



## Final Group report for ADDED2MINUS

By Musarat Merchant, Mariolys Rosa, Abundio Martinez, Byran Bejarano

1. Topic Description: What was your original topic, how did it change or become more specific? ( Mariolys )

The original topic for Added2minus was going to be mostly about helping millennials obtain more meaningful lives with less through our website in books, lifestyle, food, and fashion selection, But as the weeks progressed different topics were explored. We started writing about Mental health surrounding the pandemic we are facing today. We didn't shy away from the topic like dating in quarantine and dealing with social media. But overall we did sorely focused on the target audience "Millennials", trying to convert into minimalism by obtaining a simpler lifestyle.

2. Demographic Audience: review that information. What was the outcome? ( Bryan )

We have a great variety when it comes to our audience. At first, we were targeting millennials when we first started getting into this topic early in the semester. But the target slowly changed a little. To a bigger kind of audience, not the topic changing but the targeted age did. Someone who is seeking into saving money and also changing up habits they want to change. The ages can range somewhere between the ages of 16 to 50+ years old. And for the fellow minimalist men and women that are already into the lifestyle. And are trying to find out newer ways to improve or a change in their daily lives. People who like to read and like to be updated with weekly blog posts about information. People seeking or that are interested in a lifestyle change. Having an open mind to change their lifestyle to a more simplest one, with an outcome of saving much more money.

3. Competitive Analysis: Who are your competitors? Have you made connections with those in the industry? ( Mariolys )

From day one we have over 3 separate competitors targeting the same market and different forms of presenting the same information. I don't think we created a connection within the industry because we're a small up-and-coming website with low traffic volumes.

[www.raisingssimple.com](http://www.raisingssimple.com)

[www.minimalistbaker.com](http://www.minimalistbaker.com)

[www.thepennyhoarder.com](http://www.thepennyhoarder.com)

4. Methodology: Describe how the site was built, the content was developed, meetings were executed, strategies were implemented, etc. (Abundio Martinez)

We all collaborate with the website. First, we all picked the layout we liked and after that, we decided how the website was supposed to be. We had to move things around because we didn't like the original layout before. We had meetings during class and sometimes we worked outside of class. We called each other to discuss our ideas. Some parts of the website we didn't like and we moved to the place where we wanted to be. We all picked the colors that we wanted to include for our website to make sure the colors match our topic. For our website, we decided to add different sections for our blog posts because we wanted to organize our blog posts. We linked Facebook, Instagram, and Twitter to our website so people can follow us on social media to keep updated with the new blog posts that we post every week. Most of the time we discuss new ideas for our website through messages on WhatsApp. We always make sure that we all agree with new strategies for this project. We didn't know how to use Wordpress at the beginning but we figured out. Some strategies that we did is to share our blog posts on the social media that was created for this project and on our personal accounts as well. Also, we sent emails to our friends inviting them to check our blog posts.

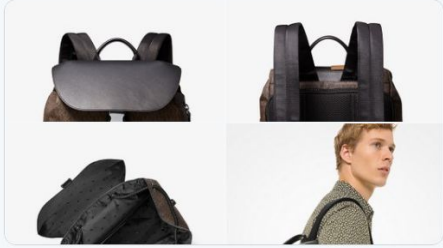
5. Social Media Campaign: Describe. (Abundio Martinez)

We all created calls-to-action on our posts for Facebook, Twitter, and Instagram. Every week, we post new blogs on our website and we share the links from our posts to our social media accounts. We make our viewers check our blog posts by clicking the link. We post pictures from our blog posts to make them interesting, the way people would click the link to check our website.

**Added2Minus** @Added2M · Apr 26  
 MY 3 FAVORITE CROSS BODY BAGS BY @ALDO\_Shoes and How To Style Them?  
 #Minimalist #fashionblogger #StylingTips #EffortlessFashion #sustainablefashion #lifestyle  
[added2minus.com/fashion/my-3-f...](http://added2minus.com/fashion/my-3-f...)




**Added2Minus** @Added2M · Apr 26  
 Fashion Quality.  
 #fashion #style #quality #minimalist #cool  
[added2minus.com/fashion/fashio...](http://added2minus.com/fashion/fashio...)



