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FINAL THESIS

**Crafting a Strategic Marketing Plan:
Integrating Social Media in the Digitalization
Journey of Domea**

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INTRODUCTION

The following thesis aims to analyze the benefits and different aspects of digital marketing, introducing concepts as digital media, digital services and social media platforms and applying them to a case study.

Furthermore, it will provide a practical example by analyzing future expected benefits and challenges that could arise due to an implementation of a Digitalization Process for a household items retailer, Domea shop, a family run business centered on products sales, the sale of different articles, specifically Household items located in San Biagio di Callalta, a small city near Treviso, in Italy.

This project will be developed starting from a Literature Review in chapter one, a deep and consistent analysis on those theoretical notions that are necessary for the development of the thesis followed by the development of a plan for Domea's digitalization process.

After an initial focus on Digital Marketing, the study will briefly lay out the steps followed to start a Social Media Marketing Strategy, how to develop it, focusing on the Digitalization process results, effects and consequences and applying these concepts to Domea.

The following chapter will introduce a marketing plan, a project for summarizing the actions and activities implemented for achieving brand's objectives. Marketing Plans are a point of reference for business planning and management and also serve as a presentation of the business idea for potential lenders or investors interested in the brand.

The notions introduced in the second chapter will then be applied for Domea company all through chapter three. The case study's digitalization plan will be developed starting with a theoretical description, an investigation of the Brand Domea and will outline several key steps aligned with the overall business plan framework with an emphasize on the integration of digital strategies, involving social media platforms as Instagram and Facebook.

The plan will start by evaluating the general check-ups about the initial situation of the company: different actors involved in Domea's environment, the situation on a local and digital level, market sector, industry conditions, and finally competitors'

environment. This first part aims to explain the business at its arbor, in which the firm is a local activity, focused on offline business, with a poor digital system.

The second part of the marketing plan is the core of the project, where theory is transitioned into actions, focusing on the digital dimension achieved during the period of actions implementation. This part is strictly correlated to data about social media presence.

Lastly, the plan will focus on the study and the investigation of the data collected, an overview of changes and improvements that have happened during the period, and finally a summary of those actions that the firm could implement for two different reasons as risk mitigation and potential future objectives.

It is important to mention that the case study analysis was developed through a period of seven months following three steps: theoretical studies and data collection; strategy implementation; and lastly, data analysis.

To provide a different and relevant example of digital marketing, compared to the family business shop, chapter six will examine one of the biggest brands in the field: Amazon. The chapter will give an overview of the price battles in the digital era concentrating on the showrooming phenomenon, and it will try to seek and explain how a small business can fight this battle.

Finally, the conclusion of the thesis will outline the outcomes of the digitalization of Domea, scoping the market opportunities of this process whilst forecasting future possibilities, threads and path to follow.

Motivations

The digital era has transcended mere technological advancements, redefining the rules of marketing, and specifically the engagement between brands and consumers. The digitalization process, which encompasses the infusion of digital technologies, data analytics, and online platforms into business operations, presents unexplored opportunities and challenges that demand investigation.

Developing a project with the application of Digital media, Digital vehicles and social media platforms is very challenging and stimulating for a Marketing student, because as a marketing student I believe that comprehending Digitalization nuances is not just a scholarly pursuit but a professional responsibility that will shape the trajectory of businesses and the art of marketing itself.

Digitalization is a global phenomenon, a Macro - factor for everyone, but is a big opportunity for local firms that aims to increase their business with the help of Digital Media.

Marketing is a fascinating technique of interacting with people, promoting own services and products.

Nowadays, social media platforms are an important aspect of our daily lives, influencing life style and their uses can impact a business, positively or not.

Digitalization has become more than just an option, it has become a strategic imperative for businesses across industries, considering the availability of digital vehicles such as the Internet, and the high average period of social media usage.

These two concepts are the future in my opinion, because often, Instagram accounts are the first access to someone and something.

Methodology Research

The Research methodology is conducted in order to highlight the importance of Digital media during the current time period, as in the last years Digital media importance is grew exponentially.

The Methodology Research applied in Domea case are several, and are performed with the help of Instagram, Facebook and Meta Business platforms, these social media allow the brand to acquire information about followers, potential clients and leads, defining audience's critical characteristics.

As first impact thesis can be classified as a Quantitative Research study due to the large amount of data available using social media, in fact data storage and collection is very efficient.

In the Digitalization process the analysis is defined as Meta-Analysis, a process of using a large pool of data with the purpose of drawing conclusions about the case.

Different research methodologies will be used in this project, considering the business as a topic centered on a Market Research, composed by different research methodologies.

Starting with a *Descriptive Analysis* of Domea's initial situation, in the central part we will shift to a *Qualitative Analysis* aiming at understanding preferences, interests and needs of the target segment. This research method is implemented through a Content

Research with a deep analysis on the impact of different contents as Reels, Posts and Stories.

In the content analysis the focus is the interaction and engagement with the audience, seeking the business crucial variable, such as favorite items in general, or a detailed research analysis on products composition preferences as categories, colors or favorite functionality.

With the development of Digitalization process, due to implementation of new services such as e-commerce, the research methodology will be from the customer point of view. Estimations of User Experience Research (UX), the user interactions on the e-commerce platform to identify usability issues and optimize the online shopping experience, or Conversion Rate Optimization (CRO), study user behavior to improve the conversion funnel, such as the checkout process and product recommendations.

Finally, the last research methodology applied is based on Meta-Analysis research measurement, in particular Data Analytics, with the collection of insights, and Feedback collection as source of continuous improvement.

Both social media, Instagram and Facebook, are necessary for strategy implementation, for audience definition and content implementation phase the referred social media is Instagram, while Facebook is very useful due to its easy usability on long term data analysis, comparing emerging data in different time ranges.

This Thesis is conducted with a mixed approach, with the purpose of differing the composition of the analysis. Varying the research methodologies goes along with the dynamic and mutual environment as the Digital one.

The goal of this research work is to analyze the concept of Digitalization in a real context as the main research questions that it will seek to answer are:

- *Does the process of Digitalization impact a traditional household products business? How? What are the indicators that can confirm this shift?*
- *Do social media platforms, like Instagram and Facebook, play a part in enhancing brand awareness and customer engagement in a household products business undergoing digitalization?*

CHAPTER 1: THE DIGITAL LANDSCAPE;

Marketing, Digitalization, and Social Media.

Digital Marketing constitutes a big opportunity for businesses, firms and activities that want to perform at the highest level, exploiting the new digital environment.

Conducting actions in a digital environment is fundamental for being in step with times. The history of marketing is a complex process formed by different stages, mainly divided by every decade, starting from Vertical market, in the early 50s and 60s, in which the main character was the product, passing to the 70s and 80s in which the main role was played by customers.

The concept of Marketing has changed dramatically, the experience was strictly connected with the emotions transmitted by the offline vehicles such as radio and magazines, journals.

During the 90's and 2000, due to Internet diffusion, the concept of Horizontal Marketing emerged. Marketing was no longer only promoted by television and radio, by offline marketing, or outdoor marketing in streets, but experienced the first case of WOM, Word of Mouth, in which customers became the first representer of the brand, sharing experiences within the others, giving feedbacks and opinions about products, services and brands in general.

Following the advent of Internet first, and later of social media such as Facebook and Instagram, marketing became In-bound Marketing, more specific and segmented.

Nowadays, the most efficient way of performing marketing is Digital Marketing, with the help of Social Media platforms.

Digital Marketing is the process in which businesses and activities achieve better results through the help of Digital Channels, the application of digital media, data and technology integrated with traditional marketing communications to achieve marketing objectives. The process has to involve the use of Digital Media, vehicles through which companies can interact in a simple way, promoting their own services and products.

The main media are:

- Social media Presence (Facebook, Instagram),
- Display Advertising, Digital PR, Partnership,
- Email Marketing,
- Messaging and SEM.

Moreover, Digital Marketing involves more specific concepts as Customer Relationship Management (CRM). CRM is the use of digital communications to maximize sales, encouraging continued usage of online services thanks to personalization, messaging, email, social media. In CRM the relationship management between brand and qualified leads is a critical aspect for developing an efficient and profitable business.

A good process of Digital Marketing aims to touch two different aspects: the analysis of user base's composition, needs and desires, and the value proposition definition.

These two aspects are important for generating an efficient content marketing strategy, the management of text, rich media, audio and video content aimed at engaging customers, and prospects to meet business goals.

1.1 Digital Marketing Strategy

Digital Marketing Strategy consists in five different stages that aim to define the capabilities and strategic initiatives that support marketing objectives by increasing omni channel engagement.

The first stage is to understand the current state of the company carrying out a Situation Analysis. This first step consists in the collection and review of information about the organization's internal and external processes and resources and a study of competitors, in order to inform a strategy definition. An audit of current effectiveness of a firm's activities such as business, marketing and digital presence needs to be implemented as well as a data collection about financial contribution to digital channels, sales and customer integration, role and power of digital media.

This information can be gathered and analyzed through frameworks such as Porter's five forces and SWOT analysis.

The next phase consists in the definition of the objectives of the firm, a look into the future to see where the company aims to arrive.

The focus point of this stage is the definition of multiple aspects such as a value propositions, the vision, values and the goals that are significant inside the firm, and shared with customers and potential leads. Moreover a business strategy has to

pursue basic financial goals as revenue objectives, expanding sales and lowering costs.

Within the digital marketing sector, goals are defined through the RACE acronym, an essential concept that outlines the different moments in a customer lifecycle:

1. *Reach*: Use paid, owned and earned media to reach more audience. It indicates the moment through which a person goes from stranger to potential lead, and then becomes a visitor and finally customer or a repeated customer.
2. *Act*: Prompt interactions to encourage subscribers and leads. Once the stranger has become a client, collect data on its impressions, visits and interactions
3. *Convert*: Achieve sales online and offline and consumer satisfaction
4. *Engage*: Encourage sales and repeated sales, create brand advocacy as to retain clients.

Once the current situation and the firm's objective are defined, the third thing to do is to define a strategy to determine the means to reach the goals.

This process consists in:

1. *Market penetration/ development, product development /differentiation*; theoretical strategies may vary, depending on the context in which business operates
2. *Business and Models strategies*; define how to generate revenue
3. *Target Marketing strategy*; Segmentation, Target, Positioning and Planning are all tools that identify customer lifecycle, purchase and post purchase behaviors and how to interact with the audience, defining the right tone of voice and style of the contents promoted
4. *Positioning and Differentiation*; In order to get a Differential advantage (A desirable attribute in terms of uniqueness), this phase is strictly connected with Funnel Analysis, starting from the problem, and giving a solution through the definition of a specific characteristics.
5. *Customer Engagement and Social Media Strategy*; encourage interaction and participation developing experiences using social media in order to optimize the use and increase effectiveness, Social Media Optimization (SMO).

6. *Online communication mix and budget*, Set the amount of spending, using *KPIs* such as attraction, conversion or retention on customers and visitors.

The last two steps to take in the development of a Digital Marketing strategy is include actions, analysis and control, thus the implementation and review phases.

During the implementation phase the temporal interval is variable, depending on the complexity of the actions and the objectives settled. All the actions are conducted following the strategy formulated in the previous stage.

Finally, the monitor phase, is characterized by deep analysis, focusing on the application of Data, in a process called Data Analysis.

Moreover, a *portfolio analysis* can be conducted too, looking for Identification, evaluation and selection of desirable marketing applications for possible future adjustments and changes.

All these steps will be outlined for the Domea case study, studying stages and actions implemented during the company debut in the online world during the period of analysis, about 6 months of research, analysis and content implementation in order to achieve better results through the use of Digital Marketing Media, and in specific the use of Social Media platforms.

The Digital Marketing strategy will propose a strategy based on Social Media Marketing, trying to pursue social media platforms characteristics.

1.2 Social Media Marketing Strategy

Social Media Marketing is a branch of Digital marketing, and specifically is the process of creating tailored contents for social media platforms, in order to promote a brand, stimulating user engagement and exploiting digital advantages provided by social media.

As mentioned above the use of social media has rapidly increased in the last few years, in particular Facebook and Instagram.

Initially both these platforms were characterized by personal accounts, where everyone could post photos and videos of everyday life, or special situations. Facebook and Instagram were initially simple platforms for sharing moments of life with friends.

The situation now is very different, due to the high usage rate and the large amount of people inside social media, brands and activities started positioning themselves inside social media, looking for large audiences at a very low cost.

Social media marketing is a branch of digital marketing that targets social media marketing.

A social media marketing strategy in particular is made up by:

1. Defining brand reputation, segmentation and targeting process
2. Transforming the brand through social media experience, proposing a format.
3. Acquiring new followers, as qualified leads
4. Increasing sales through existing customers
5. Enhancing customer service through social media marketing

Social Media Marketing leads to different advantages in reaching potential clients as greater audiences, easier targeting process with the use of Instagram's algorithms; Moreover, it works as a facilitator in processes as Measurability, gathering data on buyer's behavior, and automatization with automated activities as E-mail marketing as Newsletters.

Content Marketing, a specific branch of Marketing section, is strictly connected with the process of advertising in the social medias, and it is defined as the management of text, rich media, audio and video content aimed at engaging customers, prospects to meet business goals.

1.3 Digitalization Process

The Digitalization Process is a multi-phase process where a business, typically based on local operations, passes to a digital environment with greater market opportunities. The key aspects in Digitalization refer to the transformation of information, processes, or services into digital formats, integrating the use of digital technologies into various aspects of the business.

This procedure involves the use of digital tools, technologies, and platforms in order to optimize operations, enhance efficiency, and improve customer experiences.

