



TOMS

2020 MARKETING AUDIT



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PURPOSE

“While traveling through Argentina in 2006, **TOMS** founder Blake Mycoskie saw the hardships faced by children without shoes. ... For every pair of shoes the company sold, a new pair would be given to a child in need. And with that, **TOMS**—short for Tomorrow's Shoes—was born.”

MISSION




“**TOMS**’ mission to help improve lives through business is a core value and is embedded in everything we do.”

VISION



“**TOMS** believes in partnering with others who share our values and who conduct business ethically.”



BRAND PYRAMID

Allies to Mental Health, Street Violence Prevention,
Equal Opportunity, & LGBTQ+ Community

Contributes to those in need, Supports the environment

Charitable, Eco-Friendly

Shoes made from recycled materials, Sunglasses

Something bigger

Emotional Benefits

Product Benefits

Attributes




PERSONALITY

STONE

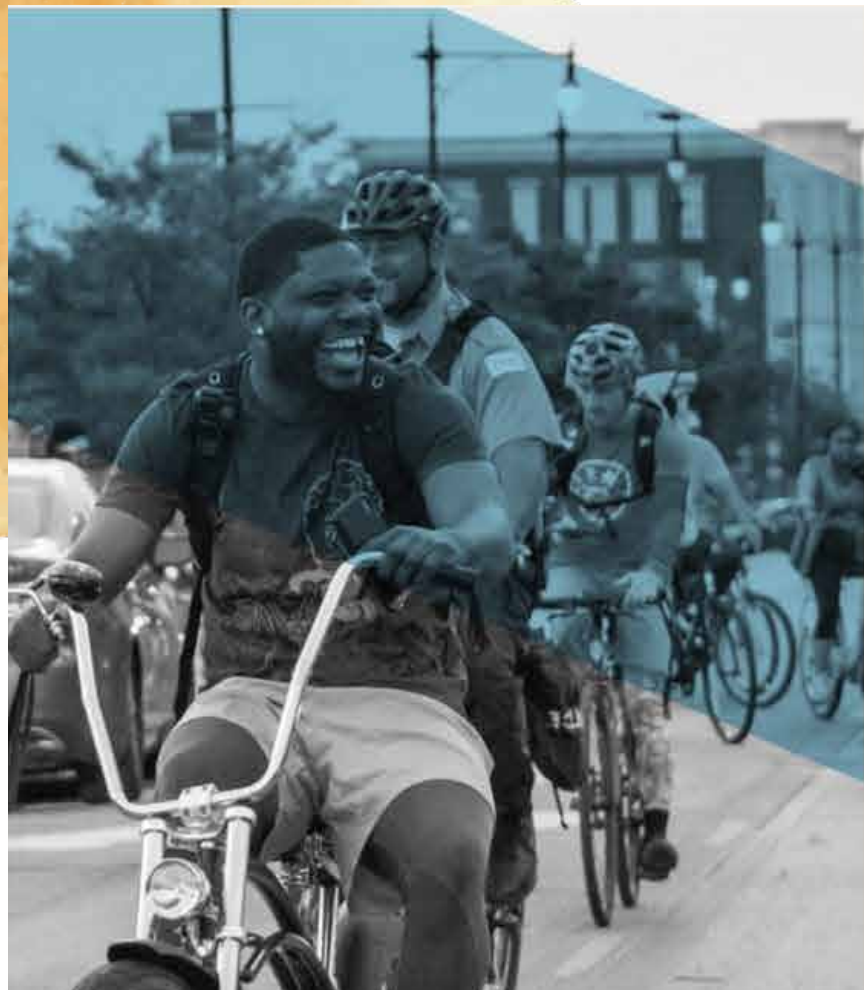
Approachable
Humble
Laid-back
Charitable

VOICE

Supportive
Concise
Understanding
Unique



CHARITABLE INVOLVEMENT



Outside Da Block



The
Mix



Magic
Bus

MOOD BOARD

CHARITY
COMFORT
INNOVATION
PRACTICALITY
AFFORDABILITY
UNIQUENESS



ORIGINAL STYLE GUIDE



TOMS



Roboto, Helvetica Neue,
Arial, Sans-Serif

Hex codes:

595656

85C8F2

B3DAF2

F2F2F2

0D0000

NEW STYLE GUIDE



TOMS

Roboto, Helvetica Neue,
Arial, Sans-Serif, Glacial
Indifference

Hex codes:

85C8F2

ACD7F

2

0D0D0D

F2F2F2

BFBC93

SOCIAL POSTS/ADS (CURRENT)



