

All Sports

Plan for S.C. All Sports srl

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Executive Summary

A place to buy what you need but where you can also receive the information you need, in real time, from trained people, not only from customer care agents or simple sellers; it is what runners were looking for and what motivated the creation of the All Sports online sports store.

The idea was born in 2020 as an online store, specialized in the commercialization of articles of sports, in order to meet the needs of a limited group of people who love sports, but today the statistics show that more people are acquiring this habit of working out and they are looking for items on the internet to meet their needs.

With the latest information from the Survey of the National Institute of Statistics, the break in the trend towards a sedentary lifestyle that exists in the country is confirmed.

Considering these trends, it was thought relevant to develop a marketing plan for All Sports and carry out a study with a focus on digital marketing, since this has the virtue that its profitability can be accurately measured, in contrast to traditional marketing. This feature is very useful, since it allows you to know what type of channel or tool is more effective for a given campaign. Thus, digital marketing efforts must be focused on achieving three actions: attract people to the website, retain them on the site and finally get these people to visit the site again.

For the elaboration of the Marketing Plan, a methodology was developed, Illustration 1, based on the three fundamental pillars of any marketing plan; Diagnosis, Marketing Strategic and Tactical Marketing



Illustration 1 - Steps to create a marketing plan

For the development of the diagnosis of the Marketing Plan, the external situation was analyzed from the PEST analysis, with which the high technological level of the industry was identified, which brings as a consequence that e-commerce is always updated and adapting the contents to communicate them to customers. It was also possible to identify a change in lifestyles, the fashion of today's society drives towards healthy lifestyles, with which running and having the suitable items slowly become a necessity. This change in the romanians encourages them to do more sports and especially running. On the other hand, protecting the consumer is relevant in this type of business, the idea that they can have the confidence to acquire articles becomes paramount when it comes to creating loyalty with your customers.

At the same time, a SWOT analysis was carried out, with which it was sought to identify the strengths, opportunities, weaknesses and threats of our e-commerce, in order to raise the strategies to follow in this new world of electronic commerce. Much more trade dynamic, where all information is available on the Internet and customers are much more informed of what they want to acquire.

When performing the analysis of the e-commerce industry, All Sports could be classified within the group of companies that is focused on running products, whose particularity is offers specialized products for novice and expert runners. When reviewing the websites of its competitors it is observed that All Sports has exclusive articles, which will become a competitive advantage for this e-commerce.

To develop strategic marketing, it should be considered that it has had to move from traditional to digital. For this reason, the prospecting strategy of markets intends to use some type of software that allows reviewing social networks to be able to analyze the different tendencies. As we are in a digital world, big data becomes more and more BIG, e-commerce moves millions of data and a large flow of information must be analyzed in order to know how the user behaves. With these software you can address the customer in a more personalized way.

Within the proposed strategies it is important to highlight the development and innovation of its Web page based on the new technologies available, in order to provide a better experience to customers and encourage purchasing habits in consumers. It is also relevant to promote the specialization of the store and the express delivery of articles, in order to guarantee that customers make purchases of their items in Romania. Today we are in a globalized world with access to buying abroad, so it's a big differentiator to have the item as soon as possible once the purchase is made. Finally, it is proposed to generate a differentiated offer, which allows purchases to users of different income levels.

There are two fundamental strategies to develop for electronic commerce, the first is the e-commerce strategy that consists of concentrating on the website in a way that the customer has a unique experience and feels the need to make the purchase. Also within this strategy, you should consider the possibility of making payments online with your various alternatives: credit card, debit card, paypal and bank transfer. The second is the loyalty strategy. Here are five tools that must be present to strengthen the relationship with the customer so that they repeat their purchases on the website. These tools are

product performance, customer service, after-sales, preferential incentives and continuous innovation.

For the development of tactical marketing, the way to comply with the strategies was analyzed, based on the 4Ps of marketing (Product, Price, Promotion and Placement), with an evolution into the digital realm. Through the 4Ps, a list of actions and basic studies to perform before launching a new product or service on the market. Some of the tactics relevant are those that consider the incorporation of metatags in the website, which will allow the site to be adapted so that customers can easily find what they are looking for. Another tactic developed is related to the use of Social Media Analytics analysis or Socialbakers, which allows you to define which are the hashtags that will cause the greatest impact on the communication to clients with the objective that all the campaigns to be defined have the greatest impact. The most important tactic is the one related to the website, which must have the characteristics of navigability, usability and of adapting to the environment with a responsive design.

Finally, an action plan is generated that considers the marketing activities and sales, for this an investment alternative was evaluated in campaigns through tools like Google Ads, Facebook Ads, Instagram and a new website that achieves the objectives raised to increase the number of conversions, retain customers and enhance the brand.

These tools allow us to carry out online measurements of the campaigns carried out, such as the number of impressions when searching for content on Google, the number of clicks executed, with which you can measure the efficiency of the ad, and the rate of customer conversions. All this investment campaigns will be monitored by the indicators offered by the different tools with which the campaigns will be carried out, granting total visibility of what is being achieved with said investment.

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Introduction

At present, the global trend of online shopping has increased and is moving to the digital scene. We have gone from attending stores in person and generating all our questions to the seller, to looking for all the information that we require of a product on the Internet and then buying it. Electronic commerce is becoming relevant, since consumers are getting used to making their purchases online and the payment procedures are becoming more diverse and secure. This brings the consumer much closer to the shopping experience on the internet, with more confidence and with an adaptation to the use of this new trade.

E-commerce is growing at an unstoppable rate all over the world thanks to its important advantages, such as extended hours, access to global markets, comparison of prices, allowing knowing the taste of consumers, among many others. As reference we can review the internet sales that are made in China on the Alibaba website and Taobao, with annual online sales of USD\$672 Billion, while in the United States in the Amazon and Ebay websites annual online sales reach USD\$340 Billion.

At the local level, according to the 2017 e-commerce index of the Romanian Chamber of Commerce and Industry - CCIR, our country advanced one place among the main e-commerce markets on a global level, ranking 17th among the 23 markets considered. (Romanian Chamber of Commerce and Industry - CCIR). People are buying more and more online. sales online in the period January-March 2017 amounted to US\$ 864 million, equivalent to an increase 30% compared to the same period last year. The CCS report adds that the number of visits to online shopping sites rose during the first quarter to 440 million, with 8.6 million orders, 65% of which were placed through computers and the remaining 35% through mobile media. (CCIR, 2017)

Due to the growth experienced by this type of trade, the challenge for companies consists of turning your website into a great online sales channel

and not just being a site informative, this should be one more channel that helps them increase sales. Clear cases of this movement is the case of Decathlon, a retail store that seeks to become the largest operator e-commerce in the region. Another case study is the Black Friday carried out in the month of November of 2020 in Romania, all participating companies have an increase in sales with offers attractive to customers.

For this reason, it was decided to investigate how to raise awareness and increase sales for e-commerce All Sports through digital marketing, application of marketing strategies carried out in digital media. New tools appear in the digital field, such as social networks, website analytics, online campaigns, among others, which will be used for the implementation of the marketing plan. So we can monitor online the behavior of our campaigns and make changes or optimizations in real time.

Objectives

General Objective

Create a digital marketing plan for the All Sports sports store, in order to guide the e-commerce owner in decision making and consolidate it in the market nationally.

Specific Objectives

- **Analyze the current situation of the electronic market** (e-commerce) and digital marketing.
- **Create a Marketing Plan**, emphasizing tactical and budget issues.
 - Analysis of the situation (Internal Analysis, External Analysis and SWOT)
 - Determination of the Strategy
 - Action Plan/ Tactics
 - Establishment of Budget.
 - Control Systems.
- **Identify and evaluate key performance indicators (KPI)** that allow reviewing the impact of marketing plan campaigns

Study scope

The scope of this study is to observe in a correlational way, how the different digital marketing decisions affect some variables of interest and thus be able to predict the effectiveness of future campaigns and the budgets that must be allocated. For this, a marketing plan was developed for the All Sports online store so that it can help the company to make good decisions in the future and thus guide it towards better management.

This allows us to understand the behavior of users before different campaigns in digital media and explain what users are really looking for on the Internet, and in specific to digital media. The variables to measure and then analyze their behavior they will be:

- Quality Score
- Cost per Click
- Click Through Rate
- Cost per Action
- Conversion Rate

This way we can associate the variables that allow us to give a better approach to the topics tactical and budget.

State of the Art

Company description

All Sports is a physical store that was inaugurated in 2014, but the idea was put on paper 4 years before, in 2010, when the owner started doing sports, after a sedentary life and some health problems. Then he noticed for the first time that it was quite difficult to find a store with sports equipment, without paying for a logo or brand name. As the physical stores were still working very well, he did not think for a moment to expand or switch to the online environment, having no knowledge in the field.

Everything worked perfectly, until 2020, when the Covid-19 pandemic brought major changes, causing irrecoverable losses for all the physical stores, regardless of their size.

The law in Romania during the pandemic was not a friendly one for traders, as they were forced to close their shops for indefinite periods several times.

So, in 2021, the idea of going online was born. Studying the market and looking for collaborators who can process a net larger number of orders took longer than expected, and obtaining all the necessary approvals was not an easy process.

Its creator longed for a place that would provide everything a sporty person needed without having to go through countless stores, always with a high probability of not getting finally everything I was looking for. Yes, sporty people need more than a pair of sneakers to meet their goals, especially when the vast majority are not 100% dedicated to the sport and the daily juggling becomes more and more difficult to be able to train in your favorite circuit and get away for a moment from the daily routine.

Description of the Environment

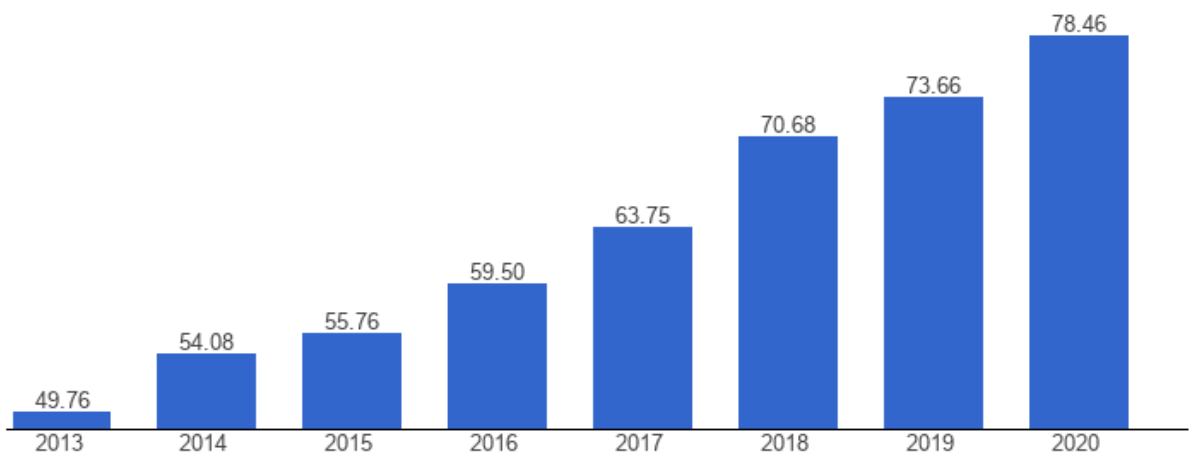


Illustration 2 - Number of internet users in Romania 2013-2020

The number of internet users in Romania has been increasing every year since 2014. One of the highest increases was registered in 2020, when the number of internet users exceeded 15 million.

Romania's GDP in 2019 was at the level of US\$250.08 billion. Its economy is developing, so is ecommerce.

Ecommerce in 2022 is forecasted to reach US\$2,360m? In five years, this number may cross US\$4 billion. There are 8.3 million Romanians who shop online. It means that user penetration this year may reach 43.4% and in five years – 56.7%.

The largest ecommerce sector is Fashion. It generates 40% of the revenue. This sector is followed by Electronics & Media with 26% of ecommerce revenue. Then comes the Food & Personal Care sector with 14% of Romanian e-commerce revenue. One before last is Toys, Hobby & DIY with 12% and the last one Furniture & Appliances which generates 9% of ecommerce revenue.

When it comes to favorite ecommerce stores, they are all Romanian websites. The undeniable leader is emag.ro. Its net sales in 2019 were US\$604m. And then comes fashiondays.ro with US\$81m. The third-place belongs to dedeman.ro, a store with furniture and house appliances.

With the existing antecedents in the growth due to the demand in the trade electronic and the strong increase in running in our country, help us understand that the type of marketing has also evolved. We know that traditional marketing concentrates all the global internet users strength in television campaigns and the written press, but this has been changing in recent years into the digital world.

Types of Advertising Used

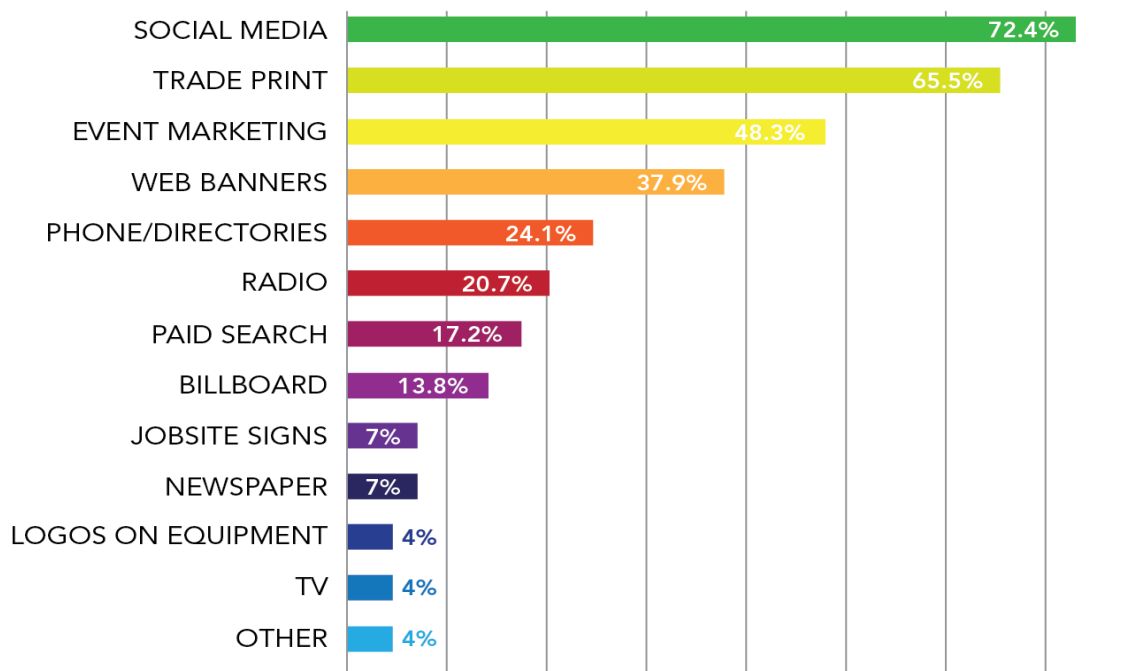


Illustration 3 - Types of advertising used in Romania

The case of Millennials spend 90% of their time online, 75% of that time perform through their mobile devices and 55% use search engines to learn more about the products they want to buy.

