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DIGITAL MARKETING PROJECT

ANALYSIS OF MAD FLOWERS



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1. INTRODUCTION

Mad Flowers is a florist located in Dublin, Ireland. Its owner is Maurice Wynne who is a multi-award winning Dublin Florist and has also been in the flower business for more than 40 years. Therefore, his flowers are well known for their quality, beauty and creativity.

Besides flower bouquets and plants, the company offers floral arrangements for special occasions such as birthdays, funerals or baby showers. However, its specialty is to design floral arrangements for weddings. As it is pointed out on their website, they have worked for many celebrity weddings which is a good endorsement for the company.

Mad Flowers has a physical store in Dublin 15 and an online shop wherein you can order flowers which are delivered to your house the same day.

2. COMPANY PROFILE

MISSION

Every florist has a very special mission because they are part of most special moments that people have such as wedding anniversaries or birthdays. So Mad Flowers is not going to be an exception. Mad Flowers brings you closer to your loved ones by delivering quality flowers, with efficiency and personalized attention. Their delivery is fast and reliable which allows their customers to enjoy their beautiful and fresh flowers. Mad Flowers ensures that your special moments will be accompanied with their highest expression of beauty: their flowers.

VALUES

- Fresh flowers as a sign of quality.
- Timely delivery as the golden rule.
- Offering the quality of honest design.
- Delivering a good service so customers are satisfied.
- Ensured creativity by Maurice Wynne.
- Contributing to humanitarian activities.

VISION

To position Mad Flowers within the local market as one of the first florist shops.

OBJECTIVES

- The main objective is to meet customers' needs and give them a better product so that customers will be satisfied.
- To increase sales.
- To generate maximum revenue.
- To offer a wide range of floral arrangements in order to satisfy customers' needs.
- To maintain and improve brand's image.
- To generate new customers and maintain the old ones. Brand affiliation.

3. TARGET AUDIENCE

GENERAL TARGET AUDIENCE

Women and men who are residents of Dublin from 18 to 65 years of age. Upper- middle class and professional people who have a high level of education and purchasing power. Users of new technologies, most of them who are willing to buy online.

SPECIFIC TARGET AUDIENCES

Within the general target, there are people who must be taken into special consideration since they contribute to making a good profit:

- Women between 20 and 60 years old are more likely to buy flowers regularly than men. According to a study by Statistic Brain.com, 79% of flowers' purchasers are women against 21% men. However, we must not forget that men are willing to spend more money than women on special occasions such as Valentine's Day.
- Engaged Couples are the best customers for a florist. An average of 11.000 couples get married in Leinster each year. A typical Irish couple spends around 1.700 euros on flowers for their wedding. Hence, wedding flowers generate 18.700.000 million euros a year only in Leinster.
- There is no information available on how much money corporations spend on flowers in Ireland but they are a profitable target indeed. There are many hotels, offices and churches that buy flowers in order to make their organisations more attractive. They have built substantial benefits as they are a growing market, especially in Dublin.

4.COMPETITORS

Having analysed several competitors in Dublin city offering the same services as Mad Flowers, some additional customer-oriented benefits have been found in the competitor's profiles.

The three companies analysed are based in Dublin and are included in the same sector as Mad Flowers.

Some of the strengths found in Mad Flowers' competitors are mainly related to services offered rather than the products themselves. Having recognized this, it is worth pointing out some of them:

COMPETITORS SERVICES

- Nationwide Deliveries
- Gift Card purchase option
- Tracking Package Service
- Newsletters
- Florist Courses (just Appassionata)
- Corporate Contracts (just Appassionata)

In addition to these services, two of the three companies analysed have more presence in their social networks. These two companies are more active however not all of the shared content is engaging. Furthermore, all these companies are using the main and trendy Social Networks such as Instagram, Facebook, Twitter and Pinterest in order to reach out to more customers while one of them is keeping an updated blog that is highly recommended in order to create more traffic on the company's website.

Regarding SEO, the companies that have been checked are using more accurate keywords that are probably allowing them to rank better in search engines.

As a last point, the competitor's websites are more visually appealing and their layout is user friendly and easier to understand.

5.DIGITAL MARKETING INSIGHTS INTO CHOSEN ORGANISATION

ANCHOR TEXT

Use more anchor text within the blog's posts without going too far.

U/I: REGARDING USER INTERFACE

Mad flowers could go further by creating a more appealing interface, as vivid and colourful as the flowers that they sell. Highlight call to action within the website to engage more customers. Texts colours are not standing out, buttons and descriptions seem to fade into the background white. Blog and Contact Us button are hard to find. Blog should be on the top menu as it is part of the interaction that the company has with its customers. When it comes to the Contact Us button it should be easy to find as customers most of the times will have queries about the services or products that the business provides or they just might want to locate the shop quickly. The Share buttons in every section of the website are barely noticeable and they should be eye-catching considering that Social Media activity is highly important for both the company and the customers.

Regarding the bottom's website's layout, it should be redesigned for the desktop version in order to make it more visually understandable for the customers.

Despite some improvements that should be made to the website it is really straightforward and user friendly as well as it is responsive allowing the customer to easily access from any mobile device if needed. Buying and Checkout process is easy to follow as it has the option to make a purchase without going through all the registration process.

My Basket

No Account?

Select 1 of the following...

☐ Register during checkout (Recommended - details saved for future use)

☒ Checkout without registering

[Next >](#)

Existing Customer?

Login here...

