Grumnaile

Digital Marketing Strategy

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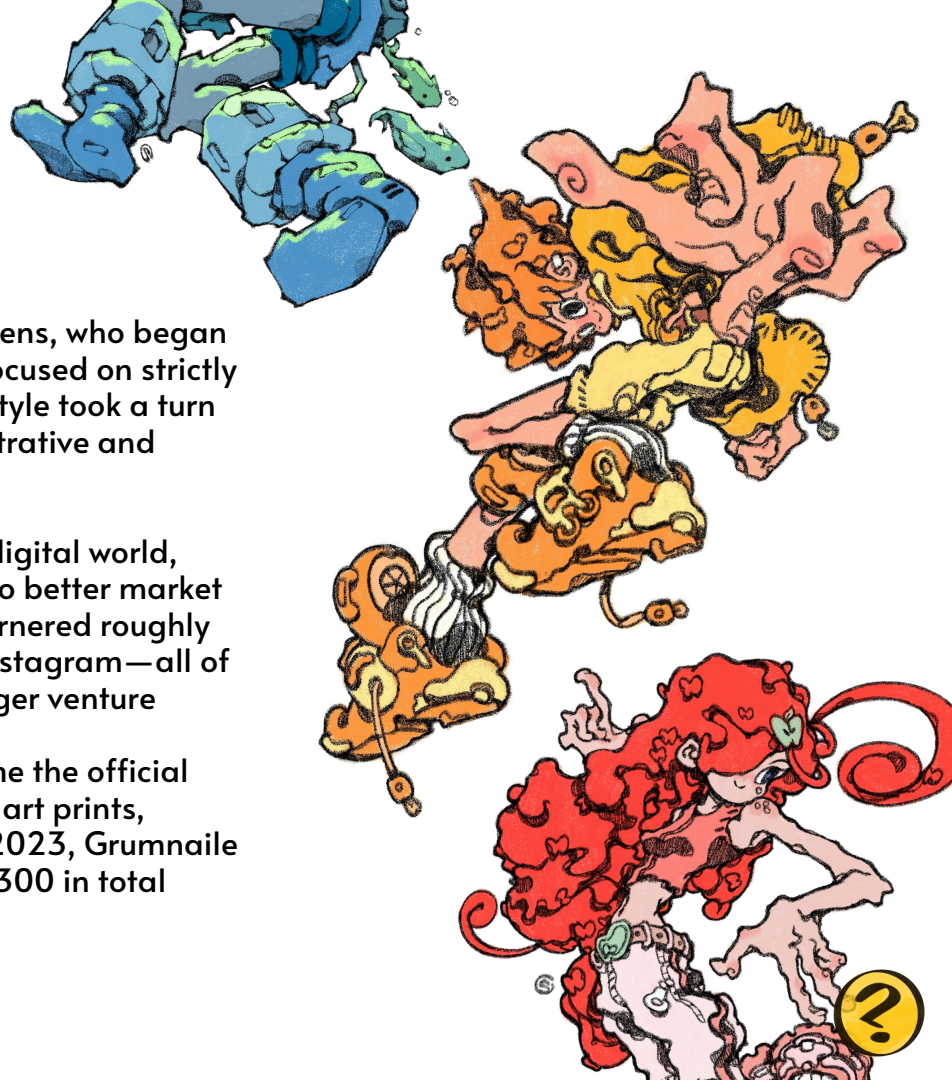4. KPIs

Introduction

Brand overview and challenges

Who is [Grumnaile](#)?

- "Grumnaile" is an alias persona of artist Samuel Garvens, who began posting his art online in 2019. Although his early art focused on strictly traditional, surrealist portrait drawings, Grumnaile's style took a turn at the face of 2020, becoming significantly more illustrative and character-based

- Taking advantage of COVID-19 and the increasingly digital world, Samuel honed in on lucrative social media platforms to better market his creations. By the end of 2021, @grumnaile had garnered roughly 35,000 followers on TikTok, and 3,500 followers on Instagram—all of whom would soon become the audience of a much larger venture

- First published in June of 2022, grumnaile.com become the official online storefront for all of Samuel's artwork, featuring art prints, stickers, and downloadable brush sets. At the turn of 2023, Grumnaile had celebrated over 400 e-commerce orders and $3,300 in total revenues

What Grumnaile is Doing Now

Operations

- While originally partnered with InPrnt to outsource printing and shipping, Grumnaile invested in a photo printer in August of 2022 for complete quality control

- Today, all printing, shipping, and handling is performed manually at home in Austin, TX

Brand Personality

- In addition to marketing art content—like prints and stickers—Grumnaile creates interpersonal videos on socials to connect with consumers

- Samuel's personality has become intertwined with the brand personality for Grumnaile. Followers are able to attach a face to the brand name

Reaching Customers

- As of now, Grumnaile only reaches consumers through organic search and social media content

- SEO, SEM, and Email are all unexplored, but grumnaile.com has ~30 newsletter subscribers (but no newsletter!)

- Grumnaile.com features a "Contact" tab with a form to resolve conflicts. The only other customer communication channel is Instagram DM

Logistics and Statistics

- Prints on grumnaile.com average $17, stickers average $4.25, and the digital brush set is a fixed $6

- 62% of all revenue comes from the digital brush set

- Direct, Instagram, and TikTok links each capture about 30% of revenue, but TikTok drives 49% of all traffic

- 80% of all visits are mobile, followed by 11% desktop, and 8% tablet

Current Challenges

1. Dependency on social media virality

- High correlation between viral videos and sales spikes. This trend begs the question "how do we drive sales when socials are underperforming?"

