

Student name: Raif Ismail

Student ID number: 2307864

Programme: Certificate of Higher Education in Employability Skills

Module: Digital Skills for Personal and Professional Growth

Module code: BMSW4008

Evidence of Learning (E-Portfolio)

Table of Contents

Task 1: Essay.....	2
Task 2: Video.....	6
Task 3: Analysis of the Market Research Questionnaire for Serge's Turkish Barber Shop.....	7
Task 4: Analysis and Design of the Website and Marketing Materials for Serge's Turkish Barber Shop.....	12
References.....	16
Appendix.....	18

Task 1: Essay

Introduction

In the current highly competitive market, brands must differentiate themselves to attract and maintain client attention. A highly effective approach to accomplish this is by utilising narrative. Storytelling, when used to the development of a personal or corporate brand identity, entails the creation and communication of narratives that encapsulate the brand's values, mission, and vision. These stories captivate viewers on an emotional level, leaving a strong impact and cultivating a more profound bond. This essay examines the importance of storytelling in the process of creating a brand, demonstrating its influence through a practical instance and examining its function in establishing a unique identity, fostering consumer loyalty, and differentiating oneself in a competitive market (Reedy & Parker, 2017).

Storytelling in branding refers to the strategic use of narratives and compelling narratives to communicate a brand's values, purpose, and identity to its target audience. It involves crafting and sharing stories that resonate with consumers, creating an emotional connection and fostering brand loyalty.

Storytelling in branding involves the deliberate utilisation of narratives to effectively convey a brand's fundamental messages, values, and identity to its target audience. This transcends conventional advertising; it entails crafting a unified and captivating narrative that deeply connects with them on an emotional level. These narratives can be communicated through diverse channels, such as written articles, videos, social media posts, and other promotional materials. Efficient narrative techniques aid in humanising a brand, thereby establishing a relatable and memorable connection with its intended audience. Brands may establish a distinct identity that sets them apart from competitors by incorporating their mission, vision, and values into a narrative (Burgess, Marwick, & Poell, 2018; Sandhu, 2020). Storytelling is not just a marketing technique, but a strategic instrument that improves brand value and cultivates enduring relationships with customers (Bahram, 2020).

Real-world: Airbnb

An exemplary instance of the triumphant brand narrative is exemplified by Airbnb. Established in 2008, Airbnb transformed the travel and hospitality sector by enabling

individuals to lease their residences to tourists. In addition to providing a distinctive service, Airbnb has successfully employed storytelling to captivate its audience and establish a robust brand identity (Dadwal, 2020).

Airbnb's narrative centres around the notion of "belonging." The brand's objective is to provide a global environment where individuals can experience a sense of belonging in any location. This story is frequently mirrored in their marketing campaigns, website content, and social media presence. As an example, Airbnb's "Belong Anywhere" campaign showcased authentic anecdotes of hosts and guests, emphasising the intimate relationships and cross-cultural interactions facilitated by the site. Airbnb cultivates a feeling of community and inclusiveness by disseminating these genuine narratives, which strongly appeal to travellers in search of distinctive and significant encounters (Reedy & Parker, 2017). This approach is consistent with the digital storytelling approaches emphasised by Hill (2020), which prioritise authenticity and emotional impact.

The influence of Airbnb's narrative techniques is seen in its robust brand allegiance and active consumer participation. Skift's poll in 2019 found that 91% of Airbnb users expressed satisfaction with their experiences, and 74% indicated a likelihood of recommending the company to others. The significant level of happiness and advocacy can be mostly attributable to the emotional bond that Airbnb's storytelling cultivates (Burgess, Marwick, & Poell, 2018).

The Influence of Narrative in Establishing Brand Identity

Establishing Emotional Bonds

Storytelling is a potent tool for brand building because it can establish emotional connections. Humans are inherently attracted to narratives because they elicit emotions, hence enhancing the brand's relatability and memorability. When a company effectively communicates a captivating narrative, it can elicit emotions such as joy, reminiscence, motivation, or even understanding. This emotional involvement facilitates the establishment of a more profound bond between the brand and its audience (Sandhu, 2020). The "Real Beauty" campaign by Dove employs a storytelling technique that effectively connects with viewers by questioning prevailing

beauty norms and featuring authentic women, resulting in a powerful emotional connection (Byrd, 2021).

