



Digital Marketing
Plan Proposal



Introduction

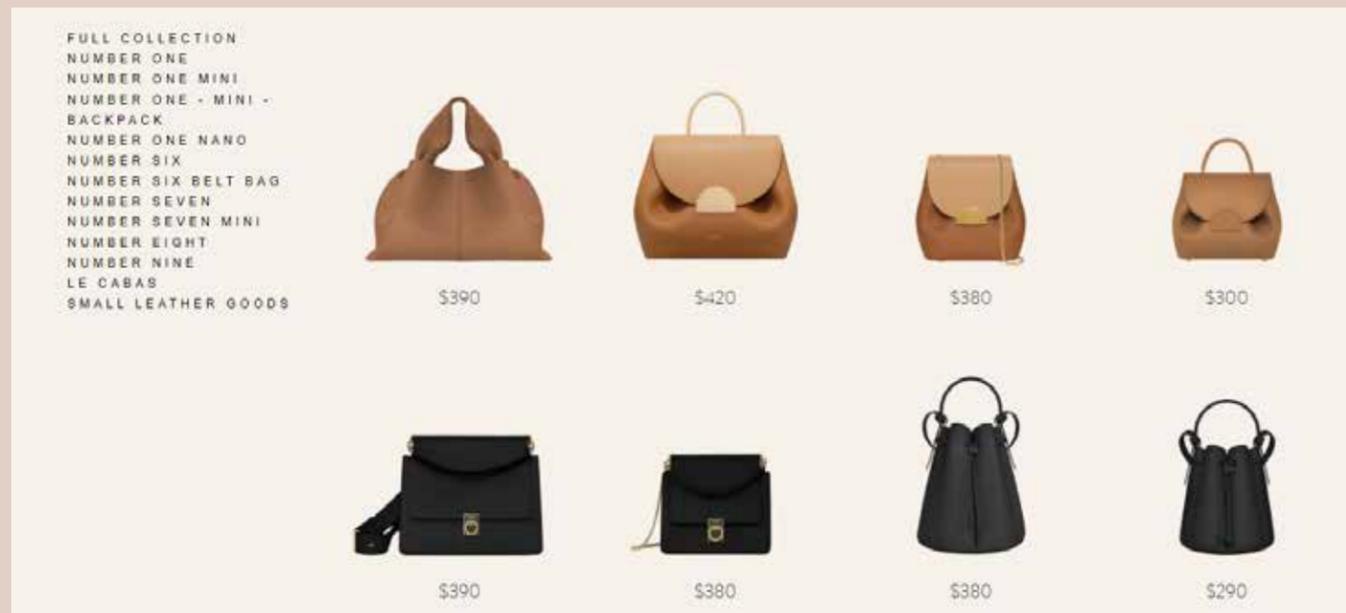
Polène is a leather goods brand offering leather handbags and small leather goods. It is based in Paris in 2016 by two brothers and a sister, the brand's name is the last name of the founder. The collections of the brand embody confident and classical true line combined with fluid and graceful curves. Although the products are affordable (in the price range between 160€ and 350€), the main element of the bag, leather, is all sourced from the finest Italian and Spanish tanneries, they are not only recognized for their expertise in tanning and finishing but also for their ecological commitments and product traceability. Polène currently has only one physical store worldwide, which is located in Paris, France. Customers can try on and purchase the product directly in the brick and mortar store, or shop via the official website, it offers shipping worldwide.

Brand Marketing

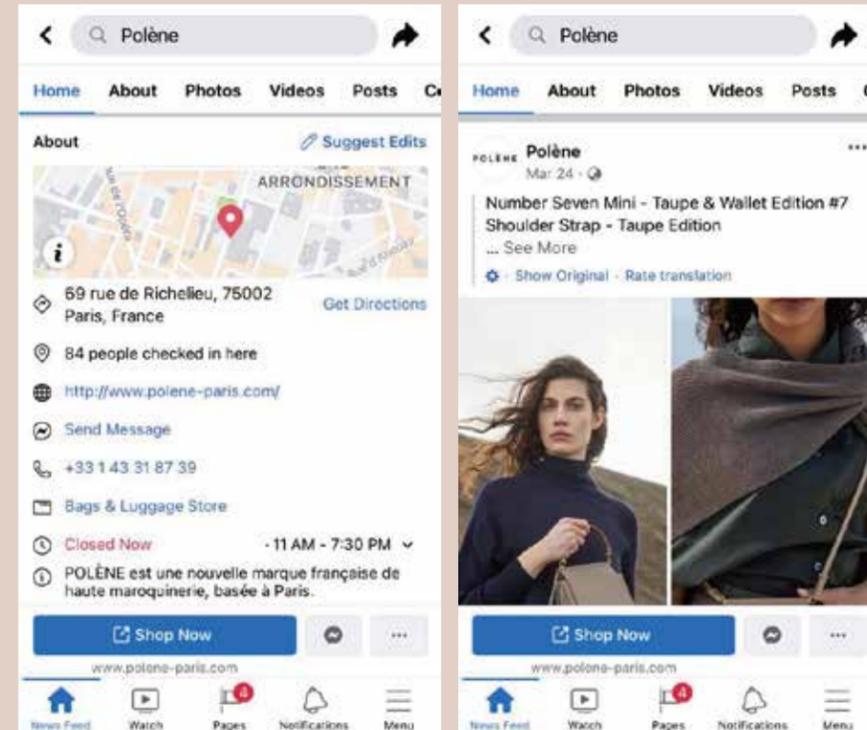
Polène currently has a Facebook page with 78k followers and an official Instagram account with 591k followers, and does most of its marketing through it. The brand releases the collection, commercial video, and interacts with the potential customer via social media. The layout of the website page is neat and clear, it is simple to follow, and the overall used colors are nature colors, creating a lazy and cozy atmosphere. Besides, the bag from Polène has appeared in a popular TV show “Emily in Paris” which increases the brand exposure.

Marketing through social media is convenient and effective, while the brand may spend more time managing it. Polène frequently updates posts on Instagram, usually at least one post a day, while the latest post on Facebook is January 27, 2021; some customers also complain that the brand does not respond to their comments. Polène could also consider presenting itself through print advertising, e-mail, or image and video sharing social platforms such as Pinterest and TikTok in order to reach more customers.

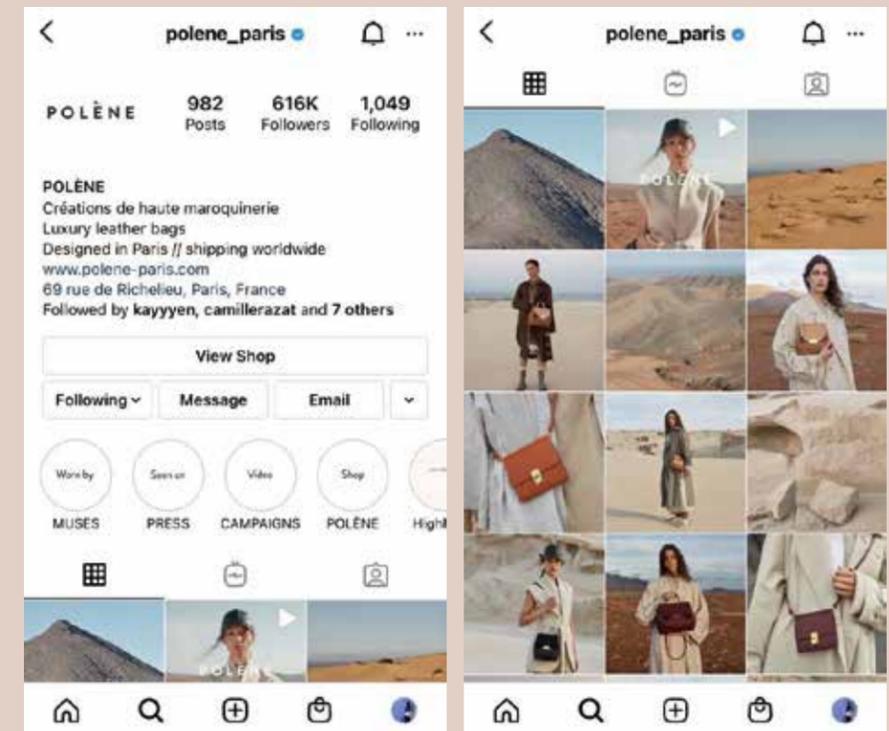




Polène Official Website
Price range between 160€ and 350€



Polène Official Facebook



Polène Official Instagram

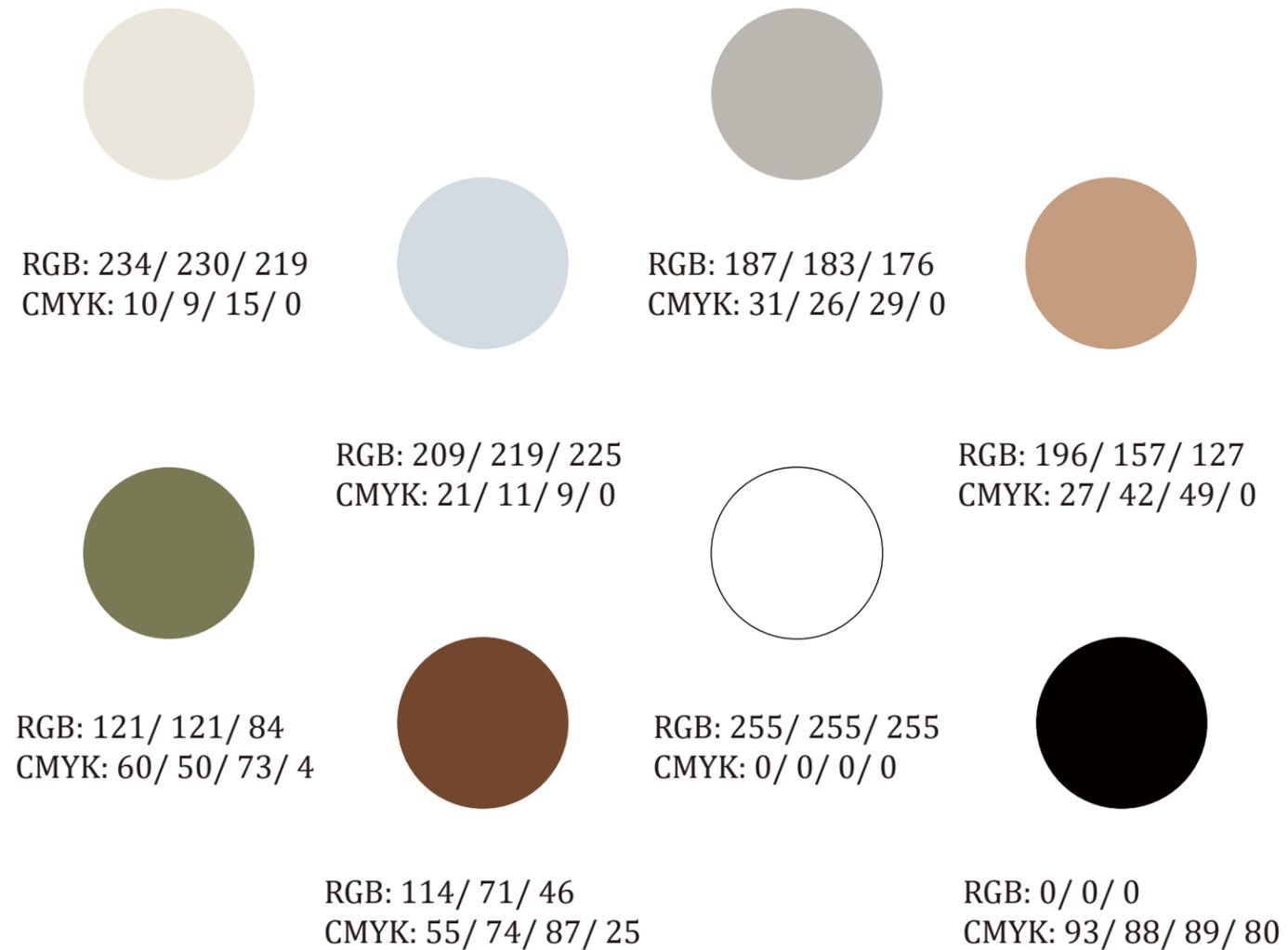
Names & Logos:

Polène is a leather goods brand offering leather handbags and small leather goods. It is based in Paris in 2016 by two brothers and a sister, the brand's name is the last name of the founder. There are only one form of logo, which is black font on white background, it is used for marketing and advertising website pages. The logo design is simple and clear, when it appears on the product or package box, the color is golden.



