

THE LOOP STORE



ADVERTISING STRATEGY

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1. EXECUTIVE SUMMARY

The Loop Store is a small jewellery business started by two sisters, Melissa and Nicole. The business handmakes beaded jewellery pieces and also sells gold plated, 925 sterling silver and stainless steel jewellery. Originally starting at the Village Markets, The Loop Store now has a shop located off the Gold Coast Highway on Deodar Drive in Burleigh Heads.

This campaign, named 'In The Loop' has the overarching goal to increase awareness of The Loop Store within their target audience. This goal will be measured by five objectives, which examine the number of customers who visit and purchase online and in store, as well as the number of social media followers The Loop Store gains during the two month period of the campaign.

This advertising strategy includes a situational analysis, utilising a SWOT analysis to find the strengths, weaknesses, opportunities and threats to The Loop Store. A competitor analysis is also included, which involves an overview of the businesses competition, a competitor map, as well as four in - depth competitor analyses which delve into the business and a specific advertisement posted by that competitor.

The 'In The Loop' campaign has identified two target audiences, with the main difference being the age, where the first target audience is aged 16 - 25 and the second audience aged 18 - 50. This then influences, the type of product each target market is interested in as well as what platforms will be used to reach them.

This campaign includes three executions. The first execution is a Google My Business account to allow for The Loop Store's target audience to find out, locate, and connect with them. The second execution involves six social media advertisements, spread evenly across Facebook, to target the older audience, TikTok, to target the younger audience, and Instagram, to reach both markets. The third execution is a website update which includes adding a navigation bar to make it easy for customers to use, as well as an updated About Us page, to share the story of The Loop Store, allowing the audience to engage with and feel connected to the brand.

The budget has been kept to a minimum as The Loop Store has not run a campaign before, and allows the business to implement it as easily and simply as possible.

2. PROBLEM

Problems for 'The Loop Store' identified within the brief:

- Not a lot of visitors to website
 - Lack of advertising has lead to audience being unaware of website
- Website can be hard to navigate
 - Makes shopping online challenging / could be potential deterrent
- Is not well known for the area
- Business can't be searched for on maps
 - Hard for people to find store
- Roadworks since opening store
 - Roadworks along Gold Coast Highway and Deodar Drive blocks drivers view of storefront from the road and compromises ability to be discovered
- Competitors will copy designs
 - Possible for businesses to copy as their customers are unaware of 'The Loop Store' and therefore their original designs



3. SITUATIONAL ANALYSIS

Strengths • Low price point • Appeals to broad age range • Many materials used (gold plated, sterling silver, stainless steel, beads, etc) – something for everyone • High strike rate • Active on Instagram • Have a clear aesthetic for their store and products • Have Instagram shop	Weaknesses • Website can be hard to navigate • Isn't well known in area compared to competitors • Not recognised as a business on Google, Google Maps, Apple Maps, etc • Roadworks since store opened • Isn't on Pinterest
Opportunities • Story behind business could appeal and inspire audience • Roadworks are finishing on Deodar Drive before end of year • To start using TikTok and Facebook more • To advertise on their social media	Threats • Competitors steal original designs • Very saturated market – lots of competitors both online and local • If it's too hard to find store – customers won't bother to go in • Visible opportunity of storefront



4. COMPETITOR ANALYSIS

OVERVIEW

As 'The Loop Store' has a shop in Burleigh Heads and are also present online, their number of competitors is widened significantly.

The most relevant competitors to 'The Loop Store' have been selected and featured in a competitor map. The map displays the businesses position compared to each other based on social media following and price of their products.

Because of the substantial amount of jewellery brands, four of the most relevant competitors of 'The Loop Store' have been chosen for a more in depth analysis. Each analysis looks into the business, their amount of followers and an example of one of the brands' advertisements.

The businesses which have been chosen are Zafino, Merchants of the Sun, Fairley and Love Isabelle Jewellery.



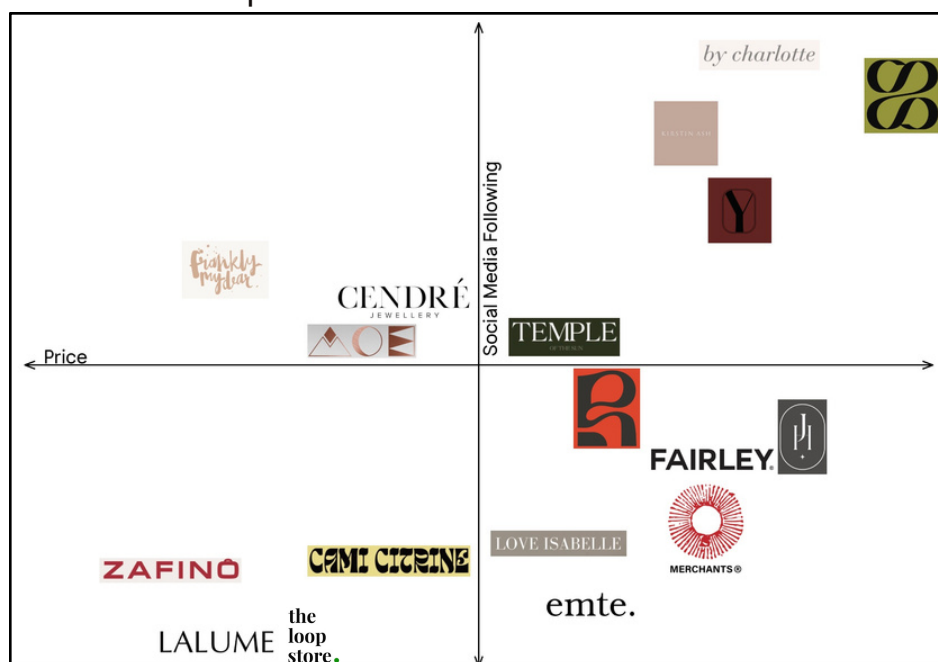
4. COMPETITOR ANALYSIS

COMPETITOR MAP

A competitor map was made for 'The Loop Store'. The y axis is labelled 'social media following' and the x axis is labelled 'price'.



