



University
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Business Report of Buck Garden Rooms Focusing on NeoPod

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1. Executive Summary

BGR informs that they want to increase its awareness and sales, while according to its competitive position and SWOT analysis, digital marketing solutions are not greatly used. For example, the website is not well-optimized and user-friendly. Therefore, this paper presents some digital marketing strategies for BGR in detail, mainly focusing on influencer marketing to raise awareness and sales and SEO recommendations which are expected to increase the website traffic and rank higher. In addition, smart objectives are pointed out to monitor and achieve the plan. In this paper, YouTube and Twitch will be utilized for reaching out the target audience which is gamers and musicians as much as possible because NeoPod is a garden room targeting them to enhance their gaming and music experiences. Accordingly, these are the best channels to promote NeoPod to both gamers and musicians. Moreover, budgeting and ROI are calculated and clarified to show that the plan is feasible. Through the recommendations provided, it is expected that ROI will be 5% by 20 purchases.

2. Company Brief

Bucks Garden Rooms is a company building garden rooms which customers can customise. It has 3 unique products which can be used for different purposes. The product that will be focused on this paper is NeoPod utilized by musicians, gamers, and podcasters to enhance their experiences of making music, playing games, and making podcasts. It is expected that NeoPod provides a unique area with the customised designs for the specific customers who want to enjoy their hobbies much more. Moreover, NeoPod could be used by professionals in the field of gaming or music to provide a better-quality content to their audiences.

3. Competitive Position

There are a lot of company building garden rooms in the UK such as Greenretreats seeming the leader of the market, Crown Pavillions, Quick Garden Rooms, etc. In addition, it is observed that BGR does not appear on the result page. This may imply that the company does not do digital advertisement and improve their SEO. In addition, Website layout is very weak when it is compared with another competitor's website. It does not include useful sectioning and enough information about their products and useful sections. Moreover, BGR's products are more expensive than competitors. The company can improve themselves in the market because statistics show that the demand of garden rooms and home studio has been growing. So, BGR has a chance to grow if it enhances their marketing efforts and do some developments on their webpage. Even though the competition in the market has been rising, NeoPod is a unique concept which competitors does not have. So, BGR has a chance to lead the market by NeoPod if it can promote it in a good way by doing the accurate segmentation and utilizing helpful marketing strategies such as influencer marketing and paid media marketing.

4. Target Audience

As it is known, NeoPod is aimed to be preferred by gamers, musicians, and podcasters. Additionally, influencer marketing will be the key digital marketing strategy for NeoPod to be promoted while some SEO improvement will be conducted. In addition to all of these, in order to segment the target audience, various segmentation factors which help to specify the target audience should be considered such as *geographic, demographic* and *psychographic factors*.

3.1. Geographic Segmentation

This factor can be thought the simplest one (Beane & Ennis, 1987) because it helps us to question people's geographic features such as which region or country people live, what

their postcodes, climates, time zones, etc. BGR has served a limited area, so it is expected that the marketing campaign should pay attention to people living in those regions such as London and places around it.

3.2.Demographic Segmentation

Demographic segmentation is determined by considering age, sex, income, educational level, etc. (Beane & Ennis, 1987). As it is known, NeoPod is an exclusive product as well as expensive. For this reason, potential customers must be people who can afford it. According to statistics provided by Statista (2023), 35.8% of people playing video games have high income. Moreover 34.79% of people is in middle income group. Accordingly, it might imply that 70.59% of people can afford NeoPod to enhance their gaming experience. Moreover, our main target audience must be between 18-45 and according to statistics, %91 of viewers on Twitch is in our target audience (Statista Consumer Insights,2022).