Colors:

Primary color is black and white, which can see on their logo, and the secondary colors are light beige, sand, gray, sky blue, green and brown, those nature colors are often used on their products, website and social media.



Fonts:

The logo font of Polène may design by themselves, the most similar font will be “Trebuchet MS”, Polène also uses “Trebuchet MS” as their main font for the body texts.



Words:

Words should include:	Words should avoid:
Distinctive	Unique
Quality	Affordable
Elegant	Trendy
Exceed	Quantity
Confident	Classic

Phrases:

“Excellence does not settle, it's justified for itself.”

Event: pop-up store in North America & Asia

Polène is not doing many marketing campaigns, and has only one physical store located in Paris currently, so that their market is limited and can't maximize the profit. Having a pop-up store in main city in North America & Asian is a great way to explore their market to different continents and countries. Pop-up stores will introduce the brand to the new market, it is not only provide eCommerce businesses with a great way to extend their existing brand into the high street at low cost, increase awareness, but also build a better relationship with customers. The brand can also understand the market size, and decide if they are ready to open the store oversea.

The pop-up store will be located in department store in main city, such as Toronto (Nordstrom), Montreal (Nordstrom), New York (Nordstrom), Los Angeles (Nordstrom), Tokyo (Mitsukoshi), Seoul (Lotte Department Store), and Beijing (Beijing Department Store). The pop-up store will display total seven styles—from a double-pocket purse to a straw bucket bag, customer are free to try on and ask the staff with any question. All the customers will get a free gift with purchases.



Goal: generating customer traffic and driving sales

- reach 1,000,000 visitors in a website within 3 months
- increase 10% sales over last year

Calendar & Marketing Budget

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Campaign													
Pop-up store					\$ 5,000						\$ 5,000		\$ 10,000
Interactive Marketing Channels													
Website			\$ 500	\$ 500	\$ 500				\$ 500	\$ 500	\$ 500		\$ 3,000
E-mail				\$ 200	\$ 200					\$ 200	\$ 200		\$ 800
SEM	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
SEO													
Public Relations					\$ 300						\$ 300		\$ 600
YouTube			\$ 500	\$ 500	\$ 500				\$ 500	\$ 500	\$ 500		\$ 3,000
Social Media	Instagram				\$ 300	\$ 300				\$ 300	\$ 300		\$ 1,200
	Facebook				\$ 300	\$ 300				\$ 300	\$ 300		\$ 1,200
	Twitter				\$ 500	\$ 500				\$ 500	\$ 500		\$ 2,000
Traditional Marketing Channels													
Direct Mail					\$ 500						\$ 500		\$ 1,000
Magazine				\$ 1,500						\$ 1,500			\$ 3,000
Television				\$ 1,000	\$ 1,000					\$ 1,000	\$ 1,000		\$ 4,000
Bus stop billboard				\$ 1,000	\$ 1,000					\$ 1,000	\$ 1,000		\$ 4,000
Coffee Sleeve				\$ 300	\$ 300					\$ 300	\$ 300		\$ 1,200
Total	\$ 200	\$ 200	\$ 1,200	\$ 6,300	\$ 10,600	\$ 200	\$ 200	\$ 200	\$ 1,200	\$ 6,300	\$ 10,600	\$ 200	\$ 37,400

Public Relations: partnerships with positive image celebrities

Goal: establish the positive image of a business in the media.

- reach 1,000,000 followers on Instagram account within 1 month
- reach 500,000 followers on Facebook page within 1 month

Polène wins the positive reputation by the loyalty of their customer, rather than spending a lot on advertisement and commercial video. Having an ambassador may be a great way to establish the positive image. The ambassador of the brand does not need to be a super star or royal family, but a celebrity represents a brand in a positive light. Jeanne Damas, a model and blogger with 1.4m followers on her Instagram, and Krystal, a singer and actress with 9.3m followers may be a suitable candidates. The customer will be attracted by the overall image of a brand ambassador within society, if the ambassador has positive image, the customer is more likely to believe it is a trustworthy brand.

The brand will offer the ambassadors free handbags, sponsor the products when they participate an event, shooting video, or commercial photography, and invite them to the brand official event. The brand ambassadors will be asked to create a hashtag #EverydayPolèneDay on their social media, sharing their outfit idea with Polène bag, and the content of the post will included the brief introduction of the brand. The followers are encouraged to follow Polène on social media, and use the hashtag to share their OOTD with the Polène bag. The posts with top 3 highest likes will get a free handbag from the brand, it is the latest color that the brand just released.



Jeanne Damas/
Model and blogger/
1.4m followers
on Instagram



Krystal/
Singer and actress/
9.3m followers
on Instagram

Calendar & Marketing Budget

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Campaign													
Partnerships	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 30,000
Interactive Marketing Channels													
Website	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
E-mail	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
SEM	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
SEO													
Public Relations	\$ 300												\$ 300
YouTube			\$ 500	\$ 500	\$ 500				\$ 500	\$ 500	\$ 500		\$ 3,000
Social Media	Instagram	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
	Facebook	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
	Twitter	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
Traditional Marketing Channels													
Direct Mail	\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 3,000
Magazine				\$ 1,500						\$ 1,500			\$ 3,000
Television	\$ 1,000	\$ 1,000	\$ 1,000			\$ 1,000	\$ 1,000	\$ 1,000					\$ 6,000
Bus stop billboard				\$ 1,000	\$ 1,000	\$ 1,000				\$ 1,000	\$ 1,000	\$ 1,000	\$ 6,000
Coffee Sleeve									\$ 300	\$ 300	\$ 300		\$ 900
Total	\$ 6,300	\$ 5,500	\$ 6,500	\$ 7,500	\$ 6,500	\$ 6,500	\$ 6,000	\$ 5,500	\$ 5,800	\$ 7,800	\$ 6,800	\$ 5,500	\$ 76,200

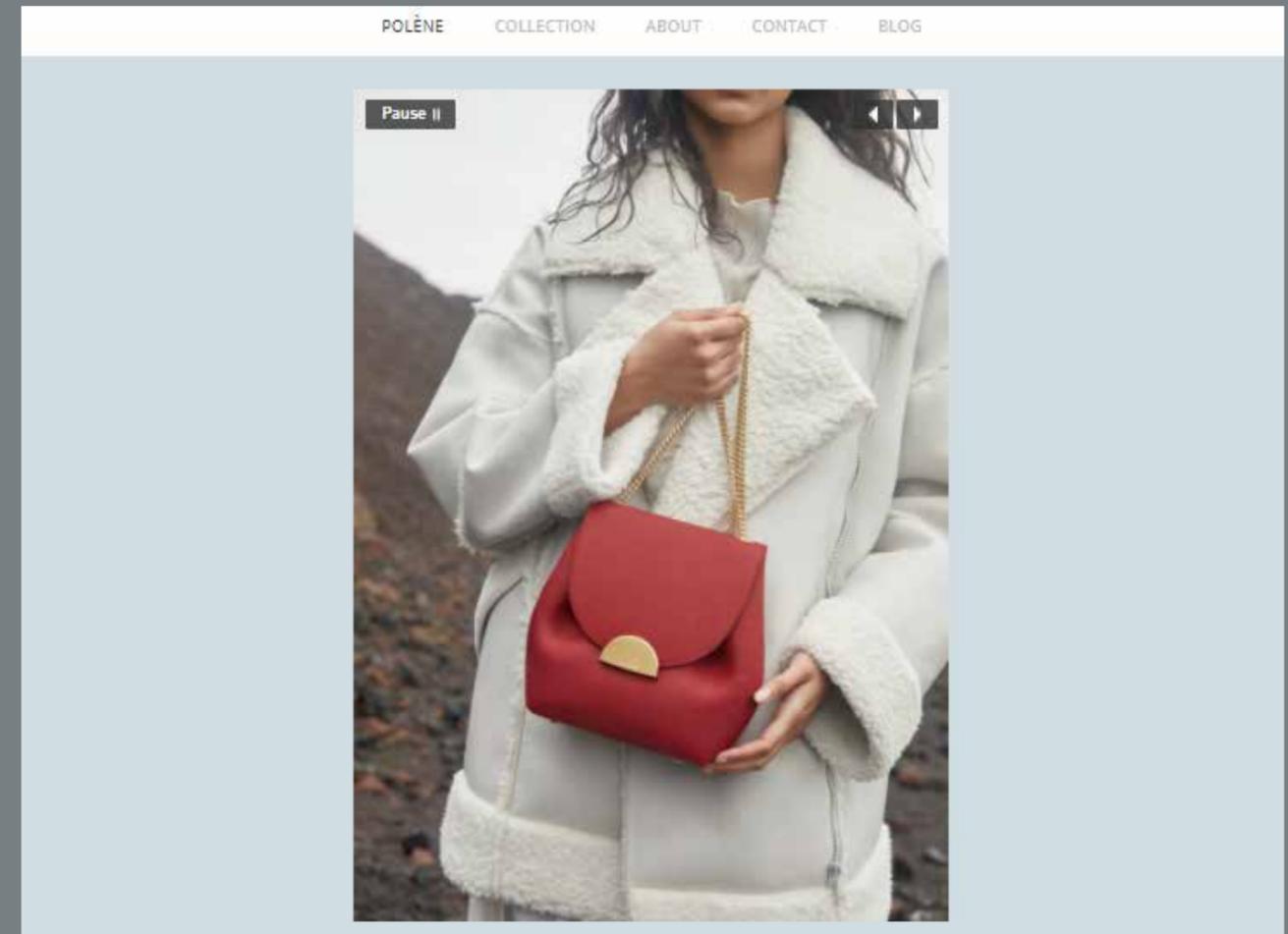
Brand Website

Website: <https://xn--polne-6ra.weebly.com/>

I will use this website to promote the brand, there are six pages in this website, including home (Polène), collection, product, about, contact, and blog. Customer are able to make a purchase, understand the brand history, contact, leave the comment, and get the latest news of the brand on this site.

