



Kelston Marketing
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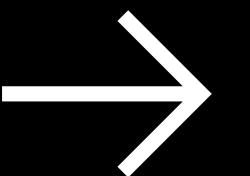
Disclaimer: This presentation is a component of my Master of Science program at Full Sail University. This graduate program culminates with a comprehensive Digital Marketing plan for a student-selected case study organization. While my coursework utilizes a real organization, it is not directly reflective of or approved by them.

Personas, Goals & Strategy

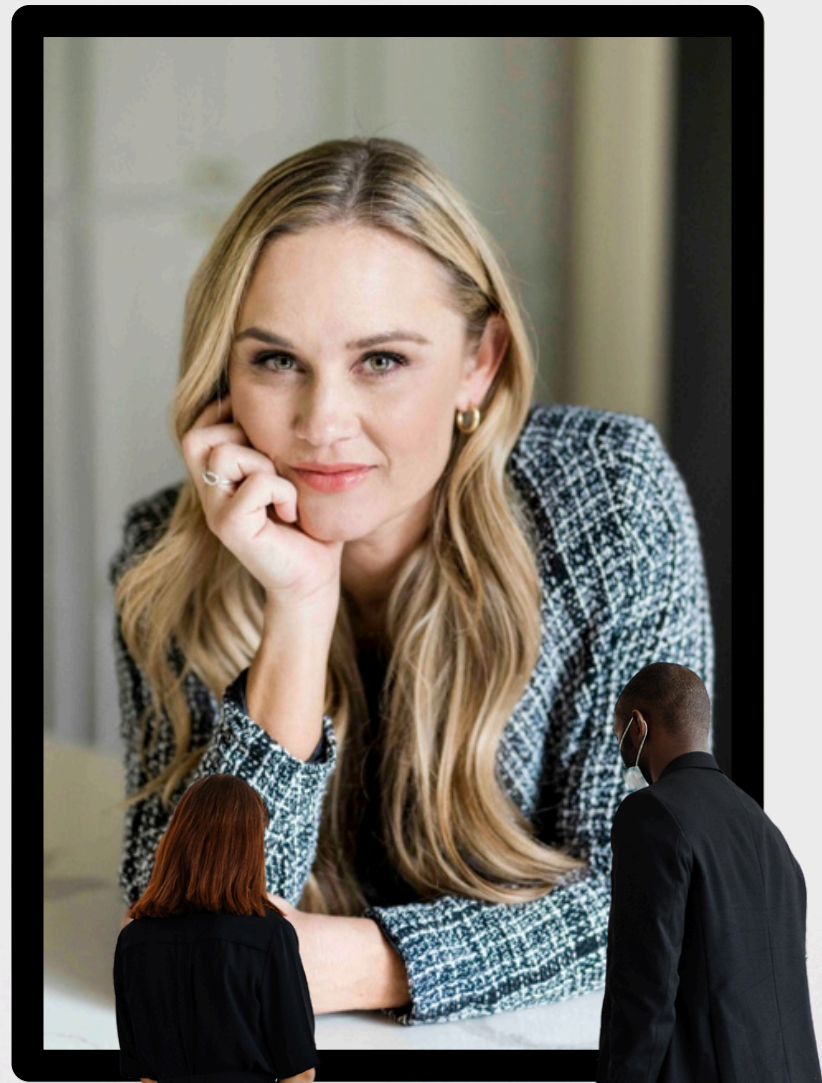


Stephanie Cross, Kelstons Founder
(Kelston Marketing, n.d.)

