



**SPIFT**

**Visual Consulting for the Instagram Age**

# *Problem*

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*Businesses, especially small ones, need assistance branding themselves effectively and creatively on social media and therefore have limited reach when it comes to millennial markets.*

# *Solution*

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## **Part 1 - The Design**

We make a business more aesthetically appealing in the form of customized murals in order to encourage customers to take a photo with it and post on social media and in turn promote the business.

## **Part 2 - Social Media Management**

We start an Instagram and Twitter account for the business and manage it for the first 30 days and then hand it off to them with analytics of the best time to post, hashtags to use, etc...

# *What Comes In The Package*

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## **The “Mural”**

- a custom mural or design with price varying depending on size or complexity
- designed to be “selfie ready” to encourage people to take photos with it and post it on their social media

## **Social Media Management**

- Twitter and Instagram account creation and management for 30 days and then handed off to the client
- Will run 5 Instagram ads

## **Analytics**

- Social Media analytics and target market analysis for the client

# *Market Plan*

88% of businesses in the United States use social media in some capacity for marketing purposes

More than 40% of small businesses use social media for brand awareness and revenue generation

-emarketer

# *Competition*

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**Visually** - A company that does custom designs for businesses in the form of *videos*, *wall art*, and other forms.

**Art Force** - A company that does *art installations* and more *creative works* in business to promote intrigue.

**Social Spots** - A company that puts *digital photobooths* in the entrances to businesses that link directly to the user's social media accounts.

**SPIFF** - A company that does both *visual design* as well as *social media management* and provides businesses with *valuable stats and analytics*.

# Timeline and Horizons

## **Dec-**

- MVP Mural Ready
- Process Documented
- Social Media Campaign Designed

## **Feb-**

- Soft Launch of Website
- Testing and Revision
- Social Media Campaign Transition to Website

## **Jan-**

- Build Website Infrastructure
- Connect with Artists and Businesses
- First Client Mural Complete

## **Mar-**

- Full Launch of Spiff
- Testing of New Service
- Scale

# Team

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**Andrew**

-Technology  
-Logistics



**Michel**

-Communications  
-Outreach



**Danielle**

-Design  
-Management



**Myles**

-Creative Problem Solving  
-Financials



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## Problem

Businesses, especially small ones, need assistance branding themselves effectively and creatively on social media and therefore have limited reach when it comes to millennial markets.

## Existing Alternatives

- Visual.ly
- ArtForce
- Social Spots

## Solution

Create a digital platform that connects mural artists and small business owners – Provide foundation with our own examples for proof of concept.

## Key Metrics

- Social Media Interactions
- Site Visits
- Money made from clients

## Unique Value Proposition

Allowing businesses to increase their presence and aesthetic appeal while giving them an access point into social media marketing and the digital promotion of their business.

## High-Level Concept

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## Unfair Advantage

A unique community sourcing platform for businesses and mural artists with a focus on connections and locality

## Channels

- Social media (Instagram, Snapchat)
- Spiff Website

## Customer Segments

- Businesses with waiting rooms
- Mural Artists

## Early Adopters

- USC Global Partnership Office
- Local businesses known by us

## Cost structure

Variable: Wall covering material depending on size. Amount of paint depending on size.