Email Address:

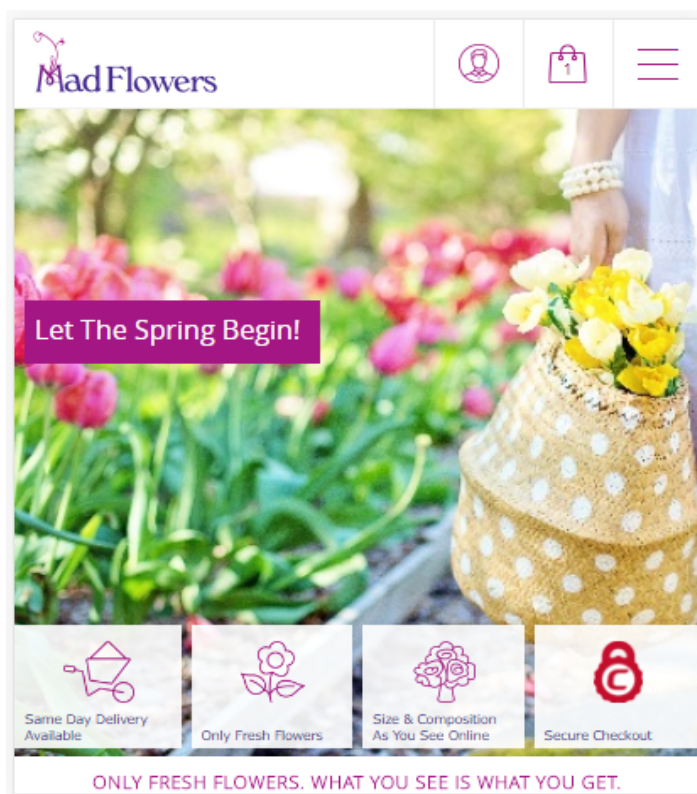
Password:

☐ Remember me

[Forgot Password?](#)

[Login >](#)

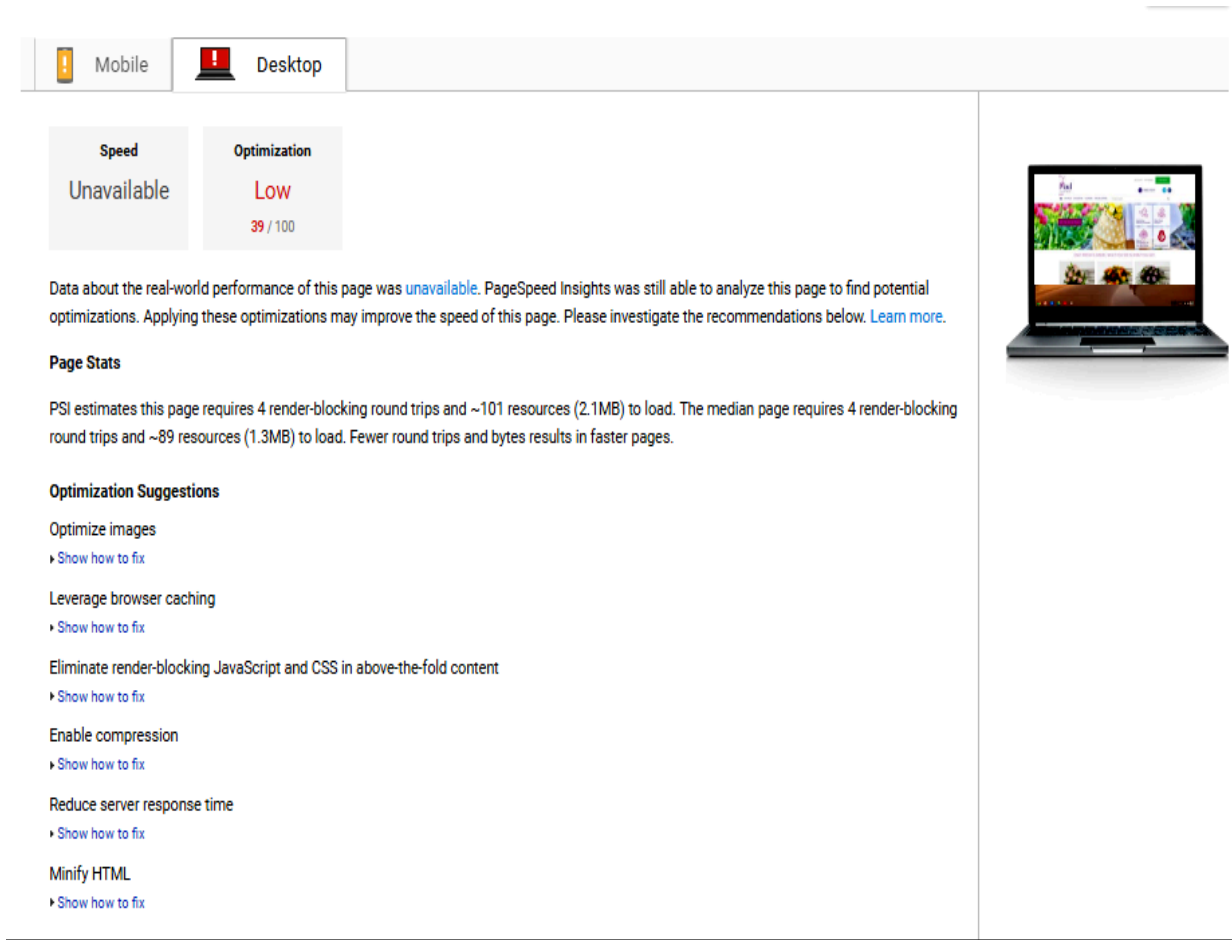
Registration process.



Responsive Design

ADDITIONAL IMPROVEMENTS

After analysing Mad Flowers’ website with Google Insights, there are some improvements that can be done in order to increase the optimization of the website’s performance.



