



Omnichannel Communications Strategy & Partnerships

By: Ama (Addae) Amsellem





Omnichannel Communications Strategy & Partnerships

TABLE OF CONTENTS

Key Geographic Markets

Brand Positioning Statement

Consumer Touchpoints Map

Consumer Purchase Behavior

Sales Channels

Brand Partnerships

Summary



Key Geographic Markets

US/Canada → **March - Sept**

Australia → **Oct - Feb**





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

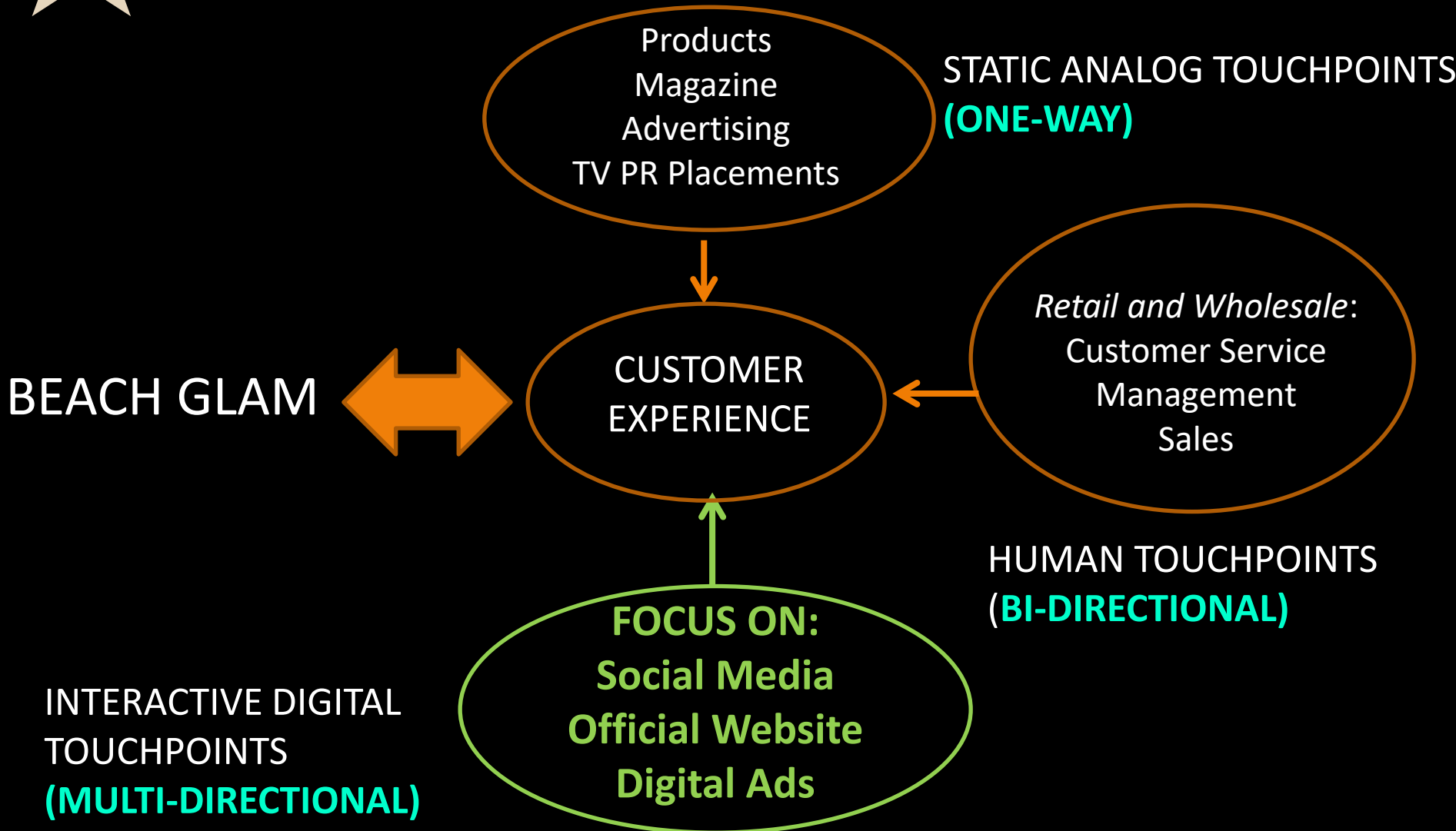
- Travels to luxury beach destinations
- Recently engaged, planning destination wedding or honeymoon
- Appreciates unique not mass produced goods

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.