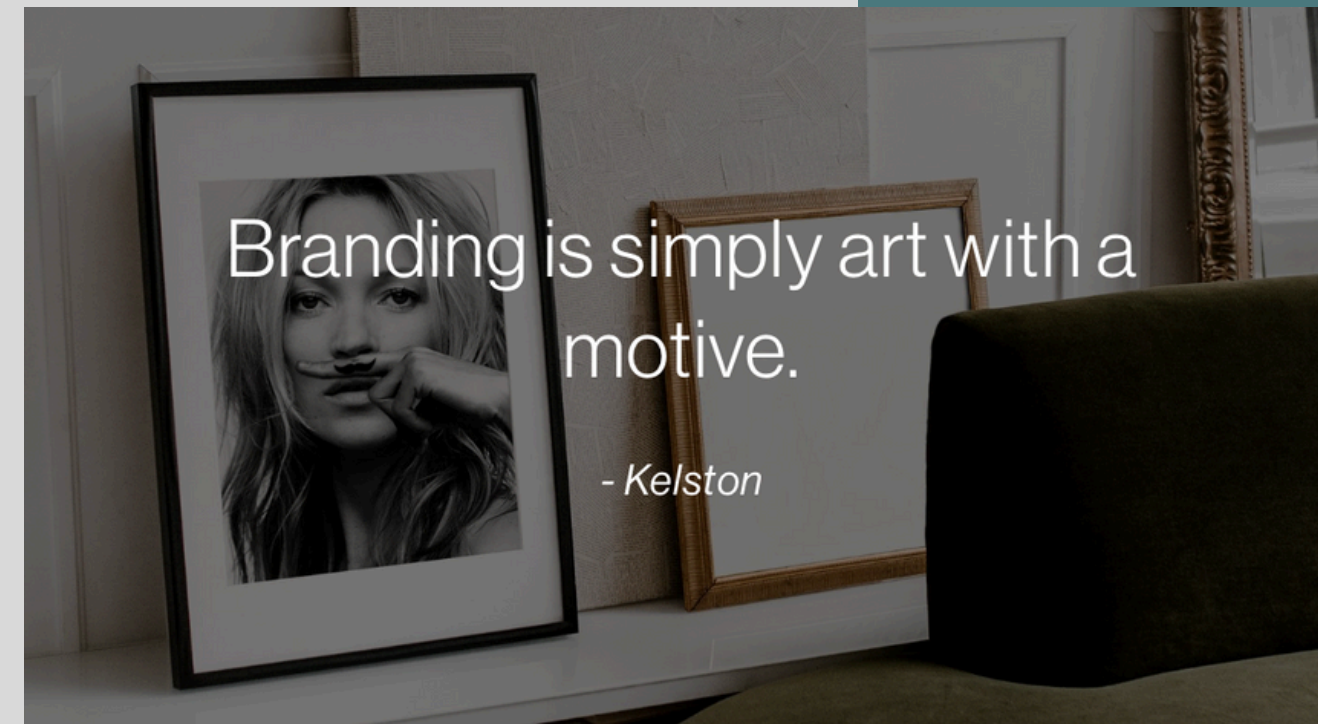
Let`s Begin



*Stephanie Cross, Kelstons
Founder
(Kelston Marketing, n.d.)*

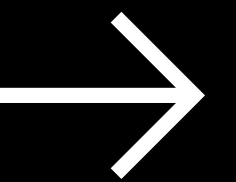


Kelston started in 2020 with award winning brand marketer, Stephanie Cross. She has worked with everything from luxury to lifestyle brands such as: W Hotels, Michael Kors, and has 15+ years of experience. She strives to tell brand narratives.



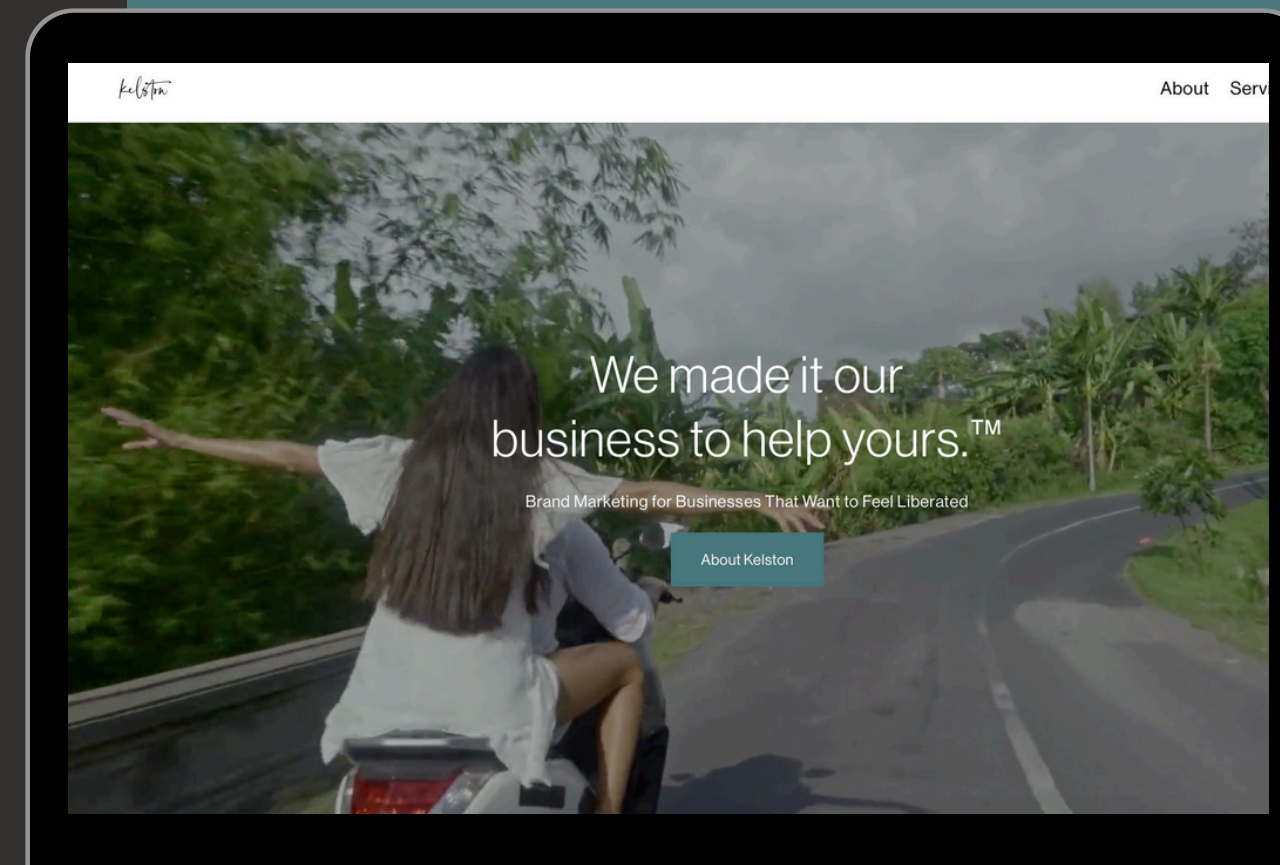
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Founder