Screenshot taken from Google Insights: Optimization Needed.

6.EVALUATE THE EFFECTIVENESS OF THE CAMPAIGN.

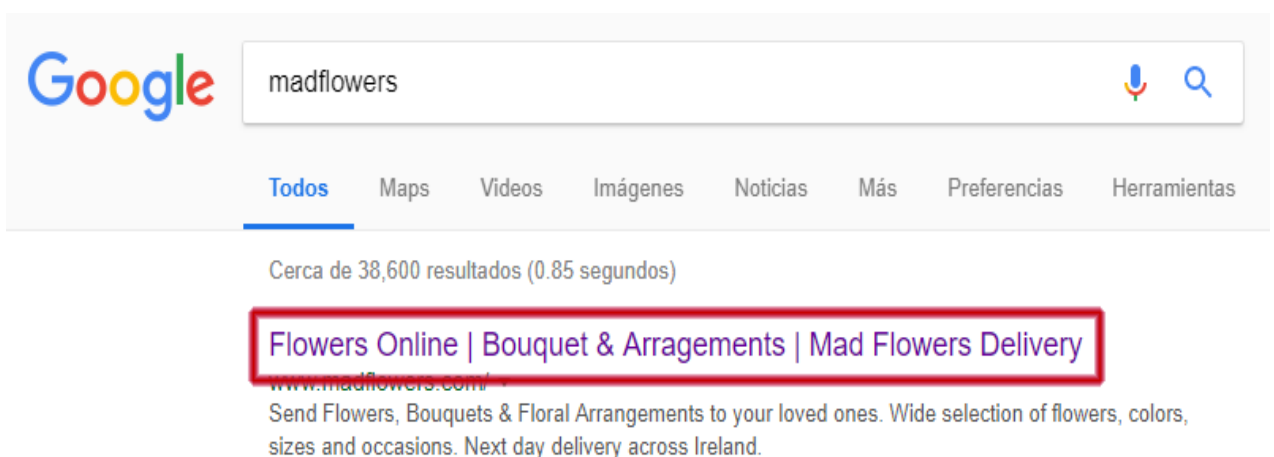
Mad Flowers' campaign is functional. When visiting the website it is easy for the customer to understand it and find the main services the company offers on the main menu. However, in order to make the campaign more effective, there are some improvements that need to be implemented on its website to achieve more benefits such as boosting up the ranking in search engines and optimizing the way the website is currently running.

ON PAGE OPTIMIZATION

After analysing Mad Flowers' website, there are a few parameters that can be revamped. Some of them are listed below:

Title tag

Its importance is high as that is the way the Search Engine finds the website and customers choose one website or another. In the Mad Flowers case the Title Tag is not standing out and there are some keywords missing that will allow the search engine to rank its website higher when searching for Flowers in Ireland/Dublin. The words identifying the country or city are not present in the title.



Keywords

The keywords are as important as the Title Tag. Keywords need to be shown in the website's content as well as they should be included in the HTML files. Keywords need to be consistent and at the same time they need to be prominent and frequent (not too much) and need to include and show what the company considers to be important. In this case offering deliveries in Dublin is not included in the Keywords, so it also needs to be more consistent with the specified content on the website.

Website Optimization

As it was mentioned before, Mad Flowers requires some small changes in order to be perfectly optimized after running a test in Google Insights service. These small changes are not highly significant however they will allow the website to run more smoothly and efficiently.

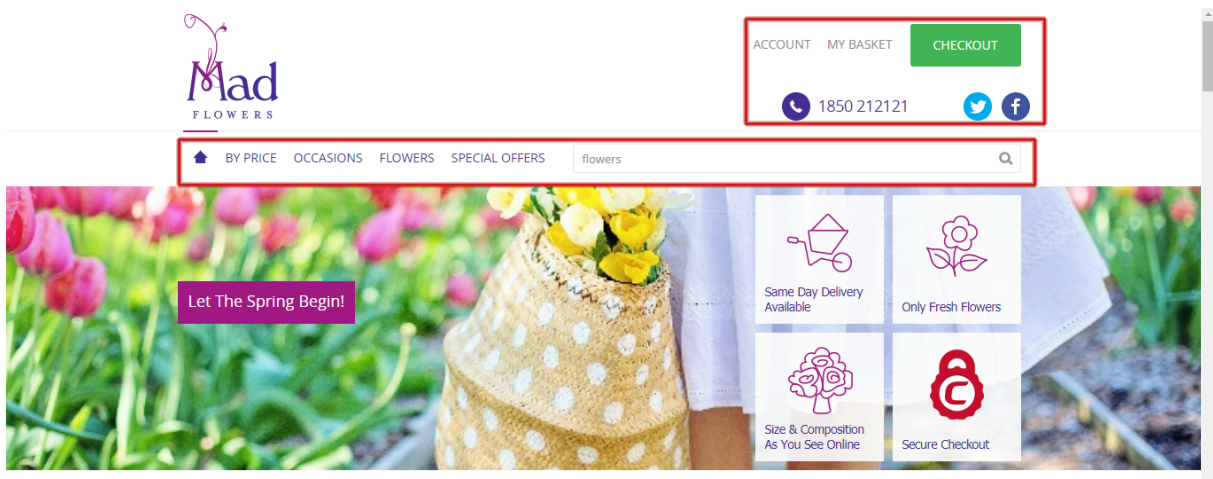
Navigation

Navigation on MadFlowers' website is easy. As soon as the landing page is shown it is possible to see the main services offered by the company just by scrolling through the foldable menu. It is basically divided in four main categories: By Price, By Occasion, By Type of Flowers and Special Offers. Customers are also able to use the search bar on the left side of the page so that they can find faster any specific kind of flower or arrangement. It is also really handy to find access to the customers personal account as it is visible on the top right side of the page and easy to go to the checkout process after adding some items to the basket. The sticky foldable menu is a great idea as scrolling down does not require going to the top of the page to access the main menu.

