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PC is still one of the largest magazine circulation agency today. PC is a one of a kind many in the market, with a lot of advantages in the industry, mostly attracting female members age from 45-64, because PC started before the age of internet, they still have a large offline based customer. However, purposes Will be to eliminate as much weakness with the lowest cost as possible to get more engagement from the online segment. PC use various tools to manage and analyze the activities of their online users, exploring a unique way to increase customer loyalty and maintain customer base. As PC is a unique company, it operates in two totally different business, their impetigo consist of Amazon, EBay, and GINS, PC position themselves as a complex marketer, selling wide range of products, while offering a variety of entertainment. The objective of the strategic plan is to increase overall online and mobile application engagement by 25% within a year, building a sense of PC loyalty to new generation visitors and extend their log-in time, create a more transparent interaction by posting terms and conditions in eye-catching places, and exposing the Odds Of entering sweepstakes, nevertheless, to create a clear and concise experience for all visitors.

To reach all of the objective and goals, it is important to increase users' attention in social media platform, because it is one of the best way to obtain user feedbacks and concerns. Internet nowadays can help companies to reach their target audience easily, but can also damage a brand's image, PC have to be aware of all types of scams that are existing in the market, which will have a negative impact on their reputation and on the mode of how they run their offline business. We also suggest PC to refine their homepage and create terms and conditions prompt. Another recommendation that will be

mention below s the monthly catalogue action, it will increase rate of interaction from PC users and also to attract potential users. II.

Situation Analysis (SOOT) Strength -Wide range of products - large variety of entertainment - Entering mobile application market - High users engagement online Weakness -Confusing website - Multiple lawsuit damage brand mage - Low user engagement on mobile - Risk of false advertising Opportunities -Younger audience engagement can increase word-of-mouth effect on social platform - more banner place in website to drive revenue - saving cost on direct mailing, investing more on the internet. Threats - Sweepstake scampers in the market - Legal concerns dues to government regulation - Bad publicity PC offers a wide range of products and entertainment to its online users, PC have a well-developed segmentation engine, because there are more than 10 million visitors monthly, it generates a great data warehouse, PC target offers, push marketing materials and merchandise to their members based on information analyzed from the segmentation engine, this also help creates the best experience to their members. PC . Com and all the sub brand website are very easy to access, with the 8 brands that PC currently manage, and while offering such wide variety of entertainment with instant prize, PC have the advantage of maintain members' loyalty level, return rate and to increase engagement. In recent year, PC offers not only online gaming platform and direct mailing promotion, they also follow the trend of mobile gaming, developing multiple mobile applications, where PC will now always be on the hand of the users. As PC is predicting about 70% of their web based user will transit to mobile

application in 2015, PC is developing a great strategy in the mobile user segment by slowly entering the mobile market.

In PC store, they provide a wide range of products for users to purchase, from products As Seen on TV, home decorations, collectibles, coins, food, and cosmetic products. PC have a huge platform with a great potential of growth. With the reward points system, it can create a habit of the members to purchase their products due to the convenience of click and buy.

Because of the confusing sweepstakes mailings and promotion, PC became a target of multiple personal lawsuits in the 1990s, as well as handful of class action suits from quite a few states (Rob Lame), PC have always covered themselves well enough to get out of these types of lawsuit, and got the cases dismissed, however, it would create bad press and decrease business.

Another weakness that we have discovered is the low engaged audience in mobile application, while mobile application technology should be targeting younger audience, PC is not trying to grow audience beyond 45+audits, where it is contradicting its strategy. Also with the eight brands, and 11 associated website, it is very confusing to the target market of 45+, and will discourage them to continue explore the website. Opportunities In 1999, PC allow online users to register for sweepstakes without returning the direct mail promotion, saving the stamp can be more attractive than entering a sweepstakes with unknown odds. PC now have a handful of websites that features slots, scratch cards, blackjack, sweepstakes, etc. PC can always offer more online product to attract new users, and to maintain high level engagements of the current users. PC can always increase the advertising

revenue by creating more banner place in their owned website, currently PC have a lot of advertisements placed, and to increase the venue drive, PC could force online users to view an advertisement video before playing the game or vice versa, offering an extra game token if users finished watching a advertisements. According to PC, total of 7.

% of the online users range from age 18-24, PC can take advantage of the opportunity to expand their market into this segment, they may not be the most profitable segment comparing to the age group of 45-64, who are more willing to purchase product from the PC website. However, users who are 18-24, are engaged to social platform, where PC can use their word-of mouth to attract potential customers. Threats One biggest challenge that PC is facing is sweepstake scampers, there are a lot of scampers in the market, trying to cut a part of the revenue. Many of these victims are elderly and they're very vulnerable and trusting," said Jeannie Wee, an attorney at the FTC, because there are significant number of people who have such bad experience, they would not be trusting PC at the first impression until they see prove, and well established data. " In 2000, another \$1 8 million settlement was reached with 24 states, after the company sent mass mailings that said " You are a winner! And used mock personalized checks" (Ape). Publishers Clearing House send direct mailings campaigns, informing the recipients that they were all ' finalists". Some marketing materials said the recipient was a prize-winner in large letters, then featured a smaller disclaimer " if you return your entrance form and it displays the winning number This led to a series of legal concerns for PC due to the concern of the mailings misled consumers about

their odds of winning and implied that magazine purchases increased their chances, and create bad publicity.