For this reason, it is important to have an ad hoc marketing plan for the online store All Sports and that this reflects the current situation of our country, that allows the internet users and running lovers visit the store to meet their demands. The store is dedicated specifically to all sporting goods that are related to the sport; watches, shoes, accessories, health, nutrition, clothing and training.

Theoretical Framework

E-Commerce

Electronic commerce, also known as e-commerce or Internet business or online business, consists of buying and selling of products or services through electronic means, such as the Internet and other network informatics. Originally the term was applied to carrying out transactions through electronic means such as Electronic Data Interchange, however with the advent of the Internet and the World Wide Web in the mid-1990s began to refer mainly to the sale of goods and services through the Internet, using as a form of payment electronic means, such as credit cards.

The amount of trading conducted electronically has grown exponentially because of the Internet. A wide variety of trading is done this way, stimulating the creation and use of innovations such as electronic funds transfer, supply chain management, internet marketing, online transactions processes (OLTP), electronic data interchange (EDI), inventory management and automated data collection systems.

Most electronic commerce involves the buying and selling of products or services between people and companies, however a considerable percentage of trade consists of the acquisition of virtual items (software and derivatives mostly), such as access to "premium" content on a website.

Advantages of electronic commerce for companies

Electronic commerce between companies is called business-to-business or B2B. B2B can be open to anyone who is interested (such as the exchange merchandise or raw materials), or be limited to specific pre-qualified participants (private electronic market). Some of its virtues are:

- a) **Improvements in distribution:** The Web offers certain types of suppliers (car industry book, information services, digital products) the possibility of participating in a interactive market, in which distribution or sales costs tend to zero, as for example in the software industry, where products can be delivered immediately, progressively reducing the need for intermediaries.
- b) **Electronic business communications:** Currently, most companies uses the Web to inform customers about the company, apart from its products or services, both through internal communications and with other companies and clients;
This facilitates commercial relations, as well as customer support, since being available 24 hours a day, companies can retain their customers through an asynchronous dialogue that happens at the convenience of both parties.
- c) **Operational Benefits:** Business use of the Web reduces errors, time, and overhead information processing costs. Providers lower their costs by interactively access databases of bid opportunities, send these by the same means, and lastly, review the concessions in the same way; In addition, the creation of new markets and segments is facilitated, the increase in the generation of sales advantages, the greater facility to enter new markets, especially in the geographically remote, and reach them more quickly.

- d) **Ease of retaining customers:** Through the application of protocols and strategies of effective communication that allow the end user of the company's web portal raise concerns, raise requirements or simply make comments with relation to the products or services of the same, and if and only if these comments are properly processed can create an important element to achieve the customer loyalty, and consequently increase the re-purchase of products and services, as well as expanding the range of coverage in the market.

Electronic commerce windows for users

The use of electronic purchases over the Internet gives users certain advantages:

- a) Find a product at a lower cost. You have more opportunities to navigate and find a product that best suits your economy.
- b) Perform better negotiation with the seller. There are virtual stores that allow haggling with the seller, giving more economic benefits to the buyer for achieving the desired product at a lower cost, or failing that, the seller offers royalties to the buyer.
- c) Generates comfort in the acquisition of the good or product. From the comfort of your home or work you can buy and acquire the desired product, without need to move to another site.

Unique characteristics of e-commerce

- a) Ubiquity: Internet/web technology is available everywhere, at work, at home and elsewhere through mobile devices, anywhere at the moment. The market extends beyond traditional limits and is eliminated from a temporal and geographic location. The "Marketspace" is created; purchases can be made anywhere. Customer convenience is improved and operating costs are reduced.

- b) Global reach: the technology extends beyond national boundaries, around the Earth. Trade across cultural and national boundaries is enabled seamlessly with no modifications. The “Marketspace” potentially includes billions of customers and millions of businesses around the world.
- c) Universal standards: there is a set of technology standards, namely standards from the internet. There is a set of technical media standards around the world.
- d) Rich content: It is possible to transmit video, audio and text messages. The messages of video, audio and text merchandising are integrated into a single consumer experience and marketing message.
- e) Interactivity: technology works through interaction with the user. The consumers engage in a dialogue that dynamically adjusts the experience for the individual, and makes the consumer a co-participant in the process of delivering goods to the market.
- f) Information density: technology reduces information costs and raises the quality. The costs of communication, processing and storage of information are dramatically reduced, while prevalence, accuracy, and timeliness are increased considerably. Information is plentiful, cheap and accurate.
- g) Personalization/customization: the technology allows personalized messages to be delivered to individuals and groups. Personalization of marketing messages and suitability of products and services are based on individual characteristics.
- h) Social technology: generation of content by the user and social networks. The new social and business models of the internet allow the user to create and distribute their own content, and support social networks.

Online stores

Almost all e-commerce sites are online stores that have at least the following elements at the level of customer service systems:

- a) An online electronic catalog that provides a list of all products for sale, their prices and sometimes its availability (if the product is in stock or the number of days until delivery).
- b) A search engine that allows you to easily locate a product using criteria search (brand, price range, keyword, etc.).
- c) A virtual container system (sometimes called a virtual cart) is the central part of electronic commerce. The virtual container makes it possible to trace the journey of the purchases of the customer and modify the quantities of each reference.
- d) Secure online payment (account) is often guaranteed by a trusted third party (a bank) through a secure transaction.
- e) An order tracking system that allows tracking of the order process and sometimes provides information about the package pickup by the shipper.

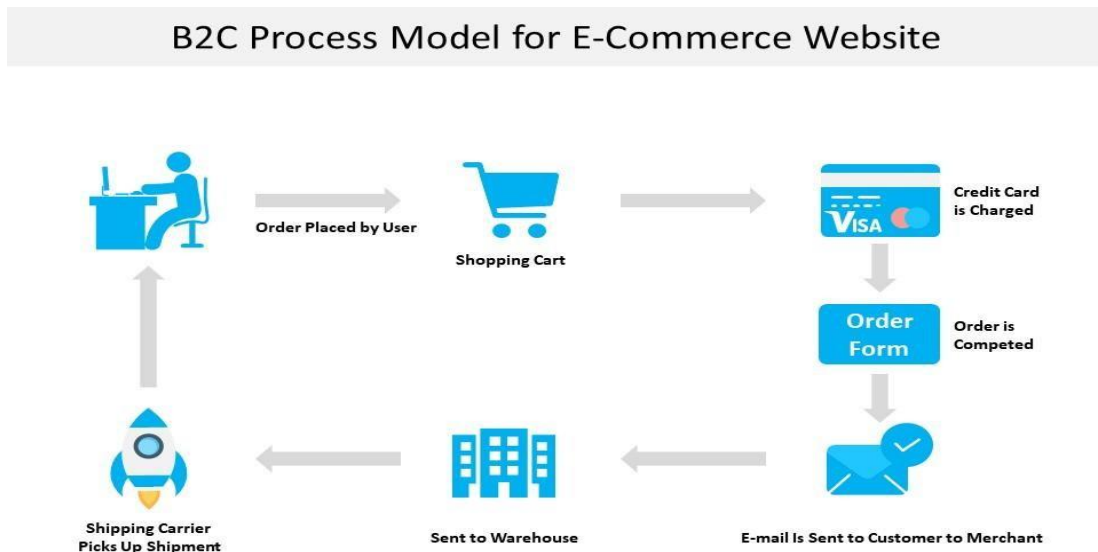


Illustration 4 – The process of online shopping

An administrative system that allows online merchants to organize their offers, modify prices, add or remove product references and also manage and manage the customer orders.

Digital Marketing

Digital Marketing is the application of marketing strategies carried out in digital media. All the techniques of the offline world are imitated and translated into a new world, the online world. New tools appear in the digital sphere, such as immediacy, the new networks that arise every day, and the possibility of real measurements of each of the strategies used.

Within the different types of digital marketing we can find:

- a) Google Search
- b) Display Networks
- c) Video / YouTube
- d) Social / Facebook / Instagram
- e) Portals / Entertainment Magazines OnLine (EMOL)
- f) eMail Marketing
- g) Mobile
- h) Daily Deals
- i) Inbound Marketing

We know that the way of buying is changing and marketing strategies are no longer able to keep up. We are constantly looking for information and qualifications online, comments and reviews of specialists, videos and details of the products before making and/or completing our purchases. At Google, they call that moment of making decisions online the zero moment of truth or ZMOT (Zero Moment of Truth). It will be the starting point to be able to analyze user trends and help to know what users search on the Internet before making a purchase of sporting goods.

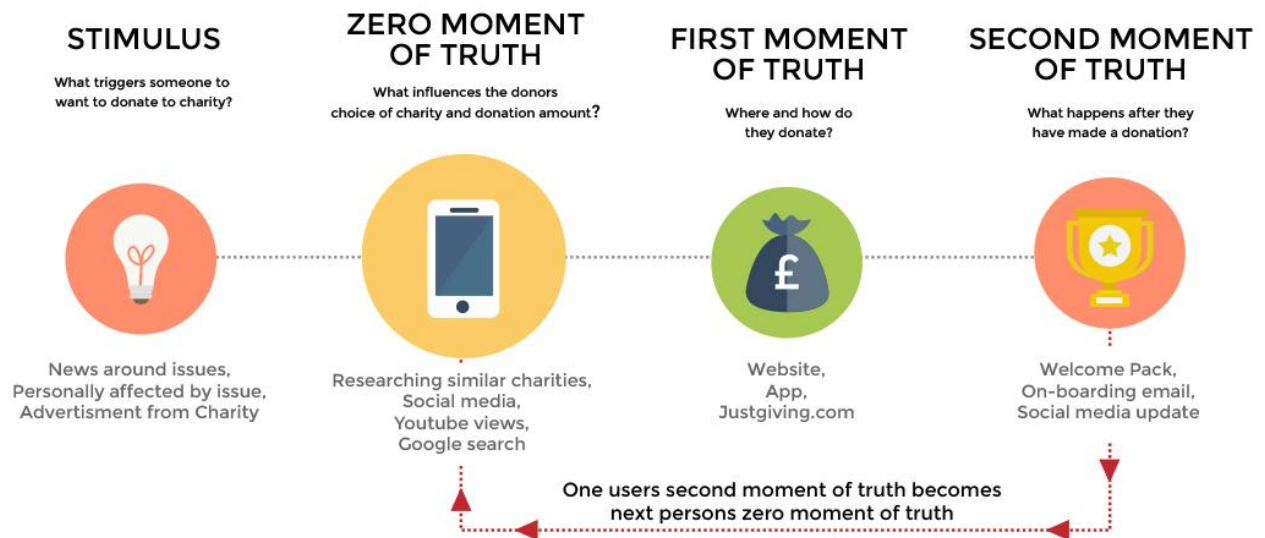


Illustration 5 – Zero Moment Of Truth

As we can see in illustration 6, the online channel most used to find out about the product to acquire are the websites, followed by social networks. This reflects the importance of Digital Marketing and the stimulus that we can exert on them for the acquisition of products or services.

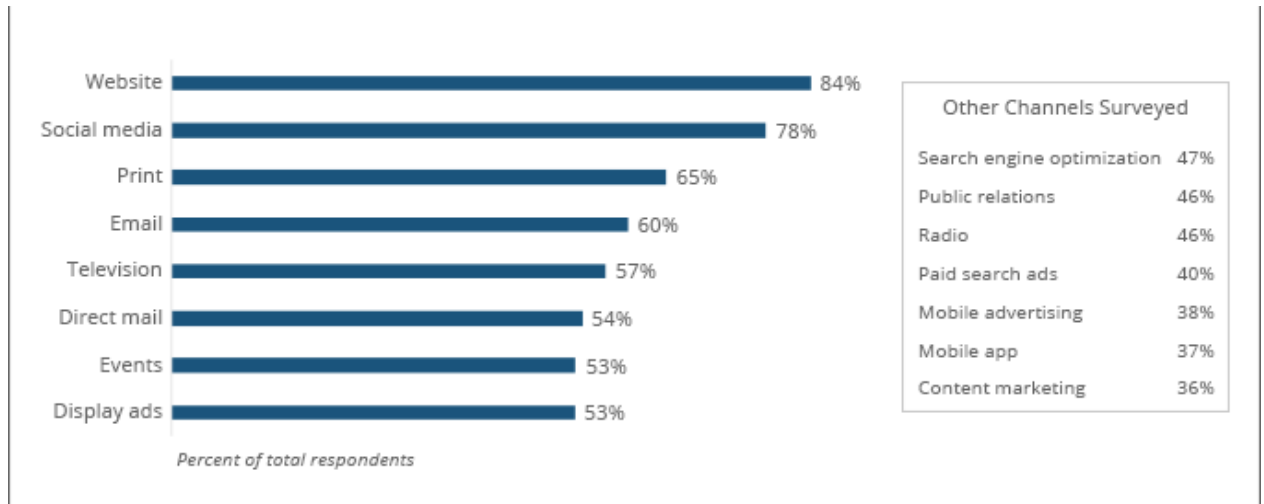


Illustration 6 - Online Channels Romania

The Digital Marketing tools that will help us with the ZMOT will be:

- a) Google Ads
- b) Facebook Ads
- c) Google Analytics
- d) Google Trends

With these tools we can generate online campaigns to achieve a better brand positioning and have a complete analysis of what users are reviewing within the website, this will be possible to measure and review with some performance indicators.

On the other hand, the benefits of digital marketing is that its effectiveness can be measured much more precisely, unlike traditional Marketing. Some of the measures of the effectiveness of a digital marketing campaign are shown below:

- a) Number of acquired customers, or potential customers (also called prospects or “leads”) after the marketing campaign or strategy has been generated
- b) Sales generated directly and indirectly by the website
- c) Impact on market penetration and demand
- d) Customer satisfaction and retention rates of customers using the Internet, in compared to those who do not use it
- e) Increased sales or cross-selling achieved through the Internet
- f) Impact of the Internet on customer satisfaction, loyalty and brand

These variables can be considered both to measure the effectiveness of a Digital marketing campaign, as well as to measure the effectiveness of each advertising format within the same campaign. This way you can detect the tools that are not being effective and discard them, while promoting others that are.

