Case Study

on

E-Commerce Launch & Marketing Project Management for Stubuddy - Comfort For Every Adventure & Customer Journey Optimization

Goksu Dastan

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3-Month Campaign Plan Document: Stubuddy - *Increasing Reach Through Student Accommodations*

1. Objective

This strategic marketing plan outlines an approach to drive engagement and increase sales for Stubuddy's new ergonomic product line. The plan includes both digital and direct marketing strategies, ensuring effective outreach to students in university accommodations where the need for ergonomic study solutions is greatest.

1.2 Strategies

- Product Expansion
- Social Media Engagement
- Email Marketing
- Paid Advertising
- Influencer Partnerships
- FM/ Pop-ups

Table 1.1 *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.

2. Product Expansion & Positioning

The campaign will focus on promoting widely recognized ergonomic study solutions that align with students' needs. Each product is positioned as an essential component of a productive and comfortable study environment:

- Adjustable Laptop Stands → Enhance posture and reduce neck pain.
- Ergonomic Desk Chairs & Cushions → Provide back support for long study sessions.
- Standing Desks & Desk Converters → Encourage movement.
- Anti-Blue Light Glasses & Monitor Stands → Reduce eye irritation from prolonged screen exposure.

- Noise-Canceling Headphones → Help students focus in shared living spaces.

3. Marketing Strategies

3.1 Email & Direct Outreach

A structured email marketing strategy will be implemented using student accommodation databases to ensure direct communication with potential customers:

- Targeted Email Campaigns and Paid Ads → Promoting discounts and product bundles to students.
- Collaboration with Universities & Student Unions → Featuring Stubuddy products in university newsletters.
- Referral Program → Encouraging students to refer roommates for discounts.

3.2 Social Media & Digital Marketing

Instagram, Facebook, TikTok, and website will be used to reinforce brand messaging through a digital strategy:

- 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.

Table 3.2.1 *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.

3.3 Student Accommodation Integration (FM/Pop-ups)

Given that the company manages student accommodations, targeted initiatives can be implemented within these buildings to increase product awareness and sales accordingly:

- 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.

4. Expected Outcomes

By integrating digital marketing with direct outreach to students in accommodations, this campaign aims to:

- Establish a direct connection with thousands of students in university residences.
- Increase website traffic by 15-20% within the campaign period.
- Improve engagement on social media by 25-30% through interactive content.
- Acquire an average of 200-300 new email subscribers from targeted email campaigns.
- Encourage repeat purchases by 5-8% through referral.

5. Key Performance Metrics Report for the MD

Table 5.1 *KPIs & Insights*

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.

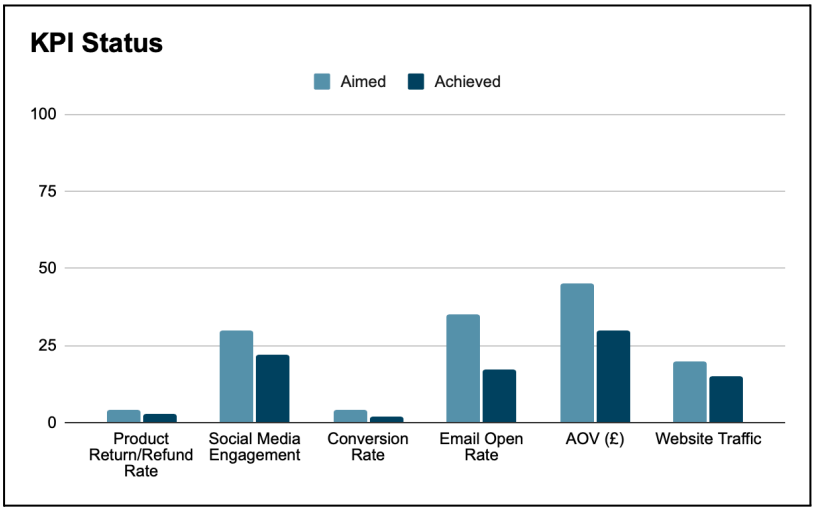


Table 5.2 *KPI Status*

6. Sample Update Email to the MD

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

Customer Journey Optimization: Stubuddy - *Seamless Experience*

1. Overview

The primary goal is to enhance the overall customer journey and UX design, improve the website, optimize checkout, minimize issues, and improve CVR by addressing performance issues, product visibility, and payment efficiency.

2. Areas for Improvement in User Experience

2.1 Load Time Optimization

Issue: The website's load time is slow, which negatively impacts user experience, engagement and increases bounce rates.
Solution:

- Minimize the use of heavy scripts and third-party integrations that may slow down performance.
- Conduct regular performance audits using tools like Google PageSpeed Insights.

2.2 Product Availability/Visibility

Issue: Sold-out products are often displayed at the top of the page, creating a frustrating user experience.
Solution:

- Adjust product sorting so that out-of-stock items can be automatically moved to the

bottom of the page.
- Introduce a ‘Notify Me’ feature, allowing users to receive updates when an item is in stock.

2.3 Mobile App

Issue: The lack of a mobile application can limit brand accessibility and customer retention.
Solution:

- Develop a Stubuddy mobile app to offer a seamless shopping experience.
- Offer app-only discounts to encourage downloads.
- Implement push notifications for promotions, abandoned cart reminders.

2.4 Company Visibility

Issue: The website doesn’t feature Londonist DMC, which affects brand credibility.
Solution:

- Add an “About Us” section linking to the Londonist DMC company page.
- Use elements such as media mentions or third-party reviews to enhance reputation.

3. Checkout Process Optimization

3.1 Streamlining Payment Methods

Issue: The current payment process lacks alternative payment methods that could improve use and transaction speed.
Solution:

- Integrate QR code payment options to simplify the checkout process.
- Expand payment methods by incorporating Klarna if possible.

3.2 Enhancing Trust and Security

Issue: Lack of visible security features may discourage users from completing purchases.
Solution:

- Display trust signals, including security badges and SSL certifications at key points in the checkout process.
- Clearly outline return and refund policies to address customer concerns.

3.4 Improving UX During Checkout

Issue: The structure of the checkout page can be more optimal.
Solution:

- Prioritize order details visibility at the top of the checkout page to ensure clarity.
- Implement an address auto-fill feature based on postcode to reduce manual input and errors.
- Include an AI Chatbot to assist with FAQs, payment issues, and product-related questions.