

Kelston Analytics Optimization Plan

For

Kelston Marketing

Submitted to:

Professor Philip Arlen

By:

Robert Warren

Full Sail University

****Disclaimer****

This report is a component of my Master of Science program at Full Sail University. This graduate program culminates with a analytic optimization 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.

Executive Summary

Kelston Marketing is a forward-thinking digital marketing firm that excels in branding, web optimization and copywriting. However, compared to Dallas competitors like Mallard there is a gap in organic reach and long-term engagement — primarily due to the absence of use of Ai, short form video integrations and owned-content platform such as a blog.

This plan uses live digital trends and analytics logic to build a strategy that will:

1. Understand the importance of Ai integration for the Kelston Brand (if it helps marketer this much it can help the brand even more!)

Here's how generative AI helps marketers with their roles:



(Forsey, 2024)

The most common uses of gen AI by marketers: (Salesforce)

- Basic content creation (76%)
- Writing copy (76%)
- Inspiring their creative thinking (71%)
- Analyzing market data (63%)
- Generating image assets (62%)

(Von Hoffman, 2025)

2. Integrate short-form video to match Gen Z and millennial attention spans,

Why Your Brand Should Be Using Short-Form Videos Right Now

- According to recent data, **93% of marketers** report that short-form videos help in acquiring new customers, whether you're showcasing a product, sharing a customer testimonial, or highlighting a special offer.
- Consumers are hungry for video content, with **54% of consumers** expressing a desire to see more video content from the brands they follow. Thus increasing brand loyalty.
- Data shows that **businesses using video** grow revenue **49% faster** than those that don't. This impressive growth rate underscores the impact of video content on business performance.

(Specialist, 2025)

3. Establish measurable growth through incorporating a blog

10. Around 70% of consumers prefer blogs over advertisements to learn about companies

Approximately 70% of consumers prefer learning about companies through blogs rather than advertisements. This preference is reinforced by the fact that 70% of readers feel more connected to a brand after engaging with its blog content.

Furthermore, 82% of consumers report feeling more positive about a company that publishes custom content. This highlights the substantial impact of blogs in building brand loyalty and enhancing customer relationships.

11. Companies with blogs generate 67% more leads monthly

An active blog significantly boosts lead generation, with businesses seeing a 67% increase in monthly leads compared to those without blogs. Consistent blogging also plays a crucial role in increasing website traffic, attracting up to 55% more visitors.

(Siregar, 2025)

Trend 1: AI Integration

SMART Goal:

Implement AI-driven tools for branding campaign creation, reporting, and copy optimization to reduce creative workflow time by 30% and improve campaign efficiency by 25% within six months. This can help Kelston in creating shorter timeframes for clients by speeding up workflows. This also can allow Kelston to pick up more clients in a timely manner thereby raising a higher ROI.

Key Performance Indicators (KPIs):

- Average campaign production time (hours per project)
- Percentage of AI-assisted deliverables
- Campaign engagement rate (CTR, CPC, or lead conversion)

Action Item: Integrate AI tools like Perplexity, ChatGPT, Jasper, or Nano Banana for brainstorming, A/B tests and copy optimization.

-Challenge: Staff hesitation or lack of AI tool experience

-Workaround: Offer short internal AI workshops and create usage guidelines for tone and brand consistency.

Action Item: Integrate Ai Chatbot to the Kelston website to quickly answer questions

-Challenge: Time for training the Ai Chatbot

-Workaround: Have a meeting to discuss key questions that are reoccurring to quickly prepare the Ai Chatbot

Numbers for Ai Relevance:



(Forsey, 2024)

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Trend 2: Short-Form Video

SMART Goal:

Develop a short-form video strategy that produces 2–3 Facebook Shorts, and Instagram Reels per week, achieving a 15% engagement rate and 2,000 new cross-platform followers within three months. Kelston has the highest engagement out of all socials on Instagram, so this is a huge opportunity. Short-form video is important for Kelston to do because it is trending, highly relevant and appropriate to the brand.

Key Performance Indicators (KPIs)

- Engagement Rate on FB Shorts and IG Reels
- Video completion rate (average watch time)
- Follower growth rate
- CTR from social video to Kelston website

Action Item: Use video tools within the IG/FB platform to analyze which videos are top performers from competitors and find ways to recreate through the Kelston brand

-Challenge: Getting started with competing videos similar to competitors

-Workaround: Really digging into what makes the videos work and why they might have so many views then getting the idea across, A/B testing can solve

Action Item: Use Canva/Capcut tactics to pull together videos representing the Kelston brand

-Challenge: Putting videos that are representative of the brand

-Workaround: Look for things Kelston can pull to create great content like customer testimonials, behind the scenes footage, and make a content calendar with the content to plan ahead

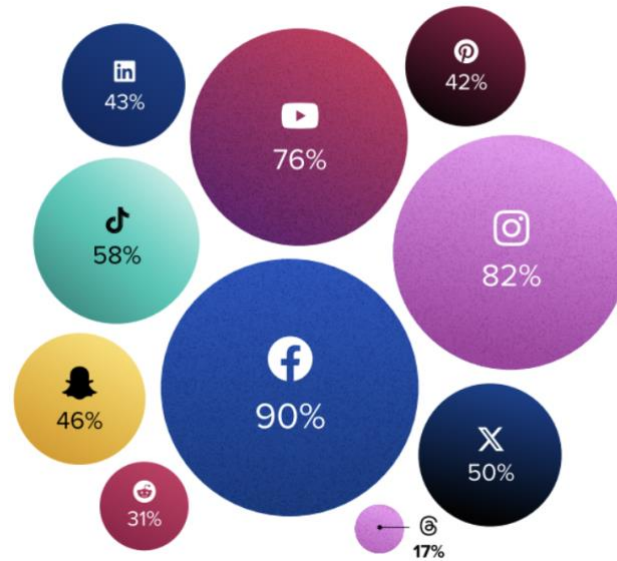
Numbers of Short-Form Video Relevance:

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(Specialist, 2025)

Networks consumers have a profile on



(Barnhart, 2025)

As seen by the chart above most accounts people have profiles on are Facebook and Instagram. Targeting short-form video for these with Kelston is key.

Trend 3: Blog

SMART Goal

Launch Kelston's blog as an SEO and thought leadership hub featuring 10 posts in its first 90 days, achieving 1,000 unique monthly visitors and a 2% conversion rate from blog traffic by month four. This is important for SEO as Kelston currently has no blog and its competitors like Mallard Creative already have.

Key Performance Indicators (KPIs)

- Organic sessions (GA4)
- Click-through rate (CTR → Contact Form)

Action Item: Use Spy Fu or Google Trends to identify low-competition keywords in the Dallas-Fort Worth marketing sectors. Incorporate into the blog.

-Challenge: Building a blog from zero to a highly noticeable SEO driven blog.

-Workaround: Researching best trends, pulling in SEO keywords (without keyword stuffing), and being consistent with relevant, timely, linked content.

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-Workaround: Researching best trends, pulling in SEO keywords (without keyword stuffing), and being consistent with relevant, timely, linked content.

Action Item: Launch the blog either on Wix, Wordpress or Squarespace. Then integrate heat maps with Hotjar and email campaigns with Mailchimp.

-Challenge: Getting started in understanding how to create a trending blog.

-Workaround: Look at what the competitors are doing. Consider Ultimate Lists, analyzing heat maps of where people click and what is trending in the marketing services industry in the news. Consider how you may even incorporate client work in the blog. Create drip campaigns with Mailchimp using the blog posts in them based where customers are on their journey map.

Numbers of Blog Relevance:

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