

# SAMSUNG

## Presentation by

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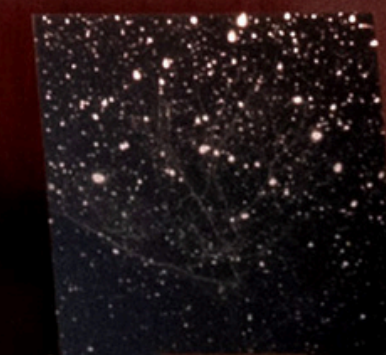
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# Agenda



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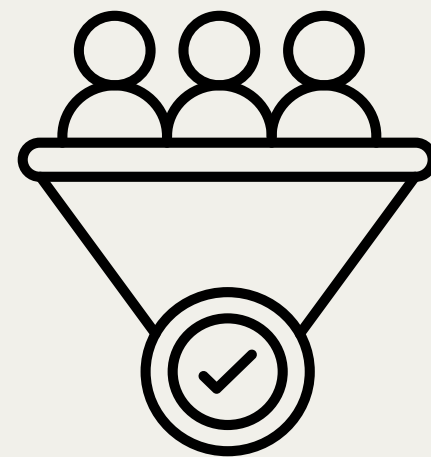


# OBJECTIVES



## Brand Awareness

Raise brand awareness and engagement through paid social media ads and organic, customer-generated content.



## Conversion Rate

Increase the online conversion rate for the Samsung Music Frame effectively using display, social, or email ads.



## Customer Loyalty

Increase the repeat purchase rate of Samsung products, utilizing email and social ads.

# Buyer Personas & Customer Journeys



## Persona



# *Interior Icon Igor*

## Demographics

Age: 35 - 50 years old

Gender: Male

Marital Status: Married with children

Location: Malibu

## Annual Income

\$75,000 - \$100,000

## Education

Bachelor's Degree in Communications

## Professional Behavior

Shares home improvement tips

## Personal Behavior

Incorporates smart technology into his home life

Enjoys collecting unique art pieces

## Occupation

Interior Design Influencer

## Devices

iPhone, Apple Watch, Samsung Smart TV, Alexa

## Digital Channels

Instagram, TikTok, Pinterest, Facebook, Gmail, Spotify, YouTube

## Professional Goals

To be a renowned influencer in the home lifestyle niche

## Personal Goals

Creating a harmonious and tech-friendly home environment

# Persona



## ***Trendy Talia***

### **Demographics**

Age: 24 - 30 years old  
Gender: Female  
Marital Status: Single  
Location: New York City

### **Annual Income**

\$60,000 - \$70,000

### **Education**

Bachelor's Degree in Marketing  
with a Minor in Music History

### **Professional Behavior**

Actively Seeks out Networking  
opportunities  
Aspiring fashion Microinfluencer  
on Tiktok and Instagram

### **Personal Behavior**

Habit of Impulse Buying especially  
for trendy home decor and fashion

### **Occupation**

Bartender at a High-End Restaurant and  
Event Coordinator at Jazz Museum

### **Devices**

iPhone 15, Apple AirPods Pro, Macbook  
Pro, Sony TV

### **Digital Channels**

Instagram, Tiktok, Pinterest, Gmail,  
Twitter (X), Online News such as  
Buzzfeed and Vogue, Apple Music

### **Professional Goals**

Working in marketing for a fashion  
magazine

### **Personal Goals**

Enhance personal music listening  
experience  
Create a classy and fun environment for  
guests at dinner parties

# Persona



## ***Loyal Larry***

### **Demographics**

Age: 30 - 40 years old

Gender: Male

Marital Status: Married

Location: Silicon Valley/Bay Area

### **Annual Income**

\$100,000 - \$200,000

### **Education**

Master's Degree in Computer Science

### **Professional Behavior**

Attends tech conferences and industry events

Works from home

### **Personal Behavior**

Gamer and Early Adopter of new Tech trends

Values Smart Home Tech and Device integration Capabilities

### **Occupation**

Software Engineer

### **Devices**

Samsung The Frame TV with Soundbars, Samsung soundbar, Galaxy Book3 Ultra, Xbox

### **Digital Channels**

LinkedIn, Twitter (X), Instagram, Twitch, Gmail, Reddit, Online News like Forbes and Gadget Review

### **Professional Goals**

Scale the startup and achieve significant market penetration

### **Personal Goals**

Stay updated on the latest trends

# Customer Journey



Igor's Journey	Awareness	Interest	Consideration	Conversion	Loyalty
<i>What is the customer <b>thinking</b> or <b>feeling</b>?</i>	His home's aesthetic could benefit from a sophisticated sound system that matches his taste in design	He's intrigued by how the speaker could enhance both the audio and visual aspects of his home	He's curious of the speaker's ability to integrate with Samsung Smart TV and its functionality as a speaker	He decides the speaker is the perfect fit for his home and lifestyle, wants to order online	Satisfied with his purchase decision
<i>What is the customer's <b>action</b>?</i>	He seeks inspiration online for home enhancement, comes across an ad for the Music Frame on Instagram	He searches for more information, looking through user-generated content on across various social media platforms	He watches videos of the Music Frame and its specs, then compares to other speakers	Redeems a promotional offer received via email filling out sign up form	Shares his experience online on Instagram, Facebook, and TikTok
<i>What is the customer's <b>digital touchpoint</b> with the business?</i>	Engages with Instagram ad	Searches "Samsung Music Frame" or "#samsungmusicframe" on TikTok and Instagram	Watches videos from a Samsung curated YouTube playlist	Received an email from Samsung with a promotional offer that includes a direct link to purchase speaker	24/7 live chat service on Samsung's website and customer support across various social media platforms
<i>What are the customer's <b>biggest pain points</b> at this time?</i>	Lack of tech integration at home because he struggles to find tech that complements his home's design and art collection	Concerned about integrating new tech without disrupting the home's aesthetic	Wants to make the right choice for home aesthetic and functionality	Igor wants reassurance that he's making the right choice, seeking a deal that provides good value	Encounters difficulties or receive poor service when seeking help, especially he's experiencing issues with the speaker
<i>Why do we feel this will <b>alter</b> the customer <b>journey</b>?</i>	The ad captivates him and leaves him curious, prompting further exploration	Content showcasing the speaker's design in various decor settings sparks a greater interest	Discovers the speaker easily integrates with his Smart TV, which would enhance his overall in-home experience	Experiences a seamless checkout process that simplifies his decision-making process, preventing cart abandonment	Easy access support ensures any issues are quickly resolved and that he feels supported. Positive customer service experiences deepens his loyalty with the brand, encouraging positive-word-of-mouth



