

CONSULTANCY REPORT LEADGENERATORS

MARKETING COMMUNICATION PLAN

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PREFACE

This consultancy report has come into existence as part of the graduation process of myself, Desiree Michels. In the past five months, I have been granted the opportunity to work at the London-based online marketing boutique LeadGenerators. During this period of time, I have been allowed and encouraged to use and expand my skills in the field of online marketing, explore my strengths and weaknesses, be involved in strategic management discussions and experiment with different tactics in the field of social media, search engine optimisation and even management and planning.

I am grateful to have been involved in the launch of LeadGenerators' very first own project, the F&L Designer Guides, and to have taken part in the marketing communication efforts surrounding it. All this has been a very valuable experience which has prepared me further for my future career and has allowed me to build up a portfolio of concrete achievements and practical knowledge.

Graduating university is a big achievement for me and I could not have done it without the help of the following persons.

First of all, I would like to thank directors Frank Orman and Laura Bolick for the amazing guidance, trust and support they have given me during this internship. Their great perceptiveness has helped me a lot in my personal and professional development.

Also, I have been inspired by their knowledge, leadership, entrepreneurship and people-skills and will try to take these as an example in the rest of my career.

Secondly, I would like to express my thanks to HU representer Edo Das for reading and commenting on my weekly reports. His interest and involvement have encouraged me a lot to get the most out of my internship and to speak with proud of my achievements. Also, his visit to LeadGenerators meant a lot to me and I am glad he put so much effort in getting to know the company I worked for and hear about my work.

Furthermore, I would like to thank my contents coach Flip de Groot for his feedback. He has been my marketing communication teacher for years and I have always appreciated his interest and support. I am grateful that someone so experienced in this field has been my mentor and teacher.

Lastly, I want to thank my colleagues at LeadGenerators for their efforts to train me in their fields of expertise. Lisa, Bruno, Vicky and Pedro: your patience and dedication have meant a lot to me and it was good to learn from each other. I very much appreciate you for your skills and professionalism and wish you all the best with your future careers.

I hope that this consultancy report and the ideas already implemented will contribute to the achievement of F&L's marketing objectives. I am sure this project will become a great success and I look forward to witnessing its development.

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EXECUTIVE SUMMARY

The following document proposes a marketing communication strategy which will contribute to the achievement of the first year's marketing objectives of the F&L Designer Guide for Engagement Rings, a project invented and established by LeadGenerators, a specialist online marketing boutique in London. The F&L Designer Guide for Engagement Rings is the first edition of a series of F&L Designer Guides that will be launched in the coming years and that aim to capture a certain demographic which is in the stage of life in which they get engaged, get married and go on a honeymoon.

The F&L Designer Guide for Engagement Rings, officially launched on 28 February 2014, is a freely accessible online consumer guide that provides an extensive range of articles with information, advice, inspiration and ideas about engagement rings and proposing. In addition, the website serves as a platform where F&L's favourite bespoke engagement ring designers are displayed and promoted. These 'F&L Favourite Designers' will start paying a monthly membership fee by the start of 2015 in return for a range of services.

By the end of February 2015, management wants to have achieved the following marketing objectives:

- create brand awareness for the F&L Designer Guides amongst the members of the target groups (KPI: number of views)

- attract approximately 50,000 unique visitors to the F&L Designer Guides' website (KPI: number of unique visitors)

- attract and interest a 100 bespoke engagement ring designers and get them to create a profile page (KPI: number of created profile pages)

Since there is a considerable difference between the business side and the consumer side of the target group, this consultancy report focuses on the consumer side only. Another marketing communications plan exists for the business side of the target group. A summary of the activities carried out to directly attract, interest and convert the engagement ring designers can be found in attachment 1.

The actions recommended in this report will directly contribute to the creation of brand awareness and the attraction of visitors to the F&L Designer Guides' website, and indirectly to the conversion of the engagement ring designers.

The overall research question is:

Which marketing communication strategy offers the F&L Designer Guides the best opportunity to create brand awareness among the consumer target group and attract 50.000 visitors to the website before the end of February 2015?

In order to answer the research question, the following subquestions have been answered in the following ways:

- *what is the current marketing situation?*

Interview with the founders of the F&L Designer Guides

- what is the current marketing communication proposition?

Interview with the founders of the F&L Designer Guides

Analysis of the articles on the F&L Designer Guides' website

Analysis of Google Analytics

Analysis of the brand's Social Media pages

- what are the characteristics of the target group?

6 semi-structured interviews with members of the target group

Internal report: Keyword Research Engagement Rings

Observation

Online desk research

- what external factors influence F&L's business?

Online desk research

Literature studies

- what are the general marketing communication trends of nowadays?

Online desk research

- who are F&L's competitors and how do they attract, interest and engage their target groups?

Marketing Communication Plan LeadGenerators

Online desk research

Literature studies

Research models used include the ALSD conversational tool, semi-structured interviews, the 6 Ws model, the DESTEP model, the Groundswell theory and Best Practices.

The performed research leads to the following conclusions about the F&L Designer Guides' strengths, weaknesses, opportunities and threats:

Strengths

1. Great knowledge of and experience with all aspects of online marketing, including Search Engine Optimisation, Pay Per Click, (web) design, Social Media and copywriting.
2. Disposal of a fluctuating number of writing interns, who can produce great amounts of content for just a small fee.
3. Able and willing to make investments and take risks.
4. Disposal of an SEO-friendly and responsive website, containing lots of high quality written and visual content.
5. Established brand personalities (F and L) to whom the target group can relate.

Weaknesses

1. Lack of knowledge of Public Relations and Publicity.
2. Lack of knowledge of offline advertising.

3. Lack of knowledge of personal selling.
4. Lack of knowledge of offline promotion.

Opportunities

1. The target group shows active search behaviour.
2. The target group is present online.
3. Great potential word of mouth amongst the target group.
4. Increasing importance of high quality and quantity content (both written and visual) and content marketing from an SEO and a readership perspective.
5. Increasing opportunities of Social Media, including in the field of advertising.
6. Increasing importance of mobile.

Threats

1. Strict legal boundaries regarding copyright, hyperlinks, digital advertising and trademark rights.
2. Competition from high street jewellers and similar online entities.

Confrontation of the mentioned strengths and weaknesses has lead to a proposal for a marketing communication strategy that focusses on exploiting the company's strengths. The recommended overall marketing communication message is:

The F&L Designer Guides are Britain's no. 1 point of reference when it comes to proposing, engagement rings and bespoke engagement ring designers.

In order to communicate the marketing communication message, the following channels and activities are suggested:

Social media

- Daily posts
- Outreach
- Facebook advertising
- Forum participation

Content creation

- Infographic creation
- Blog post writing
- Designer ring photography
- Proposal film/photography
- Free ring photography

Search engine advertising

- PPC campaign

Flyers

- Flyers for potential visitors to promote the F&L Designer Guides and the proposal film/photography
- Flyers for designers' customers to promote the free ring photography

F&L Favourite Designer sticker

- Printing and distribution of F&L Favourite Designer stickers amongst the F&L Favourite Designers

The mentioned marketing communication activities have partly been executed already and are partly recommended to be executed in the months leading to February 2015. Based on the assumptions provided by management, the payback period of this marketing communication plan is 2 years and 2 months, which meets the wish of management to turn the F&L Designer Guide for Engagement Rings into a profitable project by 2016.

The investments made in brand awareness and the website domain will create a solid basis for the future editions of the F&L Designer Guides.

DEFINITIONS

In this consultancy report, several terms will be used that not every reader may be familiar with. This list of definitions will help to better understand the content of this document.

App (application): in this report, the word app is used to describe a self-contained program or piece of software with a particular purpose that one can download and install on a mobile device.

AuthorRank: reputational score that Google gives to individual agents responsible for content creation. This AuthorRank can influence search rankings: the higher the AuthorRank of an author, the more importance Google will give to his/her articles and the higher these articles will appear in Google search results.

Backlink: an incoming hyperlink from one website domain to another. The more backlinks a website receives, the more important Google will consider this website and the higher it will appear in Google search results.

Cognitive dissonance: the state of having inconsistent thoughts, beliefs or attitudes when it comes to behavioural decisions. Generally, humans will strive to avoid cognitive dissonance by striving for internal consistency.

Key Performance Indicator (KPI): a performance indicator that aims to evaluate the success of a certain activity.

Domain: in this consultancy report, the word 'domain' refers to the unique name that identifies a website. In practice, this is the part between the http:// and the .com, .co.uk, .org etc.

Domain authority: the ranking strength of a particular domain: the higher the domain authority, the higher a website will rank in Google search results. Domain Authority depends on many factors, but it is mainly related to overall SEO and a website's link profile.

Facebook advertising: buying advertising space to boost people's engagement with a company's Facebook page.

Fairmined gold: ethical gold mined by small-scale, artisanal miners certified under the Fairmined standard who follow strict requirements for social development, environmental protection, labour conditions and economic development in their mining communities.

Fairtrade gold: gold mined by small-scale, artisanal miners who meet the Fairtrade standards on safety, worker rights and the environment and who were paid a fair price for their products plus an extra amount of money to invest in the development of their community.

Follow link: hyperlink that passes on PageRank to the webpage linked to and consequently causes this webpage to rank higher in Google search results.

HTML (Hypertext Markup Language): a standardised system for tagging text files in order to establish or change aspects such as font, colour, graphics and hyperlinks on a webpage.

Hyperlink: a link from a hypertext document to another online location, that's activated by a click on a highlighted text or image.

Infographic: a visual representation of data or information.

Keyword: a word or combination of words that searchers type into a search engine's search bar with a particular purpose. Enriching a webpage's web copy with keywords will increase this page's relevance for corresponding search queries.

Link profile: the composition of backlinks a webpage or website receives from external sources.

Mobile responsive: the formatting of a website's design in a way that the website is also user-friendly on mobile devices such as smartphones.

Nofollow link: hyperlink that doesn't pass on PageRank to the webpage linked to and consequently doesn't cause this webpage to rank higher in Google's search results.

PageRank: an algorithm used by Google that indicates the importance of a webpage on a scale from 1 to 10 based on the number and quality of backlinks this webpage receives.

PPC (Pay Per Click): an internet advertising model in which an advertiser pays a publisher (this can be a website or a search engine) when the ad is clicked. In this report, PPC refers to search engine advertising, in which an advertiser bids on keywords relevant to his target market.

Responsive: see mobile responsive.

SEA (Search Engine Advertising): a form of internet marketing in which an advertiser bids on keywords relevant to his target market in order to have his website appear above or next to the natural search results when a searcher searches for this keyword.

Search engine: a programme that searches for items in a database that correspond to keywords typed in by a user. In this report, the word search engine will refer mainly to the search engine Google.

SEO (Search Engine Optimisation): the implementation of certain techniques that will cause a website to rank higher in a search engine's search results. These techniques can be onsite (for example: enriching web copy with keywords) or offsite (establishing backlinks).

Site conversion: increasing the percentage of visitors who take the desired action on a website, for example buying a product, downloading a file or filling in a contact form.

Social advertising: paid advertising on social media platforms.

Social media: every website and application that enables users to interact with other.

Social proof: a psychological phenomenon in which people are more likely to show certain behaviour if they see others show this behaviour.

Web design: in this report, I will refer to web design as the process of designing the visuals and graphics for a website.

Web development: in this report, I will refer to web development as the technical process of creating a website in HTML.

INTRODUCTION

This chapter will give an introduction to the framework within which this consultancy project has taken place. Also, it will introduce the F&L Designer Guides brand, for which this report is written.

Framework

This consultancy project has taken place as a part of the final stage of my (Desiree Michels') studies of International Business and Languages at the HU University of Applied Sciences Utrecht.

Enthused by my minor in E-Marketing and Social Media, I decided in late 2013 that online marketing was a field of which I was eager to learn more. Consequently, once I found LeadGenerators' offer for an online marketing internship, I was eager to respond.

The Online Marketing boutique turned out to be in need of some research too. Being in the early stages of launching a brand new product, the F&L Designer Guides, LeadGenerators was trying to determine the right strategy to achieve the first year's marketing objectives for this brand. In order to achieve the marketing objectives and consequently turn the F&L Designer Guides into a profitable project by 2016, a fitting marketing communication strategy had to be formulated.

Background

The idea of the F&L Designer Guides is based on a love story. Frank and Laura, managers of LeadGenerators and founders of the new project, are a couple to be engaged themselves. For the mainstream jewellers did not live up to their wishes, they had the idea to go bespoke with their ring. However, they discovered that many people out there still find the term 'bespoke' quite intimidating and they decided to turn their engagement ring quest into a business project, promoting their favourite custom engagement ring designers whom they found online and through word of mouth.

Beside this aspect of 'self-interest', Frank and Laura wanted to establish a business project of their own in order to become less dependent of clients coming and going. The F&L Designer Guides is their very own creation, in which they can put all of their knowledge and experience in order to make it a great success.

The aim is to turn the F&L Designer Guides into a large and fruitful project, which will make up for more than half of LeadGenerators' total profits by 2018.

Services

The F&L Designer Guide for Engagement Rings is an online consumer guide where one can find a broad range of articles with information, advice, ideas and inspiration on all subjects related to proposing and engagement rings. Next to that, the F&L Designer Guide forms a platform where F&L's favourite bespoke engagement ring designers are displayed and promoted. These so-called 'F&L Favourite Designers', around

whom the business model revolves, pay a monthly membership fee in return for a range of services. These services include a profile page ('showcase') on the F&L website, marketing training, networking opportunities, press releases, publishing of expert articles and joint marketing efforts.

The F&L Designer Guide for Engagement Rings is only the first of a series of Designer Guides that will appear in the coming years. The second one will cover bespoke wedding dress designers, the third one will cover wedding cake designers. Other subject that are in the pipeline are wedding accessories, wedding flowers and honeymoons. All in all, the F&L Designer Guides aim to capture people during a certain period of their lives in which they get engaged, get married and go on a honeymoon.

The F&L Designer Guide for Engagement Rings was launched at the end of February 2014. A great number of educative and fun-to-read articles had already been written for it by that time. The finished articles can be found online on <http://www.fldesignerguides.co.uk/>. As far as social media is concerned, F&L were already present and active on Facebook and Google+. However, both the website and the social media pages were still in the testing phase; they did not yet have many visitors, likers and +1'ers.

Target Groups

On the consumer side, the F&L Designer Guide for Engagement Rings targets UK-based men and women who are between 25 and 35 years old, in a serious relationship and considering to get engaged to their significant other soon. On the business side, the

F&L Designer Guide for Engagement Rings targets unique, independent, UK-based jewellery designers who also offer bespoke services for engagement rings. The aim is to create a community of designers who will be heavily involved in F&L's decision making.

Competition

The concept of the F&L Designer Guides is unique in the sense that it focuses on non-mainstream, bespoke engagement ring designers rather than just on ready-to-buy engagement rings. The F&L Designer Guides have found themselves a niche and created a one-of-a-kind concept that doesn't exist in the UK so far. Consequently, there are no businesses that target the same markets with the same concept. However, there are some similar online entities and many high street jewellery shops that fight for the attention of the same consumer group.

Organisation

Frank Orman, Managing Director and Laura Bolick, Office and Accounts Manager, are in charge of the organisation. Furthermore, all other full-time employees, interns and freelancers are involved in the development of the online consumer guide to a greater or lesser extent.

The full-time employees, whose names will not be mentioned to respect the F&L Designer Guides' interests, include:

- 1 Junior Account Manager
- 1 Paid Advertising Specialist
- 1 International Managing Content Editor
- 2 Copy Editors

1 Internal Copywriter, Blogger and Press Release writer

Next to the full-time employees, the F&L Designer Guides have a team of approximately 20 copywriters, developers and web designers at their disposal to whom they outsource certain jobs via email, phone and Skype. In addition, there are usually 2 or 3 internal writing or SEO interns involved in the development of the F&L Designer Guides.

Core business

The organisation disposes of great knowledge and expertise in all fields of online marketing, including Search Engine Optimisation, Pay Per Click, social media, copywriting, web design, web development, site conversion and email marketing.

However, the F&L Designer Guides doesn't have any in-house knowledge of Public Relations and publicity. There is also a lack of expertise on the fields of offline advertising, personal selling and offline promotion.

Corporate culture

The organisation behind the F&L Designer Guides can be considered to be small, dynamic and innovative and able to respond to changes in the (online) world fast and effectively. Also, the management is not afraid to take risks and experiment, which offers great opportunities for change and improvement.

Finances

As for finances, LeadGenerators has assigned a substantial (though confidential) budget to the F&L Designer Guides, derived Marketing Communication Plan LeadGenerators

from revenues from a former large client. However, a large part of this budget has already been spent on the creation and maintenance of the website. General Manager Frank is willing to invest in marketing communication strategies for the F&L Designer Guides, while making optimal use of money-saving opportunities.

RESEARCH PLAN

In this chapter I will explain the purpose and the outlines of the research I have been performing in the past 5 months.

Marketing objectives

The marketing objectives for the first year of the F&L Designer Guide for Engagement Rings are:

- creating brand awareness for the F&L Designer Guides amongst the members of the target groups (KPI: number of views)
- attracting approximately 50,000 unique visitors to the F&L Designer Guides' website (KPI: number of unique visitors)
- attracting and interesting a 100 bespoke engagement ring designers and get them to create a profile page (KPI: number of created profile pages)

Justification of marketing objectives

The pursued number of visitors is partly based on the consumer target group's demographics (see DESTEP analysis). In the first year of its existence, the F&L Designer Guide for Engagement Rings will target UK-based men and women who are between 25 and 35 years old, in a serious relationship and considering to get engaged to their significant other soon. I have used Facebook Advertising statistics to gain an insight in the number of UK inhabitants who are in a relationship and the number of people who are engaged, because Facebook is the most used Social Marketing Communication Plan LeadGenerators

Media platform (with about 36 million users in the UK) and can provide this kind of personal information about its users. According to Facebook Advertising statistics, there are about 10 million people between 25 and 35 years old in the UK, 1,840,000 of those people have indicated to be in a relationship and 820,000 have indicated to be engaged. Supposing those numbers will not significantly change in the following years, reaching about 6% of all UK inhabitants to be engaged seems like a reasonable target.

Next to the demographics, which were needed to base a reasonable target on, the pursued number of unique visitors is meant to impress the engagement ring designers. Indeed, the eventual goal of creating brand awareness and attracting a credible number of visitors to the website is to make the engagement ring designers aware of the power the F&L Designer Guides have to promote them. Since the designers are the ones who will bring in the money, the two first mentioned marketing objectives are related to and will support the last mentioned one.

F&L have chosen to limit the number of designer profiles to a 100 in order to maintain a sense of exclusivity while disposing of enough paying customers to start making profit by 2016.

Research question

For the consumer and the business target group of the F&L Designer Guides differ a lot in the way they should be approached, this research has been narrowed down to the consumer target group. The overall research question consequently was:

Which marketing communication strategy offers the F&L Designer Guides the best opportunity to create brand awareness among the consumer target group and attract 50.000 visitors to the website before the end of February 2015?

