



# Target Digital Marketing Audit

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## Letter to CMO



555-456-7890



Digitalmarketing@usf.edu



4202 E Fowler Ave, Tampa, FL :



Digitalmarketing.com

### TEAM DIGLITAL MARKETING

## Cara Sylvester

Chief Marketing and Digital Officer  
Target

APRIL 10, 2023

Dear Mrs. Sylvester,

We are a Digital Marketing group studying at University of South Florida. In our digital marketing class we were instructed to select a company and evaluate their digital marketing strategy. Our team saw great potential in choosing Target to be our groups company to evaluate. We have analyzed Targets current digital marketing strategies, including: Social Media, Website, Mobile, Email, and SEM/SEO. After conducting rigorous research, we have found methods that will not only improve Target's online presence, but the entire brand of Target all together.

We found that Target does not take advantage of their online male consumers, lack mobile and website organization, use unrecognizable CRM's, and could benefit from increasing SEM. Our digital marketing strategy involves catering towards the male audience by updating the website/mobile app with more male oriented goods. We have noticed the use of unrecognizable CRM's that are confusing to consumers. We believe Target can benefit from organizing products and information based off of relevance and demand, as-well as adding recognizable CRM'S associated with the products. Our team has conducted a complete digital marketing strategy that will increase online engagement and promote brand awareness. We would love to work with you in improving the Target online experience.

Sincerely,

*Team Digital Marketing*

## Current Digital Strategy Overview

Currently, Target is utilizing all marketing channels accordingly to inform consumers about their products and promote brand awareness. Here are a few of the channels utilized by Target in their digital marketing strategy:



**Social Media**



**Email**



**Google Ads**



**Website**

All marketing channels are being used by Target, however, there are improvements available in order to achieve a higher subscription/click rate.