For a digital marketing campaign to be effective, it is important to consider the following factors:

- a) Capture: How effective is it in attracting customers to the website using methods of online and offline promotion.
- b) Content: How useful is the information on the website for customers, and how easy is it to use, considering both the content and the design of the site.
- c) Customer orientation: if the content is well adapted to the target audience
- d) Community and interactivity: How well are individual needs met? customers by providing community functionality and establishing a interactive dialogue.

Search Engine Marketing (SEM)

Search Engine Marketing or Search Engine Marketing is often used to describe acts related to the investigation, presentation and positioning of a website in search engines to get maximum exposure for your site. SEM includes such things such as search engine optimization (SEO), paid listings, and other services related to the search engine and functions that increase the exposure and traffic of the website.

The market share of the main search engines are the following:

- Bing and Yahoo: There is currently an agreement between these two companies, where Bing (the Microsoft's new search engine, formerly known as MSN Search or Live Search) provides results for searches on Yahoo. This alliance covers about 26% of the US Search Market (number of queries provided by search engines), which represents 3.8 million searches. The two actors in this alliance are not growing the same. While Bing grew 17% in market share, from 10.6% in July 2010 to 12.4% in August of the same year, Yahoo grew only 3% in the same period, this without considering that in July 2009 it had a 15.4% market share. Thus, even though Yahoo grows month by month, it falls back in measures year by year.
- Google: Google currently has a market share of Search in the US of 70.1%, which represents 10.26 billion searches of the 14.65 billion searches Totals made in the U.S.A. Despite these favorable figures, these are lower than the results obtained in July of this year, which implied a 72.9% market share, with a volume (number of searches) of 10.46 billion. Although there is a setback, we must also remember that the search volume of Google in August 2009 was 10.13 thousand million, so there was at least an increase in this variable from one year to the next.

Therefore, if you want to start a Marketing campaign based on Search, this should start with Google, given the greater degree of use of this search engine, which implies greater traffic and therefore greater visibility. This does not mean leaving the rest of the seekers out, especially if they have the economic resources to finance the campaign.

Google Ads:

Ads accounts are made up of four basic elements: Campaigns, Groups of ads, Ads and Keywords.

Campaigns and ad groups are related to each other by a level of hierarchy, that is, the ad groups must always be contained within a campaign, and campaigns must always have one or more ad groups inside them to function. It is a single-tier organization, that is, we cannot place campaigns within each other, or ad groups within each other.

For their part, the ads and keywords are contained within the groups of ads, at the same level (NOT inside each other). This is better understood with the following scheme:

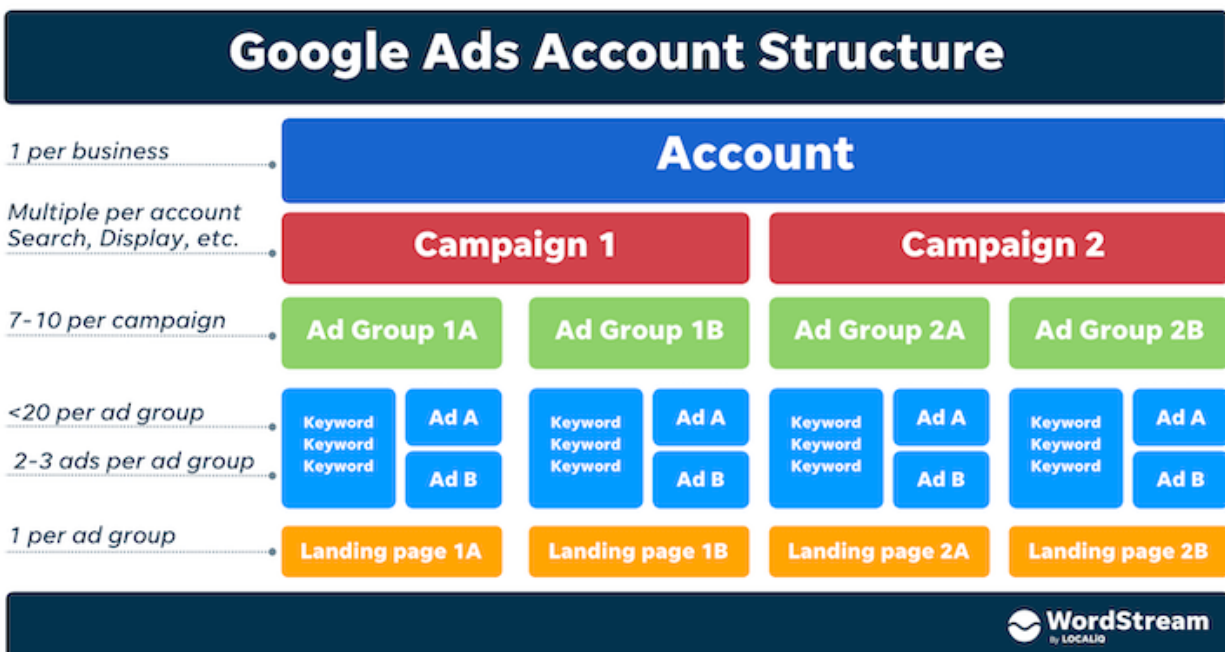


Illustration 7 - Google ads account structure

Once we have created and organized all the elements of the campaign, only the most important part remains to be defined: the money we want to spend. This is defined to several levels:

- a) At campaign level we define the budget, established in weight per day, which determines the maximum we want to spend.
- b) At the ad group level we define the CPC bid, that is, how much we want to pay maximum for each click received on any of the ads in that group of advertisements.
- c) Finally, at the keyword level, we can define individualized CPC bids, so that we pay more or less money per click with respect to the bid established at the level of your ad group for certain keywords. If we do not define a bid individualized for the keyword, the one from the ad group will be used.

The position of the campaign (Ranking) is determined by the following formula:

$$AdRank = CPC\ Max \times Quality\ Score$$

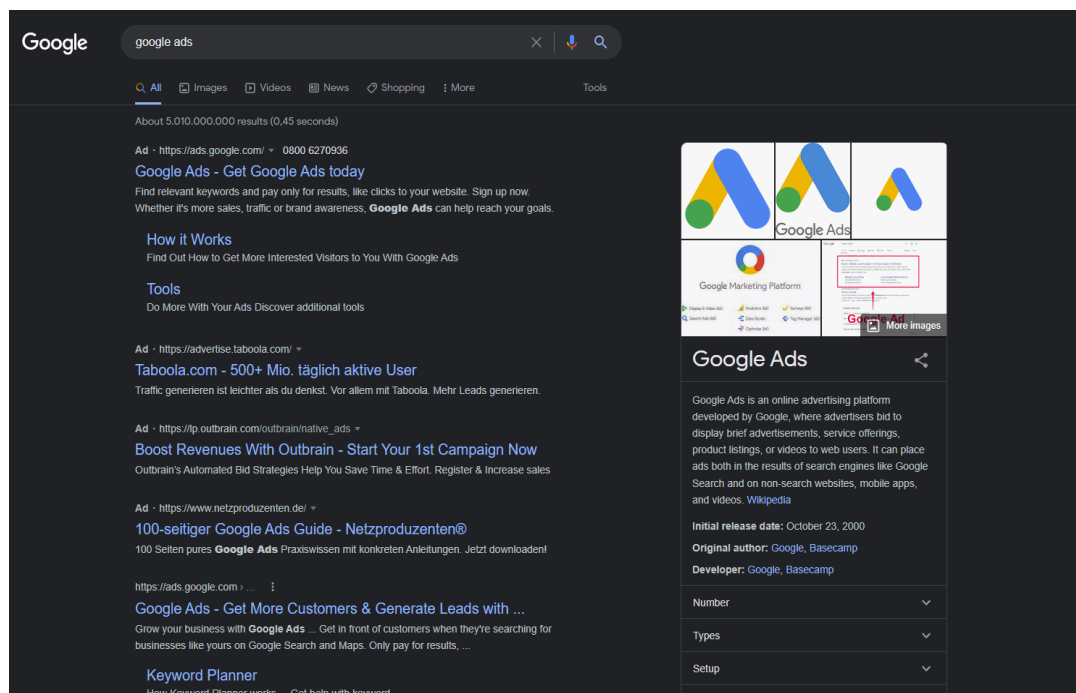


Illustration 8 – SEM and SEO

In illustration 8, we can see that they are marked with the word ad, the campaigns paid (SEM) and then come the SEO type. The objective is to be in the first position of the ranking. The indicators and associated costs for the campaigns are described below.

Quality Score: Quality Score is an estimate of the quality of your ads, words key and landing pages. Higher quality ads can contribute to a reduction in prices and better ad position. The more relevant your ads and your landing pages to the user, the more likely they are to achieve higher Quality Scores.

Cost Per Click (CPC): This means that you pay for each click on an ad. In the case of CPC bidding campaigns, a maximum cost per click or CPC bid is established max, which represents the highest amount you're willing to pay for a click on your ad.

$$\text{CPC} = \text{cost} / \text{clicks}$$

Click-Through Rate (CTR): The metric that measures the interest and efficiency of an ad advertising.

$$\text{CTR} = \text{clicks} / \text{impressions}$$

Cost Per Action (CPA): The cost per conversion is calculated by dividing the total cost of a campaign divided by the number of conversions (sales) generated by the campaign.

$$\text{CPA} = \text{cost} / \text{conversion}$$

Conversion rate: the conversion of a client can be interpreted in several ways a download, a quote request, a registration, a magazine subscription, contact through a form, purchase of a product, etc.

$$\text{CR} = \text{conversions} / \text{clicks}$$

These indicators will help support the development of this thesis, since they are indicators that are directly related to electronic commerce (e-commerce).

Social Media Marketing









Social Media Marketing is understood as Marketing actions applied to the media (Online communities such as Facebook, Twitter, Instagram, etc), with the aim of disseminating and sharing information or content to increase the popularity, prestige and visibility of a company or brand.

The nature of social media allows a dialogue between the participants, differentiates key with other types of communication channels. This type of channel allows broadcasting services, products or a brand directly, and massively to prospects or customers, who in turn spread to their network of contacts if they deem it convenient. Thus, creating an effective social media marketing campaign allows you to save on advertising, as well as generate a type of advertising more pleasant and better received by consumers, since it is possible to establish a closer relationship with them, ultimately generating brand loyalty.

To achieve good results, it is important that companies interact daily in the social media, showing interest in participating in these communication platforms, such as also in cultivating the relationship with customers.

Next we look at the penetration of social networks, Facebook being the leader.

Social Networks in Romania (2020)

	FACEBOOK	12,040,000	monthly users SOURCE: NAPOLEONCAT
	YOUTUBE	12,000,000	monthly users SOURCE: YOUTUBE ROMANIA
	TIKTOK	5,364,860	monthly users SOURCE: TIKTOK
	INSTAGRAM	5,053,000	monthly users SOURCE: NAPOLEONCAT
	LINKEDIN	3,014,000	monthly users SOURCE: NAPOLEONCAT
	SNAPCHAT	2,354,700	advertising audience (13+)* SOURCE: DATAREPORTAL
	PINTEREST	1,309,000	advertising audience SOURCE: DATAREPORTAL
	TWITTER	668,000	advertising audience (13+)* SOURCE: DATAREPORTAL

DATA AVAILABLE IN DECEMBER 2020
 * EXTRAPOLATION OF DATA FROM NETWORK AND POPULATION DATA FROM DATAREPORTAL 2020

COMPILED BY CRISTIAN MANAFU
 WWW.MANAFU.RO

Illustration 9 – Social Networks in Romania

Facebook Ads

Facebook Ads is the system by which the Facebook Page, Website, Event or Application. With Facebook we can create text, graphic and video ads, which they will show in the home, profile and photos of the users, paying only for the clicks received.

Due to the magnitude that this Social Network has taken, Facebook Ads has become a fundamental weapon for any e-commerce.

With these ads, you choose the type of people you want to reach. This makes the ads more relevant to the people who see them and bring real results. The main Advantages of Facebook Ads are:

- a) **Great levels of Segmentation:** you will be able to segment your ads not only by data demographic, but also by user interests, which is a great advantage when to target your ideal client.
- b) **Absolute viralization of the ads:** if your content is of quality, your own fans will be those who are in charge of expanding it massively among their friends.
- c) **It is very cheap since you only pay for the clicks obtained:** this means that if you manage to do a good segmentation job, you will be paying only for those users interested in your business who have entered your ads.
- d) **Interact with users:** you will have the possibility to carry out sweepstakes, contests or simple surveys with options, which will help you to know the interests of your fans.
- e) **Measure results:** Facebook has developed very detailed reports that will help you optimize your campaigns and improve your performance.

Types of ads on Facebook

- a) "Likes" of the page: here the purpose will be to increase the number of qualified fans of your page. And I say "qualified" because of the wide possibility of segmentation that the advertisements, which gives you the possibility of aiming them, purely and exclusively at your ideal clients.
- b) Interaction with a Page post: This option is intended to promote one or more posts from your Facebook business page, thus increasing the "Like", the comments and the times that the publication is shared, or the number of playback is in the case of videos.
- c) Clicks on the website: you can create banners Image ads with external links to Sites Web or Landing Page. Very useful to bring qualified traffic to your website.
- d) Website Conversions: Create ads to promote specific actions that users must perform on your website. Some of these actions may be the sale

of a product or service, the subscription to a newsletter or the download of an ebook.

- e) Installations of your application: in the event that you have an application, this ad will help increase the number of downloads of it.
- f) Interaction with your application: on the other hand, once your application has already achieved a considerable number of downloads, this option will make users interact more with it, generating greater activity.
- g) Responses to events: you created an event for the launch of a new product, you will give information about new advances in your company or you will simply carry out an action advertising...“Responses to events” will help you promote it.
- h) Requests for offers: here you can promote the offers that you have created on Facebook. In case you haven't created it yet, don't worry, you can do it while running your campaign.

Marketing Plan

A marketing plan is a basic management tool for any company that wants to be competitive in a market. This must be a written document in which the structured business objectives are defined to be achieved in a determined period of time and the strategies and actions that are going to be undertaken to achieve them in the future deadline.

