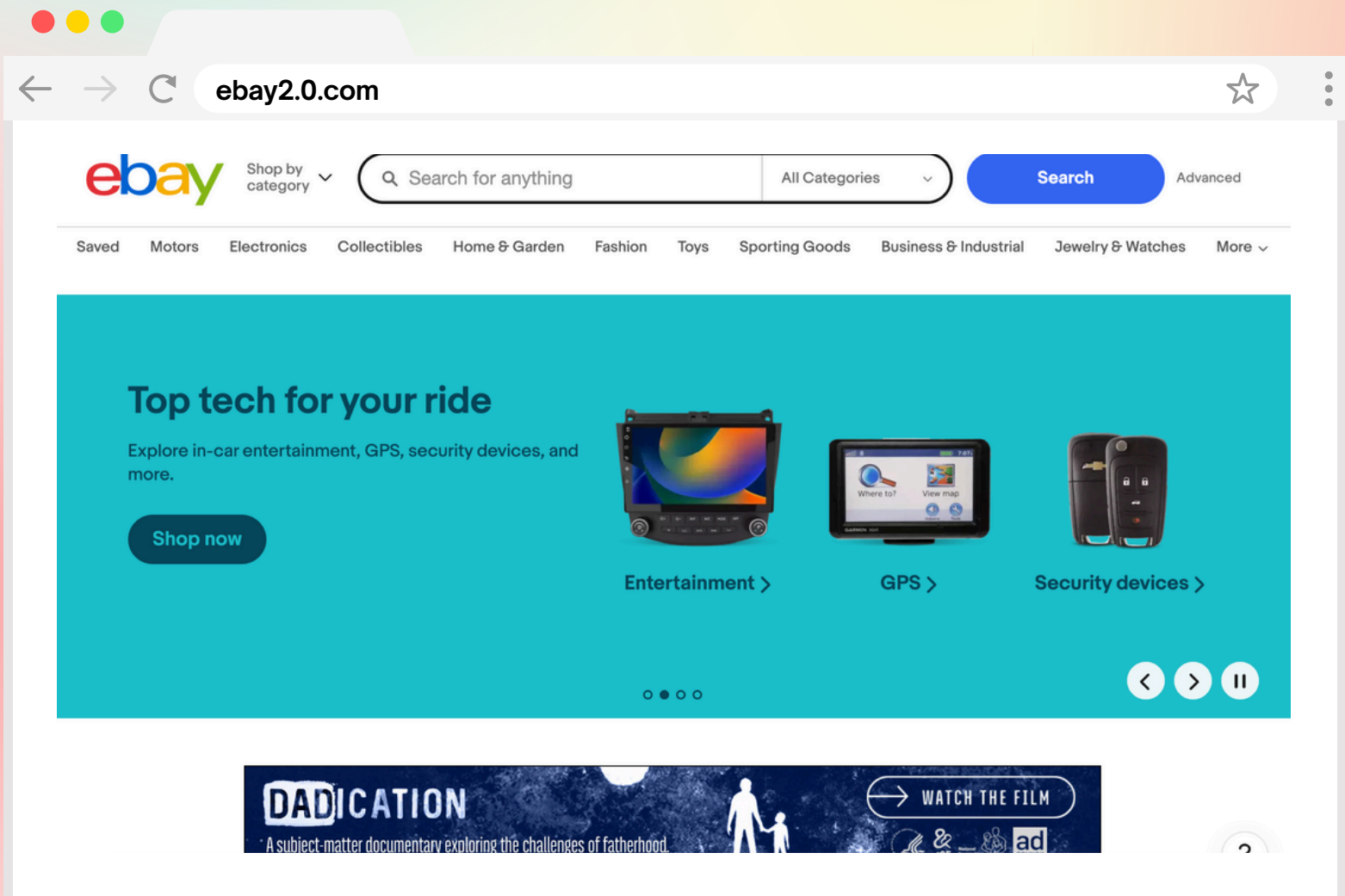


# Strategic Plan: eBay2.0



# Summary

Established in 1995 by Pierre Omidyar (Olsen, 2024), eBay is a leading global ecommerce platform that links millions of consumers and sellers globally. eBay is well-known for its vast assortment of items, ranging from fashion and technology to home goods and collectibles. Through the resale and reuse of products, the platform plays a crucial role in encouraging sustainability by facilitating the sale of both new and used items. eBay wants to attract a younger customer base by reaffirming its status as a cutting-edge, inventive, and environmentally conscious online marketplace with the "eBay 2.0" campaign.

With a primary emphasis on sustainability and convenient shopping, the "eBay 2.0" campaign seeks to update eBay to appeal to teenagers and young adults. The eBay app and website will be completely revamped with a clean, modern layout, better functionality, and easier navigation. With an emphasis on aesthetic appeal and user-friendliness, this makeover will cater to younger consumers' tastes. Research shows that a satisfactory user experience is essential since 88% of internet users are less likely to visit a website again following a negative encounter (Gomez, 2020). Along with these new features, the upgraded platform will also feature speedier checkout times, enhanced security features, and artificial intelligence-powered tailored shopping recommendations to provide a reliable and easy buying experience.

Well-known personalities in the domains of technology, fashion, lifestyle, and sustainability will be used in the advertisement to create captivating material that emphasizes eBay's flexibility. Influencers will use live shopping events, fashion tips, and unboxing videos to highlight the unique and modern products that eBay has to offer. According to studies, influencer marketing is particularly effective when targeting younger audiences; in fact, 70% of teens place more faith in influencers than in traditional celebrities (Tapinfluence, 2017).

