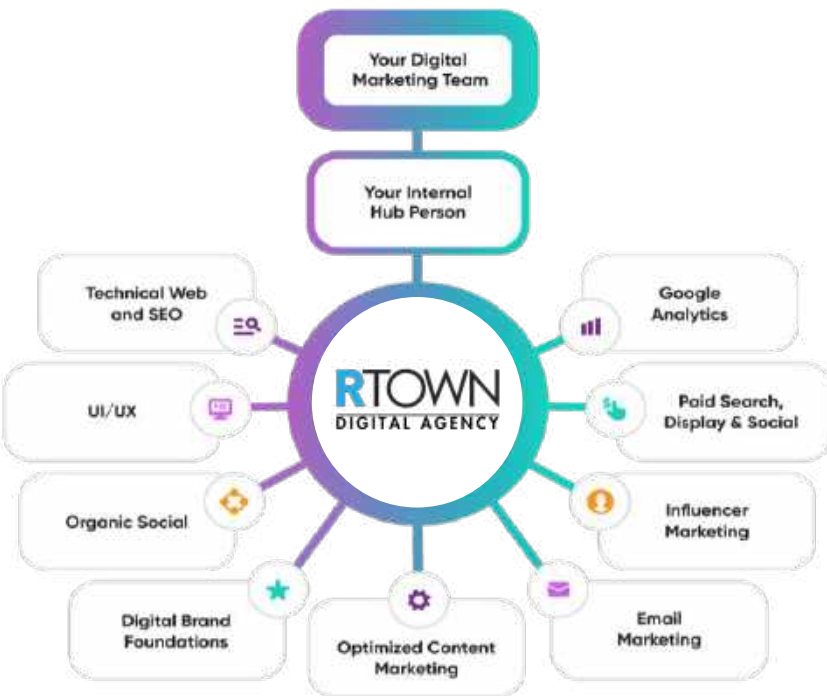


Digital Brand Foundations

KEYWORD RESEARCH | PERSONA CREATION | CUSTOMER JOURNEY



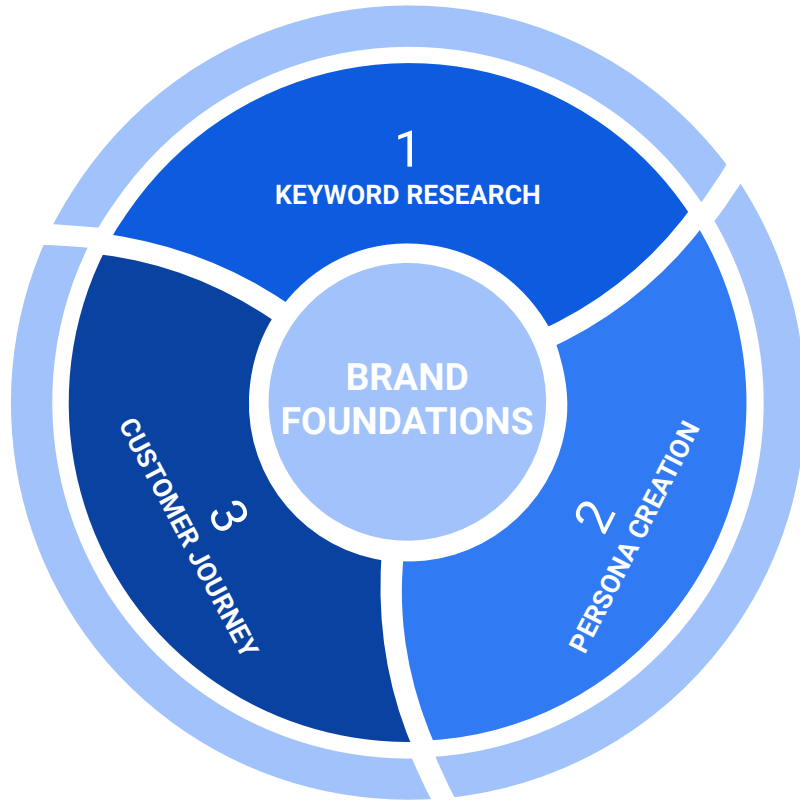
- 1 — Welcome & Introductions
- 2 — Keyword Research
- 3 — Customer Persona 1
- 4 — Customer Journey 1
- 5 — Customer Persona 2
- 6 — Customer Journey 2



RTOWN is full-service digital marketing agency with clients and employees Canada wide.

