



Oomomo Digital Marketing Strategy Development

PHASE 1 - Campaign Pitch

Objectives

- *Competitive analysis*
- *Content strategy*
 - *Campaign overview*
 - *Brand voice*
 - *Audiences*
 - *Editorial calendar*

Content Goals

1. Create brand awareness and spark interest for Oomomo in Edmonton through kitchenware campaign.
2. Educate and help consumers understand new and unique Japanese kitchenware and stationery products available at Oomomo that will be beneficial to their daily lives.
3. Generate newsletter sign-ups through CTAs inserted in informative blog posts.

Competitive Analysis

Daiso Japan | USA

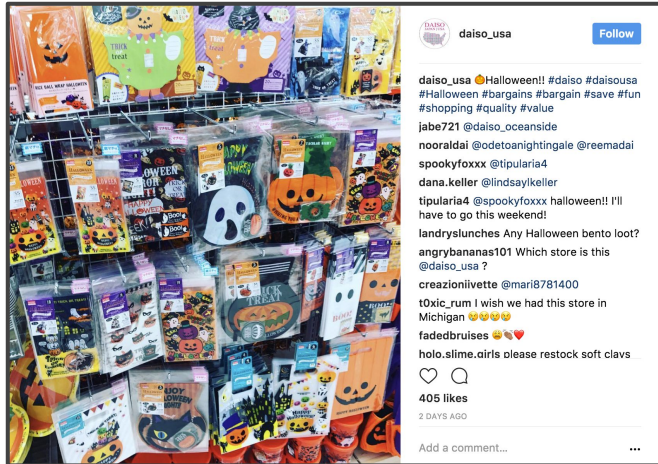


Platforms Used

- **Instagram**
 - 18K followers.
 - High engagement. Can get up to 400+ likes on a post.
 - They use this platform to showcase their many products. However, photo quality is quite low.
- **Facebook**
 - 29,030 followers.
 - Posts very regularly, sometimes more than once a day.
 - Moderate - high engagement. Right now their focus is Halloween products in the store.
- **Twitter**
 - 1,633 followers.
 - They link their Facebook posts to their Twitter, so you need to click on the link to view the photos.

Sample Social Media Posts

Instagram

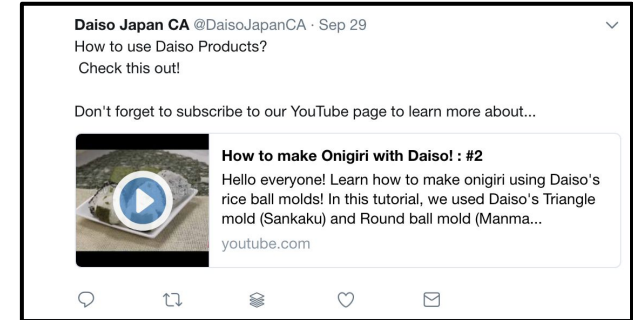


Sample Social Media Posts

Facebook



Twitter



Daiso Japan



Advertising Analysis

- Could be using some Facebook boosts, but their large audience accounts for their engagement rates.
- Not using Google AdWords.
- Overall, not advertising effectively.

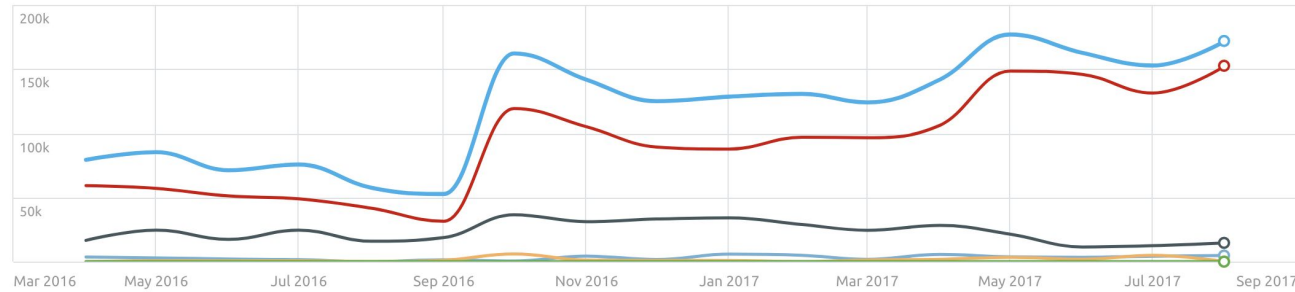
Location: American Ecommerce Online Store