This marketing communication plan directly contributes to the creation of brand awareness amongst the consumer target group and to the attraction of about 50.000 visitors to the website. Also, it will indirectly help to attract and interest the business side of the target group and get them to create profile pages.

Related fields of knowledge

The problem definition is related to the following fields of knowledge:

- marketing communication
- online marketing and Social Media

Final result

The final result of this research is a well-founded marketing communication plan, including creative concepts, a plan of implementation and financial justification.

Subquestions

In order to answer the research question, the following subquestions have been answered with the following research methods:

- what is the current marketing situation?

Interview with the founders of the F&L Designer Guides

- what is the current marketing communication proposition?

Interview with the founders of the F&L Designer Guides

Analysis of the articles on the F&L Designer Guides' website

Analysis of Google Analytics

Analysis of the brand's Social Media pages

- what are the characteristics of the target group?

6 semi-structured interviews with members of the target group¹

Internal report: Keyword Research Engagement Rings

Observation

Online desk research

- what external factors influence F&L's business?

Online desk research

Literature studies

- what are the general marketing communication trends of nowadays?

Online desk research

¹ For Research Plan Target Group Analysis, see attachments
Marketing Communication Plan LeadGenerators

- who are F&L's competitors and how do they attract, interest and engage their target groups?

Online desk research

Literature studies

Research models

To answer the first two subquestions, I mainly needed information from the founders of the F&L Designer Guides. Also, I have interviewed 6 members of the target group for the target group analysis in order to find out about their consumer behaviour. During the semi-structured interviews, I have used the ALSD conversational tool.

- The *ALSD conversational tool* is a basic method used in communication skills training. Its purpose is to remind the interviewer of a few basic things he will have to do in order to obtain the desired information. The letters ALSD stand for the Dutch verbs Aansluiten (Connect), Luisteren (Listen), Samenvatten (Summarise) and Doorvragen (Interrogate further). Together, these actions form part of the consultancy skill 'Active Listening'. I have used this conversational tool in order to obtain all the information needed from my interviewee in just one interview session.

- In order to obtain honest, genuine and complete answers from the interviewed individuals while addressing all the topics I needed to, I designed *semi-structured interviews* with open initiating questions. These questions did not have to be asked literally and allowed for elaboration and further interrogation.

In order to analyse the current marketing communication proposition and the target group, I have made use of the 6 Ws model.

- The *6 Ws model* constitutes a formula used for gaining an insight in all aspects of a story. The Ws represent the words Who, What, When, Where, Why and What way. I have used this model in order to get to know F&L's current marketing communication proposition and target group in every single way. The formula also helped me not to forget any questions that needed answering.

To investigate the external factors influencing F&L's business, I have made use of the DESTEP model.

- The *DESTEP model* is one of the most popular models used for external analysis. The letters represent Demographic factors, Economic factors, Social factors, Technological factors, Ecological factors and Political/judicial factors. I have used this model because it enabled me to get a complete view of the external factors that needed to be taken into account when deciding on F&L's marketing communication policies.

As for the competitor analysis, I have investigated F&L's competitors and their Best Practices in the field of marketing communication. In order to structure these Best Practices, I have divided them over the 5 phases of the Groundswell theory.

- The *Groundswell theory*, developed by Charlene Li and Josh Bernoff, describes the 5 ways in which businesses may try to understand their target group and stimulate interaction. By listening to what their target group has to say about relevant

subjects, businesses may get to know their wants and needs better. By talking with the target group about these subjects, businesses may make themselves known. Energising, then, means activating the target group in order to promote the company's business. The next step, supporting, is getting the target group involved in product improvement and problem solving. Lastly, embracing means the target group truly becomes a part of the organisation. The targeted people become naturally involved in product improvement and development, so that the product fits their needs and wishes perfectly. This, consequently, results in more sales and more word of mouth promotion.

- *Best Practices* include activities which have resulted in above-average success for businesses. By copying these activities, a company may create a superior proposition without having to reinvent the wheel.

CURRENT MARKETING SITUATION

The first step towards a good consultancy report is fully getting to know the business for which the research is performed. Therefore, I will explain in this chapter what the F&L Designer Guides are truly all about.

Marketing mix

The marketing mix, or the combination of instruments a company may use to shape its marketing strategy, determines the offer of a brand. The original marketing mix consists of the 4 Ps: Product, Price, Place and Promotion. Other Ps may be added which have to do with the physical aspects surrounding a product or brand, but regarding F&L's online nature, I consider these to be less relevant.

Product

The F&L Designer Guide for Engagement Rings is an online consumer guide where one can find information, advice, ideas and inspiration on all subjects related to proposing and engagement rings. Next to that, the F&L Designer Guide forms a platform where F&L's favourite bespoke engagement ring designers are displayed and promoted.

The F&L Designer Guide for Engagement Rings is only the first of a series of Designer Guides that will appear in the coming years. The second one will cover bespoke wedding dress designers, the third one will cover wedding cake designers.

Price

All content of the F&L Designer Guides is freely accessible to the public. People do not have to pay in order to be able to see and read it.

F&L's business model therefore revolves around a monthly contribution from the business part of the target group: the designers. In 2015, the monthly fee will be £50. In 2016, this fee will rise to £85 a month. F&L's services are free until the end of 2014, which allows the engagement ring designers to try them out during the start-up period.

Place

The F&L Designer Guides are located online, specifically on <http://www.fldesignerguides.co.uk/>. Furthermore, at the start of this research, they were present on Facebook (<https://www.facebook.com/FLEngagementRingDesigners?fref=ts>) and Google+ (<https://plus.google.com/112242176083688305117/posts>).

Promotion

Since the F&L Designer Guides' website was not officially launched at the start of this research in February 2014, there was no promotion going on on the consumer side of the target group yet.

However, the F&L Designer Guides were busy picking and contracting engagement ring designers already, for these would deliver an important part of the content. The designers were found and contacted via jewellery associations, via word of mouth and directly via e-mail. For a summary of the activities carried out to directly attract, interest and convert the engagement ring designers: see attachment 1.

Marketing situation

The marketing situation describes the reason of existence of the F&L Designer Guides, the group of people they exist for, their vision for the future and their means of realising this vision.

Mission

The F&L Designer Guides' mission is to promote (the work of) the UK's most unique engagement ring designers in front of UK-based fiancés and lovers in order to showcase their inspirations, ideas and advice on the perfect, custom-made engagement ring.

Target group

In the first year of its existence, the F&L Designer Guide for Engagement Rings will target men and women living in the UK who are between 25 and 35 years old, in a serious relationship and seriously considering to get engaged to their significant other soon.

Vision

In 2015, F&L want their first Designer Guide to be the no 1 point of reference for people who are in search of UK-based bespoke engagement ring designers and inspiration, ideas and advice on the perfect, custom-made engagement ring.

Strategy

The F&L Designer Guides employ a product leadership strategy. This means they want to deliver a broad range of original, great quality content and create and maintain a superior brand image.

USPs

The F&L Designer Guides distinguish themselves from their competitors (which are mentioned in the competitor analysis) in the following ways:

- they focus on the designers behind the work rather than on ready-to-buy engagement rings.
- they feature bespoke designers who make out-of-the-ordinary engagement rings with alternative stones, metals and designs.
- most of F&L's 'Favourite Designers' work with conflict-free stones and diamonds.
- F&L's non-conformist content encourages people not to be too influenced by fashion and trends, but to choose for unique designs which reflect their personality.

INITIAL MARKETING COMMUNICATION PROPOSITION

In order to make recommendations on a different marketing communication strategy, I first had to investigate the status quo. In this chapter, I have described F&L's marketing communication proposition as it was at the start of this research project, in February 2014. The initial marketing communication strategy of the F&L Designer Guides describes where, to whom, why, what, when and what way the brand communicated with its target group.

Where?

The F&L Designer Guides were initially communicating, as mentioned in the last chapter, on their website, on their Facebook business page and on their Google+ business page.

Why?

The main purpose of communicating was to attract, interest and involve engagement ring designers in order to have them create a profile page on the F&L Designer Guides' website.

Also, the SEO-related communication aimed to have the website rank higher in Google results.

What?

On the social media pages, posts were being published which tried to persuade engagement ring designers to join the community and create a profile page on the F&L Designer Guides' website. These posts varied from straightforward call to actions to previews of designer pages to announcements of coming-up interviews with designers, new joiners etc. The social media messages posted did not vary per platform.

On the website, which was already mobile responsive and built in an SEO-friendly manner, around 250 articles were being published about all the subjects related to proposing and engagement rings. The articles are divided in the categories Designers, Stones, Cuts & Shapes, Settings, Colours, Metals, Vintage, Affording Designer Rings and All About Proposing.

Next to the 'static' articles, a number of Viral Link Articles, guest blog posts and press releases were (and still are) being sent out to article directories, guest blogs and online press boards for SEO purposes each month. These articles include backlinks to the landing pages of the F&L website that management wants to promote that month and consequently cause these pages to rank higher in Google search results.

Who?

At the start of this research, the communication was directed to the engagement ring designers. However, consumers who would visit one of the mentioned platforms could read the published content as well.

Initially, Laura was the one publishing on the social media pages. Furthermore, Laura, two copywriters, two editors and one intern were involved in developing, editing and uploading the articles for the website.

As for the SEO-related activities, 10 copywriters, 2 copy editors and 1 intern were involved in writing, editing and uploading the Viral Link Articles, guest blog posts and press releases.

When?

Although the frequency of publishing on the social media pages was not a 100% consistent yet at the start of this research, the intention seemed to be to publish one piece of content each day in the afternoon.

Next to that, articles were being uploaded to the website virtually every work day.

In the middle of each month, articles with backlinks were (and still are) being spread over the internet for SEO-purposes.

What way?

On the social media platforms, the way of communicating was quite formal, objective and focused on business. However, a certain feeling of enthusiasm, warmth and passion was being transmitted by the use of empowering words such as 'great', 'astounding', 'delicious' and verbs as 'looking forward', 'excite', 'welcome' and 'inspire'.

This feeling of passion and excitement was (and is) also transmitted by the articles on the F&L Designer Guides' website,

which mainly focus on the consumer side of the target group. Each of the articles is written either by F or by L.

F (the man) and L (the woman) are the two characters the Designer Guides evolve around. They are a couple to be engaged, and they supposedly write the articles in order to report about their quest to find and finance their perfect, unique and out-of-the-ordinary engagement ring and way of proposing.

In the articles, stories about their personal lives intertwine with information they come across in their all-consuming engagement ring quest. Although they give the reader room for opinion, they do not shy away from ventilating their own opinions and preferences. This gives the articles a very personal touch and causes the readers to feel like they have found two allies they can relate to in their sown quest for the perfect engagement ring and proposal idea.

F's character is sketched as that of a sporty, practical, down-to-earth man, who on the other hand has a very romantic side and loves art and cooking. He loves his girlfriend to death and knows her very well, but also constantly tries to figure out more about her preferences in order to come up with an engagement ring and proposal idea that she will absolutely love.

L is a pretty modest woman, quite scientific-minded but on the other hand open-minded towards more mystical and spiritual things. She, as well as F by the way, has a desire to be original and stand out from the crowd, but in a charming, modest way. When she finds something that interests her, she can get very excited and totally immerse herself in the subject. She is as

involved as Frank in finding the perfect engagement ring and even thinks along about ways of proposing at times.

F and L talk about their engagement ring quest a lot and are eager to share their findings with each other when they have been exploring the possibilities separately.

F and L are accompanied by their dog, Lemon Tree, who listens to many of their contemplations and musings about the engagement ring subject. Moreover, F and L's friends appear in the articles now and then and they each have their own characteristics the reader may get familiar with. Sometimes family members are involved in the articles too, but to a lesser degree.

Lastly, the articles may refer to the involved engagement ring designers, who each have their unique area of expertise and style of designing. Of course the designers each have their own profile page as well, on which their work is showcased and on which F or L explain their style and why they love this particular designer so much.

TARGET GROUP ANALYSIS

Since a venture's proposition should always be based on the needs and wishes of its target group, it is of crucial importance that the target group is defined and investigated well. In this chapter, I have analysed the Who, Why, What way, What, Where and When of F&L's target group. The obtained information has served as a basis for the eventual consultancy report.

Who

Before I started off with the deeper analysis, I had to make clear which demographical group of people I was going to investigate. I took the definition of the target group as defined by F&L's founders.

Definition of the target group

In the first year of its existence, the F&L Designer Guide for Engagement Rings will target middle-class men and women living in the UK who are between 25 and 35 years old, in a serious relationship and seriously considering to get engaged to their significant other soon.

Why

The target group, as described above, is in need of F&L's services because they are seriously considering to get engaged to their significant other soon and lack knowledge about engagement rings and their designers.

What way

The next important thing was understanding how the target group is searching for (information about) engagement rings and engagement ring designers. In order to do so, I decided to investigate the so-called consumer behaviour by having 6 semi-structured interviews with members of the target group². For me, these interviews were needed to gain a genuine insight in the driving factors of the target group.

Consumer behaviour

By interviewing some members of F&L's target group about their consumer behaviour (see attachments 17 and 18), several interesting facts and insights came up. I tried to summarise these characteristics in the categories search behaviour, complexity, involvement, loyalty and Decision Making Unit.

Active search behaviour

Engagement rings are not the kind of products our target group purchases impulsively. Promotions or information would consequently not be of much use to people who are not already planning to pop the question to their beloved soon. However, the members of our target group, who are in that phase of their relationship where they would like to get engaged, usually seem to need some time to prepare, both emotionally and practically. Therefore, they go look for information and options actively. For the F&L Designer Guides, this means they should be easily traceable for people looking for content on engagement rings and proposing.

² For Research Plan Target Group Analysis, see attachments Marketing Communication Plan LeadGenerators

High complexity

It is clear that, while wedding rings usually look quite similar to each other, there is a wide range of engagement ring styles out there. The many sources of information on metals, stones, colours, cuts and shapes seem to make it quite complex to choose a suitable, all-covering source of information. Furthermore, as for the engagement ring itself, the preferences of the bride- or groom-to-be need to be taken into account, as well as the possible expectations of others involved. All in all, F&L's target group needs to decide on many things, which makes their buying process quite complex.

High involvement

The complexity of the buying process only increases because F&L's target group is very involved with the product concerned. Choosing an engagement ring and popping the question is perceived to be a once in a lifetime happening, and therefore the target group wants to get everything right. Consequently, the need for advice and information is high and the target group wants to dispose of as many details, possibilities, references and inspirations as possible.

Average loyalty

Based on the interviews taken, I predict that F&L's visitors will return to the website several times, but only within a certain period of time (say half a year). After that, a ring will most likely have been bought and the target group will have no need for content on engagement rings any more. However, (former) visitors of the F&L Designer Guide may just recommend the site

to their friends and family members who are planning to get engaged too, as they do with their other sources of information. Indeed, if the target group turns out to be very pleased with F&L's content, they may share it with others. It seems worthwhile to stimulate this word of mouth.

Decision Making Unit

The term Decision Making Unit, abbreviated as DMU, is used to point out all of the roles that play a part in the decision making process, usually concerning a purchase. A Decision Making Unit formally consists of the Initiator, the Gatekeeper, the Influencer, the Decider, the Buyer and the User. Mind that these various roles may be fulfilled by multiple people at once, or even by one single person. One role does not necessarily coincide with one individual.

Based on the interviews taken, it appears that the Initiator of an engagement is generally (part of) the couple concerned. In a straight relationship, it is traditionally the man but women take the initiative as well sometimes, or the couple as a whole. Indirect initiators can be family members, friends and other members of society who expect one to get engaged at a certain point in a relationship.

The role of the Gatekeeper is to regulate and supply the information coming into the DMU. This role is very important, because it determines whether or not the F&L Designer Guides will be used as a source of information. The Gatekeeper could be somebody familiar who has heard of the F&L Designer Guides, but in this case, search engines like Google and internal search engines like the one on Facebook appear to be important

Gatekeepers as well. The F&L Designer Guides must be easy to find for Gatekeepers in order to attract visitors.

The Influencers, who give their opinions and recommend on content resources, are generally friends and family members of the persons getting engaged. It is recommendable to win the Influencers over for the F&L Designer Guides as well.

The Decider, who makes the final decision on the information resource used, is generally part of the couple getting engaged. Although it is generally the one who gets down on one knee, at times it is the one to whom the engagement ring is offered. It turns out that the final decision is often taken by the couple as a whole as well.

Because the content on the F&L Designer Guides' website is freely available, the Buyer will coincide with the User of the content (at least on the consumer side). People who make use of the content vary from the couple getting engaged to their involved friends and family members.

What

Now that we have established that F&L's target group is actively looking for information on the engagement ring subject, the question remains: what kind of information are they looking for?

Search enquiries

The keyword research in attachment 16 shows that the target group searches for information on many engagement ring related subjects. These subjects are related to:

- engagement rings in general

- designer brands
- nationality/cultural engagement rings
- diamond engagement rings
- genres of engagement rings
- engagement ring designers
- engagement ring styles/designs
- celebrity engagement rings
- proposing
- promise/proposal rings
- misc

From the search enquiries it becomes apparent that people looking for the right engagement ring are mainly concerned about the choice of designer, stone, cut and shape, setting, colour and metal and thereby are interested in vintage engagement rings, how to afford an engagement ring and how to propose. Since the F&L Designer Guide for Engagement Rings' website is based on this keyword research, it already provides information about all of these topics in its articles.

Where

Now we know how the target group is searching and what it is they are looking for, we need to know where we can find the

targeted men and women and on what platforms they are communicating about proposing and engagement rings.

'Hangouts'

Online desk research shows that these are the online platforms where people are talking about subjects relevant to the F&L Designer Guide:

- Forums

<http://www.loveforum.net/>

<http://www.menshealth.co.uk/community/>

<http://www.cosmopolitan.co.uk/community/forums/>

<http://www.problempages.co.uk/>

<http://boards.askmen.com/forum.php>

<http://www.enotalone.com/forum/index.php>

<http://www.sofeminine.co.uk/forum/>

<http://forums.overclockers.co.uk/>

<http://forums.psychcentral.com/>

<http://forum.carersuk.org/>

- Q&A sites

<http://www.quora.com/>

<http://www.answers.com/>

<http://uk.ask.com/>

<https://uk.answers.yahoo.com/>

- Social news sites

<http://www.reddit.com/>

<http://digg.com/>

- Microblogs

<https://twitter.com/>

- Article sites

<http://www.huffingtonpost.com/>

- Social networking sites

<https://www.facebook.com/>

<http://www.pinterest.com/>

- Media sharing sites

<http://www.youtube.com/>

<http://www.tumblr.com/>

As for offline locations, I found out from the interviews that F&L's target group mainly goes to jewellery shops in order to get informed about the possibilities for engagement rings. However, F&L's independent designers compete with these high street jewellery shops, which is why we cannot advertise there.