- TikTok and Instagram browsers (which are unoptimized) are responsible for roughly 65% of all traffic

2. Competition

- Market oversaturation: thousands of similar illustrators promoting their own shops and content

- With oversaturation comes difficulty to differentiate. How can Grumnaile uniquely position itself? What products can Grumnaile leverage?

- Prints, stickers, and brush sets are becoming "commodity offerings." How can Grumnaile offer something more personal and exclusive?

3. Web traffic volatility

- Hand in hand with dependency on social media virality, organic traffic is severely underdeveloped

- There are currently few ways to incentivize site clicks, no new product offerings (besides some print updates) in months

- General traffic decline of ~1,200 average visits in August of 2022 to ~300 in April of 2023

Research

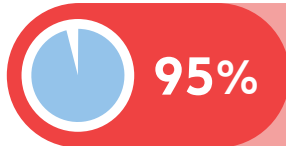Interviews, persona, JTBD, and competitors

Interviews

- To better understand the root causes of Grumnaile's current challenges—including declining web traffic—we spoke to 10 of Grumnaile's customers, 8 of whom were marked "best customers" and 2 "unsatisfied customers"

90%
- Purchases are attributed to the fact that the consumer "wants to draw like Grumnaile" (JBTD)
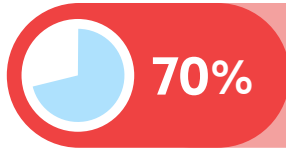
- "I bought the brush set because I wanted to be as cool as [Grumnaile] lol" *- Jack*
- "Grumnaile's art is fun. I want to make fun art too" *- Mia*

95%
- Want more product diversity
- Want "exclusive"or one-of-a-kind products
- Desire a personal relationship with Grumnaile

- "Anything handmade, I'd buy" *- Anna*
- "I'm discouraged to buy prints since anyone can just 'print from home'" *-Marten*

70%
- Think the site could be better optimized to mobile devices
- Discovered Grumnaile from TikTok and immediately made a mobile purchase

- "Everything is easy to find, but I would prefer to see two columns of product thumbnails rather than one. I guess it feels a little cramped" *–Andrew*

Buyer Persona: Cliff R.

"I love to create and hang out with my friends on Discord. I'm always looking for ways to up my digital art game!"

Age: 19

Occupation: Student

Location: Providence, Rhode Island

Traits: Introverted, diligent, creative, edgy

BIO: Cliff is a freshman illustration major at RISD. He spends most of his free time in his room either drawing on his iPad or watching TikTok. He also loves cartoons and his favorite anime is "Hunter x Hunter"

Motivators:

Price: ⭐⭐

Performance / Quality: ⭐⭐⭐⭐⭐

Brand personality: ⭐⭐⭐⭐

Originality: ⭐⭐⭐

'Jobs to Be Done' Statement

After conducting interviews, we learned that Grumnaile consumers are not purchasing products from the site simply just to "have them" or because they "like them"

Rather, 9 in 10 consumers make purchases because they **"want to be able to draw like Grumnaile"**

With this, Grumnaile should be providing artists with the supplies, or the promise, that they are capable of creating the same type of art