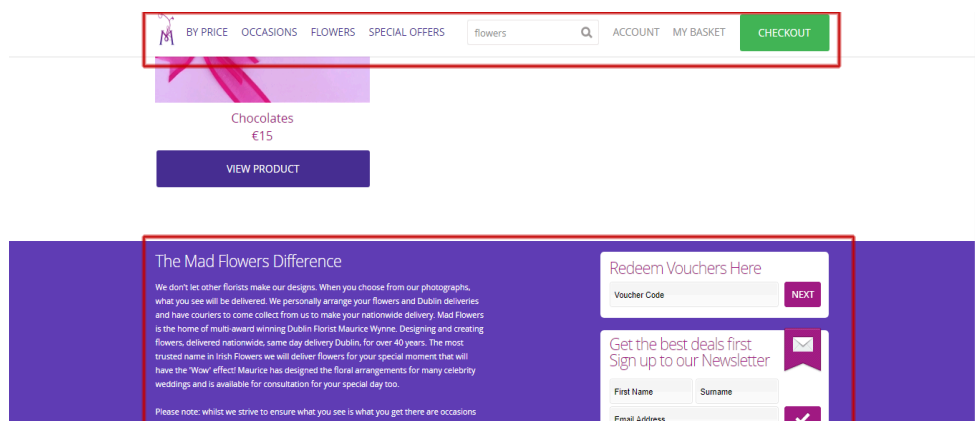
On the other hand, there are some small details that can make navigation more user friendly that have been mentioned previously, such as the Contact Us and the Blog button. Some details that can be fixed are related to the layout and

design that will make the Mad Flowers' website more visually appealing and all these recommendations can be found in the User Interface section of this whitepaper.

It is worth mentioning that above the fold, customers can find all the main things that they need. From all the items available in the shop to all customer's personal information in the My account section and Basket. Below the fold, pictures of different arrangements can be found as well as a brief description of Mad Flowers at the very bottom of the website. Returning to above the fold, as it has been already recommended, its design could be a bit more eye-catching and with this, its aim would be perfectly accomplished.



Above The Fold



Below the Fold - Sticky Menu

7.CLIENT RELATIONSHIP MANAGEMENT

Client Relationship Management has always been important to every company, no matter how small or big they are. As times have changed the Client Relationship Management has evolved as well. Nowadays establishing relationships with businesses and customers are done differently as the CRM plans were in the recent past mainly focused on Business to Business rather than people. Tracking each customer and each company that has made a transaction with the company is really important as it allows the company to keep track of buyers needs. How can the CRM be improved?

- **Communication** As in every relationship, communication is the key. It is as important as the goods or services offered by the company itself. The company must track each transaction and build a database with as much information as possible regarding its customers. This will grant the company a communication channel with each one of its customers and will remember every one of them in case of any enquiry or need that might come up. It will also allow to inform the clientele on any news about the company.
- **Response:** Having an extensive database with the clientele information also allows to recognize their needs, their expectations and how the company can improve in any field in order to satisfy every client.
- **Prioritize:** Despite the potential clients we might have in the future it is always more important to keep our current clients happy than pursuing new possible ones. The company should prioritize its customers based on how profitable they are, however without leaving the not-so-profitable clients behind.
- **Employees:** Building a pleasant relationship with customers or companies is not only based on the quality of the services or goods offered.

It is also related to how employees handle any situation within the company and that is extremely important to keep our clients happy. Customer experience is extremely important. Employees are the ones that will be facing customers and sealing deals therefore having happy, highly motivated employees is hugely important.

- **Reach possible new customers:** Having a database and having identified the potential customers, it is important to get to know them beforehand. This can be done by checking the companies' social media accounts. This will let our business foresee how the first contact should be made.

CRM must go along with some other strategies in order to achieve its goals. The company must set achievable goals beforehand in order to kick off with a CRM strategy. It is always important to keep in mind that services and processes should be constantly improving with the purpose to enhance the customer experience. Along with these strategies offering a reward plan to our customers is something that needs to be taken into consideration. Lastly, evaluation should always be kept in mind. As the company moves forward with its strategies it is imperative to follow every step and evaluate the results as often as possible so that any small issue that might occur can be solved quickly without having any inconvenience that could affect the company's performance and especially the clientele itself.

8.CAMPAIGN ANALYTICS

USER ENGAGEMENT

User engagement refers to how often and how long a user interacts with a website. This is one of the main keys to a website's success.

- The website www.Madflowers.com has **70.52k visits** a year.
- People who visit the website spend, on average, **01:15 minutes** on it.
- Its users view **2,55 pieces of content** (Web pages) on the website.
- Its **bounce rate is 30%**. It is very low which is positive. According to upsidebusiness.com "*Typical Bounce rates values are between 40%-60%.* "

WEBSITE TRAFFIC

Web site traffic is the amount of visitors and visits that a website receives.

Traffic shows valuable information for an online business.

