

RASA
Art in the Stars

**General Assembly Digital Marketing 2019 - Final
Project**
Sanchita Saha

The Backstory

RASA means nectar in Sanskrit - And one of the most essential nectars of life is ART.

Beautiful artworks attract every eye. If these beautiful artworks are handcrafted with love, it adds to their appeal and exquisiteness. But you know how it is difficult to find genuine handicrafts whenever you want. Art lovers have to wait for flea markets or travel to exclusive areas to buy them. These processes not only consume time but also fall heavy on the pocket.

This is where RASA intervenes and serves the art lovers by making the handicrafts more “available”.

We are an online store front, with products ranging from exclusive handicrafts, handmade accessories and hand-drawn/painted artworks for art lovers looking for authentic buys.

Business Objective

RASA is a new venture at its very nascent stage. The main business objective at this stage is to build ***brand awareness***.

We want to reach as many people as possible in the month of November.

Customer Empathy Map

Think and Feel?

I am an art lover.

I want to add handicrafts and artworks to my home decor to give it a unique look.

I am searching for handmade goods and artworks that would reflect my taste.

Hear?

"You must go to xyz shop on the abc street as they have a good collection of handmade products."

"You should travel to countries like India to get hold of authentic handicrafts."

"You have a lovely collection of handicrafts."

"You have a keen eye for art."

Say or do?

I wish I could find more genuine handicrafts at affordable prices.

I wish there were more online platforms available to buy handicrafts as I am not always able to go to the flea markets.

I wish I had an option to return/exchange the purchased handicrafts in case they did not match with my decor.

See?

Quality handicraft work is so expensive are labelled with expensive tags.

Flea markets have repetitive vendors and products.

Pinterest and other social media posts with inspiring ideas of decorating home with handicrafts.

Pains

Handicrafts are hard to find, only option is to wait for the flea markets.

Expensive!

There is a lack of new innovative products, unless I travel to a totally new place.

Gains

Would be happy to find tasteful handicrafts and artworks for my home decor.

Having artwork around me will inspire me to come up with fresh ideas at work and enhance my personal growth as an art lover.

Options of buying handicrafts online will save me a lot of time and efforts.

Online buying will provide me with return/ exchange options.



Customer Persona #1



Teresa Perkins

“That’s SO cool! Where did you find it??”

Needs & Goals	Challenges
<p>Collect unique handicrafts to decorate her house.</p> <p>Wants to be known for her sense of aesthetics and distinct taste.</p> <p>Buy art and handmade things to pursue self expression.</p> <p>Day job is creative but confined in corporate expectations, that is why she tries to make room for her own style in her personal life.</p> <p>Likes giving special handmade things as gifts to friends and family.</p>	<p>Handicrafts are expensive.</p> <p>Flea markets are infrequent, there is not much information available about what type of things will be there.</p> <p>She is not always in town or able to go to the flea markets to buy her best picks of handicrafts.</p> <p>There is also repetitive vendors/ stuff in most of the flea markets, making it less worth visiting them. This increases the chance of missing out on new goods or new vendors.</p>
Behaviors	Demographics
<p>Collecting unique cool artistic items.</p> <p>Loves to visit art galleries/ museums/ indie shows</p> <p>Visits as many Flea markets as possible. Likes to travel and bring back unique souvenirs.</p> <p>Loves online shopping.</p> <p>Browses Instagram and Pinterest for cool artists and their works.</p>	<p>Gender: Female</p> <p>Age: 29</p> <p>Profession: Graphic Designer</p> <p>Location: Cambridge</p>

Customer Persona #2



Melinda Smith

“Let’s turn your *house* into a *home*”

