

Tao Of Marketing

Business objective - Get people to buy a product from the website

Winner's Writing Process

1. Who am I talking to?

- a. Men and women
- b. Adventurous, outdoor-loving, camping type of people
- c. Between the age of 20-65

2. Where are they at now?

- a. On their homepage, deciding if they want to buy or not.
- b. Level 3 - Solution aware
- c. Stage 5 - sophistication, market is tired of everything
- d. Trust threshold is relatively high, since REI is a fairly large company
- e. Certainty threshold is dependent on the reviews on the product pages.
- f. Current pain/desire should be fairly high, otherwise people would not be looking on the homepage of this company
- g. Current state - Not happy with a product they bought from another brand/looking for some new stuff for outdoor activities
- h. Dream state - fully satisfied with the products they have, allowing them to enjoy the outdoor experience the most.

3. What do I want them to do?

- A. Feel interested in buying a product from the company
- B. Navigate around the website
- C. Click product.
- D. Buy product

4. What do they need to experience/think/feel to do that?

- a. Feel interested in buying a product from the company

- i. Save 30% banner at the top of the page
 - a. Become a member and earn \$30 bonus card
- li. Pictures of people having a good time, summer ish product presentation
- lii. “Make camp yours, level up your setup with expert picks”
 - This is type of language is focused more on younger people
- Iv. Four main categories of camping equipment.
- V. Trending now
- Vi. Shop top categories.
- Vii. Expert advice section to ease up the buying process
- Viii. Ways to save
- Ix. #REImember, to showcase the community aspect of the brand + social proof.
- X. People also viewed
- Xi. Recommended for you
- Xii. why shop at REI?

A.quick pickup + easy returns + mostly free shipping + established in 1938, thereby a trusted company for many years

- b. Navigate around the website
 - I. the top categories + trending now section + search bar + different kinds of conditions top choose from in top bar
- c. Click product.
 - I. name sustainability in the brand description
 - li. pop-up : get the latest deals, news, & more from REI Co-op!
 - Sign up for REI Co-op emails.
 - lii. expert advice tab at the top of the page
 - Iv. save 25% sign on product
- d. Buy product
 - I. Hurry! Item is discontinued, shop now for best selection

li.



Treat yourself to new gear & clothing! Join the co-op to get a **\$30 bonus card** when you spend \$50. [Details](#) 

☐ Add a [lifetime membership](#) for a **one-time fee** of \$30

Great choice! **230** people purchased this week.

Add to cart—\$126.93



lii. Whether you're running for fun or training for a 5K—or a marathon—the women's On Cloudflyer 4 road-running shoes make quick work of the miles with a whole new level of comfort and support.

Iv. Features + technical specs

V. Reviews that influence the buying process

E. Click add to cart

I. Upsell on complementary products for example, shoe maintenance kit, when buying shoes.

GENERAL NOTES