

60035SMM International Digital Analytics

03 April 2024

Marketing Proposal.

Module Leader: Dr. Isabel Galvis

'Coursework (2): Group Assignment'

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Introduction



Figure 1: ADHD Society suggested logo (2024)

About ADHD Society UK

Serving those impacted by ADHD, the ADHD Society aims to elevate their lives, reduce stigma, enhance care, and advocate their voices by providing valuable resource for patients and professionals.

Website Strategies

Suggested overall improvements of website layout, content and SEO optimization for ADHD Society UK.

Social Media Strategies

Content Planning and Campaigns on TikTok.

Website Analysis

Following the discovery, analysis, and segmentation stages in analytics lifecycle (CW 1)

Discover

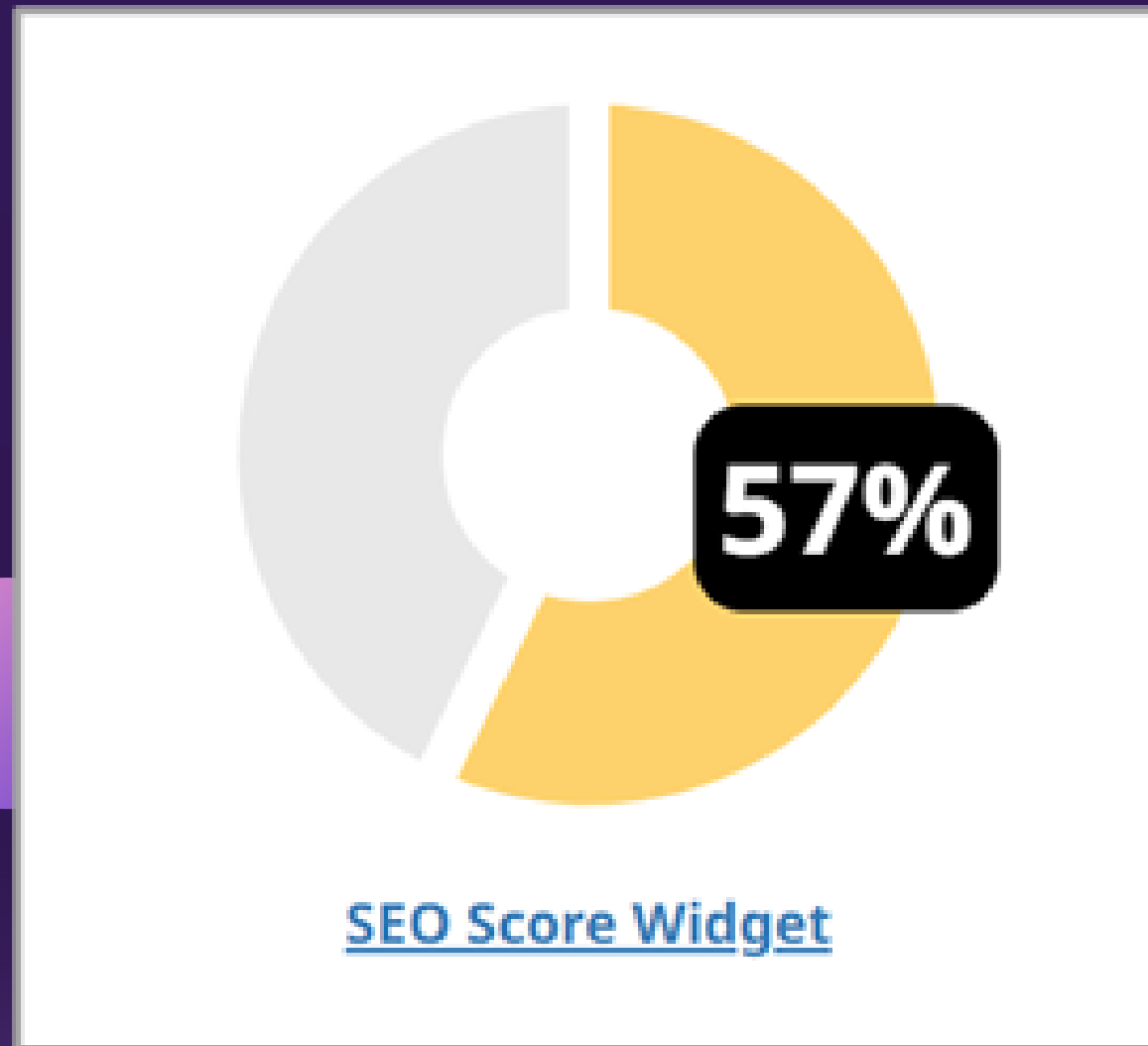


Figure 2: Adapted from Seobility (2024)

Low SEO score

- ✓ Optimal SEO score range from 80% to 100% (Eggspert 2022).
- ✓ Lacking in content, user experience, and compatibility.
- ✓ Provide frequent & recent ADHD content.

Discover

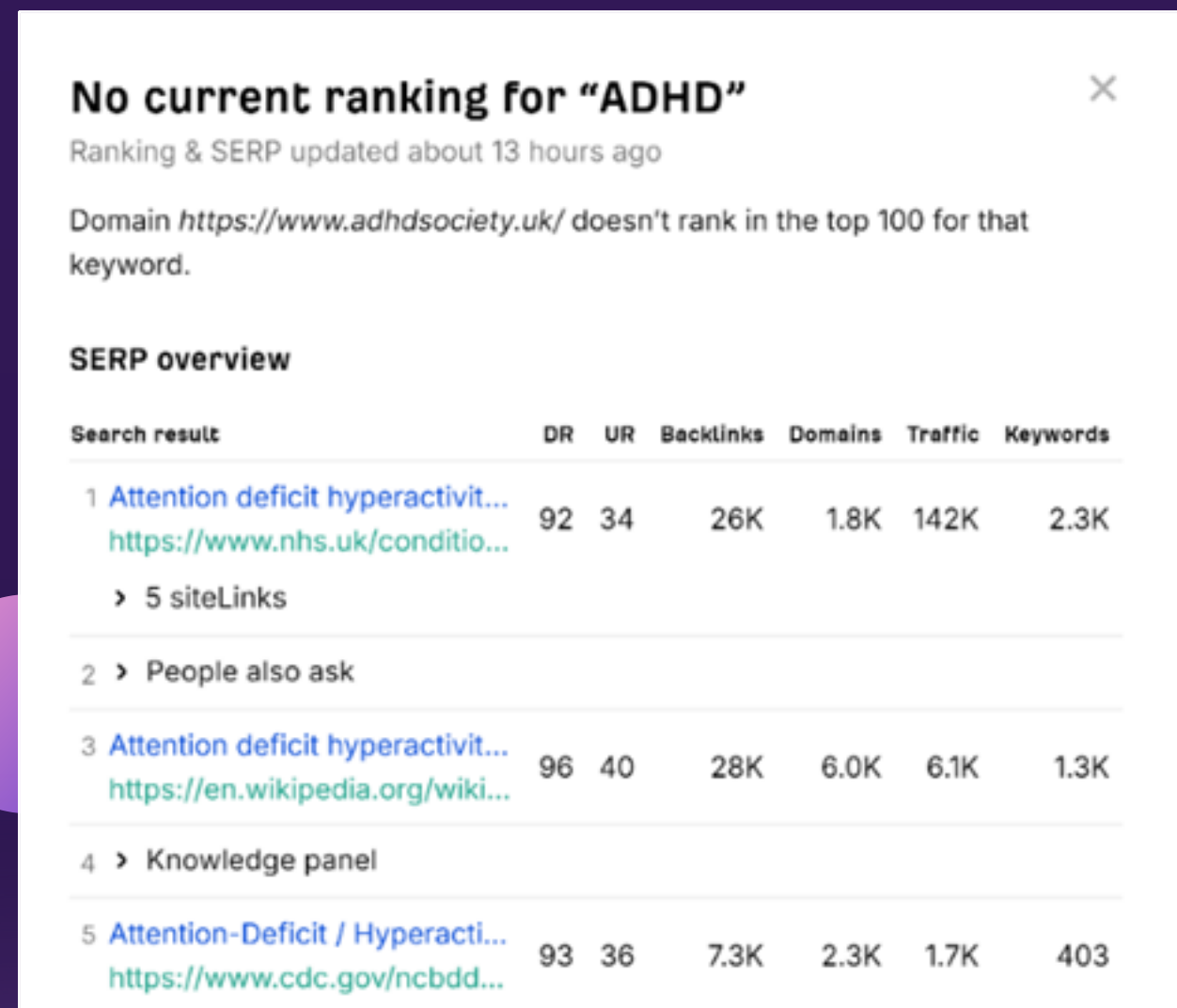


Figure 3: Adapted from Ahrefs (2024)

Low SERP Ranking

- ✓ Lack of website visibility and user engagement.
- ✓ Increase traffic by using SM like TikTok for wider audiences

Analysis

No Returning Visitors



Figure 4: Adapted from Monster Insights (2024)

- ✓ A balance of 50% of new and returning visitors is beneficial (Akhtar, 2019).
- ✓ 0% returning users, indicating user experience issues.
- ✓ Highlighting the need for page quality improvements, which will be discussed in more detail.

Analysis

The need for page quality Improvements

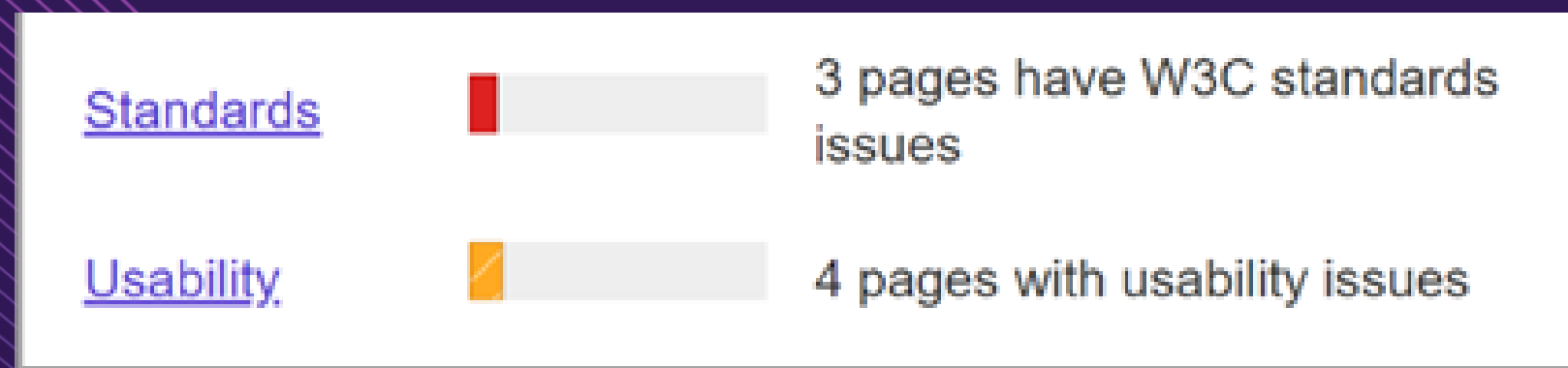


Figure 5: Adapted from PowerMapper (2024)



Figure 6: Adapted from Primary Care ADHD Society (2024).

✓ Violate W3C guidelines: inadequate text and background colours with 7:1 contrast ratio

✓ ADHD Society website presents readability challenges.

✓ Light grey text on white backgrounds and white text on red backgrounds.

Analysis

The need for page quality Improvements

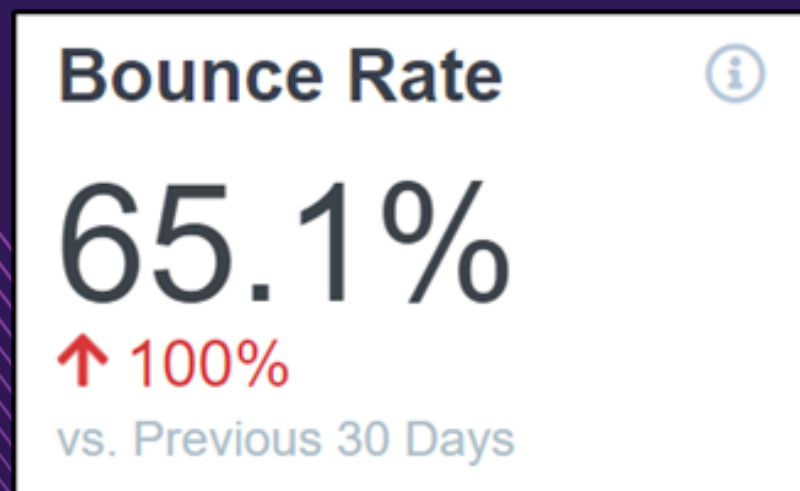


Figure 7: Adapted from Monster Insights (2024)

- ✓ Silva (2022) suggests a bounce rate below 40%.
- ✓ High bounce rate: slow loading page.

✗ The page response time is very slow (**1.69** seconds). The response time should be less than 0.4 seconds. Slow websites are bad for search engine bots and also result in bad user experience.

Figure 8: Adapted from Seobility (2024)

- ✓ ADHD Society website has a slow response time, which frustrates users.
- ✓ Prompting improvements in content length, relevancy of content with keywords, page load speed, and internal linking.

Analysis

Low Visit Duration

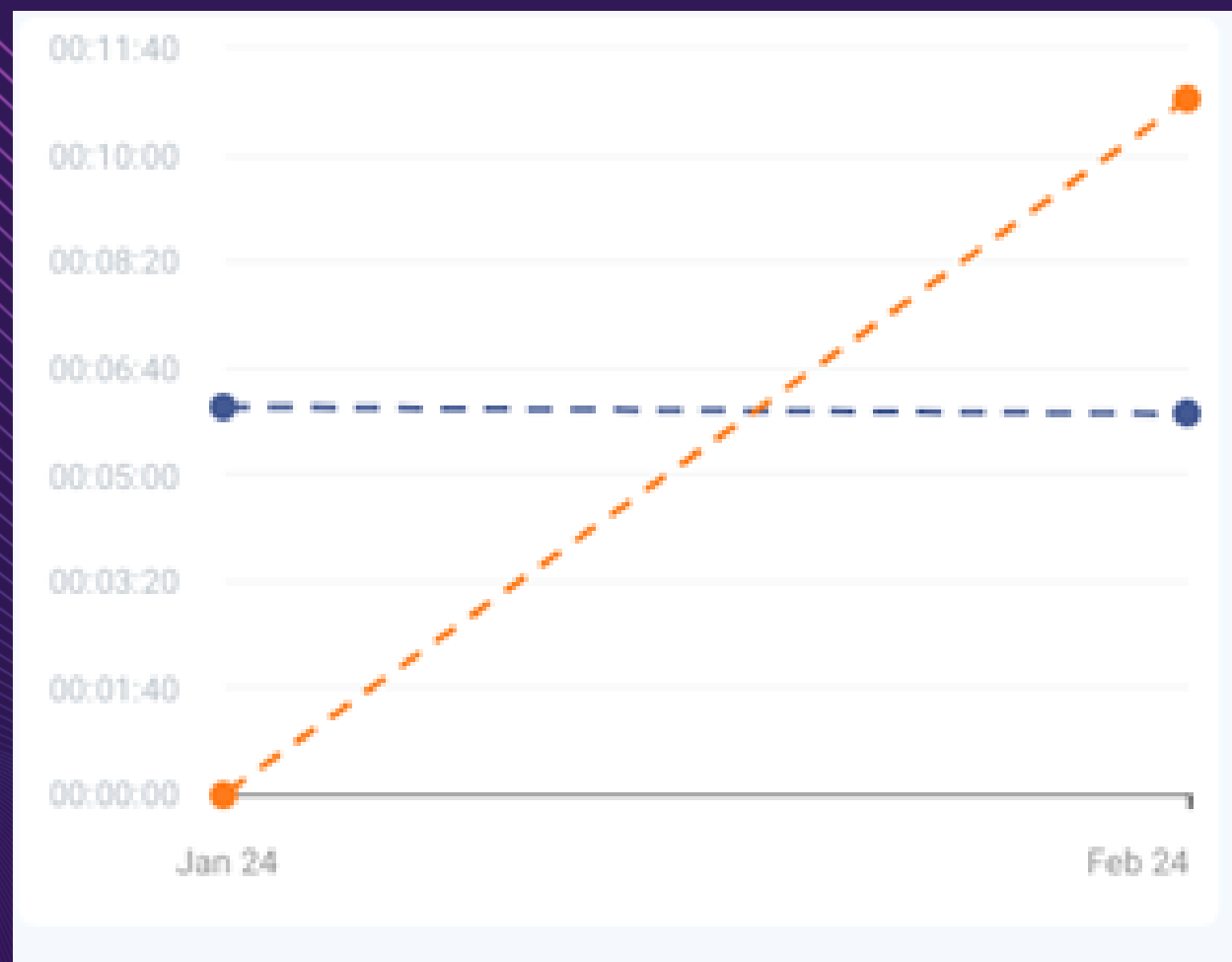


Figure 8: Visit duration adapted from SimilarWeb (2024)

- ✓ Comparing duration trends with competitors, ADHD UK experiences growth, while ADHD Society UK remains relatively static.
- ✓ Ntui (2021) emphasized that relevant, recent, and frequent articles and contents are key to building retention.

