**Tarnished**

**Marketing Plan**

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**Table of Contents**

**Executive Summary**……………………………………………………………3

**Environmental Analysis**

Business Description……………………………………………………...4

Marketing Environment…………………………………………………. 4

Target Market……………………………………………………………..4

SWOT Analysis & Strategies…………………………………………….5

Marketing Objectives…………………………………………………….5

**Marketing Program**

Differentiation and Positioning………………………………………….6

**Marketing Strategy**

Product Strategy………………………………………………………….6

Price Strategy…………………………………………………………….7

Distribution Strategy……………………………………………………..7

Promotion Strategy………………………………………………………8

**Marketing Implementation & Performance Evaluations**…………………………………………………………………….9

**Works Cited**…………………………………………………………………..10

**Executive Summary**

Tarnished is an online clothing retailer specializing in premium-quality apparel and accessories inspired by metalcore and adjacent scenes. With exclusive designs created in collaboration with prominent bands and artists, our brand offers bold graphics, intricate details, and superior craftsmanship to cater to a diverse audience of metalcore enthusiasts and fashion-forward individuals. Committed to authenticity, creativity, and customer satisfaction, Tarnished fosters a vibrant community of like-minded individuals who share our passion for music and alternative fashion. As we continue to grow, we remain dedicated to empowering individuals to express their unique identity with confidence and style, and celebrating the power of self-expression.

**Environment**

**Environmental Analysis:**“Tarnished” is an online clothing retailer specializing in high-quality garments crafted in collaboration with bands from the metalcore and adjacent scenes (hardcore, deathcore, etc.). Our website provides a place for people worldwide to explore our unique designs, and features sizes, style, and as another way to support their favorite artists.

**Competitive Forces:** Competition for Tarnished would be other websites that specialize in metal-inspired clothing, and likely even the bands’ own merchandise itself.

Biggest competitors are:

* Drop Dead – Premium clothing, very alternative/grunge inspired, though they do not collaborate with bands. Created by Bring Me the Horizon’s vocalist. Limited Edition clothing.
* Shibori Threads – Split tie die clothing brand, collaborates with bands that we would too. Slightly limited clothing, not as limited as Drop Dead
* 24Hundred – Large online official merchandise retailer for bands. Not too limited clothing, disregarding vinyl and their pressings.

**Economic Forces:**

Tarnished’s website will be free, no premium subscription or paid service kinds of things. Revenue will come from the customers buying the clothing, possibly from bands if they pay us to collaborate with them. The goal is to sell higher quality clothing at a higher price to stand out against mass retailers (Hot Topic, Impericon, Merchbar, etc.).

**Sociocultural Forces:**

Biggest sociocultural forces include:

* Income – prices are higher than standard merchandise, products become too expensive / inaccessible to people of lower incomes.
* Community – people not a part of the metal/alternative communities may not be interested in the clothing or its designs.
* Religious beliefs – metal is kind of seen as a blasphemous heretical devil worshipping thing in some areas or by some people. Could honestly be seen as either hurtful or beneficial for the brand.

**Target Market**:

Primary target for Tarnished includes people looking for alternative/metal inspired clothing or people looking for band merchandise. As products will be limited, other targets could include people of the fashion collector type or artists as it’s very artwork heavy clothing.

**SWOT**

**Strengths**

* Unique collaboration
* Online presence – as an online retailer, Tarnished has the advantage of reaching a global audience.
* Quality – Higher quality band merchandise can make it more sought after.

**Weaknesses**

* Market reach – might struggle hitting a broader market due to its niche appeal.
* Pricing – higher quality means higher pricing, making it less accessible to some people.
* Dependence on collaborations – Tarnished would rely on collaborations with bands for the designs, partnerships could become hard to maintain.

**Opportunities**

* International growth – online presence allows for tapping into fan bases in different countries.
* Trends – Alternative clothing trends gaining traction could help the brand.
* Digital marketing and technology – could improve online presence and shopping experience.

**Threats**

* Economic Factors – downturns in consumer spending could impact Tarnished’s sales.
* Changing Trends – rapid changes in fashion trends and consumer preferences may pose a challenge.
* Counterfeit Products – Counterfeit products emerging online (eBay, Depop, etc.). could hurt Tarnished’s brand reputation.

