



s a e

### E-commerce

- Focuses on e-commerce technology, creating web-based business models, marketing innovations for a new fashion brand, and utilizes the latest technique for an enhanced customer interface.

# About



sae's story starts from creating basic garments that will last.

It aims to redefine the concept of casual basics such as a hoodie or a t-shirt and create it into something comfortable, durable, and stylish. The brand was rooted from one's own lifestyle where the boundaries between work, fitness, and style has to always stay put together.

From the streets to home, the brand is determined provide the perfect piece of garment to help you be the best version of yourself.

You don't have to sacrifice comfort, style, or practicality with the brand sae.

# Target Consumer



## Demographic

Location: North America

Gender: Female

Ages: 25-35

Income: \$23000 - \$30000

Professionals with entry level – junior level Jobs

## Psychographic

- Enjoys fashion trends & lifestyle centered around health and fitness.
- Active on social media
- Interested in trying out newest trends
- Comfort and practicality is important
- Minimalism + Sustainability



# Brand Mood Board



Work on you, for you.



REMEMBER  
WHY  
YOU  
STARTED

# Competitors

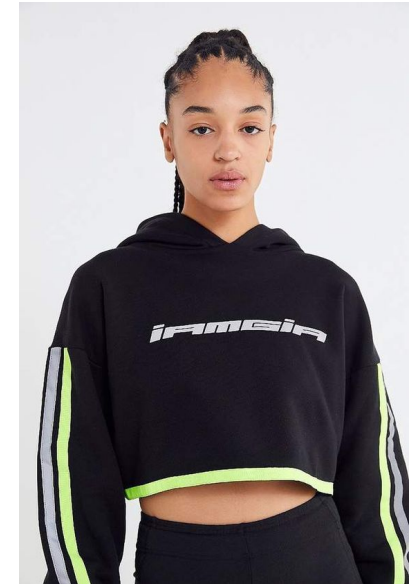
**TALENTLESS**



**KITH**

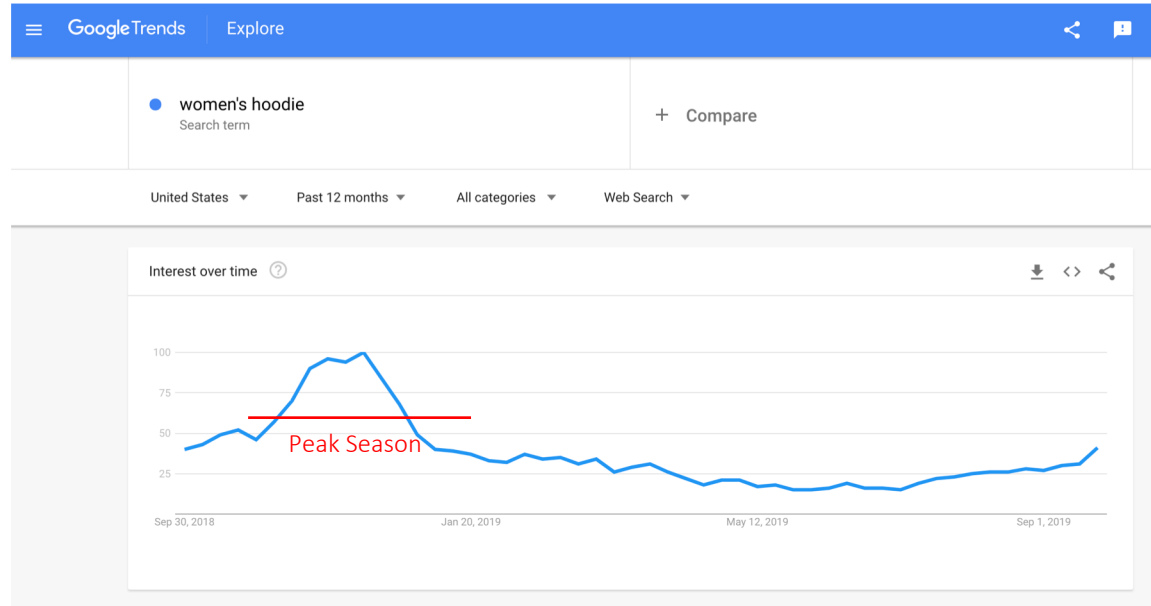


**I.AM.GIA**





# 3 Month Peak Seasons



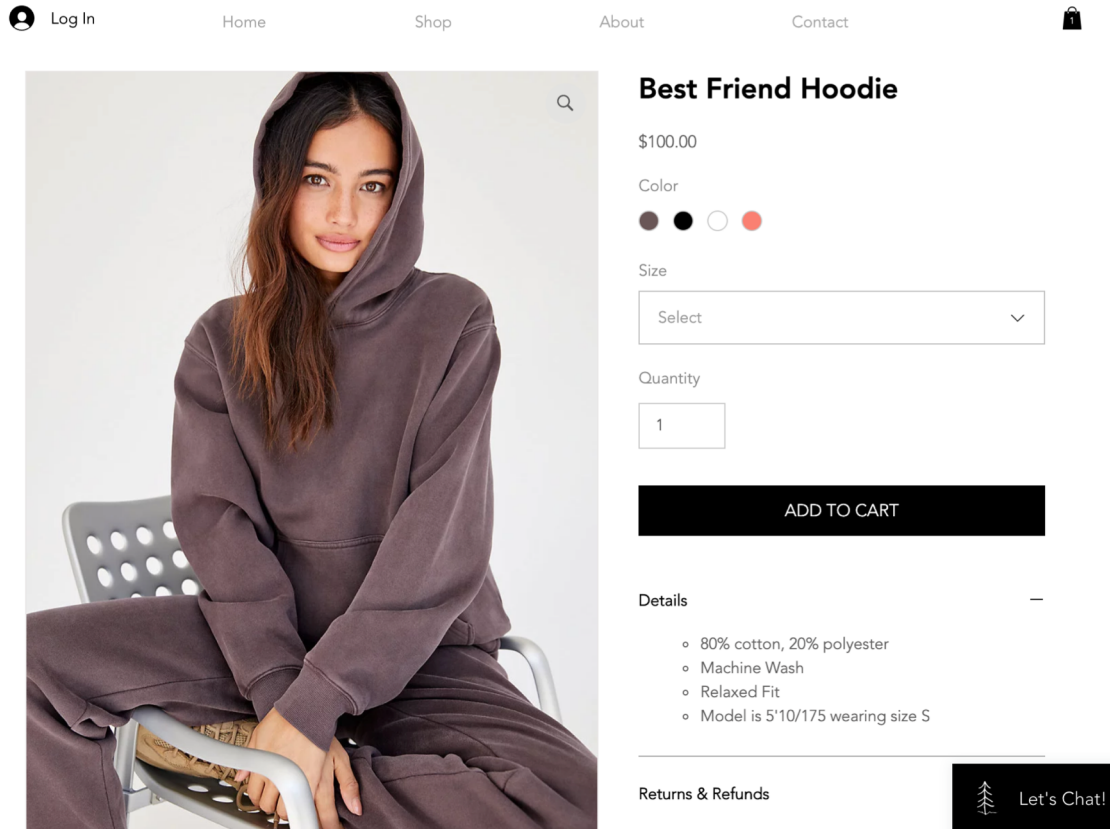
- The peak season is October, November, and December.

“best friend”

## Peak Season Merchandising Story



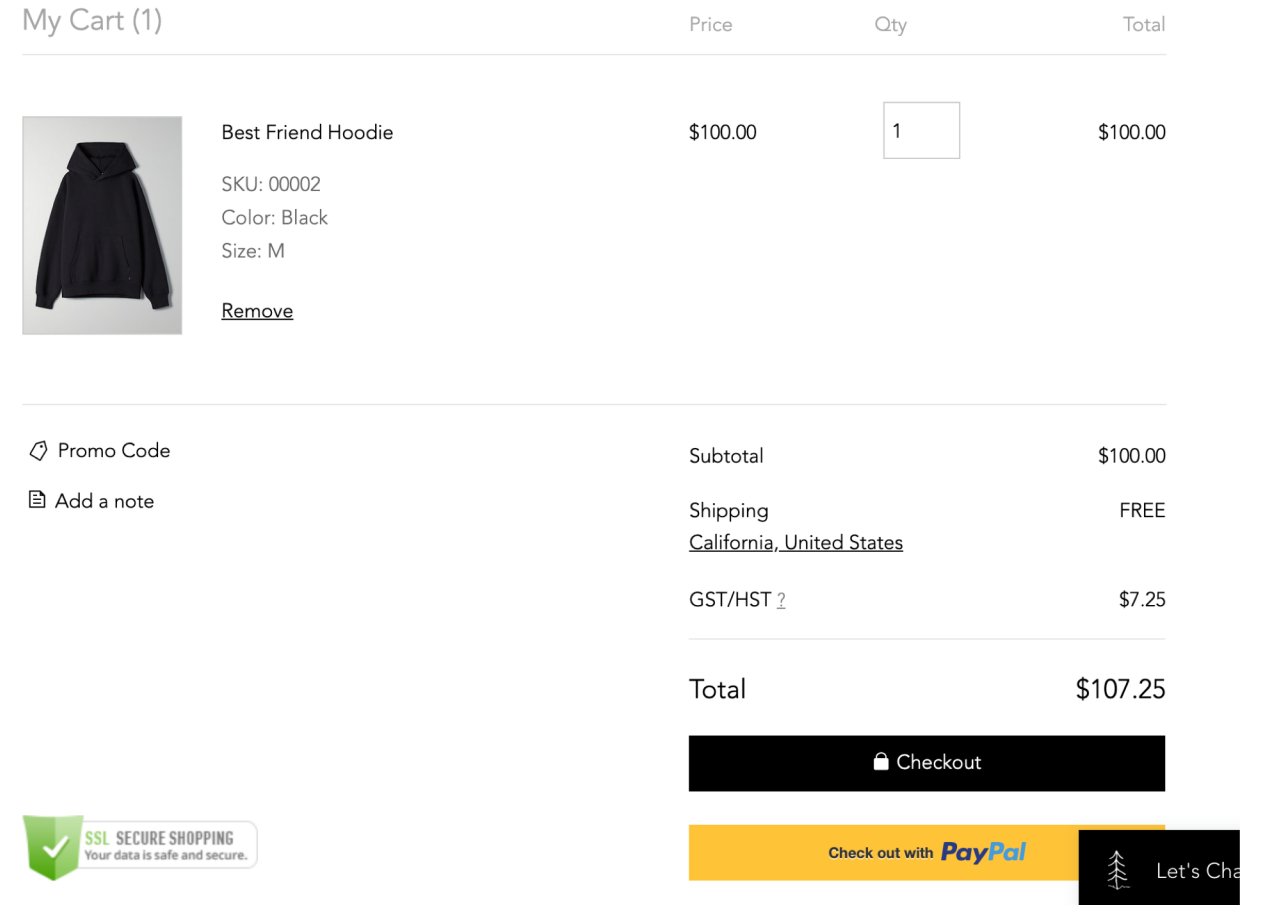
# Product Page



Link

<https://0homefoodtherapy0.wixsite.com/saesae/product-page/best-friend-hoodie>

# Cart & Check Out






Link:

<https://0homefoodtherapy0.wixsite.com/saesae/cart?appSectionParams=%7B%22origin%22%3A%22cart-popup%22%7D>

# Confirmation Page & E-mail

**Order Confirmation #12345**

 Inbox x


 

[Orders@sae.com](mailto:Orders@sae.com) <orders@sae.com>

Oct 11, 2019, 1:46 PM (12 days ago) ☆ ↶ ⋮

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**Items Ordered**



The T-shirt.

Quantity 1

\$20

Subtotal:

\$20

Tax:

\$2.5


Shipping:

Free

Total:

\$22.50

**Payment Info.**



xxxxxxxxxxxx1234

**Ship To:**


Lisa Johnson


7 Washington St SW,

San Francisco, CA

94104

Questions? [Contact Us](#) – [Live Chat](#)

 Reply

 Forward

# Customer Communication

## FAQs

Find answers to your questions  
[here](#)

## Contact Us

### Phone

#123-456-7890  
Mon - Fri 7:00 AM - 9:00 PM PST  
Saturday 8:00 AM - 9:00 PM PST

### E-mail


[contact@sae.com](mailto:contact@sae.com)

### Live Chat

Mon - Fri 7:00 AM - 9:00 PM PST  
Saturday 8:00 AM - 9:00 PM PST  
Available on bottom right corner,  
ask a question to activate chat  
with a live agent!



Submit

 Let's Chat!

Link to Contact Us Page

<https://Ohomefoodtherapy0.wixsite.com/saesae/contact>

# Main KPI

- **Site Metric KPI:** Conversion Rate (Number of order/Number of Site visitors X 100)

Once the brand launches a new collection or a campaign and wants the consumers to take action, this can help the brand test out CTAs or masthead designs for one's advantage.

- **Merchandising Metric KPI:** Average Unit Retail AUR (Gross sales/Number of Units sold)

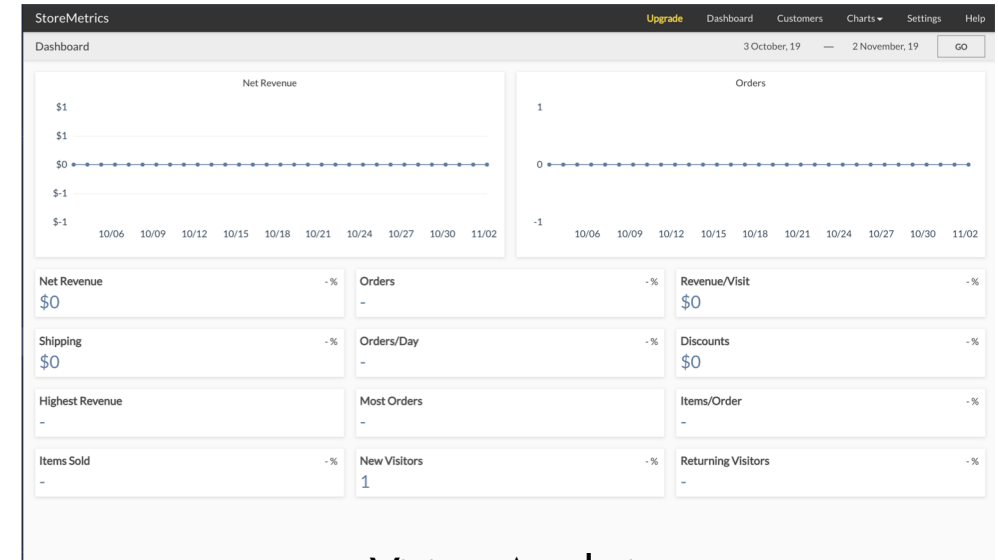
When releasing a new product line and the brand is unsure of the right pricing for that product, one can take the AUR data and implement the right pricing strategy.

- **Revenue Metric KPI:** Net Sales (Gross sales – Sales Adjustments)

