



# KickCraft Marketing Plan

“Step into style. Step into KickCraft. “

Rishith Thommandru

23CSB0A14

CSE , Section A

## Executive Summary

### Overview :-

- Kickcraft: an innovative sneaker brand, emphasizing ecological materials integrated into sophisticated designs. In the rapidly evolving sneaker market dominated by sustainability and personalization than ever before, Kickcraft's unique selling point is the combination of customisable sneakers and smart tech. In this strategy, the aim is to raise brand awareness among consumers who are considering lowering their environmental impact in a thoughtful way of dressing oneself chicly.

### Goals :-

- Build brand awareness through influencer partnership, organic social media, and other forms of digital marketing to the segment of the population focused on the environment.
- Exceed the customer in social media engagement by using user-generated content, brand storytelling and influencer collaboration to build a community.

### Financial Goals :-

- By year-end, achieve 10,000 units sales, having an equal split of online-only sales with no consumer intervention and exclusive, limited-time buy-in drops.

### Sustainability Actions :-

- End-of-Year sourcing of materials sustainably and extending these sustainability actions to the ads, an area in which the company will promote its eco-friendly cause.

## Company Overview

### Company Background :-

- Kickcraft is based on the concept that sneakers are not just meant to reflect the individuality of the person wearing it but can also contribute to the solution of the environmental crisis that earth is facing. Sustainability, innovation, and customization are principles by which Kickcraft is guided. The company seeks to produce green footwear with an ecology feeling for a fashion oriented consumer.

### Product Overview :-

- **Sustainability:** The Kickcraft sneakers are highly sustainable, as they incorporate recycled plastics, organic cotton, and plant-based dyes.
- **Personalization:** Customers design their own shoes by picking colours, looks, and also special features e.g., fabric or embroidery. This personalization strengthens the exclusivity of the brand.

- **Technology:** Choice smart features such as fitness tracking, activity tracking and the ability to integrate it with health applications (or apps) caters to customers' tech-savvy appetite.

## Environmental Analysis

### Market Trends :-

- **Sustainable Consumerism:** As millennials/Gen Z are increasingly motivated to care for the environment, their desire to buy "ethical" products increases. They are prepared to pay the price to brands that show sustainability.
- **Digital shopping shift:** The e-commerce virtual world is booming, and people are increasingly interested in any digital virtual try-ons. This growth in the e-commerce space supports Kickcraft in having tech-driven, interactive engagements with its customers.
- **Demand for Personalization:** Personalization is not just a trend, but a desire of the consumer, which is increasing. By that means a company, such as Kickcraft, can exploit the prospect of providing customised footwear, a product which would be of particular interest to customers' need for personalization.

- **Comfort and Versatility:** Sneakers are no longer only a sportswear, they have been promoted to become fashions. Kickcraft will combine style with comfort, functionality to it.

## PESTEL Analysis :-

### Political :-

- Trade agreements, and tariffs will affect raw material cost higher for sustainable components. Kickcraft will track political changes and adjust its supply chain to reduce vulnerabilities.
- A variety of reasons influence consumer expenditures, including economic turmoil; and Kickcraft's middle-tier cost structure will position its goods at a lower price point than many of its luxury competition, but upscale to those who value sustainability.

### Economic :-

- In uncertain economic times, consumer spending may be affected, but Kickcraft's mid-tier pricing strategy will make its products more accessible compared to luxury brands while still appealing to those who value sustainability.

### Social :-

- One element that is very much in keeping with Kickcraft's mission is an ethical consumerism and wellness approach. The trademark can have its eco-consciousness flag also become the identification attribute with respect to this new trend.

### Technology :-

- AR can be used within the online store, as virtual try-ons are permitted, and consequently contribute to both the overall consumer experience and conversion rates.

#### **Environmental :-**

- Carbon footprint decrease, recycling of content, and eco-friendly production have been niches of the topics the sustainability-concerned consumers have been arguing for climate change.

#### **Legal :-**

- With respect to certificates of sustainability, protection of copyright or rights of intellectual property, and regulations in relation to labelling; Kickcraft will be checking the same accounts for conformity.

## **Competitive Analysis**

#### **Major Competitors :-**

- Nike, Adidas, Allbirds etc.
- All these brands are already in the market with a good consumer base.

But KickCraft is unique in the sense that it can achieve a more personalised and technically capable product.

#### **SWOT Analysis :-**

##### **Strength :-**

- High level of sustainability commitment, the path pursued with regard to innovation in the field of customization, and the integration of tech and footwear.

**Weaknesses :-**

- Due to low brand awareness ,there is a relatively new market profile at this stage.

