

Art Director

***Social Media (Instagram) for
campaign ads***





<https://youtu.be/LQudyd2mmNQ>

AVARCAS 101 IS UNIQUE SHOE COMPANY THAT PRODUCES WOMEN
OPEN -TOE SHOES ACCORDING TO AUTHENTIC SPANISH TRADITIONS.

THIS SHOE-MAKING TECHNIQUE WAS FIRST USED BY SPANISH FARMERS IN 19TH CENTURY. LIFETIME DEDICATION TO AVARCAS CRAFTING MADE THEM ONE OF THE MOST COMFORTABLE SHOES & MORE THAN

100 YEARS EXPERIENCE CRAFTING EXCEPTIONAL LEATHER SHOES MADE THEM LAST LIFETIME.

Instagram is growing, and it is growing so fast.

Many of the world top brands are using Instagram marketing strategies. There are several reasons for that. For Avracas 101 to be a successful brand, we need to increase our engagement and brand awareness, since "engagement on Instagram is super high" (Lary Kim, the CEO of MobileMonkey), Instagram is very crucial platform for Avarcas 101. According to a Forrester study, Instagram has a brand-engagement rate 58 times higher than Facebook's.

According to Larry Kim, the CEO of MobileMonkey, the numbers of Instagram users are incredibly high, "300 million people use Instagram every day, posting more than 95 million photos and videos. Break that down to 216,000 photos posted every minute." In the United States itself, 77 million people are using Instagram every month, considering the half of "digital natives" population or Millennials who are using it everyday. "the average engagement per post on Instagram is growing at a rate of more than 53 percent per year." (Larry, Kim)

" As of 2020, 52% of Instagram 's audience identified as female and 48% identified as male" (Gotter, Anna)

According to Avarcas 101 Instagram page

<https://www.instagram.com/avarcas101/?igshid=w0267bmr4upx> , the total amount of their followers is 1,050. About 90% of women whom I interviewed were following them, the rest 10% were man, business accounts (who did not to respond), kids under 16 both boys and girls, and inactive or fake accounts.

⇒ According to our consumer segmentation analysis consumers of AVARCAS 101 are young female adults ages 21-34, and women in their Middle ages 35 - 44.

⇒ Women in their Middle Ages 35 -44:

independent women, most of them are moms and wives. Their priority is work and taking care of their family, therefore convenience and practicality of Avarcas 101 their main priority.

⇒ Young female adults ages 21-34:

mostly of whom are grown up, independent individuals. They can purchase Avarcas101 at their online store at any time, and any convenient location. They are concerned with practicality, quality, convenience, and style of the shoes. Their main priority is feeling comfortable, therefore they would most likely to choose Avarcas 101 specifically for that reason.

Avarcas 101 customers are located all around the world, the majority of potential customers are from the United States, but specifically from California (Los Angeles, San Diego, Sacramento), Las Vegas, Connecticut, Texas, Florida, Minnesota, Massachusetts, Utah, Hawaii, Atlanta, Philadelphia, Wisconsin, Ohio, Bost, North Carolina, Tennessee, New York. Other countries like Spain, Australia, UK, Philippines, Serbia, Canada, Ukraine, Germany, Greece, Poland, Mexico, Russia, France, and India also have Avarcas customers.

Our research shows the majority of our customers are from Los Angeles. According to 2010 Census, the racial makeup of Los Angeles included: 1,888,158 Whites (49.8%), 365,118 African Americans (9.6%), 28,215 Native Americans (0.7%), 426,959 Asians (11.3%), 5,577 Pacific Islanders (0.1%), 902,959 from other races (23.8%), and 175,635 (4.6%) from two or more races. Hispanics or Latinos of any race were 1,838,822 persons (48.5%). So, the majority of people residing in Los Angeles are 49.8% of whites, and Hispanics or Latinos of any race – 48.5%. Our research indicates the majority of our segment audience are Caucasians and Hispanics (Latinos).

Therefore, our Instagram campaign would be targeting *Caucasians and Hispanics (Latinos)* who are *Young female adults (21- 34), and Women in their Middle ages (35 - 44)* by its visuals, and color enhancing techniques. " Visuals are memorable and effective, because they help people process, understand, and retain more information more quickly.

Surprisingly, the most popular color may be no color at all. Researchers found that 38 percent of unicorn brands--including WeWork, Theranos,

Uber, and Vice--use black, grey, or white." (Lary Kim, the CEO of MobileMonkey)

Choosing the type of ads:

- **Requirements for photos:** - maximum size should be: 1936 × 1936 pixels; - minimum picture size: -for squared photos (give example): 600× 600 pixels; - for album photos: 600 × 750 pixels.

⇒ **Doing reviews on AVARCAS 101 open-toe shoes using company's logo.**

Requirements for videos: -max. size: 4Gb.

⇒ **Using videos with a call button for action), as such ads bring customers as twice more than regular Instagram posts. (geniusmarketing.me):**



avarcasusa · 7h



The N E W classic style VEGAN in
Brown is now available



See More



1. Post regularly. Posts should be made twice every week. For instance, Avarcas 101 is planning posting images with a text, in combination with videos. As data states that "Posts that include images produce 650 percent higher engagement than text-only posts. People are 85 percent more likely to buy a product after viewing a product video. Posts with videos attract 3X more links than text-only posts." (Lary Kim, the CEO of MobileMonkey) In addition, Posts containing videos receive about 38% more engagement than those containing images."