This is a visual representation of where 'The Loop Store' is currently based compared to their competitors.



4. COMPETITOR ANALYSIS

ZAFINO

'Zafino' is an Australian jewellery brand which started out in Melbourne in 2010, and now ships around the world. 'Zafino' was created by founder Mimi, whose two daughters, Zara and Paris, now work in various departments for the brand.

'Zafino' is an online business, which has multiple stockists across Australia. Their website is easily locatable on Google as it is sponsored. They have a smaller following compared to other competitors. Their jewellery pieces have a low price point and having this point of difference with 'The Loop Store' in common, makes these businesses very relevant competitors.

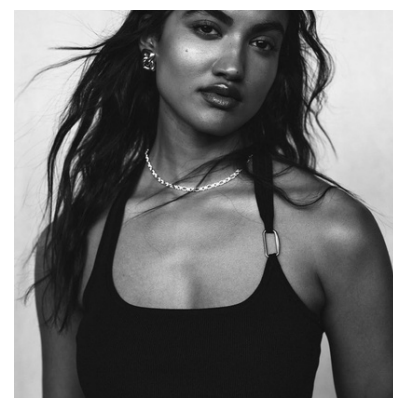
'Zafino' aims their products at a younger target audience as they're active on Instagram and TikTok and keep up / take advantage of current fashion and pop culture trends to gain the attention of this market.

INSTAGRAM
FOLLOWERS:
40K

FACEBOOK
FOLLOWERS:
5K

TIKTOK
FOLLOWERS:
12.9K

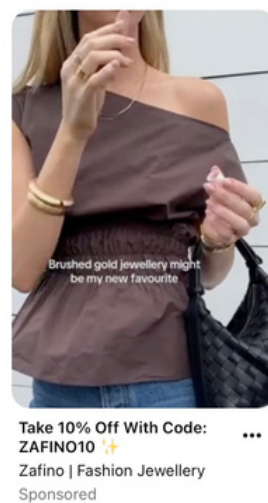
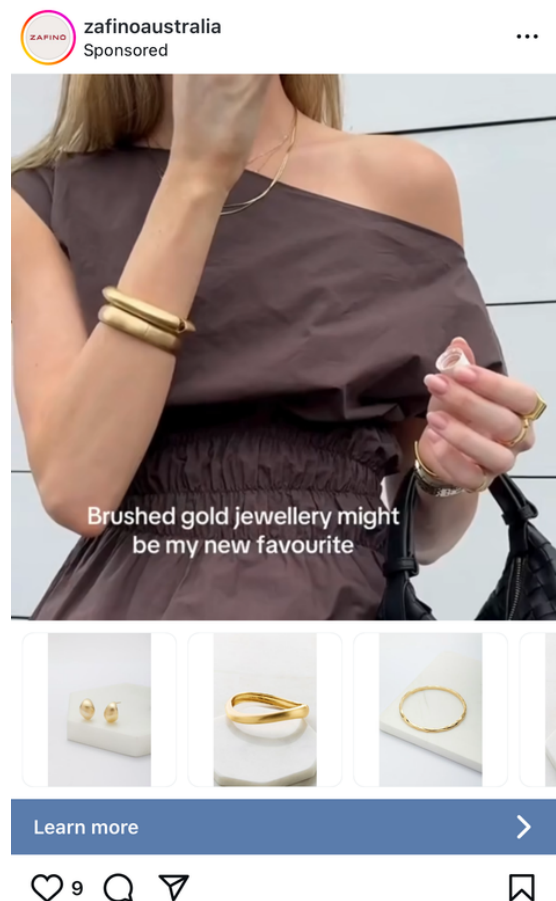
PINTEREST
FOLLOWERS:
47



4. COMPETITOR ANALYSIS

ZAFINO ADVERTISEMENT

- Uses popular music that target audience would know
- Using products which would appeal to target audience - Summer Fridays lip butter balm pictured in ad - draws in the viewer - Also person used in ad displays characteristics of their target audience - female, interest in fashion and jewellery, up with trends, etc
- Links to Instagram shop so audience can purchase jewellery shown
- Area for improvement: The jewellery pictured at bottom of advertisement is different to the jewellery displayed in ad - inconsistent and makes it harder for the audience to find the jewellery they saw and are therefore looking to purchase if wanting to take further action
- Ad has also been used on Pinterest - creates cohesion in their advertising
- Advertised on Instagram and Pinterest - really relevant platforms for their target audience which gives a higher chance they will reach more of their target market



4. COMPETITOR ANALYSIS

MERCHANTS OF THE SUN

'Merchants of the Sun' is an Australian jewellery brand located on Gold Coast Highway, Miami. They also have a website which ships internationally. The brand was created from and inspired by the beaches of Indonesia and Byron Bay. 'Merchants of the Sun' focuses on sustainability and ethically sourced materials which influences their unique design aesthetic.

'Merchants of the Sun' is recognised as an established business on Google and their store can be found on both Google Maps and Apple Maps.

The brand focuses on a local and younger target audience seen by the beachy and chunky jewellery as well as them being mostly active on Instagram, TikTok and Pinterest. The location of their business is a large reason why 'Merchants of the Sun' is competitor for 'The Loop Store'.

INSTAGRAM
FOLLOWERS:
59.8K

FACEBOOK
FOLLOWERS:
2.9K

TIKTOK
FOLLOWERS:
7272

PINTEREST
FOLLOWERS:
522



4. COMPETITOR ANALYSIS

MERCHANTS OF THE SUN ADVERTISEMENT

- Simple close up of their jewellery products on someone – focussed mostly on rings and includes bracelets
- Jewellery used in Instagram story ad are all good examples of the brand and closely tie in with their brand identity – not a random one off piece
- Silver, chunky, eclectic, original, aesthetic
- Have created a ring stack / hand stack which could be replicated by audience if they purchase from 'Merchants of the Sun'
- Has a 'SHOP NOW' button which allows audience to look through, discover and purchase their products
- Colours of background relate to brand image – the beige / sand coloured pants relate to the Byron Bay and Indonesian beaches origin of the brand
 - The hand being tanned also relates to this vibe – looks like its summer and they have been out and at the beach
- Includes their name 'merchants of the sun' to create links in audiences mind to this unique aesthetic with brand
- The pops of red in the jewellery which is displayed within the advertisement relates well to their other logo – they use both a black and white logo (seen as their Instagram profile photo) as well as a red and white version (used throughout their branding)



4. COMPETITOR ANALYSIS

FAIRLEY

'Fairley is an online jewellery store founded by Susannah Fairley. The brand is stocked in stores across Australia and New Zealand as well as a few in the U.S.A and South America and is shipped worldwide from their website.