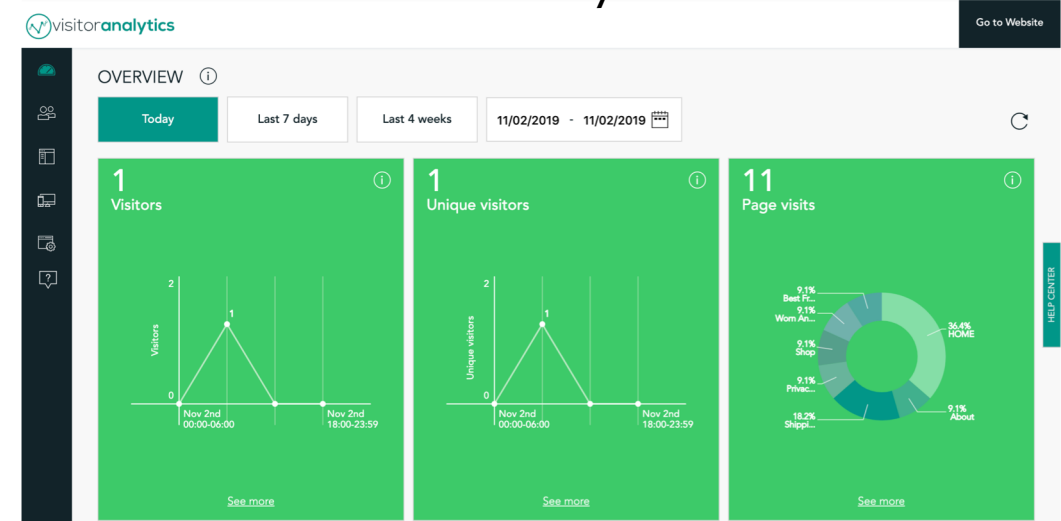
For an apparel brand like sae looking at the net sales is a better way to measure sae's revenue. By understanding how much your brand is making, one can help on set the right budget for running the company.

# WIX Analytics Software

## StoreMetrics



## Visitor Analytics

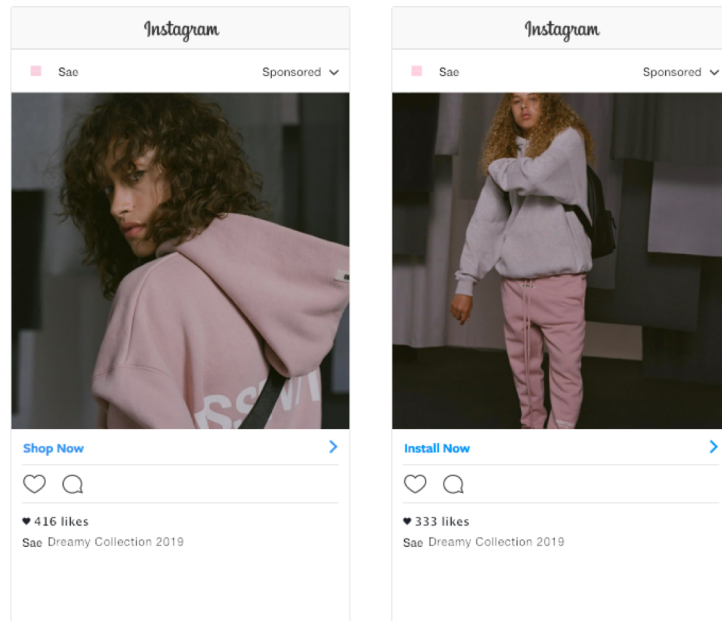




# Marketing Campaign

## BRANDING CAMPAIGN

- **Name:** DREAMY COLLECTION CAMPAIGN
- **Time:** October 1<sup>st</sup> – 30<sup>th</sup>
- **Objective:** To promote the new collection for F/W collection 2019 and generate traffic and sales.
- **Estimated Costs:** \$500 for content photo shoot and image creation



## PROMOTIONAL CAMPAIGN

- **Name:** 100 people only “Free Matching Jogger” Gift
- **Time:** Starts on November 15<sup>th</sup> and ends when it is sold out.
- **Objective:** To encourage consumers to make a purchase and drive traffic to the website.
- **Estimated Costs:** \$1 500 (\*\$15 per joggers)



# Marketing Campaign

## SALES CAMPAIGN

- **Name:** Sae Thanks (\*Coupon Code SAETHANKS)
- **Time:** December 23<sup>th</sup> – 30<sup>th</sup>
- **Objective:** This is a price reductions campaign where the main objective is to increase website traffic and orders to increase the revenue before the end of the fiscal year.
- **Explanation:** The consumer gets 30% off the entire order online. This event will include both sales and new items.
- **Estimated Costs:** \$150 (\*banner design & display for 2 weeks)
- **Link to Homepage:**  
<https://0homefoodtherapy0.wixsite.com/saesae>

# Search Engine Marketing (SEM)

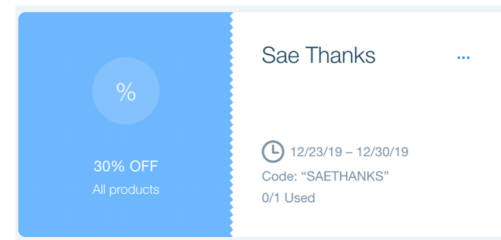
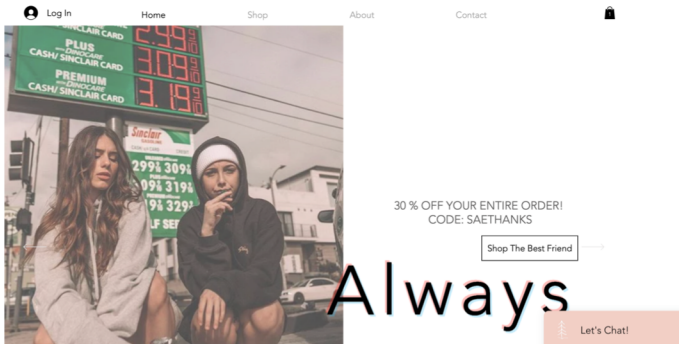
- The following strategy aims to have the e-commerce site easy to locate in the parts of SERP so more products are promoted and sold.
- The phrases describing the link to the store is written to gain more traffic to the site.
- Click Bid: \$1/Click. (50 clicks/day)
- **Estimated Costs:** \$1500 per Month