Top Competitors

According to Grumnaile's search analytics and customer insights, top competitors include artists **ChaCha, True Grit, Vuk2000, and Illustratiian**
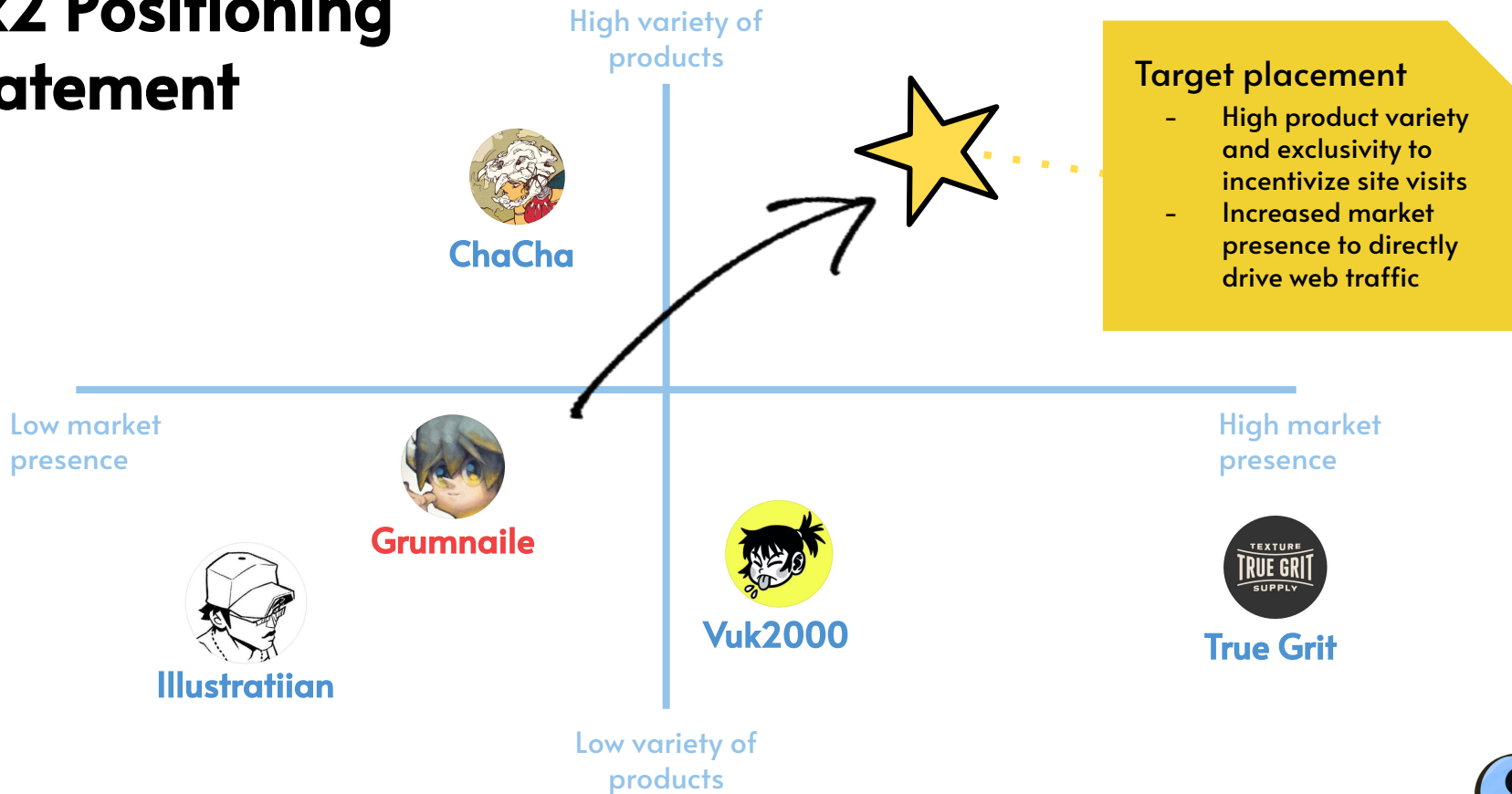
Further, these artists have been deemed top competitors since they share certain jargon-heavy art characteristics with Grumnaile, including:

- Character-focused illustration
- Dynamic, sharp lineart
- Eastern-hemisphere influences (Korean, Japanese fanart)
- Vibrant colors, often primary
- Timelapse "speed paint" content

Top competitors	Key Message	Rating (_/5)	Social	Engagement	Visuals	Content	Website
Grumnaile	"Scenes from my imagination—elusive dream-like moments, oftentimes claustrophobic in an effort to cram every detail on a single canvas"	2.5	Uses IG, Tiktok, and Twitter. Content: his artwork, his brush sets, and artist lifestyle trends. Lack of shop promotion on TikTok ★★	IG: 5K Tiktok: 43.1K Most viral TikTok is 250K views. TikTok engagement is good compared to competitors ★★★	Quality pictures and graphics that pertain to his brand. Black borders can take away from site cohesiveness. TikToks could push higher quality to boost branding ★★★★	On TikTok the content is providing progress and how-tos. (relatable artist content) On IG and website content is geared towards product ★★★★	Website is not optimized for mobile like it is desktop. Could use a home page. No social proof. Straightforward navigation. Utilize interviews to fix ★★★
ChaCha	"Fluid and detailed illustration pieces featuring impossibly-warped proportions and wild perspectives"	3	Uses IG and YouTube. Linktree does not include Instagram, which is their largest platform ★★★	IG: 71K followers; Youtube: 44.8K subscribers. User engagement has gone down ★★★	Quality visuals all around the board ★★★★	Content used to be better and include process videos and speedpaints, but now most things just feel a bit lacking ★★★	Fairly optimized for all platforms, but third party site platform is limiting ★★★
True Grit	"Build the best digital texturing tools money can buy"	4	Uses IG and Facebook to showcase social proof. Also posts some tutorials or create with me type videos ★★★★	IG: 384K followers, low engagement FB: 32K followers, 28 K likes, uses same posts for FB & IG ★★★★	Quality visuals for product & brand. Animations on website. Clear quality video visuals on IG ★★★★	Variety of content on their Instagram from artists and the company, They could emphasize more benefits through their copy/ CTAs ★★★	Website is optimized for mobile and desktop. Have a popup sign-up, social proof, & clear messaging. Website also easy to navigate ★★★★
Vuk2000	"Dynamic characters heavily rooted in Vuk's indescribable art style"	2.5	Uses IG, Youtube, and Twitter. Most of their Twitter has a sensitive content warning on them. Starting to be active again on IG ★★★	IG: 38.7K followers; Youtube; 876 subscribers, Twitter: 17.8k followers. Engagement pretty low on most ★★★	Quality visuals all around the board ★★★★	No tutorials. Social presence is more of a display of their portfolio. Has published comics and posts speedpaints on YouTube. Diversity to the consumable content ★★★	Uses inprint to sell art. The navigation is easy, but brand value is lacking. ★★
Illustratiian	"Sophisticated and traditional illustration, oftentimes includes Asian imagery to connect with his culture"	2	Doesn't have own website, uses a service "Storenvy". Allows user to contact them, only links to their Instagram, not other socials. ★★★	IG: ~7000 TikTok: 36.3K, ACTIVE and prolific illustrator. Most viral TikTok is 75K views ★★★★	Quality picture on socials, could push quality on Storenvy site ★★★	Content is informative. Includes timelapses on illustrations, process tips, technical information, and background for each piece ★★★	Fairly optimized for all platforms, but third party site platform is limiting ★★★