Traffic Analytics - daisojapan.com

*Data collected from sessions on Desktop devices only

Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate	Traffic Rank
171.9k +12.52%	143.4k +17.47%	4.77 -14.39%	02:26 -17.05%	31.90% +2.00%	96,852 ↓3,192

Visits	Unique Visitors	Avg. Visit Duration	Bounce Rate
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☒ All sources ☒ Direct ☒ Referral ☒ Search ☒ Social ☒ Paid • Google AdWords

Traffic Sources [?]

Direct	14.6k (8.49%)
Referral	4.7k (2.75%)
Search	152.6k (88.76%)
Social	0 (0.00%)
Paid • Google AdWords	0 (0.00%)

Referring Sites [?]

yahoo.com	58.03%
kk.org	37.70%
daisoglobal.com	4.29%

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Search Engines [?]

Google	97.34%
Bing	1.65%
DuckDuckGo	0.44%
Yandex	0.42%
Yahoo!	0.14%

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Social Networks [?]

Sorry, we haven't found any data related to your request

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- Low bounce rate, high pages/visit and avg session duration means they're getting qualified traffic that's using their site.

- We'll use these metrics as benchmarks once we have access to Google Analytics.

- Most traffic coming directly or from organic search on Google.

- Most traffic coming from the US.

Traffic by Countries [?]

United States of America	123.6k (71.92%)
Singapore	13.1k (7.61%)
Canada	8k (4.63%)
Australia	3.7k (2.16%)
United Kingdom	3.4k (1.99%)
Japan	3.2k (1.87%)
Malaysia	2.7k (1.58%)
United Arab Emirates	1.8k (1.04%)
Philippines	1.4k (0.84%)
France	1.3k (0.75%)
India	1k (0.61%)
New Zealand	767 (0.45%)

Miniso Canada



Platforms Used

- **Facebook**

- 1,310 likes.
- Posts 2-3 times a week.
- Moderate engagement.
- High-quality content.

- **Twitter**

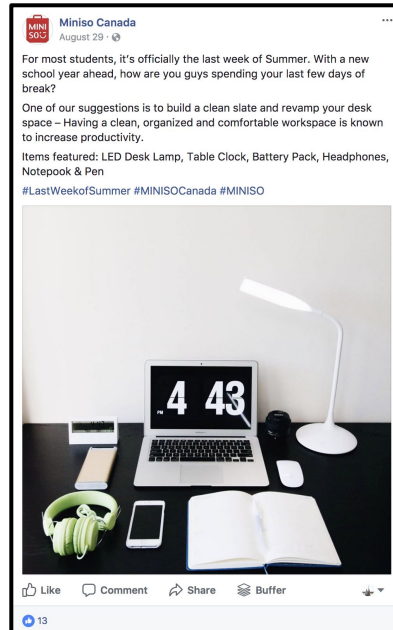
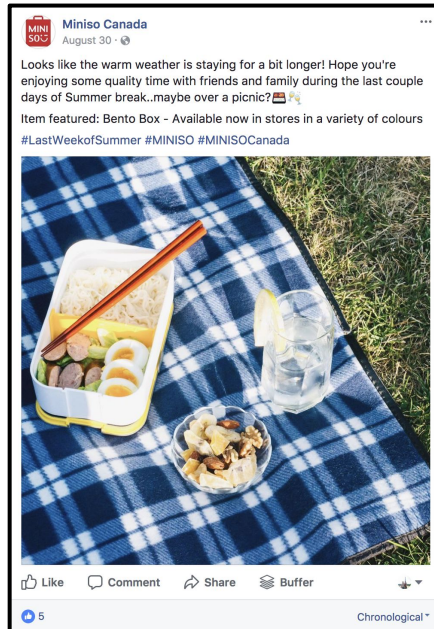
- 63 followers.
- *Miniso Official*: 2,837 followers.
- Low - moderate engagement. Miniso Official has high engagement, getting 100+ likes on many tweets.
- Most tweets are links to Instagram posts. Miniso Official does a better job of adding photos to their tweets.