Analysis

The need for recent and frequent ADHD content

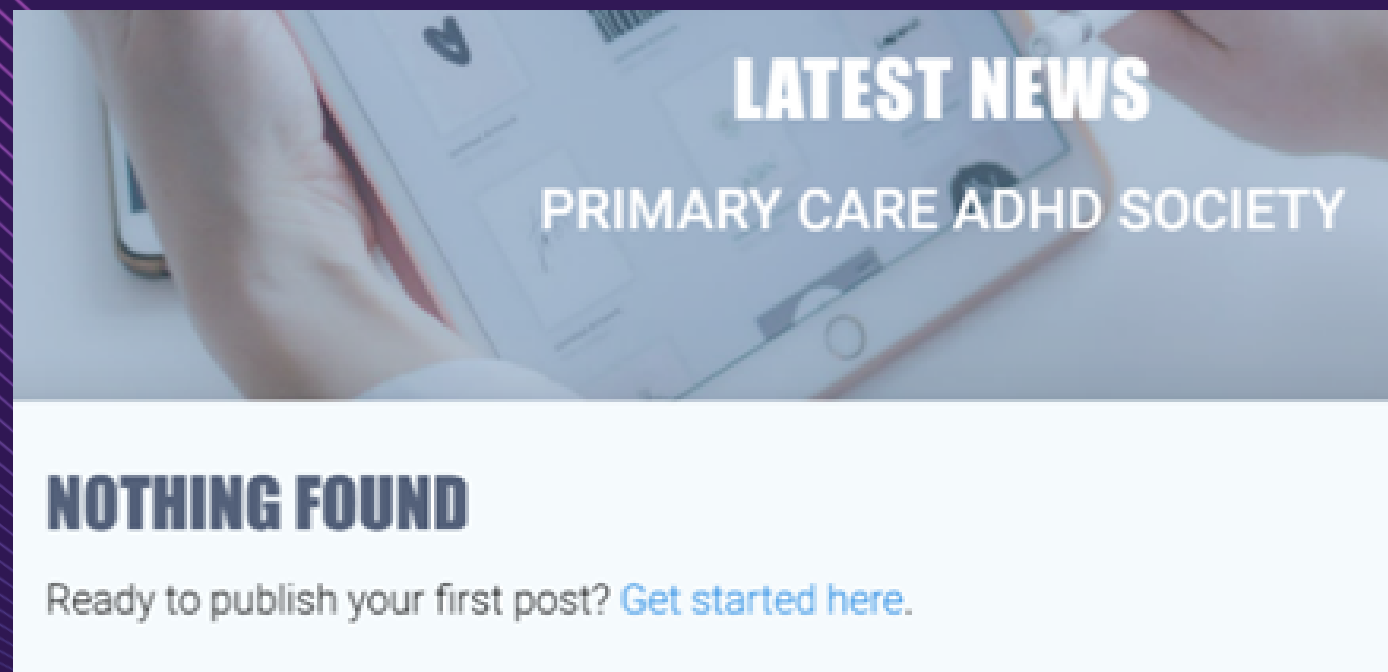


Figure 9: Adapted from Primary Care ADHD Society (2024)

- ✓ ADHD Society lacks content that affects the user engagement and time in their website.



Figure 10: Adapted from ADHD UK (2024)

- ✓ ADHD UK serves as an example of providing recent ADHD content.

Analysis

Compatibility Issue



Figure 11: Optimization issues adapted from PowerMapper (2024)

✓ Compatible with various devices is crucial for responsive design, as Google prioritizes mobile versions for ranking (Skow, 2024).

✓ Non-mobile-friendly sites are invisible and resulting in lost traffic (Skow, 2024).



Figure 12: adapted from Primary Care ADHD Society (2024)

✓ Mobile display of ADHD Society has Text and elements misaligned, causing clutter, and disorganized menu options.

✓ Compatibility issues hinder user navigation.

Segment

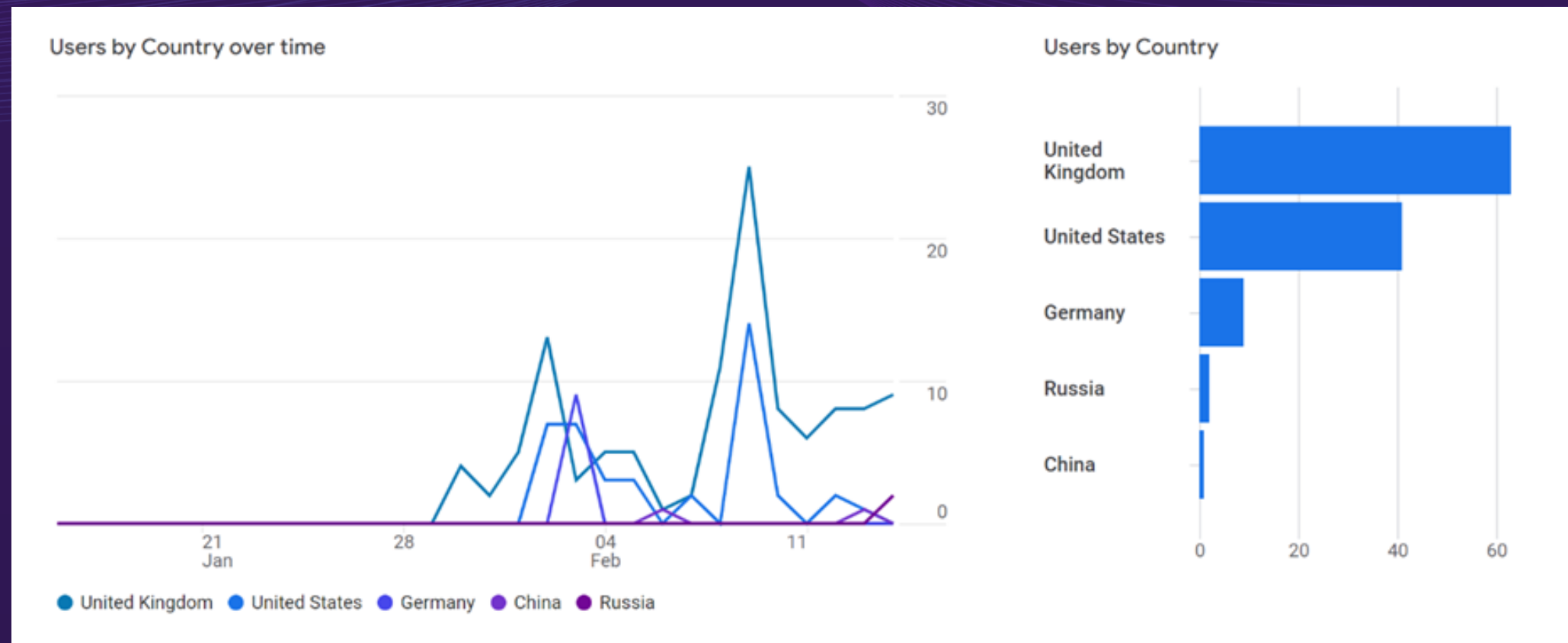


Figure 13: Users by Country adapted from Google Analytics (2024)

✓ ADHD Society's English website catering to large English-speaking populations in the US and UK increase visits.

✓ Language barriers prevent engagement among other users.

The background is a dark purple gradient. It features several decorative elements: a large purple circle in the top left, a smaller purple circle in the top right, and a larger purple circle in the bottom left. In the center, there is a graphic of concentric circles, resembling a target or a ripple effect, with a smaller purple circle positioned to its right.

Website Strategies

Suggested improvements of website layout and
content for ADHD Society UK

Provide frequent ADHD content

<https://adhdcommunityuk.wixsite.com/adhdcommunityuk>




ADHD Society UK
1 day ago · 1 min

Medication vs. Therapy: Exploring Effective Treatment Options

Attention Deficit Hyperactivity Disorder (ADHD) can be effectively managed through a combination of medication and therapy. The National...

20 views 0 comments



ADHD Society UK
1 day ago · 1 min

Exploring the Latest Advances in ADHD Treatment and Care

Collaborative care models play a crucial role in delivering quality ADHD treatment and care. Here's a guide for medical professionals in...

9 views 0 comments



ADHD Society UK
1 day ago · 1 min

11 Tips for Navigating Relationships with ADHD

Managing ADHD in relationships requires understanding and effective communication. Here's some ADHD relationship advice for both...

31 views 0 comments



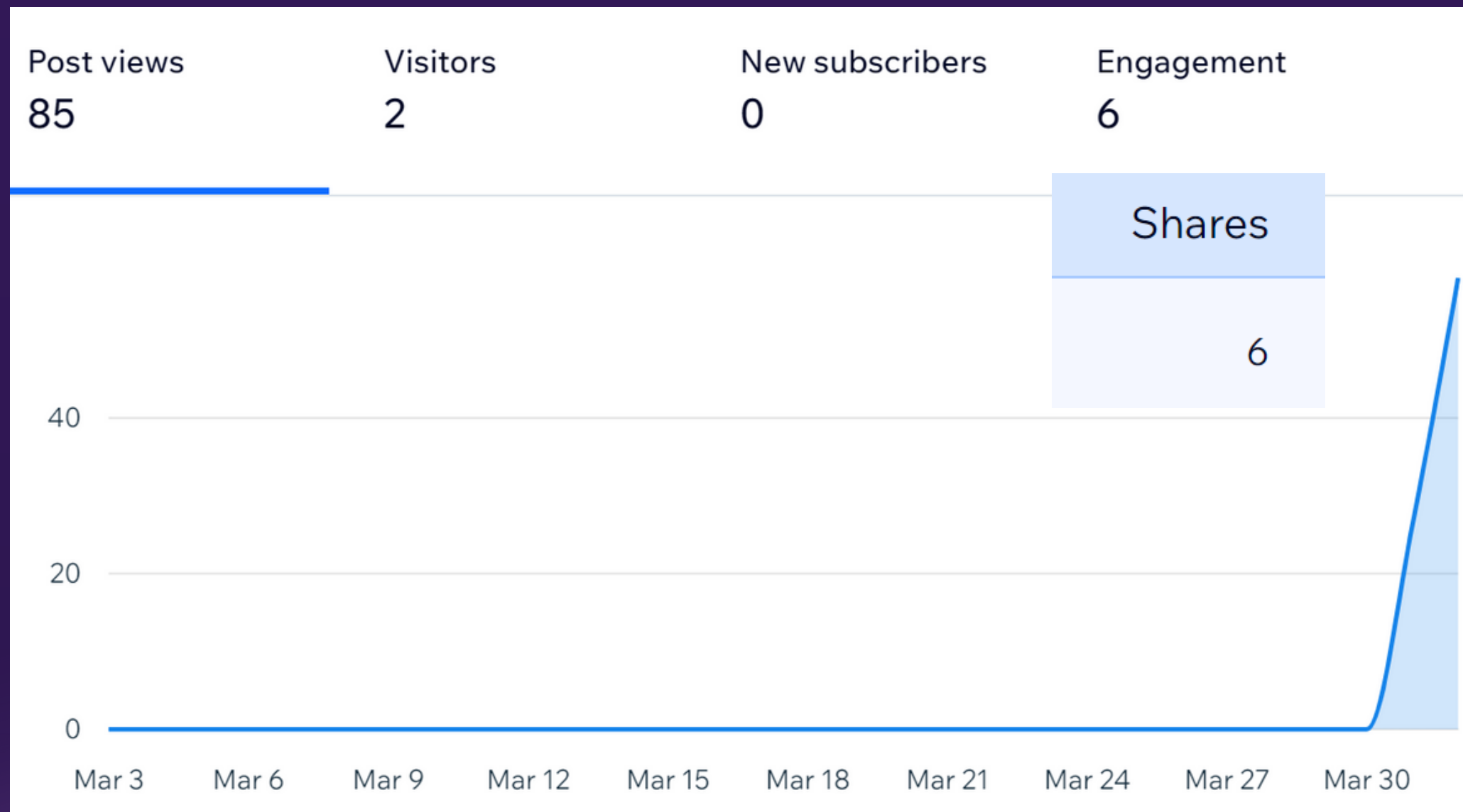
ADHD Society UK
1 day ago · 1 min

How to Foster Effective Collaboration in Interdisciplinary Care: 6 Expert Tips

ADHD is a complex neurodevelopmental condition that can benefit significantly from a collaborative approach to care. Here are some key...

9 views 0 comments

Results from web content



Traffic source	Count
Unknown	77
Internal	8

- ✓ Post views increases web traffic
- ✓ Turned traffic into engagement - shares.
- ✓ Engagement leads to longer visit duration. As **Ntui (2021)** emphasized that relevant, recent, and frequent contents are key to building retention.

Optimized SEO

Accessibility

Help people with disabilities use your site. [What is accessibility?](#)

✔ No detected issues

Use the Accessibility Wizard to find accessibility issues that couldn't be detected automatically.



SEO Setup Checklist

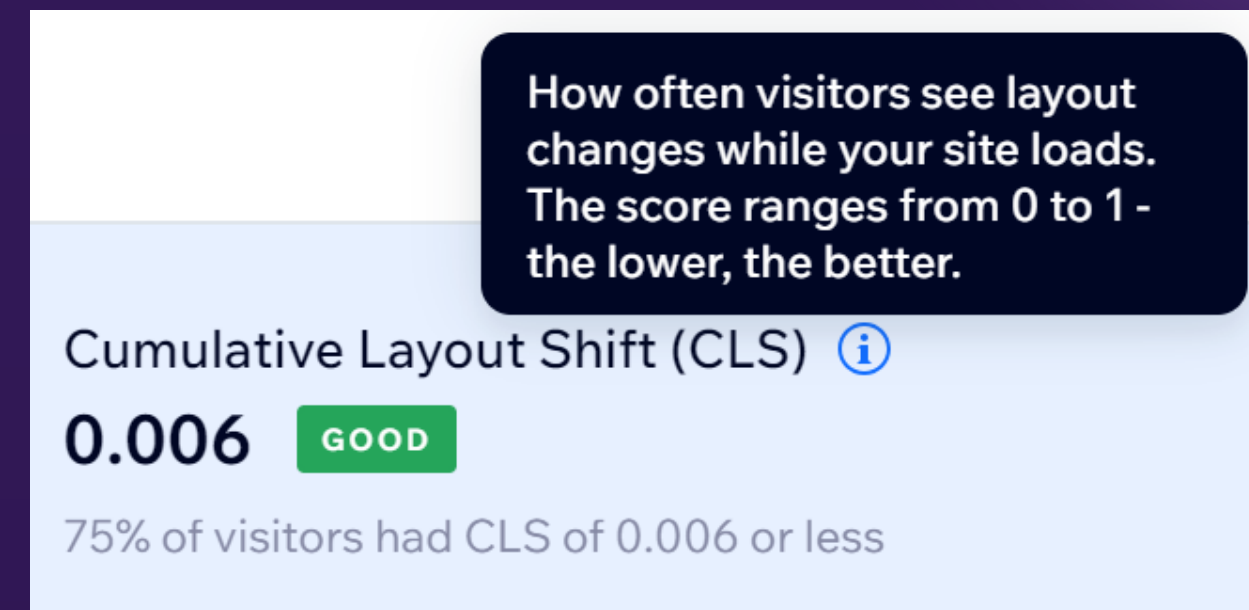
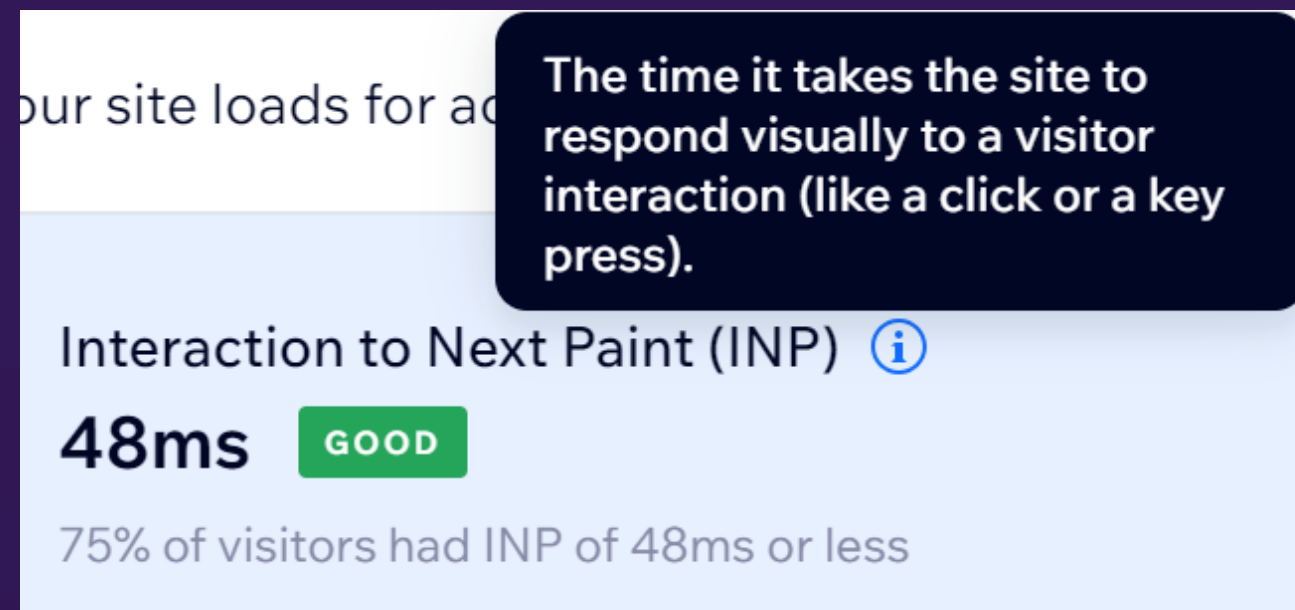
[Continue Setup](#)

- ✔ **More users can access the site:** according to WHO, roughly 15% of the population have some form of disability (Wix, n.d.).
- ✔ **Improved user experience:** Accessible design enhances usability, reduces frustration, and improves user satisfaction, leading to better user experience (Marc, 2023).
- ✔ **Higher SERP:** Google's algorithm takes into consideration user experience when determining its SERP rankings, affecting the online visibility and organic traffic (Norton, 2023).