# *Pain Points and Alleviations*



	Pain Point	Intent/Alleviation	Impact
Awareness	Struggle to find tech that compliments the interior design inside his home	Showcase the modern and seamless integration of the Samsung Speaker Frame in a home setting in an ad on Instagram	Curiosity leads him to seek more information
Interest	Uncertain how the speaker will fit with his home decor	Encourage users to share content with “#samsungmusicframe”, showcasing the speaker in various environments	The content helps him envision the speaker as a perfect fit to his home aesthetic
Consideration	Concerned about speaker’s integration with other devices and its functionality	Provide a curated playlist on the official Samsung YouTube account showcases all of the speakers features and benefits	After an extensive look at the speakers design and functionality, he is fully convinced of its value
Conversion	Concerned over making the right online purchase decision and finding the best value	Send a promotional email that directly links to an easy checkout process, highlighting the value and assurance from Samsung	Eliminating barriers and preventing cart abandonment, leading to a confident purchase by him
Loyalty	Frustration from potential issues with the speaker and the difficulty of accessing effective customer support.	Provide 24/7 live chat on Samsung’s website and support via social media	Accessible support resolving issues quickly, strengthening Igor's loyalty and turn him into a brand advocate

# Customer Journey



Talia's Journey	Awareness	Interest	Consideration	Conversion	Loyalty
What is the customer <b>thinking</b> or <b>feeling</b> ?	She feels the need to buy a speaker that's distinctly unique, and will impress her friends and satisfy her aesthetic desires	Curious about the hype surrounding the release of the Music Frame	Interested and has a few different brands and options in mind, needs to be convinced of quality and popularity	Ready to take a risk by purchasing from brand for the first time	Pleasantly surprised with product quality and look
What is the customer's <b>action</b> ?	Begins searching online for a speaker that matches her home's aesthetic	Discovers Samsung Music Frame through reviews and news article	Compares Samsung music frame to other speakers through Google search	Adds Music Frame to cart	Posts an unboxing and final set-up video on Tiktok and Instagram
What is the customer's <b>digital touchpoint</b> with the business?	Third party website for top interior design tech must-haves for 2024 includes Music Frame, Product Page	Youtube, Pinterest, Instagram	Youtube influencer reviews, Amazon reviews, SEO targeted ads	Checkout process through Samsung's Amazon Store Page	Email Subscription to Samsung Newsroom Home Entertainment
What are the customer's <b>biggest pain points</b> at this time?	She is a loyal Apple customer and is not familiar with Samsung Products	Unsure about the relatively new product concept with only substitutes being IKEA's Symfonisk picture frame	Worried about compatibility with Sony TV and speakers	She hopes she made the right decision and that she and her guests will enjoy it	Unsure of warranties, product support and long-term product life
Why do we feel this will <b>alter</b> the <b>customer journey</b> ?	Becoming aware of the Samsung Music Frame will offer a unique solution	Content that shows the popularity and look in people's homes could sway her preference	Talia will spend time going through social channels and websites to determine which speaker to purchase	Talia purchases the music frame and hopes she made the right decision of buying from a new brand	Unique product offering will bring in new customers and reinforce Samsung's reputation as a leader in electronics

# *Pain Points and Alleviations*



	Pain Point	Intent/Alleviation	Impact
Awareness	Trying to find a unique, quality speaker that will compliment her home and impress her friends	Emphasize the sound quality and compatibility of the speaker along with its interchangeable art pieces	Curiosity leads Talia to read product review articles and find influencer reviews
Interest	She is a loyal Apple customer and is not familiar with Samsung Products	Reinforce Samsung's reputation as a leader in electronics and communicate the Music Frame's uniqueness and quality design	Talia will receive increased exposure to the product and it will be one of the top brands of consideration throughout her customer journey
Consideration	Concerned about compatibility with Sony TV speakers	Provide detailed specifications and instructions that assure quality and compatibility	Desire to be an early adopter of headlining trends moves her closer to purchase
Conversion	Unsure of warranties, product support, and long-term product life especially if ordered from Amazon	Ensure confidence in the purchase through personalized emails: thank you for your purchase Talia email, Product support email, and Samsung Music Frame "community" email	Follow-up emails reinforce her buying decision and elevate their reputation in her mind leading to consideration of other products
Loyalty	Signs up for Email Subscription to Samsung Newsroom Home Entertainment but doesn't engage with emails	Continue to send personalized emails about the product, and create targeted ads on her most commonly used social channels to highlight similar or complementary products to drive run rate	Talia feels special due to the personalized content and is confident with her purchase, increasing the likelihood of positive reviews

# Customer Journey



Larry's Journey	Awareness	Interest	Consideration	Conversion	Loyalty
<i>What is the customer <b>thinking</b> or <b>feeling</b>?</i>	He feels like he is missing a speaker in his home	He is curious about the speaker options he could buy and intrigued by the possibility of adding sophisticated audio to his home	He is curious about the speakers that are compatible with the technology around his house	He is ready to purchase, looking for the best deal.	He is satisfied with the compatibility of the speaker with his other devices
<i>What is the customer's <b>action</b>?</i>	He finds a targeted email in his inbox and clicks through to the Samsung online store	He conducts a search for features and benefits and product reviews of the Music Frame.	He starts comparing different smart speakers, looking for compatibility with his Samsung devices and gaming console.	He finds another targeted email offer in his inbox and clicks through to the Samsung online store	He leaves a positive review and shares his setup on Reddit and LinkedIn, influencing others in his professional and personal networks
<i>What is the customer's <b>digital touchpoint</b> with the business?</i>	He engages with the email ad that leverage his past purchases	He engages with online reviews and demos from various tech sites and forums	He examines the Music Frame's product page, accessed through a link on an ad on LinkedIn	He engages with a personalized email that leverages his interest in Samsung products	Follow-up emails from Samsung asking for feedback, targeted newsletters, exclusive offers are sent to him post-purchase
<i>What are the customer's <b>biggest pain points</b> at this time?</i>	His current setup might lack a cohesive integration and he might be unaware of the latest product offerings from Samsung	His concern about the Music Frame's sound quality	He is concerned about connectivity issues and whether the new speaker will truly integrate with his smart home ecosystem	Anything but a straightforward and secure checkout process may cause barriers	After enjoying the Music Frame, he doesn't want to miss out on new opportunities to enhance his smart home ecosystem
<i>Why do we feel this will <b>alter</b> the customer <b>journey</b>?</i>	His need for new speakers and integrated smart home tech is addressed, leading him to seek more information	His search for information provides positive reviews, which validate the speaker's quality	A detailed product page showcasing the seamless integration of the Samsung Music Frame with other devices would address his concerns	The personalized offer and an easy to understand checkout process on the website, ensures a smooth transaction and reduces the likelihood of cart abandonment	Receiving personalized content turns him into a loyal, long-term customer who is more likely to make repeat purchases and advocate for Samsung