3.3.Psychographic Segmentation

To determine the psychographic features of a target audience, their lifestyle should be examined (Beane & Ennis, 1987). It is expected that potential customers of NeoPod must be the people playing video games professionally or as a hobby, but they should want to boost their gaming experience. Moreover, it is aimed that professional, semi-professional musicians, bands, beatmakers, producers or everyone who need a specialised space to make more professional music is in that target audience. Furthermore, people making a podcast are potential customers for NeoPod. According to statistics, listening to music and playing video games are the activities in the top five for people who are in 18-45 age group which is our target audience (dunnhumby Beyond, 2020). So, people may tend to improve their gaming and music experiences by purchasing NeoPod.

3.4.Examples of Potential Customers

In order to exemplify the customer persona, 2 different personas will be shown. While one of them reflects a gamer, one of them points out a professional beat maker.

The first persona (refer to Image 1 in appendix A) is Brown Walsh who is a 24-year-old master student living in United Kingdom. Since his childhood, he has loved playing games and has been spending his leisure time on watching gaming content on social media channels. He has used professional equipment to increase the gaming experience. For this reason, this persona might be willing to purchase NeoPod providing a flourished gaming experience.

The second persona (refer to Image 2 in appendix A) will reflect a professional beat maker called Amber O’Kelly. She works as a DJ in London. She makes her music by using some tools such as Ableton and Logic Pro while sharing her music on Spotify and SoundCloud platforms. She gives importance to quality of her music so; she prefers using professional equipment. Accordingly, NeoPod might provide her to create more quality music. Images 1 and 2 in appendix is explained the customer personas more detailed.

5. Situational Analysis of Bucks Garden Rooms

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Customization• The satisfaction of customer is high.• Superior Quality and Strong respectable partnerships	<ul style="list-style-type: none">• BGR’s products are more expensive than its competitors.• Limited digital marketing efforts• Poor website layout and Mobile functionality• Geographically limited

	<ul style="list-style-type: none"> BGR's domain is not enough visible (Semrush, 2023)
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> The markets of garden room and home studio has been growing (Construction Updates, 2022). Social media platforms have been rising (Chaffey, 2023). The number of potential customers of NeoPod has been increasing (Statista, 2023; Marshall, 2023). Influencer marketing has been more popular day by day when it comes to promoting a product (Shirdan, 2022) 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> Rising competition. Cost of living crisis.

6. The Promotion Strategies of NeoPod

5.1. Smart Objectives of The Marketing Campaign

- To Increase reach by 3.5 million followers on Twitch and YouTube and organise 21 showroom visits using Influencer Marketing (each of the 7 influencers bring 3 followers to experience NeoPod) by August 1st, 2023.

- To Increase the traffic of BGR's website by 10% by December 31th, 2023.

5.2. Which Channels Will Be Used?

In this paper, influencer marketing will be the key marketing campaign. For this reason, twitch and YouTube will be the key channels to reach out the accurate target audience. Firstly, Twitch is seen as a leader in the live streaming sector especially when it comes to gaming (streamlabs, 2023). Twitch is mainly used to stream the gameplays by Twitch partners. These gameplays are watched by many potential customers being interested in gaming. Accordingly, it is believed that Twitch is one of the most useful platforms to take the target audience's attention.

Moreover, YouTube will be the second most used channel in this campaign because statistics show that the number of people using Youtube is 43.07 million in 2023 and it is expected that this number will be increasing in next years (Statista, 2021). In addition, because one of our target audiences is musicians, YouTube is the best channel to reach out the correct audience. According to a chart made by Felix Richter (2016), there are 820 million estimated people being interested in music on YouTube. Moreover, 73% of people in 26-35 age group which is in our target audience use YouTube in the UK (AudienceProject, 2020). Furthermore, according to statistics, top search queries on YouTube are related to music and songs (DataReportal; We Are Social; Meltwater, 2023). For these reasons, it is believed that YouTube might be the one of the best ways to reach out the most musicians who could be potential customers.

