Loyalty Program Marketing Plan

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Crocs Situational Overview

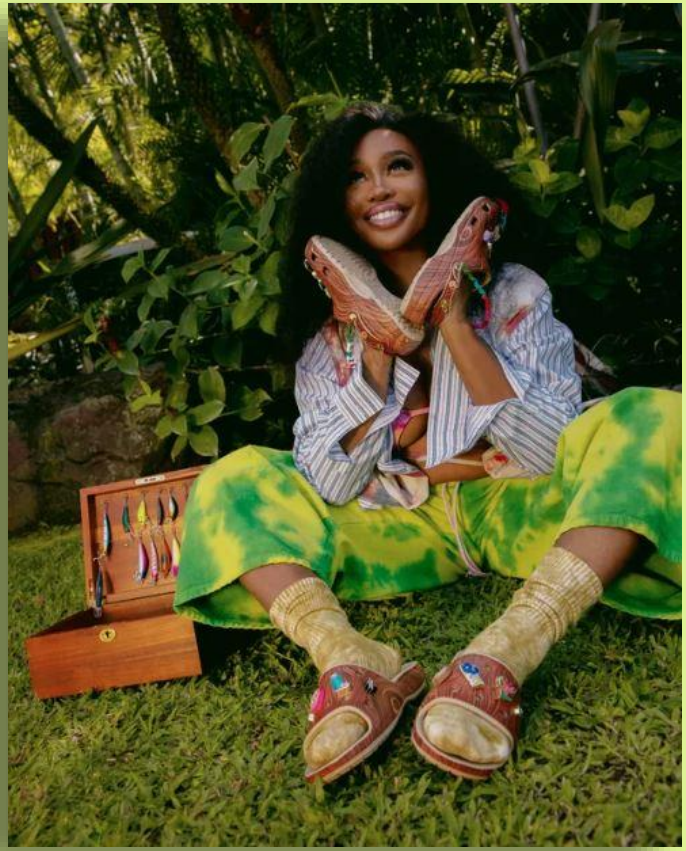
As a result of the Pandemic, people started gravitating towards all things lighthearted, comfortable and joyful. This created a resurgence in Crocs' popularity.

Between 2020 and 2021

Crocs Revenue grew by 73% to $1.4 billion

However, despite growing sales, Crocs ROAS (return on ad spend) decreased from 20% to 0% due to growing advertising costs compared to revenues.

How do we remedy this problem?



Introducing...

CROC ROCKERS™

Loyalty Program

Loyalty Program Overview

CROC Rockers™ - Rewards Club

New free loyalty program for the devoted Crocs lover.

The multi-tier program rewards repeat shoppers with discounts, points for purchasing future product, free

CROC Rockers™ - Benefits

CROC ROCKER BENEFITS	ROCKER	CRUSH	MEGA CRUSH
	Join for Free	Spend $150+/Yr	Spend $300+/Yr
20% Off First Purchase	✓	✓	✓
Extended 90 Day Returns	✓	✓	✓
2x Points During Your Birthday Month	✓	✓	✓
Exclusive Offers & Discounts	✓	✓	✓
Faster Checkout - Online Orders	✓	✓	✓
FREE Jibbitz on Your Birthday	✓	✓	✓
FREE Standard Shipping & No Hassle Returns	✓	✓	✓
1 Point for Every Dollar Spent	✓		
Member-Versary Bonus Points		✓	✓
Points Never Expire		✓	✓
Exclusive Crush Level Deals		✓	✓
Birthday Gift - $10 Coupon		✓	✓
FREE Standard Returns		✓	✓
2 Points per Dollar Spent		✓	
3 Points per Dollar Spent			✓
Exclusive Mega-Crush Level Deals			✓
VIP CrocTail Parties - In-Store New Releases			✓

crocs™

croc Rockers

Rewards Club

CROC Rockers™ - Rewards Club

Compelling and Relevant Rewards Program

- Easy Access via Smartphone App (or Website)
- Simple - Easy-to-Use and Earn Points for Free Product
- Many Ways to Earn Points:
  - Welcome Bonuses
  - 1- 3 Points per $1 Spent (Tiered Levels)
  - 50 Points - Write a Review
  - 100 Points - Write a Review with Photo
  - 200 Points - Write a Review with Video
  - 50 Points - Share on Facebook
  - 50 Points - Share on Instagram
  - Double Points on Birthday Month

**** 100 Points = $5 CROCS Voucher ****

Marketing Objectives

Objective 1: 20,000 unique visits per month to the landing page - 11/23/22 and 6/1/23.

KPI: Number of Unique Visitors to Landing Page

Objective 2: 30,000 new sign ups to our new loyalty program - 11/23/22 to 6/1/23.

KPI: Number of New (membership) Forms Submitted

Audience - Primary Persona

Primary Target Audience for Loyalty Program

- **Millennials - Age 27 - 41**
- **70% Female Skew**

Primary Persona	Demographics	Life Circumstances	Motivations and Considerations
Mary Mom 	**Age** - 34 **Income** - $85K per year **Education** - BA in sociology **Location:** Suburbs	**Work experience level** Office Manager **Relationship status** Married **Parent status** • 1 School-Age and • 1 Preschooler	• Loves Family Activities • Enjoys the outdoors • Always On-the-Go and looking for ways to save time • Loves Practicality and Comfort • Shares photos of her kids with family on Facebook, and with friends on Instagram.

Digital Channel Plan

Organic Social: Facebook, Instagram

Display: Google Display Ads, Facebook

Paid Search: Google Paid Search

Retargeting: Google Display Ads, Facebook Ads, Email, SMS Text

Strategies & Tactics

Organic Social: Introduce shoppers to Crocs' loyalty program benefits and gain interaction on post.

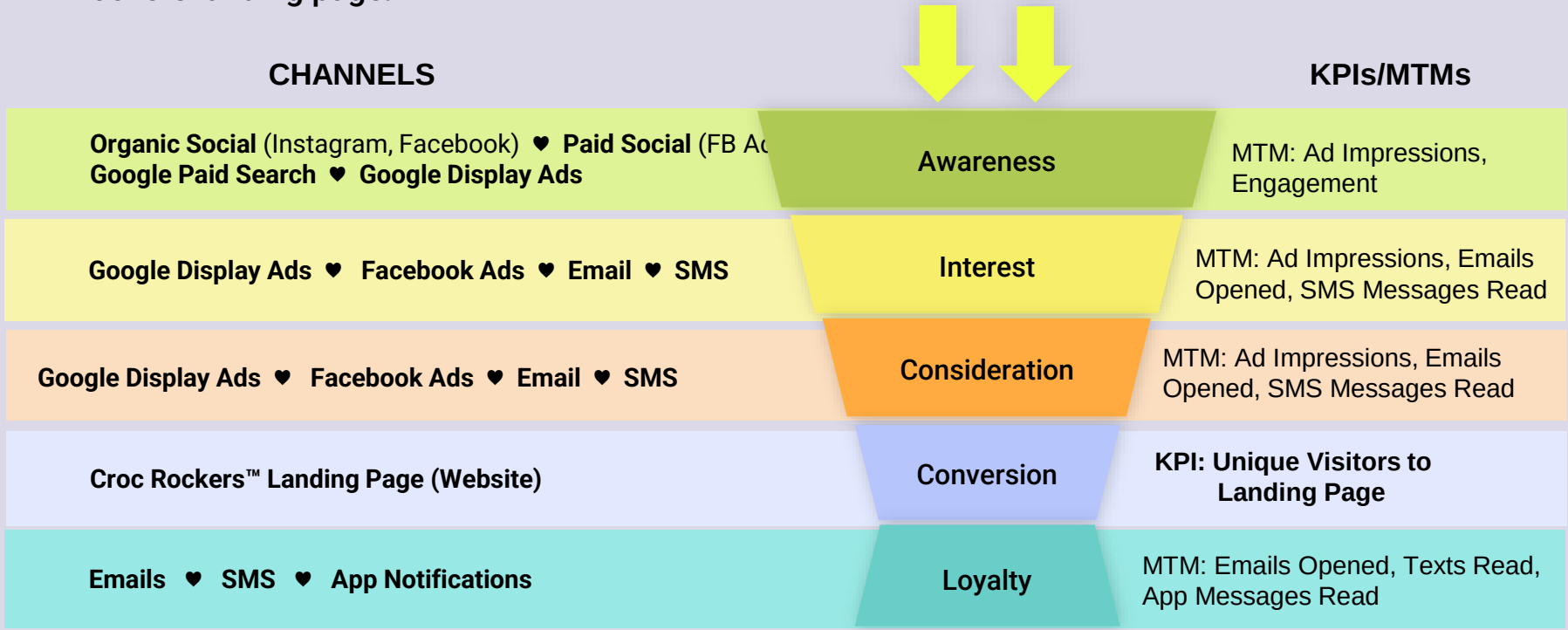
Paid Search: Reach users searching for Crocs discounts, rewards, comfort shoes or similar keywords. *(See keywords slide)*

Display Ads: Show ads to people who fit the Crocs demographic and interest profile.

Retargeting: Show ads, send text messages and emails to people who interacted previously with Crocs.com website, but did not sign up for rewards club.

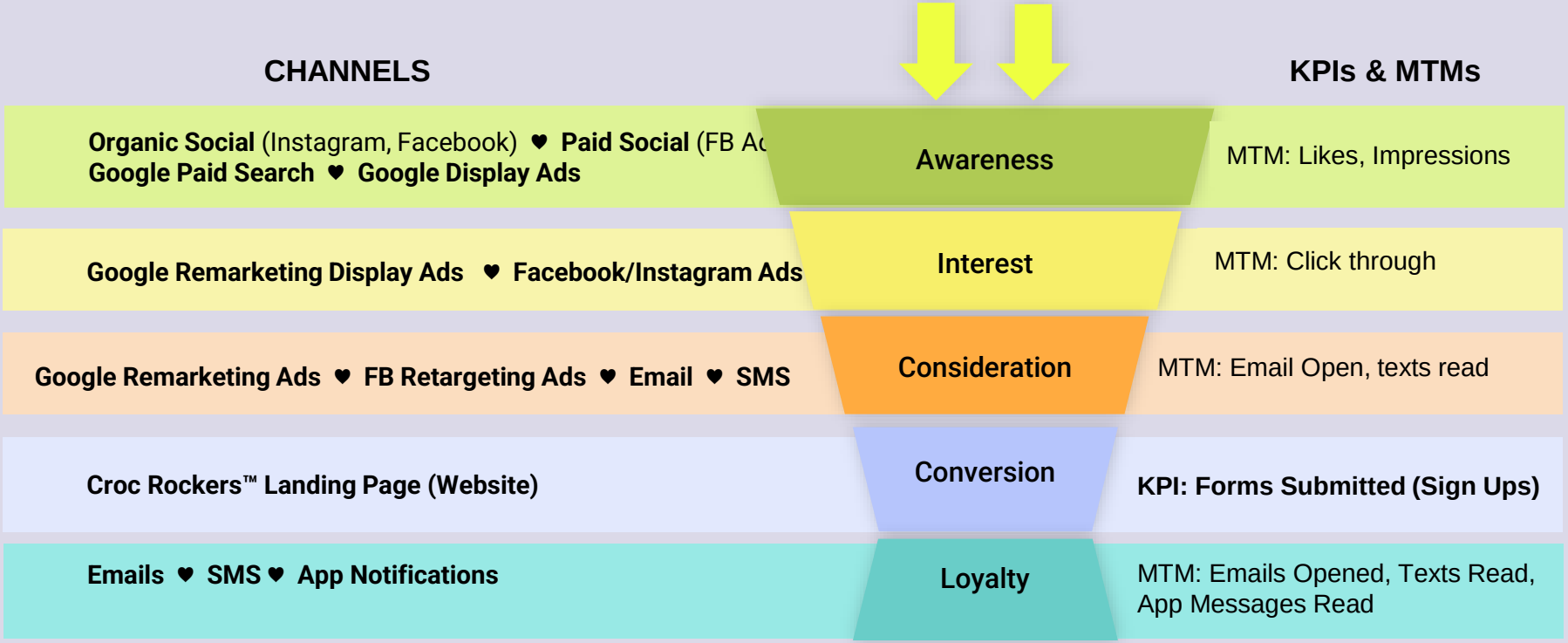
Marketing Funnel Visualization

OBJECTIVE 1: Achieve more than 20,000 new unique visitors per month to the Crocs Rockers landing page.



Marketing Funnel Visualization

OBJECTIVE 2: Achieve 30,000 new sign ups to our loyalty program.

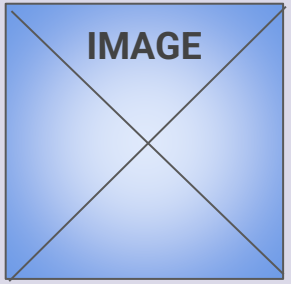


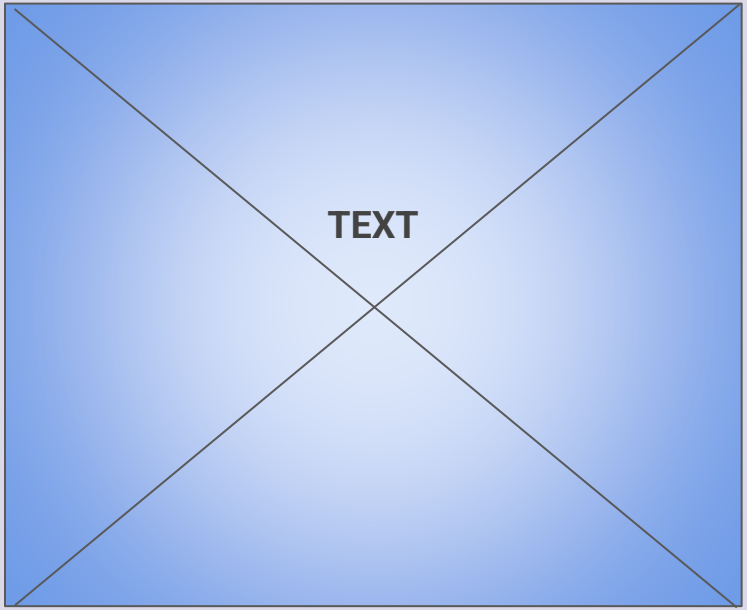
Landing Page Wireframe

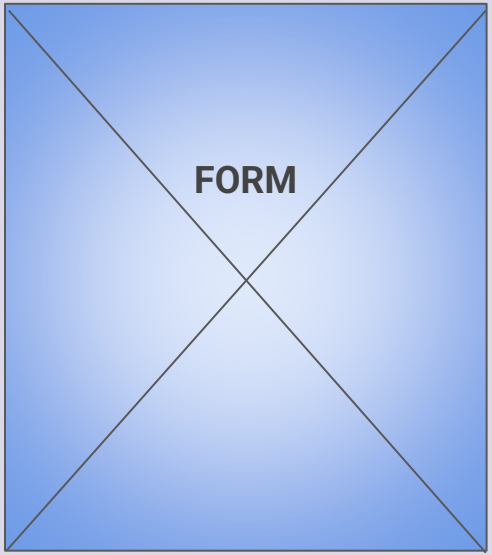
LOGO

MENU

SEARCH







CTA
SUBMIT

Landing Page Layout

crocs

WOMEN MEN KIDS JIBBITZ™ CHARMS CROCS AT WORK™ FEATURED

Search

Love Your Crocs? Become a Croc Rocker!

