



# Marketing Strategy for Metro Shoes

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# Pain Point

After a brief analysis, the biggest pain point for Metro shoes is it requires something new, a new strategy or method to spread the word better out & the ORM, basic page hygiene needs improvement.

# Digital Strategy for festive season

A few of the major festive season to that we can utilize in India for our target audience are:

*Summers - It is a perfect opportunity to showcase new collection.*

*Pre-Monsoon - This is the best time to exhaust our collection as in monsoon people are less likely to buy footwears.*

*Winters - With Diwali, Christmas, New Years comprising, we cannot miss out on the opportunity to push content and ads during this period.*

# Digital Strategy Breakdown

***Summers*** - Create a video ad with production team showcasing our summer collection and attract customers with summer sale, pushing consistent content on social media, probably hire a few micro influencers.

***Pre-Monsoon*** - Since this is not going to be a major selling period, I suggest we keep everything lowkey, just run a few ads (can be around clearance sale), partnering with a few bloggers and get the word out there, consistent social media content on the same .

***Winters*** - Starting from pushing out ethnic collections for Diwali, to ending with winter boots, etc. Creating a couple of video ads for Diwali as well as New Year sale (year end sale), onboarding a couple of high rated influencers.

# A few Ideas on the Same

## ***Summers*** -

- Summer collection
- Holi (festive sale),
- Bright collection for the summer light

## ***Pre-Monsoon*** -

- Beat the monsoon with Metro
- Slide your way through the rain with Metro

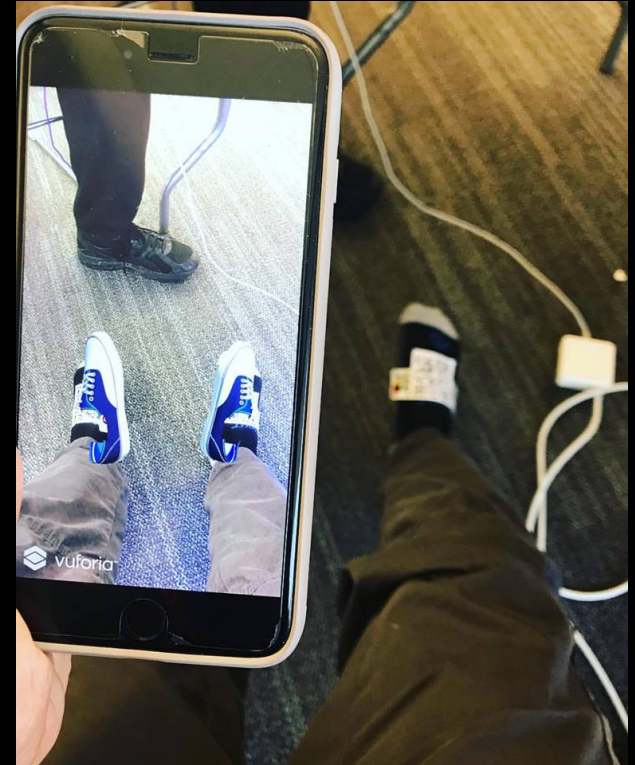
## ***Winters*** -

- Diwali (festive)
- Dazzle them up in your style with Metro
- Get your feet ready for winters
- Gift your feet what they deserve (year end sale)

# Creative Campaign Idea

Since Covid, online shopping has become the new and convenient way to shop, but people struggle to get an idea of what the footwear will look like in person or on their foot that causes higher return rates.

Therefore, using the power of AR (augmented reality) giving people an opportunity to let them see what a shoe will look like when they buy it.



# Metro Virtual Shoe Store

## Benefits of integrating augmented reality to Metro Shoes

- Higher customer engagement
- Reduce return rates
- Increase in sales
- Better & unique customer experience
- Building better Brand image

If the Idea works, I know the execution and can take it forward to the execution.



# AR Powered Shoes

This is integration is to get an Idea of how a shoe will look like in real life

- Better outlook of how shoes will look in real life
- Customers can fully rotate 360 degree to get a better idea
- Can be viewed in laptop, webbrowser, mobile, etc.





# Budgeting

SOCIAL MEDIA PLAN			
PLATFORMS	1 MONTH PHASE	2 MONTHS	9 MONTHS
FACEBOOK (Video+Gif+Static)	17 Creatives (15 Uniques + Cover)	19 Creatives / Month (15 Organic + 4 Paid for A/B Testing)	19 Creatives/ Month (some creatives will be adapted for campaigns)
TWITTER (Video+Gif+Static)	Same creatives as FB, different cover and profile images	Same creatives as FB, different cover and profile images	Same creatives as FB, different cover and profile images
INSTAGRAM (Video+Gif+Static)	16 Creatives (15 Uniques + some creatives will be adapted for IG Stories)	19 Creatives / Month (some creatives will be adapted for IG Stories)	19 Creatives/ Month (some creatives will be adapted for IG Stories)

# Content wise Strategy

- Instagram - 3 Reels/week, 5 posts, moment marketing(excluded)
- Facebook - Same as Instagram.
- Twitter - 3 - 4 engaging posts, brands banter, etc.
- Pinterest - 4 posts a week
- Influencers - Majorly micro except for the festive campaigns and sales period.

# Budgeting and Allocation

- Social Media Total costing - 8L
- Video ads production - 15L to 20L
- Augmented Reality (AR campaign) - 20L (can vary on outsourcing, SKUs, etc.)
- Influencers - 10L -15L
- Content production - 10L
- Media spends - 15L
- Blogs, Website feature, Brand feature, etc. - 10L

*Note - This is just a rough estimation, actual numbers may vary once I understand the operations and working.*

Thank you