöglichkeiten	ø 4.4 ± 1.2	ø n/a	ø n/a	ø 4.4
Nachhaltigkeit	ø 3.9 ± 1.2	ø n/a	ø n/a	ø 3.9	Nachhaltigkeit	ø 4.0 ± 1.2	ø n/a	ø n/a	ø 4.0
Garantie (von bspw. Bettrahmen, Matratzen etc.)	ø 4.2 ± 1.3	ø n/a	ø n/a	ø 4.2	Garantie (von bspw. Bettrahmen, Matratzen etc.)	ø 4.0 ± 1.2	ø n/a	ø n/a	ø 4.0
Individuelle Beratung	ø 4.4 ± 1.3	ø n/a	ø n/a	ø 4.4	Individuelle Beratung	ø 4.4 ± 1.3	ø n/a	ø n/a	ø 4.4
Gesamt	ø 4.1	ø 0.0	ø 0.0	ø 4.1	Gesamt	ø 4.2	ø 0.0	ø 0.0	ø 4.2

SURVEY RESULTS 3

(WALTER) APPENDIX B

Keywords mentioned:

- Echtholz-Bettgestell
- Bettengeschäft Familienbetrieb
- Beratung Bettenfachgeschäft

- 7 are married, 1 is divorced, 1 is widowed
- 4 live in a village, 3 in a smalltown, 1 in a middle town, 1 in a city
- 1 has lowest education level, 2 middle school, 2 graduated, 1 apprenticeships and 3 academics
- 1 has no income, 3 earn between 1.000-2.500, 1 between 2.500-4.000, 1 between 4.000-5.500€, 1 over 7.000€
- Majority has already retired
- Beekeeping, biking are commonly mentioned hobbies
- 2 use Instagram, 2 use Facebook, 3 YouTube
- 6 spend less than 1 hour online, 1 between 1-2 hours
- all use whats app and E-Mail, 4 mentioned the telephone
- 2 say they regularly buy online, 5 don't
- 1 spends less than 50€ p.m. online, 1 between 100-300€
- 2 buy mainly electronics online, 1 household items and 2 buy clothing and 1 buy diverse textiles
- 3 buy directly from the fabricant, 3 buy from amazon
- 6 would buy a mattress directly in a local store after getting consultation there and 1 would get consultation in several offline stores
- 6 know the store through personal contact with the owner or through word to mouth contact, 1 because he came across it due to living close
- 4 mainly visit the store for bedware, 4 for honey products, 2 for other textiles (towels, covers etc.), 3 for cleaning services and 2 for bedframes etc.
- Most important aspects for bedding products (5 is most important)

- Locality, competence (expertise) and honesty (other than big companies) are mentioned as key factors why they choose the store
- Assuming that in the future Betten März would also be available online for orders to be picked up, for information about products and offers and for inquiring about orders or booking consultation appointments, could you imagine using this? – 2 say yes, 5 say no
- 2 would follow our online channels, 4 wouldn't
- All 9 would recommend us to others

Qualität	∅ n/a	∅ 4.3 ± 1.4	∅ n/a	∅ 4.3	Qualität	∅ n/a	∅ 4.3 ± 1.5	∅ n/a	∅ 4.3
Preis	∅ n/a	∅ 3.9 ± 1.1	∅ n/a	∅ 3.9	Preis	∅ n/a	∅ 4.3 ± 1.5	∅ n/a	∅ 4.3
Aussehen	∅ n/a	∅ 3.4 ± 1.4	∅ n/a	∅ 3.4	Aussehen	∅ n/a	∅ 4.2 ± 1.6	∅ n/a	∅ 4.2
Komfort	∅ n/a	∅ 4.3 ± 1.4	∅ n/a	∅ 4.3	Komfort	∅ n/a	∅ 4.2 ± 1.6	∅ n/a	∅ 4.2
Langlebigkeit	∅ n/a	∅ 4.3 ± 1.4	∅ n/a	∅ 4.3	Langlebigkeit	∅ n/a	∅ 4.2 ± 1.6	∅ n/a	∅ 4.2
Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	∅ n/a	∅ 4.0 ± 1.4	∅ n/a	∅ 4.0	Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	∅ n/a	∅ 4.3 ± 1.5	∅ n/a	∅ 4.3
Individuelle Anpassungsmöglichkeiten	∅ n/a	∅ 3.3 ± 1.2	∅ n/a	∅ 3.3	Individuelle Anpassungsmöglichkeiten	∅ n/a	∅ 4.2 ± 1.6	∅ n/a	∅ 4.2
Nachhaltigkeit	∅ n/a	∅ 3.8 ± 1.1	∅ n/a	∅ 3.8	Nachhaltigkeit	∅ n/a	∅ 4.2 ± 1.6	∅ n/a	∅ 4.2
Garantie (von bspw. Bettrahmen, Matratzen etc.)	∅ n/a	∅ 3.5 ± 1.4	∅ n/a	∅ 3.5	Garantie (von bspw. Bettrahmen, Matratzen etc.)	∅ n/a	∅ 4.2 ± 1.6	∅ n/a	∅ 4.2
Individuelle Beratung	∅ n/a	∅ 4.1 ± 1.5	∅ n/a	∅ 4.1	Individuelle Beratung	∅ n/a	∅ 4.3 ± 1.4	∅ n/a	∅ 4.3
Gesamt	∅ 0.0	∅ 3.9	∅ 0.0	∅ 3.9	Gesamt	∅ 0.0	∅ 4.3	∅ 0.0	∅ 4.3

SURVEY RESULTS 4

(NADINE) APPENDIX B

Keywords mentioned:

- Bezahlbare Bettwäsche
- Kuscheliger Bettbezug
- Modernes Schlafzimmer Inspo

- 1 is married, 1 is single, 3 in a relationship
- 3 live in a village, 1 in a middle town
- 2 graduated, 2 academics
- 2 have no income, 2 earn between 1.000-2.500
- Most are students or have just recently started working
- Fashion, friends and sport are commonly mentioned hobbies
- 5 use Instagram, 3 use Facebook, 3 YouTube 3 Pinterest, 3 TikTok
- 1 spends less than 1 hour online, 1 between 1-2 hours and 2 between 3-4 hours
- 4 use whats app and E-Mail
- 4 say they regularly buy online, 0 don't
- 2 spend between 50-100€, 2 between 100-300€
- 4 buy mainly electronics online, 1 household items and 3 buy clothing, 2 buy cosmetics, 2 buy accessoires, and 1 decorations
- 4 buy directly from the fabricant, 3 buy from amazon, 3 from other online stores (Otto etc.), 3 from online fashion stores, 2 from Chinese companies
- 2 would buy a mattress directly in a local store after getting consultation there and 1 would get consultation in several offline stores, 1 person would buy and research online
- 4 know the store through personal contact with the owner or through word to mouth contact
- 3 mainly visit the store for bedware, 4 for honey products, 1 for other textiles (towels, covers etc.), 1 for cleaning services
- Most important aspects for bedding products (5 is most important)