Most of Mad Flowers's traffic comes from the following countries:

 Ireland	45.20%	▼ 49.97%
 Philippines	28.48%	▼ 86.30%
 France	13.54%	▼ 0.00%
 United Kingdom	8.77%	▼ 45.90%
 Sri Lanka	2.30%	▼ 0.00%

Almost half of the traffic generated by Mad Flowers comes from Ireland which makes senses. But the traffic generated by Philippines stands out. How is it possible that a local business like Mad flowers has traffic coming from Philippines? This traffic is known as ghost traffic. These are false visits that show up in Google Analytics. There are websites that generate false visits which get recorded as genuine visits in Google Analytics. But those visits have never existed, no one has ever visited the website. That's why this event

is called ghost traffic. It doesn't cause serious harm to a website, but if it's bigger than the traffic on the Mad Flowers website, **ghost traffic can lead to a server overload so in the end it is better to get rid of it.**

ORGANIC TRAFFIC

Organic traffic refers to those visitors that land on a website as a result of unpaid search results. Visitors use a search engine but they are not referred by other website.

Looking at the stats, **89% of Mad Flowers's traffic is organic.** On average, it has 918 organic visits a month. This traffic has been more or less stable all year round. There was a small decrease in August which was fixed in September.

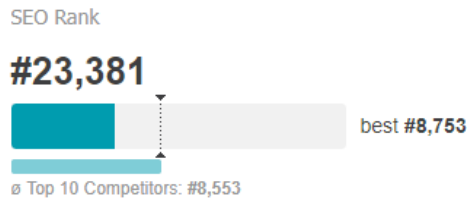
The **traffic cost** is 847 dollars and it shows **what this traffic would cost** on Google AdWords.



SEARCH ENGINE OPTIMIZATION

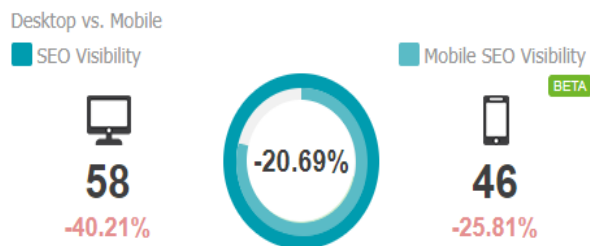
SEO is an **organic process** which uses techniques, strategies and tactics in order to increase the number of visitors to a website by obtaining a high-ranking placement in the search result page of a search engine.

Mad Flower's ranking in Ireland is relatively appropriate to its size and popularity:



www.searchmetrics.com

Its visibility is higher from desktops than from mobiles.



www.searchmetrics.com

ON- PAGE SEO

On-Page SEO refers to all measures that can be taken directly within a website in order to improve its positions in the search rankings. There are many aspects to consider.

KEYWORDS

Keywords are words or sentences that audiences use in order to find relevant topics on search engines.

The data table below shows the top organic keywords of Mad Flowers. Most of the traffic is generated by the **keyword “mad flowers” which indicates that its brand traffic is positive**. However, the other keywords hardly breed traffic for the website due to the fact that there are many competitors “fighting” for them. This can be clearly appreciated by CPC – this CPC is an estimation since it is referred to SOE. For instance, “flowers Dublin” has a CPC of 4,11 euros while “mad flowers” has a CPC of 0,27 euros.

Keyword	Pos.	Volume	CPC (USD)	Traffic
mad flowers	1 (1)	880	0.27	
flower delivery	7 (7)	1,000	3.20	
flowers dublin	8 (8)	1,300	4.11	
flower delivery dublin	12 (12)	2,400	4.52	
flower delivery ireland	9 (10)	480	3.35	

www.SUMrush.com

Mad Flowers is competing with many florists which are using similar keywords in order to attract customers. When two domains have many common keywords, they are considered to be competitors. For instance, www.flowers.ie is one of the strongest competitors for Mad Flowers. However, Flower.ie is too big to be attacked by Mad Flowers.

☒ Domain	Shared Keyw.	Other Keywords	Traffic Index Own <> Competitor	ø Traffic Value	ø Position Own <> Competitor
☒ flowers.ie	168	276	124 2,398	€ 276.03	17 5
☒ interflora.ie	160	412	125 1,714	€ 270.66	17 7
☒ flowersmadeeasy.ie	153	194	119 463	€ 259.17	17 14

The table above displays the number of the Mad Flowers shared keywords with its three strongest competitors fighting for the aforementioned Keywords. The data provided do not show a favourable result for Mad Flowers. For instance, Flowersmadeeasy.ie that shares 153 keywords with Mad Flowers, gets more traffic from them and a better position than Mad Flowers. Of course, the competitors reflected in the table are bigger than Mad Flowers. It would be interesting to have access to those competitors who have a little better or similar situation to Mad Flowers because their keywords are the

ones that must be highlighted by the company in order to get a better ranking in engines search.

PAGE STRUCTURE

HTML tags must be taken into consideration for all websites because although they aren't visible on a website, they are detected by search engines.

Therefore, they can favour website's rankings.

[Mad flowers' title tag and meta description.](#)

The title tag and the meta description are correct although they are missing some keywords. They use the keywords, even at the beginning of the sentences which is very important and they have enough characters.

Flowers Online | Bouquet & Arrangements | Mad Flowers Delivery

www.madflowers.com/ ▼

Send Flowers, Bouquets & Floral Arrangements to your loved ones. Wide selection of flowers, colors, sizes and occasions. Next day delivery across Ireland.

[Images and alt tags](#)

There are some keywords in some alt tag's images but they are not enough. All its images should have more refined alt tags as they provide a text alternative for search engines



Irish Alstroemeria
€49

[VIEW PRODUCT](#)



Castilla Vase Pink
€39

[VIEW PRODUCT](#)

Mad Flowers headings: H1-H6

The H1- title of the page or the blog post starts with the keywords. However, the other headings haven't been used.

April Flower Of The Month – Daisy

April 5th, 2018

It's time to welcome April with the flower of the month, daisy! The daisy was first discovered in 1884 by Scotsman Richard Jameson in South Africa, but it's been believed to be more than 4000 years old.