Diagnosis

- a) Internal Analysis: This section includes a diagnosis of the internal situation of the company, which will serve as a starting point for the actions of the marketing plan. This diagnosis should include important information about the company such as its structure organizational, infrastructure, technology, operations, costs, profitability, segments served customers, products, sales, sales channels, credit policy, alliances strategies, suppliers, culture, management processes, marketing and finance. The most relevant that can be rescued from this

analysis is a knowledge of the resources, the strengths and weaknesses of the organization, which must be taken into account as the starting point of the marketing plan.

- b) Analysis of the environment: The marketing strategy of any company should not operate at the margin of its internal and external environment. In this section of the marketing plan, the main internal and external factors that affect the company and the market or industry in which it intends to compete. The marketing environment is made up of a micro environment and a macro environment. The microenvironment includes the actors close to the company itself, the suppliers, the distribution channels, the industry, customer markets, competitors, among others. The macro environment includes the larger social forces that influence the microenvironment, that is, the demographic, economic, natural, technological, political and cultural forces.
- c) SWOT Analysis: The SWOT matrix is a double-entry matrix whose analysis can be applied to any situation, product or company, for a certain moment, since it acts as an X-ray of a specific situation. What derives in that this tool must be used periodically. The SWOT analysis allows us to contemplate the object under study based on four parameters: positive, negative, internal order and external order.

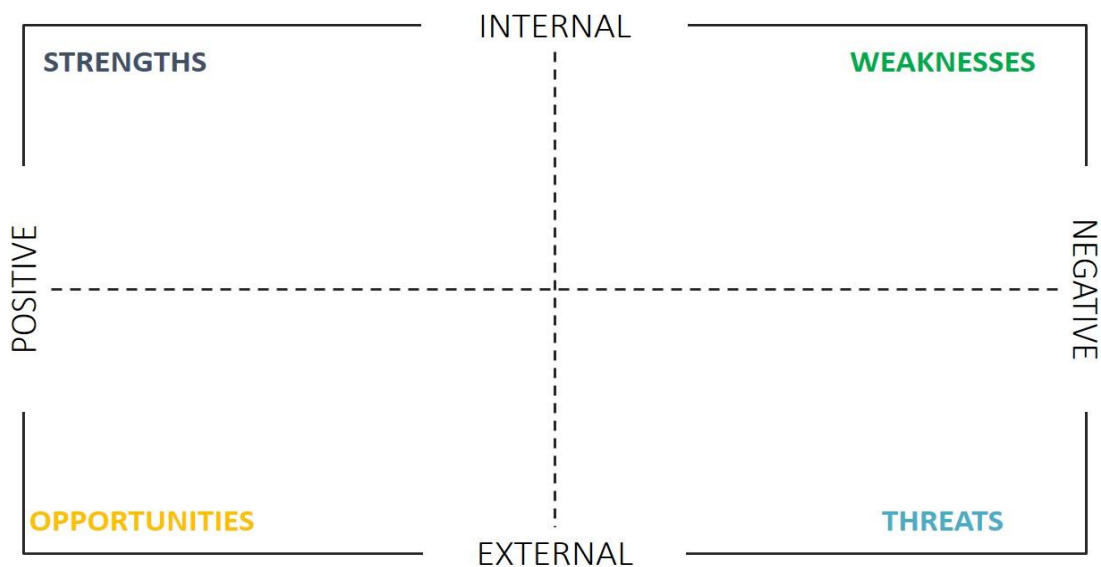


Illustration 10 – SWOT matrix and its measurement parameters

As seen in figure 10, this tool allows you to analyze the internal elements (controllable parameters) and external (uncontrollable parameters) that a company has.

This analysis is broken down into four parts:

- **Strengths:** These are the special capabilities that the company has, and that allow you to have a privileged position against the competition.
- **Weaknesses:** Are those factors that cause an unfavorable position for the company against the competition.
- **Opportunities:** These are those situations that are positive, favorable, exploitable, found in the environment in which the company operates, which allow obtaining competitive advantages.
- **Threats:** These are those situations that come from the environment and that can threaten the development, permanence of the company.

Strategic Marketing

It is important to understand how to approach market marketing practices hyperconnected.

- a) **Propensity markets strategy:** Social networks are an ideal place to listen and get to know consumers. Through them it is possible to acquire data and relevant information regarding your dissatisfactions, claims, complaints, recommendations, interests, desires, motivations and tendencies.

Market prospecting in social networks: this type of strategy seeks to collect data generated daily by consumers in social networks, analyze them to transform them into information for decision making in real time.

- b) **Segmentation Strategy:** is the process of dividing and subdividing a market into smaller uniform groups that have similar characteristics, interests and needs. In basic form, segmentation is a process that involves separating a group of customers with different needs into subgroups of customers with needs and similar preferences:

Segmentation by degree of brand awareness: responds to how to generate content differentiated to capture the attention of non-fans or followers compared to those who do they are in social networks.

Segmentation by consumer profile: it takes care of how to reach the people who value it most and need it based on the use of segmentation criteria by geographical and demographic interests.

Targeting by brand ambassadors and influencers: the most popular campaigns structured through factors of influence on various social platforms contain the promise of bringing this to commercial scale. An influencer-based strategy puts the emphasis on how to find and relate to the ambassadors and influencers of the brand.

- c) **Positioning Strategy**: the importance of positioning lies in the ability to give visibility to the brand and its products on the web. There are four key factors that allow the design of successful SEO positioning strategies:

Content: how to generate highly positioned content on the Web.

Programming: it has the purpose of responding to how to make the website a site suitable for SEO positioning, Navigability, Usability, Communication with users search engines, metatags and web code debugging.

Promotion: give exposure and visibility to the brand on the internet so that your website gets the highest number of quality visits.

- d) **Lead Generation Strategy**: this type of strategy seeks to respond to how to generate new customer prospects based on market segmentation bases of the brand. For them there are different types of strategies:

Referrals: its objective is to respond to how to attract new clients from the references from current clients.

Visits: this strategy seeks to maximize the number of visits from social networks to contact forms and landing pages of the brand for the visitor to enter their data.

- e) **E-commerce strategy**: from the perspective of e-commerce, technology is seen as a means to achieve strategic sales objectives,

given that this has the ability to expand marketing possibilities and facilitate transactions through the various forms of payment and delivery of products.

Web: maximize the visitor's experience on the web, this type of strategy seeks to give response to how to design and structure the website to maximize the user experience when arriving at the web and staying on the site to finally produce the online sale.

Online visibility: the idea is to maximize the exposure of the brand and its products on the web and social media to capture as many new customers.

Online Payments: system that facilitates and maximizes security in the payment experience of the client.

Online Promotion: system to promote products within a market objective that makes permanent use of the Internet and online commercial platforms.

Online Service: the idea is to ensure customer satisfaction in all aspects that add value to it, such as; contact, structure and services.

- f) **Loyalty Strategy**: raises the question of how to maximize the retention of website visitors and maximize online repeat purchase.

Tactical Marketing

Action Plan (Tactics)

If you want to be consistent with the selected strategies, you will have to develop an action plan to achieve the proposed objectives within the specified period. Any objective can be achieved from the application of different strategic assumptions and each of them requires the application of a series of tactics. These tactics define the concrete actions that they must be put into practice in order to achieve the results of the strategy. This implies necessarily having the human, technical and economic resources capable of carrying out successful completion of the marketing plan. Some tactics used in electronic commerce are following:

a) Product Tactics

Adapt to the mobile environment

Mobile commerce is one of the trends since 2016. In addition, as Google is ceasing to index sites that do not have web designs adapted to this type of platforms, implies that applying a good marketing strategy for mobile customers practically becomes an obligation.

Social networks

Used as communication channels between clients and us. We don't want to use them as self-advocacy, but to show success stories and publish success stories.

- Product news
- Promotion on Facebook
- Success stories using the products

SEO

SEO is important to appear in the searches of our clients. if someone searches our name on the network, we must always go out as high as possible.

- Keyword analysis
- Keyword selection
- SEO actions on page

b) Price Tactics

Cross-selling

Known as the sales multiplier or cross-selling, it is based on offering the buyer of an online store several "complementary" products, that is, items that can be used to complement the chosen product.

Psychological price

A classic marketing device is the slight rounding down of the price or the adoption of what is called "charm prices": if the product costs 80€, sell it for 79,9€, since for Western literacy and cultural reasons, the user tends to

assume that the product it is worth 79€ and not 80€. Another similar tactic: if your product is on sale or has a discount, always highlight the original price and compare it with the offer price, and if you can that the final discounted price ends in 9. There are several studies that suggest that this is the most effective strategy.

c) Promotion and Advertising Tactics

Online events

If we have enough content to hold online events, this is an option interesting since it creates a lot of loyalty and also generates a good brand image.

They are live events on the internet where the user can interact in time real with the announcer asking questions about the topic being discussed online.

- Choice support
- Create presentation
- Create landing page
- Form

Offer purchase incentives

Actions such as giving away free shipping, with a discount for subscription to the newsletter or with a discount code for the next purchase to each user who has made more than five orders on the same page, are incentives that invite the user to acquire more products.

User reviews

Something that contributes a lot to convincing a user to buy a product is being able to read the first-person opinion of other users who have bought it on the same file of product. Most of the time, the opinion is positive and helps the undecided to bet on the product; and other times, the comments of the clients contribute to complete the description of the product or to add nuances to it, which only adds value to your store. Apply a user opinion

system with integrated voting stars, which are visible both in the product sheet and in the search results of the category.

d) Point of Sale Tactics

Simplify forms

Nobody likes to give their personal data but, in the case of electronic commerce, it is something necessary for transactions to take place. The client understands it but to a certain point, that is why it is inadvisable to ask for more information in order to obtain some more complete data. In the event that it is essential, the client should explain the reason for it. Language can also be used intelligently so that what seems a simple form is perceived as part of the service.

Improve usability

The loading time of the landing page, the ease in the steps to be taken in the procedure of purchase or the type of information given on the product page may mean the difference between survival and failure. In reference to the latter, it is necessary to communicate in an optimal, attractive and fast way so that the user's decision to continue with the purchase is as agile as possible.

One Page Checkout

Do not complicate the user's life: allow him to complete the purchase process in your store without having to click endless buttons and without having to exceed a number of endless steps and pages. Offer them a checkout process on a single page, which can complete the order in an easy, intuitive and above all fast way: the later the user gets past the checkout page, the more likely they are to think twice about it. purchase, so you are interested in speeding up this process.

The different tactics used in the aforementioned plan will be included within

of the marketing mix, since different specific strategies will be proposed, combining adequate marketing variables. Also, the action plan should be coordinated with the resources and activities of other departments, including production, finance, purchasing, etc. It is very important to point out that the tactics must be consistent with both the strategy of marketing that should be supported as well as with the commercial resources available to the company within the established period of time. The human and material resources necessary to carry out the tactics must be determined, indicating the degree of responsibility of each person who participates in its realization, as well as the specific tasks that each of them must carry out, coordinating and integrating them in a common action.

Budget Establishment

Once the tactics or plan of action has been established, it is necessary to assign economic resources to the different activities that are planned. The expense of the marketing plan will depend on the nature of the work programs and the time applied to them. The budgets serve two fundamental purposes: to protect profitability and to help managers to plan the expenses, schedule and operations related to each program of action. Additionally, budget allocation for marketing actions allows evaluating strategies in terms of financial viability. This means that the budget allows prioritizing marketing actions in terms of their profitability and impact on the organization. There may be marketing activities that have a large positive impact on the organization and that are not very expensive, just as it may happen that there are programs that are expensive and whose impact is not important for the company. This allows the Manager Marketing of the company to be able to determine which activities are of greater relevance within the marketing plan.

Control systems

Control is the last requirement for a marketing plan. The controls help managers to measure results as strategies and tactics are implemented

defined, and to identify any problems or variations in performance that need action corrective.

An eCommerce business control system is supported by three major infrastructures: marketing, customer service and the technological system. As for the marketing, we can section it into 21 key performance indicators, also called KPIs, that identify the good or bad functioning of said eCommerce business system.

The KPIs guide about the results that the business system is having according to the strategies implemented, the trajectory is collected in a series of data and figures, they are analytical, obtained from the division of the following indicators:

- Total visits
- Page views
- New visitors
- New customers
- Total orders (purchases) per day, week, month.
- Time on the web per visit
- Abandoned orders
- Abandoned carts
- Rate of return
- Operating margin
- Pay per click acquisition cost
- Pay per click total conversions
- Average order value
- Comments and Facebook likes
- New followers on Twitter, Instagram and Facebook
- Response ratings and response wait times.
- Percentages of searches
- Pay per click

Methodology

The marketing plan is the preparation of the navigation chart for each company, the idea is to facilitate the interpretation of ideas and the way of executing them. Therefore, the following is a defined structure to formulate the marketing plan for e-commerce All Sports.

Diagnosis

Internal Analysis

In this section a description of the current situation of the company will be made, focusing mainly on business model, target market, products, suppliers, strategic alliances, sales channels, geographic scope, strategic resources, resources organizations and organizational structure.

External Analysis

In this section, the description of the micro environment of the actors close to the company, suppliers, distribution channels, industry, customer markets, competitors and the threat of substitutes. The description of the forces will also be made of larger social factors that influence the microenvironment, that is, demographic, economic, technological and cultural.

SWOT

From the internal and external analysis of the company we can generate the SWOT analysis of itself, this will allow us to generate a summary diagnosis of the company and thus know its position vis-a-vis the industry in which it will compete. This diagnosis will also help us to know the strategies and tactics to use within it.

Strategic Marketing Strategies

In this section the most important strategies for the markets will be developed. hyperconnected such as:

- Market research
- Segmentation
- Positioning
- E-commerce
- Loyalty

Tactical Marketing Action Plan

This section develops the tactics that must be consistent with the strategies defined, for them some tactics will be implemented such as: improve usability of the site web, adapt the website to the mobile environment, offer incentives for purchase, one page checkout, search campaigns with google ads and social media campaigns with facebook ads. These last are intended to refer customers to our e-commerce website in a way that turns it into a successful conversion.

Budget

This section will review the economic resources that need to be allocated to the tactics defined in the action plan and the feasibility of carrying out each of these. It is important to determine which tactics will have the most impact in terms of profitability for e-commerce in order to make a correct decision regarding the budget to invest.

Control Systems

In this section, the controls that will help measure the results will be implemented, as defined strategies and tactics are implemented, and to identify any problem or variance in performance that needs corrective action. For them we will use tools such as google analytics to review website

behavior, indicators of Google Ads campaigns and comments or likes on Facebook.

