

FALL 2021

PROMOTING REALEATHER® TO ETSY SELLERS

AN INTEGRATED MARKETING COMMUNICATIONS PLAN



PRESENTED TO:



PRESENTED BY:



PROMOTING REALEATHER® TO ETSY SELLERS

PRESENTED TO:

Greg Sartor,
President of Silver Creek Leather Co.

PRESENTED BY:

Ad Scientists Creative Agency:
Courtney McDonald
Jalen Robinzine
Anthony Casillas
Areal Ruberg

FALL 2021

LETTER OF TRANSMITTAL

December 6, 2021

Greg Sartor, President
Silver Creek Leather Co., LLC
5035 Keystone Blvd
Jeffersonville, IN 47130

Dear Mr. Sartor,

Please find the attached proposal, entitled Promoting Realeather to Etsy Sellers, submitted by Ad Scientists Creative Agency in response to your request for a Realeather marketing plan geared toward small business owners.

The proposal provides a detailed overview of campaign objectives, strategies, and tactics designed to best attract more small business owners and beat competitors.

If you have any questions or concerns, please do not hesitate to reach out to me by email at courtney.mcdonald2@mavs.uta.edu. I look forward to hearing from you.

Sincerely,

Courtney McDonald

Courtney McDonald
Account Supervisor

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EXECUTIVE SUMMARY

INTRODUCTION

With the crafting industry hitting an all-time high in popularity due to COVID-19 lockdowns, there has been a significant increase in consumer demand for a variety of arts-and-crafts activities.

Arts-and-crafts retailers have become essential during this time of self-isolation as movements shared on social media have inspired many to join in on the DIY movement and created an uplift in online activity and small business support. Small business owners like Etsy sellers have benefited from the pandemic, as they've been able to spend more time at home and focus more on their crafting business as an additional source of income. According to research conducted by Etsy, Etsy sellers have increased by 67% with active buyers rising by 77% since the time of COVID-19 restrictions and the adoption of m-commerce.

TARGET AUDIENCE

Realeather offers a diverse selection of leathercraft tools, specialty hardware, thread, needles, dyes and other components that strongly contribute to the DIY movement and can essentially be a big support for small business owners like Etsy sellers. According to our research, we know that 72% of crafters are women with a median age of 35-44, which are categorized as Millennials and Gen-X. For this campaign, we are focusing our target audience primarily on Etsy sellers who fall into this same age range due to the significant rise in mobile commerce.

STRATEGY

We've emphasized the importance of "Promoting Realeather to Etsy Sellers" as our campaign theme in order to get small business owners on board with the central idea that they get more bang for their buck. Using materials made by Realeather, Etsy sellers don't have to worry about their products falling apart after shipping them to a customer. If a product is made of a material that is strong and durable, customers are happy and more than likely to buy from them again.

EXECUTION

Our implementation plan will be carried out in three phases: awareness, engagement, and sales. These three phases will span over the course of 12 months and will primarily focus on efforts such as digital marketing, print ads, radio/video ads, and events in order to increase sales by encouraging product trial and repeat purchases and essentially help Etsy sellers market their own products. For this campaign, we've allocated our budget according to the goals of each phase; more money will be spent for the phases that aim to increase awareness and sales (1 & 3), while less is spent on the phase that emphasizes user generated content (2).

CLIENT CHALLENGE TO THE AGENCY

To create a comprehensive marketing communications plan that will provide a competitive solution to attract more Etsy sellers to the Realeather brand.

SITUATION ANALYSIS

CURRENT MARKET POSITION AND TRENDS

The crafting industry is a \$36 billion industry that is currently growing at a steady rate and expected to rise significantly. Despite COVID-19, the industry has continued to trend positively. Major players in the crafting industry overall include Pilot Pen, Papermate, Faber Castell, Fiskars, Parker, and Pentel. Major distributors like Michaels, JoAnn, Hobby Lobby, Walmart, and Amazon provide competitive marketplaces for crafting products.