Mobile

sae's Comfy Tops | Shop Quality Hoodies for Women

**Ad** 0homefoodtherapy0.wixsite.com

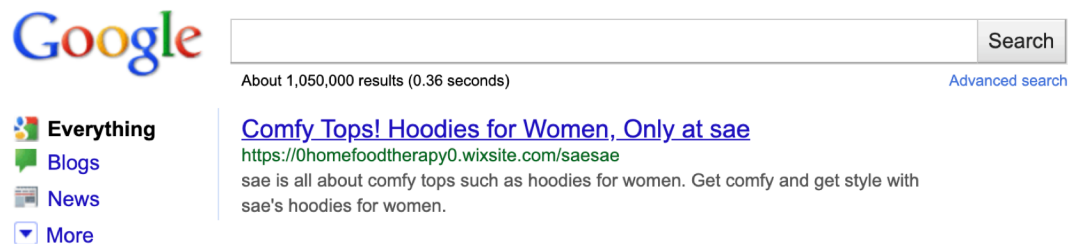
30% off your entire order now! Cutest and Stylish Hoodies Available in limited Quantity.





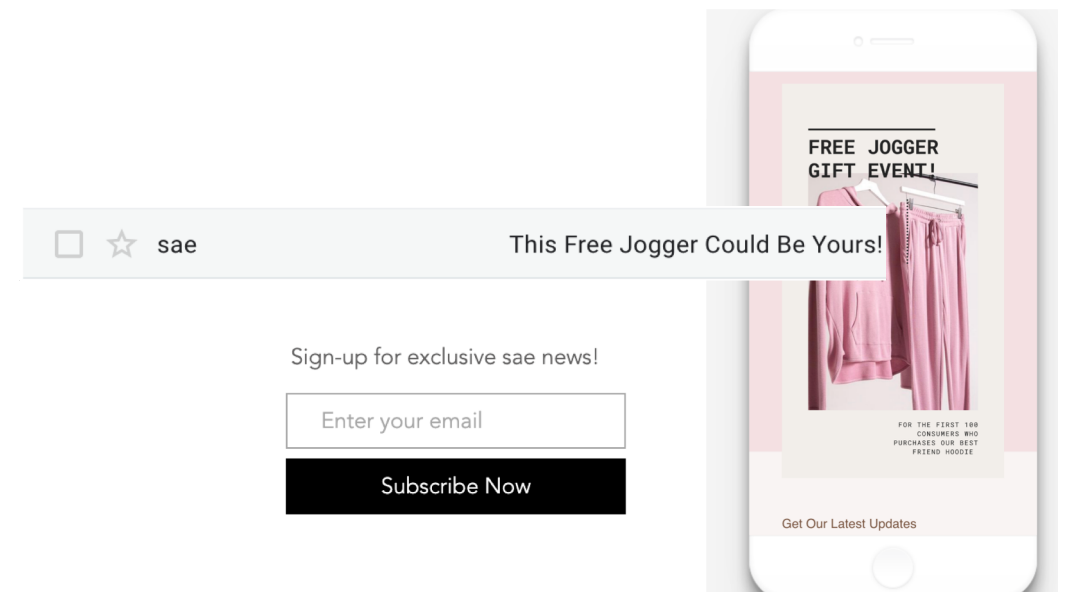
# Search Engine Optimization (SEO)

- The same two keyword “hoodies for women” and “comfy tops” will be applied to optimize the brand’s e-commerce site.
- By utilizing both on-page ranking factors with the keywords and also off-page ranking factors from successful backlinks, this SEO strategy will help one to appear more on the organic search results. **Estimated Costs:** \$500 per Month
- **Link to the Optimized Site:**  
<https://0homefoodtherapy0.wixsite.com/saesae>



# E-Mail

- The brand wishes to create meaningful e-mails that are not entirely promotional to increase the number of subscribers in our mailing list.
- Those who sign up for the first time gets 10% off will be asked to subscribe during the check-out process. **Estimated Costs:** \$10 per month
- **Link to the E-mail:**  
<https://shoutout.wix.com/so/93Mwzm3BW#/main>