The first step to take to start the digitalization of a firm is to carry out an initial Assessment and Planning: The journey begins with an assessment of the organization's current processes, systems, and goals. This includes identifying areas

that can benefit from digital transformation, such as customer interactions, internal workflows, data management, and more. A detailed plan is then developed, outlining the digitalization objectives, strategies, and timelines.

Technology Adoption is the second step, this phase involves selecting and adopting appropriate digital tools and technologies, such as software applications, cloud computing services, data analytics platforms, artificial intelligence, Internet of Things (IoT) devices, and the use of digital services as source of promotion. The goal is to integrate technology seamlessly into existing operations or create new digital processes.

Thanks to the implementation of Technological services, Data Management is possible, in fact Digitalization generates vast and different amounts of data, an efficient data collection, storage, and analysis, all crucial for the process. Organizations use data analytics tools to gain insights about customer behavior, market trends and operational performance. Usually, the storage means the use of multiple insights, specific quantitative and numerical variables that drive informed decision-making. In particular, the use of data leads to important outcomes recorder as Feedbacks, where the business enters in touch with the audience.

Moreover, organizations and businesses entering the Digital environment may benefit certain advantages as Customer Experience enchantment as digitalization often focuses on improving customer interactions. Organizations use digital channels such as websites, mobile apps, and social media to engage with customers, provide personalized experiences, and offer self-service options.

Another advantage of the digitalization of business operations is that it enables flexible and agile workflows, especially in the post Covid-19 period, a Cloud-based collaboration tools and communication platforms facilitate remote work, allowing teams to collaborate seamlessly regardless of their physical location.

Additionally, digitalization can lead to Innovation and the development of New Business Models, with new products and services. For instance, companies may explore subscription-based models, digital marketplaces, or data-driven services that were not feasible in a non-digital environment.

Lastly, the process gives benefits also on Security and Privacy side, as digitalization involves handling sensitive data, ensuring cybersecurity and data privacy becomes crucial. Implementing robust security measures to protect data from breaches and unauthorized access is a fundamental aspect of the process.

Businesses have to keep in mind that Digitalization is an ongoing journey, organizations must continuously monitor their digital systems and strategies, making adjustments as technology evolves and business needs change. Regular evaluation and adaptation ensure that digitalization efforts remain aligned with organizational goals, leading to a Continuous Improvement system.

Digitalization involves all the actors in the business, requiring and generating systematical Cultural Change within the organization, workers and owners have to collaborate in order to effectively use digital media and services. Employees need to be trained and empowered to effectively use new technologies, working in an environment that promotes digital literacy, innovation, and adaptability.

Shifting to the digital market is not a one-size-fits-all process, it varies depending on an organization's size, industry, goals, and resources. When done strategically, it can lead to increased efficiency, improved customer satisfaction, enhanced competitiveness, and new growth opportunities.

For small businesses the use of social media platforms as Instagram and Facebook, with the generation of connections, enhance customer experience, focusing on improving customer interactions, and providing personalized experiences.

The development of this strategy revolves around the creation and elaboration of a digitalization plan divided into various points, starting from an Executive Summary, then progressing to multiple aspects such as an analysis of the current situation, including a Company description and an analysis on the Industry Market.

This is followed by a comprehensive examination of the brand's digital context and its Digital Media, with the intention of devising a strategy based on:

- Audience Analysis, a market research and customer analysis, gathering data and information as primary source for developing an efficient strategy.
- Brand positioning, defining a strategy for generating brand awareness through Customer engagement.

- Funnel Analysis, in order to highlight the differential advantage in a real competitor sector.
- Future Objectives, defining the concrete mission and vision of the firm and the brand.

The following step consist in taking tangible actions based on the studies conducted in the initial examination, in order to concretely initiate the process of Digitalization.

Collecting data and information to measure, monitor, and evaluate the execution of the strategy, while following key performance indicators (KPIs) within the Digital context.

Finally, there is a concluding section where two elements are highlighted: the Timeline with the most significant moments of Digitalization, and an analysis on those benefits, malus and outcomes resulting from this Digitalization process.

As we will see later in the thesis, in our Case Study, Digitalization aims to increase the connection between brands and clients, focusing on digital activities as promotion inside social media, using Interaction and Engagement as KPIs, Key Performance Indicators.

The thesis's Core reports a Digital Marketing Strategy implementation, translated into Domea Case Study.

The critical aspect that the thesis wants to highlight is the process of Digitalization as spread's vehicle for Domea business.

These theoretical concepts will be settled in a marketing plan, mixing the notions of Digital Marketing, such as the four concepts of situation analysis, objectives, implementation and review in a more detailed process as Digitalization.

The steps of situation analysis are explained in the Executive Summary, objectives are defined through brand positioning and all the steps necessary will be translated in the Domea Case Study chapter, considering notional information of both strategies, Digital and Social media marketing.

CHAPTER 2: CONCEPTUAL FRAMEWORK FOR A DIGITALIZATION PLAN

This chapter is centered on descriptive research about the necessary steps for the development and creation of a digital plan.

A marketing plan is established following critical stages and steps that are necessary for the exploitation of digitalization phenomena.

Digitalization of a brand involves several key steps that align with the overall business plan framework but emphasize the integration of digital strategies.

The following is the breakdown of these steps from a theoretical perspective.

Executive Summary

The executive summary outlines the purpose, goals, and key elements of the digitalization plan. It provides a concise overview of how the brand will leverage digital technologies to achieve its objectives, increase competitiveness, and enhance customer engagement.

Company Description and Industry Analysis

This section explains the brand's background, mission, and values, including an analysis of the brand, focusing on digital trends and technologies that are relevant to the brand's products or services.

The goal is to establish the social and digital context for the digitalization efforts, using a Check Up format in order to have a complete vision of the working environment.

Brand Positioning

It consists in defining how the brand will differentiate itself in the digital landscape. This phase is strategically called *Funnel Analysis*, researching critical elements that generates a differential advantage for the brand. Outline the digital brand identity, messaging, and value proposition, describing how digital channels will align with the overall positioning of the brand, in order to increase brand awareness and recognition.

Strategy

Define brand positioning, the strategy associated with the position inside the customer's mind, and the analysis of those differential characteristics are essential for the development of a Marketing and Communication Strategy. Considering the brand and its offerings, the strategy concerns a digital approach, in particular it entails outlining the digital marketing channels and tactics that will be utilized, such as social media, content marketing, influencer collaborations, email marketing, and search engine optimization (SEO). Finally, describe how these strategies will increase the brand visibility and drive customer engagement.

The central part of the plan treats about Digital Marketing Strategy, in particular on two main divisions as Customer Analysis and Content Implementation:

1. Develop a digital marketing research in order to identify the target audience, their online behaviors, preferences, and needs.
2. Analyze the digital channels and platforms they frequent, and assess competitors' digital strategies to identify gaps and opportunities.

Digital Product or Service Strategy

Detail how existing products or services will be digitalized or how new digital offerings will be developed.

Address the digital user experience, features, and functionalities. Consider how digitalization can enhance the product/service lifecycle.

Sales and Distribution Strategy:

Explain how digitalization will impact the sales process, with the help of e-commerce platform, online sales funnels.

Address how the brand will leverage digital channels to reach customers and drive conversions.

Financial Projections:

Estimate the costs associated with digitalization, such as technology investments, digital marketing campaigns, and ongoing maintenance.

Project the expected returns, revenue growth, and cost savings resulting from digital initiatives.

Implementation Timeline:

Create a timeline for the digitalization process, breaking down key milestones and deadlines for different phases of the plan. This ensures a structured and organized approach to implementing digital strategies.

Measurement and Evaluation:

Define key performance indicators (KPIs) that will be used to assess the success of digitalization efforts.

These might include website traffic, social media engagement, conversion rates, customer retention, and overall return on investment (ROI).

Evaluation analysis aims also to define those critical obstacles in a Digital marketing context.

Strategies for Risk mitigation

Identify potential risks and challenges associated with digitalization, such as technological glitches, data security concerns, or resistance to change. Outline strategies to mitigate these risks and ensure a smooth transition.

Conclusions:

Summarize the key points of the digitalization plan and reiterate its alignment with the brand's overall digitalization goals.

Emphasize the potential benefits and outcomes of successful digitalization.

The marketing plan for the case study, as expressed in this chapter, aims to generate a scheduled shift for Domea, the main character of the thesis, defining critical moments, information and actions through which the business has passed in order to exploit Digitalization phenomena.

CHAPTER 3: DOMEA CASE STUDY

This chapter refers to the concrete implementation of all the stages that Domea Business commit in order to gain advantages from Digitalization Process.

The Digitalization plan is structured following the schema in the previous chapter and step by step all the theoretical aspects are translated into actions.

The plan for Domea case was developed in a period of about 6/7 months, starting at the end of March with the Executive Summary introduction, the central part is characterized by strategy development, and finally the Conclusions part at the end of September.

The initial period, from the beginning of the business to March 2023, shows a static environment, in which a common shop, located in a small city center, has no great aspiration, trying to run its business with traditional marketing systems, without the help of Digital Channels.

The intermediate phase consists in the idea generation phase, and in all the actions attempted, with a look to short term results.

Here the critical element is the Idea generation and development of a detailed plan; the temporal session goes until the immediate post of summer 2023.

The last period, near to the expiration date for the submission of the thesis, included all the final results achieved, with a general over-look on the multiple increments that has occurred during the time period.

3.1 Executive Summary

The process of Digitalization is implemented with the object of increasing the value of the brand, the aim is to enlarge the audience using social media platforms for attracting new visitors inside the social media pages, and engaging them with viral content.

As first source for the creation of new opportunities, Domea pushes on customer experience related to the engagement with followers.

The key aspects of the plan are all connected with the Digital environment, as the use of Digital Media platforms, the creation of Digital contents and Digital interactions between the brand and online prospects.

The main scope for the business is to build a strong online presence, highlighting the key aspects for the brand, considering values of elegance and beauty as pillars for the business.

The expected benefits can be divided into two classes: Social Media platforms benefits, as the increased visibility, the customer engagement and the Expected Outcomes related to the income part as the potentially higher sales revenue.

Moreover, one critical expected result is the gap reduction in terms of audience numbers among Domea and its competitors.

3.2 Company and Industry Market Description

This second section of the plan is a descriptive analysis divided into two main parts, initially an analysis about the Company Business is conducted, the study includes different aspects as values, principles and the way of performing the business, then the analysis shifts to the Digital Dimension of the business, with an overall view of the digital environment, secondly the analysis is performed on the Industry Market in which the business operates, and the competition inside the market sector.

3.2.1. Domea's world Introduction

Domea is a family run firm, the business is mainly focused on selling, a B2C business based on the sale of different products, in particular Household items.

In more than 30 years of experience the activity has its roots on the Trevigiano territory, in northern Italy, for the sale of interior furnishings, fragrances for the environment and customized kitchens in stainless steel.

What follows is a general introduction about Domea history, highlighting the key moments the brand goes through:

The store was established in 1992 as a franchise of Rinascente, operating under the brand Crof, it was located inside Tiziano Shopping Center.

The project faced a setback shortly after, and all the stores were acquired by the same owner, rebranded as "**Domea**", a fusion of the Latin words "Domus Mea," meaning "My Home".

After few years, the store was acquired by the owner of the shopping center, separating it from other locations across Italy and transitioning from a franchise to a single and independent store.

In 2013, the owners decided to close the store, but two employees decided to acquire it, keeping it within the shopping center while downsizing its floor space.

The store continued to offer household items but shifted focus away from traditional homeware, leaning more towards home decoration.

In 2020, there was a change in management and an expansion of the Domea store to include kitchen utensils, and two years after, in 2022, a rebranding process began, with the transformation of the logo as starting point.

Domea wants to keep up the times, and on March 2023 an online website was launched, then with the initial steps of Digitalization process, in August 2023 the online shop was opened.

Domea distinguishes itself for the vast amount of products based on great materials ' quality, and on the aesthetic in balance with functionality.

The activity proposes unique products, in collaboration with famous brands as Zafferano, De Gasperi, Alpesinox, Maison Soucrée, Joseph Joseph.

Inside the store there is a wide variety of products, Domea offers decorative accessories and interior furnishings with a unique style.

Domea is a multicultural retailer, in fact the supplier network is international, with the presence of German, French and Italian brands.

The search for products with a particular style makes Domea different from the others.

The value proposition that characterized the shop is the concept of family and home, highlighting these values with two key words: **Hoana** and **Domea**.

Hoana means family, this word is Hawaiian and is a very crucial word because the true meaning is not as only family, as blood relatives, but in its broadest and deepest meaning, encompassing all those people we have met in the course of life and who have left an indelible mark, in our hearts, of their presence.

On the other hand, as previously stated, Domea means "My home". The combination of these two words wants to develop a deep sense of community, a business created by a family, for a larger group of people that aim to be a part of this big family with common passions as beauty, arts and elegance.

The business model is based on face to face selling inside the store, poorly integrated to an online business using digital channels.

As described above the business is a family run type, and the founders are Raffaele De Masi and his wife Annamaria Nadali, now the business is run by their daughter Margherita De Masi.

3.2.2 Firm Check - Up

Check-Up analysis is conducted, in order to analyze the critical aspects that characterized the firm at the beginning of the process, in particular before the implementation of different marketing techniques in order to improve the business.

The firm is a retailer company of different household products. Domea differ widely on product inventory, especially the brand retails around 6 principal categories, the main section is Fragrances about 40%, then tableware items as plates, glasses and cutlery for the 20%, the same percentage also for bathroom accessories, kitchen articles for cooking are the 10% of the inventory, 8% is for home decor with garden pots and home stuff, and with the lowest percentage there is enlightenment section with lamps and the iconic Poldina.

Through the economic side, Domea has various price proposal, with cheap and very expansive products:

- 5% of the products in a price range from 0 to 5 euros,
- 10 to 20 euro is around 30% of the products,
- 20 to 30 euro is also around 30%, and between 30 to 40 euro is the 20%.
- Domea proposes luxury products with an economic range between 40 to 390 euros for 15% of products.

