

Pokemon Trading Card Game Store Proposal

Dear *Mr. H*,

Thank you for considering MRC Studio for your social media advertising needs. I'm glad that we had the opportunity to connect so that MRC Studio had a clear sight of your marketing expectations. I would like to take the conversation further and talk about our next step on growing your valuable business.

We'll have a 60 days plan on your social media marketing throughout this business proposal, and by the end of it, you will have a clear vision of how our strategy would be. Each month will be a cycle, which means the proposal will include 2 cycles, which allow us to have time to improve our marketing direction.

We firmly believe our proposal can bring remarkable success to your business by providing a complete social media marketing strategy to you. If any questions appear, please do not hesitate to get in touch. My contact information is below.

Thank you,
Marcus Liu
Owner of MRC Studio
mrcstudiomarketing@gmail.com

1. Background

My client has a local card store business in Hong Kong which sells Pokémon Trading Card Game. Other than the local store, the client owns an online store that sells cards worldwide.

MRC's role is to plan a 60 days plan, 1 month per cycle, and a conversion rate will be generated every 3 days per cycle. MRC Studio will have to monitor those rates and make adjustments.

2. Goals

Client's expectation is to target a larger audience and increase the conversion rate of the local and online store.

3. Define Ideal Customer Avatar (ICA)

Based on research on demographic segmentation of people who're interested in "Pokemon Trading Card Game", the majority are male who's at the age of 25-34. In addition, the majority of people who're interested in "Pokemon Trading Card Game" have a college degree and over 39% of people are reportedly single.

On the geographic segmentation of people who are interested in "Pokemon Trading Card Game", for the local card store, we will focus on targeting people who are near the store by 1 to 800 kilometers. On the other hand, for the online store, according to the research on the popularity across countries, Japan has the largest audience, and it's followed by the United States, Europe and Australia. However, Japan had a very competitive market since Pokemon cards were found in Japan. I would suggest

mainly focusing on targeting audiences from the United States, Europe, Australia and Hong Kong (Since the client's business was started from Hong Kong) and we can target Japan as additional but with less ads spent on it.

On the side of psychographic segmentation, through my prediction and researches from forum where Pokemon lovers express their feelings on collecting Pokemon Trading Card Game, their mindset can be analysis into four ideas from below:

1. Pokemon cards had a high ROI throughout years. Some people are interested in flipping goods, suggesting a potential interest in trading and investment aspects of collecting Pokémon cards.
2. People desire to connect with peers, indicating a social aspect to their interest in the Pokémon Trading Card Game.
3. People have strong connections from their childhood as pokemon, which is a characteristic of many Pokémon fans.
4. People have a collector mentality. Identifying target audience that have a perseverance on collecting full sets or obtaining rare edition cards.

4. Social Media Platform

Based on the demographic segmentation of Pokemon Trading Card Game customers, Facebook would be a good platform to do paid advertising. According to the statistics in 2023, Facebook has 3.06 billion active users monthly and 2.04 billion daily active users daily. There are a large number of male users on Facebook which has 56.3% (not including non-binary). On the other hand, the age group of 25-34 takes up 30% in the age group which is the largest among others. Due to the alignment between the statistics of Facebook and the demographic of Pokemon Trading Card Game, it proves Facebook is a suitable platform to advertise Pokemon Trading Card Game related business.

Meanwhile posting organic contents daily like videos and photos on Facebook are essential. However, Instagram would have a better effect on building up a community. According to statistics from *Hootsuite*, Here are the data comparison between two platforms:

What they looking for:	Instagram	Facebook
Look for funny or entertaining content	61%	54%
Follow or research brands and products	62%	55%
Keep up to date with news and current events	51%	59%
Message friends and family	51%	71%
Post or share photos and videos	70%	64%

Based on this psychographic data, Instagram users are more likely to discover entertainment compared to Facebook users. In conclusion, we'll focus on using Facebook & Instagram when doing daily content marketing.

Marketing Strategy

1st Cycle

By using the analytics above, now we have a clear vision of what the sales funnel should look like. In the first cycle, we will start building a complete sales funnel to convert leads into customers. We will monitor Facebook ads metrics and make adjustments throughout the cycle, and make sure to deliver the ideal result to clients within these 60 days.