- ✔ **User-friendly websites:** Optimizing for website accessibility leads to an increase in overall site traffic by 12% on average (Pane, 2023).
- ✔ **Higher SEO score:** improved SEO metrics such as time on site, lower bounce rates, and increased organic traffic (Gala, 2023).

Page Speed Optimization



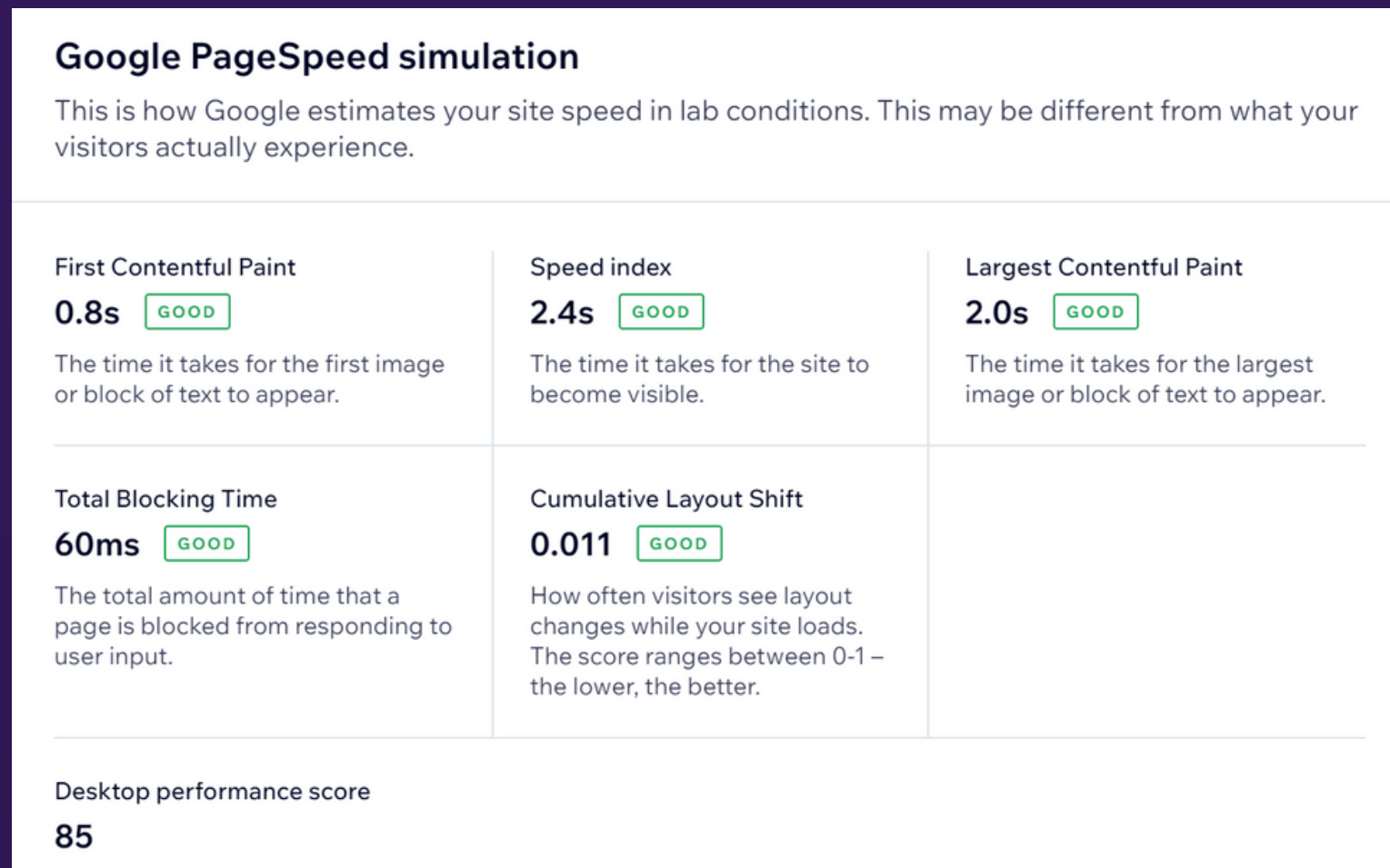
Your site speed is average.

Most visitors see your site in 4.7 seconds or less.

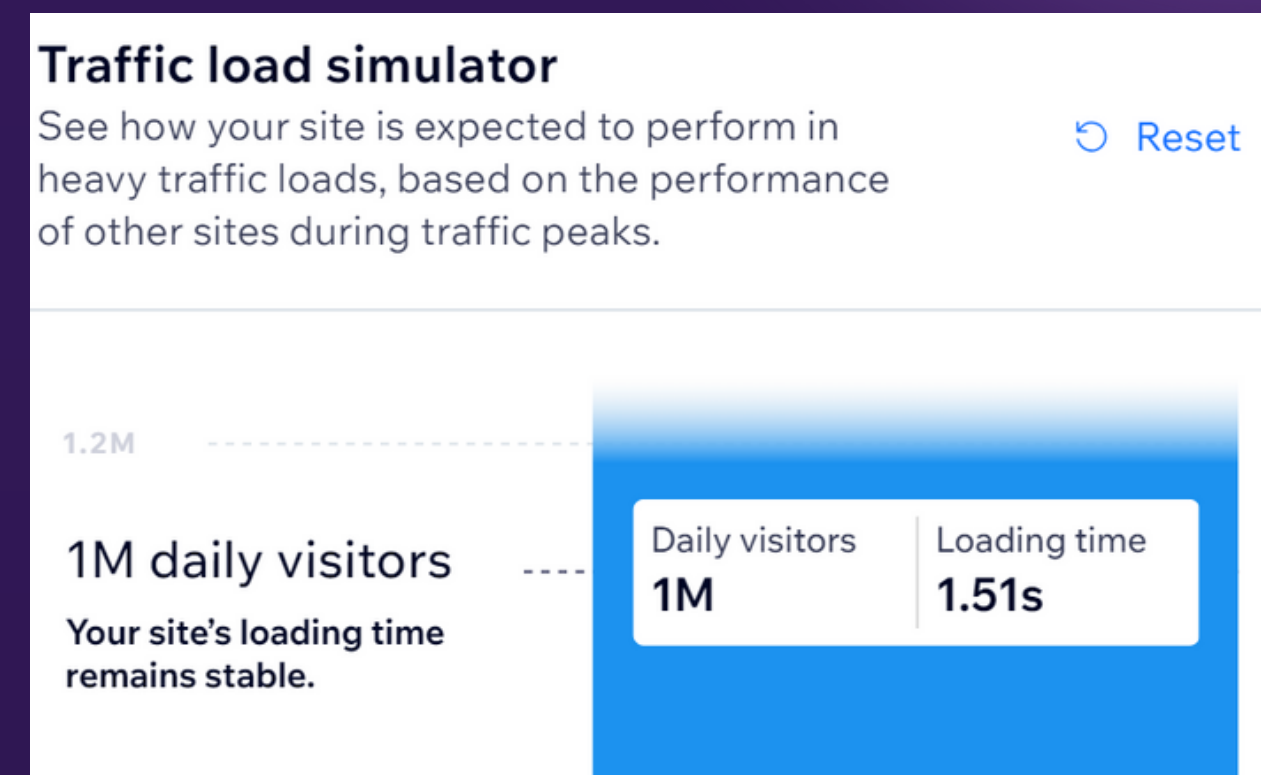


- ✓ **Fast site speed:** Faster website is considered more reliable and professional (Unadkat, 2020).
- ✓ **Higher Engagement:** Fast speed enhance user experience by ranking website higher for both speed and effectiveness, increasing the likelihood of returning visitors (Norton, 2023)
- ✓ **Reduced Bounce Rate:** Higher engagement means users can get the data they need right away when a website loads quickly (Atasoy, 2023).

Page Speed Optimization



- ✓ **Higher Search Engine Rankings:** Google considers fast load speed as a positive ranking factor (McIntyre, 2023).



- ✓ Websites that load quickly outperform those that load slowly on search engine results pages (SERPs) (Norton, 2023).
- ✓ Optimizing website for speed and efficiency, will result in growth in organic traffic and higher conversion rates (Cloudflare, n.d.).

Site Security

Site security

Your site is protected by built-in security measures that comply with the highest industry standards. [Learn more](#)

SSL Certificate ✓

Authenticates your site's identity and enables an encrypted connection, so that visitors (and browsers) know they can trust your site.

TLS 1.3 Encryption ✓

Encrypts your data using the latest industry-standard protocols to keep your visitors' information safe.

DDoS Protection ✓

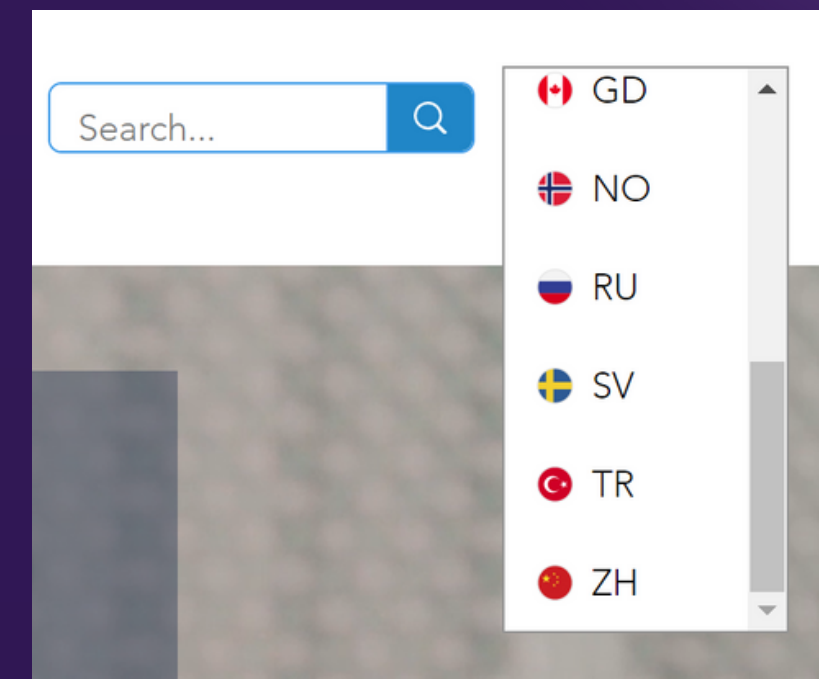
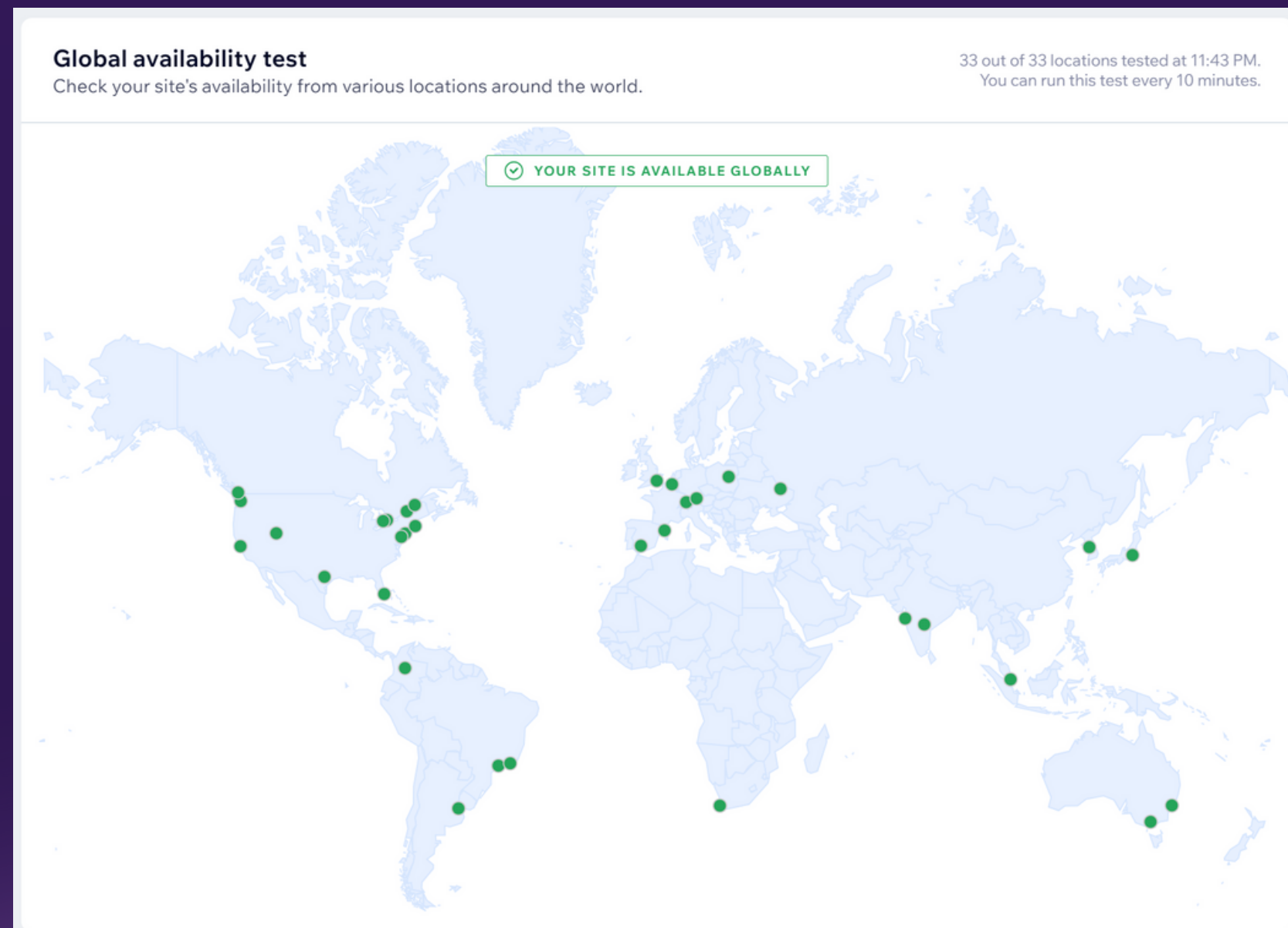
In a DDoS attack, sites are flooded with unwanted traffic and become unavailable. Wix reroutes this malicious traffic to keep your site accessible at all times.

Level 1 PCI Compliance ✓

Your site complies with the highest global standard for secure online payments, regardless of the payment provider used.