- Friendliness, reliability and closeness are mentioned as key factors why they choose the store
- Assuming that in the future Betten März would also be available online for orders to be picked up, for information about products and offers and for inquiring about orders or booking consultation appointments, could you imagine using this? - 4 say yes, 0 say no
- 3 would follow our online channels, 1 wouldn't
- Outer appearance, online appearance and lack of information about the sortiment are key critique points
- All would recommend us to others

Qualität	ø 4.5 ± 0.5	ø 4.5 ± 0.5	ø n/a	ø 4.5	Qualität	ø 5.0 ± 0.0	ø 5.0 ± 0.0	ø n/a	ø 5.0
Preis	ø 4.0 ± 1.0	ø 4.0 ± 0.0	ø n/a	ø 4.0	Preis	ø 3.5 ± 0.5	ø 4.0 ± 0.0	ø n/a	ø 3.7
Aussehen	ø 5.0 ± 0.0	ø 4.5 ± 0.5	ø n/a	ø 4.8	Aussehen	ø 4.0 ± 1.0	ø 5.0 ± 0.0	ø n/a	ø 4.3
Komfort	ø 4.0 ± 1.0	ø 4.5 ± 0.5	ø n/a	ø 4.3	Komfort	ø 5.0 ± 0.0	ø 5.0 ± 0.0	ø n/a	ø 5.0
Langlebigkeit	ø 3.5 ± 0.5	ø 5.0 ± 0.0	ø n/a	ø 4.3	Langlebigkeit	ø 5.0 ± 0.0	ø 5.0 ± 0.0	ø n/a	ø 5.0
Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	ø 4.0 ± 0.0	ø 4.5 ± 0.5	ø n/a	ø 4.3	Verbundene Services (Umtauschmöglichkeit, Aufbau und Lieferung etc.)	ø 4.5 ± 0.5	ø 5.0 ± 0.0	ø n/a	ø 4.7
Individuelle Anpassungsmöglichkeiten	ø 4.0 ± 0.0	ø 3.5 ± 0.5	ø n/a	ø 3.8	Individuelle Anpassungsmöglichkeiten	ø 3.5 ± 0.5	ø 5.0 ± 0.0	ø n/a	ø 4.0
Nachhaltigkeit	ø 3.5 ± 0.5	ø 3.0 ± 1.0	ø n/a	ø 3.3	Nachhaltigkeit	ø 4.5 ± 0.5	ø 5.0 ± 0.0	ø n/a	ø 4.7
Garantie (von bspw. Bettrahmen, Matratzen etc.)	ø 4.5 ± 0.5	ø 3.5 ± 0.5	ø n/a	ø 4.0	Garantie (von bspw. Bettrahmen, Matratzen etc.)	ø 4.5 ± 0.5	ø 5.0 ± 0.0	ø n/a	ø 4.7
Individuelle Beratung	ø 5.0 ± 0.0	ø 4.5 ± 0.5	ø n/a	ø 4.8	Individuelle Beratung	ø 5.0 ± 0.0	ø 5.0 ± 0.0	ø n/a	ø 5.0
Gesamt	ø 4.2	ø 4.2	ø 0.0	ø 4.2	Gesamt	ø 4.5	ø 4.9	ø 0.0	ø 4.6

PERSONAS APPENDIX C



Name:

Stefan Waibel

Age:

52

Profession:

Salesman

Residence:

Village ~ 3.000 people

Education:

Apprenticeship

Income p.m.:

~ 5.000€

Identifiers:

Social Media Plattformen: 

Time spent online p.d.: less than 1 hour

Preferred communication:   

Freetime spent on: Gardening, Sports, Hiking

Goals:

Qualitative sleep and health are very important to Stefan. So he wants bedding products of high quality with a great longevity that he can rely on in the long term and that will support his aging body.

Challenges:

Stefan is unhappy with the anonymity and lack of transparency of bigger companies and wishes for more options that match his individual needs.

Common Objections:

Stefan is often very busy and would appreciate more options to inform himself from home.

Keywords: Hochwertige Schlafzimmermöbel, Lokales Bettengeschäft Kaufmann

PERSONAS APPENDIX C



Name:

Christine Hofmann

Age:

55

Profession:

Accountant

Residence:

Town ~ 5.000 people

Education:

Middle School

Income p.m.:

~ 3.000€

Identifiers:

Social Media Plattformen:   

Time spent online p.d.: around 1 hour

Preferred communication:   

Freetime spent on: Reading, Gardening, Travelling

Goals:

Christine is a very visual person and wants to create a cozy and inviting home for her and her family. She also wants to support the local community and get in contact with people from the area.

Challenges:

Christine often struggles with back-pain and is therefore having a hard time finding customizable options that meet her requirements.

Common Objections:

Christine is not very pleased with the outer appearance and online appearance of the company and thinks there should be a modernization.

Keywords: Rückenfreundliche Matratze,
Made in Germany Bettwäsche, Bettenladen in meiner Nähe

PERSONAS APPENDIX C



Name:

Walter Schwarz

Age:

70

Profession:

Retired

Residence:

Town ~ 7.000 people

Education:

Middle School

Income p.m.:

~ 2.000€

Identifiers:

Social Media Plattformen:   

Time spent online p.d.: less than 1 hour

Preferred communication:  

Freetime spent on: Biking, Beekeeping

Goals:

Walter is already in his older ages and therefore very keen to provide his body with only the best. For that he is looking for people he can trust with their expertise and competence.

Challenges:

Walter is bothered by the commercialization, especially with foreign companies as he values locality and honest work.

Common Objections:

Walter is all about personal contact and therefore only available offline. If the company becomes too online oriented we would lose him.

Keywords: Echtholz Bettgestell, Bettengeschäft
Familienbetrieb, Beratung Bettenfachgeschäft

PERSONAS APPENDIX C

**Name:**

Nadine Bauer

Age:

28

Profession:

Working Student

Residence:

Town ~ 7.000 people

Education:

Graduated

Income p.m.:

~ 1.500€

Identifiers:

Social Media Plattformen:    

Time spent online p.d.: around 3 hours

Preferred communication:  

Freetime spent on: Friends, Fashion, Sport

Goals:

Nadine has freshly moved in with her partner into their first own apartment and is now looking to build a comfortable and modern home that provides both longevity and quality on a budget.

