

Kismet

THERE'S MAGIC IN THE MOMENT



Digital Marketing Analysis

BY LIVI WISE

Company Analysis

Kismet is a women's boutique located in Athens, Ohio that sells a variety of clothing, accessories and novelty goods. It carries small and large brand names, including Billabong and Twig. It was established in spring of 2019 and comprises of 5 associates and one manager. It does not have a website but has Facebook and Instagram accounts that showcase items throughout the store and new arrivals. These accounts are kept updated and monitored by the associates. They also use email addresses to track their rewards program members. Kismet will not appear in search engine results unless a user types in another keyword having to do with Athens or Ohio University. The first result is the definition of the word "kismet."



Buyer Persona

Gigi is a female student between the ages of 16 and 25 currently living in Athens, Ohio. She works at Ohio University part-time when she is not in class. A typical day in her life would include her day of classes and schoolwork, a few hours spent at work and then enjoying her evenings at home with her family or friends. Her biggest pain points tend to revolve around her school/work/life balance, and she doesn't have a lot of time to waste throughout her days. She values her bohemian sense of self and style, her close friendships, and the memories of fun adventures and experiences. She hopes to become a successful woman in whatever career path she chooses and knows her value and potential impact she could have on the world.

Gigi typically uses her smartphone or laptop to search through Google and her social media apps to find answers to her questions about what's trending amongst her friends and followers. When looking for products and services similar to Kismet's, she hopes to find accurate photos and be able to easily browse. She also wants to find pieces that not everyone may have. Similar places she might look for clothing and accessories might include Urban Outfitters or Free People. She is not a fan of messy or unkempt stores, lack of choice or variety in products, or products that are clearly out of her price range. She also does not respond well to poor customer service or feeling like she is bothering employees with questions or concerns.

Kismet can offer a buyer like Gigi a unique shopping experience with trendy, affordable products in a local Athens, Ohio boutique. She can scroll through social media to see what kinds of products are offered and pop into the store after a day of class to quickly and easily find what she's looking for or browse at her leisure. A knowledgeable group of associates can help her with outfit decisions or finding her a good deal, even on brands she thought were pretty expensive elsewhere. She's likely to be impressed by the layout of the store and how neatly products are arranged. Gigi is likely to bring one of her friends back to the store to shop later and tell others about it through word-of-mouth if she has a positive experience.



STEPPS Analysis

Social Currency

Out of each of these steps, this is probably the one Kismet uses the most on their Facebook and Instagram. As seen in these pictures, they claim that you'll be "stylish" and are free to express yourself with their products. They are attempting to create a connection between how they think their consumer wants to be viewed by others and their products.



Triggered

Kismet is not really working a lot in this area. They should attempt to find a cue or trigger that will resonate with their Buyer Persona. Perhaps they can find a product or unique item within the store that can be connected to a trigger, such as emphasizing outfits and jewelry that are good for a night out in Athens.

Emotion

Kismet does not really have a strategy for Emotion. They could establish this with their consumers by maybe partnering with a local charity or organization and donating percentages of their profits. Then, post about this partnership online in addition to products. By knowing that a local business is partnering with other organizations doing good in the community, consumers may choose to come into Kismet instead of other boutiques who are not engaging that way.

Public

Kismet does a good job of putting people in their posts wearing or using various products. Kismet could attempt to partner with a local "micro-influencer" or fashion blogger who will promote their products and their brand. They could also utilize social media contests and giveaways that encourage showing off their products or tagging them for a chance to win a gift card or discount the next time they shop. This would get their brand and products in front of many people, and consumers are likely to wonder about and look into a company their friend is talking about.

Practical Value

Kismet could benefit from some more "news they can use." They can consider reaching out to Thread Magazine or other Ohio University publications, as well as local Athens ones, to get their products in front of more eyes online and in print. This would also help target their marketing to consumers who they want to come through the store doors.

Stories

Kismet could utilize their associates, and eventually customers to tell stories about who they are and what makes them unique. For example, they can create posts that highlight their associates on their birthday, or something they may have recently accomplished. The associates would also be wearing or using products from the store. This can create the narrative that Kismet cares about the lives of their associates and customers and can link themselves to making other women feel stylish, unique and dressed for success.