The Company

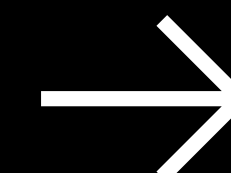
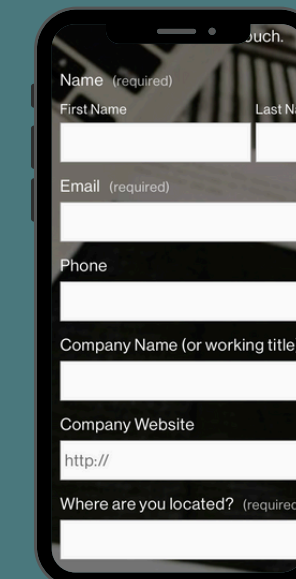
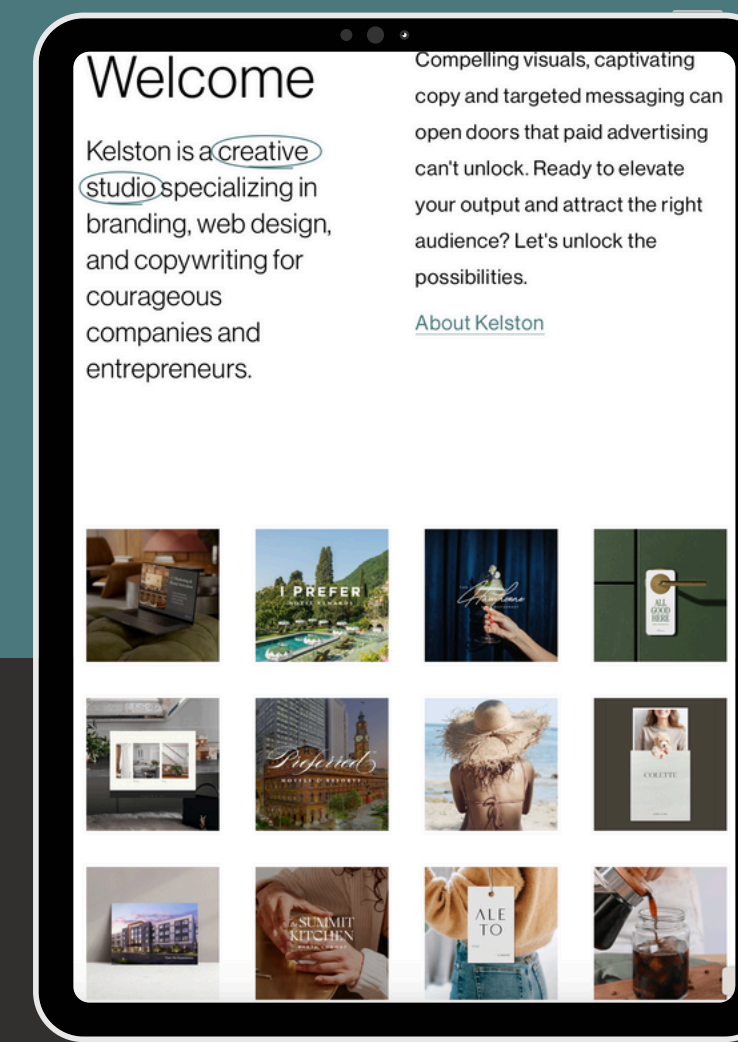
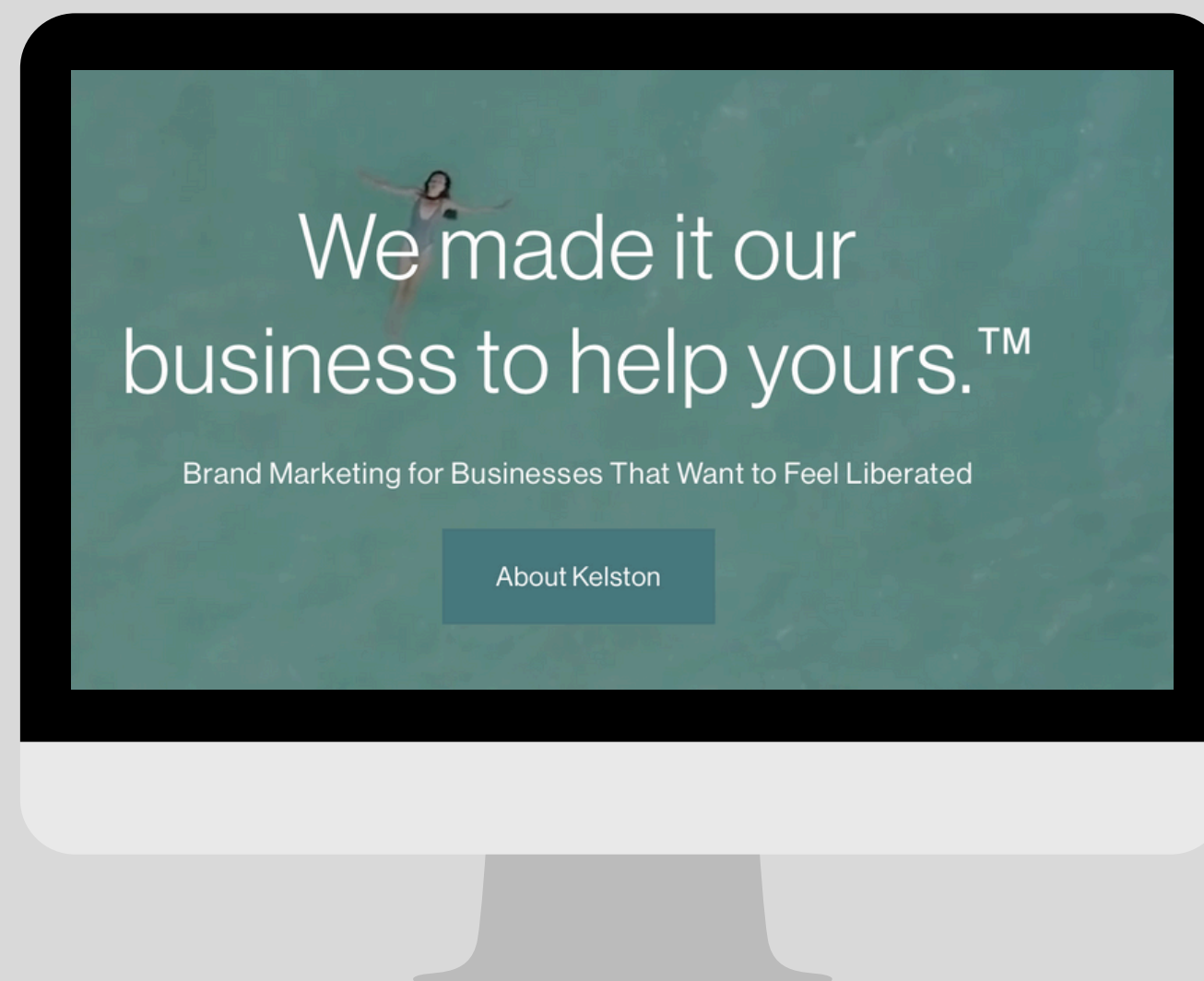
www.KelstonMarketing.com