Challenges:

Nadine is overwhelmed by all the products offered online and struggles to find the right options.

Nadine is a typical follower of the convenience trend and therefore prefers doing as many things from home, without complications, as possible.

Common Objections:

Nadine prefers having a look at the sortiment online to form an opinion about the products. She also wishes for a more appealing outlay.

Nadine is very active online and therefore always up-to-date with the newest trends, so when looking for new bedding, she will be looking for modern designs, which we do not offer in the desired intensity.

Keywords: Bezahlbare Bettwäsche, Kuscheliger Bettbezug, Modernes Schlafzimmer Inspo

Keywords from the interviews			
Stefan	Christine	Walter	Nadine
Hochwertige Schlafzimmermöbel	Rückenfreundliche Matratze	Echtholz-Bettgestell	Bezahlbare Bettwäsche
Lokales Bettengeschäft Kaufmann	Made in Germany Bettwäsche	Bettengeschäft Familienbetrieb	Modernes Schlafzimmer Inspo
	Bettenladen in meiner Nähe	Beratung Bettenfachgeschäft	Kuscheliger Bettbezug

**KEYWORD
RESEARCH
APPENDIX D**

	Ubersuggest			
Keyword	Volume	CPC	Keyword difficulty	Results
Bettwäsche made in Germany	210	€ 1,35	6%	1,9 M
Rückenfreundliche Matratze	30	€ 1,22	X	X
Hochwertige Schlafzimmermöbel	20	\$ 0,54	X	X
	AnswerThePublic			
Bettwäsche made in Germany	260	\$2,02	X	X
Bettwäsche 200x 220	27,1K	\$1,14	X	X
bettwäsche normale gröÙe	2,4K	\$0,57	X	X
	Semrush			
Bettwäsche bio baumwolle	420	\$1,63	X	X
Bettwäsche online kaufen	420	\$0,59	X	X