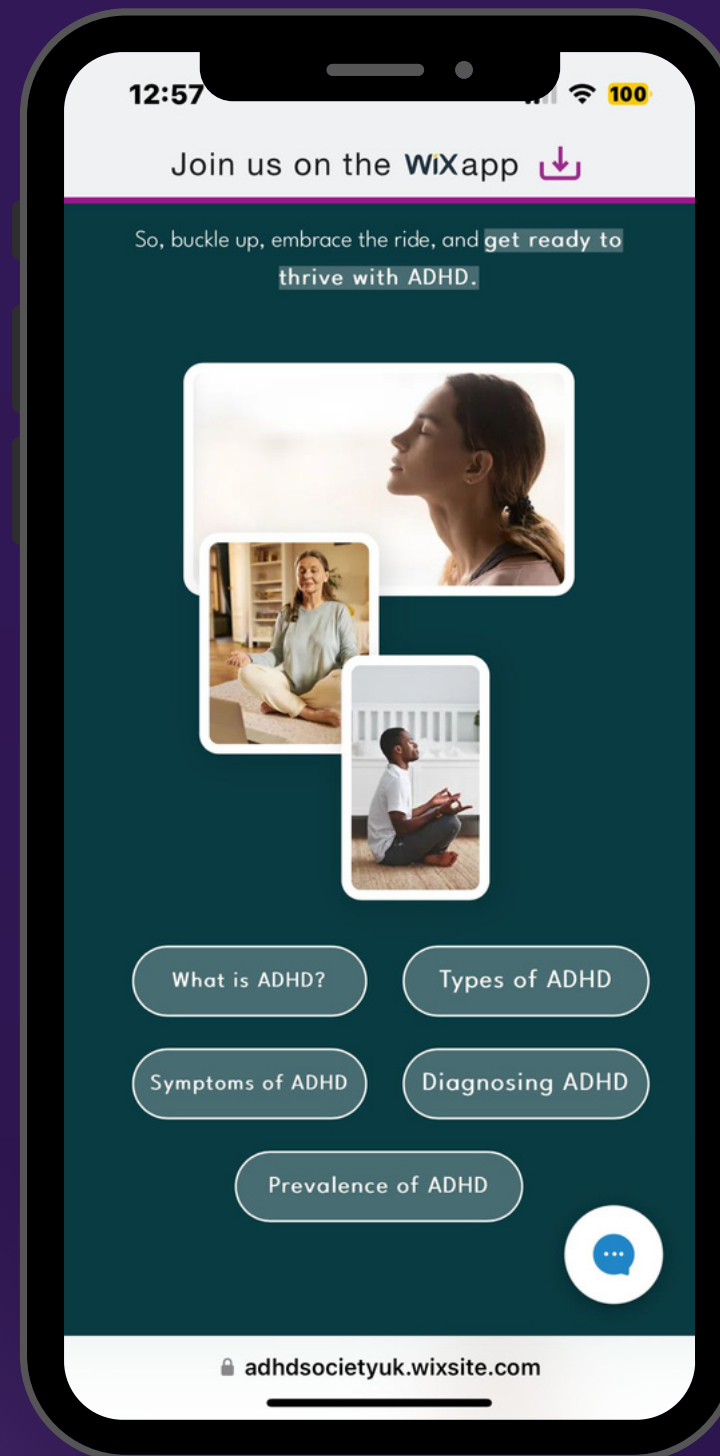
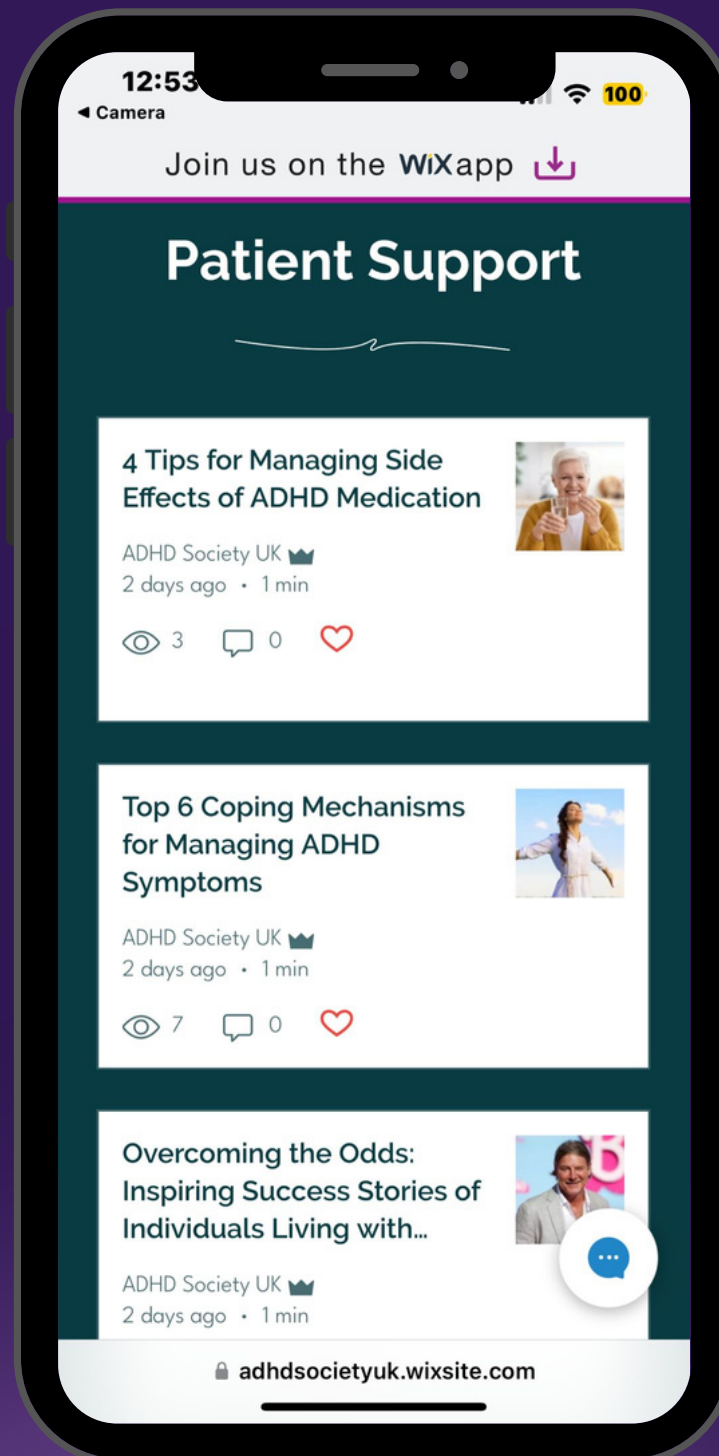
- ✓ **Higher Search Engine Rankings:** Google designates security as a consideration for the Helpful Content Ranking System (Carter, 2022).
- ✓ Secure websites "generally align with success in search ranking" and those creating and maintaining websites should ask if "pages served securely" (Carter, 2022).
- ✓ **Trust and credibility:** gives users confidence that their personal information is safe and secure. This leads to increased trust and longer time spent on site (Hossain, 2023).

Reach Wider Audience



- ✓ **Break Language barriers:** Page translation integrated to target a wider audience in different countries and regions, other than English-speaking countries, increasing site awareness.
- ✓ **Increases visibility in search engines:** website will appear in search results for those languages, leading to more traffic and engagement (Dithurbide, 2023).

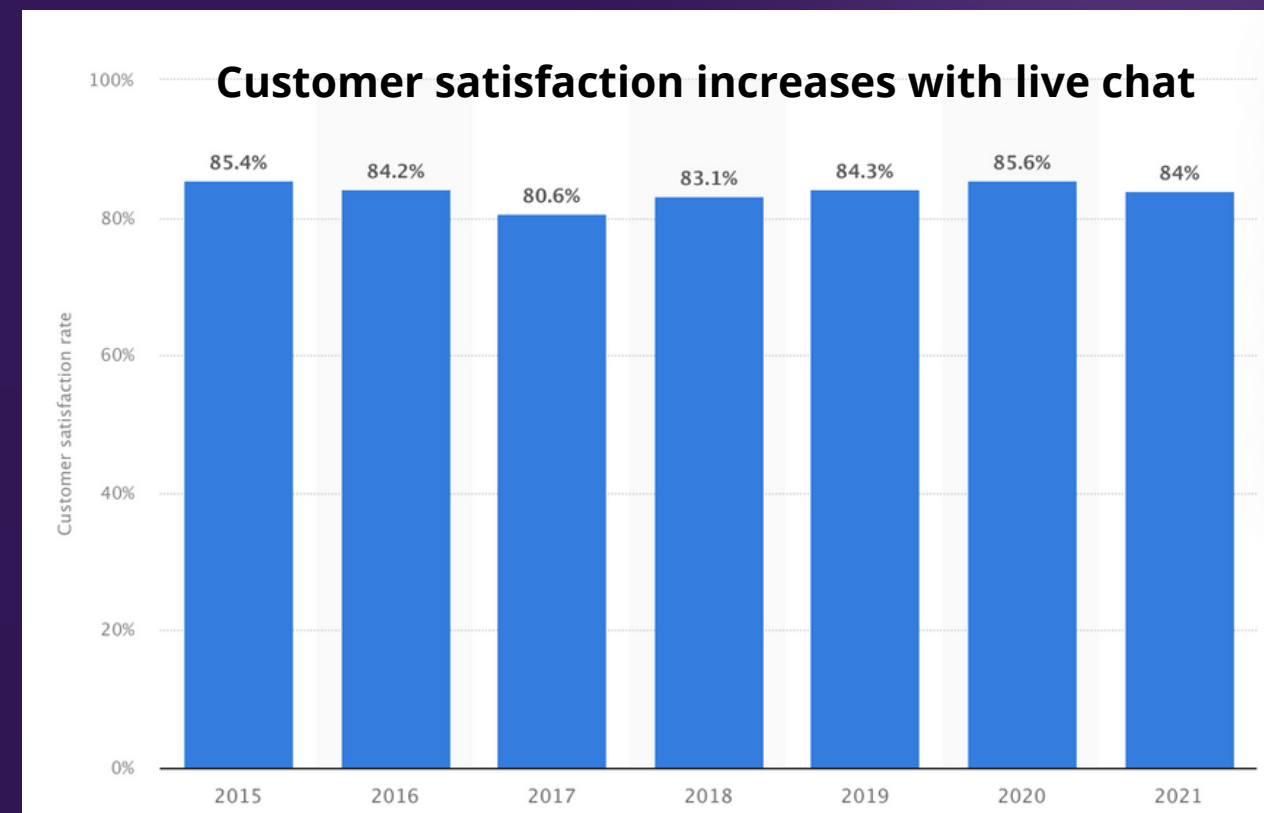
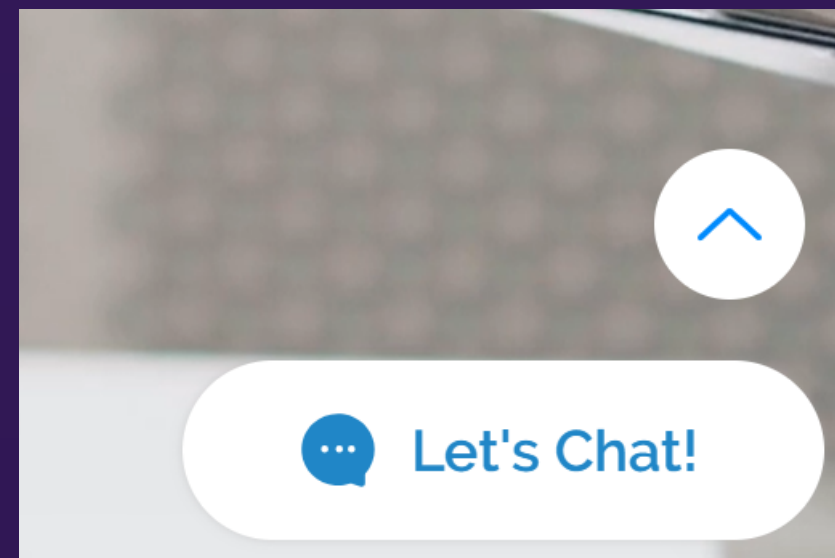
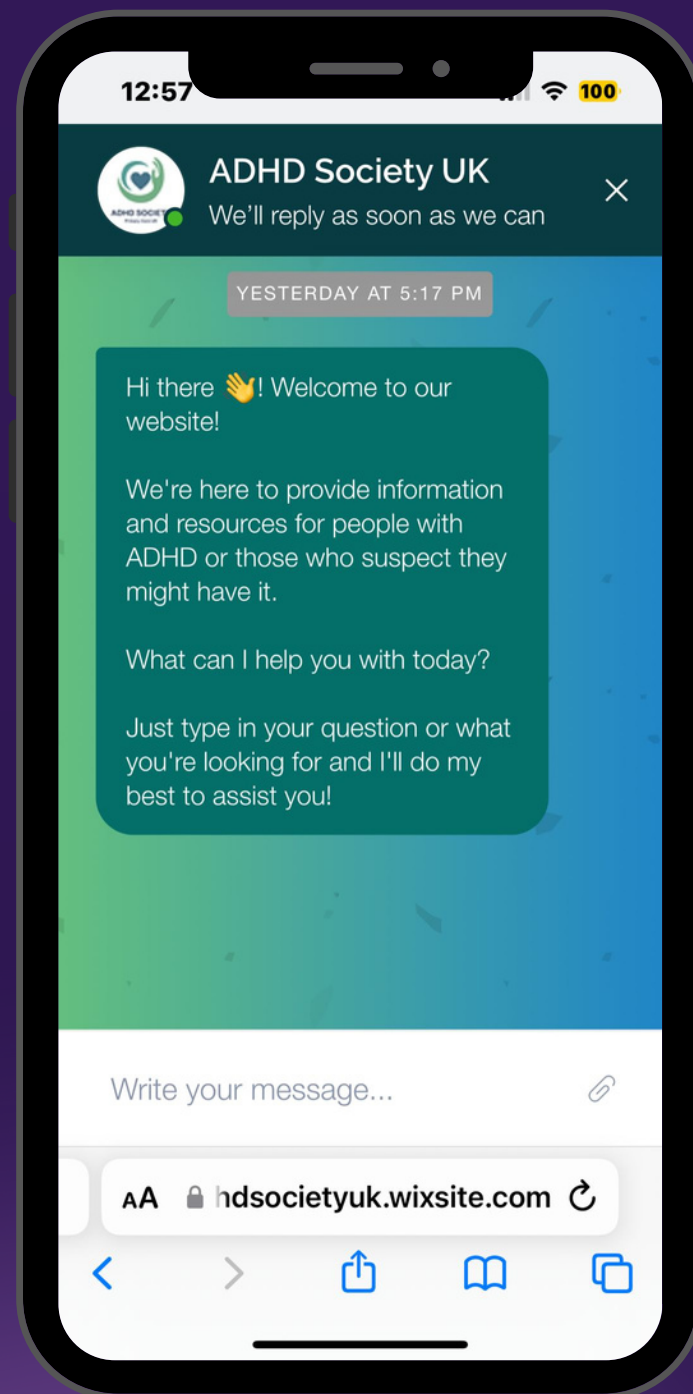
Improve Compatibility



Scan for
mobile
version!

- ✓ **Responsive design:** Skow (2024) reported that Google prioritizes mobile versions for ranking, making non-mobile-friendly sites invisible in SERP. and resulting in lost traffic.
- ✓ **Increase Traffic:** Over 53% of global internet traffic now comes from mobile. Users also spend up to 3x more time on mobile-optimized sites. This means higher engagement and visit duration (Nguyen, n.d.).

Integrate Live Chat



✓ **Offer immediate support:** This is crucial for ADHD users who struggle with focus or find waiting frustrating. This reduces isolation and fosters a sense of understanding, ultimately aiding self-management and strengthening connections.

✓ **Increase conversions:** Live chat is great for increasing conversions, such as form submissions for volunteers and donations, as it allows users to ask questions and seek information without having to leave the site (geosg).

SM Analysis

The reason to choose TikTok as a primary SM for
ADHD Society UK & competitor analysis

Time Spent on TikTok (UK)

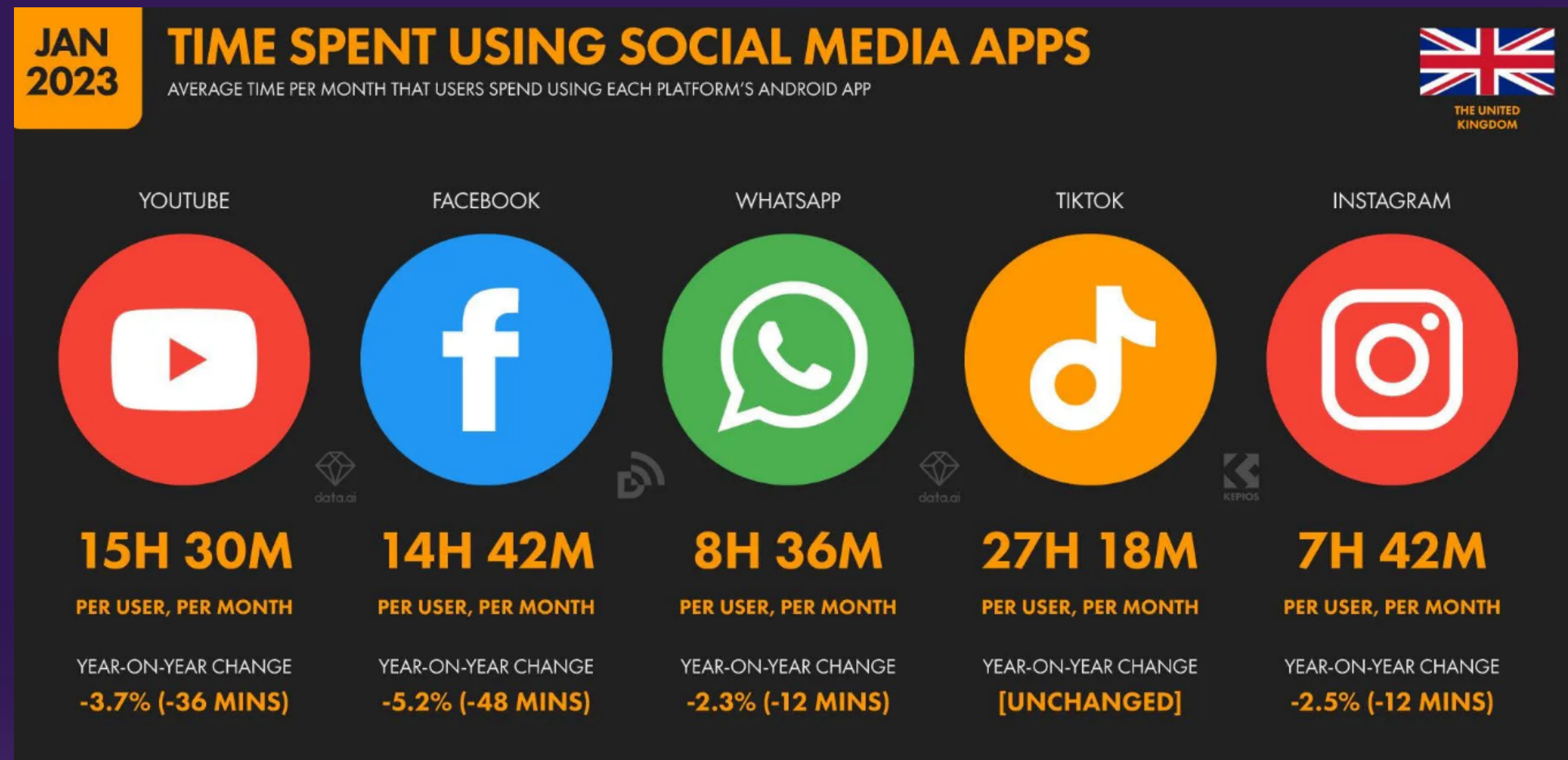


Figure ?: Adapted from Smith (2024)