Customers preferences are one for each section, specifically as: fragrances for the environment, coffee cups and bathrobes. The most expensive product is a Statue with a price of 390 euros.

Sales are basically formed by 10 to 30 euros products, however the level of profitability depends on luxury items such as arts, statues, lamps, ladders and high level kitchen utensils as knife collections or similar.

Domea's main assets are respectively the physical store, and its products, others assets as the presence in the social media, in particular Facebook and Instagram are Digital Assets.

From working point of view the brand operates seven days a week, with three employees, including two part-time staff working 25 hours each and one owner.

Inside the store there is an average of 30 persons for each day, and an half usually buy some items from the shop.

Monthly the number of potential customers is 900, and then an average of 450 customers buy products for an amount of 25 thousands euros.

Before the pandemic the amount of sales during the year was around 500.000 €, during the 2020 period, the level of sales went down due to Covid-19 restrictions and the impossibility of acting with the help of technological devices. After the negative time period, it is estimated that sales are 300.000 euros annually.

3.2.3 Online Presence Check – Up

The online presence of Domea is currently inadequate, Instagram and Facebook are the operational social media platforms for the business.

However, both platforms fall below the expected standard, and the online presence remains quite limited, characterized by:

INSTAGRAM	FACEBOOK
600 FOLLOWERS	646 FANS

One significant concern is the limited engagement level, resulting in a lack of interactions within the community, additionally, the business has not utilized advertising strategies, as evidenced by the absence of promotions on both social media platforms.

These data portray an amateurish situation for a business that relies on connectivity to effectively conduct its operations.

Conversely, the design aspect is proficiently managed by the company, the brand's logo is both distinctive and representative of the brand's name.

The overall brand identity is well-presented on the website, featuring a contemporary design that resonates well with both in-store customers and online visitors.

The inclusion of the "Domea" name within the logo ensures easy recall for online leads, enhancing the brand's recognition.

3.2.4 Industry Market Sector Check - Up

The market sector of furniture - wood is a big market.

In the last year the amount worth 49 billions for the Italian economy, about 5% of the entire economy, about this 49 billions, 18 refers to the export.

The countries that excel in terms of commercial outlets are France (988.5 million euros, +53.7% compared to Jan-May 2020; +15.3% compared to Jan-May 2019), the USA (573.5 million euros; +73.7%; +35.2%), Germany (555.5 million euros; +32.8%; +8.6%), the United Kingdom and Switzerland.

Due to war and recession period from Covid-19, furniture's companies highlight problems related to the availability of raw materials and their price, with an estimation about 31% more in respect to the previous year.

However, the concerns are eased thanks to the strong boost that the wood-furniture sector is registering thanks to tax incentives and in particular Bonus as "Bonus Arredo" and "110%".

ISTAT also confirms the positive trend of the furniture sector in 2023. From the latest index of industrial production elaborated by ISTAT, with reference to the first period of the year, important figure emerges:

Production recorded an overall rebound of +7,7% compared to 2019, so before war and pandemic.

Specifically, the data by sector shows the following numbers:

- Kitchens : +15.1 %
- Office and shops: - 10 %
- Lighting: + 20%

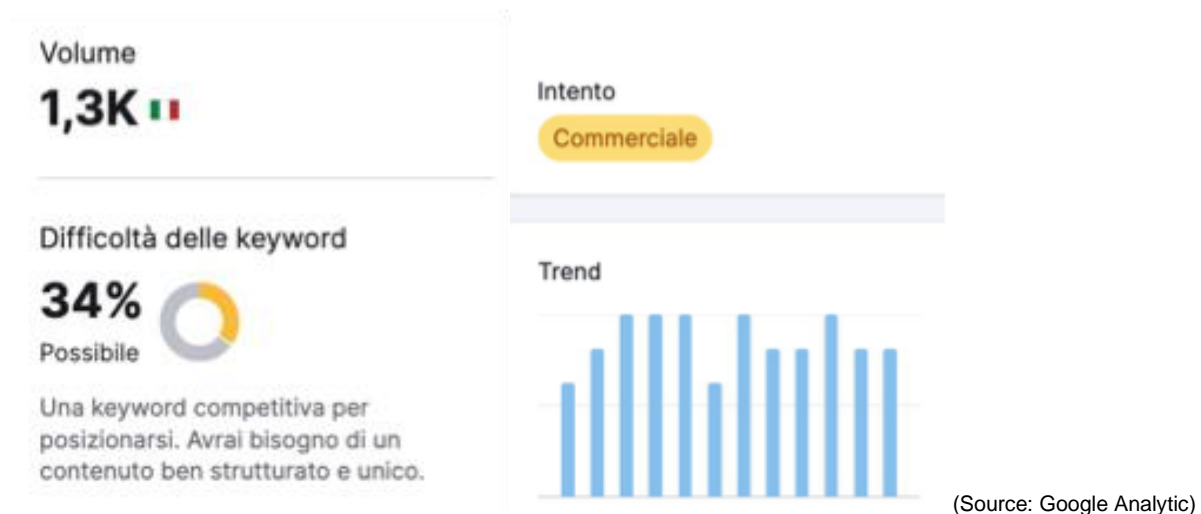
Obviously interior design is the critical focus for Domea Company, with its core business based on interior design products for different house places.

Veneto, is a good placement for this sector, in fact Veneto is the second region for interior design interests in Italy.

The trend market is characterized as “Idea Gift”, for the wealth of the house, and for kitchen’s

items in particular. As shown in the image below, it is estimated that every month 1.3k of people look for “Interior Design” in Google, using the keyword “Arredamento d’interni”.

Usually, the aim of the researcher is to find multiple articles that can be delivered immediately, or on the other hand look for products, and then decide to buy in-shop physically.



3.2.5 Competitors Check-Up

Competitors aspect is a key factor in considering and developing future strategies. The two main competitors are **Gotti** and **Morandin**, both are located in Treviso, the first is quietly far from the centre, while Morandin is located inside the historical center of the city.

Domea shop faces different types of competition, physically the completion is local, but at compete at digital level, in particular on in social media usage, with these two competitors mentioned above.

The analysis of competition is developed through a three focuses analysis, with the aim of understand and study three critical aspects as:

1. Unique Value Proposition (UVP): Statement that describes the benefits of your offer.
2. Traffic generated through websites: Organic traffic
3. Presence inside social media platforms (Instagram and Facebook): Number of followers

Gotti Analysis:

The Gotti store places itself as shop for marriage, with a particular focus on house's furniture, it has an online website that has a great estimation of organic traffic, the monthly average is 1200 visits.



The main force about the online website is SEO, so the positioning is high with different keywords.

The presence inside social media is:

Gotti has 3500 followers on Instagram, and 4000 on Facebook, the logo represents the value proposition of the company.

The iconic phrase "Atmosfera in Tavola", meaning "Ambiance at the table" defines the work environment of the firm, setting the brand inside table furniture articles sector.

Morandin Analysis:

The Morandin Shop has a representative site, in order to present the shop, to illustrate the multiple brands that are represented by the retailer, and an e-commerce website for selling directly the products to customers.



The online store generates about 300 visits x month from organic systems. As for social media presence, Morandin has 2000 followers on Instagram and 5000 on Facebook.

The Logo is minimal, not in accordance with the images posted in the social media. Domea could suffer a big lack of exposure, with a significant difference between the presence in the social media.

This analysis helps us in understanding the “current situation” of the shop, with an overview about the Online presence, the market situation and the competition inside this sector.

“Current situation” means March as temporal moment, defining the initial market conditions.

Competition is a critical aspect, thinking and understand how local competitors behave, is a source of competitive advantage.

Obviously for a business like the one proposed by Domea Shop, there are multiple forms of competition, starting by multiple local firms as described above, but also the business may face digital competitors at different levels as:

Big international marketplaces as Amazon, Ikea, they take competitive advantage proposing low prices and selling a wide variety of items.

European retailers that are already inside the market, with multiple stores as ArredoCasa, Leroy Merlin, proposing physical stores in which people can buy in-store, or by digital channels.

Competing against big retailers is not in the firm’s interests, however the market is saturate, the presence of big retailers is strong and Domea has to face this side of competition in terms of Pricing, and how to use advantages related to locality and brand advocacy.

3.2.6 Final Summary Check-Up

Domea is a local shop, with a business run by a family with ambitions and channels that are restricted to the Trevigiano area.

Business may be a good business, there are different aspects in which the shop could be a leader market thanks to the great variety of products available. The value proposition behind the business is very efficient, the combination of two iconic words as family and house marries perfectly the concept that a customer wants to perceive for households’ products.

The use of social media is conducted without a specific objective, without a particular style, there are no connections between the unique value proposition and the way of posting inside social media.

The Market sector is characterized by a good trend, especially post Covid-19 period is a recovery period with potential bonus set by Italian Government.

Competition is tough, the market sector is saturated with different competitors already operating in the market with Morandin and Gotti as main competitors, with digital capabilities already available as website and commerce presences.

Competition considers also competitors at digital level, as big marketplace as Amazon, Ikea and Maisons Du Monde with different characteristics but with lower prices due to the big percentage of people that use these famous digital platforms.

A process of Digitalization is needed, in order to gain competitive advantage at local and digital level, seeking the increase of revenues, the increase of consciousness of the business using social media platforms.

3.2.6 Domea SWOT and 5 Porter’s Forces Analysis:

In order to understand the way of conducting the business, are developed two different analyses, as SWOT Analysis and 5 Porter’s Forces.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Diversity of proposal	Weaker Position in the market	New Product branches available	Competitors
Brand Variety	Mature Market	E-Commerce	International Brands want to go “in solo”
Elite products	Competition Quality perception	Expansion in a digital context	Counterfeit products
Local and family business	Poor Digital Media system	Brand Retention	Increasing costs in manufacturing the articles

SWOT Analysis helps the owner and workers of the business in developing efficient strategies, understanding those important elements, notions that characterized the retailer environment.

This type of analysis can be divided into two smaller sections, the first part aims to define the business current situation, so Strengths and Weaknesses, while the second part is related to external forces that can affect the business.

Domea world is pretty complex, different factors can affect and influence the business. Brand Variety is the major Strength, due to the big availability of articles and products that are exposed in the shop. Articles belong to an high level classification, as niche's products.

Domea is also characterized by multiple Weaknesses, as the poor presence of digital media, in a mature market with different Competitors.

The other face of SWOT Analysis seeks to determine those potential determinants, increasing the ability to manage Opportunities and Threats. Digital Development is the main opportunity, an E-Commerce creation and development is a crucial chance for the Business, working with the help of Digital Media may enhance and bettering Brand Retention, due to establish and perpetual relationship with customers and clients.

Threats are represented by Competitors first, at local, digital and international level, and by the trend in which every shop has its own e-commerce website, with its own channel systems.

A second relevant analysis is based on the **Five Porter's forces**.

The 5 forces framework, developed by Michael Porter, is a strategic tool used to analyze the competitive dynamics and attractiveness of an industry.

These five forces are important because they may affect the way a small company operates in the household items market.

Threat of New Entrants is the first force, the household items market may face a moderate threat of new entrants.

Small companies should consider the barriers to entry in the industry, such as high initial investment requirements, economies of scale enjoyed by established players, and distribution networks.

However, if there are low barriers to entry, new competitors could emerge, increasing competition and potentially affecting market share and profitability.

In our case the market is very competitive, with different companies acting at local and digital level.

As for the second force, the Bargaining Power of Buyers, Household items' buyers have many alternative choices, low switching costs, or significant purchasing volume, they can demand lower prices, discounts, or favorable terms.

In that sense small companies should focus on understanding buyer preferences, building strong relationships, and offering unique value propositions to maintain customer loyalty and reduce the bargaining power of buyers.

The third force is Bargaining Power of Suppliers, the suppliers in the household items market can have varying degrees of bargaining power.

Small retailers may face challenges if they depend on a limited number of suppliers or if the industry is dominated by large manufacturers.

Suppliers with significant power can increase prices or limit the availability of products, in order to mitigate these small retailers can seek relationships with multiple suppliers, negotiate favorable pricing and terms, exploring alternative sourcing options.

In Domea case the business cooperates within multiple suppliers, as explained in the section Domea's World Introduction.

Threat of Substitute Products is the fourth force, Consumers have a wide range of options, and substitutes can include different brands.

Small companies should strive to differentiate their products, create unique features or designs, and emphasize the benefits that set them apart from substitutes.

Building brand loyalty and offering exceptional customer experiences can help mitigate the threat of substitutes.

For Domea the focus is centered in proposing unique products and items, with a pure and elegant style in accordance within the company's principles.

Selling unique products is quite difficult in this particular market sector, but performing the business in accordance with the unique selling proposition is the key for the company.

As for the last force the Intensity of Competitive Rivalry, the household items market is typically characterized by intense competition, especially among small companies. The presence of numerous players, low product differentiation, and price sensitivity can contribute to heightened rivalry.

Small companies should differentiate their offerings through product innovation, quality, branding, or service to gain a competitive edge.

Developing strong distribution networks, efficient operations, and effective marketing strategies can also help navigate the competitive landscape.

It's important to note that the dynamics of these forces can change over time, influenced by industry trends, technological advancements, and market conditions.

Regularly reassessing the competitive landscape and adapting strategies accordingly is crucial for small companies operating in the household items market.

3.3 Brand Positioning and Strategy definition

This marketing plan third's object is expressed by the definition of the plan objectives in terms of brand positioning and strategy direction.

Brand Positioning is defined with the help of a Funnel analysis, that reported to Domea Business Case means processing several stages of customers journey, that end into three questions, the object is to generate a differential advantage in respect of the competitors analyzed for the industry market sector.

