Digital Communications Audit Report

Walter Gregor's

WALTER
GREGOR'S

CBM729 Digital Marketing Strategy

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Glossary

BA – Bon Accord

CTA – Call to Action

DA – Domain authority

FT – Fever-tree

GA – Google Analytics

SEO – Search Engine Optimisation

SERPs – Search Engine Results Pages

UGC – User Generated Content

WG – Walter Gregor's

Digital Communications Audit Report

Part One: situational analysis

A. Business objective

Walter Gregor's are a company founded by Claire Ronnie in the former parish of Pitsligo in Peathill, Aberdeenshire.

Claire created Walter Gregor's, a reality based on naturally made soft drinks, to pair with the increasing number of craft Scottish gins.

Walter Gregor's main goal is to sell their products. They tempt customers to purchase the different types of tonic waters on the website via direct purchase, gifts, or subscription boxes.

Creating a marketing strategy means setting a goal using the SMART framework (specific, measurable, attainable, relevant and time-based). This helps to keep businesses focused on achieving their goals in an organised way and can verify if they have been reached (Chartered Management Institute, 2014).

The overall direction of the company has been defined; what Walter Gregor's should improve is how to achieve this object.

Accordingly, they should:
- Better promote products through the engaging content and advertising on social media.
- Improve Google Analytics.
- Increase website visits.

Aiming to increase sales by 20%, gain 5 new backlinks from high-ranking website and get at least 200 new subscription boxes by this time the next year, thereby building customer loyalty and brand awareness.

B. Digital SWOT Analysis

A SWOT Analysis is a simple structured approach to assess a company's strategic position during planning, identifying the company's strengths and weaknesses and comparing these features to opportunities and threats within the environment.

Therefore, before making any business decisions, there should be an evaluation of where the company is right now and where it wants to go before implementing new ideas.

The following SWOT Analysis table was conducted and created to help the client to understand where their business is thriving and what they can improve on.

STRENGHTS
- High quality of the ingredients that can give the right answer to those looking for something tasty, but with natural components.
- Good photography quality.
- Clear website navigation with well-organized and responsive content on different platforms.
- Sustainable company with ecological packaging.

WEAKNESSES
- No welcome emails when you sign up for the newsletter.
- Website is only available in English.
- They do not use Google My Business and interact little with customers.
- They do not have a specific target audience.
- The appearance of the website could be improved because sometimes the fonts used are different, prices are missing, and some elements are not aligned.

OPPORTUNITIES
- Update social media pages with more engaging content.
- Collaboration with a local blogger/influencer.
- Add more video and blog content to the website.
- Improve the configuration of Google Analytics.
- Develop a more effective email marketing strategy, as for now they only send one email per month.

- They do not have a specific target audience.
- The appearance of the website could be improved because sometimes the fonts used are different, prices are missing, and some elements are not aligned.

OPPORTUNITIES
- Update social media pages with more engaging content.
- Collaboration with a local blogger/influencer.
- Add more video and blog content to the website.
- Improve the configuration of Google Analytics.
- Develop a more effective email marketing strategy, as for now they only send one email per month.
- Improve SEO by creating partnerships, boosting the blog, getting new backlinks, and improving newsletters.

THREATS
- Competitors with a larger budget to spend on their digital marketing strategy.
- Shipping problems and delays.
- Quite expensive products range.

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Table 1 - SWOT Analysis

C. Target audience

The client did not specify a precise target audience (TA) during the meeting, she only said that usually the purchases from the website are for the customer themselves or as a gift (Client Video Meeting, 2021).

Therefore, it is necessary to consult Google Analytics (GA) for more information, but in order to avoid influencing the data due to the analyses for the RGU project's development, the period considered is 01.06.2021-31.08.2021.

The audience report on Walter Gregor's GA, in that period, has not been set up well, so is it not possible to get any information about the users' gender and age. However, GA shows that the biggest user location comes from Scotland (Google Analytics, 2021).
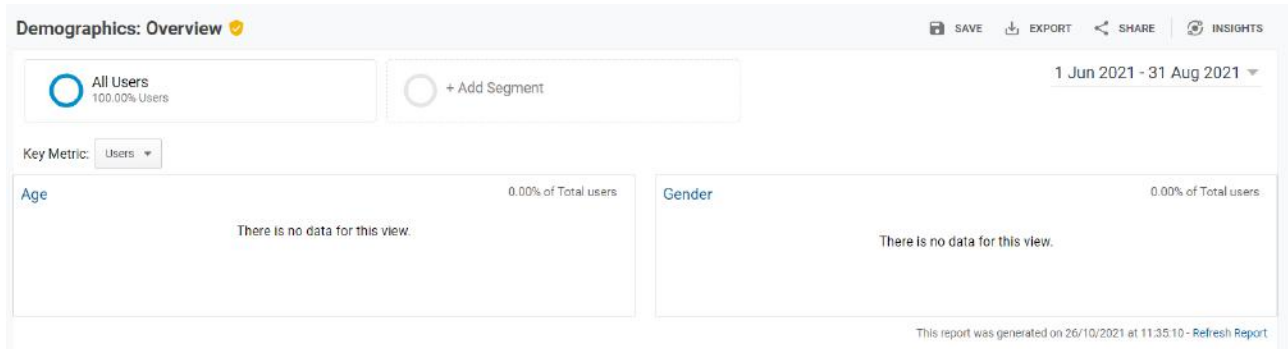
Figure 1 - GA demographics overview

The Covid-19, whether on one hand has generated the cut to non-essential spending, on the other hand has pushed the consumers to focus on health and wellbeing habits.

In fact, 37% of adults said that the pandemic period made them treat themselves more to luxury food and drink which supports their immune system (Mintel, 2021). In addition, many workers will continue to work from home in the future and this will impact the drinks that consumers will seek to have in their houses.

Indeed, the low and no-alcohol drinks retail sales grew up by 25% in 2020 and a further 20% is expected in 2021, filled by the alcohol moderation trend (Mintel, 2021).
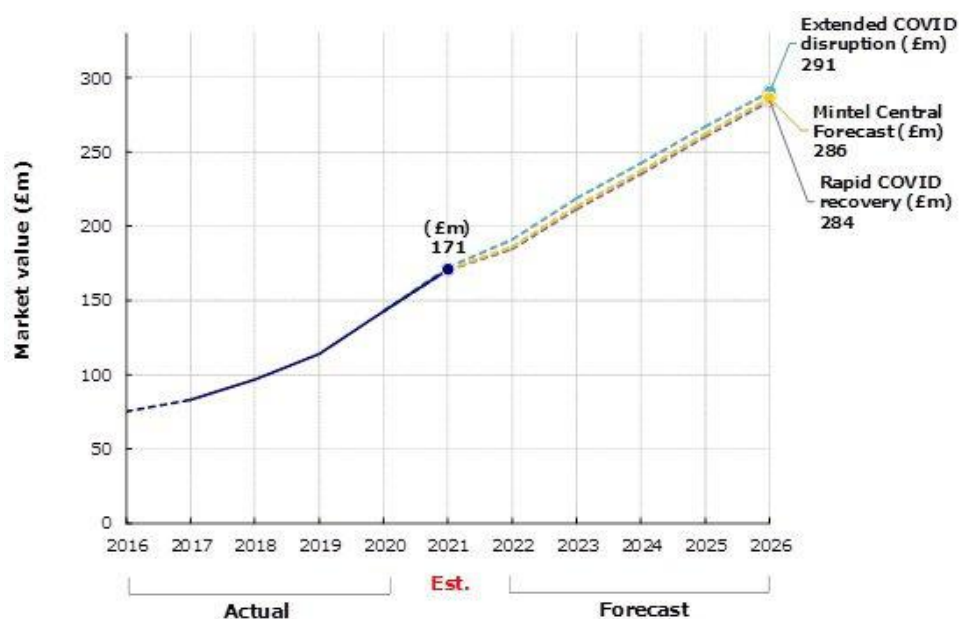
Regarding the demographic aspect, women who drink alcohol are less frequent than men and usually they pay more attention to their health (Mintel, 2020).

Plus, women are still the biggest shoppers for themselves or to give someone a gift.

The pandemic has also increased consumer interest in environmental causes and for this reason, brands have raised their commitment in this regard, particularly on the packaging. Additionally, 48% of adults agree that the Coronavirus outbreak has made it more important for them to buy local products (Mintel, 2021).

Therefore, the most suitable buyer persona for Walter Gregor's is a 35+ female based in Aberdeen who cares about sustainability, with a healthy life and disposable income. A woman who works from home due to the pandemic and who likes to indulge in a handcrafted drink with natural ingredients in her spare time or to give a unique and different gift to her friends.

A creative customer profile board can be found in Appendix 1.

D. Competitor analysis

Bon Accord and Fever-tree were chosen for competitor analysis due to similar service, products and price offering.

Criteria	Competitor 1
Business name	BON ACCORD (BA)
URL	https://bonaccordsoftdrinks.com/
Reach	**Search Engine Incognito Mode** • They rank enough highly using the keyword "*tonic water*" because they appear on the **page 2** of the Google's Search Engine Results Pages (SERPs). • When searching more specifically for "*tonic water Scotland*" they appear on the **page 7** of the SERPs. • They do not have Google My Business. **Backlinks** (using Moz Link Explorer) • Domain Authority 27/100. • The backlinks below are from higher-ranking sites. 742 total backlinks to the homepage from 128 domains (update on 14/11/2021).

	SEM Rush • The top keywords are displayed in the Appendix 2. • 2.2k organic search traffic per month. • Walter Gregor's are not listed in top 10 competitors. **SEO** • URL, title tag are strong, but the meta-description could be improved because is more than 160 characters and could include more keywords (Figure 3). • They do not use SEA or PPC. **Social media** (update on 28/10/2021): • Facebook followers: 3946 • Instagram followers: 5623 • Twitter followers: 2518 They update their social media pages frequently through posts with a lot of colors, hashtags and engaging content to attire the users' attention. They use the social media to promote the company products but also to give educational information to the users (Figure 4).
Act	• Average homepage load time: 0.50 seconds. • Website is easy to use with responsive design on all platforms, simple to navigate through and useful content to interact with. • The design, the way the contents are setting on the website and the colours catch the users attention. Fresh and contemporary style website. • Social media buttons in the footer of the website involve consumers to interact and keep connected with the company.

