Pirate Labs
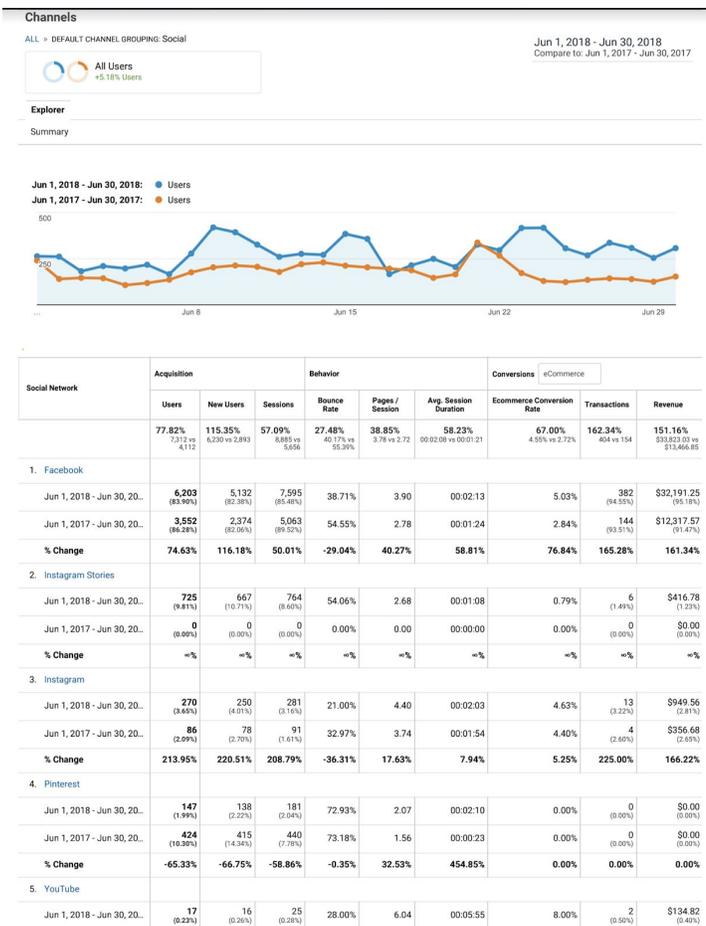# Marketing Tasks

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28th May, 2019

Task 1: Outline an email content calendar for a real Pirate Labs client.

PeachSkinSheets is an ecommerce shop that sells luxury sheets at an affordable price. Create an April content calendar (4 emails is sufficient) for PeachSkinSheets based on any combination of: your own imagination, knowledge of ecommerce email best practices, competitor marketing, and existing PeachSkinSheets marketing. We want to see your creative abilities with strategy & content, so feel free to come up with new concepts that may not apply in real life; this content calendar will not be used for anything.

April PeachSkinSheets Email Content Calendar				
Send date (week of)	Email type	Subject	Audience	Focus
April 1st	Announcement	New! Self-Folding Sheets! Buy NOW!	All Audience	fake product so ridiculous it couldn't be real - include actual information and images as if it is an actual product - just for fun - link to website, but make product look sold out - be sure to include links to other products to sell once client gets to website
April 7th	Product Spotlight	April Showers Inspiring our Colors of the Month!	All Audience	April showers - leading to very beautiful earth-tone colors for the Colors of the month - can also include the Benjamin Moore colors that match up, too.
April 15th	Informational	Taxes making you sweat?	All Audience	Witty remarks about taxes making people sweat and tying to how PeachSkinSheets help with night sweats, include 4 blogs in content from https://www.peachskinsheets.com/blogs/peach/tagged/sheets-for-night-sweats
April 24th	Product Spotlight	Simple and Easy Gift Giving Solution - Right here!	Previous Purchase	Mom, Dad, and Grad - as well as Weddings are coming - You know first hand how amazing peachskinsheets are, give the gift of the most comfortable night's sleep to those that you love!

Task 2: Provide insights from a Google Analytics screenshot

We run organic and paid social strategies for an ecommerce brand. Given the following excerpt from a social media report from June, identify three insights you might share with the client. Where would you probe further?