Popular crafting trends for 2021 include:

- Punch needle
- Candle making
- Fashion upcycling
- Glass painting

The leathercraft sector of the crafting industry is currently very saturated; there are a lot of companies offering leathercraft kits and leather goods. A Google search for “leathercraft kits” shows more of Realeather’s competition than Realeather products. Out of the eight top results for “leathercraft kits,” Realeather only has one product shown, and it’s located on the Hobby Lobby website. Weaver Leathercraft, Amazon, and other leather retailers appear in paid search ads at the top of the page.

MARKET SEGMENT DEMOGRAPHICS

The average Etsy seller is about 39 years old, female, has a college education, makes about \$56,000 per year, and lives in suburbs or rural areas. Compared to the general population of the U.S., they are older, have more education, have a higher income, and are more likely to live in a rural area.

Key Demographics	Etsy Sellers	General Population
Median age (years)	39	37.5
Gender (% female)	86%	51%
Education (% college grad or more)	56%	27%
Median household income	\$56,180	\$52,250
Rural (%)	39%	21%

RESOURCES

Realeather products are produced by Silver Creek Leather Company, instead of relying on a third party. The products are available in Michaels, Hobby Lobby, JoAnn, and Amazon. Realeather utilizes a third-party logistics company to distribute finished goods to these major retailers.

CAPABILITIES

Realeather has the ability to offer marketing support to Etsy owners and expand on the current social media strategy by adding more varied content. This would help attract the target audience, who is interested in how-to videos, pictures of finished products, and more.

Updating packaging to be more eye-catching and informative would help attract more in-store and online shoppers. Finally, Realeather could improve their search engine optimization (SEO) to help give their brand more credibility and beat out competitors.

PERSONALITY

Realeather’s current personality is dry, rustic, and sales driven. There is little to no two-way communication. Changing Realeather to a more “fun” and “open” brand will help with customer engagement. The brand personality should be displayed through all media, especially social media such as Pinterest and TikTok.

MEDIA USAGE

Currently, Realeather uses its website, social media (mainly Facebook, Instagram, and Pinterest), and product packaging to deliver its brand. Finished products, usually with a rustic theme, are shown on each platform. Packaging for products is simple, with a base background color and the company’s logo and lettering.

SWOT ANALYSIS: INTERNAL

STRENGTHS

- ✓ Products are sold at major distributors like Michael's, Hobby Lobby, and Jo-Ann.
- ✓ Leather is high-quality and long-lasting, which small business owners seek to use and sell for their products to prevent returns and bad reviews.
- ✓ Realeather products are sustainable.
- ✓ Realeather and Silver Creek Leather Co. are based in the U.S.

WEAKNESSES

Lack of brand recognition and brand value.

- ✗ Online presence is almost absent across search engines when looking up topics like "leather crafts" and "leather companies."
- ✗ Not a very strong brand on its own outside of major distributors.

Social media and digital presence needs overall improvement.

- ✗ Instagram: 207 followers
- ✗ Facebook: 1,072 followers
- ✗ No uniqueness, personality, or storytelling is present on platforms
- ✗ Content lacks engagement
- ✗ Outdated content, lack of trends (such as video content)
- ✗ Inconsistency in posting schedule

Website lacks desirable content

- ✗ No independent e-commerce; when searching for products, the website directs consumers to "locations near you" or an Amazon store.

SWOT ANALYSIS: EXTERNAL

OPPORTUNITIES

- ✓ Etsy sellers are always looking for ways to increase their sales.
- ✓ Online shopping is especially popular for those buying in large quantities, like Etsy sellers.

THREATS

- ✗ Competitors such as Tandy Leather have a much more diverse social media strategy, modern branding, and more followers
- ✗ Classic leather crafting is becoming less and less popular as more young people enter the craft market

CONSUMER INSIGHTS

MARKET POTENTIAL

Due to the influx of consumers into the crafting market, Realeather has significant room for growth, especially if they can harness consumers that currently buy competitors' products. As the COVID-19 pandemic progresses, more people are turning their hobbies into businesses to help make ends meet.

TARGET AUDIENCE MOTIVATIONS AND INTERESTS

- Finding an additional source of income
- Growing a business sustainably
- Funding educational expenses
- Supporting families

MARKETING TO MILLENNIALS

Avoid traditional, interruptive advertising. Smart brands have shifted to engaging content that young people like to resonate with. It's more about storytelling than hard selling. This content marketing is genuine and authentic rather than calculated.

