



CYBORG
SPORT

DIGITAL MARKETING COMMUNICATIONS PLAN

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This report provides an analysis for Cyborg Sport's digital presence; concerning its marketing activities across various social media platforms. With regard to this, the report contains a comprehensive digital marketing communication plan components including company overview, targeting and position, DMC objectives, DMC mix and plan.

The main outcomes of this research has been that attention is needed on social media platforms to interact with consumers, especially on Instagram. Though the content was good, the engagement was lacking, comments and questions were not recognised.

The other significant finding was the under used database of email addresses gathered through Cyborg Sport's website. A tactic suggested in this report is to utilise this information by implimenting a weekly or monthly newsletter to engage with potential and past customers

EXECUTIVE SUMMARY

INTRODUCTION

Cyborg Sport, based in Brisbane, was established in 2011¹. Their brand stands on the promise of 'to provide the highest quality products at the lowest possible prices' furthermore Cyborg Sport states that they are innovative, creating many world first products; affordable, great tasting, and they are 100% Australian owned and operated. The company offers a range of sports supplements, such as protein and amino acid powders, mass gainers, fat burners, and other products designed for consumers to achieve the most out of their workout. The price ranges from \$60 – \$100 AUD. Cyborg Sport offers a flat rate of \$5 for orders under \$100, and free postage to all orders over that amount within Australia. Currently they are stocked in a few on-sale retailers, such as Mass Nutrition and Australian Sports Nutrition^{2, 3, 22, & 23}.

It is obvious from Cyborg Sports Online presence they have been AFK for a long time. Their social media sites haven't posted in months and they have become a potential gathering place for complaints and of simply losing top of mind preference and brand awareness. This digital marketing communications plan will examine Cyborg Sport's digital online presence and offers solutions as to how to build it up again. This company currently has Instagram, Facebook, and YouTube, profiles. This report will mainly focus on Instagram and email marketing, however a full analysis will take place for the purposes of this report, and strategic tactics will be offered to improve engagement with consumers online.

COMPETITIVE ANALYSIS

The vitamin and supplement industry Australia has been measured to be \$475million, and the protein powder occupies about 81% of that figure^{4,5}. This is a very competitive market. Companies such as Musashi have 2.8k followers⁶, & Aussie Bodies with 9.7k⁷, Optimum Nutrition AU have 41.1k followers⁸; and Bulk Nutrients has 23.5k followers⁹. Cyborg sport only has 7k followers¹⁰. This report will provide this company with strategic ways to engage more online and increase reach.

BRIEF SUMMARY OF KEY COMPETITOR

Optimum Nutrition is a UK based protein company, established in 1986⁸. Their brand stands on three pillars of uncompromising quality, innovation and customer satisfaction. They are found at many retailers in Australia both online and in store. Their website features a blog that discusses athletes, nutrition, recipes, workouts, sports and news (regarding sports, nutrition and exercise). They have free PDF with practical ways to utilise their product such as plans concerning sport, exercise and specific physical goals. All these free resources add value to the brand and create loyalty.

Optimum Nutrition's (ON) Instagram contains content from various offline traffic building activities¹² the media team have been involved with, such as their '#goldstandardzone' tents that have free merchandise and props to encourage shares on social media sites. Their Instagram features pictures from influencers like Bondi Surf Club, who regularly tag them in photos crediting ON as a key contributor to their physique¹¹. Videos are also featured on their channel congratulating people in everyday life reaching the 'gold standard zone' and rewarding them with free merchandise and public approval. This activity creates a culture and a brand personality around the central brand message. The post competitions, highlight videos, before and after photos, product launches, interviews, inspirational quotes, and photos from their '#teamON', their group of ambassadors and influencers. Optimum Nutrition's Facebook features all the same content as Instagram. Optimum Nutrition's youtube channel offers short sharable videos about recipes, highlight videos, inspirational/motivational clips. All these videos are under 5 minutes long, suiting the platform and the audience, and encouraging sharability¹².

SWOT ANALYSIS

Concerning Cyborg Sport online presence, their strengths are:

- Strong visual brand identity, there is consistent branding throughout their products, website and other media platforms.
- Cyborg Sport has a strong following on Facebook.
- Currently Cyborg Sports Instagram does contain recipe suggestions, product announcements, photos of their ambassadors, and reblogs from influencer's. The majority of content are static images, but there are a few videos.

Concerning Cyborg Sport online presence, there are quite a few weaknesses the following paragraphs will discuss how.

Over the life of the brand, from 2011 to 2017, Cyborg Sport's status has remained quite low on platforms such as Instagram, Youtube and Twitter. However it can be argued that a presence on Twitter and Youtube is not necessary for this brand.