ABOUT KELSTON

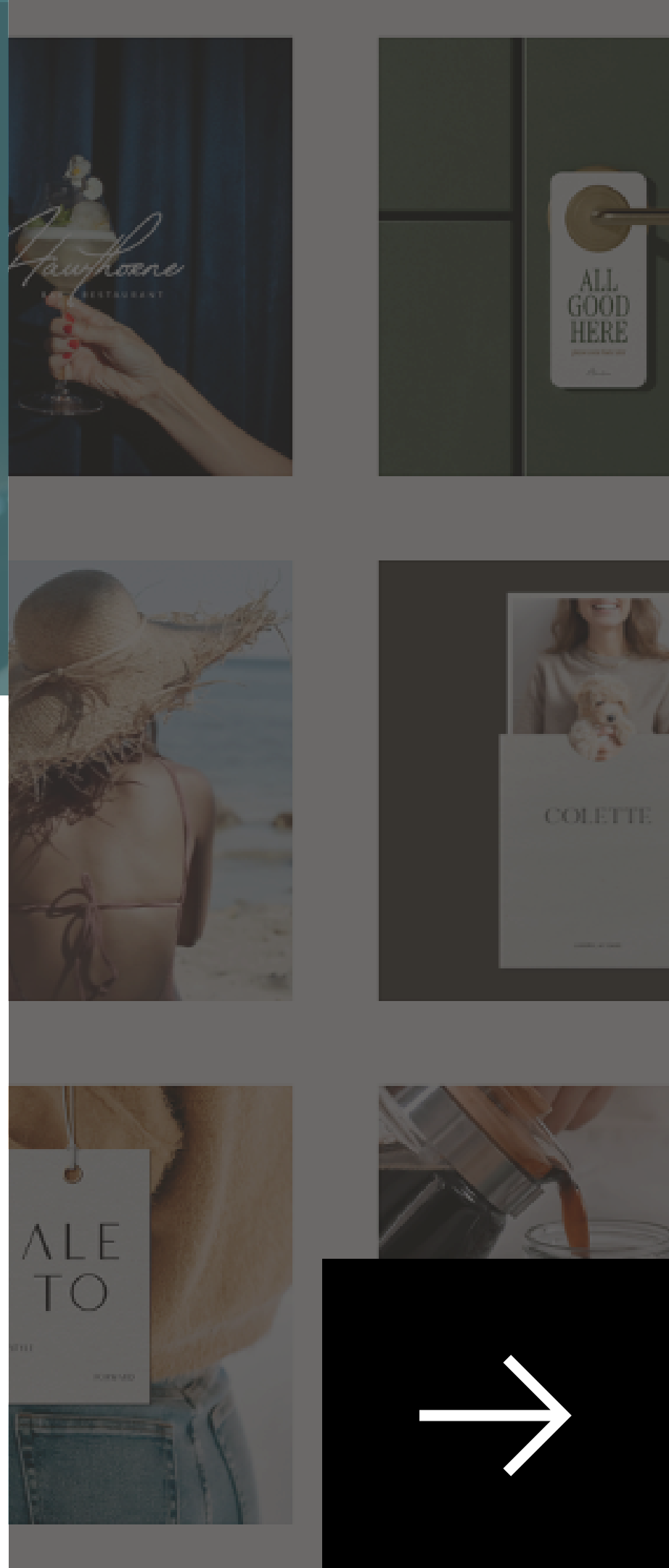
Kelston is a creative studio offering marketing services such as branding and web optimization among others. Targeting entrepreneurs/businesses Kelston aims to help both lifestyle and luxury brands nationally.

(Kelston Marketing, n.d.)





Buisness Goals



- **GET MORE PEOPLE VISITING THE SERVICES PAGE**

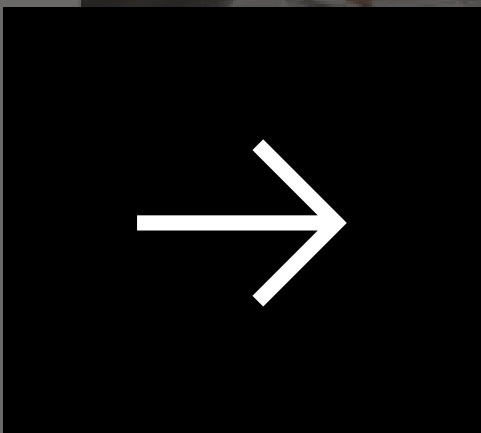
Increase traffic by at least 50%
Marketing Funnel: Awareness & Consideration

- **GET LEADS THAT CONVERT**

Increase traffic to the contact page at least 75%, at least 15% need to convert
Marketing Funnel: Consideration & Conversion