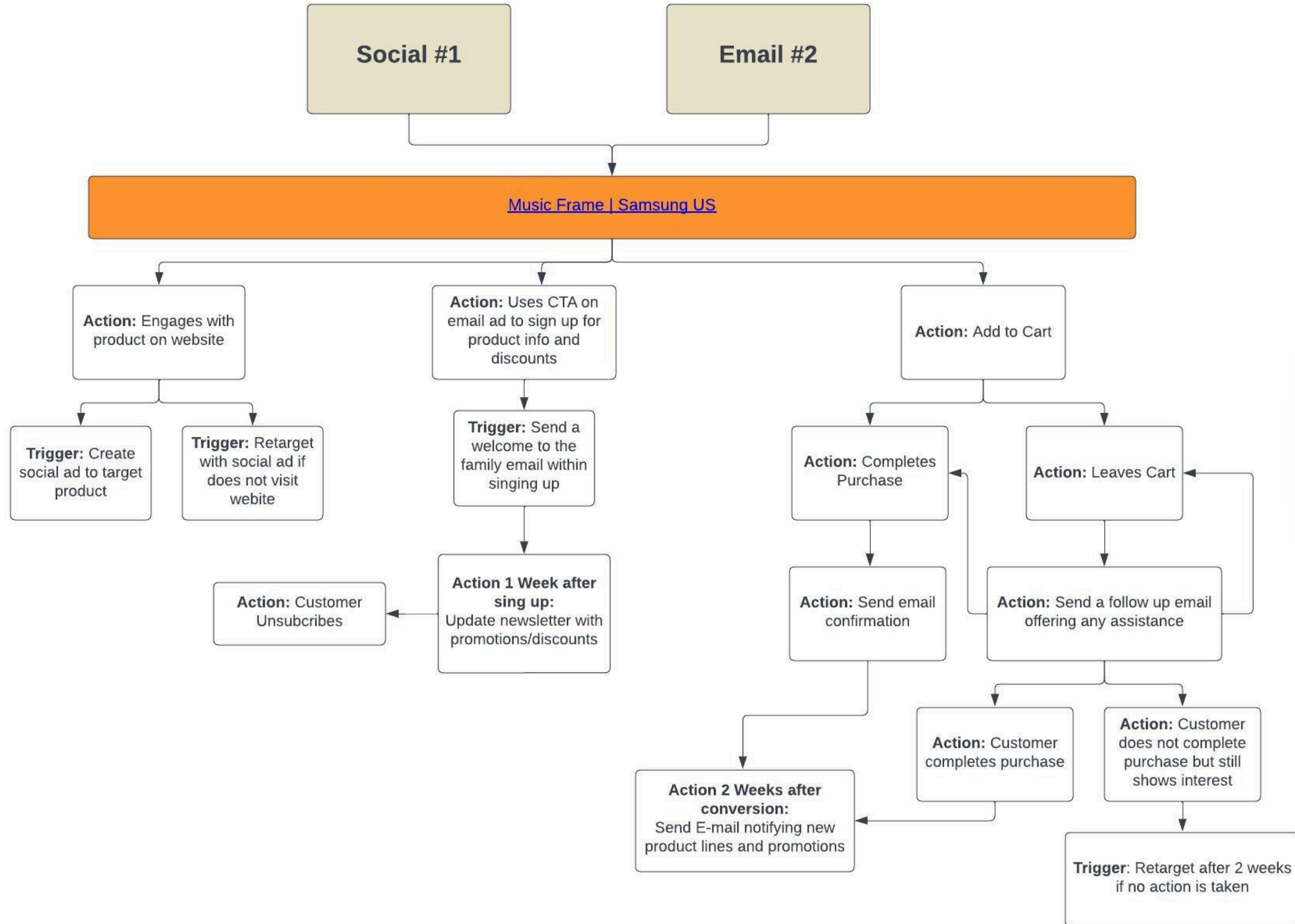
# *Pain Points and Alleviations*



	Pain Point	Intent/Alleviation	Impact
<b>Awareness</b>	Feels his current home setup might lack cohesive tech integration	The email ad aims to fill this gap by introducing the Samsung Music Frame as a modern, integrative solution	The ad's message aligns with his need for new, integrated tech, encouraging him to seek more information
<b>Interest</b>	Uncertainty about how the Music Frame's sound quality compares to his expectations	He is guided towards online reviews and product demos that showcase the Music Frame's superior sound quality	Positive reviews and demonstrations assure him of the product's quality
<b>Consideration</b>	Concerned about the Music Frame's compatibility with his existing tech ecosystem	Detailed product page showcases seamless compatibility with Samsung devices and other tech products	The information helps him envision the Music Frame as a perfect fit for his home
<b>Conversion</b>	He doesn't want to deal with hassle of navigating through a complex online purchasing process	He receives a another personalized email with a direct, simple path to purchase the Music Frame, reassuring him of an easy checkout experience	Smooth transaction process ensuring he completes his purchase
<b>Loyalty</b>	He might be unaware of the latest products that could enhance his experience with the Samsung Music Frame or better integrate with his existing tech setup	Send personalized newsletters and special offers that that resonate with his interests and previous purchase history	Integrating personalized newsletters and special offers enriches his post-purchase experience, making him more likely to continue engaging with the brand, make repeat purchases, and advocate for Samsung