Support important causes. A report suggested that 90% of millennials are likely to switch from one brand to another if they support a cause—even if the cost and quality of the two are the same.

Encourage user-generated content. 60% of users agree that the most authentic form of content by far is UGC, as opposed to just 20% who think brands themselves are most genuine. The average conversion rate of visitors who saw UGC is 161% more than those who didn't.

Enlist the help of micro-influencers. Influencers convey authenticity in a way that even celebrity endorsements can't touch. This speaks to an important takeaway. It's not so much the size of the influencer's following—i.e., how important they are—but how genuinely they can express support for your product to their fans.

Simplify your message. Millennials' time is valuable and limited. They may even be using a second screen to read your content while they watch something else. If you are writing an essay, email newsletter, a blog post, or social media copy, put important details in bullet points, don't waste time with platitudes or needless stories to increase your word count, and provide links to case studies and other detailed information so readers can explore further if they wish.

ETSY SELLERS RUN BUSINESSES IN THEIR OWN RIGHT

76% of Etsy sellers consider their shops to be businesses, and 30% focus on their creative businesses as their sole occupation. This business mindset is also reflected in Etsy sellers' aspirations—90% wish to grow their sales in the future.

ETSY SELLERS PERSONIFY A NEW PARADIGM FOR BUSINESS

Etsy sellers have ambitions to grow their businesses, yet they wish to do so in a way that furthers their personal values. Personal fulfilment and enjoyment often play a key role in the decision to start a creative business. They also want their business to have a positive impact on the world—71% of sellers agree that growing their businesses sustainably and responsibly is important to them.

ETSY SELLERS ARE SELF-RELIANT

Most Etsy sellers manage every part of their business themselves. The vast majority of sellers work alone from home, and most handmade sellers are self-taught. Of the 65% who required capital to start their businesses, 83% relied on their own personal savings, and only 1% obtained a loan.

COMPETITOR: TANDY LEATHER

SOCIAL MEDIA

Content includes projects made with Tandy Leather, in-store classes, contests, features for other brands, calls to action to shop, new products, feature of small business leather sellers, products back in stock, store manager spotlight, etc.

- Instagram: 66.8k followers
- Facebook: 109.7k followers
- Twitter: 6k followers
- TikTok: 88 followers
- Pinterest: 14.8k followers
- YouTube: 156k subscribers

WEBSITE

- Clean, modern design with white background.
- Offers opportunities for learning about leather and the industry.
- Images, not colors or other elements, provide the main look and feel of the website.
- Good SEO; appears near the top of a Google search for things like "leather kits" or "leather supplies."

The image shows the Instagram profile of Tandy Leather (@tandyleather) with 66.8K followers and a website screenshot. The Instagram profile features a large white 't' logo on a black background. The website screenshot shows a clean, modern design with a white background, featuring a large 'tandy' logo and sections for 'Shop' and 'Learn'.

COMPETITOR: WEAVER LEATHER SUPPLY

SOCIAL MEDIA

Content includes products that will be released soon, benefits of products, project tutorials, sales, features of customer's workshops and projects, etc.

- Instagram: 86k followers
- Facebook: 43.2k followers
- Twitter: 1.6k followers
- TikTok: 167 followers
- Pinterest: 16.2k followers
- YouTube: 226k subscribers

WEBSITE

- Clean, modern design with white background.
- Offers options to shop by category, shop by projects, or learn about leather and the industry.
- Images, not colors or other elements, provide the main look and feel of the website.
- Excellent SEO; it is hard to make a relevant Google search that doesn't show Weaver Leather Supply in the first results.

The image shows the Instagram profile of Weaver Leather Supply (@weaverleathersupply) with 86K followers and a website screenshot. The Instagram profile features a large blue 'W' logo. The website screenshot shows a clean, modern design with a white background, featuring a large 'WEAVER' logo and sections for 'Shop Now', 'Shop by Project', and 'Learn'.

CAMPAIN GOALS



Increase sales by encouraging product trial and repeat purchases among Etsy sellers.



Help Etsy sellers market their own products.