**Opportunities :-**

- Coming of the wave of eco-sensitivity and requests for personalised, tech-oriented products.

**Threats :-**

- Increasing competition from powerful brands, rapidly rising and falling prices of natural, sustainably produced raw materials.Continuous change in consumer behaviour and trends.

## Marketing Strategy

**Target Market :-****Demographics :-**

- Specifically aimed at 18 to 35-year old urban professionals, environmentally conscious consumers, mostly GenZ and Millenials .

**Psychographics :-**

- Individuals who emphasise sustainability, such designs, and comfort along with aesthetics.

#### **Geographics :-**

- World wide consumers and mainly focusing on India, a large population and more consumers interested in affordable products.

#### **Positioning :-**

- The USP of KickCraft rests in its balance between enhancing both Sustainability and Style .

#### **Marketing Mix :-**

##### **Product:**

- Sustainable sneakers with custom designs and incorporating available tech features, brands come with a contemporary functional appeal.

##### **Price:**

- Competitive affordable price based on the continuous and the high-quality use of the material, and available for the target population.

##### **Place:**

- Kickcraft will lead its strategy by being an online-first brand with its own unique pop-up shop and carefully curated partnerships.

##### **Promotion:**



- **Launch Campaign:** Leverage social media and influencer marketing to build buzz and showcase not only the sustainability of it but also the fashionable way this introduces it.
- **Sustainability Campaign:** Describe how Kickcraft sources materials by and produces items in a way that is environmentally responsible.
- **Holiday Campaign:** Go eco with a message around sustainable gifting, with influencer activations and holiday gift guides. Promote goods in a region which are specially designed for that segment of people (like dedicated to a country, a famous person).

## Channels

### Direct-to-Consumer (DTC) :-

- Sales will take place mainly via Kickcraft website and Kickcraft mobile application, the customer will interact through virtual try-on and product customization.

### Social Media :-

- The main interaction channels with the audience will be Instagram and TikTok via influencer marketing, unboxing content, and sustainability narratives. Pushing through social media influencers.

### E-commerce Partnerships :-

- Brand partners, for instance, ASOS Eco Edit, which only encodes eco-enabled products, expands exposure to this specific type of shoppers.

### Business To Business (B2B) :-

- Dense areas or cities itself will deliver hype , so availability of products in physical stores to customers will give a good boost in sales.

## Advertising

### Content Strategy :-

- **Behind the scenes** : Supporting our sustainable products cause, make the manufacturing process open to the public .
- **Influencer Partnerships** : Eco-conscious influencers in eco-friendly environments where they align the brands are of value, mainly in fashion and lifestyle industries.
- **UGC** : Creating a community around Kickcraft to get customers sharing their personalised sneakers and sustainability stories. Run a blog and active social media pages to engage more with consumers.
- **Email Marketing** : Build an email list for exclusive access to product drops, promotions, and sneaker news.
- **Events** : Organise events and Experience hubs occasionally .

## Controlling & Performance Measurement

### *Brand Awareness:*

- Track social mentions, influencer engagement, and overall reach.

### *Sales Metrics:*

- Measure sales growth, abandoned cart rates, and average order value.

### *Customer Engagement:*

- Monitor social media interactions, website traffic, and email open rates.

### *Sustainability Impact:*

- Evaluate recycled material usage, carbon emission reductions, and waste management practices.

## Timeline

### Quarter 1: Launch & Brand Building :-

Objectives and Activities :

- Officially launch the brand and introduce the first sneaker collection.
- Build a solid online presence through social media, influencer marketing, and the blog.
- Establish operational foundations: suppliers, production, and e-commerce platform.

## Quarter 2: Scaling & Market Expansion :-

### Objectives and Activities :

- Increase sales through targeted marketing and influencer collaborations.
- Expand B2B efforts by reaching out to potential retail partners.
- Optimise production and inventory based on demand from Q1.
- Launch a few new designs and themed limited edition series.

## Quarter 3: Consolidation & Customer Retention :-

### Objectives and Activities :

- Focus on retaining existing customers and building long-term relationships.
- Enhance brand recognition through new product lines, events, and collaborations.
- Start laying the foundation for global expansion (international shipping or partnerships).
- Host events to increase engagement.
- Start giving special discounts or offers for loyal customers.

## Quarter 4: Year-End Growth & Holiday Campaigns :-

### Objectives and Activities :

- Maximise sales during the holiday season through special promotions, flash sales, and limited-edition collections.
- Cement B2B relationships and expand retail presence.
- Collect data and insights for future growth and refinement of business strategies.
- Start preparing for next year with end-of-year analysis and refine product and try to increase catalogue( new product lines ).