An offline location that does offer opportunities for promoting the F&L Designer Guide for Engagement Rings, however, is Hatton Garden, London's epicentre of jewellery trade. Hosting about 300 businesses and over 55 jewellery shops, Hatton Garden is full of couples looking for engagement rings.

Another What Way

This last 'What way' does not have to do with consumer behaviour, but with how the target group communicates about engagement (ring) related subjects. F&L will have to interact with the target group in the manner that the target group prefers.

Communication style

When observing the target group communicating at its online hangouts, we may notice the following communication styles.

- Visual

The target group communicates in visuals a lot. Pictures, photos, gifs and movies all form part of the content people share with each other on the engagement (ring) subject. This means that visual content most probably grabs people's attention when searching.

Marketing Communication Plan LeadGenerators

- Informal

Another communication style of F&L's target group is informality. People talk to each other from 'peer to peer', on the same level. They seek for advice from people who are in a similar situation or recognise their situation. The target group wants to be able to relate to its interlocutor.

The style of writing also indicates an informal communication style. Often, people do not even mind their grammar when telling a story or placing a comment.

- Subjective

People really like expressing their opinions and visions on engagement (ring)-related subjects. Consequently, they are eager to answer questions and offer other kinds of input on request, especially when they feel like they get recognition in return.

When we observe the target group at its offline hangouts, we notice the following communication styles.

- Reserved

Partly because of cultural reasons, partly because of the metropolitan way of living, the target group tends to be very reserved and private at its offline hangouts. The members of the target group do not like to be approached for commercial reasons; if they want something, they will come and look for it themselves.

Social technology behaviour

Above, we have established that a certain part of F&L's target group likes to actively publish content related to the engagement (ring) subject. Using Forrester's Social Technographics Tool, we can get an insight in the social technology behaviour of F&L's demographical target group (UK-based men and women between 25 and 35 years old).

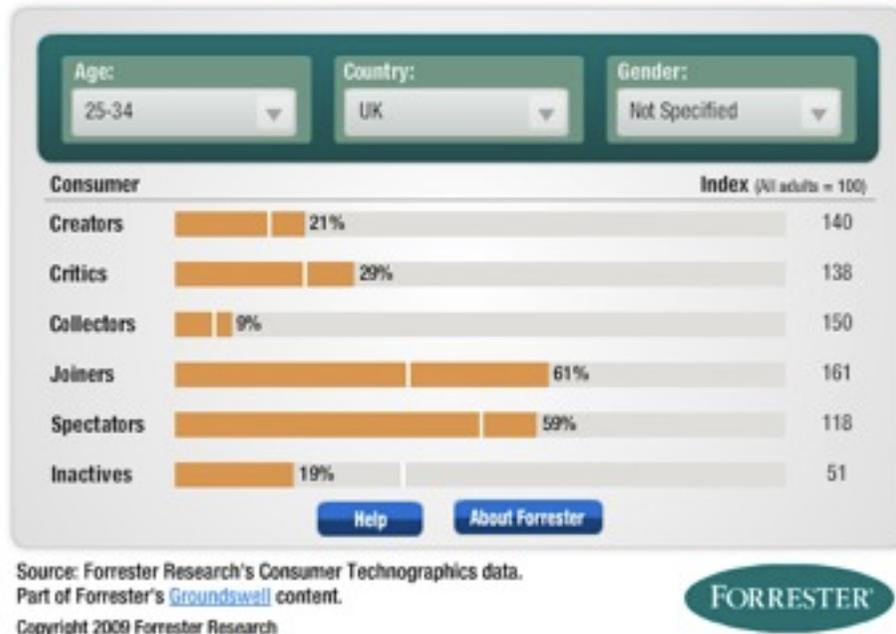


Image 1: Social technology behaviour of the target group

As we can see, F&L's target group consists mostly of 'Joiners' (61%). These people maintain a profile on a general, well-known social networking site like Facebook. Although they connect with people online, they are not very active users.

The 'Spectators' (59%) are the consumers of the content, who like to read blogs, read online forums or watch videos from other users. These people are interested in good content, but do not interact with it much.

The critics (29%), then, do like to post ratings and comment on blogs and online forums. These are the people businesses can interact with and receive feedback from.

Lastly, the 'Creators' (21%) are the valuable part of the target group who actually create the social content consumed by others. They can give input to an online community in the form of text, blogs, pictures and videos.

When

As we take a look at the times at which the target group communicates about the engagement (ring) subject online, we can see that the interaction peaks in the early morning, right after lunch time and in the evenings, after working hours. We now know that these are the times at which we have the best chance of getting in touch with the target group.

Hatton Garden, the jewellery district, is opened and therefore visited every day of the week, roughly from 9 in the morning until 5:30 in the afternoon.

EXTERNAL FACTORS

There are several external factors that F&L can't influence in their field of business, which will either impose restrictions or create possibilities for the final marketing communication strategy. Since the F&L Designer Guides has to adjust their strategies to these factors, it is important to be aware of them.

DESTEP analysis

I have investigated the external factors by means of the DESTEP model, which covers Demographic, Economic, Social, Technological, Ecological and Political/Juridical factors.

Demographic factors

Using the Facebook Advertising tool, it's possible to make an estimate of the number of people of which F&L's target group (see Target group analysis) consists. Since we are only measuring the number of people who are active on Facebook here, we may assume that the actual numbers are somewhat higher.

According to the Facebook advertising tool, there are:

1. 10,000,000 people between 25 and 35 in the UK
2. 1,840,000 of those people are in a relationship
3. 820,000 are engaged.

Assuming that the number of engagements will not dramatically increase or decrease in the coming few years, there will be approximately 820 thousand people out there (+/- 45% of all people who have set their relationship status to 'in a relationship') who are in a relationship and want to get engaged to their significant other.

Economic factors

The UK's Gross Domestic Product at market prices (100 = 2010) has been rising steadily since 2009, even showing a peak in 2013, when it reached a height of 1,533,890 £m (seasonally adjusted).

| Year | Index (2010 = 100) |
|------|--------------------|
| 2009 | 98.4 |
| 2010 | 100.0 |
| 2011 | 101.1 |
| 2012 | 101.4 |
| 2013 | 103.2 |

Image 2: UK's Gross Domestic Product at market prices ³

The household final expenditure has also been going up, in all areas except for 'Housing' and 'Health'. Expenditure on 'Miscellaneous' goods, which most probably includes expenditure on valuables as engagement rings, makes up for about 11% of total expenditure or about £ 2,915,000, and has actually been rising with 6.6% in the third quarter of 2013 (the latest data available) when compared to the same quarter of the year before.

³ Office for National Statistics (2014). *Gross Domestic Product by Gross Value Added, Q4 2013 (Excel sheet 960Kb)*. Obtained on 20 February 2014 from <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcn%3A77-319453>.

Figure 1: Quarterly Household Final Consumption Expenditure Total (£ million), Seasonally Adjusted



Source: Office for National Statistics

Image 3: UK's Quarterly Household Final Consumption Expenditure Total (£ million), Seasonally Adjusted⁴

Despite of these seemingly positive figures, couples in the UK show an increasing interest in 'cheap engagement rings', as Google Trends shows us. Affordability therefore remains an issue in the world of engagement rings.

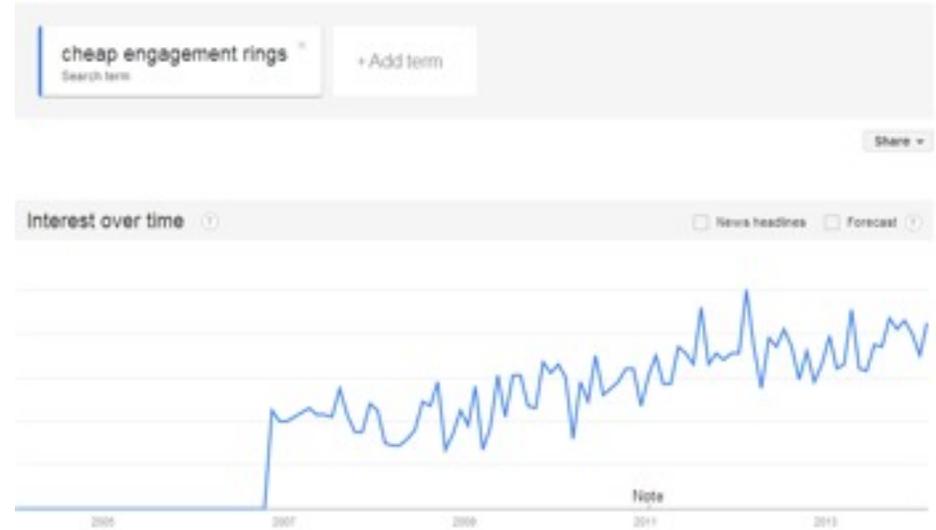


Image 4: Interest over time in "cheap engagement rings"

Social factors

Traditionally, getting engaged to be married should be a once-in-a-lifetime happening. However, UK statistics prove that that rule does not apply anymore nowadays. Figures from 2011 show that, in that year, 66% of all marriages (equalling 164,470 marriages) were first marriages for both partners, 15% of all marriages were remarriages for both parties and the remaining 19% of marriages were to couples of whom one of the partners had been married before. This means that there is still a market for remarrying and therefore: re-engaging.

But this does not mean that only people to be engaged once more are potential re-visitors of the F&L Designer Guides. Target

⁴ Office for National Statistics (2014). Consumer Trends, Q3 2013. Obtained on 20 February 2014 from <http://www.ons.gov.uk/ons/rel/consumer-trends/consumer-trends/q3-2013/index.html>

group research shows that people to be engaged often have friends who are in the same stage of their lives, with whom they exchange (sources of) information about engagement rings and proposing. Also, walking around with a remarkable, custom-made engagement ring makes observers ask questions about its origin, which may lead back to the F&L Designer Guides and its 'F&L Favourite Designers'. Consequently, word of mouth could add to the Life Time Value of F&L's visitors as well.

Further relevant social factors are the increase in civil partnerships in the UK, which often substitute marriage, and the rise of same-sex civil partnerships. Also, legislation to allow same-sex marriages has come into force on 13 March 2014 in England and Wales, opening up a whole new potential market for the F&L Designer Guides.

Next to all this, there is small but sure tendency going on in the engagement ring world towards conflict-free diamonds and jewellery (especially since gold and diamonds are often mined under appalling conditions these days), which is mined and marketed legitimately and conform human rights. These movements are often associated with the Fairtrade and Fairmined brands.

Technological factors

Nowadays, social media platforms make it possible for companies to interact with their target groups in real-time and in many different ways, using text, images, videos and so forth. This opportunity could lead to many positive things such as

efficient customer service, 'brand liking', customer engagement etc. However, when used wrongly, social media could lead to large and brand-damaging scandals⁵, as posted messages are almost impossible to entirely remove from the web.

Ecological factors

With regard to the environment, some of today's vanguard engagement ring designers make their jewellery out of eco-friendly materials such as wood, recycled metals and exotic gemstones. Also, the Fairtrade and Fairmined movements claim to be committed to protect the environment when setting their standards for Fairtrade gold and Fairmined gold.

Political/juridical factors

When it comes to online marketing communication, there are a couple of rules and laws that need to be taken into account. These are the most important conclusions of my legal research.

Copyright-related matters

- Every text, picture, movie etc. that required creativity for the maker to create it, is automatically copyright protected. This means that the F&L Designer Guides cannot make use of other people's content without permission, and vice versa.
- If F&L would want to make use of external content nevertheless, they could invoke the right to quote: this right allows one to quote a relevant piece of somebody

⁵ Socialfish (2014). The Biggest Social Media Scandals, Fails, and Blunders of 2013. Obtained on 23-04-2014 from <http://www.socialfish.org/2014/03/the-biggest-social-media-scandals-fails-and-blunders-of-2013.html>

else's content in order to discuss, criticise or announce it. However, quoting the source is obligatory.

- Creative Commons licences may also allow one to use another person's content freely. There are three restrictions that the creators may choose to impose on the free use of their work, which concern commercial use, adaption of the work and sharing under another licence than the same Creative Commons licence. When using content with a Creative Commons licence, one remains obliged to quote the source and add "used under a Creative Commons licence" with a link to the applicable licence.

Hyperlink-related matters

- Referring to other people's content using hyperlinks is legal in principal. However, intentionally linking to ignominious, racist, discriminating or other illegal content can lead to penalties.
- Placing inline links to other people's content is illegal, unless one's got explicit permission to do it.
- When using frames, one should make it clear he has no bonds with the website appearing in the frame.
- If one's asked to delete a link to a piece of content, one should do so.

Comment-related matters

- When hosting a platform where people can leave comments, such as a website, blog, forum or Social

Media platform, one should read the comments people leave and take appropriate measures when these comments are inappropriate or when other people complain about them.

- A clear Code of Conduct is the best way to protect one's company from liability for other people's comments. However, one should point out this Code of Conduct to the joiners at registration or once they start using the site. New conditions need to be announced in advance and need to leave the joiners time to quit using the platform. The imposed conditions cannot be unreasonably onerous.
- Disclaimers may exclude a platform from liability for certain issues.
- A Privacy Statement should be available to clarify how a website will handle personal data, if comments can be indexed by search engines and how one can request removal of comments or personal data.

Digital advertising-related matters

- When it comes to digital advertising, for example via e-mail or text messages, the most important thing is that unsolicited advertisements are principally illegal.
- Also, people who agreed to receive commercial messages need to be given the option to opt out.
- There are 4 rules that need to be taken into account: the advertisement must be clearly recognisable (for example through a header that says 'advertisement'), it has to

mention the name of the sender, unsolicited commercial messages need to be identifiable at first sight and promotions or competitions need to state their terms and conditions in a clear and unambiguous way.

- If a commercially operating entity publishes its electronic contact details, one is allowed to use those contact details for the related purposes.

Brand-related matters

- A brand only has trademark rights when it is registered. Without registration, one cannot take legal action against other entities using their brand name.
- Trade names, on the other hand, are protected as long as an entity actually uses that name. In this case, it does not matter whether the trade name is registered at the Chamber of Commerce.

MARKETING COMMUNICATION TRENDS

In order to be able to reach the first year's marketing objectives, this marketing communication plan should be up-to-date and taking advantage of modern trends. Therefore, I have investigated this year's and last year's trends and movements.

Trends of 2013

At the start of 2013, businesses already began to notice that some major changes were going on in the world of marketing and communications. Most of these changes are still relevant today and strongly have to do with the fact that people nowadays inform themselves quickly on the go. Below is a list of last year's most important trends and developments.

1. Online is gaining ground at the expense of print media

In order to survive at all, print media need to adjust themselves to the ever-changing wants and needs of their audience. Without compromising on quality, that is. Meanwhile, the online realm offers companies more and more opportunities in (amongst others) the field of marketing communication.

2. Mobile channels are growing in importance

In a world where people increasingly have and demand access to information through their smart phones and tablets, mobile

applications and responsive web design are a business' keys to success.

3. Mobile-local marketing concepts are becoming more and more popular

Thanks to modern smartphone technology and software, businesses are now able to approach their target groups directly when they are at or around a point of sale or event. The mobile infotainment concepts need to excite the target group and stimulate them to complete the desired conversion.

4. Content and context marketing enable us to get the right message across at the right place and the right time

This trend is in essence all about seeing things from our target group's perspective. In what context is our target group in need of what kind of information? With regard to online marketing, the possibilities of precise timing and targeting only make it easier to provide relevant content to people when and where they need it most.

Also, according to the experts, the amount of content available on a web domain will increase in importance over the coming years: the more (written) content, the higher the 'domain authority' and the better the rankings in search engines.

5. Visuals say more than a 1000 words

Pictures, videos, infographics: since our newer generations tend to become more and more visually oriented, businesses would be wise to communicate more of their content through graphics

and visuals. The strength of visual media is that it can bring across information, emotion, identity and other valuable information far more effectively than a page full of text.

6. Real time communications are defeating long term marketing campaigns

The concluding trend of all of the above. Flexible, well-targeted and short term marketing activities are far more capable of reaching our swift, quickly changing target groups than long term marketing projects. In this modern, ever-changing environment we cannot permit ourselves to lose our flexibility, creativity and empathy for our customers and prospects.

Trends for 2014

According to an article from freelance writer, content marketer and social media consultant Brian Honigman, content marketing and connected mobile devices will remain to be of invaluable importance in 2014. But next to those two phenomena, he predicts a number of other trends for the coming year.

1. Sponsored content will rise in importance as a means to reach fans and drive revenue out of publications

In fact, this trend goes hand in hand with content marketing. Sponsoring content can be done in several ways, for example by publishing columns, blogs or feature stories on editorial sources (which Google considers more reliable and therefore more worthy of appearing high in a SERP) or by creating a 'Sponsored Story' campaign on Facebook. Sponsoring content will increase the visibility of a brand for (possibly new) interested audiences.

2. Simple mobile apps like Instagram, Snapchat and Whatsapp will continue to gain in popularity

This will offer opportunities to become ahead of the rest, since not many businesses have integrated in these ecosystems yet.

3. Google AuthorRank will increase the importance of the content's author for establishing the quality of a piece of content

Google's goal with AuthorRank is to provide search results which are as credible as possible. Businesses may reap the benefits of AuthorRank by having their employees set up Google Authorship on their Google+ pages and consequently having them add credibility to their own name and their publications.

4. Paid social advertising will gain in importance at the expense of display and banner ads

This trend is based on the fact that advertisements in social media news feeds reach a way more targeted audience where it is the most active, and they consequently result in much higher ROIs.

5. Backlinks from social media sites will be used as ranking signals, although they are nofollow

Search engines Google and Bing both recently admitted that they regard backlinks from social media sites as positive SEO events. Although most social media sites only provide nofollow links (which do not transmit PageRank and consequently don't directly influence rankings), these links increase visibility and

often lead to more links, potentially including follow links from for example blogs.

COMPETITORS' BEST PRACTICES

In this chapter, I have investigated some entities similar to the F&L Designer Guides to see what they are good at regarding the five ways of communicating mentioned in the Groundswell theory. With “entities similar to the F&L Designer Guides” I am referring to online operating entities which provide or curate content related to engagements and engagement rings.

Listening

With ‘listening’, the Groundswell theory refers to investigating what the target group says and asks about an organisation and the themes and subjects related to it, in order to get to know them better.

A good example of a competitor which has done some serious ‘listening’ is the UK-based Serendipity Diamonds (<http://www.serendipitydiamonds.co.uk/>), an online merchant of diamond jewellery. Their website consists of a lot of landing pages, which each target very specific search inquiries and consequently provide very clear and relevant content focused on that particular customer need. Everything one could want and know about diamonds you can find at Serendipity Diamonds, from diamond products to diamond education. It is obvious that Serendipity Diamond based their offer and content on solid target group analysis. See attachment 19 for a screenshot of Serendipity Diamonds’ website.

Best practices

- Base content on the interests, questions, wants and needs of the target group.

Talking

With ‘talking’, the Groundswell theory means joining the conversation the target group is having about an organisation and the subjects related to it.