# Display Ads

Estimated Costs: \$500 per month

## Social Media Marketing (SMM) Social Media Advertising (SMA)

COSMOPOLITAN style beauty sex politics astrology

subscribe newsletter 🔍 US

### beauty trends + style tricks



Style & Comfort  
Hoodies for Women



50% off your entire order!  
SHOP NOW

Style & Comfort  
Hoodies for Women



30% off your entire order!  
SHOP NOW

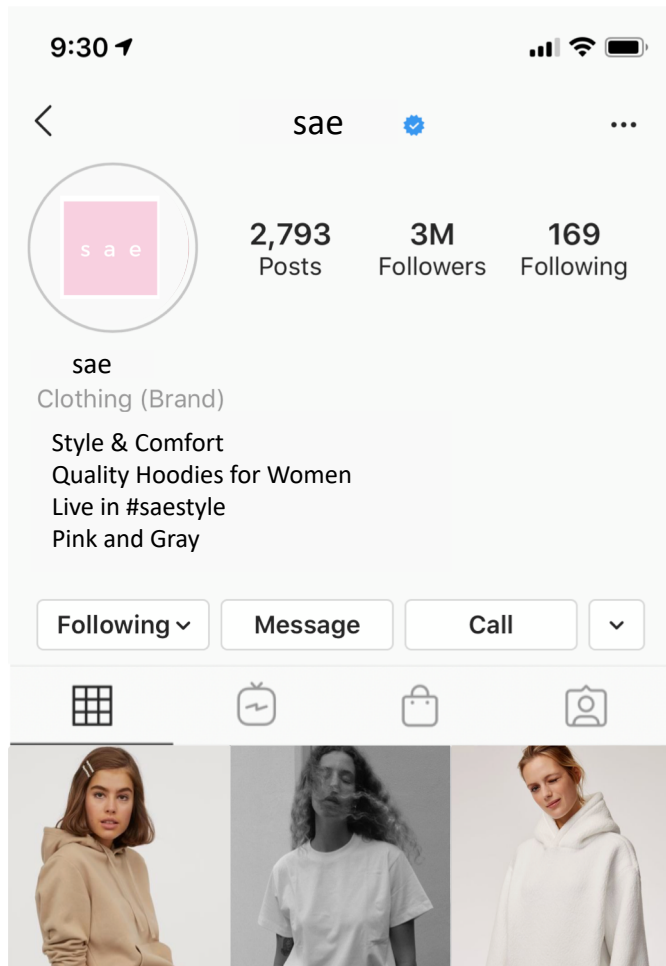


Homepage link with social bar at the footer: <https://0homefoodtherapy0.wixsite.com/saesae>

- sae's target audience are digital generation prone to utilizing multiple social media channels. This results in the brand's focus on platforms such as **Instagram, Facebook, Twitter, and Pinterest**. The first two platforms will be for branding purposes and a channel for the consumers to collectively follow. Twitter will be used for lively updates and community meme sharing, Pinterest will serve as platform that communicates the brand's aesthetics.

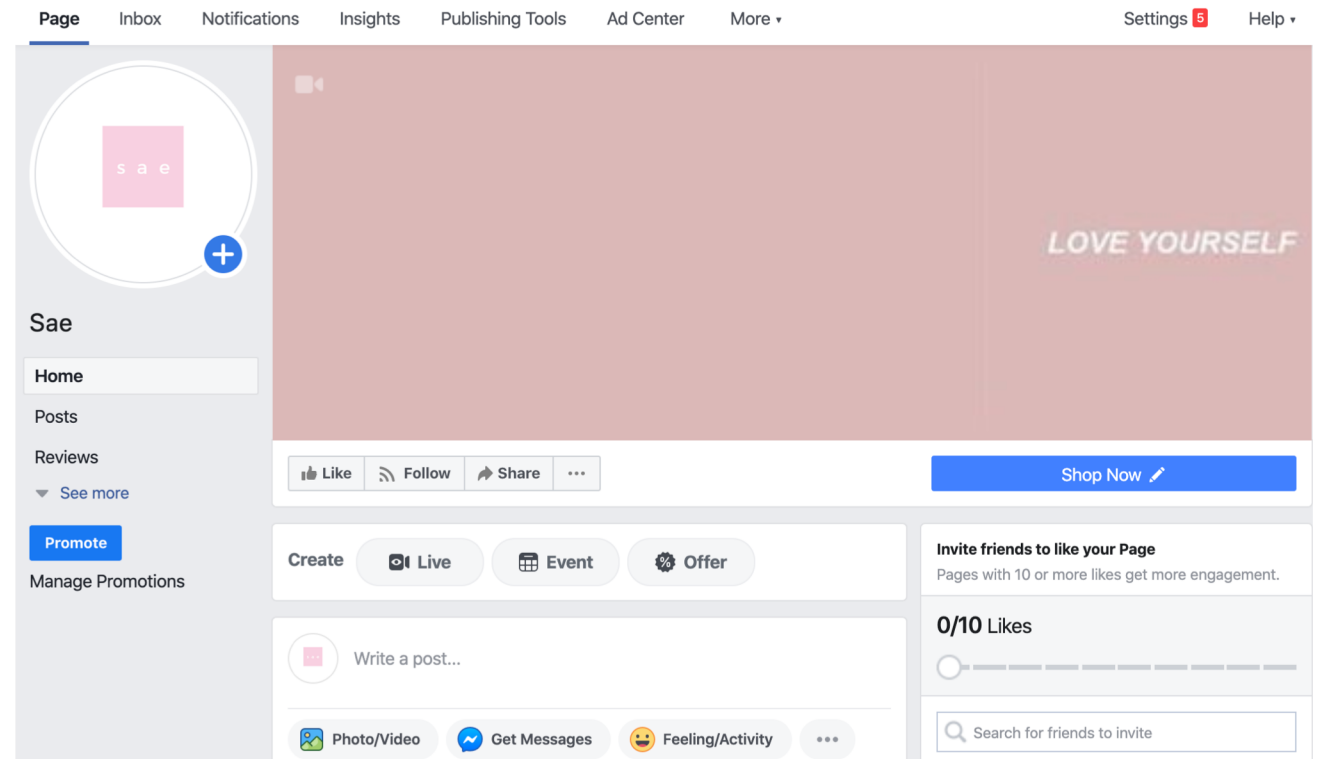
# Instagram Page Mockup & Sponsored Posts