	• High quality and professional images that are attractive to users. • Multiple and effective CTAs on the website that provide consumers with a pathway on how to get around the website, encouraging them to act (Figure 5). • They interact with the clients through the website and the social media, e.g. they create a "giveaway" in their last blog post (Figure 6). • They do not have any videos on the website, but they use them on social media along with good quality photos to engage and attract users. • They interact with clients through social media pages, e.g. by reposting their stories (Figure 7).
Convert	• Pop-up message upon opening the website encouraging to sign up to receive 10% off on the first order and to remain updated (Figure 8). CTA "Newsletter sign up" also in the footer of each page. • Three CTAs at top of each page encouraging users to convert and get the different promotions: 1. 10% OFF first orders when you sign up to our newsletter 2. 20% off Salted Pink Grapefruit Soda! 3. FREE DELIVERY for orders over £30 • Options that offer the answers to possible users' questions (Figure 9). • CTA "Add to bag" on every product relevant page and for some items also directly on the homepage. • "Follow us on Instagram" tab on the homepage shows the latest post on the platform creating

	curiosity in the users who are so enticed to find out more. • With all these various CTAs it is easy to take action across the website. • Can contact the company by filling out a basic form with personal contact details and leaving a specific message, whose link is in the website footer. • Social shopping enabled on Facebook, making it easier to purchase (Figure 10).
Engage	• The customers do not have the possibility to leave any reviews on the website. • They do not have Google My Business where clients can leave reviews or ask questions. • Welcome mail received with 10% off on the first order. • Chance to ask questions on the Facebook page (Figure 11). • Online following is growing by creating engagement through asking questions, posting discounts or information about the company and its journey. • They have an average video view count of 410/420 on Instagram, which is a bit low compared to the total number of followers and few likes and shares on Twitter and Facebook. These values could be improved by increasing users' engagement on both social media and the website (e.g. Q&A, user generated content, interactive contents, reviews tab on the website).

Table 2 - Competitor 1

Figure 3 - BA SEO

Figure 4 - BA social media post

Figure 5 - BA CTAs

Figure 6 - BA interactive content

Figure 7 – BA Instagram stories
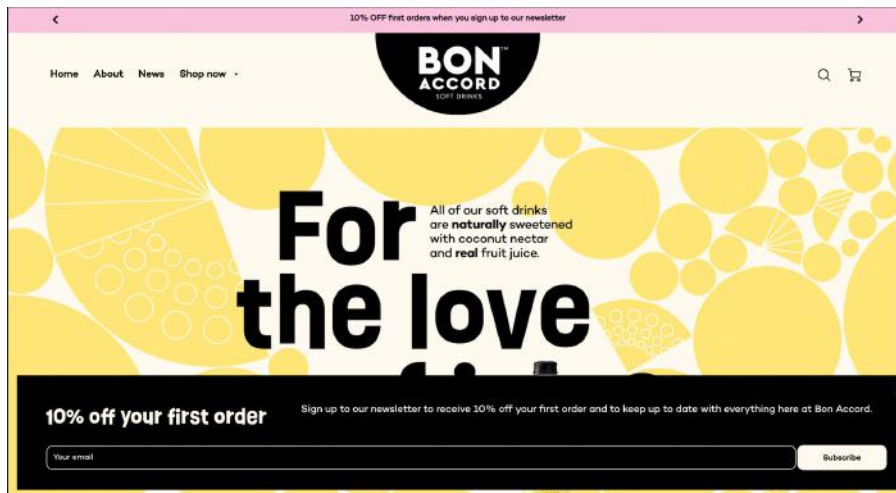
Figure 8 – BA pop-up message
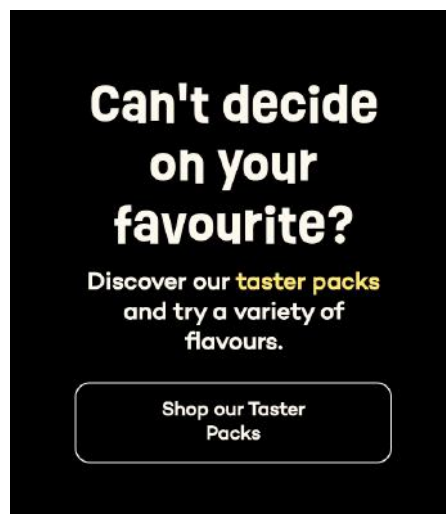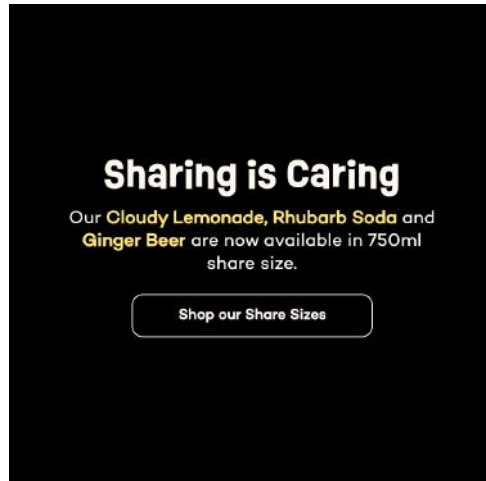
Figure 9 – BA website questions
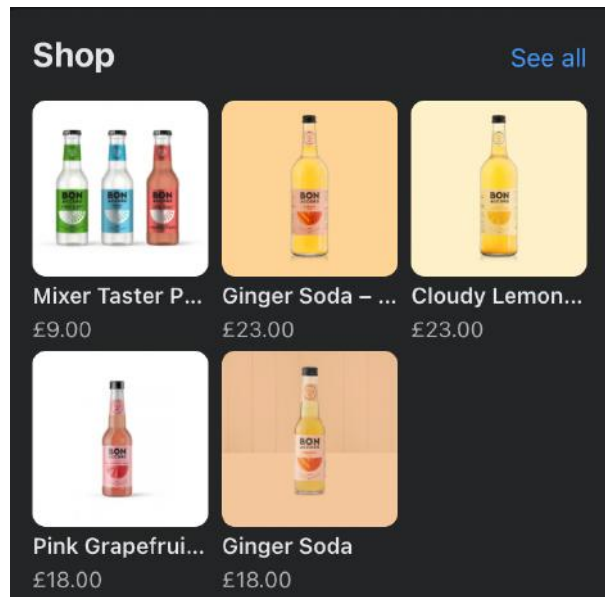
Figure 10 – BA Facebook shopping
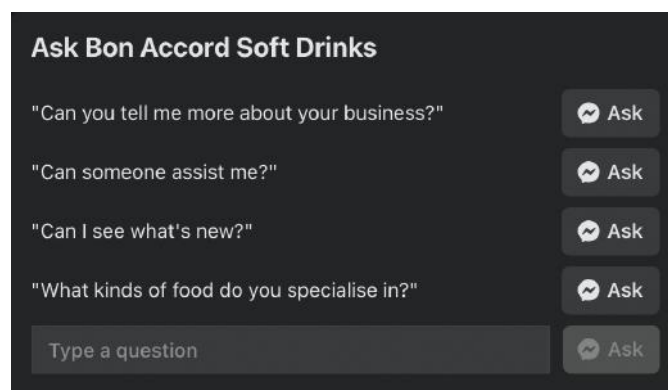
Figure 11 – BA "Ask question" Facebook

Criteria	Competitor 2
Business name	FEVER-TREE (FT)
URL	https://fever-tree.com
Reach	**Search Engine Incognito Mode** • They rank highly using the key word "*tonic water*" because they appear on the **page 1** of the Google's Search Engine Results Pages (SERP). • When searching more specifically for "*tonic water Scotland*" they appear on the **page 8** of the SERPs. • They do not have Google My Business. **Backlinks** (using Moz Link Explorer) • Domain Authority 60/100 • The backlinks below are from sites in the same ranking level. 1 million backlinks to the homepage from 3.6k domains (update on 16/11/2021). Top followed links to this site | URL	Page Authority
www.ft.com/...0ca-53d9-11ea-90ad-25e377c0ee1f	64
www.nytimes.com/...ne/canned-drinks-summer.html	61
feeds.feedburner.com/podnutz	60
www.reuters.com/...heck-quinine-idUSKBN2370R9	59
tmagazine.blogs.nytimes.com/...tudy-quinine-syrup/	59 | **SEM Rush**

	• Top keywords are displayed in the Appendix 3.
	• 303.1K organic search traffic.
	• Walter Gregor's are not listed in top 10 competitors.
	SEO
	• URL, title tag are strong, but the meta-description could be improved because is more than 160 characters (Figure 12).
	• They do not use SEA or PPC.
	Social media (update on 16/11/2021):
	• Facebook followers: 94 372
	• Instagram followers: 146 000
	• Twitter followers: 33 800
	They post multiple times a week and use a mix of high-quality photos and videos.
	Effective and creativity posts. Promote their products through events, drink recipes, user generated contents and constant response to comments in order to involve the users (Figure 13).
Act	• Average homepage load time: 1 second.
	• Video as background in some pages is very engaging and keep the users on the page longer.
	• Website is mobile-friendly, clean and easy to use.
	• Eye-catching photos used, visually appealing enticing the purchase.
	• Interesting content to interact and make the user participate, as shown in the figure 14.
	• Effective CTAs throughout the website that lead users to a precise direction.
	• Well-organized content using spaces in the right way.

	• Very useful ability to change the website's language very useful because it increases the possibility of having international customers (Figure 15).
	• Social media buttons site in the footer encouraging consumers to keep up to date with the company.
	• Competitions on social media, where users have to tag someone in the comments (Figure 16). Allows the company to reach more consumers and possibly gain more followers/likes on their pages.
	• Accurate description for each ingredient chosen, demonstrating how the products are of high quality and totally natural (Figure 17). Key point for customers looking for a unique experience.
	• Pop-up message when opening the website to check if the user is the legal drinking age. Showing the company's strong interest in customers.
Convert	• "Stay up to date" tab at the end of the pages to access the newsletter (Figure 19). By clicking on it, the user must choose which distillate he prefers, thus providing a personalized experience.
	• "Contact us" page provides a phone number to get in touch with the company and the possibility to fill a form if users have a question.
	• Can purchase some articles from the homepage.
	• Purchase process a bit long because it is not directly through the company website but using the website of one of the retailers (Figure 20).
	• No social media shopping option.
	• Easy to take action across the website.

	• Social media buttons on the website encouraging consumers to convert to followers and interact with the company.
Engage	• Engaging videos across the website and on social media platform encourages users to involve by watching and/or sharing.
	• Offer recommendations, as "Why not try these", that are similar to the product the user is looking at (Figure 21). Engaging customers by showing products they might like makes the site experience personal.
	• They do not often respond to comments on social media. They should do this, by responding meaningfully, to show that they care about users and are willing to take the time to support their products and company (Mathur, 2019).
	• Clients do not have the possibility to leave reviews on the website.
	• Social media likes and comments are very low compared to what one would expect considering their following.
	• They do not have Google My Business where customers can ask questions or leave comments.
	• Welcome email received (Figure 22). It's well laid out with engaging content like cocktail recipes, but to be a welcome email it might offer a discount code to entice users to purchase.

