

E - C O M M E R C E P L A N

IMPERIUM LABS

T H R E E - M O N T H P E A K S E A S O N P L A N

P A U L I N A T R U J A N O

INTRODUCTION

BRAND DESCRIPTION

IMPERIUM LABS

- High-end, all men skincare brand.
- Multifunctional, highly efficient formulas with high standard for production.
- Mission: break stigma about men caring for their skin.
- A brand made specifically for men, their needs and marketing.
- Name is powerful, elegant, masculine and direct.

COMPETITORS

Jack Black[®]
Authentic and Original

- Similar target market and marketing.
- Lower price ranges.

Kiehl's
SINCE 1851

- Similar price ranges and high regards for formulas.
- Different marketing.

TOM FORD BEAUTY

- Similar price ranges and high-end target market.
- Different marketing.

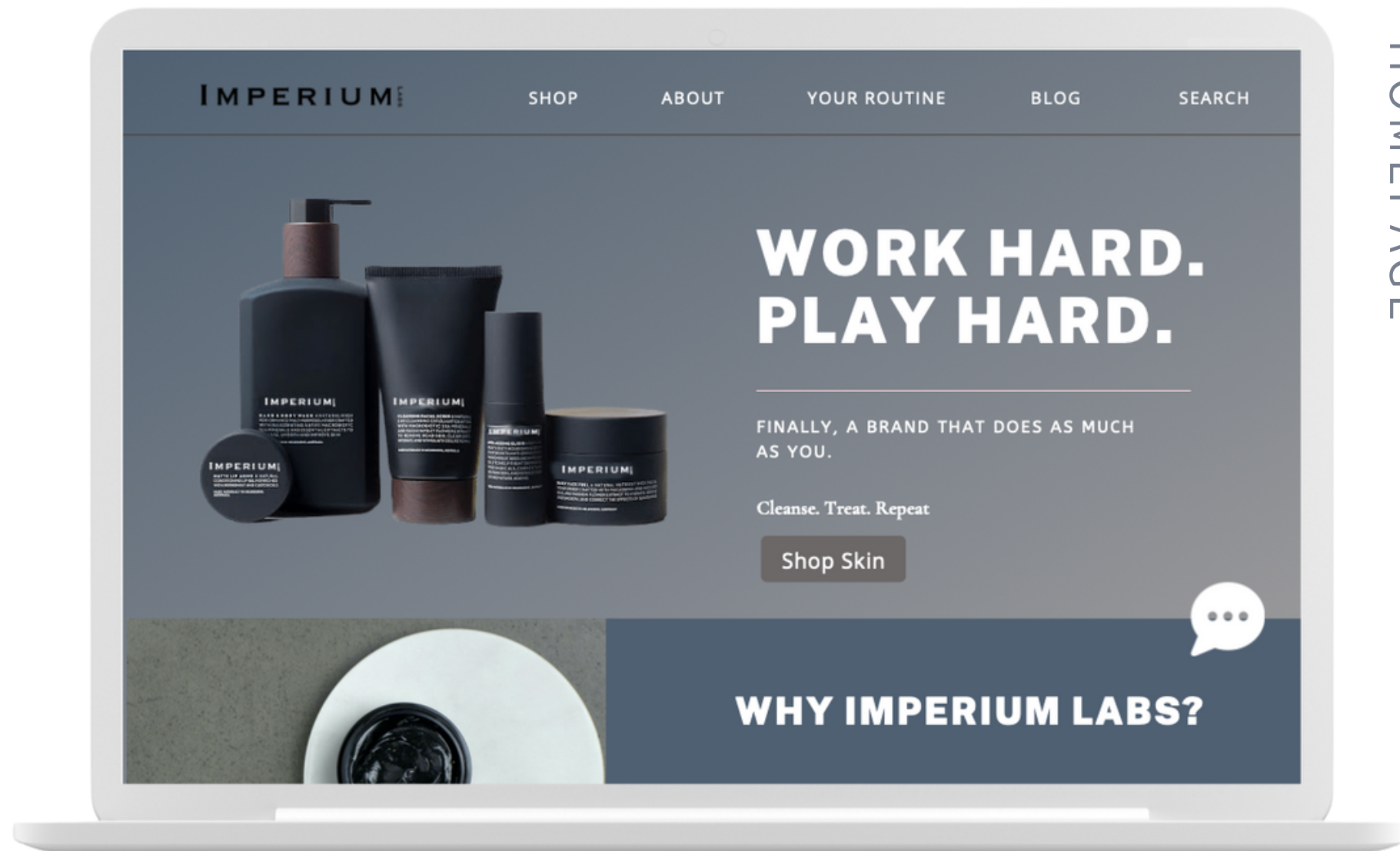
OBJECTIVES

- Increase sales by 20% by the end of January.
- Increase site traffic rate by 25%.
- Minimize shopping cart abandonment rate by 15%.