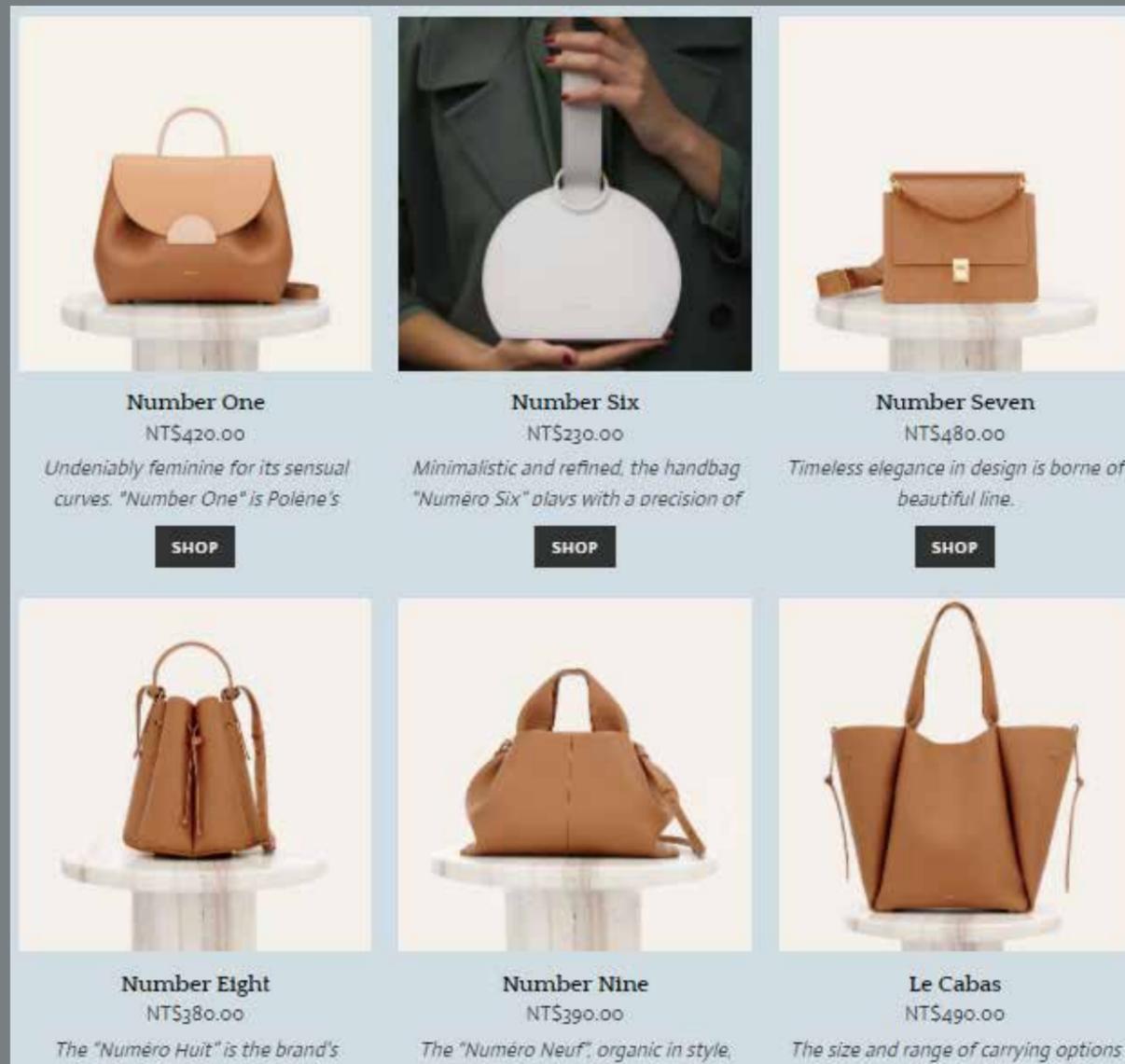
Home page (Polène)

There is a slideshow on the home page, customer will see the images of the model wearing the different bags. Under the slideshow, there are also couple images of the products. In my opinion, images is the best way to introduce the brand, since customer may not want to read a paragraph when first visiting a website.



Collection page

On the collection page, customer can see all of our products, it will be clear and convenient if they have specific preference.



Number One
NT\$420.00
Undeniably feminine for its sensual curves. "Number One" is Polène's
[SHOP](#)

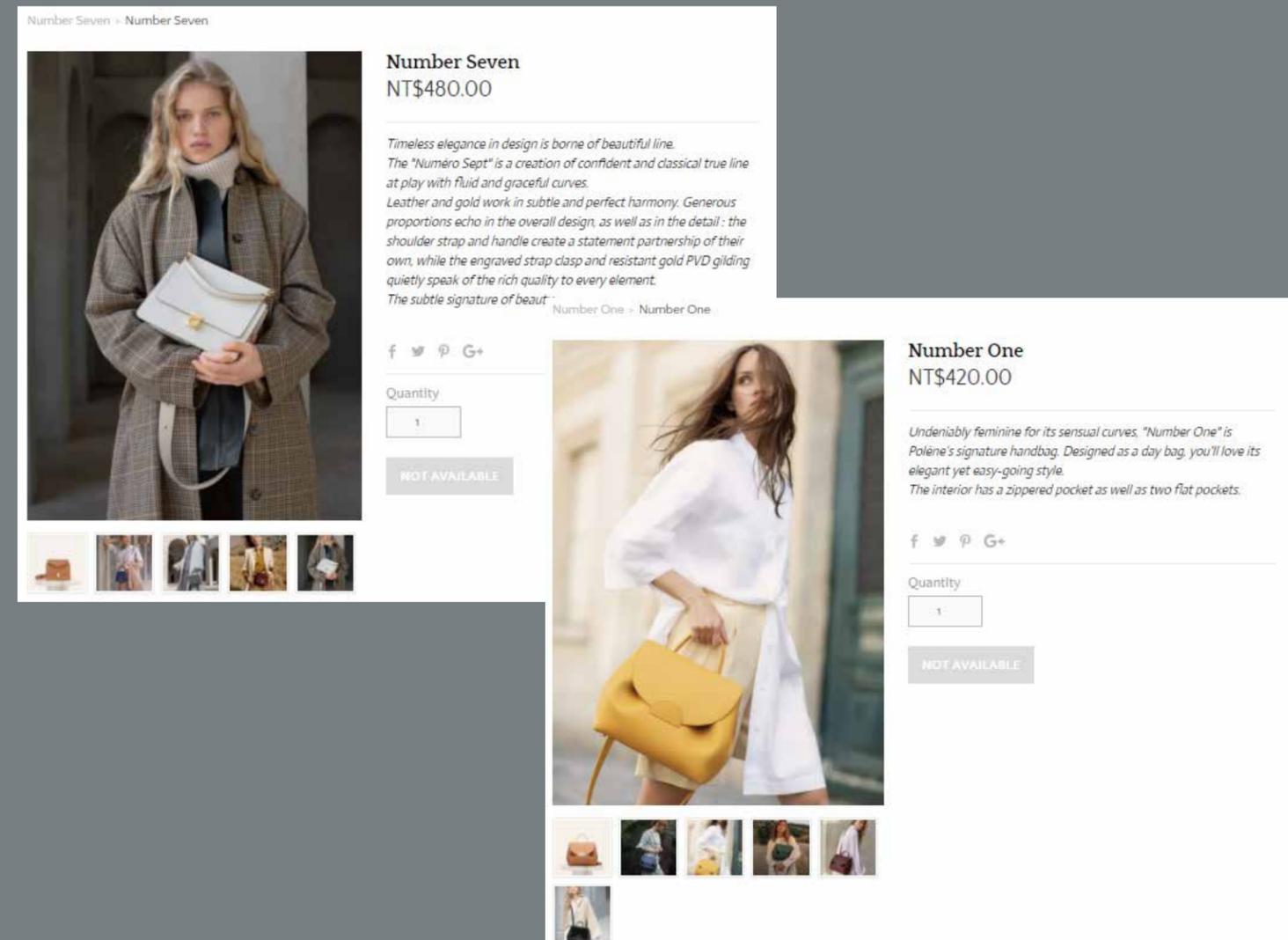
Number Six
NT\$230.00
Minimalistic and refined, the handbag "Numéro Six" plays with a precision of

Number Seven
NT\$480.00
Timeless elegance in design is borne of beautiful line.
[SHOP](#)

Number Eight
NT\$380.00
The "Numéro Huit" is the brand's

Number Nine
NT\$390.00
The "Numéro Neuf", organic in style,

Le Cabas
NT\$490.00
The size and range of carrying options



Number Seven
NT\$480.00
Timeless elegance in design is borne of beautiful line. The "Numéro Sept" is a creation of confident and classical true line at play with fluid and graceful curves. Leather and gold work in subtle and perfect harmony. Generous proportions echo in the overall design, as well as in the detail: the shoulder strap and handle create a statement partnership of their own, while the engraved strap clasp and resistant gold PVD gilding quietly speak of the rich quality to every element. The subtle signature of beaut
Number One - Number One
f t p G+
Quantity: 1
[NOT AVAILABLE](#)

Number One
NT\$420.00
Undeniably feminine for its sensual curves, "Number One" is Polène's signature handbag. Designed as a day bag, you'll love its elegant yet easy-going style. The interior has a zippered pocket as well as two flat pockets.
f t p G+
Quantity: 1
[NOT AVAILABLE](#)

Product page
When the customer click the product on the collection page, it will enter to the product page. Customer are able to see the price, description, and the available color of the bag on this page.



POLÈNE COLLECTION ABOUT CONTACT BLOG

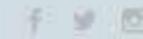
A Top-End Leather Goods Brand Based In Paris

Polène is a Parisian leather goods brand founded in 2016 by two brothers and a sister. The brand's collections embody confident and classical true line combined with fluid and graceful curves. Inspired by the work of designers such as Madeleine Vionnet, Mariano Fortuny and Madam Grès, folds were incorporated into the collections, thus enhancing the leather's malleability and strengthening the sculptural aspect of the designs. The brothers' expert knowledge and passion for quality pushed them to use the best hand-made artisan production in Spain.



Contact page
On the contact page, customer can find our location, social media, and also leave the comment.