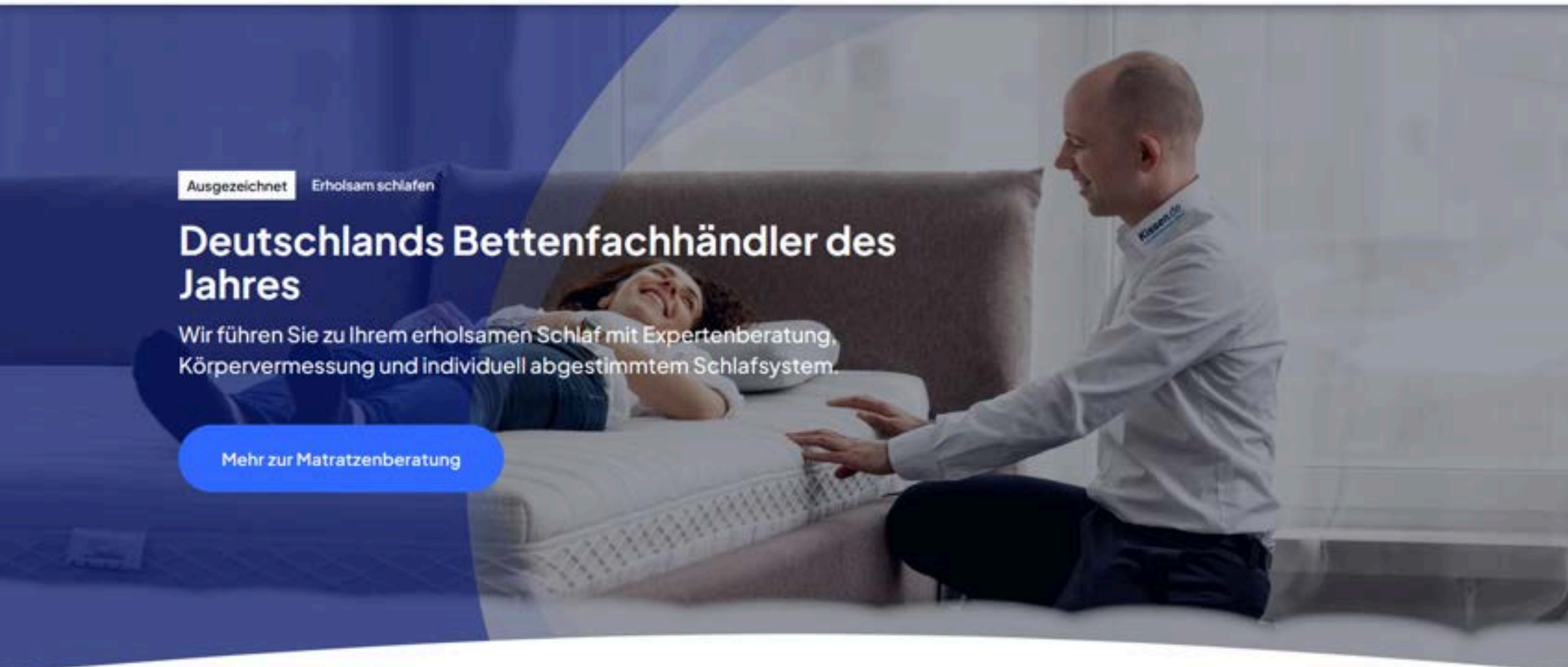


Bettwäsche neu gedacht

ENTDECKE UNSERE NEUE BETTWÄSCHE IN 26 PERFEKTEN FARBEN



📅 Beratungstermin



Ausgezeichnet Erholsam schlafen

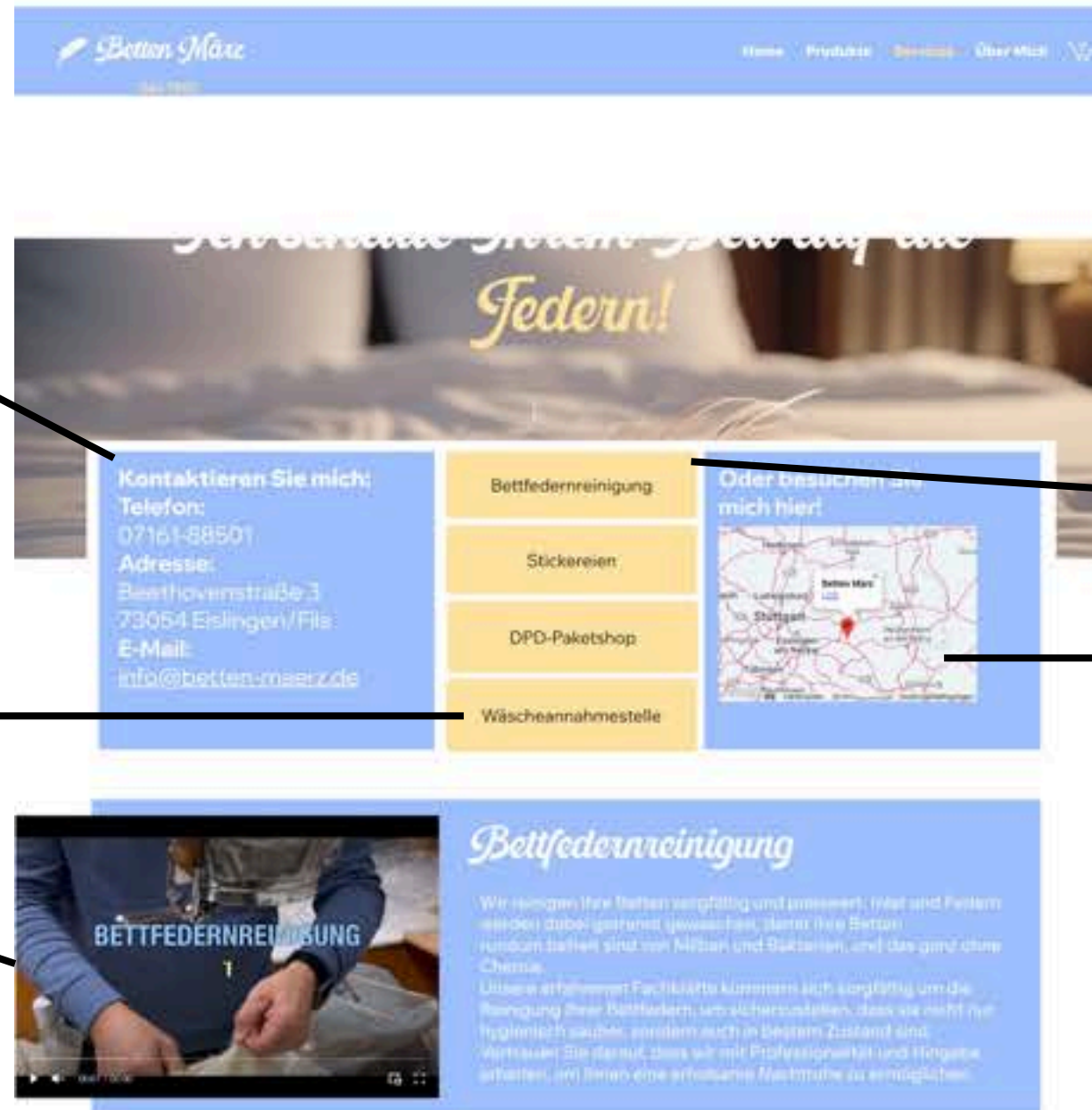
Deutschlands Bettenfachhändler des Jahres

Wir führen Sie zu Ihrem erholsamen Schlaf mit Expertenberatung, Körpervermessung und individuell abgestimmtem Schlafsystem.

Mehr zur Matratzenberatung

COMPETITOR ANALYSIS WEBSITE DESIGN COMPETITORS APPENDIX E

APPENDIX F SEO APPLIED SERVICE PAGE



Logical Site Structure

Contact information: Let customers know who to contact and where located

Key words in titles as well as clear options of services

Internal linking: to other part of the page

Location map: Let's customers know where company is located

Interactive content

Wie oft sollte ich mein Bett reinigen?

Die Häufigkeit, mit der man eine Bettfedernreinigung für Kissen und Bettdecken durchführen sollte, hängt von verschiedenen Faktoren ab, darunter persönliche Vorlieben, Allergien, Pflegegewohnheiten und die Qualität der Bettwaren. Hier sind einige allgemeine Richtlinien, die wir unseren Kunden empfehlen:

	Normalverbraucher	Vielschwitzer	Allergiker	Bei Flecken
Bettdecken	Alle 4-5 Jahre	Alle 2-3 Jahre	Alle 2-3 Jahre	Sofort
Kissen	Alle 2-3 Jahre	Jedes Jahr	Jedes Jahr	Sofort

Lüftung und... dazu beitragen, Frische und Volumen zu bewahren.

Welche Federn nutzen wir für die Reinigung?

Für unsere Bettfedernreinigung verwenden wir ausschließlich Gänsefedern und -daunen aus Bayern, um Ihnen höchste Qualität bieten zu können, und um sicherzustellen, dass das Tierwohl garantiert ist.



[Lernen Sie mehr bei unserem P...](#)

Sie wollen ein neues Bett? Kein Problem!

Ich freue mich, Ihnen bei Betten März die Möglichkeit zu bieten, Ihre Bettdecken und Kissen nach Ihren persönlichen Vorstellungen, gestalten zu können. Wählen Sie Ihr bevorzugtes Inlet und die Füllung nach Ihren persönlichen Präferenzen aus. Dazu habe ich einen kleinen Guide für Sie vorbereitet, in dem Sie sehen können was für Optionen bei mir angeboten werden. Für zusätzliche Wünsche bin ich selbstverständlich immer offen!

[Zum Guide](#)

CTA Button: learn more about partners of company

APPENDIX F SEO APPLIED SERVICE PAGE

Paragraph Title ←

Stickereien

Bei Betten März biete ich Ihnen den Service, Frottierwaren sowie Heim- und Schlafdecken mit individuellen Stickereien zu versehen. Verleihen Sie Ihren Lieblingsstücken und Geschenken eine persönliche Note – sei es mit Ihrem Namen, einem besonderen Datum oder einem inspirierenden Spruch. Mit Liebe und Sorgfalt gestalte ich für Sie einzigartige, maßgeschneiderte Textilien, die nicht nur Komfort, sondern auch einen Hauch von Persönlichkeit in Ihr Zuhause bringen.



dpd- Paketshop

Wir sind Ihre unkomplizierte Lösung für den Versand und Empfang von DPD-Paketen. Bringen Sie Ihr Paket einfach zu uns, und wir kümmern uns um den Rest. Als offizielle DPD-Partner nehmen wir Pakete entgegen und sorgen dafür, dass sie sicher und zeitnah weitergeleitet werden. Wenn Sie auf ein Paket warten, teilen Sie dem Absender einfach unsere Adresse mit, und wir übernehmen die Annahme. Unser Team steht Ihnen bei Fragen gerne zur Verfügung, um einen reibungslosen Ablauf zu gewährleisten.