CAMPAIN OBJECTIVES

- ✓ Increase monthly web traffic by 15% by the end of the campaign.
- ✓ Increase social media followers by 10% on all platforms by the end of the campaign.
- ✓ Increase average social media impressions by 30% by the end of the campaign.
- ✓ Provide at least 2 blog posts per phase that give the target audience ideas about DIY leather crafting projects.
- ✓ Decrease Realeather's website bounce rate by 25% by the end of the campaign.
- ✓ Send at least two marketing emails per month throughout the campaign.
- ✓ Increase the number of repeat customers by 5% by the end of the campaign.
- ✓ Increase weekly social media mentions by 15% by the end of the campaign.

MARKETING STRATEGY

OVERVIEW

As a growing brand, Realeather requires extra effort be given towards developing a brand image that will penetrate the saturated market and establish a place in consumer's minds. Breaking up the year in different phases is ideal in order to better align the company's goals with relevant real world events.

PHASE ONE

Phase one is the introductory phase, which heavily focuses on increasing Realeather's brand awareness. This phase has the most advertising and other communications.

PHASE TWO

Phase two is dedicated towards finding ways to connect and engage with the target audience; this phase takes place during the summer time, so demand for crafting products is expected to significantly increase during this time.

PHASE THREE

Phase three takes place during the holiday season. Crafts and personalized gifts are incredibly popular this time of year, so it's crucial that Realeather showcases how its products can be used and highlights how they benefit the small business owner.

TACTICS: PHASE ONE

JANUARY, FEBRUARY, MARCH, APRIL

Social media: Updating social media content frequently with finished products and other content on Instagram, Facebook, and Pinterest will increase traffic and drive interest.

Press release: An press release encouraging Etsy sellers to tag @realeather on social media for a chance to be featured. This will encourage Etsy sellers to start thinking about marketing their own businesses. The press release will be sent to crafting websites and magazines, such as The Crafts Report Magazine, Crafts 'N Things Magazine, and American Craft Magazine.

Radio ad: A podcast/streaming radio ad will be best for reaching the target market. Three podcasts have been selected that will reach each market segment: Etsy Success, Craft Industry alliance, and Joseph M. Leather.

Paid search ads: Paid search ads will help increase brand awareness significantly when searching key terms like "leather crafts" or "leather."

Print ads: A simple print advertisement or poster featuring the Realeather logo, a craft kit, and a slogan will help create a brand identity that the consumer can associate with Realeather. This will help develop a brand personality and look that will make Realeather products easily identifiable.

Email marketing: Set up email marketing and send out bi-weekly newsletters that are strictly informational during this phase in order to establish trust and build an audience.

Event: Host leather crafting classes at Michaels and JoAnn to help familiarize Etsy sellers with the Realeather brand and give them hands-on experience.

Tri-fold brochure: Tri-fold brochures will be passed out at crafting events and classes hosted at craft stores. The brochures will provide readers with ideas for DIY projects that are professional quality.

Blog: Release blog posts on Realeather's website about things like how-tos, unconventional uses for Realeather products, showcases of the best Etsy sellers' Realeather products, etc. Include an article dedicated to the Mother's Day holiday such as "Top 10 Gifts Your Mom Will Love," that focuses on personalized leather crafts to give your mother.

TACTICS: PHASE TWO

MAY, JUNE, JULY, AUGUST

Social media:

- A 10,000 follower giveaway on Instagram to get an existing audience or new followers to engage in content.
- Creating educational content like infographics or how-to videos on different ways consumers can use Realeather.
- Promotional posts making products easy to buy through shoppable posts on platforms like Instagram, Pinterest, and Facebook.
- Create story-telling/captivating content such as a behind-the-scenes or a founder/company story.

Video ad: Video showing how to style your Realeather crafts, posted on Instagram Reels, Facebook Watch, Pinterest, and TikTok.

Print ads: A simple print advertisement or poster featuring the Realeather logo, a craft kit, and a slogan will help create a brand identity that the consumer can associate with Realeather. This will help develop a brand personality and look that will make Realeather products easily identifiable.

Email marketing: Send out bi-weekly newsletters that link to different pages of the Realeather website, such as the Projects page or the Realeather blog. Also include features of various Etsy sellers' products.

Blog: Release blog posts on Realeather's website about leather accessories for summer and back-to-school leather supplies.

