

The Atlanta Journal-Constitution



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ENTERPRISES

EXECUTIVE SUMMARY

- Developed a centralized ecommerce store
- Onboarded Mothership (dropshipping service)
- Expected launch in 2024.

CHALLENGE

- Situation: The Atlanta Journal-Constitution grossed over \$1 million during 2022 but missed out on revenue opportunities due to poor user experience.
- Ask: Create a centralized storefront to streamline user experience.
- Purpose: Increase revenue and customer satisfaction.

RESEARCH

- E-Commerce competitors: Shopify, WooCommerce, Squarespace, BigCommerce
- Meta description: "Welcome to the Atlanta Journal Constitution Store! The official destination for Georgia sports apparel, collectibles, newspaper reprints, AJC merchandise and more."

TARGET AUDIENCE

- Georgia-based sports fans and AJC readers
- Primarily targeting Atlanta residents

CONCEPTS

- Shopify: a centralized storefront for a variety of products
- Mothership: A service that allows the AJC to sell products without carrying inventory
- Custom logo design: create custom storefront logo & perform feedback survey

KPIs

- Consolidate AJC products into a centralized storefront for customer convenience
 - Vendor number added to the website
- Increase sales of AJC merch and associated products
 - Conversion rate, total orders and sales, returning customer rate
- Track customer habits to better target them in the future
 - Device type, location, traffic source, social source

CONCLUSION

- Created centralized storefront (Shopify) with dropshipping partner (Mothership)
- Created custom storefront logo after completion of two feedback surveys
- Developed launch kit including mock press release, media list, promotional graphics

FUTURE RECOMMENDATIONS

- Utilize launch kit
- Connecting with users: analytics software, Linktree, paid ads
- Continuous Website Updates
- Add returns to enhance customer experience