**SWOT Strategies**

* Diversifying products – expand products to include accessories and other items that complement the brand (jewelry, bags, etc.)
* Brand Partnerships – forming partnerships with influencers, music festivals, and other brands within the metalcore subculture.
* Expansion of collaborations – could grow to collaborate with artists outside of the metalcore and adjacent scenes. Collaborating with artists in maybe the rap or pop genres, while keeping that alternative or edgy aesthetic.

**Objectives**

**Marketing Objectives**

* Form a new collaboration every 3 months.
* Increase sales by 5% every month for the next 12 months.
* Form a partnership with a band or other brand every 4 months for the next 2 years.

**Marketing Program**

**Differentiation:** At Tarnished, we pride ourselves on our exclusivity, offering a fashion experience unlike any other. Our collaborations with top bands from the metalcore and adjacent scenes ensure that our designs are not only cutting-edge but also exclusive to our brand. Each piece in our collection is a limited-edition work of art, meticulously crafted with premium materials and attention to detail. By embracing our exclusivity, we provide our customers with more than just clothing; we offer an invitation to join a select community of alternative cultural enthusiasts.

**Position**: Tarnished is the premier destination for individuals who embrace the raw energy and spirit of the metalcore and adjacent scenes. We offer a curated collection of high-quality clothing and accessories crafted in collaboration with renowned bands, embodying the authentic essence of the subculture. With our edgy designs, unparalleled craftsmanship, and unwavering commitment to authenticity, Tarnished empowers our customers to express their unique identities with confidence. Whether onstage or in the streets, Tarnished is where the alternative aesthetic meets premium fashion, setting the standard for alternative style worldwide.

**Marketing Strategy**

**Product Strategy:**

|  |  |  |
| --- | --- | --- |
| Features | Advantages | Benefits |
| Exclusive Designs – Each piece in the collection is a limited-edition creation, available only through Tarnished Threads, ensuring exclusivity for customers.  Premium Quality – Prioritize quality craftmanship and use fine materials, ensuring durability and comfort.  Versatility – Product Range includes a variety of clothing items and accessories, catering to different style preferences.  Stand out – Customers can stand out from the crowd and showcase their identity. | Easy Navigation – Provides customers with an easy-to-navigate website and app, ensuring a seamless experience through web design, visual navigation, and a straightforward format.  Exclusivity – Provides customers with unique pieces that cannot be found elsewhere.  Convenience – With both a website and an app, Tarnished caters to customers whether they are at home, school, or on the go, ensuring accessibility and convenience. | Connection – Through collaborations with top bands from the scene(s), Tarnished can foster a connection between customers and their favorite music, allowing them to express their support and passion for the bands they love.  Durability – Commitment to premium quality ensures that customers can enjoy their clothing and accessories for years to come, providing long term value and satisfaction.  Self-Expression – With a variety of options to choose from, customers can find products that resonate with their personal tastes and interests, allowing them to express themselves through fashion. |

**Price:** Tarnished will employ a pricing strategy tailored to meet the needs and preferences of our target market while reflecting the value proposition of our exclusive designs and premium quality. Our pricing strategy encompasses several components.

1. Value-Based Pricing: Tarnished bases its prices on the perceived value of our products to our target market. We recognize that our customers are willing to pay a premium for the exclusivity, authenticity, and quality craftsmanship of our products. Therefore, our pricing reflects the unique value proposition that Tarnished offers.
2. Limited-Edition: Given that each piece in our collection is a limited-edition creation, available only through Tarnished, we utilize a limited-edition pricing strategy. This strategy capitalizes on the scarcity of our products, creating a sense of exclusivity and driving demand among our target market.
3. Discount Strategies: Tarnished occasionally offers promotional discounts and special offers to incentivize purchase and reward discounts for promotional subscribers, or bundle deals on multiple products. By strategically implementing discounts, we aim to attract new customers, drive sales, and bring back existing customers.

**Distribution:** Tarnished will utilize an online distribution model to meet the needs of our target market, providing convenience and accessibility for customers seeking our exclusive designs from anywhere in the world. Our distribution strategy in this online realm focuses on maximizing reach, enhancing customer experience, and fostering brand engagement through various digital channels.

