

THE IMPORTANCE OF ORGANIC DIGITAL MARKETING TO CONTINUE THE
UNIQUE IMPACT OF LOCALLY OWNED SEX SHOPS AND IRISH PUBS

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Organic Digital Marketing's Vitality To Local Sex Shops and Pubs

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IDS 4934 – Interdisciplinary Studies Capstone Spring 2019

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**How Can An Organic Marketing Strategy Be Beneficial To Locally Owned Adult/Sex Toy
Stores and Pubs/Breweries?**

Section 1 – Introduction and Problem Statement

As someone who has worked in many facets of organic marketing in many industries, these two industries (sex shop and pub facets) are severely underserved when it comes to marketing agencies approaching them, tools, and resources. However, these are two prosperous industries who, despite being boosts to their local economies, are being turned over by corporate giants and franchises who have these resources readily available. My purpose is to help small businesses thrive by devising organic marketing strategies with not just a communications basis; but with a sociological and anthropological basis, as well. My degree has consisted of a large dealing of communications, sociology, and anthropology courses in niche topics. My legal studies minor is to simply navigate the things that come with business and life; contracts, trademarks, criminality, juvenile law, etc...

For sex shops, I will be focusing on a broad geographic area and looking at the continental United States, along with some European and UK countries. For pubs, I am focusing on two specifically Celtic countries- Ireland and Scotland. In my next phase of life, I will be setting up as a trades worker in Ireland under the name Slàinte Digital to work with pubs across Scotland and Ireland. I will also be setting up a DBA (doing business as) with Fleur de la Ville in the USA

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to work with sexshops across the USA and internationally. Slainte Digital will be based out of Ireland and Fleur de la Ville will be based out of where I currently am, New York City. This project will focus on the research foundation of these businesses and why these are two needed areas for me to work in. Eventually, I'd like these to develop into organic digital marketing agencies with friendly-costs to small businesses/that only work with small businesses with a staff underneath each.

For the lot of these businesses, due to the current economic crisis they're already struggling and have no digital presence. This is going to be the first time they get approached about any type of marketing; much less no ad spend. Organic marketing strategies consist of no ad spend/no running ads and are reliant on knowledge of the (Google's) search engines' algorithm and best practices. There are often negative connotations with the very few marketing agencies that work with these industries. There are no (marketing) agencies I have found that specifically work with these two industries (sex shops and pubs) largely what I speculate is due to these connotations and that these industries are perceived to be 'unprofessional'.

There are not a lot of organic marketing agencies due to traditional agency structure making a commission off of total ad spend. This varies by agency but is typically 3% to 20% of the total ad spend (Outerbox Design). With an organic marketing strategy, most agencies only take on side projects for this or add it to a paid marketing strategy due to the revenue being lower. An organic marketing strategy provided by someone with agency knowledge such as myself

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typically costs anywhere from \$2,500 per month to \$20,000 per month for a comprehensive organic marketing strategy. This cost makes it excessive for small businesses like my target audience.

Through small businesses across the world creating a sex and alcohol positive community. By selling sex toys in a legal, safe, and educational manner- we can help anyone; primarily, young adults from large cities to flyover towns learn the things they were not taught and were criticized for without having a second thought. We can help alcohol stay in a social culture setting without negative stereotypes, addiction, and prolonged health ailments. Sex and alcohol positivity is continually proven to be a good thing and will be proven throughout this paper. My goal is to take the sex toy and pub industry out of large corporate hands and put it back in local/small business's hands through digital marketing. To analyze this problem, we must analyze a number of factors that require an interdisciplinary approach including an anthropological, sociological, legal, economical, and marketing discipline analysis.

Section II - Background/History

My motivation for most of my life has been supporting and uplifting small businesses, entrepreneurs, and artists from a young age. At 15, I started working with several startup nonprofits as a freelancer and quickly got promoted to head of department. My mom had to sign

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off on my employment contracts. I built out site content, I created social media marketing strategies, I learned spanish for one nonprofit to post on social media, I ran reputation management and events- all solo or I led a team of 1-4 people under me. At 17, I decided that 10-15 hours capped with minimal pay (nonprofit often means pro-bono or minimum wage work for marketing positions due to exacerbated agency rates). I reached out to a thriving digital marketing company that had stellar posts coming through from happy clients in a Facebook group for entrepreneurs known as ‘The Rising Tide Society.’

