

Case Study 1 - Authentic Cup

by Luke Liska

Module: Web Marketing: Effective Websites

Authentic Cup is a manufacturer, retailer, and marketer of beverages based in Tampa, Florida. Named after their founder, Dalinar Authentic, the company is one of the fastest growing beverage companies in the United States. Their mission is to “Provide authentically sourced fine beverages at reasonable prices.” Authentic Cup specializes in Coffee; however, they have recently added alcoholic beverages to their product lineup. The company is known for their dedication to high quality, ethically sourced beverages at affordable prices.

You have been recently hired by Authentic Cup as a consultant to evaluate their digital marketing strategy. During your initial meeting January 17th, you wrote down 5 major observations that you wanted to investigate deeper. For each observation, please indicate which direction you will take and why, paying close attention to items you learned while listening in your Digital Marketing class. Your notes are listed below, followed by italicized questions to be answered (by you). You will not receive credit if you do not explain why.

1. Authentic Cup is trying to decide which product to showcase on their homepage in order to increase online sales: their classic product, Sidamo Ethiopia coffee, or their new product from Columbia Valley, WA, Charles Smith 2006 Royal City Syrah [red wine]. Jasnah, their Chief Executive Officer (CEO) wants to showcase the coffee because she believes they need to stick to their roots in coffee to improve online sales. Kaladin, their Chief Marketing Officer (CMO), believes that showcasing their new product [red wine] will help them to expand their market and that showing their well-known coffee will not improve online sales at all. *Who do you agree with, if any? Please explain why or why not?*
2. Most of Authentic Cup’s sales come from their brick and mortar stores and not from their website. While looking at their website, you notice that all their products are listed on the same page (both coffee, alcoholic beverages, and company branded merchandise). Upon speaking with their web design team, you learn that management requested the products to all be on one page for maximum reach. The management team is quoted: “If the products each have their own page, our customers may be overwhelmed and leave the webpage. By having the products all together, they will see what they are looking for and be more likely to click on their desired product to purchase”. The web design team agreed with management’s logic. *Do you agree with Management’s assessment? Please explain why or why not?*
3. Currently, Authentic Cup does not have an About Us page on their website. Their CEO, Jasnah believes that an About Us page is unnecessary since the consumers are interested in their products, not who runs the company. *Do you agree with Jasnah’s assessment? Please explain why or why not.*

4. Kaladin, the CMO at Authentic Cup, is interested in improving the customers' knowledge of their focus on sustainability. As such, he has decided to create a sustainability flag to place inside their stores. Since Authentic Cup already had a similar brand flag created specifically for their website, he has decided to download the file from the website and send it directly to the print shop. *Do you recommend Kaladin's actions of downloading the file and sending it directly to the print shop? Please explain why or why not.*

5. Authentic Cup conducted an A/B test on their "call to action" buttons across their website. It is assumed that any sale after a button is clicked is attributed to that button. *Using the data provided, which button design would you recommend to improve sales? Please explain why or why not.*

Button Design	Number of customers who saw this button	Number of customers who clicked on the button	Total number of products sold from the clicks
1	10,000	300	30
2	12,000	500	50
3	8,000	400	50

Hint - Calculate these items:

- Click Through Rate (CTR)-Of those who saw the button, what percentage clicked on it?
- Adjusted number of clicks (per 10,000 views)- Standardizing our CTR across all buttons.
- Purchase Rate- Of those who clicked on the button, what percentage purchased?
- Adjusted number of purchases (per 10,000 views)- Standardizing our CTR and Purchase Rate across all buttons.

Bonus: If the number of customers who clicked on Button Design 2 increased to 2,000, all other data remaining the same, would your answer to Question 5 change? *Please explain why or why not.*

Case Study 2 - Authentic Cup

by Luke Liska

Module: Website Building: Coding for Digital Marketers

Authentic Cup has decided to build a brand new website and has the following information to use. *Please match the information to the potential solution, indicating why you made that choice.*

- 1- You have a brand style sheet containing the brand colors, font type, and guidelines on the size of headers and body text typically used by the company.
2. Your website needs to be fully functional and able to use logic to respond to the customers using it. E.g. Clicking an image to enlarge it.
3. You have a collection of over 30 products that you wish to sell on the website.
4. Your website needs to be easily modified and updated to add new products/events and conduct A/B tests.