- **Estimate Cost for SMA:**  $\$0.5 * \$2500 = \$1250$



- **SMM**

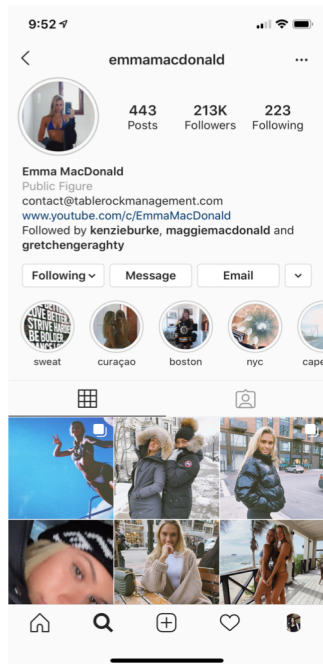
# Facebook Page Mockup



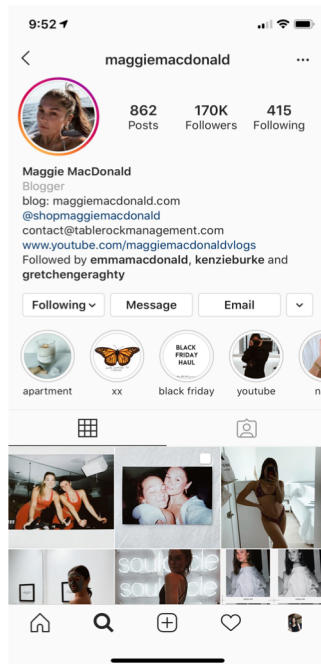
- **SMM**

# Influencers

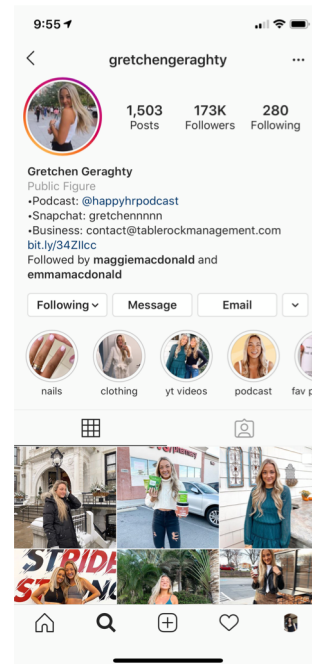
- sae will contact 3 lifestyle influencers for promotions. They are females aged around 20 – 27 which is the primary target audience of the brand itself. With a follower community of around 200k.
- **Estimated Costs:** \$500 gift card where the influencers can pick out the product that they want to feature on their channel + \$2000=\$2500