- **Instagram**

- 746 followers.
- *Miniso Official*: 17.6k followers.
- High engagement. Most recent posts receive 85-100+ likes per photo.
- Content mirrors what is posted on Facebook.

Sample Social Media Posts

Facebook



Instagram

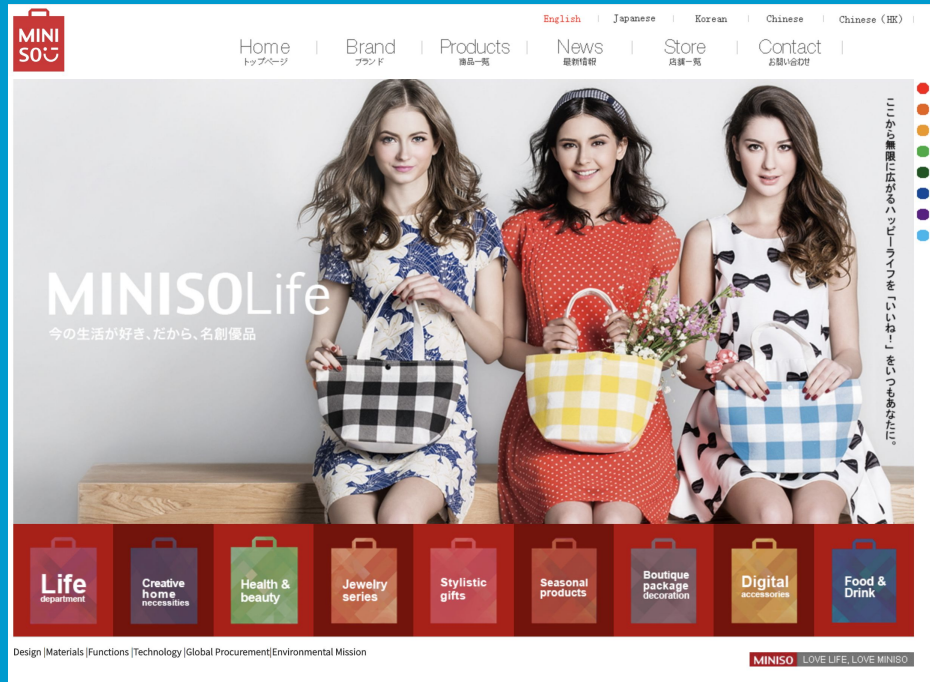


Sample Social Media Posts

Twitter - MINISO OFFICIAL



Miniso



Advertising Analysis

- Could be using some Facebook boosts, but their large audience accounts for their engagement rates.
- Uses Google AdWords to bid on branded keywords.
- Overall, not advertising effectively.