Table 3 - Competitor 2

Figure 12 – FT SEO

Figure 13 – FT social media content

Figure 14 – FT interactive content

Figure 15 – FT language choice

Figure 16 – FT social media competition
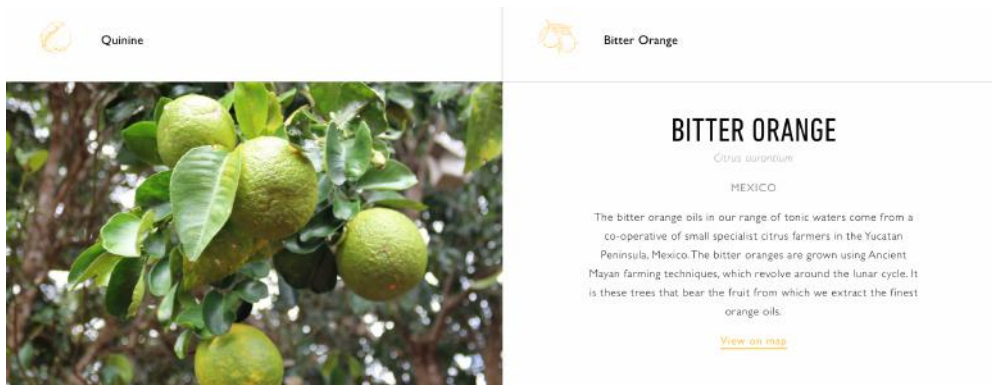
Figure 17 – FT products description
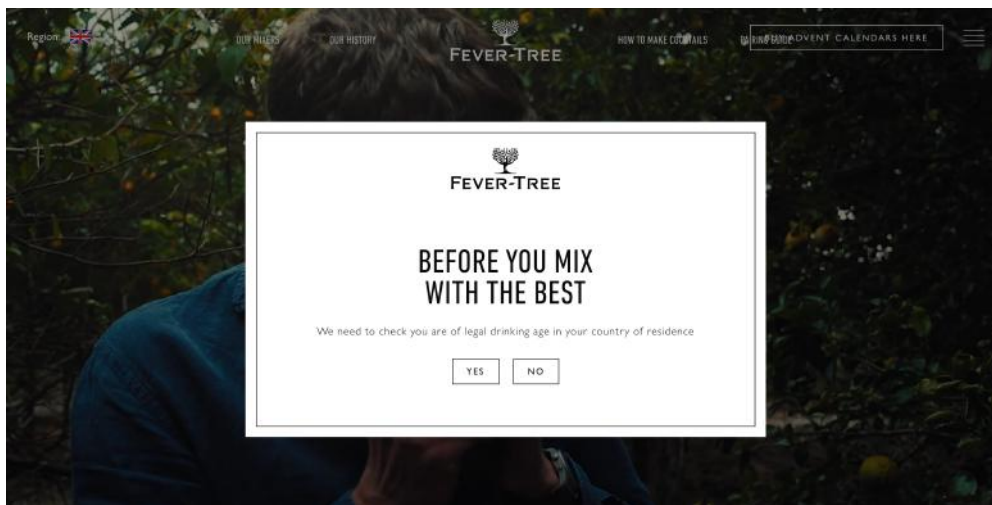
Figure 18 – FT pop-up message

Figure 19 – FT newsletter sign-in
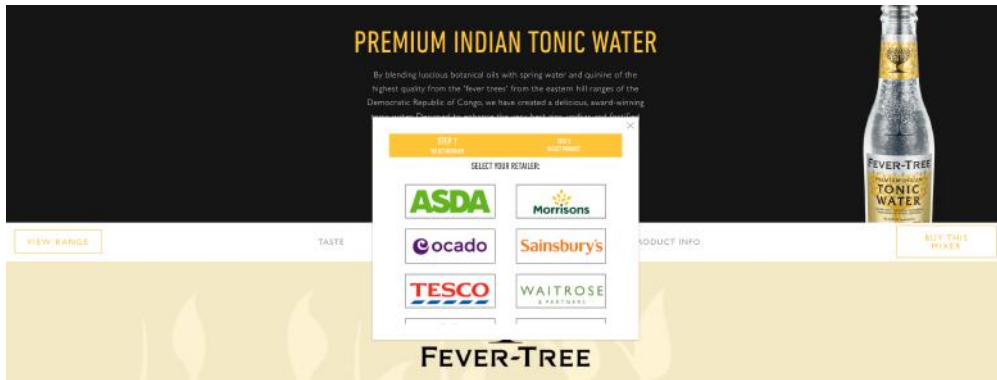
Figure 20 – FT payment process
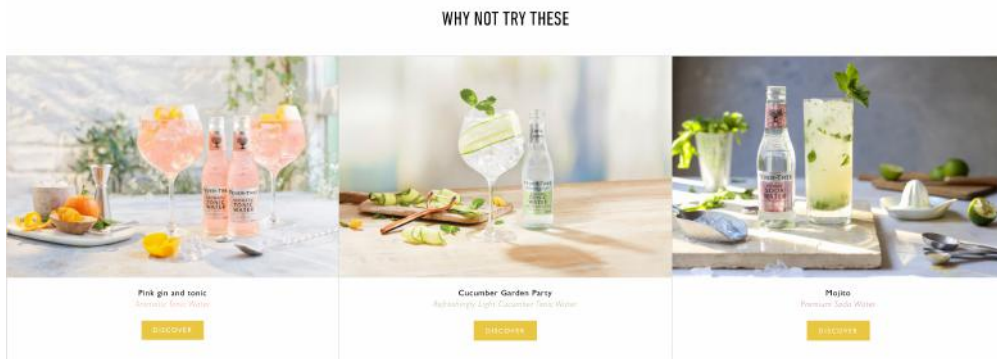
Figure 21 – FT "Why not try these"

Figure 22 – FT welcome email

Please refer to Appendix 4 for a list of recommendations for WG based on competitor analysis.

E. Digital communications audit

- ## Website objective and performance

Typical user action	Evaluation of current site:	Recommended Improvements?
View offer/promotion?	- Pop-up message in which by sign up there is the opportunity to receive exclusive offers, product news and updates to the inbox from the Walter Gregor's team. - Free delivery with the subscription noted on top of homepage which is effective.	Increase the number of subscriptions through the usage of promotions\offers in the newsletter so the consumers are encouraged to spend if they have a discount. This could be tailored for seasonal celebrations such as Christmas, summer, autumn etc. It has been found that offering promotions can influence clients purchasing behaviour and make them more likely to make a purchase if they receive a discount (Rakesh and Khare, 2012).
Register for E-newsletter?	- No welcome email received. - Chance to sign up in the pop-up message when the website is opened and in the footer of the pages.	Have a fixed access CTA at the top of the homepage because not all users will necessarily go to the bottom of the page and pop-up messages can be seen as

		annoying by visitors (Bestor, 2019).
		• Creating a Mailchimp account would be a key recommendation. This could be used to keep the users informed about events, promotions and news at Walter Gregor's.
		• The e-mail marketing is a viable strategy to put the effort into, especially since the ROI is around 3,800% (Smart Insights, 2019). Newsletters should be personalised and contain around 90% news and 10% promotion.
		• The 74% of customers expect to receive a welcome email instantly and within the 48 hours of subscribing. The new leads are most engaged, so it is essential to create\implement an automate welcome email (Campaign Monitor, 2020).
Book/Purchase?	• Chance to buy a subscription from a clear CTA in the homepage.	• Add PayPal as an extra way to pay, as it is a popular and quick payment method (Williams, 2007).

	• Chance to "Give a gift" from a clear CTA on the homepage. • "Cart" page is located on the top right of the page and all the items added appear there.	
Where-to-buy/How to buy?	• Clear "Buy now" CTA button in the following pages: "Our tonic" "Subscription boxes" "Gifts" • Easy, fast and secure procedure to purchase from the website.	• Add "Location" - also through a map of Aberdeen - a tab where to show the physical stores where the consumer can buy the products. • Increase the number of positive reviews\testimonial from the clients into the product pages can help the decision-making process of a user with the possibility to convert him from a lead into a purchaser (Baker, 2020).
Download Voucher/Other?	• Can purchase products as a gift on the "Gifts" tab. • Can purchase vouchers on the "Gift vouchers" tab.	• Add an initial description on the gift voucher tab. • Increase the content with images on the gifts tab to better describe the different options and to encourage the consumers to buy products as a gift.
Share to social buttons?	• Social media links are in the header and in the	• Add in the checkout page a CTA to invite the clients to

	footer menu. The buttons work properly.	share on social media creative images of their purchases to receive a special offer.
Other?	• The main navigation looks clear and simply to help the users to navigate through the website easily. • Responsive across all platforms.	• Need to correct the part where the fonts used are different, prices are missing, and some elements are not aligned (Figure 23). • Enhance the blog page by adding new content that could be interesting for the customers. • Allow leaving questions if needed, thus creating a Q&A part that engages the users and leads them to become customers.

Table 4 - Website objective and performance

Start Shopping

A little bit about us if you are new to Walter Gregor's. Claire founded Walter Gregor's in 2015 on the Aberdeenshire land her husband's family has farmed for four generations. With a walled garden full of fresh botanicals and spotting a gap in the market for a home-grown mixer to complement the rising number of craft gins being produced in Scotland, Claire set about making her own tonics.

Fast forward to 2020 and Claire and her small team on the farm have a core range of five tonics: Apple & Cinnamon, Mint & Cucumber, Scottish Raspberry, Original and Spiced (available by the case: 24 x 200ml bottles, £30).
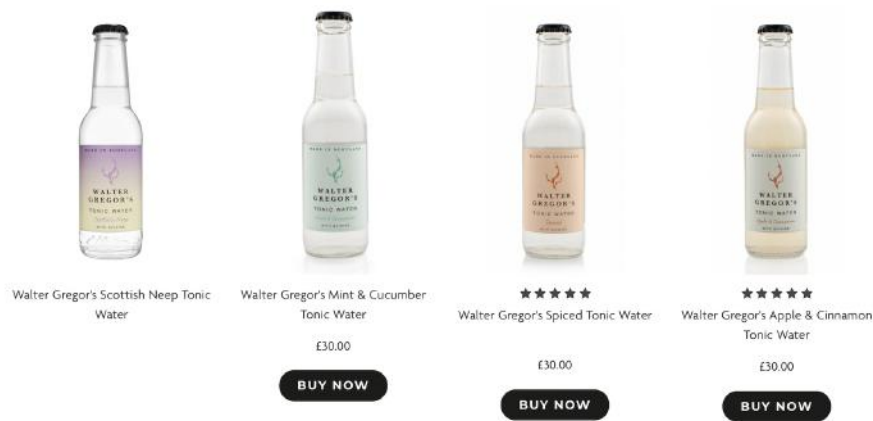
Figure 23 – WG website mistakes

- **Google analytics audit**

Current site performance

The following dates are taken from the same period specified in the Target Audience tab.

