

RUNNING HEAD TITLE

Year Two Report Buhi Bags

Jimmy Siggins

Integrated Marketing Campaign

Juxta Smart Luggage:

- Make affordable luggage for consumers.
- Sell at a competitive price.
- Sell a luxury product that will fit several target markets.

Responsibilities:

- Lead the smart luggage line for two years, four quarters of each year.
- Find target audience.
- Back to school Mindy, City Hopper Sue, Seaside Sally, and Up and comer Raj.
- Research for multiple campaigns.
- Write positioning statements for each target market.
- Awareness & Interest, Consideration & Intent, Purchase, and Loyalty.

Campaign Goals:

- Expected revenue Quarter by Quarter Q1 \$25,550,000 Q2 \$31,750,000 Q3 \$38,450,000
Q4 \$45,700,000
- Find the correct positioning statements.
- Sell to the right customer when they are most likely to buy.

Timeline:

Quarter 1 was slightly under the expected revenue at \$21,184,080 with expected revenue of \$25,550,000. Although overall revenue was below the expected revenue, the quarter revenue itself was up 3% at \$4,371,746 from \$4,249,895. Seaside Sally, Up and comer Raj, and Back-to-school Mindy were all very profitable, yet City hopper Sue was not the most profitable and was something I had to work on for weeks to come. All around Quarter 1 was not what we expected but showed room for improvement. Cost per click was a lot higher for City Hopper Sue and in the coming quarters it was my goal to fix that and find ways for her to become more profitable.

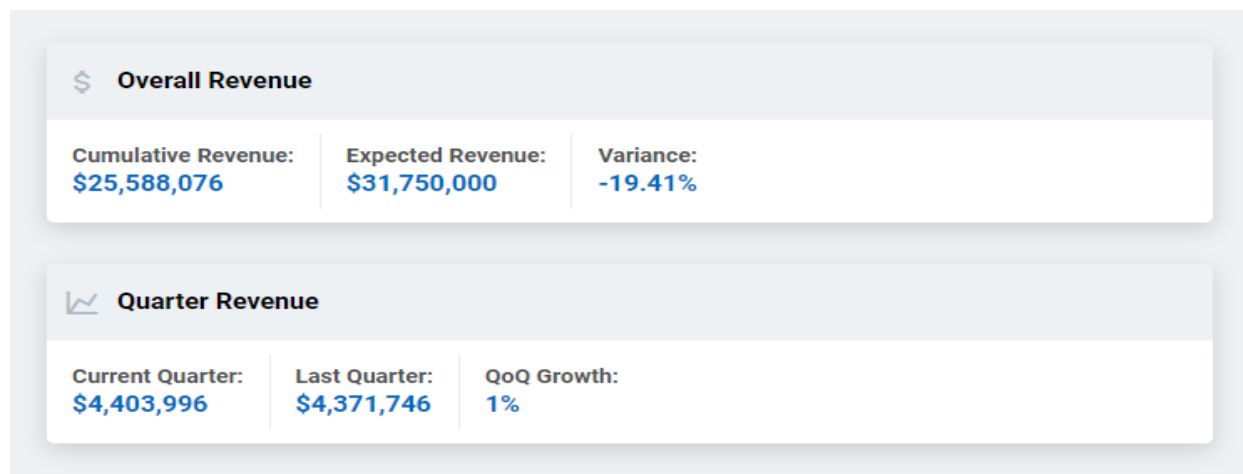
Q1

Overall Revenue					
Cumulative Revenue:		Expected Revenue:		Variance:	
\$21,184,080		\$25,550,000		-17.09%	

Quarter Revenue		
Current Quarter:	Last Quarter:	QoQ Growth:
\$4,371,746	\$4,249,895	3%