TOMS®

 TOMS 4d · 🌐

Your impact in action with Partners In Health // Learn more about the TOMS COVID-19 Global Giving Fund: <https://bddy.me/2P0hAUy>

YOUR IMPACT IN ACTION



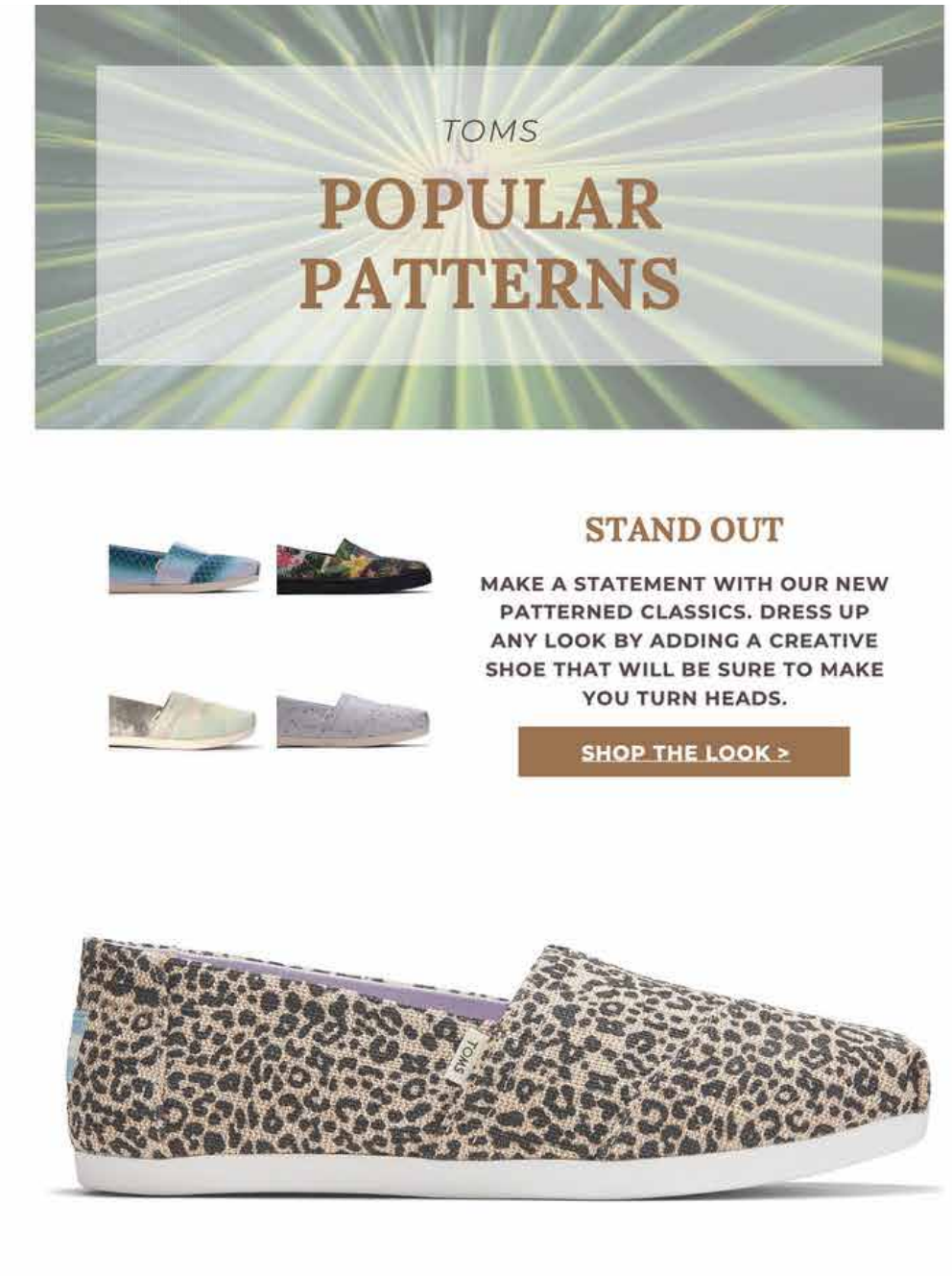
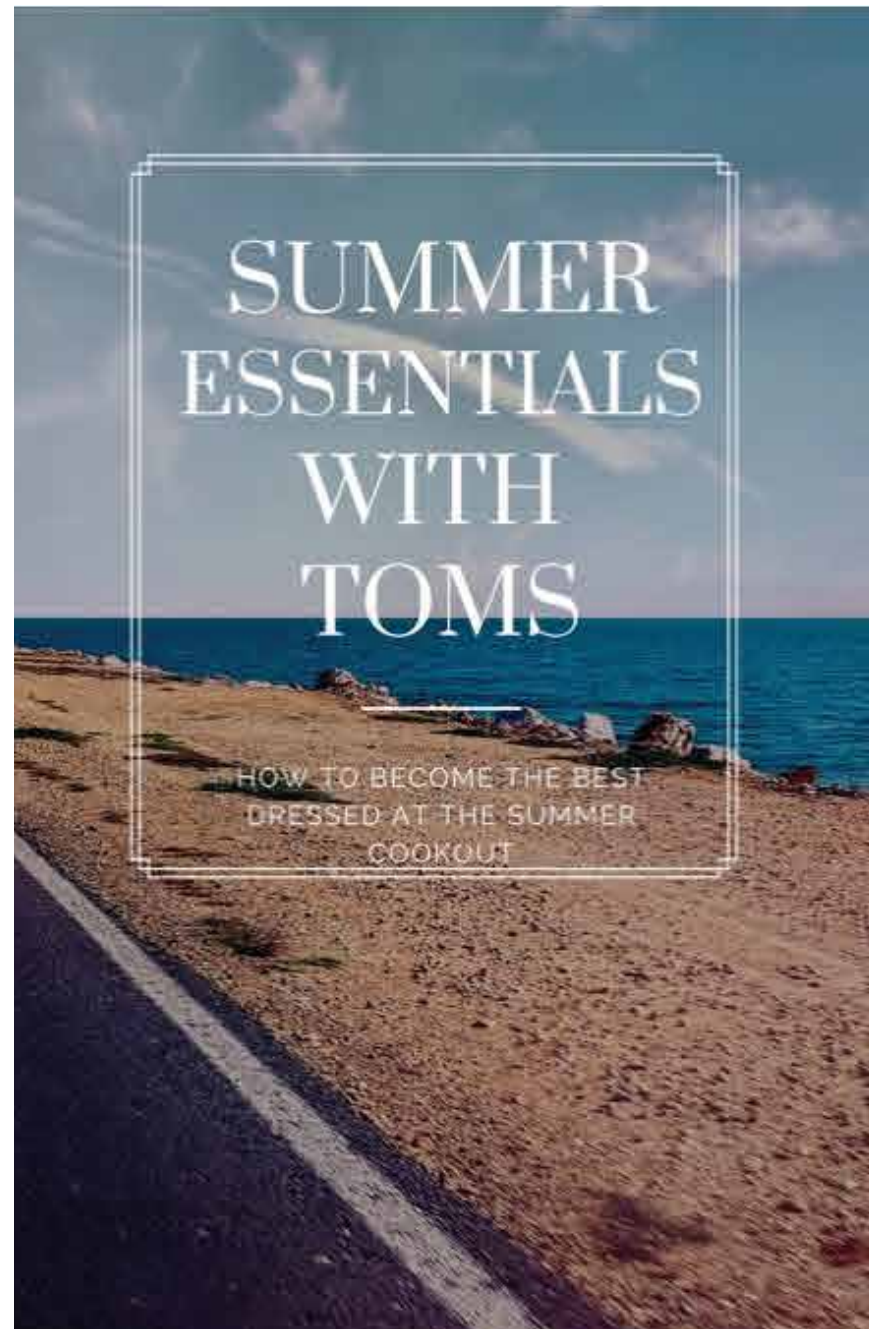
What your purchases have helped make possible:

+ With your support, **Partners in Health** has provided personal protective equipment and essential medical supplies to COVID-19 patients and

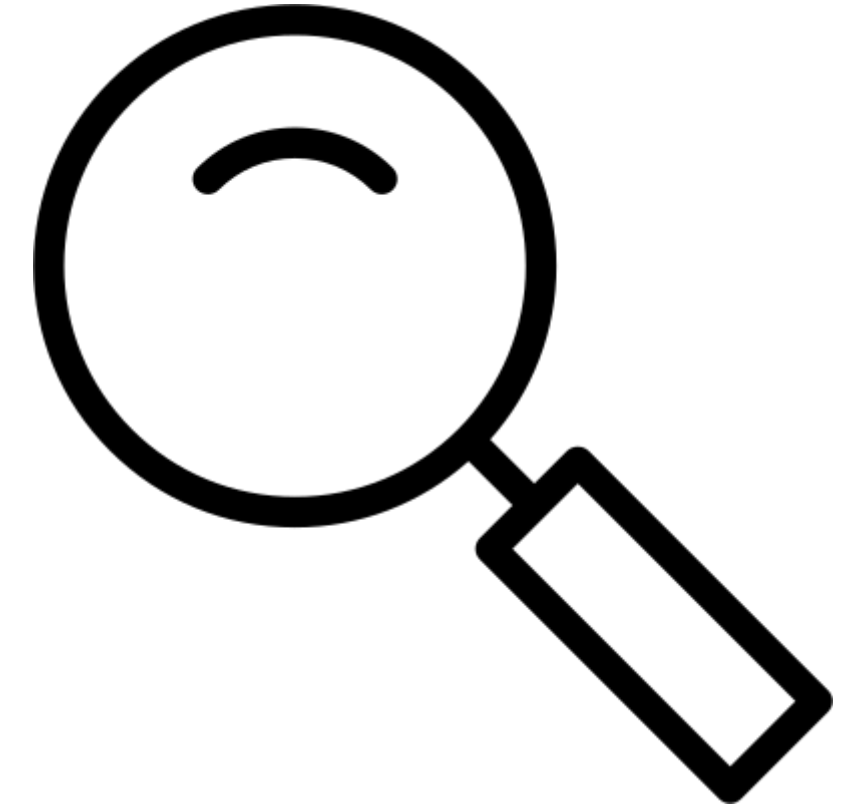


SOCIAL POSTS/ADS

(SUGGESTED)



ANALYSIS



Website

Decent design, not very interesting layout

Experience:

Sitemap is simple & easy to navigate

Ex Main User Flows:

[TOMS>Shop>Women>Shoes](#)

[TOMS>Shop>Men>Shoes](#)

[TOMS>Your Impact](#)

[TOMS>Passport Rewards](#)

May be beneficial to exhibit special collections on main page

Social

Engagement Rates:

[Twitter: 0.01% \(1.8M Followers\)](#)

[Instagram: 2.83% \(959k Followers\)](#)

[Facebook: 0.11% \(4.2M Followers\)](#)

Consistent theme across three medias

Lower engagement rate than expected on Twitter

All platforms DO speak on social matters (BLM, Pride, etc)

Unique Instagram Highlight covers

CONTENT CALENDAR

M	T	W	T	F	S	S
29 Instagram Post: Wedge Collection	30 Facebook Post: About 3 charities	1 Twitter Post: Flats Collection	2 Instagram Post: Supporting	3 Pinterest Post: Summer Essentials	4 Tik Tok: Create a Tik Tok using the	5 /
6 Instagram Story: Link Black-Owned	7 Facebook Post: New Arrivals In	8 Tweet: Passport Points	9 Instagram Post: Men's Sunglasses	10 Pinterest Post: 5 Most Popular Pairs	11 /	12 /
13 Instagram Post: TOMS Unitv	14 Facebook Post: Marvel Collection	15 Tweet: Update on sales	16 Instagram Story: Pride Month Best	17 /	18 Tik Tok: Capture people from	19 /
20 Instagram Post: Women's	21 Facebook Post: TOMS Unitv	22 Twitter Post: Marvel Collection	23 Instagram Story: Focus On Think	24 Pinterest Post: Styles to Wear to	25 /	26 /
27 Instagram Story: Update on sales	28 Facebook Post: Men's Summer	29 Tweet: TOMS Exclusives Collection	30 Instagram Post: TOMS Exclusives	31 /	1 Tik Tok: Debut Marvel Collection on	2 /
3	4	5	6	7	8	9





PERSONAS



Decorative graphic elements include watercolor brush strokes in green, orange, and red at the top left, and brown and tan strokes at the bottom right. The word "PERSONAS" is centered in a blue, sans-serif font, flanked by stylized gold-colored circles.

ENVIRONMENTALISTS

Socially-liberal, value recycled materials, urban yet simplistic. Not necessarily concerned about style & fashion but more so the morals involved with the brand.



- All Ages:

Usually centered to millennials aged 22–30

- All Genders

Moderate to high disposable income, \$50k+

- Reached via Instagram, Twitter, Pinterest, & ads from partnered stores like Whole Foods
- 30% ad spend

CHILDREN

Middle-class family, usually living in suburbs. Also can be given a pair as a gift. Appeal to mothers because of the simplicity of putting on and taking off, lessens time and hassle.