Distinctiveness in a Competitive Marketplace

Amidst a market inundated with comparable products and services, storytelling offers a method for distinguishing oneself. An artfully constructed narrative can distinguish a brand by accentuating its distinctive values, mission, and vision. For instance, TOMS Shoes employs storytelling as a means of distinguishing itself through its "One for One" initiative, in which the company pledges to contribute a pair of shoes to an underprivileged child for every pair sold. This narrative not only distinguishes TOMS from other shoe brands but also resonates with consumers' inclination to have a good influence through their purchases (Dadwal, 2020). Employing storytelling as a means of differentiation enables brands to distinguish themselves and appeal to customers who strongly identify with their principles and objectives.

Establishing and maintaining customer loyalty

A consistent and genuine narrative helps cultivate client loyalty by consistently reaffirming a brand's identity and values over a while. Customers who can relate to a brand's narrative are more inclined to form a strong feeling of loyalty and become advocates for the brand. Loyalty is derived not only from the product or service's excellence but also from the emotional bond and shared principles between the brand and its customers (Byrd, 2021). The narrative of community and inclusivity advocated by Airbnb has led to a robust and devoted client base that frequently relies on the site for their travel requirements (Pinto & Guarda, 2020).

Attracting and captivating the audience

Storytelling is a highly successful method of captivating the audience through the delivery of engaging, amusing, and pertinent content. Compelling narratives captivate the audience and motivate them to engage with the brand. This contact might manifest as social media involvement, the sharing of content, or even recommendations through word-of-mouth. The Dove "Real Beauty" campaign effectively captivated viewers by showcasing authentic narratives of women and confronting prevailing beauty norms, leading to extensive social media interaction and heightened brand

exposure. Hill (2020) highlights that digital storytelling enables a more dynamic and participatory engagement, hence boosting the overall impact on the audience.

Conclusion

Ultimately, storytelling is essential for organisations seeking to create a unique identity, cultivate consumer allegiance, and differentiate themselves in a fiercely competitive market. Storytelling enables brands to establish enduring emotional connections, distinguish themselves from competitors, and actively involve the audience, facilitating the development of a profound relationship with their customers. The case of Airbnb exemplifies the power of a compelling narrative in redefining a brand and fostering consumer allegiance. In the modern day, where customers are overwhelmed with options, the businesses that thrive will be capable of crafting captivating narratives that deeply connect with their target audiences on a human and emotional level (Pinto & Guarda, 2020).

Task 2: Video

<https://youtu.be/-PTalkQ0k7k?si=eAq2di456yN3U9X6>

Task 3: Analysis of the Market Research Questionnaire for Serge's Turkish Barber Shop

Introduction

Understanding client preferences and enhancing business operations requires market research. Serge's Turkish Barber Shop's customer experience questionnaire responses are analysed in this study. A consumer sample answers ten questions in the questionnaire, providing significant information. This analysis will address the most important questions: visit frequency, awareness, satisfaction, and improvements.

Questionnaire Summary

Customer experience, service quality, demographics, and improvement ideas are covered in the questionnaire. The replies provide client demographics, behaviours, and Serge's Turkish Barber Shop service ratings.

Key Questions and Analysis

Frequency of visits

How often do you get a haircut at Serge's Turkish Barber Shop?

Weekly (1), Monthly (3), Yearly (0), Never (2), First visit (0).

Most responders visit the barber shop monthly, showing a loyal clientele. However, two respondents had never been, suggesting expansion chances. Personalised promos or initial offers may convert these potential clients into regulars. Using consumer frequency to customize services and promotions to customer needs is advised by Armstrong et al. (2015).