Quarter	Target Audience	Campaign Objective	Campaign Budget	Total Web Visits	Avg. Cost per Web Visit
Year 2 Q1	City-hopper Sue	Purchase	\$140,000	73,682	\$1.90
Year 2 Q1	Up-and-comer Raj	Consideration/Intent	\$120,000	137,233	\$0.87
Year 2 Q1	Back-to-school Mindy	Awareness/Interest	\$125,000	137,964	\$0.91
Year 2 Q1	Seaside Sally	Awareness/Interest	\$115,000	137,526	\$0.84

Quarter 2 was also under the overall revenue at \$25,588,076 with the expected revenue at \$31,750,000. The quarter revenue went up 1% with the quarter revenue being \$4,403,996 and the last quarter's revenue being \$4,371,746. Up and comer Raj and Seaside Sally were the most profitable for this quarter, while back to school Mindy and City hopper Sue were not and that would lead to me trying to get them back to normal for the next coming quarters. Cost per click with back-to-school Mindy and City hopper Sue were higher which shows evermore that I need to fix both of their spending to maintain revenue.



Quarter	Target Audience	Campaign Objective	Campaign Budget	Total Web Visits	Avg. Cost per Web Visit
Year 2 Q2	Back-to-school Mindy	Consideration/Intent	\$128,000	94,760	\$1.35
Year 2 Q2	City-hopper Sue	Consideration/Intent	\$125,000	94,626	\$1.32
Year 2 Q2	Up-and-comer Raj	Consideration/Intent	\$125,000	137,987	\$0.91
Year 2 Q2	Seaside Sally	Consideration/Intent	\$122,000	137,354	\$0.89

Quarter 3 overall revenue was still not meeting the expected revenue. Our cumulative revenue was \$30,897,590 while the expected revenue was \$38,450,000. The quarter revenue was up 21% at \$5,309,514 from last quarter at \$4,403,996. All the campaigns went well. The cost per click was higher than I would've liked, But I decided to do mainly purchase for the campaign type this week to try and generate more revenue which ended up working. The growth over this quarter was fantastic even though our cumulative revenue is not exactly where we expected it to be.

Overall Revenue					
Cumulative Revenue:	Expected Revenue:	Variance:			
\$30,897,590	\$38,450,000	-19.64%			

Quarter Revenue		
Current Quarter:	Last Quarter:	QoQ Growth:
\$5,309,514	\$4,403,996	21%

Quarter	Target Audience	Campaign Objective	Campaign Budget	Total Web Visits	Avg. Cost per Web Visit
Year 2 Q3	Back-to-school Mindy	Consideration/Intent	\$122,000	116,196	\$1.05
Year 2 Q3	City-hopper Sue	Purchase	\$125,000	94,962	\$1.32
Year 2 Q3	Up-and-comer Raj	Purchase	\$130,000	73,461	\$1.77
Year 2 Q3	Seaside Sally	Purchase	\$123,000	94,687	\$1.30