ROI – Social Media platforms

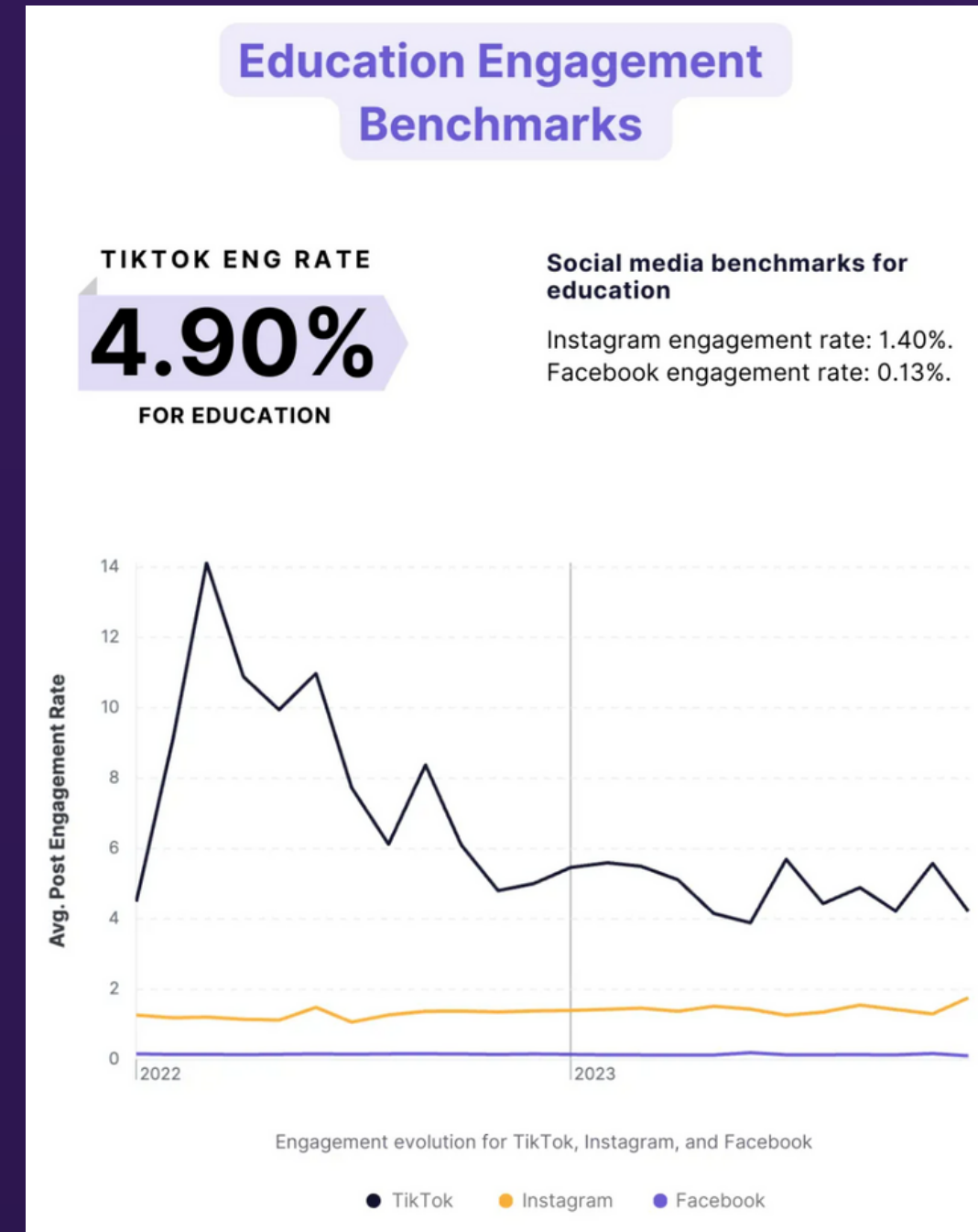
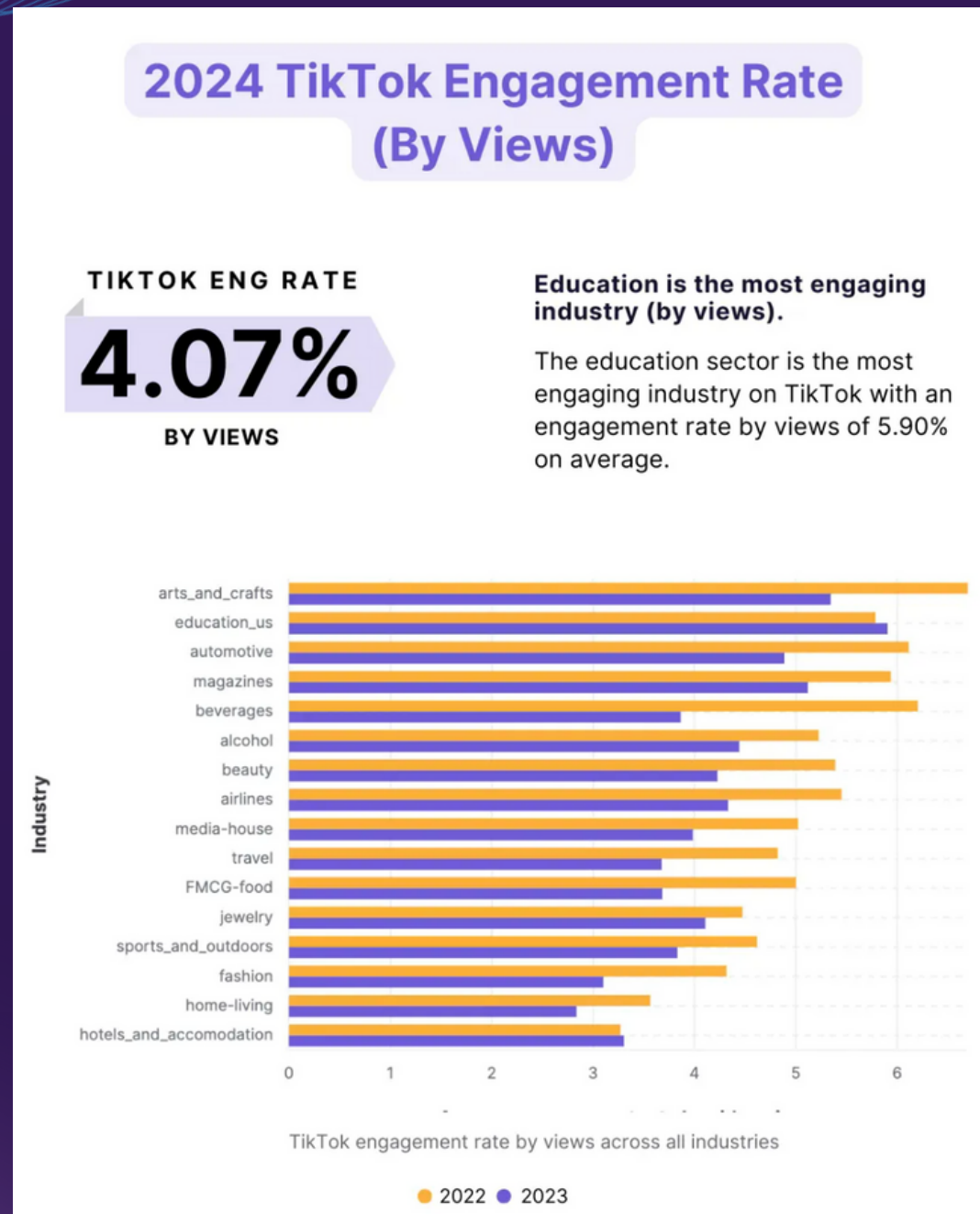


Figure ?: Adapted from SocialInsider (2024).

Most Engaging content type

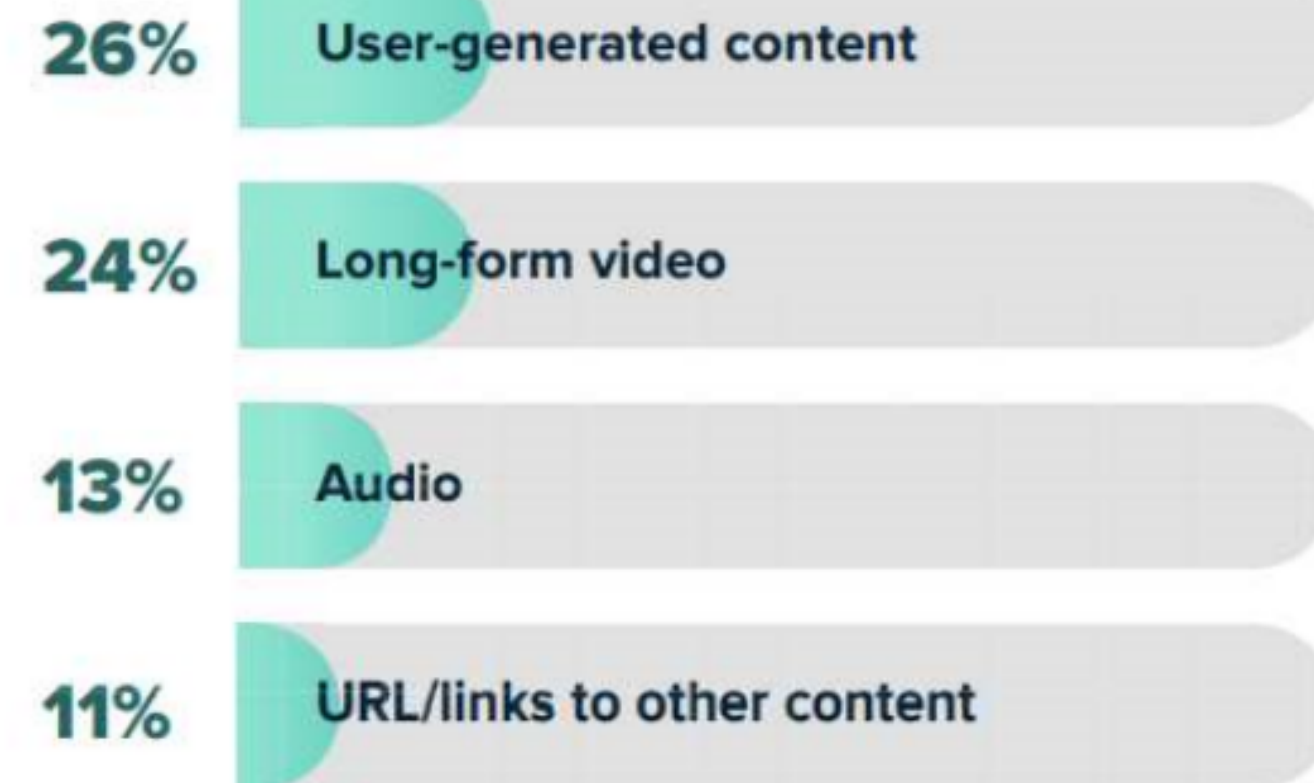
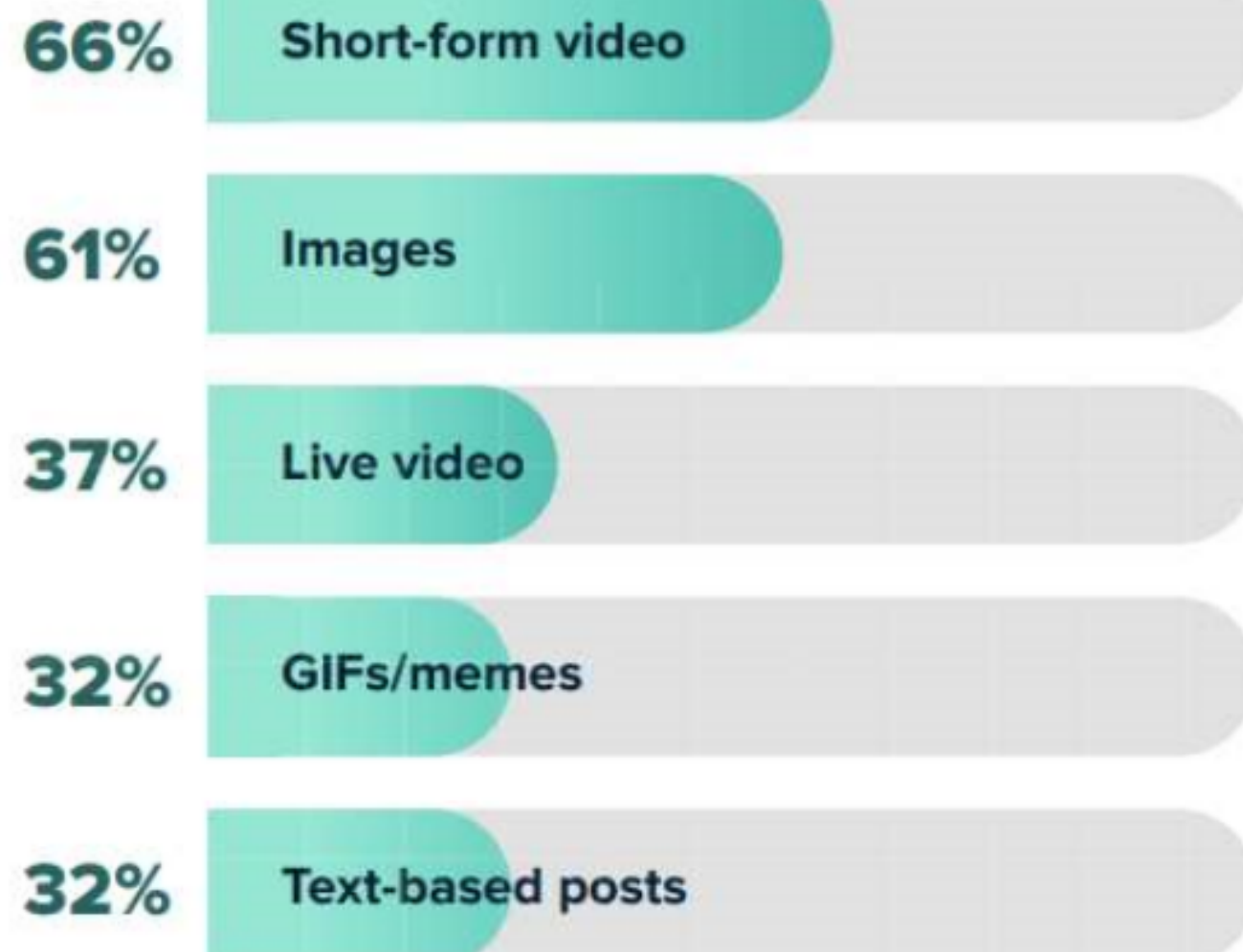


Figure ? : Adapted from Adisa (2024)

Competitor Analysis (1)



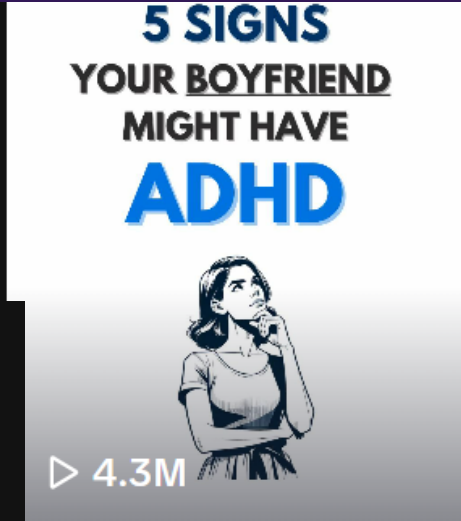
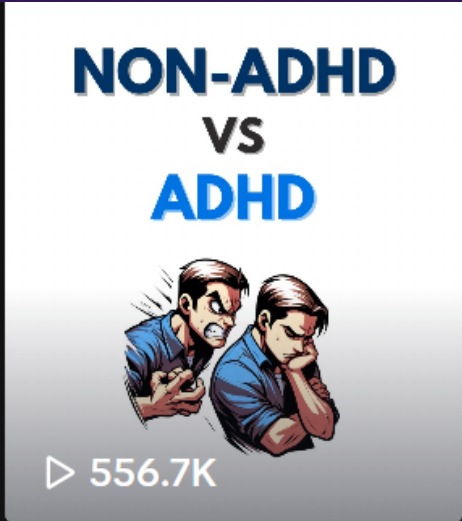
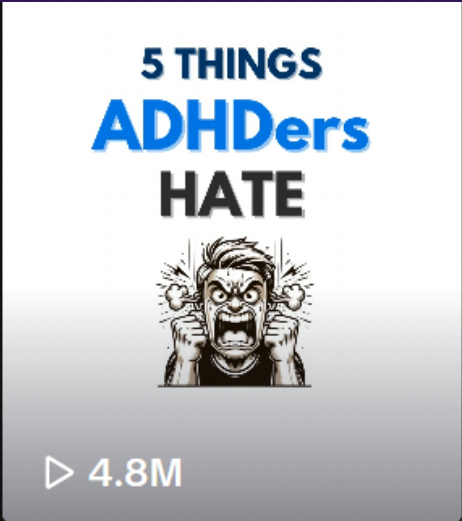
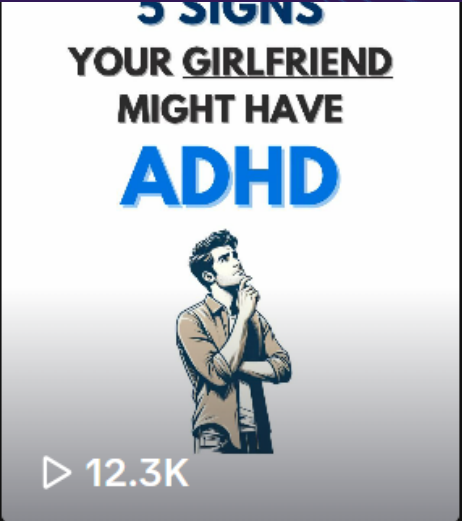
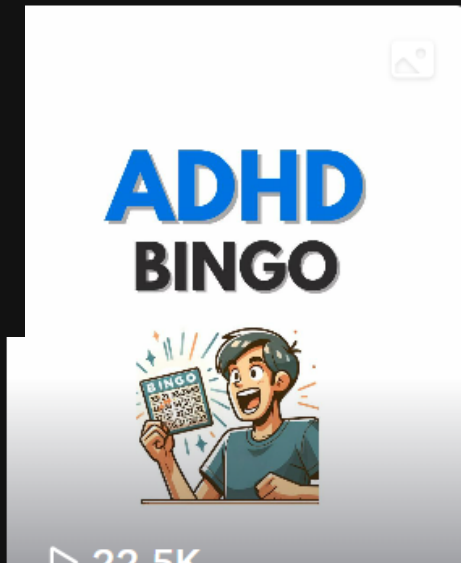
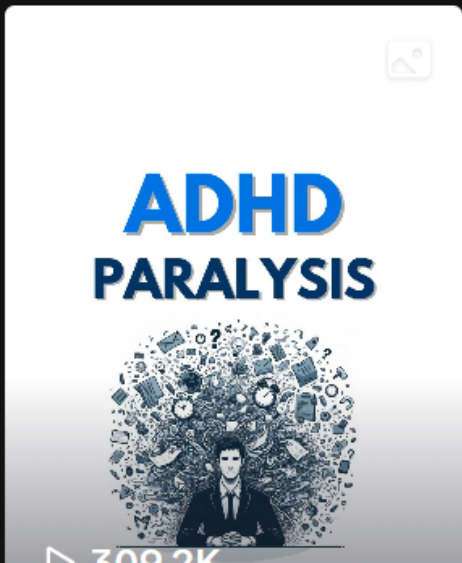