A GA dashboard has been created in the Appendix 5.

AUDIENCE

The Demographics overview report is not set up correctly, as shown in the Figure 1, because GA does not show any data. Therefore, a first important suggestion is to properly set this GA's part to have the possibility to collect data on the people who visit Walter Gregor's website to gather information about the target audience in order to shift the company marketing efforts accordingly and discover how converting and non-converting users navigate through the website.

Regarding the Geo section, the most common location from where the website's visitors are coming is the United Kingdom (479 users), particularly from Scotland, followed by Germany (17 users) and United States (16 users).

This should be maintained as Scotland, most of all Aberdeen, is where the target audience is located. Suggests their marketing efforts to aim towards a mostly Scottish/Aberdeen audience is working.

Looking at New vs Returning Visitors in the Behaviour section is highly recommended since it gives two important metrics: the average session duration and the bounce rate.

	User Type	Acquisition			Behaviour			Conversions E-commerce ▾		
		Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		560 % of Total: 100.00% (560)	536 % of Total: 100.00% (536)	849 % of Total: 100.00% (849)	37.34% Avg for View: 37.34% (0.00%)	3.50 Avg for View: 3.50 (0.00%)	00:02:10 Avg for View: 00:02:10 (0.00%)	41 % of Total: 100.00% (41)	£1,635.60 % of Total: 100.00% (£1,635.60)	4.83% Avg for View: 4.83% (0.00%)
☐	1. New Visitor	536 (74.97%)	536 (100.00%)	536 (63.13%)	28.73%	3.74	00:01:44	37 (90.24%)	£1,375.80 (84.12%)	6.90%
☐	2. Returning Visitor	179 (25.03%)	0 (0.00%)	313 (36.87%)	52.08%	3.08	00:02:55	4 (9.76%)	£259.80 (15.88%)	1.28%

Figure 24 – GA new vs returning visitors

Studies have found that a reasonable benchmark for average session length is between 2-3 minutes: "good average session duration then, might be anything above three minutes" (Albright, 2020).

New visitors have an average session length of 1:44 compared to 2:55 for returning visitors. This comparison shows how returning visitors want to interact more with the website as they spend more time there. Therefore, it is important to continue to keep homepage/landing pages more and more engaging to encourage visitors, even new ones, to stay on the site.

The bounce rate, a term used to describe the percentage of users who leave a website having only viewed one page (Chaffey, 2019), with a good average usually is between 20%-40% for retail websites (Patel, 2020). Walter Gregor's with 37.34% is perfectly inside the average. Looking at location, the UK bounce rate for new users is 29.50%, indeed for the returning visitors is 52.33%. It is an interesting data because the bounce rate for new visitors should generally be higher than those returning as they are at different stages of the buying process (Patel, 2019).

This indicates that the site contents are not engaging enough the return visitors and probably their needs are not being met.

Walter Gregor's should add some videos, more interact contents to the pages and improve the blog tab to keep the users on the pages for a longer time, improving the values of the average session duration and the bounce rate.

Furthermore, since the number of new visitors is higher, it could be a smart idea to offer them a discount code to encourage their return to the website.

The most visitors view the company website on mobile (Figure 29), though the average session duration is the lowest one and most of the sessions are coming from desktop. This highlights how it is essential to analyze each single data in detail.

Device Category	Acquisition			Behaviour			Conversions E-commerce ▼		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	560 % of Total: 100.00% (560)	536 % of Total: 100.00% (536)	849 % of Total: 100.00% (849)	37.34% Avg for View: 37.34% (0.00%)	3.50 Avg for View: 3.50 (0.00%)	00:02:10 Avg for View: 00:02:10 (0.00%)	41 % of Total: 100.00% (41)	£1,635.60 % of Total: 100.00% (£1,635.60)	4.83% Avg for View: 4.83% (0.00%)
1. mobile	408 (72.86%)	395 (73.69%)	591 (69.61%)	42.98%	3.10	00:01:24	18 (43.90%)	£654.20 (40.00%)	3.05%
2. desktop	138 (24.64%)	127 (23.69%)	237 (27.92%)	24.05%	4.48	00:04:06	22 (53.66%)	£946.45 (57.87%)	9.28%
3. tablet	14 (2.50%)	14 (2.61%)	21 (2.47%)	28.57%	3.67	00:01:54	1 (2.44%)	£34.95 (2.14%)	4.76%

Figure 25 – GA device category

ACQUISITION

The Acquisition report provides information on where visitors are coming from, and it is a key tool to see which channels drive the most and least traffic. Walter Gregor's Channels report is reported below:

Default Channel Grouping	Acquisition			Behaviour			Conversions E-commerce ▼		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	560 % of Total: 100.00% (560)	536 % of Total: 100.00% (536)	849 % of Total: 100.00% (849)	37.34% Avg for View: 37.34% (0.00%)	3.50 Avg for View: 3.50 (0.00%)	00:02:10 Avg for View: 00:02:10 (0.00%)	4.83% Avg for View: 4.83% (0.00%)	41 % of Total: 100.00% (41)	£1,635.60 % of Total: 100.00% (£1,635.60)
1. Direct	498 (76.73%)	488 (91.04%)	624 (73.50%)	33.81%	3.63	00:02:10	6.57%	41 (100.00%)	£1,635.60 (100.00%)
2. Organic Search	103 (15.87%)	35 (6.53%)	153 (18.02%)	47.71%	3.18	00:02:01	0.00%	0 (0.00%)	£0.00 (0.00%)
3. Referral	30 (4.62%)	4 (0.75%)	50 (5.89%)	46.00%	3.30	00:03:27	0.00%	0 (0.00%)	£0.00 (0.00%)
4. Social	18 (2.77%)	9 (1.68%)	22 (2.59%)	45.45%	2.55	00:00:32	0.00%	0 (0.00%)	£0.00 (0.00%)

Figure 26 – GA channel report

Have SEO tactics effective should mean to have a balance between organic search and referral traffic (Patel, 2019).

Direct search directs most of the traffic (76.73%), specifically from the homepage, as shown in the Figure 27 below, even if it is noticeable that it is not configured in the best way and the most device used is the mobile though the highest average session duration is via desktop.

	Landing Page	Device Category	Acquisition			Behaviour			Conversions E-commerce ▼		
			Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
			215 % of Total: 38.39% (560)	211 % of Total: 39.37% (536)	261 % of Total: 30.74% (849)	24.14% Avg for View: 37.34% (-35.35%)	4.48 Avg for View: 3.50 (27.95%)	00:03:16 Avg for View: 00:02:10 (50.77%)	0.00% Avg for View: 4.83% (-100.00%)	0 % of Total: 0.00% (41)	£0.00 % of Total: 0.00% (£1,635.60)
☐	1. /	mobile	165 (76.74%)	162 (76.78%)	175 (67.05%)	27.43%	4.06	00:01:52	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	2. /	desktop	47 (21.86%)	46 (21.80%)	83 (31.80%)	18.07%	5.39	00:06:19	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	3. /	tablet	3 (1.40%)	3 (1.42%)	3 (1.15%)	0.00%	4.00	00:00:32	0.00%	0 (0.00%)	£0.00 (0.00%)

Figure 27 – GA landing page

Organic search is the second highest traffic (15.87%) but looking at the percentage the company still needs to improve the SEO strategies. This could be done through a better usage of the keywords, also in the blogs, and the improving of both the meta-description and the referral links number.

The values of the other two channels, Referral and Social (Figure 32), are very low and their data are too reduced to draw any significant conclusion.

	Social Network	Acquisition			Behaviour			Conversions E-commerce ▼		
		Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
		18 % of Total: 3.21% (560)	9 % of Total: 1.68% (536)	22 % of Total: 2.59% (849)	45.45% Avg for View: 37.34% (21.74%)	2.55 Avg for View: 3.50 (-27.28%)	00:00:32 Avg for View: 00:02:10 (-75.27%)	0.00% Avg for View: 4.83% (-100.00%)	0 % of Total: 0.00% (41)	£0.00 % of Total: 0.00% (£1,635.60)
☐	1. Facebook	8 (42.11%)	3 (33.33%)	10 (45.45%)	60.00%	1.50	00:00:15	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	2. Instagram Stories	4 (21.05%)	4 (44.44%)	4 (18.18%)	0.00%	3.50	00:00:31	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	3. (not set)	3 (15.79%)	1 (11.11%)	4 (18.18%)	75.00%	2.25	00:00:43	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	4. Twitter	2 (10.53%)	1 (11.11%)	2 (9.09%)	50.00%	3.00	00:01:05	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	5. Instagram	1 (5.26%)	0 (0.00%)	1 (4.55%)	0.00%	2.00	00:00:08	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	6. LinkedIn	1 (5.26%)	0 (0.00%)	1 (4.55%)	0.00%	10.00	00:02:10	0.00%	0 (0.00%)	£0.00 (0.00%)

	Source	Acquisition			Behaviour			Conversions E-commerce ▾		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
		44 % of Total: 7.86% (560)	12 % of Total: 2.24% (536)	68 % of Total: 8.01% (849)	44.12% Avg for View: 37.34% (18.16%)	3.12 Avg for View: 3.50 (-10.94%)	00:02:40 Avg for View: 00:02:10 (22.84%)	0.00% Avg for View: 4.83% (-100.00%)	0 % of Total: 0.00% (41)	£0.00 % of Total: 0.00% (£1,635.60)
☐	1. cashier.boldcommerce.com	12 (24.49%)	1 (8.33%)	18 (26.47%)	77.78%	2.06	00:01:48	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	2. store-8jbflzpbtr.mybigcommerce.com	10 (20.41%)	0 (0.00%)	20 (29.41%)	20.00%	4.85	00:06:29	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	3. m.facebook.com	6 (12.24%)	3 (25.00%)	8 (11.76%)	62.50%	1.50	00:00:11	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	4. summerhousedrinks.com	5 (10.20%)	1 (8.33%)	5 (7.35%)	40.00%	1.80	00:00:16	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	5. instagram.com	4 (8.16%)	4 (33.33%)	4 (5.88%)	0.00%	3.50	00:00:31	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	6. mybigcommerce.com	2 (4.08%)	2 (16.67%)	2 (2.94%)	50.00%	1.50	00:00:06	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	7. t.co	2 (4.08%)	1 (8.33%)	2 (2.94%)	50.00%	3.00	00:01:05	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	8. bt.com	1 (2.04%)	0 (0.00%)	1 (1.47%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	9. facebook.com	1 (2.04%)	0 (0.00%)	1 (1.47%)	0.00%	2.00	00:00:58	0.00%	0 (0.00%)	£0.00 (0.00%)
☐	10. ginsanity.de	1 (2.04%)	0 (0.00%)	1 (1.47%)	0.00%	4.00	00:01:39	0.00%	0 (0.00%)	£0.00 (0.00%)

Figure 28 – GA referral and social

Regarding the Referral traffic, Walter Gregor's should implement the following tactics to gain an improvement:

- Guest blogging on industry blogs
- Comment strategically on blogs
- Create quality and useful content
- Run an incentivised referral campaign
  (Patel, 2019)

Moreover, to boost traffic on social media, it is necessary to post frequent, engaging and creative contents so that users develop curiosity and feel the need to visit the site to find out more.