7. Various Recommendations for NeoPod Product

6.1. Influencer Marketing

As it is mentioned above, YouTube and Twitch will be the channels where it is expected to reach out the potential customers. 67000 pounds of the budget will be spent to collaborate with influencers who will be used to promote NeoPod to their followers on both

channels. It is believed that influencer marketing is the best way to do a promotion because research shows that 82% of people tend to trust the recommendations which their influencer does, and those consumers think that those recommendations are more reliable than traditional advertisement (Talaverna, 2015). Since influencers are more accessible and people can know more information about their personal lives, it is perceived that a relationship is being built between influencers and their followers (Abidin, 2016). That is why people tend to think they are more reliable. Moreover, Influencers have a strong impact on increasing brand awareness and they play an important role in terms of brand loyalty. (Tapinfluece, 2017). For these reasons, influencer marketing might be the best choice for BGR to reach out as much as potential customers.

6.1.1. What Is the Influencer Marketing Campaign?

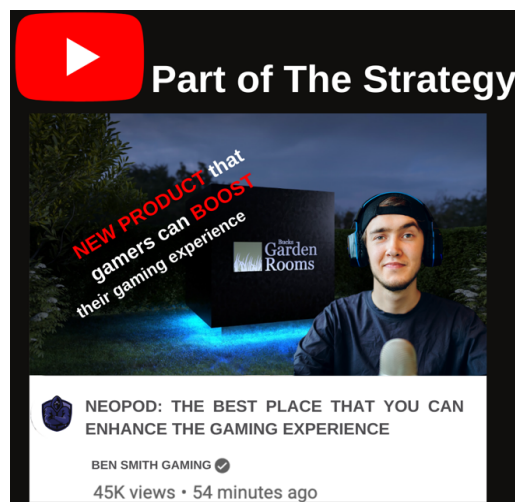
Firstly, there are 4 stages in this campaign. First stage of it is to promote NeoPod on YouTube. It will be introduced by influencers to their followers to take potential customers' attention and increase the awareness of it. It is planned that 7 macro influencers who have 500.000 followers in total on both YouTube and Twitch will be used in this marketing campaign.

To illustrate, 2 influencer personas (refer to image 3 and 4 in appendix A) for both gamers and musicians are created randomly. First influencer persona, Ben Smith (refer to image 3), is a Twitch streamer and YouTuber who has 328.000 followers on Twitch and 240.000 followers on YouTube. He pays attention to entertaining people, and he tries his best to do engaging live streams and videos. Since he is a professional player, he is capable of playing games professionally. It is expected that Ben Smith is the accurate influencer because he has a lot of followers on both channels. Moreover, it is expected to reach out the target audience as many as possible since he is a professional player at some games. When he

promotes NeoPod to his followers, they are more likely to rely on Ben's recommendations and they may be more willing to purchase the product after Ben suggest it.

Second influencer persona, Lisa Archer, is a mainly YouTuber but she also do live-streams on Twitch. She has 437.000 followers on YouTube and 120.000 followers on Twitch. She has been singing since her childhood professionally. She likes spending her money on getting more professional equipment to boost her music quality. Her community tend to follow her without questioning because she has built a strong trust on her community. She is an example of the musician influencers utilized. By her recommendations, people may be more likely to purchase NeoPod because her audience is ready to enhance their equipment to make better music.

These 7 macro influencers will make a video which they introduce the product and its features, and it will be uploaded to their YouTube channels. Accordingly, it is aimed that they will attract their followers on YouTube. A thumbnail of the YouTube video, made by the influencer, which will be used to promote NeoPod is shown in the picture below.



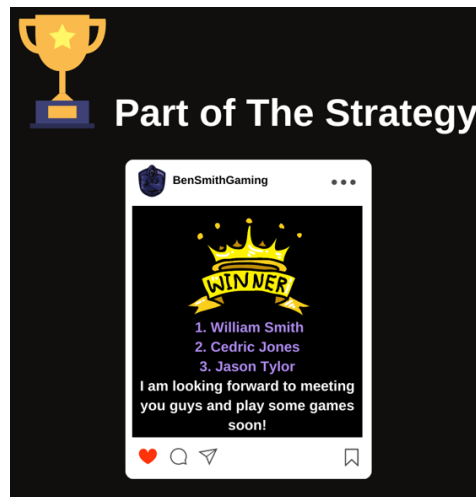
At the second stage, influencers will watch the YouTube video they make about NeoPod on their live streams. When influencers watch it, their followers on Twitch will be aware of the product. In addition, influencers will inform their followers about the competition. By this, it is expected that as many followers as are reached out. The example of

live stream including example comments that can be come from the audience is exemplified below to be understood better.