Channels

ALL » DEFAULT CHANNEL GROUPING: Social

All Users
+5.18% Users

Jun 1, 2018 - Jun 30, 2018
Compare to: Jun 1, 2017 - Jun 30, 2017

Explorer

Summary

Jun 1, 2018 - Jun 30, 2018: ● Users
Jun 1, 2017 - Jun 30, 2017: ● Users

Social Network	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	77.82% 7,312 vs 4,112	115.35% 6,230 vs 2,893	57.09% 8,885 vs 5,656	27.48% 40.17% vs 55.39%	38.85% 3.78 vs 2.72	58.23% 00:02:08 vs 00:01:21	67.00% 4.55% vs 2.72%	162.34% 404 vs 154	151.16% $33,823.03 vs $13,466.85
1. Facebook									
Jun 1, 2018 - Jun 30, 20...	6,203 (83.90%)	5,132 (82.38%)	7,595 (85.48%)	38.71%	3.90	00:02:13	5.03%	382 (94.55%)	$32,191.25 (95.18%)
Jun 1, 2017 - Jun 30, 20...	3,552 (86.28%)	2,374 (82.06%)	5,063 (89.52%)	54.55%	2.78	00:01:24	2.84%	144 (93.51%)	$12,317.57 (91.47%)
% Change	74.63%	116.18%	50.01%	-29.04%	40.27%	58.81%	76.84%	165.28%	161.34%
2. Instagram Stories									
Jun 1, 2018 - Jun 30, 20...	725 (9.81%)	667 (10.71%)	764 (8.60%)	54.06%	2.68	00:01:08	0.79%	6 (1.49%)	$416.78 (1.23%)
Jun 1, 2017 - Jun 30, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
3. Instagram									
Jun 1, 2018 - Jun 30, 20...	270 (3.65%)	250 (4.01%)	281 (3.16%)	21.00%	4.40	00:02:03	4.63%	13 (3.22%)	$949.56 (2.81%)
Jun 1, 2017 - Jun 30, 20...	86 (2.09%)	78 (2.70%)	91 (1.61%)	32.97%	3.74	00:01:54	4.40%	4 (2.60%)	$356.68 (2.65%)
% Change	213.95%	220.51%	208.79%	-36.31%	17.63%	7.94%	5.25%	225.00%	166.22%
4. Pinterest									
Jun 1, 2018 - Jun 30, 20...	147 (1.99%)	138 (2.22%)	181 (2.04%)	72.93%	2.07	00:02:10	0.00%	0 (0.00%)	$0.00 (0.00%)
Jun 1, 2017 - Jun 30, 20...	424 (10.30%)	415 (14.34%)	440 (7.78%)	73.18%	1.56	00:00:23	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	-65.33%	-66.75%	-58.86%	-0.35%	32.53%	454.85%	0.00%	0.00%	0.00%
5. YouTube									
Jun 1, 2018 - Jun 30, 20...	17 (0.23%)	16 (0.26%)	25 (0.28%)	28.00%	6.04	00:05:55	8.00%	2 (0.50%)	$134.82 (0.40%)

Three insights to share...

1. Acquisition through Social media has more than doubled through all platforms over the past year.

2. The majority of your conversions are coming from Facebook and Instagram posts

3. Bounce rate has remained high with Pinterest, we need to work to re-qualify our marketing audience in this platform.

I'd probe further into the pages that we are sending our links to regarding Instagram stories because we are getting a lot of users, but the bounce rate is high and the conversions are almost non existent. We can do better here...something isn't meeting the needs of the users that we're getting visits from.

Task 3: Suggest three launch blog post titles for ahoy!

ahoy! is our proprietary email marketing software that brings the power of big business intelligence to small ecommerce shop owners in a fun, easy-to-use platform that makes emailing customers with relevant, targeted content a cinch. Come up with three titles of blog posts you believe would be essential content pieces for ahoy! to launch with.

1. The Ultimate Guide to ECommerce Email Marketing

2. Simple and Easy Ways to Improve the ROI of Company Emails

3. Trouble Making Marketing Emails? Try Ahoy!

Task 4: Write one of those blog posts for ahoy!

Choose one title from your list in Task 3, and write this blog post. (500 words or less.)

Trouble Making Marketing Emails? Try ahoy!

Written by Tracy Zettinig

Beginning the first steps in making marketing emails that work for you and your business can be daunting. Lucky for you, products like ahoy! exist to make life easier, more creative, and are driven by real-world results.

Automations & Segmentation

First Purchase, Any Purchase, Never Purchased, Abandoned Cart, Welcome - seem like the types of clients that you have for your ecommerce website? Well, segmentation of your leads can make sending the most appropriate emails (and other marketing) to just the right audience a breeze.

Ahoy! even goes further than just allowing for you to create your own segments, but has the ability to generate a Recommended Series based on your store and clients to make automation so easy.

Allowing this customized experience for your clients can make the true difference in being the store that they bring their business to, as well as their referrals and repeat purchases.