SITE DESIGN

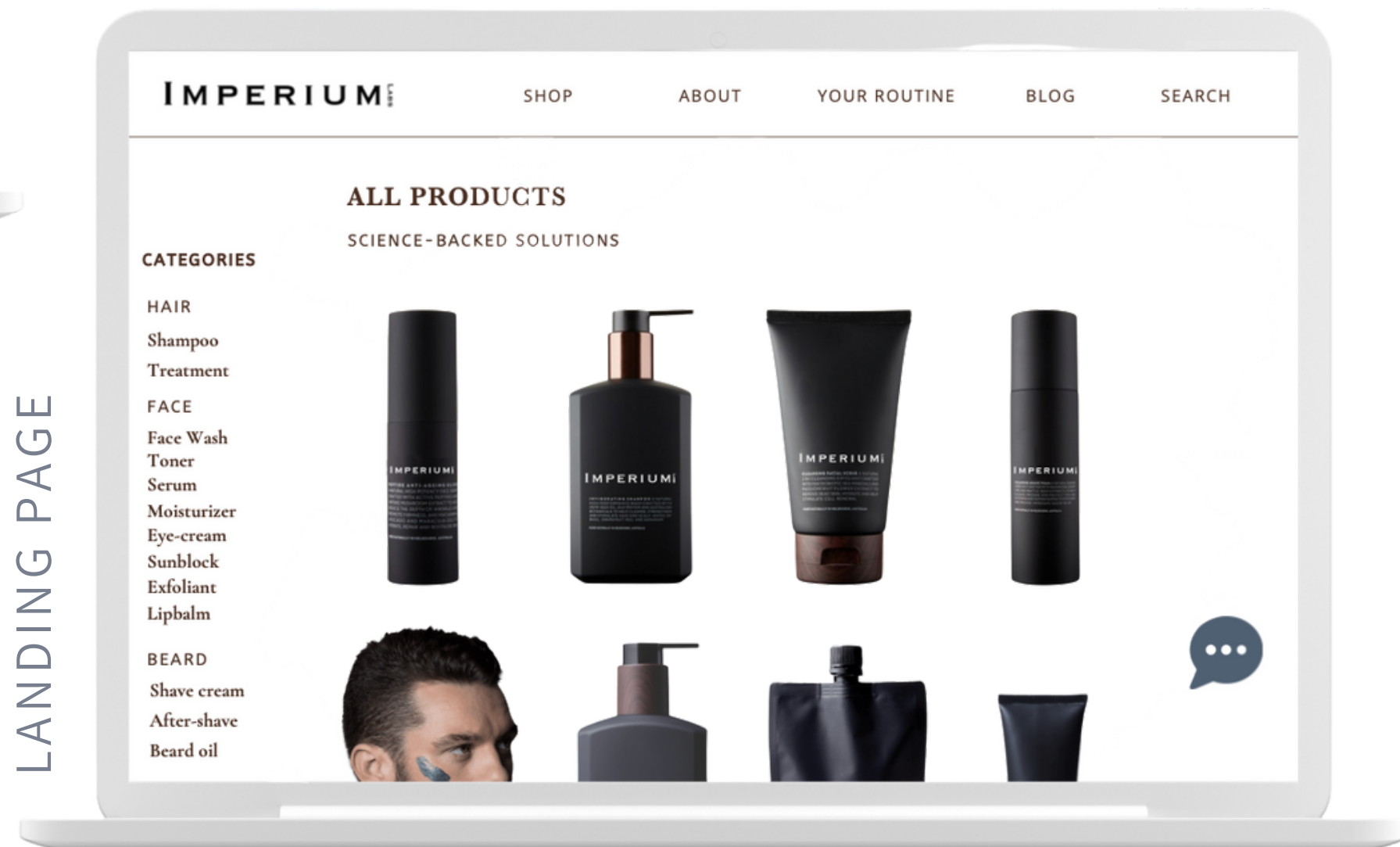
MOCKUPS EXAMPLES



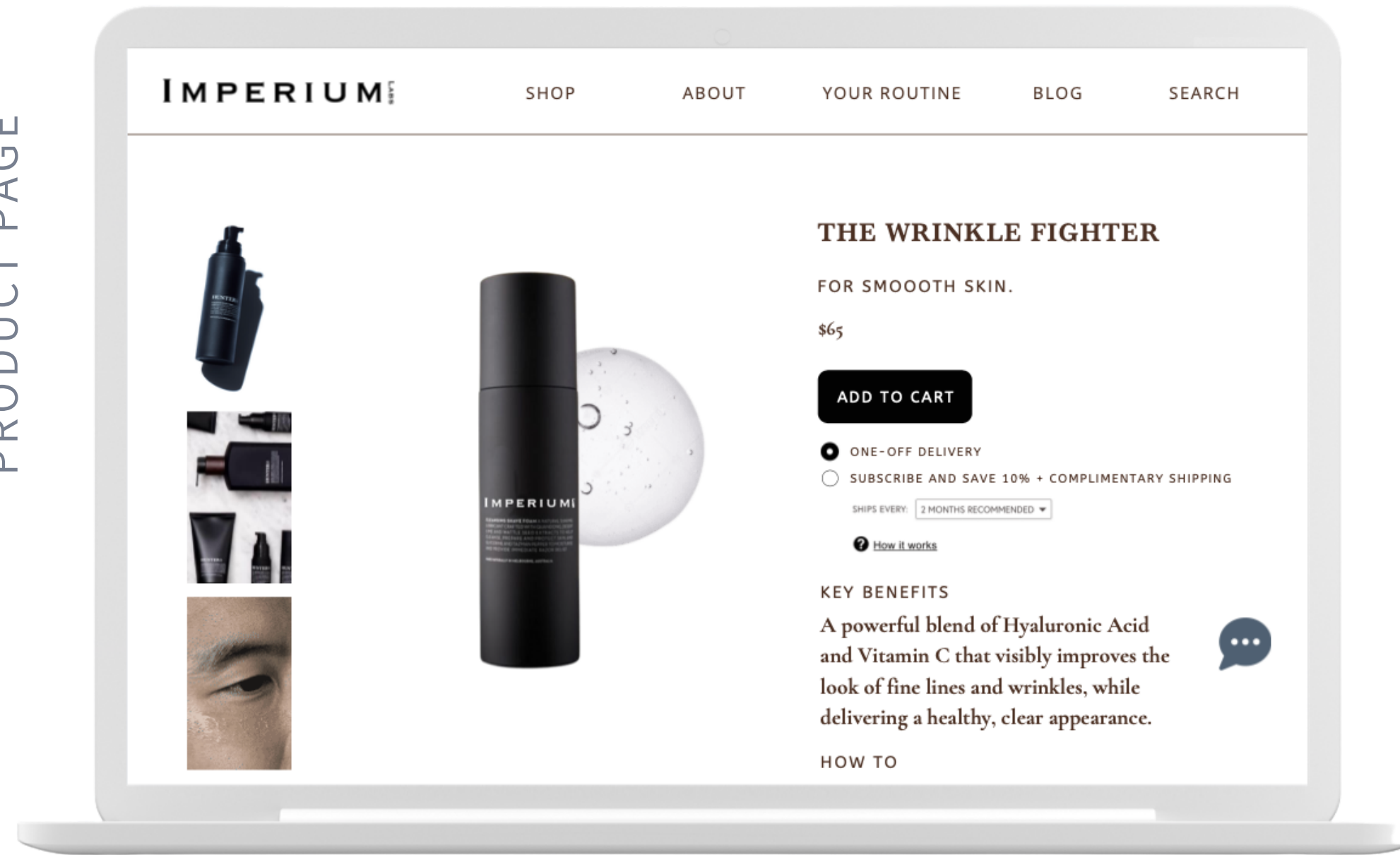
HOMEPAGE

IMPERIUM LABS

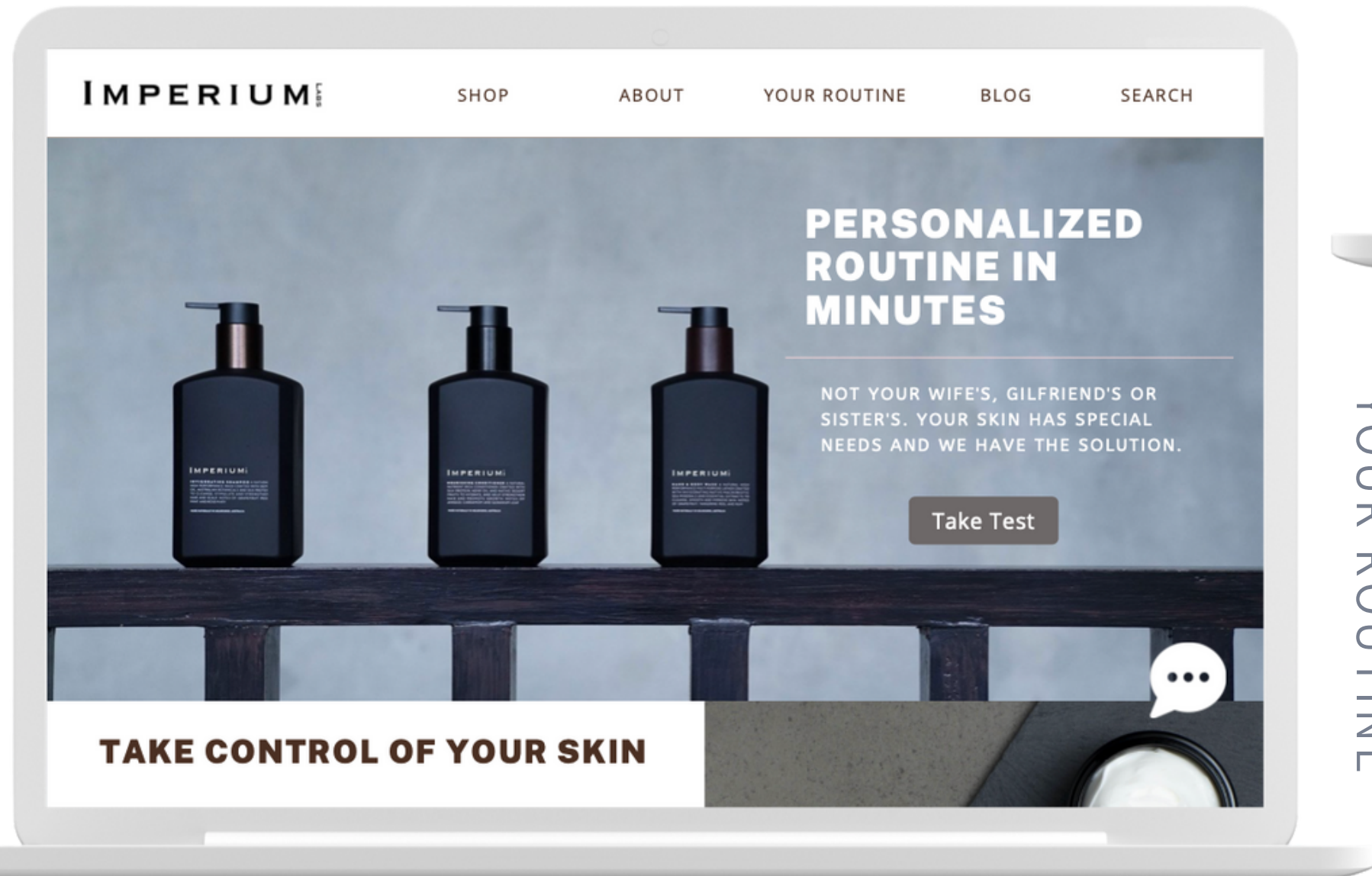
LANDING PAGE

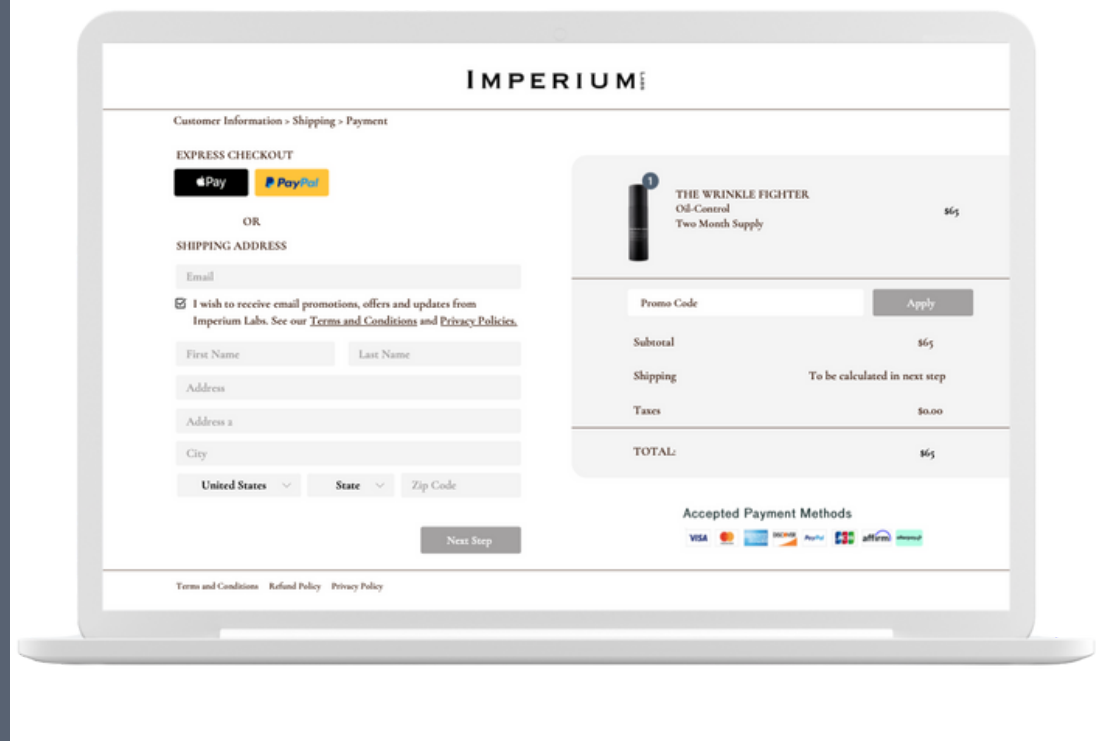


PRODUCT PAGE



YOUR ROUTINE





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- Products added to cart appear on top right.
- When adding to cart, further personalization is required.
- Proceed to checkout with account or as guest.
 - Subscription to our delivery program.
- Shipping information: name, email and address.
 - Free shipping from \$50 and above.
 - Security feature to confirm address.
- Broad options for payment including Afterpay and Apple Pay.
- Free returns even after product is used.
- After 30 days.
- Less than half-way through.
- Customers can unsubscribe at any time.
- Last review page and confirmation.

CHECKOUT

POLICIES

E-COMMERCE PLATFORM



shopify

- Experience with the platform.
- Complete service: customer support, metrics, marketing, seamless communication.
- Easy to understand, intuitive and great basis for a starting brand.