The brand uses a range of the same materials as the 'The Loop Store' such as 925 sterling silver and 18k gold plated pieces, however, sits at a higher price point.

Their pieces have been showcased on influential people such as Kendall Jenner, however, they have a mid size following on their social media compared to other competitors. One reason for this may be because they aren't as active as other jewellery brands.

INSTAGRAM
FOLLOWERS:
70.8K

FACEBOOK
FOLLOWERS:
19K

TIKTOK
FOLLOWERS:
53

PINTEREST
FOLLOWERS:
41



4. COMPETITOR ANALYSIS

FAIRLEY ADVERTISEMENT

- Advertisement which responds to a followers question: 'What are your favourite pieces to elevate a day to night look?'
- Features Susannah Fairley, the founder of the brand
- Interacting with their customers encourages audience to engage on social media - follow, like, comment, share, etc
- Advertisement showcases interests of target audience such as fashion
- Includes a 'Shop now' link to allow audience to find the jewellery products easily
- Caption mentions Vogue which is also a potential interest of their target audience - makes viewer stop and pay attention to the ad
- Caption mentions 'Megan Gale', however, she is not pictured in the advertisement - is confusing for audience
 - Although their target market may know Megan Gale and be drawn to the caption and advertisement as a result, to those who aren't aware of her, it looks as though she is speaking
- Including founder in ads is a great way of allowing advertisement to feel more personal to the audience - feels as though you're getting to know Susannah and connecting with her and her interests



4. COMPETITOR ANALYSIS

LOVE ISABELLE JEWELLERY

'Love Isabelle Jewellery' is a business created by Isabelle. The brand has two stores, one in Byron Bay and one in Manly, along with a website that ships worldwide. The business is recognised on Google, Google Maps and Apple Maps making it easy for their audience to find them.

'Love Isabelle Jewellery' uses high quality materials such as 14k solid gold, diamonds, 14k white gold etc, which justifies a significantly high price point. However, they also use materials such as 14k gold filled, which creates more affordable product options. Despite this, 'The Loop Store's' prices are notably lower, which can be used as a point of difference compared to 'Love Isabelle'.

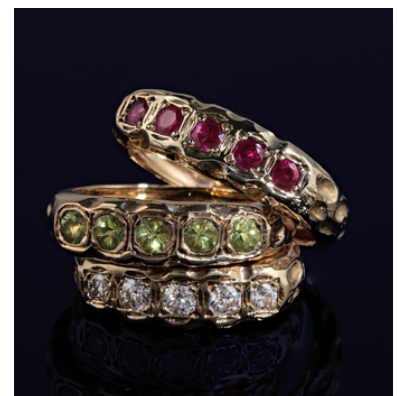
'Love Isabelle Jewellery' has a mid sized following on social media, with Instagram and TikTok being the two highest following counts for the brand. as they are most active on these platforms.

INSTAGRAM
FOLLOWERS:
50.7k

FACEBOOK
FOLLOWERS:
1.1k

TIKTOK
FOLLOWERS:
42.4k

PINTEREST
FOLLOWERS:
164



4. COMPETITOR ANALYSIS

LOVE ISABELLE JEWELLERY ADVERTISEMENT

- Using collage as background
 - Adds visual interest but utilises muted colours so as not to take away from jewellery
 - Displays aesthetic of brand to viewer
- Has link for viewer to shop the ring
- Shows multiple angles of ring so audience can get better idea of what it looks like
- Area for improvement: As ring is in black and white, it blends into the background
 - It can be hard for viewer to first depict what the story is advertising
 - Audience's eye is firstly drawn to the photo of the flower as its central and the stark white boarder contrasts against the shades of grey used within the rest of the photos
- Overall, the story advertisement looks as though it is selling an idea of the brands aesthetic rather than the actual product (the ring) as it doesn't stand out and instead blends into collage



5. BIG IDEA



'IN
THE
LOOP'

The solution presented is an advertising strategy detailing a campaign called 'In The Loop' which is centred around the target audience being in the know about the hidden gem 'The Loop Store'.



6. GOALS AND OBJECTIVES

GOAL: TO INCREASE AWARENESS OF 'THE LOOP STORE' WITHIN THEIR TARGET AUDIENCE

- Objective #1: To increase the number of visitors in store by 30% by the end of the campaign
- Objective #2: To increase the number of people who purchase in store by 15% by the end of the campaign
- Objective #3: To increase the traffic on website by 30% by the end of the campaign
- Objective #4: To increase the number of customers who purchase on their website by 30% by the end of the campaign
- Objective #5: To increase 'The Loop Store's followers on social media by 40% by the end of the campaign



7. TARGET AUDIENCE



Target Audience #1:

- 16 - 25
- Female
- Australian
- Interest in fashion and jewellery
- Focussed more on beaded jewellery than other target audience
- Interested in jewellery being handmade
- Lower prices are appealing

Target Audience #2:

- 18 - 50
- Female
- Australian
- Interest in fashion and jewellery
- Focussed more on silver and gold jewellery
- Want a sophisticated look
- Appealing and inspiring that 'The Loop Store' is a sister run business



8. MEDIA JUSTIFICATION

EXECUTION 1 – GOOGLE MY BUSINESS

For a store, 'Google My Business' is essential in allowing their target audience to find and connect with them. Google is where 'The Loop Store's' audience will go when wanting to find their website, address, contact details, potentially their social media profiles, etc.

It was found that 93% of consumers find local businesses from 'Google My Business' (Aims, 2022). It was also found that Google has 85.1 billion visitors per month, making it the most frequently viewed website (Venz & Leggatt, 2024) and that 93% of global traffic comes from Google (Venz & Leggatt, 2024).