Contact Us



Store Location:
69 Rue de Richelieu,
75002 Paris, France

Open Hours:
Monday to Sunday, 10am ~ 6pm



* Indicates required field

Name *

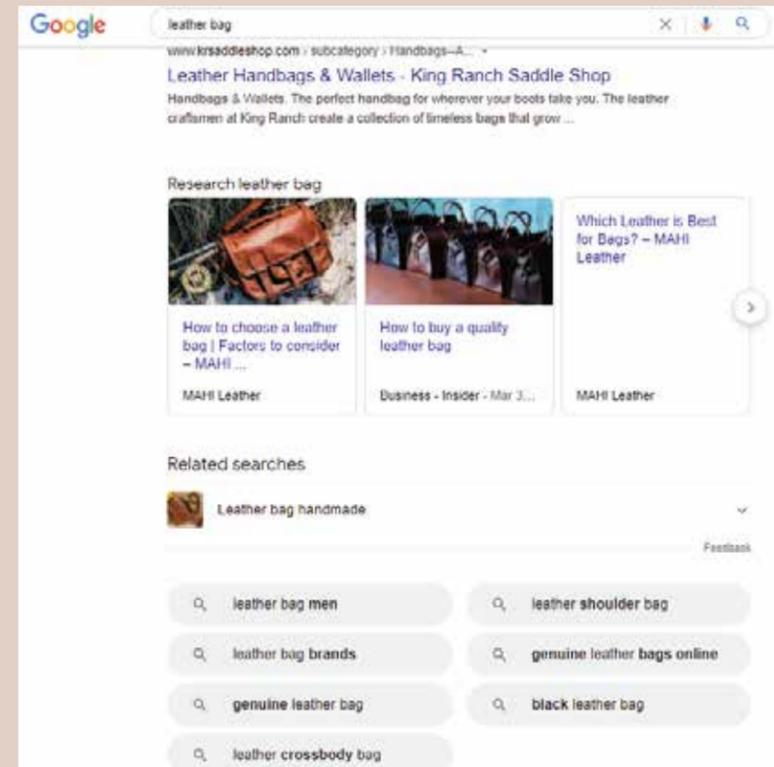
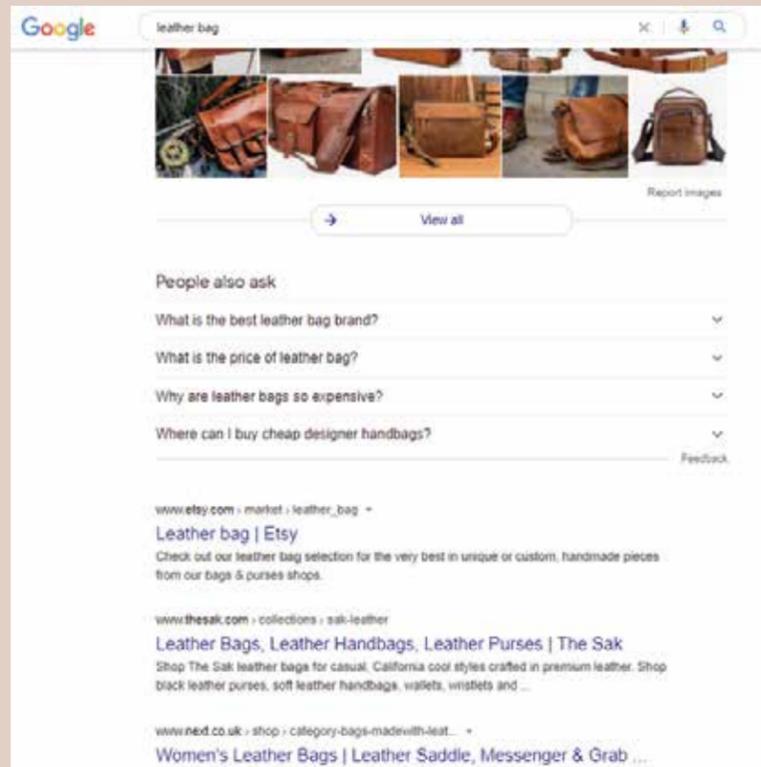
Email *

Comment *

SUBMIT

About page
There are the history of the brand on this page.

Search Engine Marketing



<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
<input type="checkbox"/> designer bag	10K - 100K	High	-	\$0.54	\$1.91
<input type="checkbox"/> handbag	100K - 1M	High	-	\$0.52	\$1.48
<input type="checkbox"/> leather bag	10K - 100K	High	-	\$0.69	\$1.67
<input type="checkbox"/> crossbody bag	100K - 1M	High	-	\$0.56	\$1.52
<input type="checkbox"/> leather crossbody bag	10K - 100K	High	-	\$0.70	\$1.95

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
<input type="checkbox"/> handbag sale	10K - 100K	High	-	\$0.46	\$1.28
<input type="checkbox"/> bag sale	1K - 10K	High	-	\$0.48	\$1.39
<input type="checkbox"/> christmas sales	10K - 100K	High	-	\$0.32	\$1.01
<input type="checkbox"/> designer handbag sale	1K - 10K	High	-	\$0.54	\$1.75
<input type="checkbox"/> purses on sale	10K - 100K	High	-	\$0.52	\$1.42

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
<input type="checkbox"/> leather accessories	100 - 1K	High	-	\$0.59	\$1.25
<input type="checkbox"/> best leather wallet	1K - 10K	High	-	\$0.91	\$3.01
<input type="checkbox"/> best women's wallet	1K - 10K	High	-	\$0.69	\$3.29
<input type="checkbox"/> best designer wallets	100 - 1K	High	-	\$0.59	\$3.86
<input type="checkbox"/> best wallets for men	10K - 100K	High	-	\$1.08	\$3.32

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
<input type="checkbox"/> outfit of the day	1K - 10K	Medium	-	\$0.82	\$6.03
<input type="checkbox"/> thanksgiving outfit	10K - 100K	High	-	-	-
<input type="checkbox"/> valentine day outfit	10K - 100K	High	-	\$0.43	\$2.43
<input type="checkbox"/> first day of school ou..	1K - 10K	High	-	\$0.77	\$6.71
<input type="checkbox"/> outfit	10K - 100K	Low	-	\$0.69	\$1.91

The SEM of Polène is not doing so well, since I type "leather bag" in the search bar, it is hardly to saw Polène. The brand is famous for it's quality leather bag, customer should be easy to find the brand with the key-words. Polène could do better on SEM.

Location: the United States
 Default bid: \$2.00
 Daily Budget: \$500.00

Keywords

+ ADD KEYWORD

	Cost	Clicks	CTR
designer bag	\$0.00	0	0.00%
handbag	\$0.00	0	0.00%
leather bag	\$0.00	0	0.00%
crossbody bag	\$0.00	0	0.00%
leather crossbody bag	\$0.00	0	0.00%

KEYWORDS NEGATIVE KEYWORDS ^ 1 / 1 v

Ads

● Leather Bag

Listing for high quality bag | New color release | Shop the latest co...

Ad polène.weebly.com

Enjoy shopping with free delievery. Shop and win the \$1000 giftcards.

Polène Top Leather Goods Brand | Handbags worth the investme...

Ad polène.weebly.com

Shop Polène bags with our holiday discounts. Enjoy & get 20% off your entire order.

Ad	Impressions	Clicks	CTR
● Enabled	0	0	0.00%

ALL ADS ALL EXTENSIONS < 1 / 2 >

AD GROUP 1

Polène:
Quality Leather Bag,
Search Ads

Polène is a Parisian
leather goods brand,
that famous for it's hand
made designer bag.

AD GROUP 2

Polène:
Holiday Sales,
Search Ads

People love discount &
sales, it may be a great
chance to increase the
brand visibility.

Keywords

+ ADD KEYWORD

	Cost	Clicks	CTR
handbag sale	\$0.00	0	0.00%
bag sale	\$0.00	0	0.00%
Christmas sales	\$0.00	0	0.00%
designer handbag sale	\$0.00	0	0.00%
purses on sale	\$0.00	0	0.00%

KEYWORDS NEGATIVE KEYWORDS ^ 1 / 1 v

Ads

● Holiday Sales

Polène holiday sales | Holiday gifts idea | Handbag you must have

Ad polène.weebly.com

Enjoy holiday shopping with discount code. Up to 50% off.

Listings for holiday bag | Polène handbags | Best holiday gifts

Ad polène.weebly.com

Enter and get 20% off your entire order. Enter and get holiday discount code.

Ad	Impressions	Clicks	CTR
● Enabled	0	0	0.00%

ALL ADS ALL EXTENSIONS < 1 / 2 >

Keywords

+ ADD KEYWORD

	Cost	Clicks	CTR
● leather accessories	\$0.00	0	0.00%
● best leather wallet	\$0.00	0	0.00%
● best women's wallet	\$0.00	0	0.00%
● best designer wallets	\$0.00	0	0.00%
● beat wallets for men	\$0.00	0	0.00%

KEYWORDS NEGATIVE KEYWORDS ^ 1 / 1 v

Ads

● Small leather goods

Women leather goods at Polène | Shop Polène leather goods sort ...

Ad polène.weebly.com

Small leather goods up to 50% off. Discover and get 20% off your entire order.

Small leather goods for women | Enjoy accessories at Polène | Be...

Ad polène.weebly.com

Holiday sales with free shipping. Up to 50% off.

Ad	Impressions	Clicks	CTR
● Enabled	0	0	0.00%

ALL ADS ALL EXTENSIONS < 1 / 2 >

AD GROUP 3

Polène:
Small Leather Goods,
Search Ads

The brand also provide
some small leather goods,
which may target different
market.

AD GROUP 4

Polène:
OOTD Bag,
Search Ads

Since the people who
will search ootd mostly
are teen girls & women,
which is my target
audience.

Keywords

+ ADD KEYWORD

	Cost	Clicks	CTR
● outfit of the day	\$0.00	0	0.00%
● thanksgiving outfit	\$0.00	0	0.00%
● valentine day outfit	\$0.00	0	0.00%
● first day of school outfit	\$0.00	0	0.00%
● ootd	\$0.00	0	0.00%

KEYWORDS NEGATIVE KEYWORDS ^ 1 / 1 v

Ads

● Outfit of the day

Polène ootd bags idea | Various color available | Best bags for wo...

Ad polène.weebly.com

Get the bags with holiday discounts. Free shipping & return.

Polène bags match your style | Shop ootd bags for women | Ootd ...

Ad polène.weebly.com

30 days free returns. Shop now & get free giveaways.

Ad	Impressions	Clicks	CTR
● Enabled	0	0	0.00%

ALL ADS ALL EXTENSIONS < 1 / 2 >

Search Engine Optimization



I will use SEO to gain more exposure of the brand, since Polène is not so popular to most of people, increase the awareness is the most important issue. Customers have more trust in organic listings, since they believe that are not paid ads, I will use six highly searched keywords to improve visibility, and help to achieve the campaign. The six keywords are handbag, crossbody bag, leather bag, Mansur Gavriel, ootd, and sales. I selected handbag, crossbody bag, and leather bag, because they can best present the brand. Mansur Gavriel is a similar brand that also offer leather bags. I choose ootd, because it is a highly searched word, and is a chance to introduce the brand.