ANALYSIS

IMPERIUM LABS

K P I S : T R A F F I C , C R & A O V



NOVEMBER

- 30% discount.
- Increase Traffic

DECEMBER

- Holiday Bundles
- Increase Average Order Value.

JANUARY

- Discount on subscription.
- Increase Conversion Rate

THREE MONTH STRATEGY PLAN



FULFILLMENT CENTER

OUTSOURCING

- Most cost-effective.
- Starting solution.
- Linked to Shopify.
- On the long run, we will have our own fulfillment center.
- Multiple Fulfillment Center model.
 - Virginia (East)
 - Los Angeles (West)
 - Different inventory.

CUSTOMER SERVICE

CONTACT CENTER-IN HOUSE

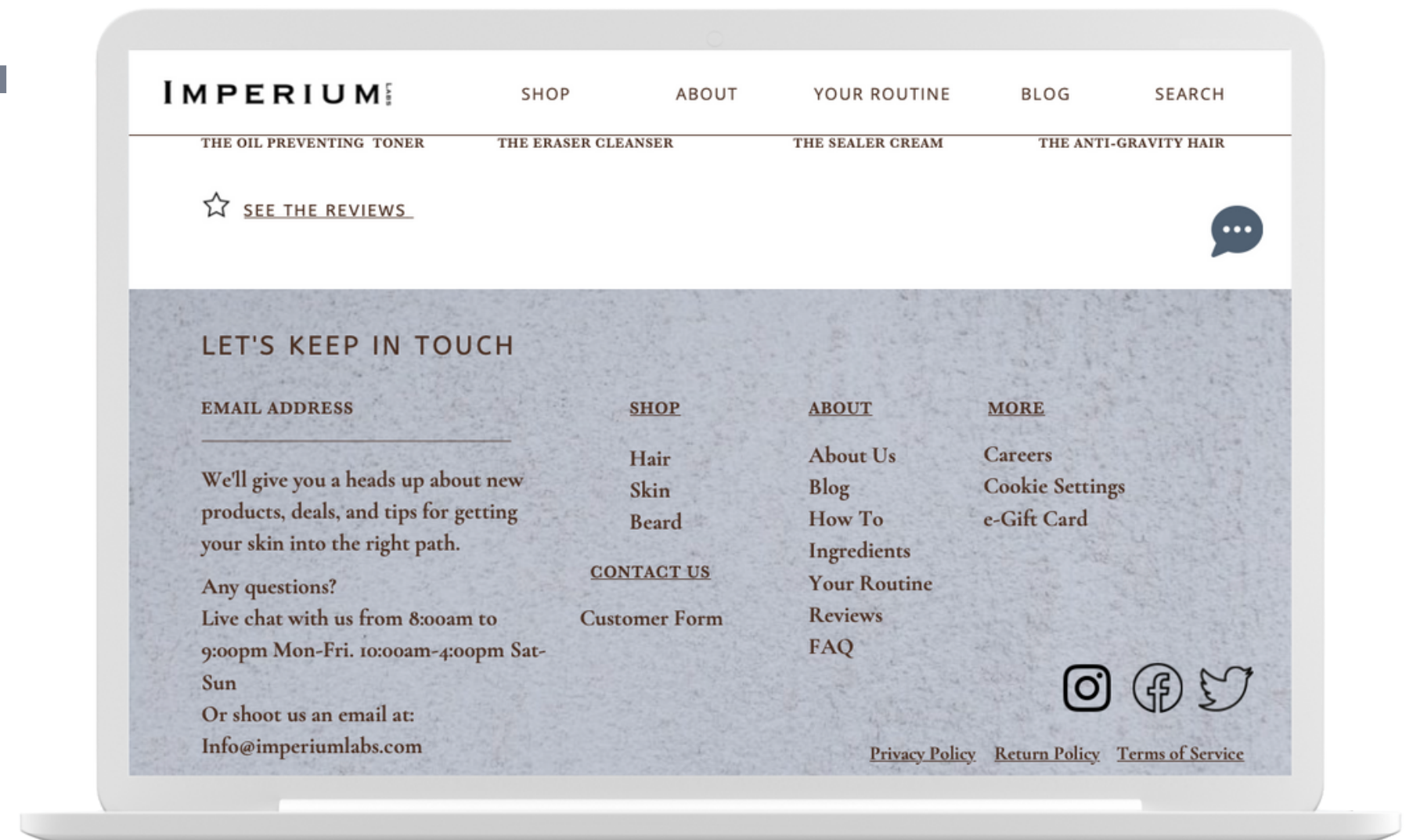
- Excel in customer service.
- Friendly and laid-back; very knowledgeable.
- Trained in-person but works from home.
 - Customer can give feedback.