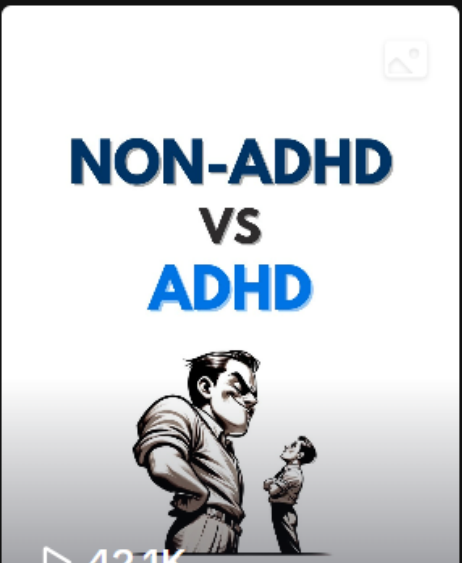
myadhdventure
MyADHDventure

[Follow](#)


36 Following 81.8K Followers 2.6M Likes

ADHDer spreading awareness about ADHD ❤️
ADHD Resources, Diagnosis & Books 📖

beacons.ai/myadhdventure

 <p>4.3M</p> <p>s this your partner? ...</p>	 <p>556.7K</p> <p>Do you agree? What's ...</p>	 <p>4.8M</p> <p>The last one is especia...</p>	 <p>12.3K</p> <p>Sound like someone y...</p>
 <p>22.5K</p>	 <p>309.2K</p>	 <p>21.4K</p>	 <p>42.1K</p>

Competitor Analysis (2)



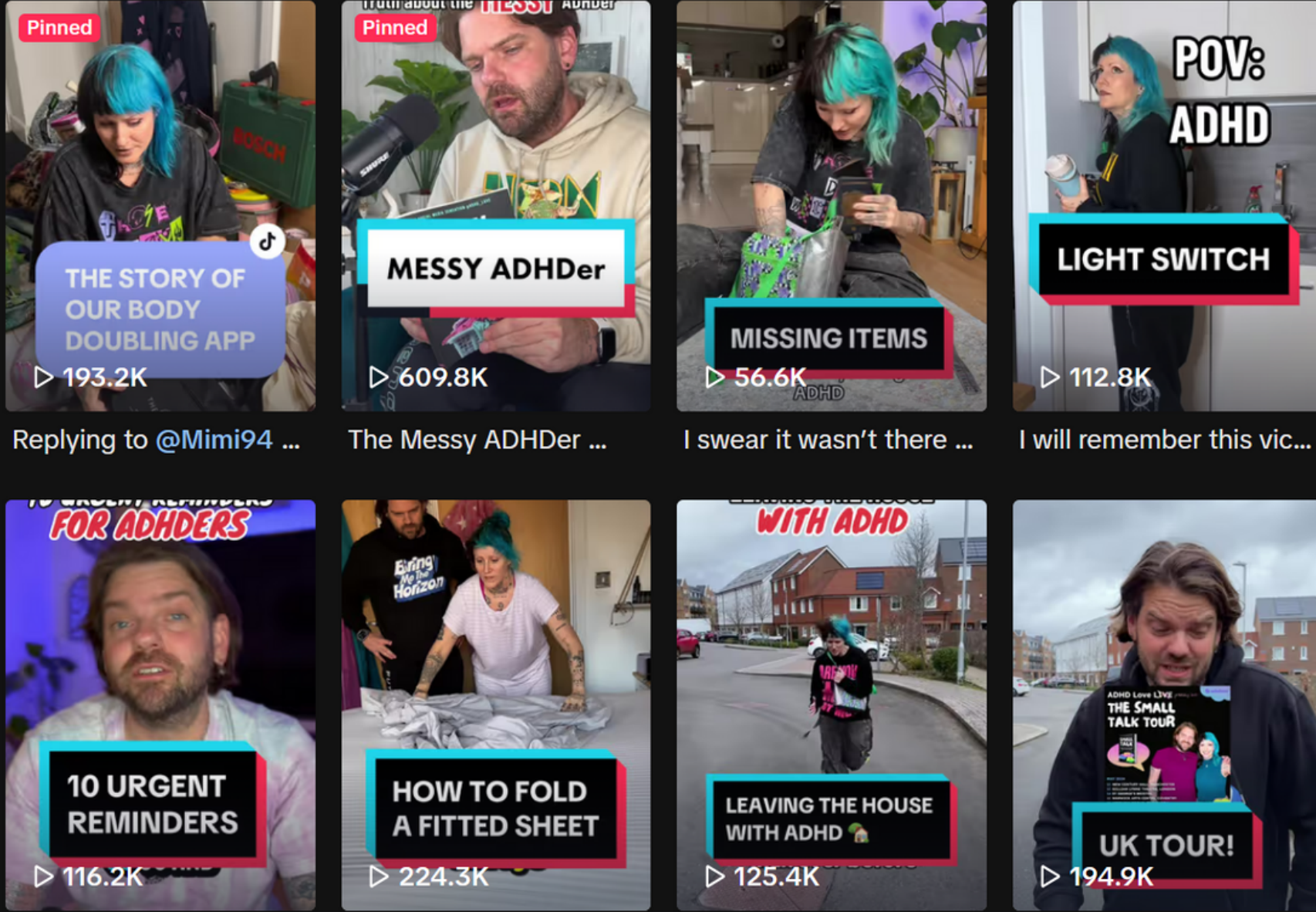
adhd_love
Rich & Rox • ADHD Love

[Follow](#)

4 Following 906.8K Followers 35.4M Likes

pre-order our new book **SMALL TALK**
GB UK TOUR in May

linktr.ee/ADHD_Love



Video Title	Views	Caption
THE STORY OF OUR BODY DOUBLING APP	193.2K	Replying to @Mimi94 ...
MESSY ADHDer	609.8K	The Messy ADHDer ...
MISSING ITEMS	56.6K	I swear it wasn't there ...
POV: ADHD	112.8K	I will remember this vic...
10 URGENT REMINDERS FOR ADHDERS	116.2K	Sorry for any anxiety t...
HOW TO FOLD A FITTED SHEET	224.3K	HOW DO YOU FOLD A ...
LEAVING THE HOUSE WITH ADHD	125.4K	Do you think I make th...
UK TOUR!	194.9K	UK TOUR - lets go neu...

Competitor Analysis (3)






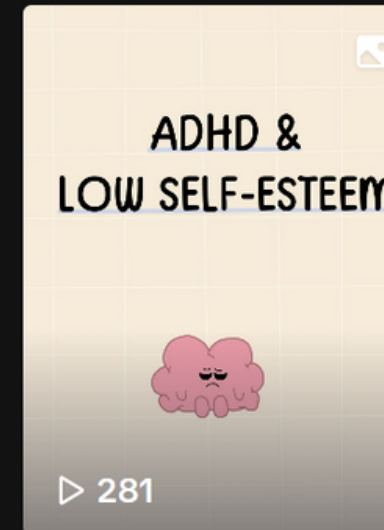
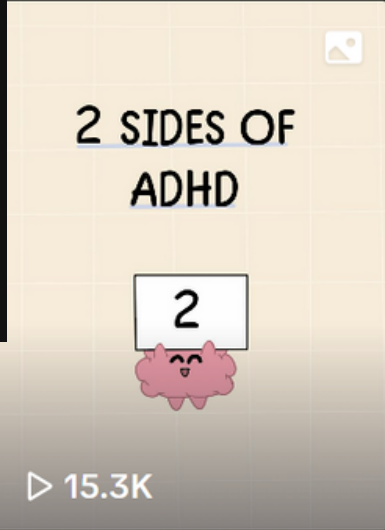

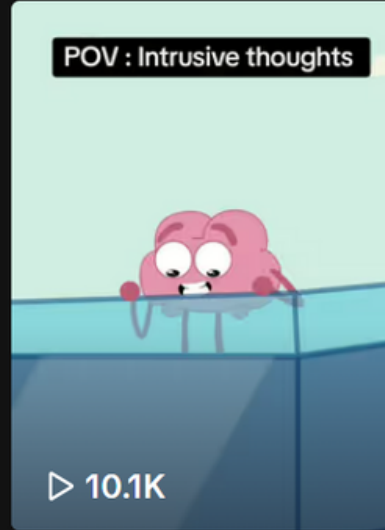
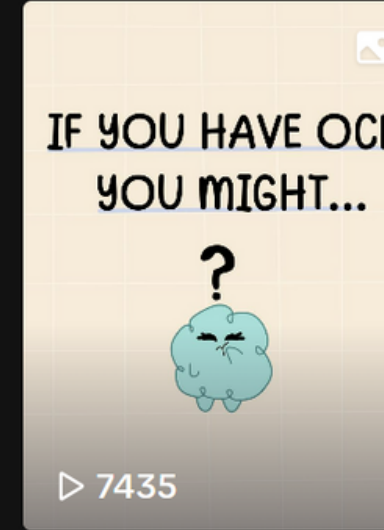
neurodivers_show
Neurodivers Show

[Follow](#)

1 Following 496.1K Followers 13.3M Likes

Real neurodivergent stories... but animated & fun
An assessment tool 🖱️

linktr.ee/neurodivers_show

 <p>Pinned</p> <p>11.7M</p> <p>'ll be doing anything b...</p>	 <p>Pinned</p> <p>ADHD Impulsivity</p> <p>6M</p> <p>Guilty 🤖</p>	 <p>Pinned</p> <p>Is it depression?..</p> <p>10.6M</p> <p>2023 in one song 🥰</p>	 <p>ADHD & LOW SELF-ESTEEM</p> <p>281</p> <p>This does not mean w...</p>
 <p>2 SIDES OF ADHD</p> <p>2</p> <p>15.3K</p> <p>I have 2 looks , and th...</p>	 <p>Relatable ADHD memes that just make sense</p> <p>27.4K</p> <p>The third one is definit...</p>	 <p>POV : Intrusive thoughts</p> <p>10.1K</p> <p>Where are my people ...</p>	 <p>IF YOU HAVE OCD YOU MIGHT...</p> <p>?</p> <p>7435</p> <p>To which one do you r...</p>

SM Strategies

Content Planning and Campaigns

Target Audience Persona



Name: Sarah Jones

Occupation: Graphic Designer

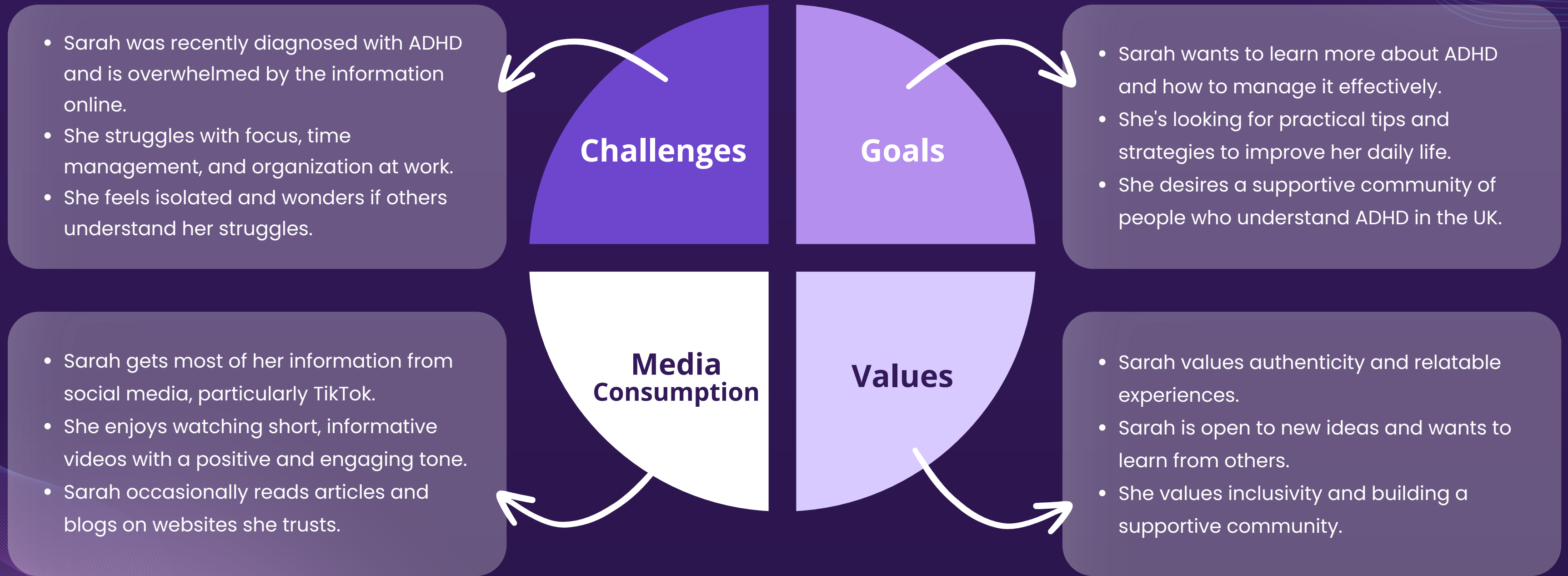
Age: 28

Marital Status: Single

Location:
Manchester, UK

Social Media:
TikTok (active)
Instagram (occasionally)

Target Audience Persona



Content Themes

1

Education:

Share informative videos about ADHD symptoms, coping strategies, and treatment options.

2

Tips & Tricks:

Offer practical tips for managing ADHD in daily life.

3

Personal Stories:

Share experiences by interviewing individuals with ADHD.

4

Myth Busting:

Address common misconceptions about ADHD.

5

Creativity & ADHD:

Explore the unique strengths of ADHD individuals.

6

Guest Features:

Collaborate with experts, psychologists, or fellow TikTok creators.

Content calendar

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 1: Introduction & Basics		General Information of ADHD		Common signs of ADHD		Common misconceptions	
Week 2: Strategies & Hacks		Time Management Hacks for ADHD		Dealing with Distractions		Navigating everyday tasks with ADHD	
Week 3: Strengths & Benefits		Positive aspects of ADHD		Using ADHD energy productively		Successful people with ADHD	
Week 4: Q&A & Community		Ask Us Anything About ADHD		Q&A Response Video		Encourage audience's ADHD experience in the comments	

