Weber State University Bachelor of Integrated Studies Program

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Project Title: Content Marketing and E-Commerce in a Multimedia Driven Society / ShowGuppy.com

Brief Summary of Project:

The web site, showguppy.com, an e-commerce web site dedicated to furthering the knowledge of and the selling of fancy guppies and supplies, was created. This web site provides information on breeding, genetics, shipping, nutrition and how to purchase fancy guppies. Supplementary to the web site, I have created the aesthetics and substance associated with it including; logos, promotional videos and tutorials, along with an e-mail marketing campaign and social media presences. These aforementioned items serve as content, driving customers to the web site while simultaneously establishing a relationship between customers and the brand. I intend to utilize this web site and its peripherals to create a viable business which will generate income while simultaneously furthering the knowledge and adoption of breeding fancy guppies.

Area of Emphasis 1:   Marketing

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Area of Emphasis 3:   Multimedia

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<u>Content Marketing</u>

       The advent of the Internet instigated a revolution in the business world allowing for a more diverse marketplace in which channels of trade became accessible to the public. No longer were consumers restricted to purchasing products by traditional means such as brick-and-mortar stores. They now had the ability to communicate, learn about and purchase items from individuals and corporations around the world.

       With the plethora of merchants permitted into the marketplace, it quickly became saturated. Businesses needed a way to differentiate themselves from the competition and understood that lower prices were often unattainable on this new global scale of commerce.

       Businesses promptly realized that even with this new-found wealth of information available to the masses, the quality was often poor and not useful. They realized that providing worth-while informational material relating to their products in conjunction with quality products and services resulted in not only higher sales volumes but an enhanced brand affinity as well.

       This idea of providing quality relevant information has become popularly known as "content marketing."

       "Content marketing is creating your own valuable, relevant and compelling content to position yourself as the true industry expert. When you do that, your prospects and customers trust you more and are more willing to buy from you. It's almost like becoming the media company for your industry, but instead of selling advertising against your content, you are engaging customers with the belief that they will buy more of your products and services from you or create a better opportunity to keep them as customers. Content marketing can take many forms, like custom printed magazines, advertorials, white papers, print newsletters and even webinars and web content," (Pulizzi, 2012).

       Though exactly where the term "content marketing" was coined is ambiguous, it began to be widely used in the late 1990's and is currently the trendy, borderline cliché phrase. The idea of content marketing has become synonymous with the internet as a medium; however its origins predate the internet by more than a hundred years.

       According to Wikipedia, some of the earliest notable content marketing strategies include John Deere's magazine "The Furrow," which provided information to farmers on how to become more profitable, published in 1895. In 1900, Michelin developed the Michelin Guide, which offered drivers information on auto maintenance, accommodations, and other travel

tips. And even Jell-O salesmen went door-to-door distributing their cookbook for free in 1904, touting the dessert as a versatile food (Wikipedia, 2014).

The idea of content marketing is the opposite of the traditional "interruption marketing." Interruption marketing refers to the act of placing promotional pieces in places where an individual must look at them in lieu of their prior activity. This is traditionally done on television and radio programming where the content being consumed is postponed and replaced with commercials.

"Interruption marketing is giving way to a new model that I call permission marketing" (Taylor, 1998). Content marketing, or permission marketing as William Taylor calls it, allows people to seek information that is pertinent to them instead of being shown a predetermined advertisement.

The marketing industry as a whole has moved away from pure interruption marketing towards more content marketing as people have become desensitized to advertising. People now routinely ignore advertisements they are presented; they fast-forward through commercials, ignore billboards and throw direct mail in the garbage. The best way to reach people now is to provide worth-while information on things they care about.

"As people limit the ways in which they are exposed to traditional interruption based marketing, and with the ever-increasing amount of information available on the internet, more and more consumers are heading to a quick internet search as their first step in finding a product or service that they may be interested in" (Huber, 2014). In regards to messages, Adam Singer says, "why not put them in front of users seeking them out instead of interrupting during more personal moments?" (Singer, 2012).

While the instruments for disseminating content marketing have changed and varied dramatically over time, the concept has remained the same, to create valuable, relevant and compelling content that engages your customers.