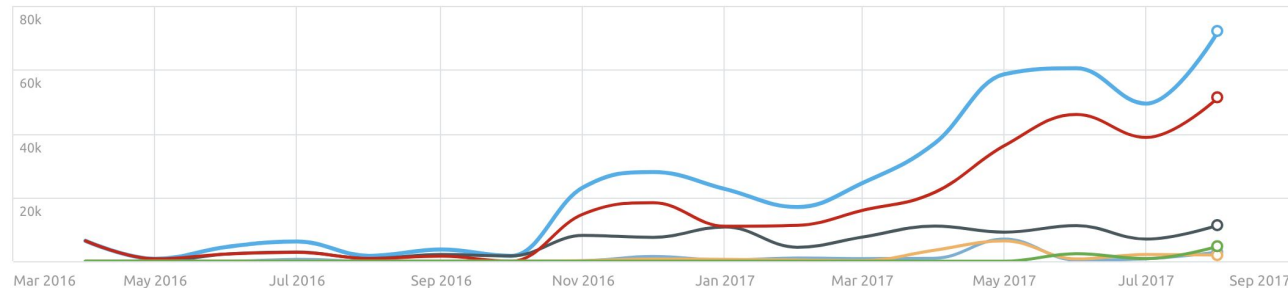
Location: International

Traffic Analytics - miniso.com

*Data collected from sessions on Desktop devices only

Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate	Traffic Rank
72.2k +46.11%	60.2k +41.13%	3.87 -4.29%	02:54 +19.18%	28.21% -4.00%	216,740 ↑53,225

Visits Unique Visitors Avg. Visit Duration Bounce Rate



☒ All sources ☒ Direct ☒ Referral ☒ Search ☒ Social ☒ Paid • Google AdWords

Traffic Sources ⁱ

Direct	11.3k (15.66%)
Referral	2.9k (3.99%)
Search	51.4k (71.19%)
Social	1.9k (2.65%)
Paid • Google AdWords	4.7k (6.52%)

Referring Sites ⁱ

yelp.com	72.54%
minisohome.com	13.73%
dailyhive.com	13.69%

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Search Engines ⁱ

Google	99.55%
Baidu	0.45%

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Social Networks ⁱ

Facebook	100.00%
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- Like Daiso, miniso.com has a low bounce rate, high pages/visit and avg session duration which means they're getting qualified traffic.
- Most traffic again coming from search, but more of an even split between social, paid, and referral traffic.
- Most traffic coming from US and Canada.

Traffic by Countries ⁱ

United States of America	29.2k (40.50%)
Canada	9.1k (12.57%)
Philippines	5.1k (7.01%)
Singapore	4k (5.50%)
Indonesia	3.9k (5.45%)
India	2.6k (3.66%)
China	1.5k (2.11%)
France	1.4k (1.95%)
South Africa	1.3k (1.83%)
Netherlands	1.1k (1.50%)
Mexico	1.1k (1.49%)
Russia	1.1k (1.49%)

Conclusions from Competitor Analysis

- Neither competitor utilizes a blog, newsletter, or Pinterest.
- Miniso posts problem-solving content for their customers on social platforms, while Daiso solely posts photos of their products without the problem-solving application.
- Miniso has excellent, high-quality photography showcasing their products placed in everyday situations. They are showing their consumers: *This is how you can use our products.*
- Lots of opportunity to capitalize on minimal direct competition with brand awareness advertising campaigns on Facebook and Instagram, *especially if we use video.*

Content Strategy

Campaign Overview

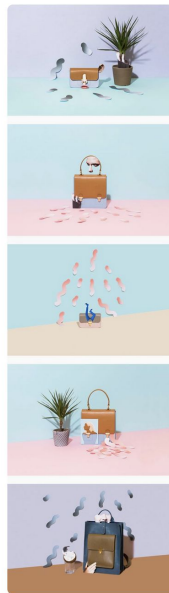
Campaign 1: *Kitchenware*

Campaign Overview

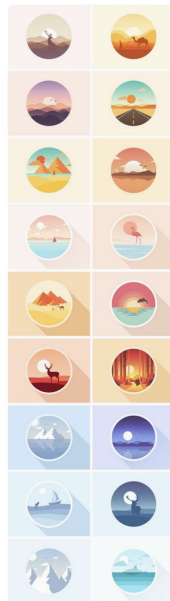
What will we do?