Funnel Analysis

In order to build the most efficient Digitalization Plan, a funnel analysis is also conducted, funnel marketing analysis is a systematic approach with the object of understanding the customer journey from awareness to conversion and identifying why people should choose your brand over competitors.

First, the Awareness Stage aims to introduce the concept of Brand Identity. At this stage, brand identity should be introduced to potential customers. This includes brand name, logo, tagline, and the core values, the goal is to create a memorable and appealing first impression between people and the company.

Second, the Interest Stage goes along Consistent Engagement, maintain a consistent brand message across all marketing channels, in Domea case across Instagram platform.

Brand values and unique selling propositions (USP) must be communicated clearly to generate interest.

After Interest stage the focus shifts on the Unique Value Proposition (UVP), with the Consideration Stage, highlight brand's unique value proposition, trying answering the question: What sets you apart from competitors?

This could be superior quality, exceptional customer service, or unique product features.

The values described above generates preferences, and so the stage is commonly named Preference Stage, characterized by Brand Personality definition:

In this stage Domea needs to develop a brand personality, in accordance within selected target audience.

Purchase Stage is the phase through which potential customers become clients, in this situation brand has to showcase brand's trustworthiness through customer reviews, testimonials or influencers presence.

Furthermore, the Loyalty Stage is characterized by a Consistent Brand Experience, the object is to ensure that the brand experience post-purchase aligns with the promises made during the earlier stages. Consistency in quality, service, and support can foster loyalty.

The final phase of funnel analysis is the Advocacy Stage, the final outcome is the definition of Brand Advocacy. Domea has to Leverage user-generated contents to demonstrate a truly endorsements of the brand, encouraging satisfied customers to become brand advocates.

Throughout the funnel analysis, it's crucial to gather feedback from customers at each stage to understand their perceptions of the company brand.

A strong and well-defined brand identity is a key driver in convincing customers to choose one brand over competitors.

It creates a sense of trust, consistency, and alignment with customer values, making the brand more appealing throughout the funnel.

These stages reflect three crucial moments of the process, each with a specific question as:

- What is the problem?

Here the aim is to initially understand the problem, and in our business case: people has to buy household items for needs related to everyday life and choices.

- What is the solution?

Meaning that the shop has to propose a wide variety of items with an efficient communication system inside the Digital environment.

- Why your solution?

Proposing articles using digital media as vehicle for spreading news and information rapidly.

The implementation of digital media is the key factor about Domea's solution.

The final goal of Funnel analysis implementation is to identify the value proposition that may differentiate the brand from the others, having something more or different that the others don't have.

Funnel Analysis Summary

Reporting a Funnel Analysis in our case means understanding three different aspects: Initially the focus is on understanding what people can face as a problem, for example families need to buy for many reasons household items for their properties. Secondly, proposing the business Domea as solution to their problem, generating interests within brand UVP and offering multiple items and products. Brand's appeal derives by several aspects as products quality, and moreover by the way of promoting on the digital media platforms.

Lastly, the object is to give them a motive in order to be chosen, having something more, or different, respect the competitors.

About the last step of Funnel Analysis, in a Digital Environment the difference between one business or one another depends on the social media accuracy, nicety and attention in promoting the business, Social Media Management is the critical point about the offer.

Business' brand Positioning relates on the values promoted already during the offline business period, about the products position customers have to perceive the uniqueness, the elegance and refinement.

The value proposition of the business is:

**“Celebrating Family, Elevating Home, Crafting Art, and Embracing Beauty –
Our Unique Promise to You”**

Here are expressed all the values that play a part in Domea business. UVP defines the values that arise as key conceptual elements, in our case:

1. Family, graphically perceived as Hoana
2. Home, represented by the word Domea
3. Arts and Beauty, evoked by products elegance and uniqueness.

Unique Value Proposition wants to share brand identity values making a promise, a commitment to the customers.

On the other hand, a unique value proposition is a critical component for Domea and its Digitalization process, these values have to emerge during content and strategy development.

Strategy: Social Media Development & Content Implementation

Outcomes related to brand positioning are the base for developing the second step, Strategy definition.

Meanwhile customers interest about articles has to increase thanks to the implementation of an efficient marketing strategy.

Strategy definition is conducted considering the environment in which the firm operates, Domea Shop operates within a B2C context, a Business to Customer situation, requiring both physical and digital customer presence.

Initially, the focus of the strategy is on Social Media Management, beginning with the first phase known as Social Media Analysis.

Social media development with content implementation encompass the initial step aimed at leveraging the advantages of digital media.

Instagram and Facebook are the social media platforms used during the analysis as initially mentioned.

Facebook is generally used for the analysis using Meta-Business account, gathering large amounts and long-term data. On the other hand Instagram account is used for development and creation of contents as Videos and Photos. Moreover, the platform is used for a better customer experience between followers and Domea.

Conducting the study, the mostly referred social media is Instagram.

This process comprises by three different steps, and every step has a specific objective, that can be reached by performing different.

Audience Analysis

First Objective: identify the user persona.

Audience analysis involves researching the demographic characteristics, location, interests, and preferences for a specific group.

The primary objective is to analyze the audience and create a customer segment that shows interest in the business.

This step entails conducting a quantitative analysis to estimate various characteristics related to the composition of the user base, examining physical variables such as age and gender of followers, as well as understanding their usage of social media platforms.

Additionally, it involves analyzing the specific times of day when followers are most active.

This stage serves as a segmentation and targeting process, wherein a thorough analysis is conducted on the characteristics that hold significance for the business.

The analysis is conducted on the composition of the User / Fan Base of Instagram using the data collected by the social media.

Thanks to the section inside Instagram this situation emerges.

The initial Situation as of March 2023 of the Instagram account saw 136 post, 600 Followers and 514 Followed

Data Analysis is conducted on Followers characteristics as Age Range, Composition, Presence during the day and Location

Followers' composition is characterized by a majority of Women, for a total of 80% of the total, with only 20% of Men.

The year range composition is pretty concentrated between the range 25-64, and is divided into three main ranges, as 35-44, 45-54 and 55-64, each with a percentage of 20% of the total.

The second aspect of the analysis is the period in which followers are more active: 18.00 for all the days // Saturday at 12.00, with an average amount of presence about 235/240 online followers.

Lastly the analysis shifts on understanding where the followers are located, resulting that the most popular places are Treviso and San Biagio di Callalta

This audience analysis aims to understand current online situation and decide the correct timing for posting contents, due to different habits in using social media between people of different age.

All these outcomes are very useful in the creation of a *User Persona*.

A Persona represents a particular target audience, it is described by different variables as age, surnames name, address, work, use of social media, passions, interests and struggles.

Personas are defined by following their *buying process* too.

Domea fictional User Persona: **Serena Bertelli**

- *Bio*: Commercial Agent, working 6/8 hours a day during the week. Several experiences around different locations as Perù, Chile and USA before setting in a small city with the husband and developing her business. Likes sharing family moments with other friends too.
- *Quote*: Stability and family for a happy life
- *Demographic Info*: 45 years old, married with two children, live in a small city in Veneto, in a big house with livable spaces for sharing happy moments with friends. The educational level is a Graduation in Economy at Ca' Foscari with a bachelor degree in Sustainability. Big passions are traveling, and homemade products.
- *Motivations (Goals)*: The main motivation is to work and be happy, caring about the home beauty. Develop a family environment in an elegant style.

- *Frustrations (Pain Points)*: Difficult to be in balance between spiritual and working faces.
No much time for discovering items and products.
- *Factors* influencing buying decisions: The main factors are related to sustainability issues. Co-existence of high quality and sustainability.
- *Buying process*: Usually defines its buying process entails basic steps as the attraction with an article, following an emotional appeal derived by standards as elegance, beauty and arts, after the vision of the product online or in store, and finally the physical interaction with the product.
- *Communication*:
social media: Instagram
Work: Facebook
Free Time: Snapchat and Instagram
Devices: iPhone, MacBook

In conclusion, Domea user persona is a woman, with a year range between 25-44, with passions on home designed products and food recipes. The buying process is characterized by a short time period availability, due to work conditions. Most of the time the buying process happens during weekend or at the end of the day.

Customer Engagement and Brand Awareness

Second objective: Raise the reputation and the brand image, use the audience power for increasing visibility.

The second step of the strategy is ideated upon the results achieved through the quantitative analysis performed with the help of digital media.

Starting from this section the strategy shifts object to the *Content Implementation analysis*.

In the previous section Domea gains different outcomes about the various aspects that define the user base, such as age, gender, and the critical periods in which followers are more used in engaging with the Instagram and Facebook accounts.

Primary focus shifts in order to reshape the brand image inside the social media platforms, creating right formats and good visual elements.

Social Media Platforms as Instagram and Facebook must be managed in accordance to the values of the firm, remembering the two keywords as: Hoana and Dome, Family and House.

Obviously in this phase the business has to boost the visibility of the brand, increasing engagement and interaction with the fan base.

This process is mainly conducted with posts and stories promoted by the Instagram account, and for being specific in three different ways: Stories, Posts as normal and Reels, and general UGC (User - Generated Content).

Stories are promoted with the object of understanding clients preferences (as AB testing and select the answer) while posts need to be uploaded with tendency #hashtags, in order to appear frequently inside the research tool bar from users. Meanwhile UGC (user - generated content) develop contents, increasing the visibility though the interaction with customers.

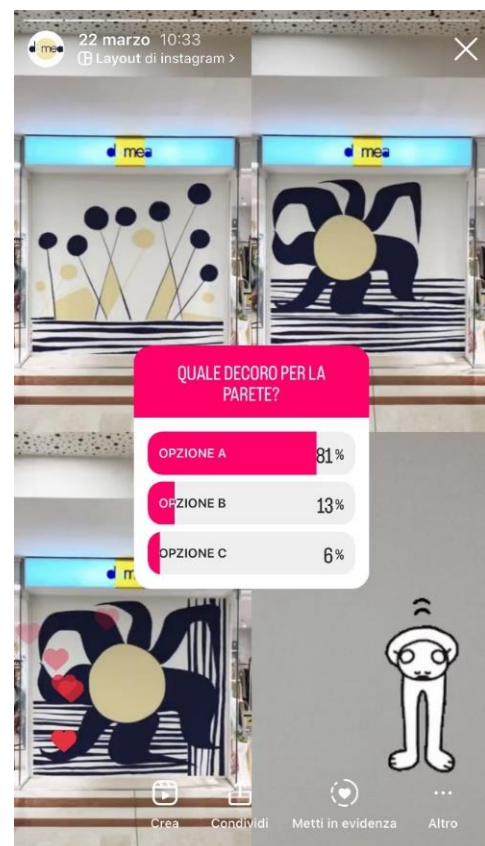
This Step is the most complex one, due to a previous inconsistent digital strategy, without a professional Social Media communication campaign.

During the Customer Engagement and Brand Awareness stage, the objectives are related to Perception and Interactivity, trying to stimulate followers through social contents, entering in contact with the account, and the value proposition of the brand.

A simple example is proposing stories inside the Instagram Account where followers can choose their favorite item, choosing one proposal.

This story on the right posted on the 22nd of March, was looking for understanding which wallpaper set as front door outside the Shop.

With the object of engaging more frequently, working on the key values of the brand, an editorial calendar is created.



(Source: Instagram screenshot)

The schedule proposes different contents during the week in multiple days.

Following a scheduled plan aims a perpetual contact with users and followers, as showed in the table, there are some critical moments, at 12.00, 18.00 and 21.00 where followers are online, and so in these period range, Domea has to perform online content in order to involve them.

Editorial Calendar is a plan for scheduling the creation of new, or updated, content for different audiences to support business goals. The editorial plan varies the proposal with stories, posts and reels, looking for gaining interaction in different methods, proposing discounts, multiple choices and involving sponsors with a larger user base.

DOMEA EDITORIAL CALENDAR	Day of the week	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Content's type								
TIME SCHEDULE POST			Time: 9.00 - 10.00		Time: 12.00	Lunch Time		
POST			PRODUCT DESCRIPTION AND PRODUCER ANALYSIS (main object is to appear inside famous brand pages)		PRODUCT SHOWCASE (In-store photos) GIVEAWAY context (every two weeks)	INTRODUCTION FORMAT IN CUCINA DA DOMEA (If scheduled for the weekend)		
TIME SCHEDULE REEL		Time: 12.00		Time: 12.00				Time: 11.30
REEL		NEW ARRIVALS / WEEK'S PRODUCT		VIRAL VIDEO, exploit trends filters and musics				RECIPE VIDEO, using only Domea branded articles
TIME SCHEDULE STORIE		Time:17.30 -18.00	Time: 21	Time: 21.00	Time: 21.00	Aperitivo Time	Time: 12.30-13.00	Time: 12,18 e 21
STORIE		Reel Sharing and Promotion of discounted products for all the week	Which article do you prefer? A/B testing ?	REEL SHARING	- POST SHARING - CHOOSE ONE OF THE ARTICLE OF THE PRODUCT SHOWCASE	POST SHARING FOR INTRODUCING APERITIVO'S MOOD	DISCOUNTED PRODUCT PROMOTION for the weekend	- REEL SHARING - "Which recipe do you want to see?" - "DO you like our old format?" - PROMOTION OF THE ARTICLE USED IN THE PREVIOUS REEL

(Own Elaboration Table)

Starting from Monday, Reel with new arrivals proposal and a Story promoting those products on sale.

These two contents want to stimulate curiousness inside follower's mind.

On Tuesday, a Post with articles description, mentioning the manufacturer for being reposted by those most famous Instagram accounts.

After dinner at 9pm a story shared with Followers to quantitative valuate the favorite followers' article.

The way of describing the content has to fascinate people who sees the description, inspiring them with ideas of beauty and elegance.