URL structure

Its URL structure has positive aspects such as favicon- short for Favourite icon- or a 50% ratio of text to HTML. However, its HTML is not W3C validated and **it doesn't use Google Analytics.**

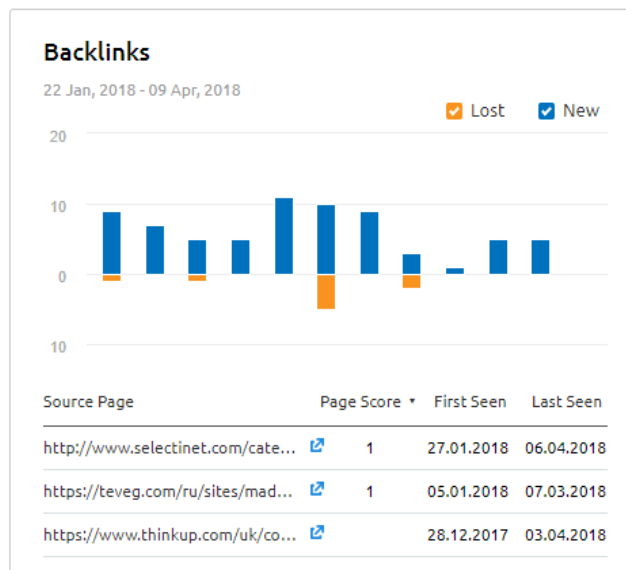
SEO OFF-PAGE

Off-page SEO refers to actions taken outside of a website to impact its rankings within search engines result pages. One of the most important elements for an effective SEO off-page strategy are backlinks.

BACKLINKS

When a website refers to another one, it generates a backlink. **13,66%** of the traffic received by Mad Flowers is referral. Specifically, it has **174 backlinks** and they come from diverse websites. The table below also shows which **anchor texts** are used more frequently. It's positive that anchor texts contain the company keywords. However, it is advisable that anchor texts are not too similar and they shouldn't always include the same targeted keywords.

Creating Backlinks is very important for a website because they are an endorsement for your content. Mad Flowers gets, on average, between 5-6 new backlinks a month.

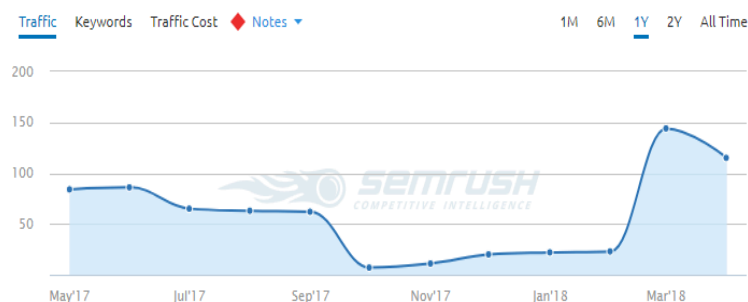


PAID TRAFFIC

Paid traffic or CPC-cost per click- consists of sending visitors to a website through the use of search engine marketing.

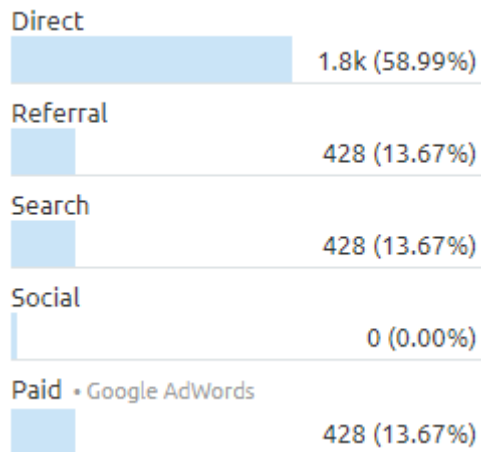
The most popular platforms used to build paid traffic are Google AdWords and Facebook.

Mad Flowers' paid traffic represents 11% of its total traffic. Paid traffic gets 115 visits a month and costs 202 dollars. Mad Flowers has increased its paid traffic going from 20 visits in February to 144 in March.



9. DIGITAL VEHICLES

The principal digital vehicles of Mad Flowers are Facebook with 5.793 followers, Twitter with 1.341 followers and LinkedIn with 11 followers. Unfortunately, the traffic generated for these vehicles demonstrate very negative traffic data.



www.SEMrush.com

Following is presented with an analysis of these digital vehicles in order to see their strengths and weaknesses.

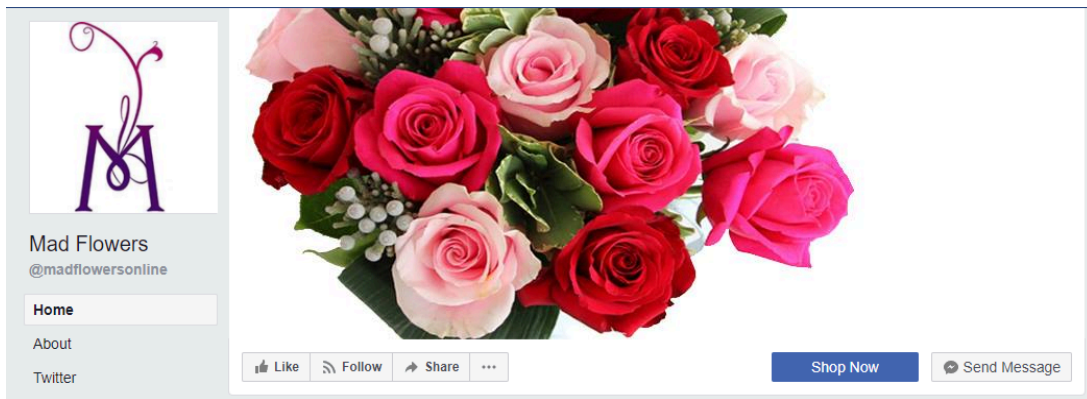
FACEBOOK

Fan pages are one of the best vehicles to create engagement and brand affiliation. Facebook allows companies to have closer relationships with their customers, generate traffic on their websites and improve their branding. According to www.Likelyzer.com , Mad Flowers has an effective Facebook page.