2. How often do you get a haircut at Serge's Turkish Barber Shop?

[More Details](#)

Weekly	1
Monthly	3
Yearly	0
Never	2
First visit	0



Awareness Sources

How did you first hear about Serge's Turkish Barber Shop?

Social media (6), online search (0), email (0), advertisement (0), other (0).

All feedback respondents discovered the barber shop on social media. This shows how important social media is for acquiring new clients. Promotions, consumer feedback, and entertaining material on social media can increase visibility and audience size. Social media significantly boosts brand exposure and customer engagement, as stressed by Chaffey and Ellis-Chadwick (2019).

3. How did you first hear about Serge's Turkish Barber Shop?

[More Details](#)

Social media	6
Online search	0
Email	0
Advertisement	0
Other (please specify)	0



Overall Satisfaction

How would you rate your overall satisfaction with the haircuts at Serge's Turkish Barber Shop?

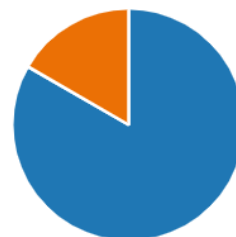
Very satisfied (5), Satisfied (1), Neutral (0), Dissatisfied (0), Very dissatisfied (0)

Most consumers are very satisfied. This positive feedback suggests good service delivery. Maintaining high standards and soliciting feedback can keep satisfaction levels high. Social media testimonials from delighted consumers might also attract new customers. Digital marketing analytics metrics like customer satisfaction can boost business growth through positive word-of-mouth, as argued by Hemann and Burbary (2013).

4. How would you rate your overall satisfaction with the haircuts at Serge's Turkish Barber Shop?

[More Details](#)

Very satisfied	5
Satisfied	1
Neutral	0
Dissatisfied	0
Very dissatisfied	0



Ideas for Improvement

What improvements would you like to see in our haircut services?

More hairstyles (3), shorter wait times (1), more experienced barbers (1), better pricing (1), enhanced hygiene and cleanliness (0), Other (0).

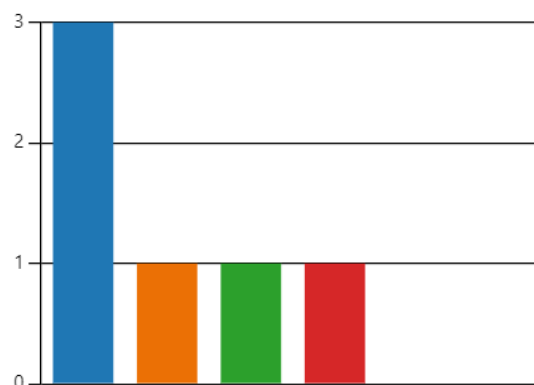
Most people wanted more hairstyles, then shorter wait times, more experienced barbers, and better prices. These findings show improvements. Offering several

haircuts can attract a broad customer. The shop might use appointment booking to reduce wait times. Barbers should receive regular training, and a pricing assessment can boost customer satisfaction and competition. Adapting corporate strategies to meet customer needs is crucial in competitive markets, as emphasized by Pinto and Guarda (2020).

10. What improvements would you like to see in our haircut services?

[More Details](#)

More hairstyle options	3
Shorter waiting times	1
More experienced barbers	1
Better pricing	1
Enhanced hygiene and cleanliness	0
Other (please specify)	0



Patterns and trends

Monthly visits indicate a committed consumer base, which is essential for repeat business. Rewards programmes and special offers for frequent consumers might boost this frequency. Understanding client behaviours is essential for retention efforts, as stressed by Armstrong et al. (2015).

Social media is the main source of awareness, proving digital marketing works. Investing in social media ads and content is essential. Digital channels boost brand visibility and engagement, according to Chaffey and Ellis-Chadwick (2019). High satisfaction boosts the shop's operations. This satisfaction must be maintained through continual improvement and client interaction. Customer satisfaction plays a crucial role in business performance through positive referrals and comments, as emphasized by Hemann and Burbary (2013).