BEHAVIOUR

The Behaviour report in GA shows which actions visitors take on the website and the performance of the website content. It is important as identifies which content is most engaging and where visitors are dropping off the website.

The Content Drilldown inside the Site Content report is useful since it indicates the most popular content on the website as does Landing Pages, showing which pages visitors enter from (Hines, 2014).

Page path level 1	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit
	2,972 % of Total: 100.00% (2,972)	2,264 % of Total: 100.00% (2,264)	00:00:52 Avg for View: 00:00:52 (0.00%)	37.34% Avg for View: 37.34% (0.00%)	28.57% Avg for View: 28.57% (0.00%)
1. /	534 (17.97%)	381 (16.83%)	00:00:41	26.76%	30.71%
2. /our-tonics/	351 (11.81%)	232 (10.25%)	00:00:28	40.00%	20.51%
3. /subscription-boxes/	208 (7.00%)	133 (5.87%)	00:00:41	33.33%	12.98%
4. /walter-gregors-original-tonic-water-200-ml/	176 (5.92%)	150 (6.63%)	00:00:53	60.98%	46.59%
5. /stockists/	148 (4.98%)	124 (5.48%)	00:01:51	71.28%	58.11%
6. /serves-inspiration/	108 (3.63%)	69 (3.05%)	00:00:53	55.56%	12.04%
7. /customer_information	89 (2.99%)	68 (3.00%)	00:01:08	0.00%	23.60%
8. /our-story/	85 (2.86%)	74 (3.27%)	00:01:31	61.90%	44.71%
9. /gifts/	84 (2.83%)	70 (3.09%)	00:00:21	4.76%	11.90%
10. /boldplatform/	81 (2.73%)	68 (3.00%)	<00:00:01	0.00%	0.00%

Figure 29 – GA most popular page

As the Figure 29 displayed above, the most popular page is the homepage, follow by "Our tonic" page, but the average time on these pages is very low so it means that their contents are not enough engaging for users.

The highest bounce rate and the most common exit page is the "/stockists" and the reason is that from its link, provided by GA, the opened page is the following:
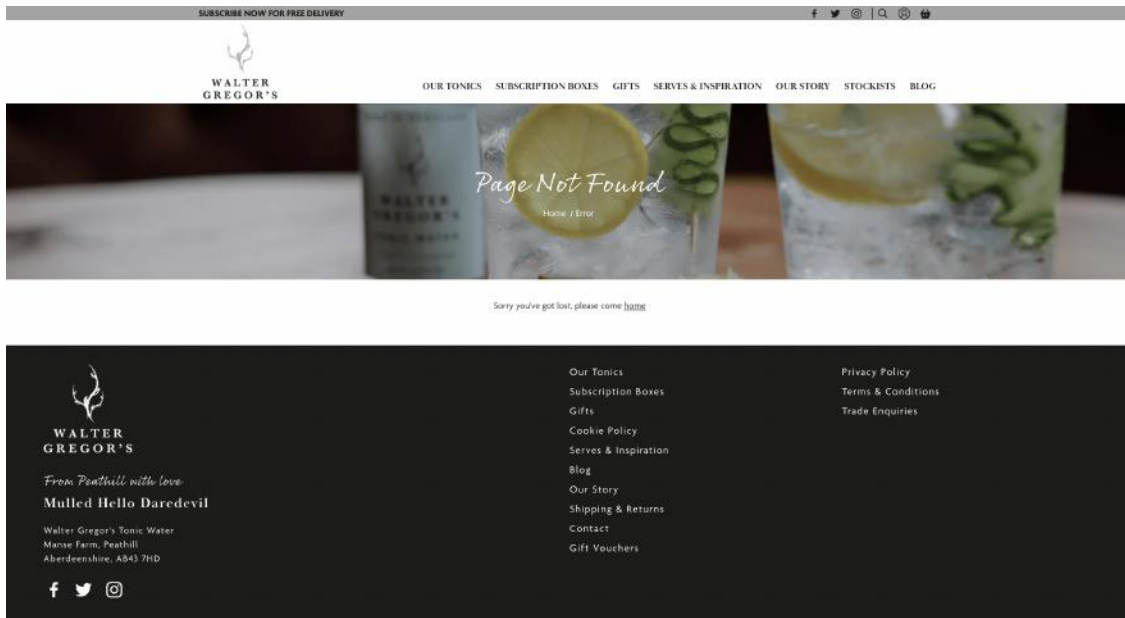
Figure 30 – WG page not found

CONVERSION

The conversion report refers to a competed activity on a site and is important to the success of a business (Google, 2021). The only feature

that is set up for Walter Gregor's is the "E-commerce" section as shown in the Figure 31.
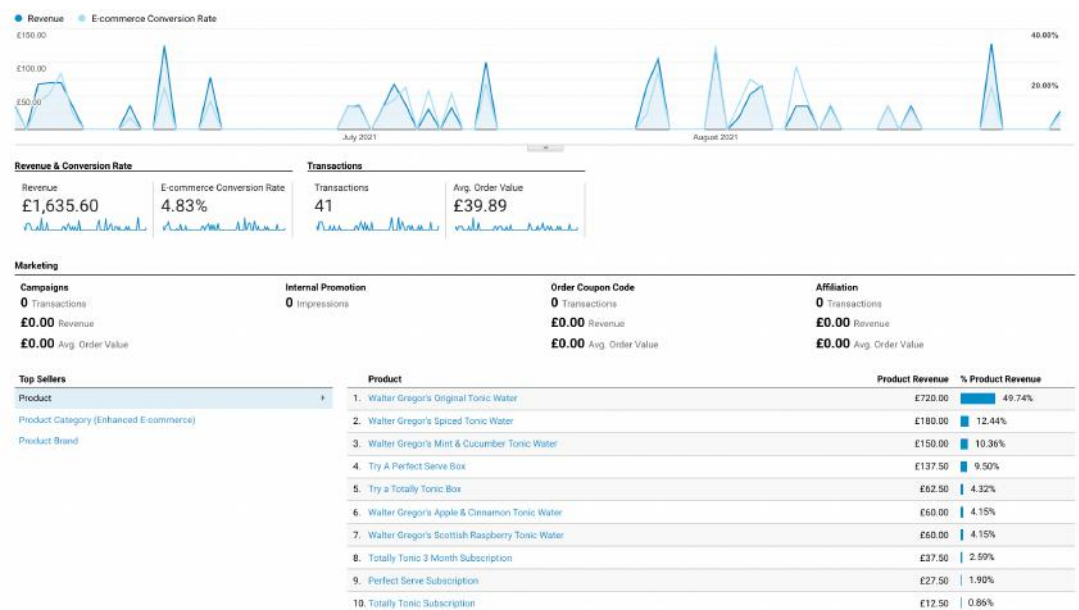
Figure 31 – GA conversion report

Though it is possible to see which is the best-selling product and the relative earnings, it is highly recommended to better set up this report. In this way, the company can define and deeply monitor goals optimizing the results.

- **Search Engine Optimisation**

SEO criteria	Evaluation of current site:	Recommended Improvements?
Landing Pages:	• The home landing page has a clear layout structure that uses spaces rationally and is mobile responsive. • Several CTAs that allow users to easily navigate through the website.	• Add more interactive contents to deeply engage the users, as videos. • The CTAs "Subscribe now" and "Get started today" lead to the same page,

	• Homepage load speed: 1.59 (verified 20/11/2021).	one should be removed to avoid burdening the site. • There are many CTAs that should be reduced to comply with the "less is more" concept (Vaughan, 2020). • The word "Subscribe now" is used both for the newsletter and the subscription boxes; it needs to be changed to prevent misunderstanding. • The newsletter tab needs to be moved to the top of the homepage to make sure everyone can see it.
On-Page SEO: Title Tags	• Homepage title tag "*Walter Gregor's	Handcrafted Tonic Water made in Scotland*" using the brand name and a key-phrase tells users exactly what they need to know. • The optimal characters length is 50-60 (Moz, 2020) and the company is using 58, so it's fine. • The title tags of the other pages are relevant but too	• Title tags are important factors to help search engine to understand what the page is about, and they represent the first impression that people get when they discover the page via organic search (Moz, 2020). • Using the optimal character length is advised.

	short and sometimes do not use enough keywords.	
On-Page SEO: Meta Description	• The homepage meta description is 157 characters which is optimal, since the best it is to keep the meta descriptions length between 50-160 (Moz, 2019). • Some of the other pages respect the ideal length, except the "*Gift*" page, the "*Blog*" page and the "*Stockists*" page which do not have any meta description.	• Meta description is essential because can influence click-through rates (Moz, 2019). • Therefore, the company should add a meta description to each page using relevant keywords.
On-Page SEO: Image Alt Tags	• Only some images have an Image Alt Tag that describes them.	• The 38% of Google's SERPs show images (Becker, 2018). • Thus, Image Alt Tag is essential because it provides context to what an image is displaying, allowing search engine to index an image correctly.
Inbound links	• Mozbar has found Walter Gregor's have 164 inbound links. See Appendix 4 for where the top inbound links are from. • The number of inbound links is very low compared to the	• Getting more inbound links from local press to expose local target audience to the website. • Building credible relationship with bloggers and vloggers to get them

	two competitors, but all of them come from higher ranking sites.	promoting the company website (Patel, 2019). • Making more engaging content on social media and share it on the website with a link may also help to increase their inbound links (Northcutt, 2020). • Speaking at local events could give the company a solid advantage in making itself known (Patel, 2019). • Writing strategic comments on blogs can increase the company's referral traffic (Patel, 2019).
Domain Authority	• DA: 17 (20.11.2021). Although Walter Gregor's are a small local business, this value is very low and needs improvement.	• They should include more content on their web page. • Create linkable content. • Gain more inbound links from higher-ranking websites to help boost Walter Gregor's DA score.
Local SEO	• Client has not set up Google My Business.	• Walter Gregor's must configure Google My Business because it is

		often the first thing users notice when they search for a company.
		• It also increases the chances that local customers will find it (Bonelli, 2018) and nowadays, due to the Coronavirus pandemic, lots of consumers try to buy local to help small and local businesses.
		• This tool is also essential because it encourages reviews as "online reviews are one of the top 7 factors determining organic local search rankings" (Campbell 2018).