An example of a competitor joining the conversation well is Everything Engagement (<http://www.everythingengagement.com/>). Especially on Twitter, the founder of this company directly talks with her target group about the subjects they are interested in.

See attachment 19 for a screenshot of Everything Engagement’s Twitter profile.

Best practices

- Communicate on a personal level: from person to person, not from company to person.
- Talk in real-time: the sooner the responses, the better.
- Share, like and respond to the content the target group publishes. Appreciate what they do, and they will be more likely to return the favour. Do not limit yourself too strictly to the subject your organisation is about.

Energising

‘Energising’ refers to activating the happy members of your target group, those who are excited about your content or product, in order to have them promote your business for you.

Word of mouth and, in the online world, content sharing, both form part of this.

According to Contagious Content, an e-book made by the marketing automation software producer Marketo and marketing speaker and author Brian Carter, Social Media posts (and especially Facebook posts) get shared the most and therefore are able to reach the greatest audience if they fulfill at least one of the functions below. In order to illustrate each function, I have looked up a post that received more than average shares.

Best practices

1. Give

When a company offers their followers (or followers-to-be) something valuable, like a sneak preview, a discount, a prize or a valuable piece of content, their audience tends to share this with others. People are social creatures and whenever they feel like some piece of content could be valuable to their friends and family, they are willing to share it with them.

Rare Pink (<http://www.rarepink.com/>), a company which produces custom designed diamond engagement rings, provides us with a classic example of target group energising with their giveaway promotion in attachment 21.

2. Advise

Tips are another phenomenon that gets shared a lot, at least, as long as those tips concern problems that most people encounter in life.

The post by Serendipity Diamonds in attachment 22 promotes the tips this organisation can offer people looking for the perfect wedding ring design.

3. Warn

Warnings form another piece of content that is often valuable to many people. People getting confronted with warnings tend to respond to their inner need to inform others in order to keep them safe from harm.

The message from Fairtrade Gold (not a competitor of the F&L Designer Guides but nevertheless a well-known party in the jewellery world) in attachment 23 warns Fairtrade licence holders to update the Fairtrade logo on their websites.

4. Amuse

Obviously, quotes or images (or those two combined) that are entertaining, funny and/or recognisable form some of the most shared posts. After all: who would not want to make their friends and relatives laugh by just one simple click? See attachment 24 for an example of an amusing post by Rare Pink.

5. Inspire

Spreading positive energy is something most people like to do. Quotes, stories, pictures or movies that move and inspire people are therefore very shareable in general. See attachment 25 for an inspiring post by Everything Engagement.

6. Amaze

“Did you know that... + amazing fact.” Who could not be fond of them. People who share astonishing posts both share information and entertainment. It’s killing two birds with one stone.

See attachment 26 for an ‘amazing’ post by a jewellery store in the USA which is not a competitor of the F&L Designer Guides.

7. Unite

A really good brand or corporate page is a page that makes its followers feel united and proud to be part of the group. This is why some ‘bragging posts’ get a lot of shares.

The post by the F&L Designer Guides itself in attachment 27 praises its own community of engagement ring designers.

Supporting

‘Supporting’, according to the Groundswell theory, means facilitating the target group in solving problems and answering questions. This could either be by providing valuable input yourself, or by creating a platform where the target group can help each other out.

A company similar to F&L which is active in supporting its target group is Diamonds in Africa (<http://diamondsin africa.com/>), an online diamond retailer. The co-founder of this organisation actively answers questions related to diamonds on platforms like Q&A sites. See attachment 28 for a screenshot of a supporting post by Diamonds in Africa.

Best practices

- Find the platforms where the target group is asking questions about relevant subjects and provide them with valuable, accurate answers which demonstrate your expertise.

Embracing

‘Embracing’ is probably the most intense way of communicating with the target group. Here, the target group is really integrated in the organisation. They are involved in product/content creation and improvement, which makes them happy customers because the delivered product/content fits their needs and wishes perfectly.

A competitor whose offer is basically entirely based on its target group’s input is Ring on the Finger (<http://ringonthefinger.com/>). This website showcases proposal videos sent in by lovebirds across the world. See attachment 29 for a screenshot of Ring on the Finger’s website.

Most of F&L’s ‘competitors’ use social media and search engine optimisation to promote the submission of stories, photos and videos. It seems that ‘social proof’, one of the key principles of influence by Robert Cialdini, effectively stimulates people to submit content: if they see that other people do it, they will be more likely to do it themselves.

Engagement 101 Magazine proves to be aware of this by publishing a ‘Best Proposal of the Month’ with a link people can click on to submit their own proposal stories. See attachment 30 for an example of one of these posts.

Best practices

- By publishing your target group's input, they will be very likely to direct their friends and family to your company's platform in order to show them what they sent in.
- Using 'real people's' input also makes your business seem more genuine and less 'annoying' in its marketing efforts.
- 'Social proof' will stimulate your target group to show the desired behaviour: if they see other people get involved, they will be more likely to get involved as well.

REFLECTION ON RESEARCH METHODS AND RESULTS

In this chapter I will reflect on to which extent my research has been successful in answering the mentioned subquestions. Consequently I will draw a conclusion about whether the overall research question can be answered based on this research.

Reflection on answers to subquestions

In this section I will decide on whether my research methods have succeeded to answer each subquestion.

- what is the current marketing situation?

My semi-structured interview with the founders of the F&L Designer Guides has succeeded to give me an insight into the mission, vision, target groups, strategy and perceived USPs of the F&L Designer Guide for Engagement Rings. The ALSD conversational tool furthermore allowed me to gain a better understanding of the bigger picture this edition of the F&L Designer Guides is part of.

- what is the current marketing communication proposition?

I started off this research with an extensive analysis of the articles on the F&L Designer Guides' website and the posts on the social media pages. The large amount of time I spent on this turned out to be well-invested, since it gave me an in-depth

understanding of the initial where, what, why, who, when and what way of communicating. In the end, the interview turned out to be of less importance than I expected and mainly served to confirm my conclusions and clarify the few questions I had left.

The analysis of Google Analytics was a quick and small task that confirmed everyone's suspicion that the website hardly received any visitors yet.

- what are the characteristics of the target group?

I started off answering of this subquestion by having 6 semi-structured interviews with members of the consumer target group. These interviews gave me an initial feel and understanding of the search behaviour, involvement, perceived complexity, loyalty and Decision Making Unit of the consumer target group which proved to be essential for the creation of this marketing communication plan. Also, the interviews helped to answer some later questions concerning the offline whereabouts of the target group.

The internal Keyword Research report gave me a detailed insight into the search enquiries of the target group. The knowledge of the target group's need for information would come in handy during the creation of the proposed social media programme.

The observation of London's public taught me that the target group is very reserved at its offline hangouts.

Lastly, through online desk research I managed to find the online hangouts of the target group and get to know their communication style and social technology behaviour at these online hangouts. Also, online desk research taught me when the

target group was communicating about engagement ring related topics, both online and offline.

In the end, all the mentioned research methods combined allowed me to answer the 6 Ws of the target group.

- what external factors influence F&L's business?

Demographic data about the number of target group members being in a relationship or getting engaged seemed impossible to come by at first. Luckily, the Facebook advertising tool was able to give me an approximate answer to the demographic factors influencing F&L's business. Even though these answers weren't exact, they made for a sufficient and helpful estimate.

With the help of UK statistics I was able to obtain exact numbers regarding the Gross Domestic Product and the household final expenditure in the UK. Google Trends, on the other hand, gave me a more subjective insight into the importance of affordability to the British public.

I was able to find out about the social factors influencing F&L's business through a combination of UK statistics and online news articles. Furthermore, I was able to use some insights I obtained from the interviews with the target group members.

The technological factors could be backed up online as well as by my managers and former teachers of my minor in E-Marketing and Social Media.

The ecological influences became apparent from online sources. Also, I was steered in the right direction by the articles on the F&L Designer Guides' website.

To research the political/juridical factors, lastly, I mainly made use of 'De Wet op Internet' by A. Engelfriet. I used online desk research to confirm the current relevance of the statements made in this book.

- what are the general marketing communication trends of nowadays?

Online articles of expert sources helped me to successfully answer this subquestion.

- who are F&L's competitors and how do they attract, interest and engage their target groups?

In order to answer this subquestion, I investigated the promotional practices of entities similar to the F&L Designer Guides, being online operating entities which provide or curate content related to engagements and engagement rings. The 5 ways of interacting with a target group, as mentioned in the Groundswell Theory, conveniently served to structure these practices. The performed research provided me with practical, useful information and inspiration that gave me input for my eventual recommendations.

Reflection on answering the research question

Since I succeeded to answer all of my subquestions satisfactorily, I feel like I have a sufficient foundation to base my consultancy report on.

SWOT ANALYSIS

In the SWOT analysis, I will summarise the internal and external research in a list of F&L's strengths and weaknesses and the external opportunities and threats.

Strengths

These are the F&L Designer Guides' general strengths which could be exploited in the marketing communication plan:

1. Great knowledge of and experience with all aspects of online marketing, including Search Engine Optimisation, Pay Per Click, (web) design, Social Media and copywriting.
2. Disposal of a fluctuating number of writing interns, who can produce great amounts of content for just a small fee.
3. Able and willing to make investments and take risks.
4. Disposal of an SEO-friendly and responsive website, containing lots of high quality written and visual content.
5. Established brand personalities (F and L) to whom the target group can relate.

Weaknesses

These are the fields in which the F&L Designer Guides lack knowledge:

1. Public Relations and Publicity
2. Offline advertising

3. Personal selling
4. Offline promotion.

Opportunities

These are the external factors and trends the F&L Designer Guides can take advantage of:

1. The target group shows active search behaviour
2. The target group is present online
3. Great potential word of mouth amongst the target group
4. Increasing importance of high quality and quantity content (both written and visual) and content marketing from an SEO and a readership perspective
5. Increasing opportunities of Social Media, including in the field of advertising
6. Increasing importance of mobile

Threats

These are the external factors that can hinder the F&L Designer Guides in the achievement of their marketing objectives:

1. Strict legal boundaries regarding copyright, hyperlinks, digital advertising and trademark rights
2. Competition from high street jewellers and similar online entities

Confrontation matrix

In the confrontation matrix, the main strengths, weaknesses, opportunities and threats of the F&L Designer Guides are compared and connected with each other. The aim of the confrontation matrix is to provide an insight in:

- which strengths should be exploited in order to grasp existing opportunities
- which strengths should be exploited to overcome threats
- which weaknesses should be improved in order to grasp existing opportunities (in case it's worth the effort)
- which weaknesses should be improved in order to resist threats (in case it's worth the effort)

| | Opportunities | Threats |
|------------|--|--|
| Strengths | S1+ O1, O2 S2 + O4 S3 + O4, O5 S4 + O4, O6 S5 + O3, O4 | S1 + T1, T2 S2 + T1 S5 + T2 |
| Weaknesses | W1 + O3 W2 + O3 W3 + O3 W4 + O3 | W1 + T2 W2 + T2 W3 + T2 W4 + T2 |

CONSULTANCY REPORT

Based on the outcomes of the performed research, the SWOT analysis and the confrontation matrix presented in the past chapters, I have come up with several marketing communication ideas which will contribute to the fulfilment of F&L's marketing objectives. Upon approval of my supervisors, we have executed some of these ideas. Others are still in progress or need to be taken into consideration yet.

MARKETING COMMUNICATION MESSAGE

Although every single expression of marketing communication may have its own specific message, there should be one overall, general message that the F&L Designer Guides will transmit to the target group in the first year of its existence.

Since we are dealing with a newly established, still relatively unknown brand here, the main message the F&L Designer Guides should communicate to their audience is basically what they are all about (mission).

At the same time, however, the main message should incorporate what the F&L Designer Guides want to become (vision). Pretending to have achieved their vision already will most likely work as a self-fulfilling prophecy: by making the target group believe they are the UK's most important authority on the engagement ring subject, they will be regarded to be just that. We call this 'impression management'.

In one sentence, the overall message we want to transmit with this marketing communication plan is:

The F&L Designer Guides are Britain's no. 1 point of reference when it comes to proposing, engagement rings and bespoke engagement ring designers.

MARKETING COMMUNICATION CHANNELS

As for the choice of marketing communication channels, I recommend the F&L Designer Guides to exploit their strengths rather than improve their weaknesses. As it turned out, acquiring skills in the field of PR and Publicity is a very costly affair with no concrete guarantees for success. Also, the costs of offline advertising are generally higher than the costs of online advertising while there are less opportunities for targeting offline. Lastly, personal selling does not appear to fit the attitude of the UK (or at least London) public that well. As for offline promotion, on the other hand, I think there are some opportunities which I will present later in this chapter.

Social media

Why Social Media?

As we have established earlier, online is the new big thing when it comes to marketing communication. Social Media, consequently, answer to the online trend, as well as to the need for real time communications, the movement towards mobile channels (since most Social Media platforms are also accessible through mobile devices) and the increasing incline towards visuals (since these can be easily shared and showcased on many Social Media platforms). Moreover, Social Media offer more and more opportunities for efficient and well-targeted

advertising. Last but not least, the F&L organisation already disposes of knowledge and experience in this field.

I have recommended the F&L Designer Guides to use Social Media in the following ways.

Publishing of daily posts

Since content marketing is becoming more and more important in marketing communication, publishing valuable content is one of the basic purposes for which we will use Social Media.

Why?

By publishing content that's interesting, amusing, inspiring or valuable in any other way to the target group, we will gain their appreciation. By putting links to the website in the published posts, the use of Social Media will contribute to the marketing objective of generating visits to the website.

Where?

The platforms on which the F&L Designer Guides were already present at the start of this research were Facebook and Google+. Since these platforms tend to be more focused on consumers, I recommend to address the communications on these platforms to the consumer target group. We can use the more professional platforms such as Twitter and LinkedIn to address the business side of the target group.

Besides Facebook and Google+, I have recommended the F&L Designer Guides to start publishing on Pinterest and Flickr (Instagram will require too much effort since it only allows publishing by mobile phone). These are the more visual-oriented

platforms which are perfect to showcase the designers' ring images on. By mentioning the designers' names and linking to their profile pages in the comments that go with the images, readers will be encouraged to visit the F&L website. In this way, the use of the mentioned platforms will add to F&L's marketing objective of generating visitors.

Next to the visual-oriented social media sites, platforms like Tumblr, Wordpress and Blogger should eventually be used for these can provide follow-links, which will provide the website's pages with extra PageRank to improve rankings in search engines and consequently stimulate brand awareness and visits to the website.

What?

Depending on the theme of the post and the platform used, it will consist of text, an image, a video, and/or a link. We will only post images for which we have permission to publish, including images from our Favourite Designers and images which fall under an Attribution 4.0 Creative Commons licence (<http://creativecommons.org/licenses/by/4.0/>). Also, we will have to make sure to never hyperlink to illegal content and not use trademarks (such as the Fairtrade trademark) without permission.

Since our target group's technographics show that most of them are joiners and spectators (see Target Group Analysis), the posts won't ask for too much interaction. Experimentation also shows that calls for interaction in the form of commenting don't have much success.

The posts will be divided in several themes, some of which are clearly content-related and some are more lateral. I have tried to keep a balance between 'fun' and 'informative' in order to capture the audience. However, the most important objective of using Social Media is contributing to the marketing objective of brand awareness and generating visits to the F&L Designer Guides' website. In addition, my research for marketing communication trends shows that links from social media platforms increasingly add to SEO-value and visibility.

See attachment 2 to see the descriptions and creative concepts of the themes that aim to generate visits to the website. Visit <https://www.facebook.com/FLEngagementRingDesigners?fref=ts>, <https://plus.google.com/+FldesignerguidesCoUk/posts> and <http://www.pinterest.com/flbridalrings/> to see the whole of the social media programme I have developed and published until now.

What way?

Considering F&L's need to make use of time and money as efficiently as possible, we have decided to use a 'multiple touch points strategy' for the content published. This means that we will distribute content with the same message over several platforms in order to reach as much of our target group as possible with the least time and effort. Of course, the content will have to be 'spinned' and slightly adjusted to the rules of each platform, but it will all be based on the same research and message.

By using Hootsuite for Facebook and Google+ and the scheduling options on Tumblr, Wordpress and Blogger, we will be able to forth schedule pre-made content for each day of the

week. For Pinterest and Flickr timing doesn't really matter, so we can upload content to these platforms in bulk.

We will adjust our settings in a way that we will receive an email whenever someone comments on one of our posts. This allows us to control our followers' comments and remove the ones that may be considered inappropriate or offensive.

When?

As for the timing, we will publish our content either early in the morning, after lunch or in the evening after work hours, since these are the times at which the target group is most active online.

I recommend the F&L Designer Guides to publish the content in cycles of 30 weeks, to be repeated after this period of time. Indeed, most people in search of an engagement ring will actually be engaged after this period of time. Consequently, I suspect they will not notice the repetition of content since they will not interact with the F&L social media pages frequently anymore. Repeating the pre-made content (with adjustments and improvements here and there, of course) will save the F&L Designer Guides time and money on its social media programme.

In March, the bulk of the social media content has been made for the next half year. The forth scheduling will happen each week on a Thursday. I will spend about 5 hours a month on forth scheduling.

This is the proposed Social Media schedule for the lead generating posts (presented in attachment 2):

| Day | Theme |
|----------|--------------------|
| Monday | Article Spotlight |
| Tuesday | Website Spotlight |
| Friday | Category Spotlight |
| Saturday | Website Spotlight |
| Sunday | Designer Spotlight |

Who?

The Social Media posts will all be written from either F's or L's perspective (see Current Marketing Communication Proposition), in order to match the target group's personal and informal communication style. The posts will be created and scheduled by me, Desiree Michels, since I will be working at F&L after my internship as well.

Outreach

Next to publishing content, we will use Social Media to get and keep in touch with competitors, (possible) partners and their followers by liking, sharing and commenting on their content.

I will spend approximately 2 hours each month on these kinds of outreach:

- Sharing

Sharing our 'competitors' content will allow us to provide our followers with more valuable content (which will take us minimal effort to provide), as well as stimulate our competitors to share our content with their audience in return. The latter will give us exposure to our competitors' followers, who will most probably be part of our target group since they follow an organisation similar to ours. We are hoping these newly reached people will like our

Social Media pages and consequently visit our website by clicking on the posts' hyperlinks.

When we have shared a post of one of our 'competitors', we will notify them about this through e-mail or through a post on their wall. By showing them appreciation, we will establish contact and relationships which will possibly end up in collaboration or other mutual benefits.

- Commenting

Commenting on competitors' posts will give us exposure to their followers as well, provoking the same effects as those mentioned above. However, I am planning on commenting on competitors' pages no more than once every two weeks in order not to annoy them and have them block us.

Advertising

During my internship, we have decided that F&L's PPC manager should set up a Facebook advertising campaign in order to get more 'likes' for the F&L Designer Guides' page. People who like our page and interact with it will automatically be exposed to our posts in their timelines.