Phone:

- Most basic channel of communication.
- No annoying waiting by the phone or "elevator music".
- Dial-back feature.

Email:

- Asynchronous communication.
- Expected delay in answer.
- Deliver an answer within 24hrs. 48hrs during peak season.
- Fill-out customer form through website.



Hours:

7:00am-8:00pm EST Mon-Fri
9:00am-6:00pm EST Sat-Sun

LIVE CHAT

- Key investment.
- Added expense
 - More agents
- Opportunity compared to competitors.
- Available for instant responses.
- Upgrade in the future.

Hours:

7:00am-8:00pm EST Mon-Fri

9:00am-6:00pm EST Sat-Sun



zendesk

SOCIAL MEDIA

CUSTOMER SERVICE

FACEBOOK

Since we will use Facebook ads for the campaign, our Facebook page will be active. We will log in everyday to answer any questions.

TWITTER

Our target market is tech-savvy and present in Twitter. This social media channel is popular for talking directly to brands. We will answer as fast as we can in concise answers.

INSTAGRAM

This social media channel is our top choice. Our target customer is younger and logs in several times a day. We will answer to their comments and re-direct them to a Direct Message if a problem arises.

MARKETING

" W E T H A N K Y O U "

Objective: To increase overall sales by 20%

- Based on a discount.
- 30% off site wide .
- Black Friday and Cyber Monday.
- Start creating excitement a week before sale starts.
- Reveal on Black Friday at 12:00am.
- Ending on Monday at 11:59pm.
- Announced via email, social media and website will have a banner.
- Visible price savings.



Objective: To increase AOV by 10%

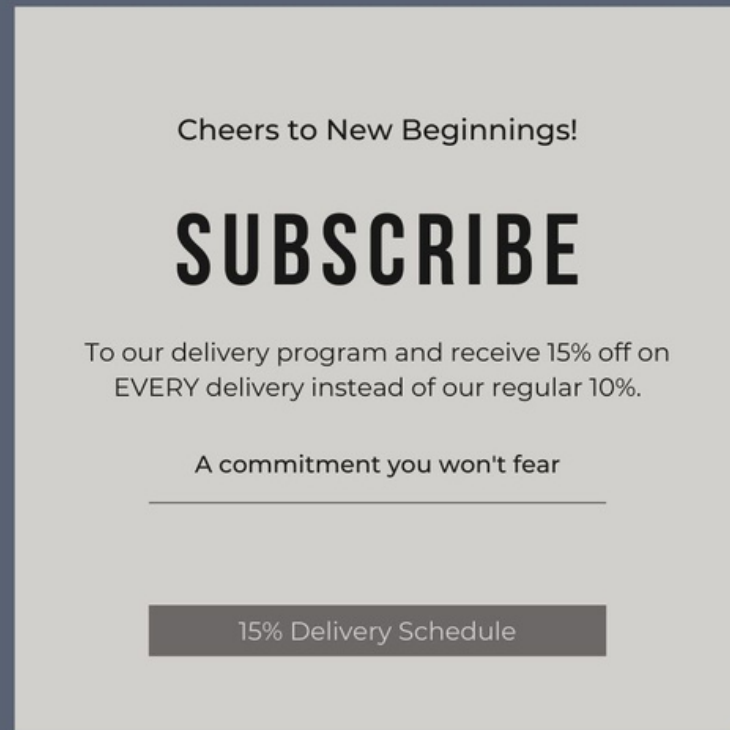
MARKETING

"THE MORE, THE MERRIER"

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- Sales Campaign
- Two types of bundles
 - Holiday Bundles
 - Build-Your_Own
- Includes face towel and two trial size
- Starting December 1st until supplies last for preset. December 27th for BYO.
- Announced on homepage, email and social media



Objective: To increase our Conversion Rate by 15%.

