STUBUDDY -
COMFORT FOR EVERY ADVENTURE CAMPAIGN
&
CUSTOMER JOURNEY OPTIMIZATION

GOKSU DASTAN

PROJECT OVERVIEW OBJECTIVE

Increase engagement and sales for Stubuddy’s ergonomic product line. Focus on students in university accommodations.

Key Strategies:

- Product Expansion
- Social Media Engagement
- Email Marketing
- Paid Advertising
- Influencer Partnerships
- Student Accommodation Pop-ups



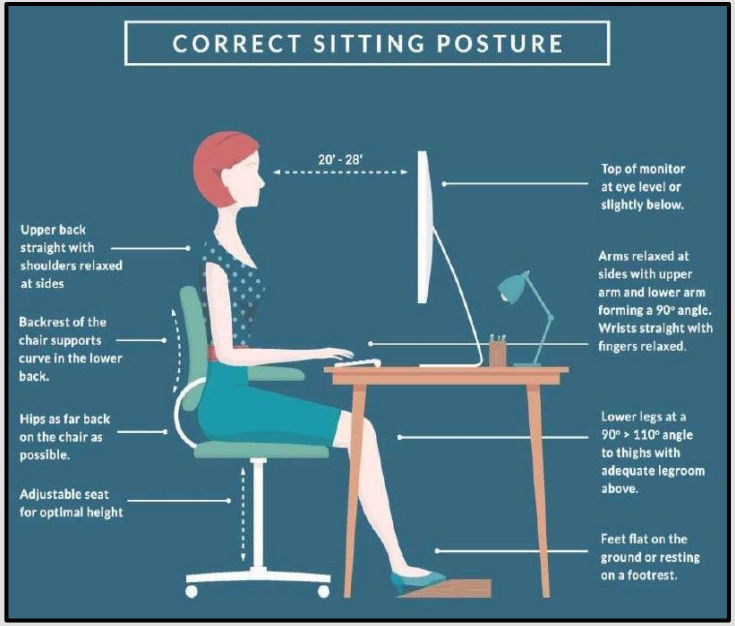
E-COMMERCE LAUNCH TIMELINE

Week	Key Focus	Activities
1-2	**Foundation & Awareness**	Campaign preparation and new product line update; setting up social media and email marketing contents, paid ads, onboard influencers.
3-4	**Content & Social Media**	First engagement and email automation; sending the first email newsletter, social media advertisement.
5-6	**Promotions & Consumer Collecting**	Introducing limited-time discounts for the new product promotion to increase engagement, student accommodation integration through pop-ups, analyzing initial data and reporting it to the MD.
7-8	**Website Enhancement & Performance Tracking**	Adding user-generated content; feedback from users and identifying high performing strategies, increasing efficiency. Reporting to the MD.
9-10	**Retargeting Ads & Referral Program**	Ads for past website visitors, referral programs for flatmates or friends.
11-12	**Final Performance & KPI Review**	Comparing data from the first month up to last, identifying the best approach for future projects and noting insights for the long term success.

PRODUCT EXPANSION & POSITIONING KEY PRODUCTS

The campaign will focus on promoting widely recognized ergonomic study solutions that align with students' needs.

- Adjustable Laptop Stands (Posture Support)
- Ergonomic Desk Chairs & Cushions (Back Support)
- Standing Desks & Converters (Movement Encouragement)
- Anti-Blue Light Glasses & Monitor Stands (Eye Care)
- Noise-Canceling Headphones (Focus Improvement)



MARKETING STRATEGIES

1. Email & Direct Outreach

- Targeted Email Campaigns & Paid Ads → Promoting discounts and product bundles to students.
- University Collaborations → Featuring Stubuddy products in university newsletters.
- Referral Program for Roommates → Encouraging students to refer roommates for discounts.

2. Social Media & Digital Marketing

- TikTok & Instagram Reels → Showing ‘Dorm Room Ergonomic Solutions’ and product advertisement.
- User-Generated Content→ Encouraging students to share before/after study space setups.
- Influencer Partnerships→ Partnering with student bloggers & lifestyle influencers to review Stubuddy products, doing box opening content for Instagram & Youtube.
- Paid Social Media Ads → Running targeted ads on Instagram & TikTok aimed at London-based students.

CONTENT CALENDAR

Month	Social Media	Email Newsletters	Paid Ads
Month 1: Awareness	Brand intro, new product highlights, UGC.	Welcome email (10% off discount), product features.	Facebook & Google Ads.
Month 2: Engagement	Influencer collabs, live Q&A, box-opening content.	Referral-loyalty program, customer stories/feedback, exclusive discount.	Retargeting.
Month 3: Sales & Retention	UGC campaign, Tik Tok challenge.	Limited/time-based sale, customer survey, positive feedback.	Final retargeting.