# TRIGGERS AND ACTIONS

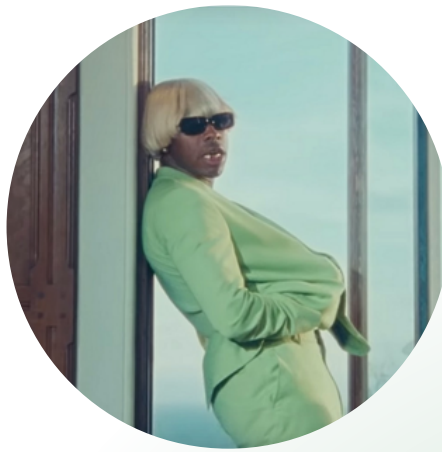
Team 9: Samsung Music Frame



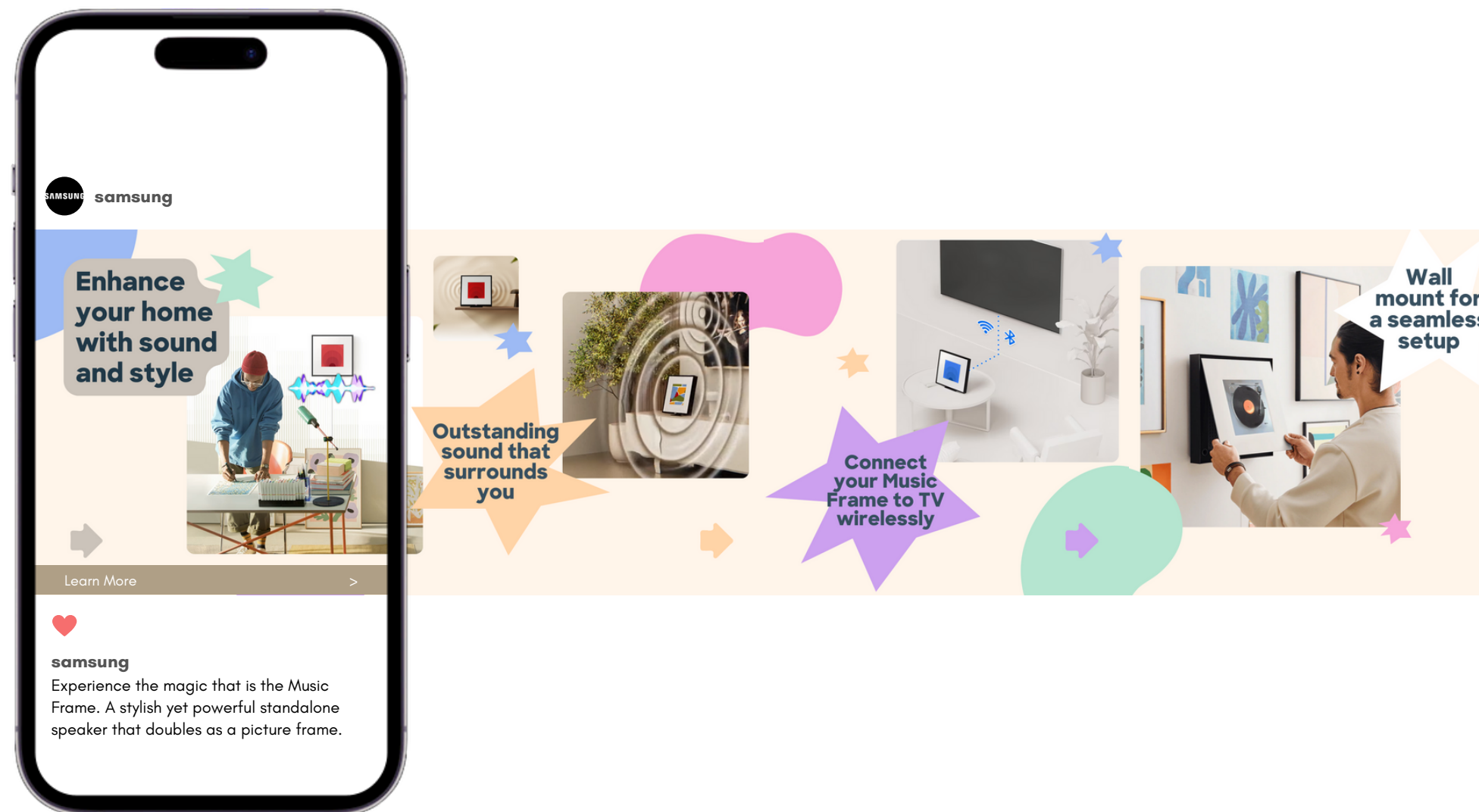


# **Social Campaign**

# Social Ad (Igor)



## Instagram Ad - Carousel



- The use of pastel colors in all four photos appeals to aesthetic-driven individuals like Igor, who take pride in their home's appearance and enjoy trendy and artsy designs.
- By showing the Music Frame in a trendy living room where someone is engaged in a creative activity, it raises awareness as it resonates with Igor's interest in home decor. It positions the product as an enhancer of his creative and stylish living space.
- Emphasizing the sound quality with a visual representation appeals to his desire for a tech-friendly home that doesn't compromise his home's aesthetic.
- Showcasing device connectivity aligns with his use of smart home devices and his familiarity with modern technology, highlighting the ease of integration into his existing setup.
- An easy setup is crucial for an interior design influencer like Igor. It eliminates any stress figuring out how to incorporate the Music Frame into his home.



# Social Ad (Igor)

## Instagram Ad - Carousel

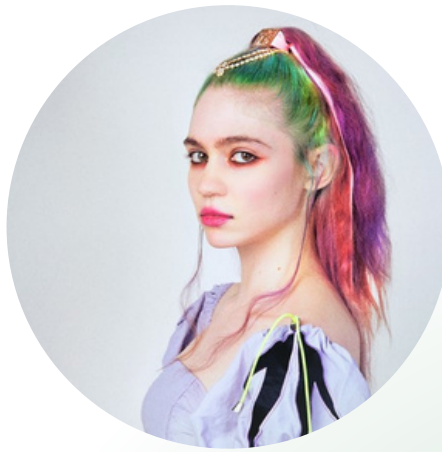


- Just like the carousel ad from the previous slide, this Instagram story ad is designed to effectively raise awareness about the Music Frame.
- The ad appeals to Igor's interest in interior design and home improvement by showcasing the Music Frame as a modern design that's integrated into a stylish home setup that complements art on a wall.
- The title "Enhance your home with sound and style" communicates the value proposition of the Music Frame, resonating with Igor.
- The ad includes two CTAs, giving Igor easy access to information that would move him further along his customer journey.



# Social Ad (Talia)

## Pinterest Ad



**Shop now**



Samsung | Stylish high quality speaker that's also a digital photo frame with a minimalist design enhancing your home decor

- By seeing the music frame displayed at a home, Talia can see how it looks at somebody else's home and can influence her into buying it
- When looking for inspiration, pinterest is the app most people use
- With the music frame, she can change the photos that will be displayed depending on the vibe or aesthetic she's going for
- Pinterest will bring awareness to Talia because if she searches "aesthetic speakers" or "home decor inspo", this add will show up since its about the music frame and home decor

# Social Ad (Larry)



## Twitter (X) Ad



Samsung  
@samsung



Discover the Future of Tech!

