



E-MARKETING PLAN OF ASOS



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INTRODUCTION

In today's world, the technology world has widely created a digital age with explosive growth in the information, computer and other digital technologies. This digital age has a multiplier impact on the way companies bring value to their end consumers. This digital era has also brought upon a new wave of relationship building tools, communication with consumers and advertisement. According to Kotler & Armstrong (2010), internet is connecting users around the world with each other. The internet has brought in changes in the way the businesses are conducted. Yannopoulos (2011) stated that internet is an extremely critical success factor for business organizations in today's competitive world. One of such example is of thriving online retailing that is on boom worldwide.

As Seen On Screen (ASOS) has been operating in similar market segment of online shopping industry (ASOS, 2017). This e-marketing report is intended to focus on ASOS and to provide it with information about technology and intuition to utilize trends and opportunities arising in digital media. A quick overview of the organization is given below.

COMPANY OVERVIEW:

As Seen On Screen (ASOS) is a global fashion destination with fashion related content. ASOS sells over 80,000 brands and owns several branded products that it sells through localized web and mobile experiences (ASOS, 2017). It was founded in 2000 with its first operation in London, United Kingdom and later on launched its website in Australia in 2012 (Asos timeline: from tiny startup to dressing Michelle Obama, 2014). It offers different styles of fashionable clothing and accessories at affordable prices.

ONLINE SHOPPING INDUSTRY AT GLANCE:

In Australia, the online shopping industry has experienced \$18.0bn revenue while converting \$721.3m into profits (IBISWorld, 2016). The annual growth rate of Australian online shopping industry has remained to be 16.2% over 2012-2017 (IBISWorld, 2016). There are total 47,153 businesses that operate in this industry. Out of whole online industry segment, 20.6% is held by clothing, footwear and personal accessories (figure 1 below).

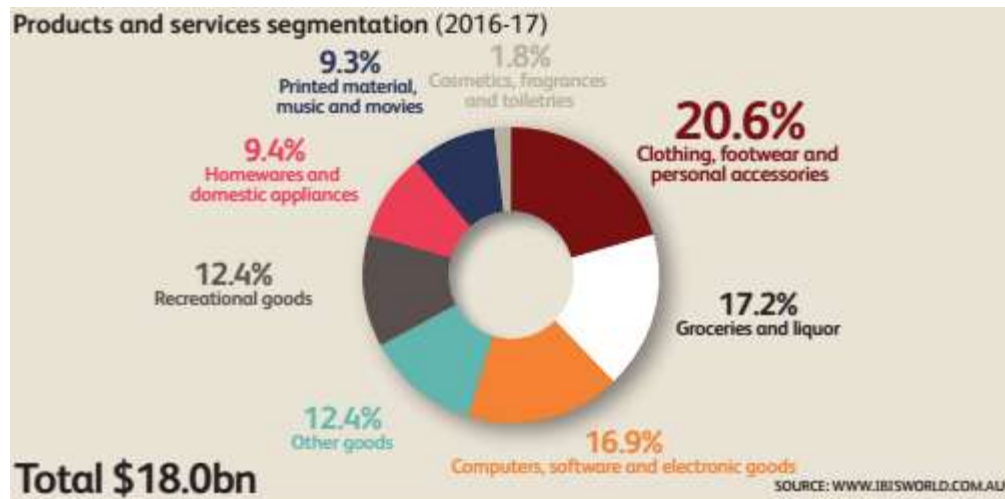


Figure 1: Products and Service Segmentation of Online Shopping

Source: (IBISWorld, 2016)

TARGET AUDIENCE:

ASOS launched its website for Australian customers in 2012 targeting “20 something” customers (Waite, 2014). The target market of ASOS is the web-savvy, regular internet users and fashionable men and women aging between 16 to 34 years who demand unique and inexpensive clothes that could be shipped to them at their doorstep.

CONSUMER PROFILE:

MEET ANNA

- 20 YEARS OF AGE
- LOVES WATCHING ENGLISH FILMS
- FAVOURITE DJ IS AFROJACK
- MAKES HER OWN APPLE JUICE
- LOVES YOGA
- CONCERNED ABOUT THE ENVIRONMENT
- FINANCIALLY DEPENDENT ON PARENTS
- LOVES HIGH STREET DESIGNERS



MARKET SEGMENT:

ASOS is operating in a niche market on online retailing and marketplace (Hammersley, 2016). A niche market is the one in which a smaller section of market segment is targeted. It consists of the small group of consumers whose needs and demands can be easily identified. ASOS also deal in a marketplace where niche retailers can sell directly to the ASOS consumers (Hammersley, 2016). By following a niche marketing strategy, ASOS is able to stretch their product offering while creating a wider proposition for engaging the target demographics.

MISSION and OBJECTIVES

Mission of ASOS is to become world's number one online shopping portal for fashion loving people.

The objectives of ASOS Australia are:

- To gain the larger Australian Clientele
- To rebrand the ASOS web as a portable one-stop shop
- TO revamp the ASOS's image as a lavish brand offering large number of fashionable products at affordable price

This e-marketing strategy report would be used for attaining the mission and objectives of ASOS through digital marketing. The most important objective of this report is to acquire traffic to ASOS web portal. The objective of this e-marketing plan is ***to increase the consumer traffic and loyalty to ASOS's website.*** The following are the main goals of this e-marketing report.

- To acquire traffic through digital marketing
- To raise awareness through buzz media by getting 2500 potential customers to talk about the brand every quarter
- To retain the customers loyalty and preference of 13.4m active consumers
- To improve conversion ratios by 10% by December, 2017
- To attract 20m unique users a month (previously at 13m a month)

KEY TACTICS

The goals will be achieved through providing:

- Platform for interactive communication with customers
- Communicating a clear brand identity

- Source of inexpensive and trendy lifestyle information

SITUATIONAL ANALYSIS

Situation analysis describes the current environment in which the business operates. It provides an answer to question where are we? It can be done through various tools like PESTLE, PEST and SWOT (Green & Williams, 1996). This study will utilize SWOT analysis for analyzing the current strengths, weaknesses, opportunities and threats faced by ASOS while conducting its business.

SWOT ANALYSIS

SWOT is a framework that is used for internal analysis of a company while delivering a resilient and consistent foundation for further analysis (Bohm, 2009). The SWOT analysis for ASOS is given below.



The strengths of ASOS are:

- Vast portfolio of products maintain consumer interest
- Use of social media for increasing awareness amongst consumers of the new and current products
- Celebrity endorsement allows the ASOS consumers to feel connected with them
- Blogs and getting to know the insiders, both strategies allow ASOS consumers to make connection with the brand on a personal level
- Operating fully online saves time and cost for achieving global expansion.
- Low cost of production as users sell merchandize
- Fashion destination for twenty something gives a marketing edge to ASOS
- Experienced with social media marketing
- Free shipping and free returns to its global consumer base
- Catwalk feature of website allows consumers to see how the product will look like while wearing
- ASOS brings consumers and sellers together on one platform for buying and selling products
- 64% growth rate outside United Kingdom (ASOS, 2016)
- 38% growth in retail sales in 2017 as compared to that of in 2016 (ASOS, 2016)
- 13.4 m active customers in 2017 (ASOS, 2016)
- +26% total revenue growth rate (ASOS, 2016)



The weaknesses of ASOS are:

- No physical store (only online shopping)
 - Shipping time differ
 - ASOS does not market itself on any offline marketing platform
 - Not well-known in Australia
- Not all cards are accepted here
 - Almost 30% of the purchases made on ASOS are returned to the company which results in additional costs to ASOS (ASOS, 2016)
 - Total cost is around 100 million pounds which is faced by ASOS due to free shipping provided by ASOS. (ASOS, 2016)



The opportunities of ASOS are:

- Expanding to other countries like BRIC and MENA market that are trade oriented markets.
 - Online retailing is also increasing and now occupies around 12% of retail sales in Australia (Chaffey, 2014).
- Digital media advertisements
 - Growing markets
 - Globalization is extending the base of retailers as they are now more able to connect with each other across the globe for growing their businesses
 - Growth in the popularity of online shopping
 - Increase in mobile usage that aids people for making more purchases from mobile platforms



The threats for ASOS are:

- Uncertain economic issues.
 - Other larger brands like Marks and Spencer, New Look and Tesco, have both physical as well as digital form of recognition due to which they also gain consumers through foot traffic as well as other online platforms.
- Dependent on internet connection
 - No or lack of television and other offline advertisement usage

- Seasons and climate factors due to different local fashion tastes as well as opinions will also impact the globalization
- Small company and HR issues as in 2012 womenswear design director, product director, head of womenswear and branded accessories manager left ASOS (Drapers, 2014).
- Some countries lack social media and internet coverage due to which social promotions do not reach them.

ISSUES IDENTIFIED

The main issues identified from reviewing the current digital marketing scheme of ASOS are several. ASOS, when compared to other main competitors, do not offer shopping credit to their customers as compared to its other competitors like Topshop, Newlook and Next (The Times 100, 2015).

The main issue identified in online marketing of ASOS is that it considerably failed to use email marketing as an opportunity for mobile that created usability issues amongst the customers. According to Alabama (2014), ASOS optimized email marketing for mobile but this optimization was not as good as that of Gap and H&M. Moreover, Rigby (2015) pointed out that due to overlapping of messages on mobile screen, high gaps in between the images and improper content led to complexity for users to read out the contents. Furthermore, Felsted (2014) insisted that due to lack of email marketing and mobile marketing, ASOS experienced reduction in online business profitability by reducing it to 18m pounds in 2015.

E-MARKETING SCHEDULE

[illegible]

MARKETING MIX STRATEGIES

PRODUCT STRATEGIES

ASOS's CURRENT PRODUCT STRATEGY

The product lifecycle depicts the stages that a product goes through over. These stages are introduction, rapid growth, maturity, saturation and decline. The marketing strategy in these stages should be different for ASOS.

- Introduction: ASOS at this stage markets its products on its website by giving out links of items directly at homepage and the weekly newsletters.
- Rapid growth: During this stage, ASOS ensures adequate stock and promote itself in magazines and newspapers.
- Maturity: At this stage, ASOS reminds people about its products online through trend features on website and newsletters.
- Saturation: ASOS markets its discounted products at sale prices at this stage.
- Decline: ASOS looks for new fashion trends and sell outdated products elsewhere in the world where time lags in fashion industry are evident.

ASOS tends to benefit from its current product lifecycle approach due to its international market share as the fashion trends tend to vary between different regions of the world. Countries do not move in similar way when it comes to fashion industry e.g. winters in UK means summers in Australia.

RECOMMENDED BCG MATRIX PRODUCT STRATEGY

Apart from using lifecycle approach, ASOS can use Boston Matrix Model as a product strategy for deciding upon the products to exile or to promote (Kotler & Armstrong, 2010). ASOS offers over 60,000 fashion and beauty trends of more than 1000 brands that includes its own labels as well as global designers and brands. The product mix of ASOS includes tops & T-shirts, blouses & shirts, dresses and jeans.

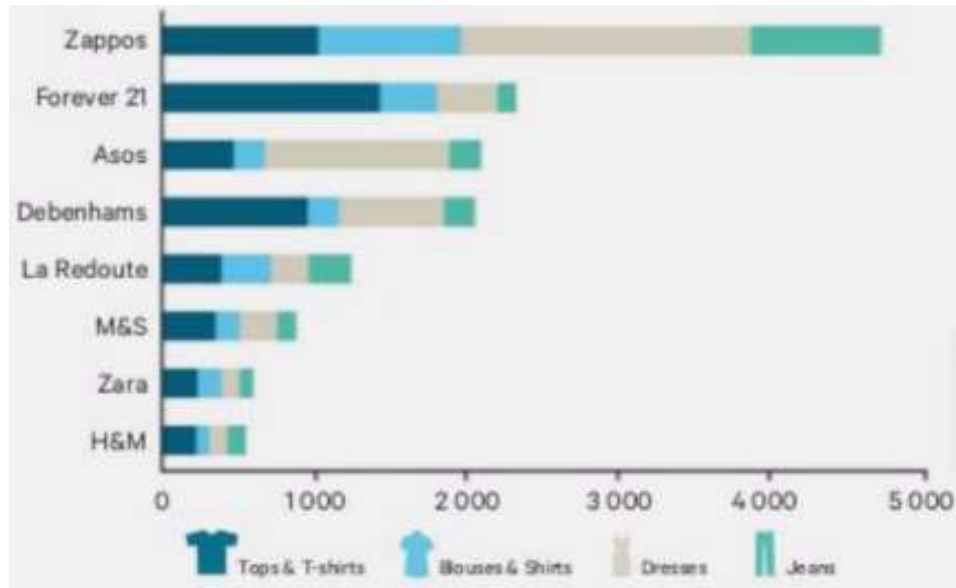
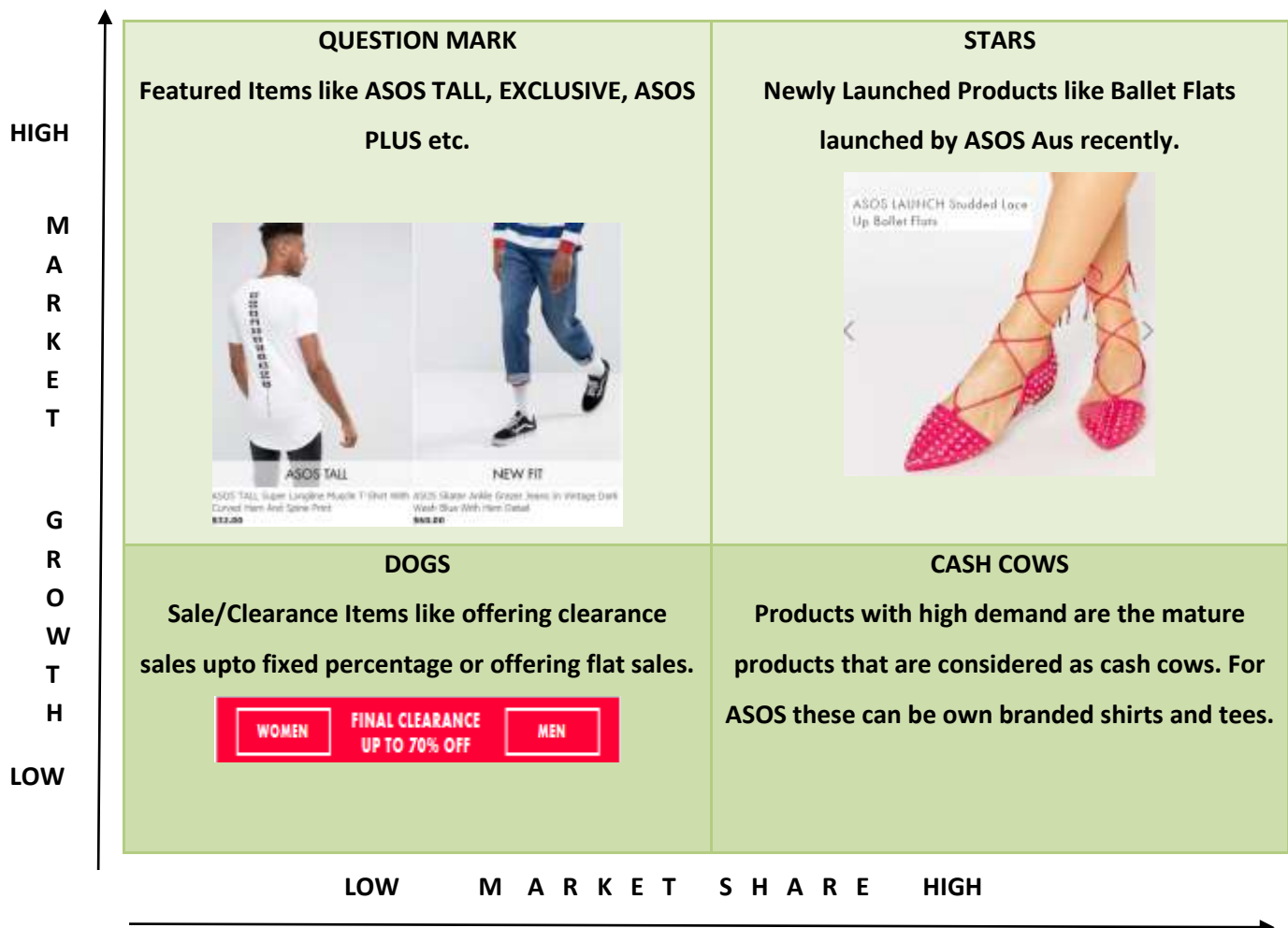


