Year 2 Performance Report

Juxta Smart Luggage's goal is to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices. Juxta Smart Luggage aims to design functional bags that evoke nostalgia. This goal has been a driving factor in increasing Juxta's sales since it as founded in 2009. My goal as a Marketing Manager was to increase this line's sales by 60% in the next two years. This will be done by creating campaigns for the next 24 months. My responsibilities include researching when my target audience is likely to purchase our product. I also need to make sure my budget considers busy seasons in the following quarters, as well as targeting my audiences at the right stage of their purchase journey.
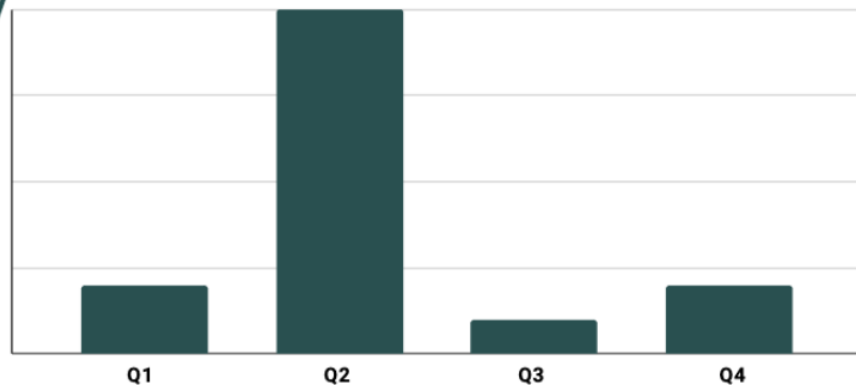
Campaign goals included familiarizing myself with the characteristics of each of my target audiences and select the ones I would like to market to. I then chose the stage of the marketing funnel on which to concentrate my campaign. I created up to four campaigns per quarter throughout the year. By doing these campaigns, my responsibilities were to select the options that met customer's needs and aligned with their purchasing habits. I utilized positioning statements to appeal to my target audiences.

Target audiences and their likelihood to covert to purchase or loyalty:

Up-and-comer Raj

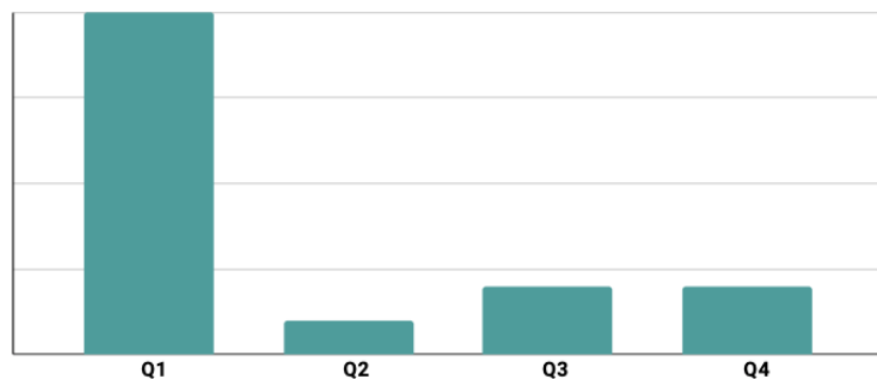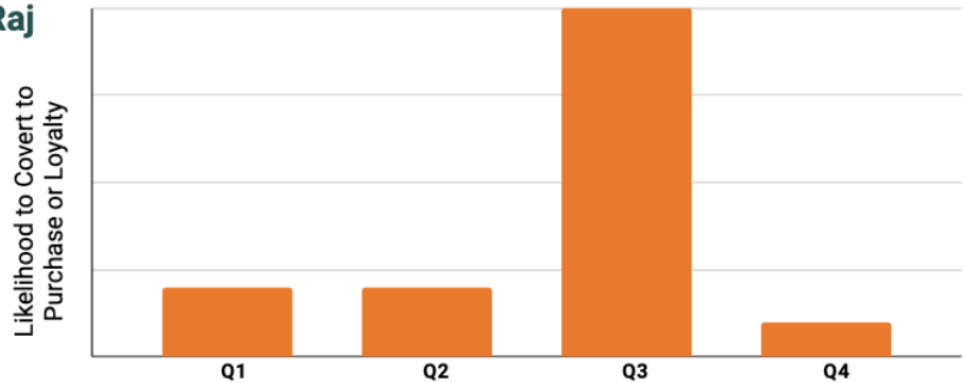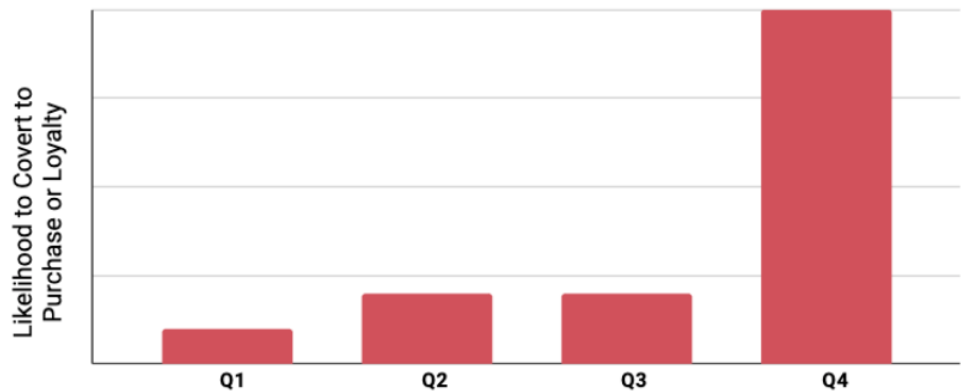## Seaside Sally

Using this information about each target audience, I was able to create campaigns directly targeted to their marketing funnel stage.

Chart 1

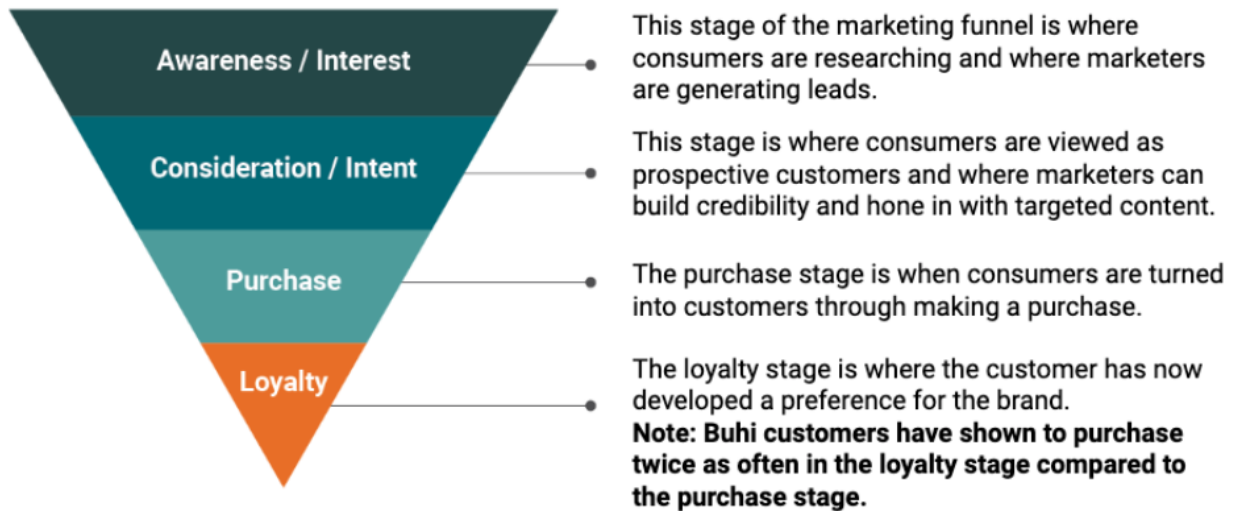|	
Awareness / Interest	This stage of the marketing funnel is where consumers are researching and where marketers are generating leads.
Consideration / Intent	This stage is where consumers are viewed as prospective customers and where marketers can build credibility and hone in with targeted content.
Purchase	The purchase stage is when consumers are turned into customers through making a purchase.
Loyalty	The loyalty stage is where the customer has now developed a preference for the brand. **Note: Buhi customers have shown to purchase twice as often in the loyalty stage compared to the purchase stage.**

