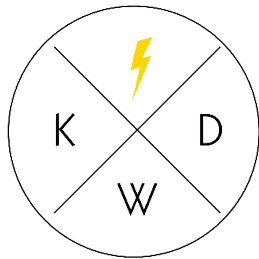




Website Strategy Document

Flight of Fancy

Prepared and Presented by:



KEENE WEB DESIGN

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Strategy Document

what is included?

Strategy and good digital marketing go hand in hand. No matter how well built a site or how much work you put into social media, if there isn't strategy behind it determining audience, conversion goals and a plan to find and engage your audience - success is a shot in the dark.

This document includes the necessary pieces to consider in building our marketing plan. It includes the following sections:

- 1) Audience: determining who our audience is, what they are looking for, and how we can meet their needs.
- 2) Site Structure: designing the layout of the site to best facilitate our users and encourage them to take particular actions
- 3) Search Engine Optimization (SEO): setting up our site to attract traffic from searches on Google
- 4) Integration: ensuring we have multiple avenues to communicate with our audience

AUDIENCE DEFINITION

Targeting Our Audience

AUDIENCE

Target Audiences

The goal of the website is to attract new clients for Flight of Fancy, thus our audience is necessarily potential clients. Our clients tend to fall into three categories: LARP/RPG Enthusiasts, Families with Children, and Specific Fandoms.

LARP/RPG Enthusiasts – People who are engaged in RPGs and LARPing are looking for creative collaboration with an artist to bring their vision to life. LARPers dress up as and portray their characters in live action settings, therefore they would likely be looking for a portrait of themselves in an immersive setting to capture their full vision. RPG players create fictional spaces in their minds and so may be looking for character portraits of themselves or they may want to purchase a stock image of someone who looks like their character and realize their vision that way. In both cases, you are providing them with the creative potential to bring their imagination to life.

This group will likely have these following characteristics:

- Engaged in long-term LARP or RPG groups
- Incredibly creative and likely to have a specific vision
- Lacking in the artistic or technical skills to bring their own images to life

This group will likely be looking for the following from Flight of Fancy:

- Proof that the creative collaboration process has been positive for others
- Beautiful images showcasing the end result
- A sense that this will be easy and fun

AUDIENCE

Target Audiences

Families with Children– People in this group are going to be looking for creative and unique gifts and holiday card options. They are likely to be parents or grandparents looking to give children a portrait (and corresponding merchandise) of themselves as a gift, parents looking to give portraits (and merch) of their child as gifts to other family members and close friends, or a whole family looking for a unique holiday card. In all cases, this group is looking for a fun and easy way to create gifts and cards that can't be found anywhere else.

This group will likely have these following characteristics:

- Be parents or grandparents
- Have a strong desire to be unique and give expressive gifts
- Have some anxiety about how to create something memorable
- May not be computer/technologically literate

This group will likely be looking for the following:

- Beautiful images showing unique end results
- Well presented information that's simple to navigate
- A sense that this will be easy and fun
- Proof that these gifts have been successful for others

AUDIENCE

Answering Their Questions

The primary purpose of online marketing is to provide information and answers to questions that potential clients will have. In order to best serve that goal, we will build the website and social media posts with the most likely questions these clients might be looking to have answered in mind. We predict that our audience will be coming to us with the following questions. For the website, we want to ensure that the answers to these questions are answered on high-level, easily accessible pages that don't require too many clicks to access. For social media, we want to ensure that at least one of these questions is always being answered in any post we create and that we are cycling through answering all these questions on a regular basis.

Questions shared by all audiences:

Can I trust the quality of the end result?

Will this process be fun and easy?

Will I really enjoy having this portrait or giving it as a gift?

Specific Audience Questions

LARP/RPG - Will I see my creative vision fulfilled?

Families - Can I create a variety of gifts from this image?

Fandom - Does Flight of Fancy really understand my fandom?

AUDIENCE

Answering Their Questions

The answers to these questions will be found in the following ways:

Can I trust the quality of the end result?

High-quality images must feature heavily in the design of every page and social media post. The overall impression will be one of fantasy and beauty, impressing potential clients with quality and personalization.

Will this process be fun and easy?

Website: On the website an easy to access process page that gives simple instructions with lots of visual aids showing progress from start to finish (easy) and testimonials about how enjoyable the process is (fun).

Social Media: Testimonials about how simple Flight of Fancy made the process (easy) and videos and images from real clients showing the joy of receiving a portrait (fun).