Figure 1: The Product Mix for ASOS Australia

Source: (ASOS, 2016)



Based on the BCG matrix, ASOS has four choices i.e. to build, to hold, to harvest and to divest (Kotler & Armstrong, 2010). ASOS can use this BCG matrix by converting its question mark and star products into the cash cows of the future through extending promotions. For instance, marketing and advertising its newly launched star products and featured products through social media and celebrity endorsement can convert these products into cash cows. The dogs, the products with low market share and low growth, can be either removed through excessive sales, discounts, promotions and clearance options to new and existing loyal customers. The cash cows (products with high share and high growth), can be sold and the money earned from these sales can be used for developing and promoting stars.

PRICE STRATEGIES

ASOS's CURRENT PRICING STRATEGY

According to Shankar & Bolton (2014), pricing is an essential part of any retail strategy. A pricing strategy can help the companies to determine the speed at which the company can achieve its marketing objectives and aims. ASOS has been using **zone pricing strategy**. Based on this strategy, the price of products is based on the distance between warehouse and point of purchase by the buyer. The prices of branded goods are priced as they are in other departmental stores. However, its own collection is priced competitively as compared to the other high street brands. At ASOS, self-branded products are offered at minimum price of \$4 while reaching the height of \$500 (ASOS, 2016). Users can easily find number of goods at different prices. The figure below shows how ASOS uses zonal pricing for a product that is same everywhere.



Figure 2: ASOS Price Comparison in AUD at www.asos.com/au

So, the price of skinny jean on ASOS.au is AUD73.00 while the same product is available at AUD59.33 in Spain. The problem with this strategy is that it is not insured from currency fluctuations. As in 2015, ASOS Australia experienced a slip down of its share prices by around 50%. A weak Aussie dollar against British Pound made products costly for Australian buyers as they had to face 15% increase in price due to currency depreciation.

RECOMMENDED PRICING STRATEGY

Dynamic pricing strategy can work wonders for ASOS in Australia. It needs a 24/7 price monitoring system so that prices can change in response to the real-time demand and supply and other external shocks (Hirt & Willmott, 2014). Such a strategy would give ASOS a flexibility to increase or decrease the prices associated with sales in order to minimize losses and increase profits. Pricing intelligence software can scan thousands of products of ASOS while decreasing the burden of manual tracking of prices. AMAZON is already using this strategy and has experienced improvement in its gross margins by 10% in 2016 alone (Snyder, 2016).

PROMOTION STRATEGIES

WHAT ASOS IS DOING FOR PROMOTION IN AUSTRALIA?

ASOS uses multiple platforms for distributing its viral videos to consumers. Social channels are used reflecting ASOS's belief that consumers utilize various platforms. At ASOS, the content is especially optimized for tablets and mobile phones (ASOS, 2016). Due to these multiple platforms, ASOS has become interactive, immersive and boundless. The greatest victory of ASOS lies in its free returns and free delivery that helps in differentiating ASOS and putting pressure on its rivals. ASOS has never advertised itself in magazines or TV (Burke, 2017). However, it has designed a special magazine for its loyal customers for raising awareness of its current and new products. This strategy of ASOS is known as above the line strategy. However, ASOS also uses the direct mail and newsletter marketing options for engaging the customers more. In order to enter the loyalty list, the customers give out their names and receive discounts (Mackenzie, 2016). This strategy is named as below the line strategy. The third strategy being used by ASOS is through the line. This consists of the aim of reaching mass audience through social media platforms. ASOS relies on this strategy as it advertises on Instagram and Facebook. Instagram users can use hash-tag feature like #AsSeenOnMe to showcase the lookout of the product on them (Mackenzie, 2016). However, in 2015, due to decrease in profits by 10%, ASOS had to cut down their marketing budget by 16%. According to current social media statistics, ASOS is the second most

visited fashion website on the planet with 19.3m social media followers (+54.4% increase in 2016 as compared to 2015) (Mackenzie, 2016).



Right now ASOS has low accessibility and low price despite of being an e-commerce and m-commerce store with no brick and mortar shops. Upon comparing with other e-retailers like Boohoo, Shopbop and Net-a-Porter, ASOS was found out to be revolving around average price point of \$610 as compared to Boohoo's \$38 and Net-a-Porter's \$14400 (Mackenzie, 2016). The accessibility is measured through number of countries in which e-retailer ships. ASOS ships to 140 countries while Boohoo ships to 225 countries. Currently, ASOS has its marketing office in Sydney apart from New York, Berlin and Paris. The recommended e-marketing promotional strategy is discussed below.

E-MARKETING PLAN FOR ASOS AUSTRALIA

There are six main types of digital media channels including search marketing, online partnership, social media marketing, opt-in-email, interactive adverts and online PR.

- **Search marketing:** It includes search engine optimization, paid search, pay-per-click and paid for inclusion feeds (Kotler & Armstrong, 2010)
- **Online PR:** It includes media alerting, brand protection, community participation and publisher outreach (Kotler & Armstrong, 2010)

- **Online Partnership:** It includes affiliate marketing, sponsorships, co-branding, link-building and widget marketing (Kotler & Armstrong, 2010)
- **Social Media Marketing:** It includes viral campaigns, consumer feedbacks and audience participation (Kotler & Armstrong, 2010)
- **Interactive Ads:** It includes sponsorship, Ad networks, contra-deals, Google Ads, Facebook Ads and behavioral targeting (Colborn, 2012)
- **Opt-in-email:** It includes e-newsletters, e-magazines, co-branding and house list e-mails (Colborn, 2012)

SEARCH ENGINE OPTIMIZATION

In SEO strategy, the six heading elements are used from H1 to H6 with no constrained headings order (Hennig-Thurau, 2010). These headers tags can aid in SEO efforts. ASOS can utilize the H1 tags on its landing pages for each of its product line. For example using SHIRTS & BLOUSES as H1 with a nice introductory paragraph written for users and wrapped in <p> tags can quicken the SEO effort (see figure below for clear view).