This company was performing comprehensive Search Engine Optimization to clients sites at a far lower cost than what agencies would charge, which I knew was an essential part of an organic marketing strategy; I just didn’t know how to optimize sites for search engines. I reached out to the owner, messaged him on Facebook asking for an internship as I wanted to learn the skills to optimize sites for search engines and sent him my resume. He was impressed and wrote back asking if I’d like a part time position as a contracted employee. Once again, my mom had to sign off on my employment form. I never had any formal training. I learned everything based on experience and what my manager taught me (not the owner). I failed, I made some clients mad, I made some clients happy, and over the near two years I worked with that company- I learned a lot. After two years, the owner had to shut the company down due to personal reasons. We were laid off- effective immediately on the week before Thanksgiving in 2018. Between the start of my work with Turner Web Services to the end of my work, I went through many life events; I

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graduated high school, learned to drive, bought my first car, went to my first semester of college, went abroad alone for a month, moved to Los Angeles for a few months alone, among others.

Turner Web Services tried to focus on client education, something I was passionate about before I started and will always keep dear to me. We recorded and uploaded videos of us doing each task to teach clients what's being done, why it's being done, etc... It's something I carry with me now as I am an SEO Coordinator with the current company I work with and plan to stay with. I was hired as an SEO Coordinator for the company I work with the following week I got laid off. Black Friday for an agency that works with large auto clients threw me into an entirely different ringer, especially for SEO. We work with a broad spectrum of clients and are a full service agency, I lead the organic (SEO) department. I work for a small agency based out of Ormond Beach that's women owned and women led. We are a very tight-knit group of about 12 employees who work with some of the biggest companies in the Southeast. I've had the opportunity to devise strategies from beginning to end and see projects through in addition to educating internally to our own team on SEO and educating clients, as well.

Seeing success for small businesses and seeing how it helps their business and hearing from clients is what brings me joy. I have always wanted to work with small businesses and I do. I help small businesses succeed through holistic digital marketing. Through incorporating my academic background in research that I've had since high school as part of the AP Capstone

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program into marketing, I've helped businesses succeed. By combining my work and academic experience, I plan to help sex shops and pubs succeed as I go into the next venture in my life.

Section III - Justification of Interdisciplinary Approach

Buying a sex toy and operating or working at a sex toy store is a complex cultural, social, and economic endeavor that differs based on one's background/local culture/region on how it's accepted, the amount of consumers, what marketing products will sell. The marketing discipline relates back to all three of the prior disciplines because we are looking at how search engine optimization and an organic digital marketing strategy can be beneficial to these businesses. While buying sex toys has become more popular as millennials and Gen Z has gotten older, the amount of foot traffic into these small businesses has decreased and is being given to large online retailers. So, despite the market boom, dedicated locally owned businesses aren't seeing the benefits but rather, the exact opposite.

These same lenses apply for similar reasons with pubs in Ireland. Buying a drink in a country renown for its alcohol and spirits industry, like the Republic of Ireland, has a renown cultural, social, and economic effect on the country. While foot traffic is more common in a country like Ireland and for businesses like pubs; when larger franchises and corporations recreate the feel of traditional Irish pubs in Ireland and have the power (economically) to spend large amounts on

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paid digital advertising and maintain an online presence, they take away vital business from smaller pubs that don't have the same economic power to spend. Organic digital marketing services should be affordable to both of these industries.

Also, due to the nature of the topic; there isn't much specific research to my topic, especially in the marketing discipline. This is why certain literature is lacking.

Section IV - The Most Relevant Disciplines

We will be analyzing anthropology, economic, and sociology lenses in addition to marketing in this paper. To keep a small business thriving we must have and maintain good cultural, economic, and social standing within the community and analyze why locally owned sex shops (across the world) and pubs (Ireland) were placed where they were throughout history.

In regards to the anthropology lens, we will analyze the culture of digital marketing and agencies. This will have ties to economics in relation of cost and lucrativity. It will also have social and culture ties in business tradition and what is socially acceptable and expected of

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organic marketing professionals in regards to clientele. Additionally, we will look at the longstanding history of both Irish pubs and sex shops. This will also tie into sociology by analyzing the social culture and economics alongside it. Locally owned sex shops across the world have a unique place as do pubs in Ireland. This project does not go into depth due to the nature of this paper but, will give a broad range with a thorough analysis.

