



# DEALING WITH STOCK SHORTAGES IN A GROWING INDUSTRY

STOREIS.



**FELT**

## CONTEXT

One of the effects the COVID-19 pandemic crisis has had on the **cycling market** was an **exponential growth** of the **volumes of online sales**.

Felt was caught in the middle of this out-of-ordinary boost and, besides the obvious benefits of this situation, the counterpart has been the **rapid consumption of most of the available stock**.

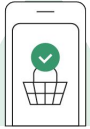
In this context, given the **impossibility of constant and substantial replenishment** of the online stock, **we had to rapidly adapt our strategy** to support the Client in the upcoming months.

**We have therefore identified two main goals to tackle this trend.**





## GOALS



**Streamlining Digital Sales**, by focusing on cost efficiency and coordination among online sales channels to exploit the remaining stock availability and maximize profitability



**Growing the Customer Base**, by expanding the approach of the HubSpot CRM to capitalize on the great interest that arose fueling new audience discovery



## OUR APPROACH



HubSpot CRM

With these two pillars in mind, we approached the CRM and developed a strategy to:

1. **Exploit Hubspot powerful functionalities** to pave the way for the **lead generation campaigns, customer acquisition, and fidelization process**
2. **Create a Buyer Personas mapping** which ideal **clusters of users' characteristics** would have guided the **brand's efforts** in the **content marketing strategy**
3. **Collect key insights on existent customers** through **database analysis** and a **survey** specifically developed in partnership with the Brand, to lay down grounded tactics to **improve the existing website** in terms of **UX, design, and the collection of Bike's pre-orders**
4. **Develop automated journeys** to streamline the **Brand's marketing efforts** and improve the effectiveness of **1-to-1 cross-channel interactions**, and lead to a **unified experience for the customer**
5. **Support the Brand's content strategy** by guiding the **messages orchestration** and **definition** to **enrich users' experience** and **keep them engaged** based on their interests in different contents, and their habits or disciplines

# KEY WINS

## RESULTS

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The **database enrichment** process and the **market insights survey** granted valuable findings.

Among the many insights, the main ones shed lights on users' **online behaviors** pattern, **riding preferences** and **motivation**, such as racing, casual, commuting, etc.

We also gained perspective on cycling-related **purchase habits** and frequency, **Felt Bicycles' USPs**, and perceived value of online content.

We used these findings to draft an **action plan** to drive several improvements for the project.



## ACTION PLAN

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### 1. WEBSITE

by enhancing **UX, organic searches**, and **data acquisition** fueled by the customers' feedback

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### 2. CONTENT PLAN

through the development of an **editorial plan** based on **buyer personas profiles** and matched against the empirical results found by the analysis, to validate it

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### 3. MARKETING STRATEGY

by designing **35+ automated journeys** that would have driven the **online experience** of the user with the Brand, sustained the engagement process throughout the **no-stock scenario** and accelerated the **direct-to-consumer overall process**

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