1. E-commerce Platform: Our primary distribution channel is our e-commerce platform, which serves as the central hub for customers to browse, purchase, and engage with our exclusive designs. Our website offers a user-friendly interface, navigation, and secure payment options, ensuring a seamless shopping experience.
2. Global Shipping: Tarnished offers worldwide shipping options to cater to our global customer base. We partner with reliable shipping carriers to ensure timely and efficient delivery of orders to customers.
3. Mobile Optimization: Recognizing the increasing prevalence of mobile shopping, we prioritize mobile optimization to ensure that our platform is fully responsive and accessible across all devices. This allows customers to browse and make purchases seamlessly from their smartphones or tablets, enhancing their shopping experience.
4. Customer Support: Tarnished provides dedicated customer support on various online channels, including live chat, email, and social media messaging. Our customer support team is readily available to assist customers with inquiries and address any concerns or issues they may encounter during their shopping journey.

**Promotion:** Tarnished employs a comprehensive promotional strategy to effectively engage with our target market, build brand awareness, and drive sales. Our promotional tactics are tailored to resonate with the unique interests and preferences of our audience. Specific promotional tactics include:

1. Social Media Marketing:
   1. Influencer Collaborations – Partnering with influential figures within the metalcore and alternative fashion communities to showcase our products to their followers and increase brand awareness.
   2. User-Generated Content – Encouraging customers to share photos and videos of themselves wearing Tarnished’s designs on social media.
2. Email Marketing
   1. Exclusive offers – Sending target email campaigns to subscribers with exclusive offers, early access to new collections, and personalized recommendations based on their past purchases.
   2. Newsletter updates – Providing regular updates on brand news, collaborations, and upcoming promotions to keep subscribers informed.
3. Influencer Marketing
   1. Product Reviews and Endorsements – Sending samples of products to relevant influencers for honest reviews and endorsements, leveraging their credibility to reach new customers.
   2. Brand Ambassadors – Establishing long-term partnerships with select influencers who embody the Tarnished brand, advocating for our products.
4. Online Advertising
   1. Social Media Ads – Running targeted advertising campaigns on platforms such as Instagram and Twitter to reach potential customers based on interests and online behavior.
5. Collaboration and Partnerships
   1. Band Collaborations – Continuing to collaborate with prominent bands from the relevant scenes to create exclusive designs and leverage their fan bases.
   2. Music Festivals and Events – Sponsoring or participating in metal music festivals, concerts, and events to connect with our target audience in-person and showcase our brand.
6. Customer Loyalty Program
   1. VIP Access – Offering exclusive access to VIP sales, events, an product launches for loyal customers who reach certain milestones within the loyalty program.

**Marketing Implementation**

**Timeline:**

|  |  |
| --- | --- |
| Activities | Date |
| Complete Marketing Plan | June 10th, 2024 |
| Registration of the business and domain for Tarnished | July 15th, 2024 |
| Contacting suppliers and vendors. | August 18th, 2024 |
| Being creation of the website. | September 1st, 2024 |
| Find potential bands to partner with and collaborate. | October 7th, 2024 |
| Find relevant artists and create designs | November 10th, 2024 |
| Start promoting online for the release of first collection | December 20th, 2024 |
| Pick a launch day | January 5th, 2025 |
| Launch | February 7th, 2025 |

**Performance Evaluation**

1. Hold regular meetings to review progress, address any issues that may have come up, and ensure our objectives are being met.
2. Regular performance reviews to evaluate website traffic, social media engagement, and sales revenue.
3. Get feedback from customers through surveys, reviews, and social media interactions.

**Works Cited**

**Sources:**

(Have purchase history / personal experience with the following three links)

<https://24hundred.net>

<https://dropdead.world> Warning – some explicit designs.

<https://shiborithreads.com>

Other Direct Competitors:  
<https://www.hottopic.com>

<https://www.merchbar.com>

<https://www.impericon.com/us>

Potential legal / regulatory forces:

Zwieglinska, Zofia. “How New Legislation Will Affect Fashion Brands in 2023.” *Glossy*, Digiday Media, 29 July 2023, [www.glossy.co/fashion/how-new-legislation-will-affect-fashion-brands-in-2023/](http://www.glossy.co/fashion/how-new-legislation-will-affect-fashion-brands-in-2023/).

*The Fashion Act*, [www.thefashionact.org/](http://www.thefashionact.org/). Accessed 3 Mar. 2024.