<i>Needs & Goals</i>	<i>Challenges</i>
<p>Her profession demands creativity.</p> <p>She wants to maintain her image of a successful interior decorator, who is known to make her clients happy with her work.</p> <p>She needs to find new, unique and reasonably priced decor items all the time for her clients.</p>	<p>Her clients have a wide a range of budgets, different aesthetic tastes and various demands.</p> <p>She needs more and more sources to buy decor items to be able to offer more variety in her work.</p> <p>It is difficult to find unique decorative items all the time but all her clients look forward to having completely one of a kind decor.</p>
<i>Behaviors</i>	<i>Demographics</i>
<p>Always looks for places/ vendors to buy decor items from.</p> <p>Follows other artists on social media for artistic inspiration.</p> <p>She has a busy schedule because of the nature of her work and shopping for decor items online saves her a lot of time.</p>	<p>Gender: Female</p> <p>Age: 45</p> <p>Profession: Interior Decorator</p> <p>Location: Greater Boston Area</p>

Marketing Objective

Business Objective

Build brand awareness.

Marketing Objective

Increase unique visitors to the website by 1000 in November 2019.

KPI

of Unique Visitors to the RASA Website

Marketing Tactics

Google Ads

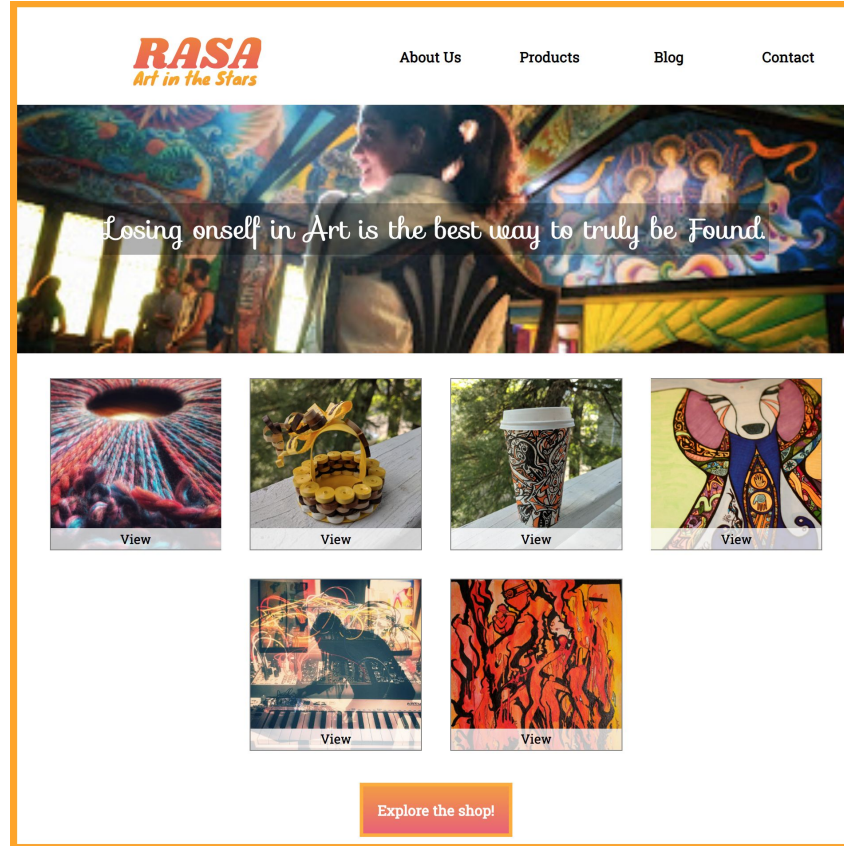
- **Measurement:** # of website visits through the ad (tracked via UTM Code). Calculate CTR.
- **Optimization:** Keyword targeting (using Google adwords), relevant landing page

Facebook Ads

- **Measurement:** # of website visits through the ad (tracked via UTM Code). Calculate CTR.
- **Optimization:** Good CTA, audience targeting on FB, visually appealing content.