Public Relations

Public relations is the influence of the culmination of each consumer, purchaser, individual and stakeholder which makes up the generalized public and whom control the comprehensive sentiment of an organization, business or person.

According to the Public Relations Society of America (PRSA), public relations is defined as "a strategic communication process that builds mutually beneficial relationships between organizations and their publics" (PRSA, 2014).

The term "*public relations*" is intrinsically ambiguous and has a multitude of facets which must be heeded in order to be successfully implemented.

Due to the ambiguity of the term "public relations," its history is debatable, though it is widely accepted that public relations as a form of profession began in the early 1900's. Spearheaded by Ivy Lee and Edward Bernays, who are often referred to as the originators of modern public relations, it quickly grew into a "reputable" profession.

"We somewhat arbitrarily place the beginnings of the public relations vocation with the establishment of The Publicity Bureau in Boston in mid-1900," explains Scott Cutlip, "The origins of PR cannot be pinpointed to an exact date, because it developed over time through a series of events" (Cutlip, 1994).

Many early public relations endeavors dealt with reforming poor public image of large corporations. "Most PR efforts in the US at the time were damage control," stated Stuart Ewen (Ewen, 2008). Many of the pioneering events which led to widespread recognition of public relations as an occupation dealt with corporate scandals which lead to criticism and its practitioners being referred to as "spin doctors."

In Edward Bernays' book "*Propaganda*," published in 1928, he states, "The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society."

Ivy Lee published a "Declaration of Principles," which said that PR work should be done in the open, should be accurate and cover topics of public interest (Plessis, 2001). He developed the modern press release and the "two-way-street" philosophy of both listening to and communicating with the public.

The role of public relations in conjunction with a content marketing strategy is of pivotal importance to the user experience in an e-commerce web site. Public relations originally began as a means to deal with negative reputations and crisis management. It has recently evolved into a way of building relationships with customers to establish an affinity with said brand.

Companies are now engaging their customers in friendly conversation and interactions on social media platforms. Often times this is coupled with the previously mentioned content marketing strategy. The content created should be predominately value oriented with only a small proportion dedicated to sales.

"80% of your publishing should be devoted to the helpful valuable kind of content you create with your clients firmly in mind, and the remaining 20% should be your sales content" (Jefferson, 2013). Most of the content created should educate and engage the customer in the

hopes of establishing a relationship so when they decide to purchase they remember who helped them in the past.

It has become commonplace for businesses to halt their individual consumer relations efforts after a transaction has occurred. After a transaction has occurred is the best time for a business to establish a relationship with the consumer. This is often referred to as relationship marketing.

Relationship marketing focuses on developing long-lasting relationships with clients to secure sales well into the future (Brown, 2014). Transactional marketing is focused on the single objective of making the sale. Relational marketing strategies offer a higher yield of return on investment over time than strictly transactional strategies do.

According to Urvashi Pokharna, every 5% increase in customer retention can increase a company's annual profits by as much as 125%, while simultaneously leading to a reduction of 10% in marketing costs. An existing customer will spend 33% more than a new customer to buy your product/service. Most businesses spend as much as 80% of their budget for marketing expenditure to attract new customers (Pokharna, 2011). By attaining more loyalty and subsequently higher retention rates in customers, businesses achieve increased profitability.

By adhering to the ideologies set forth in Ivy lee's "Declaration of Principles," one can assure a mutually beneficial relationship between an organization and the public. This will lead to an enhanced probability of profitability in both monetary and societal aspects for your organization.

Multimedia

Multimedia is the use of more than one medium to express communication. This allows for a more in depth interaction between the communicator and the recipient. When various media work synergistically, they create an experience that enhances the receiver's involvement and affinity towards the source.

The term "multimedia" dates back to the late 1960s, coined by musician and entrepreneur Bob Goldstein while promoting his event LightWorks at L'Oursin, a club in Southampton, New York. L'Oursin was described by one New York Magazine writer in 1968 as "an experience that wraps restaurant, discothèque and light show into one organic entertainment" (Zuras, 2010).

This event was one of the first notable uses of multimedia in the sense that we know it today. It truly integrated multiple mediums creating an interactive environment and experience for the audience.

Many of the first truly interactive multimedia experiences revolved around artwork. "Artworks had almost always been "viewed" by viewers; the viewer passively received (and tried to perceive) the work and its message, but was not part of the art-making process" (Zuras, 2010).