<https://piakabott.wixstudio.io/betten-maerz-dmpdemo/category/all-products>

Clear URL for product page

Back linking:
External link to DPD
site

Wäscheannahmestelle

Bei Betten März nehmen wir Ihre Wäsche und Reinigungsstücke entgegen, um sie mit Sorgfalt und Fachkenntnissen zu behandeln. Egal, ob es sich um Alltagskleidung, feine Textilien oder spezielle Stücke handelt – unser Partner kümmert sich mit höchster Sorgfalt darum, dass Ihre Sachen in bestem Zustand zurückkommen. Bei Betten März stehen wir Ihnen jederzeit zur Verfügung, um Ihre Anliegen entgegenzunehmen und sicherzustellen, dass Ihre Wäsche den höchsten Standard an Reinigung und Pflege erhält. Wir legen großen Wert auf Qualität und Kundenzufriedenheit.



Social Media
Widgets: Encourages
customers to follow
the company's
socials

Internal linking: to
other pages

Betten März

Home | Produktseite | Über März

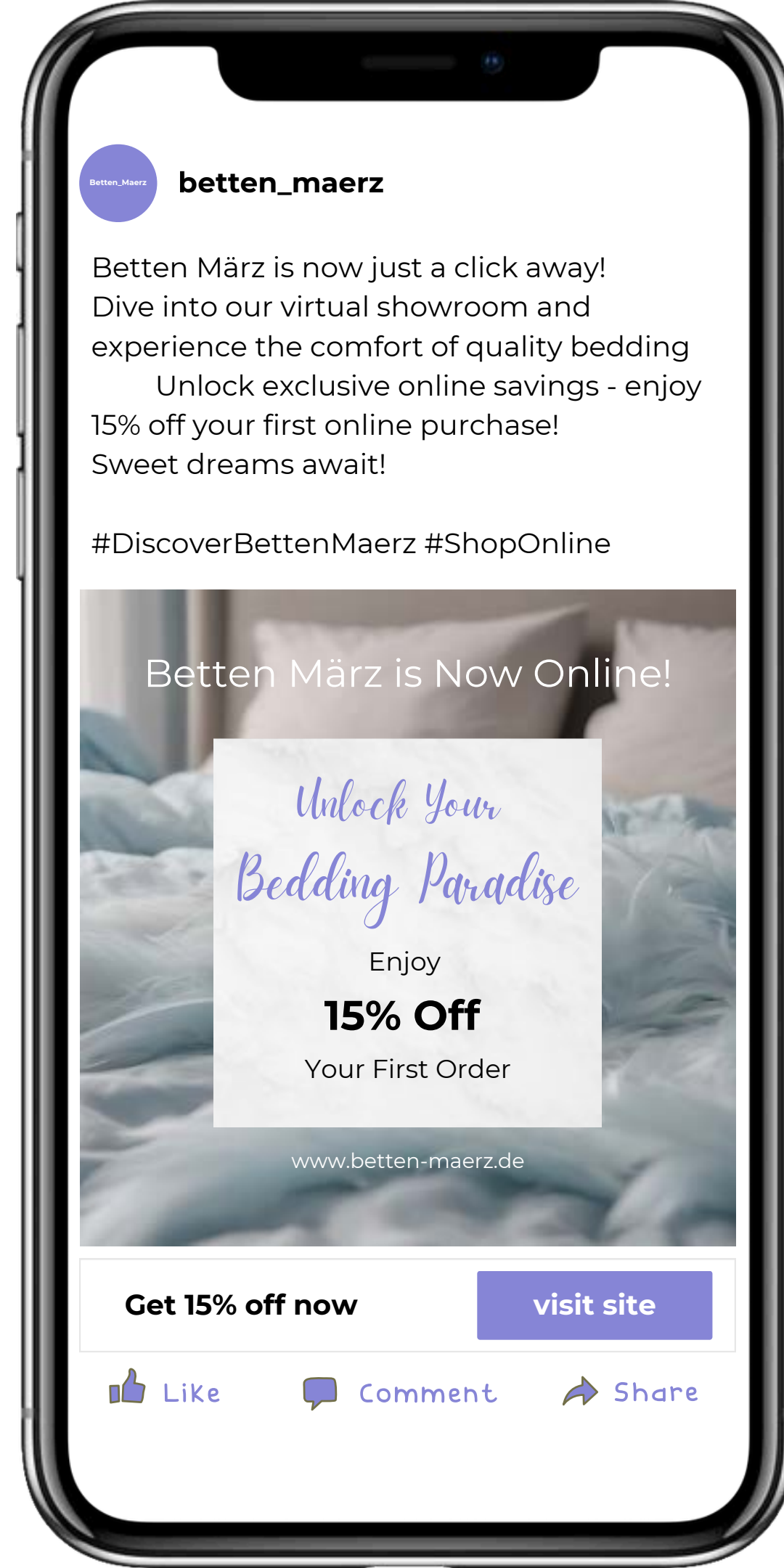
Resinierenstraße 3
73084 Plochingen/Plö
Tel: 07141 48201
E-Mail: info@betten-maerz.de

Abonniere meinen Newsletter!