Development

For a correct analysis of the internal and external factors that influence the world of electronic commerce (ecommerce), internal and external analysis of ecommerce All Sports will be carried out. The idea is to be able to identify Strengths, Weaknesses, Opportunities and Threats in the market for the electronic sale of sports products, this also allows us to be able to move forward with Strategic and Tactical Marketing for this ecommerce.

Internal Analysis

All Sports is an online store that will be launched in 2023, having as its main activity the sale of sporting goods. As a business, All Sports already exists on the market, being an exclusively physical store. The experiences gained during the Covid-19 pandemic led to the transition of this business exclusively to the online environment, in this way targeting a wider audience, at the national level, not only at the local level. All Sports wants to come to the support of customers, placing online orders being much simpler, customers no longer dependent on the operating schedule of the physical store.

Within its business model Business to Consumer (B2C) must serve all customers interested in the items they sell on their website.

The products distributed by All Sports are for both women and men:

- Watches (Garmin and romanian unknown brands)
- Shoes (Newton, New Balance and romanian made shoes)
- Accessories (Compression, Lenses, Headphones, Hats, Visors, etc.)
- Nutrition (Isotonics, Proteins, Energy Gels, etc)
- Health (Rollers, Tape, Therapeutic Gels, Scales, etc)
- Clothing (Windbreaker, Shorts, Socks, T-shirts, etc.)

The main suppliers of items that are sold in the online store are small romanian tailors and factories (who will ensure 70%-75% of the whole goods the store will have), followed by suppliers like Garmin, Newton, New Balance, Dextro Energy and Compressport, which are to be promoted to have a larger market share.



Illustration 12 - Garmin running watches



Illustration 13 - New Balance running shoes



Illustration 14 - Compressport articles





Illustration 15 – Dextro articles

Being an ecommerce, it manages to cover the entire national territory, since access to the internet is throughout Romania and any doubt that the client has can be resolved through the Online Chat. Reason why products are shipped throughout Romania.






External Analysis






Romania currently generates a high demand for running articles, since according to statistics this sport is consolidated as the second favorite sport after soccer. That is why electronic commerce and competitors within the same industry have been increasing, within them we can find:






- <https://www.hervis.ro/>
- <https://www.sportdepot.ro/>
- <https://www.intersport.ro/>
- <https://www.decathlon.ro/>
- <https://www.sportisimo.ro/>

All Sports is different from each one of these ecommerce. None of the brands that All Sports is selling doesn't have an official store in Romania and their

products can be found in different online or physical stores, for different prices.

Name	Hervis Romania	Sportisimo Romania	Intersport Romania	Decathlon Romania	Sport Depot Romania
Logo					
URL	www.hervis.ro	www.sportisimo.ro	www.intersport.ro	www.decathlon.ro	www.sportdepot.ro
Description	Hervis was launched for the first time on the Romanian market in 2007. It offers products from famous brands in the sports field	Physical and ecommerce network shops, selling only brand products	Intersport Romania is part of the company IIC - INTERSPORT International Corporation, the company responsible for the acquisitions and management of the group. Intersport Romania only sells items from famous brands, such as Nike, Puma, Vans, etc. the first store was opened in Romania in 2004, today there are already 33 physical stores in the country	Physical and online network, specialized in selling sport articles from well known brands, like Puma, Adidas, Asics, etc.	Online store, specialized in selling sport articles, from different brands, like Nike, Reebok, Adidas, Champions, etc.
Offer	Hervis offers various discounts, depending on the time of year or the event, with related campaigns	No discounts, all the displayed products are sold at the whole price	No discounts displayed during the analysis	Discount announced, not displayed during the analysis	Discounts were displayed, different campaigns were visible

Name	Hervis Romania	Sportisimo Romania	Intersport Romania	Decathlon Romania	Sport Depot Romania
Logo					
Social Media Channels	Facebook, Instagram, YouTube	Facebook, Instagram, YouTube	Facebook, Instagram, YouTube	Facebook, Instagram, YouTube, LinkedIn	Facebook, Youtube
Delivery	Free delivery in store, paid delivery to the address	Free, in stores or paid, through a carrier, to the home address	2-7 working days, home delivery by different carriers	16,99 Ron or free delivery for orders above 200 Ron	5-7 working days, to the home address. 16,80 Ron for the first 5 Kg, 0,8 Ron for every additional Kg, free delivery for orders that exceed the value of 250 Ron)
Returns	Max 30 days, in store or 14 days through any carrier Ron, if the order value is under 250 Ron, free delivery if the 250 Ron value is exceeded)	Max 30 days from delivery, paid by the customer	Max 14 days from delivery, paid by the customer or free delivery in store	Max 14 days from delivery	Max 14 days from delivery, not available for the orders with cash on delivery as payment method

Name	Hervis Romania	Sportisimo Romania	Intersport Romania	Decathlon Romania	Sport Depot Romania
Logo					
Use	Easy to use website, different categories of items	The website is easy to use at the first sight, but the structure becomes weird, having different subcategories inside a subcategory, especially when it comes to payment methods, delivery and returns information	Website easy to use, with well structured categories, information about payment, delivery and return were easy to find and to understand	Well structured website, not too user friendly, due to the amount of static and dynamic images, it takes too long to load and the page has a lag while loading the whole info	User friendly website, the pages are loading fast, well structured by sex and brands
Payment Methods	Maestro, Mastercard, Visa, cash on delivery, bank transfer	Visa, Maestro, Mastercard, cash on delivery	Visa, Mastercard, cash on delivery	Maestro, Visa, Mastercard, bank transfer, gift card, cash on delivery	Visa, Mastercard, Maestro, Vpay, cash on delivery (available only with a specific carrier company)
Security	SSL encryption	Certificate is not displayed	Certificate is not displayed	Certificate is not displayed	Certificate not displayed

Competitor Analysis

The main difference with all the competitors is that they don't sell unbranded items that were manufactured in Romania. All Sports have branded articles as a complement to their own products, not as main suppliers of their goods.

All Sports Vs competitors

All Sports intends to be an online store who wants to differentiate itself from its competitors, by offering high quality products at lower prices. Additionally, All Sports will also have in its inventory a few known brands, who don't have official stores in Romania.

All Sports will be launched in January 2023, as an online shop, but the name already exists on the Romanian market since 2014, when the first physical store was launched. Between 2014 and 2020, there were 6 different physical stores in Brasov, the home county of the owner. All of the stores were mostly specialized in selling equipment for winter sports, Brasov being located in the mountain area.

After intense research, it was obvious that the inventory had to be an inclusive one, so there were established different contracts with different small to medium factories and tailors, in order to produce high quality clothing and sport shoes.

The design of these goods will be established with the design team, but as a difference from the competitors, the clients can order their customized items, with the color palette they want.

This feature is also advantageous for people who do not want to wear the label of a specific gender, being able, therefore, to personalize their style.

Not only those people, but also the people with specific needs can also customize their items, the paralympic sportsmen being able to find the suitable equipment or to order it from our partners.

Another category that will be considered are the sport teams, who can personalize their sport equipment, with their names, numbers and sponsors printed on the desired design and materials.

None of the competitors doesn't have this custom feature available at the moment of the strategy building.

As external items, the only names All Sports will include in their inventory are New Balance and Newton, for sport shoes only. Other names will also be present, but for products All Sports cannot produce, at least not at the moment.

When it comes to **offers**, All Sports will include monthly discounts, campaign discounts, referral discounts, loyalty discounts and semestrial discounts. The referral and loyalty discounts won't be displayed on the website, but will automatically be applied when processing the order.

As **social media channels**, All Sports will use and be active on Facebook, Instagram, YouTube and TikTok. On TikTok, All Sports won't use their own channel much, but they will be active there through influencers and ambassadors.

As **delivery** services, All Sports already signed collaboration contracts with an express carrier, three more contracts being under discussion, as of this moment. The main mission of All Sports is to have 24-hours delivery in Brasov county and 48-hours delivery in the whole country. All the deliveries, regarding the value of the order, will be completely free.

For **returns**, the same policy will apply, those will be completely free of charge, regarding the reason for the return. The return will be accepted in the first 180 days, without any explanation needed.

All of the orders will be insured, so in case of a missing order or if the client receives a damaged item and it can be proven, it will be replaced automatically, in the same time-frame and under the same conditions as a normal order.

Another important aspect for any online business is the **user**-friendly website, so a team of web developers and web designers are hired to deliver the best user experience and to make sure there won't be any downtimes, no matter the traffic. A cybersecurity team will also make sure the clients data is safe, so their banking details.

The website will be optimized for all the devices and for day and night mode as well.

As **payment methods**, there will be Visa, Visa electron, Mastercard, Maestro, cash on delivery, bank transfer, PayPal and monthly rates without installment are also available. The last payment method will be available for customers who already have exceeded a specific amount of their previous orders and a team must complete a financial check before processing it.

As a **security** measure, the whole website will be SSL encrypted.

Segmentation and Buyer Persona

S1:

- 18-24 years old
- men and women
- low to medium income
- highschool graduates, students
- active lifestyle, on-the-go, attend the gym regularly, usually 4-5 times a week
- Single
- urban and rural area
- sport enthusiasts, searching for new life experiences, passionate about indoor, but mostly outdoor activities
- interested in sport, meeting new people, staying active and in trends, being updated, preoccupied about the environment
- active on most of the social media platforms
- they love racing, tennis, football, working out, basketball
- shop online at least once a week, after carefully studying the market and the terms



Andre Pagac

Demographic info

Age
22

Location
Bucharest, Romania

Family Status
Single

Education level
Highschool

Income level
2500 Ron

Bio

Andre is a young man who is always trying to stay active, to stay in shape, knowing that the first impression always matter. He is hitting the gym 5 times a week, alone or with his friends. During the weekends, he is always outside of his house, whether he is hiking, clubbing or playing football. He is a student who is aiming to become a successful doctor in the future.

Frustrations (pain points)

Andre is enjoying his youth, being always active. But he is struggling with finding good quality products for affordable prices. He is an unqualified employee, so his income is a low to medium one.

Communication

Channels
Instagram, TikTok, YouTube, Twitch, Snapc

Content types and formats
Streams, Live events, Reels, News Feed

Content themes and topics
Sport, Fashion, Cars, Music, Games, Trend

Quote

“ Whatever you choose to do in life, make sure you are the best at it.

Motivations (goals)

Andre's passion for sport and a healthy lifestyle comes from his mother, who used to be a known tennis player. He grew up being aware of the fact that staying in shape and having a good health requires investment in his body. He also knows that a good image is the first impression someone has about him, so he wants his image to be an impeccable one.

Factors influencing buying decisions

Andre has an active lifestyle, working, studying, attending the gym and having a rich social life. So time is essential for him, when it comes to shopping. He also doesn't have an unlimited budget to spend on branded sport items and finding good quality and decent price is a key factor. He is also paying attention to the warranty of the goods he is buying, to make sure those can be returned, if the quality or size aren't as expected.

Gains from my product

He can gain money, due to the lower prices and good quality. Besides, he can spare time, because he will receive the goods in max 48 hours. And he will also have goods he can rely on, for whichever type of activity he wants to do.

Brands and influencers

BMW, Apple, Gucci, Cristiano Ronaldo, Leo Messi

S2:

- 25-34 years old
- men and women
- low to high income
- University graduates
- active people, always on the run, attend gym at least once a week
- in a relationship
- urban and rural area
- optimistic people, looking for new friendships and new experiences, passionate about a green diet, due to the lack of time, they try to do as much sport as possible outside of the gym as well
- interested in bio products and eco-friendly items, sports and communication, staying in shape
- active on most of the social media platforms
- they enjoy skiing, winter sports, tennis, yoga, dancing
- shop online 2-3 times a week



Mrs. Anita Hermann

Demographic info

Age
27

Location
Cluj, Romania

Family Status
In a relationship

Education level
University

Income level
4500 Ron

Bio

Anita is a young web developer, who is trying to be as active as possible, after spending hours in front of a computer every day. She does not have a lot of time to go to the gym, she would like to go more often, not only twice a week. Despite this, she is trying to do sport whenever she has a few minutes to spare, so during the weekends, she is mostly outdoors, with her partner, hiking, running in different marathons or taking part in different themed camps.

Quote

“ If you have a dream, go for it. Sky is the limit.

Motivations (goals)

Anita grew up in a sedentary family and saw her parents struggling with health problems that could have been easily avoided. So she is trying to raise awareness about the damages the lack of physical activity can do.

Frustrations (pain points)

She would like to have more sportmates and she is constantly trying to convert people into sport addicts.

Factors influencing buying decisions

She hates wasting time when ordering something, so a single page order is exactly what she needs. And she is also looking for environmental-friendly goods, being aware of the fact that less pollution means fresh air as well.

Communication

Channels
Instagram, Facebook, TikTok, YouTube, Pinterest

Content types and formats
Live events, Stories, Reels, Premieres, News

Content themes and topics
New Technologies, Fashion, Trends, Music

Gains from my product

First of all, time, by not having to complete a long order form. She also knows that not having the order shipped from regions like China help the environment.

Brands and influencers

Sephora, Hyunday, Luis Vuiton, Beyonce, Jennifer Lopez, Jennifer Aniston

S3:

- 35-44 years old
- men and women
- medium to high income
- University graduates
- active lifestyle, on-the-go, financially independent, would want to attend the gym more often than they already do, they prefer to do all types of sport activities with their friends and families, always looking for new ideas for outdoor sports
- interested in going vegan, a healthy lifestyle, being eco-friendly
- active on some social media platforms, like Facebook, Instagram, LinkedIn
- shop online 2-3 times a week



Darryl Morar

Demographic info

Age

37

Location

Iasi, Romania

Family Status

Married

Education level

University

Income level

6000 Ron

Bio

Darryl is a gym owner who transformed his passion into a fulltime business. He is running this business for almost 10 years and he is being as active as his clients, being also a trainer and having a close relationship with his trainees.

Quote

“ No pain, no gain. Work hard, play harder.”

Frustrations (pain points)

He always sees people in the gym using inadequate equipment who cannot support them properly during the physical activities. He saw sport shoes breaking during running, bad smell emanating from poor quality clothes and people who dont know how to choose the fitting equipment.

Motivations (goals)

He wants to be able to offer his clients the possibility to purchase what they need from his gym. He is looking for a company that can produce, custom and deliver good quality shoes and sport clothes. He wants his name on the items and spare time with the design.