2x2 Positioning Statement

High variety of products

ChaCha

Target placement
- High product variety and exclusivity to incentivize site visits
- Increased market presence to directly drive web traffic

Low market presence

High market presence

Grumnaile

Illustratiian

Vuk2000

True Grit

TEXTURE TRUE GRIT SUPPLY

Low variety of products

10 Key Findings

1. Almost all of the competitors have a large social media presence. However, engagement is generally very low to slightly moderate for their social media following

2. Illustratiian and True Grit have the highest engagement rates. Their instagrams are focused on regularly posting art and less product oriented

3. Only two of the competitors were rated at or below 4 stars on visuals (overall visuals are great across the board). One of them uses a third-party site to sell their art and the other, Grumnaile, has their own website

4. True Grit is the only competitor that rated 4 or more stars in every category

5. Most competitors have high levels of content, mainly including their art and art-making process, for their following on social media and their website

6. Websites of competitors that use third-party platforms to sell their products are rated low, as the design and creativity of the website is limited

7. Content ranges from being informative to strictly demonstrating one's portfolio. Regardless, content aims to connect to other artists

8. Brands typically choose ~3 social media platforms to share and connect with audiences. Instagram is used amongst all brands

9. All of the artists lack cohesive branding in some way as seen through poor experience/visuals and hard-to-locate messaging across site and socials

10. Competitors vary in terms of size, product width, depth, and level of presence across digital. Hard to select most direct competitors since art styles vary

Campaign

Site design, SEO, SEM, email, and social

"Paint Your Place" Campaign

"Paint Your Place" is essentially a consumer call to action that is also relevant to Grumnaile's brand goals:

1. Motivates an **increase in site traffic and conversions**

2. Targets both **brush set and print products ("paint" and "place")**

3. Alludes to empowering and inspiring other artists, fostering **better relationships within the community**

From research, we learned that 1. our largest challenge is directing traffic to grumnaile.com, 2. we need to level up our targeting given the number of competitors, and 3. community empowerment is incredibly important—after all, the job to be done is to convince artists that they can make art like Grumnaile!

Canvassing a Successful Digital Campaign

Site Design

SEM

Social & Content

SEO

Email Marketing

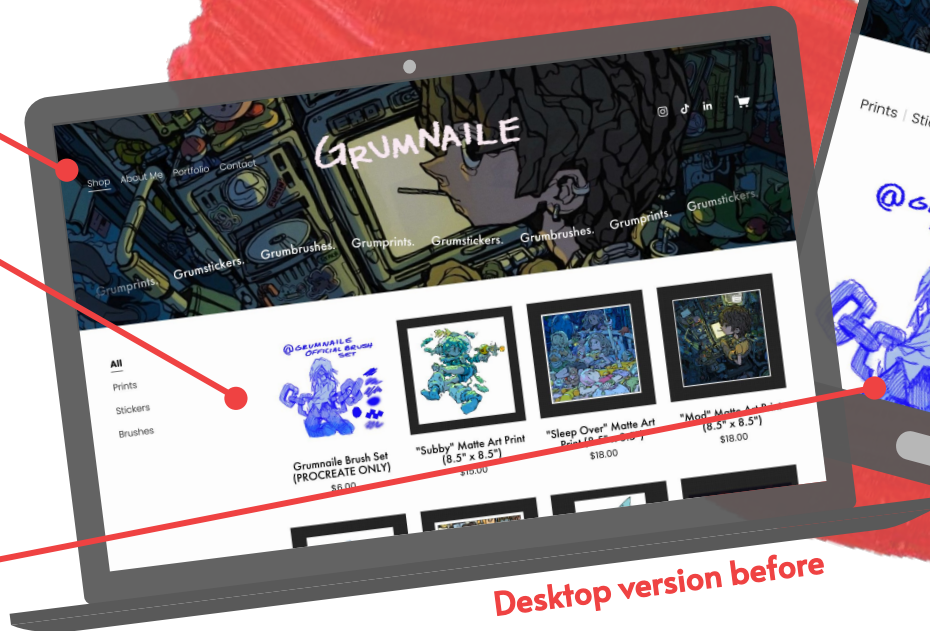# Site Design: Current Website

No landing page.
Grumnaile.com greets its users at the shopping page—which can feel a bit 'pushy'

Branding inconsistency.
While Grumnaile is all about fun, dynamic illustration, the site feels a bit rigid and detached from such brand perceptions