While NeoPod is being promoted, a competition will be announced by influencers both on their YouTube videos and live-stream, and they ask their followers to register to BGR's website by their emails. The time for followers to register to its website to participate in the competition will be 2 weeks. The purpose of the stage is to address people to website to increase its traffic. Thus, potential customers will find a chance to have a look at the BGR's website and its products.

As it is announced by BGR, they will do a new showroom in some places. A NeoPod will be built on the showroom for people to see and experience it. Moreover, 1000-pound PCs and PlayStation 5s will be in the NeoPod for winners. At the last stage of the influencer marketing campaign, a draw among people registering will be held by influencers on their Instagram accounts. Each influencer will announce 3 people as winners finding the chance to come to showroom to meet their influencers, play video games and make music with them in the product 1 week before showroom.



6.2.SEO Recommendations

SEO improvements are important for a website to rank higher. Some tricks such as creating a user-friendly website with useful sections; writing relevant and useful blogs including long-tail keywords to get backlinks from high-ranking websites, and optimizing the website for mobile users are vital to enhance to increase the ranking of the website and be more visible.

Firstly, it is observed that users need to scroll on the website to find their queries. However, it is not a good idea because research demonstrates that most of the people are more likely to spend their times on the first page and they usually have a look at the first 3 pages (Fessenden, 2015). For these reasons, it is recommended that BGR should add some sections on the top of the first page for users to click and go to the page which they look for directly. In addition, BGR should add a product section which potential customers can see the products and their features.

Secondly, UGC which users make contributions to inform people about a product has a significant impact on customer's buying decisions because people tend to trust other customer's recommendations more than other ads (Matute et al., 2016). GreenRetreats, the leader of the market, uses TrustPilot on their webpage to show how many people are satisfied and customer's reviews to increase the trust. Accordingly, in order to convince people to

purchase NeoPod and other products of BGR, the company can add TrustPilot on their website for people to observe the satisfaction of it.

In addition, today, customization has a significant impact on buying decisions. A study indicates that customization increase the satisfaction of the customers because they are more likely to find the product they like (Ostrom & Iacobucci, 1995). Moreover, research conducted by Moorman et al. (1993) demonstrate that customization has a strong impact on people to trust while it decreases customer uncertainty. Accordingly, it is observed that one of its competitors has done a section providing people to customize their garden rooms. In this section, customers can choose its shape, width, and depth. After that, they see the cost of the product they make. So, they can adjust their product according to their preference. In addition, they also adjust the cost by adding and removing some features. Accordingly, BGR should create a section providing an opportunity to people to design their garden rooms. It may increase the sales of it.

Moreover, creating useful blogs which users can find the answers of their queries by long tail keywords helps the website to get higher rank. According to a survey, 56% of users tend to make purchase after they read the blogs and 10% of marketers claims that blogs are helpful for them to increase their sales (Coleman, 2021). Accordingly, BGR should pay attention to improving their SEO. For instance, BGR may create some blogs related to NeoPod including how people can use the product to improve their gaming and music experience. Additionally, they may mention about the opportunities of Neopod that provide to users. Moreover, as it is known, useful, relevant, and authoritative blogs help websites to get strong backlinks from respected websites (Coleman, 2021). Also, long-tail keywords help them to rank easier because they are more specific and less competitive (Lyons, 2023). Accordingly, BGR should select long-tail keywords which has low keyword difficulty to