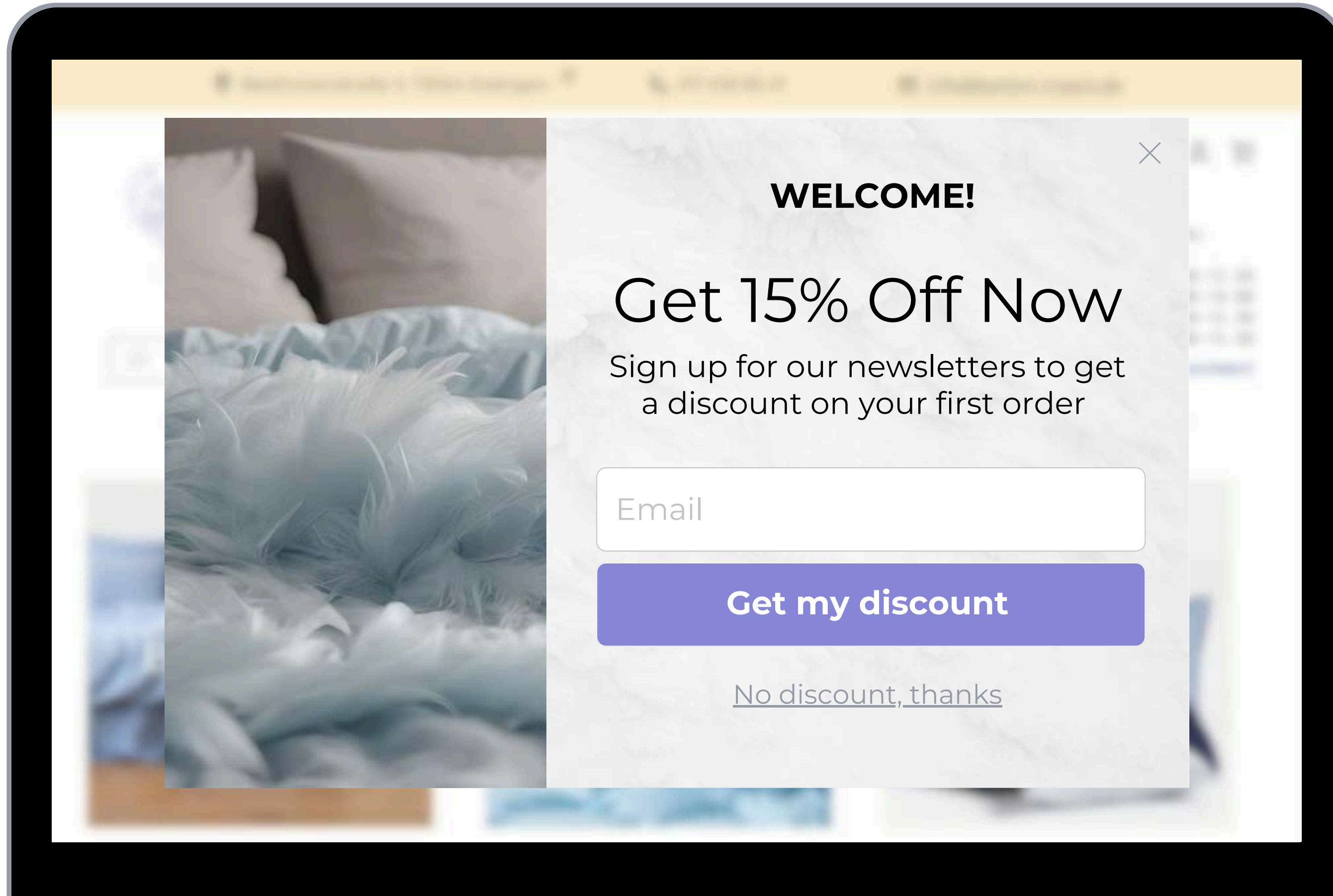
Schicke E-Mails über Neuigkeiten und Angebote erhalten

Newsletter subscription

APPENDIX G SHORT-TERM CAMPAIGN FACEBOOK & INSTAGRAM POSTS



APPENDIX G SHORT-TERM CAMPAIGN WEBSITE POP-UP



APPENDIX G SHORT-TERM CAMPAIGN LOCAL NEWSPAPER ARTICLE

Eßlinger Zeitung

🔍 | 📧 | 👤 | SUBSCRIPTION | MENU ☰

EZ 

The best of EZ Plus



Local Business Unveils Online Store

Betten März Goes Online – Offers 15% Discount on All First Orders

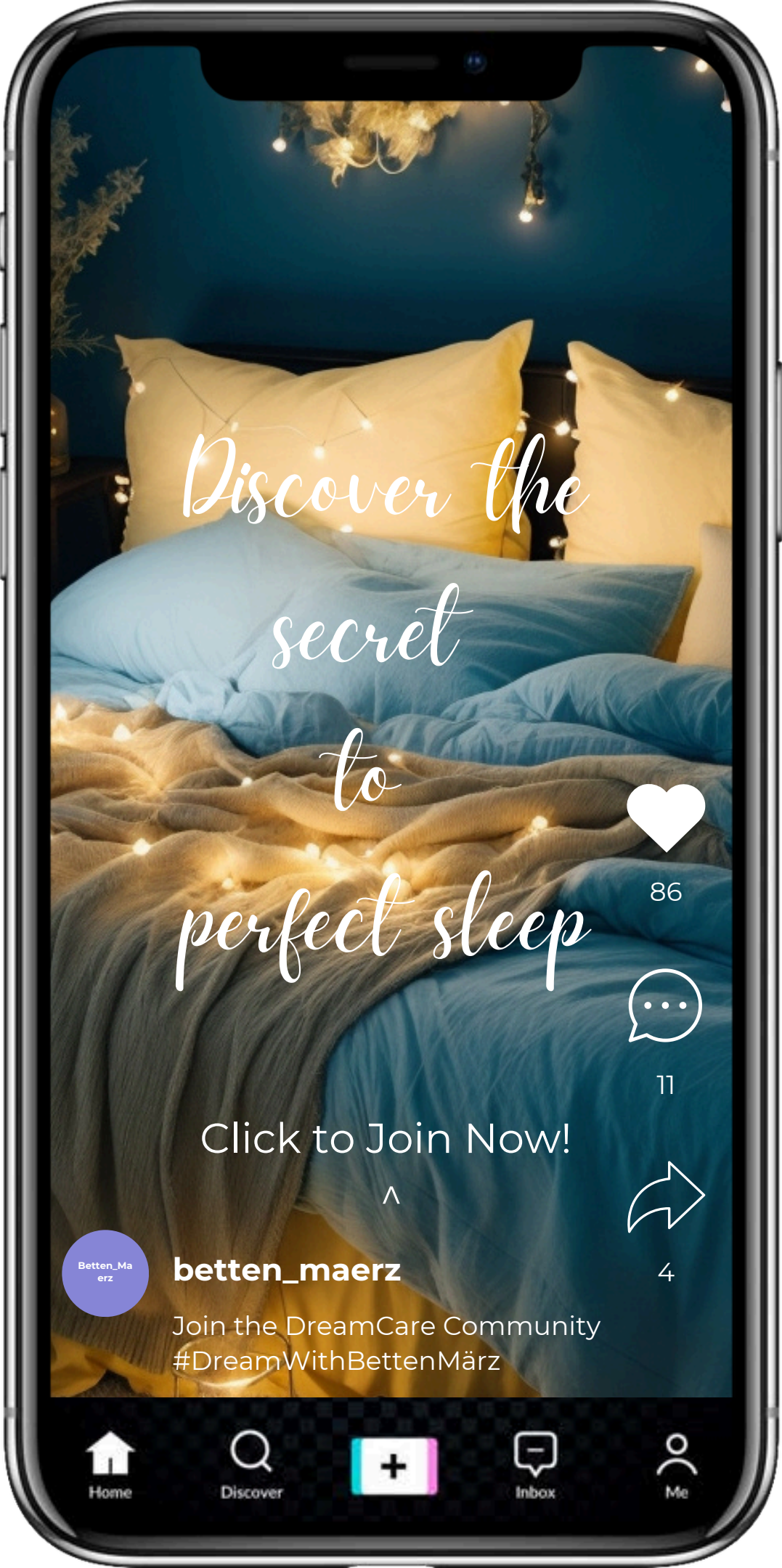


EZ  GASTRONOMY IN FILDERTSTADT

A sushi restaurant in Bonlanden

[View more EZ+ articles >](#)