Wednesday is the central day of the week, during this day the idea is to create a viral content along the Instagram trends of the period, with a repost in the evening of the reel content.

On Thursday the idea is to create a connection within followers, showing them products and articles inside the store.

Following a story where users have to select an article depending to different characteristics as “The most useful” or “ Which one you prefer to buy?”.

With Friday Domea’s mood changes, at the beginning of the day a post is created where the account reminds the format:

Inside Domea’s Kitchen, an exclusive format where Domea’s staff uses utensils and kitchen stuff for seasoned receipts.

The idea is to involve at 360° followers, inviting them to participate to the next “episode” of the format.

Nearly at 18.00, due to location and habits, a story about the Aperitivo’s Mood is created.

During the Weekend, and in particular on Saturday, the main objective is to deal with followers as clients, encouraging them to visit the shop with weekend deals and discounts.

Shop’s targeted fan base, has free time during weekend, so promoting sales may increase the presence inside the store.

On Sunday, the content Inside Domea’s Kitchen is presented, with a story shared with followers where they have to choose either next item (as a pan, or a particular item), or next receipt.

Contemporary Instagram Domea account needs a process of rejuvenating, attracting a younger user base using viral reels and seasonal contents.

Domea started this process of innovation during the second week of April, after Easter. The general idea behind this process of innovation is to follow the editorial calendar in order to change the perspective of followers, highlighting the UVP, Unique Value Proposition, expressed as a combination of Family and Home, the key values of the brand identity.

The process lasted about one month, with an intermediate check-up to analyze some possible changes.

Editorial calendar is preceded by a questionnaire, the form is proposed in-store thanks to the QR code, in order to understand how people enters in contact with the business. Questionnaire is also available in Instagram, into multiple stories posted intermittently in the account Domea.

The questionnaire develops itself with one simple question and three possible answers; (language is Italian due to location and clients).

The screenshot shows a survey form with the following content:

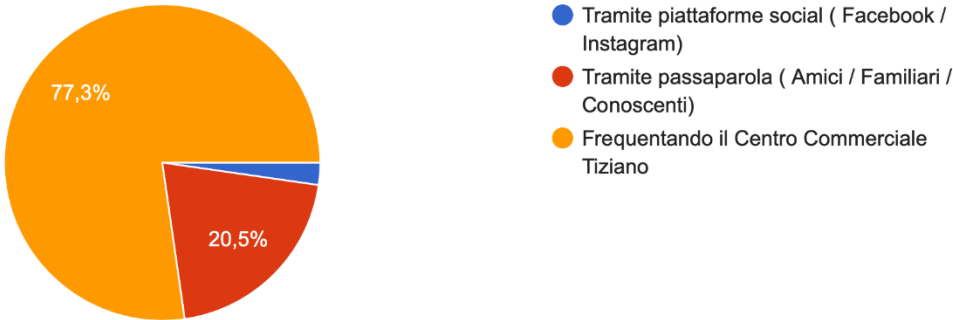
- Title: **Come hai conosciuto Domea ?**
- Introductory text: *Si propone un questionario per capire come si è venuti a conoscenza del negozio*
- User information: `867418@stud.unive.it` (condiviso) [Cambia account](#)
- Field indicator: **Campo obbligatorio*
- Question: **Come sei venuto a conoscenza del nostro negozio ? ***
- Options (radio buttons):
 - Tramite piattaforme social (Facebook / Instagram)
 - Tramite passaparola (Amici / Familiari / Conoscenti)
 - Frequentando il Centro Commerciale Tiziano

(Source: Google Survey Screenshot)

In this phase obviously the greatest percentage must be the second or the third, due to the low exposition on the social media platforms of the business.

As assumed before implementing the test, the 77% of people has discovered the business walking inside the commercial mall, and only the 3% refers to the answer.

Come sei venuto a conoscenza del nostro negozio ?
44 risposte



(Source: Google Survey Screenshot)

As described in the cake graph above there are 44 answers.

One important outcome in orange, with 34 answers, the red part with 9 answers and the 20,5% of outcomes and finally the blue part with only one answer.

Orange states that the customers and clients reached the shop only because they are in the mall-center. The **Red** part refers to those clients that are aware of the business thanks to WoM, Word of Mouth, so technically thanks to family and friends.

The **Blue** piece is the only one person that has come to know Domea's presence through the use of social media.

This summary reflects the conditions explained before, with a poor communication system is difficult to attract customers, in fact the effort of digital media is quiet zero.

In order to perform accurate actions, the use of statistical data as analysis is a key focus for the process efficiency.

The key statistical data used in order to analyze the current performance in this specific step is the level of interaction achieved through posts, reels and stories, and the engagement between Followers and Account.

A two month period range is considered, starting form the 9th of March, until the 9th of May, in this period a real process of attractiveness has started, performing a content-based strategy focused on referring a unique style focused on arts, elegance and beauty to the page.

The statistical data observed are:

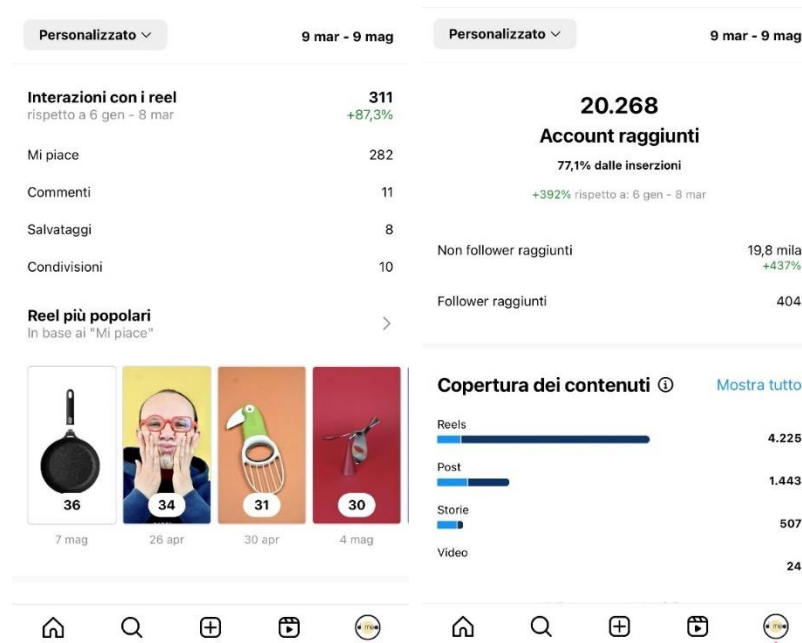
During the period the percentage of followers has increased about the 6% with 46 new followers, not a big percentage but considering the initial phase and focus, is a good outcome, considering the objective of creating a consistent and artistic image for the brand.

On the other hand the percentages of interactions are very significant, with an increment of + 131% respect the previous period January / March, the level of interactions comes from Reels and Posts, respectively with 88% and 180% more.

The number of accounts reached during this period is very consistent, with 20.260 accounts reached, a curios data is that this amount comes almost from non - followers, in fact the increase of 19,8k, that is in percentage an increment in +438% refers to the non-followers accounts reached by the page contents.

A linked data is Impressions, with a total of 103.200 Impressions achieved, an increase of 150% respect the previous period.

The analysis conducted on these data, reflects a big opportunity for the business:



(Source: Instagram Screenshot)

The way of developing contents and approaching the audience is functional, the first phase of the process is producing effective numbers and outcomes.

These outcomes refer to the Organic traffic generated by various contents during the period selected.

One concrete example is described here below, as proof of the analysis of the potential impact of paid advertising through Instagram paid Advertising.

During 10 different days, Reels, stories and posts were promoted automatically by Instagram platforms, reaching about 15k accounts, with 220 clicks on the link but only 30 that at the end decided to fill the questionnaire.

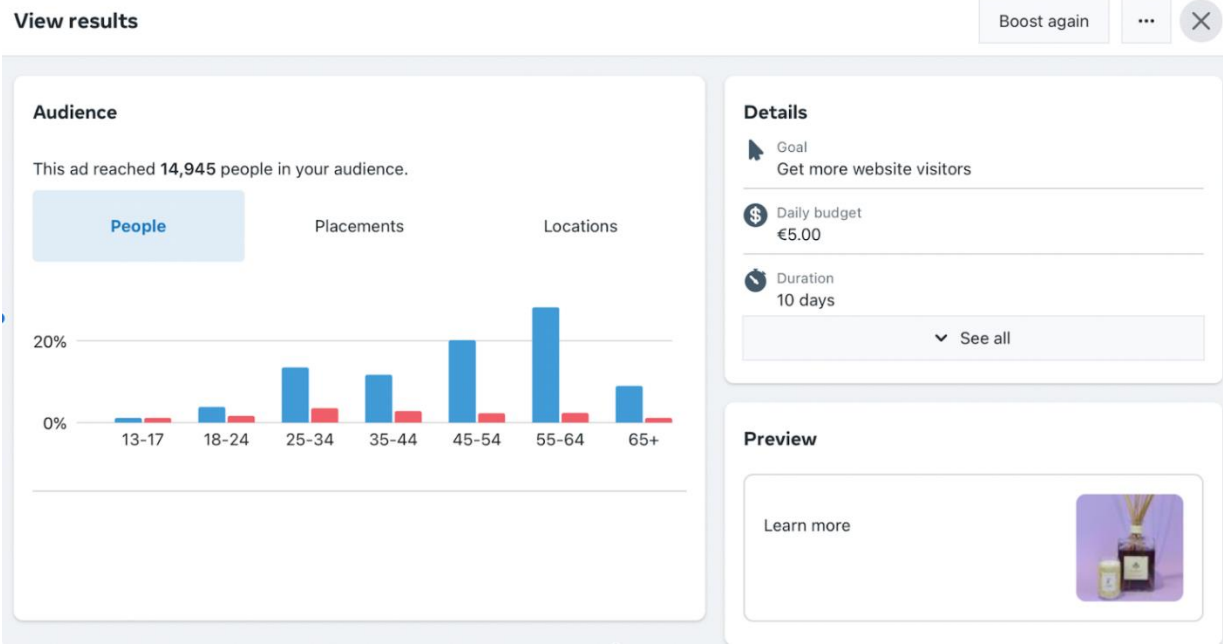
The automated promotion system reflected a bad outcome in the number of answers, but is generally a good start in acting in the social media environment.

In fact, Business Meta account gives an estimation about the composition of the promotion, that reflects some interesting outcomes as the percentage of leads, and how the advertisement has reached Instagram users.

The major outcomes are the age and gender of potential leads, with a range of 55-64 years with female gender.

Promotion is viewed as Instagram story in the most of the cases, with 8000 thousands of view. The Promotion campaign was conducted online through digital devices, but also offline inside the shop, with a QR code set near the cash register, obviously the QR was connected to the link of the survey.

After the questionnaire's submission, using a platform named Shopify, a selling website was created, using questionnaire's answers received as real outcome.



(Source: Meta business analysis)

The Promotion campaign was conducted online through digital devices, but also offline inside the shop, with a QR code set near the cash register, obviously the QR was connected to the link of the survey.

After the questionnaire's submission, using a platform named Shopify, a selling website is created, using questionnaire's answers received as real outcome.

User Base Enlargement

Third Objective: Enlargement of user/fan base and development of viral content looking for the engagement, gain engagement with interaction with the digital public Following the outcomes achieved during the first two stages of strategy implementation, in step three the main object is the enlargement of the user base, looking for the promotion of the right contents for the right follower segment.

The way of conducting this process is blended, initially the generation of content is organic, then for increasing the audience a proof of Paid media is developed.

As for this third step, the focus must be on enlarging the audience, trying on increasing the number of followers, in order to have a big user/fan base for starting the promotion of the e-commerce website.

A key critical aspect for enlarging the audience is being mentioned, in this specific phase the main point is related to build and construct relationships between partners. Domea shop is a retailer and its business is specifically based on relationships with different companies, manufacturers and shops.

As social media point of view the “Being Mentioned phase” means posting stories and posts with multiple tags of the Company social media account, with the aim to use their user base, as its own fan base.

As confirmation the Instagram Account has faces a positive trend in terms of re-posted stories and posts by others accounts.

The main accounts involved in this stage are: FraLab_laboratorioFragranze, MaisonBerger, Emporiozani_Official, Maison_sucree and the official account of Centro_Tiziano, the mall center.

This phase started around the second week of May, after an improvement process focused on adjusting the visual format of the Instagram Account.

As explained above during the thesis, a format is created in order to adjust the visuality and the image of the brand, during the editorial calendar is settled the concept:

A REEL CASE STUDY

A crucial step for our Business Plan is a Reel published on 24 of May, this type of Content is very important for the Digitalization process due to the possibility of going Viral.

The process of identification of critical aspects that made the video viral are multiple, but difficult to define, some motivation could be the emotional attachment of customers to the video, pushing on values as emotions and entertainment.

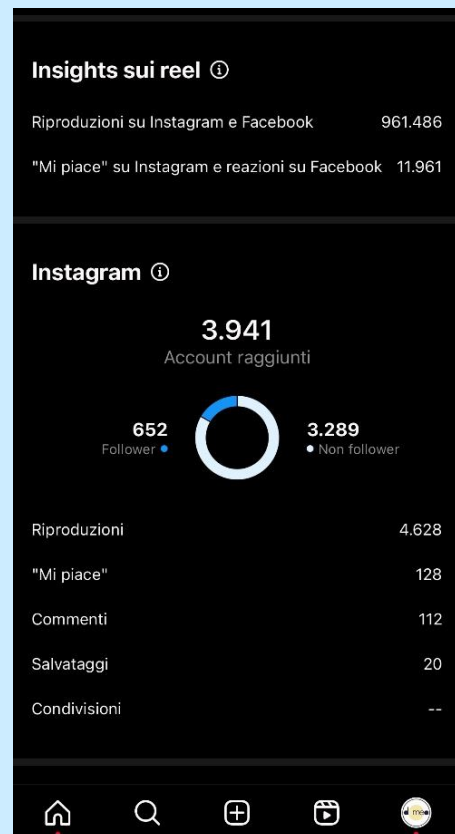
Due to these un-quantitative variables, the analysis is conducted using simple indicators as Views, Likes and Comments. The content is a Reel in which it was promoted an iron in a funny way, highlighting focuses as easiness and comfort of the presented product, the reel goes viral, with more than 950k visualization, and 11.674 likes between Instagram and Facebook.