FRONT PAGE

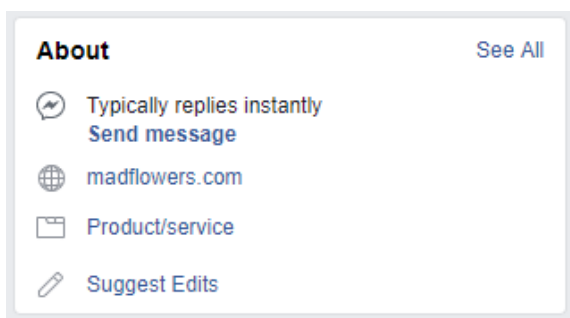
The **front page is eye-catching and gives visitors a great first impression.**

The profile picture along with the username efficiently promotes its business because they are easy to find by already existing or potential customers.



ABOUT

The information provided by Mad Flowers doesn't inform its visitors properly. This information is very important as it allows users to get in touch with Mad Flowers. Its **phone number, email and location are missing**.



ACTIVITY

Its activity on Facebook is based on the number of posts per week and photos. Specifically, 86% of its content are photos and 14% are notes.

- Post per day: it is **0`5 which is low**. A Facebook page should optimize its number of posts per day in order to increase user engagement.
- Events: **there aren't any events created by Mad Flowers**. Events on Facebook are a neat way to interact with the community.

When creating events, it is important to communicate an attractive message.

- Native Facebook videos: **there aren't any videos posted by Mad Flowers**. Native Facebook Videos are the most engaging type of content on Facebook. Pages that take advantage of them are very likely to improve their overall engagement level among their followers.
- Average post length: **Its average is 182 characters which is relatively positive**. Likelyzer's research shows that posts whose length ranges between 40 - 100 characters on average will produce more engagement with users.
- Pages liked: Mad Flowers **haven't given likes to other pages**. Curiosity and dialogue between pages encourage cross domain interest and improves overall engagement.

RESPONSE

Its response levels are good. Its visitors can post to its page thereby engagement improves. Also if you send a message to Mad Flowers, they will typically reply instantly.

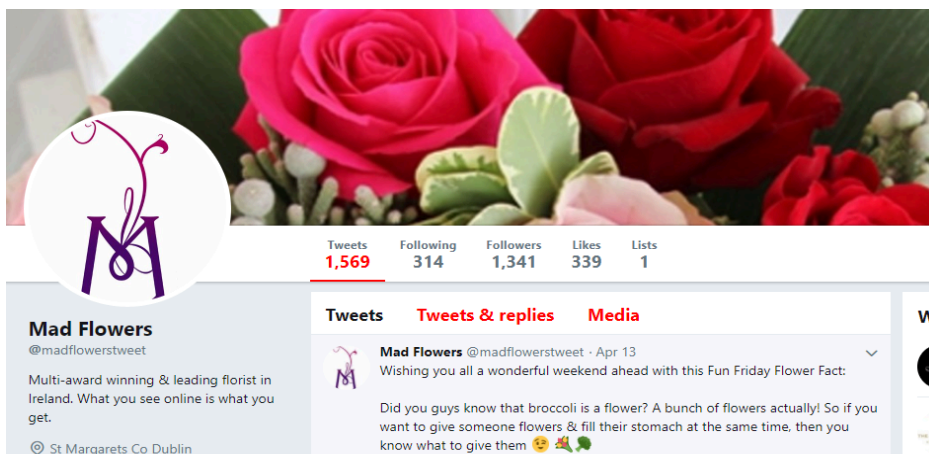
ENGAGEMENT

The engagement is effective.

- 250 people were talking about this page last week. (9 to 15 April 2018)
- 5.425 people like Mad Flower page.

TWITTER

As well as Facebook, Twitter helps organisations have a closer relationship with their customers and tweets are one of the best allies for companies 'branding'. Although tweets are regularly posted on the Mad Flowers twitter account, their impact is very low according to www.keyhole.co. Its tweets don't get enough likes and retweets which doesn't generate engagement and only one user has posted with its hashtag, keyword and URL. With regards to impressions, the number of times that users have seen posts containing its keywords, hashtags or URL - it has only 2.682 impressions.



LINKEDIN

As previously mentioned, Mad Flowers's LinkedIn has only 11 followers and with that, a thorough analysis was not necessary to realise that the company's activity is poor and the impact that it has on this platform can be improved. Keeping in mind that one of its main targets are corporations, the company is missing out on one of the best ways to contact them.

10. EVALUATION AND RECOMMENDATIONS BASED ON MAD FLOWERS DIGITAL MARKETING CAMPAIGN

MEDIA SCHEDULE

The months of February and March have been taken as samples in order to analyse and describe Mad Flowers social media schedule.

	POSTING FREQUENCY	TIMING POST
FACEBOOK	24 post a month in March 8 post a month in February	On average, from 1pm to 3 pm.
TWITTER	13 tweets in March 6 tweets in February	On average, from 3am to 6 am.
LINKEDIN	NO DATA	NO DATA
MAD BLOG	5 posts in March 5 posts in February	

FACEBOOK

Facebook is the most active social network for the company and this is reflected in its good engagement. In March 2018, there was content posted almost every day of the month. This is not a bad data but it's recommendable to post once or twice a day if you have less than 10.000 followers such as Mad Flowers.

