



AMERICAÆ

#REALITYISEXTRAORDINARY

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Agenda



AMERICAE

Americae
Background



Digital
Marketing
Critique



Statement
of
Objective



New Strategy



Implementation



Value



Campaign
Schedule

Company Background and Overview

- Founded by Gabriela Guaracao
 - Born in Columbia and raised between Columbia and U.S.
 - Began as a dream, blossomed into a purpose
- Ethos
 - Design inspired by history, architecture, South America and magic of unexpected
 - Driven to tell story about live, culture, empowerment
 - #realityisextraordinary to spread awareness about women empowerment and spark the topic
- Womenswear brand built on color, elegance, vibrancy and celebrates the extraordinariness of every woman
- Target Market: millennials or gen Z women shopping for high end accessories
- The message is to ensure women feel empowered and dress as remarkable as they are
- Competitors
 - Moon + arrow
 - Lou Lou
 - Urban Princess Boutique



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Digital Marketing Critique (Website)



Context



The home page of the site has a good section layout. The navigation is a bit overwhelming since there are a lot of sections and bright complex colors that break them apart. The speed of the website is fast and there is a chat box for quick response and good communication. When I access the site on mobile the sectioning is different and more complex. It is hard to navigate back towards the home page. The aesthetic of the website is a bit complex with so many bright and vibrant colors popping out to the user when they first visit the site. The website has an aesthetic dominant through its vibrant use of colors.

Content



Americae displays affective/emotional content through its *#realityisextradordinary* hashtag. Their goal is to make women feel empowered through their products and therefore market through emotion and feelings.

Digital Marketing Critique (Website)

Community
(P-to-P
communication)



There is not p-to-p communication except on their Instagram. On the Instagram Americae has some small influencers to model and market their product.

Customization



The big message on the homepage is “Modern Elegance, Unapologetic Attitude.” This message sets the tone of the products and really specifies to their target market.

Communication
(2-way)



There is a live chat box at the homepage to effectively connect with the audience. On the “Contact Us” page there is an e-mail for support and even a quick and easy box to send a message.

Digital Marketing Critique (Website)

Connection (to other sites)



Americae has good connections to websites like Facebook, Twitter, Instagram, and Pinterest.

Commerce

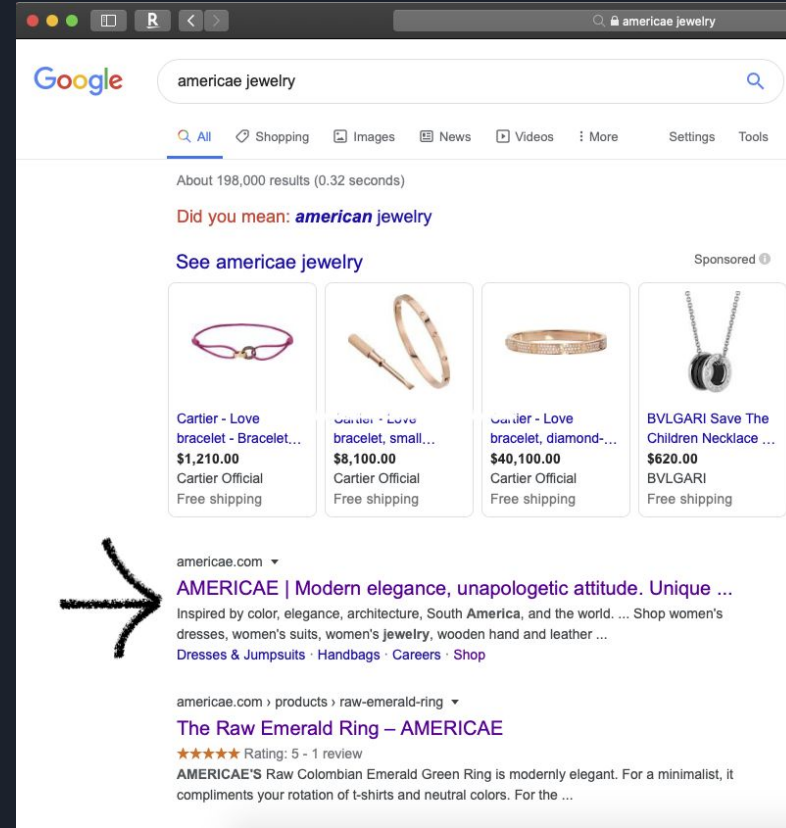
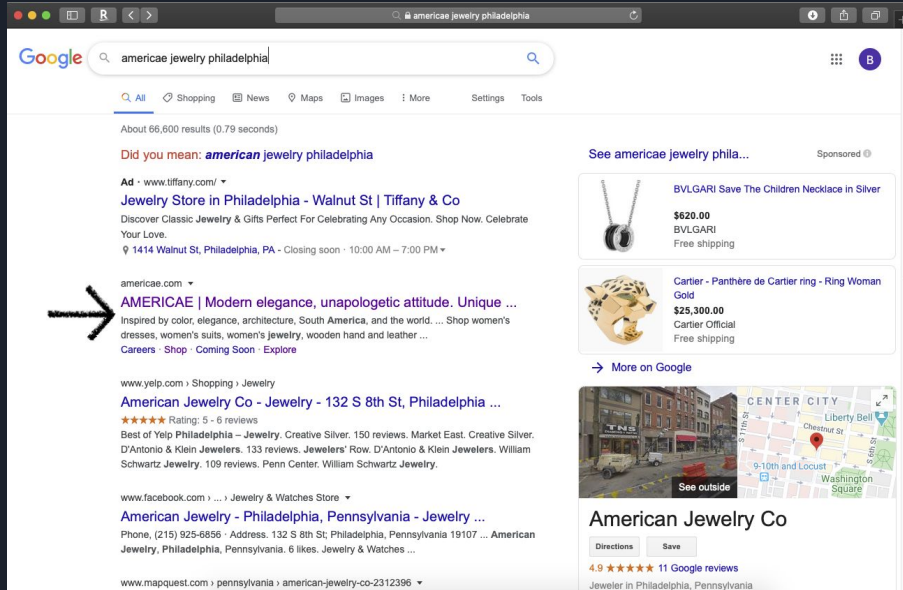