Competitor Analysis

	Kismet	Figleaf	Artifacts Gallery
Size (people)	6	5	5
Products	Apparel, shoes, jewelry, accessories, décor, novelty items (journals, crystals, candles, etc).	Apparel, shoes jewelry, accessories	Apparel, jewelry, novelty items, accessories
Buyer	Female high school/college student	Female high school/college student	Male/female high school college student, Athens local
Social Presence	Instagram (188), Facebook (540)	Instagram (9,476) Facebook (4,646) Twitter (427) no activity since Oct. 2018	Instagram (733) Facebook (1,108)
Website	No	Yes	No
SEO “boutiques in Athens, Ohio”	No result	1 st result	No result
Rewards	Every \$200 spent, \$10 off the next purchase	None	None

This is a competitor analysis of two other boutiques in the Athens, Ohio area that can be comparable to Kismet. From this analysis, it can be assumed that Figleaf is the highest competitor with Kismet, largely in terms of it being the #1 search result of "boutiques in Athens, Ohio" and having the highest number of followers on social media.

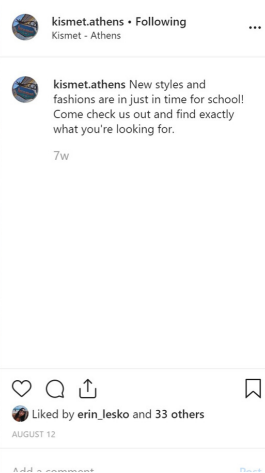
Kismet could benefit from implementing a website where potential buyers can see and review products before entering the store. They also have a much wider array of products than either of these two competitors, and a website could offer a chance to show off some of these products so buyers have a better feel of what Kismet has to offer beyond what they might find highlighted on Instagram or Facebook. This could also be a chance to implement a blog or other types content that are interesting to Kismet's buyer persona. They could also consider deleting older posts with low engagement on each social channel and working to establish a central theme to their feeds.

Kismet has the opportunity to put emphasis on what makes them unique. Although it may be arguably similar to some other small Athens boutiques, it offers a chic bohemian feel that is not the same as other shops and can offer a buyer a different experience. Kismet should focus its digital strategy on showcasing an acceptance and celebration of creative and independent women, while displaying the particular products that support that narrative.

Social Media Analysis

Example #1

This post does a good job of adding a human element to the brand and showing an example of someone who might fit their buyer persona. It's also timely, telling the consumer that with the approach of fall, they should consider Kismet for a new jacket or fall item. While there is a good human voice behind the caption, it might read a little long and could be made more concise.

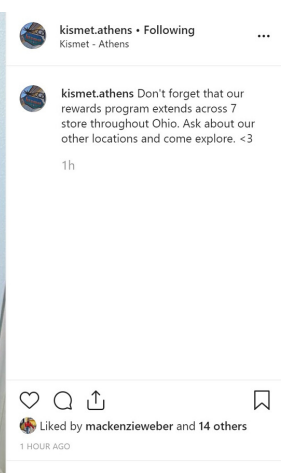


Example #2

This post offers a call-to-action, as well as a timely description of what Kismet plans to offer, and a visual that does a good job of highlighting many different products in an aesthetic way. This caption is also slightly shorter and concise and clearly explains why the customer should stop in.

Example #3

In addition to highlighting products, this post explains the rewards program offered by Kismet, as well as how it can be used at any of the other locations outside of Athens. Again, there is a clear level of effort put into the aesthetics of the image and the organization of the products to draw the attention of the consumer.



Social Media Recommendations



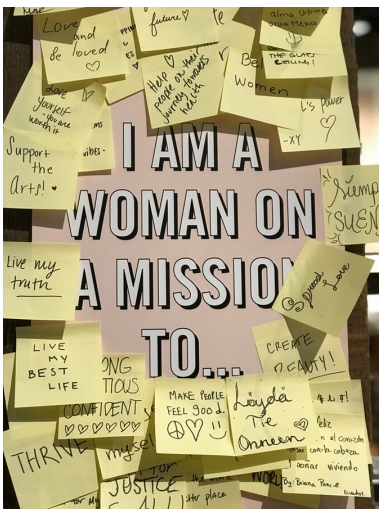
Looking for a new fall outfit? Put your own unique twist on our newest products!