Reviews have the power to influence customer decisions and to stimulate people to interact with a company, but they also strengthen the business's credibility and build consumer trust (Revain, 2018). |

		• The company should set it up to be able to build relationships with the customers by answering their questions.

Table 5 - Search Engine Optimisation

- **Content marketing:**

Content marketing is a strategic marketing approach focused on creating and delivering valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action.

This is the reason why Walter Gregor's should adopt this approach by telling their brand's story in an entertaining, educational, and engaging manner - without the hard sell (Content Marketing Institute, 2021).

Below are some suggestions for blog posts:

Content Title One: The **3 best products** that **you need** to have it A post explaining 3 products on the website and why they are suitable to the target audience.
Content Title Two: A **step-by-step guide** inside the production of our **brand**'s **tonics** A blog explaining the different step of the Walter Gregor's production.
Content Title Three: Are you looking for a tasty **drink** made from **natural and fresh ingredients?** Find out more about the **high quality** of our products A one-off post on the high quality of the ingredients used by the company.
Content Title Four: **Handmade tonic water gifts** for **Christmas** A post that talks about the Christmas selection on the site, what it is and why it is perfect as a gift.
Content Title Five: **How to** create the **perfect cocktail** with tonic water A monthly post that illustrates an ever-changing recipe to create a special drink with Walter Gregor's products.

Table 6 – Content marketing

- **Email marketing:**

Email marketing is the adoption of email to promote your business. It is used to cultivate relationship with potential customers, keep current clients informed and updated on your company, offer promotions to encourage customer loyalty.

The reason why this tool must be chosen in a digital marketing strategy is that it is "the fastest, most flexible, convenient, personalized and targeted communication" (Jenkins, 2009).

Below some suggestions for email marketing:

Subject Line One:
Welcome to Walter's Gregor family! 🏠 (Personal)
Hello Abby! We are so glad you decided to join us. You will be the first to hear about new arrivals, special promotion and big events.
Subject Line Two:
Are you struggling to find the perfect Christmas gift? 🎅 (Pain point)
Don't waste other time, step into our website to discover the Christmas selection and make a unique and special gift.
Subject Line Three:
What about a break from your busy working day? (Curiosity)
Are you always busy and tired? Don't worry, Walter Gregor's is here for you! Click here to try our *Spiced Tonic Water* to enjoy your days more.
Subject Line Four:
Happy birthday Abby! 🎁 (Personal and greed)
Walter Gregor's want to make this day even more special, here just for you a 15% discount on the next two orders! Happy birthday from Walter Gregor's family.
Subject Line Five:
Abby, hurry up! You have only 12 hours left! ⏰ (FMO)
Run to take advantage of free shipping for the next 12 hours.

Table 7 – Email marketing

- **Content/social media weekly schedule:**

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BLOG POST				✓ Weekly blog Walter Gregor's as the main ingredient of your drinks!			

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EMAIL	✓ Promotion What better way to start the week than with a 10% discount?		✓ Seasonal content Christmas is coming and you still don't have any gift ideas? Choose our Christmas selection and you will not go wrong!		✓ Product description Be ready for your Saturday dinner by buying Walter Gregor's Scottish *Raspberry Tonic Water.*		

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM		✓ Video drink receipt Are you ready for a new week? We offer you a special way to enjoy it more!		✓ Competition WIN A BOX OF 24 BOTTLES! Comment below our latest post and tag the friend you would like to share it with.		✓ Interactive content Check our new products and comment below which one you prefer!	

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
FACEBOOK	✓ Company's video Start your week by having a look at our farm!		✓ Share content + promotion Share this post to have a chance to get a discount on your next order!		✓ UGC content + promotion Share a photo while you are drinking our tonics to have free shipping on the next order!		

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LINKEDIN			✓ Educational Check our last blog to keep updated about the sustainability and the high quality of our ingredients.				

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
TWITTER		✓ Link + event Click on the link below and subscribe to our newsletter for the chance to come and visit us, meeting Walter Gregor's team.					

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
YOUTUBE							✓ Interactive video content Q&A videos to answer customer questions.

All posts made for Instagram and Facebook will be in the feed, but WG could also share and promote them through stories, for example by partially covering the photo/video post with the phrase "Check out our latest post" to create curiosity and to entice users to visit the company page.

Table 8 – Weekly content schedule

- **Social media marketing:**

Instagram and Facebook are the most used social media based on the numbers provided from the different platforms.

Social media criteria	Evaluation of current social media:	Recommended Improvements?
Potential audience	2290 Facebook 2541 Instagram 1884 Twitter - They also have a LinkedIn and YouTube profile, but not mentioned because the following is not relevant.	- They should use Facebook and Instagram advertising to increase the visibility to their local TA. - Utilize Facebook and Instagram insights to keep track of TA.
Engaging content	- Do not use social shopping on Instagram, but they incorporate it on Facebook. - They do not tag their own products. "Ask Walter Gregor's Tonic Water" tab in the highest part on Facebook. - Images show off products well, but some repetition is seen on Facebook	- Create more video content, as Q&A or educational to show that the company cares about its customers. - Make users interact with the company through more UGC content increasing in this way the brand awareness. - They should use location tagging on posts as they received 79% more engagement than posts without location tags

	• They need to improve the usage of hashtags and use them always. • Repetition in the music use for the video provided on Instagram • Improve the video quality • They have the same posts on Instagram and Facebook. They need to improve it because every platform has different characteristics and, for instance, images perform better on Instagram than Facebook, where text performs better (Jackson, 2019).	(Lozan, 2019) and increase the chance to be found by local searchers.
Engagement (sharing and liking)	• Facebook: engagement is quite low with no shares and very few likes • Instagram: mostly between 40-60 likes per post. Not many comments.	• Increase the number of competitions to bring users to sign into the newsletter and/or to get more followers. • Create engaging content (see Appendix 4) sharable on social media

	• Twitter: engagement is very low. It has occasional shares and comments.	could increase the website's visits. • Participate in customers conversation by using like and responding to comments
Referral Traffic to website?	• The total traffic percentage from social media is 2.77%, which is very low. • Particularly, 42.11% comes from Facebook, 21.05% from Instagram Stories and only 5.26% from Instagram. • These referral values could be improved, and the company should exploit more the Instagram Stories as they carry an important % of traffic.	• The posted contents need to have a clear CTA linking to the website. • Make partnership with a local blogger\influencer (see *Online partner analysis*) who can share the company website in a post/blog. This strategy could be very helpful as it can improve the company authenticity (Trösch, 2020).
Use of video	• Facebook: 12 videos showing the process behind tonic creating with an average of 1.5k views.	• They already have a YouTube channel, but almost devoid of content (Figure 32). It might be a great opportunity to get more visibility,

	• Instagram: 19 videos and 3 reels, same as the Facebook ones, with approximately 115 views.	improve SEO and create more engaging content for users (more about videos in Appendix 4).
Use of images	• Use of very high-quality images for all social media platforms.	• Avoid photos repetition, keeping the users involved with always fresh content. • Increase the company's users trust by showing more images of the team, UGC and behind the scenes.
Integration with website	• Website link is clear on all profile pages • Some Facebook posts has link to the website in the caption. • All the links open a new page, they do not reload from the website, so will not affect the bounce rate.	• Increase the link option use in Instagram Stories to directly redirect users to the website. • Include a link to the website to all future posts. • It might be useful to use the shop section also on Instagram, so users are redirected to the website by clicking on the product they are interested in. • Use free tool as Linktree to have in the bio a link

		which allows multiple links.

Table 9 - Social media marketing
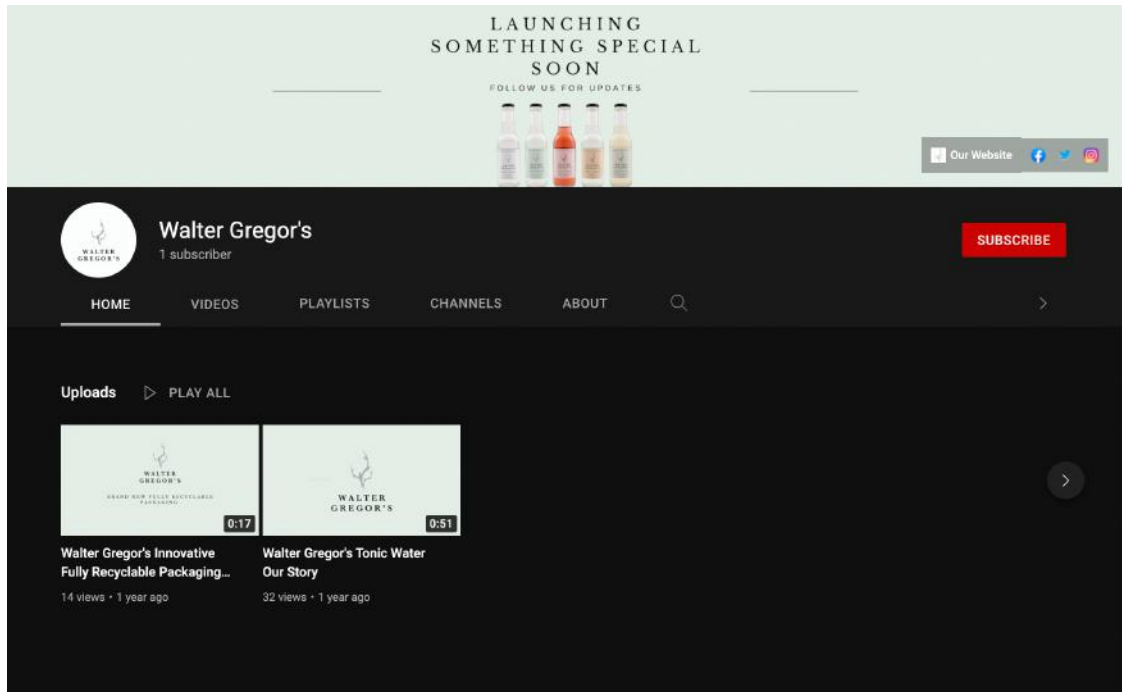
Figure 32 – WG YouTube channel