Section V - Insights from the Literature Review

First, we'll analyze literature specific to the sex shop industry, then, we'll look at the pub industry in Ireland, and finally, we'll analyze literature that relates to the marketing industry.

According to Hubbard, P., Collins, A., & Gorman-Murray, A. (2016). Introduction: Sex, consumption and commerce in the contemporary city. *Urban Studies*, 54(3), 567–581, this paper introduces exploratory ways *in which diverse LGBT and heterosexual identities are differently marketised, commodified and consumed, this introduction argues that over the last decade, contradictory moments of sexual emancipation and repression have changed where (and how) sexual consumption is visible in the city, shaping rights to the city in complex ways which need to be more thoroughly acknowledged in 'mainstream' urban studies.* This paper focuses primarily on sex shops and their cultural and social prevalence in New York City. Something that isn't covered in this paper is the ownership and segmentation of higher-end or more affluent owned sex shops (corporate or franchise compared to small business) and their allowances within their city. A paper that looked at the sociological consumption of sex and position of sex shops is

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Coulmont, B., & Hubbard, P. (2010). Consuming Sex: Socio-legal Shifts in the Space and Place of Sex Shops. *Journal of Law and Society*, 37(1), 189–209. This article goes into the government's favor of corporate sex shops versus locally owned and has restricted location of local sex shops, management, and, marketing. Other articles related to the sex industry and social sciences lenses (anthropology and sociology) include Ugarte, R. (2019, September 24). Revisiting the Feminist Sex-Toy Store Revolution. For the marketing and economic lenses, we will be analyzing three articles. The first article is from Vice; Walker, H. (2016, September 21). Amazon Killed the Book Store, but It Can't Kill the Sex Store; this goes onto discuss how large online retailers, like Amazon are killing other industries but how the sex store can not be entirely brought down by the largest online retailer. This article also talks about the impact Amazon has on industries, highlighting the sex shop industry. The next piece comes from the University of Nevada, Las Vegas and is Sex Toys and Social Entrepreneurship: The Future is Feminist.. This source goes onto discuss the positives in social, cultural, and economic revolution that comes with women consuming sex toys and with women being in the sex shop market. The final is a journal study; Brents, B., & Sanders, T. (2010). Mainstreaming the Sex Industry: Economic Inclusion and Social Ambivalence. *Journal of Law and Society*, 37(1), 40-60. This paper not only looks at sociological and anthropological (also referred to as social and culture) analyses, it looks at law and the relation to economics that the sex industry in Las Vegas has had. All of these articles both look at the large growth that this industry has had (expected to grow over \$9.2BN in

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2020 according to TechNavio), the overwhelmingly positives in social, cultural, and economic impact that comes with the sex shop industry.

“The British used to say that the sun never set on the old British Empire. Today, the sun never sets on the new Irish empire.”, The Irish Times. The Irish Times used this quote to discuss the economic growth of pubs in an article, McWilliams, D. (2019, March 30). How Irish pubs measure the global economic mood. This article goes into an op-ed analysis with backings of multiple scholars from an economic and historical views on how economically powerful Ireland has become on behalf of Irish pubs, especially those that are locally owned and/or in rural Ireland. A paper done by a fellow UCF Student, J. Cucchiara, titled Pubs, Punters, and Pints: Anthropological Reflections Of Pub Life In Ireland, analyzes the social science lenses much more than I have the opportunity to go in depth in this paper. In Ireland, there is an organization called Irish Pubs Global. The Irish Times had the opportunity to sit down with their CEO, Colm O’Reilly. They are the main Irish Pubs organization and are respectively based out of The Republic of Ireland. CEO O’Reilly in this article goes over ranking categories, emphasizing tech and digital marketing strategies. There are varying other articles relating to this topic that will be listed in the appendix. The articles range from research journals, Op-ed articles, academic articles and journals that cover the stated lenses.