We focus first on understanding your business goals then we deliver a custom digital marketing strategy, and execution, to support your goals.

Our ideal client has a valid business offering, but growth is stuck because of marketing.



Your Brand Foundations Package helps to understand your ideal customer.

It involves three main sections:

1. Keyword Research
2. Persona Creation
3. Customer Journey

Keyword	SF	Volume	KD	CPC	Traffic
+ marketing	4	15.0K	87	1.27	462
+ what is marketing	5	3.5K	78	0.09	257
+ what is marketing in business	2	200	63	0.37	31
+ what is marketing?	2	100	78	N/A	17

People also ask

What is marketing in simple words?

Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations.



Keyword Research identifies the terms customers are using to search for your product or service.

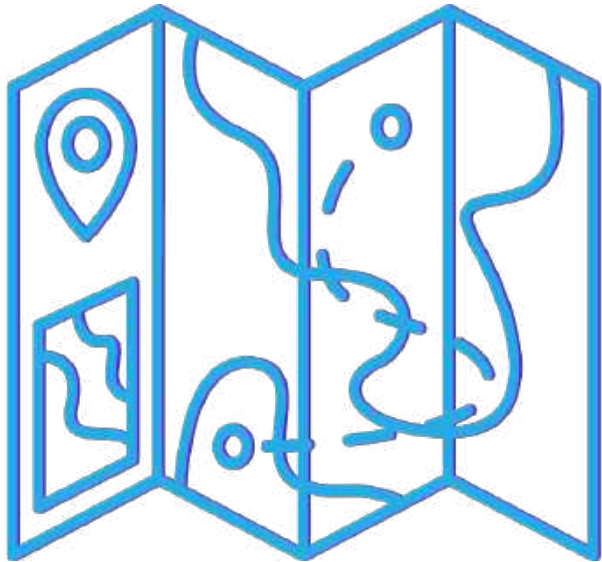
These terms indicate their goals and help us understand how to best communicate with them.

What brands think their customers are searching for is often slightly different than reality.



Persona Building takes information from conversations with you, data from your website, social media, reviews, industry averages, and your competition.

We turn this info into a research-based fictional representation of your target audience. Each brand will usually have 2 - 4 personas.



A Customer Journey takes us through your digital presence to understand the touchpoints customers have with your company.

It helps 1) define their actions, 2) your corresponding response, and 3) the overall goal for each stage.

The internet is a big place, if you don't create a path to follow— your customer will get lost.



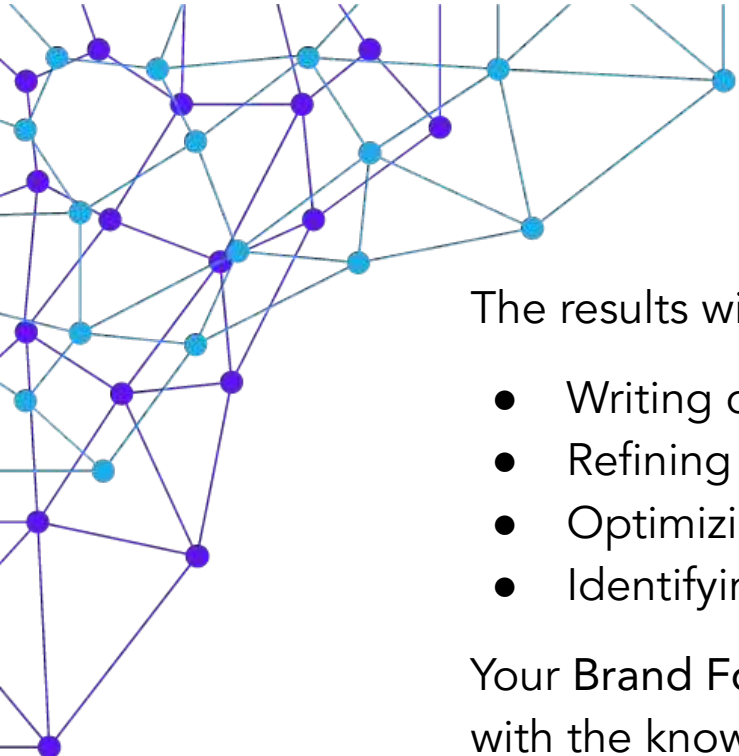
This Brand Foundations package will enable you to root future marketing actions in your ideal customers' desires, blockers, and pain points.