Mobile is unoptimized.
Items appear too large on the mobile product carousel. Further, product animations are glitchy on occasion
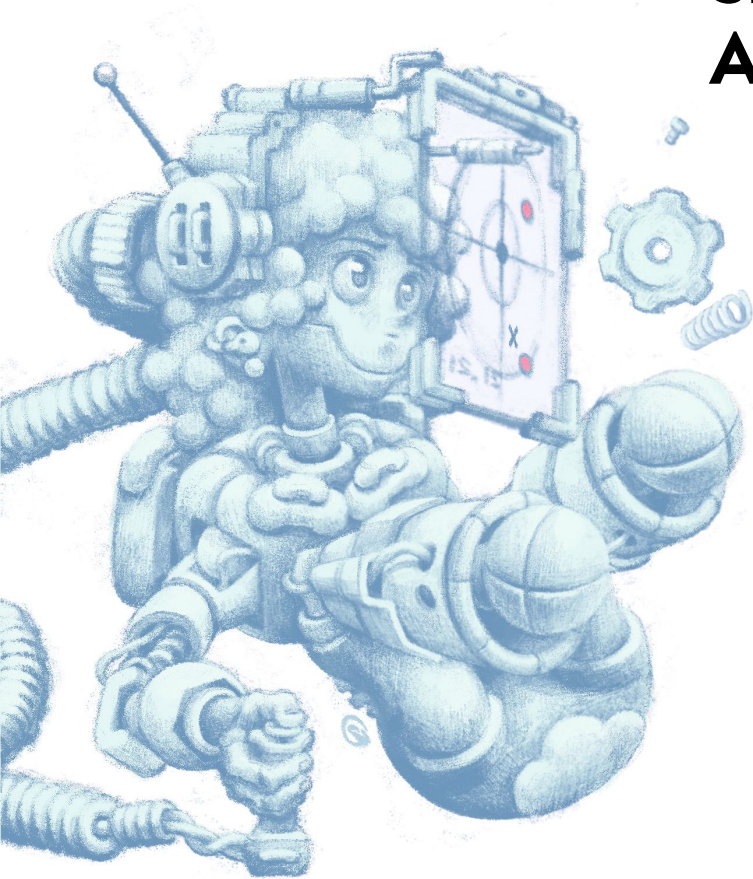
Desktop version before

Mobile version before

Site Design: Key Extractions, Analytics, and Recommendations

Where the site stands now, consumers **feel that the shopping page comes off too strong,** especially since it's the first thing they see. Despite this reality, there are actually some benefits to having no landing page: consumers immediately understand that grumnaile.com is a shop, and not a personal portfolio that 'just happens to have some things for sale.' This is an extremely common trend for freelance illustrators, so leading with the shopping page is a way to signal to consumers that the site is a shop first, then portfolio second. The question to ask is: *how can we signal this to consumers without shoving the products down their throats?*

Additionally, from consumer interviews we learned that the site isn't actually all that Grumnaile. "Samuel's art is experimental and fun, and it would be cool if the site offered **more fun things for consumers to explore**" *–Andrew*

Site Design: Key Extractions, Analytics, and Recommendations—Cont'd

49%
Average weekly bounce rate from "Shop" page

"Bounced" respondents share that the "Shop" landing page comes off strong

- We need to create a heading element on the shopping page that users can "land on" before seeing the products

$7,000
...and counting, of abandoned cart revenue last year (2022)

What site/brand factors can be attributed to this?

- We need a call to action to drive more sales conversions
- We need to make the site more fun while stilling making it feel secure

70%
Consumers think the site could be better optimized for mobile

Product icons are simply too large. The scrolling is fatiguing

- We need to create 2-3 columns of product offerings on the mobile site to mitigate scrolling fatigue

Site Design: Website After

Desktop version after

Mobile version after

New landing section.
Now, Grumnaile.com opens to a new landing section of the shop page—which serves to add a break before the products

Fun, and more like Grumnaile.
The new site features dynamic animations and integrations to help make it feel a little more on-brand. Further, if the users create something on the "virtual doodle pad," which submits their drawing to Grumnaile, they have a chance to be featured on socials and are inclined to make a purchase
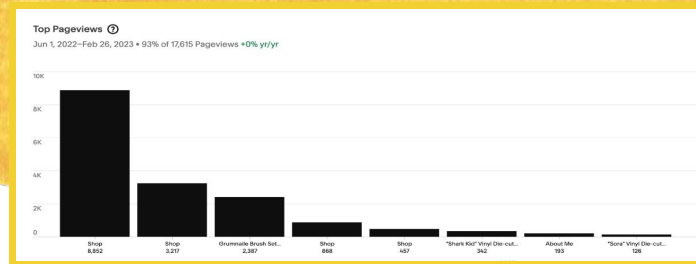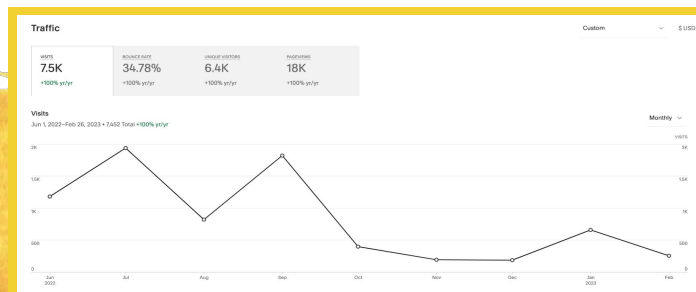
Mobile is optimized.
Now, mobile features 2 columns of products, which was a leading cause of the high bounce rate

Search Engine Optimization

This section includes Grumnaile's online performance over the past year, using data collected by Squarespace's analytics software. With this data, Grumnaile can analyze their current SEO strategy, identify high-performing keywords, and optimize their search rankings to attract more organic traffic

- Grumnaile's website experienced a **surge in traffic during July and September**, with approximately 2,000 visits in July and 1,750 visits in September. These peaks in website visits **can be attributed to the viral TikTok videos that were posted during those periods.**

- Since the majority of Grumnaile's website traffic comes from social media (74.2%), it's important to prioritize SEO to increase search traffic (3.33%). However, Grumnaile's **audience is primarily content-focused** and visits the website to view their art and products

Increased On-Page SEO

We suggest adding more informative and engaging content to the website improve engagement and conversions

Doing so will not only help improve their search rankings, but also provide added value to their visitors, ultimately increasing engagement and driving more conversions

Furthermore, embedding keywords that are most relevant to your market into all on-page content will drive search engine results

What kind of content?