## Website

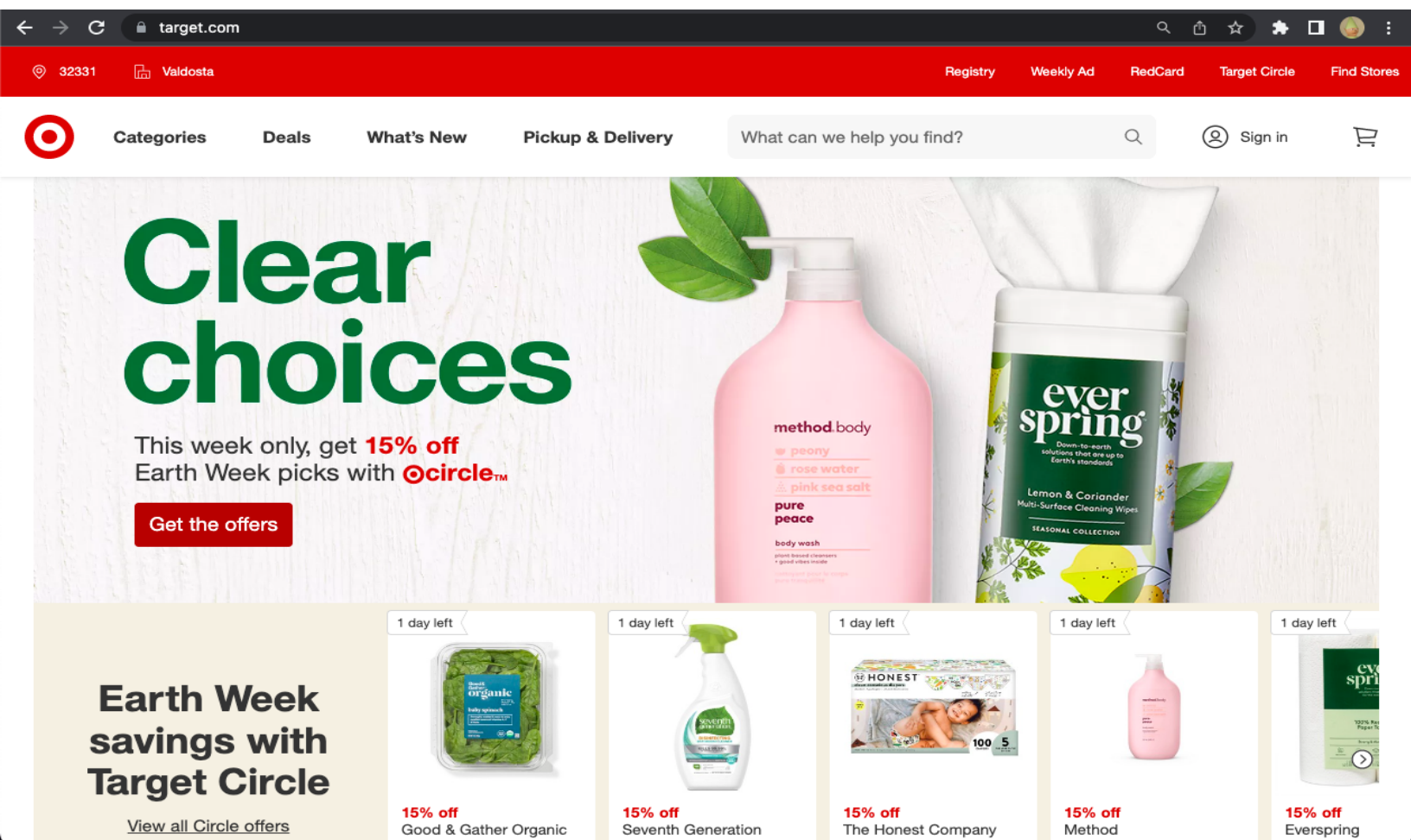
### Strengths

Target.com utilizes special offers and seasonal promotions in order to catch the eye of online consumers looking to save an extra dollar on their products. Target also makes adequate use of the website banner to help customers find what they are looking for more efficiently with the use of a search option and drop down menus that include: "Categories", "Deals", "Whats New?", and "Pick up and Delivery".

### Weaknesses

Target's website caters primarily to female consumers; promoting products like women's hygienics, women's apparel, and home decor. Market research done by [statista](#) shows that 57% of mobile online shopping is done by men, compared to 43% done by women. By positioning womens goods, or goods predominantly purchased by women, Target is "Targeting" the smaller online shopping demographic.

### Current Website Landing Page



The landing page shown above is an example of how Target markets to the smaller audience of their online shoppers. “Electronics” and “Sporting goods” can be found at the bottom of the home page, accompanied with “special offers” or “deals” associated with those particular items.

## CRM'S

### Now trending



**\$18.00**  
Women's High-Rise  
Linen Pull-On Shorts - ...

Add to cart



**\$38.00**  
Women's Relaxed Fit  
Spring Blazer - A New...

Add to cart



**\$25.00**  
Women's High-Rise  
Tailored Shorts - A Ne...

Add to cart



**\$25.00**  
Fashion Bumper Mini  
Crossbody Bag - A Ne...

Add to cart



**\$14.99**  
Lume Whole Body  
Smooth Solid Deodora...

Add to cart



**\$9.99**  
**\$8.99 price on select Magic...**  
Magic Spoon Cocoa -  
7oz

Add to cart

## Strengths

Target uses CTA's so that consumers can make impulse purchases immediately when they find a product of their interest. CTA's direct consumers to respected pages where items of interest can be found and purchases can be made.

## Weaknesses

There are too many CTA's and multiples for the same product. The product itself is accompanied by an "add to cart", or "save offer" CTA. This creates an overload of content on the website and increases stress and confusion for the online shoppers.

## Email

**sign up.**

Get exclusive offers and weekly ad reminders from Target via email.

first name (required)

last name (required)