III. E-Marketing strategic planning Tier 1 Strategies Segmentation As a direct, multi-channel marketer, PC has to work to segment both the online and offline audiences. As the company gained new customers organically through mass direct mail campaigns during the height of their dominance of the direct marketing landscape, their foray into the digital marketing landscape required new approaches to building their online customer database.

Of the now 8.5 million unique monthly visitors to all online PC properties (Palmer, 2012), the challenge is how to track interaction of prospects and segment groups of visitors that could potentially be inverted to loyal customers. PC employs a variety of analytic tools and measurements to gain a better understanding of its users and determine who is most likely to become a returning customer. First, they team up with Lillian, a consumer data company to collect consumer credit data comparing it to their own internal databases of new visitors and first-time buyers. Each of these prospects is given a unique “behavioral profitability score” in real time. These scores are meant to identify how likely someone is to follow through on an offer and complete the transaction, and ultimately to determine the rejected profitability (McGee, 2011). In conjunction with this measurement of prospects is how PC tracks and analyzes each of its billions of points related to shopping and product interests on PC.

Com. They use a query and analysis tool called Insight Builder, part of its marketing software suite from its e-mail services provider, e-Dialog. Each night, these data points are transferred to Insight Builder, which returns the customer activity data grouped into 96 different segments. These segments are further grouped together based on levels of receptiveness and likelihood of becoming repeat customers (Deemed, 2010). Once these groups are segmented and identified by profitability score, PC will tailor communications and offers to each of these groups to optimize customer response and interaction.

A task that used to be very labor-intensive is now automated. This frees up more time to focus on productive tasks such as e-mail testing, which has allowed PC to gain an impressive 99.2% inbox delivery rate and 30-40% click-through rate (Sutton, 2011). Targeting Once groups of prospects are segmented and analyzed, PC determines the most appropriate message to send to each group. Having real time reparability scores allows PC to customize targeted offers that customers see within split seconds of completing a transaction or registering for a promoted sweepstakes. Those that are projected to have the highest profitability will see offers for PC merchandise, the second highest will see magazine subscription offers, and those that have the lowest profitability score will see offers from PC partners and third parties. These scores also determine the promotion offers that are sent to each customer once they opt-in to PC's e-mail list (McGee, 2011).

By analyzing online and offline customer interactions, PC has been able to determine some key demographics of the customer base. Their offline

customers are at least 40 years of age, with online customers slightly younger but not by much. Although their still active direct mail campaign primarily targets older customers, they won't rule out expanding it to younger recipients.

By again analyzing their internal customer data alongside demographics and behavior findings, if PC finds data to support that groups of Millennial will respond to direct mail they will act on those findings (Mummers, 2011). In conjunction with targeting online prospects, PC has begun to expand its lit-channel marketing efforts to include mobile marketing, specifically smart phone users. Younger age groups, particularly 18 to 34 year olds still dominate the percentage of total smart phone users at around 80% of the total population of that group as of last year. Expanding this group to 18-54 year olds, roughly 70% of this group uses smart phones. Even with the heavy concentration of younger and middle-aged smart phone users, the group that is growing the fastest in terms of new smart phone users are those 55 and older. In 2013, only 37% of those 55 and older were smart phone users, while y the end of 2014 that number is expected to rise at least 25% to between 45 and 50% (Dolomite, 2014). There is a lucrative opportunity for PC to cater to this growing target market by launching new APS that appeal to the growing population of those 55 and older.

An example of this could be a " PC Shop" app that is extremely user friendly especially to those with vision issues. The entire collection of PC merchandise would be searchable on this app with the ability to make purchases. At the same time users of this app would be exposed to other PC

APS and online properties, as well as new advertising opportunities for PC partners. Targeting the older age groups falls in line with Arch's first-hand experience of seeing better rates of paying for merchandise among these customers. After PC's acquisition of advertising group Liquid Wireless, they partnered with App Tap an app discovery and advertising platform to get PC APS to the right people at the right time.