Facebook automatically makes clear which posts and messages are advertisements, so we won't have to worry about the online advertising legislation ourselves.

- Page likes ads

To begin with, we have set up an advertising campaign which has encouraged people to like our page. Page likes are an important factor in establishing credibility for our brand. Also,

according to the 'social proof' principle, people are more likely to like our page when they see it already has a large fan base.

In order to obtain a lot of likes quickly, we started advertising in countries where the cost per click for our kind of business is lowest. For these 'fill-up' markets, we decided to loosen up the demographics and relationship status of the target group as well. An important factor was that we would only target people who were not connected to the F&L Designer Guides yet, in order to broaden our reach.

See attachment 3 for the settings and the creative concept of the first page likes advertising campaign.

After this campaign had resulted in around 1500 likes within a weekend, we narrowed down our markets to only the English-speaking countries. See attachment 4 for the settings and creative concept of the second page likes advertising campaign.

Finally, after reaching 2,600 likes, we narrowed down our target group to only the UK. This is our most valuable target group, since they might eventually also contact our Favourite Designers to commission them with an engagement ring. We set our targeting settings in a way that we would not only reach our direct target group, but also the other people in their Decision Making Unit such as the initiators, influencers and gatekeepers. See attachment 5 for the settings and creative concept of the third page likes advertising campaign.

Advertising for page likes contributes to our marketing objective of creating brand awareness. Also, the people who now like our page will be more likely to be exposed to our posts, some of

which aim to generate leads to the website. Achieving visits to the website is another one of our marketing objectives.

- Page post engagements

After having created a credible support base, I recommend the F&L Designer Guides to start advertising through 'promoted posts' as well. Promoted posts will increase the amount of times a specific post on our wall is seen by our followers. We want this to be a post which aims to generate visits to our website.

I recommend to promote our newest posts to those people who already like our page in order to keep them interacting with it (the more interaction, the more of our posts will appear in their timeline in general), while promoting our most popular posts to people who do not like our page yet (those will be more likely to like our page because of the 'social proof' principle).

The aim of investing in exposure to our target group on social media is creating more brand awareness and also generating more visits to the website (through links in the social media posts).

See attachment 6 for the creative concept and recommended settings for the page post engagement advertisement for non-followers.

See attachment 7 for the creative concept and the recommended settings for the page post engagement advertisement for followers.

Forum participation

Forums and Q&A sites form perfect platforms for F and L to demonstrate their expertise, by giving valuable, expert answers to questions and discussions. Therefore, forum participation will help to get our marketing communication message across. Furthermore, by putting links to relevant articles on the F&L Designer Guides website and by putting a link to the website on F and L's profiles, forum participation will contribute to the marketing objective of traffic generation as well.

During my internship, we have decided that I will spend 5 hours a month implementing my forum participation ideas. I recommended the F&L Designer Guides to focus initially on the following platforms because they have a large follower base and because the target group talks about proposing and engagement rings there (see Target Group Analysis):

- <http://www.menshealth.co.uk/community/> (profile for F)
- <http://www.cosmopolitan.co.uk/community/forums/> (profile for L)
- <http://www.loveforum.net/> (profile for L)
- <http://www.quora.com/> (profile for F)
- <http://www.reddit.com/> (profile for F)
- <https://answers.yahoo.com/> (profile for L)

See attachment 8 for an example of a traffic-generating post.

Content creation

Why content creation?

For we have established that large amounts of quality content are becoming increasingly important when it comes to creating value for the target group and having websites rank well in Google (see Marketing Communication Trends), we have decided to set up a large-scale project surrounding film, photography, other visuals and web copy.

Film/photography project

I recommend the F&L Designer Guides to hire a part-time (80 hours a month) camera man, who will be involved in several content creation projects.

- Designer ring photography

On one hand, the photographer will make professional photos of our Favourite Designers' engagement ring creations. This is a service the designers will receive 'for free' (it will be included in their membership fee), so it will both create value for them as for the consumer side of the target group, who will enjoy professional-looking images as well.

I believe that in 3 months, the photographer can offer his services to the 20 F&L Favourite Designers who are in need of ring photography.

- Proposal film/photography project

This project focuses purely on the consumer side of the target group. In order to create brand awareness, the F&L Designer Guide for Engagement Rings will promote the opportunity to

have one's proposal caught on tape for free, in return for allowance to publish the created photos or videos on the F&L website and social media pages.

The goal is to eventually make and publish two proposal videos per month.

- Free ring photography project

This project will offer customers of our Favourite Designers the opportunity to get a free photography session featuring them as a couple with their bespoke engagement ring. The best pictures with a short story about the featured couple and their engagement (ring) will be published on the F&L website and social media pages. This project will both promote the work of the F&L Favourite Designers and create valuable content for the target group.

Publishing content evolving around 'real people' will generate loads of leads, likes and shares, since the featuring people and their friends and family will basically do the promotion for us. Also, even non-related people generally love this kind of real-life content and it consequently will create value for them too.

The aim is to eventually create and publish two 'bespoke ring stories' per month.

Infographic creation

Since visuals say more than a 1000 words and besides can be perfectly capable of transmitting information, I recommend the F&L Designer Guide for Engagement Rings to create an infographic about each of the 'categories' on the website. These infographics will combine text with visuals, will be published on

the website (in order to generate more visitors) and will be promoted through social media.

I recommend the F&L Designer Guides to publish 1 infographic per month. The infographics' concepts will be made by me and they will be designed by our graphic designer.

See attachment 9 for the creative concept for an infographic.

Blog post writing

For search engine optimisation purposes as well as for readership purposes, written content will become a more and more important according to the experts (see Marketing Communication Trends). Consequently, we want to create a blog on the F&L Designer Guides domain which provides large amounts of written content about all kinds of related topics. Furthermore, by adding hyperlinks to other (internal and external) pages, the blog posts can help to promote certain landing pages from a readership and a search engine point of view.

I recommend to write a number of 15 blog posts per month. This is somewhat more than most of LeadGenerators' other clients get, but at the same time it is doable in terms of time.

I recommend the F&L Designer Guides to have their writing interns start writing content about these topics in the short run:

- DIY jewellery making
- Fun things to do with your lover
- Jewellery design trends

The interns will have to be properly educated about the legislation surrounding copyright, use of images, hyperlinks etc. in order to avoid juridical problems.

Furthermore, once the Designer Guides for wedding dresses and for wedding cakes are launched, I recommend to elaborate the blog with topics such as:

- wedding planning
- marriage legislation over the world
- cooking and catering (for weddings)
- accessorising (for weddings)
- DIY clothing making (wedding and gala dresses)

Flyers

Why flyers?

Handing out flyers is an accepted way of approaching the target group at its offline hangouts. My initial idea was to set up a personal selling action, with us actively approaching people, talking to them and introducing them to the F&L Designer Guides concept. The way I saw it, this would increase the Return of Investment. However, it can be observed that the inhabitants of London tend to actively avoid anyone who looks like he is going to try to sell them something. Consequently, we have established this idea will probably not have positive effects in this hectic and crowded city.

Flyers for potential visitors

Since we want to create as much brand awareness amongst the target group as possible, we should be present at all places they are present. My advice to F&L is to create flyers, promoting both the F&L Designer Guides and the proposal film/photography project, and distribute them at Hatton Garden, London's jewellery district, to couples who seem to be shopping for an engagement ring.

I recommend to spend a total of 8 hours spread over two (preferably sunny) Saturdays handing out these flyers with one manager and two interns.

See attachment 10 for the creative concept for the flyer for potential visitors.

Flyers for designers' customers

Next to the flyer for potential customers, my advice is to create flyers for the F&L Favourite Designers' customers, which will promote the free ring photography project. I expect that the Return on Investment (the percentage of people signing up for the free ring photography project) for this flyer will be higher, since the receivers will obtain them from a designer with whom they have already established a relationship of trust. Also, the designers offering the flyer will be asked to include some personal selling in order to encourage their clients to participate.

My advice is to give the flyers to the engagement ring designers on one of the business meetings and to send them to the absent designers by mail. The designers will consequently hand the flyers to their customers when presenting them with their engagement ring.

See attachment 11 for the creative concept for the flyer for designers' customers.

F&L Favourite Designer sticker

Why F&L Favourite Designers stickers?

The design for an 'F&L Favourite Designer' hallmark has already been created and it is featured on the F&L Designer Guides' website. However, it has not been used to its full potential yet. From my point of view, the Favourite Designer hallmark could be used to improve brand awareness amongst the clients and connections of the engagement ring designers and their contacts through word of mouth.

By asking the F&L Favourite Designers to incorporate the F&L hallmark on their websites, preferably with a link to the F&L website, the brand will expand its online presence while also receiving extra PageRank through the backlinks.

Furthermore, the F&L hallmark can be printed on a sticker and stuck to (windows of the) the designers' studios in order to reach people passing by or visiting.

See attachment 12 for the creative concept of the F&L Favourite Designer sticker.

Search engine advertising

Why search engine advertising?

Advertising in Google for a selection of the keywords we are targeting will surely increase the amount of traffic to the F&L Designer Guides website significantly. By advertising in Google,

Marketing Communication Plan LeadGenerators

we will be able to reach only those people who are actively looking for the information and services we offer, which is very (cost-) efficient.

The fact that searchers will be exposed to our brand's name when typing in the targeted keywords will add to the marketing objective of brand awareness as well.

Since the first three advertising positions have the highest click-through rate, my advice is to try and occupy one of these positions for each of the chosen keywords. By setting a maximum daily budget, the costs will be controlled in either case.

ROADMAP

In this consultancy report, recommendations have been made about how to create brand awareness amongst the members of the target groups and attract about 50,000 unique visitors to the F&L Designer Guides' website in one year. In the roadmap below, I will give my advice on the order of implementation of the different actions. In short, I recommend the F&L Designer Guides to build a solid basis online first before moving on to offline promotion. After all, online is where the organisation's strengths lie and these strengths have to be demonstrated.

Roadmap

The roadmap is divided in 4 quarters of a year. The marketing communication activities are divided over those terms, in a way that the marketing objectives can be met at the end of the year.

| Term | Activities |
|-------------|--|
| March - May | Social Media Making + publishing of daily posts Start outreach Start Facebook advertising Start forum participation |

| Term | Activities |
|----------------------|--|
| June - August | Social Media Continue publishing of daily posts Continue outreach Continue Facebook advertising Continue forum participation Content creation Start infographic creation Start blog post writing Start designer ring photography Search engine advertising Start PPC campaign F&L Favourite Designer sticker |
| September - November | Social Media Continue publishing of daily posts Continue outreach Continue forum participation Content creation Continue blog post writing Continue infographic creation Start proposal film/photography project Start free ring photography project Search engine advertising Continue search engine advertising Flyers Print and distribute flyers for potential visitors Print and distribute flyers for designers' customers Measure interim results to see whether activities should be adjusted |

| Term | Activities |
|---------------------|--|
| December - February | <p>Social Media Continue publishing of daily posts Continue outreach Continue forum participation</p> <p>Content creation Continue blog post writing Continue infographic creation Continue proposal film/photography project Continue free ring photography project</p> <p>Search engine advertising Continue search engine advertising</p> <p>Measure results: are the marketing objectives met?</p> |

Future development

Although the marketing communication activities suggested in this report initially aim to meet the first year's marketing objectives of the F&L Designer Guide for Engagement Rings, the investments made in brand awareness and the website domain will have positive effects on future editions of the F&L Designer Guides as well.

Indeed, once people have gotten familiar with the F&L Designer Guide for Engagement Rings, they will be more likely to visit the F&L Designer Guide for Wedding Dresses, Wedding Cakes, Honeymoons etc. once they move through the next phases of their lives, because they are already familiar with the brand and want to avoid cognitive dissonance.

Also, from a search engine point of view, the www.fldesignerguides.co.uk domain will grow stronger and

Marketing Communication Plan LeadGenerators

stronger due to more and more quality content being added to it. Since the future editions of the F&L Designer Guides will be published on the same domain, they will automatically rank higher in Google search results due to a high 'domain authority'.

Lastly, if the marketing communication formula for the F&L Designer Guide for Engagement Rings lives up to the expectations, it can be implemented for future editions of the F&L Designer Guides as well.

In short, the marketing communication activities mentioned in this report can be seen as long term investments in a brand that will eventually grow very strong and valuable for the target group during the mentioned period in their lives.

BUDGET AND PAYBACK PERIOD

As was mentioned at the start of this document, this consultancy report has focused on the marketing communication activities for the first year of the F&L Designer Guides. In this year, many investments will have to be made to get the brand out there. However, there won't be any revenues coming in yet, since the engagement ring designers will only be charged a fee from 2015 on. In spite of this, I will try to make an estimate of the payback period based on some assumptions mentioned below.

Assumptions

In order to make an adequate estimate of the resources needed to implement this marketing communication plan, certain assumptions will have to be made. In attachment 13, I will first give an overview of these assumptions including a justification.

Cost analysis

In attachment 14, you can find an inventory of the resources needed to implement the marketing communication activities recommended in this consultancy report and a justification for this cost analysis.

Payback period

From January 2015 on, revenues will start coming in from the engagement ring designers. Considering the assumptions made,

this allows us to calculate the approximate payback time of this marketing communication plan.

In attachment 15, we can see that, from January 2015 on, the net profit will start to show positive numbers since the incoming revenues will exceed the monthly costs. In March 2016, after 2 years and two months, the incoming revenues will have made up for the total investments made and the F&L Designer Guide for Engagement Rings will start making profit. This profit can consequently be reinvested in future editions of the F&L Designer Guides.

The following graph visualises the numbers presented in attachment 15:



Image 5: Visualisation payback period

CONCLUSIONS

Based on these financial predictions, I would recommend the F&L Designer Guides to go through with the implementation of this marketing communication plan. Indeed, it meets the wish of management to turn the F&L Designer Guide for Engagement Rings into a profitable project by 2016.

I am very thankful for having had the chance to consult and work for the F&L Designer Guides in the past 5 months. It has been a pleasure to work in such close cooperation with management, to be involved in strategic decision making and to give and receive input for the marketing communication strategy.

In my experience, the research process has gone very smoothly. I started my theoretic research before my first day at LeadGenerators, which allowed me to focus on getting to know the company, target group, competitors and practical processes while I was on the spot. I learned that it really paid off to take the time to get to know the brand fully, to integrate into the company and to get to know the processes.

I believe that the F&L Designer Guides can become a very strong brand by making use of the organisation's ample experience and knowledge in the online field. Also, I think that this marketing communication plan will make sure the brand is properly introduced to the target group.

As I'm writing these words, at the end of June 2014, 4 months after its launch, the F&L Designer Guides for engagement rings has already reached more than 727,000 people with its

Facebook advertising campaign alone (KPI: number of views). Based on these numbers, I expect that the brand awareness can rise to at least 20,000,000 views by the end of February 2015, if the remaining part of this marketing communications plan is implemented.



Image 6: Screenshot insights Facebook campaign

The number of unique visitors to the website at this point is 1,186, which stresses the fact that the search engine advertising campaign and the other remaining marketing communications need to be implemented soon.

To be honest, I doubt the fact that the 50,000 visitors can be achieved by February 2015 with the currently assigned budgets. However, my managers and I agree that the focus of the objectives has shifted in the meantime. The exposure and visibility we can give the designers on other platforms, such as the social media platforms, has become more and more important and manages to attract and interest the engagement ring designers after all.



Image 7: Screenshot overview Google Analytics for the F&L Designer Guides' website

There are 26 bespoke engagement ring designers who have a profile page on the F&L website at this point and more are joining the community each month. Besides the designers coming in through outreach, some designers are now even starting to approach us out of their own initiative because they have heard, either online or through word of mouth, that we are becoming a big brand in engagement ring land. Therefore, I am convinced that the target of 100 designer profiles by the end of February 2015 is achievable with the help of the marketing communication plan for the business side of the target group and this marketing communication plan.

I recommend the F&L Designer Guides to constantly keep track of the effects of its marketing communication actions and to keep trying out different ideas. In my opinion, one of the organisation's main strengths is the entrepreneurial spirit of its management and the willingness to take risks and experiment. I believe that

this mindset will lead to innovative ideas and approaches that fit the changing (online) environment.

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Internal Reports

Keyword Research Proposing and Engagement Rings

People

Bolick, L., Founder F&L Designer Guides

Cabrera y Charro, J., E-Marketing & Social Media teacher

Devon, target group member

Helen, target group member

John, target group member

Loulou, target group member

Mary-Ann, target group member

Orman, F., Founder F&L Designer Guides

Van Vliet, S., Search Engine Marketing teacher

ATTACHMENTS

From here on, you can find the sources of information that haven't been included in the actual consultancy report.

ATTACHMENT 1: SUMMARY MARKETING COMMUNICATIONS PLAN DESIGNERS

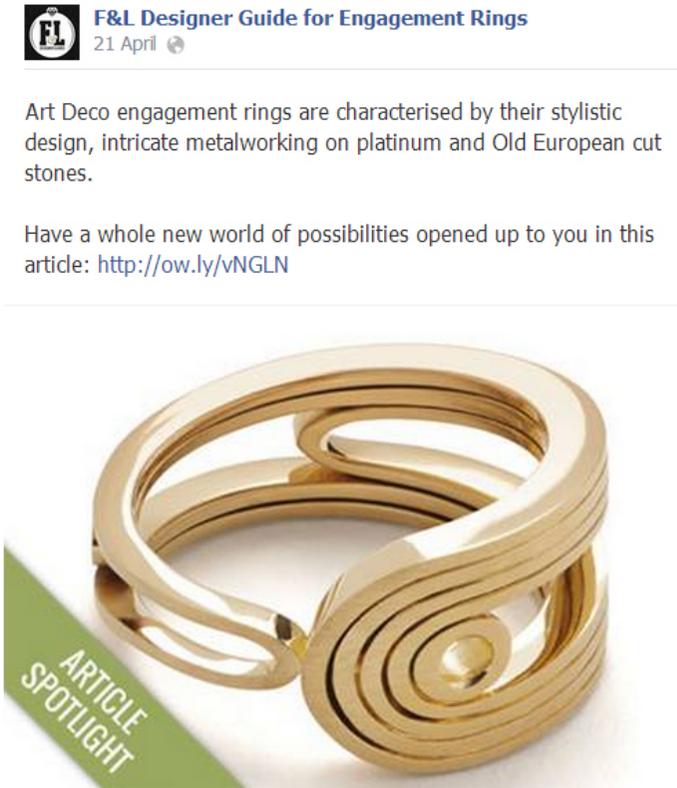
Besides this marketing communication plan, another one has been developed by the F&L Designer Guides which directly targets the business side of the target group: the engagement ring designers. Although I have partly been involved in the implementation of this plan, as can be read in my internship report, it is mainly carried out by Frank and Laura.