Keywords:

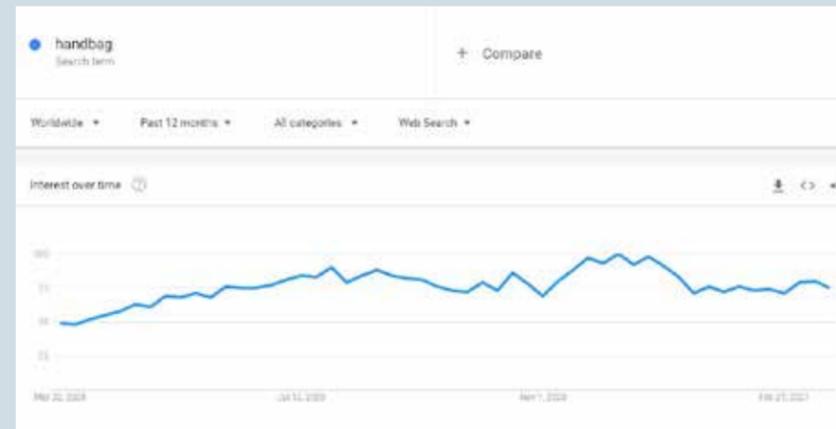
Handbag / Crossbody bag / Leather bag / Sales

Keywords:

ootd

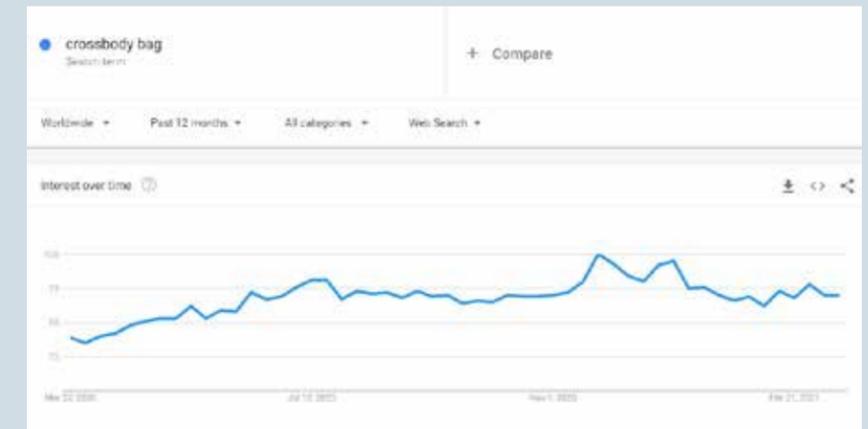
Keyword #1: Handbag

Monthly searches: 100K ~ 1M



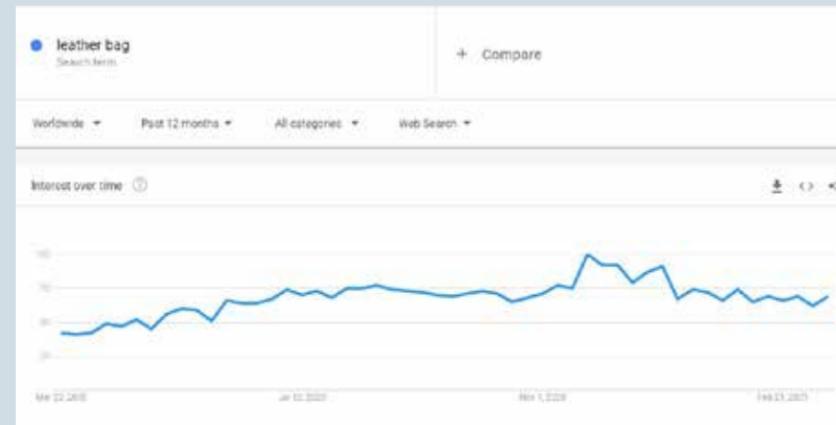
Keyword #2: Crossbody bag

Monthly searches: 100K ~ 1M



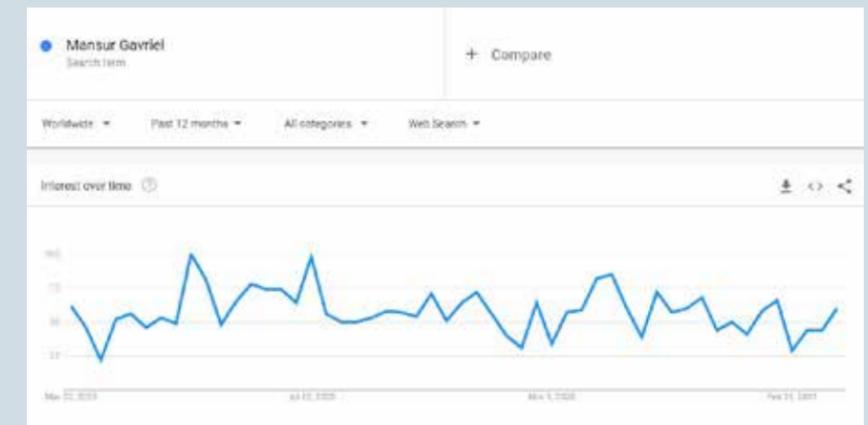
Keyword #3: Leather bag

Monthly searches: 10K ~ 100K



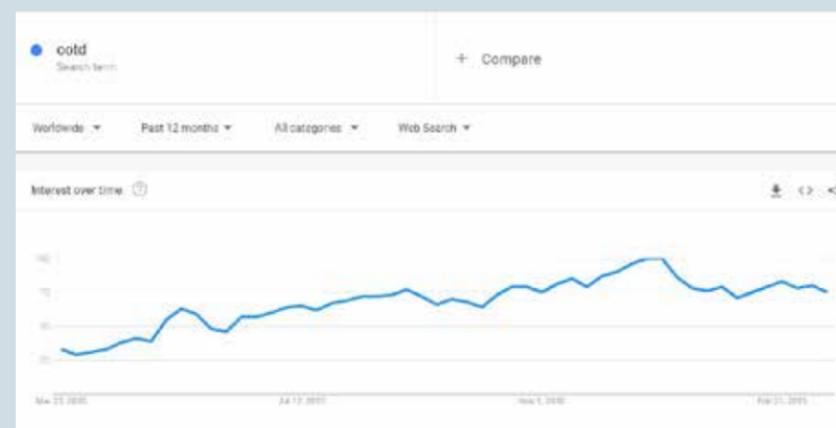
Keyword #4: Mansur Gavriel

Monthly searches: 10K ~ 100K



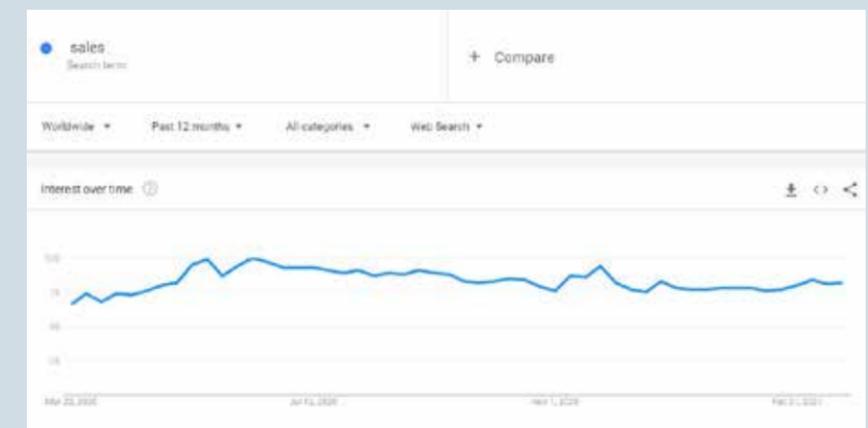
Keyword #5: ootd

Monthly searches: 10K ~ 100K

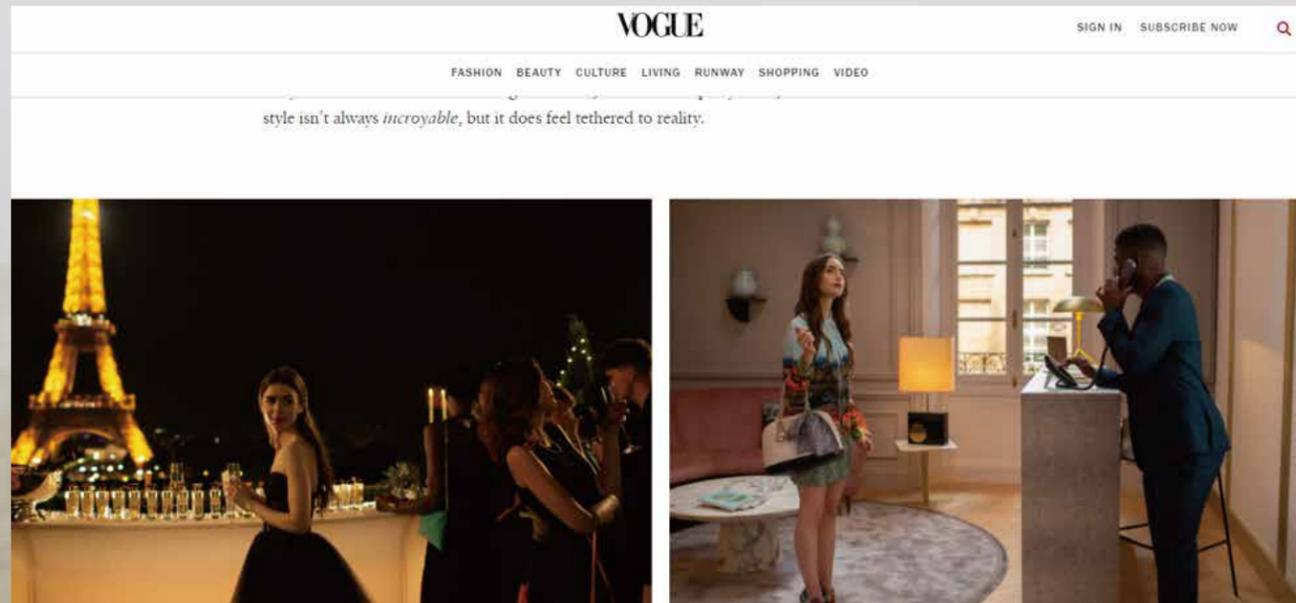


Keyword #6: sales

Monthly searches: 100K ~ 1M

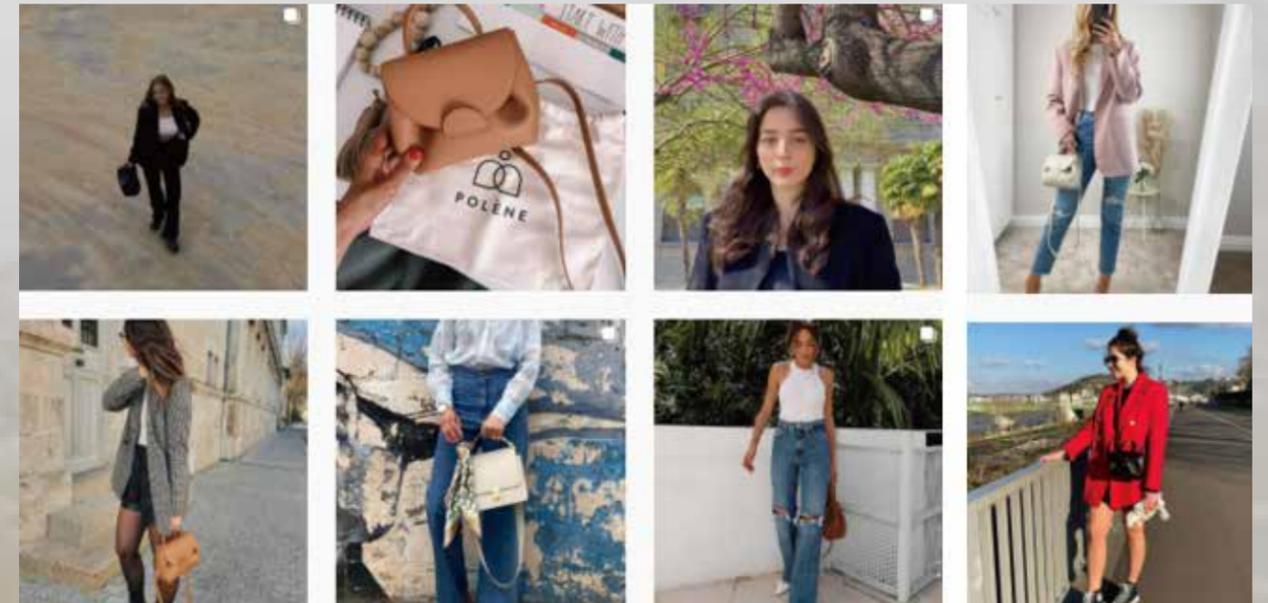


Backlinks from Third Party Sites



Link-building plan 1

Polène will write an article publishing on the fashion and drama related website, such as Vogue. The article is to discuss the outfit on the celebrities or the TV shows and the drama, and there will be an information about the clothing and accessories, such as the brands, prices, and the official websites. The article is not only about the plot of a play, but also the fashion, it is likely to attract different markets of people. The link to the Polène website will be included below.