- Detailed descriptions of products (describe what the art shows, the dimensions, customer benefits, etc.)

- Blogs about how to use your brush sets, how to overcome creator's block, how to get started on procreate, and more!

- Image optimization by using keyword-driven alt tags, custom file names, and mobile-friendly images

SEO: Keywords

We recommend using these keywords into all of the on-page content Grumnaile's website has to increase search engine results. With short and long-tail keywords, Grumnaile increases brand and website awareness, collects data to better understand their target market, and uses the data to continue to test keywords and rank higher in search

Short-tail Keywords:

- "digital brush set"

- "art prints"

- "modern art prints"

- "abstract art"

- "anime art"

Long-tail Keywords:

- "digital ink brush set for procreate"

- "jazza digital brush set"

- "art prints by small artists"

- "art prints for my bedroom"

- "cool cartoon wall art"

Begin Off-Page SEO Efforts

Climbing up the Google page ranking includes both on-page and off-page SEO. Thus, we recommend building high quality backlinks through guest blogging, social media marketing, and influencer marketing. As social media has already been covered, here are some top websites we recommend getting mentioned in

Popular Websites in Your Target Market

- https://catcoq.com/blog/tag/procreate

- https://www.iamag.co/

- https://paintable.cc/hws-home/

- https://www.theartnewspaper.com/keywords/digital-art

- https://headtopics.com/us/digital-art

- https://sweetmonia.com/Sweet-Drawing-Blog/

Search Engine Marketing

Currently, Grumnaile has not invested in SEM capabilities. However, we believe taking time to invest and experiment with SEM will lead to increased visibility in search engine results and ultimately higher sales
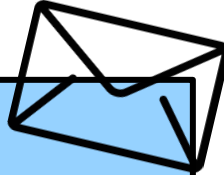
- We recommend using Google Ads and Semrush to plan, organize, and execute SEM campaigns to streamline the process.

- Furthermore, Grumnaile should start primarily testing search ads before moving into a combination of search, display, and shopping ads to best reach and retain prospective customers

KPIs to measure success:

- **Impressions & click-thru rate: brand and site awareness**

- **Conversions & ROAS: effectiveness of campaign on sales and revenue**

Ways to Organize SEM Campaigns

Ad Group Name	Keywords	Ad Copy	Landing Page
GrumBrushes	Procreate Brush Set Digital Brush Set	**Procreate Brush Sets** 8 original brushes for Procreate.	Grumnaile Brush Set Page *grumnaile.com/shop/Brushes*
Prints	Matte Art Prints Unique Art Prints	**Grumnaile Art Prints** Unique matte Art prints for your room. Buy now.	Prints Product Category Page *grumnaile.com/shop/Prints*
Pacifica Sticker	Vinyl Stickers Durable Stickers	**Pacifica Vinyl Sticker** Durable, Scratch-proof stickers.	Pacifica Sticker page *grumnaile.com/shop/stickers/Pacifica*

Email Marketing

Our objective:

- Establish a **mobile optimized, consistent,** and **relevant flow** of emails that **drive conversions** and **foster a relationship** with our customer
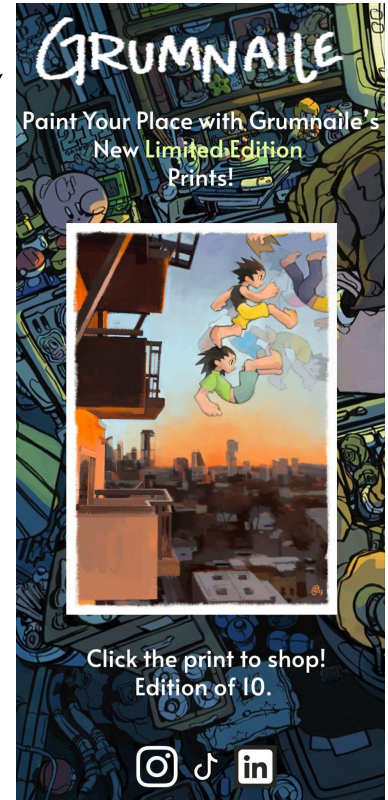
How we will accomplish that:

- **Segmented emails** based on purchase activity
  - **Print purchases vs brush sets**
- Email content based on new products, sales, tutorials, or tips from Grumnaile
- CTAs and headlines cohesive with theme of Grumnaile

Interactive/animated logo + bg to grab attention of younger, artistic audience

Focus on print for segmented emails to print buyers

CTA with emphasis on limited edition to push web traffic. Link back to socials

GRUMNAILE

Paint Your Place with Grumnaile's New Limited Edition Prints!