- **GET CONVERTED CUSTOMERS TO SPREAD WORD**

Increase referrals by at least 30%
Marketing Funnel: Conversion & Loyalty





Personas

Ricky Reed

Age Range: 25-36

Gender: Male

Family: Married/2 Children

Occupation: Entrepreneur/Energy Drinks

Region: Dallas, Texas

Income: \$116,000+

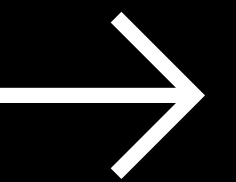
Interest: Traveling, Time with Family

Frustration: Repetitive Unnecessary Tasks

Goals: Pass business to children/
To visit all national parks

Motivations: Saving time, Success & Travel

Persona 1: Customer: Ricky



Victoria Stern

Age Range: 25-36

Gender: Female

Family: Married/2 Children

Occupation: CEO of a clothing line

Region: Los Angeles, California

Income: \$350,000+

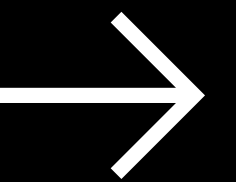
Interest: Shopping, Travel, Socializing

Frustration: Underproductive Employees

Goals: Hiking Hard Trails, Empowering next generation of women, Changing lives

Motivations: Money, Saving time, & Travel

Persona 2: Fan: Victoria



Marcus Trent

Age Range: 27-38

Gender: Male

Family: Married/2 Children

Occupation: Consultant at B2B Firm

Region: Southlake, Texas

Income: \$130,000+

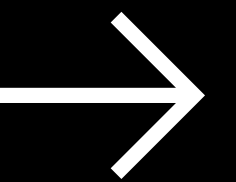
Interest: Social Media, Fans, Travel and Life