By combining first-hand customer data from Liquid with the targeting and advertising capabilities Of App Tap, it has resulted in click-to- install rates of 25% with increases of revenue per click of 55% for PC APS Dashiki, 2014). This targeted advertising has already paid dividends and will continue to do so with the expansion of mobile content. Differentiation PC is truly a unique multi-channel marketer for the fact that they have been in business for over 60 years and have continued to evolve while competitors have come and gone. They mastered the magazine subscription business and were innovators of the live TV grand prize giveaway made famous by the " Prize Patrol". They were the only multi-channel marketer to also run sweepstakes until 1 980 when American Family Publishers was armed in direct competition with PC. Despite an array of legal troubles, lawsuit settlements, sales declines and subsequent cost-cutting measures for PC and the industry overall, PC survived. Its main rival, American Family Publishers filed for bankruptcy in 1999 (Hales, 2005).

With the launch of PC. Com shortly after in 1999, the online arena opened a whole new platform for PC to evolve as a true multi-channel marketer. This allowed PC to expand its presence to games, search engines, and increase

its merchandise offerings. These online properties all were meant to feed off ACH other with the goal of increased customer interaction with the brand. Whether a new visitor enters a sweepstakes for the first time or buys a product, PC works to turn first time visitors into repeat customers. While introducing its brand to online audiences, they no longer were the only company in their industry. In terms of free online gaming they would now be competing with the likes of the already established Game Show Network. In addition to their TV network they offer a number of ways to win cash and prizes with their free online games selection very similar to those introduced by PC.

New competitors like GINS among others draw the attention away from PC's games selection, which in turn reduces the number of likely sweepstakes entrants and potential customers. When it comes to shopping, PC would have to compete with behemoths Amazon and eBay in addition to other notable retail outlets with online stores. PC may not be the first place someone thinks of when considering online shopping, but they offer the chance to win cash and prizes every time someone interacts with the PC brand.

PC may not be the only company to offer games, shopping, or specially online search engines, but they are the only ones to be able to offer all of these components with the added incentive of becoming a winner all under one brand name. Positioning PC's development over the years as a direct marketer has become more complex. From offering only magazine subscriptions during its early existence to evolving as a true multi-channel

marketer, their public perception has changed along with it. From magazine subscribers, to a sweepstakes company, to direct mailers, PC is known for many aspects of their business, but not many knew how to categorize their business as a whole. When they had periods of setbacks stemming from misleading sweepstakes messaging leading to lawsuits and government intervention, many perceived the company as an elaborate scam.

They had to find new ways to become relevant and win back the support that had wavered in the sass's. Their transition as a digital marketer has allowed them to become a 24/7 marketer instead of the occasional direct mailer. To make this transition successful, they aimed to TA regret audiences who showed true interest in their products and offerings. By using internal data combined with e-mail and targeted advertising software, its gives PC a better chance at finding those who respond positively to the PC experience as a whole. This is what new COM Jason John is looking to create in his efforts to build upon the PC brand name. He aims to build " a media and entertainment network" while also looking for strategic acquisitions that help this cause (Teacher, 2014).

This type of brand positioning is a far cry from their humble beginnings as a magazine subscriber working from a garage. W. PC E-Marketing Plan Objectives Based on the situation analysis performed along with e-marketing strategic landing identified through the tier 1 strategies, the following objectives have been formulated to help PC achieve their goals of high brand interaction, increased sweepstakes registration and merchandise purchasing.

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Increase overall online and mobile engagement on all platforms by 25% within a year. A. For previous visitors, increase over all time of stay on each site they visit. B. For those who have not visited yet, create intrigue and interest to visit through brand awareness.

TV commercials and e-mail campaigns highlighting the new games and sweepstakes that are offered. 2. Building a sense of community within PC loyal visitors and keep them on PC platforms for longer.

Explore the possibility of creating a PC social network to connect loyal customers to each other. Introduce games that will attract groups of users playing against each other, such as poker, blackjack, and other “ board games”. With the coordination of the games division, at least 3 new games can be created and rolled out within the next 6 months. 3. Create more transparent interactions with new users to PC.

Com and Packages. Com. Currently, each site makes you register before you can view al of the games and sweepstakes offers on the sites. Show new users the home page first and then prompt them to register when they click on a game with the added incentive of automatic entry into the promoted sweepstakes. This change can be implemented within 2 months.

4. Implement a “ Terms and Conditions” page before sweepstakes entries are submitted. These will explain the Odds of the particular contest, the rules for drawing and when they will occur. This is meant to show the visitor that PC is upfront and honest with their contests and that the entrant is aware

that no fraud is being committed. This can be implemented within a year with coordination of PC's legal team.

5. Create a clear and concise experience for PC. Com visitors. Of all their properties, PC. Mom should be viewed as their most valuable asset and as a landing spot for new and returning visitors. This should be their "home page", and clearly display all of their contests, games, sweepstakes, merchandise, and search options in separate, clearly defined sections. Currently, it feels as though all of their properties are separate entities and don't interact with each other.