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Finally, the last articles will come from BackLinkO, Forbes, Boston University, Clutch.io, among other sources. These articles reiterate the importance for a digital presence which reinstates the need for an organic digital marketing strategy for Irish pubs and sex shops to be able to maintain clientele but also, remain competitive and to be important cultural, social, and economic influences in their respected communities.

Section VI - Identify Conflicts

There is no definitive solution with this, however with the growing commercialization of sex shops and Irish pubs (both digital and storefront); we see a dwindling of promise for these local businesses. There also may be a resistance to change, not to mention that even with providing these services at a lower-than-typical agency cost (which typically is around \$2.5k to 15k USD/mo for most agencies depending on size) it may not be affordable. There also may be resistance within the community to move away from corporations due to larger franchises typically having a more universally known reputation, having the money to run large ad campaigns (or any), and being able to offer competitive prices among consumers. This is why having a solid organic digital marketing campaign, being able to offer educational resources for

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business owners, and being able to offer these services at a low price is essential to helping sex shops and Irish pubs maintain their locally owned statuses and serve the prominent economic, social, and cultural roles in their communities.

Section VII - Common Ground

While all of my sources present unique view points, all see more positive in sex and alcohol advertising than negatives. All sources recognize the prominently positive social, economic, and cultural impact that locally sex shops and Irish pubs have. These are two industries that have a profound impact on their communities as we can see above. While negatives may be that these two industries typically are associated with negative stereotypes, have storefronts in lower-income areas, and that there are legal limits and other restrictions on advertising and community relations due to the nature of what each business deals with- these reasons and other negatives stated are not profound enough to not justify that these businesses don't bring about positive change and/or are not deserving of thriving existences in business. This commercialization is shown in the previously mentioned Vice article regarding Amazon and in an article titled by Eater: "Meet The Companies Literally Dropping Irish Pubs Across The World."; this commercialization is also shown in Forbes, Excalibur (NYU's newspaper), and Independent Ireland among other sources.

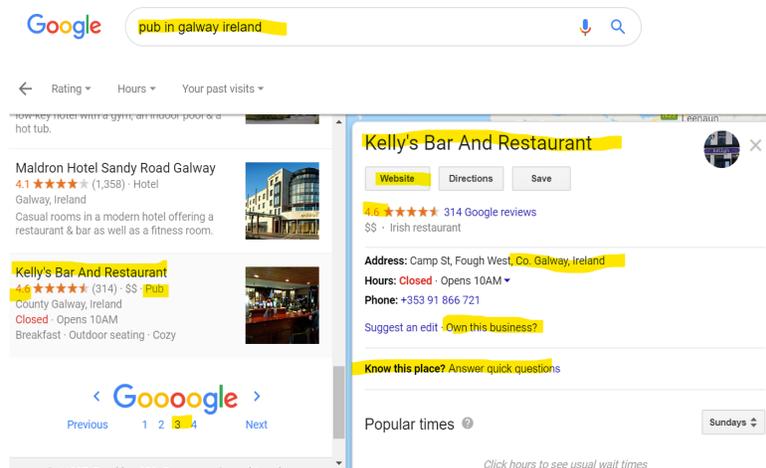
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I've decided to include an audit example from each industry with a specific Google search to show this need, specifically in the SEO (search engine optimization) facet which is a main concern where commercial/corporations easily beat out small businesses due to the intricacy of the field. #1 <http://www.kellyswest.ie/> Google Search: 'pub in galway ireland'

Preface: When doing searches, I use my mozbar to avoid skewing results (<https://moz.com/products/pro/seo-toolbar> it's a free tool if you'd like to use it). Google preferences search results when you're logged into a Gmail account or in a browser you've used it. It may not skew the results by much but, when doing these audits I like to ensure that I'm not presenting skewed results.

Local/Maps Result:



The first thing I do is look at local searches. When people want to have any time out, they typically use voice search on their mobile devices or use a local search. Google MyBusiness listings show first before search results and look like the below image. The first three Google MyBusiness results are the most optimized per Google's preferences. Approximately 10 results show per page. I'm on the third page of results to find Kelly's Bar and Restaurant.