Customers want more hairstyles and faster wait times, suggesting there is space for improvement. Addressing these issues can improve customer satisfaction and attract new customers. Meeting consumer needs effectively can differentiate a business in a competitive market, as highlighted by Pinto and Guarda (2020).

Business Improvement Ideas

Serge's Turkish Barber Shop can reach more customers by training barbers in more styles and following trends. According to Armstrong et al. (2015), satisfying diverse consumer wants is crucial.

- **Enhance Social Media Strategy:** Social media attracts customers, therefore the shop should post, promote, and share customer stories. Chaffey and Ellis-Chadwick (2019) suggest using digital platforms to boost brand loyalty and customer engagement. An online appointment booking system can reduce wait times by allowing clients to book slots in advance. Implementing digital technologies to enhance customer convenience and satisfaction is encouraged by Hemann and Burbary (2013).
- **Regular Barber Training:** Training and developing barbers ensure high service quality and customer satisfaction. Skill development is crucial for maintaining a competitive advantage, as emphasized by Pinto and Guarda (2020).
- **Review Pricing Strategy:** A price-sensitive market often favours services that offer competitive rates while maintaining high quality. Ensuring competitive pricing can significantly contribute to client retention, as highlighted by Armstrong et al. (2015).

Conclusion

Serge's Turkish Barber Shop's market research questionnaire revealed client preferences and behaviour. High satisfaction, social media importance, and styling and waiting time improvements have been observed. The shop can improve services, attract new consumers, and retain old ones by addressing these areas.

Task 4: Analysis and Design of the Website and Marketing Materials for Serge's Turkish Barber Shop

Introduction

A thorough analysis of the questionnaire data was undertaken to find important insights for building a two-page website and marketing materials for Serge's Turkish Barbershop. The report describes how the questionnaire results influenced the creation of the website and marketing materials. The investigation centred on segmentation, SEO optimisation, and targeted marketing methods.

Questionnaire Data Analysis

The questionnaire data produced many significant insights:

- **Demographic Information:** The majority of respondents were between the ages of 18 and 54, with a sizable proportion falling into the 18-24 and 45-54 age groups.
- **Visit Frequency:** The majority of responders visit the barbershop monthly, indicating a dedicated clientele.
- **Sources of Awareness:** Social media was the primary source of awareness, emphasising the significance of maintaining a strong online presence.
- **Customer Satisfaction:** Customers reported high levels of satisfaction, with suggestions for more hairstyle options and shorter wait times.
- **Service Quality:** Excellent scores for expertise, cleanliness, and customer service.
- **Recommendations:** Many people expressed a wish for additional hairstyle alternatives and shorter wait times.

Key Insights and Application

Segmentation:

- **Age categories:** The website and marketing materials will target the age categories specified in the poll, specifically 18-24 and 45-54 years old.
- **Loyal Customers:** To keep repeat customers, emphasise loyalty programmes and monthly discounts.

Search Engine Optimisation:

Keywords: Use user-friendly keywords like "monthly haircut specials," "professional barbers," "clean barber shop," and "excellent customer service" (Enge, Spencer, & Fishkin, 2015).

Content: Create information that addresses the survey's common suggestions, such as expanding hairstyle options and implementing an online booking system to cut wait times.

Two-Page Website Design (With Weebly)

Page 1: Home page.

- Header: Branded with the logo and text "Experience the Best Haircuts in Swansea."
- Main Banner: A high-quality image of a barber cutting hair, with a call-to-action (CTA) button reading "Book Your Appointment Online."

Sections:

- About us: Serge's Turkish Barber Shop has a brief history and mission, with an emphasis on professional abilities and good client satisfaction.
- Services: A list of services, focusing on the most popular ones from the survey: haircuts, beard trims, and shaves. Mention the monthly promotions and loyalty programmes.
- Customer Testimonials: Quotes from delighted customers help to create trust.
- Social Media Links: Icons that link to the shop's social media profiles to increase followers and interaction (Tuten & Solomon, 2017).