RASA Home Page

(The landing page for the Google Ads and Facebook Ads)



Tactic #1 - Google Ad

Type - Paid

Measurement - Calculating CTR using Behavior reports on Google Analytics. Using UTM code.

https://www.rasaart.com/?utm_source=google&utm_medium=cpc&utm_campaign=RasaBrandAwareness

Keywords

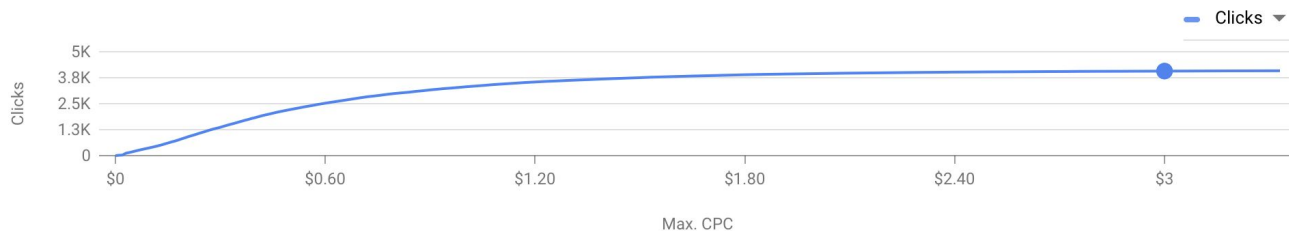
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided				
<input type="checkbox"/> craft	100K – 1M	Medium	\$0.21	\$0.95
<input type="checkbox"/> handicrafts online	10 – 100	High	–	–
<input type="checkbox"/> handmade gifts	1K – 10K	High	\$0.32	\$2.00
<input type="checkbox"/> home decor	100K – 1M	High	\$0.80	\$2.00
<input type="checkbox"/> personalized gifts	100K – 1M	High	\$1.80	\$3.49
<input type="checkbox"/> handmade decorativ...	10 – 100	High	–	–
<input type="checkbox"/> handicraft buyers	10 – 100	High	–	–
<input type="checkbox"/> decorative items	100 – 1K	High	\$0.40	\$1.44
<input type="checkbox"/> handicraft	1K – 10K	Low	\$0.13	\$2.00

Audiences

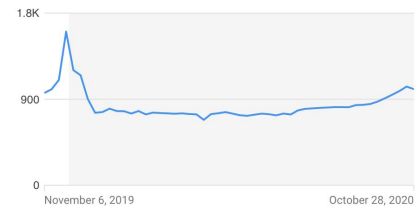
<input type="checkbox"/>	<input type="radio"/>	Audience	Type
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Shoppers</u>	Affinity audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Home & Garden Home Decor</u>	In-market audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Lifestyles & Hobbies Art & Theater Aficio...</u>	Affinity audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Lifestyles & Hobbies Fashionistas</u>	Affinity audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Shoppers Value Shoppers</u>	Affinity audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Gifts & Occasions Holiday Items & Dec...</u>	In-market audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Gifts & Occasions</u>	In-market audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Lifestyles & Hobbies</u>	Affinity audience
<input type="checkbox"/>	<input checked="" type="radio"/>	<u>Seasonal Shopping</u>	In-market audience

Tactic #1 - Google Ad

Your plan can get **4.1K** clicks for **\$4.5K** and a **\$3** max. CPC ☺

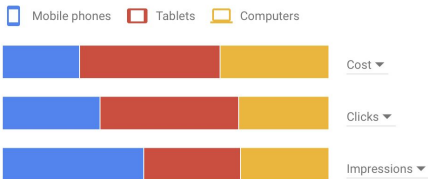


Forecasts over the next year

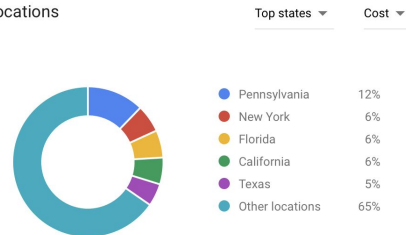


Clicks: **4.1K** Impressions: **84K** Cost: **\$4.5K** CTR: **4.9%** Avg. CPC: **\$1.09** Avg. Position: **1.1** [+ Add conversion metrics](#)
 Daily Budget: \$200

Devices



Locations



Keywords

	Cost	Clicks	Impressions
Craft	\$4,350.86	3,961	81,354
Handicraft	\$67.44	76	1,578
handmade art	\$36.11	31	760

Tactic #1 - Google Ad

Creative

Desktop

Find unique handicrafts online | Cool artwork and decorations

Ad www.rasaart.com

Discover exclusive handmade decor items, crafted with warmth and guaranteed to delight.