Frustration: Bad Social Media Posts

Goals: Become Go-To Expert on Social for Lifestyle

Motivations: Follows, Finances, People

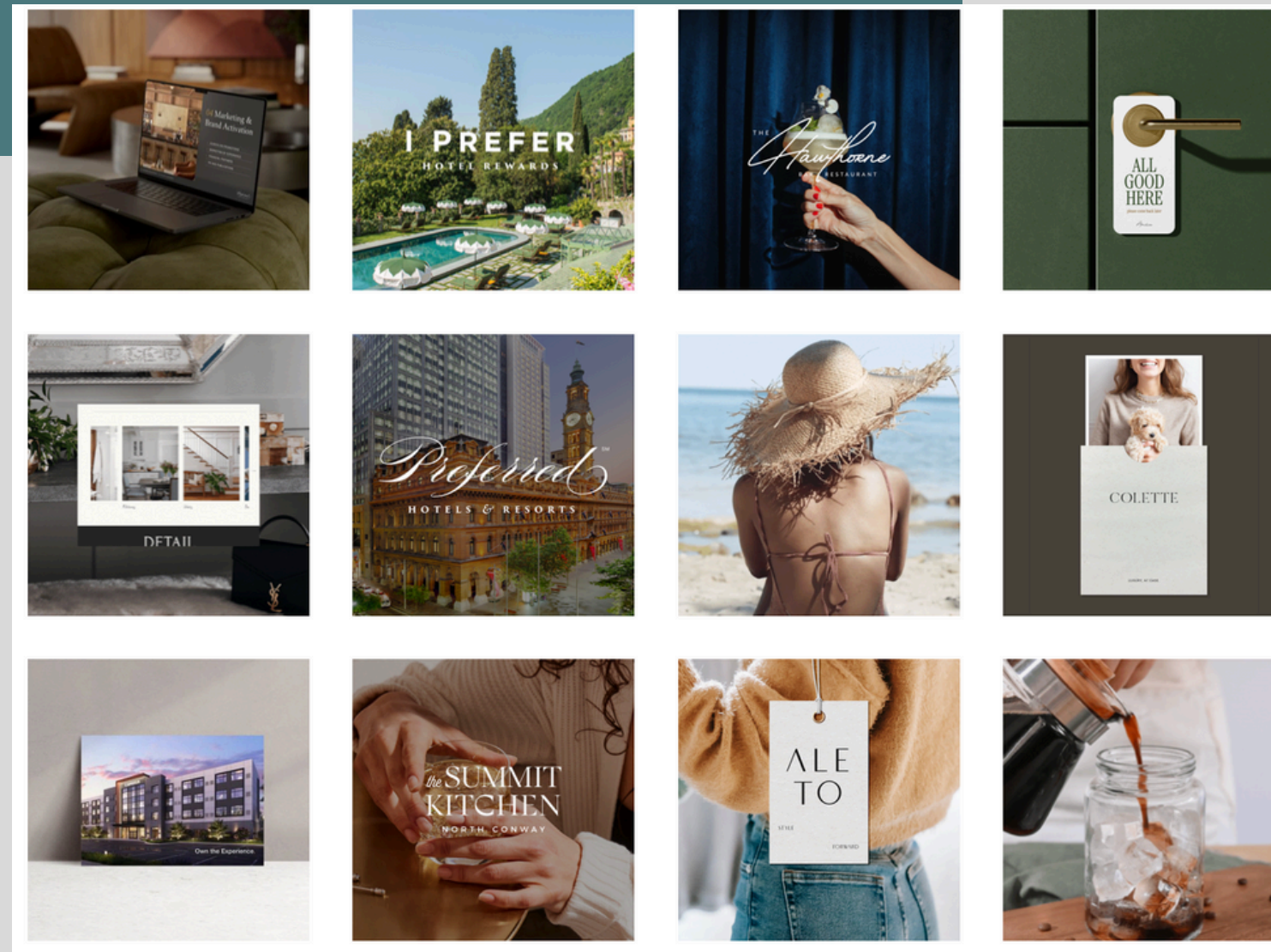
Persona 3: Influencer: Marcus



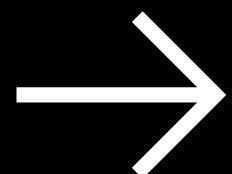
Personas Note

WHY THESE WORK

These personas meet the travel/lifestyle brand that Kelston conveys. The age is geared towards the entrepreneur and the way Kelston presents itself with social media and the website.