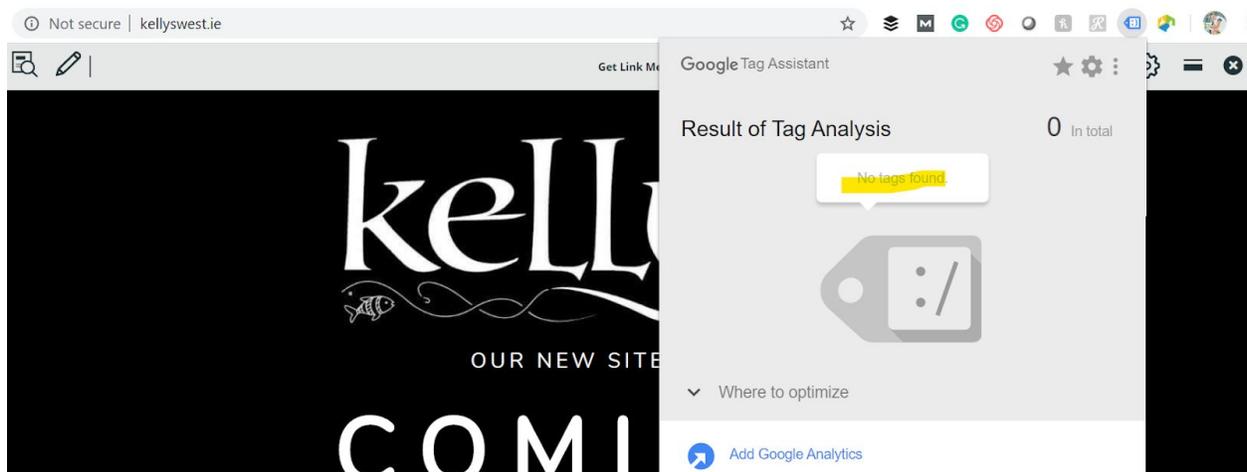
There are a few things to notice:

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- 1) They have a high review rating, higher than results above them meaning that despite their customers rating them, they don't have enough reviews compared to competitors and aren't having them frequently enough.
- 2) They have multiple categories. In the search result, you can see it says 'Pub' but when opened it says 'Irish restaurant'. Google is okay with multiple categories however, it tanks their results for their secondary categories as we can see here with 'pub'.
- 3) I'm being asked if I own this business by Google meaning that the listing has no claimed owner on Google anymore if it once did or needs to go through reverification with Google.
- 4) This is the county of Galway and not in the city centre. A lot of Europeans tend not to have cars. This pub could potentially be in a rural area with minimal access and not in the city centre where most people are looking. While they should want to rank for 'Galway' and related local terms, they have to put in extra leg work to do so due to their location being out of the city.
- 5) You wouldn't want strangers answering questions about your business. This comes from a lack of structured data or schema in the form of FAQ's on the site. These FAQs would appear on search results but not on their GMB. Having structured data helps improve ranking.

Going To Website Via Google MyBusiness (GMB)



- 1) There is no secure script on the site. This means the site is missing an SSL or a secure socket layer. These come from site hosting companies who typically charge however,

Let'sEncrypt is able to be added for free. Some people won't be able to access the site because of this.

- 2) While looking at the URL, notice there is nothing after the .ie - this may seem normal to most people. However, this means they have no way to track data coming from their GMB. It's being clumped together in Google Analytics (GA). It is free and easy to set up a campaign tracker URL using Google's Campaign Manager.
- 3) The highlighted box comes from a Google Tag Assistant chrome extension. This extension tells me what tags (snippets of tracking code from Google and others) are on the site. This is particularly helpful to see if code is broken/missing. In this case there is no GA code or GSC (Google Search Console) code. Both GA and GSC are essential to tracking data and to optimizing search results and the site in addition to developing strategy.