- Ages 0 months – 12 years
- All Genders
- TOMS is partnered with Marvel, attracts people interested in superheros
- Parents have moderate disposable income, \$50k+
- Parents desire comfort and easy accessibility for their children to learn how to slip on shoes
- Opportunity to sell to parents with multiple children
- 20% ad spend

COLLEGE STUDENTS

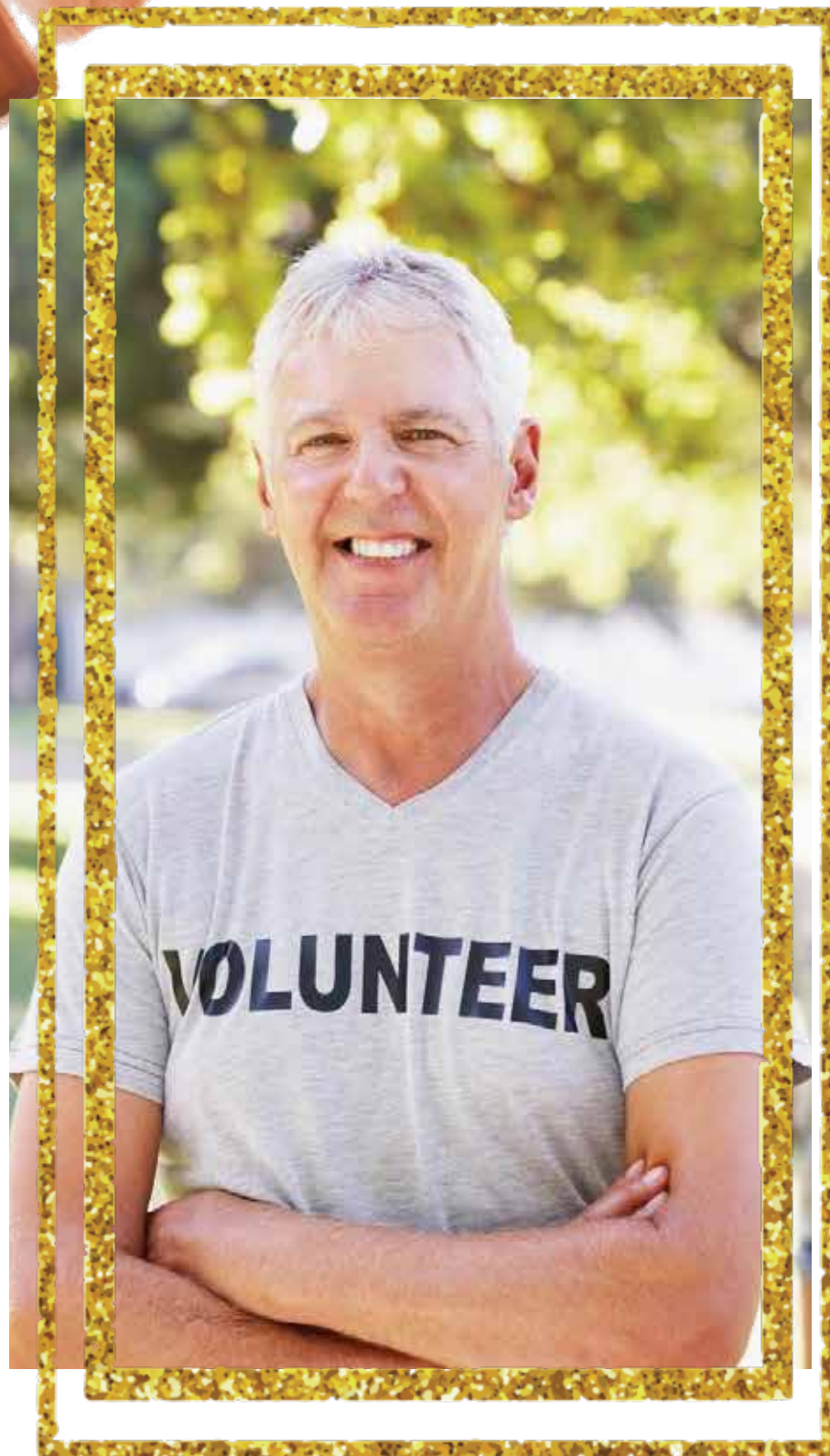
Look for comfort in shoes due to long walks to class. May have part-time job to allow for some spending. Willing to pay reasonable price for shoes that will last a while.