Click the print to shop! Edition of 10.
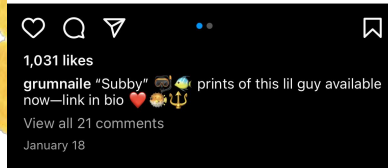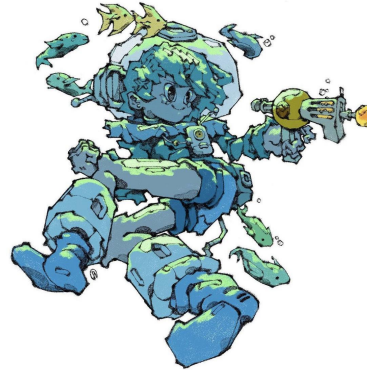
Grumnaile   8:03 AM
Paint Your Place with a new, limited edition print drop!
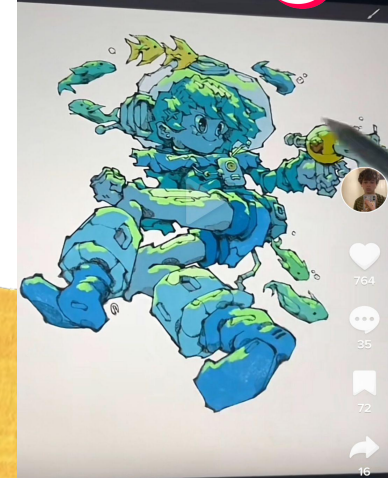
Current Social Media Presence

Challenges/Highlights

- **Target audience is mainly on TikTok:** 68% of web traffic comes from this platform

- **Inconsistent posting:** before Grumnaile's last post on TikTok on April 8, they hadn't posted anything on TikTok or IG since January

- **Moderate to low engagement:** Average 10-13K views, 3K likes, 100 comments on Tiktok, 1K likes and 30 comments on IG

- **Not a lot of calls to action in posts:** captions are often short and few have CTAs. Most captions are just pieces' names, so brand value not always apparent.

INSTAGRAM: 5,279 followers

grumnaile

1,031 likes

grumnaile "Subby" 🪴🐝 prints of this lil guy available now—link in bio ❤️⚓⚓

View all 21 comments

January 18
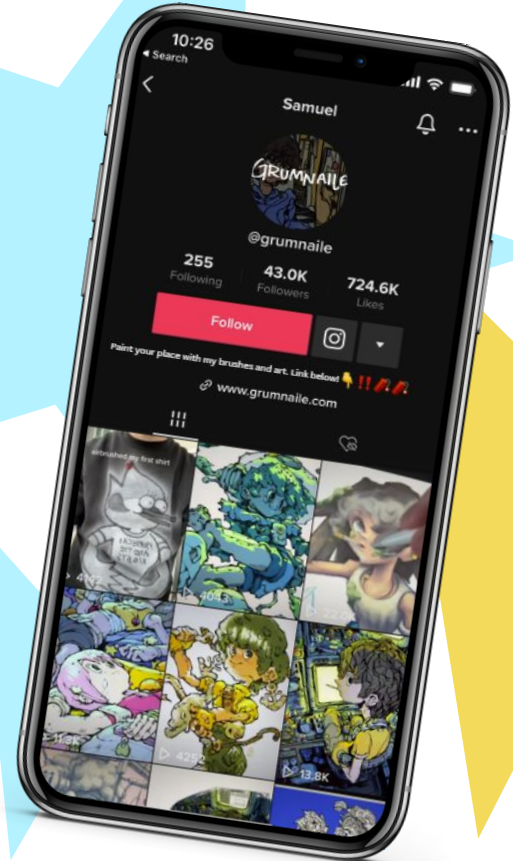

TIKTOK: 43.0K followers

764

35

72

16

grumnaile · 1-17

Bubblegun 🐠 #art

Add comment...

Social Media Objectives

- Focus on TikTok as our main platform, Instagram is secondary

- Turn TikTok and Instagram profiles into a business account to have access to deeper metrics, schedule posts feature, etc.
    - Grumnaile is a student/business owner so this will help with posting engaging content in a timely manner/keep up with the algorithm
    - The analytics such as impressions, reach, likes, comments will also help with tailoring content for audience

- Create more engaging captions with CTAs, longer text, and trending hashtags
    - Ex: Asking questions to the audience, using phrases like "Shop Now," including background information on a piece

