

Strategic Launch Blueprint for **1751**: Penetrating the Gen Z and Gen Y Market

Client: 1751

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Objective:

To successfully launch and establish 1751 as a distinctive and desirable clothing brand in the market, specifically targeting Gen Z and Gen Y.

Pre-Launch Phase

1. Market Research and Analysis

- **Identify Trends:** Conduct surveys, focus groups, and social media listening to identify the latest fashion trends, especially those related to customisation. Analyse what styles, colours, and types of clothing are popular among Gen Z and Gen Y.
- **Competitor Analysis:** Study competitors to understand their strengths and weaknesses. Identify key players in the customisable clothing market and analyse their marketing strategies, product offerings, and customer engagement tactics.
- **Audience Insights:** Create detailed personas for your target audience. Understand their demographics, psychographics, online behaviour, and shopping preferences. Use tools like Google Analytics, social media insights, and third-party market research reports to gather data.

2. Branding

- **Brand Identity:** We would create a logo that reflects the brand's essence. Choose a colour palette and typography that appeals to Gen Z and Gen Y, emphasising modernity and creativity.
- **Brand Story:** Craft a compelling narrative that highlights the brand's mission, vision, and values. Explain the inspiration behind the name "1751" and how the brand aims to empower customers through customisation.

- **Brand Guidelines:** We would develop a comprehensive brand guideline document that includes rules for logo usage, colour schemes, fonts, imagery, and tone of voice. This ensures consistency across all marketing materials and communications.
- **Prototypes:** We would develop prototypes of key products to use in marketing materials, photoshoots, and influencer collaborations. Test these prototypes with a focus group from your target audience to gather feedback and make any necessary adjustments.

3. Digital Presence Setup

Website Creation:

- **E-commerce:** Set up a secure and efficient e-commerce platform. Ensure it supports multiple payment methods, easy checkout processes, and a reliable shipping solution.
- **Customisation Tool:** Integrate a user-friendly customisation tool that allows customers to add text to their clothing. This tool should offer various fonts, colours, and text placement options.
- **SEO Optimization:** Optimize the website for search engines. Use relevant keywords, optimise meta tags, and ensure the site is mobile-friendly and fast-loading.
- **Social Media Accounts:** Create and optimise accounts on Instagram, TikTok, Snapchat, Twitter, and Facebook. Use consistent branding and post initial content to start building your audience.

4. Content Creation

- **Visual Content:** We would create high-quality images and videos showcasing customisable clothing. Plan photoshoots that highlight the customisation process and finished products.
- **Influencer Partnerships:** Identify and collaborate with influencers who resonate with Gen Z and Gen Y. These influencers should align with the brand's values and have a significant following on platforms like Instagram and TikTok.
- **Teasers and Sneak Peeks:** Share behind-the-scenes content, teasers, and sneak peeks of the customisation process and final products on social media to build anticipation.

5. Community Building

- **Engagement Campaigns:** Launch pre-launch engagement campaigns on social media. These could include interactive posts, polls, and questions to engage potential customers and gather feedback.
- **Newsletter Sign-Ups:** Create a sign-up form on the website to collect emails from interested customers. Offer incentives like early access to the launch or exclusive discounts for those who sign up.

Launch Phase

1. Launch Event

- **Virtual Event:** Host a virtual launch event featuring live demonstrations of the customisation tool, interactions with influencers, and giveaways. Use platforms like Zoom Live, Facebook Live, or YouTube.

- **Promotional Offers:** Offer limited-time discounts or exclusive offers for early adopters. Promote these offers through social media, email newsletters, and the launch event.

2. Social Media Blitz

- **Campaign Hashtags:** Develop branded hashtags such as #1751Launch, #CustomizeYourWay, and #1751Fashion. Encourage followers to use these hashtags when posting about the brand.
- **Influencer Takeovers:** We would arrange for influencers to take over the brand's social media accounts for a day, sharing their customisation experience and engaging with followers.
- **Live Q&A Sessions:** We would host live Q&A sessions on Instagram and TikTok where the brand team and influencers answer questions about the products, customisation options, and the brand's vision.

3. Advertising

- **Paid Social Media Ads:** Run targeted ads on platforms like Instagram, TikTok, Snapchat, and Facebook. Use high-quality visuals and compelling copy to drive traffic to the website.
- **Google Ads:** Utilize Google Ads to target relevant keywords and drive traffic to the website. Focus on terms related to customisable clothing and personalised fashion.
- **Influencer Posts:** Ensure that influencers post about their customised pieces and share their experiences on their social media accounts, using the campaign hashtags.

Post-Launch Phase

1. Continuous Engagement

- **User-Generated Content:** Encourage customers to share photos and videos of their customised pieces on social media using the brand's hashtag. Feature this content on the brand's social media accounts and website.
- **Contests and Challenges:** Run social media contests and challenges that encourage customers to showcase their customised clothing. Offer prizes such as free products or discounts to winners.

2. Customer Feedback

- **Surveys:** Send out post-purchase surveys to gather feedback on the customisation experience, product quality, and overall satisfaction. Use this feedback to make improvements.
- **Reviews:** Encourage customers to leave reviews on the website and social media. Highlight positive reviews and address any negative feedback promptly.

3. Product Expansion

- **New Collections:** Regularly introduce new customisable collections based on customer feedback and emerging trends. Keep the product range fresh and exciting.

4. Marketing and Advertising

- **Retargeting Ads:** Use retargeting ads to reach customers who visited the website but didn't make a purchase. Show them personalised ads featuring the products they viewed.
- **Email Marketing:** Send personalised emails with product recommendations, exclusive offers, and updates on new collections. Segment the email list to target different customer groups effectively.

5. Community Building

- **Brand Ambassadors:** Develop a brand ambassador program to foster deeper connections with loyal customers. Ambassadors can receive exclusive perks, early access to new collections, and opportunities to represent the brand.
- **Local Events:** Host or participate in local events and pop-up shops to increase brand visibility. Engage with the community and provide a hands-on customisation experience.

6. Data Analysis and Optimization

- **Performance Tracking:** Continuously monitor website traffic, sales, and social media engagement. Use analytics tools to track key performance indicators (KPIs).
- **A/B Testing:** Conduct A/B testing for website elements (e.g., call-to-action buttons, landing pages) and advertising campaigns to optimise performance and improve conversion rates.

Proposed Budget

BRANDING	MANAGEMENT	WEBSITE DEVELOPMENT
<p>Branding</p> <ul style="list-style-type: none">• Brand Identity• Brand Story• Brand Guidelines• Brand Prototypes <p>COST: N300,000 (One Off)</p>	<p>Social Media Management:</p> <ul style="list-style-type: none">• Strategy Development• Content Creation and Curation• Posting and Scheduling• Community Management <p>Platform Management:</p> <ul style="list-style-type: none">• Profile Optimization• Profile Monitoring and Maintenance <p>COST: N300,000 (Per Quarter)</p>	<p>Web Development</p> <ul style="list-style-type: none">• Full Ecommerce Setup• Customization of products• QR Code Functionality <p>COST: N2,000,000 (One Off)</p>
SUBTOTAL		N2,600,000

Thank you.