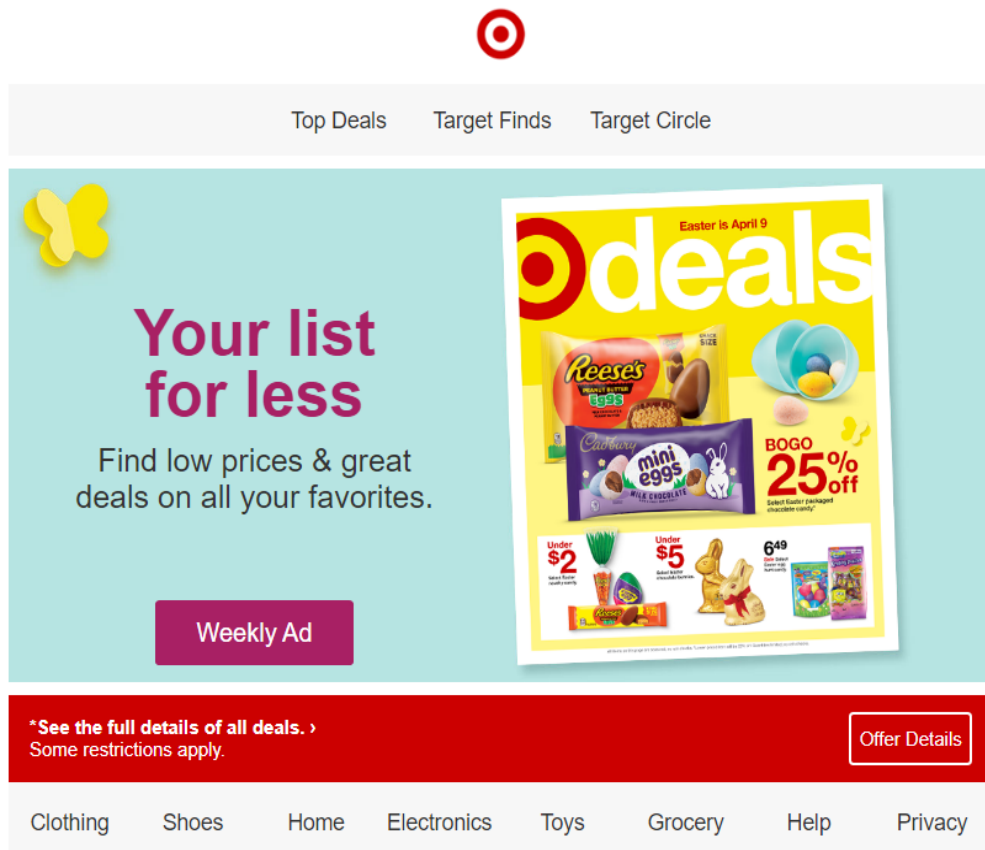
email (required)

verify email (required)

**sign up**

see our [privacy policy](#).

Example of Sign Up



Example of Target Email

## Strengths

Target has a pop up for users to sign up for weekly emails once you get on their website. They send out weekly emails with a header usually a picture of the deals (seasons or specific products). The email is interactive and sends customers straight to the Target website when pressing any part of the email.



**Okay, so here's the fine print:**

Promotions valid Sunday–Saturday unless otherwise stated. Pricing, promotions, and availability may vary by location and online. Descriptive, typographic and photographic errors are subject to correction and Target shall have no liability for such errors.

<sup>1</sup>**Target Circle™**: Restrictions apply. See [Target.com/circle](https://www.target.com/circle) for program rules. [Target.com/circle](https://www.target.com/circle) for details.

1% Earnings: Terms and restrictions apply to the 1% reward. Target Circle Earnings rewards will expire if you have not earned or redeemed any Target Circle Earnings rewards for one year. See [Target.com/circle](https://www.target.com/circle) for details.

Community Support: Earn votes to help direct where Target gives in your community. See [Target.com/circle](https://www.target.com/circle) for details.

<sup>2</sup>**RedCard™**: Some restrictions apply. See program rules in store or on [Target.com/RedCard](https://www.target.com/RedCard) for details.

RedCard™: Target Debit Card, Target Credit Card, Target™ Mastercard®, and RedCard Reloadable Account (Target RedCard Account). Subject to application approval and identity verification. The RedCard credit cards (Target Credit Card and Target Mastercard) are issued by TD Bank USA, N.A. The RedCard debit card is issued by Target Corporation. Mastercard is a registered trademark of Mastercard International, Inc. Pat 7,562,048 and 8,117,118. Target RedCard Account is a demand deposit account established by Pathward, N.A., Member FDIC, and card is issued by Pathward pursuant to a license from Visa U.S.A. Inc. Card can be used everywhere Visa debit cards are accepted. Funds are FDIC insured, subject to applicable limitations and restrictions, when we receive the funds deposited to your account. RedCard Debit and Credit are not Pathward products or services.