Chart 1 above provided a detailed explanation of each marketing funnel stage and its purpose as it related to both consumers and marketers.

Chart 2
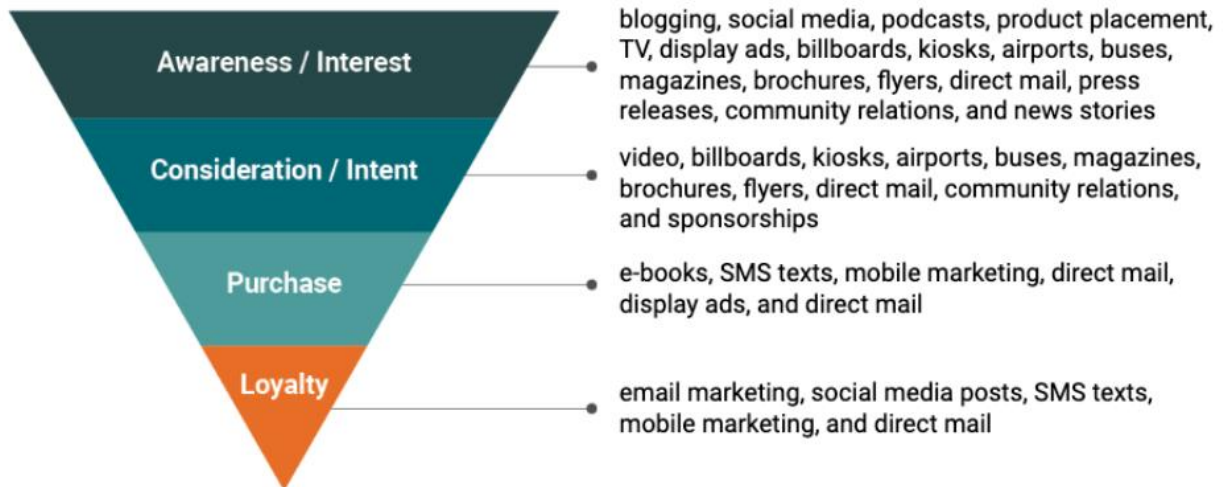
With Chart 1 and 2 being crucial information, I created campaigns based on the target audience's likelihood to covert to purchase or loyalty graph. I honed in on our line's offerings and the target audience to create strong positioning statements for each target audience to increase results. I kept in mind I needed to target each audience when they are most likely to purchase Juxta smart luggage by 1; determining when each audience purchases, and 2; move consumers through the earlier stages of the funnel in time for them to be prepared to purchase when they hit the purchase stage. For example, if I knew a target audience was most likely to purchase in Q2, I would run awareness/interest and consideration/intent campaigns before Q2.

Year 2, Quarter 1, I was expected to gain $25,550,000 in revenue.

- Cumulative revenue: $25,790,774
- Target audience marketing funnel stage:
  - Mindy: Consideration/Intent
    - The channels I used to market on were video, direct mail, airports, kiosks, and magazines.
  - Sue: Purchase
    - The channels I used to market on were eBooks, SMS texts, direct mail, display ads, and mobile marketing.
  - Raj: Awareness/Interest
    - The channels I used to market on were social media, airports, kiosks, direct mail, and display ads.
  - Sally: Awareness/Interest
    - The channels I used to market on were airports, kiosks, billboards, flyers, and direct mail.