Inside the content page people start interacting questioning about different characteristics as weight, real comfort use and price for a total of 108 comments. The interaction between Users and the sharing among them are two critical reasons for the Reel's success. After six days starting from the posting day, Domea social media account faces a positive trend with an increment of 70 users in only one

day, following a positive increase in the next days as 36, 27 and again 46, 27, 21, 14 and finally 6 and 7.

In two weeks instagram Domea Account gains 254 new followers, but the positive way continues for another week reaching the total of 965 followers.

From an economic point of view the content generates sales about 600 hundred euros, meaning a boost for the monthly income, considering also the future impact of 250 new followers that are interested about Domea's products, resulting in a future positive trend in online sales by the Instagram Account



As a second step for enlarging the fan base a giveaway is set, promoted through stories and posts, stimulating the followers on tagging friends below the posts, or sending the stories to others, exploiting electronic WoM, Word of Mouth, and raffling off a gift in exchange.

The content generates 20 comments and for every comments 1 to 3 users are mentioned for a total of 30 users; only 9 decides to not follow back the page, meaning that the giveaway generates 21 new followers.

All these actions are implemented in order to have a segmented and targeted audience, knowing psychographics and demographics variables, interacting with them through an appropriate format. The aim is to gain visibility and be known, and after performing the e-commerce website.

A turning point in the development of the Digitalization process is the effective creation of the e-commerce, with the official launch on the social media platform on the 9th of August with a video posted on Instagram in which is represented a screen-video where the phone enters inside the e-commerce platform, showing the many functionalities of the website.

Thanks to the promotion of the e-commerce, a consistent grow in the traffic volume is expected, considering the number of followers that are interested in Domea Brand.

DOMEA EDITORIAL CALENDAR	Day of the week	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Content's type								
TIME SCHEDULE POST			Time: 9.00 - 10.00		Time: 12.00	Lunch Time		
POST			PRODUCT DESCRIPTION AND PRODUCER ANALYSIS (main object is to appear inside famous brand pages)		PRODUCT SHOWCASE (In-store photos) GIVEAWAY context (every two weeks)	INTRODUCTION FORMAT IN CUCINA DA DOMEA (If scheduled for the weekend)		
TIME SCHEDULE REEL		Time: 12.00		Time: 12.00		Time: 12.00		Time: 11.30
REEL		NEW ARRIVALS / WEEK'S PRODUCT		VIRAL VIDEO, exploit trends filters and musics		VIRAL VIDEO, exploit trends filters and musics		RECIPE VIDEO, using only Domea branded articles
TIME SCHEDULE STORIES		Free during the day	Time: 21	Time: 21.00	Time: 21.00	Aperitivo Time	Time: 12.30-13.00	Time: 12,18 e 21
STORIES		- Story for promotion of the e-commerce website, Link reference with Call to action phrases, as "Come to visit our website" - Story for introducing the possibility to acquire our items, choosing two items for week and present them directing followers to visit the website - Product promotion	Which article do you prefer? A/B testing ?	REEL SHARING	- POST SHARING - CHOOSE ONE OF THE ARTICLE OF THE PRODUCT SHOWCASE	- MORNING REEL AND MORNING POST SHARING, - STORY FOR THE PROMOTION OF THE E-COMMERCE PLATFORM PRESENCE	- DISCOUNTED PRODUCT PROMOTION for the weekend, - VIDEO PRESENTATION OF PRODUCTS INSIDE THE WEBSITE THAT ARE GOING IN SALE (example: Plates are in sale on Saturday)	- REEL SHARING - "Which recipe do you want to see?" - "DO you like our old format?" - PROMOTION OF THE ARTICLE USED IN THE PREVIOUS REEL

(Own elaboration table)

The promotion of the digital marketplace is assisted by the creation of a new editorial calendar, ideated with the focus on furthering the concept of visiting, experiencing and buying online.

The Editorial Calendar has some program similarities with respect the one proposed during June and July, but the goal is completely different. In the first one the object was to change the visual identity of the brand, attracting the audience with the key concepts of the brand as elegance and beauty.

On the other hand, the second editorial calendar is developed in order to generate more traffic on the e-commerce, as boost of Digitalization process.

As showed in the table in the previous page, the hour timeline is pretty much the same, with the addition of a new story on Monday for presenting the articles inside the e-commerce page, connecting them with a link between the Instagram photo and the article.

During the week the social media account has the object of creating two Viral Video, considering them the strongest format within In Cucina Da Domea format.

At the beginning of the weekend, the aim is to create appeal inside the customer's mind, proposing captivating photos of the products, and on Saturday the promotion is based on the weekend's discounts for those digital customers that buys from the e-commerce page.

Service Strategy:

A service strategy goes along the creation and development of the e-commerce for placing the products online, the website was initially created with the help of an external agency, without concerning about the online sales, so there is no opportunity to interact with customers, for this reason an e-commerce website is created, connecting the two website with a link available in both pages.

The E-commerce website is developed through the use of Shopify platform, a digital platform used by famous marketplaces, companies and retailers that want to sell their products.

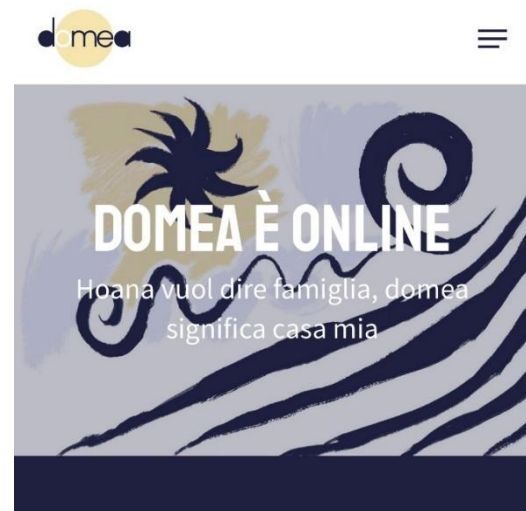
The platform enables the development of a products related-page, with details as price, quantity and images, setted with different themes and images that are already settled by the digital platform.

Shopify platform is a versatile and simple way of promoting products online, for the creation of digital selling channels in which potential leads and clients can choose between different products, and then they can select the item and pay.

The visuality of the e-commerce is in line with the value proposition proposed by the original website and by the social media presence, looking for those visual standards as the white color as wall screen, representing pureness and elegance, the Logo Domea and by background designs and drawings to represent the art and beauty that characterize Domea business in all its products.

For the business is very important to define what Domea is, what Domea sells and what people think about the shop.

The original website and the e-commerce page are very similar, they are connected through the icon Shop inside the original website.

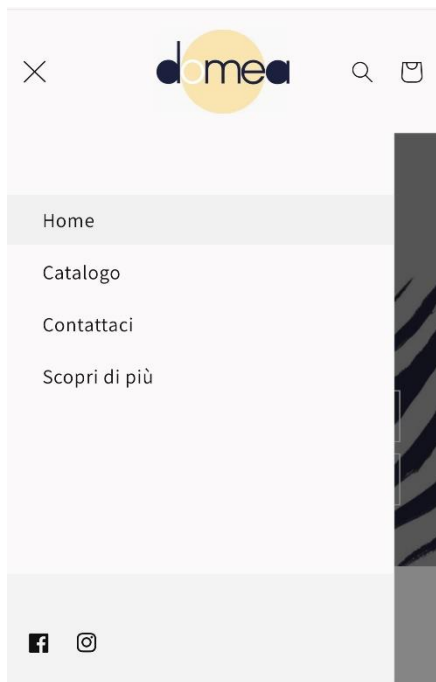


The e-commerce differs in the representation of the functionalities of the website, having 4 different sections as Home, Catalogo, Contattaci and Scopri di Più.

Home is the section where the brand explained itself with the help of its two pivotal concepts as *Hoana* and *Domea*, there are also some references to the physical presence of the shop.

Inside the Home section is also available the product of the period, selected by the Shop and usually proposed with a discount.

Catalog is the window where all products are stored, obviously clients can choose among all the products, considering prices and quantities defined by the shop. The main categories are kitchen utensils, bathroom items and decorative objects. The



Catalog section is updated continuously by the workers, 8 pages with a total 150 products according to the seasonal period, availability of the products.

Contact Us, is a very interesting section developed and created in order to increase the interactivity with customers, leads and the business. In this section the shopper can ask information about products, details and about the location of the business.

Scopri di Più, is the last window and is useful for the client point of view because clicking on it the link will take to the original website and in particular at the

HomePage, so that there is greater uniformity for the clients in the visualization of the products and of the value proposition of the business.

Moreover, a link was incorporated beneath the "Shop" section in the Menù section of Domea, establishing a connection between the main website and the e-commerce page hosted on the Shopify platform (domeatreviso.myshopify.com).

The e-commerce platform extends a range of convenient payment options as those provided by prominent online businesses, it enables seamless interaction with the store, swift navigation across pages and products, and secure payments through leading methods like Visa, MasterCard, and PayPal.

Furthermore, the Instagram account has been linked to our sales page, establishing a direct connection between potential leads, the shop, the associated Instagram page, and, naturally, the showcased products.

As showed in the photos above the E-commerce presents the major figures and critical elements of the majority of websites, the four sections are well explained and clients can discover multiple products in a very efficient way.

In general, the visualization of the e-commerce is very functional, with the constant presence of the Logo, as a reminder of the brand.

The creation of the website is a key factor for the brand, a crucial step for Digitalization process, because opening the website and giving an online access to online customers does not concern only about selling the product, but proposing with the right formats, as professional images and photos, your business.

The launch of the website on the social media accounts, does not generate good impacts on the important indicators as Followers, Engagement and Impressions, however the e-commerce accumulates a lot of visits, in fact during the first month the website reach a total of 617 sessions.

Conducting the change in the editorial plan scheduled for August, key variables must be considered as the time period, typically this month is a working off period for both parties, for the targeted audience this period is characterized by travels, time with family and any problems must be solved in September, and by shop side the period is typically a low season for sales and visits, staff is on vacation too.

August so can be defined as a “*dirty job period*”, characterized by the e-commerce platform development, and by the connection between Instagram account, and the website for selling products.

A new big opportunity arises, with the creation of catalogs inside the section shop in Domea’s Instagram account, enabling customers in buying products directly from Instagram, opening a direct channel between the parties involved in the business, Domea and its customers.

Thanks to this connection followers can visit the e-commerce just clicking on the icon shop directly in Instagram, beyond followers can immediately select the product from stories and posts.

As represented in the image on the right, Instagram after some technical procedures and controls, enables Domea to sell its products by direct promotion on its Instagram Account.

The icon on the side of the post enables followers to become a potential client with only one click, discovering the e-commerce platform through social media vehicle.



(Source: Instagram screenshot)

All these situations lead the scheduled plan to effectively start in September, with the return of Domea’s working staff.

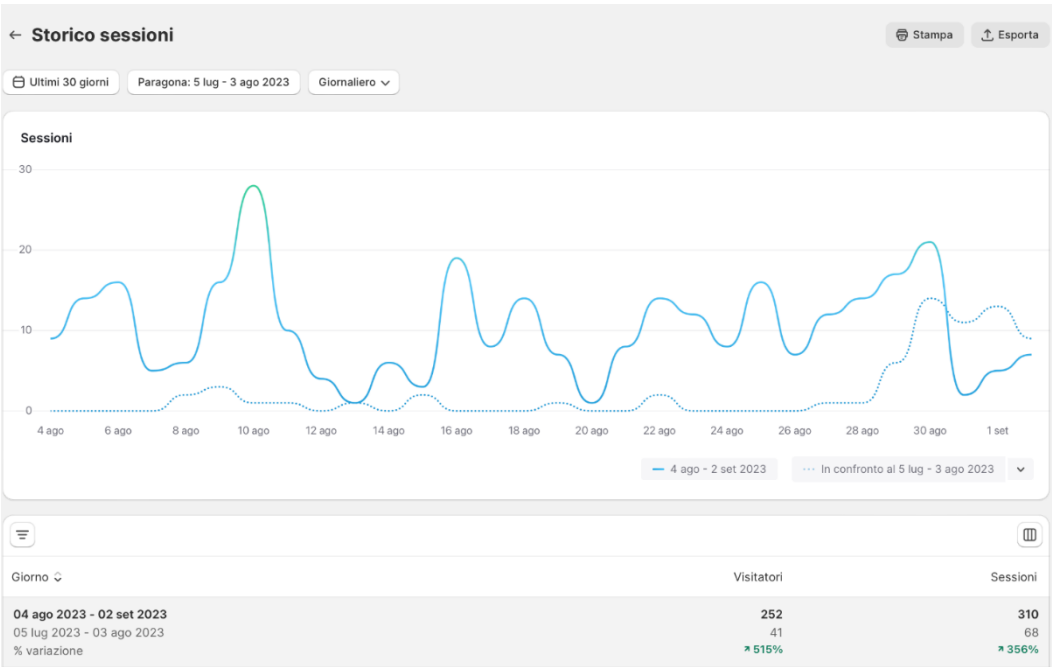
September is the final month for the digitalization plan analysis, a critical period for the implementation of events as In Cucina Da Domea with local influencers, or the brand promotion with influencers ability to generate views and organic traffic in the website.