**Added2Minus**  
 Published by Abundis Martinez [?] · April 12 at 11:54 PM · 🌐

How to make your own coffee in this quarantine without spending so much money. #minimalist #food #coffee #savemoney  
<http://added2minus.com/.../how-to-make-your-own-coffee-in-th-.../>

Brewer's Go Black and Almond Single Serve Coffee Maker with Filter




**Your Page Isn't Reaching People**  
 Invite people to like your Page so they can see posts like this one. [Invite](#)

3 People Reached 0 Engagements [Boost Post](#)

Like Comment Share

**Added2Minus**  
 Published by Musarat Merchant [?] · April 13 at 1:56 PM · 🌐

YOU HAVE A SMARTPHONE, BUT DO YOU HAVE A SMART DENIM JACKET? – GOOGLE JACQUARD Levi's  
<http://added2minus.com/.../you-have-a-smartphone-but-do-you-.../>  
 #SmartTextiles  
 #Google ... See More



**Your Page Isn't Reaching People**  
 Invite people to like your Page so they can see posts like this one. [Invite](#)

7 People Reached 3 Engagements [Boost Post](#)


1 Like Comment Share

Comment as Added2Minus  
 Press Enter to post.

Single in Quarantine

By fellowminimalist

April 27, 2020 No Comments



**added2minus** New York, New York


**added2minus** New blog post!!! #added2minus  
 6d

Liked by cute\_musie and 2 others  
 6 DAYS AGO

Add a comment... [Post](#)

Minimalist Brands to know about

By Bryan123 April 19, 2020  
 No Comments



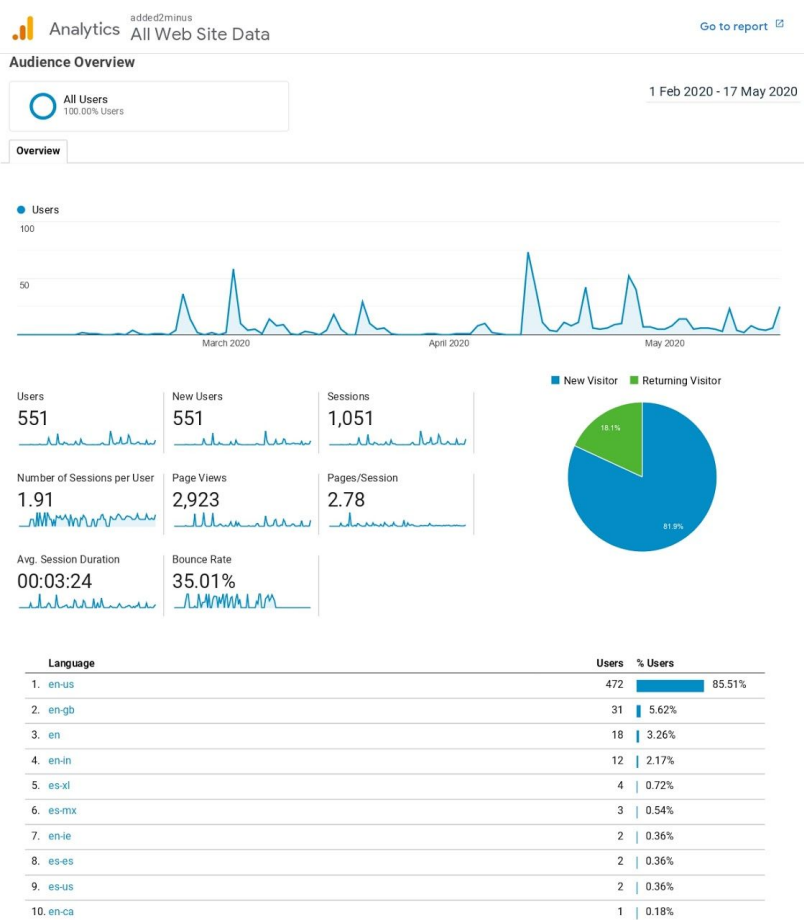
**added2minus** New York, New York

**added2minus** New Blog posts are up! #added2minus #checkout  
 2w

Liked by cute\_musie and 7 others  
 APRIL 19

Add a comment... [Post](#)

6. Analytics Results: Pour over the Analytics/Webmaster Tools data. Pull out pertinent information. Make an educated analysis of the traffic results. Include pdfs of Analytics Reports. (Musarat Merchant)