Metadata Analysis:

Tag/Location	Content	# of Characters
URL	 http://www.kellyswest.ie/	25
Page Title	Welcome to Kelly's	18
Meta Description	Not found	--
Meta Keywords	Not found	--
H1	Not found	--
H2	Not found	--

1. Using the MozBar, there's a few things that are correct that usually only Google sees but we can see them using the MozBar: the country is great because it is the Irish flag letting us know that the domain settings are configured to the right country. There is a title and some page and domain authority (PA/DA)
2. There is no meta description on this site which is the summary of a page to Google. This description is what shows in your normal search results when you search for a page. This also makes this page not ADA Compliant (there's also no alt text for images which

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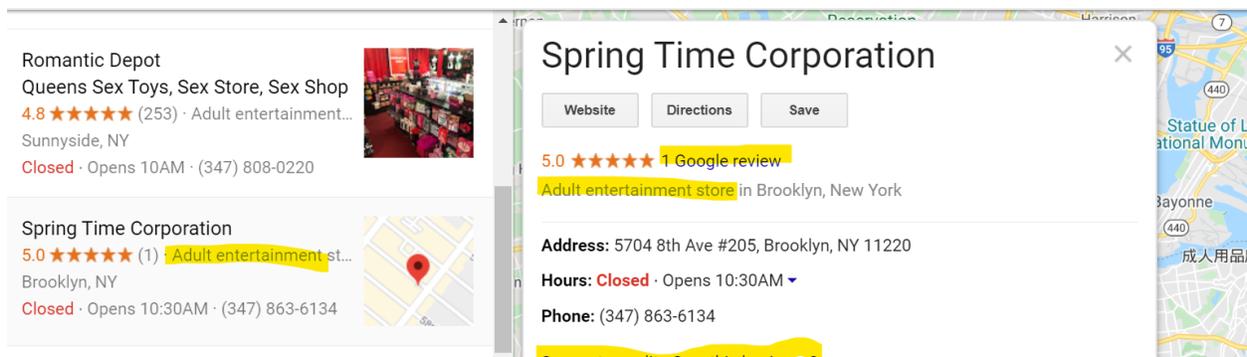
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violates ADA compliance). While ADA compliance doesn't span to Ireland, there are similar laws for sites in nearly every developed country in addition to ethical guidelines. Google also prefers accessible sites and ranks them better due to providing a better user experience.

3. A title should be between 30-65 characters and a meta description should be between 120-165 characters. This number differs from SEO specialist to SEO specialist but is in this general range.

#2 365sexshop.com Google Search: "sex toy shop in brooklyn"

Local/Maps Result:

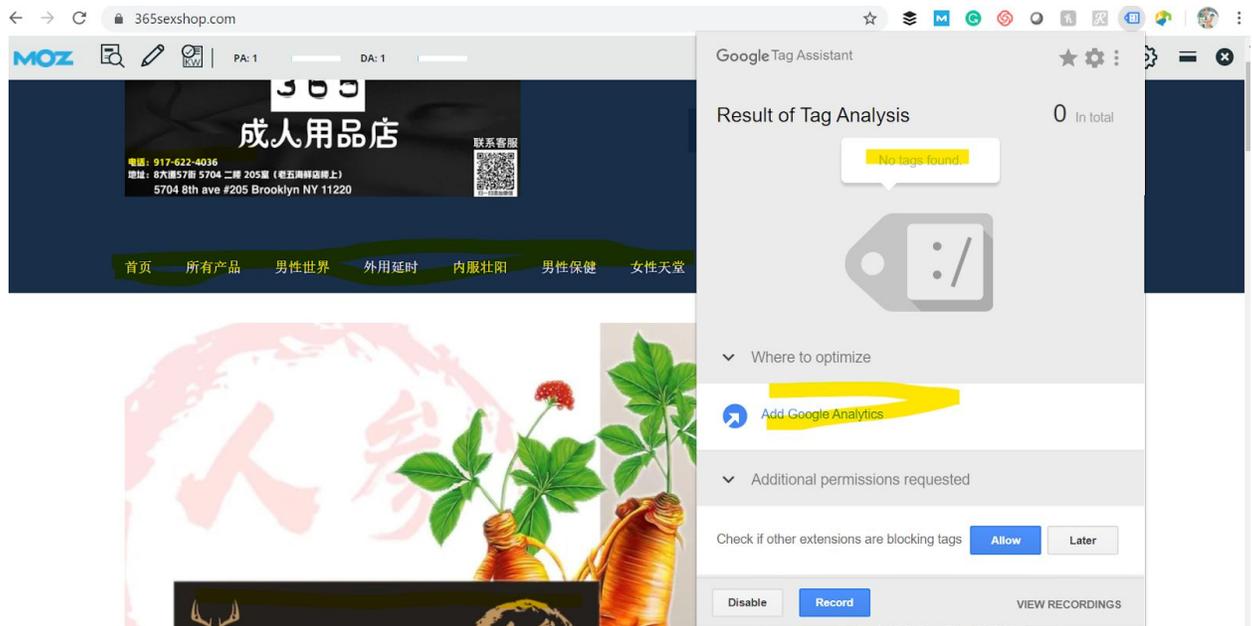


1. The categories align for this listing but, there is only one review.
2. I'm being asked to suggest edits and if I own this business at the bottom meaning that verification is needed or noone has claimed the listing. It also means that Google is not sure of the accuracy of the information or it has been recently changed.