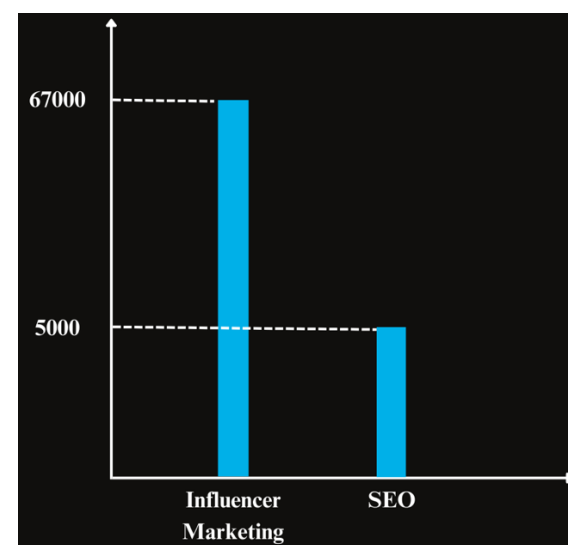
compete with its competitors easily. For example, they may select “a customized garden room for players” as a long tail keyword to increase the targeted traffic.

Furthermore, to increase the customer support experience, a subscription-based chatbot could be used by being spent an affordable price like 120 pounds. It could be very useful because it is cheap as well as customers can find the answer of their queries quickly. It could provide interactivity and time-saving solutions to customers.

Lastly, a website must be mobile friendly for people who access the website on their phones. According to statistics, more than 60 % of people connect to the internet by using their mobile phones. So, it may imply that a website does not be mobile friendly, its traffic will decrease because most of the internet users will not be able to access to website. That is why, BGR should work on their website to make it more user friendly.

8. Budgeting and ROI

As it is mentioned, 7 micro influencers will be utilized for the main campaign. 67000 pounds will be spent for influencers to make videos to share their own YouTube channels. Moreover, they are going to watch the videos on their live streams. So, BGR will pay for them to promote NeoPod on both channels. Moreover, as it is mentioned above, to optimize the website for mobile phones, to add chatbot on it, 5000 will be spent for SEO.



For influencer marketing campaign, estimated reach is determined as 3.5 million followers because each influencer has 500.000 followers in total on Twitch approximately. 4 influencers will be utilized for the campaign. Accordingly, $500.000 \times 7 = 3.5$ million. Moreover, 21 people will have a chance to experience NeoPod in real. Furthermore, it is expected that through SEO improvements, the traffic of the website will increase 10%. According to Michael DiBartolomeo (2022), 5% ROI is considered as a good return on investment. To reach 5% ROI, 500000 pounds must be earned. BGR has informed that the price of NeoPod is 25000. Accordingly, at least 20 people must purchase NeoPod to reach that percentage of ROI. $20 \times 25000 = 500000$ and when it is calculated as $(500000 - 75000) / 75000 = 5\%$ which is the ROI planned to achieve.

9. Conclusion

BGR is a company providing garden rooms to customers for various purposes. In this paper, one of its products called NeoPod is discussed. Additionally, a target audience, including gamers, musicians and podcasters, is determined according to NeoPod and its features by utilizing geographic, demographic and psychographic segmentations. To illustrate the target audience, 2 customer persona examples are created. Also, a SWOT analysis of BGR is mentioned in the study. Moreover, Influencer marketing campaign, which is the main strategy, is explained in detail with YouTube and Twitch which are the channels utilized. 2 influencer personas are exemplified to clarify what kind of influencers will be utilized by their number of followers on both YouTube and Twitch. Furthermore, various SEO improvements is pointed out by their explanations and reasons. Also, budgeting and ROI which is estimated to reach is explained.

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Appendix A: Customer and Influencer Personas

Customer Personas

Image 1:



Brown Walsh

General Information About Brown
Occupation: Student
Age: 24
Country: United Kingdom
City: London

Equipments that Brown has
Unlocked Intel® Core™ i9-12900K Processor
RAM: 32 GB / Storage: 2 TB HDD & 1 TB SSD
Graphics: NVIDIA GeForce RTX 3090 24 GB

Brown's Favourite Games





About Brown
Brown is a master's student at University of Exeter. He has been interested in playing games since his childhood. He likes playing games watching different games on to expand his knowledge about games on both YouTube and Twitch in his spare time. He has high quality equipments because he cares about playing games and he likes boosting his gaming experience to enjoy more. Brown is willing to invest on equipments and everything related to gaming to improve his gaming performance.