- Run a #PaintYourPlace giveaway that encourages Grumnaile's existing customers to show how they have displayed Grumaile's art or used his brushes in their pieces
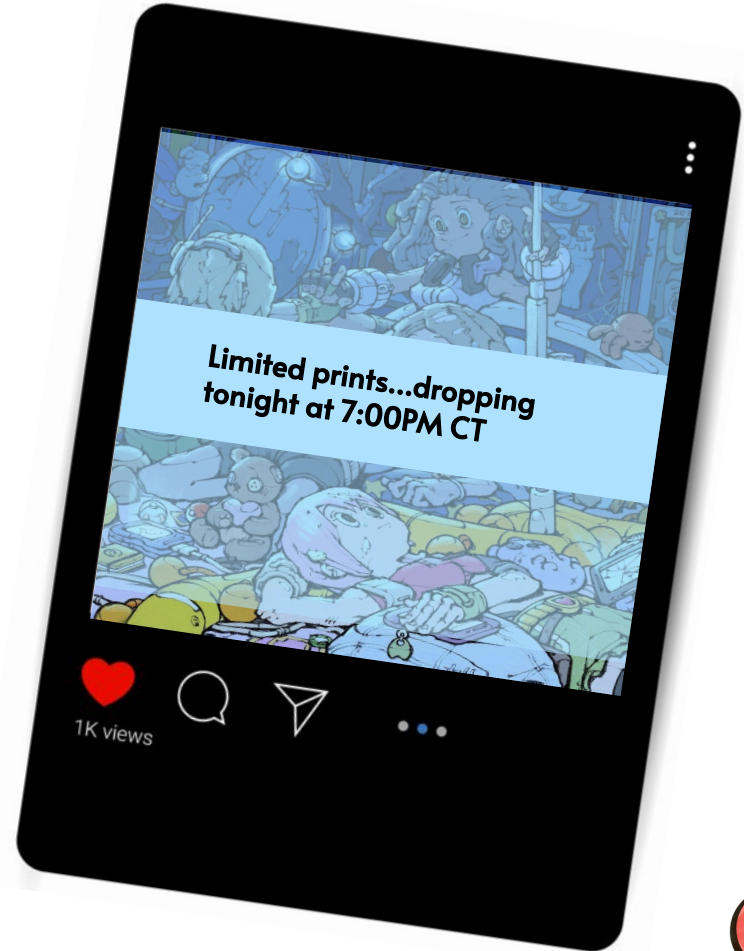
Example Posts

Example caption:

"Hey Everybody! For the next 7 days, I'll be hosting a #PaintYourPlace giveaway! All you have to do enter is like, comment, and stitch or duet this video showing how you display or use my products! I'll be picking winner next Friday! 😀 #fyp #giveaways #artistsoftiktok #artist #grumnaile"

- – In line with campaign as the caption
    - – Aims to create community
    - – Raises brand awareness
    - – Drives traffic to site

Posts about Limited Releases

– In order to create buzz around products, we recommend that Grumnaile **creates FOMO by posting about limited releases to build hype and drive web traffic**

– Caption for these types of posts could look something like this: "I'm excited to announce a limited release of my 'Grumnaile Favorites' collection coming soon. These are pieces I've been working on for awhile now and I can't wait to share. Make sure to click the link in bio to subscribe so you never miss a release! #artist #limitedrelease #art #prints #stickers"

Limited prints...dropping tonight at 7:00PM CT

1K views

Content Calendar (TikTok and IG)

Subject	Monday	Tuesday	Wednesday	Thursday	Friday
TikTok	Use a trending CapCut Template and sound to show how Samuel can #PaintYourPlace with art from Grumnaile. (encourage people to make their own videos for a Giveaway)	Promote new "virtual doodle pad" addition to site. Tell users that winners will be featured on TikTok (43K audience)	Day in the life video making art and sending out orders (behind the scenes content)	Tutorial Thursday: create a voice over tutorial for how to make art like Grumnaile using his brushes	Compilation with trending sound from submissions gathered earlier in the week of how people #PaintYourPlace with Grumaile. Announce giveaway winner
TikTok stories/lives		Go Live to interact with community			
Instagram	Static post announcing campaign/giveaway on TikTok		Carousel of recent pieces Grumnaile has done for sale		Post video from TikTok as a Reel on Instagram.
Instagram stories	Artist highlight	Q&A on Stories		Artist highlight	Artist highlight

KPIs

Key metrics Grumnaile can use to evaluate the campaign

KPI #1: Increase Web Traffic

Reason for KPI:

- Our tactics of social media, SEO/SEM, and emails are all geared towards driving traffic to our webpage
- The ultimate goal for Grumnaile is to increase web traffic, since the **site is where all sales occur**

How To Measure:

- Utilize **built-in Squarespace analytics** to measure where our web traffic is coming from
- Further, we can monitor link conversions d**irectly from Instagram and Tiktok**
- Lastly, Grumnaile has been newly **connected to GA4** to enhance monitoring campaign performance

What Success Looks Like:

- General Increase of 100%+ in web traffic
  - **10%+ from SEO**
  - **15%+ from SEM**
  - **30%+ from Email**
  - **50%+ from Social Media**

KPI #2: Mobile Bounce Rate

Reason for KPI:

- Various "Paint Your Place" campaign tactics aim to **enhance the mobile experience** of Grumnaile
- Considering the current 49% mobile bounce rate and the changes to the website, we want to measure the **impact to mobile site activity** from our campaign tactics

How To Measure:

- Again, utilize **built-in Squarespace analytics** in addition to GA4 to measure our mobile bounce performance
- We can additionally look at the average time users spend on the **new landing page, and see if this correlates to more/less bounces**

What Success Looks Like:

- **50% reduction in mobile bounce rate**
- **120% more landing page engagement**

KPI #3: Sales Conversion Rate

Reason for KPI:

- As noted previously, last year there was **over $7,000 in abandoned cart revenue**
- Considering the campaign calls to SEO, SEM, email, social/content, and site design, measuring conversion rate is the **best way to gauge overall Grumnaile brand performance**

How To Measure:

- Once again, utilize **built-in Squarespace analytics** to measure conversion rate
- Also, we can follow up with the same interviewees to **probe for post-campaign site improvements,** and whether or not they **incentive a sales conversion**

What Success Looks Like:

- Less abandoned products
  - **120% less abandoned carts**
  - **120% less abandoned cart revenues**
- **50% higher sales conversion rate**

Thank You!

Questions, comments, concerns? Please direct all inquiries to
grumnaile@gmail.com