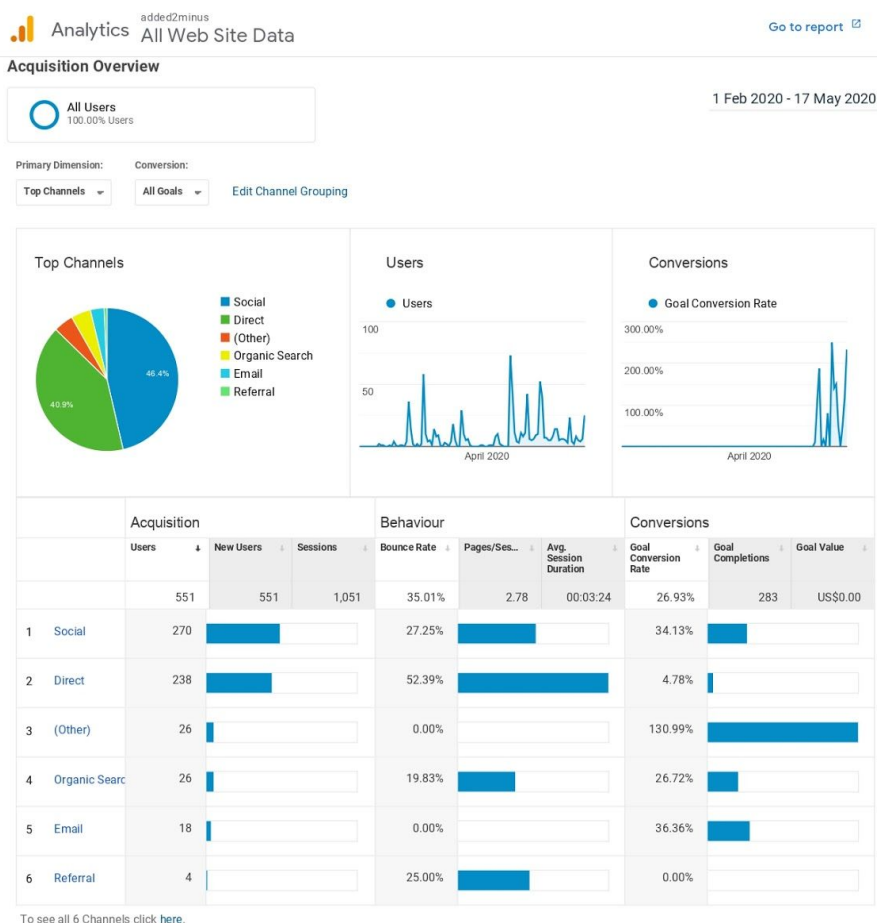


- So far from the 1st of February until today as of the 17th of May, we have attracted about 551 users.

- We have gotten over a thousand sessions, at least each user has at least attender for about 1.91 which can be rounded as 2 sessions per user!

- The best part is that within these 3 and a half months, we were able to get almost 3,000 page views (2923 to be exact, which can anyhow hit 3000 by the end of the month of May if we continue posting and promoting our blogs on social media.

- Our typical user spends about an average of 3 minutes and 24 seconds in each session! This shows that our users stay on our website for a long time and actually take time to read our informative minimalist lifestyle blog posts!
- Looking at the pie chart, you can notice that our website has 81.9% of new users, whereas we were able to have to return traffic from 18.1% of our loyal website supporters!
- Looking at the graph, we can conclude that our website's performance was slow in the months of February and March, but there are huge spikes in the months of March and May, as most of our blog posts were posted in these months and also because we started using social media platforms since the month of March!



- From our Acquisition report, since 1st of February until today as of 17th of May, we have acquired the majority of our website users i.e. 46.4% or 270 out of total 551 users, through our social channel. (Instagram, Facebook, Twitter, WhatsApp, Snapchat). This number could have been way more bigger if we wouldn't have encountered some technical complications while starting up our social media platforms in the month of February. But, better late than never, we still managed to make

it our number one channel to acquire new users!

- Direct happens to be the second-highest source with 40.9% of the website traffic i.e. 238 users out of 551. This number could have been actually way lower as what it is showing right now, because for half of the semester we were not doing UTM tracking and hence all those users that we had acquired through our personal social media platforms looked like a direct source and this is why we can't even credit ourselves for this. But later, as time went on, we learned how to use UTM tracking from the month of March!
- About 26 users came from "other" sources, 26 users came from "organic search", so this means when these users were looking for something on their search engine, ex. Google: might have suggested to them our blogs as one of those organic search results! This is huge because we are only a 3 and a half months old website, and it's amazing that Google / any search engine trusts our website's content and shows it on the top!
- We were able to acquire about 18 users through email blasts that we did. And we acquired about 4 users through referral traffic, this means that these people were directed to our website when they clicked on some link. We are guessing that this is probably because of the banner advertisement that was posted on other websites.