- Produce helpful and educational content about kitchenware/ceramic products sold at Oomomo.
- Place kitchenware items sold at the store within the context of cooking at home, and how helpful the items are to everyday life (not to mention cheap!).
- Tie products to Japanese food culture and how they can be used in their traditional context.
- Highlight unique kitchenware and stationery products exclusively from Japan to stir consumer interest and stand out from other local stores, such as cute lunch kits and more.
- Possibly introduce a contest to obtain user-generated content.

Photography Direction



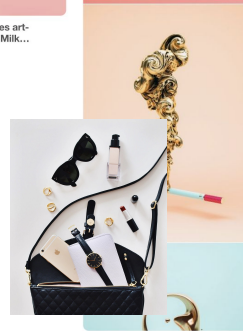
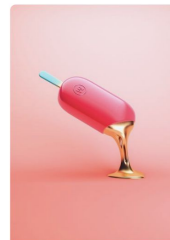
Jurekka Campaign...
behance.net



Wall decor idea



Mathery Studio creates art-
work for Wallpaper x Milk...
by MATHERY studio



GoldRush on Behance... - a
grouped images picture - Pin
Them...



Quirky Interpretations of
Everyday Objects by
Vanessa...

Brand Voice

The brand voice is the “personality” of your brand. It is purposeful, consistent and shapes how people feel, and interact, with your brand.

What does Oomomo’s brand voice sound like?

- Cute
- Entertaining
- Welcoming
- Helpful
- Educational (about Japanese products people might not understand)
- Friendly

Primary Target:

Savvy Susan



- *Demographics:* Female, 30-50 years old, married or single with children, middle-low income
- *Geographics:* Edmonton, Alberta

This target audience will have children that they will bring along with them to Oomomo who will become interested in other items for purchase at the store. They are looking for a “one-stop destination” for all of their kitchenware needs at affordable prices without sacrificing quality.

We will also be targeting those who already have a current interest in Japanese culture, as we discussed.

Secondary Target:

Anime Annie



- *Demographics:* 16-30, middle-low income
- *Geographics:* Edmonton, Alberta

This target audience will be a mix of students, foreign students and those who are interested in Japanese culture. They do not have a lot of money, and so when they find affordable products, like the ones at Oomomo, they can't resist! Especially when they can find quality kitchenware at an affordable price that fits within their tight budget.

Editorial Calendar

Your editorial calendar outlines blog topics and content categories. We will write and strategically distribute these blogs over a 4-month period on both your website and various social channels.

BLOG TOPIC	CONTENT CATEGORY
A Look At Alberta's First 100-Yen Store - And The Hidden Gems Within It	Educational
Your Ultimate Guide To Cooking An Authentic Japanese Meal	Food Focus (Christmas)
X Fun Japanese Stationery Items You Shouldn't Live Without	Holiday Focus (New Years)
The Sweetest Benefits of Baking	Food Focus

Advertising Budget Options

Budget Strategy 1 (from proposal)

Facebook + Instagram

Conversion ads to newsletter opt-in page:
\$300 / month = ~\$10 / day for split testing

Website clicks campaign for monthly blog:
\$150 / month

Retargeting pixel audience to newsletter
opt-in page: \$50 / month

Monthly Ad Budget For Strategy 1: \$500 + 30%
management fee = **\$650/month**

Budget Strategy 2 (more geared towards brand awareness)

Facebook + Instagram

Page likes campaign to increase number of
followers on Facebook: \$150 / month

Engagement boosts for most popular posts to
increase likes, comments, shares: \$150 / month