Further, competitors of 'The Loop Store' are all recognised on Google and have their websites, addresses, opening hours, contact details, social media profiles, photos, etc, linked.

'Google My Business' is also completely free making it a very inexpensive yet significantly effective way of raising awareness of the store.

With this in mind, the importance of setting up 'Google My Business' is evident as it allows the target market of 'The Loop Store' to easily find their brick and mortar store as well as online locations where they additionally advertise their business.



8. MEDIA JUSTIFICATION

EXECUTION 2 - INSTAGRAM

Instagram is a crucial social media for 'The Loop Store' to advertise on. The platform has over 2 billion active monthly users (Bagadiya, 2024) and therefore opens 'The Loop Store's' reach to a considerable portion of their target audience.

Instagram's largest age demographic are those aged 18 - 24, making up 31.3% of the social media's users (Oberlo, 2024). This is followed closely by those aged 25 - 34, accounting for 31% of Instagram's users (Oberlo, 2024). Those aged 35 - 44 make up 16.4% (Oberlo, 2024) and those aged 45 - 54% make up 9.0% (Oberlo, 2024).

When examining the age demographics of the platform's users, it's evident that Instagram is able to reach both target audiences of 'The Loop Store', females aged 16 - 24 as well as females aged 18 - 50.



8. MEDIA JUSTIFICATION

EXECUTION 2 – FACEBOOK

Facebook is another social media platform that will be utilised in the 'In The Loop' campaign for 'The Loop Store'. Facebook is the largest social media platform, with 3.07 billion users globally (Bernhardt, 2023). By taking advantage of the volume of users on the platform, 'The Loop Store' widens their reach to a larger portion of their target audience.

Facebook's largest age demographic is 25 – 34, making up 30.8% of the population (Oberlo, 2024). Ages 35 – 44 make up 20.4% (Oberlo, 2024) of 'Facebooks' users whilst ages 45 – 54 account for 12.3% (Oberlo, 2024). Compared to other social media platforms used in the campaign such as Instagram and TikTok, Facebooks age demographic is older. Because of this, the platform will be used to target those classified as a part of 'The Loop Stores' second target audience, which includes females aged 18 – 50.



8. MEDIA JUSTIFICATION

EXECUTION 2 – TIKTOK

TikTok is the third social media platform which will be used in the 'In The Loop' campaign. TikTok is the fastest growing social media platform (West, 2024), which highlights the importance of taking advantage and using the platform effectively.

TikTok's is extremely popular with a younger audience (West, 2024). Those aged 18 - 24 make up 34.8% of their users (Oberlo, 2024) as well as those aged 25 - 34 making up 34% of their users (Oberlo, 2024).

TikTok will be a really effective platform to target 'The Loop Stores' first target audience which include those aged between 16 - 24.



8. MEDIA JUSTIFICATION

EXECUTION 3 – WEBSITE UPDATE

As part of the 'In The Loop' campaign, 'The Loop Store' will be updating their website to include a navigation bar. Website users form an opinion of a website in 0.05 seconds (Venz & Leggatt, 2024), so it's important that it is easy to navigate and usability heuristics are taken into consideration, to ensure consumers aren't put off. It was found that users spend 6.44 seconds interacting with the navigation bar (Venz & Leggatt, 2024) and that 38% of users won't engage with a website if the layout is unattractive (Venz & Leggatt, 2024), which includes whether the website is laid out in a simple and uncomplicated manner. This displays the critical nature of ensuring a navigation bar is included so that users don't feel lost or confused using the website and will therefore be more likely to interact with it.

The other section of the website update for the 'In The Loop' campaign is an update of the 'About us' page. An 'About us' or 'Our story' page allows the target audience to get to know the sisters behind 'The Loop Store' better, and creates connection between the business and their consumers. It was found that 57% of consumers will increase the amount they spend with a brand if they feel connected to it (Sprout Social, 2018) and that if consumers feel connected to a brand, 76% will purchase with them over a competitor (Sprout Social, 2018). This highlights the significance of ensuring the 'About us' page connects 'The Loop Store' to their audience and develops a sense of connection with consumers.



9. EXECUTIONS

OVERVIEW

The 'In The Loop' campaign includes three executions. Each execution has been chosen to achieve the goals and objectives of the campaign, with the overarching goal being to raise awareness of 'The Loop Store' within their target audience.

The three executions are:

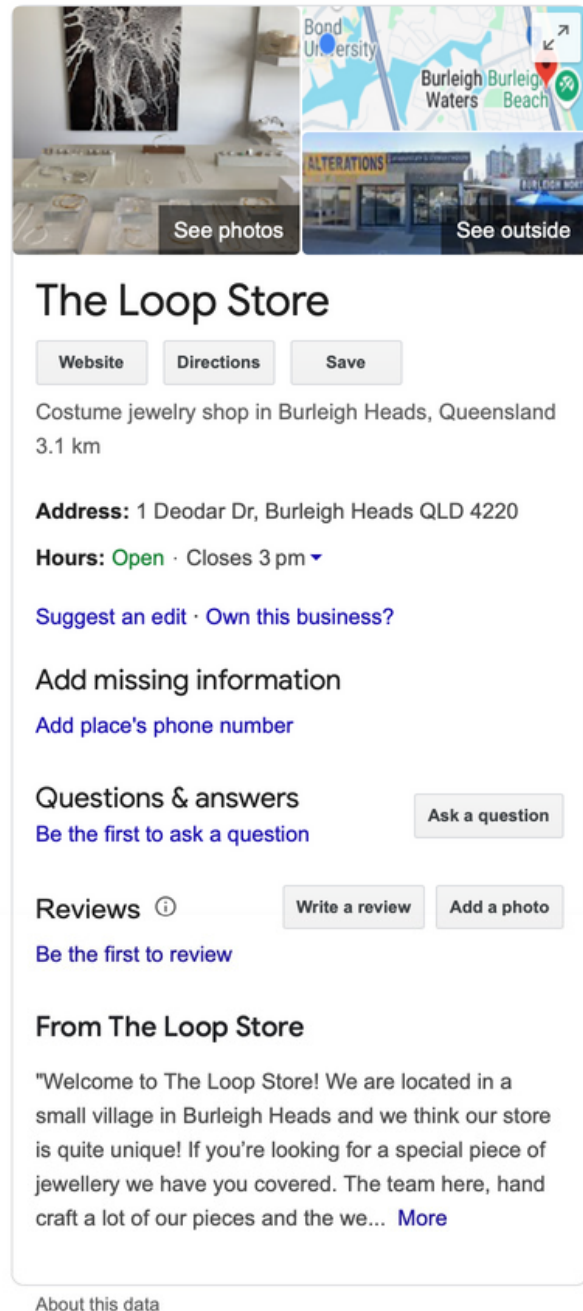
- Google My Business
- Social media advertisements: Instagram, Facebook and TikTok
 - 2x advertisements for each platform
- Website update
 - Navigation bar
 - 'About us' page update