Get 20% off your next purchase when you register!

croc Rockers

Rewards Club

- ★ Free Shipping
- ★ Birthday Surprises
- ★ Earn Points Toward More Crocs
- ★ Exclusive Discounts & Events
- ★ Free Rewards
- ★ Anniversary Bonus Points
- ★ Free Jibbitz of Your Choice

Sign-Up for Free Today!

FIRST NAME *

LAST NAME *

EMAIL ADDRESS *

CONFIRM EMAIL ADDRESS *

PASSWORD *

CONFIRM PASSWORD *

BIRTHDAY DD/MM *

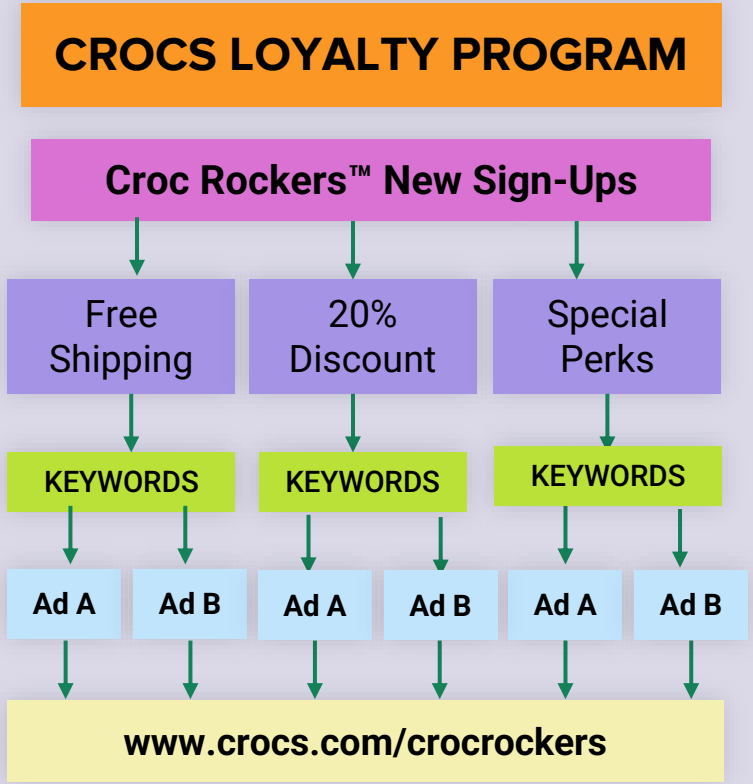
SUBMIT

Google Paid Search Campaign - Structure

OBJECTIVE 2:
30,000 New Loyalty Program Sign-Ups

KPI: Number of Sign-Ups

- Campaign has 3 Ad Groups and 2 ad versions per Ad Group.
- Targeted audience selection, keyword utilization and optimized ad copy for surgical reach and high conversion rate.
- Projected weekly conversions (sign-ups) at around 2,000 per week.
- Daily Budget: $70



Google Paid Search - Keyword Selection*

Short Tail Keywords
clogs
clogs outlet
club
comfy shoes
croc store
crock shoe
crocks
crocs
crocs shoes
cross shoe
discounts
jibbitz
points
rewards
sandals
shoes

Short Tail Keywords: Awareness

Long Tail Keywords: Consideration

High Search Volume

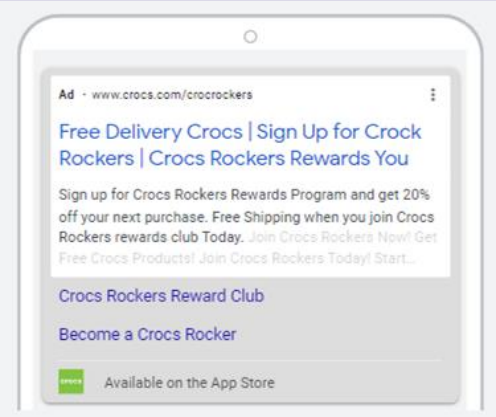
Low Competition

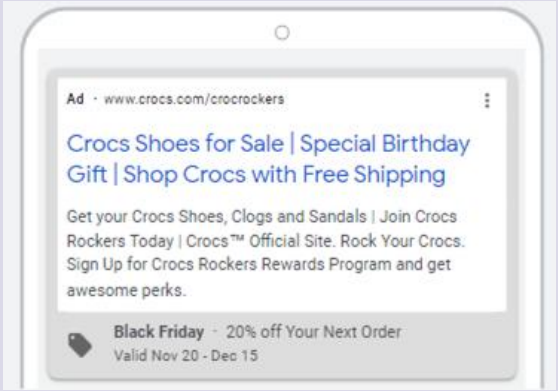
Low Cost-Per-Click (CPC)

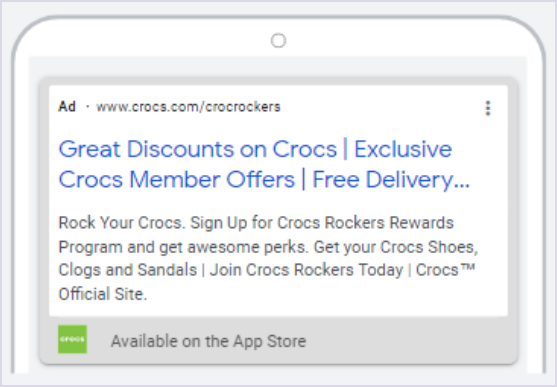
Keywords Listed in Alphabetical Order

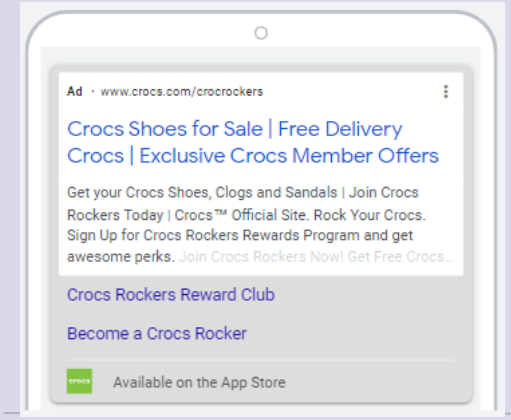
Long Tail Keywords	
black crocs	crocs sale
blue crocs	crocs sandals
colorful crocs	crocs shoes
comfortable shoes	crocs store near me
croc boots	crocs us
croc heels	crocs women's sandals
croc sandals	crocs women's shoes
croc slides	crocscom
croc slippers	cross sandals
croc sneakers	lined clogs
crocs discount	new crocs
crocs flip flops	platform crocs
crocs for women	shoes for women
crocs jibbitz	the croc store
crocs near me	waterproof shoes
crocs rewards program	white crocs

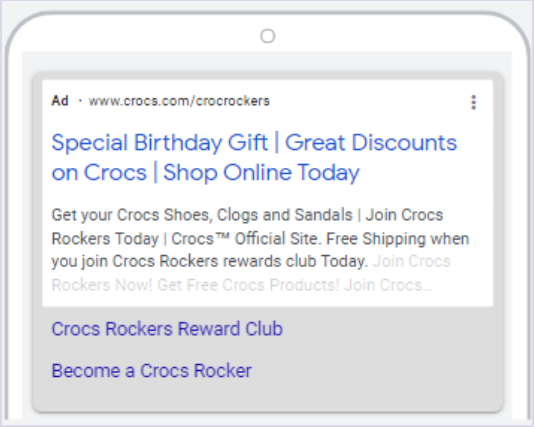
Google Paid Search Ads - Mobile

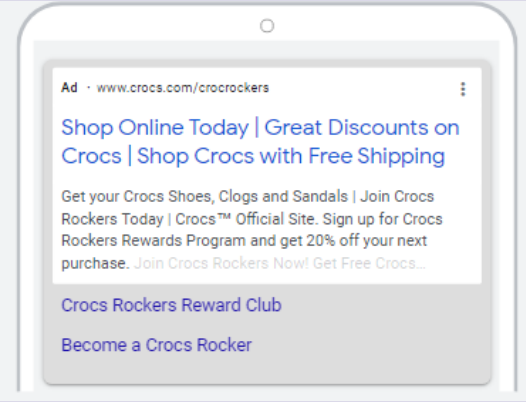












Google Paid Search Ads - Desktop

Ad · www.crocs.com/crocrockers

Special Birthday Gift | Great Discounts on Crocs | Shop Online...

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site. Free Shipping when you join Crocs Rockers rewards club Today. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start Earning Points Now!

Crocs Rockers Reward Club
Join the Official Crocs Rewards
Sign Up Today and Get the Perks

Become a Crocs Rocker
Join Crocs Rockers and get Rewarded
Free Crocs Product - Sign Up Today

Ad · www.crocs.com/crocrockers

Great Discounts on Crocs | Exclusive Crocs Member Offers

Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks. Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site.

Black Friday · 20% off Your Next Order · Valid Nov 20 - Dec 15

Ad · www.crocs.com/crocrockers

Free Delivery Crocs | Sign Up for Crock Rockers

Sign up for Crocs Rockers Rewards Program and get 20% off your next purchase. Free Shipping when you join Crocs Rockers rewards club Today. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start Earning Points Now!

Crocs Rockers Reward Club
Join the Official Crocs Rewards
Sign Up Today and Get the Perks

Become a Crocs Rocker
Join Crocs Rockers and get Rewarded
Free Crocs Product - Sign Up Today

Ad · www.crocs.com/crocrockers

Crocs Shoes for Sale | Crocs Rockers Rewards You | Free Delivery...

Free Shipping when you join Crocs Rockers rewards club Today. Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks.

Ad · www.crocs.com/crocrockers

Shop Online Today | Great Discounts on Crocs

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site. Sign up for Crocs Rockers Rewards Program and get 20% off your next purchase. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start Earning Points Now!

Crocs Rockers Reward Club
Join the Official Crocs Rewards
Sign Up Today and Get the Perks

Become a Crocs Rocker
Join Crocs Rockers and get Rewarded
Free Crocs Product - Sign Up Today

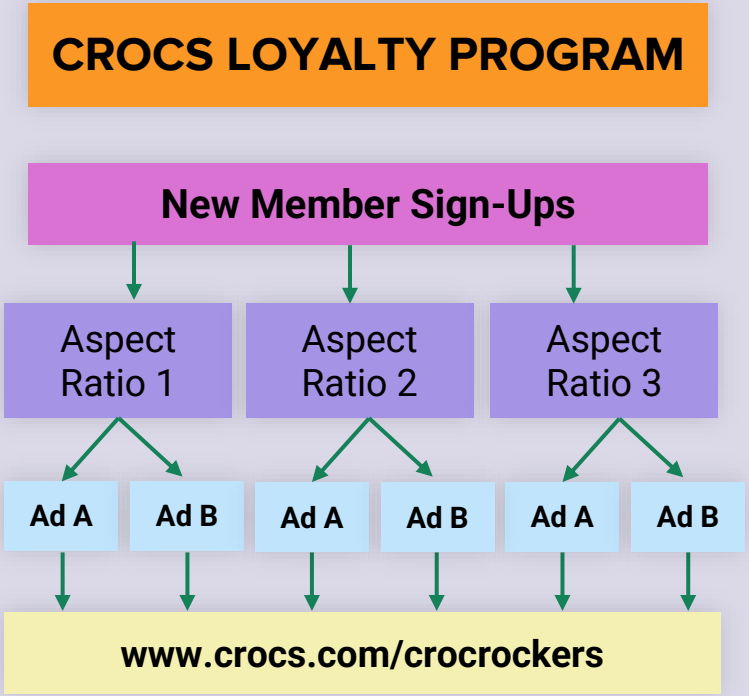
Google Display Ads Campaign - Structure

OBJECTIVE:

30,000 New Loyalty Program Sign-Ups

KPI: Number of Sign-Ups

- Campaign: three aspect ratios and two ads per aspect ratio.
- The channels will include YouTube, Gmail as well as as and banners in Google Network websites and apps.
- Keywords - on slide 16
- Campaign expected to yield 1,700 new Loyalty Program sign-ups per month. *(See Appendix)*
- Daily Budget: $70.70



Google Display Ads - Mobile

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minimum 600 x 314

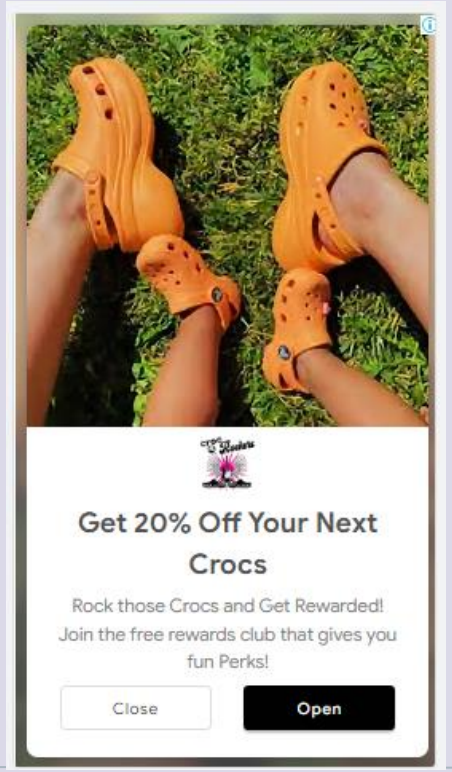
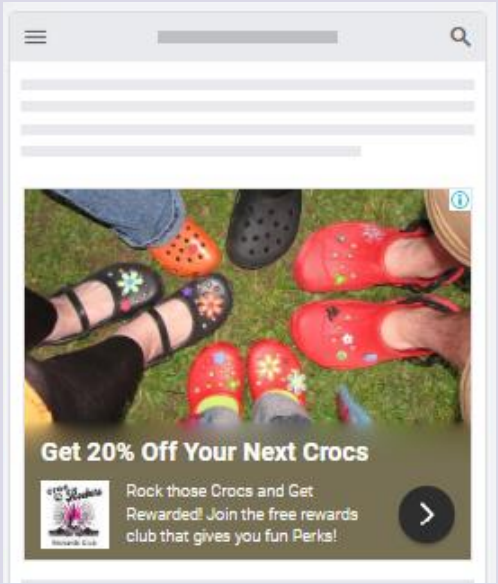