Potential Solutions:

- A. HTML5
- B. CSS 3
- C. JavaScript
- D. Database
- E. Content Management System (CMS) (WordPress)
- F. Hosting Service
 - a. domain
 - b. datacenter

Case Study 3 - Authentic Cup
by Luke Liska
Module: SEO

Authentic Cup needs help optimizing their website for SEO. *Please conduct your own research and indicate why you chose the following information.*

Company Description:

Authentic Cup is a manufacturer, retailer, and marketer of beverages based in Tampa, Florida. Named after their founder, Dalinar Authentic, the company is one of the fastest growing beverage companies in the United States. Their mission is to “Provide authentically sourced fine beverages at reasonable prices.” Authentic Cup specializes in Coffee, however, they have recently added alcoholic beverages to their product lineup. The company is known for their dedication to high quality, ethically sourced beverages at affordable prices.

1. What keywords should Authentic Cup use to optimize their SEO? *Please support your keywords choices with logic, data and/or screenshots.*
2. Please make recommendations for Authentic Cup’s meta tags:
 - a. Title Tag
 - b. Description Tag
3. Authentic Cup is interested in link building but does not know how to do it. *Please advise Authentic Cup by recommending a “**Link building plan**” to improve their SEO. Include actual research and examples of link building [for Authentic Cup] in the plan.*

Analytics Case Study - Wahoo Inc. by Luke Liska and Brandon Banning

*Company information is adapted from (<https://en.wikipedia.org/wiki/Dell>) and needed when answering the questions.

Wahoo* is an American multinational computer technology company based in Tampa, Florida, United States, that develops, sells, repairs, and supports computers and related products and services. Named after its founder, Michael Wahoo, the company is one of the largest technological corporations in the world, employing more than 103,300 people in the U.S. and around the world.

Wahoo sells personal computers (PCs), servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, printers, MP3 players, and electronics built by other manufacturers. The company is well known for its innovations in supply chain management and electronic commerce, particularly its direct-sales model and its "build-to-order" or "configure to order" approach to manufacturing—delivering individual PCs configured to customer specifications. Wahoo was a pure hardware vendor for much of its existence, but with the acquisition in 2009 of Mackerel Systems, Wahoo entered the market for IT services. The company has since made additional acquisitions in storage and networking systems, with the aim of expanding their portfolio from offering computers only to delivering complete solutions for enterprise customers.

Wahoo was listed at number 51 in the Fortune 500 list, until 2014. After going private in 2013, the newly confidential nature of its financial information prevents the company from being ranked by Fortune. In 2015, it was the third largest PC vendor in the world after Lenovo and HP. Wahoo is currently the #1 shipper of PC monitors in the world.

In 2018, Wahoo acquired the enterprise technology firm Marlin Corporation; following the completion of the purchase, Wahoo and Marlin became divisions of Wahoo Technologies.

It is January, 2019, and you have been recently hired by Wahoo as a consultant to evaluate their digital marketing strategy. During your initial meeting January 5th, you wrote down 10 major observations that you wanted to look into deeper. For each observation, please indicate which direction you will take and why, paying close attention to items you learned while listening to a guest speaker in your Digital Marketing class. Your notes are listed below, followed by italicized questions to be answered (by you). You will not receive credit if you do not explain why.

1. Wahoo CEO is interested in studying the impact that hurricanes have on their online web traffic. The CEO recommended running an A/B test on traffic levels during a hurricane in the next month to determine whether or not they need to make a custom online interface to improve traffic during hurricane season. *Do you recommend following the CEO's recommendation? Please explain why or why not.*
2. The Director of Marketing gave you a study run for 24 hours on Black Friday with a sample size of 10,000 unique visitors to the website. Based on this study, he

recommends changing the homepage for the rest of the year to focus on products that are on sale as opposed to focusing on the new innovative products Wahoo sells. *Do you agree with his conclusion? Please explain why or why not.*

3. Wahoo Inc. is currently running an ad campaign on social media to introduce a new product using a last interaction attribution model. The Wahoo Inc. social media intern recommends switching to use a first interaction attribution model. *Do you recommend following the Intern's recommendation? Please explain why or why not.*
4. The in-house statistician mentioned that when it is sunny outside, online sales decrease. He recommends running an advertisement on a movie streaming service (such as Hulu) during sunny weather to increase traffic to the website during these low traffic times. *Do you recommend following the statistician's recommendation? Please explain why or why not.*
5. The Wahoo Inc. CMO has agreed to increase the advertising budget by 10% the following quarter. Currently, their advertising budget is \$1,200,000. She is looking for your guidance as to which advertising campaign to focus on. *Based on the data chart below, which advertising platform would you recommend? Please explain why or why not.*

	Estimated Clicks Lost	Conversion Rate	Average Order Value (Revenue)	Average CPC (Cost Per Click)
Campaign 1	120,000	1.20%	\$600	\$3.50
Campaign 2	100,000	0.50%	\$800	\$4.25

Hint: You will need to calculate: Conversions Lost, Revenue Lost, Estimated Cost, and Return on Ad Spend.