Will I really enjoy having this portrait or giving it as a gift?

Website: Include a variety of images on every page to show how likely it is that there is a beautiful portrait just waiting for them. Include testimonials from others throughout the site showing how much they love their portraits.

Social Media: Social proof is huge here. Reposting client images, sharing testimonials, and including images and videos of happy people seeing their images is the best way to answer this question. (this will require getting clients to post images, which will be covered in the Social Media section)

WEBSITE STRUCTURE

Building for our Audience

OUR WEBSITE

Reaching Our Audience

The strategy for our website is extensive as it includes the following elements:

Action Pathways – we identify what our audience is looking for on the website and create a pathway through the website for them to quickly and intuitively access the information they are looking for. We then direct them to an action we want them to take (such as sending us a message or calling the office).

Sitemap – we determine what pages are necessary for the website and how the site will be organized, including the hierarchy of these pages, with the action pathways in mind.

Wireframes – we create the outline of all our key pages, showing the relative importance and position of elements on the pages

ACTION PATHWAYS

Our website will include the following action pathways for our audience segments

Desired Action:

Contact Flight of Fancy (via email or contact form)

Pathway Options (shortest option):

Homepage (direct visit) --> Contact Form on Homepage

Number of Clicks: 1

Social Media Post --> Homepage --> Contact Form on Homepage

Number of Clicks: 2

Pathway Option (exploratory):

Homepage --> Gallery/Process/Portraits/Process Pages (interconnected to encourage ease of browsing) --> Contact Page