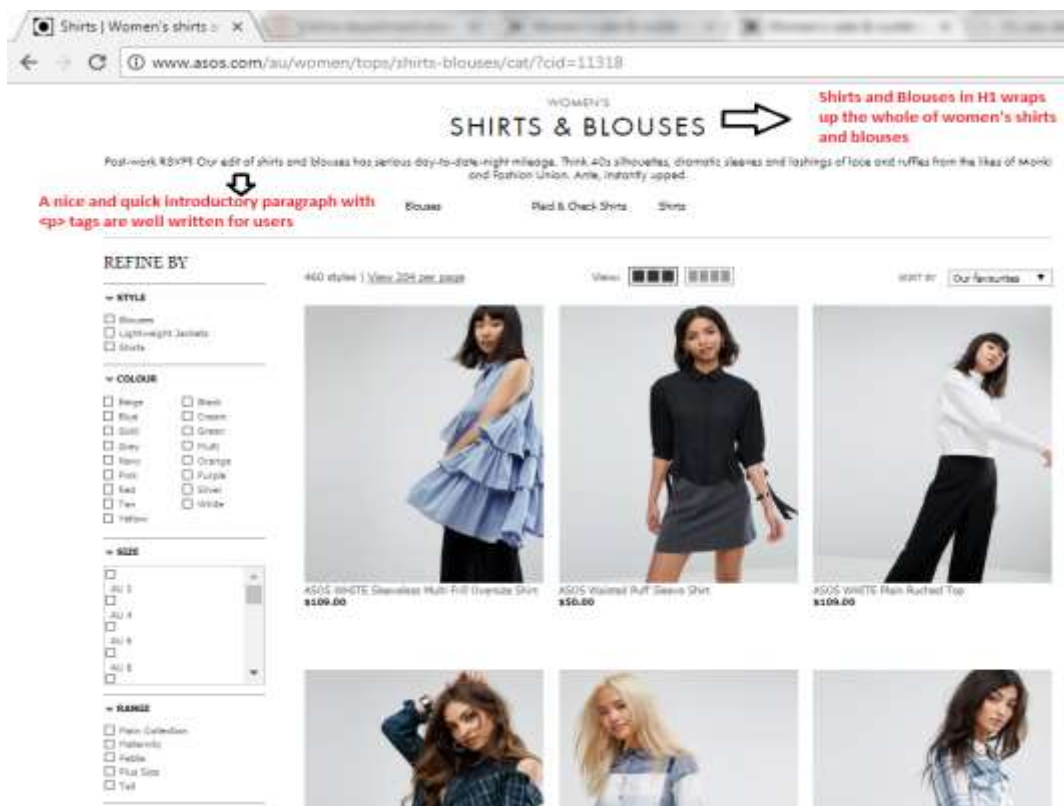


Figure 3: SEO Example

Source: (ASOS, 2017a)

PRODUCT PAGE AND BRAND OPTIMIZATION

ASOS has been neglecting its internal link titles. Internal linking should not be overlooked as it is very beneficial and is often ignored by many retailers with online businesses like ASOS.

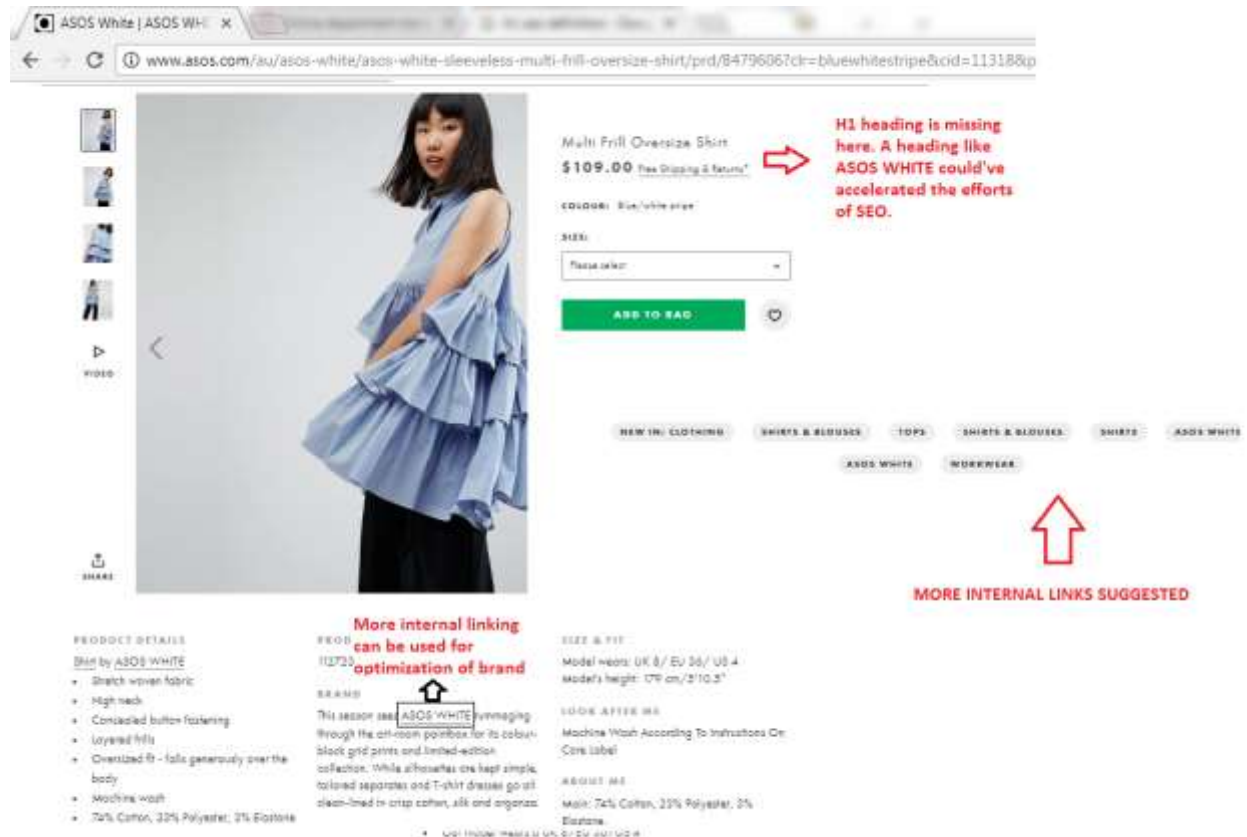


Figure 2: Product and Brand Optimization Example

Source: (ASOS, 2017b)

PAY PER CLICK (PPC)

ASOS can utilize PPC along with SEO strategies (Kritzing & Weideman, 2013). PPC adds a relevant text ad along with a company's page link that is displayed on the SERP when the user of any search engine types or ads any particular phrase on search bar (Kritzing & Weideman, 2013). Each click on a link is associated with a fee along with the amount bid per click. It aids in attracting consumers on website to make a purchase.