**APPENDIX H
LONG-TERM CAMPAIGN
SOCIAL MEDIA REEL**



APPENDIX H LONG-TERM CAMPAIGN WEBSITE LANDING PAGE



Betten März

Offers

Products

Service

About Us



Experience Quality Bedding Beyond Comfort

Join Our DreamCare Community

Gain access to monthly webinars on the secrets of quality sleep

+

Connect and share experiences with like-minded individuals who understand the importance of a good night's sleep

+

Get 20% off

on your annual feather cleaning service

[Unlock DreamCare Subscription](#)

APPENDIX H LONG-TERM CAMPAIGN E-MAILS

Welcome to DreamCare!



Dear Christine,

We're thrilled to have you join the DreamCare community! At Betten März, we believe that quality sleep is the foundation of a fulfilling life. Your journey to unparalleled sleep experiences starts now.

With DreamCare, you now have exclusive access to,

- Our monthly "Sleep Talk" webinar, hosted by the owner, Mr. Ulrich März, a bedding expert. Gain valuable insights, tips, and have your personalized bedding-related questions answered in the meeting to unlock the secrets to perfect sleep.
- A vibrant community that shares your passion for cozy bedrooms and quality sleep. Connect with fellow members, share experiences, and embark on this dreamy adventure together.
- Your exclusive 20% discount on annual feather cleaning service.

You will also enjoy special privileges at local events in which Betten März participates.

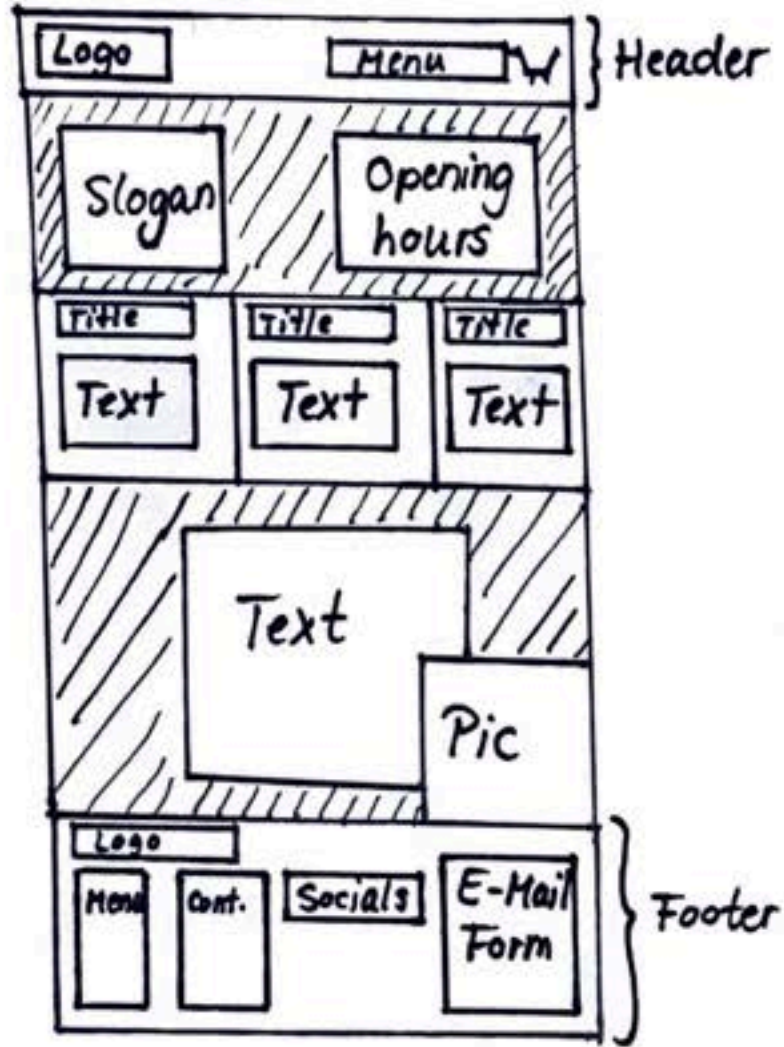
Ready to enjoy the perks? Click the button below to get your 20% off discount code now!

Warm regards,
The Betten März Team

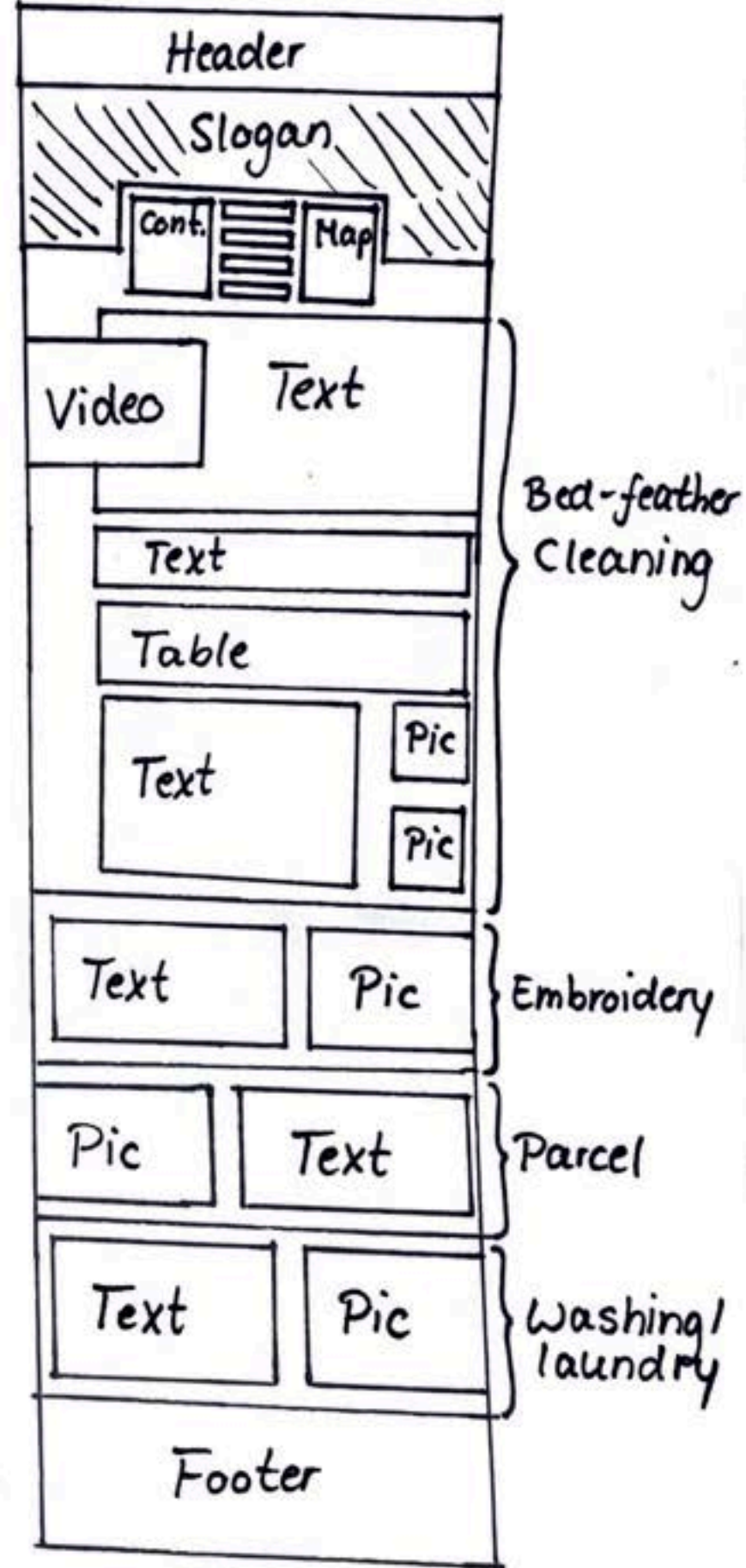
[Redeem Offer](#)