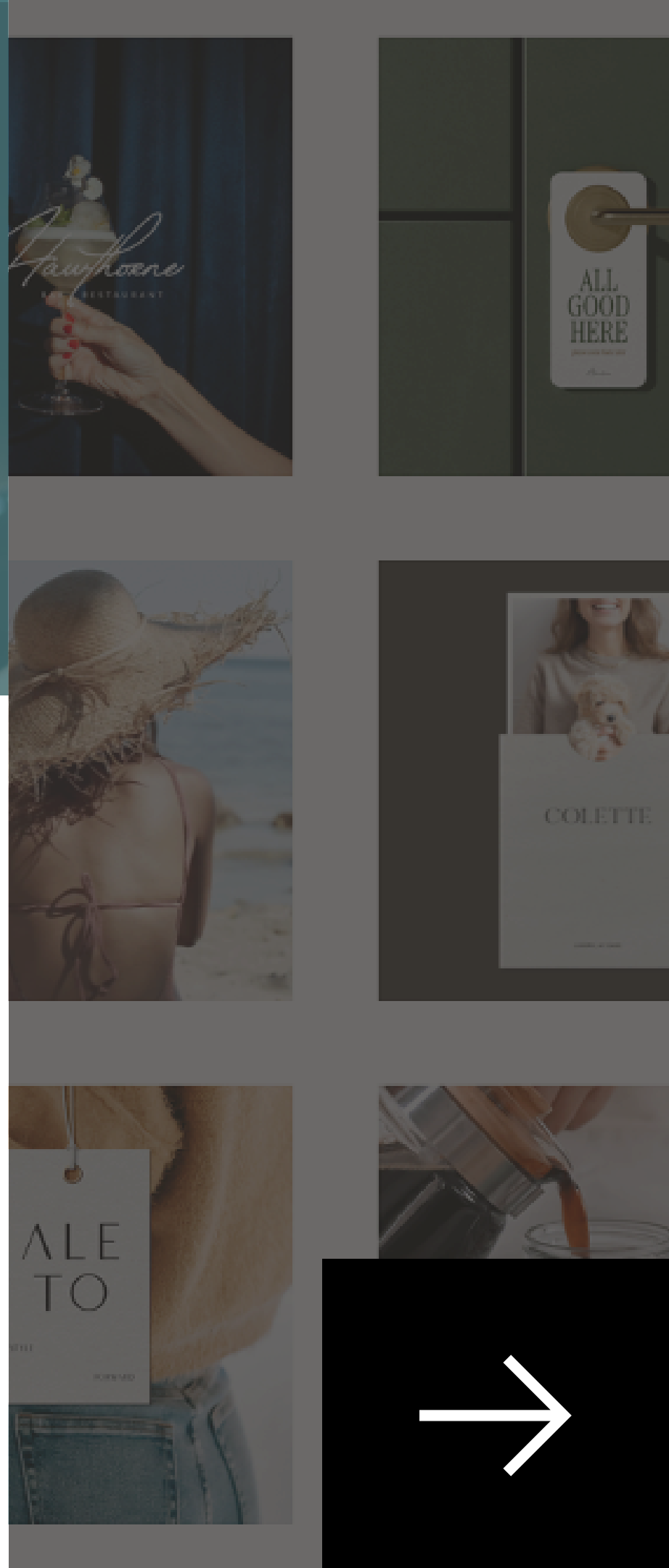


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Buisness Goals



- **GET MORE PEOPLE VISITING THE SERVICES PAGE**

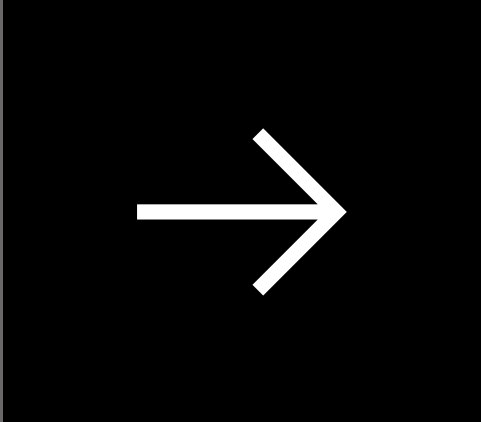
Increase traffic by at least 50%
Marketing Funnel: Awareness & Consideration

- **GET LEADS THAT CONVERT**

Increase traffic to the contact page at least 75%, at least 15% need to convert
Marketing Funnel: Consideration & Conversion

- **GET CONVERTED CUSTOMERS TO SPREAD WORD**

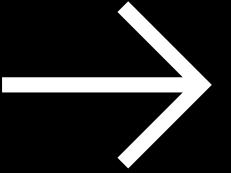
Increase referrals by at least 30%
Marketing Funnel: Conversion & Loyalty





- **GET MORE PEOPLE VISITING THE SERVICES PAGE**

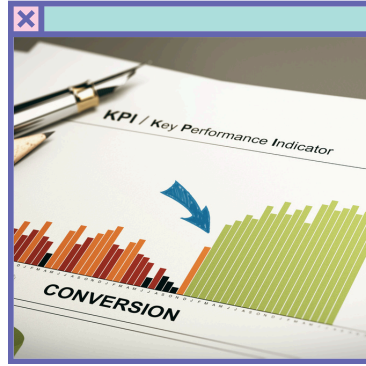
Increase traffic by at least 50% by August 31st 2025
Marketing Funnel: Awareness & Consideration



GOAL SPECIFICS

The aim of this goal is to increase traffic to the services page by at least 50% by August 31, 2025. This supports broader business goals as it aims to get people interacting with the services. A way to consider doing this may be to add a blog that backlinks many times to the page, add more clickable buttons and consider doing FB/IG or LI Ad`s. Maybe even targeting Google Ads may be goof. This should target the customer

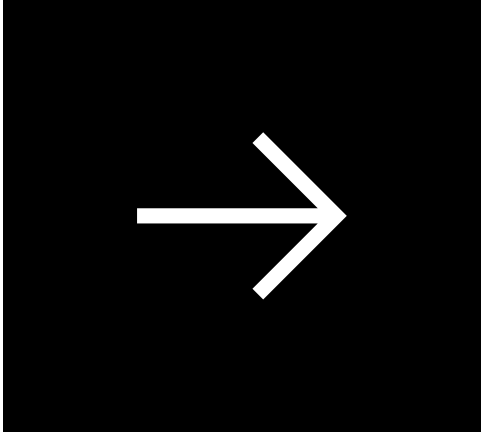
SMART Goals