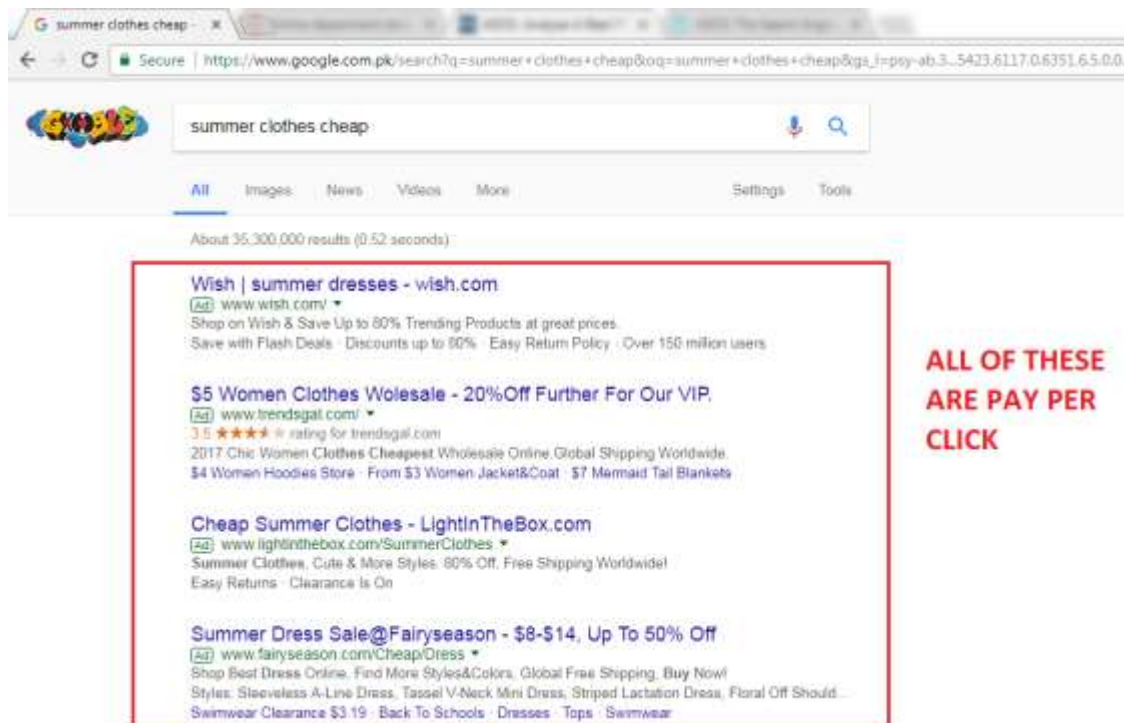
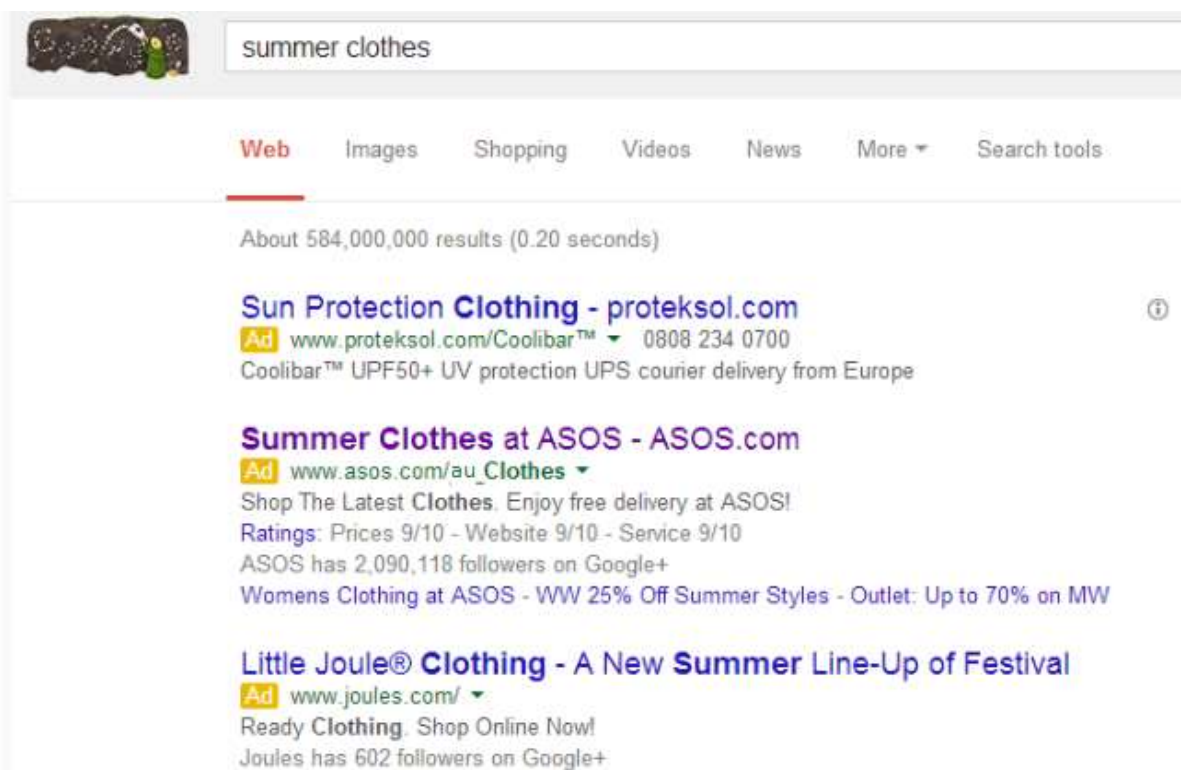


Figure 3: Pay Per Click Examples

This is how ASOS would look like by using PPC to ensure enough traffic towards Australian ASOS website.



SOCIAL MEDIA

ASOS can use Facebook and Twitter platforms for engaging customers and provoking them to participate in upcoming events, pop-up shows and trunk shows (Smedescu, 2013). Outreaching the prospective clients and interacting with meaningful contributors to the industry can be beneficial. Facebook and Twitter are both B2B and B2C platforms that are improving the conversation strategy while giving special tools like Facebook ads for B2B marketers (Mangold & Faulds, 2009).

Building fan base, capturing leads, sharing engaging content like speeches, interactive videos and other activities can be great for ASOS (Mangold & Faulds, 2009). However, ASOS has following profiles on social media i.e. ASOS Instagram, ASOS Twitter, ASOS Pinterest and ASOS YouTube. It can add ASOS Menswear Instagram, ASOS Womenwear Instagram, ASOS Tumblr, ASOS Google Plus and ASOS Snapchat in its social media tools. ASOS can make it more personalized for Australian customers by adding trending stories like #AsSeenOnAustralian ASOS Australian Women ASOS Australian Men etc. The picture below is taken from ASOS twitter account for its personal fan base with trending story of #AsSeenOnMe. A parallel trending story of #AsSeenOnAustralian can also be added to it.

