Internet Marketing Plan – Giftology (Gifts and Services)

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SBE430: E-Commerce for Small Business

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February 25, 2022

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Opportunity Identification

Customer Problem & Product

Giftology - Gift Basket Business offers gift basket services to customers and business corporations with personalized customization and standard design options. The standard gift basket includes assorted chocolates, greeting card, and hand-painted jar for the selected occasion. The business is ideal for wedding planners, event planners, and any celebration hosts as it provides an effortless way of ordering gift baskets for various events. It is also ideal for anyone looking for customized gifts to send to someone in a different location. The business operates from a local shop and updates the inventory on the website for online orders from customers. The goal of the business is to operate throughout the United States and increase sales by using e-commerce and marketing strategies. Due to a lack of marketing resources, the business is unable to reach target customers and maintain positive customer relations. The business mostly gains customers through personal contacts and requires an upgrade using latest marketing tools to drive more sales. A successful solution is to create an effective Internet Marketing Plan for online business advertising, customer-centric website design, and necessary software systems for business processes.

Value Proposition

"Gift-ology is the art of giving. At Giftology, we make giving easier with our gift baskets designed for your special occasion. Make your event memorable with our hand-made sweets, greeting cards, and painted jars, all in a basket. Our talented local chocolatiers and designers add elegance, joy, and magic in customized gift baskets to make your event perfect."

Selling on the Web

Online Revenue Model

For the Giftology online services, the Web catalog revenue model will be best suited to sell the gift products and garner sales. The combination of mail-order model along with Web catalog model proves to be successful in establishing and growing the business. The business will display products on the website with their specifications, item descriptions, and prices. The printed catalogs with the business brand image and highlighted products will be mailed to nearby city residents for advertising purposes. The printed catalogs will help gain customers from local areas into the shop and online as well. Through the Web catalog revenue model, the business will gain customers from distanced areas as well. By using the Web catalog revenue model, the business will offer customers the options to receive bulk orders delivery at nearby retail locations or Amazon facilities. The printed catalogs will offer customers the option to sign up with email on the website to receive first time offers and deals. With the offer of making an order with free shipping and discounted price for first time buyers, the customers will be able to try out the products without hesitation.

Giftology will partner with online deals and promotions service providers – Groupon and DeVry University Alumni Benefits & Services. These services will market the business by providing email sign up options along with discounted offers and deals for their members. Customers and prospective buyers that sign up for promotional emails will regularly receive all promotions and seasonal offers via email, unless they are unsubscribed or opted out. Giftology website will include a chat feature with pre-determined questions and answers and an option to chat with a representative. The business will offer timely customer services to ensure consistent sales and customer satisfaction.

Channel Conflict & Cannibalization

Giftology currently has one location in the city and sells products through the website as well. The goal of the business is to receive higher number of sales through the website from customers located in other cities. To avoid channel conflict of getting all online sales and less on-site sales, Giftology will offer online order returns at the shop by providing drop in returns. The

business will also market exclusive gift basket items on the website that are only available in store to attract the customers to visit the shop. The website online ordering system will provide chat option and assistance managed by separate online sales managers. The business shop manager will manage the in-store operations and sales separately. The long-term goal of the business is to open shops at multiple locations across the country. The plan will begin operating after the six months period of full website functionality has been implemented. The shop locations will be opened in the nearby cities at 15-20 miles distance with the goal of five shops in the state. Giftology will include weekly specials exclusively for shop locations and advertise them on the website and social media.