Image 1:1,
minimum 314 x 314



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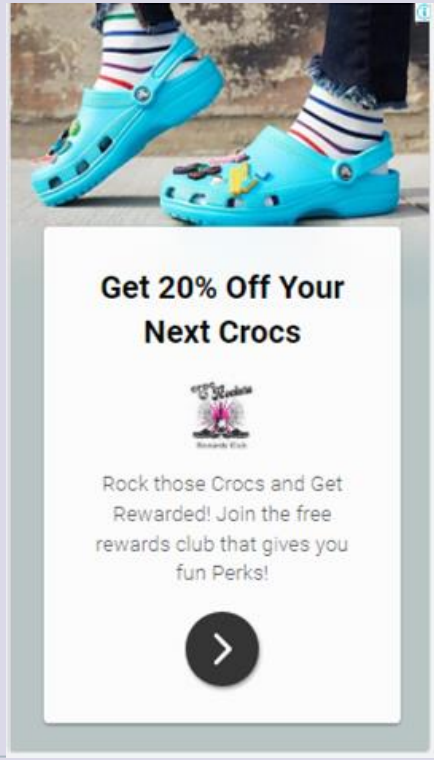
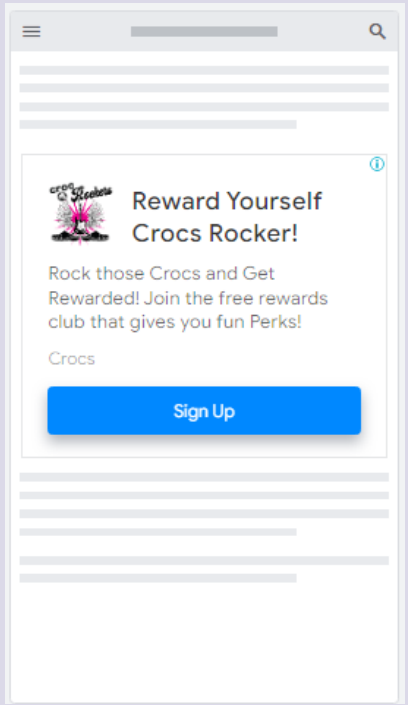


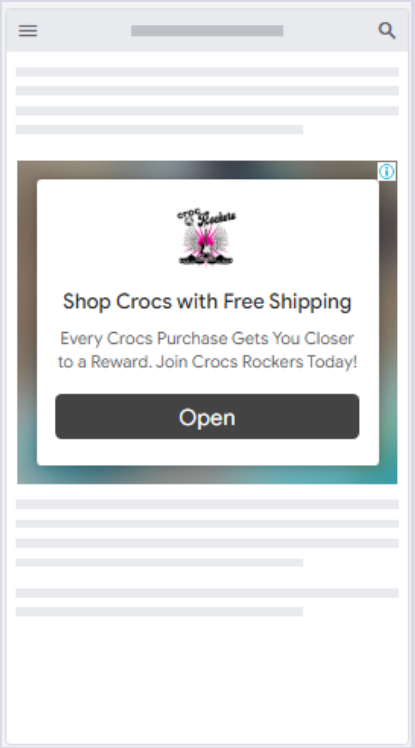
Google Display Ads

Logo 1:1,
minimum 116 x 116px



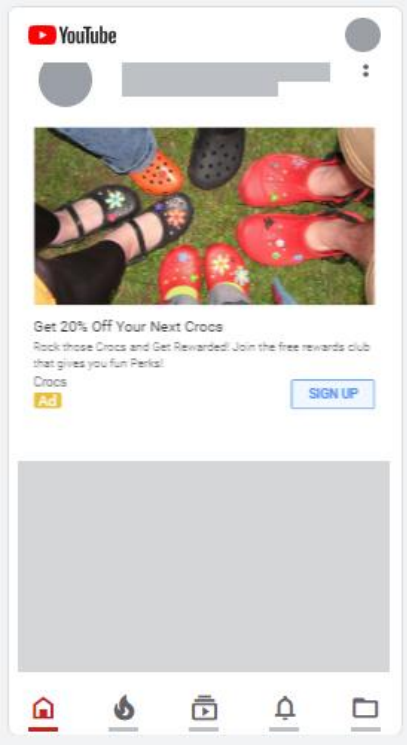
Desktop 160 x 600px

Logo 1:1,
minimum 116 x 116px

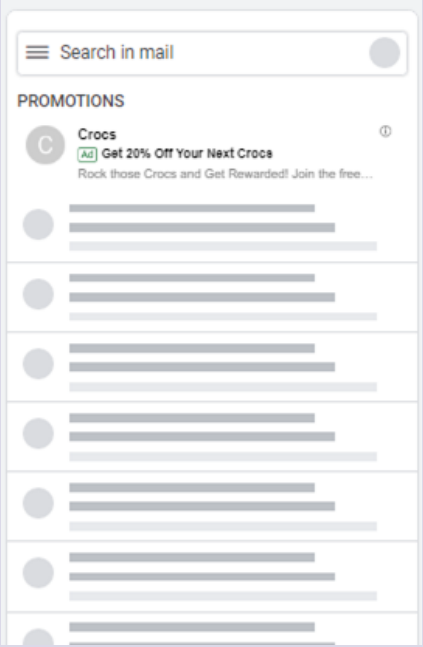


Google Display Network

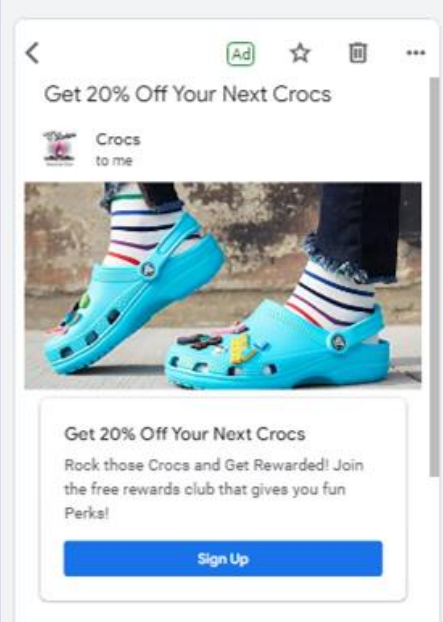
YouTube Ad
300 x 200px



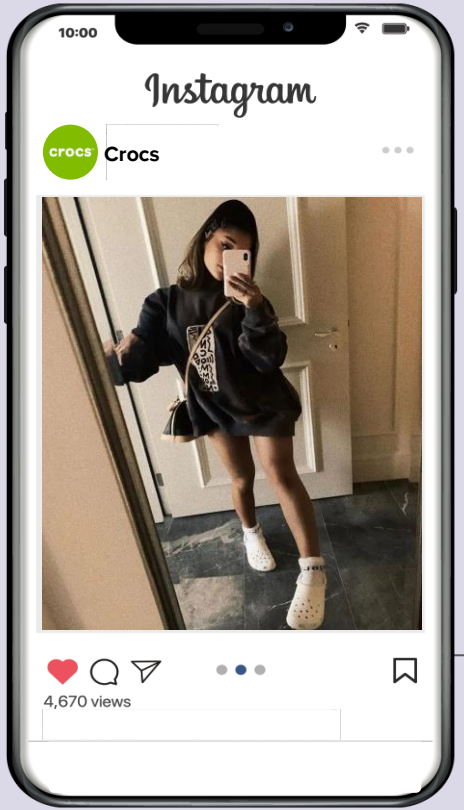
Gmail Ad - Closed



Gmail Ad - Open
300 x 200px



Social Media Organic Posts - Instagram & Facebook

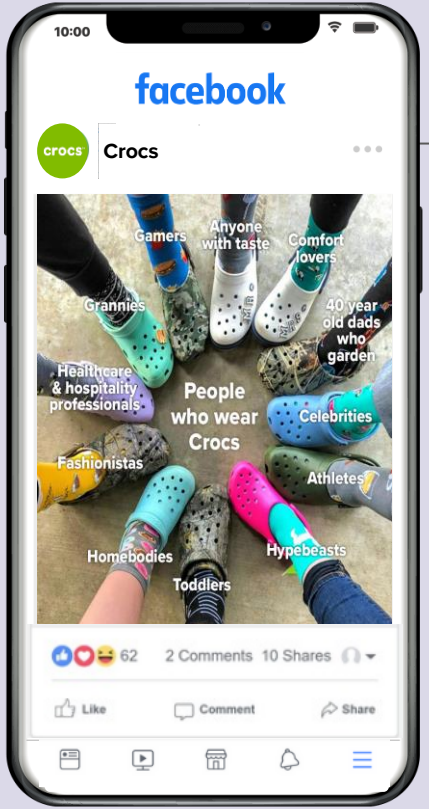


CROCS - @arianagrande we love the way you styled this look with your white Crocs!

Arianna: Just another fun outfit I put together my crit cratity crocs.

You can rock crocs while receiving freebies, discounts, free shipping when you join our free Croc Rockers™ Rewards Club today!

#Crocrockers #clogs #crocs #rewards #points #sandals #comfyshoes #shoes #crocs #sandals #newcrocs #ootd #shoesforwomen #crocsus #platformcrocs #whitecrocs #discounts #club #crocstore #jibbitz #crocsnearme #bluecrocs #blackcrocs



You can Rock your Crocs on any occasion. Whether on sports mode or pure fashion, joining our rewards club will make you an official Croc Rocker™

#Crocrockers

Paid Social Media - Instagram

CROCS - Sponsored

Join our rewards program and enjoy exclusive discounts and special offers for Croc Rockers™

Take 20% off your next order when you sign up here.

#crocrockers #clogs #rewards #points #crocs

- Selection of Instagram and Facebook social media channels for advertising based on Crocs' audience channel preferences and interests.
- Instagram and Facebook paid ads fit into our media strategy by being where our audience can be found.
- These two platforms will help us gain the audience's attention, generating interest, and influencing click-through to the landing page.
- Once on the landing page, additional content will prompt visitors to sign up for the loyalty rewards program.

Social Media Ad Campaign - Facebook

croc Rockers
Rewards Club

CROCS
Sponsored

Feel like an **influencer** when you join Croc Rockers™ free rewards club. Enjoy free Jibbitz™ on your Birthday, special surprises, exclusive discounts and a 20% discount on your next purchase. Sign up today!

#crocrockers #rewards #crocs

Retargeting Plan Strategy

Promote New Croc Rockers™ Rewards Program to 2 Audience Segments using Facebook and Google Ad Network:

- Homepage visitors & Cart abandoners (immediately after site visit)
- Purchasers who didn’t join rewards program (immediately after purchase)

Goals:

- Drive page views to landing page
- Form completions

Retargeting Plan Ad Copy

Homepage Visitors and Shoppers who Abandoned their Cart:

Get rewarded for rockin' your Crocs! Become a Croc Rocker™ and start racking up the rewards.

20% off your next purchase when you sign-up.

CTA Button:

Sign Up Now!

Online Store or App Purchasers Who Have Not Signed Up:

Get free shipping, cool perks, and points every time you shop Crocs.

Become a Croc Rocker™ and get 20% off your next purchase.

CTA button:

Join Now!

Retargeting/Remarketing Ads - Facebook & Google

Facebook Retargeting Ad

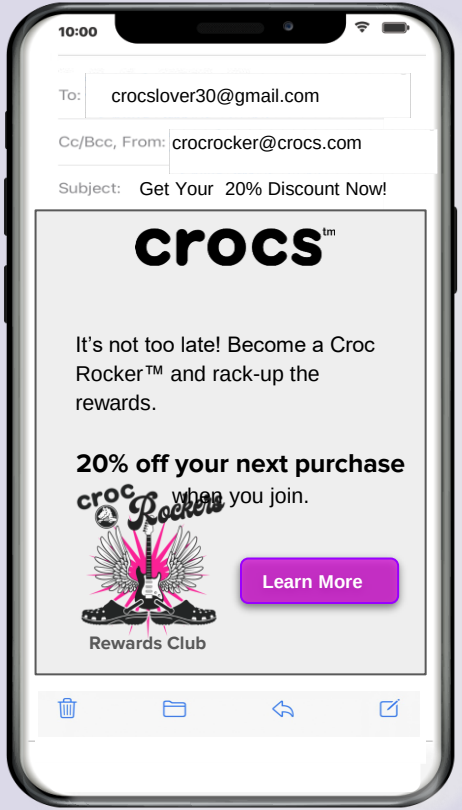
Google Remarketing Ad
Large rectangle 336 x 280

Retargeting - Email

Target:

1. Crocs.com customers who purchased product, but did NOT sign up for loyalty program.
2. Crocs.com visitors who did NOT shop, but provided their email (Email opt-in offer)

Offer:
20% discount toward their next purchase with Croc Rockers™ sign-up.



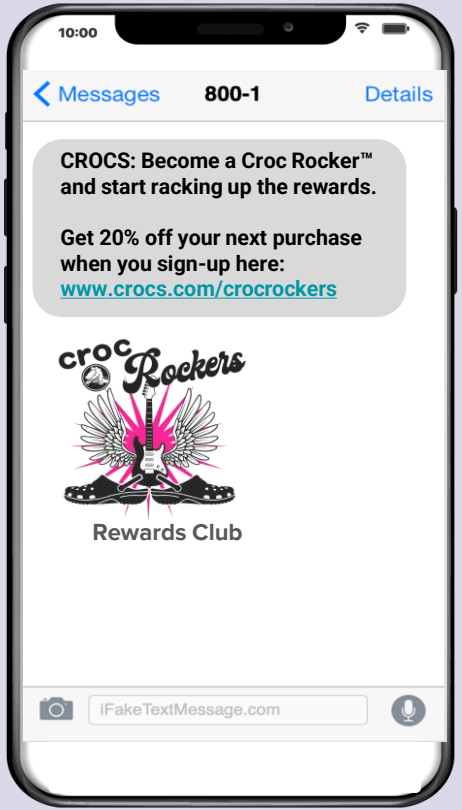
Retargeting - SMS Text Campaign

Target:

Crocs.com visitors who did NOT sign up for loyalty program, but who opted in to receive texts.

Offer:

20% discount toward their next purchase with Croc Rockers sign-up.



