

SMART Objectives To Improve The Online Presence Of JC Sports

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Introduction

It is a detailed report of JC Sports, which recently started to interact with its customers through its online website. JC sports started back in 1987. It is a renowned sportswear retailer that retails Leicester City Football Club products. They have expertise in providing local team kits, football shirts with the kit and on-site printing. Now, they can directly interact with customers through the online website. JC Sports is facilitating the customers by providing quality products and the best customer services due to qualified and professional people. This report will help to explore SMART objectives, recommendations, and evaluation methods for a firm. This report will provide greater insights through analysis of the various elements of the firm. It consists of online service quality, web experience, Customer engagement and social media marketing. By utilising these elements, JC Sports can achieve better objectives by interacting with customers through an online platform. JC Sports can use this evidence to monitor the performance of the business.

Main Body

SMART Objectives

Some SMART objectives will be effective and productive to improve the online presence of JC Sports. These objectives must be significant and substantial enough to enhance the performance of a firm as well as retain the buyers. Firms should realise realistic and measurable objectives when developing marketing strategies to acquire customers (Baker, 2014, p.2).

The online website must be effective enough to provide a good and worthy experience of JC sports that is convenient to use. So that users can easily access the relevant information regarding products.

JC Sports should develop strategies and tactics to market products to grab and capture prospective customers online. JC Sports should implement search engine tools to gain a competitive advantage. They should also facilitate their customers by providing online facilities such as live chats.

JC Sports should design a website with precise and proper information to enhance online engagement. Website design should display images and graphics of products to engage the shoppers.

JC Sports can attract and appeal to potential shoppers through marketing via Facebook or Instagram.

JC Sports can promote certain activities and offer gifts to customers for goodwill.

Recommendations

JC Sports can better exploit this concrete information and can design such SMART objectives to make a significant online presence. JC Sports can enhance the value of the website by making it more appealing to customers. The online website must contain a lot of pictures instead of written material about the offerings of JC sports. This design of the website will appeal to and attract young shoppers of JC Sports. JC Sports should display proper facts and figures about products and services that will be informative for a new buyer. The website must be interactive to capture the attention of shoppers (Demangeot, 2016, p.826). The product and service options display only the products of Leicester City instead of another team. They should add a specific tab for Leicester City's products to avoid confusion. This information will be valuable for specific shoppers who want to shop. A well-designed website can appeal to users, and shoppers can identify the retailer through the creative website (King, 2016, p.332).

JC Sports can improve its online performance by offering online incentives for users. This activity will encourage and motivate the shoppers to purchase more. In this way, shoppers will recommend this product to other friends and groups. They will write about JC sports that will improve the significant word of mouth of JC sports. An online website will help build positive comments and eWOM. JC Sports should exploit Google's tools and ad words to grab customers. So, the search engine opens up JC sports instead of JD sports when users type JC sports.

JC Sports should help customers by providing live chat services. This facility will encourage the users to consider the website. Customers can easily give feedback about offerings and firms in a timely. It will increase the traffic of shoppers as more customers will feel free to discuss the problem with no effort. Shoppers can get a real-time response from the company about complaints or any query. JC Sports should provide delivery services for online shoppers to increase sales revenue and profit. Due to changing trends, customers have no time to go to the store and purchase the products. If JC Sports can deliver offerings to shoppers, then it will raise some buyers. Those prospective shoppers who feel reluctant to go outside to purchase and prefer to shop online. This strategy will enhance the sales of products and will improve the profits of the company.

If JC Sports desires to develop and enhance customer online engagement, then it should provide proper facts about its products. These online offerings appeal to shoppers, and they show more interest in having these products (Chuang, 2016, p.6). It must include valid info about offerings as well as prices and sizes of goods. The online website must contain solid information that is necessary for shoppers to buy the products. One of the essential points is that the website design should be accessible enough that every person can easily browse it.

JC Sports should promote and recognise their shoppers to develop a strong bond. They should regard and value the shoppers by way of getting involved in some activities. It is necessary to inform the

customers that the company is treating them as special customers.

JC Sports should be involved in some marketing activities to increase the interest of people. In this way, people will be aware of the products of JC sports. Through these activities, people will visit the JC sports website on a daily basis. Activities of JC sports will create hype among the people, and more people will discuss JC sports and its offerings.

Instagram and Facebook are the two best ways to enhance the goodwill of JC Sports. It enhances the engagement level as users like, comment, and share the post (Luarn, 2015, p.510). But it will be more suitable to share information regarding products with proper images, sizes, and prices. JC Sports must arrange marketing events that can improve public awareness of the products. It is very productive to share posts on social networks to get the attention of buyers rather than just following the competitors at times when users need to shop (Adamopoulos, 2015, p.1643).

Evaluation method

JC Sports can make better use of permission marketing to reach potential and prospective customers. They can evaluate the online presence of shoppers by creating data for assessment. The software data must have enough capability and proficiency to estimate the correct number of people who access the website. JC Sports should recruit staff that can monitor performance and other measures. The staff must possess certain abilities and accurate information about the offerings of the company. Staff must be trained and experienced to guide shoppers for new products. JC Sports can evaluate and estimate this procedure by conducting surveys from prospective customers as well as students. There is a need to manage customer relationship data to attract and acquire buyers. This method will help to create data that will include some users. The people who are visiting the website for the first time, and the people who are regular customers. A database of customers will help provide deep insights into their expectations. This CRM data will be useful and valuable in building connections with buyers. It will also assist in following up with customers and their complaints. Online surveys are also the best way to evaluate and assess the evaluation process. Online feedback will also be operative when customers give remarks through social networks. Special customers who are loyal to JC Sports can effectively give proper and right feedback on these changes. JC Sports can encourage other shoppers to write their opinions and thoughts about products and the firm itself. The voice of the customer matters a lot for the company. So, they are the primary source of evaluation.

Conclusion

JC Sports can make improvements when they listen to the voices of shoppers. Buyers can provide better and more precise feedback through online platforms. Social networks must have the capacity to evaluate trusted and genuine data (Jiang, 2014, p.50). The customer database will help to create insights into the demands and requirements of shoppers. The website must have a genuine name and other solid information about buyers (Jakobson, 2014, p. The online presence of JC Sports will be

enhanced and improved when they offer specific services online. They should value their customers so that they will feel proud to have JC sports products and offerings. To appeal to and attract shoppers, there is a need to provide incentives as well as gift cards at regular intervals to loyal buyers. Due to the online presence of the company, shoppers will be more interactive and knowledgeable about the company's new offerings. Users can easily recognise the retailer, products, and offerings through the attractive online website. Online surveys and questionnaires will support the company in providing insights to evaluate success.

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