Image 2:


Music Tools That She Uses



Music Platforms that She Shares Her Music




About Amber
Amber is a DJ graduating from fine arts. Music is her greatest passion. She has been making electronic music for 7 years. She thinks that she need to get the best equipments to make her best music. She becomes motivated when she find the best place with equipments that she can focus on making it. She is always ready to invest on the best place to improve the quality of her music.



Amber O'Kelly

General info about Amber
Occupation: DJ
Age: 26
Country: United Kingdom
City: London



Influencer Personas

Image 3:

About Ben

Occupation: Twitch Streamer
Age: 26
Country: United Kingdom
City: Exeter
Number of Followers of Twitch: 328 k
Average Viewers: 1340
Peak Viewers: 6320
Subscribers: 412
Number of Follower on YouTube: 240k

Ben is a UK based twitch streamer and YouTuber who plays different games to entertain a wide range of players. He has been interested in video games since he was a child. He is being expected to be a eSports player in League of Legends because he has a unique ability in LoL.

The Games He plays Mostly

FORTNITE **CS GO**

D **W**

VALORANT **L**

BEN SMITH

Entertainment ☐

Engaging ☐

Ability ☐





Image 4:

Lisa Archer



About Lisa

Occupation: YouTuber and Twitch Streamer
Age: 28
Country: United Kingdom
City: Exeter
Number of Followers of Twitch: 120k
Average Viewers: 1012
Peak Viewers: 12000
Subscribers: 358
Number of Follower on YouTube: 437k

Lisa is a professional musician who make rock, and blues music. She is capable of playing many instruments such as guitar, harmonica, drum and saxophone. Her role is singer in her professional band. Moreover, she make informational videos about music on YouTube and she do live-stream on Twitch to interact with her followers. She is willing to invest on high quality music equipment to improve her music quality.

Entertainment

Engaging ☐

Ability ☐


Her Favourite Instruments



Appendix B: TOWS Analysis

TOWS ANALYSIS OF BGR

	STRENGTHS <ul style="list-style-type: none">• Customization• The satisfaction of customer is high• BGR's domain is quite visible (Semrush, 2023)• Superior Quality and Strong respectable partnerships	WEAKNESSES <ul style="list-style-type: none">• BGR's products are more expensive than its competitors.• Limited digital marketing efforts• Poor website layout and Mobile functionality• Geographically limited
OPPORTUNITIES <ul style="list-style-type: none">• The markets of garden room and home studio has been growing (Construction Updates, 2022).• Social media platfroms have been rising (Chaffey,2023).• The number of potential customers of NeoPod has been increasing (Statista, 2023; Marshall, 2023).• Influencer marketing has been more popular day by day when it comes to promoting a product (Shirdan, 2022)	S/O <ul style="list-style-type: none">• BGR could benefit from influencers who are gamers and influencers to promote Neopod to potential customers to increase the awareness.• It could create social media contents and ads to show the features of NeoPod.• It make a section on its website which customers can customize their own NeoPod and order it online.	W/O <ul style="list-style-type: none">• Enhance its digital presence by following right SEO strategies and do various online promotions.• Fix the errors of the website and improve it for mobile users to use it much better and easier.• Improve the layout of the website to enhance customer exper
THREATS <ul style="list-style-type: none">• Rising competition.• Cost of living crisis.	S/T <ul style="list-style-type: none">• Create unique contents which reflects the difference of BGR products than others'.• Focus on getting good reviews by customers to convince the potential customers that BGR is worth to purchase.	W/T <ul style="list-style-type: none">• Create engaging, useful and informational social media and website contents.• Invest more on accurate social media channels to increase the awareness.