By distribution point of view the focus must be on delivering products with the help of sustainable vehicles by relying on parcel delivery services. As represented in the graph above, e-commerce creation leads to a consistent positive shift, the blue line describe August’s period, with the sessions inside the e-commerce and the website.

However, the dashed line represents the sessions during July, without the help of the stories and without e-commerce implementation phase.

A total of 310 sessions happened during one month, with 252 visitors.

This shift in percentage represents an increment about respectively 356% and 515% respect of the previous month.



(Source: Shopify table analysis)

This part of analysis shows a User Experience Research (UX) , the user interactions on the e-commerce platform to identify usability issues and optimize the online shopping experience.

Due to the implementation of functionalities as the Instagram Shop, the amount of sessions grows of 1063% in terms of mobile device usage respect the previous month.



However, the conversion rate is still not at an appropriate level, considering the huge impact that mobile sessions has generated.

As depicted in the graph, only one session of the 757 visits of August has turned to the first online sale for a total of 9,99 euro.

((Source: Shopify data))



(Source: Shopify table analysis)

3.6 Financial Projections

Financial Projection is a document that illustrates the economic plan of the company, providing an overview of the current financial situation and the projections of growth of the business.

It provides insights about potential outcomes, but it's based on assumptions and estimations.

The financial project is very important to regularly review and update the economic side, considering the ongoing evolution of business and changes in the market conditions, the actions committed during the time period analysis, about 6 month are several, without heavy commissions in terms of money invested by Domea.

The business may benefit some economic advantages that can be associated with the implementation of an effective digital marketing strategies, as the development of digital services and a distribution channel.

Domea aims to avail economic advantages within different aspect.

First of all, Cost Efficiency, digital marketing is often more cost-effective than traditional methods, Domea can in fact save around 40-50% on marketing expenses by utilizing digital channels like social media and email marketing.

Targeted Advertising is the next factor, businesses can reach specific target audiences more accurately with the help of digital media and targeted campaigns can lead to a 25-30% increase in conversion rates.

An effective audience analysis leads to Personalization, known also as Tailoring marketing, messages to individual customer preferences can result in a 15-20% increase in engagement and conversion rates.

Digitalization also leads to fast results; digital campaigns can generate quicker results compared to traditional methods. This agility can lead to a 10-15% reduction in time-to-market for new products or services.

Result are not only faster they are also measurable. Digital marketing offers detailed analytics, allowing businesses to measure their performance accurately.

This transparency can lead to a 15-20% increase in optimizing strategies for better results.

Moreover, an online presence and marketing can lead to Global Reach allowing businesses to expand their reach beyond local boundaries. This can lead to a 20-25% increase in international or out-of-state sales.

Flexibility is also an important aspect, the transition to the web allows for real-time adjustments to campaigns, leading to a 15-20% increase in adapting to changing market conditions.

Effective digital strategies can also provide a competitive edge, potentially leading to a 10-15% increase in market share, and Improve Customer Engagement by about 20-25%, leading to increased brand loyalty.

Finally, digital marketing campaigns can yield a higher return on investment (ROI), with potential increases of 20-30% compared to traditional marketing efforts

It's important to note that these percentages are pure approximations with no quantitative analysis behind, but usually for the market and for the business these may be truly percentages.

Estimations may vary, depending on various factors as Macro and Micro factors as industry, target audience, specific strategies used, and the effectiveness of implementation.

Additionally, the exact economic advantages experienced by a business can be influenced by its unique circumstances and market dynamics.

3.7 Timeline Presentation



(Source: Canva timeline presentation)

CHAPTER 4: DOMEA DATA ANALYSIS

4.1 Measurement and evaluation

The concluding segment of the digitalization report delves into a quantitative analysis facilitated by Meta-Business digital tool, the primary instrument for data scrutiny.

This section is dedicated to elucidating the outcomes of the Marketing Plan over a period of approximately 6 months, between March and September.

This section specifically focuses on the consequences of implementing a digital marketing strategy through the use of social media platforms, Instagram and Facebook, and the subsequent impact on various KPIs, which serve as pivotal indicators for summarizing our findings.

Our approach to conclusions closely adheres to the structure outlined in the preceding chapter on financial projections section, navigating through the previously stated areas to comprehensively assess the effects of our digitalization efforts.

Targeted Advertising

As stated in the marketing plan, acknowledging the audience leads to greater results in terms of overall business activity.

As shown in the images, Domea shares stories to gain insights about the preferences of its followers.

This information provides valuable data for the e-commerce aspect, indicating which products are more likely to be offered at discounted prices.



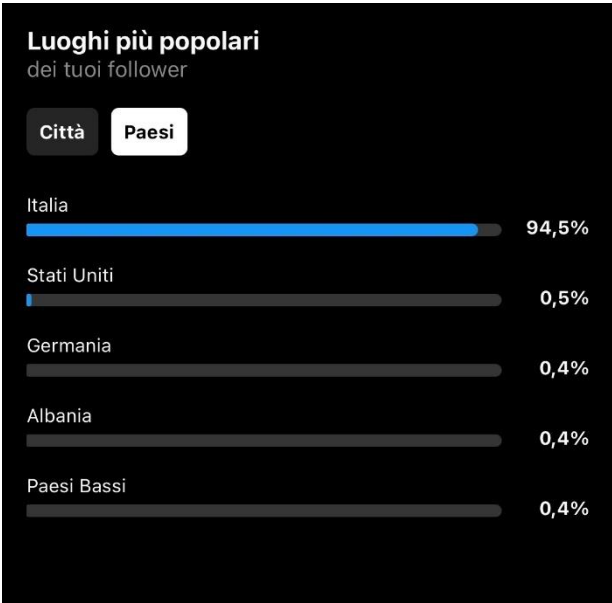
(Source: Instagram Screenshot)

Considering the roots of the research, conducted with the help of Social media for both implementation and analysis steps, *Social Media metrics* are a key indicator for strategy efficiency definition:

The overall social media metrics gained positive results in terms of likes, shares and comments, with a massive increment about these insights.

The situation leads to two achievements, on one side an expansion on the audience composition with the enlargement step, and on the other, the level of the engagement generates a consistent brand awareness.

Domea has the audience centered in north east geographical area, however new digital experiences, leads to a 49.7 %, increment in Instagram Reach, compared to the previous period between 1/1/23 to 19/03/23:



(Source: Instagram insights table)

Increment has resulted in the interest of an International audience as U.S, Germany, Albania and Holland, in small percentages around **0.5% or 0.4 %**.

Competitive Edge

Competition has been always though for the market sector in which Domea operates, due to multiple actors presence as local businesses and International brands. As mentioned before, Domea faces two regional competitors as Morandin and Gotti. The

first one initially had an audience base around 2000 followers on Instagram, but in 6 months it gains only 129 new followers, for a total of 2129 followers.

Gotti situation is very similar, with an increment of only 69 followers in the same temporal period of six months period of competitors.

On the other hand Domea increase its audience of 68,1%, with 409 new followers respect the starting point in March, Instagram profile visits face an increment too with 4101 new visits in the profile, in percentage results in a positive trend of 465%.

DOMEA	600	1009
GOTTI	3500	3569
MORANDIN	2000	2129

(Own production table)

During September Morandin brand has provided an offer for the acquisition of their brand, the offer has been rejected due to inconsiderate claims.

Costumer Engagement

Furthermore, Domea shown higher user interactions and a rise in satisfaction scores. The object of analyzing costumer engagement is to measure the change in digital interactions as Likes, comment, shares and views and discuss how the strategy drove more users to your website and kept them engaged for longer periods, demonstrating improved brand interest.

Over the last four months of analysis (June, July, August, and September), Domea collected a total of 1200 interactions, among likes, comments, and shares.

This amount reflects a 1.5% increase in interactions compared to the previous period February - May.

The pre summer period was also characterized by famous Reel with more than 15k of Interactions, and so the results achieved during the last time sessions represent the validity of financial projections' data.

About this concept, Digitalization leads to a positive trend, increasing organic traffic inside the website, and the engagement inside the social media platforms.

We can state that Digital Marketing strategy leads to a bigger community with a brand interest, improving Customer Engagement

The next step will be to compare the conversion rates (such as sales, inquiries, or downloads) before and after implementing the digital strategy, highlighting the percentage increase in conversion rates as a result of the strategy's effectiveness.

In terms of Conversion rate, the Digitalization process is still in an ongoing process, the results are at a low level, with only one session that results in an effective sale.

Cost Efficiency

Prior to the adoption of our digital strategy, Domea's online presence was virtually non-existent. The bulk of our promotional efforts was channeled through traditional marketing means, such as word-of-mouth and the steady foot traffic within the commercial mall.

However, the last few months have witnessed a notable surge in organic traffic, thanks to an efficient strategy implementation.

The next move entails more assertive promotion on Instagram and the e-commerce site through paid media, particularly Instagram advertisements.

Initial experimentation with a modest budget of €5 per day for 10 days yielded valuable insights, although we must acknowledge that the business was not yet fully prepared to capitalize on paid digital advertising.

Brand Awareness

Being the KPI for this area enhanced brand mentions and reach, the aim here is to discuss the growth in brand mentions, hashtags, and online discussions related to your brand on social media and to mention any partnerships or influencer collaborations that contributed to expanding brand awareness and audience reach.

During the content implementation phase, Domea collaborated at social media level with its referred brand companies, mentioning the product composition and some historical notions about the brand with which collaborates.

Brands as Alpesinox and Maison_sucree are the best partner for Domea, they usually interacts deeply with Domea, a total of 40 tags in six months inside the posts, and an average of two / three mentions every week by stories side.

Business process generates interests and brand awareness for Domea, improving also competitive position at digital level because the new visuality of the brand is a critical factor for digital appeal.

EBITDA Estimation

Finally, measurements are conducted comparing the balance sheet of June and July of 2022, respect the two months of the current 2023 to estimate the EBITDA

EBITDA	2022	2023
MAY	18482 €	20536 €
JUNE	20832 €	16703 €
JULY	24236 €	19206 €

(Own production table)

These amounts indicate the variability of market, affected by Macro and Micro factors at global, European and Italian level.

It is a matter of fact that economic situation of Europe and Italy is not prosperous, probably last year was a better time period for customers, that were more used to spend their finances for this market sector, in particular on household products.

However, as represented in the table, May 2023 was a more profitable month respect the previous year.

These data does not represent the inefficacy of Digitalization process, that is a long term process in an ongoing phase.

4.2 Strategies for risk mitigation

Digitalization is a long term process, it needs several time for developing good contents in the right way, the business replies in an efficient way, considering the short time the results are relevant.

The digitalization plan could face a shift through the exploitation of digital media contents as viral reels, using tendency filters and songs.

Future Recommendations and Actions

Maintaining a consistent posting schedule across business account on social media platforms is of paramount importance.

It's all about keeping the audience engaged through regular and scheduled posts.

By social media point of view, a critical point is Diversification, the business has not to limit only on texts and images, but the aim is to diversify contents production, incorporating live streams and interactive elements like polls and quizzes to keep the audience entertained and engaged.

For instance, user-generated content (UGC) can be a powerful asset. Encourage customers to share their experiences with Domea products or services on their own social media.

When it happens, a repost campaign of their contents must be conducted, so the monitoring process of mentions must be a critical action for the business.

UGC are necessary to build trust among the community, and show real-world endorsements.

As engagement is at the heart of social media, the business has to promptly responds to comments, messages, and mentions. Active engagement by Domea side fosters a sense of community and builds customer loyalty.

As digital presence grows, it will be relevant to consider delving into paid advertising on platforms like Instagram, using offer targeted advertising options that can reach a broader audience and, ultimately, convert potential leads into customers.

Influencer partnerships can be quite effective as well, the main focus is the identification of local influencers or micro-influencers whose values align with brand identity.

Collaborating with them can help the business to tap into their dedicated follower base and gain exposure at the local and regional levels.

Another compelling tactic is storytelling, sharing business's story, highlighting the unique value proposition of the brand.

Another important factor is feedbacks from social media audience, business has to use feedbacks to enhance products, services, and to expand the overall customer experience, responsiveness to feedback goes a long way in building trust.

Feedback are also easily collected by conducting the analysis of social media insights in order to understand what's working and what's not.

A good move would be to also consider organizing local in-store events and exclusive promotions for your social media audience to strengthen brand awareness and to build a sense of community among followers is a future object for the business.

From the content development point of view, the focus must be on the educational side, as it is highly valuable for customers that are interested, informative content related to industry. However, another opportunity arises with partnership with other local businesses for cross-promotions, as joint campaigns, giveaways, or shout-outs to expand audience reach.

Furthermore it is of crucial importance to stay updated with the latest social media trends and adjust the strategy accordingly. Platforms and user behavior evolve, and social media usage has to be based on adaptation and seasonality.

The state of "Being viral", can be achieved by using relevant hashtags in contents as Posts or stories, can increase discoverability for users searching for local products or services.

An underestimated tactic is leveraging employee advocacy is often underestimated, encouraging employees to advocate for business brand on their personal social media networks, their personal connections can be valuable for extending your reach..

Additionally, there are some future implementations in terms of new ideas and new developments as email marketing with a scheduled newsletter every week with different promotions as discounts.

Email marketing aims to collect customer's personal data in terms of data as Age, gender, name and surname, one interesting variable is the date of birth, because the shop can define tailored promotions based on personal preferences and discounts

these products during the birthday. It is an important tool for developing costumers loyalty.

Another branch of marketing is the Experiential one, as explained above in the future suggestions, the business has to encourage followers and clients participation to branded events by Domea, inside the shop, or outside in the city center in Treviso, where the fanbase is centered.

The business has to lower the average year level of the targeted audience, generating interest and brand awareness for younger people, appealing them by using social media as TikTok, in order to enlarge the audience base.