"We view paintings," said Dick Higgins, a British artist, "What are they, after all? Expensive, handmade objects, intended to ornament the walls of the rich, or through their munificence, to be shared with large numbers of people and give them a sense of grandeur. But they do not allow of any sense of dialogue."

By allowing the user, or customer, to become actively involved in the method used to disseminate a message you ensure enhanced participation and a deeper level of understanding. This is true of not only art and entertainment but of any product or service.

Matthew Zuras (on interactive media) states, "it wasn't until digital technology entered the picture - as computers, digital video cameras and projection tech became cheaper and more ubiquitous - that it became a distinct medium in the mid- to late 1990s."

Multimedia has application in various fields including; art, advertising, entertainment, business and education. As the aforementioned quote articulates, it allows the audience to actively participate in the process and thus enhances their experience.

With the use of the internet becoming increasingly prominent for information searches, entertainment and shopping, people expect it to be a seamless experience. They expect quality information in conjunction with interactivity and involvement.

Multimedia in terms of internet sites may include the implementation of videos, pictures, sounds, text or social media as well as the design interface and overarching user experience. On e-commerce web sites utilizing various forms of media such as these will increase the connection between purchaser and vendor.

The infancy of the World Wide Web (WWW) contained a static and boring text based experience great for parlaying information but did not yield a great medium for commerce. As it developed and integrated more media, it became a viable alternative to the traditional modes of exchange.

"The internet is one of the most profound and influential technical accomplishments of the twentieth century. It embodies many revolutionary ideas not the least of which is the

discovery that a global infrastructure can evolve in an organic fashion from the loosely coupled efforts of many individuals and organizations," says Stephen Weinstein (Weinstein, 2005).

By leveraging various sources of media and creating a multimedia experience for your customer, you allow for more personable and interactive incidences. When this is combined with the aforementioned content marketing and public relations, you will establish a rapport with your clientele and ultimately have greater opportunity for success.

Overview

Guppies were first discovered by Wilhelm Peters in 1859 in Venezuela but named after Robert John Lechmere Guppy who sent specimens of the species from Trinidad to the Natural History Museum in London (Magurran, 2005). Native to South and Central America the guppy has been introduced to many countries around the world. It was expected that the guppies would eat the mosquito larvae and help slow the spread of malaria, but in many cases, these guppies have had a negative impact on native fish populations (Kottelat and Whitten, 1996).

Guppies have been bred in captivity for more than a century due to their high yield of offspring, fast gestation periods and readily visible genetic variations which make them desirable for selective breeding. Guppy breeders often come together and form unified bodies where their respective knowledge can be shared and assessed. The International Fancy Guppy Association (IFGA), World Guppy Association (WGA) and Internationales Kuratorium Guppy Hochzuchtare (IKGH) are the three most prominent governing bodies in the guppy breeding hobby. These governing bodies often organize competitions to judge guppies with standardized criteria.

The IFGA, which began in 1966, has 16 individual clubs in varying geographic locations primarily within the United States of America (USA). It holds several competitions throughout the year and has an overall champion. Organizations such as this are essential to the advancement and longevity of the guppy breeding hobby.

My step-father, Rick Grigsby, who has a master's degree in microbiology and a deep fascination with genetics, has been breeding fancy guppies for 40 years. He has transformed his garage into a giant fish room with over three hundred tanks. He frequently enters his guppies in IFGA sanctioned competitions and has placed first many times in multiple categories. He often sells his fish to other breeders over the internet and is constantly altering his proprietary strains of guppies.

The current methods of selling, purchasing and attaining information on guppies are antiquated. The process of locating quality, reliable information is excessively time consuming and often results in contradictory or misinformation. Buying and selling is primarily accomplished through third party internet sites which do not allow for detailed descriptions of products. Information found in these marketplaces is limited and provides great uncertainty about the quality of products offered.

I have created an e-commerce web site, showguppy.com, dedicated to furthering the knowledge of, and the selling of, fancy guppies and supplies. This web site provides

information on breeding, genetics, shipping, nutrition and purchasing fancy guppies. Supplementary to the web site, I have also created the aesthetics and substance associated with it including; logos, promotional videos and tutorials along with an e-mail marketing campaign and social media presences.