- **GET LEADS THAT CONVERT**

Increase traffic to the contact page at least 75%, at least 15% need to convert by September 31, 2025.

Marketing Funnel: Consideration & Conversion



GOAL SPECIFICS

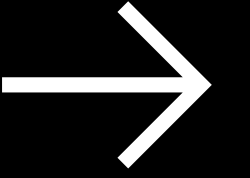
The aim of this goal is to increase traffic to the contact page by at least 75% by September 31, 2025. This supports broader business goals as it aims to convert and have a ROI. This also aims to generate revenue for Kelston. This may be a good opportunity to use the influencer.

**SMART
Goals**



- **GET CONVERTED CUSTOMERS TO SPREAD WORD**

Increase referrals by at least 30% by October 31st, 2025
Marketing Funnel: Conversion & Loyalty



GOAL SPECIFICS

The aim of this goal is to increase referrals to the company page by at least 30% by October 31, 2025. This supports broader business goals as it aims to keep customers loyal to the brand and bring in new customers. This may be good to consider having some sort of reward systems.

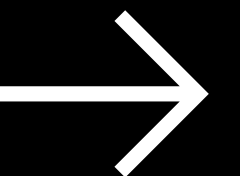
SMART Goals

Week 3 Strategy



AMBASSADOR

I have decided to pursue an ambassador as a better way to pursue trust for the brand. Even though it may take more time it will be a better way to establish trust and loyalty. It can also help to retain customers and encourage advocacy.



Thank You