Fixed: Brushes, Hosting the website

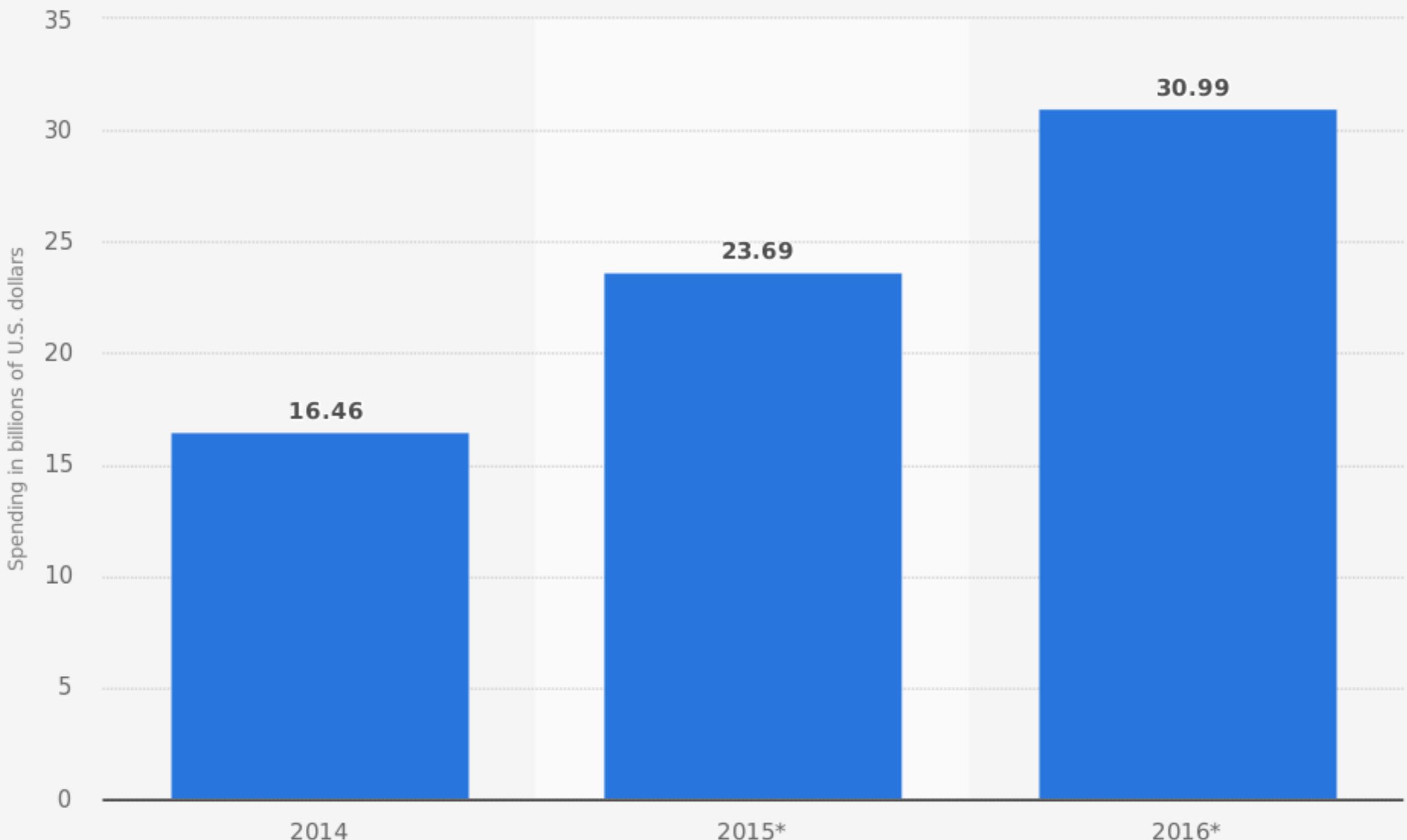
## Revenue Streams

- Profit from consultations
- Website Visits / Ad Revenue

## *The Economic Viability of Murals (Forbes- Raquel Laneri, 2009 “Why We Love--And Need--Public Art”)*

“It is also, strangely, economically viable, despite its often high price tag. New York’s Waterfalls cost about \$15.5 million; they brought in, according to the Public Art Fund, \$69 million for the city. “There are 1,400 cultural institutions in New York that [collectively] bring in more than \$6 billion to the economy,” says Freedman. “More than 40,000 people are employed in the arts, and the arts bring in 25 million annual visitors. I think there is clearly an economic impact.” (Perhaps this explains all the smiling faces: most of them are tourists.)”