These aforementioned items serve as content, driving customers to the web site while simultaneously establishing a relationship between customers and the brand. This content will serve as a call to action for customers to purchase products from the site. They will be able to learn about guppies and guppy supplies and then be directed to purchase said items.

I will utilize this web site and its peripherals to create a viable business which will generate income while simultaneously furthering the knowledge and adoption of breeding fancy guppies.

I am passionate about supporting the fancy guppy hobby and creating a sustainable business for my family. This project will provide a unified collection of knowledge pertaining to the breeding of fancy guppies and a location for my step-father to sell guppies and engage with fellow hobby enthusiasts. Ultimately I hope for the web site to become a place where all breeders sell their fish and contribute knowledge as it becomes the one single place to buy, sell and learn about fancy guppies.

Target Market

The guppy breeding community consists of a niche group of individuals who share camaraderie and an almost altruistic view on the progression of the hobby. While there is certainly a competitive environment due the nature of the hobby and its awards system, it does promote the sharing of ideas and the evolution of the hobby.

While guppy breeders are located around the world, there are concentrations of hobbyists in Western Europe, South-East Asia, Brazil and USA. Showguppy.com will be focusing primarily upon the USA market with other geographic locations on the periphery.

The average guppy breeding enthusiast is 50 years of age, of Caucasian descent, male and has an annual income of greater than $60,000. They are located within the "Generation X" and "Baby Boomer" generational cohorts. Most have families with children and live in suburban housing.

Most guppy breeders are located in a relatively older generational cohort and thus have more traditional or conservative viewpoints. This may not affect Showguppy.com politically and socially, but on an economic level it will. In order to accrue sales, the products must be

portrayed as an investment, showing the immediate value along with the long-term value associated. They are fiscally conservative, although they are relatively affluent, and there is a great need for the assurance of quality before they are willing to purchase. This is done by providing information, about the genealogy of the fish, awards won by the fish / breeders, testing and analysis, associated content and research.

Guppy breeders are classified under the late majority division of the marketing diffusion model in terms of technological adoption. Marketing diffusion states that every market has groups of customers who differ in their readiness and willingness to adopt a new product ("diffusion of innovation," 2014). These groups are categorized based upon the rate at which they adopt new products. These categories include; innovators, early adopters, early majority, late majority and laggards. For Showguppy.com's target market this means they are not at the forefront of technology and will not be using the latest means of communication. Using the latest technological fad or trend will not be a viable tool for disseminating a message to this group.

The target market is comfortable using the internet to search for information and make purchases in regards to guppies. However, an apparent uneasiness exists in the ordering process and the confidentiality of the information surrendered. The apprehensiveness incurred during these transactions are quelled by the use of trusted third party payment facilitators such as PayPal. Frequent communication and shipment tracking information also help to subside fears associated with online purchases for the target market.

Members of the IFGA often travel to and congregate at sanctioned guppy competitions where they share information and evaluate the competition. At these events members are acquainted with each other and share information on everything from breeding techniques to construction of fish rooms. These inherently social events provide a platform for like-minded individuals to collaborate and disseminate the guppy breeding hobby.

Guppy breeding is a high involvement activity with breeders devoting large amounts of time to the hobby. With this information in mind, the elaboration likelihood model can help guide the formation of messages to reach this audience. This model defines two unique processing routes, central and peripheral, in which a persuasive message can be formed. A central route is typically used for high involvement products, while a peripheral route is used for low involvement products. Therefore messages for Showguppy.com will use the central processing route because the audience is knowledgeable about, and cares about guppy breeding. This will be accomplished through articles on the site composed by experts in the guppy breeding community as well as detailed product descriptions which provide elaborate information.

Web Site

Based on the aforementioned target market's psychological and purchasing behaviors, I have created an e-commerce web site dedicated to purveying fancy guppies, supplies and related knowledge.

Showguppy.com has been secured as the domain name of the web site. This name was chosen due to "show guppy" being a common vernacular amongst the guppy breeding community. It is also a simple three-syllable descriptive name that is easily recognizable and is immediately associated with guppy breeding.