Customer-Centric Website Design

The website design for Giftology will focus on providing a clear and simplistic layout for site visitors to have easy access and navigation. The website will be focused on displaying a list of all the products with their item specifications and prices. For each product, the online order option will be available to lead to payment processing. The website design will take accessibility into consideration by having white background and dark font for visibility. The website will also include help forum and chat option for visitors. Below is the ideal website design with the key features to be included in the development:
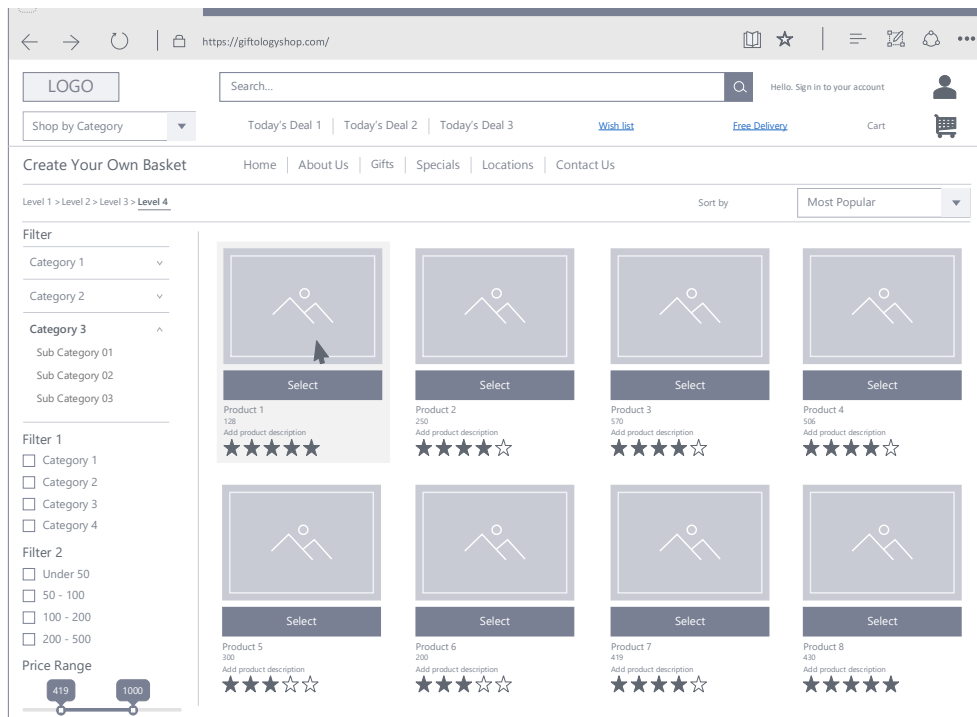
The Giftology website wireframe above shows the main menu tab at the top for navigation to all the pages in the site using HTML5. The About Us page will display information about the business and business owners. The Gifts page will display all the pre-made gift baskets and have an option link to 'Create Your Own Basket'. In this page, different items will be displayed for the visitor to select and drop into the basket. After confirmation, the visitor will be moved to the 'Confirm your order' or the Cart page to process the order payment. The Specials page will display all the shop exclusive items that will not be available for sale. The Locations page will display the shop locations, addresses, hours, and contact information. The Contact Us page will include a message box for the visitor to send any queries or messages to the business email.

Marketing on the Web

Customer-Based Marketing Strategy

The marketing strategy for Giftology will be based on a customer-based approach on the website. The online shop on the website will be divided into two distinct categories – Celebrations and Customize. On the Gifts page of the site, different celebration icons will be listed in a grid view for customers to select from. There will also be a 'Create Your Own' icon for customers to create a customized gift basket. These selections for buying the products will help customers navigate easily to the occasion they will be shopping for. The most common celebrations include birthdays, baby showers, bridal showers, weddings, receptions, and graduation. In each of the sub-categories of the products, all the gift baskets will be displayed with their pictures, prices, and specific descriptions.

Market Segmentation & Target Customer

The market for Giftology will be divided into demographic and psychographic segments. The demographic variables considered for marketing gift baskets will be females between age 18 to 60 years interested in food, fashion, and weddings. This particular demographic group will be suitable for advertising the products as they are likely to be involved in some form of event planning, such as weddings, baby showers, birthday parties, and bridal showers. The website design and shop design will focus on displaying an aesthetic and celebratory type of lifestyle to

appeal to the particular demographic group of customers. The website will also offer two choices for customers to customize their buying experience further – For Guests and For Event Planners/Hosts. The 'For Guests' selection will allow customers to order gift baskets in smaller quantities for their original prices. The 'For Event Planners/Hosts' selection will allow customers to order gift baskets in bulk for reduced prices. More features for each selection will be added to the website upon further analysis.