Mobile

Find unique handicrafts online | Cool artwork and decorations ⓘ

Ad www.rasaart.com

Discover exclusive handmade decor items, crafted with warmth and guaranteed to delight.

Tactic #2 - Facebook Ads

Type - Paid

Measurement - Calculating CTR using Behavior reports on Google Analytics. Using UTM code.

https://www.rasaart.com/?utm_source=facebook&utm_medium=cpc&utm_campaign=RasaBrandAwareness

Creative - Carousel ads with CTA's leading to the RASA website Homepage.

RASA - Art in the Stars
Sponsored · 🌐

RASA is an online store front with products ranging from exclusive handicrafts to hand drawn/painted artworks for the art lover in you.

Paper Quilling Basket
Big love for little things!
[Learn More](#)

Coffee Mug Art
Upcycled plain coffee mug.
[Learn More](#)

Like Comment Share

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RASA is an online store front with products ranging from exclusive handicrafts to hand drawn/painted artworks for the art lover in you.

Coffee Mug Art
Upcycled plain coffee mug.
[Learn More](#)

Wool Wreath
Add some warmth to your wall.
[Learn More](#)

Like Comment Share

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Sponsored · 🌐

RASA is an online store front with products ranging from exclusive handicrafts to hand drawn/painted artworks for the art lover in you.

[Learn More](#)

See more at **RASAART.COM**

Like Comment Share

Tactic #2 - Facebook Ad

Ad Set Name ⓘ RASA Brand Awareness Ad set 1 ✖

Dynamic Creative

Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience. [Learn More](#) OFF

Budget & Schedule

Budget ⓘ **Daily Budget** ▼ \$5.00
\$5.00 USD
Actual amount spent daily may vary. ⓘ

Start Date
Eastern Time

End Date Don't schedule end date, run as ongoing
 End run on:

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

✓ United States

✓ Include ▼ | Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

English (US)

✕

Enter a language...

Tactic #2 - Facebook Ad

Detailed Targeting ⓘ Include people who match ⓘ

Interests > Additional Interests

Decor Home Ideas

Decoration

Handicraft

Handmade Crafts

Handmade Gifts

Handmade Things

Home Décor Products

Home decorating ideas

Detailed Targeting ⓘ Include people who match ⓘ

Home decorating ideas

Work of art

Interests > Business and industry > Design

Interior design

Interests > Hobbies and activities > Arts and music

Crafts

Painting

Photography

Interests > Hobbies and activities > Home and garden

Do it yourself (DIY)

Add demographics, interests or behavior | [Suggestions](#) | [Browse](#)

[Exclude People or Narrow Audience](#)

Audience Definition



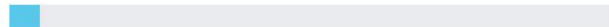
Your audience selection is fairly broad.