Video Content

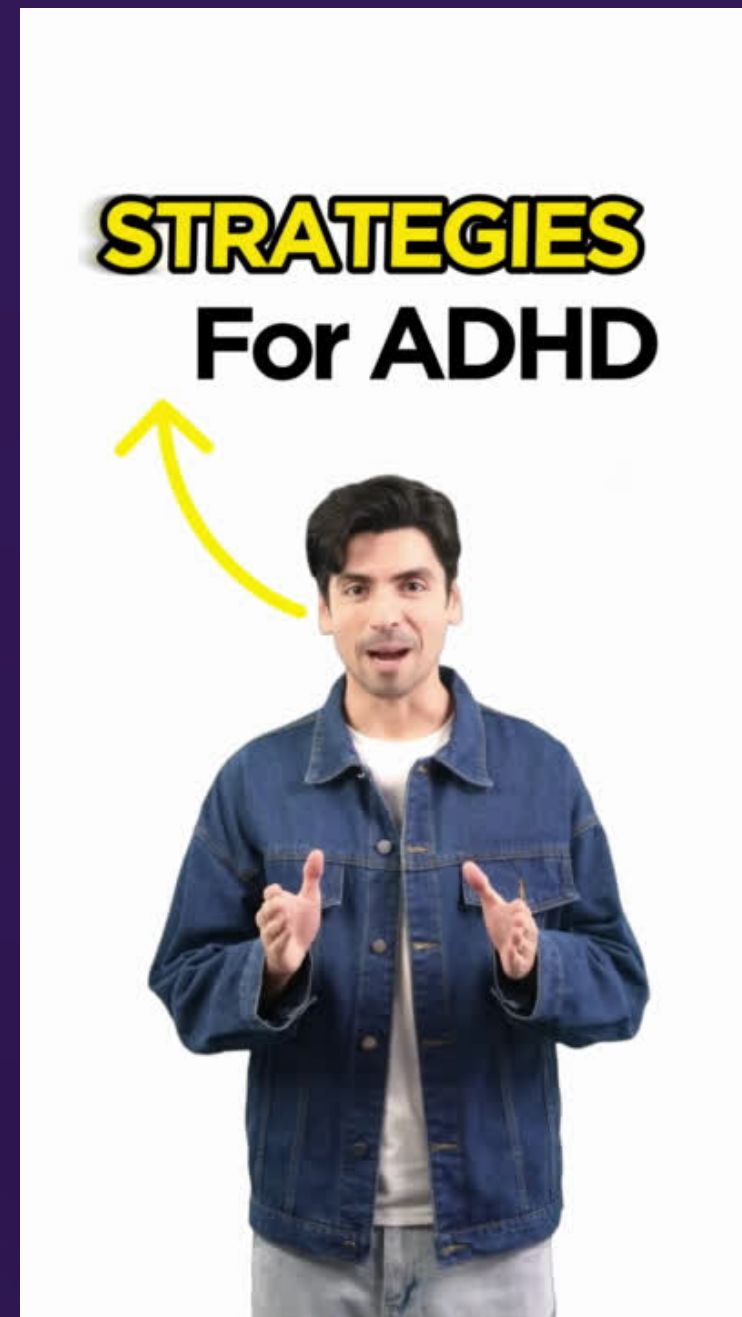


Image Content



TikTok account

adhd society uk
ADHD Society UK
Follow

9 Following 113 Followers 478 Likes
ADHD contents & community
<https://adhd-society-uk.wixsite.com/adhd-society-uk>

Videos Liked

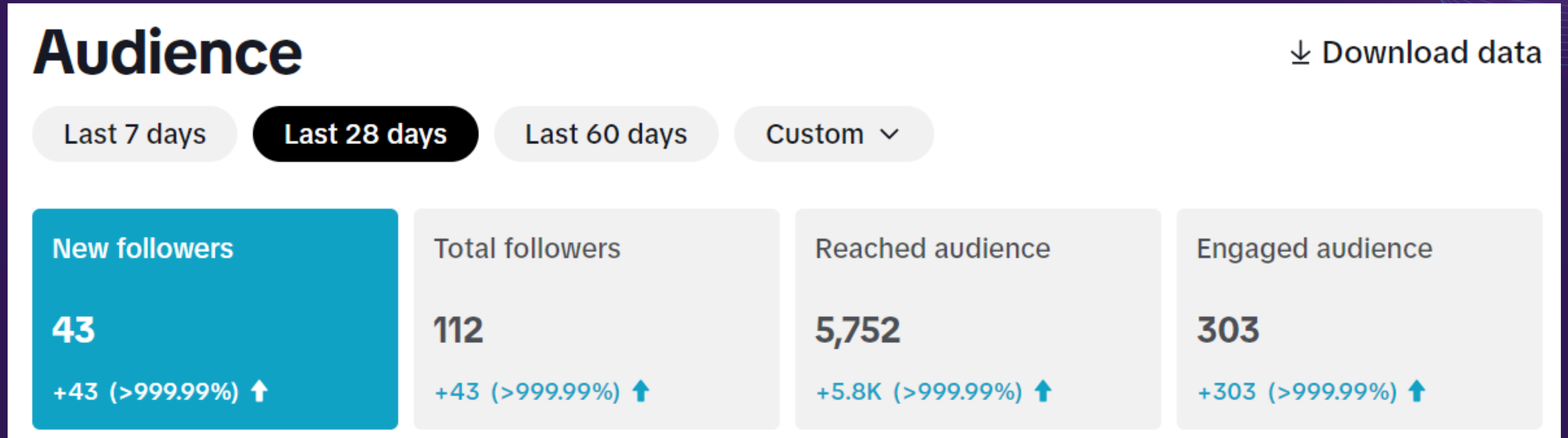
- 6 dopamine boost for adhd (250 views)
- 5 ADHD Love Language (3609 views)
- 5 Things ADHDers Dislike (728 views)
- Therapies for neurodevelopmental issues (730 views)
- Useful App Software for ADHD (50 views)
- Successful People with ADHD (3260 views)
- Management tips For ADHD (810 views)
- THERAPY For ADHD (1015 views)
- STRATEGIES For ADHD (31 views)
- Healthy Habits For ADHD (1153 views)
- What is ADHD? (21 views)

Get app



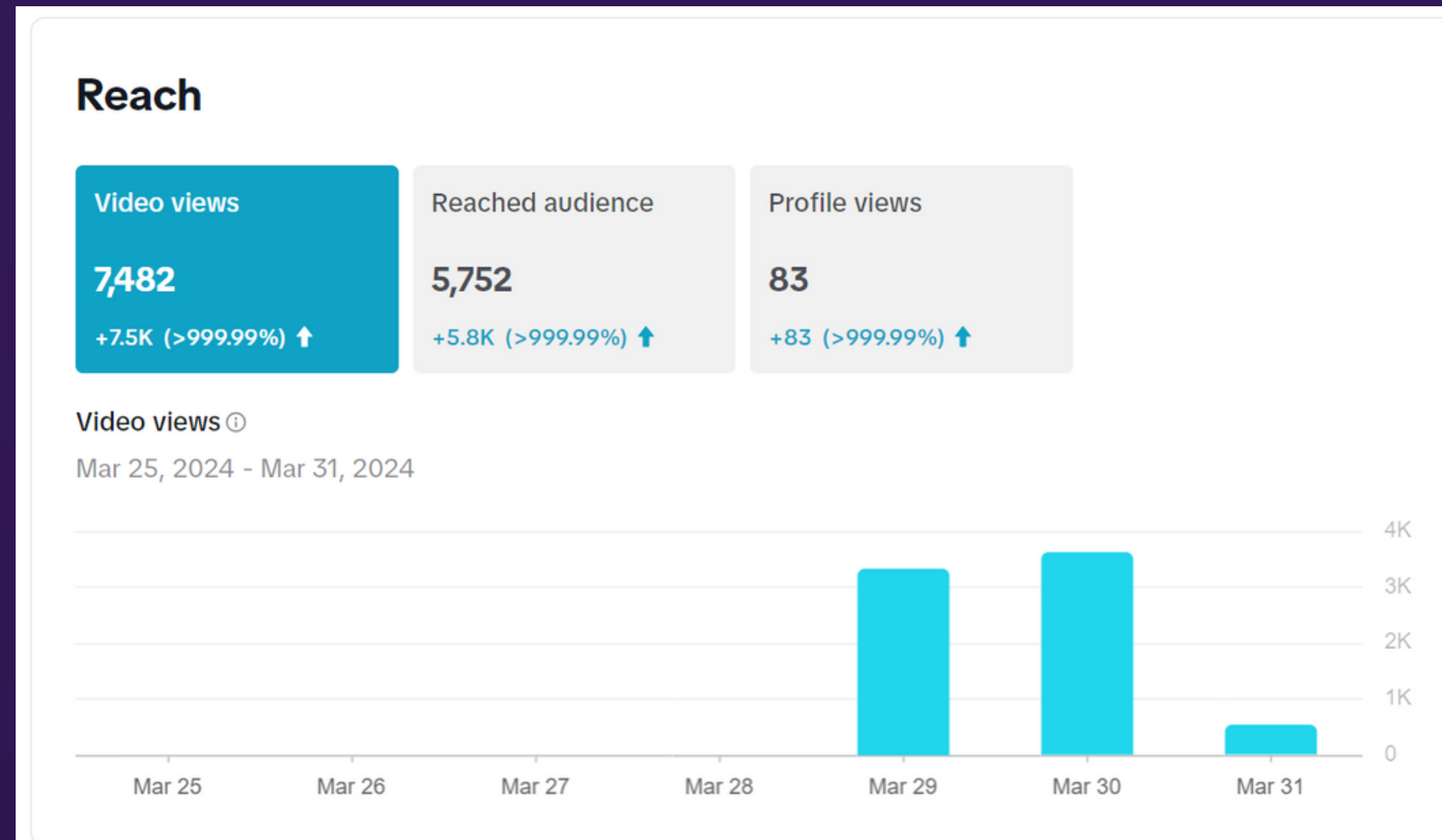
Scan and explore the contents!

Leads Generated – Account



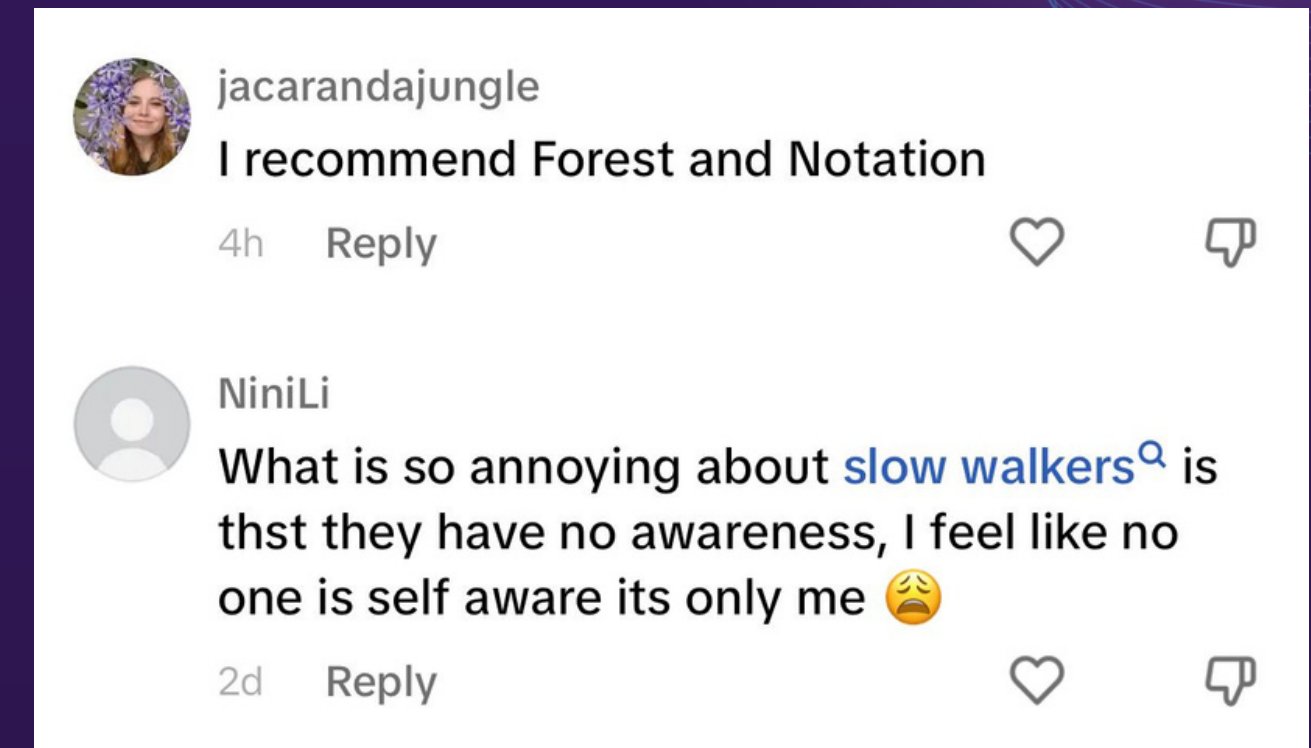
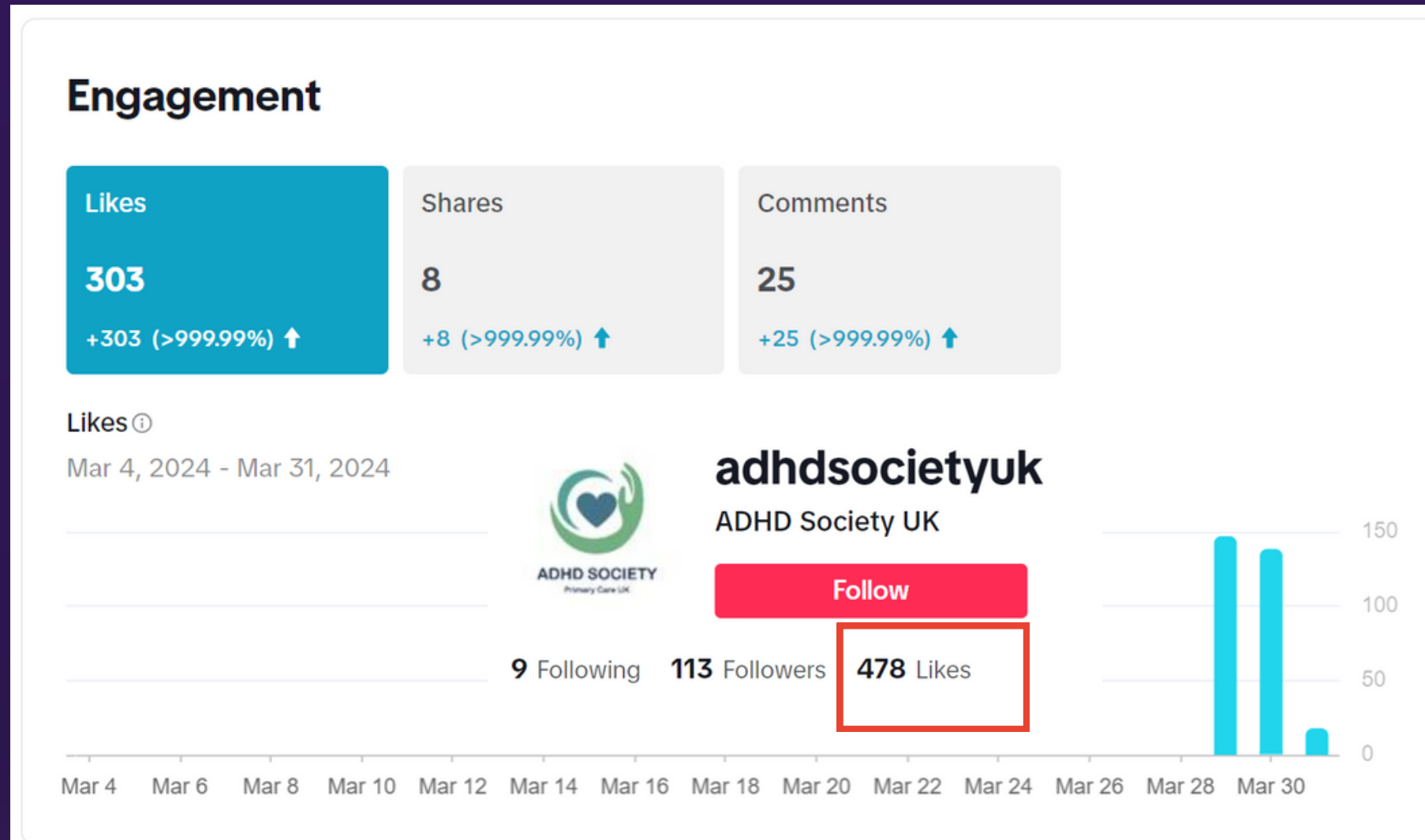
Surpassed 5,000+ audience and acquired over 100+ followers in 5 days, since March 29th.

Leads Generated - Reach



Reached over 7,000+ viewers and sparked the curiosity of 80+ profile visitors in just 5 days.

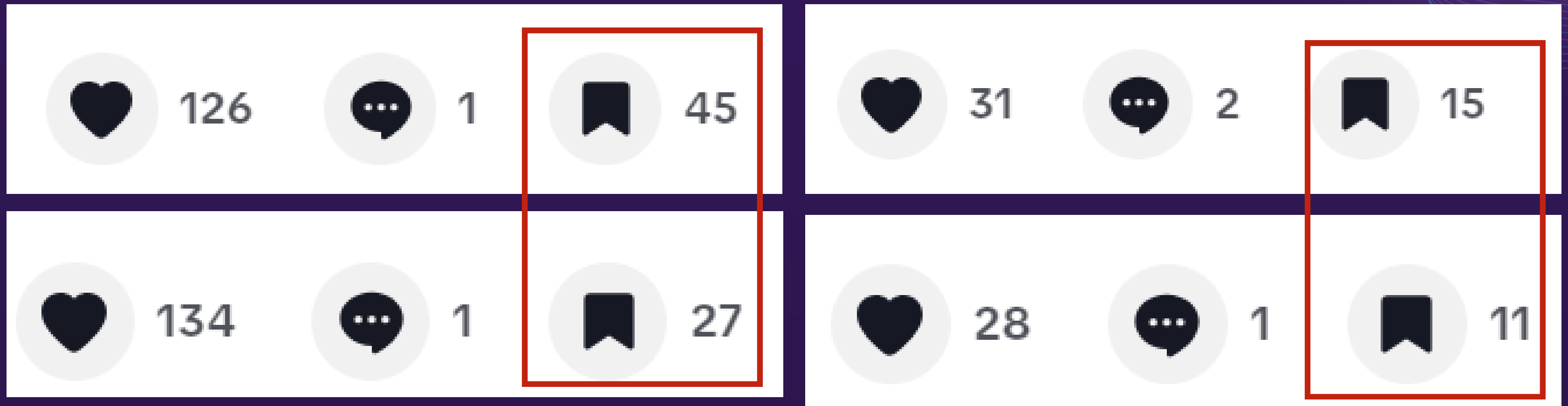
Leads Generated – Engagement



Engaged comments: Audience being relatable and give more recommendations related to the content.