The campaign will be centered around sustainability, with a particular focus on the advantages buying used goods offers for the environment. Through partnering with environmental NGOs and promoting educational content on sustainability, eBay aims to promote eco-friendly habits among eBay users and merchants. Additionally, eBay will promote environmentally friendly packaging and feature vendors that use sustainable methods. Through the "Thrifting & Thriving" social media challenge, which encourages people to post their greatest thrift store buys and eco-friendly fashion advice using the hashtag #ThriftingAndThriving, the initiative will further engage the community. Additionally, eBay will collaborate with well-known thrift stores and eco-friendly businesses to conduct both virtual and real thrift pop-up events. These events will feature live auctions, style sessions, and DIY seminars on upcycling clothing.

# Goals

The main objective of the "eBay 2.0" campaign is to update the eBay platform to make it more appealing to teenagers and young adults while reaffirming the company's dedication to sustainability. eBay wants to reinvent itself as the go-to online marketplace for younger, environmentally aware customers by utilizing modern design, cutting-edge technology, and clever influencer partnerships. The initiative aims to boost eco-friendly buying practices, improve user experience, and establish eBay as a global leader in reselling. eBay's ultimate goals are to capture more market share from millennials and Generation Z, resuscitate its brand, and develop a community of environmentally conscious consumers.

# Objectives

## **Increase User Engagement**

- Within six months, increase daily active users among teenagers and young adults by 20% by improving the platform's user experience and marketing through targeted influencer efforts.
- Launch #ThriftingAndThriving social media campaign, increase followers by 20% over three months among key target demographics. Generate 50,000 user-generated posts.

## **Enhance Brand Awareness:**

- Establish collaborations with a minimum of 50 influencers that have a combined following of 10 million, and within six months, get at least 500,000 likes, comments, and shares on social media.
- Within the first year, get 100 media placements showcasing eBay's modernization and sustainability initiatives in leading tech, lifestyle and fashion journals.