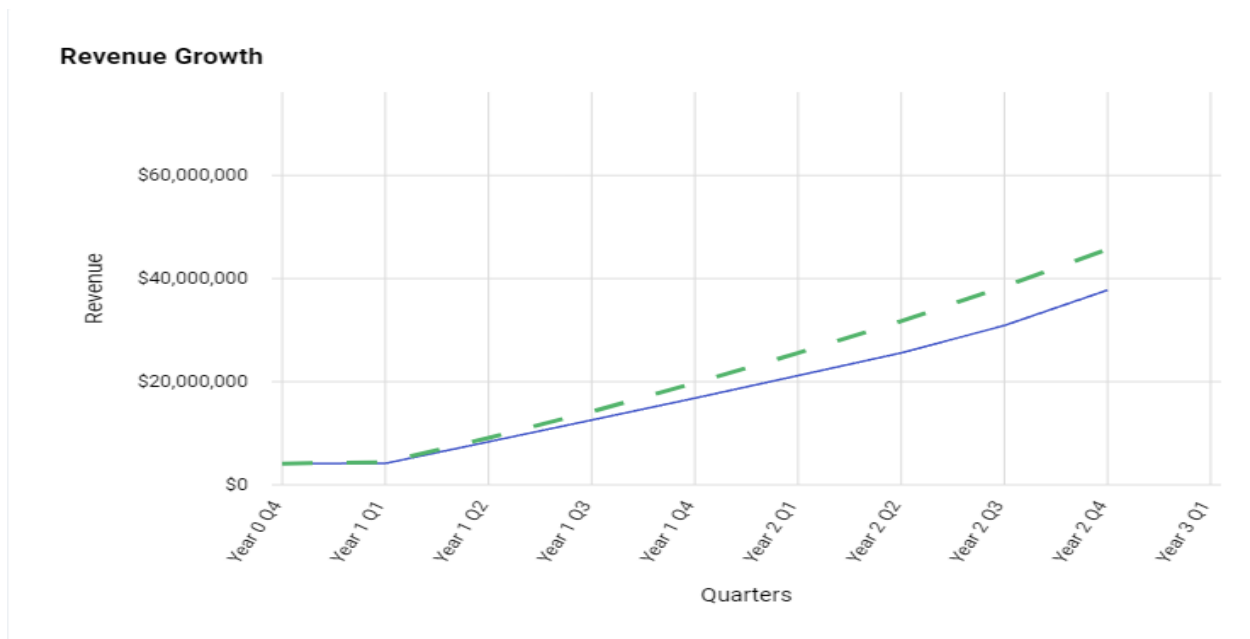
Quarter 4 Showed great progress and hard work. Our overall revenue was still not matching our expectations, for cumulative revenue we were at \$37,768,876 while the expected revenue was \$45,700,000. For our quarter revenue we went up 29% to \$6,871,286 from last quarter at \$5,309,514. Back to school Mindy, City hopper Sue, and Seaside Sally and had great cost per click and all around very profitable. Up and comer Raj was close but his cost per click was higher than we would've liked. This quarter was our best of the year by far and leaves a great example of how great we can be.

Overall Revenue					
Cumulative Revenue:		Expected Revenue:	Variance:		
\$37,768,876		\$45,700,000	-17.35%		
Quarter Revenue					
Current Quarter:		Last Quarter:	QoQ Growth:		
\$6,871,286		\$5,309,514	29%		
Quarter	Target Audience	Campaign Objective	Campaign Budget	Total Web Visits	Avg. Cost per Web Visit
Year 2 Q4	Back-to-school Mindy	Purchase	\$129,000	137,102	\$0.94
Year 2 Q4	City-hopper Sue	Purchase	\$134,000	138,860	\$0.97
Year 2 Q4	Up-and-comer Raj	Purchase	\$129,000	115,934	\$1.11
Year 2 Q4	Seaside Sally	Purchase	\$108,000	137,499	\$0.79

Why Are Metrics Important?

- Revenue: Keeping track of revenue allows you to see growth and allows you to make decisions based on how much revenue you are making or losing.
- Web Visits: Knowing the number of website visitors you have can help show what is working and what isn't. It helps you understand what you may need to change.
- Average Cost per Website Visit: This metric helps you understand if you are appropriately spending your budget.
- QoQ Growth: A percentage of growth over a quarter.

Projections:



I feel that we would continue an upward trend throughout year 3 because we were starting to truly blossom. Catching up to the expected revenue would be hard but very possible. I feel that we would continue you gain constant revenue and would be able to reach the expected revenue by the end of year 3.

Conclusions:

Overall, I would say this simulation was a success because I learned so much even though the revenue goal was not always met. This journey was great. I've gained valuable insights that will benefit me in practical situations. My success in crafting effective positioning statements for different audiences is a testament to my dedication. By understanding the preferences of each segment, I used their interests to my advantage. Moving forward, I hope to further my understanding of the optimal buying times for each audience segment. I believe that this simulation will help me in the real world and has helped me learn a lot about digital marketing. Working through different situations caused me to have to work through those situations and learn more and more each week.