Relevant Marketing Channels

The business will be marketed through the following channels:

- Search Engine Optimization (SEO): By using the keywords "gift", "gifts", and other words related to celebrations and parties, the SEO feature will be implemented to make the website visible in top search results. The website content will be updated and modified regularly based on latest trends and improvements in the products. The website will also be optimized for mobile browsers with the design and layout interactive on all platforms.

- Email Marketing: Giftology's website will display a pop-up on the site's home page for visitors to enter their email address and sign up for promotional offers. Marketing emails will be sent to all recipients (signed up visitors and customers) with weekly specials, discounts, and promotions. The emails will also be directed to customers with the goal of keeping them engaged and maintaining relationships with them. The messages will focus on greeting them for special occasions or festivals (ex. Valentine's Day, Thanksgiving, Christmas) and proceed to show the photos of available gift baskets and chocolate assortments for the particular occasion. Emails will be personalized and friendly towards the recipients without directly enforcing the "buy this" message.

- Social Media: The website will be linked to Facebook and Instagram public pages for the business to advertise the products and services. Photos and videos of products, customer reviews, and the artists' introductions will be shared on social media to engage audiences.

Online Marketing & Promotional Mix

Giftology will be in partnership with two event management/planning companies located within ten miles of the shop location. The partnership includes 40% discount on full orders of all

products in correspondence to website, social media, and word of mouth promotions. The event management companies will promote Giftology on their website and social media by displaying the products in their event decoration photos and tagging Giftology's website and social media accounts. They will also spread the business brand image and business cards through word of mouth and meetings with their clients. Giftology will maintain the yearly deal of providing gift baskets for all their events to drive in regular sales.

B2B Activities

Product's Supply Chain

The main product of the business is gift basket, which contains several materials required to be purchased from suppliers. The materials include baskets, ribbons, plastic wrap, jars, greeting cards, and sweets/chocolates. The materials required for the packaging and shipping of the products will also be part of the supply chain. All the indirect materials – ingredients for sweets/chocolates, card paper and print colors for greeting cards, and art supplies (paint colors, brushes) for hand-painted jars will be part of the purchasing process. All gift baskets will be assorted, shipped, and delivered by the business as part of the supply chain management. Giftology will also provide product return services and assistance for delivered orders, such as resolving complaints and making exchanges.

Outsourcing

The website development and technical management will be outsourced to a technology consulting firm. The services related to the website and database/cloud management will be included in the outsourcing as well. As the sales increase and expand outside of the city, the chocolates and sweets baking process will also be outsourced to a baking company or catering business. Other business processes will currently be managed by the business only.

Third-Party Distribution

No third-party distribution or sales will be included at this time.

E-Commerce Environment

Legal and Taxation Implications

Giftology will conduct business in all states and regions of the United States of America. The online payment transaction will be processed using the US Dollar currency only. There will be no international sales currently for the business. Giftology will produce and operate its online business from the state of Illinois. All state laws will apply to the business within the state of Illinois in the Chicagoland. For legal purposes, terms of use shall be governed by and construed in accordance with the laws of the State of Illinois, without regard to its conflict of laws rules (Schneider, 2016). Any tortious act will be taken into consideration by the business in case of personal jurisdiction by other states. Food items will be sold by the business with careful consideration of the federal laws under the USDA approval. Basic contract acceptances are generated on the business website when customers receive marketing and promotional offers, view and select products for purchase, confirm payment, and receive product shipment. The Web business will be responsible for income taxes of the business owners and sales taxes on customers' transactions. Nexus will be applied on the business as well for its head office of operations in the state of Illinois. The U.S. income tax will be applied on the business for the income revenue generated in multiple states of the United States.