Potential Reach: 150,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ

1.3K - 3.9K



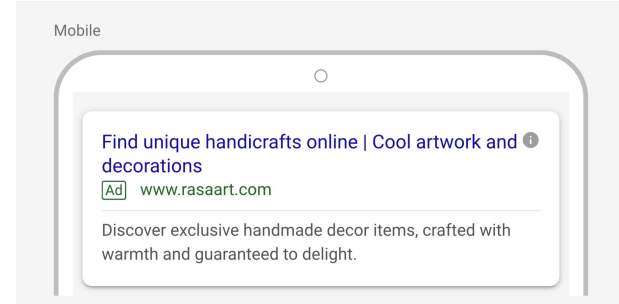
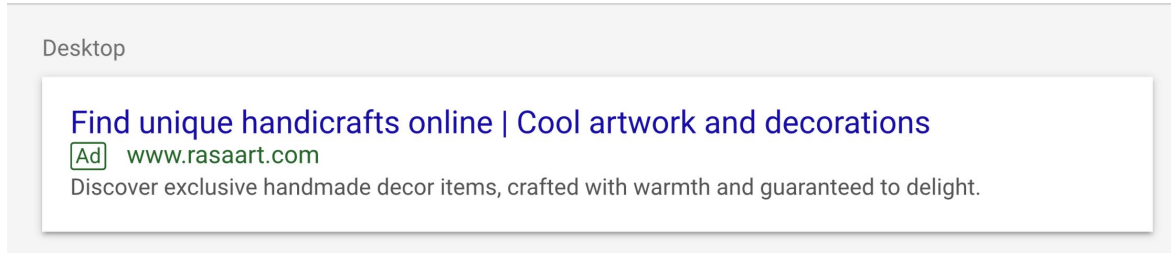
The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

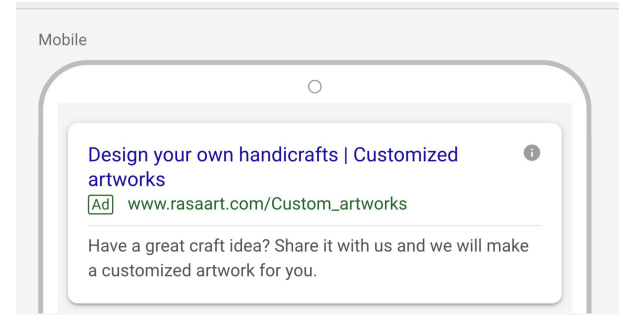
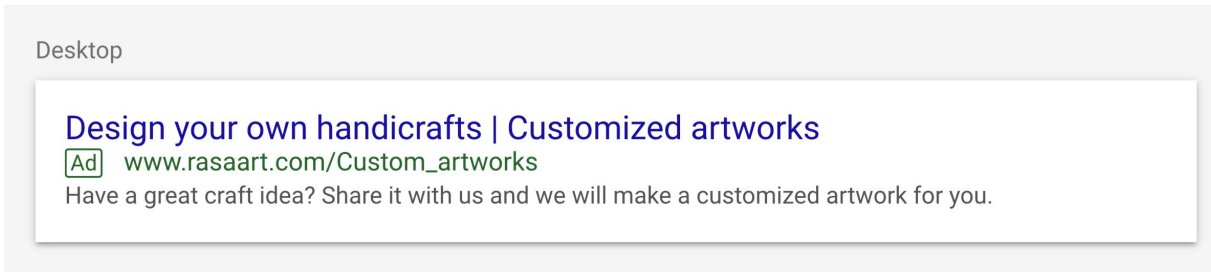
***What if the campaigns fail to
meet expectations?***

A/B Test Google Ad Variations

- **Test A:** The meta description will describe RASA in respect to the range of products it offers.