For messages containing promotional codes: Discount applied at checkout with valid promotion code. Discount not applicable to gift wrap, tax or shipping and handling charges. May not be applied to previous orders. Exclusions may apply. [Offer details ›](#)

For messages containing gift card offers: Gift card on select items with purchase. Terms and conditions apply to gift cards. [Offer details ›](#)

## Weekly Ad for Target

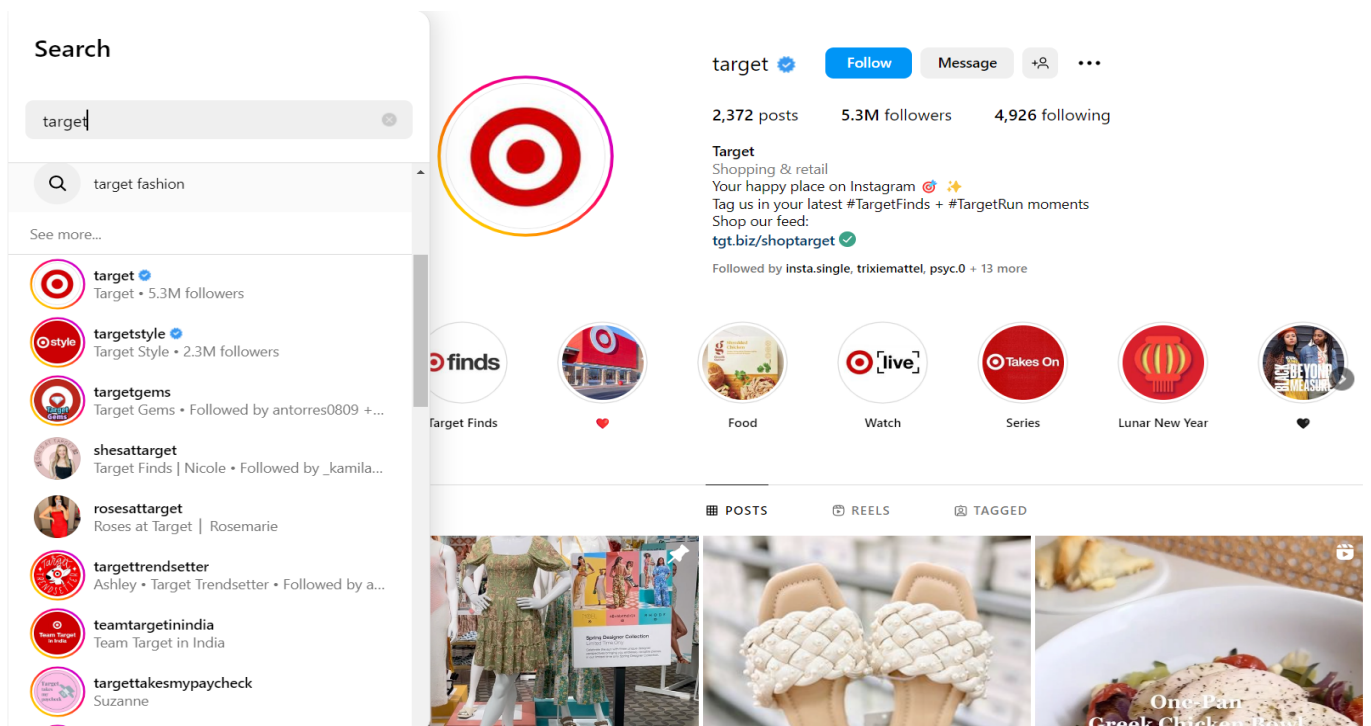
### Weaknesses

Target weekly emails have a fine print after the picture interactive once scrolled through the email but the print is very small, recommended to enlarge the print so it's easier to read. There are pop ups for signing up for weekly emails but we suggest having them more than just when you open up the browser and at the end of the page.

## Social Media

Target has expanded its brand awareness by being on just about every social media outlet. Unfortunately, due to the lack of social media badges on its website, it fails to promote these other outlets, and the only way you would know about these other places is if you already followed them on those sites. This hinders their ability to optimize their reach to a bigger audience and leads to a loss of potential consumers.