Americae is selling products online. The quality of the ecommerce interface is simple and easy. One can easily add products to the cart and check out.

Recommendations: For the context of Americae's website, the pictures Americae uses to market their products on models are overwhelming since there is such a large color scheme in the picture, it is hard to even really notice the product. Therefore, Americae should try to keep the product pictures simpler and use less vibrant and bright colors throughout their website. The Americae website should also use better navigation. They could have a better layout of the categories, like Moon + Arrow has to make it easier, especially on a mobile device.

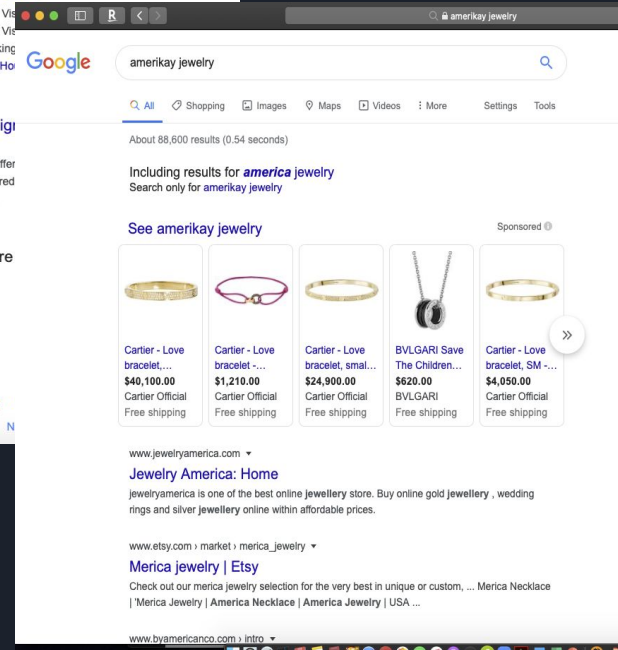
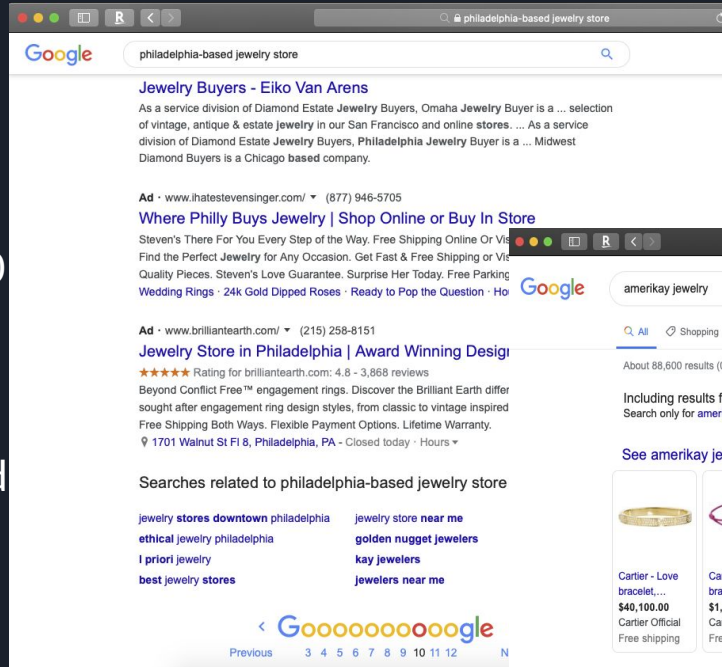
Digital Marketing Critique (SEO)