No more guessing, no more random marketing actions.



Your Brand Foundations Package will interact with and influence other future custom marketing strategies for departments such as:

- Content
- Paid Ads
- Social Media
- Technical SEO

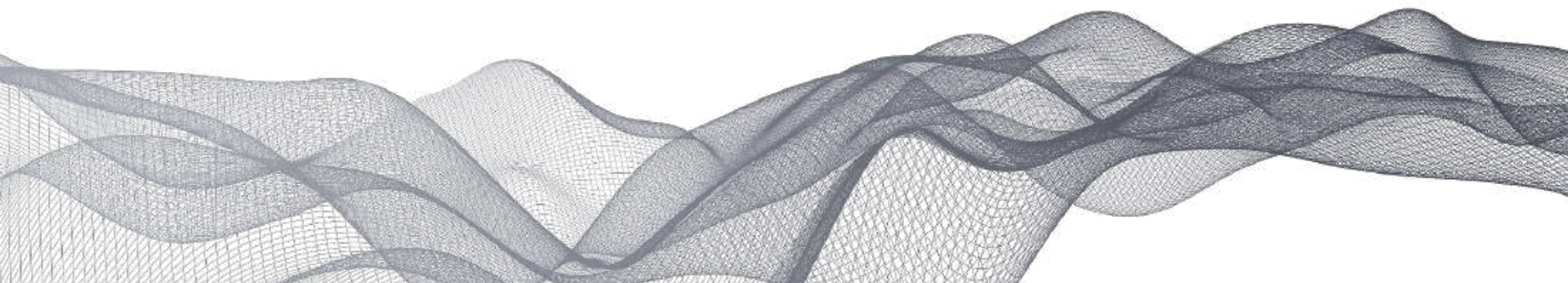


The results will be used when:

- Writing compelling content
- Refining paid ads
- Optimizing user experience
- Identifying potential sales opportunities

Your Brand Foundations package sets you up for next steps armed with the knowledge of who you're trying to market to.

Keyword Research



Much of your keywords will center around the brands you carry and will most often be comprised of brand name + product name or variations of, eg:

agolde criss cross / agolde criss cross jeans / agolde criss cross upsized

This is also reflected in your Hashtag Analysis.

We've compiled the top keywords for your identified best-selling brands and brick-and-mortar-specific keywords to integrate into your existing content. However, when adding new products to the website, we recommend you familiarize yourself with these variations and spend a few moments customizing the product description.

Using a simple browser extension like [Keywords Everywhere](#) will work perfectly for this.

Local & Canadian

canadian women's clothing
 canadian women's clothing online
 clothing store in vancouver
 clothing boutiques canada
 clothing shops in vancouver
 women's clothing vancouver
 clothing boutique vancouver
 gastown clothing stores
 vancouver clothing stores online
 local boutiques vancouver
 fashion boutique vancouver
 best dress stores vancouver
 best boutiques in vancouver
 best boutiques vancouver
 yaletown boutiques
 dress boutique vancouver

AG Jeans

agdenim
 ag jeans canada
 prima ag jeans

Agolde

agolde jeans
 agolde clothing
 agolde denim
 agolde denim jeans

COH

humanity of citizen jeans
 citizensofhumanity
 citizens of humanity canada
 citizen clothes
 citizens jeans

