

CASE STUDY



OVERVIEW

Twinkle is a range of natural and organic products created to uphold the general wellness of kids from cradle to adolescence. Twinkle Baby products are formulated with high quality ingredients and is inspired by a mother's instinct to want only the best for her child. Twinkle products are sold at select retail malls and are currently expanding to be more readily available online as well.



FIRSTCOM SOLUTIONS' CONTRIBUTION



WEBSITE REVAMP



MEMBERSHIP TIERS



ONLINE STRATEGY



SOCIAL MEDIA MARKETING



CONTENT CREATION



ONGOING SITE OPTIMIZATION



THE KEY CHALLENGE



Twinkle lacks the digital marketing expertise necessary to increase their brand awareness in the online sphere. Firstcom came in to assist on all fronts, from the website to marketing calendars and management of all of Twinkle's social media accounts. The goal was to consolidate all online marketing activities under a cohesive vision and turn potential customers into subscribers.

The next challenge was to figure out a way to keep existing customers engaged and enticing them to renew their subscriptions. We devised a roadmap of consistent improvements in terms of bundling and packing options, pairing them with attractive visuals to help customers make informed choices about the options available. Ease of use was also very important to us, as evident by a one-time check out process system we set up for returning customers.

To continue the flow of customer retention, we established membership tiers for Twinkle's online shoppers, enriching their experience with different levels of enticing rewards.

We also shared Twinkle's ambition of providing all mothers and babies worldwide with a quality product and sought to support their ambition by assisting them to go digital.



THE PROCESS AND INSIGHTS

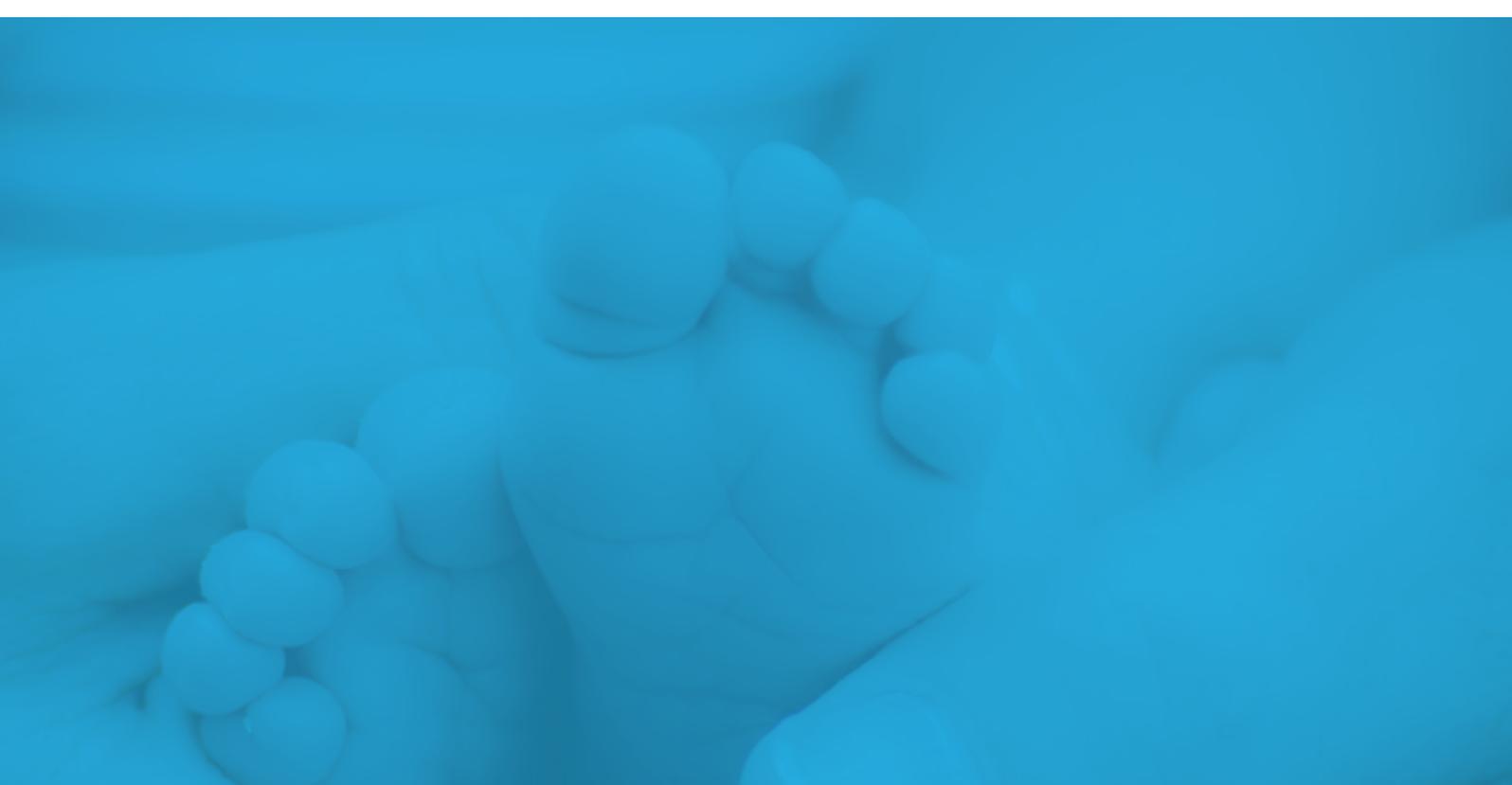
Twinkle was conducting their online business operations with a simple and dated ecommerce website when the project commenced. We recognised the potential of the website and were excited to start working on the revamp. After sitting down with the founder, Jasmine J. Goh to thoroughly understand her products and start-up journey, we were ready to begin development on a website that would support her business endeavours.