Instagram Post #2

Many fashion companies show off their products using an influencer or someone who matches their buyer persona. Along with this same idea, Kismet could use some of their current models or associates to take videos and show how consumers could wear or use Kismet's products. For example, the video could include an associate walking around the store, pulling products for an outfit and then showing the end outfit put together. This will not only showcase products but also show the consumer how they could integrate them in the way Kismet intends them to.



Watch as our very own Erin Lesko uses just a few pieces to create 3 fabulous outfits! We love putting together pieces that can be worn and styled in many different ways.



Instagram Post #3

Aside from promotional content, Kismet could include general posts (with buyer personas still incorporated in photos) of facts about wellness, accepting yourself and maybe linking to some blogs or other relevant content outside of their own. They could also use curated content to engage with customers by reposting photos to their feed or story. This will create more of a “community” atmosphere amongst Kismet customers and maybe generate more word-of-mouth marketing.

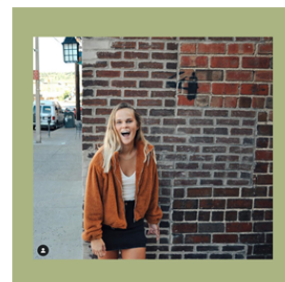
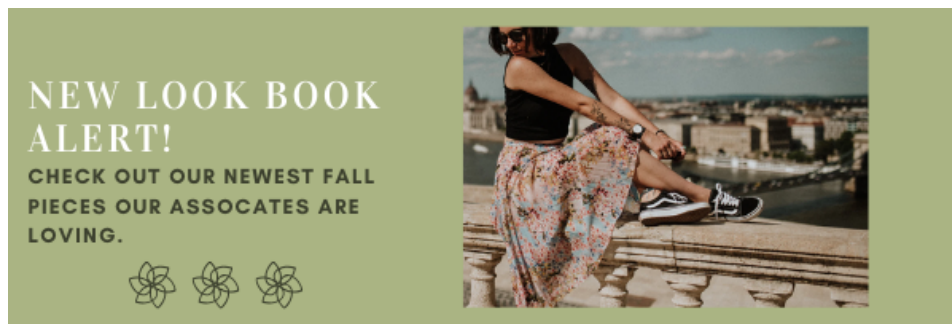
What's your mission today? Ours is to make sure you look and feel your best.
#MondayMotivation

Email Marketing Strategy

Currently, Kismet only utilizes email addresses to keep track of rewards points for customers and does not send out any additional information or promotions through email. They have the opportunity to use email to make valuable connections with customers through a mix of promotional and non-promotional content to show off their products and establish their brand.

An example of what this could look like is shown below. Kismet could create emails alerting customers to new seasonal "Look Books" that showcase a preview of the newest arrivals. If customers want to see more, they can click the CTA to see the full Look Book either on Instagram or the website. They will also have their social icons to point customers to their pages for further browsing, and the images and content within the email will support current social media posts. It will be clean, short and simple, to keep the attention of the customer. This more humanized approach will give the customer less of a "salesy" feel while still showing them products they might be interested in purchasing.

Subject: **Hey Gigi! Browse our new fall Look Book!**

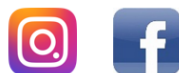


Oversized Overalls

Ribbed Turtleneck

Teddy Jacket

Want to see more or shop the looks? Check out our full associate look book on our website and social!



www.kismetathens.com

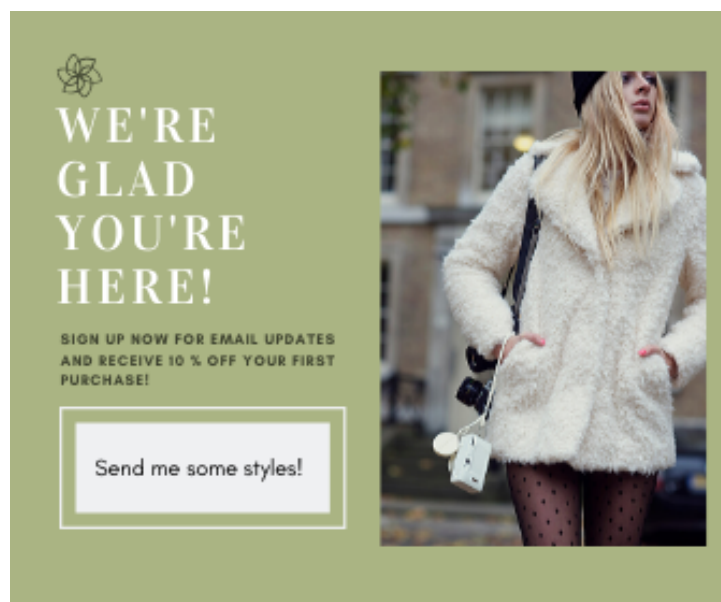
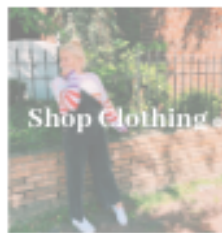
Landing Page Optimization