Communication

Channels

TikTok, Instagram, Facebook, Youtube

Content types and formats

Video, Reels, News Feed

Content themes and topics

Sport contests, the newest sport trends, ne

Factors influencing buying decisions

The custom feature is exactly what Darryl is looking for and the quality of the products is also suitable for the type of activity from his gym. Besides, Darryl will also have a discount for every larger custom order, being able to offers his clients the best prices on the market.

Gains from my product

besides money and time, Darryl is able to creat his own brand, so the people can get to know his business and the quality of his service.

Brands and influencers

Under Armour, New Balance, Asics, Luke Worthington, Laura Hoggins, Rich Tidmarsh, Massy Arias

S4:

- 45-54 years old
- men and women
- medium to high income
- Ph.D.
- they try to have a healthy lifestyle, doing as much sport as possible, mostly outdoors, they try to keep themselves in shape
- interested in light sports, bio products, physical activities that can be done with their families. They are also interested in what's new on the market when it comes to healthy diets.
- active on some social media platforms like Facebook and LinkedIn
- they shop online 2-3 times a week



Walter Ziemann

Demographic info

Age

53

Location

Timișoara, Romania

Family Status

Married

Education level

Ph.D.

Income level

6000-9000 Ron

Bio

Walter is a businessman, running his own transport company. He is married and has two adult kids. He used to be active in his youth, but in the last 10 years, he started to have sedentary life. For two years, his son convinced him to start playing tennis and now he is getting interested in other sports too.

Frustrations (pain points)

He plays tennis, so the equipment is a standard one. But he is also interested in other sports and he wishes he could find more suitable clothes for his age. He doesn't want to be mistaken by a teen while working out.

Communication

Channels

Facebook, Youtube, WhatsApp

Content types and formats

News, News Feed, Instant Messaging

Content themes and topics

Latest News, News Feed, Trading

Quote

“ Life isn't about being the best, but doing what you love. Whatever you would do, do it for you, not for others.

Motivations (goals)

He wants to get as active as he used to be, by practicing the sport activities he likes with his friends. He is sure he would feel even more motivated if he would be surrounded by other competitive people. His dream is to be a healthy grandpa, so he could spend more time with his kids and grandkids.

Factors influencing buying decisions

The custom feature can help Walter to create the equipment just as he likes it.

Gains from my product

He gets to create his own clothes, convincing his friends to do it as well.

Brands and influencers

Audi, Samsung, Ralph Lauren, Daymond John,

S5:

- 55+ years old
- men and women
- medium income
- Bachelor's degree
- aware of the fact they don't get any younger, they are trying to stop themselves from getting older and are getting more and more active
- they were always on-the-go, sometimes neglecting their health, now trying to repair the damage with a healthy lifestyle
- Married
- urban and rural area
- they do as much sport as possible, sometimes with their kids and even grandkids, because they want to teach them to be as active as possible, knowing this is a main key for a healthy body
- interested in supplementary diets, sports and an active lifestyle, light sport activities
- they enjoy running, yoga, pilates, tennis, cardio and dancing
- active on some social media platforms, like Facebook, YouTube and WhatsApp
- they shop online 1-2 a week



Otis Walter

Demographic info

Age
58

Location
Braşov, Romania

Family Status
Married

Education level
Bachelor's degree

Income level
5000 Ron

Bio

Otis is a school teacher who is in love with the agriculture. He is teaching biology and his passion for plants and trees made him practice the agriculture as a hobby. He is an active person, who is thw hole day on the run, but he also loves to play with his grandkids and he takes every chance he got to go hiking with them, because he wants them to grow loving and respecting the nature just like he does.

Frustrations (pain points)

He would want to be able to find an equipment he can use for hiking and while being active on the field and at the same time, to feel comfortable. He hates having stacks of clothes and wasting time searching for what he needs.

Communication

Channels
WhatsApp, Facebook

Content types and formats
News Feed, Instant Messaging

Content themes and topics
News, Friends, News Feed

Quote

“ Be one with the nature, because that's where we are coming from and thats where we are going to end up.

Motivations (goals)

He wants to be active, to be an example for his grandkids and for his students as well. He believes that practicing what you preach is the best example. And he also wants to have an active lifestyle because he knows that is one of the important keys when it comes to being healthy.

Factors influencing buying decisions

Otis can buy hiking equipment or can custom it as he wishes and still have money to invest in his passion. And being from Brasov, he will also receive the goods in 24 hours.

Gains from my product

He can gain a good quality product, that he can use for multiple physical activities. So he doesn't have to pay for more types of equipment, at least not when it comes to hiking and working on the field.

Brands and influencers

John Deere, Rick Campanelli, Leslie B, Joan MacDonald

PEST Analysis

To better understand this type of electronic commerce, we have to carry out a PEST analysis to understand the external factors that influence the trade electronic sporting goods.

Political factors

- Stability of the government, stability so that the different ventures, such as ecommerce and economic factors unfavorable are stabilized by the government to ensure the growth of the country.
- Control of trade, mainly so that it is regulated and all the new ecommerce can operate with policies regulated by the state.
- Regulation of competition, so that the actors that participate in the industry or are not affected by unregulated competition or monopolies.
- Import restrictions, although a quarter of the trade items for this market come from abroad, it is important that their quality is regulated to protect the consumer.
- Consumer protection, as it is a type of electronic commerce. This must have protection for consumers so that they can have the confidence to acquire items and have laws that protect them in case of any eventuality.

Economical factors

- Inflation, economic instability or imbalance between supply and demand causes an increase in prices.
- Interest rate, with low interest rates consumers tend to buy more.
- Unemployment, this directly affects the behavior of consumers, since the higher the unemployment rate, the fewer the extra needs that can be covered.
- Exchange rate, since a part of articles that come from abroad, a low exchange rate will boost imports.
- Available income, the increase in income will help us directly with the consumers, since all the surplus can be used in the purchase of running items.

Social factors

- Health awareness, society is concerned about health and more Romanians find themselves performing physical activities in order to have a healthy life.
- Level of education, these people will investigate more about the items to acquire and also the need to learn more about the sport they practice.
- Lifestyles, the fashion of today's society speaks of healthy lifestyles, this is why running and having the right items is important.
- Purchasing habits, the current purchasing habits are to acquire everything online or google to learn more about them before you buy them.
- Income level, if monetary policies result in increases in income levels, this means that consumers can allocate part of their income to the purchase of sporting goods.

Technological factors

- Industry level of technology, with most technology available in stores it is easier to acquire the products or understand what the benefits of each one are from them.
- Expenditure on investment and development, expenses or investments necessary for the development of the business go directly to the benefit of ecommerce, since customers find that in those sites the purchase is more friendly, they will stay with it.
- Future threats, with the growth of technology users today through internet can buy anywhere in the world and only with your credit card international credit.

SWOT Analysis

We will use the PEST analysis described in the external analysis to identify the Opportunities and threats of e-commerce All Sports.

Strengths:

- Web page available for mobile environment and easy to use.
- Shop specializing in the sale of running items.
- Delivery in 24 hours within Brasov and 48 hours in the rest of the country.
- Online advice for the purchase of articles (Chat attended by specialists).
- Presence in the main social networks, such as Facebook, Instagram, LinkedIn.
- Sponsor outstanding athletes and different sport events.
- Availability of discount coupons and special offers.

Weaknesses:

- Lack of strategic alliances.
- Impossibility to test the product before buying it.
- Absolute dependence on the Internet.
- Inconvenience for returns.
- Customer fraud fueled by hackers roaming the Internet.
- Customer loyalty.

Opportunities:

- Technology level of the industry, with higher technology in the online store is the more likely the user will purchase the item. One case is that it can be paid in fees or that the website is easily accessible to customers.
- Health awareness, this allows more people to practice running by being an element that helps health. Running three or more times a week has benefits in all aspects.
- Lifestyle, running can certainly be adopted as a lifestyle, this also for the amount of offer in races that is observed throughout the country and many more internationally.
- Extended term for returning products, from 14 days, which represents the minimum legal term, to 180 days.
- Most of the products are produced nationally, which implies much lower costs, both for transport and for production, but quality is ensured at European standards.
- All Sports offer the guarantee of an eco-friendly working environment, not wanting to pollute the atmosphere with unnecessary transports of goods that can also be produced in our country.
- Purchasing habits, have the customer active so that they can maintain their habits of purchase or renewal of running items.
- Regularization of competition, that there are policies in this sense benefits market participants and avoids monopolies.
- Consumer protection, style policies allow to create an online store with those requirements and generate a preference of the clients when worrying for them.

Threats:

- Direct purchases abroad, facilities should be provided to customers in the purchases so that they continue to choose our store or delivery in less than 24/48 hours without additional payments.
- Income level, have articles according to the average income levels of ways of not affecting sales due to decreases in the income of our clients.
- Exchange rate, the fluctuation of the euro and specifically the increase are a direct threat to the prices of items sold in the store.

- Inflation, an economic effect that threatens the purchasing habits of our customers.
- Government stability, the government should favor opportunities to import and sell sporting goods and control inflation.
- Import restrictions may affect the variety of items that can be marketed in the store, in a lesser way.

Strategic Proposal based on SWOT

- Develop and innovate attractive ideas on the website, taking advantage of the new technologies available, in order to achieve customer loyalty with the brand and promote solutions for product returns.
- Strengthen the presence in social networks with the brand, so that it is a referent of lifestyle and health awareness.
- Promote the specialization of the store and express delivery to ensure that customers make purchases of their items in Romania.
- Encourage the consumption of articles through outstanding athletes and thus avoid the discouragement of purchases due to inflation or exchange rates.
- Develop a mechanism for improving returns that go directly to consumer protection relationships.
- Promote strategic alliances that allow better prices so that customers can continue with their lifestyles.
- Generate offer and attractive campaigns that generate a high rate of conversions, so that users who make purchases are of different levels of incomes.
- Build customer loyalty with promotions or offers that are attractive, in order to make comments on social networks and encourage other customers to buy in the store.

Strategic Marketing

The marketing strategies to be implemented will be the engine of success with our ecommerce All Sports, since these must be related to the hyperconnected world that we have today. We know that everything is happening through the different social networks or search engines like Google where you can find all the information you are looking for.

Market research

It will start by implementing the market prospecting strategy in social networks, this strategy will allow us to collect data generated by users. This allows us to enhance the opportunities we have to get to know the users of the running world of running better. In this way we can know what they are looking for in social networks.

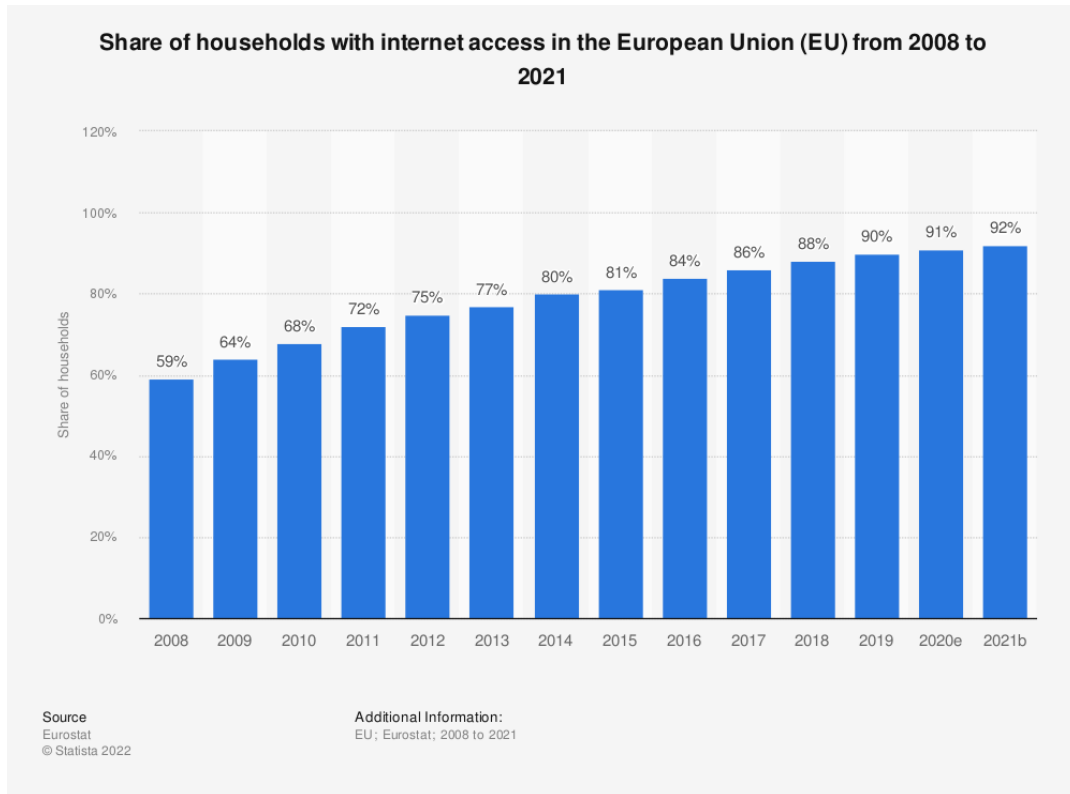


Illustration 16 – Households with internet access in the EU space

From the illustration it can be seen that the trend of the markets is going to be connected to this great Internet cloud and increasingly active in social networks, since from there you have access to all information. For this reason the strategy of our e-commerce must follow the trend to innovate on the website.

Therefore, in the first stage, an analysis of the trends in networks should be carried out. with some software such as Social Media Analytics or Socialbakers, so we will have the opportunities to use the level of technology in favor of our e-commerce.

In a second stage, it is expected to collect data from users in order to develop the rest of the strategies, it is advisable to create contests and trivia in the

different social networks with the purpose of getting to know users better. All this strategy can be implemented, since our e-commerce has the strength of having its own website available for environment mobile and easy to use which will provide a better experience to customers.

In a third phase, you must have a profile on Instagram and a Facebook fan page, which allow you to collect data from the most used users or hashtag in the trends.

On the other hand, it allows you to follow the trend of your competitors in the running products online store market.

Segmentation

In this strategy we will carry out a segmentation by consumer profile in order to understand the interests of the client and maximize the experience, this will allow us to understand each development niche of the products offered in order to later be able to cover the entire market.

In the first phase, a survey will be used to know what is the profile of the consumer in a way that allows us to define the segmentation strategy.