10. EXECUTION 1

GOOGLE MY BUSINESS

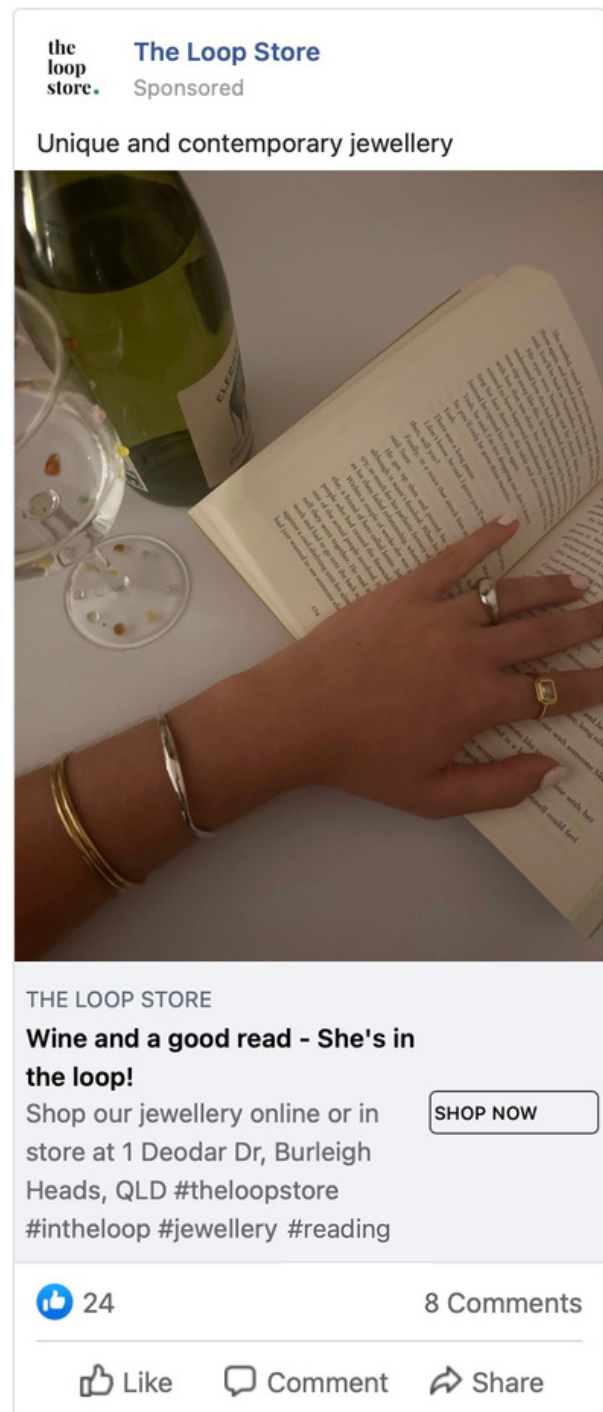
- The business profile of 'The Loop Store' displays important info such as the address, opening hours, overview of the business, directions, etc.
- This information is displayed clearly and accurately.
- By utilising 'Google My Business', 'The Loop Store' is also able to be searched up on Google Maps, making the business very easy to locate.
- The business profile outlines the address of 'The Loop Store', encouraging the audience to visit the shop.
- By implementing 'Google My Business', 'The Loop Store' increases their legitimacy with their target audience.



