A.A. Samarasinghe opticians

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Revision History

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Contents

1. Company Overview

Establish a clear brand persona for A.A. Samarasinghe opticians that resonates with the middle age and vibrant demographic in Sri Lanka. Consider factors such as personality, tone, and visual style that align with the brand.

1. **Where are you now?**

   - Only Facebook is the active Social Media Presence:

   The brand has not started their social media marketing yet. In case they don't have any social media stats to measure their social media presence.

   - Low Interaction with Audience:

   The A.A. Samarasinghe opticians is missing out on building a community around its brand due lack of social media presence.

2. **Where do you want to be? (Future State)**

Goals	Objectives	Metrics
Increased Engagement and Interaction	- Achieve a 10% increase in average engagement rates (likes, comments, shares) on social media posts in 1 month. - Establish a consistent flow of user-generated content by encouraging customers to share their experiences, photos, and reviews related to the brand.	- Number of new followers on Instagram, and TikTok - Customer share, and tag count - Interaction for polls and questions
Diverse and Trendy Content	- Implement a content strategy that includes at least one per month, showcasing the shop's ambiance, staff, or community involvement.	- Number of non-item-related posts implemented per month. - Number of trendy content and their performance

Enhanced Brand Storytelling	• Prompt customers to share their own stories and experiences related to the brand. Feature selected customer stories on the brand's social media platforms.	• Evaluate the reach and engagement of brand storytelling content through analytics, tracking the audience's response and sentiment.
Expanded Audience Reach	• Utilize targeted paid advertising to reach 15% more potential customers within a 10-kilometer radius of the shop's location.	• Click-through rates and impressions from targeted advertising. • Geotargeting effectiveness in reaching the local demographic. • Impressions and reach of social media posts.
Leverage All Social Media Platforms	• Instagram: Utilize visually appealing posts and stories. Promote special discounts and giveaways through the platform. • Facebook: Leverage Facebook Events for promotions, and regular posts to engage the audience. • TikTok: Create short, energetic videos showcasing the products, and any ongoing promotions. Engage with popular trends to boost visibility.	

Increase community engagement	● Ask customers to tag the brand's Instagram page and receive a special discount for the next purchase. Reach the audience of the customer by this technique.	● Number of tagged stories.

2. Market research

Strengths	Weaknesses
Can offer a wide range of spectacles	Limited social media presence
Can potentially offer competitive prices to customers compared to local retailers.	Customer knowledge will be less about the business
Services are 24/7 open after publishing the website	Lack of brand awareness
Business has a history of more than decade so customer trust can be established	Website under development
Branches are in main cities Sri Lanka	
Opportunities	**Threats**
Having websites for businesses in Sri Lanka is rapidly growing and A.A Samarasinghe can establish their online presence through a website and attract customers	Economic downturn could lead to reduced consumer spending,
Establishing a strong social media presence and expanding to more platforms can help A.A Samarasinghe increase brand awareness, engage with customers, and build trust	Changes in government regulations, such as import duties or taxes, could increase A.A Samarasinghe 's costs
Can differentiate itself by offering unique products and price ranges different from its competitors	Established optometrists may have more resources and brand recognition
Excellent customer service can help A.A Samarasinghe build trust and loyalty with customers.	

3. Customer persona

Age: 6 - 65 +

Occupation: Any

Devices: Iphones and android

Platforms: Website, Facebook, Instagram, TikTok

Interest in any product: Optical Solutions,Contact lenses,Sunglasses,Cooling glasses,Frames,etc.

4. Target Market

Demographics	Psychographics	Pain Points	Benefits
- Age: 6 - 65 + - Gender: All - Occupation: Any - Geographic Location: Urban and semi-urban areas - Income Level: Not specified - Religion: Every religion - Platforms: Instagram, Facebook, TikTok	- Value eye health and vision clarity - Interested in fashion and personal style, including eyewear - Concerned about eye comfort and functionality - Tech-savvy, comfortable with online interactions - Socially connected, influenced by peers and online reviews - Value-conscious but prioritize quality over price	- Difficulty in finding the right prescription lenses and frames - Concerns about the accuracy of online prescriptions - Lack of trust in online eyewear quality and fit - Limited awareness of optometrist's expertise and services - Delay in delivery or fulfillment of orders - Challenges in virtual try-on experience	- Access to a wide range of stylish and functional eyewear options - Convenience of online browsing and ordering - Assurance of accurate prescriptions and quality products - Expert guidance and personalized recommendations from optometrists - Secure payment options and hassle-free returns - Enhanced visibility and credibility through expanded social media presence, leading to increased trust and customer engagement

1. Customer Persona - Fashion-Forward Eyewear Enthusiast (18-35)

Demographics
● Age: 18-35 years old ● Location: Urban and semi-urban areas ● Occupation: Students, young professionals ● Marital Status: Single, young couples
Psychographics
● Highly tech-savvy and comfortable navigating online platforms. ● Value convenience, speed, and a seamless shopping experience. ● Influenced by social media trends and peers. ● Seek out unique and trendy eyewear products. ● Interested in eyewear that complements their personal style and enhances their appearance. ● Price-conscious but willing to pay a premium for quality and desired features.
Consumption Habits
● Frequently shop online for various products, including fashion items. ● Actively research products online, comparing prices and reading reviews before purchasing. ● Prioritize fast and free delivery options. ● Utilize social media platforms for eyewear inspiration and recommendations. ● Participate in online eyewear communities and forums related to fashion and technology.

