



AJ Stickers

Marketing/Branding Strategy

Rebecca Luo



Agenda

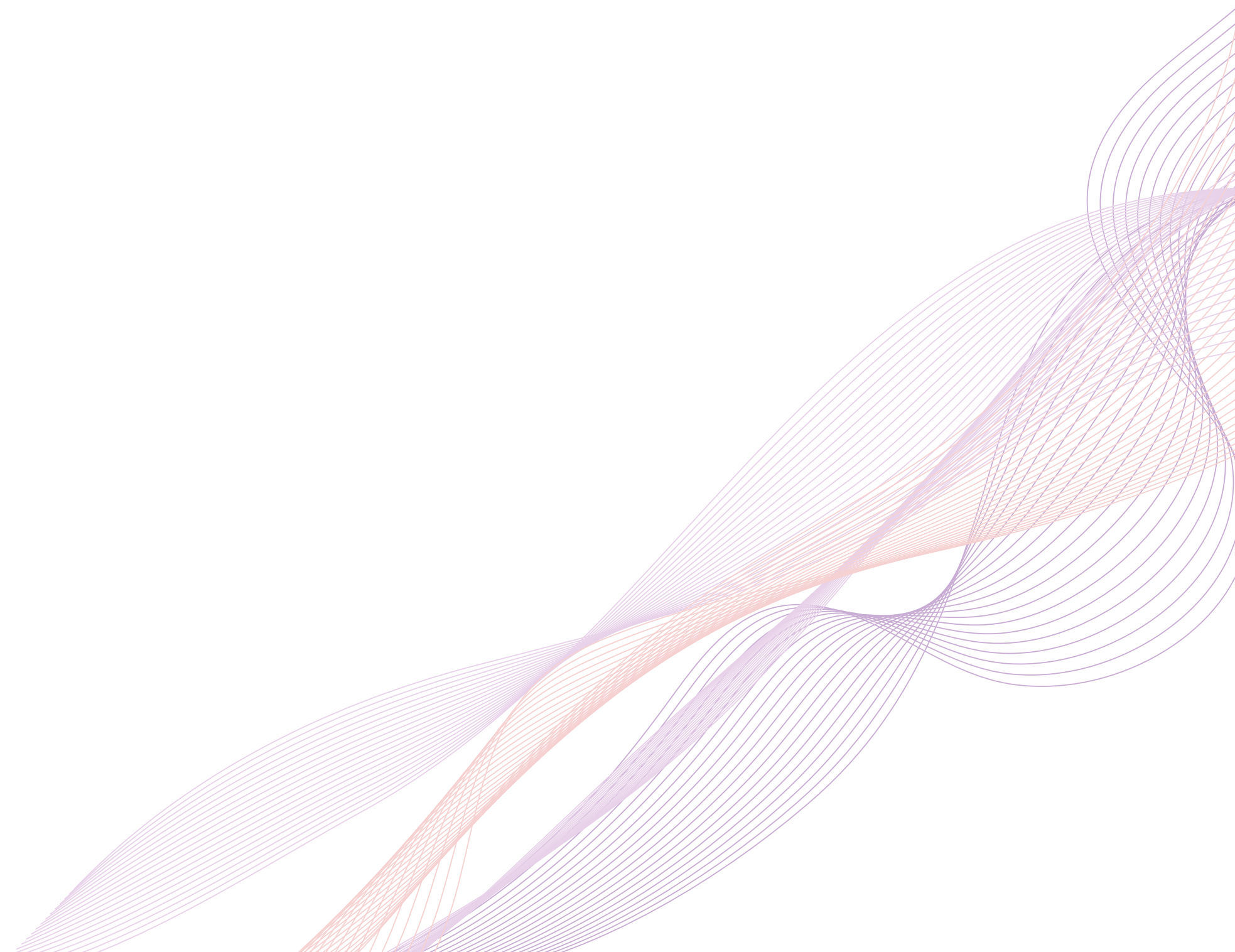
01 Branding

02 Timeline

03 Instagram

04 TikTok

05 Pinterest



Branding

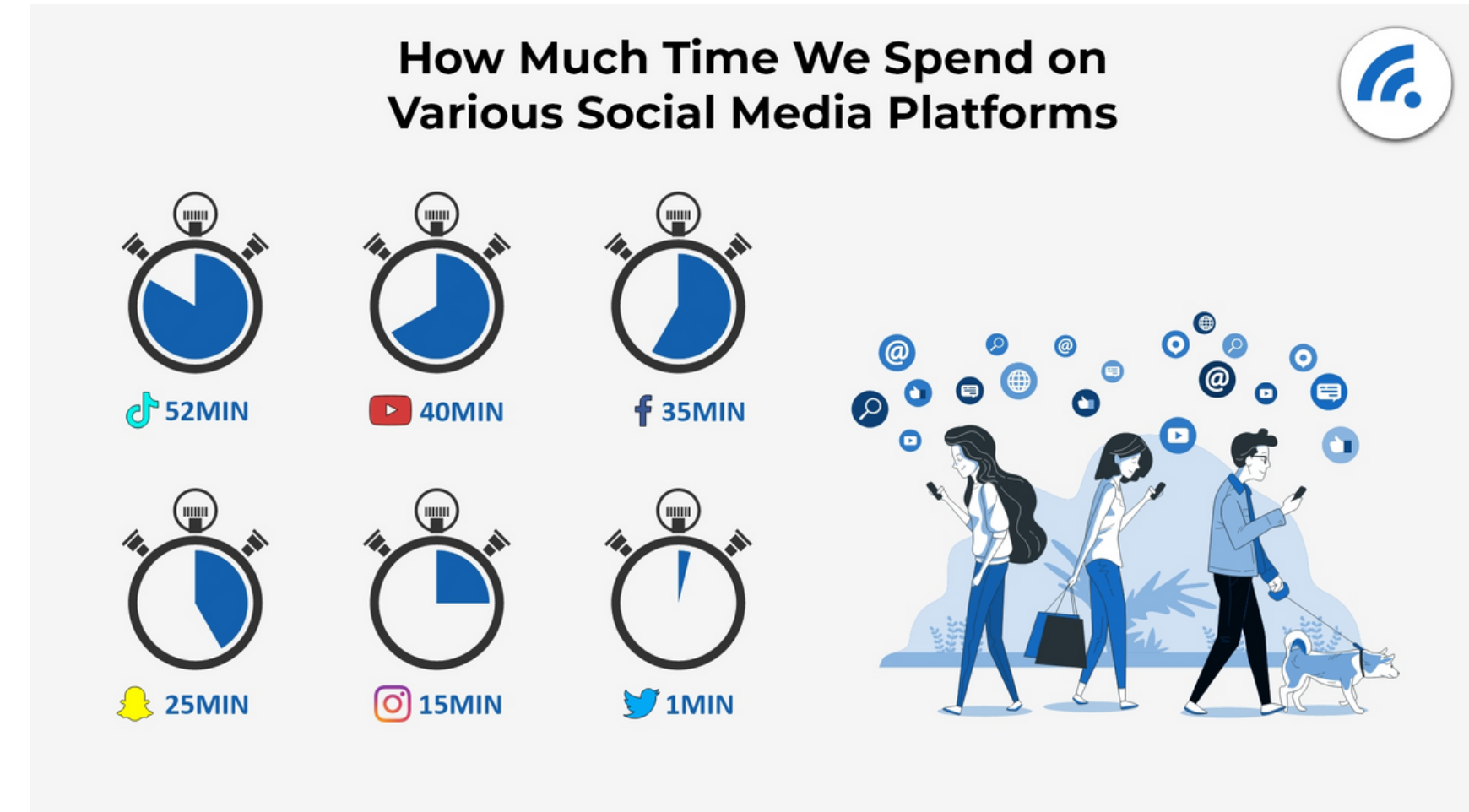
Brand Design/Business Card/Thank You Card



Marketing Trends

We will seek to leverage the following:

1. Having an engaging and authentic brand story
2. Emphasizing social media marketing
3. Investing in data analytics early-on
4. Engaging with costumers for long-lasting relationships



Global Digital Future Report by Comscore



6 Tips To Grow Your Business In 2021

Helpful tips from Luke Lintz on how to grow and invest in your business in 2021.



7 Marketing Ideas for Growing Your Small Business in 2021

Struggling to grow your small business, gain more customers, and build a strong brand image? Try these 7



7 Ways to Market Your Small Business in 2021

It's time to look to the new year as one with opportunity. Check out these 7 ways to market your



10 Social Media Statistics You Need to Know in 2021 [Infographic]


Being a smart marketer means you must analyze social media marketing statistics and facts to better

Motto, Bio

What is our story; what experience should our product induce; what are our values?