11. EXECUTION 2

SOCIAL MEDIA – FACEBOOK AD 1

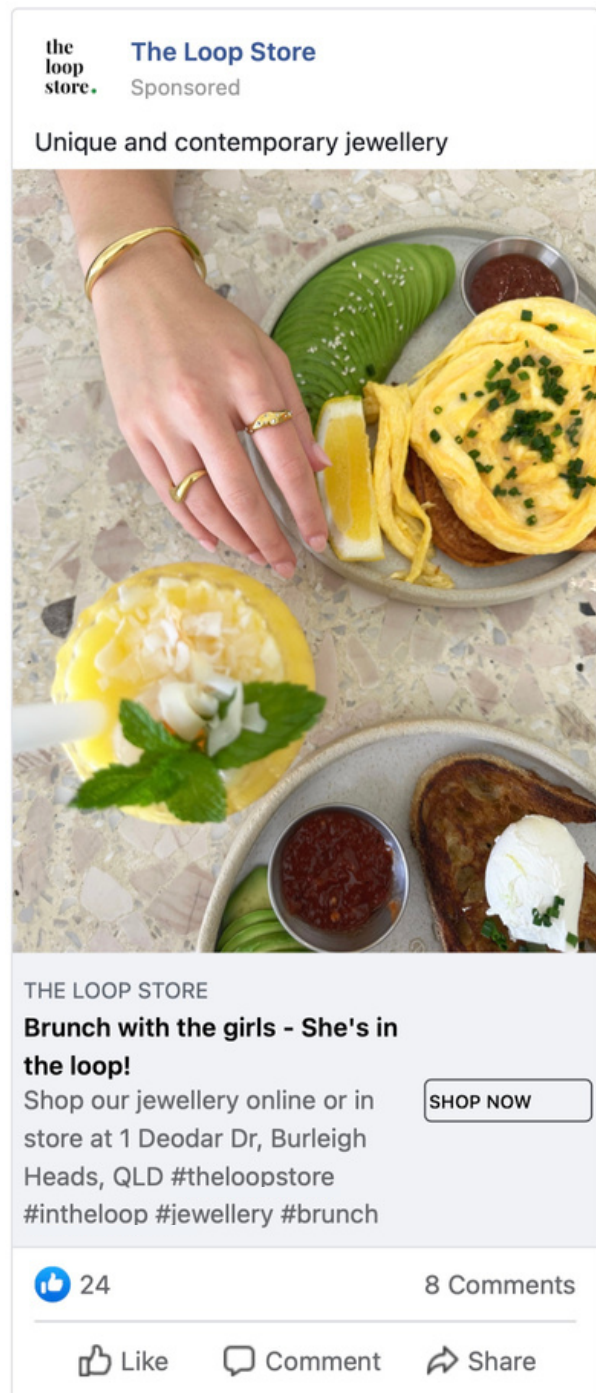
- This advertisement is aimed at the older target audience as it will be found on Facebook.
- The ad features a mix of gold plated and stainless steel jewellery, popular with the target market.
- The advertisement pictures someone in the evening, reading a book and drinking some wine.
- A visually appealing wine glass was used to capture the viewers attention.
- The 'Shop Now' button allows the audience to purchase the items they see in the advertisement.
- The caption describes the activity pictured above, whilst also mentioning the campaign name.
- Hashtags are used to increase the number of people who view the ad.
- The address is used in the caption to promote the store location in Burleigh Heads.
- The background of the ad was kept simple to allow for the jewellery and other visual elements to stand out.
- The words 'unique' and 'contemporary' have been used to describe the aesthetic of the jewellery pictured in the ad which will appeal to target audience.
- No beaded jewellery is pictured as 'The Loop Stores' beaded pieces are not aimed at the audience active on Facebook.



11. EXECUTION 2

SOCIAL MEDIA – FACEBOOK AD 2

- This advertisement depicts a few friends having brunch together as this is a fun activity that the audience would take part in.
- The ad was taken at Palm Springs in Burleigh Heads as their aesthetic aligns with 'The Loop Store' – simple and modern.
- The ad will be posted on Facebook, targeting the older audience – Therefore, no beaded jewellery is pictured and simple, modern pieces are worn instead.
- The caption relates to having brunch with friends whilst also incorporating the big idea, 'In The Loop'.
- The 'Shop Now' button allows the audience to purchase the items they see in the advertisement.
- The caption describes the activity pictured above, whilst also mentioning the campaign name.
- Hashtags are used to increase the number of people who view the ad.
- The address is used in the caption to promote the store location in Burleigh Heads.



11. EXECUTION 2

SOCIAL MEDIA – INSTAGRAM AD 1

- This advertisement depicts girls shopping at 'The Loop Store'
- The ad will be posted to Instagram as the platform targets both of the target audiences.
- The advertisement is a 13 second video.
- The video includes overviews of their jewellery, the store, girls shopping, etc.
- The ad has a sound which evokes feelings of summer over the top of the clips to match the personality of the brand.
- The caption relates to in store shopping and also includes the address of the store to make it easy for audience to locate it.
- Hashtags have been included to increase the percentage of the audience who sees the ad.
- The advertisement has a mix of beaded jewellery as well as gold plated, 925 sterling silver and stainless steel jewellery to entice both audiences.
- The ad includes clips of items only available in store such as bags, sunglasses, candles, etc, to incentivise the audience to shop in store.
- Store is featured in the video as the store aligns with the aesthetic of 'The Loop Store' – Ensuring the video is aesthetic increases the likelihood the target audience will engage and interact with the ad.



11. EXECUTION 2

SOCIAL MEDIA – INSTAGRAM AD 2

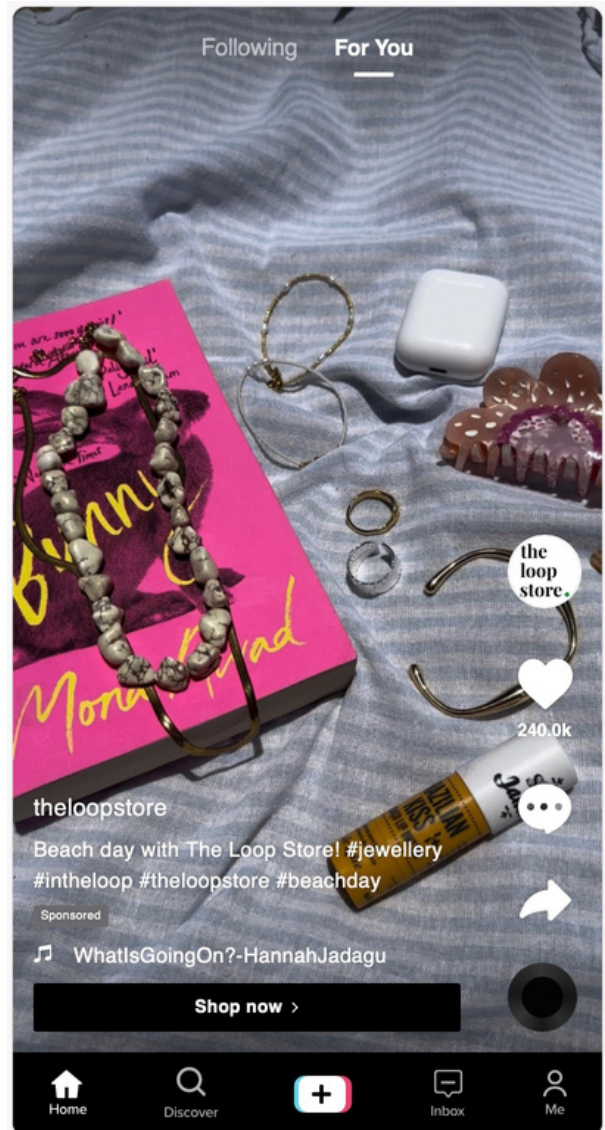
- This advertisement displays someone at dinner with their friends.
- The ad will be posted to Instagram as having dinner with friends is an activity that both target markets would enjoy and engage with and this platform is used by both audiences.
- The ad features a mix of gold plated, stainless steel and 925 sterling silver jewellery, as it shows the variety of materials The Loop Store offers whilst also taking advantage of the popular trend to mix metals.
- The advertisement was taken at Tommy's Italian in Currumbin as locals may recognise the restaurant which acts as a way to draw in the local segment of the target audience.
- The aesthetic of Tommy's Italian aligns well with the simple, clean and modern aesthetic of The Loop Store.
- The caption relates to the activity in the photo to further solidify what is going on in the advertisement.
- Hashtags have also been used in the caption to increase the percentage of the audience seeing the ad.
- A burgundy Brie Leon bag is seen in the photo, which may be recognised by some people within the target audience and capture their attention.