## **Promote Sustainable Shopping:**

- Within six months, increase the number of environmentally friendly listings by 30% by publicizing the new initiative and motivating vendors to use sustainable methods.
- Collaborate with a minimum of three prominent environmental organizations to jointly organize informative webinars and content series about the advantages of sustainable buying, catering to a minimum of one million visitors



# Opportunities & Challenges

The "eBay 2.0" campaign offers several public relations chances to update the platform and draw in younger, environmentally conscious customers. Working with influencers is a great way to reach an adolescent or young adult audience and spread the word about eBay's contemporary and sustainable business practices. The campaign's emphasis on sustainability is in line with the growing public consciousness of environmental concerns, drawing in millennials and Generation Z, who have a preference for businesses that prioritize environmentally friendly activities. By showcasing cutting-edge technical advancements like artificial intelligence for tailored suggestions and augmented reality for virtual try-ons, eBay can portray itself as a progressive, tech-savvy platform and attract media attention. Organizing community engagement events, such as online thrift stores and seminars on sustainability, may promote excitement and a feeling of community among users, promoting user-generated content through campaigns like #ThriftAndThriving.

Nonetheless, the campaign has several PR difficulties. Due to competition from more established e-commerce sites like Amazon, Poshmark, and Depop, eBay finds it challenging to draw in and keep younger consumers who may already be quite devoted to its brands (Kuryshko, 2023). Another big challenge is getting people to view eBay as a contemporary, inventive marketplace rather than just a website for auction-style sales. Economic concerns also come into play because younger buyers are frequently price-sensitive, so eBay will need to strike a balance between offering competitive prices and sustainability messaging. One potential problem posed by technological obstacles might be user resistance to new capabilities like AI and AR, which would need an emphasis on user-friendly solutions.

Finally, eBay's PR initiatives need to be effective and innovative to draw in teens and young adults who are constantly exposed to an extreme amount of commercials due to market saturation and advertising.

The "eBay 2.0" campaign intends to modernize, sustainably, and appeal to a younger audience by utilizing its strengths and resolving these possible roadblocks. This will finally restore eBay's market position and brand image.

# Target Audience Analysis

Teenagers (13–19), young adults (20–29) and millennials (30–39) are among eBay's target markets for the "eBay 2.0" campaign. Teens utilize social networking sites like TikTok, Instagram and Snapchat extensively and they mostly use mobile devices to watch videos on YouTube and use streaming services like Netflix (Dixon, 2024). Young adults are frequent users of Facebook, Instagram, Twitter and TikTok; they include college students and early career professionals. They mix their media usage across desktop and mobile devices, interacting with influencers and networking professionally on LinkedIn. Online shopping is done through various clothing websites and Amazon. Many times established in their jobs and families, millennials are active on Facebook, Instagram and Twitter. They use applications and internet sources to get news and shop a lot on both desktop and mobile devices.

Teenagers value social interaction, honesty and amusement. They are interested in technology, gaming, fashion and social justice. Teenagers enjoy personalized experiences, follow trends and care about the environment. They want rapid gratification, social acceptance and items at fair prices. Teens have active social media lives and are often influenced by their peers and online personas. Innovation, ease of use and sustainability are highly valued by young people. Technology, fashion, fitness and travel are among their passions. They place equal importance on quality over quantity and brand loyalty. They have hectic lifestyles, balancing work and hobbies and seek out modern design and convenient shopping. Millennials value stability, quality and a healthy work-life balance (Media Culture, 2023). Their interests include house repairs, family activities and technological advancements. Convenience, value and price sensitivity are what they seek. Millennials, who frequently shop online and are family-oriented, need reputable services, warranties on products and easy purchasing processes.

# Target Audience Analysis

## Continued

Many teenagers, depend on their parents for purchases. However, they still have brand preferences but will accept what their parents are willing to buy. Social media trends can often determine where and what they will shop for. With modest discretionary income, young people are ready to spend money on convenience and quality, displaying brand loyalty when happy but being receptive to new companies. They purchase online often and like tailored suggestions. Higher-income millennials respect quality and value and once trust is built, they exhibit great brand loyalty. They like quick shopping experiences and make seldom but higher-value purchases.