The main driving force behind attaining new and repeat customers to the web site is content marketing. It is utilized through articles and videos on topics such as, how to build a brine shrimp hatcher, genetic history of breeding lines, choosing the correct food, genetic vocabulary, how to build an automated over-flow system etc…

The front page displays the most recent and featured content from the site in an aesthetically appealing manner. A three-panel content slider displays the featured images and articles in a consistently alternating pattern. This also allows for interactivity as all the images feature hover states, and the slider is capable of manual user transitions. Beneath the slider is a reverse chronological list of blog postings. Navigation is located on the top of the page and features drop-down menus to access all content of the site including store, blog, about and home. A widgetized side bar on the right of the web site features a search bar and categorical view of posts. All of these aspects conjoin to produce an ever changing and lively experience compared to the traditional stagnant web pages of typical guppy web sites.

The web site features a fully functioning shopping cart permitting customers to add and subtract products, which include fish and supplies. The shopping cart features account capabilities allowing customers to create a personalized account for the web site. This allows them to add items to a cart, check on transaction progress and review purchase history all from different devices with the use of a user name and password.

A checkout system accompanying the shopping cart allows users to review their order, check available shipping rates using the United States Postal Service (USPS) application program interface (API) and place payment using the third party facilitator PayPal.

Using PayPal as third party payment facilitator heightens the security and confidentiality of purchaser's personal information including e-mail addresses and credit card numbers. Utilizing this system allows showguppy.com to remain detached from any personal information and fear of data being compromised through unauthorized access to the web site. For users it

gives a sense of security, as PayPal is widely used and accepted as a safe and reliable medium of transaction among the guppy community.

PayPal also offers protection from fraud on both the vendor and purchaser ends by not allowing either party to come in contact with credit card information. All of this is completed through the use of a secure sockets layer (SSL) protected web site. An SSL certificate enhances security and aids the suppression of suspiciousness in online buyers.

SSL Certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. Typically, SSL is used to secure credit card transactions, data transfer and logins, and more recently is becoming the norm when securing browsing of social media sites (Sign, 2014).

After a purchase has been made, an automated verification e-mail is immediately sent to the buyer confirming their order. The buyer is constantly informed of the progress of their order throughout every step of the process. Once the order has been shipped, a tracking number is sent allowing them to see exactly where the products are in transit.

Consistent communications with the clientele before, during and after a purchase is of the utmost importance in establishing rapport and long lasting relationships. The desired experience of showguppy.com is not that you are purchasing from a business, but that you are purchasing from an individual who shares the same passion for guppy breeding as you do.

Social Media

Due to the target market's psychographics and social media usage tendencies, showguppy.com will limit its social media outlets to Facebook, YouTube and discussion forums on the site. These forms of social media are meant to spread the content created for the site as well as stimulate conversation among the guppy community.

A Facebook small business page aptly named Show Guppy has been established. This page features posts on various topics in a more informal manner than is found on the showguppy.com web site's blog. Articles on the web site are posted simultaneously on the Facebook page as well, but this page features casual pictures and updates from the inner workings and day-to-day life of Rick Grigsby and Show Guppy.

Postings on this site include pictures of new breeding lines in development and the day-to-day processes, new products, fish room adjustments, other breeders' fish, competition

results, etc. The main intention of the Facebook page is to engage guppy enthusiasts through conversations that spark interest and provide involvement.

Through these back-and-forth dialogues (which Rick Grigsby will be facilitating), a sense of trust will be established. This trust will lead to an enhanced brand affinity and subsequently more sales and a larger customer base.

YouTube will be utilized by primarily posting tutorial videos which will accompany articles published to the web site. It will be utilized much like Facebook's commenting system to answer questions from viewers while simultaneously attracting new ones.

The level of active engagement on YouTube will be inherently low due to the target market's psychographics. However it plays a vital role in the relationship building process by providing a different visual medium to accompany articles. It also plays a significant role in attaining new customers who are searching for relevant information regarding guppy breeding.

In order to grow followership and engagement on the Facebook page and YouTube channel, Show Guppy will comment on breeder postings and pictures as well as tag individuals in its own postings. By actively participating in guppy breeder's activities such as competition results, new guppy lines and room construction improvements, more people will be exposed to the messages. Subsequently this will increase traffic to the web site and spawn interaction and sales.