11. EXECUTION 2

SOCIAL MEDIA – TIKTOK AD 1

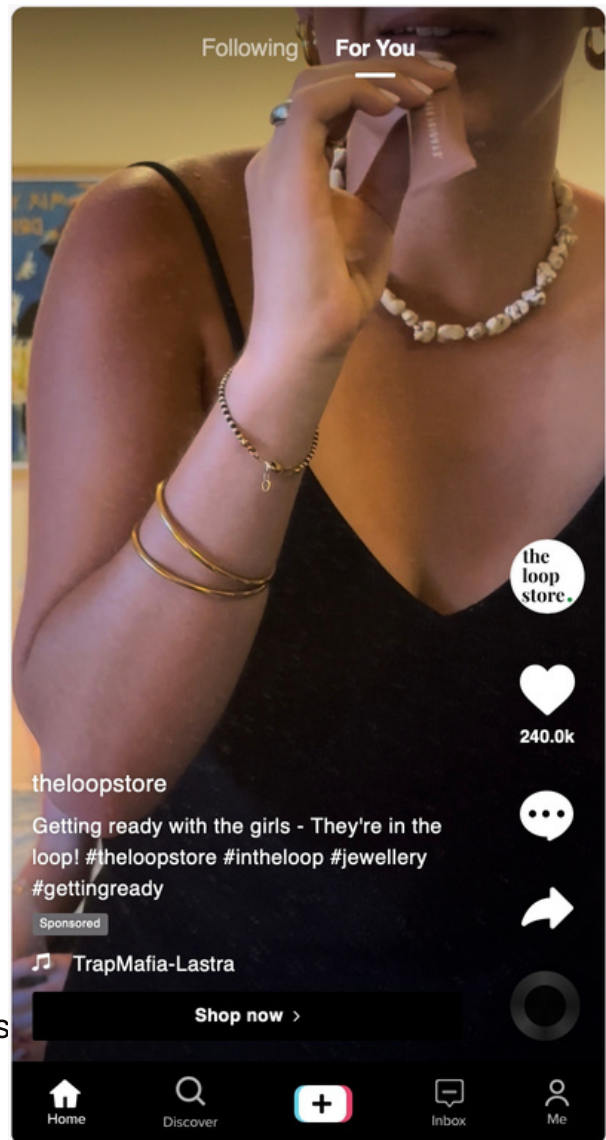
- This advertisement depicts a girl at the beach wearing jewellery from 'The Loop Store'.
- The ad will be posted on TikTok to reach the younger audience, aged 16 – 25.
- Having a beach day during Summer is a fun activity that the younger target market would like to engage in.
- The video goes for 11 seconds.
- The ad features a girl wearing a mix of gold and beaded jewellery, layouts of jewellery and other items on a beach towel, clips of Burleigh beach and the Burleigh Pavilion, etc.
- The inclusion of clips of Burleigh Heads beach and the Burleigh Pavilion will be recognised by those in the target audience who live locally and will draw them in.
- The inclusion of the açai bowl acts as another indicator of Summer for the target market, appeals to the audience as it is likely a food they enjoy and also allows rings and bracelets to be shown on someones hand when scooping the açai.
- Beaded jewellery is repeatedly featured throughout the TikTok as these pieces appeal to the younger target market.
- The song 'What Is Going On?' by Hannah Jadagu is used as it will remind the audience of music they would listen to at the beach.
- The caption used relates to the activity shown and incorporates hashtags to increase the number of customers who see the ad
- Bright colours were used throughout the ad (book cover, bikini top, etc) to appeal to a younger audience.
- Products from brands such as 'Sol De Janeiro' were featured as the audience is aware / may own their products and therefore it acts to engage them in the advertisement for 'The Loop Store'.