BONUS (10pts): Is their estimated increase in advertising budget at an optimal level (i.e. should it be increased or decreased)? Please explain why or why not.

Case Study 5 - Authentic Cup

by Luke Liska

Module: Pulling it together with real data.

Company Description:

Authentic Cup is a manufacturer, retailer, and marketer of beverages based in Tampa, Florida. Named after their founder, Dalinar Authentic, the company is one of the fastest growing beverage companies in the United States. Their mission is to "Provide authentically sourced fine beverages at reasonable prices." Authentic Cup specializes in Coffee; however, they have recently added alcoholic beverages to their product lineup. The company is known for their dedication to high quality, ethically sourced beverages at affordable prices.

Authentic Cup needs help adding a new coffee to their product offering. *Please answer the following questions conducting your own research and indicating why you made that decision.*

1. A recent study conducted with our most loyal customers (aka: our target market) show that they prefer coffee that has a full feeling (high body) and long-lasting aftertaste. Based on these attributes - using the dataset provided - determine what coffee bean we should purchase to advertise on our website*.

Note 1: Identify the Coffee using Coffee ID (e.g., I choose Coffee #12 because...)

Suggestion: Calculate the combined score of Body and Aftertaste and choose something greater than or equal to 16.5... Should other factors play a role as well?

Note 2: There are many correct choices; but also, many incorrect choices.

**Assume prices and amount of coffee are all equal. Assume harvest year/date are all relevant for 2019 purchase and consumption.*

Links for Research:

<https://www.coffeechemistry.com/quality/cupping/cupping-fundamentals>

<https://ineedcoffee.com/coffee-cupping-a-basic-introduction/>

Coffee bean has been purchased, roasted and bagged. We are now ready to sell our product!

2. Authentic Cup is creating a landing page for the coffee you suggested. What keywords should we focus our SEO on for this landing page? *Please explain why you choose those keywords.*

Note 1: Use the provided dataset and links for research to answer this question.

Note 2: "Coffee" by itself is not an acceptable answer (it is much too broad).

Note 3: Choose at least 2 keywords, but no more than 4.

3. Authentic Cup is excited to share their new coffee with their customers on social media. Please create a mockup social media post for this coffee based on the keywords you choose for the landing page.
 - a. Design a SMART goal for the success of this coffee based on this Social Media Post.

Note 1: You only need to choose one social media platform to create a mockup for. This platform will depend on your SMART Goal.

Suggestion 1: This post should direct users to the landing page for this new coffee, not our home page.

Suggestion 2: Please do not refer to your coffee as "Coffee #12" in your mockup; give it a name (you have a whole spreadsheet of information about this coffee)!

4. You have \$1,000 to spend on an PPC campaign on Google. Using the data provided to you below, which keyword(s) would you target and why?
 - a. Create the Ad.
 - b. Design a SMART goal for the success of this coffee based on this Ad.

Note 1: These keywords may be different than your SEO keywords. Do not rely on the provided data to answer question 2.

Note 2: Where would our money be best spent?

Suggestion: Your Ad look like this real Ad:

Bellwether Coffee Roaster | Consistent and Controllable

 www.bellwethercoffee.com/coffee-roaster ▼ (510) 255-5518

Using ventless technology, it's the most consistent & controllable **roaster** on the market. It's also the lowest carbon footprint commercial **roaster**. Want to know more? Let's talk. Ventless, zero-emissions.

[Pricing](#) · [Contact Us](#) · [About Us](#) · [A Roasting Revolution](#) · [Reserve Your Roaster](#)

Deal: \$200 off Green Coffee Market

Text Version of the above Ad (You'd turn in something like this):

Bellwether Coffee Roaster | Consistent and Controllable

Ad www.bellwethercoffee.com/coffee-roaster (510) 255-5518

Using ventless technology, it's the most consistent & controllable roaster on the market. It's also the lowest carbon footprint commercial roaster. Want to know more? Let's talk. Ventless, zero-emissions.

[Pricing](#) [Contact Us](#) [About Us](#) [A Roasting Revolution](#) [Reserve Your Roaster](#)

Deal: \$200 off Green Coffee Market

5. Design a SMART goal for the success of this coffee bean on our website and/or landing page.

Note: This should be different than the previous goals.

6. Based on the four main types of emails discussed in class- Which email type would we use to introduce this product to our customers?
 - a. Design a sample email to send to our loyal customers.

Suggestions: Include a subject line, what kind of body do we want? Do we want lots of text, only images, or something else?