Year 2, Quarter 2, I was expected to gain $31,750,000 in revenue.

- Cumulative revenue: $32,230,682
- Target audience marketing funnel stage:
  - Mindy: Purchase

- The channels I used to market on were mobile marketing, eBooks, direct mail, SMS texts, and display ads.
  - o Sue: Awareness/Interest
    - The channels I used to market on were social media, bloggings, display ads, airports, and magazines.
  - o Raj: Consideration/Intent
    - The channels I used to market on were videos, billboards, airports, buses, and magazines.
  - o Sally: Consideration/Intent
    - The channels I used to market on were videos, kiosks, billboards, airports, and buses.

Year 2, Quarter 3, I was expected to gain $38,450,000 in revenue.

- Cumulative revenue: $39,388,642
- Target audience marketing funnel stage:
  - o Mindy: Awareness/Interest
    - The channels I used to market on were social media, blogging, airports, magazines, and community relations.
  - o Sue: Awareness/Interest
    - The channels I used to market on were podcasts, television, videos, airports, and community relations.
  - o Raj: Purchase
    - The channels I used to market on were mobile marketing, SMS texts, display ads, eBooks, and direct mail.
  - o Sally: Consideration/Intent
    - The channels I used to market on were videos, billboards, community relations, magazines, and flyers.

Year 2, Quarter 4, I was expected to gain $45,700,000 in revenue.

- Cumulative revenue: $47,192,533
- Target audience marketing funnel stage:
  - o Mindy: Awareness/Interest
    - The channels I used to market on were social media, television, display ads, billboards, and magazines.
  - o Sue: Awareness/Interest
    - The channels I used to market on were social media, television, airports, billboards, and direct marketing.
  - o Raj: Awareness/Interest
    - The channels I used to market on were social media, blogging, television, kiosks, and airports.
  - o Sally: Purchase
    - The channels I used to market on were email marketing, SMS texts, direct mail, social media, and mobile marketing.

Throughout year 2, I found it crucial to always depend on the marketing funnel stages to see what part of the journey the buyer personas were in. For all the target audiences, if I saw that a

campaign did well on a certain platform, I would also try different methods. I did repeat a few campaigns because if the previous quarter brought in a lot of revenue, I did not want to change that. The lead-up to my success in these campaigns were focusing on the target audiences purchase stage and really allocating all most of my budget to their campaigns. For example, if Back-to-school Mindy's purchase stage was in Q2, I focused on Awareness/Interest or Consideration/Intent for the quarter before, same with the other target audiences.