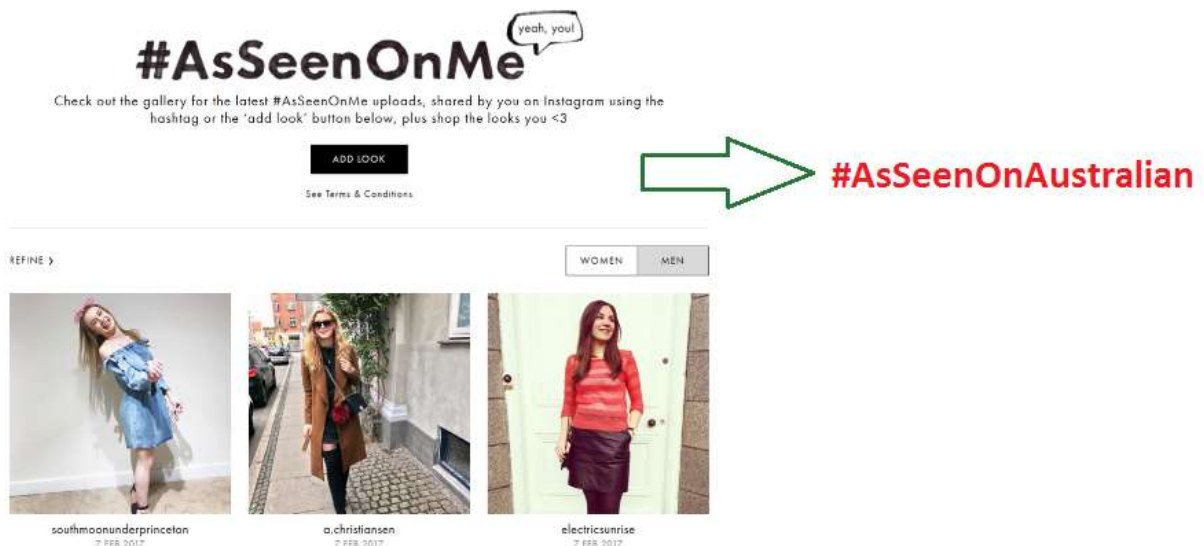


Figure 4: Hashtag Twitter Account of ASOS

ONLINE EVENTS

ASOS can utilize various events while incorporating it into its online existing e-marketing techniques.

Event marketing can aid in building image and interacting with customers (see figure below).

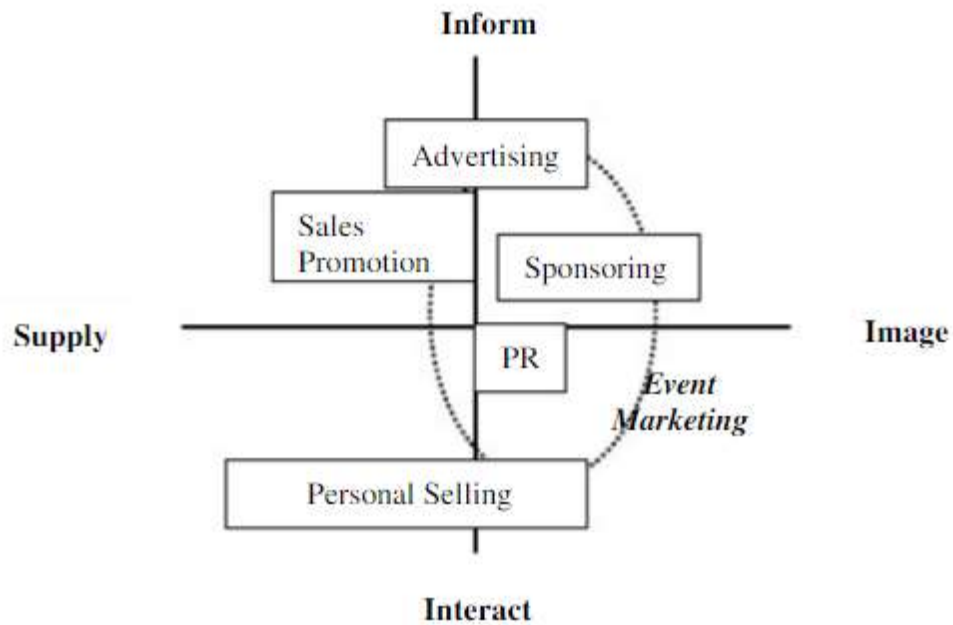


Figure 5: Online Event Marketing

Source: (Mangold & Faulds, 2009)

Since, ASOS does not hold a brick and mortar shop for its customers, so it can organize some events online to engage with its customers and build image of its brand. Few of the events are suggested below. Event organization and hosting would be coupled with opt-in-emails marketing, social media marketing and interactive ads. Through e-newsletters, Facebook advertisements, contra-deals and sponsorships, ASOS will be using all of the best marketing tools in order to engage and interact with its existing, new and potential customers while building image of its brand in Australia (Chaffey, 2014).

ONLINE TRUNK SHOW

Event Date: October 28th, 2017

Email Subject Line: **"SPRING IT UP!"**

Messaging:

- Enter the show online to win a free handbag online from our Favorites.
- Be the first to scroll through and preview our first spring look-book.
- 1 day online event.
- Brands include: ASOS White, ASOS, BOOHOO, NewLook, Nike, RiverIsland and Weekday
- Proceeds will be donated to Be Uplifted Inc. Breast Cancer Charity

Highlighted Merchandize:

Basics and Branded exclusive lines including:

- Jumpsuits
- Swimsuits
- Tees
- Poppers
- Maxi Dress
- Pleated Wraps
- Tulles
- ASOS Curves
- Military Exclusives



Promotion Tools:

- Trending stories #comefirstASOS #SpringitupASOS #SpringfirstlookASOS
- Emails
- Facebook and SnapChat

ROI Tracking Mechanism

- Raffle online tickets entry
- Promo codes emailed for discounts

Budget:

- \$4000 (designing and mailing lists)

VINTAGE ONLINE DESIGNER CONTEST

Event Date: Semi Annually (Expected Date July 2018 and Jan 2018)

Email Subject Line: **"NAME AND CLAIM THE VINTAGE DESIGNER BAG!"**

Messaging:

- Owning a vintage handbag was never this much easy. Guess the name of designer of this bag and win a clutch/tote/sude/backpack from the same designer.
- Visit www.asos.com/au to enter the contest.



Highlighted Merchandize:

- Vintage boutiques and independent labels including CK, Fendi, Liz Claiborne, Head Champion, C&A and Converse.

Promotion Tools:

- Email
- Facebook, Twitter and Snap Chat
- Website
- Vintage Blogs partnering with www.frankie.com.au/tag/bags, www.melbournegirl.com.au and www.gracefullyvintage.com.au
- Google Adwords

ROI Tracking Mechanism

- Email submissions
- Site traffic tracking monthly
- Engagement across social media

Budget:

- \$1000 for developing a mailing list

AN HOUR OF STYLING SESSION HOSTED BY CELEBRITY

Event Date: September 28th, 2017 and March 4th

Email Subject Line: **"JOIN BECKY COOPER FOR AN EXCLUSIVE SPRING STYLING LOOK!"**



Messaging:

- Private styling session is limited and requires invitations.
- Live video of styling options will be available for whole day.
- Visit website to reserve your spot today.

- Online submission of styling questions of which some of them will be randomly selected and answered.

Highlighted Merchandize:

- Cardigans, dresses, beachwear, accessories, shoes, jumpers, jumpsuits, leggings, nightwear, skirts, jackets, sunglasses, playsuits and tops.

Promotion Tools:

- Website
- Direct mails
- Social media i.e. Facebook, twitter and snap chat.