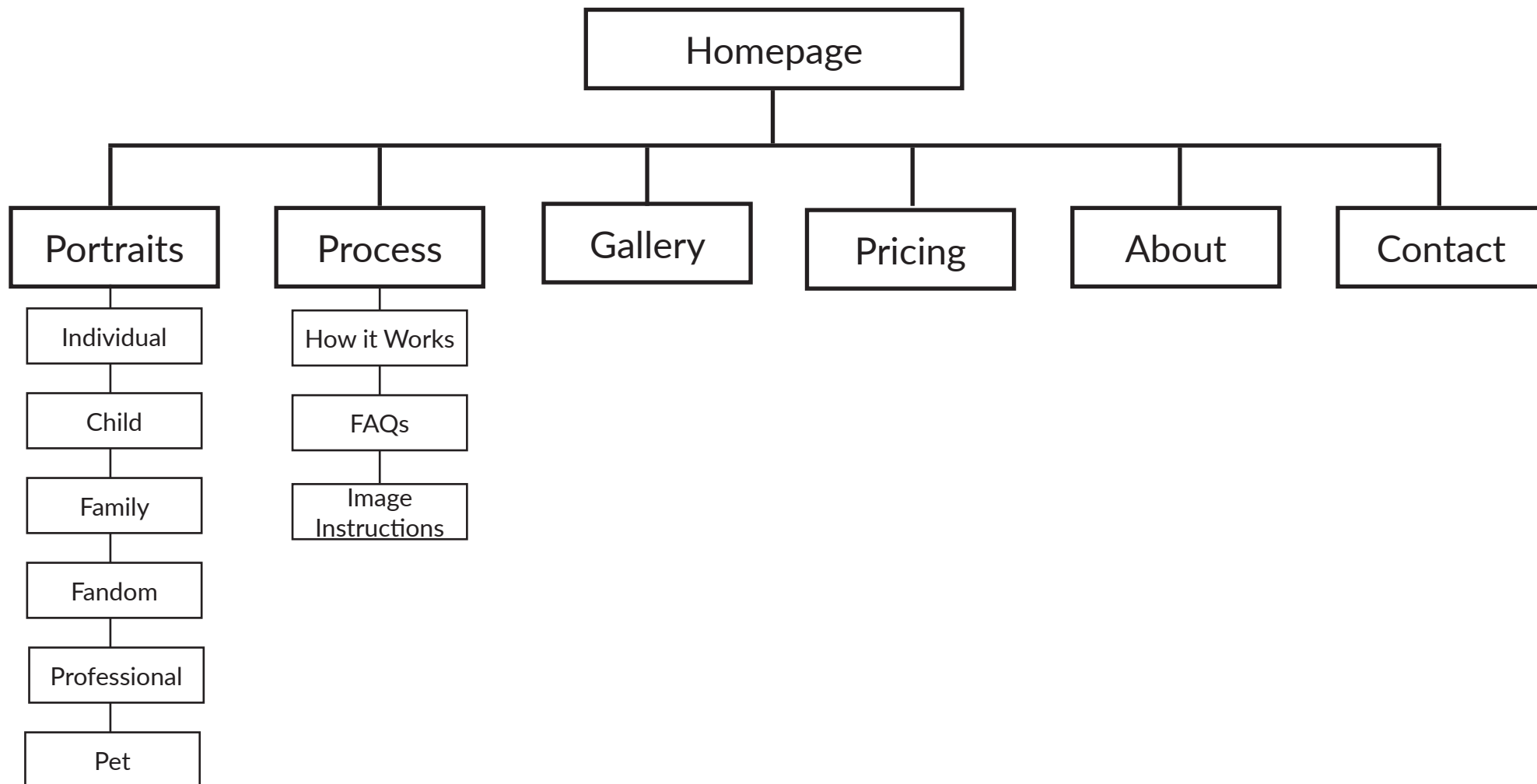
Number of Clicks: 2+

Design Needs:

Provide a method for users to see a variety of content related to their questions immediately and make contact actions visible at every point of contact.

SITEMAP

Our website will include the following pages and hierarchy



WIREFRAMES

Our site will follow these outlines for page design:

Wireframes are the outline for a website. They show what elements need to be on a page and their relative importance and placement in comparison to other elements.

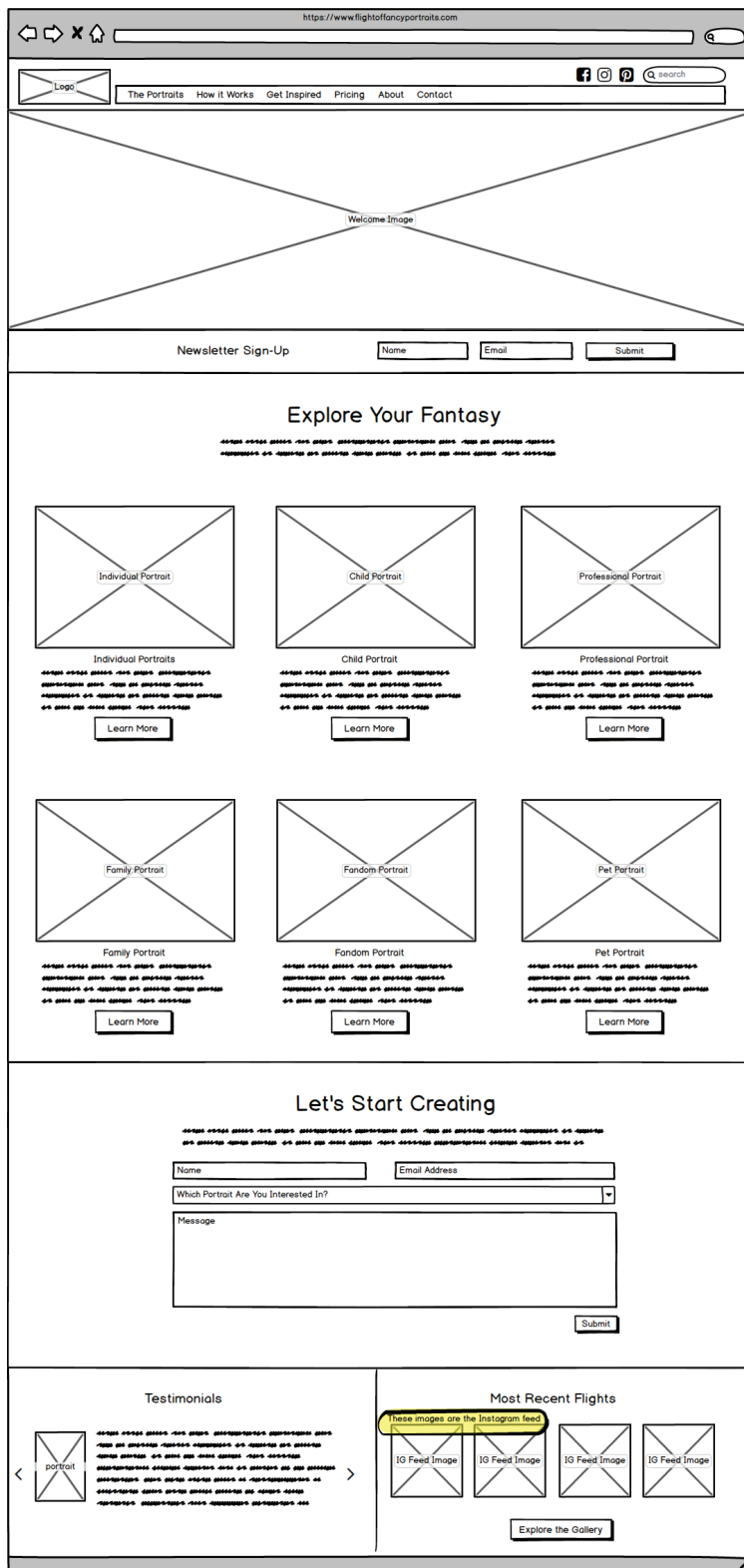
A few things to be aware of when viewing wireframes:

Not designs – Wireframes are not designs, they instead focus on the structure of the page, lay out the functionality needed and highlight the importance of certain elements.

Key Pages– wireframes are created for the key pages rather than for every page (ie. wireframe for the project pages in general, not for each project) . This is because once we know the general structure of a type of page, we can massage the different content to fit.

At-A-Glance Structure – try to look at the whole impression the page makes, the flow of elements and information, and if the page itself is leading the user from hook (gets them engaged) to conclusion (they take the action we want - in our case contacting us).

Check Major Elements - the sparse look of wireframes allows you to easily check to ensure all the important information is present. Be on the lookout for missing elements or extraneous information.



HOMEPAGE

The homepage is all about immediately showcasing images and portrait options to visitors. The Welcome Image allows for a display of a high-impact, beautiful splash image while the Explore Your Fantasy section immediately showcases the four portrait types. A Newsletter sign-up sits just below the main image while a contact form is easily accessible on the homepage removing any need for visitors to navigate to another page to start the purchase process.

Further down, there are testimonials and an Instagram feed to help provide social proof for those still uncertain about proceeding.

Content Needed:

- Welcome Image
- 4 Portrait highlight images
- 4 Portrait Type blurbs
- Explore Your Fantasy blurb
- Let's Start Creating Blurb
- Testimonials

http://www.fightfancyporraits.com

Log In The Portraits How It Works Get Inspired Pricing About Contact

Portrait Name

Portrait Image

Bring Your Character to Life (or other applicable tagline)

How It Works

Process Image #1 Process Image #2 Process Image #3 Process Image #4

We Collaborate on Your Fantasy You Send Your Image I Create Your Portrait You Get Your Custom Package

Start Creating Button links to contact form on bottom of page

Inspiration Gallery

Sample Portrait 1 Sample Portrait 2 Sample Portrait 3 Sample Portrait 4

Portrait Packages

Basic Package	Standard Package	Custom Package
Your Custom Portrait	Your Custom Portrait	Your Custom Portrait
Digital Delivery of Portrait	Digital Delivery of Portrait	Digital Delivery of Portrait
Canvas Print	Canvas Print	Canvas Print
Customized Items (mugs, pillows, etc)		
\$XXX (Add \$70 for printed costume)	\$XXX (Add \$70 for printed costume)	Price Varies See Customization Options

Start Creating Button links to contact form on bottom of page Link to Pricing Page, Custom Items Section

Testimonial

Portrait Image

Let's Start Creating

Name Email Address

Which Portrait Are You Interested In?

Message

Submit

PORTRAIT PAGE

The portrait page serves as a template for the four portrait types: Character, Child, Family, and Fandom. Each type of portrait will have it's own page to present necessary information and entice visitors to buy one.

The page begins with a splash image focused on the particular portrait type. A tagline sits immediately underneath with a short blurb where visitors can be inspired not only with what they can create, but also for how they could use the image (ie. child portraits aren't just gifts for children, but also make great gifts to grandparents, aunts and uncles)

Following is an abridged process section and inspiration gallery to give visitors a quick sense for how portrait creation works. The pricing tables give base prices for the work and encourage up-sells right from the get-go. Finally testimonials provide social proof leading visitors to reach out through the contact form. The "Start Creating" buttons link visitors to the contact form at the bottom of the page, reducing the number of clicks and page loads to conversion.

Portrait Pages have been set up to serve a double purpose as a landing page from social media posts.