Teenagers, young adults and millennials are found in both urban and metropolitan locations, where the target consumers are mostly found. Because these places have easier access to technology and high-speed internet, e-commerce platforms are used at a larger percentage. Ecommerce is supposedly responsible for 1/10 of the worlds sales (Fokina, 2024),. Additionally living in suburban regions are millennials and young adults, many of whom have families and established employment, dependable internet connections and plentiful online buying. Even if the target audiences are less concentrated in rural regions, they nonetheless have a sizable reach because of the increasing e-commerce use despite uneven internet connectivity

# Target Audience Analysis

## Buyer Persona

### Teenage Girl:

16-year-old city high school student who emphasizes informal social media use and honesty, particularly on influencer sites. She is interested in social media, technology and fashion. She enjoys inexpensive, fashionable goods as well as social approval. She is trend-driven and environmentally sensitive. She follows influencers and looks for good offers on TikTok and Instagram, where she is quite active. She has little spare cash, therefore she frequently buys cheap goods and gives in to social pressure, showing little brand loyalty.

### Male Young Professional:

This persona is an urban-dwelling 26-year-old professional in the early stages of their career. He enjoys technology, travel and fitness and he appreciates innovation and convenience. He loves to shop efficiently, cares about the environment and appreciates modern design and brand loyalty. He has a moderate amount of spare cash, shops online frequently and manages a hectic work schedule with personal hobbies. When happy with a brand's product, he will display brand loyalty. He appreciates quality and is receptive to new companies.

### Millennial Mom:

Living in a suburban region, this mother, 34, holds an advanced degree from college. Her hobbies include family activities and home repair. Her kids are around the ages 6-10. She places a high importance on stability and quality. She seeks dependable services and product assurances and is value- and price-driven. She has more disposable cash, a family-oriented lifestyle and is a frequent internet shopper. When trust is created, she exhibits great brand loyalty and makes infrequent but higher-value purchases.

eBay can effectively engage and attract younger, environmentally sensitive consumers with its "eBay 2.0" campaign by concentrating on these demographics and their individual identities. By using this method, eBay will be positioned as a cutting-edge, inventive and environmentally conscious online marketplace, improve user experience and encourage sustainable buying behaviors.



# Strategy

The "eBay 2.0" campaign seeks to revitalize eBay's image, draw in younger, greener consumers and restate the company's dedication to sustainability. eBay must enhance its user experience, make use of influencer marketing and emphasize its contribution to sustainable buying in order to compete with emerging platforms. Targets include raising brand awareness, increasing the number of environmentally friendly listings by 30% in six months and growing the number of daily active users among teens and young adults by 20% in six months.

The campaign will include a full platform revamp with a more contemporary appearance, quicker checkout times, enhanced security and AI-powered customized suggestions. Technology, fashion, lifestyle and sustainability influencers will produce interesting content and use unboxing videos and live shopping events to draw in younger viewers. The goals of community involvement are to cooperate with non-governmental organizations, promote sustainability education and highlight the environmental advantages of purchasing used items. Users are encouraged to post their thrift shop findings using the hashtag #ThriftAndThriving as part of the "Thrift & Thriving" social media challenge.

The "eBay 2.0" campaign seeks to establish eBay as a modern, innovative and ecofriendly marketplace, capturing more market share from millennials and Generation Z, revitalizing its brand and fostering a community of environmentally conscious consumers through platform modernization, influencer partnerships and community engagement.



# Messaging

## Target Audience: Teenagers (13-19)

### Affordable and Trendy Fashion

- eBay offers a wide selection of affordable and trendy fashion items, catering to teens who seek the latest styles without breaking the bank.
- Our AI-powered recommendations ensure you always find the hottest trends. Stay stylish without overspending, all while enjoying a personalized shopping experience.
- *\*Proof Point\**: eBay's AI-powered search engine suggests items that match trending styles, contributing to a 30% increase in teen purchases over the past six months.