Page 2: Book and Contact

- Online Booking System: Embedded an online booking form to reduce wait times, as proposed by survey respondents.
- Contact information includes your address, phone number, and email address.
- Map: An interactive map for quick location finding.
- FAQ Section: Answer typical inquiries about services, pricing, and cleanliness requirements.

- Newsletter Signup: Visitors can sign up for monthly offers and updates.

Marketing Materials (With Canva)

Social Media Posts:

- Promotion of Online Booking: Eye-catching posts advertising the new online booking system.
- Monthly Specials: Graphics promoting monthly discounts and special deals to entice loyal customers.
- Customer testimonials: To increase trust and engagement, share genuine customer testimonials with high-quality photographs.

Flyers and posters:

- Flyers describing the reward programme's benefits will be disseminated in-store and online.
- Posters for special events, such as "Customer Appreciation Day," which highlight the shop's great customer satisfaction.

Email campaigns:

- Newsletter Design: A monthly newsletter template featuring sections for special offers, new services, and customer anecdotes. Use SEO-friendly keywords and content (Enge, Spencer, and Fishkin, 2015).

Integrating Questionnaire Data into Design Segmentation:

The website and marketing materials were designed to reflect the demographics and preferences found in the questionnaire. For example, the age categories 18-24 and 45-54 were targeted using visually appealing and current design features appropriate for a younger readership, as well as professional and clean layouts fit for the older market. The segmentation technique is consistent with Revella (2015), who emphasises the necessity of understanding client personas when developing customised marketing tactics.

Search Engine Optimisation:

Based on the questionnaire results, certain keywords were chosen and implemented into website content and marketing materials. Keywords including "professional barbers," "clean barber shop," and "excellent customer service" were intentionally put in headers, meta descriptions, and content to boost search engine ranks (Enge, Spencer, & Fishkin, 2015). The frequent mention of "monthly specials" and "loyalty programmes" in survey results prompted the construction of dedicated areas on the website and promotional social media posts.

Design and Content Strategy:

- Home Page: The home page has a pleasant and professional design that emphasises the shop's main strengths: experienced barbers, great client satisfaction, and a clean environment. The addition of a booking system immediately addresses complaints about reducing wait times.
- Customer testimonials: Displaying good testimonials increases trust and leverages the survey's high satisfaction scores (Pulizzi, 2014).
- Service Highlights: Detailed descriptions of services, particularly the most often requested ones, and unambiguous calls-to-action direct visitors to make appointments.
- Promotional content: The marketing materials emphasise monthly offers and loyalty programmes, which resonate with the survey's frequent visitors.

Conclusion

The questionnaire's insights helped shape Serge's Turkish Barber Shop's website and marketing materials. Understanding customer demographics, preferences, and comments allowed us to modify the design and content to efficiently suit the demands of the target population. The smart use of SEO optimisation ensures that potential customers can easily find the website and marketing materials, while an emphasis on customer happiness and engagement aids in the development of a loyal following. Serge's Turkish Barber Shop will be able to improve its internet presence, acquire new customers, and keep existing ones.

