

# LMRUGS SPIN QUESTIONS

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## 1. Situation Questions

- Story of their business?

Lora was not happy with her current job. She saw a rug she liked on Instagram and it was expensive so she decided to try and make it herself. She is already an art person who can draw very well. She invested all she had in this business. She made the rug and posted it on different fb groups and it went viral with a lot of likes and follows.

- How are you primarily getting new customers now?

Lora posts organic content on Instagram. No team. Doesn't post regularly as she is doing all the work. Before it was regular, now not that much. It takes a lot of effort (draw design, tuft the rug, shave the rug). She learns how to improve her editing skills and focuses on quality over quantity.

- Who are their best customers? Why?

People who like art and home decor and plants. People who like improving their homes. Mostly women between 20-40. Small business supporters.

- What have they tried in the past?

FB ads 1 time. Low budget. Just to try. Failed.

Tried a giveaway a few times. Successful. Got a lot of new followers.

Posting on FB groups. Good engagement. Depends what time the admin approves the post.

- Learn as much as you can about the business and their marketing.

## 2. Problem Questions

- What goals do you have for growing your business?  
Lora wants to increase the price of the rugs.  
Rugs are amazing and totally worth more than she sells them for.
- What has kept you from hitting the goals? What challenges have you had?  
Low engagement on Instagram at the moment.  
Lack of knowledge to advertise.
- What problems are keeping you from getting new customers?  
Shopify not optimized.  
People asking to pay in installments (instead of the full price which is expensive)
- Main problem?  
No team. If she has someone to create content/advertise she can focus more on her rugs

## 3. Implication Questions

- What happens if you don't solve X problem?
- What does your business look like in 1 year if this problem keeps getting worse?

If she keeps doing that she would still be ok as she would have more time to create new designs. However she would be happier if she could grow her business.

## 4. Needs Payoff Questions

- If you can solve this X problem, how much new business would you earn?  
If she can improve the quality of the photos and reels/posts the business will get more attention and the prices can go up.

# Initial Research Notes

Lora makes handmade rugs mainly in the shape of different plants/leafs. However other designs like fruits(peach, strawberry, lemon, etc.), mushrooms, oceans, planets, logos.  
Overall great designs, high quality work and very happy customers.

Instagram page with 150K followers. Mainly women.

Business also has a Shopify store.

LAST 90 DAYS:

- £4K sales
- Average Order Value: £430
- Average Store Visits: 250-350 per month
- 10 Orders
- Conversion Rate 0.12% (Average is 2.5-3%)
- 8K Store Sessions
- Top Selling Product: Made to Order Monstera
- Returning customer rate 0%
- Top Locations: USA and UK

Shopify store needs a lot of work. It has not been maintained regularly. It needs a lot of updates on the backend and maybe on the frontend (improve design).

Store has 745 email subscribers.

NO ADDS RUNNING. Never tried paid ads. Only organic content.

## **SOLUTIONS:**

Build a paid ad funnel (Made to Order/Monstera Leaf)

Improve Shopify store

Work on email list

Expand/Narrow Reach?

# SUGGESTIONS

## STEPS

- Identify key competitors in handmade or custom rug design. Look into their pricing, product variety, marketing channels, and growth strategies. This can provide insights into positioning and unique selling points for Lora's brand.
- In-Depth target market research including interests, purchasing motivations, and psychographic details. Segmenting based on location (e.g., USA and UK) and interests can help identify relevant audience traits that paid ads and emails can appeal to.
- Specify UX/UI, product pages, load times, or mobile-friendliness, since these directly impact conversion rates.
- Analyze user behavior in-store to find drop-off points. Use heat maps or Google Analytics to see where users are exiting, which can inform ad copy and landing page improvements.
- **Instagram Engagement:** assess engagement metrics (likes, shares, comments) and determine which content types drive the most interaction. This can reveal audience preferences and help optimize future organic and paid content.

Since you have a list of 745 subscribers, outline email strategies to re-engage this group, possibly offering a discount on popular products or exclusive content to encourage purchases. Track engagement to refine messaging and build anticipation for new product launches.

- Consider focusing ad spend on High-Intent buyers initially—those likely to purchase based on search terms like “custom handmade rug” or “unique home decor.” A more extensive paid ad strategy could target lookalike audiences and interests like interior design, sustainability, or artisanal products.
- Ask Customers for opinion on Online Course
- For each solution or new idea (e.g., course, paid ads, store redesign), create a hypothesis based on your research. For example, "Paid ads targeting high-converting keywords will increase conversion rates from 0.12% to 1% in three months."

# LORA'S REQUIRMENTS



## **LORA REQUIREMENTS**

1. Home page as now
  - When you press “Shop now” open 2 sections: One is “Ready to ship” rugs and second is “Made to Order”.
2. Improve product descriptions
3. Email marketing

# CONTRACT

## **CONTRACT** 01.11.2024 - 01.01.2025

1. Optimize Shopify store
2. Post organic content on TikTok (grow TikTok account)
3. Run Instagram ads