Website: Launch a redesigned website that incorporates updated branding. Increased usability of the site will help maximize sales. The new site will use SEO best practices to help reach more customers and increase web traffic.

TACTICS: PHASE THREE

SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER

Social media:

- Promotional posts introducing holiday themed kits that emphasize the quality of Realeather on all platforms.
- Video content such as gift guides or a DIY using Realeather to craft holiday decorative items.

Video ad: Video showing a day in the life of an Etsy seller, posted on Instagram Reels, Facebook Watch, Pinterest, and TikTok.

Print ads: A simple print advertisement or poster featuring the Realeather logo, a craft kit, and a slogan will help create a brand identity that the consumer can associate with Realeather. This will help develop a brand personality and look that will make Realeather products easily identifiable.

Email marketing: Holiday newsletters featuring gift ideas for him/her and promoting holiday themed kits and gift sets.

Blog post: Release blog posts on Realeather's website about DIY gifts and holiday crafts for the whole family.

Online banner ads: Publish online banner ads using Google Ads to help draw in Etsy sellers who are making more products during the holiday season.

CREA TIVE EXECU TIONS

CREATIVE PLATFORM

SUSTAINABLY SOURCED, HIGH QUALITY PRODUCTS

The single most important differentiating factor of Realeather is the quality of our products. We offer sustainably sourced, high quality products to fit the needs of every leathercrafter.

Our products are versatile and dependable enough for small business owners looking to sell a long-lasting, handcrafted piece, and they're adaptable enough for the beginning leathercrafter.

With Realeather, every project will look professionally made and will withstand years of wear and tear. Realeather makes a project beautiful and unique.

HELPING SMALL BUSINESS OWNERS GET MORE BANG FOR THEIR BUCK

Etsy sellers shouldn't have to worry about their products falling apart days after they are shipped to the customer.

If they use leather that is strong and durable, their customers will be happy and more willing to buy from them again. A good looking, high quality leather piece from Realeather will help them make more money.

Messages from Realeather to small business owners should emphasize the quality and sustainability of the products so that they can focus on selling more of their products.

A CLASSIC NEVER GOES OUT OF STYLE

Leather is timeless. The material has been a staple in fashion and lifestyle trends for centuries and will continue to be a vital aspect of our day-to-day lives for years to come.

As such, to keep our messaging current, we must highlight how leather itself has evolved throughout history and show how its versatility and durability can be translated into future trends.

It is important to stay on top of trends in the fashion, crafting, and raw leather industries. Messages, colors, logos, typography, and marketing platforms must be consistently re-evaluated to ensure the brand stays fresh, relevant, and new.

Of course, Realeather always supports classic, traditional craftsmanship, but it's important for us to avoid making leather sound dated.

CORE MESSAGE

Realeather produces superior leather, known for its dependability, strength, and aesthetics.

VERBAL MESSAGING

Written and verbal communications from Realeather should emphasize the durability and uniqueness of the products. Messages should be adjusted based on the target audience. For example, messaging towards small business owners should highlight the dependability and professional quality of the leather, whereas messaging towards amateurs should focus on the ease of use and adaptability.

Personality and tone should make the brand seem adventurous, fun, bold, and boundless. It should inspire the consumer to create new things and should exemplify the idea that any leather project that one can imagine can be created with Realeather. The tone should be encouraging and energetic.

Audio communications from Realeather should include a mix of male and female voices to appeal to a larger percentage of the target audience. Audio messages should come from a source that the target audience already trusts, such as podcast or radio hosts.

Video communications should have a branded intro and outro (except on social media). People featured in Realeather videos should be nicely groomed and well kept. Leather projects and materials in videos should be exemplify good craftsmanship.

MESSAGING ADAPTATIONS

Social media should use photos of leather projects, crafts, and people. Captions should be more focused on building a relationship with followers than promotion. Emojis can be used sparingly.

Radio ads should follow the aforementioned audio communication guidelines. 30 second radio spots should include the name of the brand at least 3 times, and 60 second radio spots should include the name of the brand at least 5 times. All radio ads should have a strong call to action.

Paid search ads should display messages that mention the durability and strength of Realeather products. Page descriptions should be between 120 and 160 characters.