Illesteva

illesteva canada
 italian designer eyeglasses
 italian glasses

Mother Denim

mother jeans canada
 mother denim canada
 mother clothing

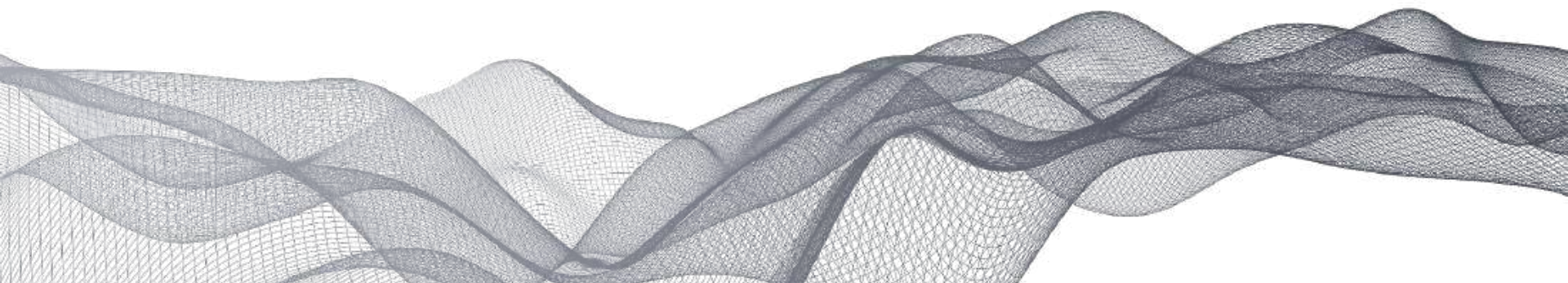
Riddle Oil

riddle cologne
 riddleoil

Frank & Eileen

frankandeileen
 frankeileen
 frank and eileen canada

Persona Development



75% Female / 25% Male	47% \$150,000+ yearly	35-55 Most Engaged Ages
77% Mobile (iPhone) 19% Desktop	22% Organic Search 21% Paid Search 20% Paid Social	84% New Visitors
1-3 pm 8-9 pm	84% British Columbia 9% Ontario	Green Living, Cooking, Home Decor, Travel, Family-Focused

Gathered from website analytics, paid ads results, social platforms and online reviews.

This data begins to paint a picture of our main persona, a slightly older professional woman from British Columbia. When shopping online she uses her iPhone between tasks or later at night, and is more likely to shop using specific keywords vs returning to the same online stores.

<p><u>Quality & Design</u></p> <p><i>"original and high quality selection"</i></p> <p><i>"Interesting cuts and quality fabrics"</i></p> <p><i>"great selection of quality women's clothing"</i></p>	<p><u>Brand Location</u></p> <p><i>"brands from North America and Europe"</i></p> <p><i>"great Canadian and euro brands"</i></p> <p><i>"brands you can't find elsewhere in the city"</i></p>
<p><u>Easy Gifting</u></p> <p><i>"cool gifts for my sisters and girlfriends"</i></p> <p><i>"quality brands my girlfriend thoroughly enjoys"</i></p> <p><i>"my go to place for gifts for her birthday and Christmas"</i></p>	<p><u>Individual Attention</u></p> <p><i>"my daughters felt like VIPs with the amazing service"</i></p> <p><i>"bespoke service"</i></p> <p><i>"just the right amount of attention"</i></p>

Persona 1: Christine

The Mobile Shopper

- looking for convenience
- distraction-free path to purchase
- responsive mobile
- local pickup options



Christine is a 41 year old professional who lives in Yaletown with her son. She graduated from University in Ontario before moving west for a work opportunity 10 years ago.

She is a healthy eater, tries to keep a yoga schedule, and goes on at least two trips a year.

She prefers buying from Canadian companies when possible, and loves to shop local. She prefers quality and classic staples over trends. She finds inspiration from online influencers and her friends.



Who is Christine?

Fears or Blockers

Difficult purchase process, unreliable company, inflexible returns or long shipping timelines.