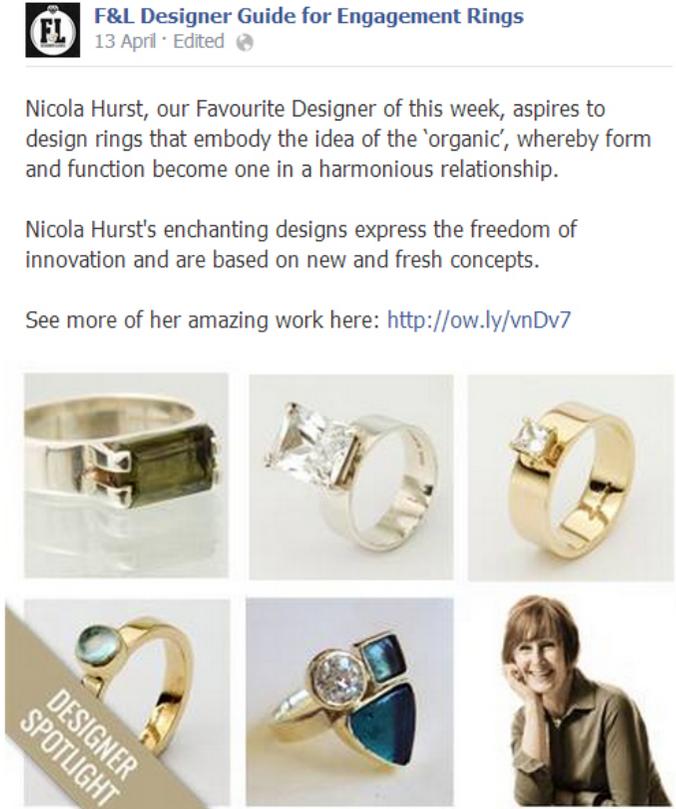
In short, the plan to directly attract, interest and convert the engagement ring designers consists of the following activities:

- outreach to the researched and selected engagement ring designers by email.
- interviews with the interested engagement ring designers in person or via Skype.
- making, printing and distribution of flyers amongst potential new F&L Favourite Designers.
- attendance of the Made in Clerkenwell event to build relationships with potential new F&L Favourite Designers.
- a business breakfast/presentation of the F&L Designer Guides.

ATTACHMENT 2: CREATIVE CONCEPT DAILY POSTS

| Theme | Website Spotlight |
|-------------------------|---|
| Description | This theme advertises our website in general. It aims to make clear what exactly we do and have to offer. |
| Objective | Generating likes/generating leads |
| Comment | The URL of our website will have to appear both in the text and in the corresponding image in order to generate as many leads to the website as possible. |
| Creative Concept |  <p>Image 17: Creative concept Website Spotlight</p> |

| Theme | Article Spotlight |
|-------------------------|--|
| Description | The Article Spotlight makes people excited for the subject of one of the articles on the website and encourages them to read further in the article itself. |
| Objective | Generating likes/generating leads |
| Comment | The introductions of the articles need to be perfect teasers, which give away a bit of interesting information, but leave the followers curious and wanting to read the whole of it. |
| Creative Concept |  <p>Image 18: Creative concept Article Spotlight</p> |

| Theme | Designer Spotlight |
|-------------------------|---|
| Description | Through this theme, F&L are fulfilling their most important task: promoting their Favourite Designers. |
| Objective | Generating likes/generating leads |
| Comment | We want to present the featured content as attractive as possible: with stunning images, enthused talks about why we love this designer and/or interesting facts about the designer or his/her work. Our aim is to really get our readers interested and get them to find out more. |
| Creative Concept |  <p>Image 19: Creative Concept Designer Spotlight</p> |

| Theme | Category Spotlight |
|--------------------|---|
| Description | The Category Spotlight focuses on, surprise surprise, a category or subcategory of the F&L Designer Guide website. Visuals will most likely be very important for this theme. |
| Objective | Generating likes/generating leads |
| Comment | The posts will address the generic themes such as 'blue engagement rings', 'vintage engagement rings', 'affording engagement rings' and will address these themes in a way that suits them. |

| Theme | Category Spotlight |
|-------------------------|--|
| Creative Concept | <div data-bbox="1400 247 1892 300">  F&L Designer Guide for Engagement Rings 25 April · Edited </div> <p>Yellow: the colour of citrines, yellow sapphires, sunflowers, tiger eyes, drusy quartz, Tana Clymer, courage, prosperity and happy feelings...</p> <p>Click here to get all excited about yellow engagement rings: http://ow.ly/vNHK8</p> <div data-bbox="1377 542 2072 1228">  </div> <p><i>Image 20: Creative concept Category Spotlight</i></p> |

ATTACHMENT 3: SETTINGS + CREATIVE CONCEPT PAGE LIKE AD 1

Advert Preview Edit Creative Targeting Edit Targeting

Leana Jeeves likes this.

F&L Designer Guide for Engagement Rings
Sponsored

Like F & L Designer Guides for tips on everything from sparking stones to how to propose



F&L Designer Guide for Engagement Rings
Jewellery/Watches
114 likes

View in News Feed (desktop)
View on Right-hand Side
Create a similar advert
Edit advert

Potential audience for this advert: 90,000,000 people

- Location:
 - The Bahamas
 - Botswana
 - Fiji
 - Grenada
 - The Gambia
 - Guyana
 - Ireland
 - India
 - Jamaica
 - Saint Kitts and Nevis
 - St. Lucia
 - Malta
 - Mauritius
 - Namibia
 - Papua New Guinea
 - Philippines
 - Pakistan
 - Solomon Islands
 - Seychelles
 - Tanzania
 - Saint Vincent and the Grenadines
 - Samoa
 - South Africa
 - Zambia
 - Zimbabwe
- Age: 21 and older
- Relationship Status: Single, In a relationship, Engaged or Unspecified
- Language: English (UK) or English (US)
- Not connected to: F&L Designer Guide for Engagement Rings

Suggested bid: £0.03-0.06 GBP

ATTACHMENT 4: SETTINGS + CREATIVE CONCEPT PAGE LIKE AD 2

Advert Preview Edit Creative Targeting Edit Targeting

Leana Jeeves likes this.

F&L Designer Guide for Engagement Rings
Sponsored

Like F & L Designer Guides for tips on everything from sparking stones to how to propose



F&L Designer Guide for Engagement Rings
Jewellery/Watches
1,545 likes

Potential audience for this advert: 142,000,000 people

- Location:
 - Australia
 - Canada
 - United Kingdom
 - Ireland
 - Malta
 - New Zealand
 - United States
 - South Africa
- Age: 21 and older
- Relationship Status: Single, In a relationship, Engaged or Unspecified
- Language: English (UK) or English (US)
- Not connected to: F&L Designer Guide for Engagement Rings

Suggested bid: £0.17-0.33 GBP

ATTACHMENT 5: SETTINGS + CREATIVE CONCEPT PAGE LIKE AD 3

Laura Jeeves likes this.

F&L Designer Guide for Engagement Rings
Sponsored

Like F & L Designer Guides for tips on everything from sparking stones to how to propose



F&L Designer Guide for Engagement Rings
Jewellery/Watches
2,655 likes

Potential audience for this advert: 22,000,000 people

- Location:
 - United Kingdom
 - Ireland
- Age: 21 and older
- Relationship Status: Single, In a relationship, Engaged or Unspecified
- Language: English (UK) or English (US)
- Not connected to: F&L Designer Guide for Engagement Rings

Suggested bid: £0.15-0.29 GBP

ATTACHMENT 6: SETTINGS + CREATIVE CONCEPT PAGE POST ENGAGEMENT AD NON-FOLLOWERS

F&L Designer Guide for Engagement Rings
Sponsored · v

Do you like the rings you see? We do too!
And we've got 22 amazing designers showcasing their work on our website now! See them all here: <http://ow.ly/1tJKU>

Visit
FLDESIGNERGUIDES.CO.UK
for more designer engagement rings!



Like · Comment · Share · 44 · 1

Audience Definition

Your audience is defined.

Specific | Broad

Audience Details:

- Location:
 - United Kingdom
 - Ireland
- Age: 21 and older
- Relationship Status: Single, In a relationship, Engaged or Unspecified
- Language: English (US) or English (UK)
- Not connected to: F&L Designer Guide for Engagement Rings

Potential Reach: 22,000,000 people

ATTACHMENT 7: SETTINGS + CREATIVE CONCEPT PAGE POST ENGAGEMENT AD FOLLOWERS

F&L Designer Guide for Engagement Rings
 Posted by Laura Jeeves [?]
 Liked · 8 April

In your opinion, who should pick the engagement ring?

A. The bride-to-be
 B. The one proposing
 C. The couple together



Audience Definition



Your audience is too specific for your adverts to be shown. Try making it broader.

Audience Details:

- Location:
 - United Kingdom
 - Ireland
- Age: 21 and older
- Relationship Status: Single, In a relationship, Engaged or Unspecified
- Language: English (US) or English (UK)
- Connected to: F&L Designer Guide for Engagement Rings

Potential Reach: Fewer than 1000 people

ATTACHMENT 8: CREATIVE CONCEPT TRAFFIC GENERATING FORUM POST

1 **Laura** added an answer.

Engagement Rings: How much money should one spend on an engagement ring?

If you play it smart and do your homework before launching into a purchase, a beautiful engagement ring doesn't have to cost that much. For instance: **alternative gems, multiple smaller-sized diamonds put in a pave setting or artificial diamonds** will allow you more freedom in your budget.

Me and my fiance recently launched a website evolving around (bespoke) engagement rings and we actually dedicated a whole category to affording engagement rings, based on everything we've learned from our designer friends: **Find the Way to Commission An Affordable Engagement Ring** :
[Edit](#)
[Comment](#) · [Share](#) · 31 Mar

ATTACHMENT 9: CREATIVE CONCEPT INFOGRAPHIC

PRESENTS BIRTH STONE ENGAGEMENT RINGS

JANUARY ♈ CAPRICORN (DECEMBER 22 - JANUARY 20) ♉ AQUARIUS (JANUARY 20 - FEBRUARY 18)

GARNET
design by Rare Earth
CONSTANCY
LOYALTY

FEBRUARY ♊ AQUARIUS (JANUARY 20 - FEBRUARY 18) ♋ PISCES (FEBRUARY 18 - MARCH 20)

AMETHYST
design by Melanie Eddy
SINCERITY
PEACE

MARCH ♋ PISCES (FEBRUARY 18 - MARCH 20) ♌ ARIES (MARCH 20 - APRIL 19)

AQUAMARINE
design by Melanie Eddy
COURAGE
HEALTH

APRIL ♈ ARIES (MARCH 20 - APRIL 19) ♉ TAURUS (APRIL 19 - MAY 20)

DIAMOND
design by Jan Ebbert
INNOCENCE
LOVE

MAY ♊ TAURUS (APRIL 19 - MAY 20) ♋ GEMINI (MAY 20 - JUNE 20)

EMERALD
design by Amanda Nemedi
HAPPINESS
FORTUNE

JUNE ♋ GEMINI (MAY 20 - JUNE 20) ♌ CANCER (JUNE 20 - JULY 22)

PEARL
design by Ornella Lombardi
JEW
PURETY

ALEXANDRITE
design by Mabel Howell
BALANCE
JEW

JULY ♋ CANCER (JUNE 20 - JULY 22) ♌ LEO (JULY 22 - AUGUST 22)

RUBY
design by Mabel Howell
NOBLETY
STRENGTH

AUGUST ♌ LEO JULY 23 - AUGUST 22 | ♍ VIRGO AUGUST 23 - SEPTEMBER 22

PERidot
design by OMBoni
LOYALTY
PROTECTION

SEPTEMBER ♎ LIBRA SEPTEMBER 23 - OCTOBER 22 | ♏ SCORPIO OCTOBER 23 - NOVEMBER 21

SAPPHIRE
design by JAMES NEWCOMB
WISDOM
CALMNESS

OCTOBER ♏ SCORPIO OCTOBER 23 - NOVEMBER 21 | ♐ SAGITTARIUS NOVEMBER 22 - DECEMBER 21

TOURMALINE
design by Melanie Eddy
BALANCE
CONFIDENCE

OPAL
design by Daniel Gallo
WITHHELD
CONFIDENCE

NOVEMBER ♐ SAGITTARIUS NOVEMBER 22 - DECEMBER 21 | ♑ CAPRICORN DECEMBER 22 - JANUARY 19

CITRINE
design by OMBoni
STRENGTH
HOPE

TOPAZ
design by Melanie Eddy
FRIENDSHIP
STRENGTH

DECEMBER ♐ SAGITTARIUS NOVEMBER 22 - DECEMBER 21 | ♑ CAPRICORN DECEMBER 22 - JANUARY 19

ZIRCON
design by Yael Designs
WISDOM
WEALTH

TURQUOISE
design by Brandy Melville
LOVE
FIDELITY

TANZANITE
design by Jana Reichardt
HAPPINESS
INSIGHT

SOURCES
www.americanjewelry.org/birthstones
www.coloredstones.com/gemstones/birthstone-pearls
www.aboutbirthstones.com
www.opalirealty.com
www.etsy.com/listing/11208984116-red-green-rings-diamond-halo
www.etsy.com/listing/11258683146-side-sport-birthstone-ring-green
www.etsy.com/listing/8375881146-gold-citrine-ring-soviet-ber

www.BIRTHSTONE.COM

ATTACHMENT 10: CREATIVE CONCEPT FLYER FOR POTENTIAL VISITORS

SEEKING A UNIQUE DESIGNER
TO CREATE YOU THAT PERFECT ENGAGEMENT RING?

Hi, we're F&L, a couple who in our quest for a unique engagement ring became Britain's no. 1 experts on bespoke engagement rings and their designers.

If you want an engagement ring that has the edge over a mainstream high street piece than we can help you find the most exciting designers to create you that perfect token of love.

WE ARE LOOKING FOR COUPLES WHO WOULD LIKE TO SHARE THEIR PROPOSAL STORY WITH US.

Therefore, we offer you the opportunity to have your proposal moment eternalised on tape by our professional photographer and camera man,

FREE OF CHARGE!

VISIT
WWW.FLDESIGNERGUIDES.CO.UK
AND CONTACT US TODAY!

TEL: 020 8878 3739 | EMAIL: EDITOR@FLDESIGNERGUIDES.CO.UK

ATTACHMENT 11: CREATIVE CONCEPT FLYER FOR DESIGNERS' CUSTOMERS

CONGRATULATIONS
ON YOUR BESPOKE ENGAGEMENT RING?

Hi, we're F&L, a couple who in our quest for a unique engagement ring became Britain's no. 1 experts on bespoke engagement rings and their designers.

ANDREW ENGLISH IS ONE OF OUR FAVOURITE DESIGNERS and we are glad that you have chosen him to create you that perfect ring!

WE ARE LOOKING FOR COUPLES WHO WOULD LIKE TO SHARE THEIR ENGAGEMENT (RING) STORY WITH US.

Therefore, we offer you the opportunity to have you and your engagement ring eternalised on tape by our professional photographer and camera man,

FREE OF CHARGE!

VISIT
WWW.FLDESIGNERGUIDES.CO.UK
AND CONTACT US TODAY!

TEL: 020 8878 3739 | EMAIL: EDITOR@FLDESIGNERGUIDES.CO.UK

ATTACHMENT 12: CREATIVE CONCEPT F&L FAVOURITE DESIGNER STICKER



ATTACHMENT 13: FINANCIAL ASSUMPTIONS + JUSTIFICATION

First of all, I will give an overview of the employees' salaries payable for the direct implementation of the recommended marketing communication activities:

| Activity | Cost/hour March - June | Cost/hour July-February |
|------------------------------------|---------------------------|----------------------------|
| Social media | | |
| Making + publishing of daily posts | £0 | £10 |
| Outreach | £0 | £10 |
| Facebook advertising | £20 | £20 |
| Forum participation | £0 | £10 |

| Activity | Cost/hour |
|----------------------------------|-----------|
| Content Creation | |
| Infographic creation | £15 |
| Blog post writing | £0.00 |
| Film/photography project | £15.00 |
| Search engine advertising | |
| Cost/hour | £20.00 |
| Flyers | |
| Development cost/hour | £15.00 |

Next to these salaries, costs will have to be incurred to manage the processes. I will assume the following management salary:

| Activity | Cost/hour |
|---------------------------|-----------|
| Process management | £25 |

Besides the salaries payable, budgets will have to be assigned to some of the marketing communication activities:

| Activity | Budget March - August |
|---|-----------------------------|
| Social media | |
| Facebook advertising | £300/month |
| Search engine advertising | £400/month |
| Flyers | |
| Printing costs | £50/once |
| F&L Favourite Designer sticker | £20/once |

Based on the number of engagement ring designers joining the community and the monthly fee that each one of them will pay, I can assume the following revenues per month:

| Year | Revenues/month |
|------|----------------|
| 2015 | £5,000 |
| 2016 | £8,500 |

Furthermore, I will assume the following expenses made to directly attract the engagement ring designers:

| Year | Expenses business target group/month |
|------|--------------------------------------|
| 2014 | £2,000 |
| 2015 | £1,000 |
| 2016 | £500 |

Last but not least, I will assume that the expenses made for the consumer side of the F&L Designer Guide for Engagement Rings will stay constant at £2,210 a month after February 2015, when this marketing communication plan ends.

| Year | Expenses consumer target group/month |
|------------|--------------------------------------|
| > Feb 2015 | £2,210 |

Justification of assumptions

Although I couldn't be let in on the exact salaries of the F&L Designer Guides' management and employees for confidentiality reasons, I have been provided with some approximate but representative numbers to base the budget for this marketing communication plan on.

As one can notice above, the cost per hour is assumed £0.00 for some activities. This is because these activities, in these periods of time, will be carried out by unpaid interns who only receive a monthly fee to cover for travel expenses. In the Social Media section, a distinction is made between the cost per our before and after June. The reason for this is that I myself will carry out these activities as an unpaid intern until the end of June, and afterwards will be paid to do so.

The non-salary budgets for some of the marketing communication activities, then, are determined in agreement with management according to a 'pay-what-we-can-miss' principle. The printing costs for the flyers and stickers are based on the price list of <http://www.printed.com/>, a printing agency we have contacted once before to make flyers for the engagement ring designers.

The revenues are based on the monthly fee that the 100 recruited engagement ring designers will pay from January 2015 on. In 2015, this monthly fee will be £50. In 2016, the monthly fee will rise to £85, increasing the revenues coming in to cover for the expenses made for this plan.

The assumptions about the expenses made to directly attract and maintain relations with the engagement ring designers are made in consultation with my manager. As you can see, the costs made for the business side of the target group will decrease dramatically year after year. This is due to the fact that

recruiting the designers will require the greatest effort. After they have been recruited, the F&L Designer Guides can cut down on individual efforts and benefit from the economies of scale going hand in hand with the established community.

The assumed expenses made for the consumer side of the target group after February 2015 are based on the average expenses made in the year before.