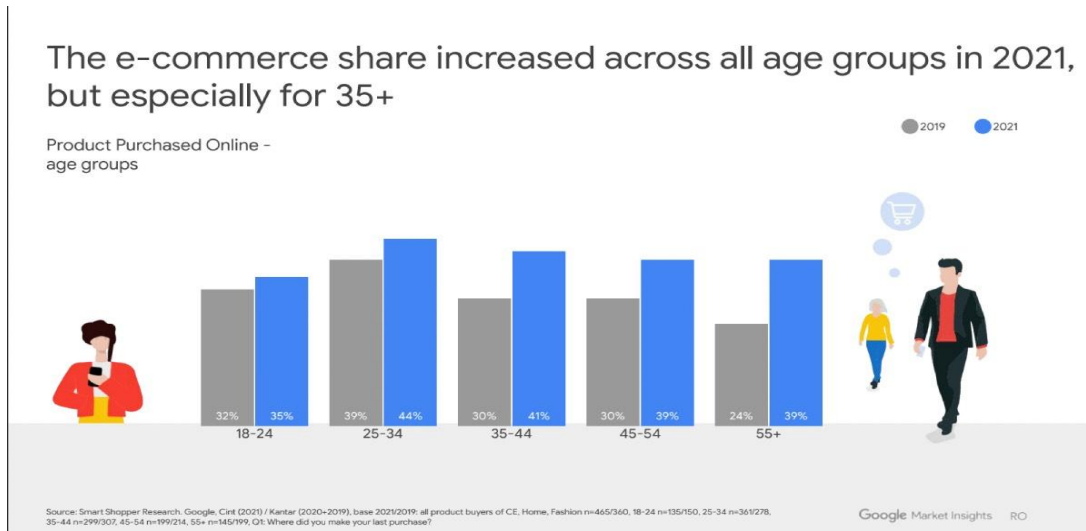


Illustration 17 - Age categories of the romanian people who buy online

According to the study, nearly 40% of over-55s said they made their most recent purchase online, up from 24% in 2019. 25 to 34-year-olds shop online the most – 44 %, but the pandemic did not bring significant changes in their purchasing behavior.

Considering the numbers the study revealed, we can segment 5 groups of buyers:

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55+ years old

On the other hand, according to the survey "Who runs?", it will allow us to do the correlation with the other survey and achieve a more specific segmentation.



Illustration 18 – Frequency of exercise and ages

With this correlation, the two segments to be covered are defined; range 25–34 years and range 35–44 years, since these represent the age ranges that most buy or acquire articles online and are also qualified as intense runners. This indicates that they will need more running items to carry out your activity. These segments should be directed campaigns and specific promotions to manage their interest.

In a second phase, it is proposed to carry out a segmentation strategy by brand influencers or ambassadors, this will allow them to be the main bridges of promotion of the products that are commercialized in the store and to be able to increase the number of followers. They must be outstanding athletes and have many followers on social networks, so by this means photo

publications should be made with the products of the store and that they use hashtags that identify the store in a way.

They must also be people in the age ranges defined in the first phase of the segmentation, this will allow them to have more empathy with those of their gender and lifestyle. With these ambassadors, branding campaigns and fan growth campaigns must be carried out.

Positioning

This strategy is of paramount importance, since it lies in the ability to deliver visibility to the brand and its products on the web, achieving an effective positioning has as consequence that purchases are made locally and not abroad, achieving greater customer loyalty.

In the first phase you must work on the content strategy, for this you must enter the website for the traffic analysis of the "Google Analytics" tool, since a good work of labeling with metatags will facilitate the positioning of the website. This tool will facilitate the organic growth of the site which can be increased with good use of the keywords detected by the tool and proper management of the website adding content that is of interest to the client.

In the second phase, the programming strategy must be implemented, this will have the purpose of having a suitable site for SEO positioning. In this phase, work will be done on the navigability of the site which consists of a user being able to scroll through all the pages that make up the website. Then you must work on the usability of the site in which it should count with a good internal organization and include a search service on the same site. Finally debug the web code in order to identify and correct all programming errors, this in order to improve ranking for organic positioning. The strategy must position the store's specialization in running items and the delivery service that it offers.

In the third phase, the promotion strategy will be implemented through advertising campaigns, positioning in Google Ads that allow our site to appear within the paid ads, which will give greater exposure and visibility to the brand. We will also generate campaigns using the social networks Instagram and Facebook in order to maximize visits to the website using the segmentation strategy defined above.

Ecommerce

The most relevant strategy is the one that is directly related to the strategic objectives of sales, for them we must define that our e-commerce will work under the B2C model (Business to Consumer) and thus be able to define strategies.

In the first stage we will concentrate on the web so that the client has a unique experience and feel the need to make the purchase. To do this, you must create a structure of content that is of interest to the target market, a content section that contains reports regarding the products that are sold in the store. As it is an online commerce and the client has the need to ask questions about the contents that are marketed, it is recommended to have a chat attended by specialists in the world of running and thus transform the site into a meeting point. Finally make this site an experience shopping easy, fast and entertaining for this you must have a shopping cart that allows the customers add the different products and pay in one click.

In relation to the previous stage, there must be an online payment strategy for this type of commerce, the strategy is that the client feels the security of paying by this means and that various payment alternatives are considered (credit card, debit card, paypal and bank transfer), in order to cover the different levels of income. It should also be considered that the payment can be made through any electronic device and that it is transparent for the user.

The second stage consists of generating online promotion, since making these promotions it is essential to achieve the objectives and sales goals. This strategy recommends weekly and specific promotions of products in order to encourage purchases of customers of each specific segment and/or income level.

In the third stage of the online service strategy, customer satisfaction must be ensured in all aspects that add value to it. For this you have a direct contact with the client so that he can follow up on all his concerns, have availability 24/7 and an assertive first response to your concerns (precision, clarity and quality).

Also under the same framework of the service strategy, a section should be created within the website of the most frequently asked questions of our clients and thus demonstrate proactivity in attention. This strategy is of the utmost importance, since it is direct contact with the client, just as important as if you physically went to our store and received poor service or unclear answers.

Loyalty

Due to the size of our e-commerce, it is important to work on strengthening the relationship with our client so that they repeat their purchases in our store and we can capture more customers with their recommendations, resulting in an increase in sales. For this should work on the development of the following tools to comply with the strategy of loyalty.

Product performance: the products that are marketed through the online site must exceed customer expectations. For this reason the products for sale must be products that ideally do not exist in the national territory or that are difficult to access in a physical store. So you can compete as a specialist in the world of running.

Customer service: there must be a close coordination between the back office and the front e-commerce office with the aim of minimizing online complaints or negative comments in social networks against the brand.

After-sales service: as it is an online store, after-sales management takes a leading role in the maintenance and replacement of the product, this will be relevant in achieving loyalty through this online medium. Customers see it as a weakness as they don't know how it will be after sales.

Preferential incentives: implement discount code strategies with health clubs running and customers who are active in social networks commented or participate in promotions online that are made. This allows you to be closer to the selected segment and thus build loyalty with the brand.

Continuous innovation: delivery of information to our clients through networks

social networks, the idea is to be able to reach each of them with personalized messages so that they feel how important they are to the online store. An example is making specific reports on the santiago marathon, how to face this challenge and show the route prior to the race so that he perceives the complicity that the store has with him.

Tactical Marketing

In this stage, the way to implement the different tactics will be detailed in order to comply with the Strategic Marketing defined in point 6.4.

Product Tactics

- Customize the structure of the content and context, work on designing the web so that the site structure contains sections of interest to the market objective, allows communication with the consumer and the products that he is looking for intuitively.
- Meta Tags, a good job of labeling the website must be done, this will facilitate the organic positioning of the site and its pages in the Google

search engine. The goal is to tailor the website so that customers find what they were looking for, according to the selected keywords.

- Social networks, creation of useful and even exciting informative content for communities segmented by interest for brand visibility on the internet.
- Communication with search engines, indexing and programming of the website must make it easier for search engines to read content. This is important for the SEO positioning that is expected from the website and the impression of the click directed to our client to the product he is really looking for.
- Organic activations in social networks to increase visibility, activities such as contests, trivia and special online promotions which will increase the visibility of the brand and the products that are marketed.
- To publicize the products in a segmented way through email marketing with the consent of the consumer, for this, forms must be implemented conversions that will allow us to create our own database.

Pricing Tactics

- The price must be in function with the competition, this may imply setting prices above the selling price of the competition, for this we must ensure that the product is perceived as "luxury" or with added value compared to your competition. Or prices below the competition, in which case we must also take into account the margin that we have based on the cost price, to know if it is feasible.
- Set price based on cost + margin + distribution, so our client will receive a single price without feeling that you should be paying for shipping costs.
- Use psychological prices rounded down, those that allow to provoke a emotional response to the customer to provoke the purchase decision.
- Cross-selling, to implement an automation mechanism to offer products similar to those the customer is buying and also take the

opportunity to show what was the interest of other consumers who acquired that product and price.

Advertising and Promotion Tactics

- Effective use of hashtags on Facebook and Instagram, defined with the analysis of Social Media Analytics or Socialbakers define which are the hashtags that will cause the most impact on communication to customers with the objective that all campaigns to define have the greatest impact.
- Ad campaigns for Facebook fans and not Instagram followers, this tactic seeks to achieve awareness of the brand and the products it is sell in the online store. These types of campaigns should be advertised daily the articles that are promoted in the online store.
- Product promotion campaigns on Facebook and Instagram pages, this tactic seeks to know more specifically the profile of the consumer and has as objective that this repeat the purchase of the same item or return for another.
- Branding campaigns, aiming at brand awareness in social networks, social media, increasing interest, increasing sales, and ultimately, generating loyalty. Achieving creativity together with the ambassador of the brand it must promote the use of the articles that are commercialized in the store.
- Growth campaigns in fans, followers and subscribers, these campaigns must be with incentives or gifts to customers when a certain number of followers or those who answer some trivia. Finally it is achieved that the fans are your followers and be able to segment the interest of customers according to specific products.
- Sales campaigns, these are paid campaigns that must be implemented in Google Ads to achieve the best SEM ranking in the search. It is important to have the keywords for each product in order to optimize the cost per click.
- Campaigns for end-of-season offers that must be published in the different social networks.

Point of Sale / Place Tactics

- Navigability, in an increasingly competitive and dynamic business environment,
- User-friendly aspects of a website are a must in the markets hyperconnected. It must be possible to navigate in the different pages of the site without there is an impact on the user experience, for this the different concatenations of the pages must be reviewed and that everything can be visualized without excess of information.
- Usability, it must be an intuitive website to search for information and include an internal search engine for the different products on the website.
- Adapt environment: adaptive and responsive design of the website. Since the website's entrance door to the store should focus on the "mobile first" design due to the high mobile phones penetration, then it must be a responsive site that is able to fit all screens. All this is achieved with programmers specialized in this type of activity.
- Customize the structure of the content, work with a web design in a way that the site structure contains sections of interest to the target market.
- Web/client relationship, generate a site that is not just for shopping. That structure developed in the previous point allows it to also be a point of encounter for the client to find articles of interest related to the running world.
- Shopping cart, for this business it is essential to design the shopping cart within the website. The activity consists of creating this cart in such a way that the customer can drag your purchases and do it in an entertaining way.
- One page checkout, consists of the client feeling the security of paying for this medium and that it considers various alternative means of payment (debit card, credit, paypal and bank transfer).

Marketing Plan

SMART Goals

Specific

- Increase customer base
- Increase sales number
- Raise awareness
- Make our presence known on social media networks

Measurable

- Increase new sales for customers ages 25-45 by 15% within 6 months
- Increase percentage of sales for existing customers ages 15-25 by 20% within 5 months
- Grow number of daily visitors to the eCommerce site to 3K within 5 months
- Obtain email addresses from 60% of new visitors to the eCommerce site through customer registrations

Attainable

- We'll use SEO and email marketing tactics to improve website traffic
- We will use paid social media ads, to announce the launching and the early bird promotions

Relevant

- Robust blog traffic will expose our work to a larger audience and help establish us as an authority in our industry. We've also seen a healthy conversion rate from blog readers to paying customers.
- Growing our client base can net greater profits and set the company on the path to potential future success.

Time-bound

- We'll achieve our goal by 01.07.2023

Marketing channels

As marketing channels, All Sports will be using most of the available channels, for paid marketing and for organic marketing as well.

As social media channels, we will be present on Facebook, Instagram and TikTok.


On Facebook and Instagram, we will start with paid ads, because we cannot do any organic marketing, being at an early stage of a business.

For social media posts, we will have different daily posts, in the first two months. The posts will be interactive, fun, engaging and the TOV will be friendly, youthful, joyful, energetic and motivational.


For TikTok, All Sports will have their own page, to nurture the already built relationships, but when it comes to marketing, the organic one will be the most important. We want to interact with our clients, hear them, listen to their suggestions of improvement, pay attention to their wishes and offer them the

counseling they need, through our dedicated 24/7 counseling sessions, which will be free of charge and conducted by trained people.

All Sports will sponsor different events and already have contracts with different Romanian athletes and influencers, who were carefully chosen, after a deep research.

**All Sports**
Sponsored Like Page

Whether you are an early runner or a midnight one, we are always accompanying you on your journey. Let us motivate you and ease your steps, so running will be easy like 1,2,3!



www.allsports.ro
Everything you need to be on the move and to make sure you won't be let down during your activities.

YOUR TRUSTWORTHY PARTNER. Shop Now

1486 782 Comments 552 Shares

Like Comment Share

Instagram



All Sports

Sponsored 



[Learn More](#)



 2.7K Likes

All Sports Focus and determination are the key-factors when it comes to sports. Design your own equipment and carry on.

Editorial Calendar

The editorial calendar will be planned for Facebook and Instagram, for the first month. After the second month, when there will be enough content to be recycled, there will be posts on TikTok as well.

New Social media post Search Person Filter Sort Hide ...