Identifiers

Omni-channel shopper, will be browsing on your website, social platforms, flicking between your presence and competitors.

Goals

To easily find the brand and product she is looking for, in stock, ideally locally or within North America.

Challenges

No time to spend researching and learning. We have to catch her attention quickly and make her path to purchase seamless and fast.

Where can we find Christine?

Social

Christine is mainly on Instagram and Facebook, and to a lesser extent LinkedIn, TikTok and Pinterest. She posts regularly, and uses social media for friends/family but also shopping, networking, researching (reviews, tagged photos, travel prep, restaurants, recipes).

Search

She uses Search often but won't go past page 1 or 2 for Organic results. She often clicks paid search ads. Retargeting is a good option as she spends time choosing the right product and store before purchasing.

Content

Christine interacts primarily with social content and reviews. Primary source referrals (reviews, recommendations, hauls) are important to her.

Video

She can be reached through Instagram and Facebook stories.

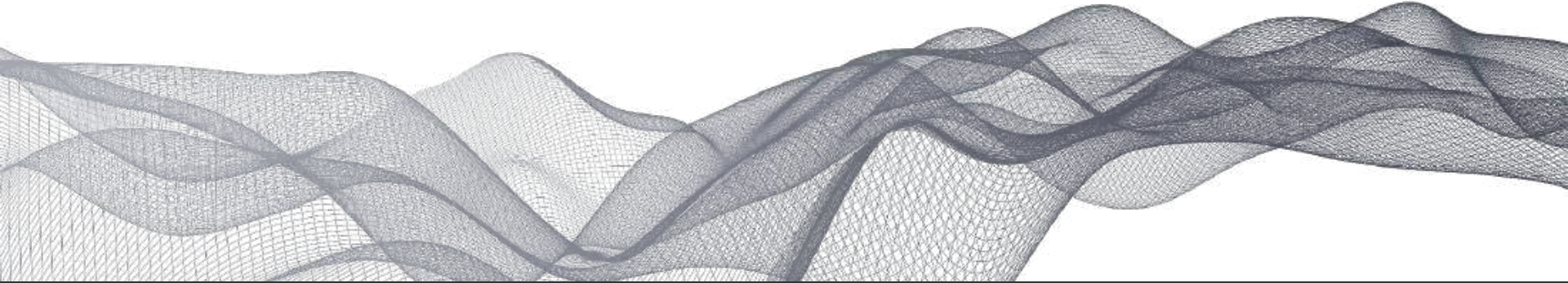




Christine's Key Messaging

1. We are a reliable Canadian source for your favourite designer brands.
2. We have the North American and European designer brands you're looking for.
3. We curate a unique selection of designer products.
4. We offer an online boutique shopping experience.
5. We have a reputation for being a trusted source of sought-after quality goods.

Customer Journey



Client Thoughts & Feelings

Christine is shopping online, she is interested in finding some new jeans. She wants a specific style from a good brand.

Our Actions

- > Ensure your product pages use the keywords Christine is using to search for her new jeans (and all keyword variations)
- > Generate positive reviews for your store to build brand trust
- > Run paid ads targeting Christine on her socials and her search keywords
subject to change based on paid ads strategy

Intended Outcome

Christine sees our paid search ads. She clicks on them and visits the website.

Stage One Research & Awareness



Client Thoughts & Feelings

Christine is happy to find the style of jeans she wants, and is even more pleased to see that it's available from a Canadian company.

Our Actions

- > Ensure product pages contain personalized touches (what we love) to differentiate from competitors
- > Consider adding breadcrumb navigation or product category links to pages
- > Create engaging content for social that encourages product purchase and engagement
 - As laid out in your Social Media Strategy ([link here](#))

Intended Outcome

Christine reads about her jeans, adds her size to the cart, takes look at the rest of the website, clicks through to the Instagram.

Stage Two Engagement



Client Thoughts & Feelings

Christine has had the website tab open on her phone for a week now, in the meantime she's shopped around, looked at other styles.