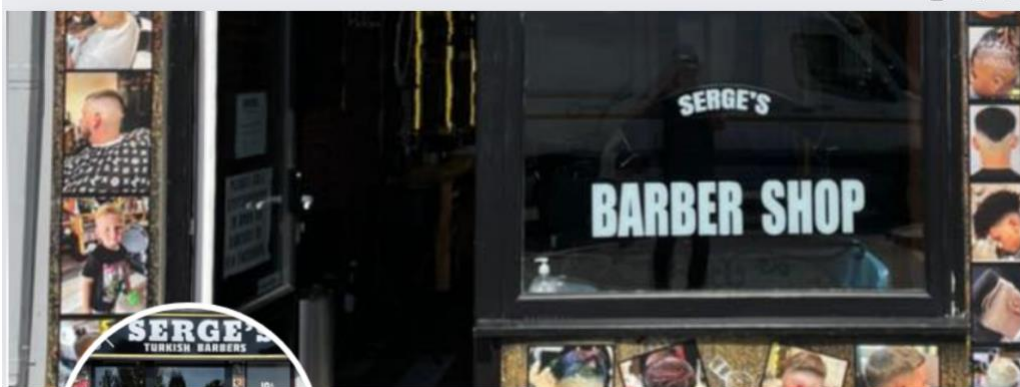
References

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R. (2015) *Marketing: An Introduction*. 13th ed. Pearson.
- Bahram, H. (2020) 'Digital Storytelling and Creative Destruction', *Storytelling, Self, Society*, 16(2), pp. 157-164. <https://doi.org/10.13110/storselfsoci.16.2.0157>
- Bhandari, R. S. & Bansal, A. (2018) 'Impact of social media on consumer decision making: A comparative study', *Journal of Global Marketing*, 31(4), pp. 250-255.
- Boerman, S. C., Willemsen, L. M. & Van Der Aa, E. P. (2017) "'This post is sponsored': Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook", *Journal of Interactive Marketing*, 38, pp. 82-92. <https://doi.org/10.1016/j.intmar.2016.12.002>
- Burgess, J., Marwick, A. & Poell, T. (2018) *The SAGE Handbook of Social Media*. SAGE Publications Ltd. Available at: <http://www.doi.org.ezproxy.uwtsd.ac.uk/10.4135/9781473984066>
- Chaffey, D. & Ellis-Chadwick, F. (2019) *Digital Marketing: Strategy, Implementation and Practice*. 7th ed. Pearson.
- Chaffey, D. & Patron, M. (2012) 'From web analytics to digital marketing optimization: Increasing the commercial value of digital analytics', *Journal of Direct, Data and Digital Marketing Practice*, 14(1), pp. 30-45. <https://doi.org/10.1057/dddmp.2012.20>
- Constantinides, E. (2004) 'Influencing the online consumer's behaviour: The Web experience', *Internet Research*, 14(2), pp. 111-126. <https://doi.org/10.1108/10662240410530835>
- Cunsolo Willox, A., Harper, S. L. & Edge, V. L. (2012) 'Storytelling in a digital age: digital storytelling as an emerging narrative method for preserving and promoting indigenous oral wisdom', *Qualitative Research*, 13(2), pp. 127-147. <https://doi.org/10.1177/1468794112446105>
- Dadwal, S. S. (Ed.) (2020) *Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer*. IGI Global. <http://doi:10.4018/978-1-7998-0131-3>
- Dahl, S. (2018) *Social Media Marketing: Theories and Applications*. SAGE Publications.
- Enge, E., Spencer, S. & Fishkin, R. (2015) *The Art of SEO: Mastering Search Engine Optimization*. O'Reilly Media.
- Harrigan, P., Evers, U., Miles, M. & Daly, T. (2017) 'Customer engagement with tourism social media brands', *Tourism Management*, 59, pp. 597-609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Hemann, C. & Burbary, K. (2013) *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. Que Publishing.