Cyborg Sport does have an email list, however there is no newsletter that accompanies the database of emails, only an automated welcome email^{APP 3}.

The website is well designed, however there is a lot of content missing. The careers, return policy, orders tracking, become a stockist pages have either placeholder text indicating that the information for this page is 'coming soon' or insufficient information to fully answer a customer query¹.

Through an organic Google search Cyborg Sport's website ranked first, but second in line to paid Adwords for a stockist. However both of these are below advertisements from Google shop featuring their products from another retailer.

There doesn't appear to be any online advertising for this brand, and there is little evidence of any public relations activity. There are no negative comments found, but there were comments containing questions about products that should have been answered. Questions such as: *'Can I consume this product while I'm breastfeeding?' 'Is this product available in Australia?'* and *'Is the product was available on their website?'* Not only were these easily answered questions, these questions were a perfect opportunity to engage with customers and increase trust in the brand¹². There were also comments making requests for flavours and availability overseas.

Promotion of resale stockist are also featured in the comments on Instagram; this, though isn't as detrimental as another protein brand, is not ideal for Cyborg Sport. There are also instances of Cyborg Sport incorrectly tagging posts on Instagram¹².

An exploration of the #cyborgsport tag revealed a trove of consumer made content that could be utilised to build engagement on these platforms. Some posts are both personal and team 'shout-outs' attributing some of their success to Cyborg Sport, others are tags to associate their brand (reseller) with Cyborg Sport, others are sharing a recipe they have created with Cyborg Sport's products¹³.

Concerning the sports supplements ad ecommerce market in Australia, the opportunities are:

- The strong fitness climate in Australia¹⁴. Rising health conscious attitudes in Australia supports a growth in the sport supplement industry⁴.
- Content marketing and creation is still a rising trend, and holds great potential for Cyborg Sport¹⁵.
- There is a rise in social commerce with 28% of Internet users who use social media to research and purchase products¹⁶.
- The rise of micro-influences are a great opportunity for Cyborg Sport to implement through social media platforms¹⁷.

Concerning the sports supplements ad ecommerce market in Australia, the threats are:

- Increase in globalisation of markets, meaning more foreign global brands are growing in prominence in Australia⁴ and supply chains such as retailers

like amazon coming to Australia with the threat of making protein products cheaper and more enticing for consumers¹⁴.

- The current market for sports supplements is in the mature phase of the industry life-cycle and is quite saturated⁴.
- The constantly changing digital landscape.

TARGETING

Cyborg Sport is a relatively small company with only a few products. The target market that Cyborg Sport should attempt to reach are men and women aged between 16 - 45, who are conspicuous consumers, medium to high incomes, with a active lifestyle.

POSITIONING & BRANDING

As said before in this report, there is a large market for sports supplements in Australia. Both sexes are often concerned with their physical appearance and general fitness and tend to be engaged in a form of sport or active lifestyle. Recently, scientific evidence has come to light about the role of protein concening recovery and muscle building, adn so have expanded the audience of protein poweders from only body-builders and extreme athletes, to include everyday consumers⁵. There has always been significant evidence of the real health benefits of maintaining a healthy BMI and body fat percentage.

Cyborg Sport seeks to position itself as the authority in Australian Sports Supplements, in regards to quality, price, innovation and taste. However this is a very difficult combination of attributes to justify, as quality and innovation often oppose price and taste. This is a challenge that Cyborg Sport will have to remedy either in re-evaluating its position or in delivering outstanding quality content and utilising cutting edge technology to do so.

It should be noted that the last post on Cyborg Sport's social media sites were a few months ago, leaving their channel empty and under utilised, it is assumed that there was an internal issue as posting were more frequent prior to this.

DMC OBJECTIVES

Cyborg Sport's digital marketing communication objective are to:

- Increase the number of followers across all platforms, but specifically Instagram and Facebook by 20% (to 8.4k on Instagram and 55.3k on Facebook) by the end of 2018.
- Increase sales by 15% by the end of 2018

GOALS

The goal that Cyborg Sport that should aim for are:

Increased follow-ship and the engagement with the audience and conveying the brands message consistently across all platforms. Shares and likes should rise when new product and offers are announced on the platform confirming that the population involved are engaged in the brand. Comments and opinions will be positive, constructive, and welcome, to further better the brand and monitor its reputation, in regards to speak.

In regard to serve to continue to respond to customer inquiries and comments to resolve issues and build customer loyalty.

And finally in regards to sizzle, Cyborg Sport should aim to encourage the community of Cyborg Sport followers to share photos and videos about their experience with the brand, by asking for permission to repost those valuable consumer testimonies to advertise the product to others and build credibility and respond to posts and comments.