TOP FASHION TRENDS

TRAVEL must-have items



Avarcas 101



"Visuals are memorable and effective, because they help people process, understand, and retain more information more quickly.

A new infographic developed by NowSourcing.com explores the colors used by these incredibly successful brands and how the psychology behind those choices drives consumer emotion.

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Yellow: *Bright pure yellow is attention getter, that is why we chose a video ad with the yellow sofa in the middle. Yellow colors also signifies playfulness, amusement, and energy. Young adults are energetic, and like to be not like the others, therefore these associations are exactly what a brand needs.* "Color theorists agree that yellow is a happy hue (Cimbalo et al., 1978; Hemphill, 1996). It has pleasant connotations of sun, brightness, and warmth" (Cimbalo et al.) Yellow is a popular color for attracting attention in everything from packaging (Berman) to road signs. Orange is another happy but unpopular warm hue (Cimbalo et al.). It also draws attention and stimulates the appetite" (Berman).

Company should have unique and individual style. Creating quality and informative content is important for the brand . Incorporating visually stunning, colorful, and polished photos

in one style determines how well people will remember the brand . In addition, we will be posting short cut 15 second videos to Avarcas 101 Instagram account, as videos stand out from generic content generally attract more users when made as Instagram posts.



NEW x x x x x

Free Jewellery

Get a pair of any Avarcas 101 shoes & get FREE golden necklace

Offer is valid until March 30, 2020

Limits Apply

x x x x OFFER



CAPSULE WARDROBE



LAST PAIR

Available Sizes

6

8

9

10



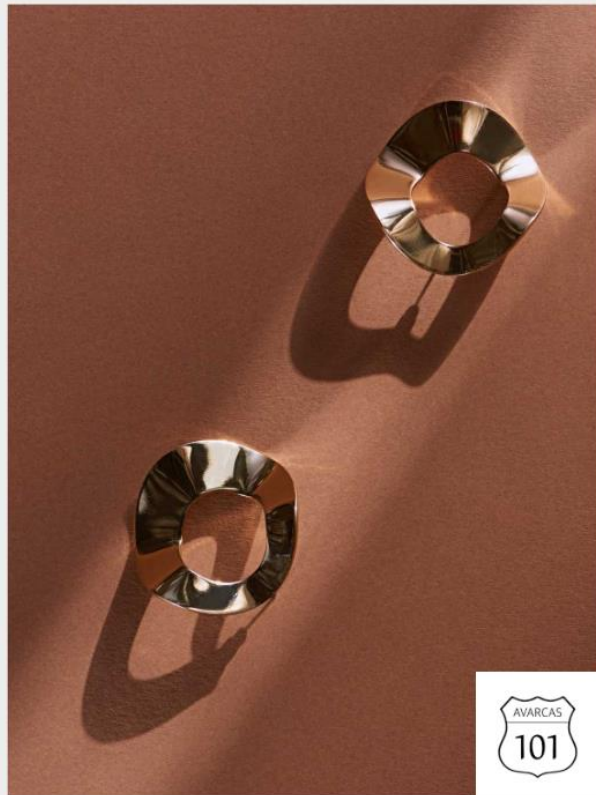
SWIPE UP

⇒. “Color is a wonderful, seemingly effortless way to converse with specific audiences. With careful attention given to gender, age, culture, social status, personality, and color trends, the designer is able to reach his audience more effectively through color.”

In these ads we use bright, colorful colors like red, orange, pink, and sparkles to appeal our young adults consumers. “Color effects such as glitter, translucence, pearlescence, and metallics appeal to younger audiences (Paul). Secondary colors are also heralded as young” (Dettmer, 2003).

⇒ *“A general rule of thumb in designing for different age demographics is to use lighter colors when designing for older audiences. As people age, colors begin to look darker, making lighter colors more appealing.” For that reason, Avarcas 101 created visual ads with appropriate color for middle aged women. Specifically, we focused on light brown, white, virgin blue, and beige.*

<https://www.avarcas101.com>



THE BEAUTY IN ITS SIMPLICITY.



New collection

www.avarcas101.com

NEW ARRIVALS

Special offer for you in the Spring
NEW SHOES HAVE ARRIVED!



A V A R C A S 1 0 1

73 percent of well-known brands such as Adidas, Louis Vuitton, Dior, and Prada are posting at least one video or photo every week, and the number of followers of these brands has increased by 163 percent in two years, considering that initially they had 100,000 or more followers.

In digital marketing, conversion rate is the percentage of visitors to your platform or website that reached the desired number of visitors out of their total number. The indication of successful marketing and web design is high conversion rate. It also means that consumer “wants” were satisfied and they were able to get it easily. “Of the every 100 people who find you through Instagram, one makes a purchase. That's the fourth highest conversion rate among social networking sites, and it's growing.” (Lary Kim, the CEO of MobileMonkey)