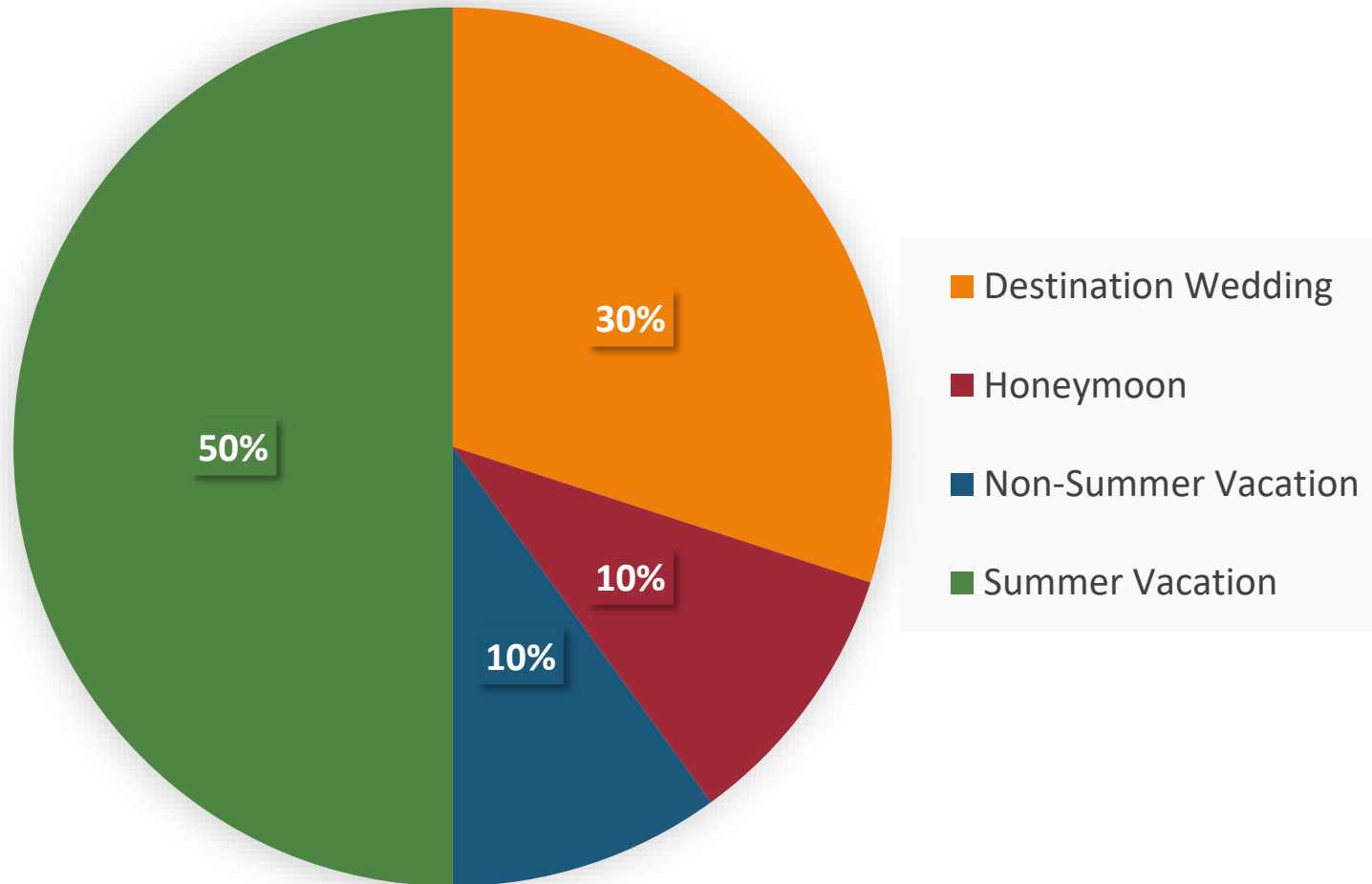


Consumer Touchpoints Map



Consumer Purchase Behavior

Sales by Occasion





Sales Channels List

3rd Party Platforms

30% of total sales

Fancy.com

Etsy.com

Overstock.com

Social Media

60% of total sales

BeachGlam.com

Instagram

Facebook

Pinterest

Tumblr

Wholesale

10% of total sales

Modalyst.com

NY Retailers

PR Retailers

FL Retailers

CA Retailers



Brand Partnerships

Tentative Brand Partnerships

- **Travel Keys**
- **The Yacht Week**
- **Souq.com (Dubai)**
- **Hotel Resort Boutiques**

Influencer Marketing Partnerships

Influencer	Follower Count	Location
Mya	1.7M	US
Jaimie Hilfiger	120k	US
Elizabeth Smith	200k	US
Tawny Jordan	700k	US
Galienne Nabila	500k	US
CocoLili	175k	France
Kat Sakalaki	30k	Australia
Lydia B	1.1M	Australia
Chloe Miranda	20k	Australia
Natasha Grano	1.3M	UK
Katie Price	2M	UK
Adriana Hughes	350k	Dubai



Omnichannel Communications Strategy & Partnerships

SUMMARY

Focus on Interactive Digital Touchpoints for social media and 3rd party online platforms (90% of sales) in Key Geographic Markets (US, Canada, UK, Australia) during their summer time to capture summer vacations and destination wedding season (80% of Beach Glam Sales)