Print ads should include pictures of finished leather projects. They should also include a call to action and a link or QR code that leads to realeather.com.

Email marketing subject lines should be between 28 and 50 characters. Email copy should be 50-125 words long. Emails should contain images and graphics to catch the eye of the viewer.

Blog posts should aim to solve consumers' problems in a way that is fun and engaging. They should utilize pictures, videos, and how-tos in an informal manner. All posts should be well-written, organized, entertaining, relevant, and consistent.

Online banner ads should promote Realeather's core message by emphasizing that Realeather offers high quality, durable products. They should include a button to the Realeather website.

Website pages should be ADA-compliant and SEO-friendly. They should include colors, textures, typography, imagery, and copy consistent with the brand.

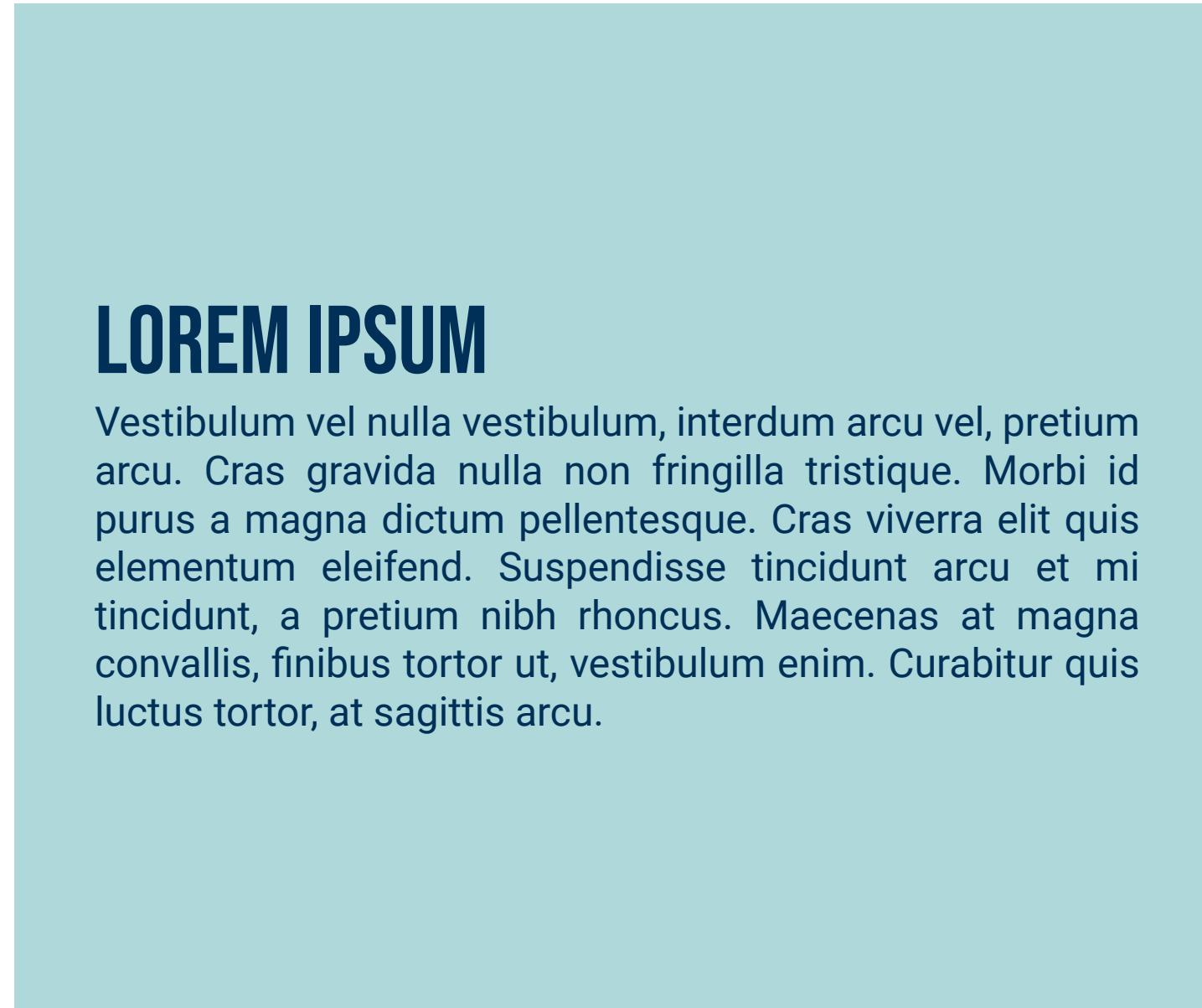
TYPGRAPHY

AA Aa Aa