- A quick search of “Americae jewelry” and “Americae jewelry Philadelphia” does put Americae at the top spot, although Google believes “American” is the preferred search term.



Digital Marketing Critique (SEO)

- However, broad searches such as “Philadelphia-based jewelry store” and “jewelry near me” do not have Americae within the first 10 pages.
- Other intentional searches such as “Americay” or “Amerikay” also do not yield results
- Overall, Americae does not have positive SEO that can bring in new consumers. Even a single letter off from the title results in nothing.



Digital Marketing Critique (SEO)

- Main Issues
 - Broad Google/Bing searches regarding jewelry do not have Americae anywhere near the first pages
 - Americae has no Yelp pages that feature reviews of the brand or products.
 - Developing their own Yelp page and/or paying another review site for reviews will help improve SEO as well as business overall.
 - Since Americae is a company that exists primarily online, SEO is a crucial aspect of their entire business and must be addressed.



TOP 10
JEWELRY BRANDS





Digital Marketing Critique (Twitter)

- Joined June 2017
- 53 followers
- Can be inconsistent with tweets
- Hard to find twitter from Google or even searching on Twitter
- Typically receives only 1 - 5 people favoriting and retweeting
- Does not use polls
- Uses #realityisextraordinary a lot





Digital Marketing Critique (Instagram)

- The most used and engaging platform for Americae
- Gets the most likes on this platform
- Has over 2,000 followers
- Utilizes different Instagram Stories to increase engagements with followers
- Offers link in bio that directs user to an invalid page
- Pleasing instagram aesthetic and page
- Work with micro influencers to drive traffic
 - Micro influencers are women 25 - 50 year old
- Comments on posts are quickly responded too
- Offers link in bio that directs user to an invalid page
- Uses videos to showcase their products
- #realiyisextraordinary
- #AMERICAEinspirtation



theamericae [Follow](#) ...

122 posts 2,461 followers 404 following

AMERICAe

Modern elegance, unapologetic attitude.

[#realiyisextraordinary](#)

Average, ordinary are not in our vocabulary. Neither are our emails, texts. Sign up.

linkin.bio/theamericae



Digital Marketing Critique (Facebook)

- Not the first platform people search for
- Updated on a weekly basis
- Typically receives less than 10 likes a post
- Uses Facebook stories
- Low engagement
- Blog posts with micro influencers





Digital Marketing Critique (**Pinterest**)

- 21 followers
- Post Quotes and Inspirational People
- 6.9k monthly views
- Median age of pinterest user is 40
 - Similar to age of Americae's target market



Statement of Objectives

- Website
 - Remodel company's website to make it simple, clear/concise and user friendly to motivate customers to do business with us in the first month and then continue to improve it to fit customer's needs by adapting to new and advanced technology
- SEO
 - Get higher google ranking; move from 10+ to 1-2 search pages in the next three months by publishing content that is mistake-free, keyword-rich, mobile-optimized and well written content to address specific needs of the target audience
- Social Media
 - Increase brand awareness and overall engagement at customer level by 30% from current rate by attracting and retaining new followers and staying persistent with updating all social media platform.

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Google





New Digital Marketing Strategy and Implementation

Implementation - Website - Action Items

Product Photography

- Changing color scheme of the product background.
- Use only white or green background
- Avoiding use of any colorful props