11. EXECUTION 2

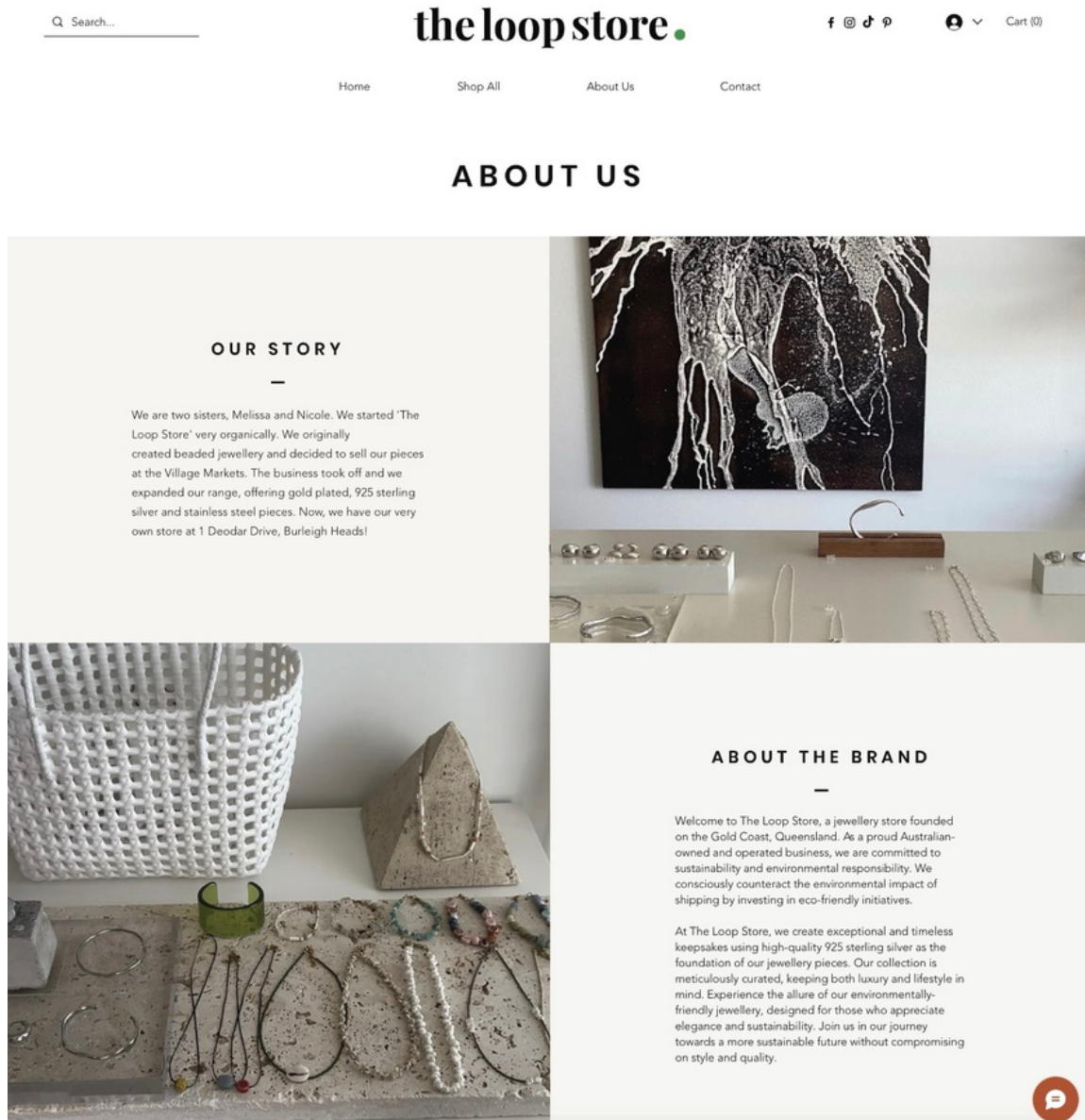
SOCIAL MEDIA – TIKTOK AD 2

- This advertisement displays a group of girls getting ready together for a night out.
- The ad will be posted on TikTok to reach the younger audience, aged 16 – 25.
- The video goes for 15 seconds.
- The ad taps into the insight that many from this age group say that its even more fun to get ready with friends to go out than actually going out.
- The ad includes clips of girls putting on makeup, making a drink, talking, clips of jewellery amongst makeup products, etc.
- The advertisement includes a mix of beaded, gold plated and stainless steel jewellery as these pieces will appeal to the younger target audience.
- The caption relates to the activity of getting ready and also includes hashtags to increase the number of potential customers who see the advertisement.
- The sound 'Trap Mafia' by Lastra has been chosen as it may remind the audience of music they may play with their friends while getting ready to go out.
- Brands recognisable to the target market (eg. Summer Fridays, Hourglass, Mecca, etc) have been included draw the audience in appeal to their tastes.



12. EXECUTION 3

WEBSITE UPDATE – NAVIGATION BAR AND ABOUT US PAGE UPDATE



- This execution includes a navigation bar, with options for Home, Shop All, About Us and Contact
- This execution also includes an updated About Us page on 'The Loop Stores' website to share the story of the business
- The website navigation bar and About Us page have been kept simple and modern so as not to disrupt the cohesion of the brand
- The About Us page has a header titled 'Our Story' which describes how 'The Loop Store' was started as well as an 'About The Brand' section which details their products and values

13. BUDGET

The 'In The Loop' campaign has been designed so the budget could be kept to a minimum and no unnecessary costs were incurred. As 'The Loop Store' is a small business and has not implemented an advertising campaign before, this budget allows for the store to implement the executions with the least amount of financial stress possible, but still see an increase in sales and engagement.

Google My Business	\$0
Facebook	\$250: For 2x 1 week advertisements
Instagram	\$250: For 2x 1 week advertisements
TikTok	\$250: For 2x 1 week advertisements
Website update	\$250: For simple navigation bar and About Us page tweak
Total:	\$1000

The advertisements running in weeks 3, 4 and 5 will act as a trial for 'The Loop Store' in relation to the amount the business is willing to spend. For the first 3 advertisements, it is recommended that \$125 is spent each week. This cost can be re-evaluated in week 6 of the campaign and a tweaked price can be implemented for weeks 7, 8 and 9.



14. MEDIA SCHEDULE

The 'In The Loop' campaign which includes 3 executions, will run over 2 months, December 2024 to January 2025.

	Week 1: 2nd Dec	Week 2: 9th Dec	Week 3: 16th Dec	Week 4: 23rd Dec	Week 5: 30th Dec	Week 6: 6th Jan	Week 7: 13th Jan	Week 8: 20th Jan	Week 9: 27th Jan
Google My Business									
Facebook			Ad 1				Ad 2		
Instagram				Ad 1				Ad 2	
TikTok					Ad 1				Ad 2
Website update									

'Google My Business' 1 will be implemented in week 1 of the 'In The Loop' campaign to ensure consumers are able to find and locate 'The Loop Store' easily.

The website update, involving the inclusion of a navigation bar and an update of the About Us page, will be implemented during week 2 of the campaign. This is to ensure once consumers are directed to the website from advertisements in the following weeks, they are able to navigate simply and connect with the brand, converting engagement into purchases. It has been placed in week 2 to allow 'The Loop Store' time to execute the update properly instead of rushing to complete this during week 1.

The advertisements will commence at the start of week 3, with Facebook, followed by Instagram in week 4 and then TikTok in week 5. By only running one advertisement per week, 'The Loop Store' is able to determine which platform attracts more engagement / purchases. There will be a break from ads in week 6, and then the second ads for each platform will commence in week 7, following the previous order.

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