Website clicks campaign for monthly blog:
\$150 / month

Retargeting pixel audience to newsletter opt-in
page: \$50 / month

Monthly Ad Budget For Strategy 2: \$500 + 30%
management fee = **\$650/month**



Oomomo Digital Marketing Strategy Development

PHASE 2 - Content Samples

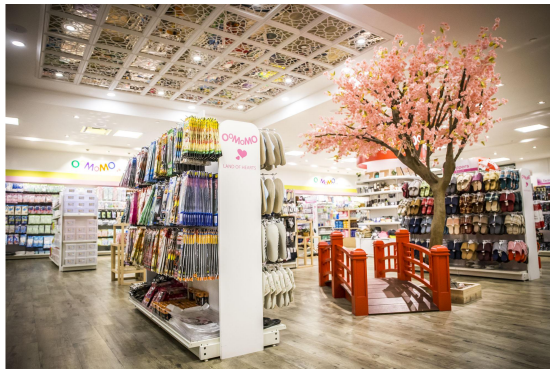
Objectives

- *Review photography*
- *Review sample social media content*

Product Photography

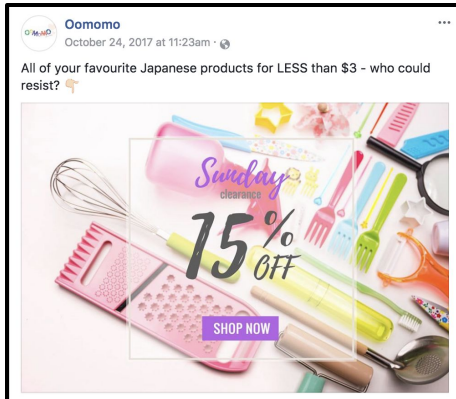


Store Photography

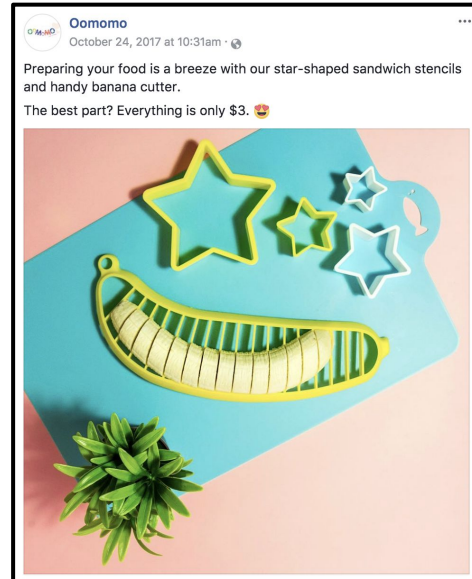


Content Samples: Facebook/Instagram

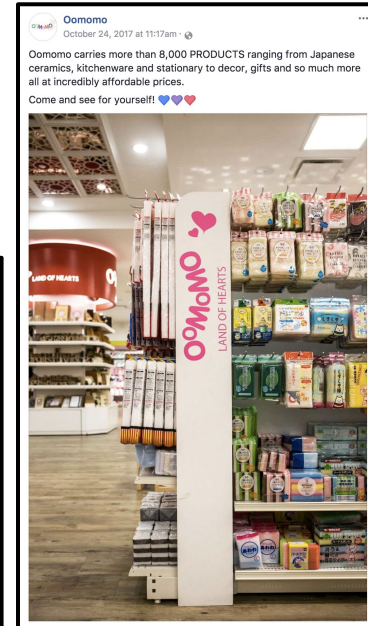
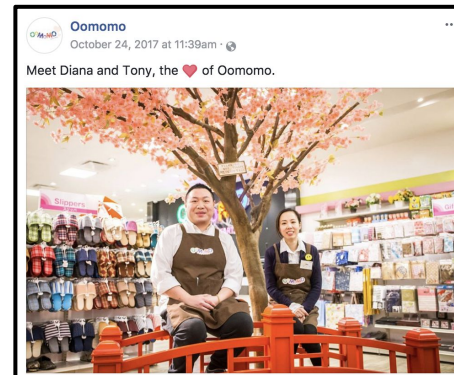
Sales Promotions
(i.e. Black Friday,
Christmas sales,
etc.)



Product Features



Store/Employee Focus



Content Samples: Pinterest

Blog Features



THANK YOU!

For any questions please feel free to
reach out to us at anytime.