▼ This month

<input type="checkbox"/>	Social media post		Person	Date	Status 1
<input type="checkbox"/>	Facebook Launching post - Generic post, announcing the launching of the website.			○ Jan 2, 2023	Working on it
<input type="checkbox"/>	Facebook awareness post - Generic post, informing the audience about the promotions and discounts from the website.			○ Jan 3, 2023	Working on it
<input type="checkbox"/>	Instagram interactive post - Interactive post, asking the audience what they love the most, when it comes to sport equipment.			○ Jan 4, 2023	Working on it
<input type="checkbox"/>	Facebook story - Generic Facebook story, to highlight the benefits of the brand.			○ Jan 5, 2023	Working on it
<input type="checkbox"/>	Instagram Reels - Generic reels, with an influencer doing sport and wearing the brands goods.			○ Jan 6, 2023	Working on it
<input type="checkbox"/>	Facebook interactive post - Interactive post, asking the audience to vote between two different types of equipment. The winner will be discounted next month.			○ Jan 7, 2023	Working on it

▼ This month 30 Social media posts

<input type="checkbox"/>	Social media post		Person	Date	Status 1
<input type="checkbox"/>	Instagram awareness post - Instagram post, asking the audience if they know the benefits of Romanian manufactured goods.			Jan 8, 2023	Working on it
<input type="checkbox"/>	Facebook story - Facebook story, to motivate the audience to get up and do sport.			Jan 9, 2023	Working on it
<input type="checkbox"/>	Facebook awareness post - Generic post, to highlight the discount that the website offers and the free delivery.			Jan 10, 2023	Working on it
<input type="checkbox"/>	Facebook contest announcement - Generic post, announcing an incoming contest.			Jan 11, 2023	Working on it
<input type="checkbox"/>	Facebook contest interactive post - Announcing the contest, the award and the rules. The participants have to comment with a picture of them doing sport. The 3 most voted pictures win a whole customizable equipment from All Sports.			Jan 12, 2023	Working on it
<input type="checkbox"/>	Instagram contest interactive post - Instagram interactive post, encouraging the audience to participate and/or to vote.			Jan 13, 2023	Working on it

▼ This month

<input type="checkbox"/>	Social media post		Person	Date	Status 1
<input type="checkbox"/>	Instagram contest post - Generic post, to keep the audience updated about the contest.			Jan 14, 2023	Working on it
<input type="checkbox"/>	Facebook event post/Contest winner selection - Winners announcement post.			Jan 15, 2023	Working on it
<input type="checkbox"/>	Instagram winner announcement - Generic post, informing the audience that the winners were already contacted and they will receive their awards shortly.			Jan 16, 2023	Working on it
<input type="checkbox"/>	Facebook interactive post - Interactive post, asking the audience when is their favorite time of the day to do sports.			Jan 17, 2023	Working on it
<input type="checkbox"/>	Facebook story - Generic story, displaying a Romanian athlete training with All Sports equipment.			Jan 18, 2023	Working on it
<input type="checkbox"/>	InstaStory - Generic reels, displaying the same Romanian athlete doing sport in a different time of the day, wearing a different All Sports equipment.			Jan 19, 2023	Working on it

New Social media post

Search Person Filter Sort Hide

This month

<input type="checkbox"/>	Social media post		Person	Date	Status 1
<input type="checkbox"/>	Instagram Reels - Short story from the athlete about what they like more about the All Sport equipment.			Jan 20, 2023	Working on it
<input type="checkbox"/>	Facebook interactive post - Interactive post, asking the audience if they would go on a date involving sport activities.			Jan 21, 2023	Working on it
<input type="checkbox"/>	Facebook story - Facebook story, to highlight the 48 hours delivery and the fact that its free.			Jan 22, 2023	Working on it
<input type="checkbox"/>	Instagram interactive post - Interactive post, asking the audience what was the most memorable sport activity they ever did.			Jan 23, 2023	Working on it
<input type="checkbox"/>	Facebook post/ affiliate share post - Generic share post, from an affiliate partner.			Jan 24, 2023	Working on it
<input type="checkbox"/>	Instagram even announcement - Event announcement for Valentines Day.			Jan 25, 2023	Working on it

New Social media post

Search Person Filter Sort Hide

This month

<input type="checkbox"/>	Social media post		Person	Date	Status 1
<input type="checkbox"/>	Facebook event launch - Valentines Day event launching, "The Love Marathon". All the single people can join the marathon that will be organized in different cities. All Sports is a sponsor.			Jan 26, 2023	Working on it
<input type="checkbox"/>	Instagram story - Instagram Story, informing the audience that the event is on and they can join by filling out a form.			Jan 27, 2023	Working on it
<input type="checkbox"/>	Instagram post contest - All Sports is organizing a contest for the most creative Valentine's Day date idea. The winner will receive a whole customizable complete equipment and a one-year membership to a gym of their chose.			Jan 28, 2023	Working on it
<input type="checkbox"/>	Facebook contest post - Interactive post, informing the audience about the contest, encouraging them to participate and share it with their friends and families.			Jan 29, 2023	Working on it
<input type="checkbox"/>	Facebook story - Facebook story, with one of the previous winners wearing the All Sports equipment.			Jan 30, 2023	Working on it
<input type="checkbox"/>	Instagram reels - Reels post, with another winner wearing the All Sports equipment while training.			Jan 31, 2023	Working on it

SEO

The SEO strategy will be conducted by an SEO agency and it will be focused on link building and keywords research and improvement. For the moment, this data is still to be received, as the strategy will be implemented right before the launching of the website.

SEA

The goal of the SEA campaign will be brand awareness, at least in the first 6 months, followed by sales increasement.

The paid ads will be focused on Google, but Bing and Yahoo won't be ignored either, because according to our research, these two search engines are still very popular in Romania.

The campaign type will be website launch campaign/product launch campaign, for the first 3 months. After the first 3 months, the type of campaign will be changed to seasonal push campaign and event campaign.

All of the SEA campaigns will be monitored and improved whenever it is considered.



Sport equipment



ALL IMAGES VIDEOS NEWS BOOKS

Personalize your equipment for free | 100%
Romanian manufactured | Discover the latest
arrivals!

Ad www.allsports.ro/trainigequipmen/Description

Discover the infinite ways you can design and
personalize your equipment. From materials to colors,
logos and size, you get to choose what you want to wear.

 30% off Sport equipment



Branding

Logo

When it comes to branding, All Sports decided to go with a round, Earth-shaped form, on a dark gray background. The Earth-shaped form is suggestive for All Sports, because it symbolizes the fact that on this platform, an user can find articles for literally each sport on Earth.

The green dots symbolize the sports that are around the world and the sport shoe is basically the symbol that 98% of the world's sports have in common.

Colors

The color palette was chosen after analyzing the meaning of each color, except the dark gray background (#121212), there are only two colors in the logo. There is green (#59A52C) and red (#F82F4A).

Color meaning

Green is the color of harmony and health. Green is a generous, relaxing color that revitalizes our body and mind. It balances our emotions and leaves us feeling safe and secure. It also gives us hope, with promise of growth and prosperity and provides a little bit of luck to help us along the way.

The green color symbolizes healing, peace, harmony, self-control, equilibrium, tranquility, relaxation, refreshment and peace. In short, all the feelings that someone has after practicing sport.

Red is the color of passion and energy. It draws attention like no other color and radiates a strong and powerful energy that motivates us to take action. The red color was chosen to symbolize courage, drive, energy, determination, action, strength, motivation, confidence, and strong-will. Basically, all the attributes that someone needs, to practice sport or to start practicing sport.

Gray is the color of intellect, knowledge and wisdom. It is perceived as classic, refined, dignified and conservative. Gray is a perfect neutral that lives between the extremes of black and white.

And considering the latinum "Mente sana in corpore sano" (Healthy mind in a healthy body), combining the attributes of the 3 colors, we get to the conclusion that All Sports help people not only stay in shape, but also have a clearer mind.

Fonts

The fonts that were chosen for the logo were Granic Slab Bold, for the name and Viking Gothic Normal, for the slogan. These fonts will be found on the website as well, depending on the positioning.

Slogan

“We love them all” symbolizes the fact that this eCommerce was started from passion for sports. And because the owner wants the best for his clients, is offering the option of free consultation from sport trainers, coaches, qualified personnel, via chat, phone or personally, after a previous appointment. “We love them all”, so we know everything about all of them.

Iconographic style

All Sports will be the friendly, yet reliable and trustworthy choice when it comes to acquiring sport items. The TOV the platform will adopt will be bold and motivational, yet simple to understand and convincing.

Website

The website will be easy to use, user-friendly-oriented, and will include different categories of items, sorted by type (shoes, T-Shirts, shorts, etc) and also by the type of sport (football, tennis, rugby, cycling, running, gym, etc). The UX will be unique, due to the simplicity, accessibility and transparency of the information and also by the SSL encryption, which will secure the whole website and the payments.

Budget

Once the necessary tactics are implemented to comply with the strategies of defined marketing, it is necessary to allocate economic resources to different activities. I know proposes to start with the investment of the web page (context, content, customization and design), to start with the campaign of Google Ads, Facebook and Instagram with a new website that achieves a conversion (leave the phone, budget, registration, subscription to a magazine, contact form, etc.) of 2% of the visits made or clicks on the website.

Item	RON	Monthly Amount	Total
Website positioning (meta tags, navigability, usability, design, responsiveness, etc.)	2000	1	2000
Google Ads Campaigns	300	1	300
Facebook Campaigns	300	1	300
Instagram Campaigns	300	1	300
		Total	3200

Illustration 19 – Fixed Investment Cost Table

The investment in the web page that complies with the defined tactics, should only be made in the first month, then it will continue strong with the different campaigns for the sale of products, get followers, conversions, etc. With this we will assume that the monthly clicks will border the 13600 and will go up each time the campaigns are more effective.

Item	Price
Monthly clicks	13.600
Conversions (conversion rate 2% of impressions)	272
Average ticket	700
Closing sale (25% that converts)	68
Income	47.600

Illustration 20 - Income Calculation for Closing Sale

The expected impact or return of the campaigns and modifications on the website can be calculated if we assume that of the 2% that converts 25% to the purchase of some item in the online store. Additionally we have that the average purchase today is 700 RON. With this data, the simple cash flow for All Sports is developed.

	2023						
	January	February	March	April	May	June	July
Sales Revenue	47.600	523.600	575.960	633.550	696.911	766.602	843.263
Other Revenue							
Total Revenue	47.600	52.360	57.596	63.355	69.691	76.660	84.326
General Expenses, Administrative and Sales	8.000	8.000	8.000	8.000	8.000	8.000	8.000
Investments in Commodity (Products)	30.000	31.500	33.075	34.728	36.465	38.288	40.202
Investments in Working Capital (Website)	11.999	11.999	11.999	11.999	11.999	11.999	11.999
Investments in Intangible Assets (Campaigns)	7.950	8.745	9.619	10.581	11.639	12.803	14.083
Total Incomes	57.949	49.444	51.894	54.510	57.304	60.291	63.486

Net Cashflow	-10.349	2.915	5.701	8.845	12.386	16.368	20.839
Cashflow Accumulated	-10.349	-7.434	-1.732	7.112	19.499	35.867	56.707

Illustration 21 – All Sports Cash Flow

Control Systems

As control systems, the KPIs provided by Google Ads tools will be used, where you can track the progress of the campaigns.

Impressions

We will review the number of impressions that are being obtained from the site on the page of Google, whether it's for organic or paid search. This KPI will also allow us to review the number of daily clicks on the website and which will be the candidates for conversions.

The measurement should be oriented so that every time a paid campaign is generated, the number of impressions should increase because it is a paid search, otherwise, a review of the keywords used must be carried out and corrections made online.

Cost per Click

This indicator will show us how much money a certain ad is costing us. generate a click or direct purchase of a product. This is one of the indicators that best allows us to evaluate the performance of the budget assigned to a certain campaign.

In the case of our e-commerce, the budget allocated for a campaign can be 250 RON. We observe that it has 100 clicks, the cost per click of the campaign is 2,5 RON. This is a way to limit the value that is willing to invest in a campaign, since you can establish a limit for the cost that each click will have with respect to the return that is expected from each campaign.

Conversion rate

To review the conversion rate, you must define which user actions have value for us and so we will provide the action status, in this case we will measure the purchase of a product. The task of tracking the target must be performed, in this case the specific part of the site website where the promotion is hosted

and so we can measure how many users buy that product and once we make sure.

We can say that a campaign or product was successful if the conversion rate is below about 2% of the number of impressions.

Followers on Instagram and Facebook

On the other hand, it is recommended to visualize the increase in followers on social networks.

Today we are in a hyperconnected world so it is important to win more followers with some gift campaigns, contests or leave us your data. It should be checked that there is an increase in the number of followers because the campaigns that are sent by this media will have a high impact on the conversion rate if we have more followers.

The general recommendation for all KPIs is that they be monitored daily, since that this type of commerce where everything happens online varies very quickly and any change is noticeable within hours of launching a campaign.

Conclusions

The proposal of the digital marketing plan generated for the e-commerce All Sports will give the start for the different actions that will be carried out in social networks, in order to publicize the store and the products that are sold in it. This allows you to compete in the industry highlighting its strengths and taking better advantage of the opportunities that the market online offers.

Given the increase in the number of athletes in Romania, it was decided to carry out an analysis of the firm that showed a weakness in customer loyalty. This to be treated of products that are marketed online with the impossibility of trying the products and

the complications generated by the return as there is no physical store. For this you must emphasize on the implementation of the tactical strategy based on the 4Ps of marketing that leads to the signature to obtain higher profits in the future.

The e-commerce strategy is relevant to be able to project the website and ensure that the client has a unique experience. Since this will be the Point of Sale and additionally the conversions derived from the Advertising and Promotions that are generated in different social networks. In this strategy, it should also be considered that the online service must satisfy all the needs of the client, for this reason the inclusion of an interactive chat is recommended in order to resolve all customer queries. On the other hand, the loyalty strategy is the one that ensures the success and consolidation of our e-commerce. The main focus of this strategy is to be able to establish a relationship with the client so that they can promote us on the networks and on the other side repeat your purchases in the store. For this, they must have innovative products, incentives in purchases and continuous innovation so that the customer always has the brand in mind.

At a tactical level, it is recommended to implement the Product and Point of Sale tactics in a first stage, since for electronic commerce the website is the main communication with customers and all campaigns that are run in order to achieve conversions end up specifying on the website. Differentiating elements to be implemented are the purchases and one page checkout.

In order to increase the number of clients and strengthen the brand, it is recommended incorporation of software such as Social Media Analytics or Socialbakers, which will help know what are the trends in social networks (Facebook and Instagram) and Google Ads (SEM and SEO) in order to make a good profiling of the campaigns to achieve the maximum impact on sales of advertised items.

The implementation of the marketing plan for the All Sport e-commerce is recommended, since it will be essential to have an increase in sales in the second half of 2023 and first semester 2024. This will mark an important milestone with the rest of the competitors, to it is relevant to have a

Community Manager responsible for building, managing and manage the online community around the brand on the Internet, creating and maintaining stable and lasting relationships with customers, fans and, in general, any user interested in the brand.

Finally, the thesis sought to confirm the economic profitability of putting this plan of running marketing. It can be stated that it is a profitable business given the increase in new athletes in Romania. On the other hand, it was possible to investigate the appropriate segmentation to which they should go. pointing to the products. Finally, the scope of the products must also be extended to become the number one online sporting goods store.

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