ROI Tracking Mechanism:

- Emails submissions
- Monthly site traffic
- Logged on viewers of online shows
- Engagement across the social media websites

Budget:

- \$10,000 including payment to Becky Cooper, designing and mailing list

RUNWAY ONLINE SHOW

Event Date: December 30th 2017/ 20th February 2018 and June 30th, 2018

Email Subject Line: "SPRING AND FALL RUNWAY SHOW"



Messaging:

- Live video of the runway event
- Complementary styling consultation
- Runway inspired looks tips

Highlighted Merchandize

- Runway inspired men and women

Promotion Tools:

- Social media
- Website
- Emails

ROI Tracking Mechanism:

- Logged on viewers of the online show
- Engagement on social media website
- Monthly website traffic
- Email submissions

Budget:

- \$1000 (mailing list)

STUDENT APPRECIATION DAY

Event Date: 15th August, 2017 and 5th April, 2018

Email Subject Line: "BECAUSE WE LOVE YOU OUR STUDENTS"



Messaging:

- Registration required for receiving online discount
- 1 day sale
- 25% extra off on all merchandize with valid student ID card and number

Highlighted Merchandize

- Online merchandize

Promotion Tools:

- Social media
- Emails
- Website

ROI Tracking Mechanism:

- Store traffic
- Online registrations
- Discounts applied
- Monthly website traffic

Budget:

- \$500 for designing the advertisements and mailing lists

COSTING AND BUDGET

PROMOTIONS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
	VINTAGE ONLINE DESIGNER CONTEST	RUNWAY ONLINE SHOW	AN HOUR OF STYLING SESSION HOSTED BY CELEBRITY	STUDENT APPRECIATION DAY	CLEARANCE SALE	RUNWAY ONLINE SHOW	VINTAGE ONLINE DESIGNER CONTEST	STUDENT APPRECIATION DAY	AN HOUR OF STYLING SESSION HOSTED BY CELEBRITY	ONLINE TRUNK SHOW	CLEARANCE SALE	RUNWAY ONLINE SHOW	
Website	\$100	\$100	\$100	\$200	\$300	\$100	\$100	\$200			\$300	\$100	\$1,600
SEO Campaign	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
PPC	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Email Campaigns													
Designing	\$300	\$700	\$150	\$100		\$700	\$300	\$100				\$700	\$3,050
Listing	\$400	\$300	\$250	\$50		\$300	\$400	\$50				\$300	\$2,050
Social Media													
Facebook			\$700	\$50				\$50					\$800
Twitter			\$200	\$25				\$25					\$250
Snap Chat			\$300	\$25				\$25					\$350
Blogs													
www.frankie.com.au/tag/bags	\$150						\$150						\$300
www.melbournegirl.com.au	\$50						\$50						\$100
www.gracefullyvintage.com.au	\$100						\$100						\$200
Other			\$8,400										\$8,400
TOTAL MARKETING BUDGET	\$1,250	\$1,250	\$10,250	\$600	\$450	\$1,250	\$1,250	\$600	\$150	\$150	\$450	\$1,250	\$18,900

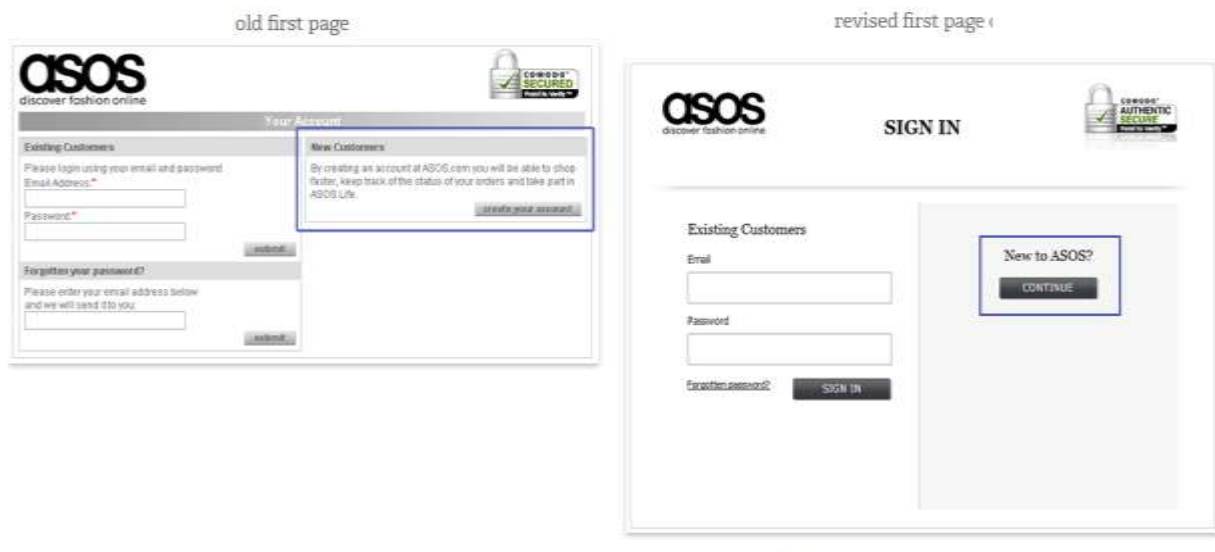
TECHNICAL ISSUES

CONTENT AND SEARCHABILITY

According to Scarano (2016), the content and search ability of ASOS is great as it maintains the top spot in Google's top performing apparel seller. Due to its rich search engine optimization system, ASOS holds high with easily searchable keywords, excellent product range, best optimization on-site and social media branding (Scarano, 2016). Moreover, it has a high domain authority of 83 with largest number of sites which directly links up with ASOS direct platform.

REGISTRATION & LOGIN SECURITY

Charlton (2016) reported the decision made by ASOS to eliminate the guest checkout option as “shocking”. In order to check-out the cart successfully, the buyers are forced to register first. The login screen was also changed after the lengthy split testing. In the previous version, customers were told on the login page about inability to checkout without registering. However, this induced the customers to abandon the website at this stage. ASOS now has only one button of “new to ASOS” that mentions nothing about the mandatory account creation before checking out (please see pictures below) (Charlton, 2016).



Forcing people to register before buying anything can be a huge barrier to successful conversion as many competitors of ASOS offer a guest checkout option which it has abandoned (Charlton, 2016). This strategy did reduce the abandonment but customers had to register essentially. ASOS has added a social

media touch with its signing in options where customers can register via social media platforms. This is a tricky yet a good step as ASOS will be able to connect with customers from their social profiles. The technical issue here is that customers need to authorize ASOS for using their social media profiles for its purposes. Moreover, customers cannot still go ahead without entering email, date of birth, payment details and address. Hence, the workload of registering and logging in is still there (Charlton, 2016).

AUTORESPONDERS

ASOS does not have auto responders when it comes to managing their Facebook account. Many of the clients faced issues on social media website where an auto-responder could've worked better than replying the customers independently (Leu, 2016).