ATTACHMENT 14: COST ANALYSIS + JUSTIFICATION

| Month | Activity | Cost/hour | No. hours | Budget | Cost |
|----------|----------------------|-----------|-----------|--------|-------------|
| Mar 2014 | Daily posts | £0 | 100 | - | £0 |
| | Outreach | £0 | 2 | - | £0 |
| | Facebook advertising | £20 | 2 | £300 | £340 |
| | Forum participation | £0 | 5 | - | £0 |
| | Process management | £25 | 6 | - | £150 |
| | Total | | | | £490 |
| Apr 2014 | Daily posts | £0 | 5 | - | £0 |
| | Outreach | £0 | 2 | - | £0 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £0 | 5 | - | £0 |
| | Process management | £25 | 5 | - | £125 |
| | Total | | | | £425 |

| Month | Activity | Cost/hour | No. hours | Budget | Cost |
|----------|-----------------------------|--------------|-----------|--------|---------------|
| May 2014 | Daily posts | £0 | 5 | - | £0 |
| | Outreach | £0 | 2 | - | £0 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £0 | 5 | - | £0 |
| | Process management | £25 | 5 | - | £125 |
| | Total | | | | £425 |
| Jun 2014 | Daily posts | £0 | 5 | - | £0 |
| | Outreach | £0 | 2 | - | £0 |
| | Facebook advertising | £20 | 1 | £300 | £320 |
| | Forum participation | £0 | 5 | - | £0 |
| | Process management | £25 | 5 | - | £125 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 10 | £400 | £600 |
| | Print + distribute stickers | - | - | £20 | £20 |
| | Total | | | | £2,340 |
| Jul 2014 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 3 | - | £75 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | | Total | | | |

| Month | Activity | Cost/hour | No. hours | Budget | Cost |
|--------------|---------------------------|-----------|-----------|--------|---------------|
| Aug 2014 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 3 | - | £75 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | Total | | | | |
| Sep 2014 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 1 | £300 | £320 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 12 | - | £300 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | Print + distribute flyers | £0 | 16 | £50 | £50 |
| Total | | | | | £2,505 |
| Oct 2014 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 3 | - | £75 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | Total | | | | |

| Month | Activity | Cost/hour | No. hours | Budget | Cost |
|----------|----------------------|-----------|-----------|--------|--------|
| Nov 2014 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 5 | - | £125 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | Total | | | | |
| Dec 2014 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 1 | £300 | £320 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 3 | - | £75 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | Total | | | | |
| Jan 2015 | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 3 | - | £75 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| | Total | | | | |

| Month | Activity | Cost/hour | No. hours | Budget | Cost |
|--------------|----------------------|-----------|-----------|--------|---------------|
| Feb | Daily posts | £10 | 5 | - | £50 |
| | Outreach | £10 | 2 | - | £20 |
| | Facebook advertising | £20 | 0 | £300 | £300 |
| | Forum participation | £10 | 5 | - | £50 |
| | Process management | £25 | 5 | - | £125 |
| | Infographic creation | £15 | 5 | - | £75 |
| | Blog post writing | £0 | 15 | - | £0 |
| | Film/photography | £15 | 80 | - | £1,200 |
| | PPC campaign | £20 | 2 | £400 | £440 |
| Total | | | | | £2,260 |

Justification of cost analysis

In the first month of this programme, in March, the written content for the entire Social Media programme was made, which explains the number of hours spent on daily posts. Since guidance was needed on aspects such as the speak and the themes, the number of management hours has been above average in March as well. Management time was furthermore needed to check and guide the outreach and the forum participation. Also, the Facebook advertising campaign was set up by our PPC manager in March, which took about 2 hours and a little bit of management time.

During the first quarter, management time of about 5 hours a month was needed to make sure the social media campaign was going in the right direction.

As for the Facebook advertising campaign, the budget assigned to it is fixed, although it can be used in different ways. Once every quarter, the Facebook campaign is updated in order not to

bore the target group and to adjust the settings to the effects of the current campaign. This requires about 1 hour of time from the PPC manager. In the in-between, the campaign runs without needing any adjustments.

At the start of the second quarter, the management time needed for the social media programme stops, but will shift towards process management for the blog post writing, the infographic creation, the film/photography project, the PPC campaign and the printing/distribution of the 'F&L Favourite Designer' stickers. Although most work can be delegated to the interns and employees, management time will be needed for for example the planning of the film/photography project, the picking of keywords and links for in the blog posts and the choosing of keywords for the PPC campaign.

Each infographic will take about 5 hours to get made and each blog posts will need approximately 1 hour to get written. The uploading time is minimal and costless (since the SEO interns take care of it) and consequently isn't included in the cost analysis.

As for the film/photography project, the photographer will be contracted for 80 hours a month, which makes his salary a fixed cost.

To set up the PPC campaign in June, about 8 hours will be needed for research on keyword costs. After that, it will take the PPC manager about 2 hours to create the campaign in Google Adwords.

After it's creation, the PPC campaign will need regular updating (to add negative keywords, adjust the cost per click, maybe add positive keywords) which will take about 2 hours a month.

In September, at the start of the first quarter, the minimal management time of 3 hours a month will increase with 8 hours for the distribution of the flyers to potential visitors in Hatton Garden (this will be done by 1 manager and 2 interns) and 1 hour to distribute the flyers for the designers' customers among the engagement ring designers.

In November, the minimal management time of 3 hours a month will increase once again, since in this month the interim results of the implemented marketing communication activities will be measured. Here, we will research and assess amongst others the reach of the Facebook posts, the total reach of the Facebook campaign, the number of clicks we got from the PPC campaign, the effect of the blog posts on Google rankings and the interaction we got from outreach and forum participation. Also the amount of input we received for the film/photography project will be evaluated. Based on our findings, we can maintain or adjust our marketing communication planning for the last quarter so that we can meet our marketing objectives.

ATTACHMENT 15: PAYBACK PERIOD

| | Month | Cost Consumers | Cost Designers | Revenue | Net profit | Net Profit margin | Cum. profit |
|-------------|--------|----------------|----------------|---------|------------|-------------------|-------------|
| 2014 | mrt-14 | 490 | 2.000 | - | - 2.490 | - | - 2.490 |
| | apr-14 | 425 | 2.000 | - | - 2.425 | - | - 4.915 |
| | mei-14 | 425 | 2.000 | - | - 2.425 | - | - 7.340 |
| | jun-14 | 2.340 | 2.000 | - | - 4.340 | - | - 11.680 |
| | jul-14 | 2.210 | 2.000 | - | - 4.210 | - | - 15.890 |
| | aug-14 | 2.210 | 2.000 | - | - 4.210 | - | - 20.100 |
| | sep-14 | 2.505 | 2.000 | - | - 4.505 | - | - 24.605 |

| | | | | | | | |
|-------------|--------|-------|-------|-------|---------|-------|----------|
| | okt-14 | 2.210 | 2.000 | - | - 4.210 | - | - 28.815 |
| | nov-14 | 2.260 | 2.000 | - | - 4.260 | - | - 33.075 |
| | dec-14 | 2.230 | 2.000 | - | - 4.230 | - | - 37.305 |
| 2015 | jan-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 35.515 |
| | feb-15 | 2.260 | 1.000 | 5.000 | 1.740 | 34,8% | - 33.775 |
| | mrt-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 31.985 |
| | apr-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 30.195 |
| | mei-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 28.405 |
| | jun-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 26.615 |
| | jul-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 24.825 |
| | aug-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 23.035 |
| | sep-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 21.245 |
| | okt-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 19.455 |
| | nov-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 17.665 |
| | dec-15 | 2.210 | 1.000 | 5.000 | 1.790 | 35,8% | - 15.875 |
| 2016 | jan-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | - 10.085 |
| | feb-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | - 4.295 |
| | mrt-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 1.495 |
| | apr-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 7.285 |
| | mei-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 13.075 |
| | jun-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 18.865 |
| | jul-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 24.655 |
| | aug-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 30.445 |
| | sep-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 36.235 |
| | okt-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 42.025 |
| | nov-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 47.815 |
| | dec-16 | 2.210 | 500 | 8.500 | 5.790 | 68,1% | 53.605 |

ATTACHMENT 16: KEYWORD RESEARCH

| Keyword Research F&L Designer Guides | |
|--------------------------------------|----------------------------|
| Topic: Engagement Rings | |
| GOOGLE KEYWORD TOOL | Monthly Search [UK May 13] |
| Engagement Rings | |
| engagement ring | 301.000 |
| engagement rings | 301.000 |
| engagement ring bands | 165.000 |
| wedding engagement rings | 9.900 |
| UK Engagement Rings | |
| engagement rings uk | 22.200 |
| uk engagement rings | 22.200 |
| engagement ring uk | 18.100 |
| Ireland Engagement Rings | |
| engagement rings ireland | 480 |
| Wales Engagement Rings | |
| engagement rings wales | 260 |
| engagement rings cardiff | 260 |
| Bristol Engagement Rings | |
| engagement rings bristol | 170 |
| bristol engagement rings | 170 |
| Liverpool Engagement Rings | |
| engagement rings liverpool | 140 |
| Scotland Engagement Rings | |
| engagement rings scotland | 140 |

| | |
|------------------------------------|-------|
| Engagement Rings London | |
| engagement rings london | 3.600 |
| engagement ring london | 3.600 |
| london engagement rings | 3.600 |
| engagement rings in london | 3.600 |
| Engagement Rings Manchester | |
| manchester engagement rings | 390 |
| engagement rings manchester | 390 |
| engagement rings in manchester | 390 |
| Engagement Rings Brighton | |
| brighton engagement rings | 320 |
| engagement rings brighton | 320 |
| engagement rings in brighton | 320 |
| antique engagement rings brighton | 46 |
| engagement rings brighton lanes | 46 |
| Engagement Rings Online | |
| engagement rings online | 1.000 |
| engagement ring online | 1.000 |
| online engagement rings | 1.000 |
| Engagement Rings for Men | |
| engagement rings for men | 4.400 |
| men engagement rings | 4.400 |
| engagement rings men | 4.400 |
| men engagement ring | 4.400 |
| engagement ring for men | 4.400 |
| mens engagement rings | 2.900 |
| mens engagement ring | 2.900 |
| male engagement rings | 880 |
| mens engagement rings uk | 260 |
| Engagement Rings for Women | |
| engagement rings for women | 2.900 |
| engagement rings women | 2.900 |
| women engagement rings | 2.900 |
| Best Engagement Rings | |
| best engagement ring | 2.400 |
| best engagement rings | 1.900 |
| the best engagement rings | 1.900 |
| Cheap Engagement Rings | |

| | |
|------------------------------------|--------|
| | |
| Russian | |
| russian engagement rings | 73 |
| | |
| Indian | |
| indian engagement rings | 140 |
| indian gold engagement rings | 28 |
| | |
| Diamond Engagement Rings | |
| | |
| Diamond Engagement Rings | |
| diamond engagement rings | 27.100 |
| diamond engagement ring | 27.100 |
| engagement rings diamond | 27.100 |
| engagement diamond rings | 27.100 |
| engagement ring diamond | 27.100 |
| diamonds engagement rings | 2.900 |
| diamond engagement rings uk | 2.400 |
| yellow diamond engagement rings | 1.600 |
| black diamond engagement rings | 1.600 |
| black diamond engagement ring | 1.600 |
| yellow diamond engagement ring | 1.600 |
| black diamond rings engagement | 1.600 |
| engagement rings black diamond | 1.600 |
| sapphire diamond engagement rings | 1.300 |
| diamond platinum engagement rings | 880 |
| cheap diamond engagement rings | 590 |
| diamond engagement rings cheap | 590 |
| blue diamond engagement rings | 390 |
| diamond cluster engagement rings | 320 |
| | |
| Solitaire Engagement Rings | |
| solitaire engagement rings | 1.900 |
| solitaire engagement ring | 1.900 |
| engagement rings solitaire | 1.900 |
| diamond solitaire engagement ring | 720 |
| solitaire diamond engagement rings | 480 |
| diamond solitaire engagement rings | 480 |
| | |
| Choosing a Diamond | |
| how to buy a diamond | 14.800 |
| how to buy a diamond ring | 1.900 |
| how to buy a diamond online | 720 |
| how to buy a loose diamond | 590 |

| | |
|---|--------|
| | |
| how to choose a diamond | 390 |
| choosing a diamond | 260 |
| how to buy a diamond engagement ring | 260 |
| how to buy a black diamond | 210 |
| how to choose a diamond ring | 91 |
| choosing a diamond ring | 73 |
| how to buy a good diamond | 73 |
| how to buy a diamond wholesale | 58 |
| how to choose a diamond engagement ring | 28 |
| choosing a diamond engagement ring | 22 |
| | |
| Conflict Diamond | |
| conflict diamond | 6.600 |
| what is a conflict diamond | 6.600 |
| diamond conflict | 6.600 |
| blood diamond conflict | 5.400 |
| conflict free diamond | 590 |
| diamond conflict free | 590 |
| conflict free diamond rings | 170 |
| conflict free diamond ring | 170 |
| conflict free diamond engagement rings | 110 |
| conflict free diamond engagement ring | 110 |
| non conflict diamond | 36 |
| | |
| Genres of Engagement Ring | |
| | |
| Vintage/Antique Engagement Rings | |
| vintage engagement rings | 18.100 |
| vintage engagement ring | 18.100 |
| engagement rings vintage | 18.100 |
| antique engagement rings | 12.100 |
| antique engagement ring | 12.100 |
| engagement rings antique | 12.100 |
| antique vintage engagement rings | 8.100 |
| vintage antique engagement rings | 8.100 |
| vintage engagement rings uk | 1.900 |
| antique engagement rings uk | 1.000 |
| vintage style engagement rings | 590 |
| vintage style engagement ring | 590 |
| vintage diamond engagement rings | 480 |
| antique engagement rings london | 320 |
| antique style engagement rings | 320 |
| | |
| Gold Engagement Rings | |

| | |
|---------------------------------------|-------|
| gold engagement rings | 9.900 |
| gold engagement ring | 9.900 |
| engagement rings gold | 9.900 |
| white gold engagement rings | 5.400 |
| white gold engagement ring | 5.400 |
| engagement rings white gold | 5.400 |
| engagement ring white gold | 5.400 |
| rose gold engagement rings | 1.600 |
| rose gold engagement ring | 1.300 |
| yellow gold engagement rings | 1.300 |
| white gold diamond engagement ring | 880 |
| white gold diamond engagement rings | 720 |
| 18ct gold engagement rings | 320 |
| Silver Engagement Rings | |
| silver engagement rings | 1.600 |
| silver engagement ring | 1.600 |
| Sapphire Engagement Rings | |
| sapphire engagement rings | 8.100 |
| engagement rings sapphire | 8.100 |
| sapphire engagement ring | 8.100 |
| engagement ring sapphire | 8.100 |
| saphire engagement rings | 2.400 |
| saphire engagement ring | 2.400 |
| sapphire engagement rings uk | 480 |
| pink sapphire engagement ring | 390 |
| Emerald Engagement Rings | |
| emerald engagement rings | 4.400 |
| emerald engagement ring | 4.400 |
| engagement rings emerald | 4.400 |
| emerald engagement rings uk | 260 |
| Emerald Cut Engagement Rings | |
| emerald cut engagement rings | 1.900 |
| emerald cut engagement ring | 1.900 |
| engagement rings emerald cut | 1.900 |
| emerald cut diamond engagement rings | 390 |
| diamond emerald cut engagement rings | 390 |
| engagement rings emerald cut diamond | 390 |
| diamond engagement rings emerald cut | 390 |
| emerald cut diamonds engagement rings | 170 |
| Platinum Engagement Rings | |

| | |
|---|-------|
| platinum engagement rings | 5.400 |
| engagement rings platinum | 5.400 |
| platinum engagement ring | 5.400 |
| Ruby Engagement Rings | |
| ruby engagement rings | 1.600 |
| ruby engagement ring | 1.600 |
| Unique/Unusual Engagement Rings | |
| engagement rings unique | 5.400 |
| unique engagement rings | 5.400 |
| unusual engagement rings | 4.400 |
| unusual engagement ring | 4.400 |
| unique engagement ring | 4.400 |
| original engagement rings | 1.600 |
| unique engagement rings uk | 480 |
| unusual engagement rings uk | 480 |
| alternative engagement rings | 480 |
| Coloured Engagement Rings | |
| yellow engagement rings | 2.900 |
| pink engagement rings | 1.900 |
| black engagement rings | 1.900 |
| pink engagement ring | 1.900 |
| blue engagement rings | 1.600 |
| coloured engagement rings | 390 |
| green engagement rings | 320 |
| purple engagement rings | 260 |
| Art Deco Engagement Rings | |
| art deco engagement rings | 2.400 |
| art deco engagement ring | 2.400 |
| art deco engagement rings uk | 260 |
| Modern/Contemporary Engagement Rings | |
| contemporary engagement rings | 590 |
| engagement rings contemporary | 590 |
| contemporary rings engagement | 590 |
| modern engagement rings | 480 |
| engagement rings modern | 480 |
| modern rings engagement | 480 |
| Princess Cut Engagement Rings | |
| princess cut engagement rings | 2.900 |
| engagement rings princess cut | 2.900 |

| | |
|------------------------------|-----|
| promise rings for cheap | 170 |
| promise rings for girlfriend | 140 |
| gold promise rings | 140 |
| promise rings girlfriend | 140 |
| engraved promise rings | 110 |
| male promise rings | 110 |
| promise rings engraved | 110 |
| girl promise rings | 110 |
| promise rings for girl | 110 |
| Proposal Rings | |
| proposal rings | 320 |
| rings for proposal | 320 |
| Finance Rings | |
| fiance rings | 210 |

ATTACHMENT 17: RESEARCH PLAN CONSUMER BEHAVIOUR TARGET GROUP

Marketing problem

At the F&L Designer Guides, there exists a lack of information about the way the target group behaves when it comes to finding information about engagement rings. In order to have the marketing communication proposition fit the target group's consumer behaviour, it is important to gain insight in this process.

Marketing objectives

The objective of this research plan is to gain more insight in the consumer behaviour of the F&L Designer Guides' target group. Getting to know some of the targeted individuals and their

behaviour regarding the subject of engagement rings will make us more capable of relating to them, answering to their needs and questions.

Marketing question

How does F&L's target group behave when it comes to finding information about engagement rings?

Information needs and research questions

In order to answer the marketing question, we will need to answer the following research questions:

- what is the target group's search behaviour? Is it active or passive?
- what is the level of complexity of the target group's decision making process?
- how involved is the target group in the decision making process?
- how loyal is the target group to a certain brand?
- what does the target group's Decision Making Unit look like?

Information resources

As sources of information, I have interviewed 6 randomly selected members of F&L's target group: middle-class men and women living in the UK who are between 25 and 35 years old, in a serious relationship and seriously considering to get engaged to their significant other soon. However, I also picked some

interviewees who at the time were already engaged, since they could provide me with answers to my questions just as well.

Research design

In order to obtain the desired information, I aim to get honest, genuine and complete answers from the interviewed individuals. However, there are certain topics I will need to address to get the optimal 'return on investment' out of the interviews. This is why I chose for a semi-structured interview with open initiating questions which will not have to be asked literally and which allow for elaboration and further interrogation.