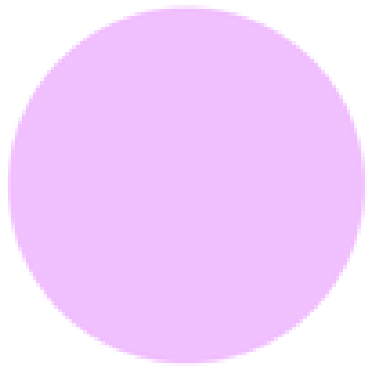
Motto: Empowering Women in STEM One Sticker At a Time

Brand Story: Three sisters in STEM that seeks to empower other women-in-STEM through our stickers while advocating for mental wellness.

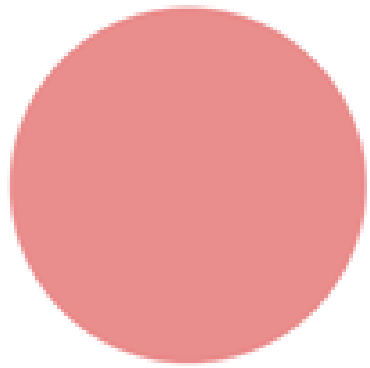


Colors/Style

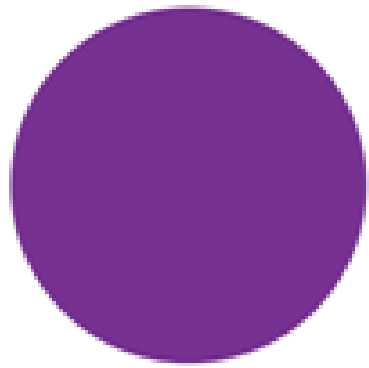
Brand Color



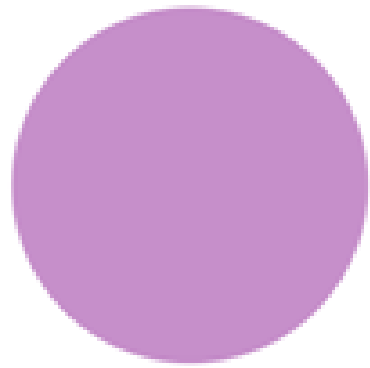
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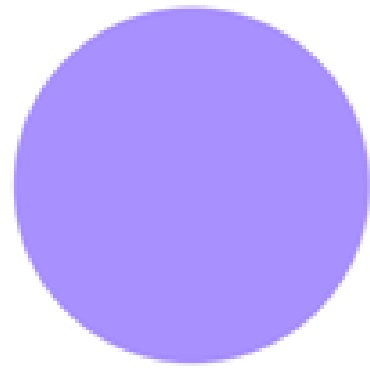
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Fonts:

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Open Sans Light



Business / Thank-You Cards

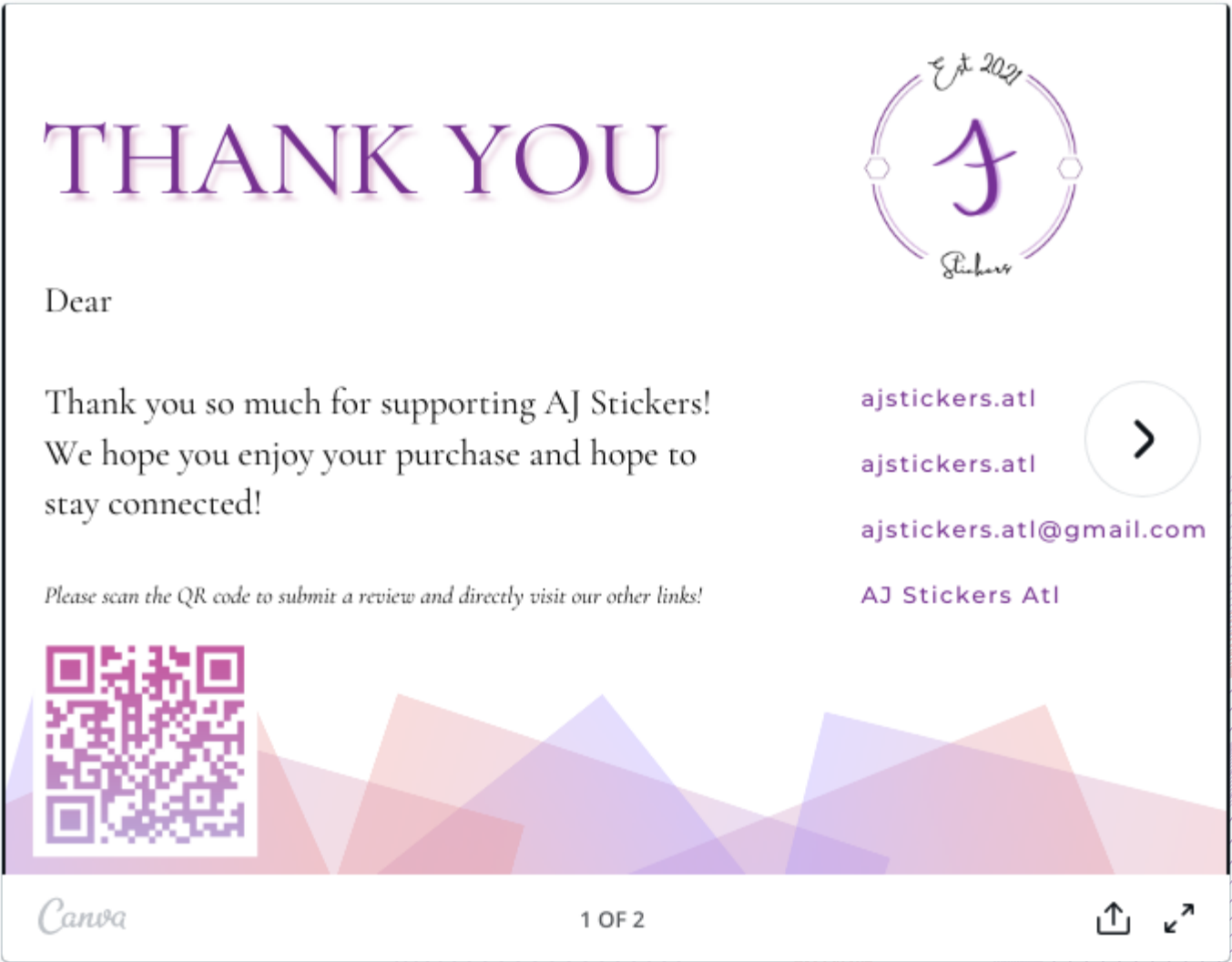


AJ STICKERS

EMPOWERING WOMEN-IN-STEM ONE STICKER AT A TIME

BCard#1

Check out this Business Card (US) designed by Rebecca Luo.