Link-building plan 2

The brand will write an article publishing on Marie Claire, the content is about the mother's day gift. The article will introduce ten bags from Polène, and includes the images, showing different people carrying different styles of the bag. Based on the daily outfit, personality, and preference, customers can choose different bags for their mothers as gifts. The article will also mention the mother's day sales, so consumers can get a good deal on the bag. There will be a link to the Polène official website below.

Marketing Goals

Increase brand awareness

- Instagram and Facebook both increase 100,000 followers within 3 months
- The visitors of the website achieve 50,000 within 1 month

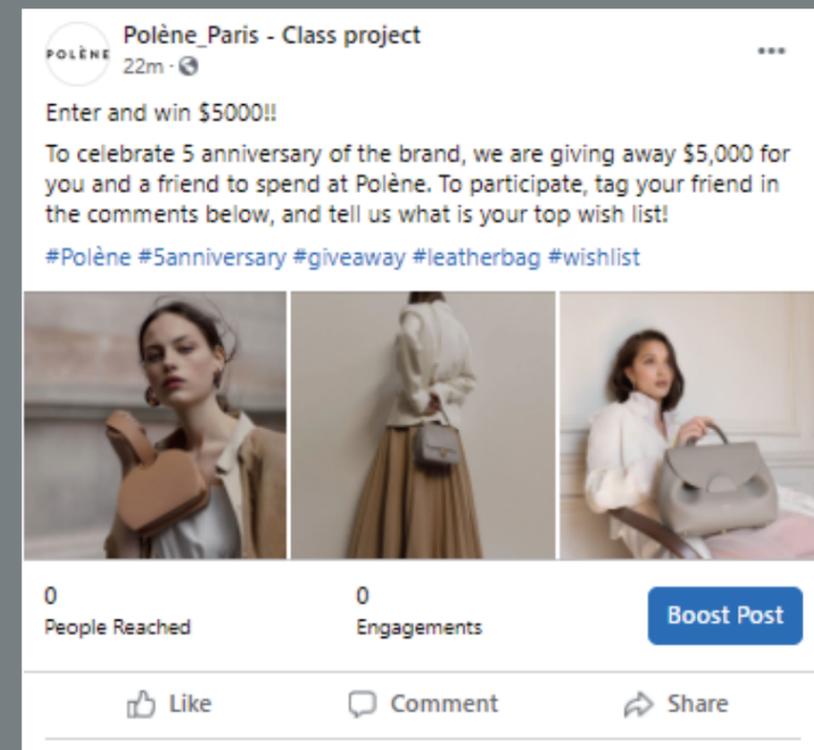
Increase the revenue

- Achieve a sales increase of 10% over last quarter

Social Media Platforms: Facebook/ Instagram/ Tik Tok



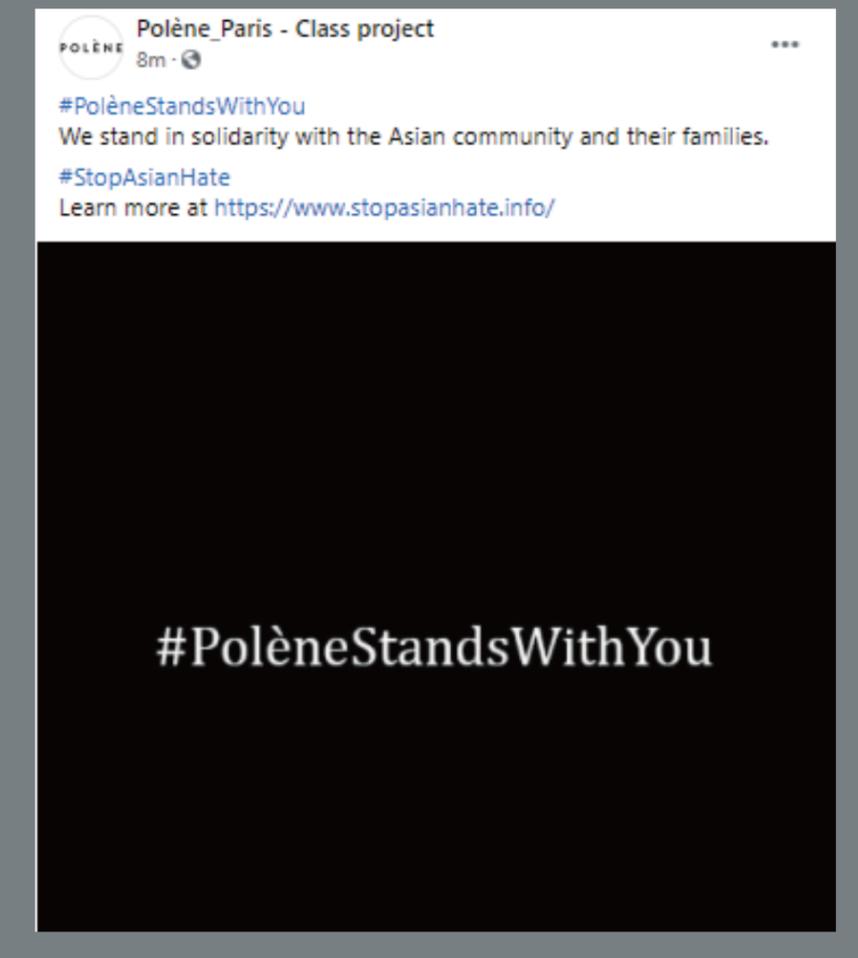
To celebrate the fifth anniversary, Polène is going to give away \$5000 for their customer. The post is to encourage customer share the news and reach as much as possible people.



The vote aim to attract public attention of racial discrimination, and the timeline is March, since the International Day for the Elimination of Racial Discrimination is on 21 March.

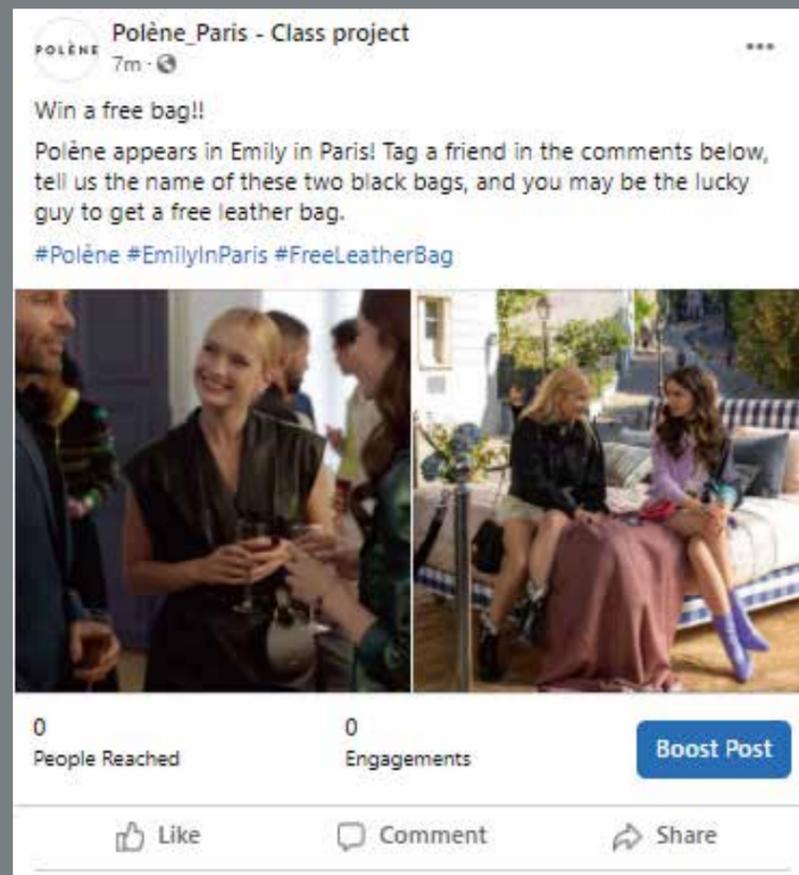


The COVID-19 pandemic has led to an increased amount of racism against Asians and Asian Americans recently. Polène create the post to support the Asian community, telling them the brand is standing with them.



Polène's bag is appear in the popular TV series, Emily in Paris, the brand create the post to promote topic discussion, and expect to reach different market of people.

Polène create the post to share the image of their customer carrying the bag. The brand interact with customers, aim to create positive brand image.



Facebook Page

The image shows a screenshot of a Facebook page for 'Polène Paris - Class project'. On the left is a 'Manage Page' sidebar with navigation options: Home, News Feed, Inbox, Business App Store, Notifications (2 new), Insights, Publishing Tools, and Ad Center. The main content area features a cover photo of a woman in a white outfit on a rocky beach, with an 'Edit' button in the bottom right corner. Below the cover photo is the profile picture (a circle with 'POLÈNE' and a camera icon), the page name 'Polène Paris - Class project', and the bio 'Create @Username · Bags & Luggage Store'. A button for 'Edit Learn More' is to the right. Below the bio is a navigation bar with 'Home' (selected), 'Groups', 'Events', 'Reviews', and 'More'. To the right of this bar are 'Promote', search, and menu icons. At the bottom, there is a 'Set Your Page up for Success' notification, a 'POLÈNE' logo, a 'Create Post' button, and a 'Compose' icon.

Link: https://www.facebook.com/Pol%C3%A8ne_Paris-Class-project-103654828507584

Facebook Ads 1

Campaign 1: Polène: Weekly Outfit Ideas

Marketing campaign goal:

increase sales revenue and drive traffic to website

Target customer: women/ age between 20 and 40/
live in New York or Los Angeles/ interested
in luxury bag.

Primary text:

Get some idea from Polène.