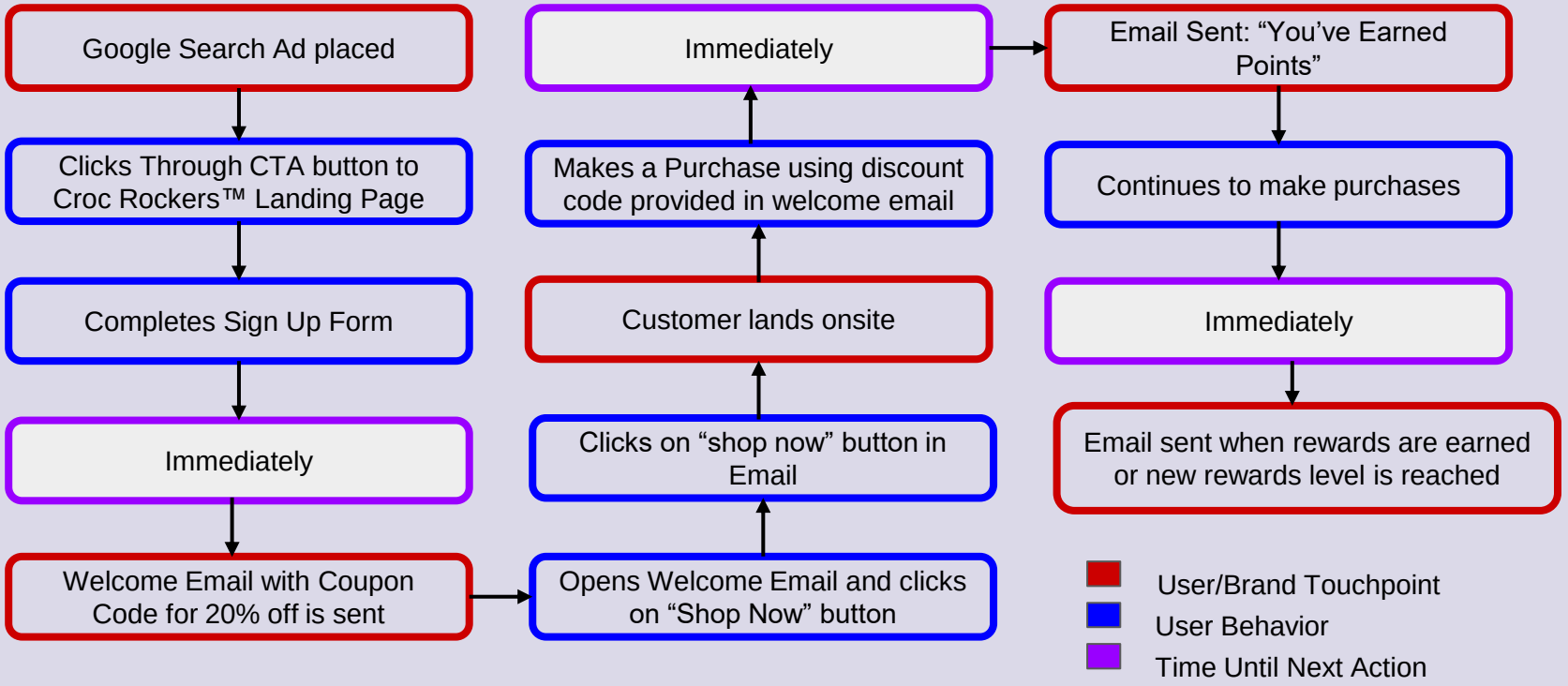
Automation - Exchange of Data

User Behavior	Tracking	Data Source
Click on a Social post or ad, or Google Ad promoting Rewards program CTA button: Sign up now	Link Click	Organic post, Paid Social ad, YouTube ad, or Google ad
Brought to Landing page	Link Click	Website Analytics
Completes sign up form	Form Submission	CRM
Opens welcome email w/ coupon code	Link Click	Email Data
Clicks “Shop Now” button in email	Link Click	Website Analytics
Lands on site, browses site	Link Click	Website Analytics
Makes purchase	Link Click	Website Analytics
Receives email - “You’ve earned points!”	CRM Lead Nurturing	CRM
Continues to make purchases	CRM Reporting	CRM
Receives email when new Rewards level is reached w/ new level perks info	CRM Reporting	CRM

Exchange of Data Variation for Customers Who Purchased w/out Signing Up

User Behavior	Tracking	Data Source
Email sent - “Hey, You forgot to sign up! It’s not too late to get points for your purchase” CTA button: **Sign Up Now**	Link Click	Website analytics
Brought to Landing page	Link click	Website analytics
Completes sign up form	Form submission	CRM
Opens welcome email w/ coupon code	Link click	Email data
Clicks “Shop Now” button in email	Link click	Website Analytics
Lands on site, browses site	Link clicks	Website Analytics
Makes purchase	Link click	Website Analytics
Receives email - “You’ve scored points!”	CRM Lead Nurturing	CRM
Continues to make purchases	CRM reporting	CRM
Receives email when new Rewards level is reached w/ new level perks info	CRM reporting	CRM

Automation Workflow Plan - Croc Rockers™



Next Steps

NEXT MEETING:

Monday 11/21/22

2:00 p.m.

Projected Budget:

$4,000/mo.

6 Months: $24,000

Target Roll Out

11/23/22

Seeking Approval

On or before Noon

Wednesday 11/22

CROC ROCKERS LOYALTY PROGRAM

Questions or Ideas? Please Contact Team 4 at Ext: 456

Thank you!

crocs™

Appendix - Bonus - Keyword Strategy

Keywords Searched & Analyzed Using:

- Google Keyword Planner
- Hoth Google Rank Checker
- Word Stream

Keywords Selected Based on:

- **High Search Volume:** 50,000 to 100,000 Searches
- **Low Competitive Difficulty:** Medium to Low (some high)
- **Low Cost-Per-Click (CPC) Range:** Low $.06 - High $2.29

Keyword Text	Search Volume	Low Top Page Bid	High Top Page Bid
crocs near me	135,000	$0.25	$1.24
crocs for men	110,000	$0.32	$1.94
crocs jibbitz	90,500	$0.12	$0.68
crocs sandals	90,500	$0.21	$0.73
croc boots	90,500	$0.31	$1.44
black crocs	74,000	$0.20	$0.75
white crocs	74,000	$0.21	$0.76
platform crocs	74,000	$0.22	$0.97
crocs for women	74,000	$0.22	$1.20
crocs shoes	74,000	$0.26	$1.96
croc heels	74,000	$0.37	$2.67
croc slides	49,500	$0.23	$0.83
crocs us	49,500	$0.66	$2.29
crocscom	40,500	$0.06	$0.78
crocs women's sandals	40,500	$0.25	$1.01
crocs store near me	40,500	$0.35	$1.55
new crocs	33,100	$0.39	$1.47
blue crocs	27,100	$0.16	$0.76
colorful crocs	22,200	$0.03	$0.41
crocs women's shoes	22,200	$0.28	$1.74
crocs flip flops	22,200	$0.30	$0.91
lined crocs	22,200	$0.33	$1.17

Appendix—Marketing Brief

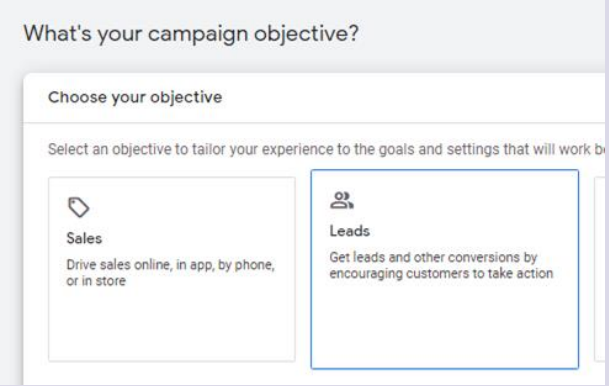
Please Click on this file

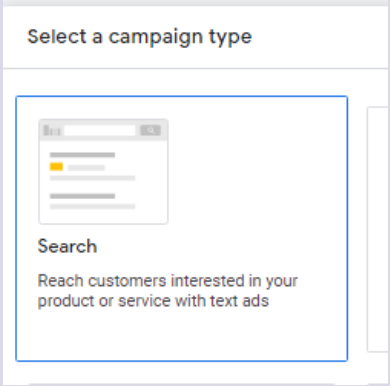
Appendix—Google Search Ads

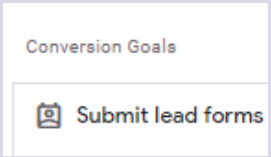
Objective: Leads (submit lead form)

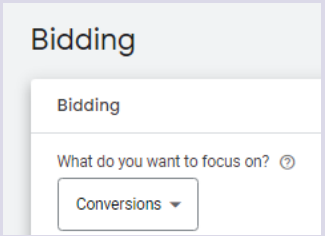
Campaign Type: Search

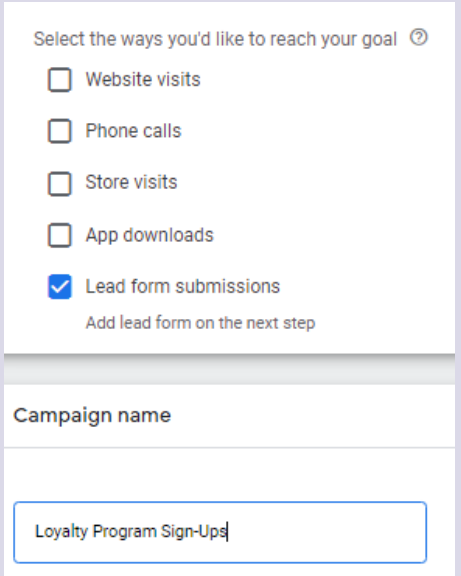
Campaign Name: Loyalty Program Sign-Up







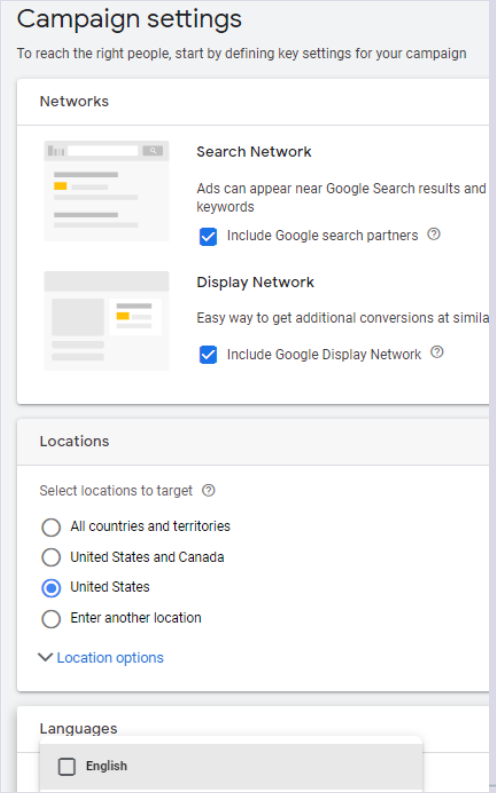


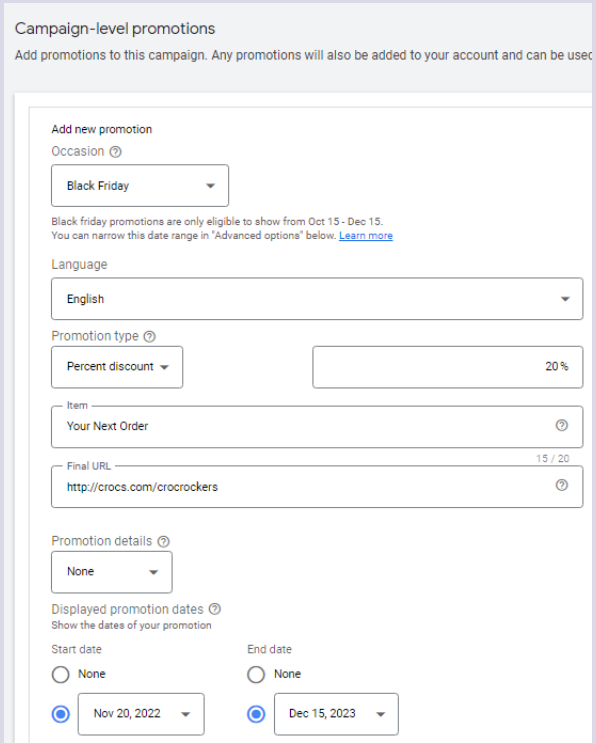


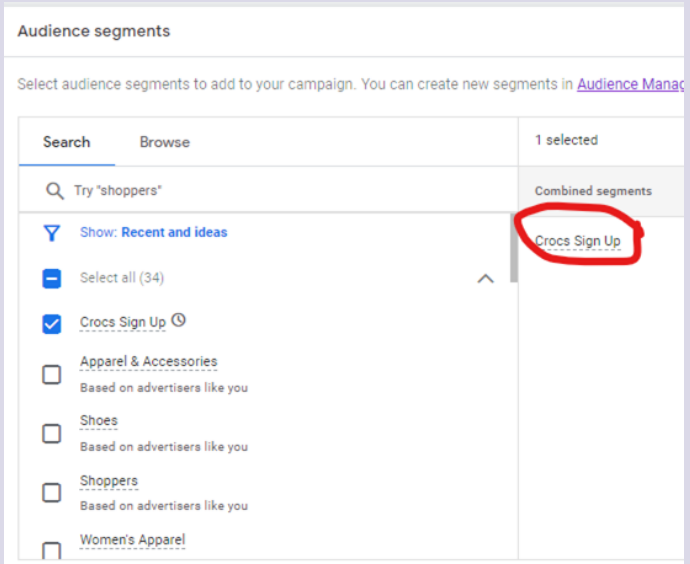
Appendix—Google Search Ads Continued

Campaign Settings | **Campaign-Level Promotions** | **Audience Segmentation**

Google Ads



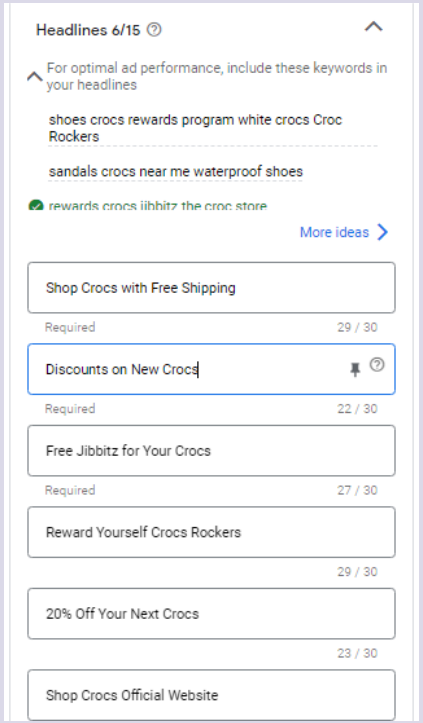




crocs™

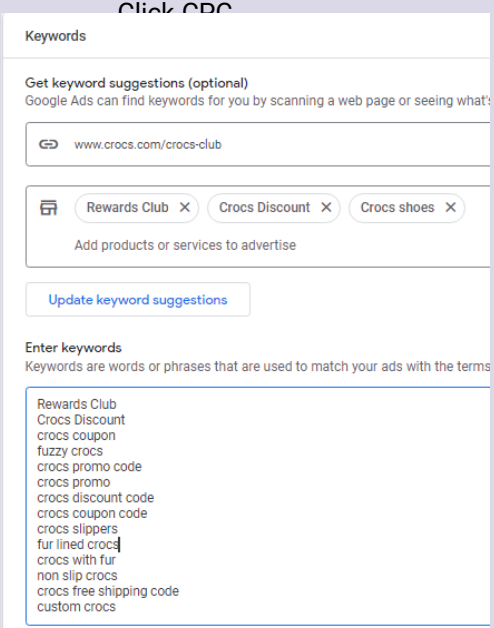
Appendix—Google Search Ads Continued

Headlines: Relevant Use of Keywords

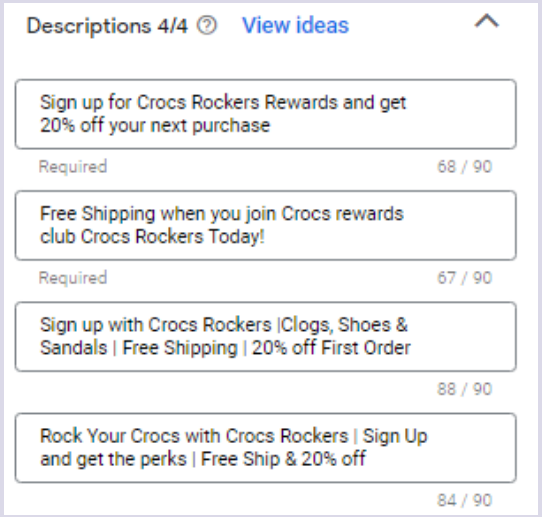


Keywords:

1. Relevant
2. High Volume
3. Low Competition
4. Low Cost per Click CPC



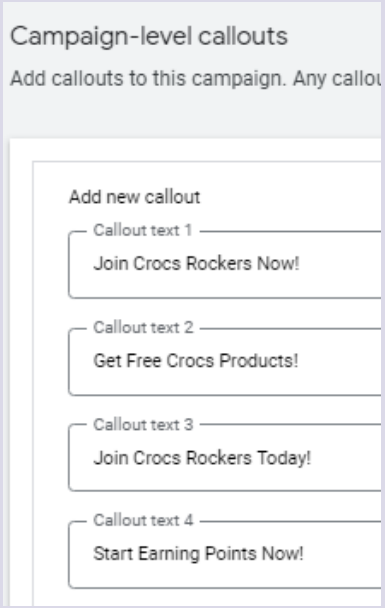
Descriptions: Relevant Use of Keywords

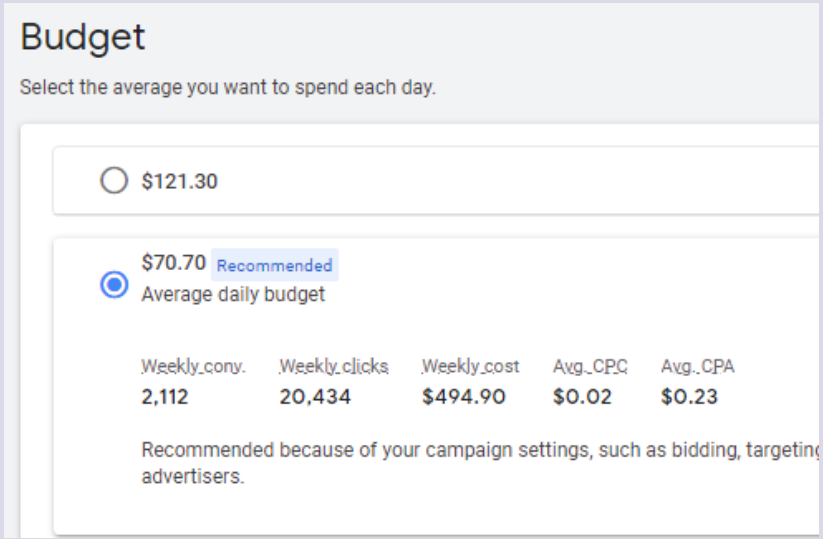


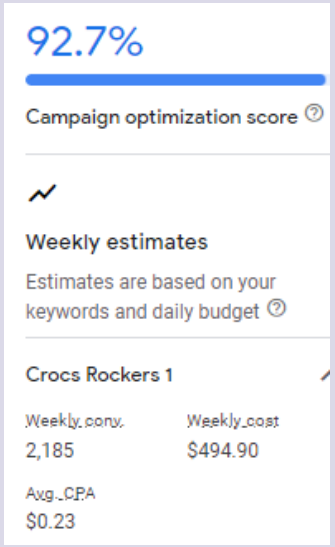
Appendix—Google Search Ads Continued

Callouts

Google Ads



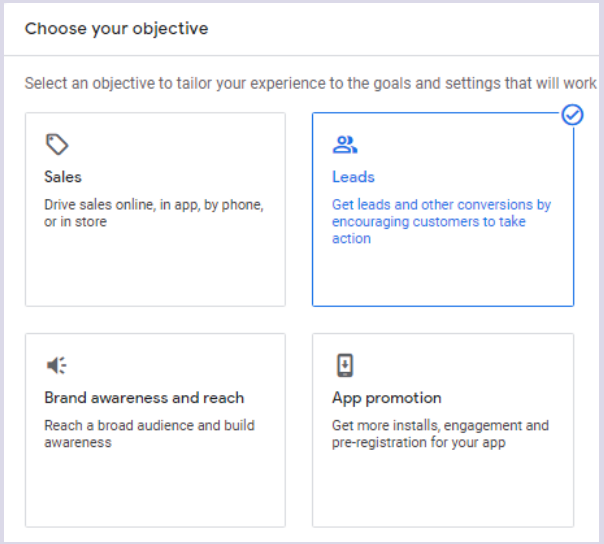


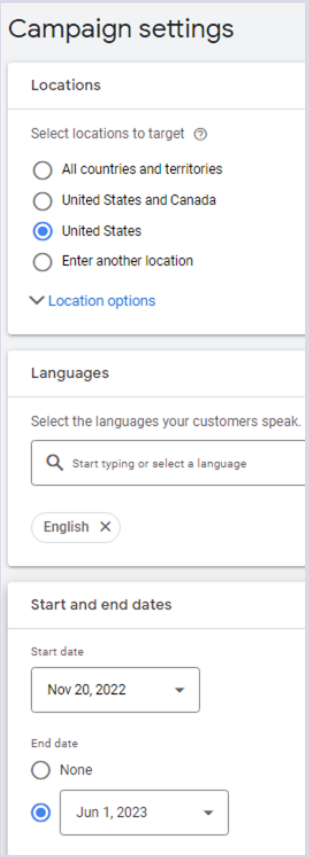


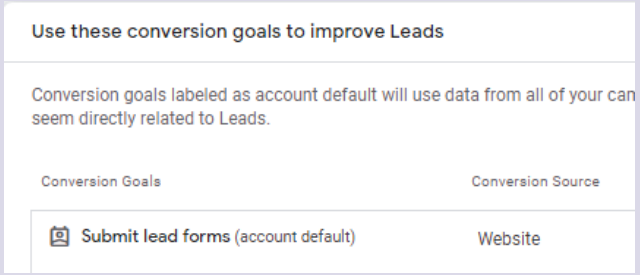
crocs™

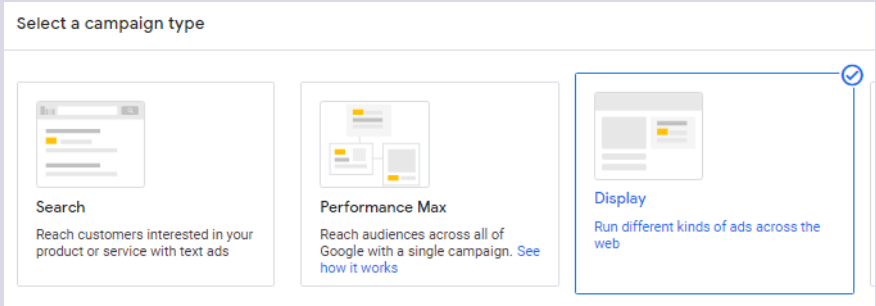
Appendix—Google Display Ads

Google Ads



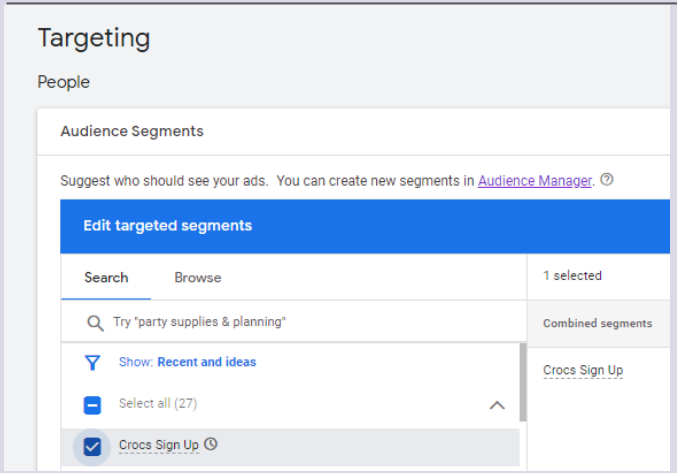


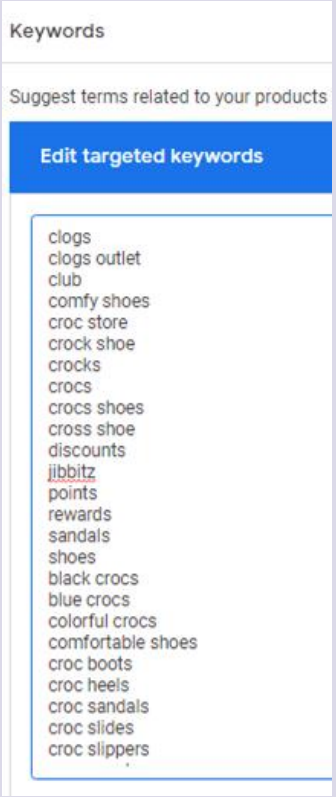


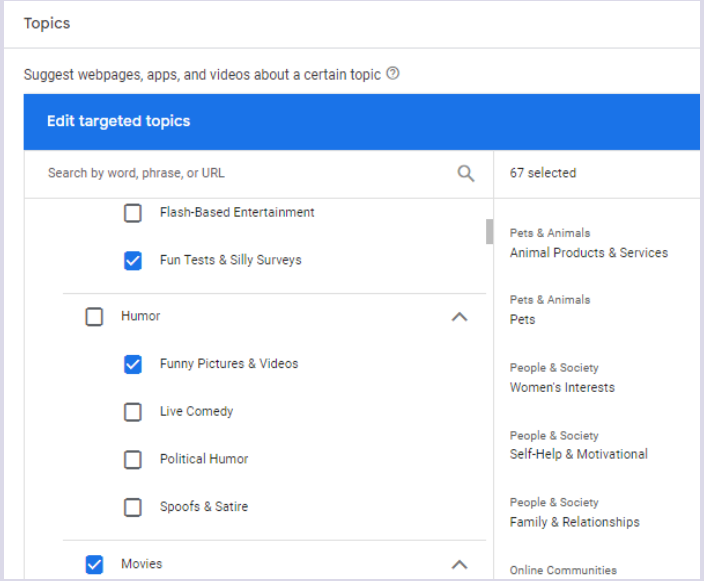


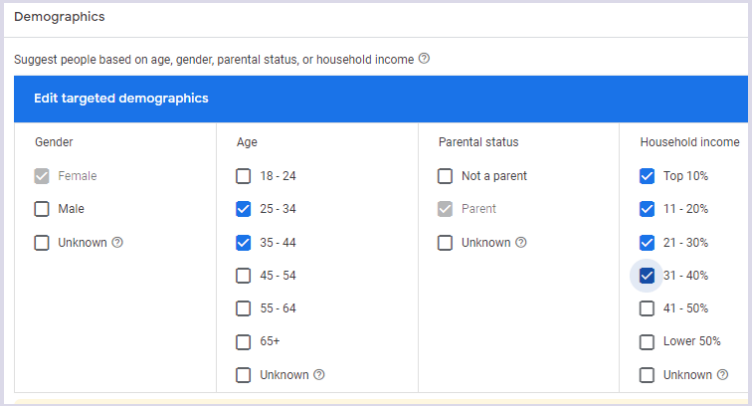