213K



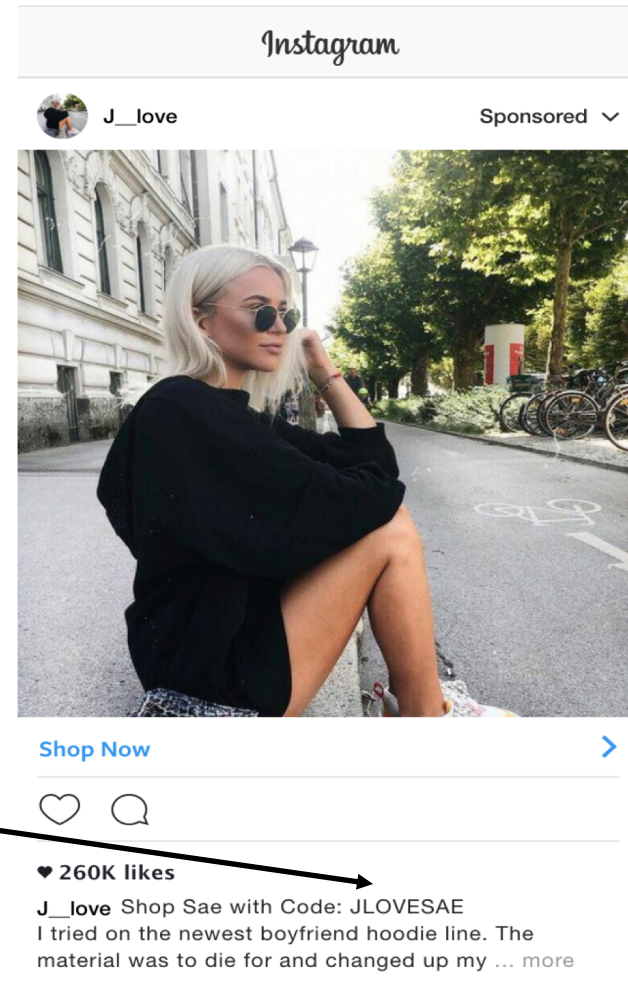
170K



173K

# Affiliates

- **Estimated Costs:** \$250 (affiliate hiring fee) + 4% of the entire order



CODE

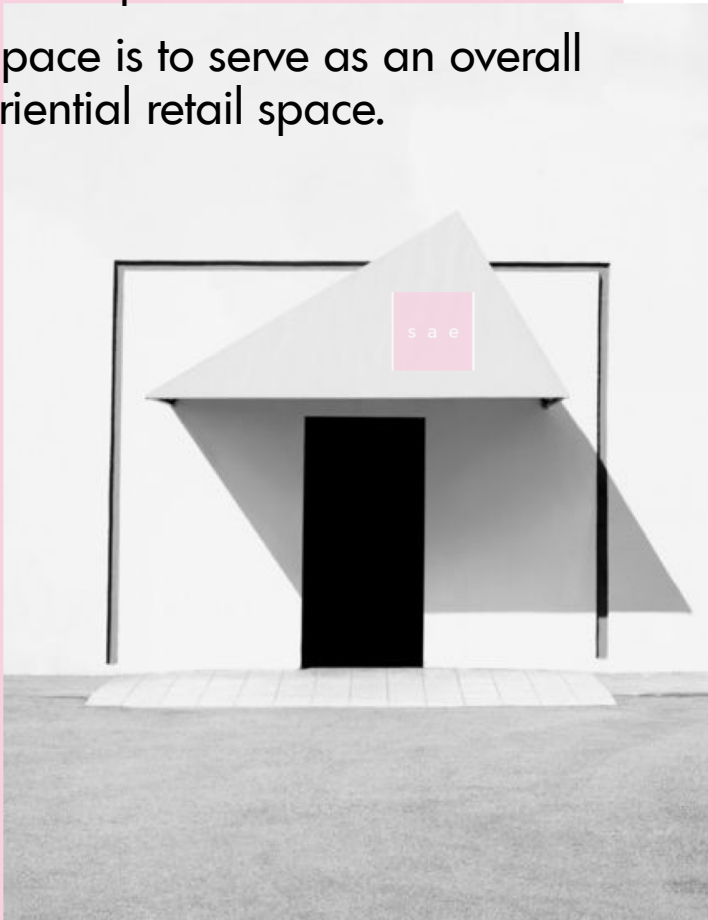
SPECIFIC CODE PER AFFILIATES

Sample Link: <https://0homefoodtherapy0.wixsite.com/saesae/jlovesae>

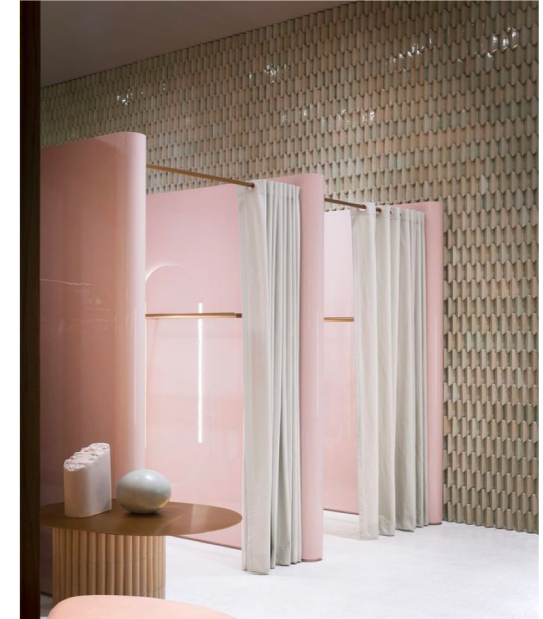


# Pop-up Store

- Located in the Melrose shopping district in LA, California. The location's unique attitude towards athleisure and the global exposure through the international tourists makes it a perfect location.
- The space is to serve as an overall experiential retail space.

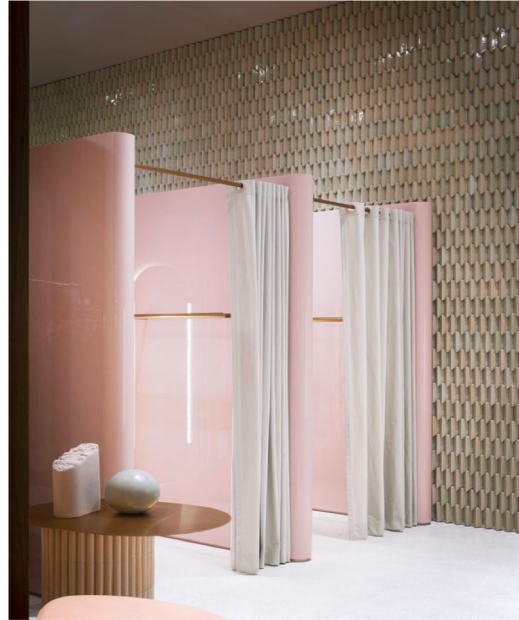


## Multi-Channel Features, Services, & Integration



- Online Ordering Service (\*inventory lookup)
- Cross Channel Returns
- Styling Service
- Limited edition hoodie only available at the pop-up.
- Multiple Photo Zones throughout the store.
- Free welcome drinks for visitors.

# Multi-Channel Features, Services, & Integration



- **Online Ordering Service (\*inventory lookup)**

Pop-up stores are limited in inventory, so consumers are available to try on sample pieces and order extended sizes and colors that are not available directly at the store.

- **Cross Channel Returns**

Online purchases can be returned during the there weeks duration of the pop-up being held. This makes things convenient for the consumers while also increasing foot traffic.

- **Styling Service**

- **Limited edition hoodie only available at the pop-up.**

- **Multiple Photo Zones throughout the store.**

- **Free welcome drinks for visitors.**

# Works Cited

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