Go from TV to art with The Frame

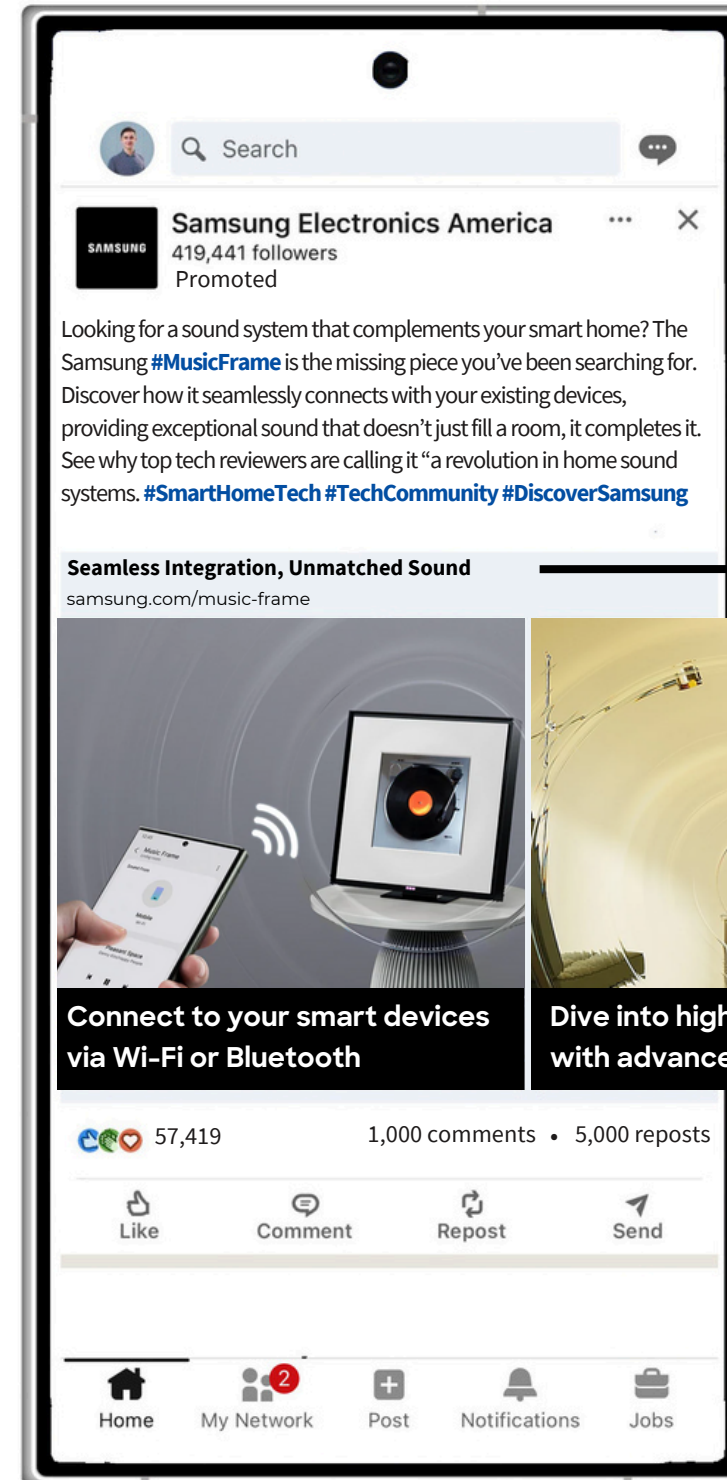


- Since Larry values tech, specifically smart home tech, seeing this ad would interest him and how he utilizes his devices at home
- Larry works at home and a device like this allows him to make his workspace at home more enjoyable
- The headline “Discover the Future of Tech!” will be used to grab Larry’s attention since he is an early adopter of new technology products and trends.
- The ad has little writing with an appealing picture of the music frame underneath to get Larry to interact and engage with the ad.
- Based on his awareness and personality, this ad will make Larry want to see more information and details about the Music Frame which will drive him to interact with the Samsung website since there is not a lot of info on ad.

# Social Ad (Larry)

## LinkedIn Ad - Carousel

- The headline "Seamless Integration, Unmatched Sound" communicates the Music Frame's value proposition and strongly brings attention to a tailored solution that addresses Larry's pain points.
- The copy and its use of Hashtags is geared to ensure the content resonates with him personally. Larry is considering the speaker and the copy effectively entices Larry to learn more by presenting it as the solution he's been looking for.
- The media content in the carousel highlights the speaker value proposition demonstrating its features.



Looking for a sound system that complements your smart home? The Samsung [#MusicFrame](#) is the missing piece you've been searching for. Discover how it seamlessly connects with your existing devices, providing exceptional sound that doesn't just fill a room, it completes it. See why top tech reviewers are calling it "a revolution in home sound systems."  
[#SmartHomeTech](#) [#TechCommunity](#)  
[#DiscoverSamsung](#)

**Seamless Integration,  
Unmatched Sound**



# Measuring Effectiveness: Social

**Impressions:** High impressions indicate that a large number of people are seeing the ad, which is critical for brand awareness. If more people see the ad, more people become aware of the brand.

**Engagement Rate:** Determines how compelling the content of the ad is through likes, comments, shares, and reactions.

**Click Through Rate:** Shows how effective the ad is at encouraging users to take the next step in the customer journey.

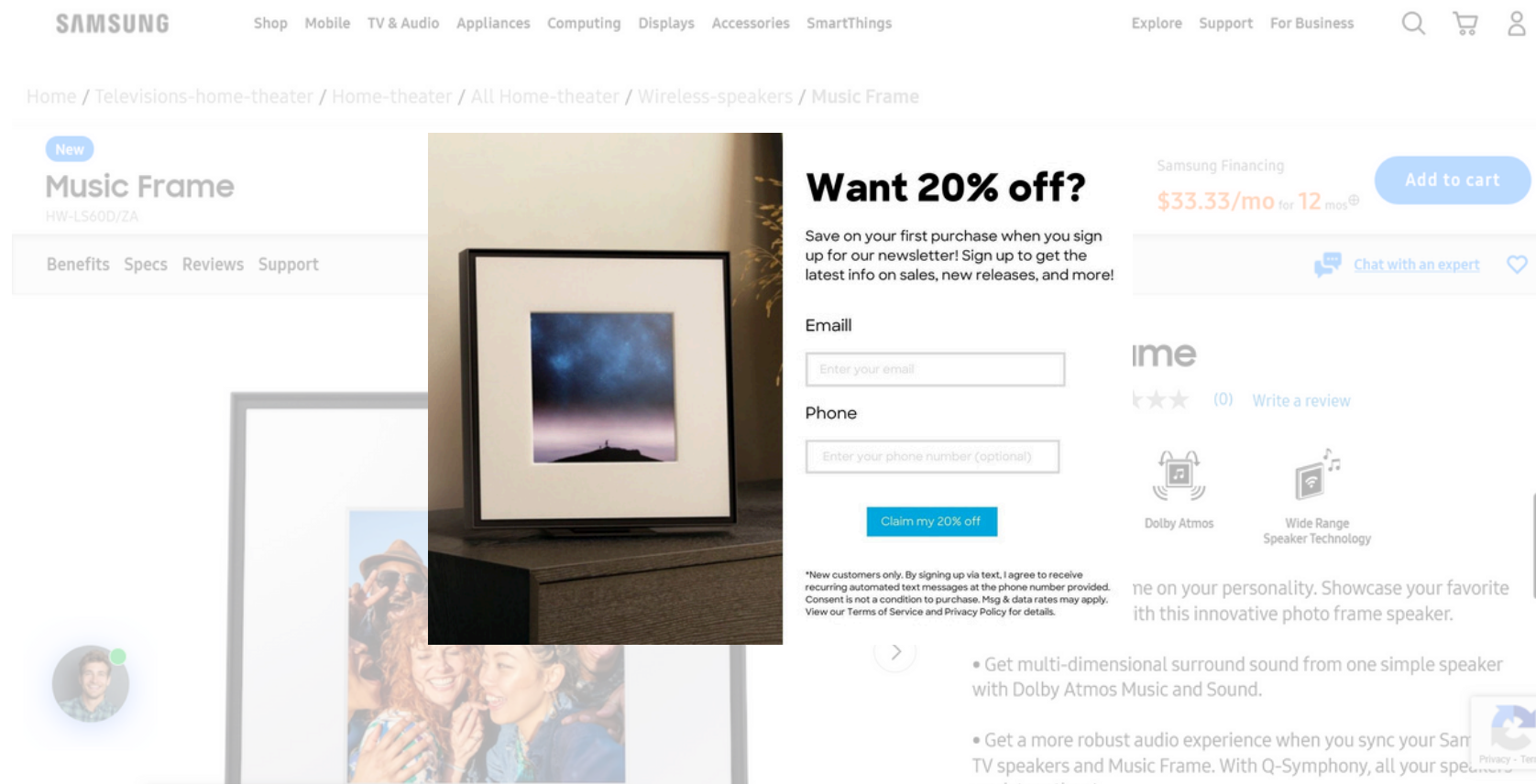
**Conversion Rate:** This is a direct measure of the ad's effectiveness in driving sales and increasing customer loyalty. Paying a close attention to those making a purchase and those subscribing to the email list.

**Return On Ad Spend:** Comparing the campaign's effectiveness to the amount of profit generated for every dollar spent on advertising.