- Ages 18–24
- All Genders
- Low to moderate disposable income, enough to buy a pair of TOMS
- Importance in comfort, affordability, durability, and accessibility
- Reached via Instagram, Twitter, Pinterest
- 20% ad spend

PHILANTHROPIC INDIVIDUAL

Individuals involved in charitable organizations & tend to donate on a regular basis. TOMS donates to the organizations of Think Outside Da Block (fighting against street violence), The Mix (supporting mental health), and Magic Bus (supporting equal opportunities), therefore if these individuals donate to these causes they may also be interested in TOMS



- All Ages
- Usually centered to anywhere between 25–55
- Varying disposable incomes, can afford purchase price of TOMS shoes, most likely moderate to high
- Values lie in charity and giving back to the community
- Reach via Facebook & Instagram, sometimes through younger family members
- 30% ad spend



COMPETITORS



Product: Toms is a for-profit company based in Los Angeles, California.
Known for its involvement with various charities & use of eco-friendly/recycled products to make their shoes.



Target: Environmentalists, Philanthropic Individuals, Children (Marvel Collection), College Students, LGBTQ+ Community (Unity Collection)

Social: High customer engagement, Big supporters of Pride, Brand deal with Marvel, Creative Social Media Branding, Involvement with BLM Movement

www.toms.com/

Ahrefs Rank
10,381



Backlinks
2.56M
Recent 2.84M
Historical 8.64M

Referring domains
24.5K
Recent 26.2K
Historical 53.9K

Organic keywords
161K
PPC 2.8K

Organic traffic
383K

Traffic value
\$175K
PPC \$21.9K

Product: "A Charitable Shoe Collection," where a donation is made to a specific charity upon purchase. Same exact purpose, design, AND logo as TOMS. Run by Skechers.



Target: Philanthropic Individuals, Children, Pet Lovers (humane society collection) Most likely more accessible to people who do not shop in stores that TOMS are sold in (ex: Nordstrom)

Social: Low customer engagement, Big supporters of Pride, Brand deal with PetCo, Boring social media branding

www.skechers.com/en-us/bobs-from-skechers

Ahrefs Rankⁱ
30,987



Backlinksⁱ
1.06K +9
Recent 1.33K
Historical 1.6K

Referring domainsⁱ
202
Recent 233
Historical 278

Organic keywordsⁱ
1.3K -38
PPC 23

Organic trafficⁱ
15.0K +1K

Traffic valueⁱ
\$10.6K
PPC \$50

KEDS



Product: First mass-marketed canvas-top sneaker. Owned by Wolverine World Wide. Has been around for over a century. Gradually have created more designs within products.



Target: Children, Comfort-Seekers, People with Simplistic Fashion Style, Cheerleaders (tryout wearing all-white keds)

Social: Decent Instagram engagement, Brand style apparent throughout posts, Interesting and appealing marketing strategy

www.keds.com/en/home

Ahrefs Rank ⁱ
118,437



Backlinks ⁱ
26.3K ⁺¹⁷⁵
Recent 29.5K
Historical 94.4K

Referring domains ⁱ
2.52K
Recent 2.78K
Historical 5.4K

Organic keywords ⁱ
33.2K ^{-4K}
PPC 348

Organic traffic ⁱ
57.3K ⁻⁶⁷²

Traffic value ⁱ
\$22.4K
PPC \$5.4K



Product: Vans is an American manufacturer of skateboarding shoes and related apparel, based in Santa Ana, California and owned by VF Corporation. The company also sponsors surf, snowboarding, BMX, and motocross teams.



Target: People who value practicality (no laces), Teenagers, Skateboarders, Millennials. Marketed to people who like to stray from the “status quo” and wear styles that are grunge

Social: Rustic, modernized marketing strategy, Appeal mostly to younger generation, High engagement

www.vans.com/

How to use

Ahrefs Rankⁱ
14,620



Backlinksⁱ
1.57M ^{-2K}
Recent 2.1M
Historical 16.2M

Referring domainsⁱ
21.3K
Recent 24K
Historical 47.3K

Organic keywordsⁱ
529K ^{-8K}
PPC 8.9K

Organic trafficⁱ
2.2M ^{-566K}

Traffic valueⁱ
\$1.1M
PPC \$357K



This logo would be appropriate for **TOMS** to use whenever they are showing their support/alliance with any of the following causes that they are partnered with:

Outside Da Block

The Mix

Magic Bus

LGBTQ+ Community

Black Lives Matter Movement

This reimagined flag represents the idea that **TOMS** is an ally to all.



Stand for a better tomorrow.