DMC MIX PLAN

It is recommended that Cyborg Sport follow the following strategies:

- Fill in the gaps in their website. There are a few pages missing content that could easily be remedied.
- Update the blog on the website and create one more aligned to the values of innovation and quality. Rather than the videos currently featured, it is suggested that Cyborg Sport insert their authority as a premium brand with well researched and current posts about sports and nutrition news, recipes, techniques of exercise and 'frequency asked question' discussions.
- Design and present monthly or weekly company email newsletter featuring new products, blog articles, success stories, shareable content and free resources (PDFs). Monitor readership with applications like MailChimp¹⁸.
- Set up a hash-tag tracking software to monitor activity on social platforms so that Cyborg Sport can respond, share and encourage others to engage with the brand¹⁹. This strategy would also involve monitoring Instagram and other platforms and responding to comments, questions, 'shout outs' and complaints from consumers.
- Create an editorial calendar to manage social content. This calendar should include key dates for sporting events, such as football, Olympics, commonwealth games and local sporting finals. The calendar could also include 'national' and 'international days', such as 'global running day' and etc^{20, 12}

- Create a Google Adwords advertisement to be featured as top of search for consumers²¹.
- Find micro-influencers to align with Cyborg Sport. Make contact and send them promotional material and products. Engage with them on social platforms with encouragement and recommendations, follow their journey^{17, 12}.

CONCLUSION

With the rise of digital media it is essential for companies to invest in social media marketing. Cyborg Sport is in need of significant digital renovation. This report provides an analysis for Cyborg Sport's digital presence concerning their marketing activities across various social media platforms. The main outcomes of this research has been that attention is needed on social media platforms to interact with consumers, especially on Instagram. Though the content was good, the engagement was lacking, comments and questions were not recognised. The other significant finding was the under used database of email addresses gathered through Cyborg Sport's website. A tactic suggested in this report is to utilise this information by implimenting a weekly or monthly newsletter to engage with potential and past customers. Should Cyborg Sport implement these advised changes to their digital market communication mix, engagement, traffic and awareness should increase.

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APPENDIX


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SUGAR CRAVINGS?

Posted: 1 December 2017



The reason that we crave sugar is that it literally has a chemical affect on the brain in regards to dopamine and opioid systems in reward-related brain regions. We crave sugar like a smoker or alcoholic craves their achilles heel (Avena, N., et al. (2015)).
 But how can we curb this craving to help shift body fat?
 First you should have smaller more frequent healthy meals. Research shows that this technique will maintain a stable blood sugar level that will keep you from feeling flat or tired. Skipping meals is not recommended as your blood sugar will drop dramatically and cause you to binge on the closest bag of lollies (Guy, L. (2011)).

Reduce your fruit intake. Shocking to hear that fruit can indeed, not be your friend, but research indicates that the sugar contained in many popular fruits can be harming your fat loss goals. It is recommended that you stick to low sugar options such as berries, grapefruit and apples, instead of too much pineapple, pear, bananas or indeed watermelon (Bowden, J. (2017); & Dolson, L. (2017)).

And finally do yoga. It has been found that for people with diabetes, yoga has shown to lower blood sugar in several ways: by decreasing cortisol and adrenaline levels, encouraging weight loss, and improving sensitivity to insulin in the blood. Even if you don't have diabetes you can benefit from the cathartic stretches of yoga that help with your blood sugar, flexibility and clear your mind (Guthrie, C. (2017)).

DO LIFTING WEIGHTS AND PROTEIN POWDER MAKE FEMALES BULKY?

Posted: 27 November 2017



As part of a balanced macronutrients breakdown protein in an of itself will not cause females to gain. Even further if you consume enough protein through your food you don't need to supplement your intake with protein powders like Cyborg Zero or WPI- however if you do find that you don't eat enough lean proteins these are great options for you (Robards, T. (2016)).

Women in general do not usually have enough natural testosterone to create the bulky appearance some males have when they lift and consume protein powder. When women do lift weights they tend to develop lean, shapely body rather than the Hercules or Hulk like aesthetic (Robards, T. (2016)).

The body is not a machine. The harder and more often you use a machine, the faster it wears out. However, the human body not only responds best when used through, weight lifting, but also improves when it is pushed past it's comfort zone. When muscles are overloaded, the body responds by making the muscles stronger in that area. That is the essence of weight training. Protein complements this training by providing the nutrients needed to recover and fuel (Austin, D. & Mann, B. (2000)).

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APPENDIX 1



CYBORG
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APPENDIX 2



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APPENDIX 3