Content Needed:

- Welcome Image
- Portrait Blurb
- 4 How it Works Images
- Inspiration Gallery Images (auto-pulled from Gallery Page)
- Testimonials

SEO STRATEGY

Finding Our Audience

UNDERSTANDING SEO

What it's all about

Search Engine Optimization (SEO) is how a website rises to the top of Google Search Result Pages. This is done through a combination of keyword utilization, excellent written content, and relevant images and videos. Google indexes sites based on how useful the information is likely to be to a user based on their search term. Our goal, then, is to identify the best search terms to target and create content that will appeal to those users.

Understanding Keywords

Keywords are actually more like Keyphrases, and are what users are entering into the search bar in Google. Some keywords get millions of searches a day, while others receive less than 100 per month. Selecting keywords is about determining which ones our users will likely be using and how to attract them to our site. For example, the keyword “Mermaid-Pictures” snags hundreds of thousands of searches, however this would not be a good keyword since users are most likely just looking to view mermaid pictures not have them made. Alternately “mermaid-portraits” gets 100-1,000 searches per month and likely includes a number of potential clients looking to commission a portrait.

Understanding Competition

Google indexes how many pages are targeting specific keywords, and ranks them based on the level of competition you are likely to face if you attempt to target that keyword. Ideally, we'd like to find keywords with 100-10K searches per month (any less and it's not worth our time, any more and we start getting too general) with a medium or low level of competition. This ensures we are more likely to appear high on that search result's page.

Understanding Content & Cannibalism

It's not just enough to include good keywords in the code of the site, but we also need to include content that would be valuable to a user. Google indexes the written content and images on the site to determine if it's useful to the search term. We also need to be careful not to target multiple pages towards the exact same keyword, as they'll begin to compete with each other and reduce the overall SEO

KEYWORDS

The phrases to use on our pages

Page Title	Keyword	Avg. Monthly Searches	Competition
Homepage	Flight-of-Fancy	1K-10K	Low
Individual Portrait	Fantasy-Portrait	100-1K	Low
Child Portrait	Child-Portrait	100-1K	Low
Family Portrait	Family-Portrait	10K-100K	Low
Fandom Portrait	Custom-Portrait	100-1K	High
Pet Portrait	Pet-Portrait	1K-10K	High
Professional Portrait	creative-headshots	100-1K	Low
About	Fantasy-Gift	1K-10K	Low
	Fairy-Portrait	10-100	Low
	Mermaid-Portrait	100-1K	High
	Harry-Potter-Portrait	100-1K	Medium
	Pirate-Portrait	100-1K	Low

*Target specific fandoms by writing a blog post in the Gallery and then setting up SEO for that particular post. Be sure to have a call to action on the post to capture visitors

INTEGRATION STRATEGY

Engaging Our Audience

INTEGRATION ELEMENTS

Capturing our audience through multiple avenues

Email Integration

Email marketing is a popular and useful way to stay in contact with an audience. People like reading newsletters so long as they are not sent out too often and contain things of value to them (ie. special offers, useful information, etc).

Social Media Integration

Social media is the best way to get your content in front of a lot of people. However, conversion can be quite difficult. The key is to create posts that compel viewers to take an action without sounding overly sales-y. One effective technique is to work to create a community-feel through your posts by talking with commenters and asking for ideas from your fans. The more engagement you can get, the more likely people are to convert.

MARKETING APPROACH

Theme Campaigns

The Theme Campaign forms the core of our online marketing strategy for the first year. This campaign capitalizes on the fandom portraits, which allow us to piggy-back on existing fandoms to help build an audience and support for Flight of Fancy.

What Is a Theme Campaign?

For two months, Flight of Fancy will promote a particular fandom theme for portrait making. Those particular portraits should be offered at a discount, the newsletter should focus on the theme, social media posts should revolve around the theme and the website should feature a banner highlighting the discounted rate on any portraits related to the theme. The theme lasts for two months, giving sufficient time for ads and social media to reach enough people and to keep the themes from becoming overwhelming (a theme a month is a lot for people to keep track of). A sample Fairy Campaign is at the end of this section.

Suggested Themes for Year One:

May/June:	Fairies (spring related and there are already portraits made for use in social media)
July/August:	The Open Seas (pirates and mermaids for summer)
September/October:	Harry Potter (student wizards for back to school and Halloween)
November/December:	Frozen Fantasy (Ice princesses & fairies, starts in November to give time for holiday gifts)

Ongoing Marketing

Interspersed with the theme campaigns should be regular marketing. This includes: posting testimonials, reposting client posts, testing Facebook and Instagram ads, and posting progress shots from your works in progress.