Awareness

To build awareness on social media organically, we will do daily based content marketing by posting organic contents (e.g. new product arrivals, educational contents, events' announcements & informations) on Instagram and Facebook page, to build up the local and the online store's identity. This allows us to increase exposures and build up a community by gaining followers who're interested in Pokemon Trading Card Game.

Consider posting organic contents as a secondary source of generating conversion as a result, doing Facebook paid advertising would be our main force of where we can truly optimize our exposures to the ideal target audiences and convert them into the funnel. Based on the analytics of demographic and geographic segmentations of the Pokemon Trading Card Game, Facebook users who had the following features will be selected to target in the Facebook Ads Manager:

- Male users who're at the age range of 25-34
- Users from the United States, Australia, Europe and Japan
- Hong Kong users who are away from local store by 1~800 km

Customers buy when they feel like being understood rather than they understand the contents. Based on the psychographic segmentation from the analytics, posting organic contents or advertising with paid ads will be related to the following contents:

- Investment and trading information
- How Pokemon Trading Card Game connects people
- Rare edition cards information
- Card collections

The purpose of doing an A/B testing in marketing is to compare two different versions of a campaign and compare both Key Performance Indicators (KPIs). We will recommend doing an A/B testing for 2 weeks, to test out which version of our campaign works better. After 2 weeks, we'll focus on investing ad budgets into the better performance campaign and eliminate the other one.

Interest

While building awareness, we mainly focus on the exposures that come by posting daily, while our primary goal is to let leads know the generality of our business and products. As leads move into the interest stage, we focus on sparking leads' curiosity. Diving into the specific scenario of posting contents, we will have multiple ways of making leads interested. Firstly, posting contents that educate Pokemon cards, such as their rarity or their investment value, can lead people to understand more about Pokemon cards and allow leads to easily ease into the community of it. Meanwhile, we can post videos of demonstrations of different types of cards and collections on social media, or some unboxing videos, because some leads love the excitement of unveiling collections. This allows audiences to have a clear sight of what products look like. These encourage leads to engage with our contents more which lead us to the next stage of the funnel.

Desire

In order to make leads desire for our products, we should build up leads' emotional connection towards our product. While posting visualized demonstration videos, we should show the best side of the product. For example, we should show how stunning the rare edition or the shiny cards is, rather than showing the normal cards. This attracts people by the beauty of those rare cards. Besides, we can promote limited-time offers to leads through social media organically or through paid ads. This will cause the feeling of urgency and fear of losing opportunities, and influence leads to the behaviors of impulse purchases.

Action

We should have a clear and tailored call-to-action (CTA) on organic contents, paid ads campaigns, online store websites, and a considerable recommendation - the decoration of the local store. For example, having a CTA like "Click the link and get your ultimate deck now!", "Get Mewtwo to be your ally Now!", "Click here to be the Champion of the Pokemon TCG!". Meanwhile we can also add in some elements of urgency to cause leads doing impulse purchase, like "Get Shiny Pikachu before running out of stocks!". This can guide leads to take actions to action and become real customers at the end of the process.

Loyalty

While leads convert into real customers, we should encourage them to share their joy and collections on social media, and tag store's social media accounts. For the local store, we can encourage employees to engage with customers more and share both of their stories of collecting pokemon and store experiences on social media. For the online store, we can send an email to customers who purchased and request for reviews to the online store and post what collection they got and tag the store's account.

We can do email retargeting by reusing customers' personal email addresses after they purchase. Since we have their email, we can send emails such as "New Product Arrival" or "You May Interested In" to remind customers about our store and products. This strategy can attract old customers to purchase from our store again and turn them into loyal customers.

Monitoring & Adjustments

For every 3 days, a conversion rate will be generated and compared to the last one. MRC Studio will monitor metrics and improve results based on the data analytic from Facebook Ads Manager. There are many possibilities of what adjustments we can do in order to get the ideal result. For example, since Pokemon lovers might be older, we can improve the results by targeting another older age range such as 35-45. Another example, if today we found out it is a geographic issue, which causes a low conversion rate in the online store, we will cancel targeting Japan and focus on investing ad budget to target other countries instead.

2nd Cycle

The second cycle will be similar to the first cycle. However, adjustment will be applied to the second cycle. All the possibilities of errors will be considered as a factor and MRC Studio will recalculate the ICA by using the same method but also include the first cycle's data.