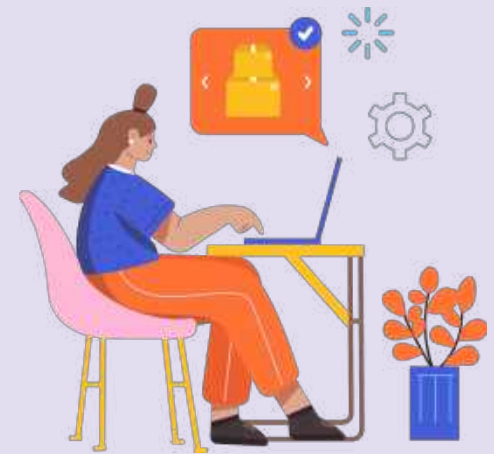
Our Actions

- > Run social retargeting ads to remind Christine about us
subject to change based on paid ads strategy
- > Send her an abandoned cart reminder emails
- > Ensure checkout process is painless and fast

Intended Outcome

Christine makes her purchase, is happy with the checkout and chooses the local pickup option.

Stage Three Conversion



Client Thoughts & Feelings

Christine gets her jeans but they're too big! She reads the returns section on the website and pops back into the brick and mortar location to do an exchange.

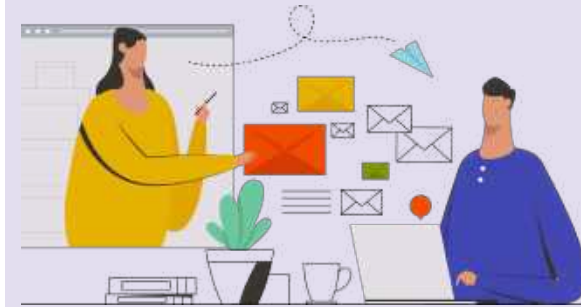
Our Actions

- > Send Christine emails with new product alerts, gift guides and trend alerts
- > Include a request for review with her product tracking/shipping emails
- > Continue to remarket her with social ads on Instagram and Facebook
subject to change based on paid ads strategy

Intended Outcome

Christine is happy with her overall experience, follows them online and engages with them later for other products.

Stage Four Follow-Up



Persona 2: Thomas

The Gifter

- focused on the value of gifts
- gift guides/most popular items
- personal shopper option
- 'if this, then that' messaging
- likely a repeat shopper



Thomas is a 47 year old professional who lives in Yaletown with his wife. He grew up in the area and has a large extended family throughout British Columbia and Ontario.

Thomas enjoys getting outside, hiking and cooking for his family.

He has several women in his life that he often struggles to buy the right gift for. He tries to buy local or from Canadian owned companies. He prefers to use a couple trusted online and physical stores to guide him in what to purchase. He focuses on quality and designer brands.



Who is Thomas?

Fears or Blockers

Too many similar options, unclear product descriptions or sizing, inflexible returns or long shipping timelines.

Identifiers

Looking for guidance in finding the right item, loves product guides, 'best seller' categories.

Goals

To quickly and easily find a unique quality designer gift, in stock, ideally locally or within North America.

Challenges

Doesn't want to spend a lot of time looking. Path to purchase needs to be seamless and fast.

Where can we find Thomas?

Social

Thomas can be found on Facebook, LinkedIn and sometimes Instagram. He doesn't post often but scrolls to keep up with family and friends. He doesn't shop using social ads very often.

Search

He uses Search often but won't go past page 1 or 2 for Organic results. He will click on branded paid search ads depending on their relevancy and messaging.

Content

Thomas will appreciate gift guide content, trend identifiers, 'our favourites' type of content pieces - both on social, website and email.

Video

He can be reached through Facebook feed ads.