Lastly, it is economically important to regularly assess the Return on Investment (ROI) of digitalization process to ensure a positive yield results.

4.4 Conclusions

Conclusions is the last stage of the marketing plan, after the evaluation of emerged data is time to define the major variables that has played a part in the Digitalization process. The Marketing plan lasts more or less 7 months, starting in March and finishing in September/ October, during this period Domea has developed multiple digital capabilities that were initially unexplored.

The results emerged emphasis mainly on two critical KPIs: Targeted Advertising & Customer Engagement. Targeted Advertising is the first Key Performance Indicator because the initial object in the Digitalization process was based on the audience, as seen in chapter 4 relevant results in the implementation of an efficient strategy, leading to the achievement of outcomes related to the Audience Analysis. The second KPIs, Customer Engagement is another milestone for the development of future strategies in Domea case study, in fact Domea engage multiple actions, delivering a better digital context for the business respect its presence online.

An effective customer engagement fosters brand loyalty, building a sense of community between followers and business. From this point of view, Domea maintains a positive trend within its audience enlargement process, because the business entails perpetual activities such as the content creation that resonates with the target

audience. Customer retention is another important factor for Domea, engaging with followers in different methods as responding to comments or initiating conversations. The marketing plan follows all the steps necessary for a well-defined introduction and promotion of the Digitalization process, the pillars of the new marketing project are mainly correlated to the new format, in which partners are shown as core business actors.

Domea Brand gains credibility thanks to Instagram account visuality, in fact photos, videos and contents are professional, and everything is conducted with the final object to attract and retain followers, and so customers.

Digitalization has brought benefits from the social point of view, as described before the enlargement of the audience and considerably decreasing the difference with local competitors Gotti and Morandin, or by significantly increasing some important indicators such as the number of interactions with followers.

CHAPTER 5: THE AMAZON PHENOMENA

5.1 Pricing Dilemma

Domea pricing strategy is a central theme, strategy definition wants to focus on the promotion inside the store, encouraging a Face to Face experience between workers and customers.

Domea sets its products as high valuable products inside the market, standards, such as elegance and consistency, have to be perceived physically. Nonetheless, Domea wants to promote its articles online, in accordance with its business value proposition. By this point of view a pricing strategy based on the promotion of discounted products must be a central point for Domea in conducting the strategy.

A local business as Domea needs to perform a price strategy following various systems, according to nature of the business, Domea may introduce the concept of Dynamic Pricing, a pricing strategy based on a variable system of price.

This involves adjusting prices based on real-time factors like demand, seasonality, and competitor pricing, introducing the concept of discounts for all the classes of customers, for example Domea can propose discount for the first order, or a change in price for those clients that express brand advocacy with multiple sales.

A problem that Domea, and similar small businesses have to battle is Showrooming, the opposite of what Domea is aiming for: people seeing products in stores, only to buy them online later. Usually potential clients decide to buy from big online retail such as Amazon. In the following sections we will analyze this world wide digital power, to better understand the market

5.2 Amazon Worldwide Force

The Amazon phenomena refers to the dominance of Amazon.com, the famous American multinational company, with its rise in the e-commerce industry.

Amazon, founded by Jeff Bezos in 1994, started its business as an online bookstore, with the vision of becoming the "Earth's Biggest Bookstore", eventually evolved into a global e-commerce giant, offering a vast array of products, including electronics, clothing, and household products.

Step by step Amazon has innovated itself, increasing services and offering the majority of existent products.

Through strategic innovations like Amazon Prime, which offered fast shipping and exclusive content, the company revolutionized online shopping.

Amazon's emphasis on fast product shipment, for any kind of article, collaborating within its advanced logistics networks, is its primary source of success.

During the years Amazon becomes a global phenomenon named Amazon Phenomena , boosted by critical factors as *E-commerce Development and disruption*, in which Amazon played a crucial role, revolutionizing the retail industry by normalizing online shopping.

Its user-friendly interface, convenient shopping experience, and extensive product selection attracted a big customer base, leads to a significant shift in consumer behavior towards online purchases.

Additionally, Amazon is *Customer Centered*, relentlessly focusing on customer satisfaction and convenience, set it apart from its competitors. The company emphasizes a personalized shopping based on customer preferences and browsing history, with fast and reliable shipping. This customer - centric approach fostered loyalty and trust among consumers.

Over the years Amazon has diversified its offerings beyond retail, expanding into the digital environment, such as digital streaming as Amazon Prime Video, smart home devices such as Amazon Echo.

This expansion allowed Amazon to acquire a broader market share and leverage its customer base for cross-promotion and upselling, leading to a big Market Expansion. Fast delivery and time is another component of greatness for the company, Amazon builds a robust logistics network, as fulfillment centers, warehouses and distribution channels with the object to ensure efficient order processing and fast delivery.

Its investments in cutting-edge technology, automation, and supply chain management enabled it to handle massive order volumes while contemporary reducing delivery times, setting new standards for the industry.

A pivotal role in its success is due to the use of data analytics and machine learning. During its businesses company analyzed vast amounts of customer data to understand purchasing patterns, optimize inventory management, personalize recommendations,

and target marketing efforts effectively. This data-driven approach gave Amazon a competitive advantage and allowed it to continuously refine its operations. The process is mainly conducted as a Data-Driven Decision-Making process.

From the Innovation and Disruption point of view, Amazon consistently pursued innovation and disruption in various sectors. The acquisition of Whole Foods Market expanded its presence in the grocery sector. Additionally, Amazon's foray into emerging technologies like artificial intelligence (AI), voice assistants (Alexa), and drone delivery showcasing its commitment to stay at the forefront of technological advancements.

Lastly, the Competitive Pricing and Marketplace Model, Amazon's extensive marketplace model enabled third-party sellers to reach vast audiences, increasing competition and product selection. The company's algorithms dynamically adjusted prices to remain competitive, often offering lower prices than traditional retailers and causing the Showrooming phenomena mentioned before.

Additionally, services like Amazon Prime, offering free two-day shipping and other perks, incentivized customers to choose Amazon over other options.

The combination of these factors propelled Amazon's growth, making it one of the most influential and valuable companies in the world. Its success has not been without controversy, raising concerns about its market dominance, labor practices, and impact on traditional retailers.

Nonetheless, the Amazon phenomenon represents a transformative force that during the years has the power to shape a new retail landscape and continues to shape various industries worldwide.

5.3 Pricing Battle: How to fight big retailers and e-commerce pricing strategies

Fighting against big retailers pricing strategy can be challenging, as big companies as Ikea, Amazon has built a strong competitive advantage in this area.

As mentioned before in the previous page, Amazon and similar companies are the primary cause of worldwide phenomena typically defined as Showrooming, a consumer behavior phenomenon where shoppers visit physical retail stores to

examine and try out products in person, understanding physical characteristics. Later, shoppers use their mobile devices to compare prices and potentially make the purchase online, often from a different retailer.

This global phenomenon has become more relevant since the rise of digital devices as iPhone or smartphones, with easy access to online shopping platforms.

Price comparison is the major factor driving Showrooming, in fact a study conducted by PwC found that 77% of shoppers compare prices online while in a physical store.

Small retailers have to fight against these phenomena, implementing different strategies in order to compete with famous retailers.

Differentiating through Unique Value Proposition, could be an effective approach. Instead of competing solely on price, the focus has to be on offering unique value propositions that sets products or services apart, including emphasizing superior quality, exclusive features, exceptional customer service, or niche specialization. By providing something that Amazon may not offer or excel at, Domea may attract customers who prioritize brand values over the lowest price.

Building Brand Loyalty and Trust by maintaining stable and personalized experience can result in a strong brand identity and cultivate customer loyalty, for a small business as Domea. Digitalization can help reaching this goal by developing excellent customer service, and engagement on social media or on other channels as Newsletter, building a customer base that is willing to pay a premium for a brand and its offerings, by fostering customer trust and loyalty.

Another strategy could be to target Niche Markets that are underserved or overlooked by Amazon. Niche markets often appreciate specialized expertise, personalized recommendations, and curated product selections.

Also, offering exclusive products or experiences that cannot be easily found on Amazon, like collaborating with artisans, local suppliers, or manufacturers to create custom or limited-edition products to potentially attract customers who values exclusivity.

Moreover the focus needs to be on Customer Experience, placing a strong emphasis on delivering exceptional customer experiences. Domea wants to provide a face to face business, based on tailored recommendations, efficient and reliable shipping,

easy returns, and superior customer support. By creating a positive and memorable experience, Domea enhance the concept of customer loyalty, fostering a repeated business, even if prices are slightly higher than Amazon's one.

Furthermore, Domea needs to explore partnerships or alliances with other companies to leverage combined strengths and resources. This could involve collaborating with complementary businesses to offer bundled products or services, sharing distribution networks, or jointly marketing offerings. Pricing systems can be regulated by leveraging synergies, negotiate better pricing with suppliers.

Internally Domea needs to always optimize operations and supply chain efficiency in order to reduce costs without compromising quality. Streamline processes, explore outsourcing options, and leverage technology with the object to improve efficiency, reducing costs. Optimization generally helps a competitive pricing while maintaining profitability.

Finally it is important to leverage local presence and expertise. In the physical store, with a strong local presence, emphasize the benefits of supporting local businesses, highlighting the advantages of personalized services, community engagement, and the positive impact on the local economy. Position yourself as an alternative to Amazon, focusing on the value you bring as a local business and focus on sustainability to gain competitive advantage on big multinationals.

It is important to keep in mind that competing directly on price with Amazon can be challenging, so it's often more effective to differentiate and offer unique value propositions.

Concepts as customer experience, niche markets, brand loyalty, and strategic partnerships are the critical factors in implementing strategies that work hands to hands with a competitive pricing strategy within local business competitors. Domea can carve out its own space in the market and mitigate the impact of Amazon's pricing strategy, and contemporary fighting against local competitors.

CONCLUSIONS

To conclude this work, in this chapter there will be personal considerations about the Digitalization process, with a particular glance to the salient moments of Domea's digitalization plan.

In my opinion we can consider the digitalization process a partial success, considering two different factors: the complexity and dynamism of work environment, and the working period in which Digitalization occurs.

From the dynamism point of view, Digitalization is an ongoing process made by continuous adaptations and adjustments, operating in a mutual environment is very complicated, organizations and workers need to adapt themselves to an unordinary way of operating.

Personally, I gather that Digitalization process is very complex, due to the numerous actors involved as the business organization, different retailers and followers.

By the Working period side, Digitalization process started in March, and goes until the end of September, but during summer and especially in August, the working flow was not very efficient, in particular in meeting the schedule objectives in terms of content implementation.

However, August was the month of dirty-job period, where the object was the development of the e-commerce, and the connection to the Instagram shop.

The power of social media is incredible, especially for small business that aim to generate more brand awareness with low costs activities.

Instagram has become an indispensable tool for businesses seeking to connect with their audience, with the final object to expand the customer's base.

Moreover, the platform's robust analytics provide valuable insights into customer behavior, enabling businesses to refine their marketing strategies in a very easy way. Social media platforms play a key role, especially in enhancing traffic inside Domea's account.

The preferred social media is Instagram, due to the easiness in the development of contents.

Facebook plays its part too, as collection of data for the analysis is available only for those businesses with a Facebook account.

Digitalization and the incredible power of social media are the two main components of the thesis, because are key factors for strategic move towards establishing a meaningful presence in the digital landscape.

This thesis has undertaken a comprehensive examination of the pivotal role played by social media platforms, notably Instagram and Facebook, as instrumental components of digitalization process for a household products business, named Domea, so an analysis on social media KPIs performance is conducted, defining how they collectively contribute to the overall success and growth of the business.

During the working period, ranging from March to October, the key moment is the schedule of the first editorial calendar in April, and developing contents since May/June,

The implementation of the editorial calendar has led to a new Instagram page format, with a completely renewed visuality, where the main players were the products retailed by Domea.

The process of Digitalization has a partial impact on the way the business operates, the results achieved are in accordance within the KPIs as Targeted Advertising, Competitive Edge and Customer Engagement.

On the other hand Conversion Rate is at a low level, but in the medium-future term, results will benefit of the Digitalization process.

Digitalization's outcomes are several as described before, but by the economic side results are not immediately available due to Micro and Macro forces as financial crisis, wars and historical moments at local, international and global level.

Thesis outcome by economic point of view states that, the discerned outcomes have illuminated certain challenges in augmenting sales and profitability.

From the Domea point of view, Digitalization is still a work in progress, in fact is only since mid-August that Domea is gaining benefits from the e-commerce site and by the Instagram Shop.

The future is bright for a dynamic business as Domea, with a well-defined marketing plan, based on Digital Marketing and Social media usage, with the object to be in balance with the offline business, for one practical reason, a demographic analysis

reveals our target audience predominantly falls within the 35-54 age bracket, especially for the older side of the age-range, social media use is relevant, but not dominant.

Secondly, Domea's products are distinguished by superior quality, demanding a tactile and visual appraisal, for this reason necessitates a physical and sensory experience for potential customers.

Hence, our business strategy should not exclusively pivot towards digital channels, but also emphasize human interaction, nurturing relationships during the sales process, and showcasing the uniqueness of our offerings.

Furthermore, the imminent opening of our new store in the heart of Treviso by the end of 2023 is a significant milestone.

This vibrant city harmoniously aligns with Domea's values of elegance, sophistication, and aesthetic appeal, resonating with the local populace.

In this era of rapid digitalization, harnessing the potential of social media platforms proves to be not just a strategic advantage, but an essential cornerstone for businesses.

The adept utilization of these digital channels not only empowers data-driven decision-making, but also establishes a powerful link between businesses and their audience, forging a path towards sustained growth, innovation, and customer-centric excellence.

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