Ethical Implications

To consider the ethical standards of conducting the business online, Giftology will take privacy and confidentiality of customers very seriously. The business will be responsible for providing Privacy Guidelines on the website for customers to evaluate and consider before accepting business contract or transaction. All of customers' contact information will be private and confidential for business purposes only. The Guidelines will state the use of contact information for processing transactions, advertising products, and sending emails/messages regarding the products. The business will not share or sell any contact information with other entities or organizations. All of customers' payment (credit or debit card, billing information) data will be processed through secure connection on the website for protection. Employees of the business will be trained to maintain and respect privacy and confidentiality of customers. The

business will be aware and considerate of the responsibility regarding privacy concerns of customers in order to remove requested information from business databases.

Sustainability Efforts – Environmental Impact

To reduce the negative environmental impact of the online business, Giftology will make sustainable efforts by being responsible for the following environmental factors:

1. **Recycling:** Giftology will make efforts to recycle all recyclable products, such as plastic, and use recycled plastic for products as well. By using recycled plastic bottles and paper, the business will produce gift products and greeting cards. Recycled materials will also be used to package gift baskets for shipments.

2. **Carbon Emissions:** Giftology will partner with renewable energy companies to fund carbon emissions reduction projects for the protection of forests, sponsorship of wind and solar farms, and development of greener methods for auto parts production (Cote, 2020). The main goal of the online business is to reduce carbon emissions during products shipment by making these efforts.

3. **Renewable Energy:** The business goal is to gradually use 100 percent clean energy by 2030 by using solar panels and new green freezer technology (Cote, 2020). These technologies will be used for the storage of food items (chocolates, desserts, other ingredients) with the attempt to support clean energy movements.

E-Commerce Software

Giftology will require the use of a third-party Web hosting and software to perform electronic commerce functions. The business will be renting application software and Web server management services from a Commerce Service Provider called FDS (fabric Digital Services). The FDS service provides digital consulting and product management services that will be useful for launching the Giftology website with the required software. The business website will function through dedicated hosting to keep the server for its own without sharing with other clients of the CSP. For future growth of customers and increased requirements, the CSP will provide software updates for the business. Based on the one-year mark plan of the business, hosting changes will be made to co-location service based on business needs and financial availability.

The following software application integration needs will be implemented into the development of Giftology's website for online business:

1. **Catalog Display Software:** Implement dynamic catalog by using database storage on the server provided by the commerce service provider. Internal search engine will be included with recommended search terms displayed on the search bar.

2. **Shopping Cart Software:** All the products with prices and descriptions will be displayed on the website with options to add to cart and remove items from cart. Software will be bought on a subscription license basis from software provider. The following management software will be integrated into the shopping cart software:
   a. Dynamic pricing management software for custom price adjustments
   b. Promotion management software for seasonal and festive offers
   c. Product review management software for product reviews from customers
   d. Abandoned cart management software to retain shopper's cart record after session termination and reboot the cart items after shopper returns to site page

3. **Transaction Processing:** Secure payment systems will be integrated for transaction processing. The payment methods will have debit and credit card processing (Visa, MasterCard, American Express). Transaction processing will also include and link to PayPal, Apple Pay, and Google Pay.

Due to the small business needs, accounting, inventory control, and payroll software will also be integrated into Giftology's application software system.

Security and Payment Systems

Customer Data and Privacy Policy

At Giftology – Gifts and Services, we respect the privacy of our users. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, including any other media form, media channel, or mobile website. Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the "Last Updated" date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the site, and you waive the right to receive specific notice of each such change/modification.

This privacy policy was created by using Termly ("Privacy Policy Template", 2022).

COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect on the site includes:

Personal Data: Personally identifiable information, such as your full name, street address, email address, birth date, telephone number, and demographic information, such as your age, gender, hometown, and any other information related to the purposes of the business that you voluntarily give to us.

Derivative Data: Information our servers automatically collect when you access the site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the site.

Financial Data: Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the site.

Data From Social Networks: User information from social networking sites, such as Facebook, Instagram, and Google+, including your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts.

Other data collection includes mobile device data when you access the site from your mobile device and data from contests, giveaways, and surveys you may provide.

USE OF YOUR INFORMATION

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the site to:

Administer promotions, assist law enforcement, compile anonymous statistical data and analysis for use internally, create, and manage your account, deliver targeted advertising and coupons, email you regarding your account or order, and enable user-to-user communications.