2. Customer Persona – Value-Oriented Family Eyewear Shopper (35-65+)

Demographics
● Age: 35-65 years old ● Location: Urban, suburban, and rural areas ● Occupation: Professionals, homemakers, retirees ● Marital Status: Married with children, empty nesters
Psychographics
● Value-conscious and prioritize getting the most for their money. ● Practical and seek functional eyewear products that offer good value. ● Prefer established eyewear brands and familiar styles. ● May be less comfortable with online shopping but are increasingly adopting it for convenience. ● Appreciate clear and transparent communication, especially regarding eyewear quality and return policies.
Consumption Habits
● Seek out eyewear that is durable and provides value for money. ● Prefer classic styles that complement their lifestyle and personality. ● Utilize online platforms for research but prefer in-store experiences for trying on eyewear. ● Value clear product descriptions and honest customer reviews. ● Prefer convenient payment options and hassle-free returns when shopping for eyewear.

5. Competitor analysis

Feature	A.A.Samarasinghe	The Optical	Colombo Opticians
Product Range	Wide variety, focusing on Optical Solutions, Contact lenses, Sunglasses, Cooling glasses, Frames.	Wide variety, focusing on Optical Solutions, Contact lenses, Sunglasses, Cooling glasses, Frames.	Wide variety, focusing on Optical Solutions, Contact lenses, Sunglasses, Cooling glasses, Frames.
Pricing Strategy	Competitive, aiming to leverage import opportunities	Competitive	Primarily deals and discounts
Target Audience	Kids, Young, Adult individuals and families	Young, adult individuals and families	Budget-conscious shoppers seeking deals
Website/App	Normal Website	Normal Website	No website
Service	Island-wide delivery with Online and COD options	Island-wide delivery with Online and COD options	Island-wide delivery with Online and COD options
Marketing	- Has Website - Building presence (potential for growth) - Phone, email, and chat support - Wide variety of trendy and unique products, potentially sourced from various platforms	- Has website - Established presence on Facebook and Instagram - Phone, email, and chat support - Established brand reputation, extensive product range and also focuses on offers	- Has no website - Established presence on Facebook and Instagram - Phone, email, and chat support - Focus on deals and discounts

6. Positioning

Unique value proposition that highlights the value of AA Samarasinghe according to the target audience have mentioned above,

You deserve to see the best.

Highlights the pain point of not seeing clearly and invites them to see things in a better view. The positioning is not specifically targeted only for lenses or frames but also for the eyecare exams provided by the shop.

7. Marketing mix

Product:

- Sunglasses

  AA Samarasinghe provides a wide range of sunglasses from vintage to modern styled frames in different brands.
- Contact Lenses
  Provides a range of contact lens options including, soft contact lenses, Hard contact lenses, scleral contact lenses, prosthetic contact lenses, and cosmetic contact lenses.
- Optical Solutions

  Eye exams and audiology services are done at the shop.

Place:

- AA Samarasinghe has established physical stores around Sri Lankan main cities, allowing customers to easily arrive to the shop and purchase their desired products or services.
- Customers can view the products from social media platforms and contact the shop through their messenger feature.

Price:

- AA Samarasinghe opticians offers competitive pricing tailored to the product type and brand, ensuring affordability while maintaining quality.
- Implements targeted promotions and discounts offered for bulk purchases or during festive seasons to incentivize new customers and encourage repeat purchases.

Promotion:

- AA Samarasinghe opticians create engaging content on Facebook, Instagram, and TikTok, featuring visually appealing posts, reels, and stories to showcase their products and connect with their audience.

- Encourages satisfied customers to leave positive reviews and recommendations, leveraging social proof to build trust and credibility.
- Creates informative and engaging content on social media and websites, including health benefits.
- Collaborations with influencers to create buzz and credibility around the brand.

People:

- Skilled team members responsible for various aspects of the business, including sourcing, marketing, and customer support.
- Ensures fast and reliable delivery to fulfill orders promptly and maintain customer satisfaction.
- Creative individuals tasked with producing captivating content for social media and the website.
- Friendly and responsive customer service team available to address inquiries, provide assistance, and resolve any issues promptly.

Process:

- AA Samarasinghe opticians provides services physically, provide secure payment options, and deliver the products or services in a timely manner.

Physical Evidence:

- A website is present for customers to get basic information about the shop and maintain professionalism of the business.
- Testimonials, reviews, and user-generated content showcasing positive experiences with AA Samarasinghe Opticians products, building trust and credibility among potential customers.
- Consistent branding and messaging across all touchpoints to reinforce brand identity and recognition.