The interviews have been held in the months of February and April 2014 and their results have been written down in April.

Semi-structured interview

Opening

- Welcome, introduction and thank for participating.
- Short introduction of the F&L Designer Guides.
- Explanation of the purpose of the interview: get more insight in the way the target group behaves when it comes to finding information about engagement rings.
- Ask for permission to record the interview.
- Privacy statement: the recordings will be used by me only and will be used exclusively for my research report.

Introduction of the interviewee

- Ask for first name and marital status
- Ask to which degree the interviewee has already been active in the search for information about engagement rings.

Topics interview

- Search behaviour: does/did the interviewee find his/her sources of information through active searching or by coincidence?
- Complexity: what is the level of complexity of the decision making process according to the interviewee?
- Involvement: how involved does the interviewee feel with the decision making process?
- loyalty: to which degree is the interviewee loyal to a particular source of information?
- Decision Making Unit: which persons influence the interviewee in his/her decision making process and in what way?

Closure

- Thank for participating once again
- Ask if the interviewee would like to be kept up-to-date about the developments surrounding the F&L Designer Guides' marketing communication. If so, redirect to the F&L Facebook page.

ATTACHMENT 18: RESULTS SEMI-STRUCTURED INTERVIEWS TARGET GROUP

Interviewee: Helen

Female. Recently engaged. Already has experience with searching for information about engagement rings.

Topics interview

- Search behaviour: active. Helen went to see jewellers in Hatton Garden with her fiancé to gain information about the different options and designs.
- Complexity: high. The numerous options for engagement rings, of which many appealed to her, sometimes lead to confusion and indecisiveness. Finding out which jewellers were considered real experts (and not just commercial salesmen) was hard as well.
- Involvement: high. Quote: “I realised I would probably wear this ring for the rest of my life, so I wanted to make a well-informed decision that I would not regret.” Helen had a critical and a bit suspicious attitude towards her sources, especially the ones who claimed to be experts overly obviously.
- Loyalty: high. Once she had found an experienced jeweller she trusted, she stuck with him and eventually picked her ring from his shop.

- Decision Making Unit: her now fiancé was her “partner in crime”, the one with whom she went to explore the opportunities. She talked a lot about the options with her girlfriends. She got inspiration from the engagement rings of her engaged/married friends and colleagues. They provided her with information about their sources of information.

Interviewee: Mary-Ann

Female. Engaged for the fourth time. Has been married twice before. Has knowledge of her ex’s engagement ring search and has experience with it herself too.

Topics interview

- Search behaviour: active. Her first fiancé sent his Mom to find her an engagement ring (Mary-Ann was disgusted by that, the relationship did not work out). Her second fiancé (and later husband) went searching for the perfect ring at several jewellery stores. Her third fiancé (and later husband) sought for the best bespoke jeweller in his area online and then designed the ring himself with the help from the bespoke designer-maker. He took into account the fact that she liked sapphires. Her current fiancé looked up the best jewellery designers in Birmingham (where they then lived) online and consequently took her on an engagement ring search in the Jewellery Quarter. After finding out ruby was the one for her, they narrowed their search down to ruby engagement rings. They went past many shops before they found a ring Mary-Ann loved.
- Complexity: high. About the last engagement ring search: “each jewellery designer had his own style. It was so hard to

choose, because many different styles and cuts and settings appealed to me.” Many different shops were visited. Her fiancé sometimes came up with rings she didn’t like, it was hard to find something they both loved. The first and second fiancé had to take into account the opinions of their parents and best friends as well.

- Involvement: according to Mary-Ann, the involvement was high except for with her first fiancé. She interprets the fact that he delegated the engagement ring search to his mother as a lack of involvement and care. Especially with her current fiancé the involvement was high, they spent days on their search. She interprets the fact that her third fiancé designed the ring himself as a great sign of commitment and involvement.
- Loyalty: the first fiancé’s Mom was loyal to the jeweller she had known and commissioned for most of her life. The second fiancé started with a source his parents were loyal to but went on searching when this jeweller didn’t answer to his needs. However, once he found a jeweller he liked, he also bought Mary-Ann a ring there for the birth of their child. The third fiancé worked with the bespoke jeweller he had found online until the engagement ring was finished and recommended the jeweller(’s website) to his friends, but never returned as a customer for a lack of reason to do this. The fourth fiancé kept returning to the website which listed the best Birmingham engagement ring designers in order to see which jeweller to visit next.
- Decision Making Unit: the first fiancé’s family put pressure on the couple to get married (because they had been

together for four years already). As mentioned, the fiancé’s mother was involved in the search and picked the source, although the fiancé paid for the ring. The second fiancé was influenced by his parents, they lead them to their source of preference. His best friends gave him their opinions on where to go too. The third fiancé was lead to the bespoke jeweller’s website by Google. The current fiancé provided the information (with the help of Google), used it and shared it with Mary-Ann, gave his opinion during the engagement ring search and eventually bought the ring. However, he let Mary-Ann make the final decision. They decided to get engaged together.

Interviewee: Frank

Male. Recently proposed to his girlfriend. Still looking for the perfect engagement ring. Married once before. Very experienced with searching for information about engagement rings.

Topics interview

- Search behaviour: active. Even founded the F&L Designer Guide for Engagement Rings to store all of the information found. Actively went looking for UK-based bespoke engagement ring designers online (Google) and contacted them. Also looked for info about all aspects of engagement rings (gemstones, settings, cuts etc.) in different sources, both online and offline.
- Complexity: high. “The more you learn, the less you realise you know.” Different people (family, colleagues, friends, designers) come with input and different online and offline sources of information as well.

- Involvement: high. Partly because Frank wants to find the perfect ring for Laura, partly because their newly established business depends on the search.
- Loyalty: average. There are multiple expert sources he keeps coming back to for information and advice. However, he consults other sources next to those. There is no exclusivity.
- Decision Making Unit: he and Laura decided that they wanted to get engaged together. The two of them are looking for and making use of information that they share with each other and with their colleagues, friends, family and followers. Some of these people will use the information for their own engagement ring search as well. The experts (being: the engagement ring designers) influence Frank and Laura the most in their decisions about which sources of information to use. In their online search, Google filters the results. Laura will probably decide on the designer in time, and the couple will eventually use their own F&L Designer Guide as the main source of information.

Interviewee: John

Male. Planning to get proposed to his girlfriend soon. In search for information about engagement rings.

Topics interview

- Search behaviour: active. John initially turned to his friends for help and advice about where to find information about engagement rings, but they could not help him out the way he needed. He then turned to his favourite forums: Reddit

and Quora. He turned out to be happily surprised by the ample responses he got to the questions he published.

- Complexity: high. several of the forum participants lead him into different directions when it comes to where to look for engagement rings. Also, they sometimes disagreed with each other. All different opinions confused John a bit but eventually he realised that his girlfriend's preferences were the most important. However, since he wants the ring and the proposal to be a complete surprise, finding out her preferences in a subtle way is quite hard.
- Involvement: high. John is very committed to his girlfriend and loves her very much. Being a bit of a perfectionist, he is determined to find her the best possible ring that she will love for the rest of her life. He wants to explore all the options and eventually come up with something truly unique.
- Loyalty: low. John is not yet loyal to one source of information. Right now, he is just exploring the possibilities. Also, he feels like each source has its own style and he wants to get to know as many different styles as possible.
- Decision Making Unit: the forum participants on Reddit and Quora provide him with tips and information. His friends give him their advice on the info, styles and rings he finds.

Interviewee: Loulou

Female. Has been in a relationship for 10 years and is considering to get engaged. In the orienting phase of the engagement ring quest.

Topics interview

- Search behaviour: semi-active. Since Loulou is in no hurry to get engaged, she mostly relies on information she comes across by chance. However, she noticed she has developed some kind of 'ring-radar': she is extra alert on everything to do with getting engaged and engagement rings. She is consciously and unconsciously drawn to events, magazines and advertisements surrounding the subject.
- Complexity: high. Loulou has noticed that there are many ways in which to go when it comes to choosing an engagement ring. She is sure that she wants to go bespoke, but that only opens up the options. Which designer to choose is only the first step. Then after that, all aspects of the ring will have to be decided on still.
- Involvement: semi-high. Loulou is determined to find herself a truly unique ring and she is willing to go through a lot of effort in order to do so. However, since she doesn't feel a lot of time pressure, the engagement ring search is not occupying her whole life right now.
- Loyalty: semi-high. Since she is mostly exploring the opportunities, Loulou is not too loyal to any source of information yet. However, ever since she learned about the F&L Designer Guides, she has visited the website more often. She uses the website as some sort of directory to find bespoke engagement ring designers.
- Decision Making Unit: Loulou and her partner decided to get engaged together. It was just a spontaneous idea they felt good about. The couple's family and friends have been

informed and they are having lots of conversations about it. Some friends and family members help in the engagement ring search by coming up with new sources of information in magazines, papers and on the internet.

Interviewee: Devon

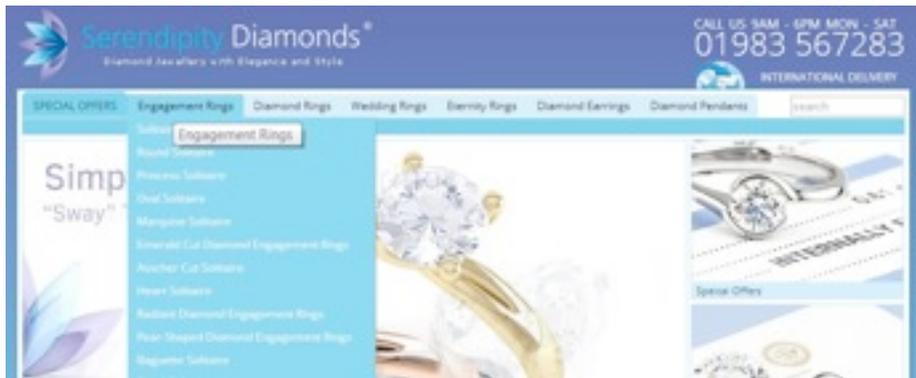
Male. Has been married before and wants to get engaged to his current girlfriend. Is already deep into the engagement ring quest.

Topics interview

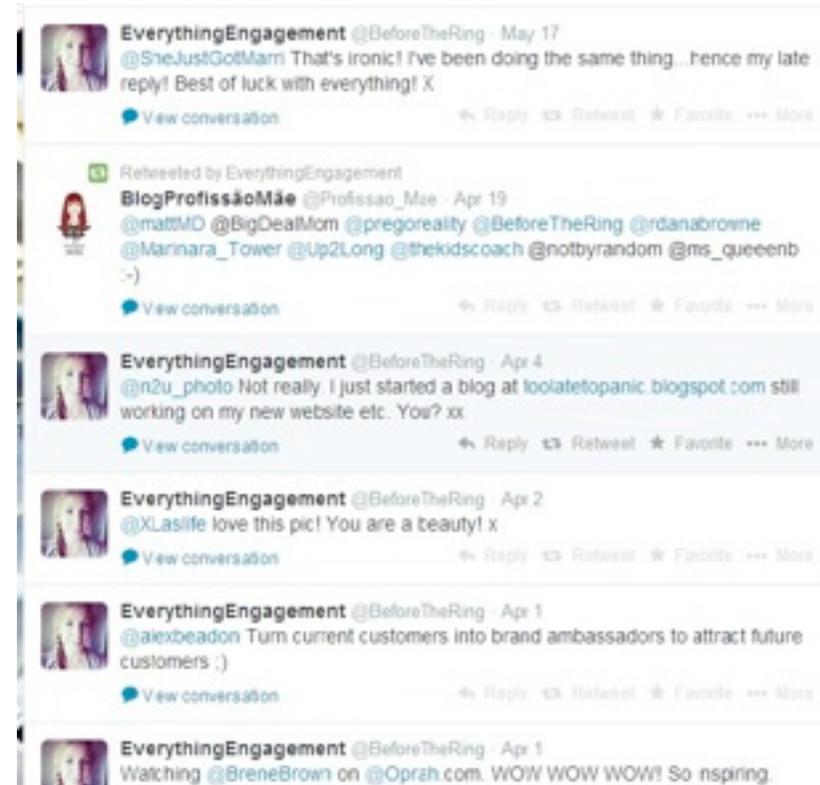
- Search behaviour: active. Online research has led him and his girlfriend to a bespoke designer in Clerkenwell.
- Complexity: the wide range of bespoke designers was a bit daunting and it took Devon and his girlfriend a while to agree on the ones they liked best. After having made a selection, they visited a few designers to see which one they clicked best with. Now they have found their designer, the designing process is even more complex. They are trying to find a unique design that is based on their personal interests and preferences.
- Involvement: high. Devon and his girlfriend really wanted to find the right designer to make them their special ring so they have spent much time on doing research. Devon: "You only get one chance to do this right! Also, the designer with whom we are designing our engagement ring really involves us in the process, so we couldn't not be involved. Although sometimes me and my girlfriend have different opinions, the process is fun in general".

- Loyalty: high. After having found the right bespoke designer online, Devon and his girlfriend have been very loyal to him. After the ring will be finished, Devon proclaims that he will definitely recommend this designer to his friends.
- Decision Making Unit: Devon’s girlfriend brought up the subject of getting engaged and getting married. Google provided Devon with most information. “We have some friends who are engaged already, but they all just went to the jewellery stores so we couldn’t rely on them to give us the information we needed.” Their designer, moreover, plays a very important role in providing information, coming up with options and influencing them by giving his advice, for example on that gems are more and less suitable for an engagement ring.

ATTACHMENT 19: SCREENSHOT OF SERENDIPITY DIAMONDS’ WEBSITE



ATTACHMENT 20: SCREENSHOT OF TWITTER PROFILE EVERYTHING ENGAGEMENT



ATTACHMENT 21: SCREENSHOT GIVEAWAY PROMOTION RARE PINK

Rare Pink @Rare_Pink · Nov 29
How #exciting, only 1 day left to enter the @Rare_Pink Diamond #studs #giveaway. Enter now rarepink.com/launch, pic.twitter.com/SBCZ9IL67o

ONLY 1 DAY LEFT
TO WIN A PAIR OF RARE PINK DIAMOND STUDS



ENTER NOW
rarepink.com/launch
Entries accepted until Nov 30th

RARE PINK

Expand Reply Retweet Favorite More

Rare Pink @Rare_Pink · Nov 28
Photo: Don't waste this opportunity to win a pair of diamond studs, only 2 days left to enter the giveaway.... tumblr.co/ZCTyZr-hqnCF

Expand Reply Retweet Favorite More

Rare Pink @Rare_Pink · Nov 28
Only 2 days left to #win a pair of Rare Pink #Diamond studs. Enter now rarepink.com/launch pic.twitter.com/E5skTchQ7c

ONLY 2 DAYS LEFT
TO WIN A PAIR OF RARE PINK DIAMOND STUDS



Entries accepted until November 30th
ENTER at rarepink.com/launch

RARE PINK

Expand Reply Retweet Favorite More

ATTACHMENT 22: ADVICE POST SERENDIPITY DIAMONDS

Serendipity Diamonds
24 May

As part of our wedding ring service, we can often send style suggestions for wedding ring designs, to help with the decision making process. Since not everyone can visit in person, references like these can help enormously.



Option 1 *Option 2*
Option 3 *Option 4*

Serendipity Diamonds

ATTACHMENT 23: WARNING FAIRTRADE GOLD



Calling all fairtrade license holders, if you have not done so already, time to update your websites and stores with the current Fairtrade Gold label. We are wanting to get the market aligned over the next month ready for the consumer campaign.



ATTACHMENT 24: AMUSING POST BY RARE PINK



After finding the perfect design for your ring. What else would compliment you on your big day?



Hot Trend: Hilarious Wedding Party Attack Photos
www.mymodernmet.com

AT-AT and Snowspeeder Attack It's a trend that's sweeping the nation and one we just can't get enough of (yet!). Wedding party attack photos are the hottest n...

ATTACHMENT 25: INSPIRING POST BY EVERYTHING ENGAGEMENT



Everything Engagement.com shared a link.
11 March

Starts off kind of rough but you gotta love that dancin'!
WOW!

<https://www.youtube.com/watch?v=7F9WZgTgB9E>



World's Most Beautiful Marriage Proposal

World's Most Beautiful Surprise
WATCH THIS!!!!
<http://www.youtube.com/watch?v=iFCL6Uw7QJI> And also you must
...watch this video...

ATTACHMENT 26: AMAZING POST BY DIAMOND DREAM FINE JEWELERS



Diamond Dream Fine Jewelers
11 July 2013

Like Page

Some interesting engagement ring facts courtesy of the DBB Lifestyle Study! Read on below:

- 61% of women said they'd be fine with whatever ring their boyfriend selected
- 78% of men want to know if their fiancée doesn't like the ring
- 32% of women would actually tell their fiancée if they don't like the ring
- 27% of women want their boyfriend to wait to propose until he is able to afford the right ring
- 45% of men would rather wait to propose until they can afford the right ring
- 76% of women would give the ring back after a broken engagement

ATTACHMENT 27: UNITING POST BY THE F&L DESIGNER GUIDES



F&L Designer Guide for Engagement Rings
15 May

Did you notice that two more greatly skilled engagement ring designers have joined our group of Favourite Designers?

We are pleased to introduce you to Jana Reinhardt and Farah Qureshi!

Click here to see all members of our Designer Community and get to know the genius minds behind the bling: <http://ow.ly/wEG3i>



ATTACHMENT 28: SUPPORTING POST BY DIAMONDS IN AFRICA

Diamonds Engagement (marriage) Engagement Rings Gemology Jewelry Lifestyle
Marriage The Good Life Edit

What is the best way to buy a 3 carat plus diamond? Edit

I am selling my startup and upgrading the wife's diamond) and probably setting)... Need some advice on getting a great cut / clarity diamond, noting that she is very quality driven (the other Cs are less important), and the "brand" doesn't matter so much (last one was a Blue Nile) And how do we get a great value?

Edit

Comments 2+ Share

9 Answers

Ask to Answer

Desiree Michels Edit Bio • Make Anonymous

Add your answer, or answer later.



Nikolay Piryanov

co-founder of www.diamondsinafrika.com - online... (more)

6 Votes by Boris Stoyanov, Harry Wells, Kamen Piryanov, and 3 more.

For the stone it's easy. My opinion would be go for

- a GIA certified stone (most reliable lab)
- round brilliant (most sparkle)
- D-colour (has an icy quality to it that even an E-colour can't imitate)
- VS1 or better (in large stones inclusions can be seen more easily so from a VS1 up you won't have this problem)
- Excellent cut (again - SPARKLE)
- Very good-Excellent Symmetry and Polish
- None fluorescence (affects the lift of the stone - none is best)

ATTACHMENT 29: SCREENSHOT RING ON THE FINGER WEBSITE



ATTACHMENT 30: PROPOSAL STORY BY ENGAGEMENT 101 MAGAZINE