## Location



1 Feb 2020 - 17 May 2020

## Map Overlay

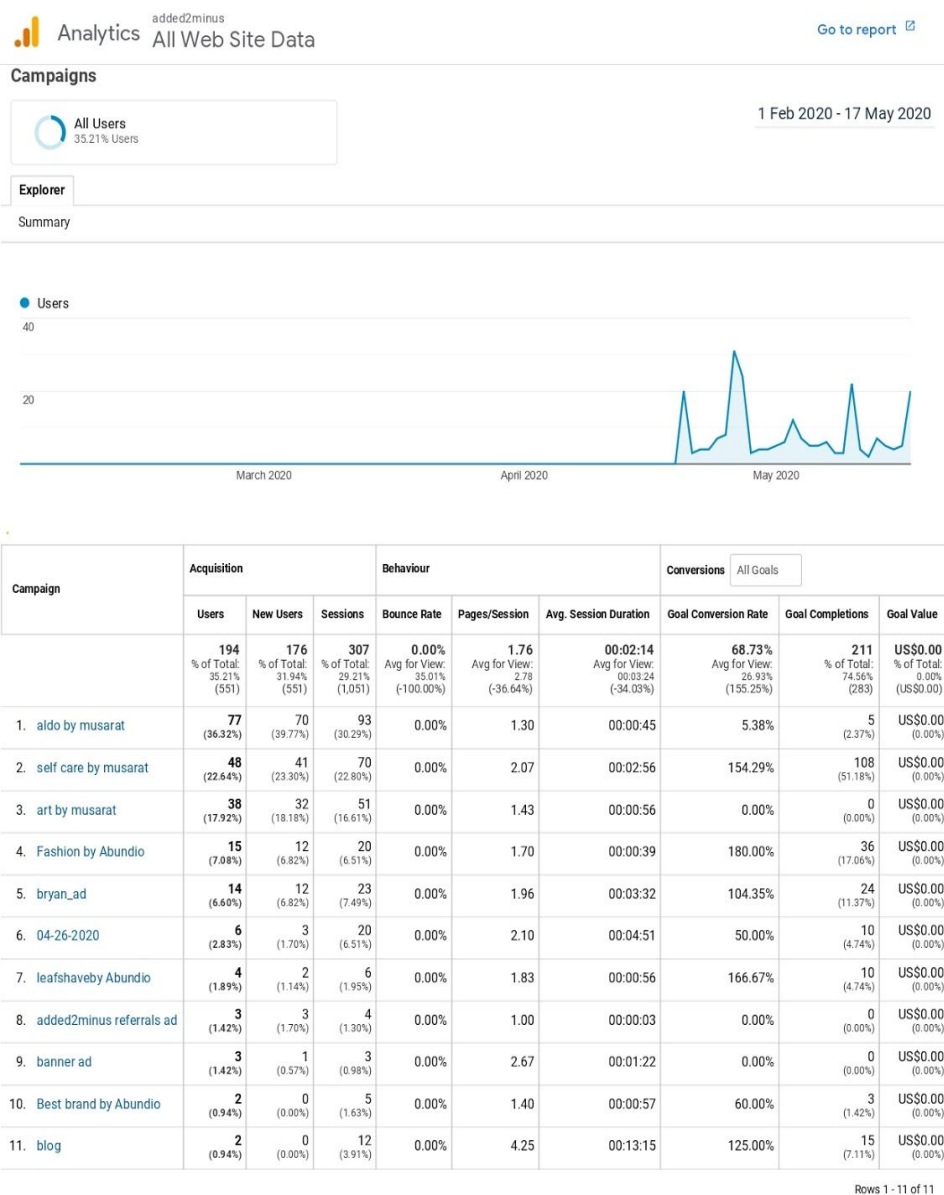
Summary



Country	Acquisition			Behaviour			Conversions <input type="text" value="All Goals"/>		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	551 % of Total: 100.00% (551)	551 % of Total: 100.00% (551)	1,051 % of Total: 100.00% (1,051)	35.01% Avg for View: 35.01% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:03:24 Avg for View: 00:03:24 (0.00%)	26.93% Avg for View: 26.93% (0.00%)	283 % of Total: 100.00% (283)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. United States	447 (80.83%)	446 (80.94%)	917 (87.25%)	34.02%	2.66	00:03:29	26.17%	240 (84.81%)	US\$0.00 (0.00%)
2. India	66 (11.93%)	66 (11.98%)	77 (7.33%)	48.05%	1.47	00:01:17	33.77%	26 (9.19%)	US\$0.00 (0.00%)
3. Dominican Republic	6 (1.08%)	6 (1.09%)	7 (0.67%)	85.71%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. Mexico	6 (1.08%)	6 (1.09%)	6 (0.57%)	16.67%	1.17	00:00:47	83.33%	5 (1.77%)	US\$0.00 (0.00%)
5. Canada	4 (0.72%)	4 (0.73%)	18 (1.71%)	11.11%	17.78	00:12:54	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. Malaysia	3 (0.54%)	3 (0.54%)	4 (0.38%)	25.00%	2.00	00:06:34	225.00%	9 (3.18%)	US\$0.00 (0.00%)