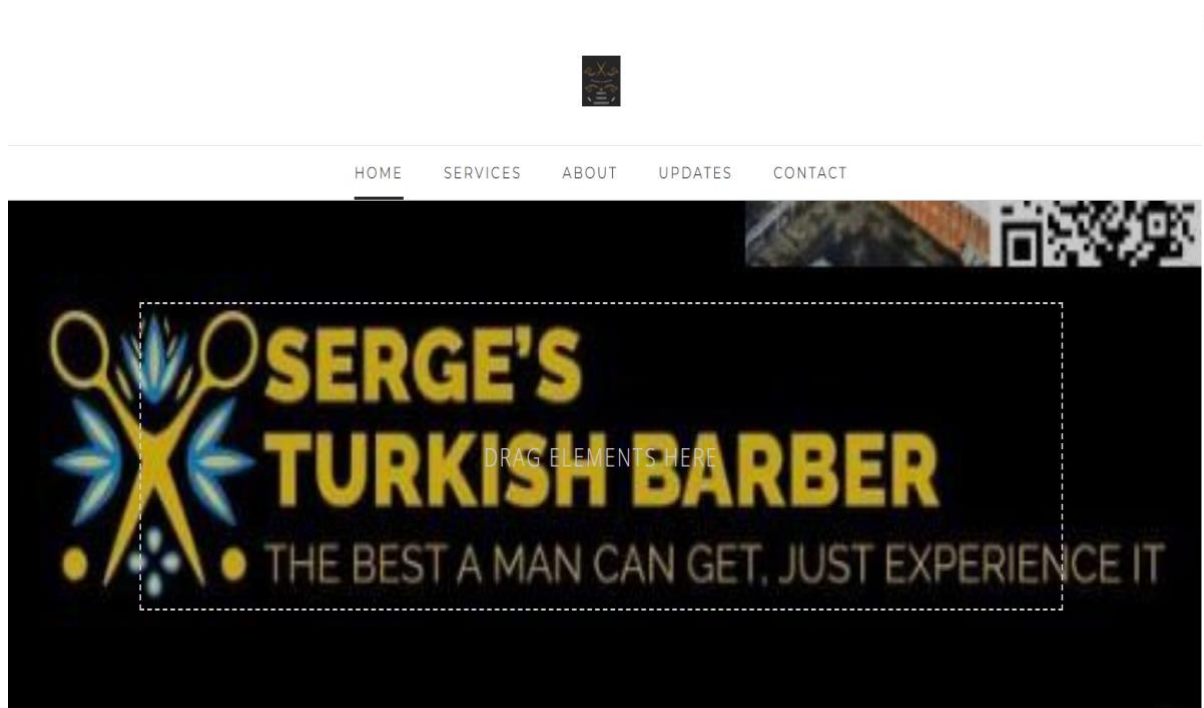
- Hill, M. (2020) 'Introduction to the Special Issue: Looking to the Digital: An Introduction to Digital Storytelling', *Storytelling, Self, Society*, 16(2), pp. 153-156. <https://doi.org/10.13110/storselfsoci.16.2.0153>
- Järvinen, J. & Karjaluoto, H. (2015) 'The use of Web analytics for digital marketing performance measurement', *Industrial Marketing Management*, 50, pp. 117-127. <https://doi.org/10.1016/j.indmarman.2015.04.009>
- Killoran, J. B. (2013) 'How to use search engine optimization techniques to increase website visibility', *IEEE Transactions on Professional Communication*, 56(1), pp. 50-66. <https://doi.org/10.1109/TPC.2012.2237255>
- Kotler, P. & Keller, K. L. (2016) *Marketing Management*. 15th ed. Pearson.
- Krug, S. (2014) *Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability*. 3rd ed. New Riders.
- Leung, X. Y., Bai, B. & Stahura, K. A. (2015) 'The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter', *Journal of Hospitality & Tourism Research*, 39(2), pp. 147-169. <https://doi.org/10.1177/1096348012471381>
- Lovelock, C. & Wirtz, J. (2016) *Services Marketing: People, Technology, Strategy*. 8th ed. Pearson.
- Marcotte, E. (2011) *Responsive Web Design*. A Book Apart.
- Moran, M. & Hunt, B. (2014) *Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website*. 3rd ed. IBM Press.
- Ostmeier, E. & Strobel, M. (2022) 'Building skills in the context of digital transformation: How industry digital maturity drives proactive skill development', *Journal of Business Research*, 139, pp. 718-730. <https://doi.org/10.1016/j.jbusres.2021.09.020>
- Pinto, F. M. & Guarda, T. (Eds.) (2020) *Digital Marketing Strategies and Models for Competitive Business*. IGI Global. <http://doi:10.4018/978-1-7998-2963-8>
- Pulizzi, J. (2014) *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education.
- Revella, A. (2015) *Buyer Personas: How to Gain Insight into your Customer's Expectations, align your Marketing Strategies, and Win More Business*. Wiley.
- Skift (2019) 'The 2019 Skift Digital Transformation Report'. Available at: <https://skift.com/>
- Tuten, T. L. & Solomon, M. R. (2017) *Social Media Marketing*. Sage.
- Voorveld, H. A., Van Noort, G., Muntinga, D. G. & Bronner, F. (2018) 'Engagement with social media and social media advertising: The differentiating role of platform type', *Journal of Advertising*, 47(1), pp. 38-54. <https://doi.org/10.1080/00913367.2017.1405754>