- Sales Campaign
- First 10 days of January, subscribers receive 15% off.
- As long as account is active.
- Growth in subscription-based products
- Launched in social media and email
- Website will announce it on homepage

MARKETING

"CHEERS TO NEW BEGINNINGS"

MEDIA CHANNELS

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SEM

- Just for the beginning of the brand.
- Google Keyword Planner
 - Face cream men
 - Oily skin men
 - Dry skin men
 - Wrinkles men
- Jump start into SERP

SEO

- Professional writers
- Organic growth over time
- "Here's the Deal" blog
- Friendly, trustworthy, experts.



DISPLAY ADVERTISING

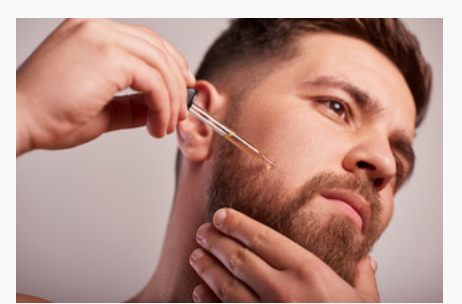

THUMBNAI LS,
SKYSCRAPERS & SQUARES

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- Google Display Network
- Purchase CPCs and target multiple websites
- Display retargeting
- Reminder of our brand, encourage purchase.
- Small space to show popular products, current promotions and short real-life reviews.



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Finally, a brand made for you. And only you

SOCIAL MEDIA

S M M & S M A

I M P E R I U M L A B S

SMM:

- Tag to shop products.
- Description of key ingredients, how to and benefits.
- Real customer experiences.
- Repost customer's reviews.
- Lifestyle graphics of models and product shots.
- ITG: once a week. Twice in stories.
- FB: once a week
- Twitter: 2 times a week.

SMA:

- As a new brand.
- Boost posts and ads for stories.
- Manage everything from Shopify.
- Peak season--> 4 times a week.
- Swipe up, favorites, Q&As, routines.

Campaigns	November	December	January
We Thank You	11/18-11/29		
The More, The Merrier		12/1-12/27	
Cheers to New Beginnings			12/28-1/10
Media Channels			
SEM			
SEO			
Email			
Display Ads			
Social Media Post Boosts			
Viral Content			
Social Media ads			

IMPERIUM LABS

Campaigns	November	December	January	Total
We Thank You				\$0
The More, The Merrier				\$0
Cheers to New Beginnings				\$0
Media Channels				
SEM	\$4,000	\$4,000	\$2,850	\$10,850
SEO	\$450		\$400	\$850
Email	\$450	\$300	\$400	\$1,150
Display Ads		\$2,700	\$3,200	\$5,900
PR	\$1,500	\$200	\$650	\$2,350
SMM	\$0	\$0	\$0	\$0
SMA	\$3,850	\$2,500	\$2,550	\$8,900
Affiliates	\$0	\$0	\$0	\$0
				\$0
Total	\$10,250	\$9,700	\$10,050	
			Total Budget	\$30,000

CALENDAR & BUDGET

POP-UP STORE

- Multichannel retailing --> offline and online
- Play and touch products.
- iPads all around with product descriptions, ingredients and benefits.
 - Order directly and receive products in minutes.
 - Special edition packaging.
- Skin experts available for questions.
- Research makes NY the ideal place --> SoHo
- Customers will receive an email days before.
 - Reward for loyalty.
 - QR code they can scan in-store for 15% off
- Open for 4 months --> April 15th to August 15th
- Added button in website