### Sustainable Shopping Choices

- eBay encourages the purchasing of pre-owned goods, empowering you to make environmentally conscious purchases. “Through the buying and selling of pre-loved and refurbished goods, we create real change for the environment by extending the life of items and avoiding carbon emissions” (eBay, 2023).
- Our platform encourages young buyers to be environmentally mindful. Your environmental impact can be greatly decreased by selecting used goods.
- *\*Proof Point\**: Over 10 million goods have been kept out of landfills in the last year thanks to eBay's sustainability campaign, which has made a major contribution to environmental preservation.

### Community and Social Engagement

- eBay gives teenagers a way to interact with classmates and influencers who have similar interests.
- Take part in our social media challenge, #ThriftingAndThriving, to share your unusual findings and connect with a wider audience. Connect with people and create a network based on beliefs and interests you have in common.
- *\*Proof Point\**: In just three months, the #ThriftingAndThriving campaign produced over 50,000 posts, showcasing how eBay is a great way to connect with friends and sharing purchases.

# Messaging

## Target Audience: Young Adults (20–29)

### Convenient and Innovative Shopping Experience

- eBay provides a flawless buying experience with its AI-powered suggestions and contemporary platform design.
- With a few clicks, young folks can quickly locate the newest trendy goods, computing devices, and more. Our improved features make shopping efficient and pleasurable while also saving you time.
- *\*Proof Point\**: Among young people, our redesigned platform has resulted in 25% longer sessions and 40% higher user satisfaction ratings.

### Supporting Sustainable Lifestyles

- eBay encourages sustainability by acting as a market for gently used and environmentally friendly goods.
- Young adults have the power to make thoughtful purchases that support environmental sustainability and are consistent with their values. Customers that care about the environment respond well to our efforts to promote sustainability.
- *\*Proof Point\**: Our young adult population has contributed significantly to eBay's 30% growth in eco-friendly listings over the last six months.

### Professional and Personal Growth

- eBay helps young professionals find cutting-edge goods to improve both their personal and professional lives.
- Find everything you need to handle a hectic lifestyle, from the newest technology to chic accessories. Boost your output and take pleasure in meaningful downtime with our carefully chosen options.
- *\*Proof Point\**: Young professionals looking for high-quality items are 20% more engaged on eBay thanks to the company's collaborations with tech and lifestyle influencers

# Messaging

## Target Audience: Millennials (30–39)

### Reliable and High-Quality Products

- eBay provides a wide selection of excellent items together with thorough listings and trustworthy seller ratings.
- When it comes to domestic necessities, like family activities and home maintenance, millennials can rely on eBay. You will receive the finest value for your money thanks to our dedication to quality.
- *\*Proof Point\**: eBay is a reliable marketplace for high-quality purchases since its seller rating system guarantees 98% consumer satisfaction.

### Family-Oriented and Value-Driven Shopping

- eBay offers family-oriented millennials affordable buying choices.
- eBay assists you in finding the greatest bargains for your family and home by emphasizing cost and simplicity. Savor a flawless shopping experience that meets the demands of your family and your hectic schedule.
- *\*Proof Point\**: Over the past year, millennial customers have made 25% more purchases on eBay thanks to the company's family-friendly incentives.

### Commitment to Sustainability

- By providing a large range of environmentally friendly items and encouraging green projects, eBay promotes sustainable behaviors.
- Millennial consumers may take advantage of internet shopping's ease and help create a better world at the same time. Choose wisely from eBay's wide selection of environmentally friendly solutions.
- *\*Proof Point\**: Over 500,000 eco-friendly transactions have come from our collaboration with environmental NGOs, demonstrating our dedication to sustainability.