7. Pakistan	3 (0.54%)	3 (0.54%)	3 (0.29%)	33.33%	1.67	00:00:59	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. China	2 (0.36%)	2 (0.36%)	2 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. United Kingdom	2 (0.36%)	2 (0.36%)	2 (0.19%)	0.00%	2.50	00:01:08	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. Ireland	2 (0.36%)	2 (0.36%)	2 (0.19%)	50.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
11. Angola	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
12. Argentina	1 (0.18%)	1 (0.18%)	1 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
13. Bolivia	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
14. Gambia	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:13	0.00%	0 (0.00%)	US\$0.00 (0.00%)
15. Japan	1 (0.18%)	1 (0.18%)	1 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
16. Russia	1 (0.18%)	1 (0.18%)	2 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
17. Saudi Arabia	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
18. Slovakia	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
19. Turkey	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
20. Taiwan	1 (0.18%)	1 (0.18%)	1 (0.10%)	0.00%	1.00	00:00:01	100.00%	1 (0.35%)	US\$0.00 (0.00%)
21. South Africa	1 (0.18%)	1 (0.18%)	1 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
22. (not set)	1 (0.18%)	0 (0.00%)	1 (0.10%)	0.00%	2.00	00:00:21	200.00%	2 (0.71%)	US\$0.00 (0.00%)