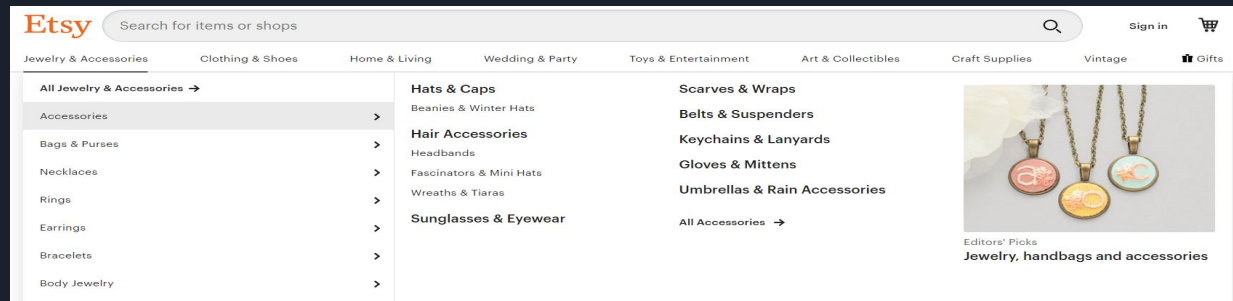


User Friendly Navigation

- Adding a top menu bar that has links to most commonly used sections such as about us, products/shop, campaigns, blogs, our process, contact us.
- Adding phone number at the end of the website
- Adding sub categories
- Adding more content to coming soon page with the information on the products that are soon to be launched

Improve Mobile Optimization

- Adding a top menu bar that has links to most commonly used sections such as about us, products, campaigns, blogs, our process.
- Giving user option to view the desktop version of the site



Implementation - **SEO** - Action Items

Improving Google Search Results

- Reviewing google analytics data in detail and reviewing the phrasing Americae is ranked high for. Improving the page by better indicating relevance for the phrases
- Improving google page rankings for accidental and intentional search by publishing content that is mistake- free, Keyword rich, mobile optimized and well written content to address specific needs of the target audience
- Optimizing images to improve SEO rankings; e.g. changing image name from Emerald bag to Best Emerald bag
- Getting more backlinks; link from other sites to our site e.g. using platforms such as pinterest to direct audience to Americae's website
- Increasing product exposure by creating a webpage on yelp as means to reviewing products
- Optimizing Voice search by using full sentence phrases in a natural conversation style
- Tracking google analytics to measure SEO efforts

Investing in Paid Search Results

- Besides improving the organic search, Americae will invest in google ads to direct audience to website and improve brand awareness after reviewing the results from steps took earlier.



Implementation - Social Media - Action Items

Instagram, Facebook and Twitter

- Increasing the number of followers and improving engagement
 - Post relevant content more frequently; at least 2-3 posts each week in the beginning e.g. share information about the upcoming events, new products, reviews etc
 - Start new Hashtag to create brand awareness #theamericae and promote it by on all social media platforms, through email and website
- Reach out more influencers to review the products or even just mentioning their brand in their videos. This will be done by giving some products away to influencer for free so they can review it.
- Attracting and Retaining followers
 - Run contest and giveaways
 - Encourage audience to share and like posts by offering incentives eg. offer 10% off coupon to the most engaging follower each month.
 - Continue to reply to comments on the posts
- Use other social media platform such as pinterest to direct audience to our facebook page or the website.



What Is The Value?

- As a company without brick-and-mortar stores, the online presence must be known in order to increase bottom line.
- Making an impact in the digital landscape is more difficult than ever, due in part to the rise of popular sites as Amazon that offer many products at reasonable prices.
- In order to stand out from other companies, proper social media handling and SEO utilization is essential.
 - Our plan lists out the proper steps towards taking the next step in digital marketing:
 - Improving the website interface and design (desktop and mobile)
 - Increasing amount of backlinks
 - Increase Google ad exposure
 - Raise follower counts on popular social platforms through influencer shoutouts and posts regarding deals and various other incentives



Campaign Schedule

This campaign schedule is for April-June 2020.

April 2020	May 2020	June 2020
Focus on website remodel	Focus on SEO growth & Paid Search	Focus on Growing Social Media, Utilizing Influencers, Retaining Followers
Changing color scheme of the product background, Use only white or green background, Avoiding use of any colorful props Add menu bar, phone number at the end of the website. sub categories, more content to coming soon page with the information on the products that are soon to be launched	Improve google page ranking, optimize images and voice search, track google analytics Invest in google ads to direct audience to website and improve brand awareness after reviewing the results from steps took earlier	Run contest and giveaways, offer 10% off coupon to the most engaging follower each month, continue to reply to comments on the posts, at least 2-3 posts each week, new Hashtag to create brand awareness #theamericae and promote it by on all social media platforms, through email and website, reach out to local and micro influencers to review products and spread brand awareness, do features on company social media



Works Cited

<https://americae.com/pages/about>

<https://www.omnicoreagency.com/pinterest-statistics/>

<https://v12data.com/blog/digital-marketing-retail-are-your-strategies-keeping/>