# Tactics & Evaluation

Target Audience	Tactic	Evaluation
Teenagers and Young Adults (Millennials and Gen Z)	Platform Redesign: Modern aesthetics, AI-powered recommendations and improved functionality	User engagement metrics: Increase in daily active users, session duration and user satisfaction surveys
	Influencer Partnerships: Live shopping events, fashion tips and unboxing videos	Engagement metrics: Likes, comments, shares and follower growth from influencer posts
	Social Media Campaign: #ThriftingAndThriving challenge on platforms like Instagram and TikTok	User-generated content: Number of posts using the hashtag, engagement rates and reach
Environmentally Conscious Shoppers	Educational Content: Partnering with NGOs to promote sustainability and eco-friendly shopping tips	Content reach and engagement: Views, shares and comments on educational posts and webinars
	Virtual and Real Thrift Pop-Up Events: Live auctions, style sessions and DIY upcycling seminars	Event participation: Attendance numbers, engagement during events and post-event feedback
Tech-Savvy Consumers	Enhanced Security Features: Promoting new security measures and AI-powered recommendations	User trust and adoption: Number of users enabling new features, feedback and reduction in security issues
	Media Placements: Securing articles in tech, lifestyle and fashion journals	Media impact: Number of placements, readership metrics and social media mentions
General eBay Users	Owned Media: Regular updates on eBay's website, social media and newsletters	Engagement with owned media: Website traffic, social media engagement and email open rates



# Campaign Evaluation

We will evaluate the "eBay 2.0" campaign's performance using quantitative and qualitative methodologies to ensure our goals and objectives are properly acknowledged. To quantify user involvement, we will monitor the number of daily active users, with an emphasis on youth and young adults in particular. We intend to increase this figure by twenty percent during the following six months. The duration of sessions and the frequency of follow-up visits will also provide insight into how satisfied users are overall with the platform improvements. In three months, we want to have at least 50,000 posts created by users. Our #ThriftingAndThriving social media campaign will be evaluated based on the volume of posts as well as the engagement metrics (likes, shares and comments) associated with the hashtag.

To evaluate influencer connections, we will monitor the total engagement resulting from influencer content and aim to achieve at least 500,000 likes, comments and shares in the upcoming six months. Tools such as Hootsuite and Google Analytics can be extremely useful to accurately monitor social media engagement (Matthew, 2024). We'll assess the reach of these influencers by examining their growth in followers and content sharing. The achievement of 100 media placements in the first year will serve as the performance benchmark. The number of articles published in leading tech, lifestyle and fashion magazines, as well as the associated social media and audience analytics, are additional metrics that will be tracked. The main objective is to promote eco-friendly purchasing, which will be assessed by monitoring sellers' adherence to sustainable practices, their use of eco-friendly packaging and a 30% increase in eco-friendly listings in a six-month period.

User feedback will be collected using focus groups and surveys in order to get a qualitative insight of the complete user experience and assess satisfaction with the new platform's design, functionality and customized suggestions. Positive comments will demonstrate that the user experience has been enhanced, while constructive criticism will highlight areas that need improvement. We'll track the success of our messaging by looking for positive response and active participation on social media and webinar platforms, which will indicate how well our sustainability-related instructional content is received. The evaluation of community involvement initiatives, such as thrift pop-up events that take place in person and online, will be done via questionnaires and participant comments following the event. Positive evaluations and high involvement rates will show that the initiatives were effective in fostering a feeling of community and promoting environmentally friendly behavior.

Regular brand impression surveys will be conducted to see how younger, environmentally conscious consumers view eBay. Reductions in the unfavorable perception of the brand will indicate the effectiveness of the campaign in transforming eBay's image, particularly when it comes to innovation and sustainability. Our assessment methods perfectly align with the campaign's goals and objectives. Combining qualitative feedback with quantitative metrics will provide us a comprehensive understanding of the campaign's impact. If we succeed in reaching our objectives, it will be evidence that we are drawing in adolescents and young adults, developing our brand, promoting eco-friendly purchasing and ultimately elevating eBay to the status of a premier, cutting-edge and ecologically conscious online marketplace.



# Video Pitch

<https://youtu.be/fnU5VlQq9Zg>

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