



Digital Strategy T222 – Presentation (Digital Strategy Review for "Flowers by Zoe)

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Introduction

- In this presentation, I will delve into the comprehensive review of "Flowers by Zoe's" digital strategy.
- My primary aim is to assess the effectiveness of the existing strategy and identify areas for enhancement.
- I will be focusing on key objectives, including improving website performance, increasing social media engagement, boosting e-commerce sales, enhancing customer satisfaction, and staying competitive within the industry.
- By the end, I aim to provide actionable recommendations that will guide the organization's digital strategy moving forward.

Sources of Information



- For this review, I gathered data from two primary sources: web analytics and customer feedback surveys.
 - Web analytics were collected from Google Analytics, providing insights into website traffic, user behavior, and conversion rates.
 - These metrics were collected directly from the "Flowers by Zoe" website, making them highly relevant for assessing the site's performance.
- In addition, customer feedback surveys were conducted among current and past customers.
 - These surveys were administered on the website and via email to capture valuable insights into customer satisfaction, preferences, and suggestions for improvement.
 - The data from these surveys are particularly relevant as they reflect the firsthand experiences and opinions of the organization's customer base.
 - This combination of web analytics and customer feedback surveys offers a comprehensive view of the digital strategy's impact and effectiveness.

Issues Faced in Interpretation

- While interpreting the data, several potential issues emerged. One significant challenge was the presence of outliers in the web analytics data, which could skew results.
- To address this, I employed data smoothing techniques to reduce the impact of outliers on the analysis, ensuring a more accurate representation of website performance.
- Another issue encountered was response bias in the customer feedback surveys. Not all customers chose to participate, potentially leading to an incomplete picture of satisfaction.
- To mitigate this, I conducted additional follow-up surveys to encourage more comprehensive participation, allowing for a more representative sample.
- Furthermore, variations in data collection intervals could have affected the analysis of website traffic patterns.
- To address this, I employed standardized timeframes for data comparisons, ensuring a more consistent evaluation.

Budget Allocation

- Here, I will present key findings and outcomes based on the established review criteria. The table below summarizes the data and metrics as visual aids to facilitate easy comprehension.

Review Criteria	Findings/Outcomes
Website Performance	Significant increase in website traffic and low bounce rate, indicating improved user engagement.
Social Media Engagement	Steady growth in social media engagement, reflected in increased likes, comments, and shares, demonstrating a positive impact on audience.
E-commerce Sales	E-commerce sales have risen by 20% compared to the previous year, highlighting the effectiveness of the digital strategy.
Customer Feedback	Generally positive customer feedback with high satisfaction scores; some customers express a desire for more product variety.
Competitor Analysis	Our website outperforms competitors in terms of website speed and mobile optimization, indicating a competitive advantage.

Recommendations



Based on the findings and outcomes, I propose the following recommendations to guide "Flowers by Zoe's" digital strategy moving forward:

- **Website Performance Enhancement:**
 - Invest in continuous website optimization to maintain the positive trend in user engagement. Regularly update content, improve load times, and ensure a seamless user experience.
- **Social Media Marketing:**
 - Expand social media marketing efforts to capitalize on the growing engagement. Implement targeted campaigns to increase the reach and relevance of content.
- **Diversify Product Range:**
 - Address customer feedback by expanding the product range, offering a wider variety of floral arrangements and gifts to enhance customer satisfaction.
- **Mobile Optimization:**
 - Maintain the competitive advantage identified in the competitor analysis by enhancing mobile shopping experiences. Ensure that the website is fully responsive and mobile-friendly.
- **Regular Strategy Reviews:**
 - Conduct periodic digital strategy reviews to monitor progress, adapt to evolving trends, and gather continuous customer feedback to ensure ongoing optimization.

Conclusion

- In conclusion, this review has shed light on vital aspects of "Flowers by Zoe's" digital strategy.
- We've observed substantial improvements in website performance and social media engagement, resulting in a 20% increase in e-commerce sales.
- Customer feedback has been predominantly positive, although some customers seek a more diverse product range. The competitor analysis revealed our competitive advantage in website speed and mobile optimization.
- This review's significance lies in its ability to guide the organization's digital strategy moving forward.
- With the proposed recommendations, we aim to maintain user engagement, enhance social media outreach, diversify product offerings, and ensure a responsive website.
- Regular reviews and customer feedback integration will be instrumental in evolving our strategy to meet ever-changing market demands.
- The digital strategy is well-positioned for growth and continued success.

Questions and Discussion:



I now open the floor for any questions, discussions, or clarifications you may have regarding the digital strategy review for "Flowers by Zoe." Please feel free to share your thoughts or seek further insights on any aspect of the review. Your input and questions are highly valuable as we work towards enhancing our digital strategy.

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