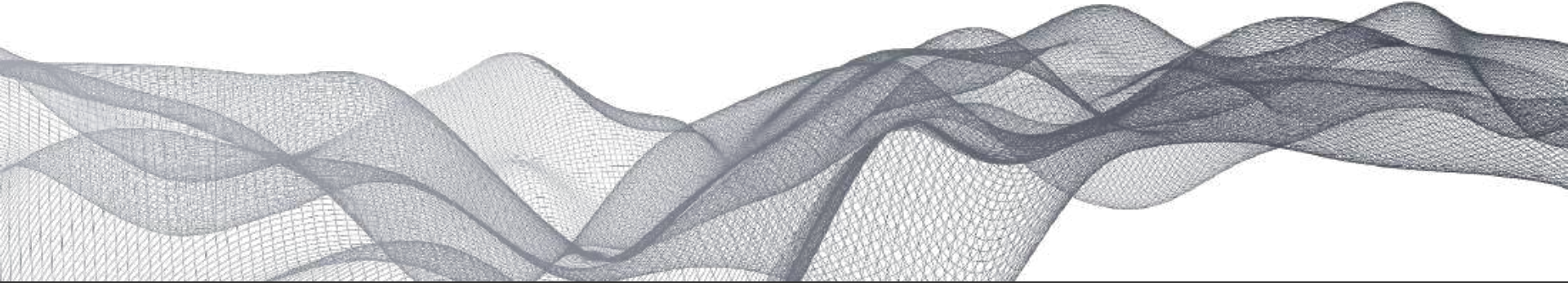




Thomas's Key Messaging

1. We are the expert source for curated designer gifts.
2. We provide a bespoke shopping experience, in store and online.
3. We are a reliable Canadian source for designer gifts.
4. We curate a unique selection of designer products.

Customer Journey



Client Thoughts & Feelings

Thomas' sister has her 40th birthday coming up soon and he knows he need to start looking for a good gift. He's busy with work and keeps putting it off.

Our Actions

- > Ensure your product pages use the keywords Thomas might use to search for gifts
- > Create engaging content for your social channels that encourages product purchase and engagement
- > Generate positive reviews for your store to generate brand trust
- > Run paid ads targeting Thomas' search keywords
subject to change based on paid ads strategy

Intended Outcome

Thomas sees our paid search ads. He clicks on them and visits the website.

Stage One Research & Awareness



Client Thoughts & Feelings

Thomas enjoys the curated selection of products on the website and recognizes the brand of several other purchases he's made. He intends on coming into the store to shop.

Our Actions

- > Be prompt in replying to any questions Thomas might have in the chat bot
- > Provide a gift guide or 'our favourites' option on the site
- > Add a size filter to help narrow down the options
- > Expand on some product descriptions to include more information

Intended Outcome

Thomas finds two gift options on the website, he Googles the products to read reviews.

Stage Two Engagement



Client Thoughts & Feelings

Thomas has all his questions answered and decides to check out online instead of coming into the store. He ships the gifts directly to his sister who lives in Ontario.

Our Actions

- > Add 'This is a Gift' into the checkout process with wrap and note option
- > Add Thomas to a 'Gift Giver' email contact list
- > Create a painless checkout process (already very smooth)

Intended Outcome

Thomas is happy with how easily he was able to find a gift, he checks 'yes' on the newsletter option at checkout.

Stage Three Conversion



Client Thoughts & Feelings

The next time Thomas needs a gift for a woman in his life he remembers them and chooses to purchase something from the store again.

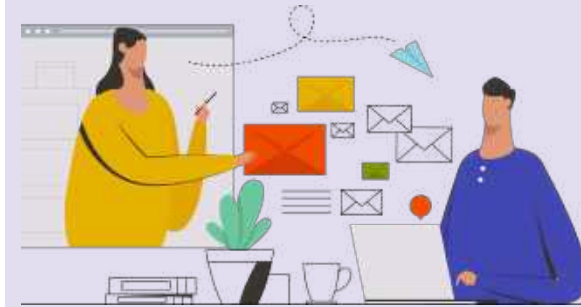
Our Actions

- > Send Thomas emails with content created for people who sent gifts in the past
- > Include him in Holiday email content
- > Include a request for review with his product tracking/shipping emails
- > Continue to retarget Thomas
subject to change based on paid ads strategy

Intended Outcome

Thomas becomes a regular!

Stage Four Follow-Up



Contact RTOWN to learn more about our Brand Foundations Package.

[Website](#)

website@rtown.ca

1-705-791-3436