Graph 1
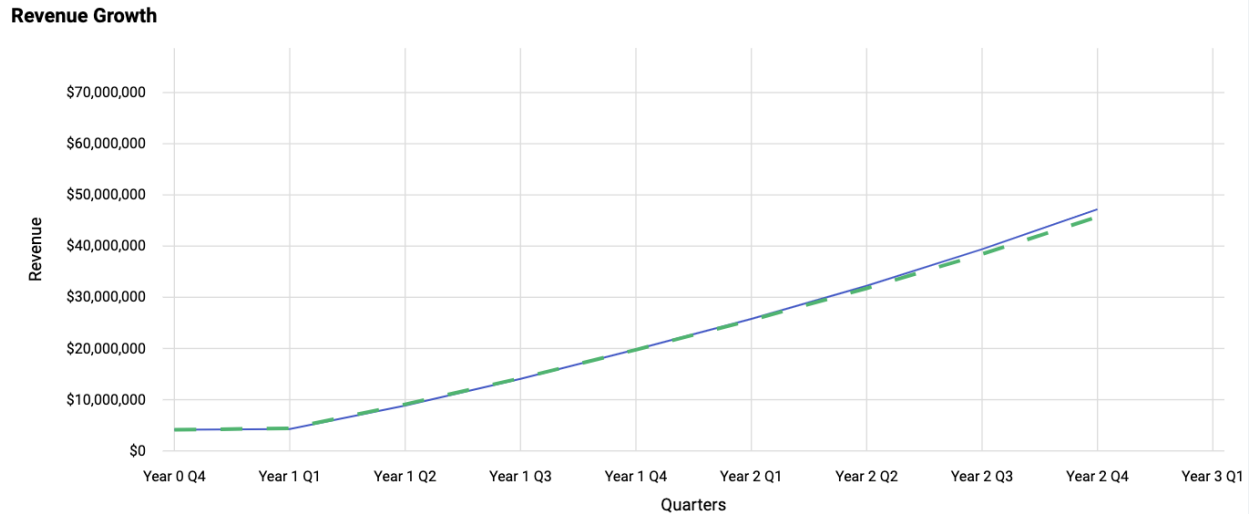
Revenue Growth

Graph 1 shows the revenue growth throughout Year 1 and 2.

Graph 2

Marketing Funnel Snapshot
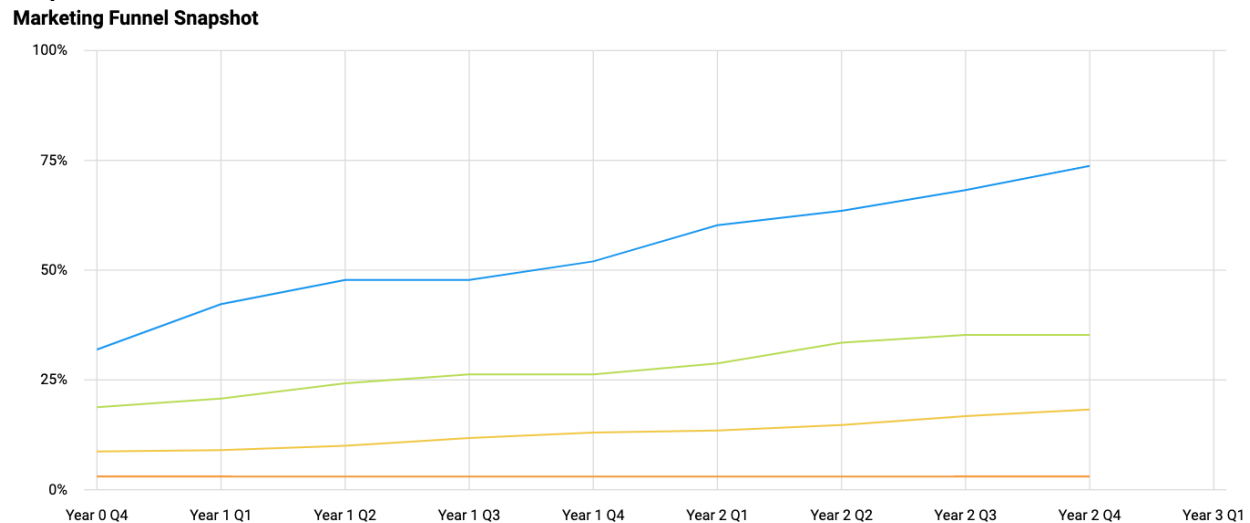
Graph 2 shows the Marketing Funnel Snapshot throughout year 1 and 2.

After reviewing campaign results, I decided whether the current strategies are working or if changes needed to be made. If the campaign achieves the objectives, I considered adding an additional target audience to increase revenue. If the campaign was not achieving its objectives, I

determined the issues with the campaign and made appropriate changed to address the issues. I continued to consider the most effective way to distribute the allotted budget across all quarterly campaigns.

If I was given a third year of running campaigns, I believe I would excel in bringing revenue to the Juxta Smart Luggage line. By reading the charts and researching the target audiences, I was able to familiarize myself with my target audiences and build campaigns around them. Being able to include what the value of the smart luggage offers to a particular segment helped personalized campaigns and how I can communicate through the message.