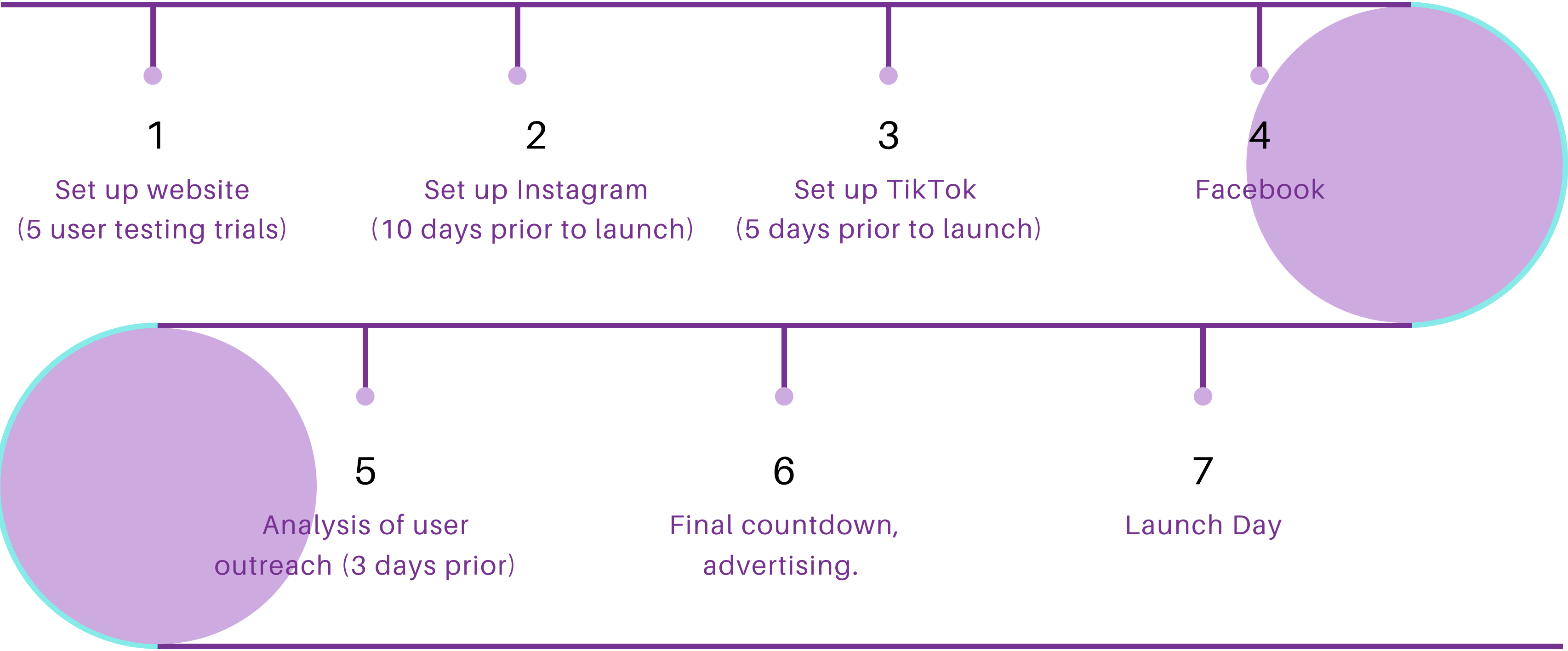


Timeline

To Launch Date



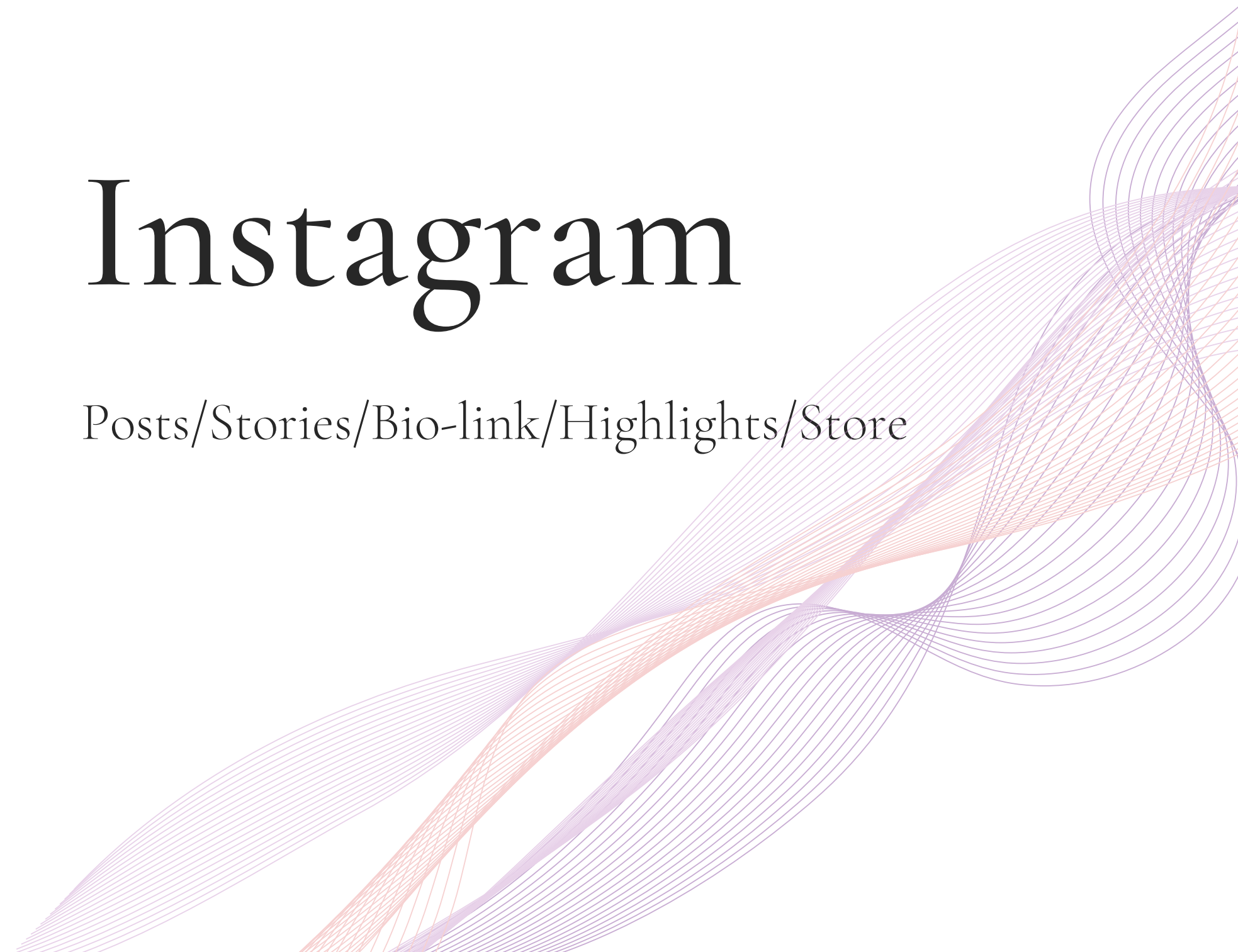
Timeline to Launch Day





Instagram

Posts/Stories/Bio-link/Highlights/Store



Goals



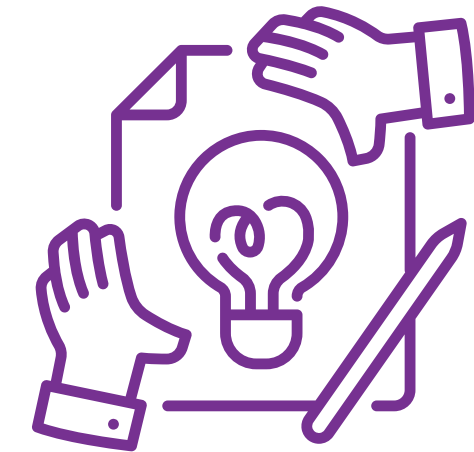
Community Engagement

Building presence and engaging with potential customers. Having