Digital Marketing Consulting Report
LoyLap
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[CONTENT MARKETING GOOGLE DRIVE](#)

Overview

Research

Who is LoyLap and Facilipay?
LoyLap creates customised cashless payment systems; enabling Merchants to accept payments shaped to their business needs. The digital element of each transaction leads to an advanced understanding of both in store and online transactions; providing a platform for data driven customer engagement.

A software to ensure that small business can function on the capacity of larger ones. The same manner that starbucks can do loyalty app with its customers. It allows companies to perform transactions, reward customers, self checkout, and pay ahead all from the comfort of their mobile device.

Facilipay focuses on the cashless payment side of business and allows them to increase operational efficiency. Office buildings, gyms and spas, educational institutions, medical and elder care, resorts, and music festivals with larger employee pools and customer outreach are examples.

'Our products helps Small, Medium and Enterprise Businesses, to manage transactions seamlessly with the intention of growing your Business.'

Who is LoyLap's audience?
'Delight your audiences'
        What do the merchants want from their employees and customers?
Personas:
- A facility manager
- A small business owner
- The customer, frequent
- The customer/employee

Where does LoyLap stand now?
LoyLap has split itself into two entities, one that focuses on the cashless payments for a company (Facilipay) and one that focuses on the loyalty membership for smaller stores (LoyLap). The split allows for a better control of the transaction margin based on the sze and needs of the company. The bigger companies need a way to shape their payments of all types- between employees and customers- and the smaller companies need a way to entice and maintain loyal customers.

Social Media Content Audit

Reddit

Instagram
    Basic Info:
- 160 followers
- Following 221
- 73 Posts
- Tagged in 11

    Theme
- Posts about the coffee shops that use it but only one that you see 'loylap' featured in

Facebook
    Basic Info:
- Page created in 2012
- 359 followers
- 347 likes
- 1 check-ins
- Posts
- 37 photos
- 6 reviews, rated 4.3 out 5
- Mentioned and tagged by corporations and by individuals

    Topic
- Users and the loyalty cards
- Funny posts

    Target
- Push for customers and loyalty cards, shows examples and links to site

Twitter
    Basic Info
- Page created in 2012
- 1028 followers
- Following 1072
- 1503 tweets

    Topics
- Range from answering DMs to features from the company, to connections at other startup centers and events
- Tweets sporadically
- Needs to be consistent

    Target

- Partners - talking about their business accomplishments or retweeting things relevant to their service

LinkedIn
  Basic Info
  - 263 followers
  - 5 posts in the last year
    - 4-17 likes , 1 comment
  Topics
  - Total of 5 posts
    - 2 visits by mayors
    - Irish examiner feature
    - Video post to explain use, Vimeo
    - Call to website

Features in News Articles
  - Most recent news feature is the Ireish Examiner 2018

THE APP
  - LoyLap The app only has 6 reviews and is rated at ⅘ stars
  - LoyLap Merchant
    - Has 1 review rated ⅘ stars (the business side)
  - Bear Market, Florence Coffee Shop, Nature's Oasis, Esquire Coffee

[THE WEBSITE](#)
  The website is able to direct the specific company to what method of use they would most likely need, but the program is also flexible enough to be adapted for different needs.
HubSpot Traffic Analytics

SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	BOUNCE RATE	SESSION LENGTH
Direct traffic	285,585	0.26%	729	0.55%	4	56.81%	6 minutes
Referrals	56,806	0.1%	56	3.57%	2	76.83%	3 minutes
Organic search	24,077	0.45%	109	2.75%	3	51.63%	133 seconds
Email marketing	3,961	0%	0	0%	0	31.73%	50 seconds
Social media	1,085	0.18%	2	0%	0	67%	101 seconds
Other campaigns	20	0%	0	0%	0	35%	7 minutes
Paid search	12	0%	0	0%	0	33.33%	75 seconds
Total	371,546	0.24%	896	1%	9	59.3%	5 minutes

[COMPETITOR ANALYSIS](#)

Through a study of 8 competitors of LoyLap, it is apparent to see the similarities and differences between the companies. They all market towards small and medium sized merchants. LoyLap is now taking the stand to separate the bigger companies (like Bank of Ireland, Bannatayne, and the Dublin Airport) in order to focus on the loyalty membership and gift card application. Facilipay will handle future cashless payment money methods. One feature that was very well received on the other sites is to have more showcases of the merchants who they are partnered with. It is more appealing to people who come across your sight to have high impact values and results on the landing page or easy to reach. Separating the industries is also a positive change. Having better display of recent news features or direction to social media feed. A majority of the companies focus on the American market. It would be beneficial to showcase more variety and global spanse of partner companies.