BEBAS NEUE
REGULAR

Roboto
Regular

Roboto
Light



COLORS



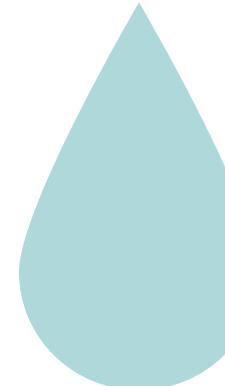
RGB: 0, 48, 87
Hex: #003057
CMYK: 100, 45, 0, 66

Used primarily for headlines, body text, and backgrounds.



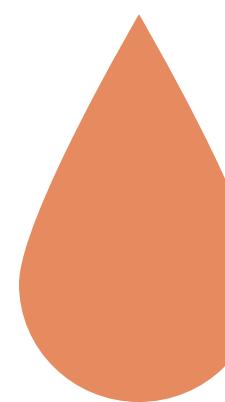
RGB: 240, 240, 240
Hex: #f0f0f0
CMYK: 0, 0, 0, 6

Used primarily for backgrounds and accents.



RGB: 175, 216, 219
Hex: #af8db
CMYK: 20, 1, 0, 14

Used primarily for backgrounds and accents.



RGB: 230, 138, 96
Hex: #e68a60
CMYK: 0, 40, 58, 10

Used primarily for backgrounds, headlines, and accents.

LOGO

There is one horizontal version of the logo. It cannot be altered in any way to create a stacked logo. The logo must only be used on either a blue, white, or black background. Logo files can be provided for marketing purposes.



Minimum spacing around logo should be same height as tallest letter from outermost point of logo. No other design elements should overlap, crowd, be placed behind or infringe on the logo.



