

MEDIA PLANNER & BUYER

AVARCAS 101



Our Spring/Summer campaign will kick off in late March!

Our plan is to initiate traditional media campaign, seasonal push campaign & email campaign.

“A traditional media campaign is one that relies on traditional media outlets to increase brand awareness and/or promote a product or service.”(*Indeed, Carrer Guide, April 3, 2020*) Since our goal is to increase our Instagram presence, in traditional media campaign we will be focusing on direct mail advertising by sending out discount coupon flyers to our existing and potential clients.

“Studies show that customers spend 25% more money with a coupon than without one. There’s even a popular TV show that follows people as they buy hundreds of products with coupons.

Coupons are valuable to ecommerce because they inspire customers to take action. In fact, 48% of customers buy sooner when they have a coupon, and 37% of customers buy more than they normally would.” (Harris, William, the Founder & Growth Marketer of Elumynt, LLC.)

These discount coupon flyers will be valid to use only through our Avarcas 101 Instagram, and only if a person is following us on Instagram, so to make sure we are increasing our awareness.

So, our direct mail discount coupon flyers will be directed to our potential customers, who are , according to our demographic research, are *young female adults ages 21-34, and women in their Middle ages 35 - 44 from California (Los Angeles, San Diego, Sacramento), and our*

existing customers in these areas. "Young professionals 18 to 34 have one of the best response rates to direct mail campaigns. A 2011 survey by Epsilon, a multichannel marketing service, found that specific age group had a better response rate and preference for direct mail over other types of advertising. In fact, those 22 to 24 are most likely of all consumers to respond to a direct mail piece. Part of the reason is that college students and young professionals have been inundated with spam, making their taste for online communication more discriminating. They tend to view such ads as annoying and impersonal." (Dube Dwilson, S.)

- ⇒ Our traditional media campaign will start on **March 20, 2021 until the end of August 31, 2021**. This is going to be a 4.5 months campaign.
- ⇒ For our new potential clients, we will be sending out - **New Customer Coupons – with 30% off for any pair of Avarcas101 sandals.**
- ⇒ For our existing customers, flyers will be – **Free With Purchase Coupons** – complimentary jewelry set with any Avarcas101 sandals purchased.
 - **Starting March 20, 2021 we will start with running our first traditional media campaign by distributing flyers to our customers. We estimate sending 10 flyers per day, resulting in total 1,730 flyers. Extras will be made in case of unseen circumstances.**
 - **Printing and customizing flyers:**
 - UPrinting (just printing & design):**

- Quantity: 2,000
- Size (before folding): 3.5” x 8.5”
- Paper Type: 100 lb. paper gloss
- Printing cost: \$68.25 – including taxes (\$0.03 for each)

Distrubution:

- UPS: 2,000 flyers is \$500.00 (\$0.25/page, taxes not included)

Execution:

March 20, 2020:

- *Distributing flyers in Los Angeles, San Diego, Sacramento to women of ages 21-34, and women in their Middle ages 35 – 44 who either our potential or existing customers.*

SEASONAL PUSH CAMPAIGN

- ⇒ *Our seasonal push campaign will start on **June 1, 2021 until the end of August 31,2021.** This is going to be a 3 months campaign.*

“A seasonal push campaign is a campaign used to promote seasonal sales, products or services. This type of campaign is frequently used by companies that experience a seasonal influx of business such as retail chains.” (Indeed, Carrer Guide, April 3, 2020) Therefore, we will be launching a seasonal push campaign by

creating ads on Instagram informing our customers of a summer sale to increase revenue during the summer months.

⇒ In this campaign, we will be offering digital coupons in a form of lead magnets, which our customers will be able to get, once they use Avarcas 101 website link from our Instagram page. Once on Avarcas 101 website, our subscribers will get 40% off their first purchase, in exchange for sharing their email address. Lead magnets will pop up automatically on Avarcas 101 website after customers access our website through Instagram platform.

“Lead magnets work especially well if one of your business goals is to grow your email list. 76% of customers are willing to share their email address if it means getting a special offer.”(Harris, William, the Founder & Growth Marketer of Elumynt, LLC.)

Lead magnet creation service:

⇒ **Creation Package from <https://enotto.com> :**

Basic

\$350

- 500 Words
- 7 Day Delivery
- High-Quality Images
- Professionally Written
- Branded Document Design
- 3D Cover for Landing Page
- Web Ready Pdf

Execution:

June 1, 2021:

- *Launching lead magnet in seasonal summer sale style on Avarcas 101 official website.*

Email campaign

⇒ *Our email marketing campaign will start on **June 1, 2021 until August 31, 2021**. It is going to be a **3 months campaign**.*

“Email is one of the most powerful channels you can leverage when it comes to communicating with and persuading the people who are ultimately going to buy products from you. Consider the following statistics about the power and value of email marketing for ecommerce:

- *The number of email users worldwide is forecasted to rise to 2.9 billion by 2019 (WordStream).*
- *73% of millennials identify email as their preferred means of business communication (WordStream).*
- *Email is 40 times more effective at acquiring new customers than Facebook or Twitter (Campaign Monitor).*

Every dollar spent on email marketing generates a \$38 return and delivers a three-fold increase in purchases compared to spend on social (Content Magazine).”
(Harris, William, the Founder & Growth Marketer of Elumynt, LLC.)

⇒ *In this campaign we will be distributing emails to our customers with limited time offer deals.*

⇒ *Promotion Emails, Order Confirmation Emails, Shipping Confirmation Emails, Feedback Emails, and Thank You Emails will be sent to both existing and potential Avarcas 101 customers. Promotion emails like limited time offer deals will be sent to new customers to create a sense of urgency to act quickly. This email will include a countdown timer to remind our clients that the time is running out for them to buy that product, they've been wanting.*

⇒ *Recommended Product Emails, Special VIP Offer Emails, and New Product Emails will be sent solely to our existing loyal customers.*

“The longer customers stay loyal, the higher their lifetime value (LTV) and your revenue.” (Harris, William, the Founder & Growth Marketer of Elumynt, LLC.) Therefore, we will be rewarding customer loyalty by offering special discounts. Special discounts will be based on customer's purchase history, gender, age, and interests.

Email marketing campaign creation service:

⇒ Marketing Hub:

- Create email marketing campaigns
 - Build SEO strategy
 - Manage adverts
 - Add and upload content
 - Get full reporting and analytics
- Marketing Hub : Free, Starter plan: (\$50/month) - \$50 × 3 months = a total of \$150/campaign.

Execution:

June 1, 2021:

- Distributing emails with limited time offer deals, Promotion Emails, Order Confirmation Emails, Shipping Confirmation Emails, Feedback Emails, and Thank You Emails will be sent to both existing and potential Avarcas 101 customers who are women of ages 21-34, and women in their Middle ages 35 – 44.

Budget & Timeline:

1. Tradintional media campaign - March 20, 2021 until the end of August 31,2021 : Coupon flyer printing & design services + direct mail services: \$568.25;

2. Seasonal Push Campaign - June 1, 2021 until the end of August 31,2021:

- ***Digital Coupons in form of lead magnets :***
\$350;

3. Email marketing campaign - June 1, 2021 until August 31, 2021 :

- ***Email marketing campaign creation service: \$150;***

*Total budget for 3 campaigns : **\$1,068.25***

*Total timeline for 3 campaigns: **4.5 months** (Spring/Summer campaign that kicks off in late March)*