- **Online partner analysis:**

Third party sites	Justification
Mainstream Media: The Press and Journal NORTHSOUND 1	**The Press and Journal Aberdeen** is a daily regional newspaper serving northern and highland Scotland and its DA is 77. Promote small and local business and it has a designated section for *Food and Drink*, under the *Lifestyle* tab. This paper has a circulation of 31 629 (Abc.org.uk, 2021), thus allowing it to reach a new audience that does not use social media. **Northsound 1 radio** is a local radio station serving Aberdeen and Northeast Scotland, it has 134 000 weekly listeners (Media.info, 2021) and a high DA of 81. Its target audience is women between the ages of 25 and 44 (Getmemedia.com, 2010), so advertising on Northsound 1 could help reach the company's target audience because their listeners match it. Furthermore, Radiocentre (2018) discovered that radio can improve the cost-effectiveness of advertising campaigns by over 20%. Walter

	Gregor's could then use it taking advantage of it.
Independent/ Niche Websites: ![Visit Scotland logo] https://www.visitscotland.com/ ![The Scotsman Food & Drink logo] https://foodanddrink.scotsman.com/	**Visit Scotland** is Scotland's official consumer website and provides information and inspiration on things to do and places to stay and eat. It has a high DA of 74 and was already linked to WG in the past. WGs should leverage and improve this connection by uploading new interesting and engaging content. The **Scotsman Food and** Drink, an online website/blog of The Scotsman newspaper, shares stories about Scottish food, drink and businesses offering these services. Its DA is 74 and looking at SEM Rush its organic search traffic per month is around 3.3M so it would be beneficial for the company to build a relationship in order to get links on its website.
Social Networks: • Instagram • Facebook • Twitter • YouTube	Refer to *Social media marketing* table for a social media evaluation and how to engage with the TA.
Blogs and Individual Influencers:	**Tartan Spoon** Adele is a blogger passionate about

https://www.tartanspoon.co.uk/ | Scottish products. Her passion has made her a reference point for advice and information on food, drink, and travel.

Instagram followers: 13,200. |
|
https://www.kirstyjarvie.com/ | **Kirsty Jarvie** is an Aberdeen lifestyle blogger.

She is younger compared to the company audience but the topics she talks about are really close to the TA's interests.

This could represent an opportunity for WG's, as Kirsty in her blog (e.g. in the *Lifestyle* or *Food* sections) could create content about the company, with the advantage of sharing it also on social media with eye-catching sharable images that bring TA to click on the post.

Instagram followers: 5,226. |
| Ratings and Review Sites:

 | **Trustpilot**, currently, does not have any reviews about WG's.

They should encourage the consumers to leave reviews as it helps to create brand reputation and influences |

Google My Business	customers purchasing behaviour (Bernazzani, 2021). Regarding **Google My Business** and other reviews' information please refer to *Search Engine Optimisation* tab.

Table 10 - Online partner analysis

Part Two: Objective setting

What?	Why?	Key Tracking Metrics and KPIs?	Target (3 Months)
Reach objective: Improve online awareness and website traffic**.**	• Increase website visits creating more engaging content on social media (e.g. contests and videos) using location tag and linking the website in every post. • Build awareness by driving referral traffic from high-ranking website and creating partnership with blogger\influencer.	• Use Facebook and Instagram analytics to check the click-through to the website. • Monitor the Acquisition report on GA to track the referral traffic.	• Increase the website visits coming from social media by 10%. • Get 2 link from a high-ranking website.
Act objective: Acquire new customers by using in clearer way the CTAs on the homepage (see Search Engine	• The number of users subscribed to the newsletter, therefore new potential buyers, will increase through the improvement of the CTAs on the homepage and the addition of discounts/offers for those who subscribe.	• Set up Mailchimp to track subscription sign-ups. • A Conversion goal in GA can also be created to check if the "Sign-up" CTAs have been successful in	• 130 new newsletter subscriptions. • Improve average session length by 25 sec to 03.20 minutes for returning visitors and by at least 20

Optimisation table) to encourage more newsletter subscription.		converting users to buyers. • Monitor Behaviour tab in the Audience report on GA to evaluate "New vs Returning Visitors" and their pages per session, bounce rate, and average session length.	sec to 2.04 minutes for new visitors.
Convert objective: Set up better the Conversion report on GA. Tell local customers that they can also buy in stores if they prefer.	• Create goals in GA will display which marketing channels generate the most income. • Add a local Aberdeen map showing the physical store where it is possible to buy the products.	• Use the GA Conversions report to define specific goals and frequently review them to track their success.	• 50 subscriptions boxes per month (see business objective). • Increase physical store sales by 5%.

Engage and retain objective: Improve and add content to the blog page, send more often marketing emails and encourage users to leave reviews to create loyalty and motivate customers to return.	• Sharing on the blog more contents that fits with the TA creates curiosity and encourages engagement. • Email marketing is essential as mentioned in the *Email marketing* tab. • The reviews' importance has already been mentioned in the *Local Seo* section in the *Search Engine Optimisation* tab.	• Check conversion goal in GA to see how many users read and interacted with the blog. • Monitor open rate and click-through rate on Mailchimp. • Track the reviews trend.	• Create 1 blog for week with an average of 70 views. • Rise click-through rate from email to the website by 10%. • Email plan is shown in the *Content/social media weekly schedule*. • Gain 20 new reviews.

Table 11 - Objective settings

Part Three: Digital communication priorities

	Short term (1-3 months)	Medium term (3-12 months)	Long term (1-2 years)
Priority One: Very Important	• Correct website's minor errors, mentioned in the Appendix 4. • Adjust the "Sign-in" CTAs in the homepage/landing page to make them more visible.	• Improve the blog on the website by creating more engaging content, suitable for the TA. • Build referral links to enhance SEO and build awareness.	• Build power relationship with local blogger/influencer. • Start Facebook advertising.
Priority Two: Important	• Encourage users' reviews. • Set up properly GA.	• Create new videos to be embedded on the website. • Track email newsletter using Mail Chimp.	• Hire a person, who takes care of the company's digital marketing strategy. • Keep monitoring reviews and always respond in an appropriate tone.

Priority Three: Lower Importance	• Improve and make the newsletter more frequent to keep audiences informed and engaged. • Improve the social media content, using location tag and creating contests and UGC.	• Use more video content on social media, also through the Instagram Stories. • Update and develop content for the YouTube channel.	• Integrate social media with the blog. Post about new blog post on social media platforms. • Review analytics monthly to make improvements to the website and social media platforms based on information found.

Table 12 - Digital communication priorities

Conclusion

The deep analysis conducted in this report clearly highlights that improving online content will help the company to build brand awareness and customer trust, to enhance SEO and to gain valuable backlinks.

To fulfill the main objective, discussed at the beginning of the report, the client should integrate the recommendations of this audit to generate a 20% increase in sales within this period next year.

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Appendix

1. Customer profile board

Name: Abby Johnson
Age: 37 years old
Marital status: married with Christian and they live with a dog, Moody
Job: sales director (working from home)
Income: about £50k per year
Location: Aberdeen, Scotland
Education: college and master
Social media: Whatsapp, Instagram and sometimes Facebook

Abby's personality:
- Sustainability-conscious
- Fitness lover
- Passion for travelling
- Shopping online lover
- Enjoy doing different experiences on the weekend with her husband

Motivation, goals and needs:
- Buying a handcrafted tonic water to have something good taste to drink during the workday and in the free time
- Buying a unique and different gift for partner and friends
- Looking for exclusive products
- Pay attention to the ingredients used to produce products
- Looking for promotion to buy high quality products with the best price
- Shop local to support local business
- Easy to use website with fast payment to fit in with her busy working days

What we want to deliver?
- Discount or offers for buying multiple items
- Glass bottle to avoid the plastic waste
- Tonic water's bottles with a refined and elegant design
- Secure, fast payments

2. Bon Accord SEM Rush data accessed 14.11.2021

Top Organic Keywords (275)

Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %
bon accord ▾	C	1	2,400	0.82	54.25
tonic water ▾	I	10	12,100	0.57	17.46
bon accord drinks ▾	I	1	210	0.24	8.08
bon accord juice ▾	I	1	140	0.00	5.38
cream soda ▾	I T	11	9,900	0.21	4.47

View details

Organic Competitors 1 - 100 (408)

Domain	Com. Level	
bonaccordpub.com	●	20%
mahalosupplies.com	●	11%
bonaccordweb.co.uk	●	9%
twokeysldn.co.uk	●	9%
rapscallionsoda.com	●	8%
sodafolk.com	●	8%
bonaccordaccountancy	●	7%
schop.co	●	7%
mainesoftdrinks.co.uk	●	7%
threecents.com	●	7%

Organic Search Positions 1 - 100 (291)

	Keyword	Intent	SF	Pos
> ☐ ⊕	bon accord ▾	C	📍 🔗 +5	1 → 1
> ☐ ⊕	bon accord drinks ▾	N	🔗 +7	1 → 1
> ☐ ⊕	bon accord juice ▾	I	🔗 +5	1 → 1
> ☐ ⊕	bon accord soft drinks ▾	I N	🔗 +5	1 → 1
> ☐ ⊕	cream soda ▾	I I	🔗 +5	12 → 11
> ☐ ⊕	tonic water ▾	I	🔗 +7	14 → 17
> ☐ ⊕	grapefruit soda ▾	I	🖼 +5	11 → 11
> ☐ ⊕	cloudy lemonade ▾	I	🔗 +5	17 → 17
> ☐ ⊕	what is tonic water ▾	I	🔗 +4	15 → 13
> ☐ ⊕	soft drinks ▾	I	🔗 +7	35 → 30

Organic Pages 1 - 21 (21)

URL	Traffic	Traffic %	Keywords

3. Fever-tree SEM Rush data accessed 16.11.2021

Top Organic Keywords (3,655)

Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %
fever tree ▾	N	1	12,100	0.56	19.10
fever tree tonic ▾	I T	1	9,900	0.42	15.63
fever tree tonic water ▾	I T	1	2,900	0.44	4.57
ginger beer ▾	I T	2	9,900	1.30	2.54
tonic water ▾	I	3	12,100	0.57	2.14

View details

Organic Competitors 1 - 100 (3,481)

Domain	Com. Level	Com
theginisin.com	●	12%
thegintomytonic.com	●	9%
sipsmith.com	●	9%
craftginclub.co.uk	●	9%
d3r.com	●	8%
spiritsbeacon.com	●	8%
alushlifemanual.com	●	8%
theginguild.com	●	7%
ginandtonicly.com	●	6%
theginguide.com	●	6%

Organic Search Positions 1 - 100 (3,616)