On every applicable page on the web site there is a commenting system linked to Facebook which allows users to ask questions and provide information relating to the content. This provides a multifaceted approach to involve enthusiasts who desire more information on a particular subject.

Showguppy.com also features a forum for registered users (registration is free) to submit their own questions and answer other's questions. Unlike the Facebook commenting system, this presents an opportunity for people to ask any question they desire and answer in an open and unrestricted format.

One of the long-term goals for showguppy.com is for it to become an all-encompassing repository of information regarding guppy breeding. The forums, commenting systems and social media outlets provide means for contributions from the guppy community to aid in the advancement of the hobby.

E-mail Marketing

The primary means of communication between showguppy.com and purchasers is e-mail. Many of the preliminary e-mails in the buying process are automated to ensure a fast response time and immediate recognition of the purchase order. Later in the process they become more personalized as company representatives directly communicate with the consumer.

Through all purchases an e-mail address is obtained, which allows for the use of e-mail marketing to communicate promotions and events to patrons. During the purchasing process there is an option for customers to provide additional demographic information such as age, gender and income. If the customer does choose to provide this information they will be rewarded with a monetary incentive such as free shipping or a percentage off their next purchase. Collecting demographic information on the customer base will allow Show Guppy to better tailor messages and content towards its audience. By making the divulgence of personal information voluntary and sourced through an opt-in method, it will create an environment of trust between Show Guppy and its customers.

All e-mail marketing materials will be delivered through the third party source Mail Chimp. This allows showguppy.com to send large quantities of e-mails to a predetermined list of recipients. Mail Chimp also provides analytical data including delivery rates, open rates, unique clicks and unsubscribes.

The ability for recipients to unsubscribe from the e-mailing list is of the utmost importance so as to not intrude and degrade the relationship that has been established. It is also in direct violation of the CAN-SPAM Act to not have the ability to unsubscribe from marketing e-mails.

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, provides valid physical postal address of sender and spells out tough penalties for violations (FTC, 2014).

The content of these marketing e-mails will consist of a bi-annual newsletter containing a recap of a few of the most interesting articles during said time period. Twice during the year (winter and spring) a promotional piece will be sent out containing a coupon code which can be used on the web site. These coupons may consist of free shipping on orders over $100 or 10% off your next purchase. These will incentivize repeat purchases and help to establish connections between showguppy.com and patrons.

Branding

The descriptive name of Show Guppy and showguppy.com were chosen because they are easily recognizable and clearly describe the goods and services provided by the brand. Show Guppy is entirely internet based with little to no advertising budget. This name helps with Search Engine Optimization (SEO) enabling people to easily find the web site when searching for high quality fancy show guppies and information.

A logo with the acronym SG and a guppy morphing out of the G was created to symbolize the brand. In most instances the full name of Show Guppy or showguppy.com will accompany the logo to augment its understandability. As time progresses and the comprehension of the logo increases amongst consumers, it will be capable of standing on its own, unaccompanied by the full name of Show Guppy. The logo will feature differing color schemes dependent upon the medium being used. Variations of the colors include blue, orange, black and white. Use will be dictated by the surrounding colors and juxtaposition of adjacent elements.

All videos associated with Show Guppy have a brief introductory segment featuring the aforementioned logo morphing out of the text, Show Guppy. The entire video and all pictures are also water-marked with the Show Guppy logo. This will aid in creating immediate brand recognition, unifying all the components and keeping the Show Guppy brand on top of the user's mind. This also enables individuals who discover the content through organic searches to become familiarized with Show Guppy as a brand.

A large amount of visitors to Showguppy.com are expected to come from organic search results. In order to increases the selection of Show Guppy results in these searches I have implemented some optimization techniques including; key word density, header tags, inbound and outbound links, pictures, videos, word counts, alternate text, excerpts, and Google Authorship.

Google Authorship allows pictures of an article's author to be displayed in search results next to the excerpt from the page. Showguppy.com search results feature a picture of the author, resulting in a 60% chance of being viewed no matter its position in the search results (Muralidharan, Gyongyi, and Chi, 2012).

Complimentary colors of orange and blue were selected due to their light contrast and emotion evoking qualities. Blue which symbolizes trust, wisdom, confidence and intelligence is used as the primary color scheme and for the background and article title colorings of the website. Orange which represents enthusiasm, fascination, happiness and creativity is used as the alternate color for the website including button hover states and substitute link colorings.