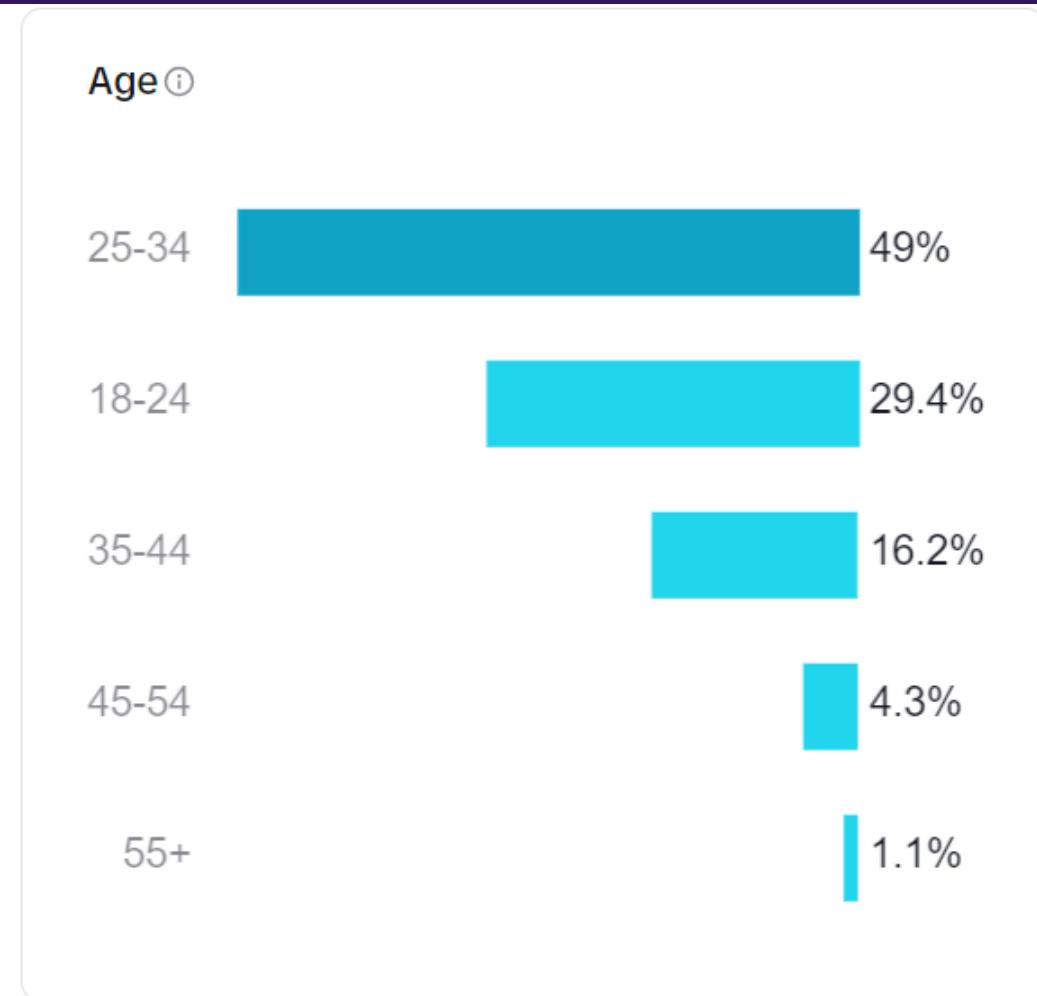
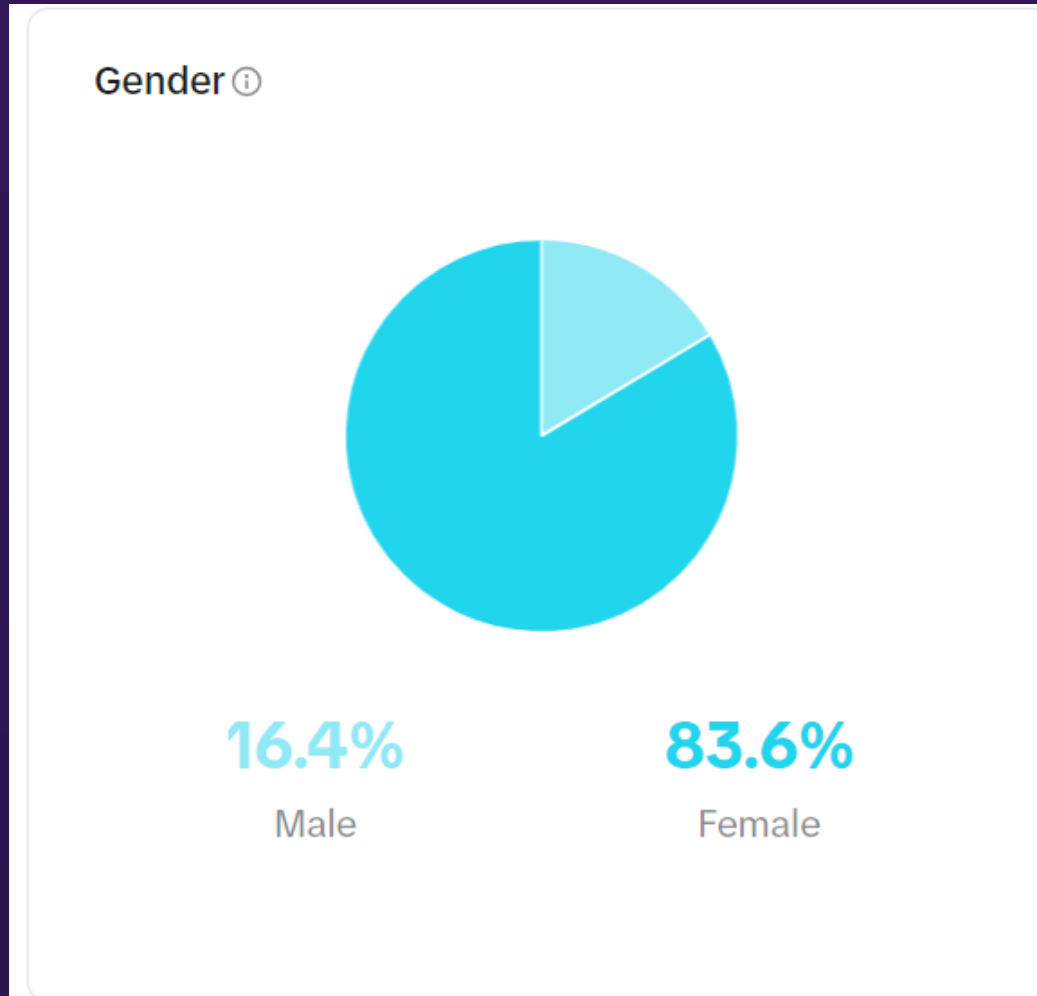
Gained 400+ likes and fostered audience engagement through shares and comments.

Leads Generated – Engagement



Generated content achieved a high level of audience engagement of 140+ saves, potentially used for future reference and sharing.

Leads Generated – Segment

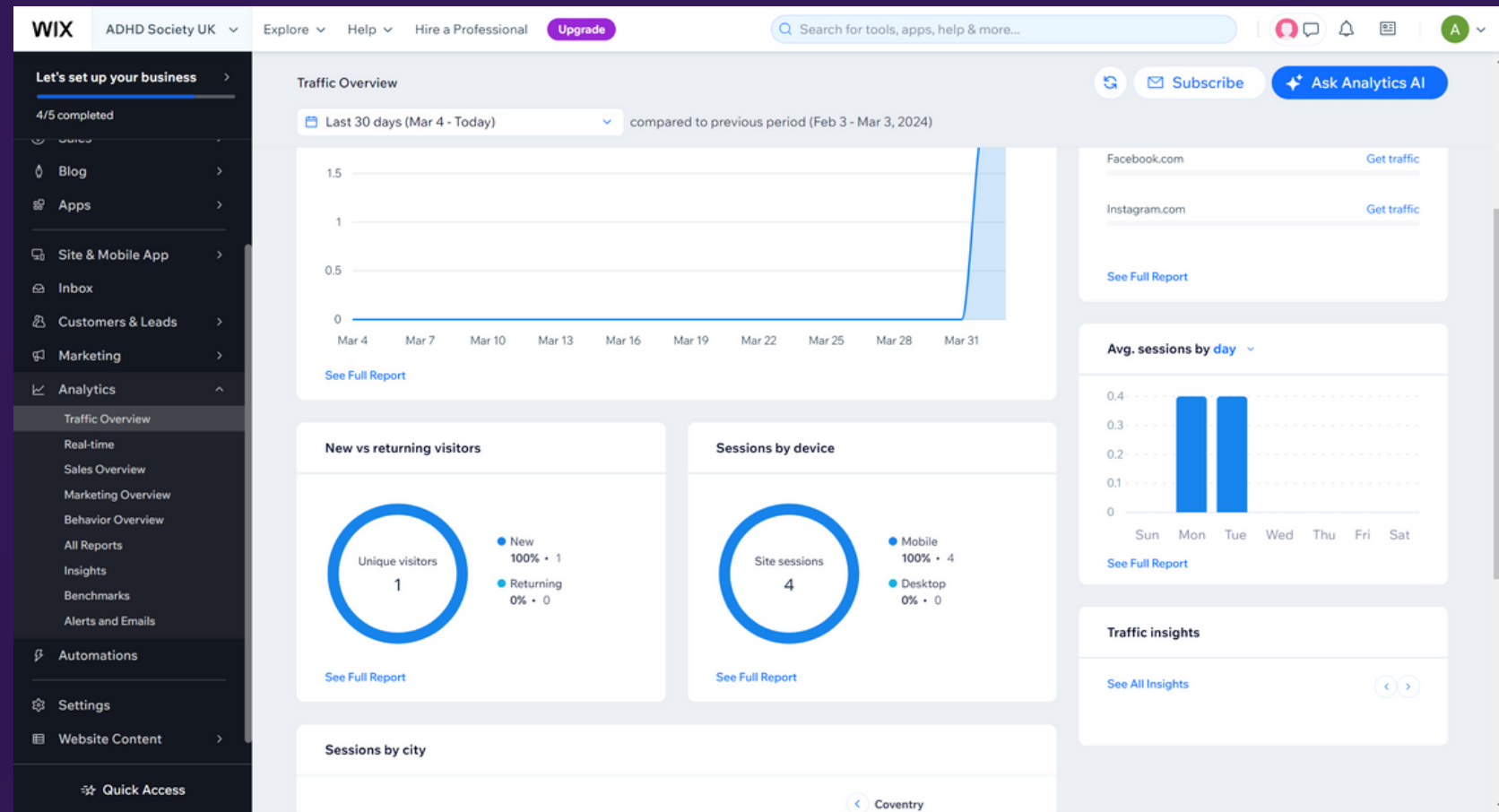


Generated content successfully targets and engages a diverse 18–44 audience across multiple countries.

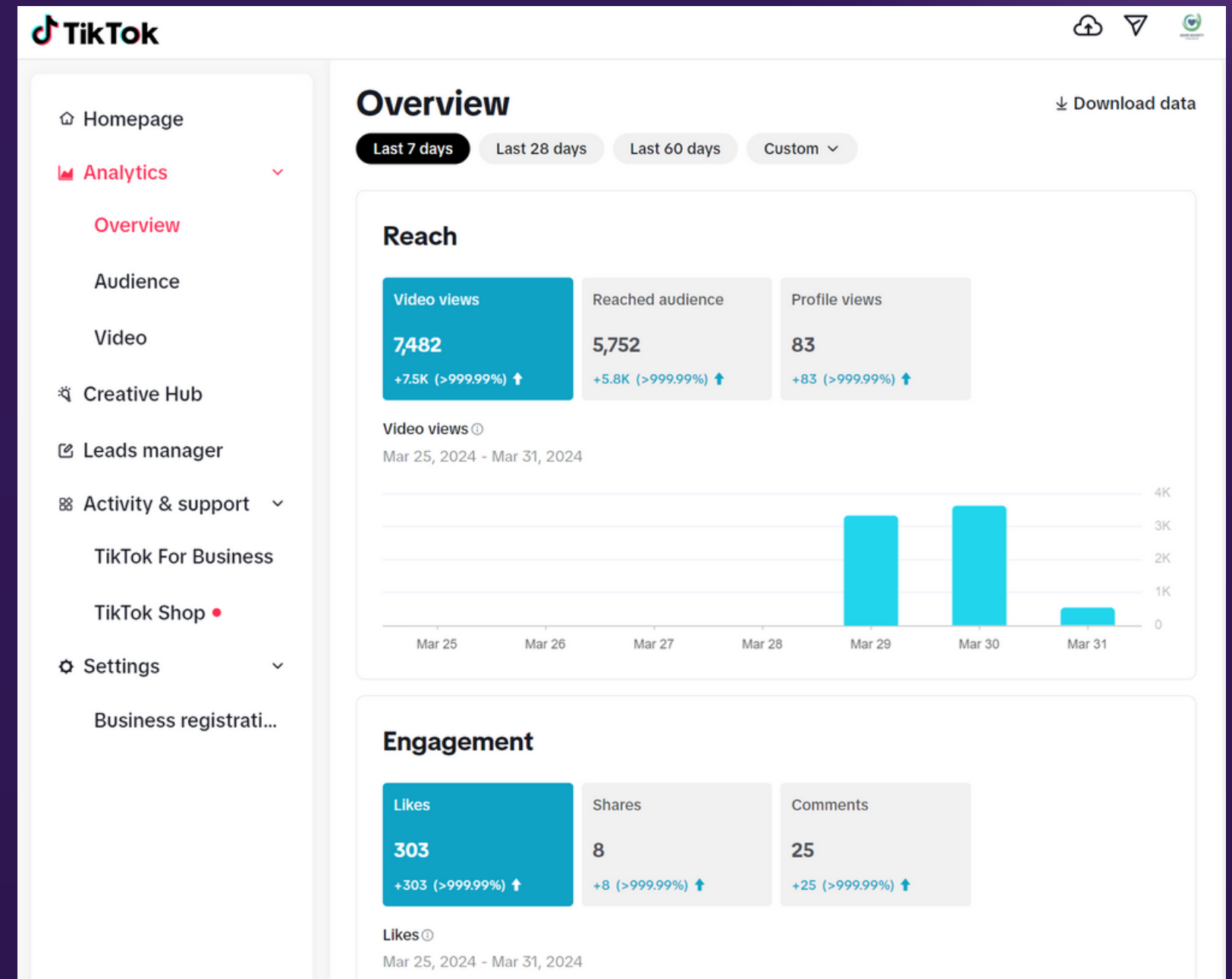
Website & SM Control

Based on the RACE Model and its SMART
Objectives (CW 1)

Tools for control



Wix Analytics Insights



Tikok Analytics

Reach

- S: Increase unique visitors by 10% in Q2 by optimizing social media campaigns and SEO.
- M: Monitor website traffic weekly and adjust strategies based on data insights.
- A: Analyse social media engagement metrics monthly and generate report to track progress.
- R: Track search volume for key terms quarterly and identify areas for improvement.
- T: Conduct sentiment analysis reports bi-annually to measure website perception.

Content Optimization:

- Identify trending topics and hashtags
- Experiment with video formats
- Optimize captions with relevant keywords
- Collaborations & Duets

Posting Schedule & consistency

- Maintain a consistent posting schedule
- Analyze your insights to find the best-performing times

Metrics (KPI)

- Video Views
- Impressions
- Follower Growth
- Profile Views
- Website visitor growth
- Click Through Rates

Action

- S: Increase unique visitors by 10% in Q2 by optimizing social media campaigns and SEO.
- M: Monitor website traffic weekly and adjust strategies based on data insights.
- A: Analyse social media engagement metrics monthly and generate report to track progress.
- R: Track search volume for key terms quarterly and identify areas for improvement.
- T: Conduct sentiment analysis reports bi-annually to measure website perception.

Action to drive traffic from TikTok presence to the website:

- Optimize Link in Bio on Tiktok
- Website Content Preview on Tiktok
- Create a dedicated landing page for Tiktok
- Make the website easy to share

Metrics (KPI)

- Website scroll depth
- Website Time on Page & Session duration
- Click Through Rate
- Social Media Shares & engagement

Conversion

- S: Increase form submissions rate by 15% by Q4 through targeted calls to action and landing pages.
- M: Monitor conversion rates for all actions weekly and identify bottlenecks.
- A: Conduct user journey analysis quarterly and implement improvements within a month.
- R: Develop and distribute customer satisfaction surveys bi-annually.
- T: Analyse feedback and implement changes within a quarter to enhance conversions.

Strategies to achieve conversions:

- Incentivize form submissions
- Showcase social proof of testimonials from the community
- Adding a sense of urgency to form submissions availability

Metrics (KPI)

- Landing Page Conversion Rate –user journey
- Form Abandonment Rate

Engagement

- S: Increase form submissions rate by 15% by Q4 through targeted calls to action and landing pages.
- M: Monitor conversion rates for all actions weekly and identify bottlenecks.
- A: Conduct user journey analysis quarterly and implement improvements within a month.
- R: Develop and distribute customer satisfaction surveys bi-annually.
- T: Analyse feedback and implement changes within a quarter to enhance conversions.

Strategies to Increase Engagement:

- Integrate interactive elements to content: Question and answer, host live sessions, interview professionals.
- Organize regular contests & giveaways
- Create branded hashtags and challenges
- Feature user content: people from the community

Metrics (KPI)

- Video views
- Comment, Like, and share rate
- Follower growth
- Live stream viewers

The background is a dark purple gradient. In the center, there is a large, semi-transparent target graphic consisting of several concentric circles. Scattered around the target are several solid purple circles of varying sizes. The word "Summary" is written in a large, white, sans-serif font across the center of the target.

Summary



Summary

Website

- **Content:** Frequent ADHD content keeps visitors engaged.
- **SEO:** Search engine optimization makes the website easier to find.
- **Performance:** Improved page speed and mobile compatibility enhance user experience.
- **Security:** Website security protects user information.
- **Accessibility:** Translations broaden the audience.
- **Support:** Live chat offers immediate assistance.

Social Media

- **Grow Reach:** Engaging content attracts a wider audience.
- **Boost Engagement:** A dynamic ADHD community fosters interaction.
- The outlined strategies support the long-term goals set by the SMART objectives.

Keys to Continued Success

- **Monitoring:** Regularly track website and social media performance.
- **Feedback:** Gather user input to guide improvements.
- **Data-Driven Decisions:** Use data to make informed choices.
- By following these principles, ADHD Society can thrive in the ever-changing digital world



Thank you

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Group Contribution

AGENCY NAME: DataSphere Agency

Student 1: Kayla Zahra | 14153752 | 100% contribution to CW | Signature: Kayla

All group members are responsible for the good delivery of their submission. This means that all members must ensure that the submitted the presentation file on AULA and that on the day of the presentation the equipment is working and that all materials and files to be presented are ready. Although group members may divide their tasks, it is important that all know and agree with the content of the assignment presented.

A student's individual grading for group work can be influenced by: Attendance to group meetings, engagement in group activities, comments in the meeting reports, peer and tutor assessment, student's contribution, delivery presentation and answering to questions, etc. The tutor reserves the right to change an individual's group grade to accurately reflect and individual's performance in the group based upon evidence of contribution or effort. This evidence can come from the group's Weekly meetings minutes, peer feedback, attendance or the tutor's assessment. The tutor's decision is final.