	Keyword	Intent	SF	Pos.
> ☐ ⊕	fever tree ▾	I N	🔗 📄 +3	1 → 1
> ☐ ⊕	fever tree tonic ▾	I T	🔗 📄 +5	1 → 1
> ☐ ⊕	fever tree tonic water ▾	I T	🔗 📄 +3	1 → 1
> ☐ ⊕	fevertree share price ▾	I	↝ 📄 +4	12 → 11
> ☐ ⊕	ginger beer ▾	I	📄 📄 +4	2 → 2
> ☐ ⊕	fever tree ginger beer ▾	I T	📄 ⊙ +2	1 → 1
> ☐ ⊕	fever tree ginger ale ▾	I	📄 📄 +2	1 → 1
> ☐ ⊕	tonic water ▾	I	👑 📄 +7	3 → 3
> ☐ ⊕	moscow mule ▾	I	👑 📄 +4	8 → 8
> ☐ ⊕	fever tree mediterranean tonic ▾	T	📄 ★ 🛒	1 → 1

Organic Pages 1 - 100 (447)

URL	Traffic	Traffic %	Keywords
https://fever-tree.com/en_GB	20.9K	41.01	194
https://fever-tree.com/en_GB/products/ginger-beer	2.4K	4.78	73
https://fever-tree.com/en_GB/products/premium-indian-tonic-water	1.7K	3.40	92
https://fever-tree.com/en_GB/share-price	1.6K	3.15	7
https://fever-tree.com/en_GB/products	1.6K	3.07	50
https://fever-tree.com/en_GB/products/mediterranean-tonic-water	1.6K	3.06	19
https://fever-tree.com/en_GB/products/ginger-ale	1.3K	2.54	30
https://pairingguide.fever-tree.com/	1.2K	2.44	22
https://fever-tree.com/en_GB/products/elderflower-tonic-water	1.1K	2.15	35
https://fever-tree.com/	1.1K	2.12	188

4. Competitor analysis-based main recommendations for the client:

A. <u>Adding more content on the website</u>

The Walter Gregor's website appearance is a bit flat, not very interactive and involving.

They need to improve and increase the number of contents on the site to be able to deeply attract users, in order to keep them on it longer. Thus, creating curiosity to find out more and desire to purchase something, since this is the first main company's goal, as mentioned before.

Contents are important as:

Unique, relevant, informative content [...] is the reason users want to visit you, why other sites will want to link to you and, of course, why search engines will want to suggest your site to their users in search results (Ryan 2017).

Using video is highly recommended as it is a versatile and engaging content format that offers a real picture of what is happening but is also easy to share across multiple platforms (Digital Marketing Institute, 2018).

Walter Gregor's could use the videos in many ways, from short and concise videos explaining the company overview to Q&A's sessions that involve users and help the potential customers with their doubts, which can also always be shared on the social media platforms (see *Social media marketing* table).

B. <u>Website's minor errors correction</u>
- As mentioned in the *Website objective and performance*, in some page fonts need to be the fixed.

- As shown in the image below, the following pages are missing some details in the product description:

   "*Christmas Selection Box*"

   "*Mini Christmas Selection Box*"

   "*Walter Gregor's Scottish Neep Tonic Water*"

   "*Walter Gregor's Spiced Tonic Water*"

   "*Walter Gregor's Original Tonic Water*"

- Some images are not well aligned in the page.
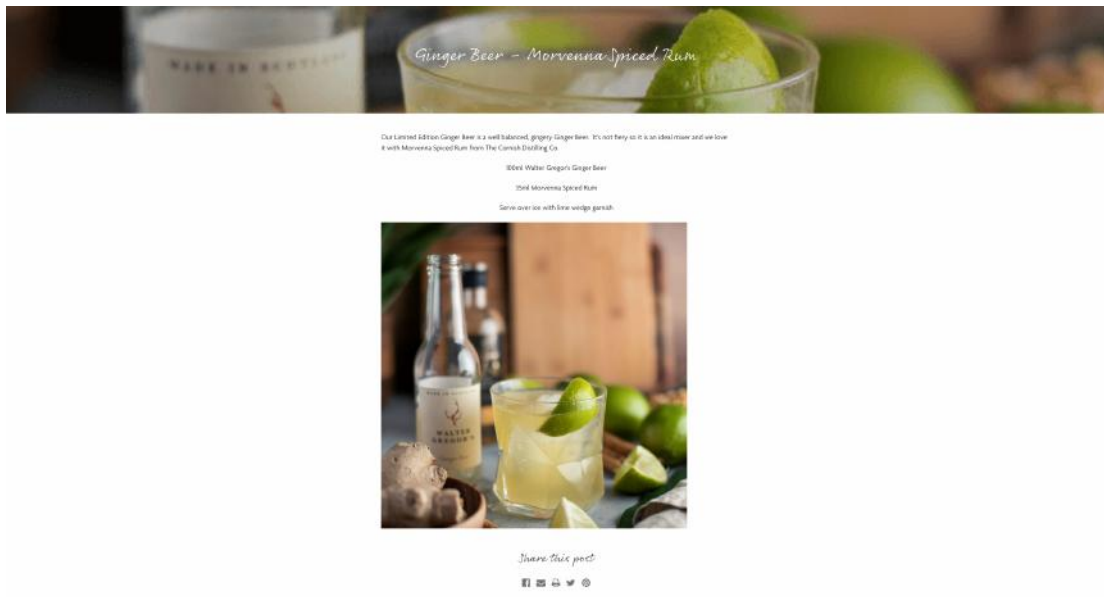
- The Instagram button does not work at the end of the "*Haggis, neeps and…tonic!*" blog. There is the same problem with the Instagram button link in the YouTube channel.
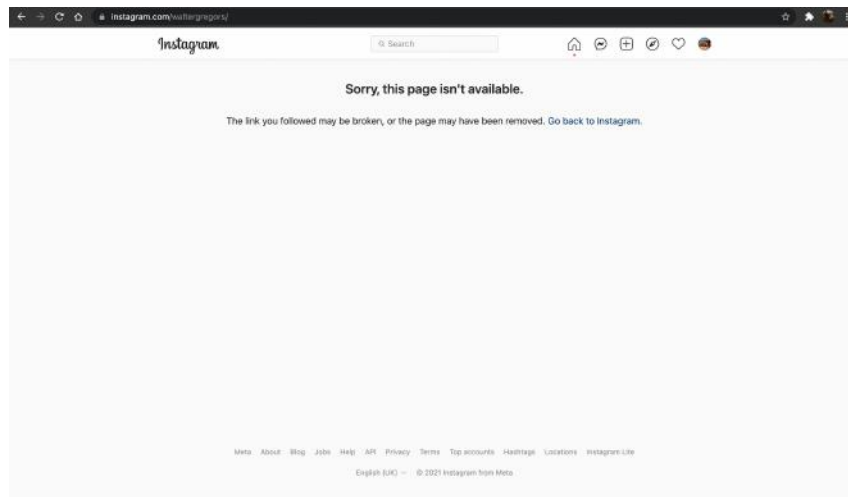
- Header and footer's social media icons are different from the share social media button in the blog pages: they need to be checked.
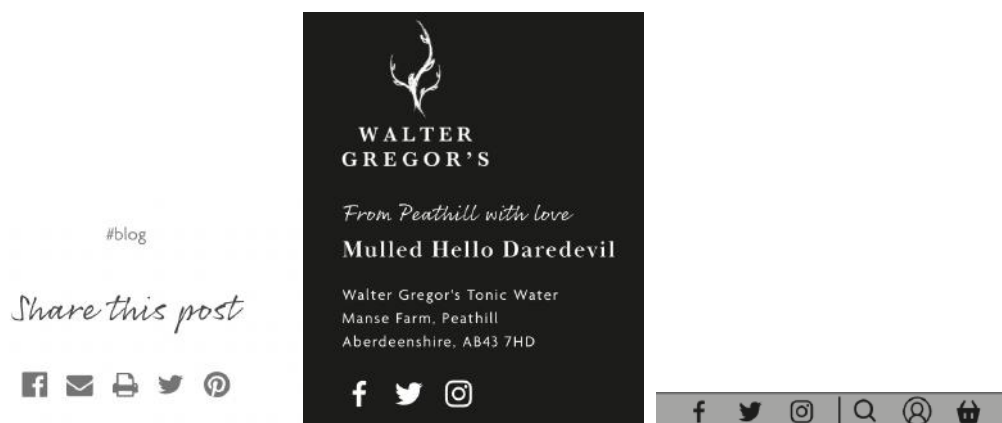
C. <u>Gaining more backlinks from website with a high-ranking domain score</u>

   Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another (Mozbar, 2021).

D. <u>Enhancing the blog page</u>

   Walter Gregor's blog is too simple, essential and not very engaging. The company needs to improve it because business blogging is a marketing tactic that uses blogging to gain greater online visibility for your company.

In fact, the blog can also be repurposed on social media, can help convert traffic into leads and can support traffic website, which means blogging can assist your business growth (Wainwright, 2021).

Below, an example that needs to be improved by adding interactive content, such as photos/videos, using topics that are more relevant and engaging for TA and choosing appropriate keywords.
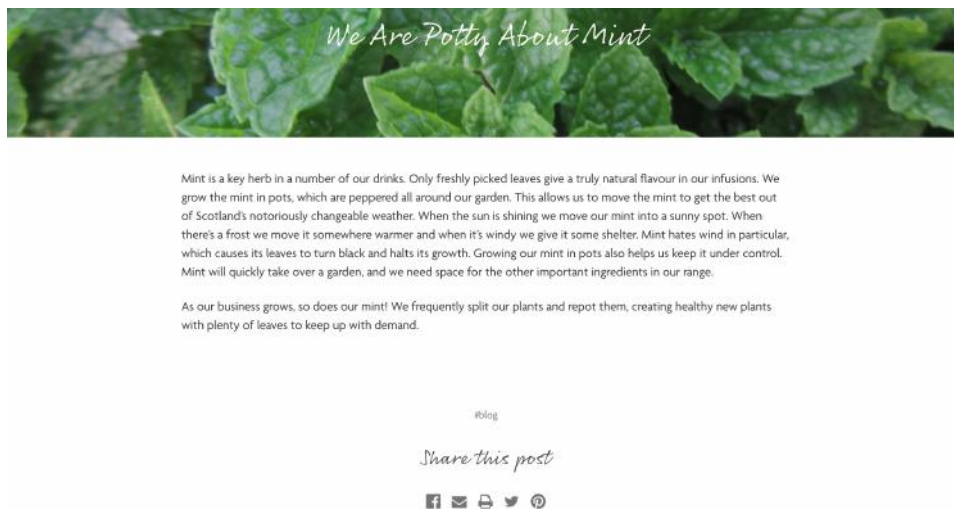
E. Incorporating multiple languages to the website

   During the client's meeting, Claire said that the company has a future goal of increasing international purchases (Client Video Meeting, 2021), so they should add the multilingual function on the website.

5. Dashboard of Walter Gregor's Google Analytics