The best times for consumer goods brands to post on Facebook are:

- Thursdays at 2p.m. and Friday at 1p.m. (This is the best time)
- Wednesday 11a.m. to 3p.m., Friday from 10 a.m. to 3p.m. and Thursday at 4 p.m. (High engagement)

- Weekend (lowest engagement).

MAD BLOG

In accordance with Mad Flowers 'LinkedIn page, the company has between 11 and 50 employees. According to www.hubspot.com , the companies that have between 11 and 25 employees should blog at least 10 times per month as that would double the number of generated leads in comparison to companies that blog 6-10 times a month.

TWITTER

The total number of tweets and the time that those tweets are posted, reflect the need for changes on the Mad Flowers Twitter account. It is necessary to post at least 3 tweets a day in order to maximize engagement and the best times to post on Twitter for customer goods are:

- Saturday at 1p.m. (This is the best time).
- Every day from 1 p.m. to 3 p.m. (Safes time).

LINKEDIN

Although there is no sufficient data about the LinkedIn profile of the company, it's recommendable to post at least once a day, Monday to Friday.

MAD FLOWERS'E-TOOLS

An e-tool is a piece of software that can run on the Internet. It's interactive because it requires some input of information from the user and based on this input it provides tailored information, for example guiding the user through a decision-making process. It is "free" for the end users.

The e-tools used by Mad Flowers have been specified previously throughout this project, such as SEO, SEM, Facebook or Twitter.

S.W.O.T. ANALYSIS ON MAD FLOWERS

This SWOT has been made from the data gathered throughout the course of this project.

STRENGTHS • Good use of Facebook with a good activity, engagement and number of followers. • High branded traffic. • User friendly website.	WEAKNESS • Mad Blog, Twitter and LinkedIn have little activity and bad engagement. • SEO is not sufficiently exploited. • Waste of valuable e-tools.
OPPORTUNITIES • Greater website traffic. • Social presence. • New market.	THREATS • Highly competitive market with more than 1400 competitors.

FINAL EVALUATION

After the analysis on Mad Flowers we can see that although its performance is not poor, it leaves room for improvement in various areas.

SOCIAL NETWORKS

We have seen that Mad Flowers does not take advantage of their digital vehicles which are the key to obtaining engagement. Its Facebook page is the only vehicle that the company is using in an adequate manner, even though it doesn't use its full potential. Then we realized that important social networks such as **Instagram** or **Pinterest** had been forgotten. These two digital vehicles would be very helpful due to the fact that they are very visual and can reach new people.

TRAFFIC

Most of Mad Flowers's traffic is landing in directly (58,99%). The company should increase its social traffic and its referral traffic. Also, it would be interesting to generate email traffic by using **email marketing**. By using email marketing, a company can assess its customers and also make them aware of its offers and promotions. On average, 70% of people who receive discount coupons by email, end up buying the products that are offered.

SEO

Its SEO strategy must be improved in order to gain more visibility and a higher ranking. Nowadays every company should focus its digital marketing strategy on SEO. Not only to rank higher on a search engine's results page, but also because through it, they can generate engagement. This should be very important for a company like Mad Flowers as it is operating in a competitive market where all competitors offer a product with similar characteristics and prices.

In order to improve its SEO strategy, Mad Flowers should take notice of certain aspects.

1. To choose proper **keywords** and renew them frequently. The company can do that by analysing competitors keywords or by using keywords suggestions tools. There are many and some of them are free. For example, the company can use tools that have been used for this project such as SEMrush.com. With this program, you are able to see which keywords are used by your closest competitors and use them for your content. Some of the SEMrush.com potential data offers to Mad Flowers would be:

- a. Compared to its rivals, some related words are not present in its page content. They are the following: [please note](#), [favourite brands](#), [online shopping deliveries easily](#), [fresh flowers](#), [flower arrangement](#) and [delivery service](#).
- b. Its rivals that rank higher than Mad Flowers in the Google top 10 are using long-form content on their webpages for some of its target keywords.
- c. Some of the <meta>tags don't contain any of its keywords.

2. Link building is an important factor in SEO. Mad Flowers should **increase its number of Backlinks**. But they always must come from quality websites. We don't want to be referred by a toxic domain. Mad Flowers has some backlinks from toxic domains that should be fixed.

☐	Page Title and Source URL ⓘ 1 - 93 out of 93 domains (total backlinks: 270)	Anchor Text ⓘ	Toxic Score ⓘ	Actions
☐	Wampum Search http://wampum.in/directory?cat_id%5B1%5D=on&cat_id... Domain +2	Mad Flowers branded ▾	T 79 ▾	Keep ▾ Delete ▾ +
☐	Popular Directory : Regional : Europe : Ireland : Dublin : Busin... http://www.populardirectory.com/index.php/Regional/E... Domain +3	Open in a new browser window other ▾	T 70 ▾	Keep ▾ Delete ▾ +
☐	Wampum Search http://www.wampum.in/directory?cat_id%5B1%5D=on&c... Domain +1	Mad Flowers branded ▾	T 70 ▾	Keep ▾ Delete ▾ +

3. Paying particular attention to HTML language. Mad Flower has 28 mistakes which have been detected by www.validator.w3.org and must be fixed. We cannot see it, but the Google algorithm can.



4. Creating more content and more frequently. We can see that its content is mostly informative and it's supported in large part by images. It informs about flowers and their history, curiosities regarding concourses and some advice on how to take care of flowers. This is good content provided that it is longer and updated more often.

5. Using analytical tools to verify the effectiveness of its campaign. Google Analytics is a must.

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