Armed with the knowledge of the latest website design trends, we set about creating a modern page that would highlight the quality and authenticity of the Twinkle brand. In our discussions with Jasmine, we understood that quality, baby safe and organic ingredients were at the heart of all Twinkle products. It was an easy decision to bring these ingredients to the forefront with integrated images, so all mothers browsing the website would immediately know what they would be buying.

Besides a website revamp, Twinkle also wanted to improve their customer base beyond mothers, seeking to partner up with schools. We assisted by setting up a special corporate account for their partners, where they would be able to view bundle packages specifically for them.

Enhanced and Improved User Experience

Once the look and feel of the website was confirmed, we proceeded to plan the layout of the website. We introduced three important components to the website - product reviews, social media sharing and live chat function. We believe these were essential functions on an ecommerce site that was unfortunately lacking in the old site. Our methodology and beliefs in inbound marketing – Awareness, Familiarity, Consideration, Purchase and Loyalty; rests on these three functions working in tandem.



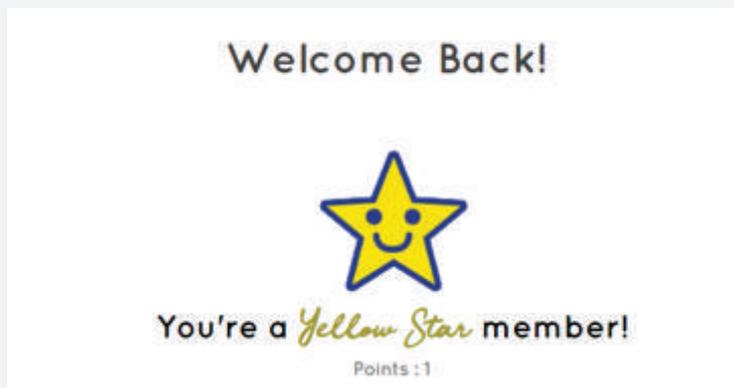
Customised Loyalty Program

Once the development for ecommerce was in place, we immediately turned our efforts towards enhancing Twinkle's customer loyalty scheme.

1. MEMBERSHIP TIER

 <i>Yellow Star</i>	 <i>Bronze Star</i>	 <i>Platinum Star</i>
No minimum purchase and you become our Yellow Star member!	Spend a minimum of SGD600 within the year of registration and you become our Bronze Star member!	Spend a minimum of SGD1000 within the year of registration and you become our Platinum Star member!
Earn 1 point with every dollar spent.	Earn 15 points with every dollar spent.	Earn 2 points with every dollar spent.

Upon logging in to ecommerce account:



Redemption

Sub-Total:	\$18.00	<input type="text" value="Enter your coupon here"/>	<input type="button" value="Use Coupon Code"/>
Reward Points (1000):	\$-100.00	<input type="text" value="Enter reward points to use (Max 1000, Available 1000)"/>	
Shipping:	\$5.00		
Total:	\$0.00		

We made referrals easy and automated to encourage word of mouth from satisfied subscribers to prospective customers.

2. REFERRAL WITH SMS NOTIFICATION FUNCTION FOR CONVENIENCE

\$5 off for you and your friend!

- 1 Key in your friend's name and mobile number.
- 2 A referral registration link will be sent to the recipient's mobile phone when done.
- 3 Both you and your friend will receive a \$5 discount upon purchase of items (no min. purchase required). It's that simple!

New Revenue Stream: Twinkle Care Club

The key objective for developing a new revenue stream was to provide a convenient way for customers who enjoy Twinkle products to regularly stock up. To do so, we embraced a subscription model called the 'Twinkle Care Club' to allow customers to pick and choose the product and frequency desired.

Here's what we did:

- We offered a beginner starter set, consisting of travel sized versions of Twinkle's sanitizer, dust mite spray and baby balm for \$9.90.
- After a month, customers would conveniently receive a restock box with full sizes of the above products at a discount of 15%.
- Finally, if the customer enjoys the product, they are free to customise future restock boxes with the products they want and choose how often to receive them.

Lastly, we added attractive discount tiers to encourage customer loyalty and offer greater savings on bigger purchases.

- Minimum 3 products - 15% off
- 4 to 5 products - 25% off
- 6 and above - 35% off

CONCLUSION

Twinkle is an excellent example of how a well thought out digital marketing strategy and implementation can give businesses the boost they need to succeed online. Our partnership with Twinkle allowed us to devise a flow process that is engaging and rewarding for their customers, but also makes it easy for them to recommend the brand to their friends.

We are proud to have played a part in Twinkle's digital journey and support their goal of quality products in the hands of caring mothers.



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