STUDENT ACCOMMODATION INTEGRATION(FM/Pop-ups)

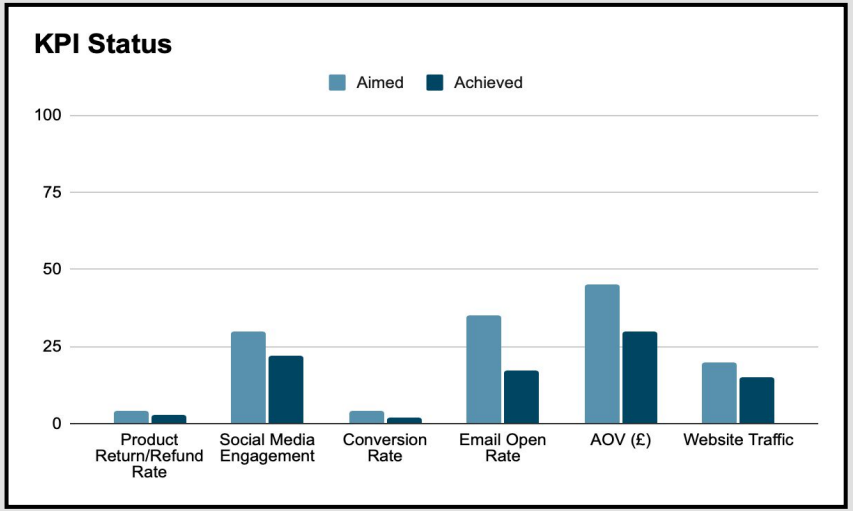
- Exclusive Discount Codes → Personalized offers for student residents.
- Dorm Room Starter Kits → Bundled ergonomic study products tailored for students.
- Sample Product Stations → Trial setups in communal areas for students to experience the benefits firsthand.
- Digital Screens & Posters → Displaying QR codes linking to promotional pages.
- Welcome Packs of the Accommodation Halls → Including Stubuddy discount codes or brochures in new student move-in kits.

EXPECTED OUTCOMES

- 15-20% Increase in Website Traffic
- 25-30% Growth in Social Media Engagement
- 200-300 New Email Subscribers
- 5-8% Increase in Repeat Purchases

KEY PERFORMANCE METRICS REPORT

KPIs	Aimed	Achieved	Variance	Insights
Website Traffic	15-20%	15%	On Target	Website optimization can be suggested.
Average Order Value (AOV)	£45	£30	Below Target	Upselling, creating bundles or offers needed.
Email Open Rate	35%	17%	Below Target	Improving personalized targeting, email marketing.
Conversion Rate	4%	2%	Below Target	A better seamless checkout might be a boost.
Social Media Engagement	25-30%	22%	Moderate	A decent amount of shares, likes, comments; can be reached out to more viewers.
Product Return/Refund Rate	4%	3%	On Target	Users were mostly satisfied, a clearer product description might be developed for further success.



Website traffic met targets, but order value (£30 vs. £45) needs upselling. Email open rates (17%) and conversion (2%) require better personalization and checkout optimization. Social media engagement (22%) is solid but can grow. Return rate (3%) is on track, indicating customer satisfaction.

CUSTOMER JOURNEY AND CHECKOUT PROCESS OPTIMIZATION

Goal: To enhance the overall customer journey and UX design, improve the website, optimize checkout, minimize issues, improve CVR by addressing performance issues, product visibility, and payment efficiency.

- ★ Improve website UX and checkout process
- ★ Optimize product visibility & availability
- ★ Enhance payment options & trust factors

Solutions

- Load Time Optimization
- Product Sorting & ‘Notify Me’ Feature
- Develop a Stubuddy Mobile App
- Highlight Londonist DMC for Brand Credibility



Checkout Process Enhancements Issues & Solutions

- **Limited Payment Methods** → QR Code & Klarna Integration
- **Security Indicators** → SSL, Trust Badges
- **Checkout Page/UX Optimization** → Autofill, AI Chatbot, prioritization of the order details

SAMPLE UPDATE EMAIL

Subject: *Weekly F/U- Stubuddy E-Commerce Performance & Strategy Progress*

"Dear Mr. Ertürk,

I hope this email finds you well. Below is a summary of our progress for this week:

Progress:

- *New product listings finalized and uploaded.*
- *Social media campaign launched, gaining 5K+ engagements in the first week.*
- *Email automation set up, with the first newsletter scheduled for upcoming Monday.*

Challenges:

- *Website loading speed needs optimization; currently the team is working on it.*
- *The delivery process of personalized marketing messages to our audience needs to be observed.*

Next Steps:

- *Implement suggested website improvements.*
- *Initiate influencer partnerships program, have meetings.*
- *Launch retargeting ads based on website user behavior data (can wait another week?).*

Looking forward to your feedback.

Best regards, Goksu Dastan"

THANK YOU!!

