



Go To Market Strategy

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2017 Go To Market Strategy



Source: byteant



What: Go To Market Strategy





Who: Go To Market Strategy Brand Positioning Statement

Demographics

- Women aged 21- 35 years old with HH income of \$75,000+ who shop online for swimwear or beachwear

Target Market

Psychographics

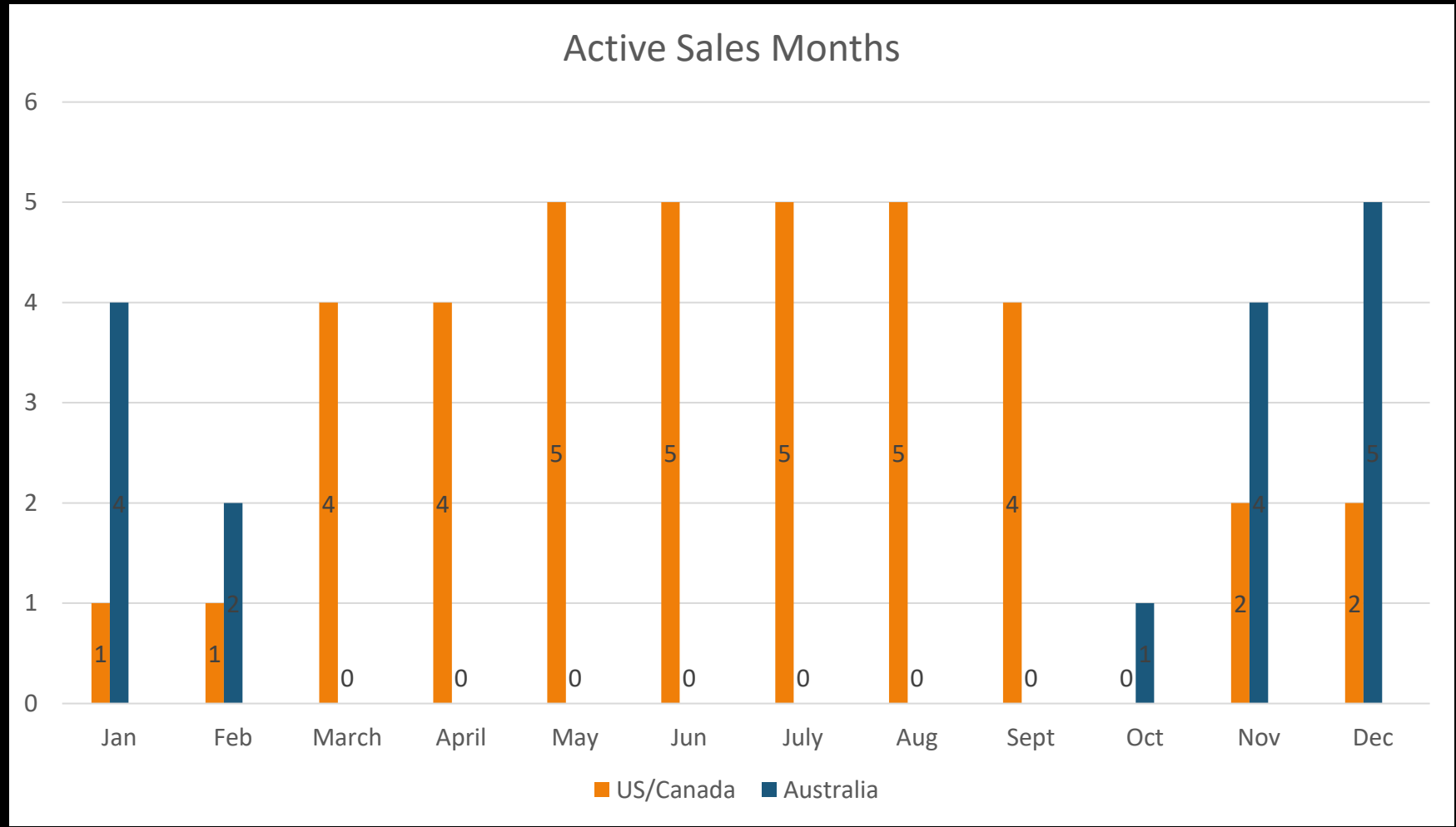
- Travels to luxury beach destinations
- Recently engaged, planning destination wedding or honeymoon
- Appreciates unique not mass produced goods

Positioning Statement:

For young women looking for vibrant colored beach coverups and accessories for beach vacations, Beach Glam is a luxury beachwear brand with items handmade by global artisans. The low production quantities, premium quality, and fair price make it easy to shop for unique beachwear outfits or bridesmaid destination wedding gifts.



Who: Go To Market Strategy US/Canada vs. Australia





How: Go To Market Strategy

Social Media

Show Preview of new collection 2 weeks prior to launch

Share images from photoshoot and zoomed in fabric shots

Influencer Marketing Campaigns

Launch 7 influencer marketing campaigns one day apart on day of launch

Post influencer marketing campaigns and official product shots on social media 3x a day

Website

Direct traffic to "As Seen On" page to quickly shop items seen on Influencers

Set Retargeting ads on social media for 30 days after date of collection launch



How: Go To Market Strategy KPIs

- ✓ Click Through Rate
- ✓ Conversion Rate
- ✓ Average Order Value
- ✓ Customer Acquisition Costs
- ✓ Customer Lifetime Value
- ✓ Customer Satisfaction Score
- ✓ Repeat Purchase Rate
- ✓ Influencer ROI
- ✓ Sell Through Rate
- ✓ Average Order Return Rate