Appendix—Google Display Ads - Continued

Google Ads

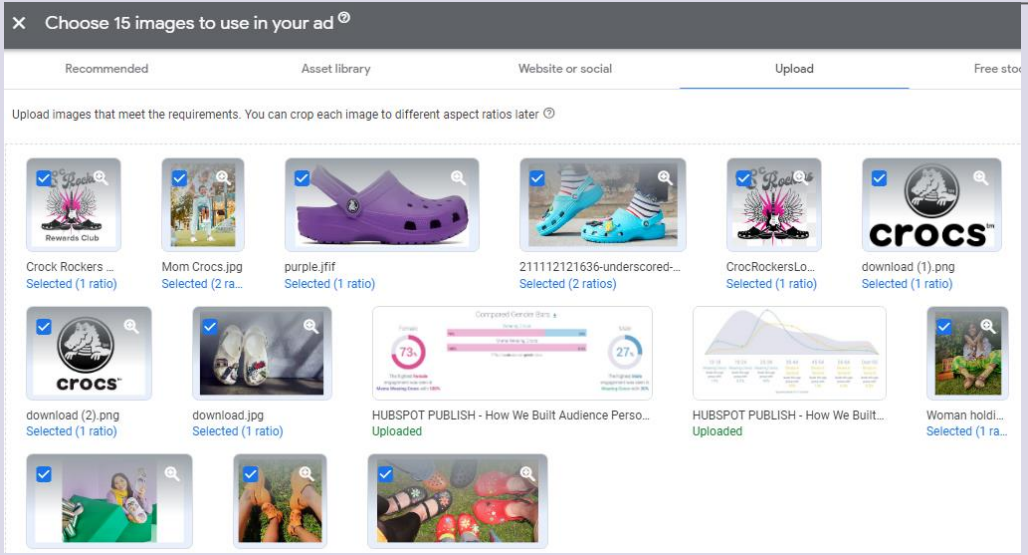


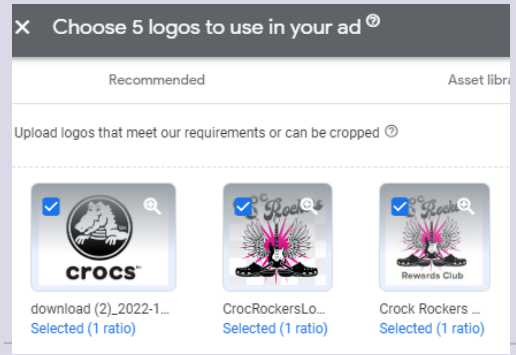


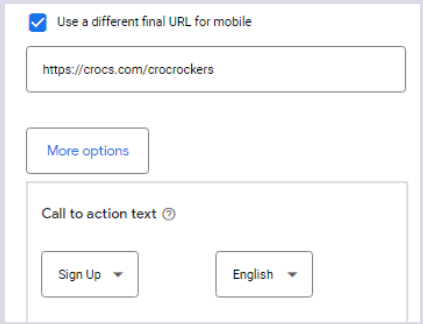


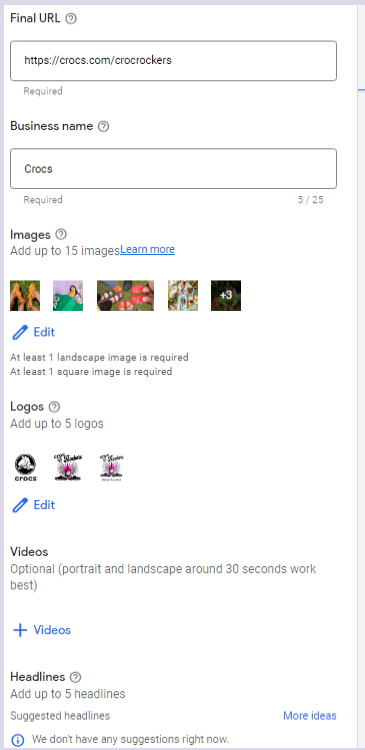


Appendix—Google Display Ads - Continued





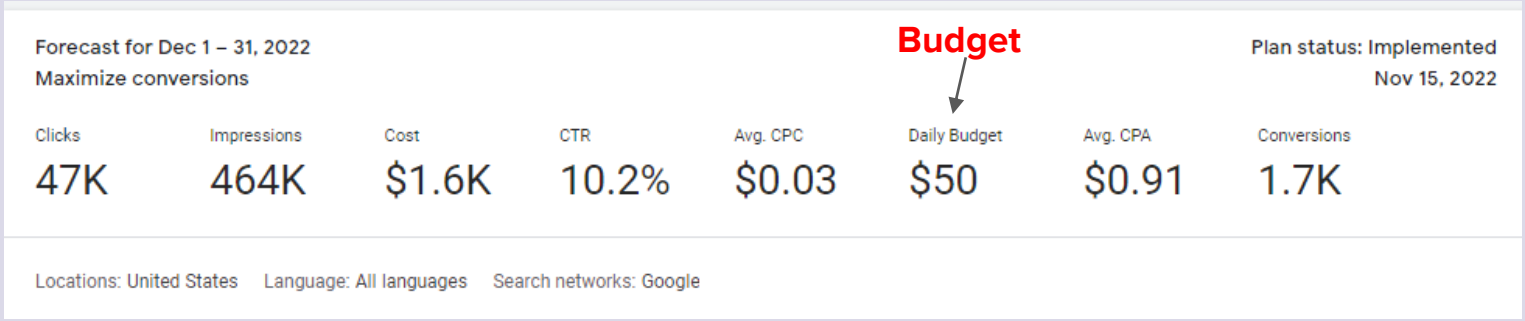


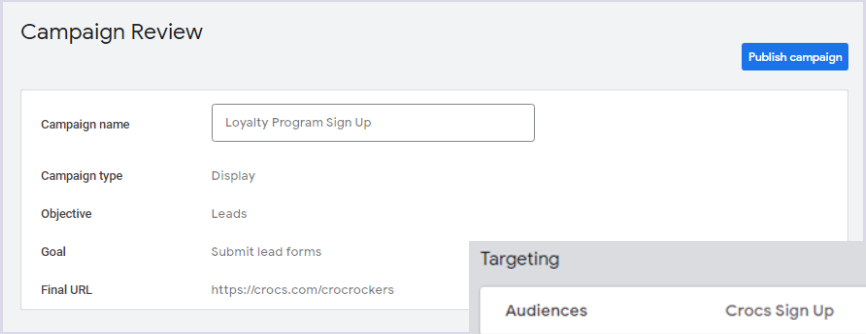


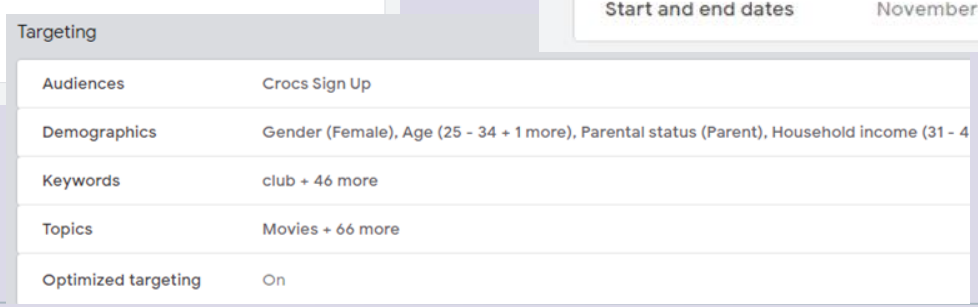
Google Ads

Appendix—Google Display Ads - Continued

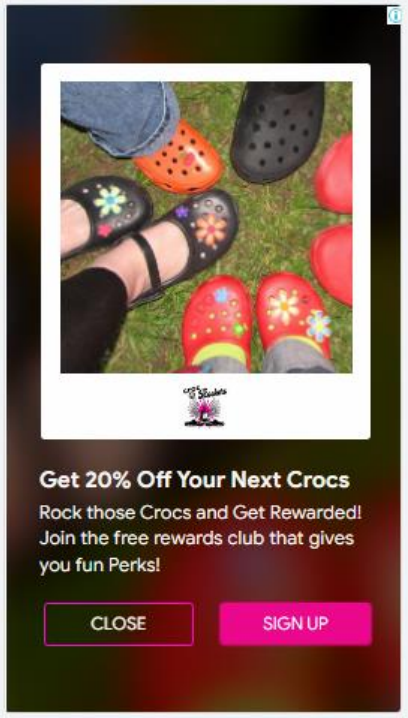
Google Ads

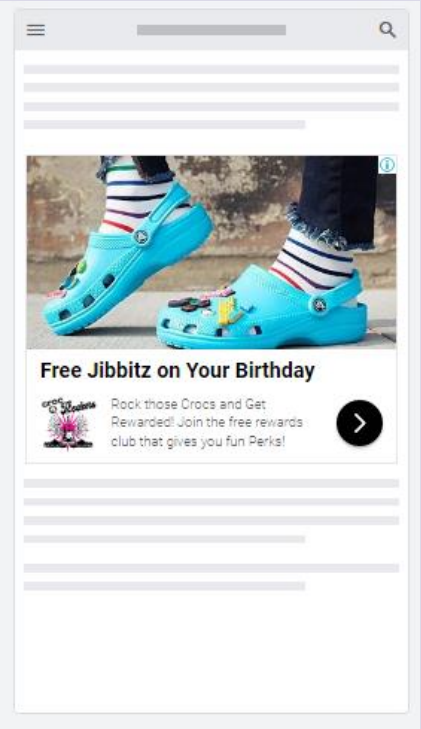


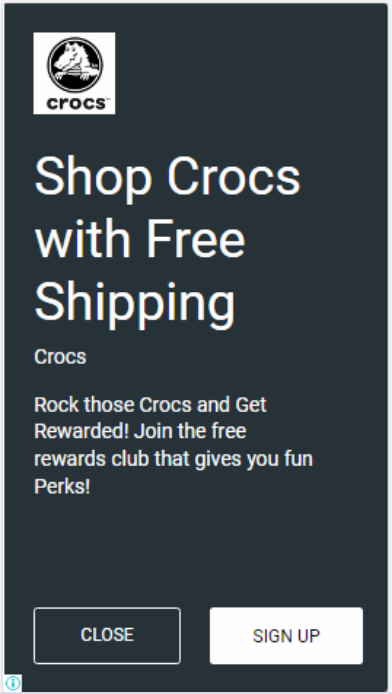




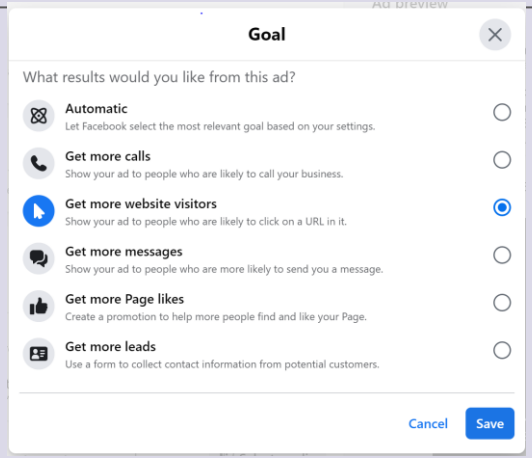
Google Display Ad Campaign - Additional Renderings