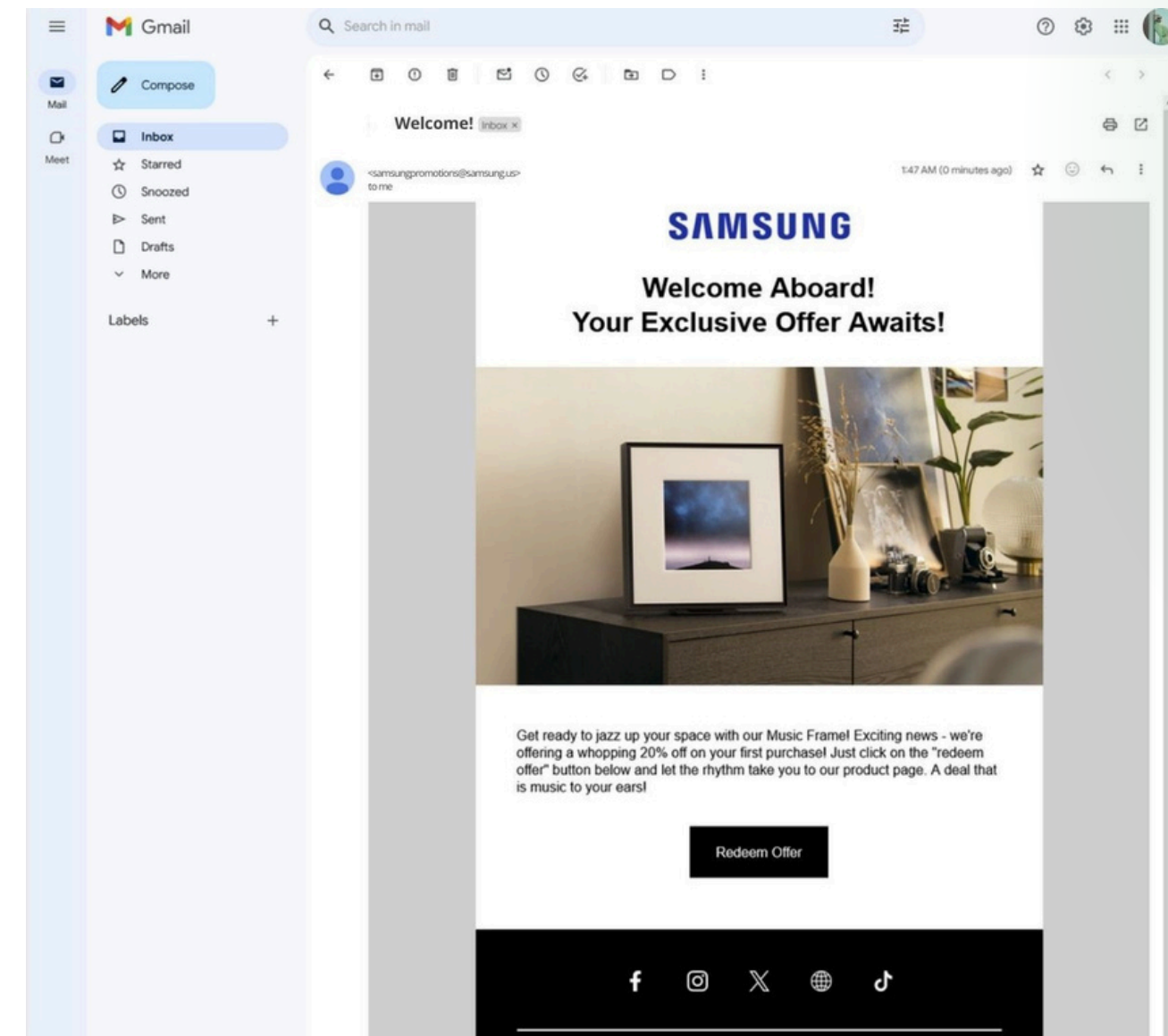
# **Email Campaign**

# Email Ad (Igor)



- After signing up, Igor interacts with a personalized email offer sent by Samsung. The touch point provides a direct incentive for him to make his first purchase and aids his conversion as a customer.
- The "Redeem Offer" button act as a call-to-action that leads Igor straight to the product page. This eliminates any barriers, making the path to purchase easier to navigate and address any pain points along the way.

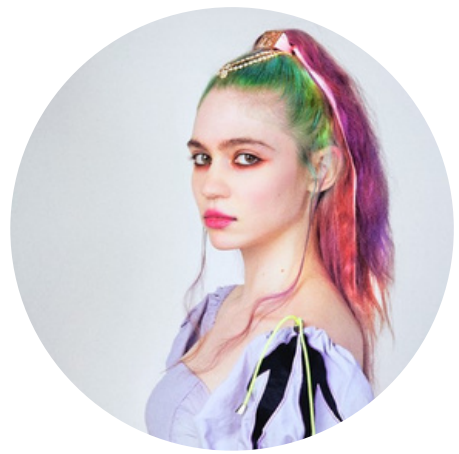
- Once Igor visits the Samsung website, an email pop-up appears and the headline "Want 20% off?" is geared to capture Igor's attention.
- The email pop-up serves as a lead capture tool, providing an immediate engagement opportunity and incentivizing visitors to subscribe with discounts.
- Collecting Igor's email address allows for personalized marketing efforts down the line. This could include tailored product recommendations, offers, or updates that resonate with his interests.



# Email Ad (Talia)

- After purchasing the Music Frame, Talia will receive emails that welcome her to join the community and reassures her new purchase with stories from other customers with similar preferences

- At this point in the customer journey, Talia is at the loyalty stage, the text adds a level of personalization based on her persona such as the customizable design, uniqueness and for entertaining guests



(Middle)



**Thank You for your Purchase!**  
Welcome to the Samsung Community.



## Customizable Design

See how Emily perfects her home decor aesthetic for the mood and the season.

[Discover more](#)

## Elevated Experience

Discover how three people use their Music Frame for everything from hosting a small gathering to organizing memorable events.

[Discover more](#)