Kismet currently does not have a website, and only promotes the store and products through social media. Below is a mock-up of a potential landing page design and pop-out.

To remain on brand and perform well in SEO, Kismet's design should be simply chic and easy to navigate. The second image is an example of a pop-out that could come up when someone clicks through to the landing page that is consistent with the previous email marketing recommendation. Both are consistent with current social media posts, as well.



There's magic in the moment. Find the style that's waiting for you.



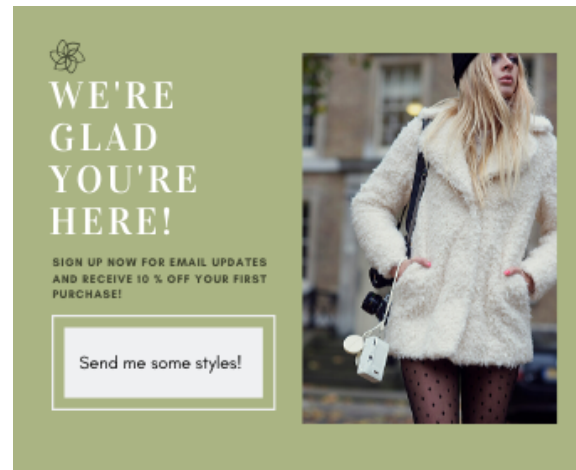
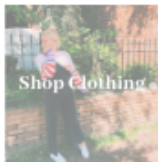
Initial Recommendations

Recommendation #1:

An initial recommendation for Kismet would be to create a website to further establish a digital presence. With nearly 67 percent of the buyer's journey occurring online according to HubSpot, Kismet could benefit from having a simple, chic website that would assist with e-commerce and be a central location for customers to find information, in addition to social media. This site could also have blog pages, look books, and other pages to engage customers aside from product information. A website could be a great way for Kismet to continue to build its brand identity and expand its reach beyond Athens, Ohio.



There's magic in the moment. Find the style that's waiting for you.



Recommendation #2:

As Kismet already collects email information from customers, they could take this opportunity to implement email marketing. As previously stated, email marketing could be an easy way to keep rewards members updated on new styles, seasonal clothing and current deals. This could also serve as an incentive for first or second-time buyers to sign up for the rewards program, establishing a deeper connection to Kismet and increasing the likelihood they will make a purchase again or return to the store. If this strategy is implemented, Kismet should make sure their campaigns are not overwhelming and are designed in line with specifics pointed out by their buyer persona. As demonstrated by the mock-up, this could involve associate engagement to create content that resonates with customers.

Subject: **Hey Gigi! Browse our new fall Look Book!**



Oversized Overalls Ribbed Turtleneck Teddy Jacket

Want to see more or shop the looks? Check out our full associate look book on our website and social!



www.kismetathens.com

Initial Recommendations con't.

Recommendation #3:

Kismet could optimize all social media channels by encouraging user-generated content. For example, Kismet could create social campaigns where if customers post a picture and tag Kismet's handle, they receive a discount on their next purchase. They could also hold monthly giveaways where if users tag friends on Kismet's posts and are following Kismet, they could potentially win a featured item or an item from an associate's look book. User-generated content is a quick and easy way to boost word-of-mouth marketing, as our friends and social media followers are some of our biggest influencers. This would also serve as a way for Kismet to demonstrate commitment to customers and further humanize the brand. For small businesses such as Kismet, word-of-mouth marketing is essential to peaking consumer interest and getting new customers in the door.



GIVEAWAY ALERT! Our newest jeans would be the perfect addition to your wardrobe. Tag a friend on this post in the next 24 hours, and they might just be yours! Winner announced tomorrow on our story at 5 p.m. Good luck ladies!