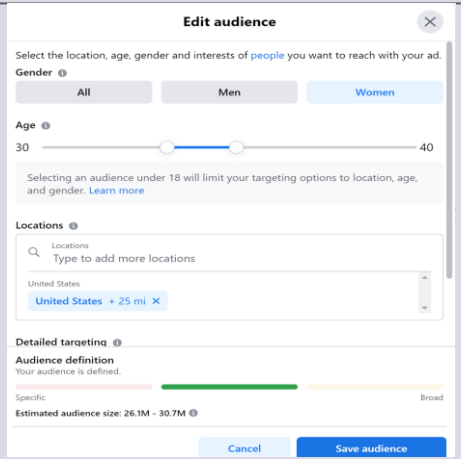


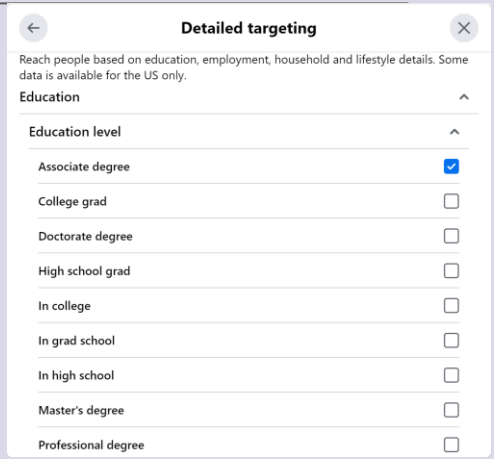


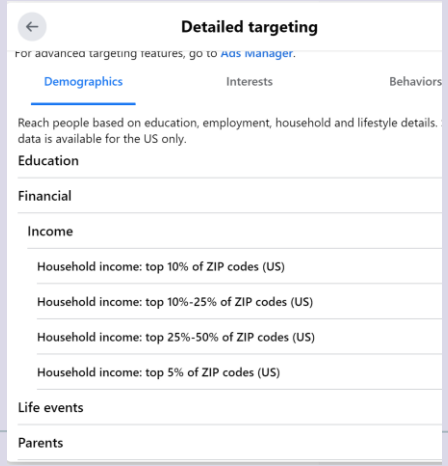


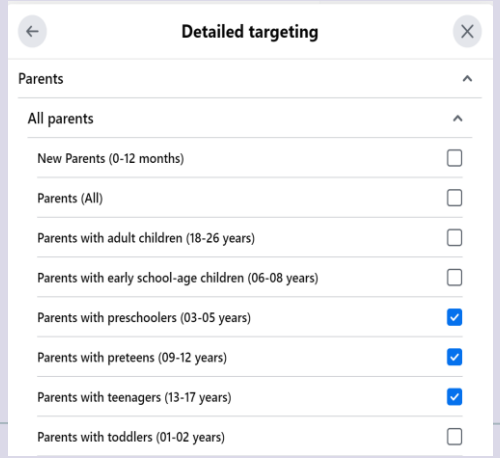
Appendix — Social Media Ads



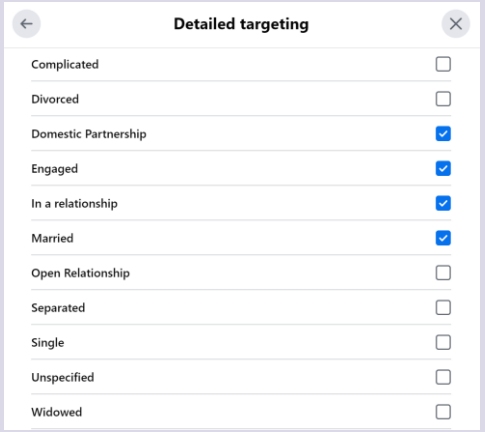


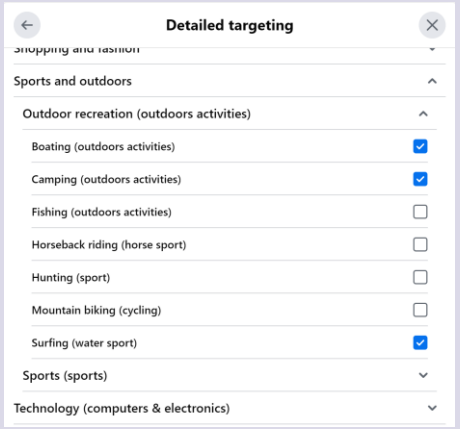


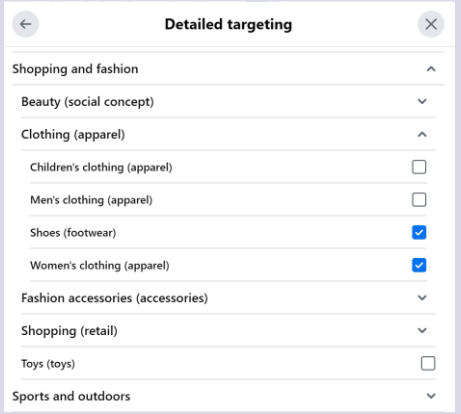


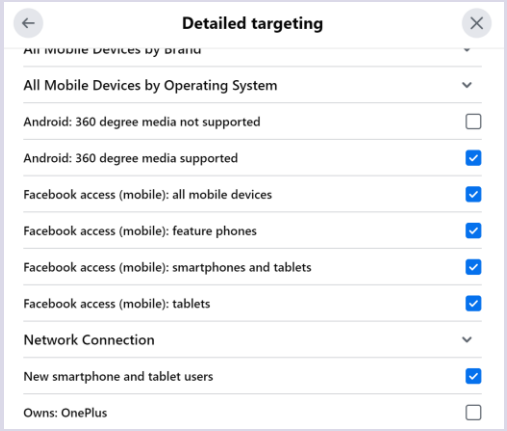


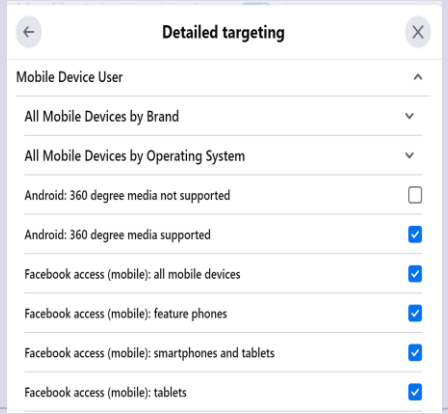
Appendix—Social Media Ads - Continued



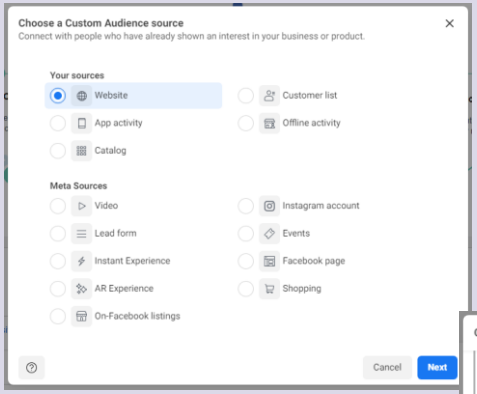


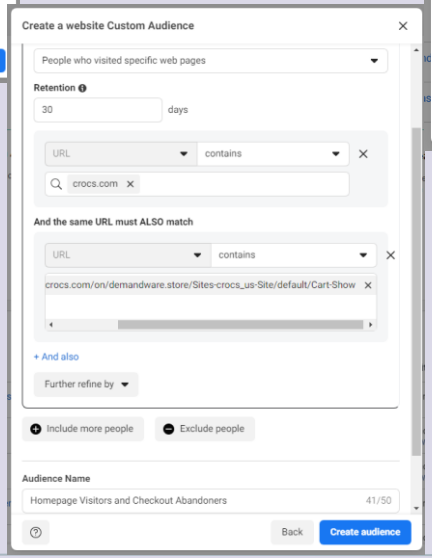


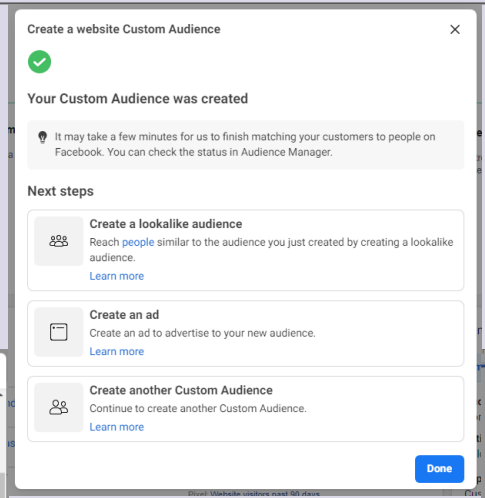


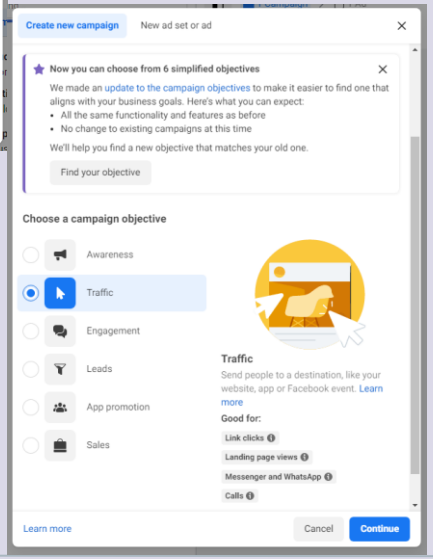


Appendix—Retargeting Ad Campaign - Facebook

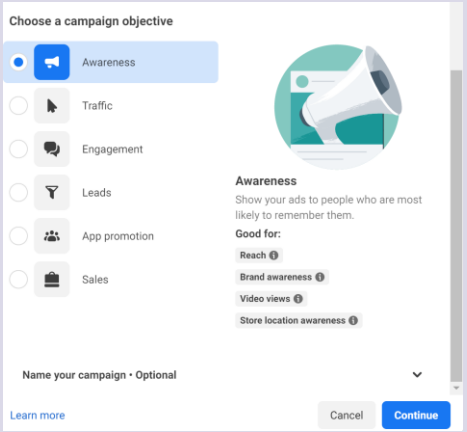


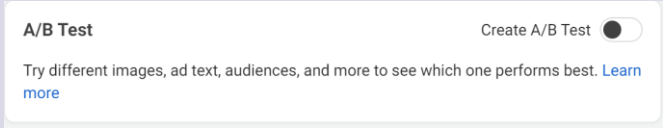


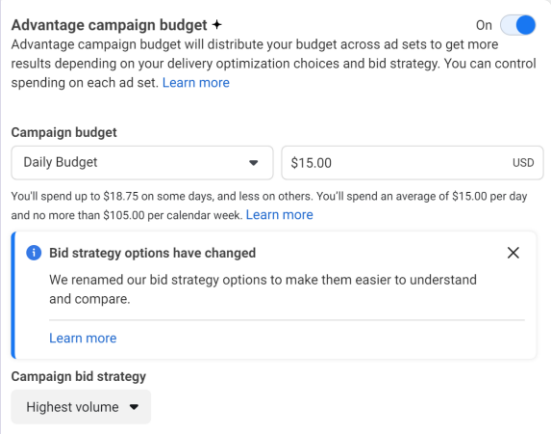


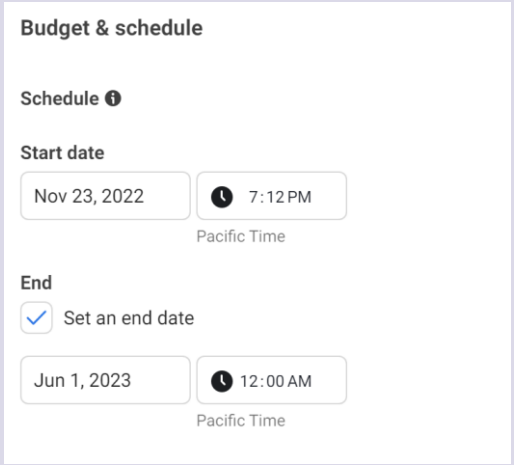


Appendix—Retargeting Ad Campaign - Facebook

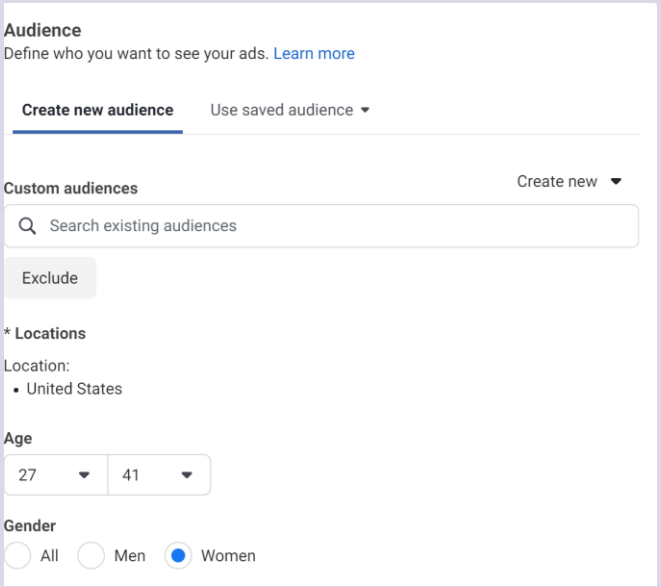








Appendix—Retargeting Ad Campaign - Facebook



Demographics > Financial > Income

Household income: top 10%-25% of ZIP codes (US)

Demographics > Parents > All parents

Parents with preschoolers (03-05 years)

Demographics > Relationship > Relationship status

In a relationship

Married

Interests > Shopping and fashion > Clothing (apparel)

Shoes (footwear)

Interests > Sports and outdoors > Outdoor recreation (

Boating (outdoors activities)

Camping (outdoors activities)

Fishing (outdoors activities)

Hunting (sport)

Behaviors > Mobile Device User

Android: 360 degree media supported

Facebook access (mobile): all mobile devices

Facebook access (mobile): feature phones

Facebook access (mobile): smartphones and tablets

Facebook access (mobile): tablets

New smartphone and tablet users

Behaviors > Mobile Device User/Device Use Time

Uses a mobile device (10-12 months)

Uses a mobile device (13-18 months)

Uses a mobile device (19-24 months)

Uses a mobile device (25 months+)

Appendix—Retargeting Ad Campaign - Facebook

Fishing (outdoors activities)

Hunting (sport)

Mountain biking (cycling)

Surfing (water sport)

Interests > Sports and outdoors > Sports (sports)

Swimming (water sport)

Placements Learn more

Advantage+ placements (recommended)
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Advantage campaign budget On
Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. Learn more

Campaign budget

Daily Budget | $15.00 USD

Ad setup

Create ad

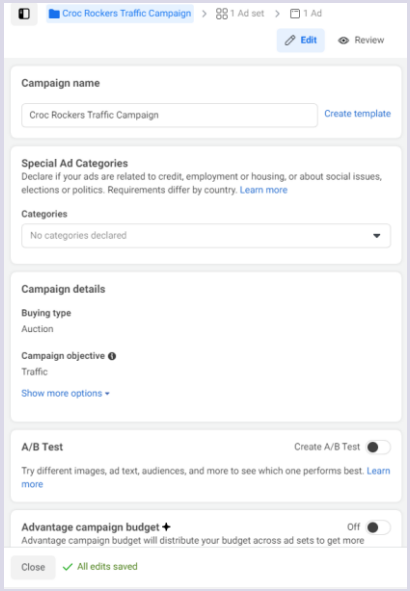
Format
Choose how you'd like to structure your ad.

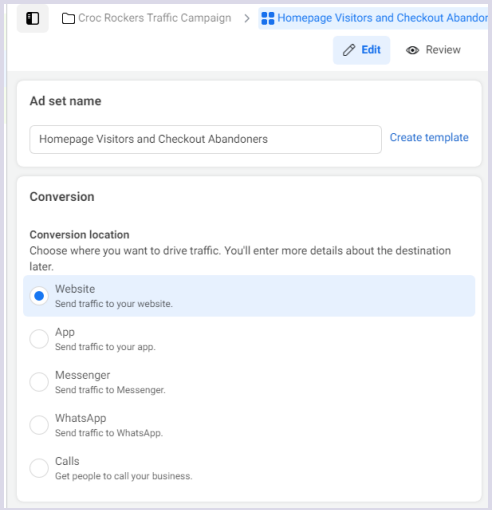
Single image or video
One image or video, or a slideshow with multiple images

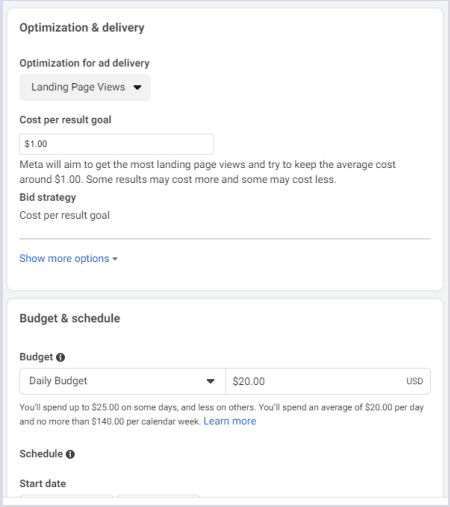
Carousel
2 or more scrollable images or videos

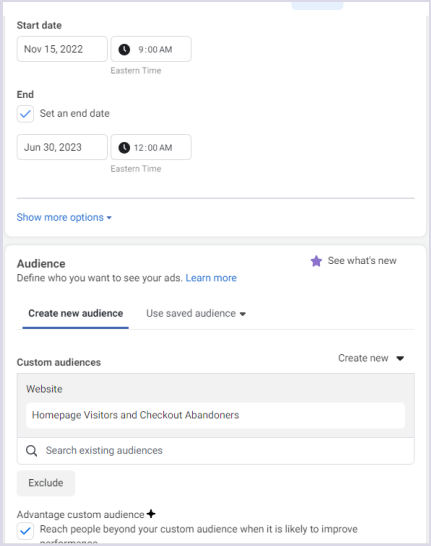
Collection
Group of items that opens into a fullscreen mobile experience

Appendix—Retargeting Ad Campaign - Facebook

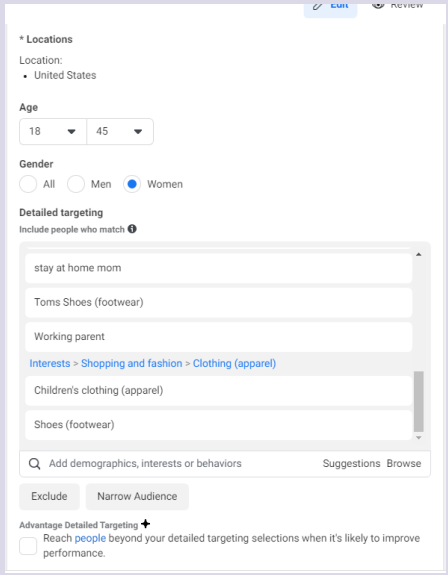


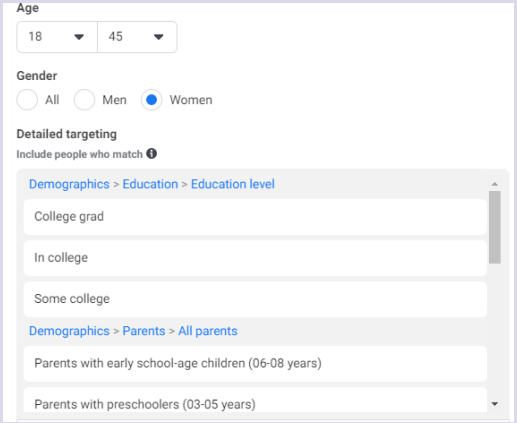


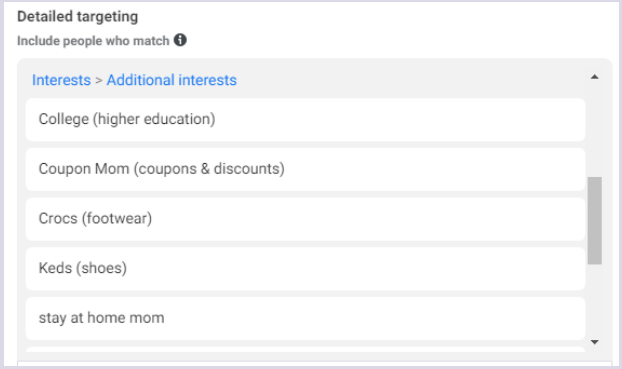




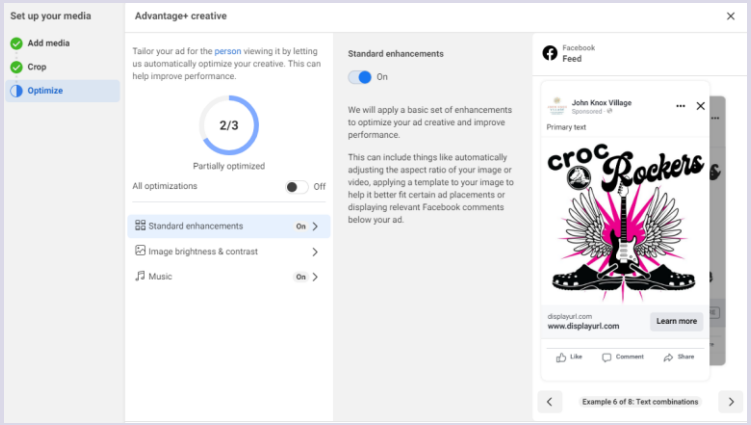
Appendix—Retargeting Ad Campaign - Facebook