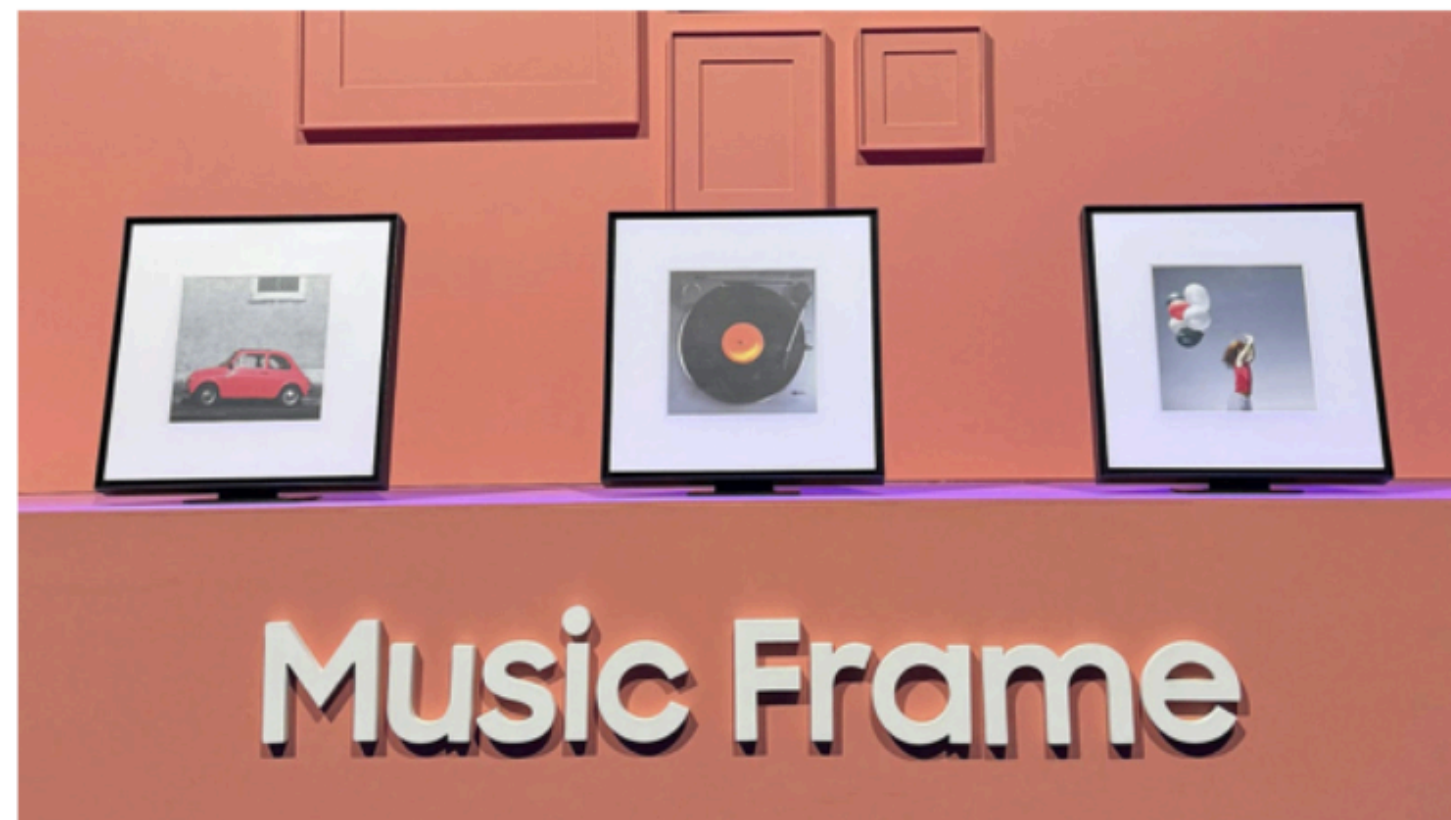
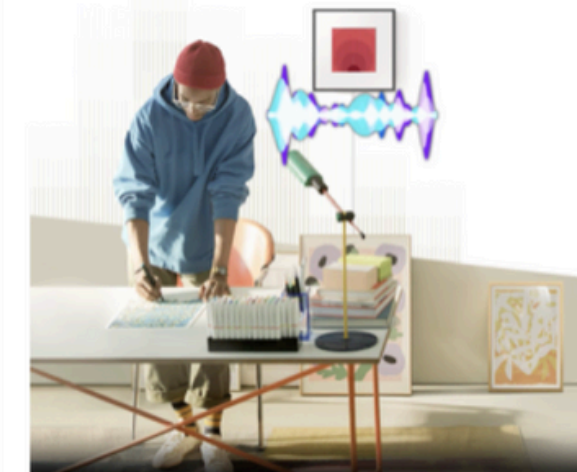


Music Frame

## Unique, Like Me.

Shaun's search for a unique speaker that could reflect his style led to a game-changing brand collaboration.

[Discover more](#)



# Music Frame

See what others are saying about the **Music Frame HW-LS60D/ZA**

(Top)



Samsung

Welcome! Discover like-minded Music Lovers in the Music Frame Community 🎵

To: Talia |

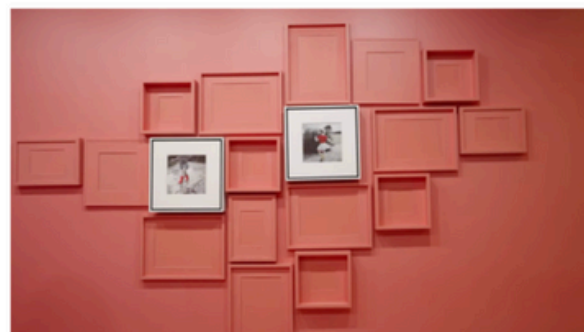
(Bottom)

### Join the Conversation

Members	Topics	Solutions	Online
19,495,166	21,479	16,511	98,148



[Join the Community / Sign-In](#)