### Instagram



Target has made a decent foundation for itself on Instagram. With over 5 million followers and constant posts, they remain in the minds of consumers. They also have different accounts they have for a bigger chance of reaching new people such as their targetstyles,

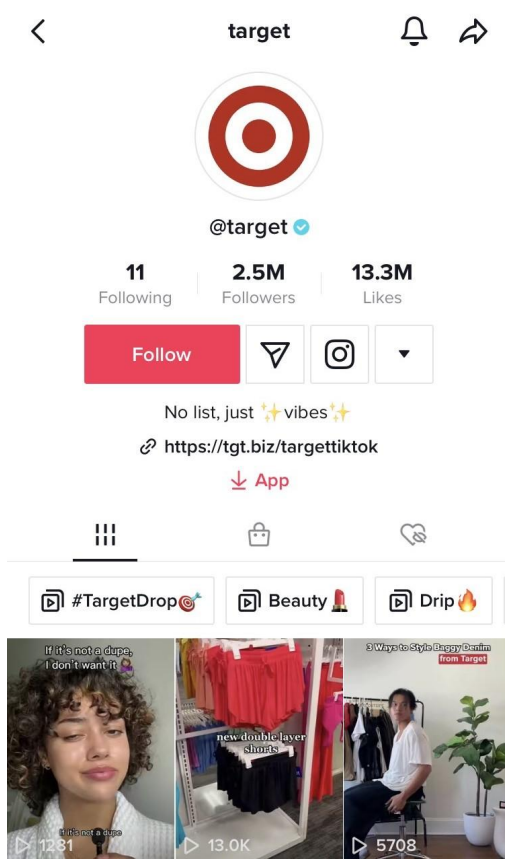
or targettrendsetter, reaching consumers with niche interests pertaining to Target's products.

## Twitter



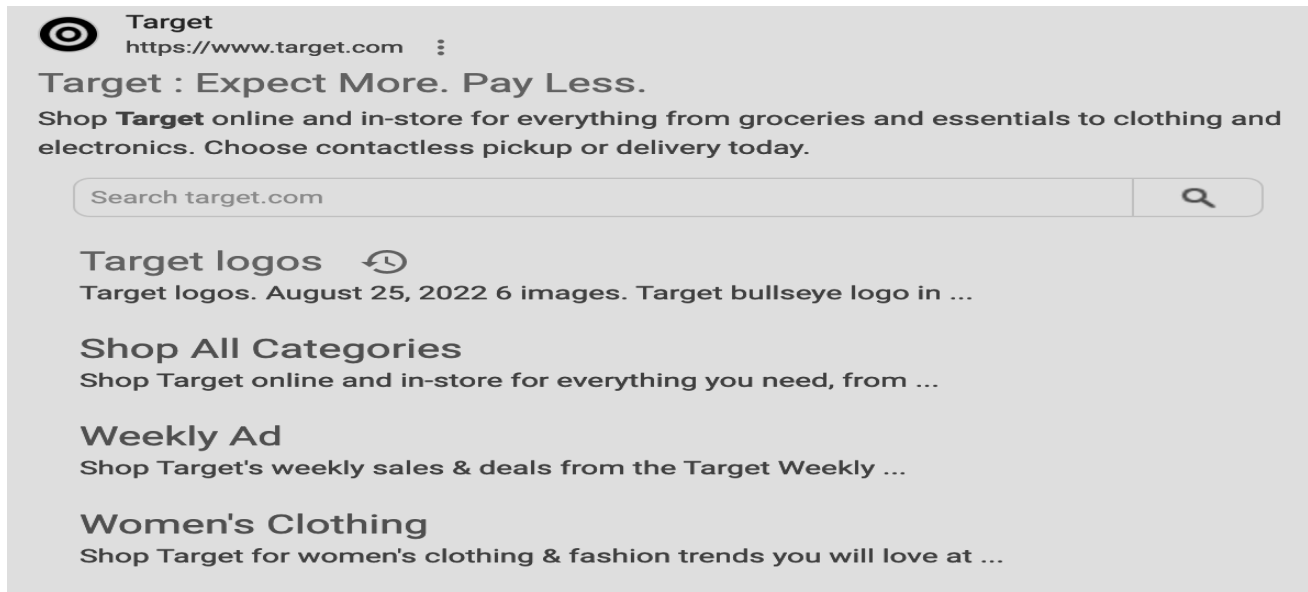
Target's presence on Twitter is not as strong, as they have 2 million followers and their last post was six months ago. The posts they do have on their Twitter are mostly special offers or limited deals. Their efforts on Twitter are minimal and sales-oriented, rather than brand-image-development-oriented.

## Tik-Tok



Target’s presence on Tiktok is strong. They are able to promote things beyond holiday specials while also reaching the audience through a platform that they are more susceptible to using on a day-to-day basis.