The luxury leather goods brand based in Paris

Description:

Polène: Weekly Outfit Ideas

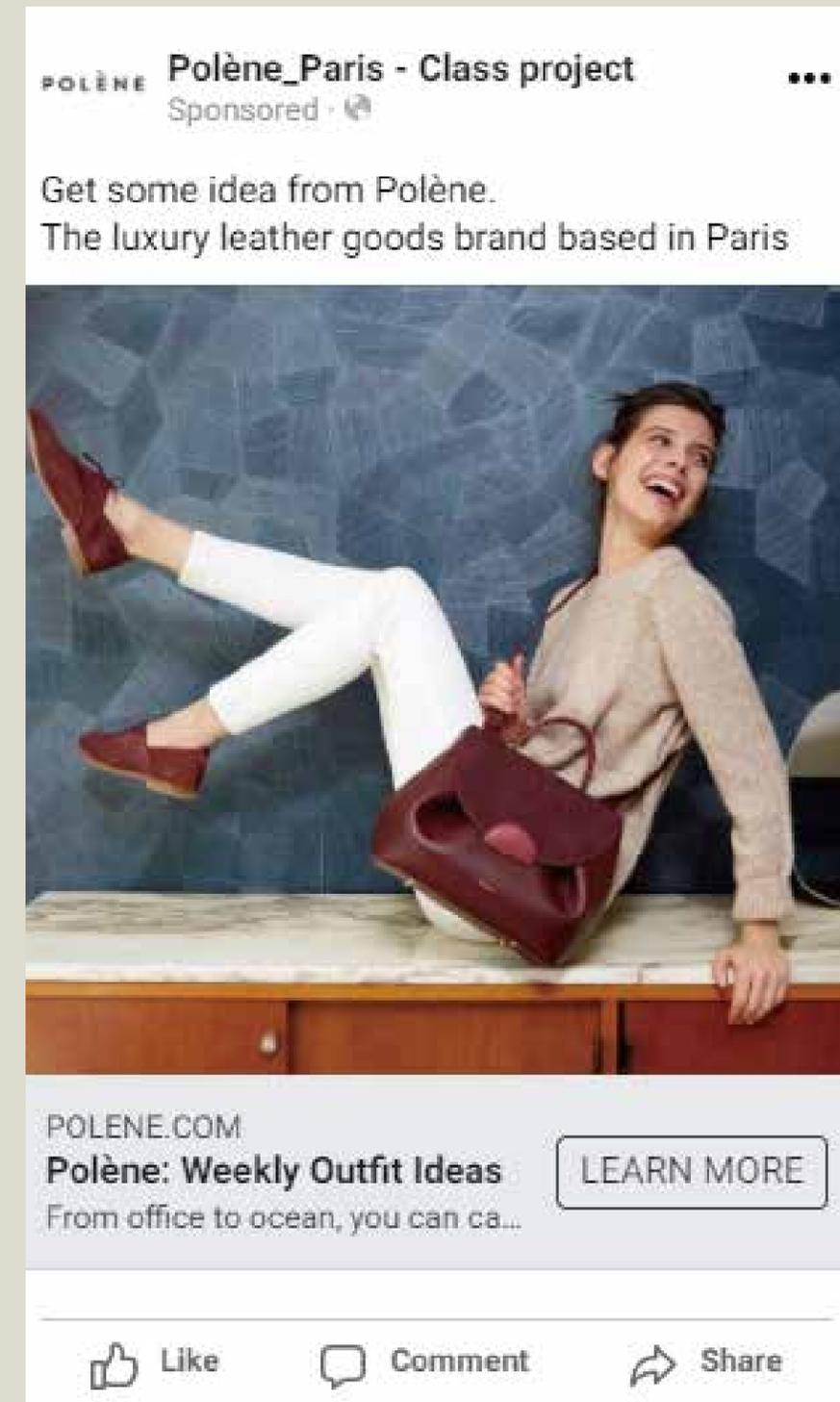
From office to ocean, you can carry Polène every-
where.

Daily Budget: NT\$500

\$50 x 100 days = NT\$5000

Click bid cap: NT\$50

(\$1=NT\$30)



The image shows a Facebook advertisement for Polène. At the top, it says 'POLÈNE Polène_Paris - Class project' and 'Sponsored'. Below that is the primary text: 'Get some idea from Polène. The luxury leather goods brand based in Paris'. The main visual is a woman in a light-colored sweater and white pants, sitting on a wooden ledge with her legs raised, holding a large, dark red leather bag. At the bottom of the ad, it says 'POLENE.COM', 'Polène: Weekly Outfit Ideas', and 'From office to ocean, you can ca...'. There is a 'LEARN MORE' button. At the very bottom, there are icons for 'Like', 'Comment', and 'Share'.

Facebook Ads 2

Campaign 2: Polène: Stand With You

Marketing campaign goal: create a positive brand image and increase sales revenue

Target customer: all genders/ age between 20 and 50/ live in or recently in San Francisco/ interested in Amnesty International, Social equality, and Women's rights

Primary text:

Whoever you are, wherever you live, all the decisions you make about your own body should be yours.

Description:

Polène: Stand With You

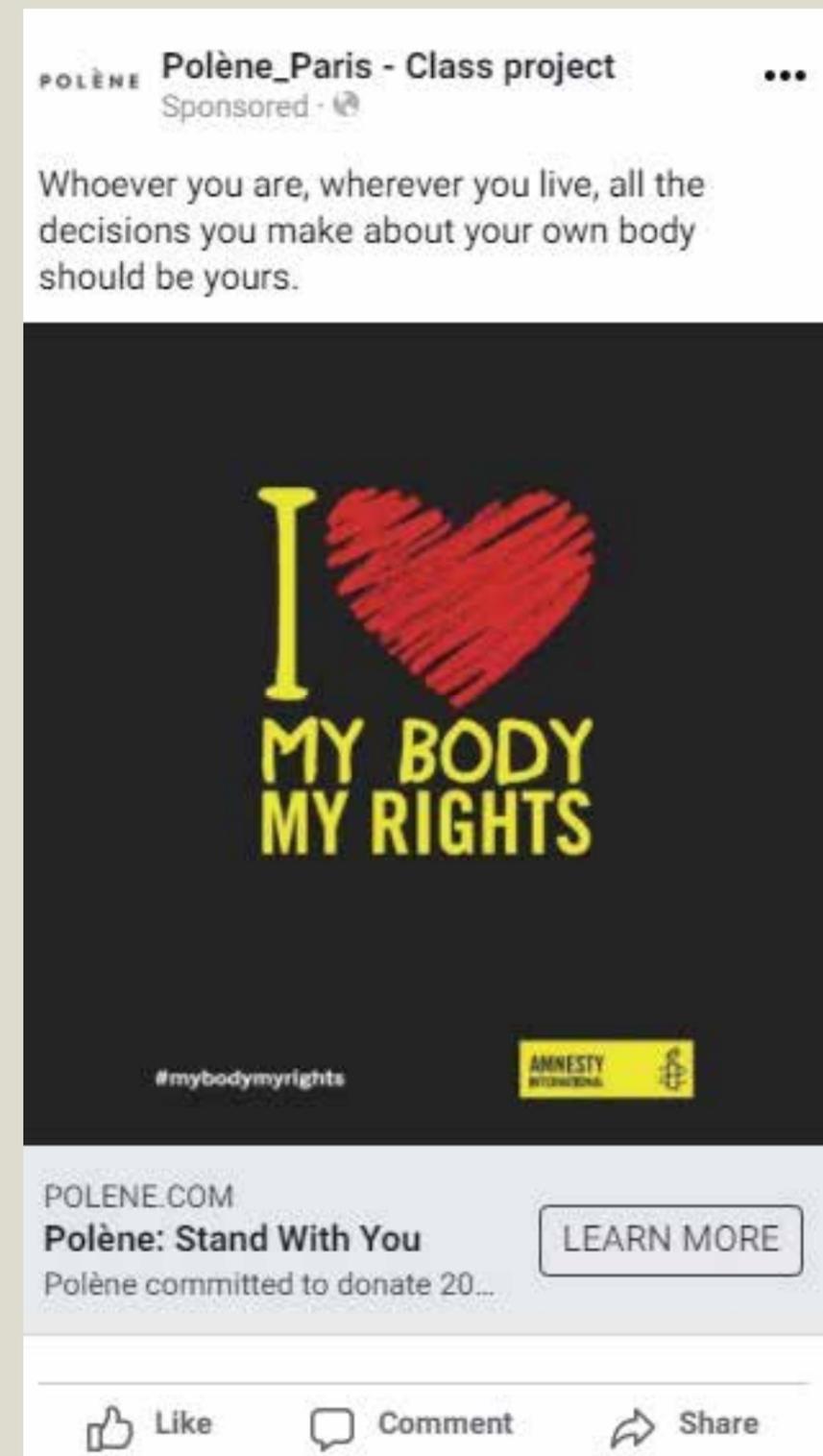
Polène committed to donate 20% of the total revenues to benefit project My Body My Rights.

Daily Budget: NT\$500

\$50 x 100 days = NT\$5000

Click bid cap: NT\$50

(\$1=NT\$30)



Viral Content 1

Goal: increase brand awareness

Hook: mystery

Transmission: Instagram

Seeding: influencers

POLÈNE is going to release “Numéro Sept” with new color, the brand will create a post on Instagram, including five color swatches and a “Numéro Sept” bag in the image, the consumer will be asked to guess which color is our new color, and the brand is giving away \$3000 for consumer, the participants who get the right answer will entered into a drawing to win the money. POLÈNE will cooperate with five influencers, asking them to attend and create a post on their social media, the five influencers will have different answers.