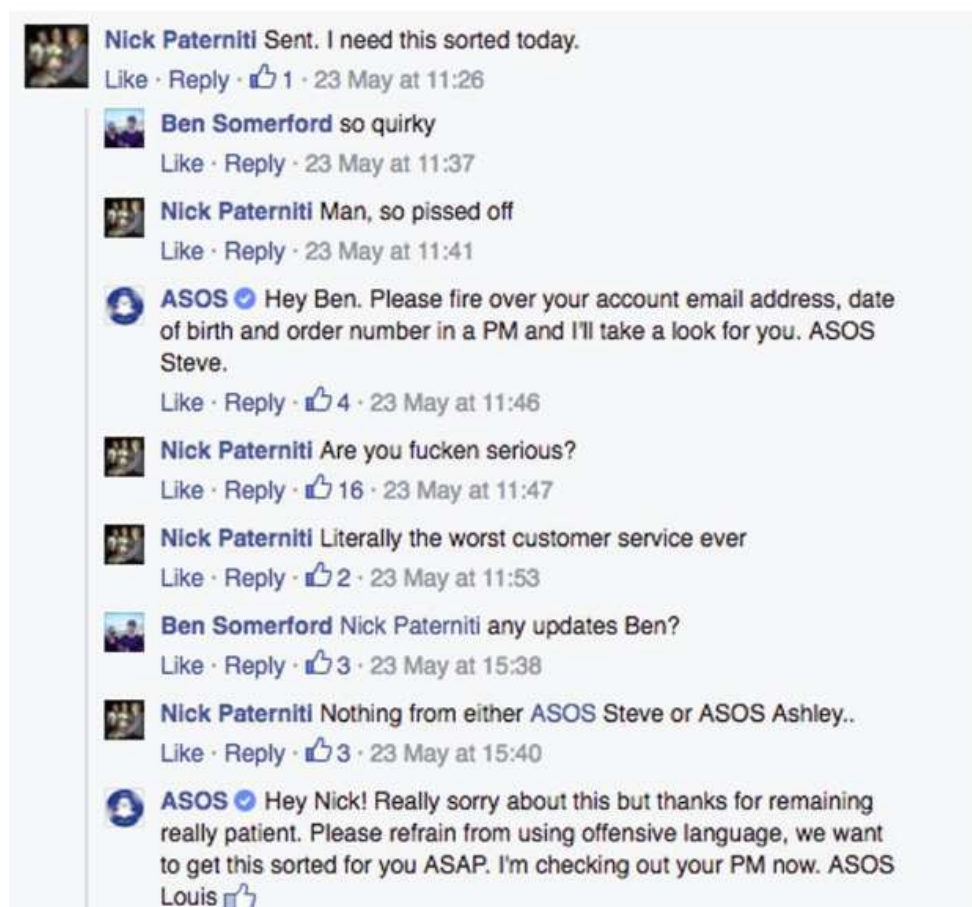


Figure 6: Social Media Disputes


Source: (Leu, 2016)

ORDER FORMS AND FEEDBACK FORMS

ASOS does have order form and product return forms which are required to be filled up by the individual customers in order to place an order or returning the products (ASOS, 2017c). The form is really great in which feedback and order return information is all summed up in one single form. However, it does require order number and order date precisely. Moreover, the orders are returned for free by the customers by filling up the online order form.

CREDIT CARD TRANSACTIONS

Although payments are welcomed from credit and debit cards but the major issue is with all transactions being in Great Britain Pound (GBP). Currency conversions are only calculated by the banks and card issuers with a conversion fee (ASOS Help, 2017). Upon research, many of the clients were found out to have credit card payment issues. Most of the complaints were due to processed transaction that was missed by the merchant.



Community Manager

ANSWER

Re: Pending Trasaction - ASOS

Posted by RebeccaM 17-09-2013 09:43 AM

6,489 Views


Hi Tarryn,

From what you have described to me, it sounds as though ASOS have processed the transaction and then had an error immediately afterwards. This may cause the processed transaction to be missed by the merchant.

If ASOS do not process the payment entirely, the funds will be available in 10 business days. If you require these funds urgently, you can request ASOS to send us authorisation to remove these pending transactions.

To do this, they will need to send a fax on their company letter head requesting for the funds to be manually removed, along with the details of the transaction (your name, account number, amount, etc.). They need to send this via fax to +61 2 9009 0605, and our Credit Card Authorisations department will remove the transaction within 4 hours (available 24/7).

I hope this helps!



Buddy

Options

ANSWERED

Pending Trasaction - ASOS

Posted by Tarryn 16-09-2013 03:21 PM

6,500 Views

Hello,

I was placing an ASOS order and had insufficient funds in my account so it was cancelled. I then transferred the funds across and replaced the order. The ASOS app froze, so I had to restart and placed the order again, unbeknownst to me, the second order had been successful.

I cancelled the second order and the third never processed as the funds were insufficient due to the second order being successful.

ASOS have confirmed that there are no orders in place for my account, however the funds are still 'pending' in my netbank account and have been debited.

When will I get these funds back? There are no orders in place for ASOS, so why was my money taken and where is it?

Any help would be great - I know this is a bit of a long winded story.

Thanks

MONITORING E-MARKETING TOOLS

The control on e-marketing strategies is done through proper monitoring. Techniques used to assert control on the e-marketing strategies are traditional as well as novel. The traditional technique involves marketing research in order to obtain the views and opinions of the customers. Whereas, novel techniques include a thorough analysis of log files obtained through webserver which are able to monitor the achievement of company's objectives (Scotland Food & Drink , 2016).

SOCIAL MONITORING:

ASOS can implement social monitoring e-marketing strategy. This involves tracking online brand on a day to day basis for PR, engagement and operations. It is a continuous process and can enable ASOS not only reporting on conversation volumes but also responding to various promotional events (Scotland Food & Drink , 2016). This type of monitoring is strategically more viable and can be used by ASOS for planning of campaigns, development of new product and improvement of online experience.

WEB ANALYTICS:

This type of monitoring involves collecting as well as analysis of data that is related and relevant to the visitors of the business website (Cain, 2013). ASOS can benefit through web analytics as it provides critical insights for example the opportunity of taking a look at the popular pages and the extent of time that is spent by customers on them. Web logs are also able to track down what the customers are searching on the web and hence are a successful tool for the e-marketer in order to analyze the mind of the website visitors (Cain, 2013).

EVALUATING E-MARKETING TOOLS

Continuous and uninterrupted evaluation can aid the marketing team of ASOS to keep their focus on the introduction of new goals in order to effectively achieve their objectives (Sheth & Sharma, 2014). ASOS can evaluate its e-marketing strategies through a number of techniques.

UNIQUE VISITORS

One of the best indications for the ASOS website's overall traffic is the analysis of unique visitors. The unique visitors refer to the individuals who have been visiting the business website in a given span of time (Sheth & Sharma, 2014).

PAGE VIEWS

Page views refer to the number of individual pages that the online visitors click in a given span of time. The rule of the thumb is that if the unique visitors are less than your page views then the content on your website seems engaging for your audience (Forbes, 2014).

SEARCH ENGINE TRAFFIC

Search engine traffic is explained as the extent of traffic that is referred to a specific site through various search engines such as Google and Bing (Forbes, 2014). This number will provide for an effective indication that what extent of traffic is attracted to ASOS's webpage through search optimization.

BOUNCE RATE

Bounce rate is explained as the number of individuals visiting your page and then immediately leaving. Bounce rate of around 40% is considered within the limits but anything above that would show that the content on your website is not appealing for the visitors (Forbes, 2014).

GOOGLE ANALYTICS

Google analytics is a powerful tool that can be used by ASOS to evaluate its e-marketing strategies (Sheth & Sharma, 2014). Google Analytics can allow ASOS to closely monitor its website and analyze huge amount of data not only on the individual page level but also on the aggregated level. It might prove to be helpful in closely analyzing the performance of specific contents on the website.

SOCIAL MEDIA

The following on social media such as Twitter, Facebook and Snapchat might also prove to be beneficial in evaluating the e-marketing strategies of ASOS (Sheth & Sharma, 2014).

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