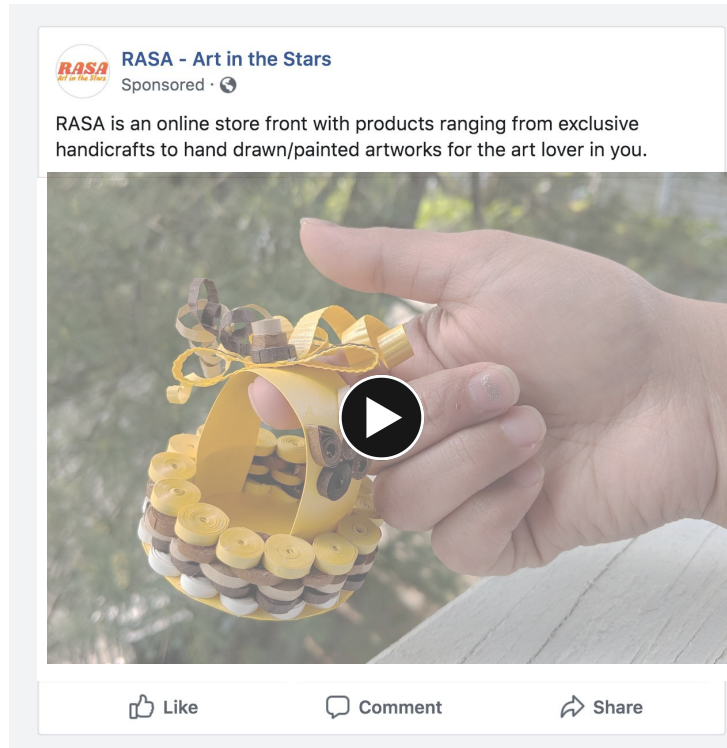


- **Test B:** The meta description will describe a unique service that RASA offers - custom-made handicrafts. Customers can tell us their requirements, preferences, or just share their imagination and we will collaboratively make the product. This ad will take the user to the website homepage but with a questionnaire on top about their demands and expectations regarding the desired custom product.



Facebook Video Ad

- Video content might be more engaging and inspiring than image ads. We can make videos of our products placed in spaces with appealing interior decoration. The landing page for these will be remain to be the website homepage as Website Traffic is the current marketing goal.



A screenshot of a Facebook video advertisement. At the top left is the RASA logo with the tagline 'Art in the Stars'. To its right, the text reads 'RASA - Art in the Stars' and 'Sponsored'. Below this, a short text description states: 'RASA is an online store front with products ranging from exclusive handicrafts to hand drawn/painted artworks for the art lover in you.' The main visual is a video thumbnail showing a hand holding a yellow and brown paper craft. A play button icon is centered over the video. At the bottom, there are three interaction buttons: 'Like', 'Comment', and 'Share'.

RASA Art in the Stars
Sponsored · 🌐

RASA is an online store front with products ranging from exclusive handicrafts to hand drawn/painted artworks for the art lover in you.

Like Comment Share

Next Steps

Find Influencers

This tactic focuses on the first part of the funnel, i.e Awareness. Influencers have an established audience, once they show association with our brand in their content, those mentions will expand our reach and increase people's awareness of our products. The influencers can mention our product(s) and discuss our brand in their content. For e.g post photos posing with our products, include them in their videos (visually and verbally).



Start a Blog

In the blog, we can post useful content (written, pictorial and videos) relate to art and craft tips, how to's, ideas, steps etc, the blog can also feature other budding artists' works on weekly basis. This way we can hope to create backlinks and attract more followers.



How-to Videos

Conduct short webinars, publish YouTube videos about making big art projects or major do's and don'ts while using specific medium, for example making oil based painting, paper quilling, origami etc.



Create a Newsletter

With a monthly Newsletter, we will target those customers who have recently bought from us and/or have subscribed to our email list. The newsletter will act as a reminder to them about our brand and also let them know about our next latest collection of handicrafts and artworks. We can also send discount codes or referral schemes in the newsletter.

October 2019

DECORATIONS TO FALL FOR

RASA Art

AS THE LEAVES TURN...

It inspire us with its lovely gradient of colors. Fall, the cozy season represents preservation of life and its basic necessities. We tend to retreat indoors and focus on cultivating a safe and comforting home. What could be more comforting than some intriguing artworks.



CALL OF FALL

In a way, Fall offers us a chance to reconnect with ourselves as we preserve our safe havens. While you prepare to slip in the warm blankets and sip some hot apple cider, take a look at our Fall inspired handicrafts to add some warmth to your interior decorations.



[Shop Now](#)

Physical Marketing

Take part in flea markets, art exhibitions, art meet ups and talk about RASA. We can conduct various art and craft workshops for various age groups in these events and independently as well.



Thank you!