Appendix

Canva Elements



Site



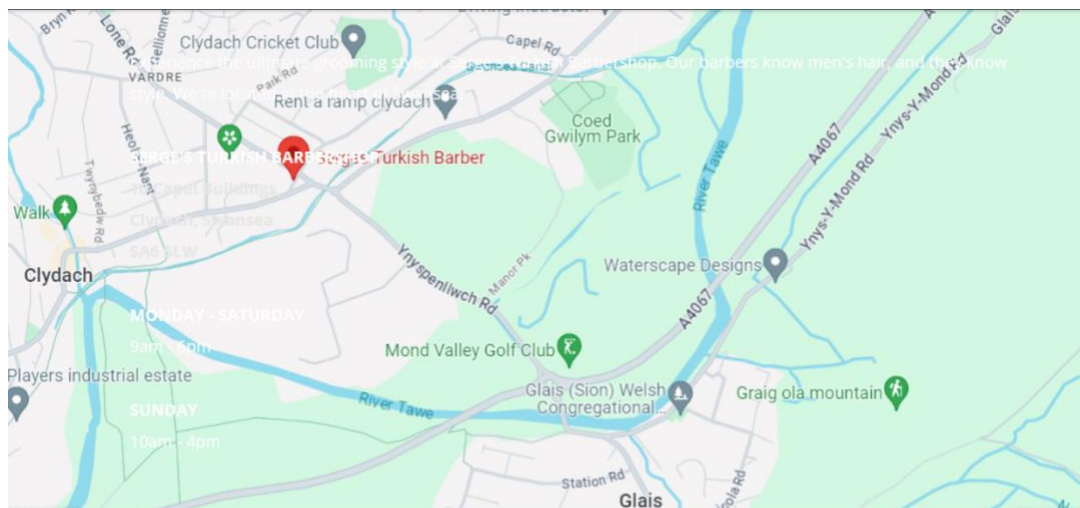
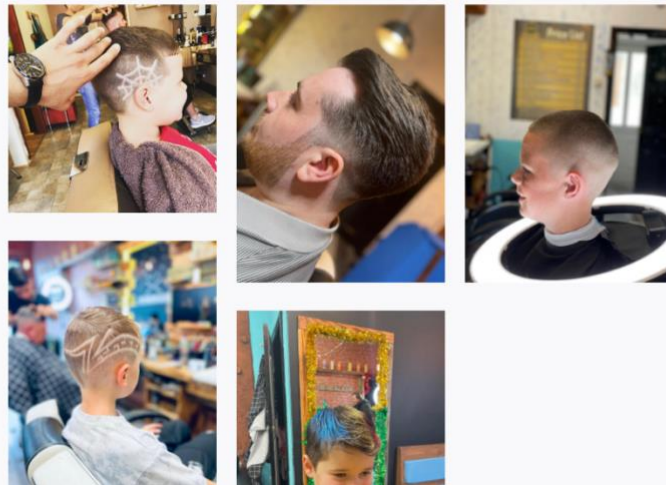
WELCOME TO SERGE'S TURKISH BARBER "EXPERIENCE THE BEST HAIRCUTS IN SWANSEA."

Serge's Turkish Barber Shop has a brief history and mission, with an emphasis on professional abilities and good client satisfaction.

We offer our clients a wide range of services from straight razor



SHOP GALLERY



[HOME](#)

[SERVICES](#)

[UPDATES](#)

[ABOUT](#)

[CONTACT](#)



[HOME](#)[SERVICES](#)[ABOUT](#)[UPDATES](#)[CONTACT](#)

WE'RE RIGHT NEAR YOU

10 Capel Buildings

Clydach, Swansea

SA6 5LW