reviews, notifying customers of new sets, initiatives, etc.



Driving Traffic to Website

Ultimate goal is to increase traffic to our website to have purchases.

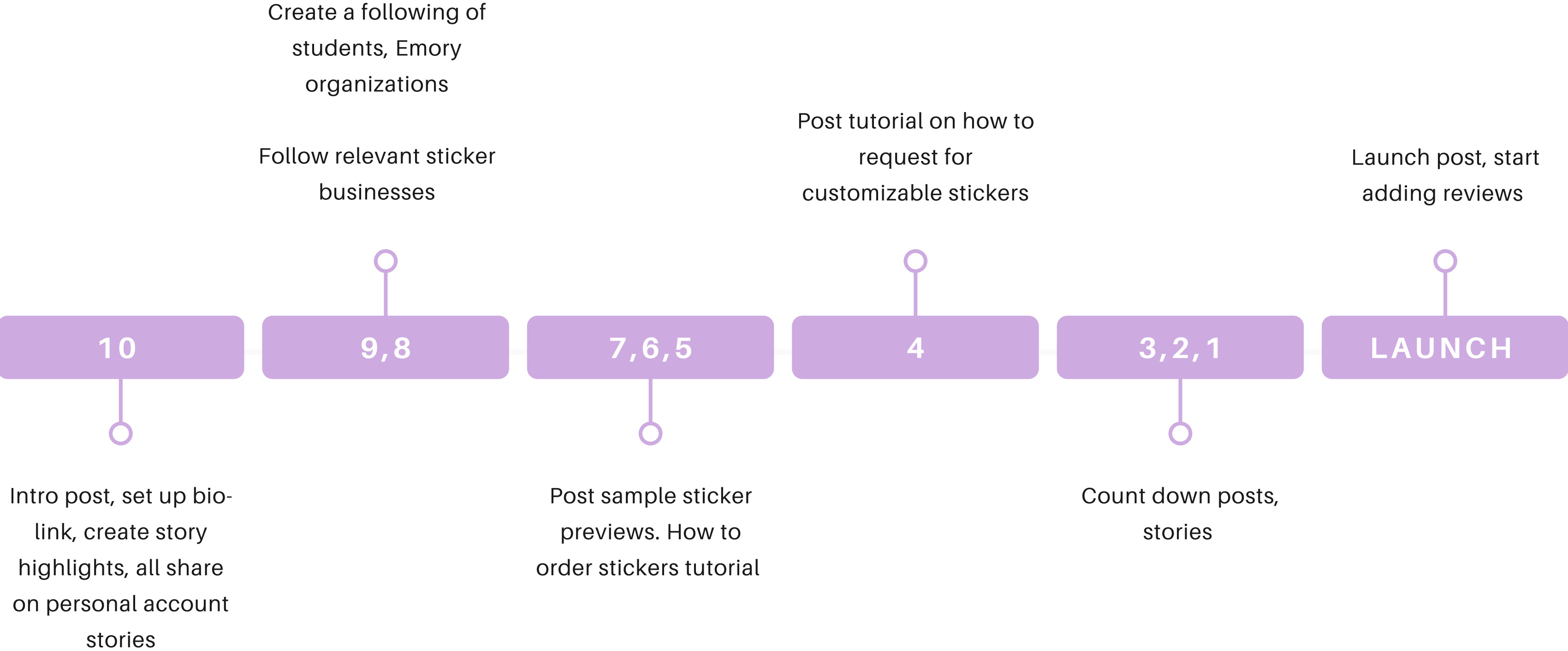


Establishing Brand

Reinforcing our brand goal, values, purpose to be STEM oriented through activities that engage the community.