# Social advertising spending worldwide from 2014 to 2016 (in billion U.S. dollars)



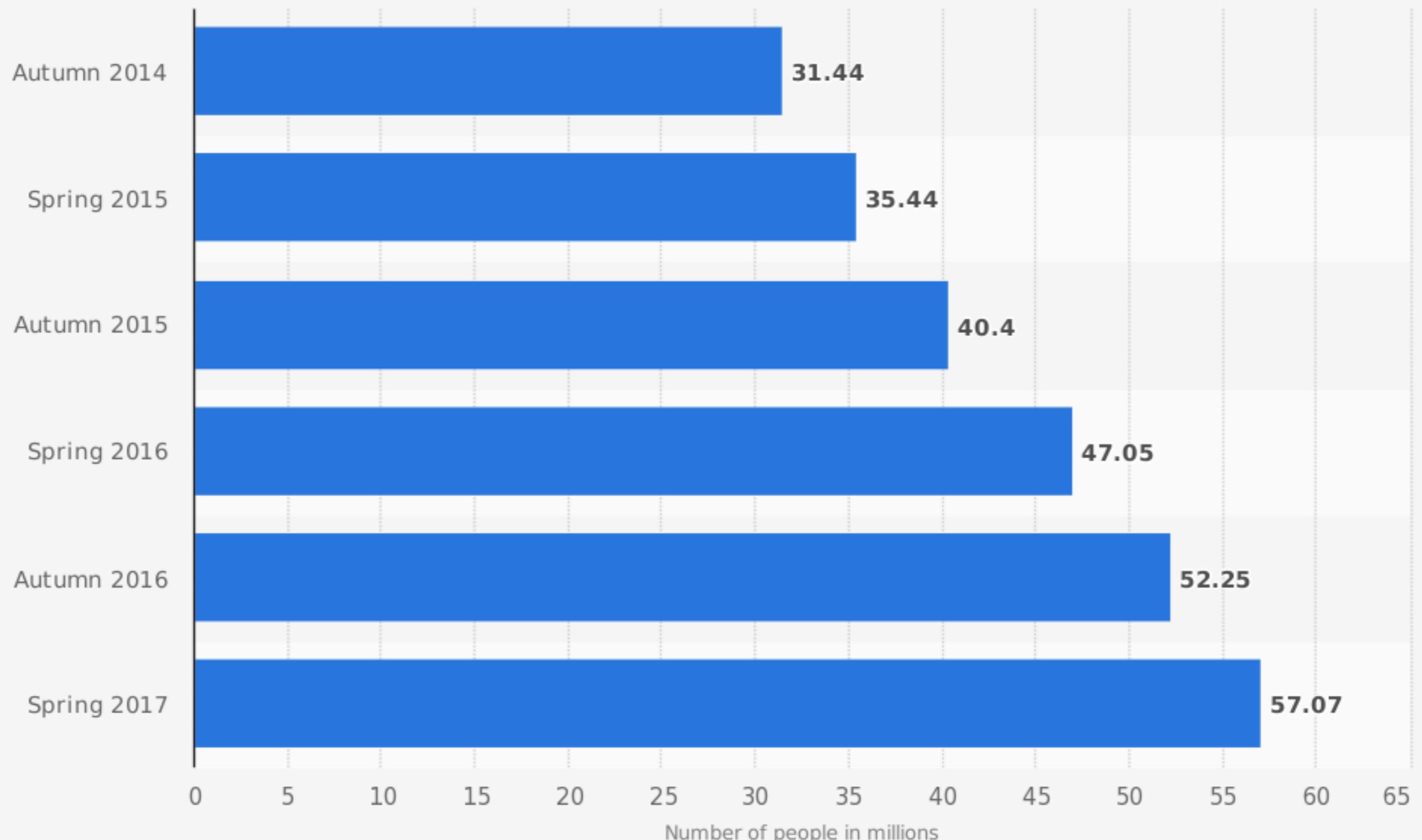
## Sources

Magnaglobal; Campaign Asia  
© Statista 2017

## Additional Information:

Worldwide; Magnaglobal; 2014; includes desktop-based and mobile-based advertising

# Number of internet users who visited Instagram within the last month in the United States from autumn 2014 to spring 2017 (in millions)



Source  
Nielsen Scarborough  
© Statista 2017

Additional Information:  
United States; Nielsen Scarborough; approx. 250,000\*; 18 years and older

## **Lucy Goddard, Creative Director**

‘I’m not sure if it’s in the dictionary yet, but the term “*Instagramability*” has become probably the biggest change in all of our design briefs; it used to be budget and now it’s ‘it needs an Instagram point’.

“[Colette Miller’s] Global Angel Wings Project has taken off, with more than 200 sets of wings across the world. Miller said about 90% of her work is commissioned. The rest goes to areas of unrest, such as Juarez, Mexico, to provide a symbol of peace.”

-LA Times