APPENDIX I WIRE FRAMES

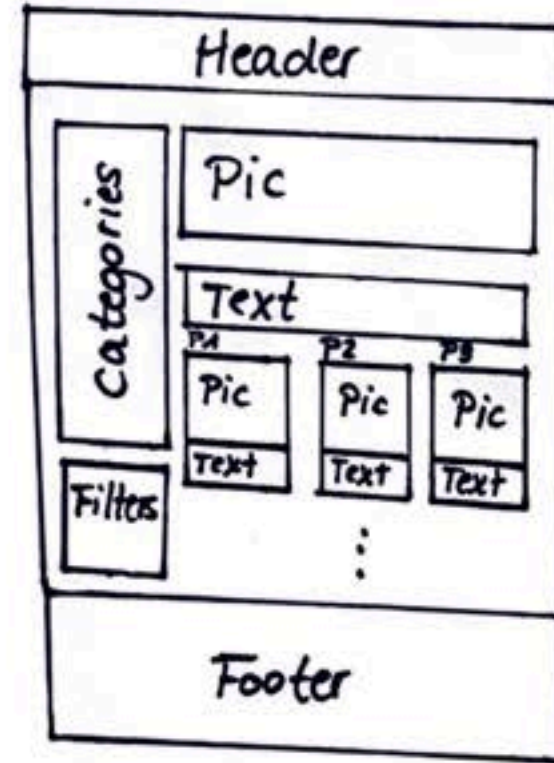
Homepage



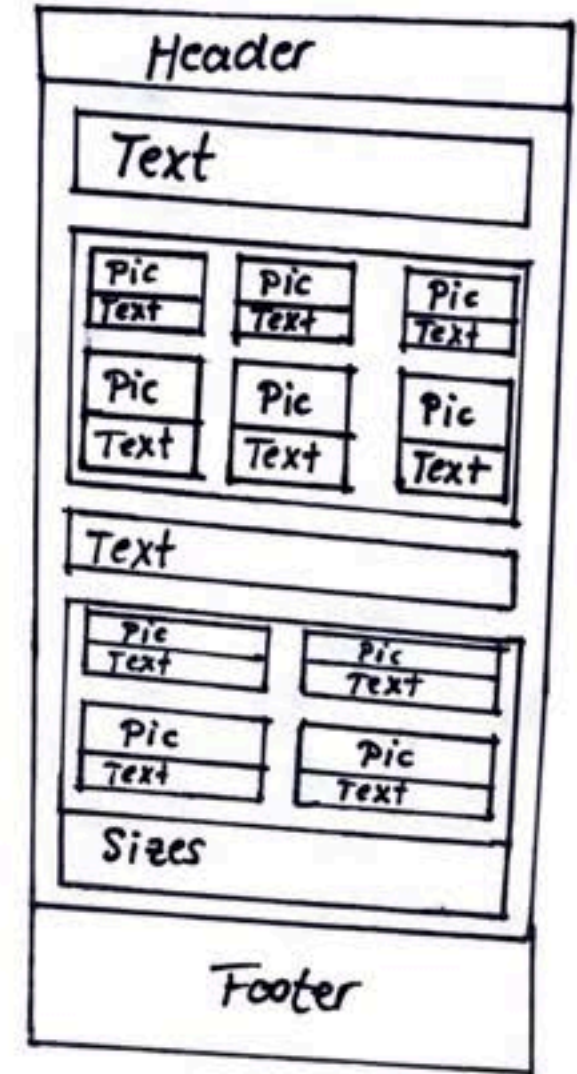
Service Page



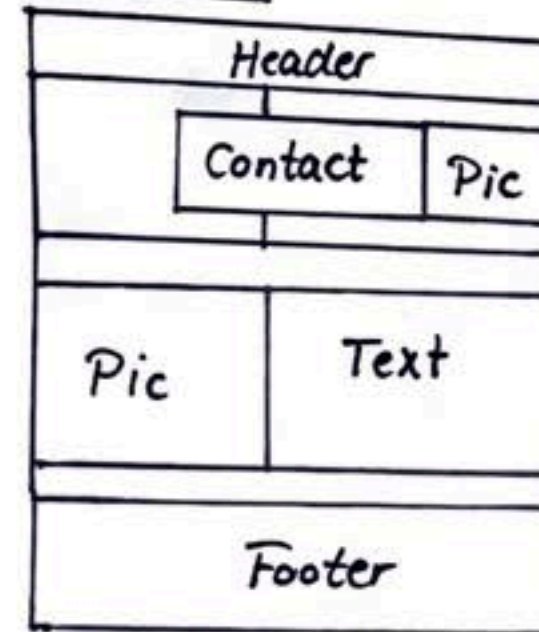
Product Page



Bedding Guide



About Me



The background of the slide is a dense pattern of blue feathers on a yellow background. The feathers are detailed with fine lines and are scattered across the entire frame, creating a textured, organic feel.

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