This can be especially confusing for the older demographics that PC targets. With feedback from focus groups and surveys, new plans for layout can developed and implemented in 1-2 years. Research from World Internet Users Statistics found that, 300, 287, 577 people of the 353, 860, 227 total population are internet users in North America, which have a 1 77. 8% growth from 2000 to 2014. Major advertising campaigns now invest a big portion of their marketing budget in websites and e-campaigns.

E-marketing has grown in because it produce significant results, cuts the wait time and cost, with the benefit of spreading the objective to a argue and more diverse population. To increase engagement of these online users, we suggest PC the following strategies based on the 4 As (Price, product, place, and promotion). Currently, PC is a free to join and play, users can accumulate points through game playing or the amount of product purchased.

According to commerce Key measure, 61 % of PC users are female with the majority of age of 45-64. Assume that most of them are housewives, who generally have more free time to log on to PC daily, this segment of customers would not be pleased if any charges would occur to hem, Because we are proposing the PIP membership program, online products offering from PC should be upgrade, we suggest that PC offers more game choice, from slots, poker game to multi player board games, and brainstorm games. The more games customer can get access to, the longer period they will stay on the site and the higher chance that these players will return to the site, consequently, the more points user accumulate, increases the opportunity for these users to redeem products with cash points. To promote the new featured games, and to create more engagements from the inline users, PC should utilize social media as a tool for spreading the words. Currently, PC have over 1. 3 million Backbone fans and growing, over kick stories shared on PC Backbone page weekly and have xx higher engagement rate vs..

There media sites (Backbone insights, 2014& Digital, 201 2), however, the PC online game network has more than 10 million unique monthly visitors (info. PC. Com). According to business insider, 60% of the age group of 50-64 are Backbone users, with the advantage of the increasing numbers of users. We have found that Backbone should be one of he major platform where PC should be doing their promotion. Connecting games to Backbone pages, allow users to share what games they had been playing and what prize have they won, would drive the opportunity of reaching new users. At the same time, it can be the platform of selling their products, PC sells dozens of As

Seen on TV Products, where users can share their feedback and rating to these products at the same time increase potential sales revenue.

While the number of members increase, PC should consider to reconstruct their website, making the terms more transparent to ewe users, in terms of place to develop marketing strategies, PC is currently utilizing their website and mobile app as their major place to sell. We have discovered several opportunities in the market that PC can utilize, we suggest that PC can set up and create their own magazine/newsletter/ catalogue. PC can always push their promotion through direct mailing however, if online/ mobile users have already registered with their email address, PC should always give the option to the users to receive a notification or newsletter daily or weekly remind them to enter the website ND to notify them any new updates.

PC should likewise manage customer relationship and maintain the loyalty of the customers by using social medial and stop direct mailing promotion flyers. PC can upkeep better service through the interaction platform in Backbone, Twitter, blobs or Mainstream to improve customer satisfaction, and loyalty, while they can push out newsletters of new games and sweepstakes, they can also pull in information from online users. PC should keep in contact with their customers for feedbacks of their website, products, and gaming platform in the social outwork, which also benefits them in terms of colleting demographic data of their online users. Moreover, sustainability is a popular trend worldwide nowadays, many concerns of direct mailing comes with sustainability and environmental damage, suggestions of

reducing direct mailing promotion can reduce carbon footprint at the same time creating a positive company image.

VI. Implementation plans The following plans are meant to serve as guidelines to achieve the objectives previously identified for PC: 1. New PC.

Com home screen: When a new visitor logs on to PC. Com for the first time, they are immediately greeted with a registration screen to create a profile and simultaneously enter into their promoted sweepstakes. To many potential customers and loyal participants of PC, this can seem very intrusive as it is often the first customer touch point many of them will have to PC.

Sees only after someone registers can they view the actual home screen for the first time. Their competitors at GINS allow new visitors to view all of their content and properties without prompting them to first register with them. They have a similar layout to PC. Com, but with a prompt to register in the middle of the screen. It doesn't take up the entire page but it allows a new visitor to quickly and easily register if they respond positively to what else they see on the home page. The first page that a new visitor or anyone will see when they log on to PC.

Com would be their true home page, not the registration page. Once someone takes the time to browse the site and would like to then enter a sweepstakes, play games, Or even buy merchandise, this is when they will be asked to register with PC. This change will make it seem less pressured and more inviting for new visitors to the site. They will likely spend more

time rousing the site instead of navigating away from the current home page which is only a registration page.

. Social communities within PC: According to Search Engine Journal, 72% of all internet users around the world are a part of at least one social neuron. The fast growing segment of each of the 3 largest social networks are middle to older age internet users.

Twitter has seen a 79% increase of 55-64 year olds, Google+ has seen a 56% increase of 45-54 year olds, and Backbone has seen a 46% increase of 45-54 year olds. Plus, 71 % Of all internet users use a mobile device to access social media (Jones, 2013).