Going To Website via GMB

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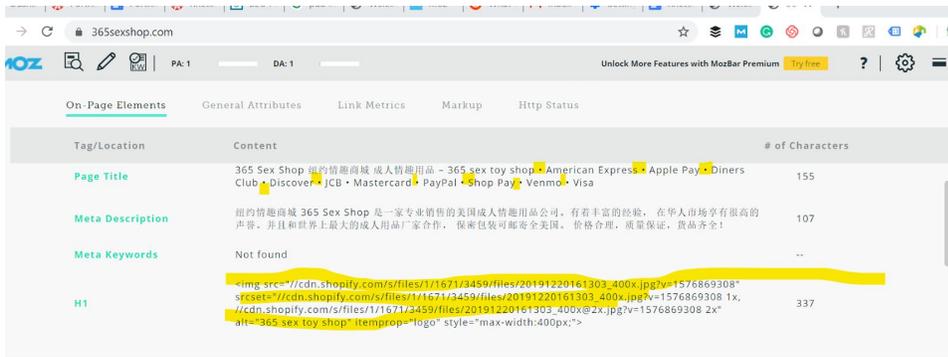


1. This site is secure (see lock) but there is no campaign URL.
2. There are no GA or GSC or any tags found on this site.
3. An issue with multilingual businesses is that they are trying to rank for the same keywords technically but, because it's in two languages (Chinese and English in this case) Google counts it as two separate keywords. No page of a site should ever try to rank for more than one keyword at a time, each page of your site should be focused on ranking highly for one search result. I would recommend having one site in English and one in Chinese on different domains.
4. Another issue is the content on the page doesn't immediately match the search term. The homepage sliders in rotation are advertising (regular) candy and the health benefits of it but have no alt text and it isn't until you scroll down on the site you see relation between the search, the domain, and the content. This is a red flag for Google and could be a reason why their PA/DA is low.

Metadata Analysis

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Tag/Location	Content	# of Characters
Page Title	365 Sex Shop 纽约情趣商城 成人情趣用品 - 365 sex toy shop American Express Apple Pay Diners Club Discover JCB Mastercard PayPal Shop Pay Venmo Visa	155
Meta Description	纽约情趣商城 365 Sex Shop 是一家专业销售的美国成人情趣用品公司。有着丰富的经验，在华人市场享有很高的声誉，并且和世界上最大的成人用品厂家合作，保密包装可邮寄全美国。价格合理，质量保证，货品齐全！	107
Meta Keywords	Not found	--
H1		337

1. There's about 6 titles on this page (each highlighted dot signifies a new title). There is supposed to be one title per page.
2. An H1 is a title tag. This brings the true test of an optimized site. All H1 tags (if there are any) should match the titles. Otherwise, H1 tags should be left blank.
3. The meta description is too short and using Google Translate alone, it doesn't make complete sense and has syntax errors but it may be a miss in Google Translate.

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Section VIII - Interdisciplinary Understanding/Solution

Through providing organic digital marketing services starting with website, social media, blogging, and community oriented services that emphasizes multiple key strategies including SEO (search engine optimization), community connection, and content marketing among others at an affordable cost to Irish Pubs and sex shops, we can keep these locally owned businesses alive. Moreso, by understanding the economic, social, and cultural poweress that these industries and businesses have the potential to bring about; a better organic digital marketing strategy can be created. An organic digital marketing strategy is unique per business; no two are ever the same. It's important to stop the commercialization and corporate becoming of these industries by combating their power with a unique organic digital marketing strategy and education in this field for business owners.

As an industry professional, I look forward to working with both these industries as an organic marketing specialist and will be apart of providing this solution.

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