Timeline to Launch Day

Ten Day Plan



Pillars of Focus

HIGHLIGHTS

FAQs
Reviews
Product
STEM fact Sundays

WEEKLY POST GOALS

We want to have at least 1 post consistent per week.

STEM Fact day/
Meme day/
Motivation of the week/
Sticker of the week etc.

ENGAGEMENT

"This or That" Stories

Encourage customer reviews (what sort of incentives?)

Surveys/Question stories (Best STEM pun etc.)

VIDEOS

Having TikTok videos

How-to videos (how to submit an custom order/what to expect etc.

HASHTAGS

Use hidden hashtags on stories and in posts

Researching trending hashtags

Having our own hashtag #AJStickers, #STEMstickers etc.

Bio-Link, Highlight, Basic Post Designs



Bio Link

Check out this Bio Link Website designed by Rebecca Luo.

 Canva



Intro Post

Check out this Instagram post designed by Rebecca Luo.

 Canva



Sticker Preview

Check out this Instagram post designed by Rebecca Luo.

 Canva

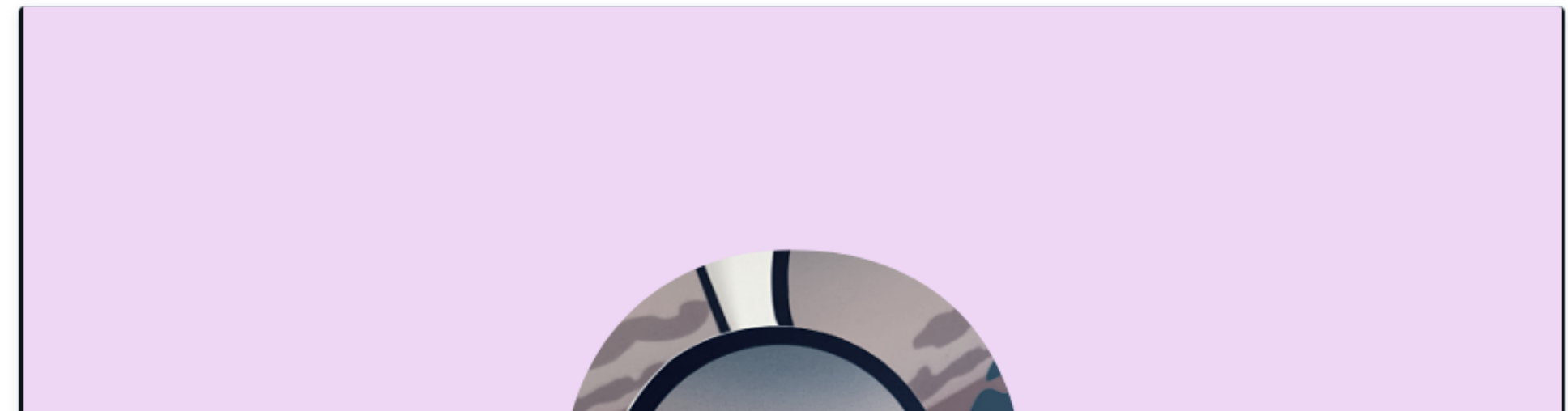
Instagram Story Highlight Covers



Instagram Story Highlight Covers

Check out this Your Story designed by Rebecca Luo.

 Canva





TikTok

Packaging/Trending Videos



Goals



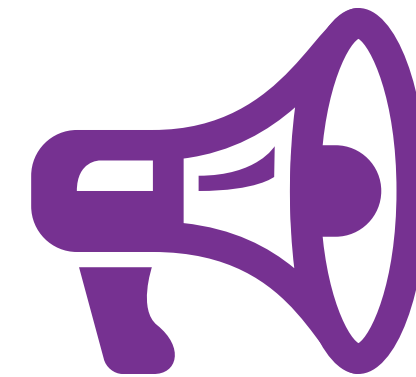
Community Enagagement

Building presence and engaging with potential customers. Having requested wrapping videos, asmr, voice overs etc.



Driving Traffic to Instagram/Website

Ultimate goal is to increase traffic to our Instagram or website to have purchases.



Advertising

Using hashtags, trending songs to reach a large audience through fyp.