The combination of all these elements results in a unified experience across all platforms where someone can come in contact with the Show Guppy brand. Each cohesive component contributes to the aura of quality, knowledge and the advancement of the guppy breeding hobby.

Analytics

The effectiveness of each individual aspect of Show Guppy can be measured through the use of empirical data and analytical software. The use of Google Analytics, Mail Chimp, Labs Media click heat and other third party analytical measurement devices will allow Show Guppy to determine effective and ineffective practices. This data can then be utilized to develop more beneficial and profitable marketing and business procedures.

Social media effectiveness will be measured through the traditional yet superficial means of calculating engagement as well as more in depth evaluations. The traditional means include counting views of YouTube videos, likes on the Facebook page and total comments received. These metrics are great for discerning the breadth of engagement across the social media platforms, but are not sufficient at determining depth or the quality of engagement and how those interactions correlate to sales.

To effectively track how social media involvement correlates to sales, Show Guppy will employ Google Analytics. This software allows for the tracking of which social media posts resulted in unique customers visiting the site. These visits can then be tracked throughout the web site to determine if it ultimately resulted in a sale or inquiry of some nature. Information such as this will allow Show Guppy to tailor its messages for each social media platform so as to enhance interactivity and increase sales.

Showguppy.com has been integrated with Google Analytics to provide insights into audience demographics, behaviors, technology usage, site flow and much more. Through this usage Show Guppy is able to determine the geographic locations of visitors along with their age and gender. This enables Show Guppy to adapt its marketing strategies to more precisely target its customer base. The browsers and mobile devices used to view the site are also discernable, making the optimization process inclusive of modifying pages to fit technological usage. Behavioral tendencies of customers, including how they locate the site and how they navigate or flow through pages, are tracked. Landing page A/B testing is available through Google Analytics, which allows for experimentation on the most effective page layouts. Knowledge of this information permits Show Guppy to perform SEO and redefine the navigational structure that ultimately leads to conversion.

Current data from Google Analytics indicates a broad spectrum of who is visiting Showguppy.com and their tendencies, granted it is a small sample size given the infancy of the site. In the two month time period ending April 4, 2014 there have been 170 unique visits with a 25.78% bounce rate from 14 different countries, primarily USA, using the browsers of Chrome, Internet Explorer, Firefox and Safari. Visitors were acquired through four different channels; direct 39%, organic search 30%, referral 24%, and social 7%. These visitors accessed the site through computers 85%, tablets 14% and mobile devices 1%.

E-mail marketing will be numerically analyzed through the use of Mail Chimp, which provides data on e-mails sent to large groups of recipients. Data collected through this system includes delivery rates, open rates, unique clicks and unsubscribes. A/B testing is available in conjunction with segmentation of e-mail recipients to determine the best practices in areas such as subject lines, send times and design. It is also integrated with Google Analytics to connect purchase data with e-mail contents.

The primary reasoning behind establishing analytical measurements and standardized metrics is to determine the most successful practices which in turn aid in the profitability of the company. By measuring all of these differing aspects and determining the most effective processes, Show Guppy will be able to tailor its messages and content to its target market. Carefully analyzing all of this information on a reoccurring basis will ensure the most effective practices are being implemented.

Conclusion

The concurrence of public relations, marketing and multimedia within the showguppy.com web site and the comprising Show Guppy brand has resulted in an efficient endeavor wherein guppy breeding as a hobby has been fostered while maintaining a monetary profit. The ultimate goal of this project was to create a viable business while simultaneously furthering the knowledge and adoption of breeding fancy guppies.

Currently only Rick Grigsby sells guppies and guppy related products on the web site. Expectantly more breeders will have their guppies and supplies available for purchase with Show Guppy taking a small brokerage percentage.

Showguppy.com has established a platform for guppy breeding enthusiasts to communicate and share information. The networks have been established for guppy breeders around the world to submit content to the site and have it published for fellow aficionados to review. This network of content flow will increase participation, credibility and recognition of showguppy.com amongst the guppy community.

It is the vision of showguppy.com to become the definitive location to buy, sell, and learn about guppies and the guppy breeding hobby.

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