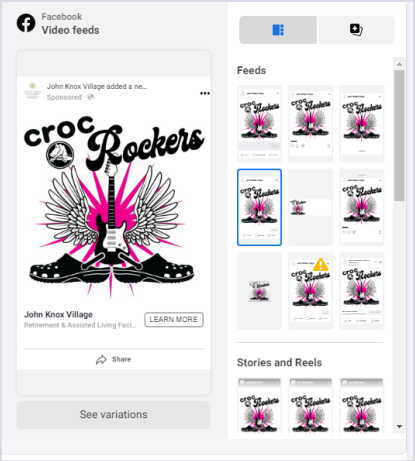


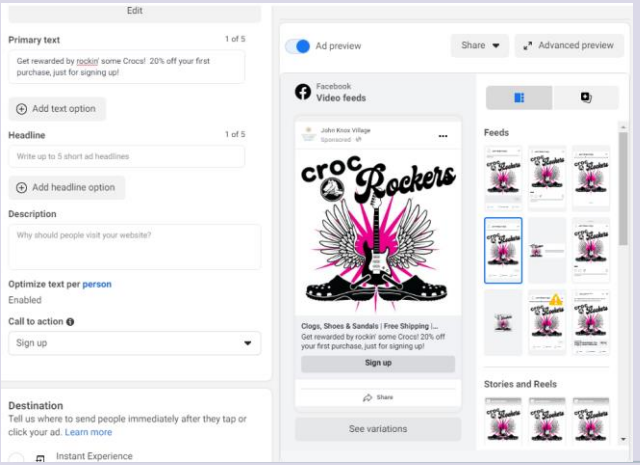


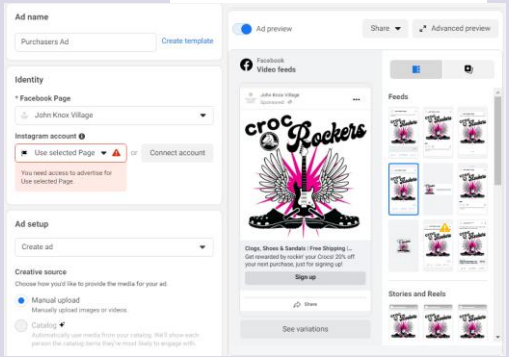


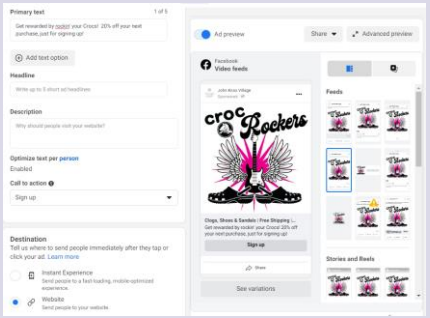
Appendix—Retargeting Ad Campaign - Facebook







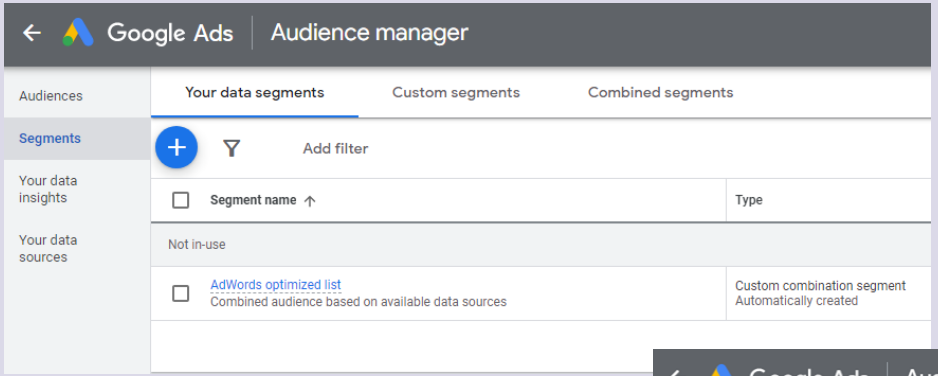


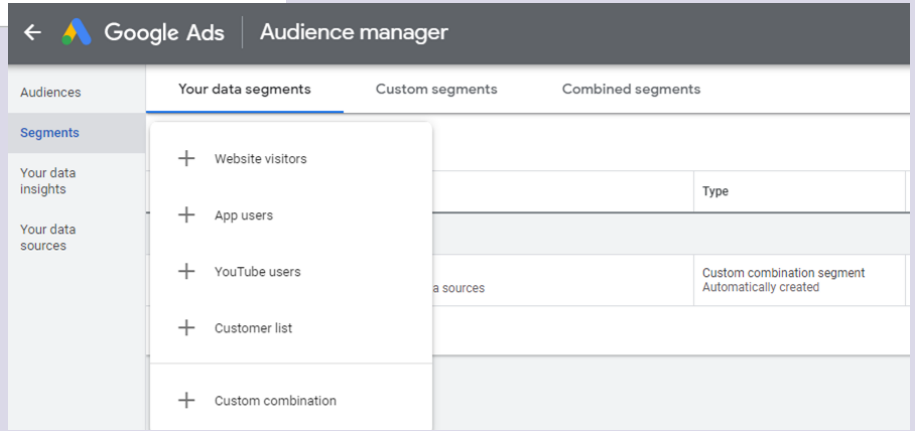


crocs™

Appendix—Retargeting Ad Campaign - Google Ads

Create an Audience



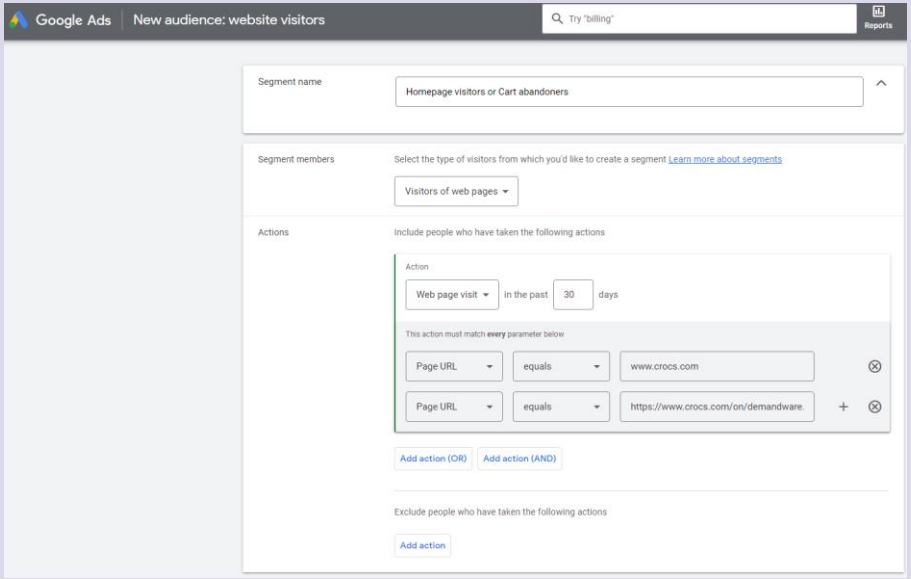


Google Ads

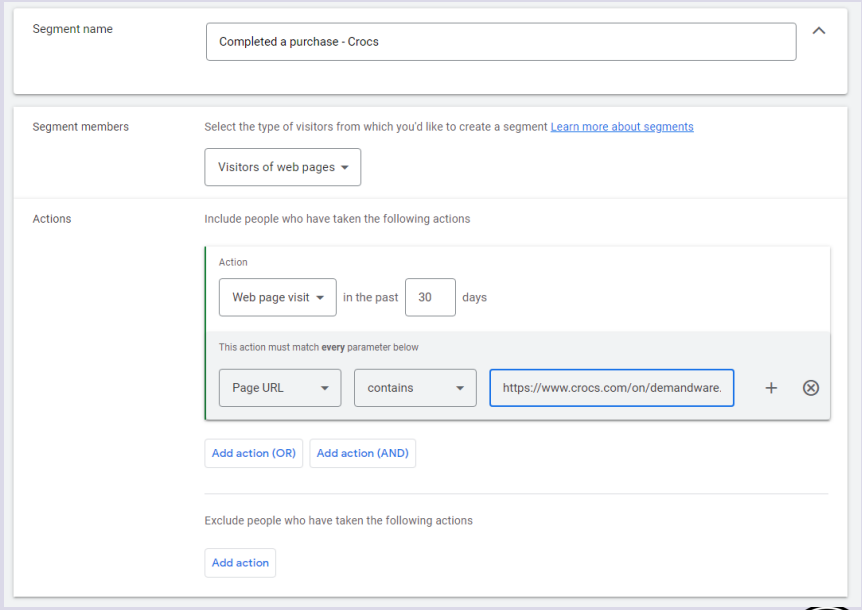
crocs

Appendix—Retargeting Ad Campaign - Google Ads

Audience - Homepage visitors and cart abandoners



Audience - Completed a purchase, but did not sign up for rewards program

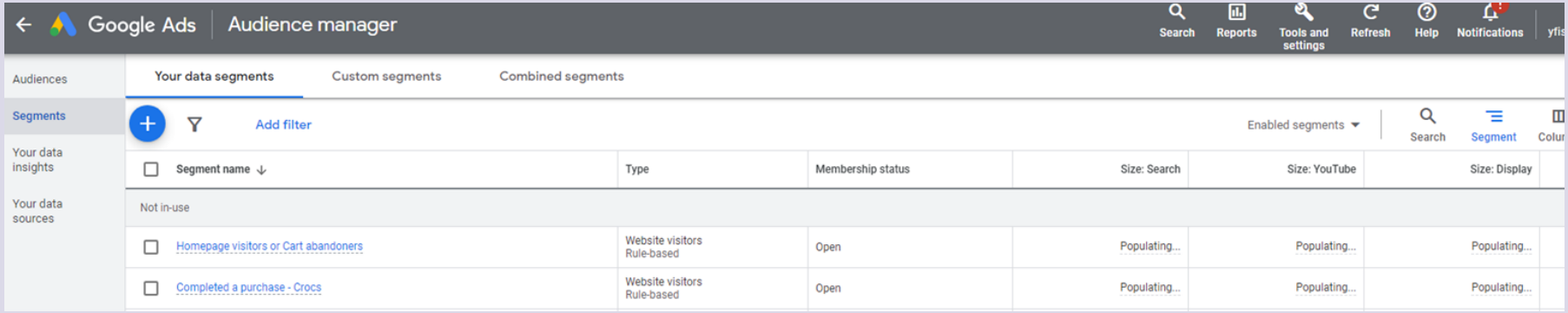
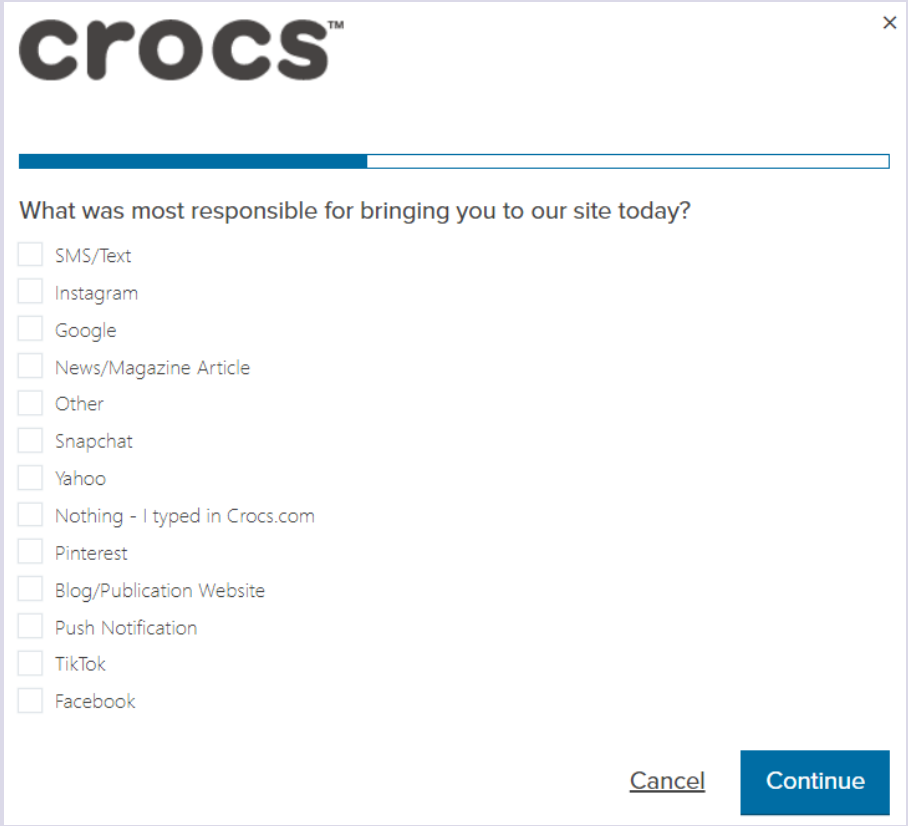


Google Ads

crocs

Appendix—Retargeting Ad Campaign - Google Ads

Audience Segments created and listed



Appendix— Survey for Campaign Metrics