Rows 1 - 22 of 22

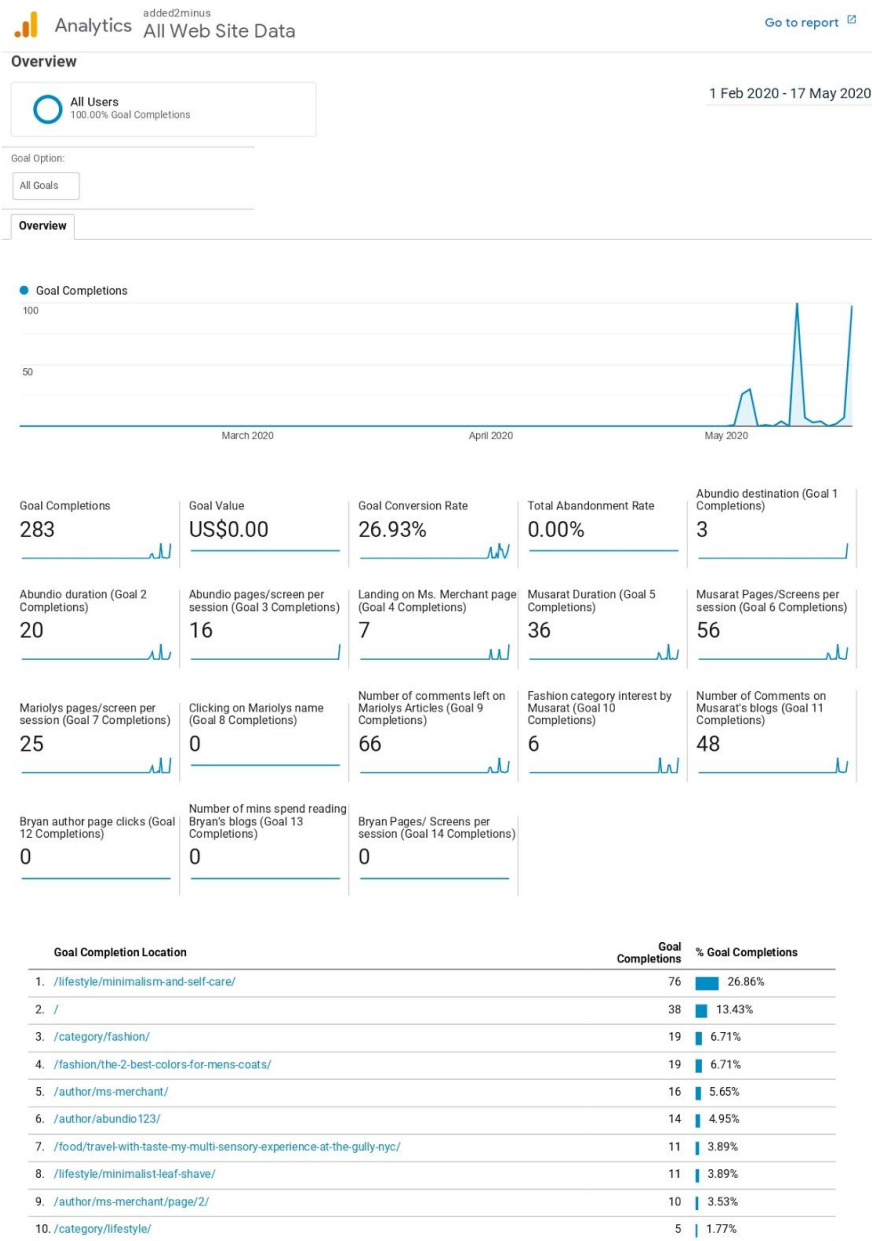
- This chart shows the locations from which we acquired our website users.
- The majority of our users are from the United States (447) and India (66).
- We have mostly covered the countries in the continents of North America, and South Asia!
- In total, we have successfully acquired our website users from 21 different countries!



- Here in this chart we can see how well our different campaigns have performed and so far we have attracted 176 new users to our website through our effective campaigns.

- The number one campaign or the most successful campaigns that our website had was Aldo by Musarat, as thorough that campaign alone we were able to attract 70 new users and 7 returning users, so in total 77 users!

- The second most powerful campaign (Self-care 48 users) and also the third one (Art 38 users) were done by Musarat, as she heavily posts on social media platforms and makes sure that she gets the most amount of new users.
- Abundio's fashion campaign was also able to attract a decent amount of users and also our banner ad by Byran got 14 clicks.
- In total we had 11 campaigns, we could've had more campaigns if we used UTM tracking and tags before the midterm.
- We started doing these campaigns after the midterm, hence you can see the spikes appearing since late April and till May as of today!



- So far from the 1st of February until today as of 17th of May, we have had almost 300 goal conversations - 283 to be exact! (By the end of May, we can easily hit above 300)

- Musarat was able to track all of the goals. Especially with pages/screen per pages the highest, (56 goals completions) the limit was set to 2 or more pages per completion, so we can conclude that besides reading her blogs, the users opened more pages on the website as well!

- Bryan had hard luck tracking his goals, but Abundio's and Mariolys managed to set goals that were able to be tracked easily!

- Goal conversion report says that Mariolys had the

most amount of comments which is weird as on a manual count on all her blog posts (1+1+1+6+3) she had a total of 12 comments so it doesn't make sense how her goals says she had 66 completions for comments on her articles.

- Whereas we noticed that Musarat had altogether, (12+4+4+2+2+15+2+32) which is equal to 73 comments in total, but her goal conversions for comments reported only 48 of them.
- We also noticed that Abundio, Mariolys and Musarat were able to track the duration proof for how long an average user reads their blog posts.



7. Phase 2. Set goals and targets. Describe them. ( Mariolys )

As of today March 17, 2020, our total page views are **1,349**

We started with a low number of viewers in January but surpassed our expectations in March. We hope to double our views by mid-April or have over 8 plus active users per day.

From our first success update, the above details were, we were planning to increase our traffic by mid-April. With **2,923** page views, we not only exceeded our April page views but have begun promoting on Facebook, Instagram, and Twitter. We aim to use these channels to attract a broader audience, hitting 3,000 views by the end of May-early June.