Get Creative

The design features within ahoy! are so robust you'll wonder why you ever used anything else! You will have the ability to use Smart Templates that automatically lay out design and information in an easy to communicate method (with modifications possible!). Not a fan of using pre-made templates? You can make your own very easily! Not to

mention, one of the best features, the ability to quickly import products from your Shopify store directly into your email templates! This will definitely lead to quick conversions and return on investment in your marketing efforts!

Track Results

Now that we're diving into ROI, let's explore the amazing tracking systems within ahoy! email. Stay up-to-date when it comes to subscribers opening and clicking, what got their attention, and when they were most engaged. Want to drive really deep into the data? You can! Want the overview and just the basics? You can have that too in the most easily-digestible way! Our reporting options have our clients in mind and we want to make sure you have the access that you need in order to better your email marketing.

Smart Campaigns

Send a campaign in 5 minutes. Yes, you can make that happen! Ahoy! has built in recommended segments, products, and send times to optimize your marketing based on your intended audience or goal. With your templates ready to go and all the recommendations you could possibly ask for, you're in quick control of your campaigns.

Live Support

We've got the human touch! Our support comes directly from the team here at Ahoy! We strive to support our users and to give them the help that they need. Whether you need us to design or implement your campaigns for you, we can manage it all. Just have a quick question? Connect with a dedicated team for FREE!

The Solution is Clear

There's no arguing that creating a marketing email strategy can be complicated, but ahoy email takes the guesswork and stressers out of the process. Your business will see results and your clients will be so happy that you will be working with Ahoy! Start your FREE Trial today!
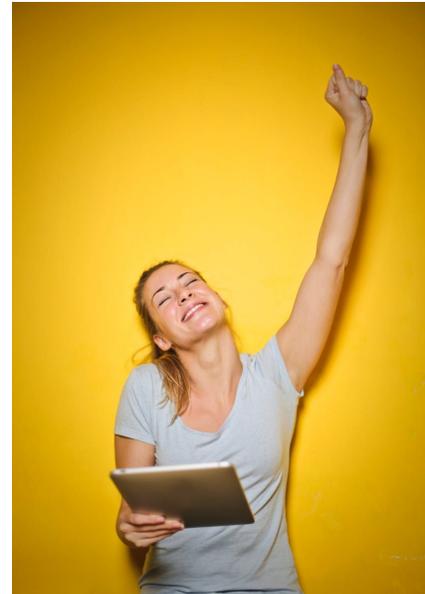
Meta Title:
ECommerce Marketing Emails Made Easy with Ahoy!
Meta Description:
Ahoy email makes creating marketing emails a breeze with features such as automation, smart campaigns, a robust editor, and built-in reporting. Try today!
Keyword:
Marketing emails

Task 5: Recommend improvements for an ecommerce site.

Keep Healthy Inc is a website design & development client we pitched recently. What would you recommend they change in a new version of their website? Identify at least 3 areas of improvement.

SEO & Spam Prevention

1. Meta Description too long for homepage
2. No Google Business page found upon my search
3. At top header - listing the email address is asking for spam - you already have a Contact link, remove the email address. Utilize everything through the CRM through contact forms on the website
4. Wholesale should be within site rather than external - goes to a page from Mailchimp for a contact form - just embed the form within a page
5. Blog categories are rather specific and should be more generalized to limit the amount listed at the top of the blog page - you can have parent categories and children below those parents
6. Don't use hashtags as blog post titles
7. Affiliates page includes a Join Now link, but it also has the ability to join now on the actual page (which is most likely an iframe and should be avoided) - which can be confusing - you want the client to stay onsite to fill out form - do a native contact form that will allow for them to be added to a specific audience list

ECommerce

8. Make a shopping CTA that calls more attention to itself than other Menu items
9. If a product is sold out - offer to go on a wait-email-list - and do not allow to display on the homepage feature.
10. If product listing is "Organic Low Glycemic 12g. Protein Sea Salt Brownie Bar" then the product listing should default to 1 bar - to avoid confusion when purchasing

Design

11. The footer is really unimaginative - a good designer would be able to do much more with this - list of most sold items? Show activity from social media? Most recent blog post?
12. Reviews are being done 3rd party and should be more consistent to the brand regarding display - and preferably more built in than provided via a plugin
13. Include featured images on all blog posts (or some kind of default images)- blog post featured images should be using the same dimensions in all cases, which should have all the blog posts on a proper grid
14. Clicking the Healthy Rewards hover should have the "Healthy Rewards" explained before asking for people to signed up - Should be created as a native program rather than integrated as ANOTHER plugin