EMAIL INTEGRATION

Capturing emails for a newsletter

In order for people to sign up for our mailing list, we must provide them with a good reason to sign up. Some companies offer freebies for signing up, but that's a quick way to increase your "unsubscribe" rate as people sign up and then immediately unsubscribe. Instead, we want to create good content for our readers and avoid sending the newsletter out too often.

The Newsletter Formula: Theme Announcement, Update, Question

Frequency: Sent every two months

Theme Announcement:

The email newsletter is the first place you'll announce your new theme. Use beautiful images and evocative language to create a sense of wonder/excitement/intrigue/ etc for the new theme. Be sure to announce the discounted price and include a link to the website, too.

Update:

Let people know where you will be (conventions, etc) or way what's new for Flight of Fancy. This gives the audience a sense of growth and builds trust in your business as you celebrate your success.

Question:

Get engagement from your readers by including a question or a fun survey at the end of each email. Maybe ask them what theme they want to see next. This encourages the readers to feel connected to Flight of Fancy and gives you an avenue to hear from them.

Getting Sign-Ups

In addition to having the email capture form on the website, encourage people to sign-up on social media when you are about to release a newsletter. Tell them what will be included and link them to the sign-up page!

SOCIAL MEDIA INTEGRATION

Engaging on Social Platforms

The strategy for our social media includes the following elements:

- **Platform Overviews** – we identify the three platforms best suited to our marketing efforts and look at what they are, how to best utilize them, and our goals for each.
- **Content Types** – we assess the goals of our strategy and assign specific types of content to achieve each goal
- **Generating Client Content** – we look at strategies to get clients to post about you

SAMPLE CAMPAIGN: Fairy Season

Advertising Budget

Before beginning a campaign, it's important to determine how much you are willing to spend on advertising. At first, plan to spend about 1 portrait worth, no more. If you are at a loss, it's not a huge deficit. If the campaign works, you are at a sum zero or a little bit ahead and you've learned what works. The first few months are going to be a lot of experimenting to see what does and doesn't work. Remember that a few early failures are expected. This is also a huge area for analytics tracking. Advertising experiments must be tracked and analyzed to see what worked and what didn't.

Detailed Campaign Plan:

Week 0: Preparation

Draft Email Newsletter; Create Pinterest Theme Board; Set Advertising Budget; Create Launch Image

Week 1: Launch (busiest week)

Send Email; Post to Facebook & IG; Launch Theme Board on PN and add Launch Image Pin; Create Website banner promoting sale; Launch Likes Campaign on FB (budget 25% of ad spend), Launch IG Promo focused on getting followers (budget 25% of ad spend)

Weeks 2-3: Maintenance

Post once on FB, IG, and PN about the theme (find and post article about making fairy gardens, etc.); Post about theme portraits (tell story of the moon fairy image, etc.)

Week 4: Special Promotion (giveaway)

Run IG Fairy Season Promotion (dress as a fairy and use #FlightofFancy and #fairy for chance to win free sparkle portrait); post on FB about the IG promotion; add a few pins on PN

Week 5: Revisit Advertising

Look at ads from week 1 and analyze; set up new campaigns for the rest of the theme season based on data (run FB Offer Ad to encourage people to buy the portraits)(use remaining 50% of budget); Maintenance posts on all platforms

Week 6-7: Maintenance

Post Client Content if you have it; maintenance posts if no client content

Week 8: Final Week

Post on all platforms for the last call; tease next theme; start preparation for next theme (week 0)

SAMPLE CAMPAIGN: Fairy Season



Flight of Fancy

Today at 19:33 · 🌐

Enter a world of magic and fantasy, where what existed only in your imagination now comes to life! Are you seelie or unseelie? Do you dance with flowers or hover in the moonlight? Whatever you can imagine we can create.

Join us for our Fairy Season at Flight of Fancy.
Get your custom portrait at <http://flightoffancyportraits.com>



👍 Like 💬 Comment ➦ Share

👍❤️😂 3,675

Write something...



Facebook Post (Sample)

This post has a clear call to action on the image and in the copy of the text. The copy is engaging, but not too long and has a link at the end to direct people to the website.

The image is applicable to the theme and doesn't have too much text on it (FB won't allow you to promote posts if there is too much text).