We may also use your information to fulfill and manage purchases, orders, payments, and other transactions related to the site. Your email data may be used to send new products, services, and recommendations to you. We value your data privacy and prioritize preventing fraudulent transactions, monitor against theft, and protect against criminal activity.

TRACKING TECHNOLOGIES

We may use cookies, graphics, Web browser plug-ins, Java applets, and other active content to deliver a customized site experience to all visitors. We may also use tracking technologies, such as web beacons on the site to improve your experience. When you access the site, your personal information is not collected through the use of tracking technology. We use security measures, such as antivirus software and threat analysis software to ensure the safety of the site and its visitors. For more information about the security and technology used on our site, please contact us via email with your inquiries.

We use digital certificates, particularly SSL-EV certificate, for our Web page communications. Our security measure works on the basis of encryption algorithms for the Internet safety of users. For more information about the SSL encryption and secure HTTP features used on the site, please contact us via email with your inquiries.

CONTACT US

If you have any questions, concerns, or complaints about the data security and privacy methods used on the site, please contact us via email for further assistance.

Online Payment System

Giftology will process online payment transactions by sharing a contract with Intuit, a software and services provider, for biller-direct Electronic Bill Presentment and Payment systems (EBPP). The main payment method on the website will be all kinds of payment card. This includes credit card, debit card, gift card, and store charge card. The payment system will process all available brands of payment cards, such as Visa, MasterCard, and American Express.

All transactions will be transferred from the customers' verified bank accounts to the business bank account with applicable fees or charges. Sales tax and shipping cost will be added into the total purchase cost of customer's bill based on the state laws.

The merchant account for Giftology will be opened and verified through the required documents and verification – business plan, existing bank accounts, and a business and personal credit history. Giftology's owners have good credit history in their personal accounts and have created a business plan with its assessed riskiness. The owners have sufficient balance for the merchant account in case of covering chargebacks. The business will take acquirer fees and interchange fees into consideration while processing transactions through the merchant account provider. For security purposes, the credit card payment processing will check for the CV (card verification) number on customers' credit cards. Giftology will use the payment processing services from Authorize.Net to oversee payment gateway function, front-end processing, and back-end processing.

In addition to the standard payment card method, Giftology will also implement Google Pay, PayPal, and Apple Pay into the payment processing system of the website. Any security threat from the business and consumer side will be managed with appropriate measures by reporting and investigating the matters.

Implementation

Objectives

Giftology's marketing objectives have been developed for the successful implementation of its electronic commerce initiative. Following are the main objectives of the business:

- Build brand and maintain brand image over the website
- Improve product quality by consistent analysis of customer reviews
- Generate more public engagement in social media platforms
- Reach target audience through improved marketing strategies
- Increase sales by 30% at the end of 2025 by using promotional offers

- Recruit employees with required skills more effectively by drafting job positions and duties according to department requirements
- Serve existing customers by using communication methods (email, text, social media)
- Review and renew contract with vendors as necessary for efficient business (reduce delivery cost, order bulk supplies)
- Invest in free marketing resources, such as social media, web blogging, and referrals

Key Performance Indicators

- Website traffic of 1000 visitors per month analyzed with Google Analytics
- Keywords – "gifts, gift baskets, party, event planning" used in search engine results of Google, Bing, Yahoo, and business review sites, such as Yelp
- Customer accounts in online website store increase by 20% at the end of 2023, reviewed using website analytics tool and database
- Social media accounts with increase in followers by 40% at the end of 2023, reviewed using social media analytics tool
- Product sales increase by 30% at the end of 2025, analyzed monthly using Microsoft Power BI analytics software
- Customer Lifetime Value evaluated yearly using BI analytics software

Implementation Risks

- Problems in website design and functionality causing delays in service
- Problems with user adaptability with the website and online store
- Higher costs causing challenges in adjusting to the budget plan
- Problems in higher demand of products and lack of resources (employees, vendors, delayed delivery, etc.)
- Market uncertainty and inability to adapt to changes (update business plan, add new products and services, grow marketing, etc.)

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