Viral Content 2

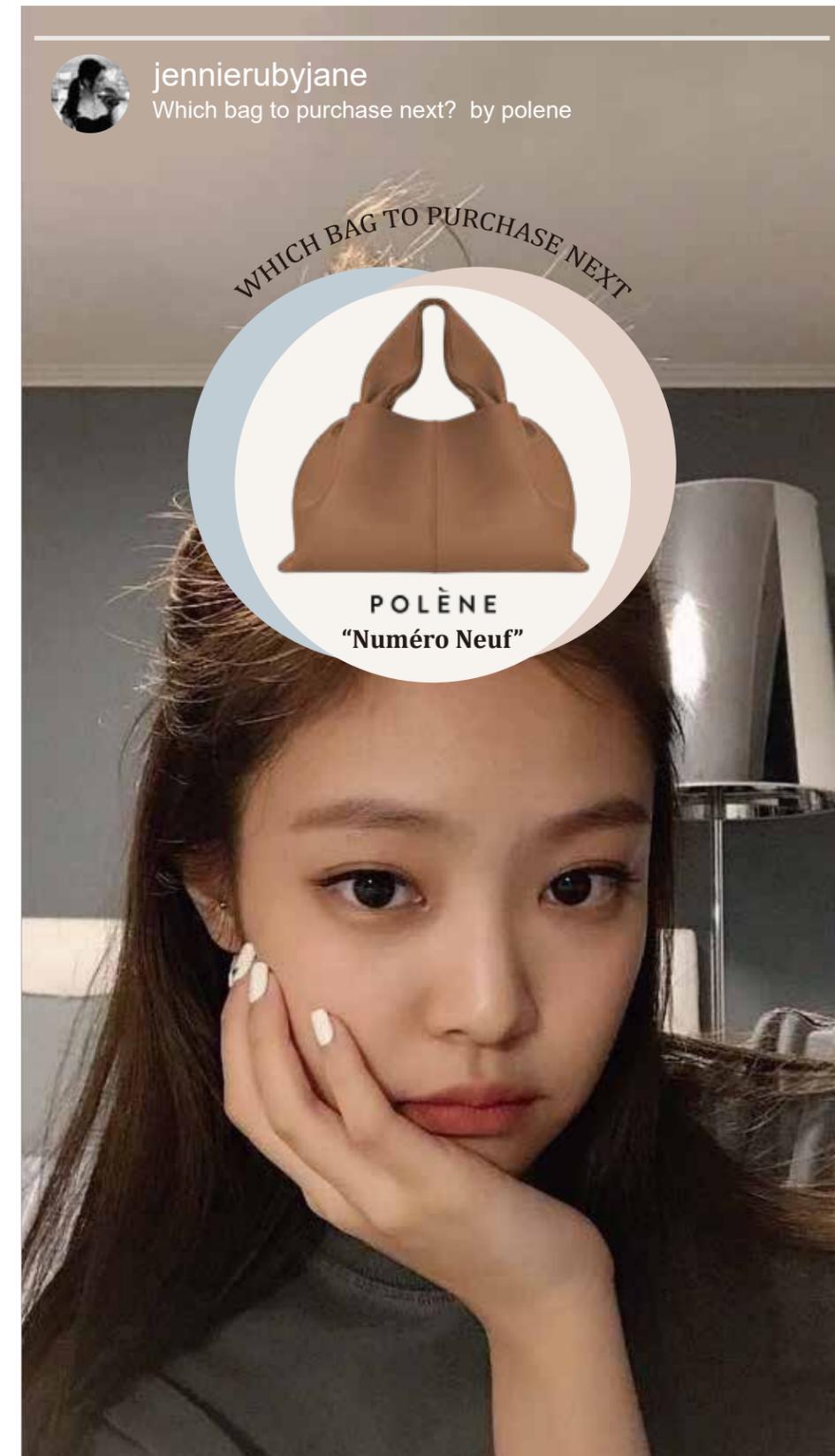
Goal: increase brand awareness

Hook: excitement

Transmission: Instagram

Seeding: influencers

POLÈNE will create an Instagram filter called “Which bag to carry today?”, this filter features a large selection of bags from POLÈNE, including "Numéro One", “Numéro Six”, "Numéro Sept", “Numéro Huit”, “Numéro Neuf”, “Numéro Dix”, and more. The filter gives consumer idea of the bag to carry everyday. POLÈNE will cooperate with influencers, asking them to use the filter on Instagram.



Display Advertising Strategy & Design Ads for Google's Display Network

Polène will display the ads on the website that share the fashion, life style, or luxury, such as Vogue, Elle, and Marie Claire. The brand will release a mother's day sales campaign, targeting female age between 25 and 44. The purpose is to increase sales revenue and drive traffic to website.

Polène: Holiday Sales, Display

Location: United States

Audience: they are fashionistas or luxury shoppers, and interested in wallets, briefcases & leather goods, and handbags

Demographics: females, age between 25 and 44

Content topics: fashion & style

Daily budget: \$100

Click bid cap: \$2

Campaign goal: increase sales revenue and drive traffic to website

Ad group name: Polène: Make This Mother's Day Special



Affinity audience
Fashionistas

Based on advertisers like you

Impressions (weekly)

10B - 1T

Estimates based on
United States, English, Display

-  Top related audiences
- Women's Apparel
 - Wallets, Briefcases & Leather Goods
 - Women's Media Fans

-  Top YouTube categories
- Handbags & Purses
 - Fashion Designers & Collections
 - Dresses

In-market audience
Handbags

Based on advertisers like you

Impressions (weekly)

500M - 1B

Estimates based on
United States, English, Display

-  Top related audiences
- Wallets, Briefcases & Leather Goods
 - Luggage
 - Women's Apparel

-  Top YouTube categories
- Handbags & Purses
 - Luggage & Travel Accessories
 - Luxury Goods



In-market audience
Wallets, Briefcases & Leather Goods

Based on advertisers like you

Impressions (weekly)

100M - 500M

Estimates based on
United States, English, Display

-  Top related audiences
- Luggage
 - Handbags
 - Outerwear

-  Top YouTube categories
- Handbags & Purses
 - Luggage & Travel Accessories
 - Outerwear

Affinity audience
Luxury Shoppers

Based on advertisers like you

Impressions (weekly)

10B - 1T

Estimates based on
United States, English, Display

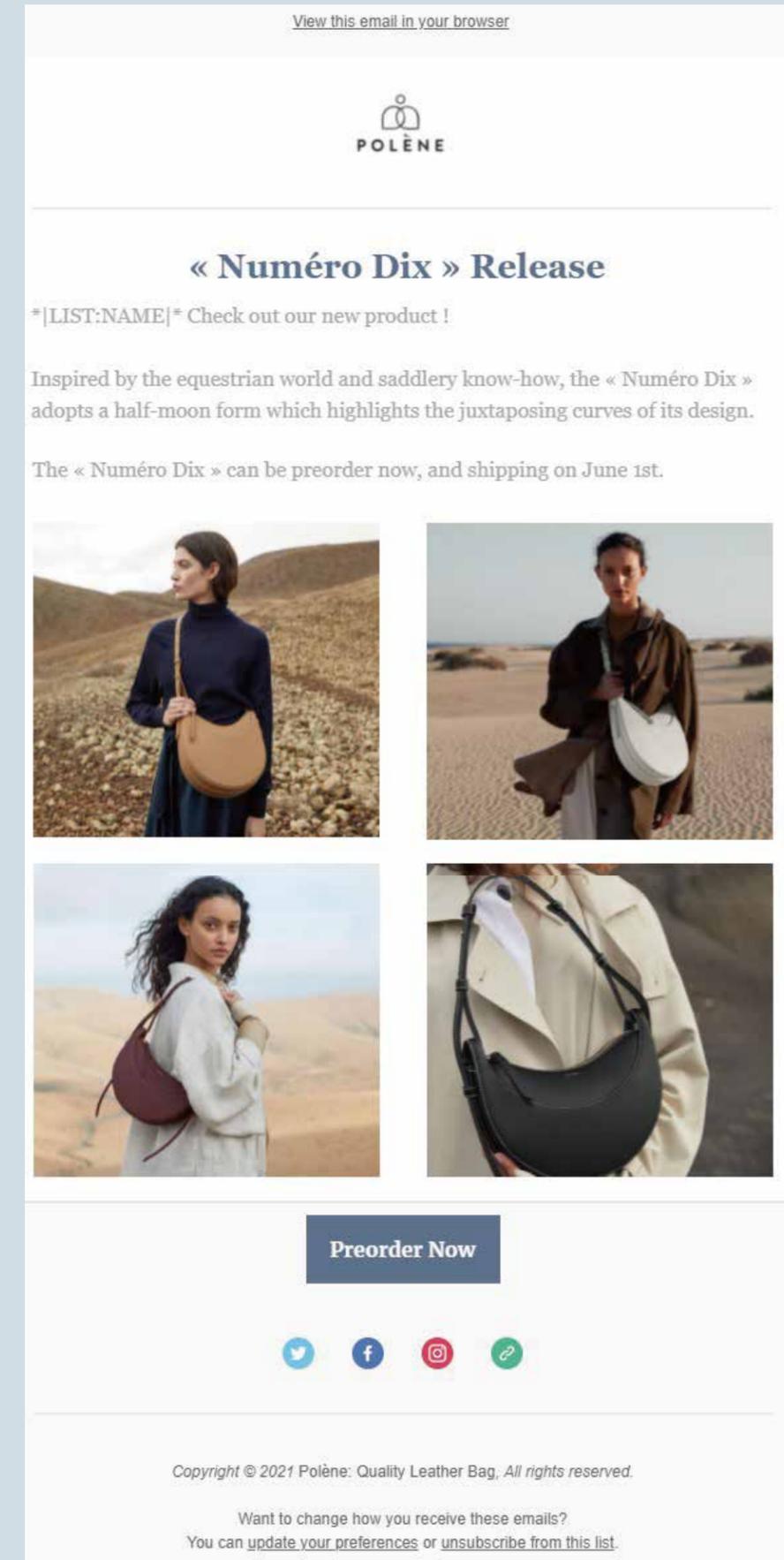
-  Top related audiences
- Handbags
 - Wallets, Briefcases & Leather Goods
 - Fine Jewelry

-  Top YouTube categories
- Handbags & Purses
 - Rings
 - Luxury Goods



Email Strategy

E-mail is a cost-effective and valid ways to marketing, since it can be easily viewed on desktop, laptop, tablet, and mobile devices, the brand can easily connect with their customer. I would like to use e-mail to introduce the new releasing products, and collect the customer information such as name, gender, location, as well as category of interest, in order to send the suitable e-mail to each customer, and increase the sales revenue. Knowing the name and gender of the customer, the brand can use the proper title, and will seldom cause offense. When the brand know where do the customer live, they will have better idea if they are going to open a physical store. I will include the brief introduction of the product, images, and a call to action in the email, to encourage customer click on and browse on our official website. The button make the shopping experience convenient and easy.



Integrate Google Analytics

Google Analytics allows the company to measure the advertising ROI as well as track their Flash, video, and social networking sites and applications, it is a powerful software application designed to track information. For the brand I am working on, I think the five most important metrics in Google Analytics are traffic acquisition, visitors demographic, website engagement, conversion rate, and monetization.

Traffic Acquisition

Polène is able to know visitor number and how visitors arrived at their website by traffic acquisition, the metric can help to measure the effectiveness of the media channels and online marketing methods. The key acquisition channels includes organic search, paid search, direct, e-mail, social media, display ads, and referral. I would like to know which channels bring more flow, and which don't, in order to improve the strategy. Giving more budget to the better performing efforts, and reduce or stop the advertising on particular channel and campaign. Deeper understand where the visitors coming from, give the brand idea where to release more ads, which is more likely to attract more consumers to the website.

Visitors Demographic

Demographics gives Polène the visitors' information about their country, city, gender, interests, age, and language, which can help the brand to segment the customers. It is a measurable characteristics that also let the brand understand how and where customers search for information and purchase products. For example, if Polène is planning to open a brick and mortar store in San Francisco, they need to know how many people are living in the city or nearby, and are aged between 20 and 40 years old. Being able to measure such characteristics allows the brand to identify the number of people to which they could potentially target their products or services.

Website Engagement

Engagement is also important to Polène, because the brand can see how many time do the visitors stay on the page, and see views as well as event count of the social media post. By knowing the average engagement time, the brand can rank the pages and screens, analyze the reason of lesser engagement time page, whether is the unattractive pages or the worse-website operation experience, the brand can then optimize or modify web page content. Knowing the post with better response can also help the brand when creating social media post.

Conversion Rate

Conversion rate allows marketers to monitor online conversion events such as sales completed, leads acquired, or actions taken. A basic conversion funnel for an online store often includes click on ad, visit website, add product to cart, select shipping option, and enter credit card form and submit order. Not all consumers who enter the funnel will complete all the steps necessary to reach the final conversion goal, so the brand needs to understand why the consumers leave earlier. Polène will evaluate how effective marketing efforts are at generating conversions by using it as a metric.

Monetization

Monetization is one of the most important and direct metrics for determining the success of an ad or campaign aimed at generating consumer purchases. Polène can analyze the purchase activity and get the information such as total revenue, total purchasers, and average purchase revenue per user. Understand which items are more popular, which time period or promotional programs create better sales, and the brand can also compare the monthly sales revenue, see if the revenue is increasing.