Pillars of Focus

PACKING VIDEOS

Pack an order with
me

Customers can
request packing
videos

TRENDING VIDEOS

Relevant viral trends
as it relates to

- 1.women in stem
- 2.small businesses
- 3.designing process
- 4.meet the team
- 5.etc.

ENGAGEMENT

Interacting/supporting
with other small
businesses

Allow duets/stitch



Pinterest

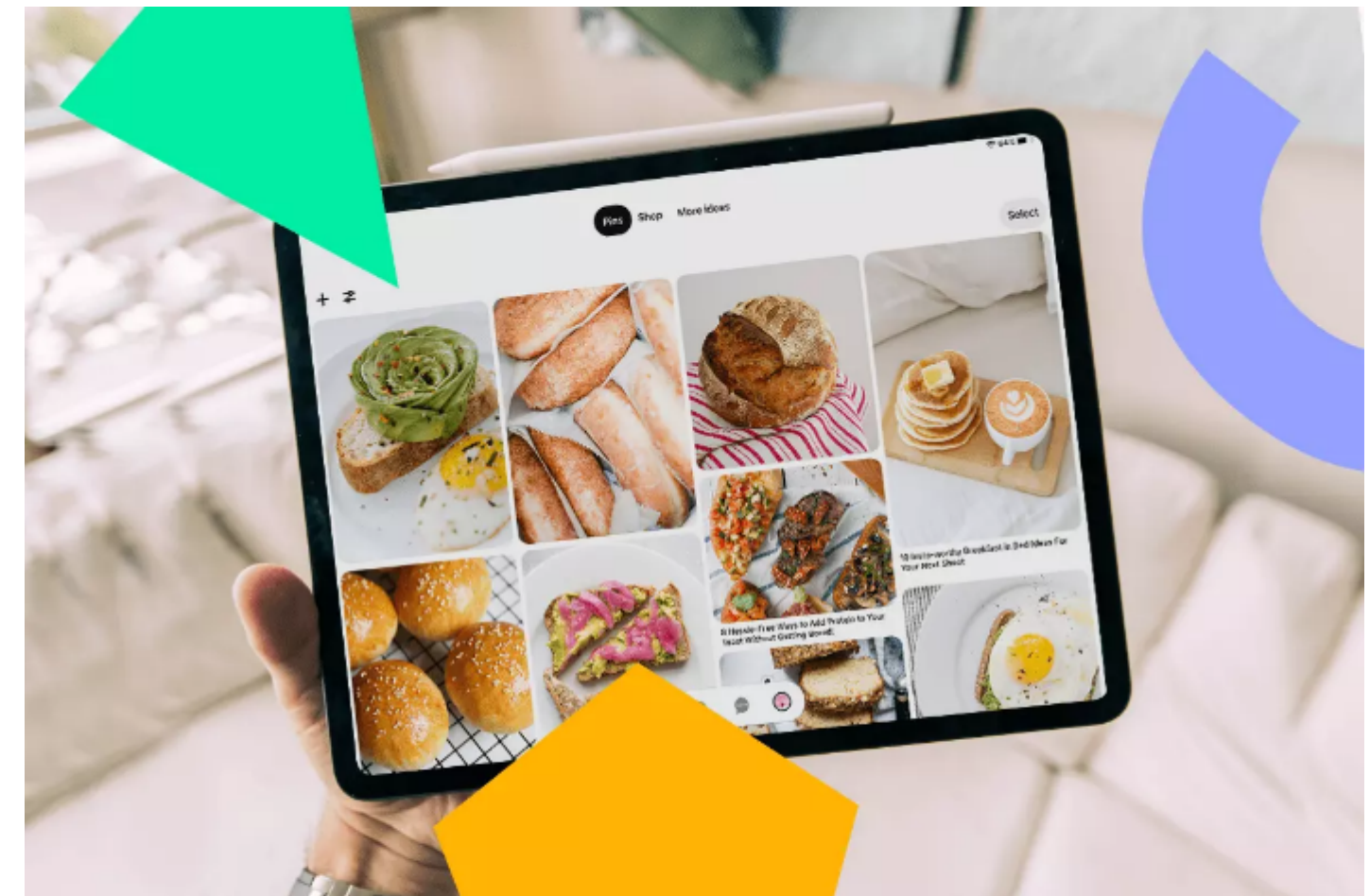


Goals



Driving Traffic to Instagram/Website

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5 Creative Ways to Grow Your Instagram Account Using Pinterest

Want to get more Instagram engagement and grow your account? Start pinning your Instagram posts to Pinterest! Learn how it works in this guide.

 Later Blog / Benjamin Chacon / Jul 21, 2020

Questions?

Thank you