## SEO/SEM



### Strengths

When searching "target" on Google, Target's sponsored advertisement is the first suggestion, followed by the organic website. Searching for "groceries" results in Target's display as the second suggestion. As a popular corporation, Target is easy to find for those who are searching for it or general grocery needs.

### Weaknesses

Although Target is a traditional retail store, searching for things on google like "retail shops" "clothing stores" "shoes near me", and other Target offerings, do not produce results with Target anywhere near the top. Searching "department store" results in Target's website around suggestion 8-10, better than the previous phrases.

## Improvement #1



A study by OBERLO shows that the top 3 products men buy online are clothing and shoes, electronics, and entertainment.

We believe that increasing exposure of these goods on the landing page will increase online engagement, thus increasing purchases and sales on the website.

It is important to note that we do believe maintaining the current digital strategy of promoting seasonal items on the home page is important, however, we believe when seasonal promotions are over the website should begin to cater to their higher volume audience (men).

### S.M.A.R.T. Goal

We believe that if Target devotes more focus to their online male consumer that sales will increase 3% in the year 2023, doubling last year's growth rate.

## Improvement #2

According to Adglow Marketing Team, around 84% of men prefer online shopping, compared to 77% of women. This gap in preference for online shopping over in-store purchases makes the online experience a crucial step towards capturing a greater male audience. For this reason, we recommend making a few changes to improve Target's SEO and SEM. We recommend keeping the general website landing page description more focused on Target's status as a general retail and department store, with a wide variety of merchandise. This will assist consumers who are not searching for Target by name in coming across Target's website, regardless. We also advise creating separate landing pages for different products with words describing these. Currently, some of the choices lack specificity or are strange picks for consumers (such as "Target Logos", "Shop All Categories", and "Weekly Ad"). Some more effective landing page suggestions would refer to the popular topics discussed in Improvement 1, including clothing and shoes, electronics, and entertainment.

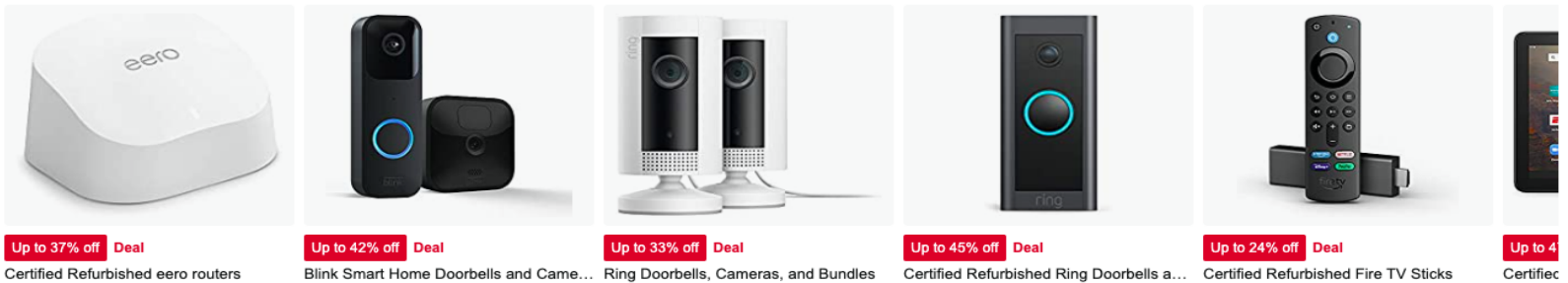
### S.M.A.R.T. Goal

According to Kerigan Marketing, a 10-20% increase in website traffic each year is generally average. With these SEO and SEM changes, we believe a 22% increase in Target's CTR is attainable for 2023, compared to the year before.

### Improvement #3

We would like to reduce the amount of CTA's on Target's website. Along with reducing the amount of CTA's we would like to remove price from the ad displayed above the CTA and only include the savings percentage. We have taken notice of Amazon's CTA and online sales strategy and found that only having one CTA for products and showing only the deal will increase clicks. Another benefit of this CTA cleanup is the overall look and feel of the website. We believe that creating a less confusing and cleaner website will increase efficiency and engagement amongst online shoppers.

#### Earth Day deals on Amazon Devices [Shop all Amazon devices deals](#)



Example of Amazon CTA and sales strategy

### S.M.A.R.T. Goal

We believe by reducing the amount of CTA's per product to one, along with displaying the deal as the CTA will increase Target's Ecommerce sales percentage by an extra 5% in the year 2023.