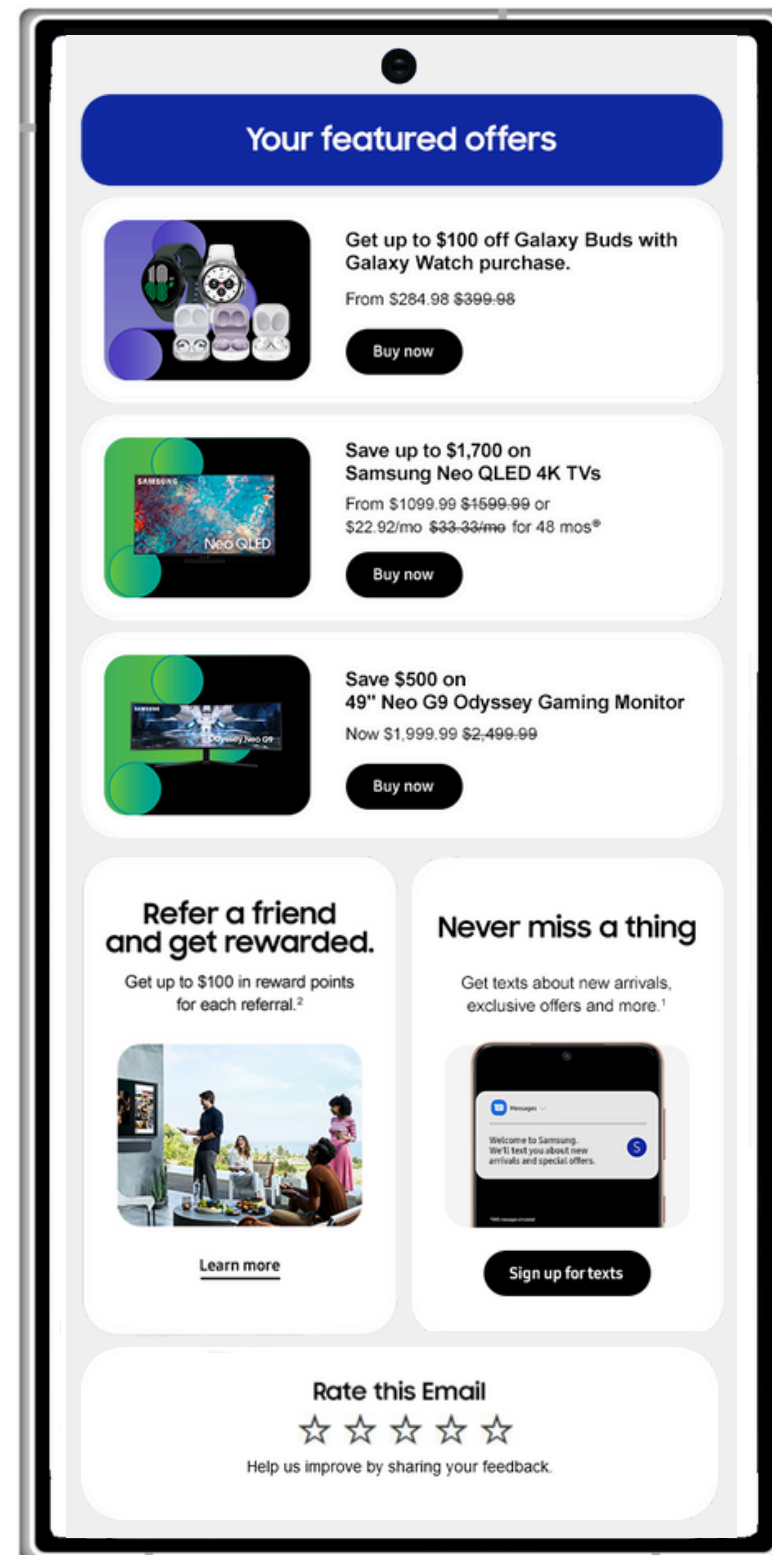
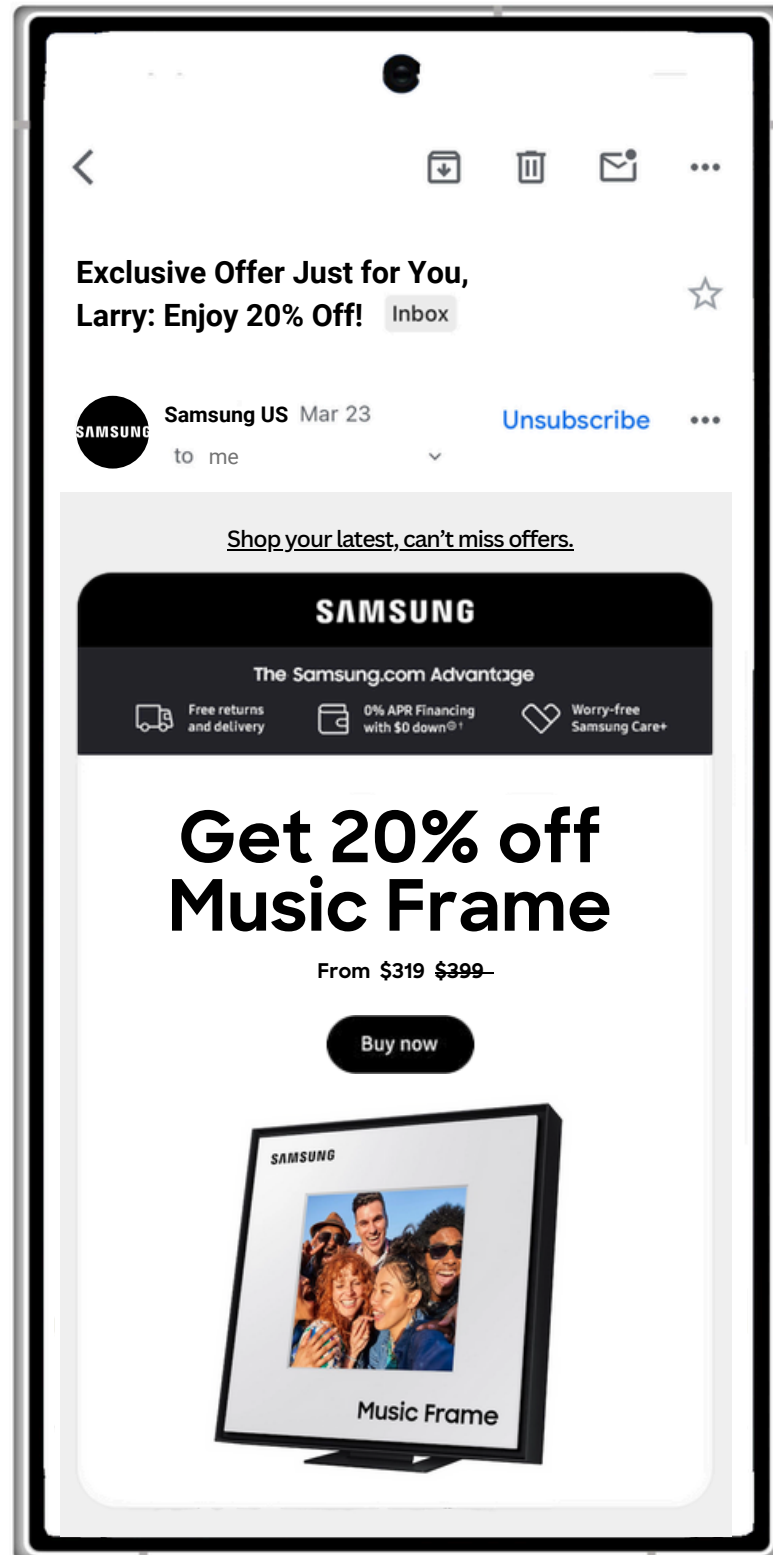
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You are receiving this email because you opted in via our website.



# Email Ad (Larry)

## Newsletter



- By directly addressing Larry in the email's subject line and tailoring the offer to his interests, this newsletter makes him feel recognized and valued. As a result, he resonates with the email and is much more likely to engage.
- The newsletter presents an enticing 20% discount on the Music Frame, which positions the speaker as an attractive deal and simplifies Larry's decision-making process. The CTA, the "buy now" button, provides a streamlined path to conversion, eliminating a complex purchasing process.
- "Your featured offers" provides a selection of curated deals that complement the main offer of the Music Frame. This gives him the opportunity to discover more deals that could enhance his tech ecosystem.
- With the "Rate this Email" feature, Larry can provide feedback on the email he has received and continue engaging with Samsung post-purchase. Samsung can leverage these valuable insights in order to optimize future campaigns

# ***Measuring Effectiveness: Email***

**Click-to-Open Rate:** Shows subscriber engagement level and the level at which they resonate with the Email.

**Open Rate:** Indicates how effective the subject line is at grabbing attention based off the amount of recipients who open the email

**Bounce rate:** Assesses targeting efforts and determines the freshness of email list.

**Conversion Rate:** Taking a look at how effective the message is in relation to the objective by measuring how many clicks leads to sales.

**Unsubscribe Rate:** Indicates how many people unsubscribed after receiving an email.

**Campaign Return on Investment (ROI):** Determining the success of the campaign by looking at how much money is earned for every dollar spent.

# ***Intent***

**Samsung's intent is to create brand awareness and drive new and loyal customers back to the website. The Music Frame is a new product line and faces little competition so portraying an image of cutting edge technology with unique art pieces in their ads is essential. Utilizing nurture campaigns as well as loyalty offers and engagements, Samsung can get onto the right path to make their product launch successful.**

# ***Impact***

**Samsung is a brand that is recognized for being innovative and having a diverse product portfolio.**

**With the help of the email ads, social ads, etc., the brand will increase popularity through this new Music Frame product and bring new loyal customers.**

**Understanding the customer journey and evaluating the needs and desires of each persona allows us to make the right decisions. The brand must measure performance in order to be successful with its ads and campaigns, which will generate a bigger impact and greater sales.**

**THANK YOU!**

**SAMSUNG**