> [MOZ Rank checker](#) for Domain Authority
> [Alexa Rank](#)and Competitive Analysis by Amazon

Insights/Audience

Insights

What does LoyLap need moving forward?
1. LoyLap wants to continue to build on the current relationships with merchants to increase the use of the app and collection of data related to purchase history and tendency.
2. Loylap wants to increase the number of companies that use the software for loyalty tracking apps and cashless payments methods.

User Personas

Who needs our service?

	LOYLAP		FACILIPAY	
	Customer (Client)	**Merchant (Small Business Owner)**	**Customer (Company Employee)**	**Facility Manager**
Background & Demographics	**Name:** Alice **Age:** 24 **Income Level:** **Characteristics:** young single professional working downtown and living farther away. **Job Info:** Has been working for HubSpot for the past three months	**Name:** Taylor **Age:** 32 **Income Level:** **Characteristics:** Single **Company Info:** Coffee shop, yearly revenue:€80K, employees: 5	**Name:** Joseph **Age:** 47(25-60) **Income Level:** **Characteristics:** Married, one kid. Works 9-5 and has drinks with coworkers every few Fridays. **Job Info:** Has been employed at ION for six years (one promotion)	**Name:** Gerard **Age:** 43 **Income Level:** **Characteristics:** Married, two kids, **Company Info:** Health and Wellness center, yearly revenue: €20M, employees: 70, has been the manager for four years
Goals and Motivations	-Wants to grab a coffee without the hassle -loves to be rewarded for being a customer	-Wants to open a second store -Needs a better way to keep customers interested	-Wants to grab lunch, snacks, or log in to computer throughout the day without the hassle	-Wants a raise by the end of year -Has to manage all worker transactions in an internal system
Challenges and Pains	-Needs to have a loyalty stamp card -Needs to keep cash on them -Needs to buy coffee quickly	-Not large enough to fully staff and market -Has to compete with bigger brands -customers lose paper cards	-needs to optimize his day and monitor personal spending -does not want to carry several cards on his person	-not very tech-savvy -needs to onboard all employees -will need support as the technology is adapted
Behaviors and Charactersics	-Stops by the store every day at 2 pm -Only carries work bag -Ambitious, hard-working. -Semi-active on Snapchat, Instagram,	-Communicate via emails, phone calls -LinkedIn, Instagram. blogs, word of mouth are the main methods of marketing and networking -chats with	-Grabs coffee and snacks every other hour -might buy a round when socializing after work -the newer employees ask for advice	-Communicate via emails, Word of mouth -has the time to read through blogs and call to ask questions -needs to be frugal with fund allocation

	Twitter, Facebook (will check feeds a few times a day) -will follow trends of popular channels	regular customers throughout the day		
Supporting Evidence				

Recommendations

Social Media (Buildable 1 year Plan)

LoyLap Company Spotlight

Post on the following social media platforms:
- Instagram
- Twitter
- LinkedIn
- Facebook

Caption Template

How do you get info for a spotlight?
- Send email (or call) a partner during the last week of the previous month, ask them to answer the following questions and send a picture of the nominee. Establish a deadline of one week after the day of contact (so that each month starts with a spotlight). See content calendar for more structured road map.

Questions for Partners:

LoyLap Repost

Post on the following social media platforms:
- Twitter
- LinkedIn
- Facebook

LoyLap Monthly Update

Post on the following social media platforms:
- Twitter
- LinkedIn (possibly only if event is larger/professional)
- Facebook
- Instagram

LoyLap Comment/Reply

Post on the following social media platforms:
- Twitter

- LinkedIn
- Facebook
- Instagram

Some tips to keep in mind

1. Generally post from 12-3pm
2. Limit excessive use of hashtags per post (5 or less is preferred, make sure that one of them is always #LoyLap)
3. Try to stick to suggested character/word counts for posts, unless it drastically restricts the ability to post quality content
   a. LinkedIn: 40 words
   b. Facebook: 40 words
   c. Twitter: 100 characters or less
   d. Instagram: 150 characters or less

Content Calendar (Google Calendar) (HubSpot)

WEBSITE and SEO

Key-Word Strategy

Not all that need LoyLap knows it exists. You want to be able to reach this population; this is best done using keywords consistently and across many forms of content/media. Here are a few examples of things to keep in mind that potential audiences may be searching for (in no particular order):

1. Rewarding payments
2. Cashless
3. Small business
4. Loyalty cards
5. Gift card
6. Digital wallet
7. Customer management
8. Payment plan
9. Grow my business