8. Marketing Channels

8.1.   Social media marketing

○ **Instagram**

The Younger generation mostly use Instagram and can create appealing posts and videos to showcase and position AA Samarasinghe opticians.

- **Facebook**

Facebook is a great platform to focus on millennial social media users and run paid campaigns. Facebook also gives the features to share posts, videos, stories, and create community events.

- **TikTok**

TikTok has become the best way to market a business due to its short form, energetic content sharing on the platform. TikTok can be used to align with the market content trends and build brand awareness, especially among the young crowd.

8.2. Influencer marketing

Collaborating with influencers or content creators who have the same audience that aligns with the brand's values.

8.3. Search Engine Optimization

Optimizing the AA Samarasinghe opticians' social media accounts and other digital media by using keywords that related AA Samarasinghe opticians 's brand values and providing products is beneficial to rank top on search queries.

9. Performance monitoring

- **Social media metrics**

  Reach can be monitored by how many people have seen the content over the period.

  Engagements monitored using number of likes, saves, comments, and share on a post.

  Follower growth can be detected by follower growth rate over a selected period.

  Post clicks can be monitored by how many clicks have generated by a post.

- **Website analytics**

  Traffic can be monitored by using google analytics tool and can measure how many users have accessed the website.

  Conversions measured by the percentage of websites visitors that complete a purchase or submit a form.

  Bounce rate and average session duration can be monitored by using google analytics.

- **Collect customer feedback.**

  Customer feedback can be collected by surveys, social media comments, share, and messages.

  Organize these reviews for future improvements and suggestions. Regular performance monitoring will be helpful to gain insights into the campaigns and do necessary improvements to the strategy.

10.   Sample Instagram Feed, Reels and Mood Board
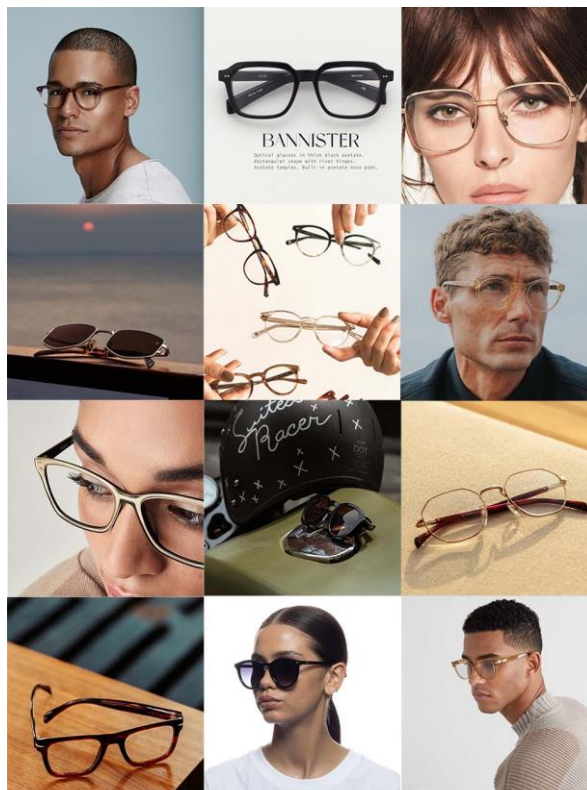
Colors

Font Family

Roboto Condensed Bold - Title
Roboto Condensed Medium - Sub Ttile
Roboto Condensed - Small Text

- **Sample Reels**

  https://www.instagram.com/reel/CyqsXZ9MdD7/?igsh=bTBiNnVpa21mZm01

  https://www.instagram.com/reel/C5QpoRYxxcW/?igsh=dTEzeGo0anIza3ho

  https://www.instagram.com/reel/CuUUyUVuFHT/?igsh=djlhend0N2t0ejEz

  https://www.instagram.com/reel/C3aGzGsRC0L/?igsh=MTd6YTA4N3U0ajYzMw==

- **The Budget associate with the proposed post and reel style**

Description	Budget
Model or influencer (**These prices can be included travel and makeup cost**)	20k – 50k+ per shoot
Shoot Location (**if shoot take place outside of the shop**)	The prices vary from place to place
Costume cost (**if model or influencer doesn't bring outfits to the shoot**)	15k+
Paid advertisement	10 -15K per month

Please Note: We can use the photos from a one model shoot for 3 - 4 months. Above mentioned budget allocations can change based on the chosen variables for a shoot. We inform you to let us know your budget for the social media management to better understand your level for social media management.

11.   Proposed Content deliverables

Number of Posts: 12

Number of Reels: 5

Daily 15 minutes engagement

Content planning

Content Shooting

Copywriting and captions

SEO Optimization

Monthly Analytics report and strategy

Please Note: This price doesn't include cost for paid advertisement. The business has to provide it in the beginning of every month to run advertisements. We will charge additionally if you require extra reels or posts for a month.