LOGO MISUSE



Do not stretch or squish



Do not change color or elements color



Do not rotate



Do not use as a pattern



Do not crop



Do not place anything on top



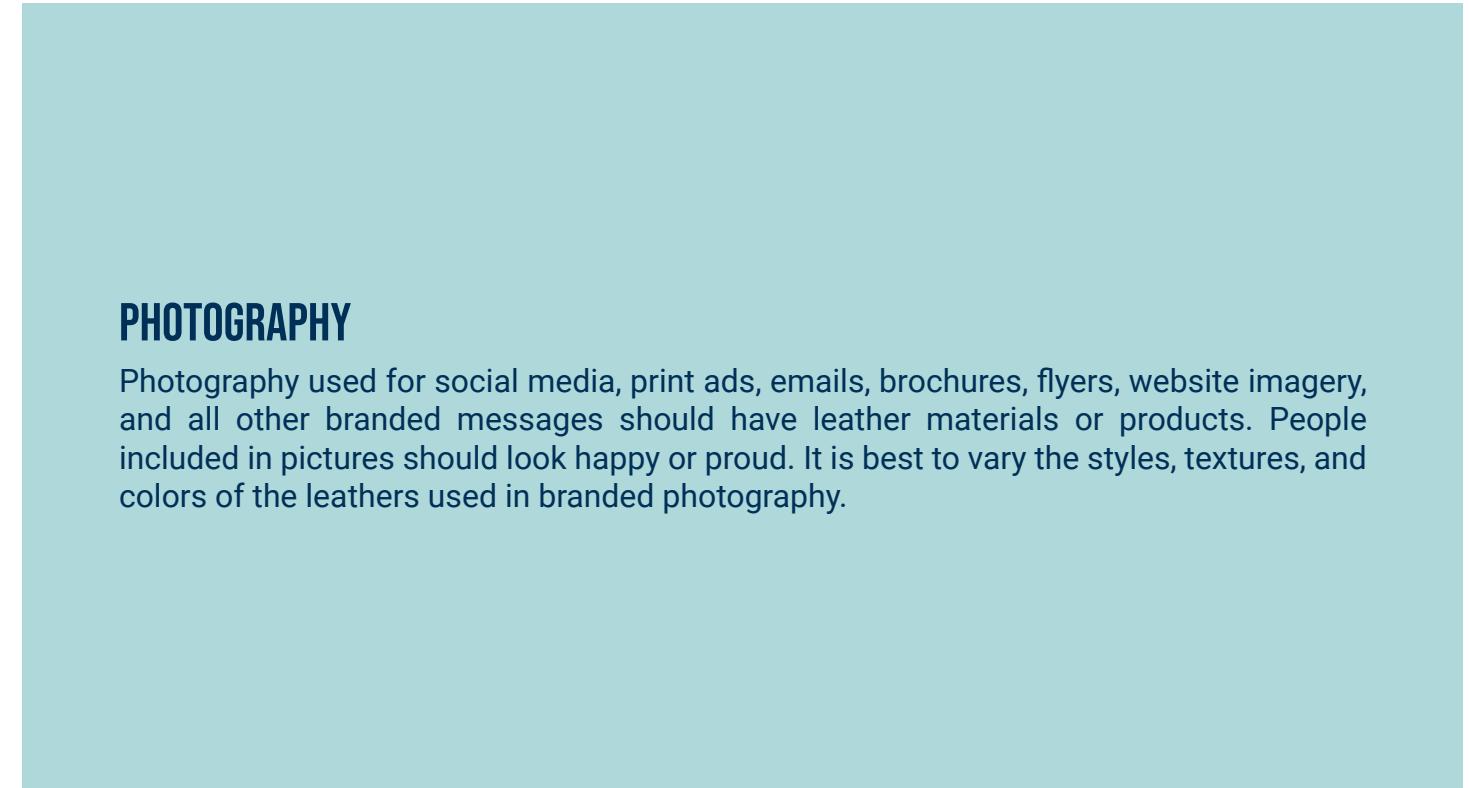
Do not adjust spacing



Do not reduce opacity



Do not outline



INCREASING BRAND AWARENESS
JANUARY, FEBRUARY, MARCH, APRIL

PHASE ONE



PRINT AD (18" X 24")

Sub-audience: In-store shoppers

Behavioral objectives: Purchase Realeather products at Hobby Lobby or JoAnn or online from Amazon

Media: Displayed on Hobby Lobby and JoAnn store windows near the entrance

Timing and frequency: Posted throughout the entire phase



DON'T KNOW WHERE TO START?

FROM PRE-PUNCHED VEG-TAN LEATHER PARTS TO STAMPING HANDLES,
OUR LEATHER CRAFTING KITS HAVE ALL YOU NEED TO SUCCEED!



DISCOVER LEATHERCRAFT KIT
INTRODUCES BEGINNERS TO LEATHER STAMPING

[BUY AT A LOCATION NEAR YOU](#)

EMAIL TO THE TARGET AUDIENCE

Sub-audience: People who want to keep up with the latest news, trends, DIY ideas, and products from Realeather

Behavioral objectives: Visit realeather.com; purchase products in-store or online; tag @realeather on social media for a chance to be featured

Media: Sent to newsletter subscribers

Timing and frequency: A new email is sent out twice monthly

NEED SOME DIY INSPO?

CHECK OUT OUR BLOG! WE'VE GOT A WIDE VARIETY OF DIFFERENT LEATHER CRAFTING ACTIVITIES THAT'LL HELP SPARK YOUR CREATIVITY!



TASSLE CLIP

IN THREE SHORT STEPS, YOU CAN MAKE YOUR OWN TASSEL CLIP!

IT'S A QUICK AND CREATIVE WAY TO ADD A PERSONAL TOUCH OR FLAIR TO ANY PROJECT.

[READ MORE](#)

STAMPED CANDLE TAG

A PERFECT GIFT OR WAY TO SPRUCE UP YOUR SPACE,

THE STAMPED CANDLE TAG IS A SIMPLE HOME DECOR PROJECT THAT CAN EASILY UPGRADE ANY PILLAR CANDLE.



[READ MORE](#)

EMAIL TO THE TARGET AUDIENCE (CONTINUED)

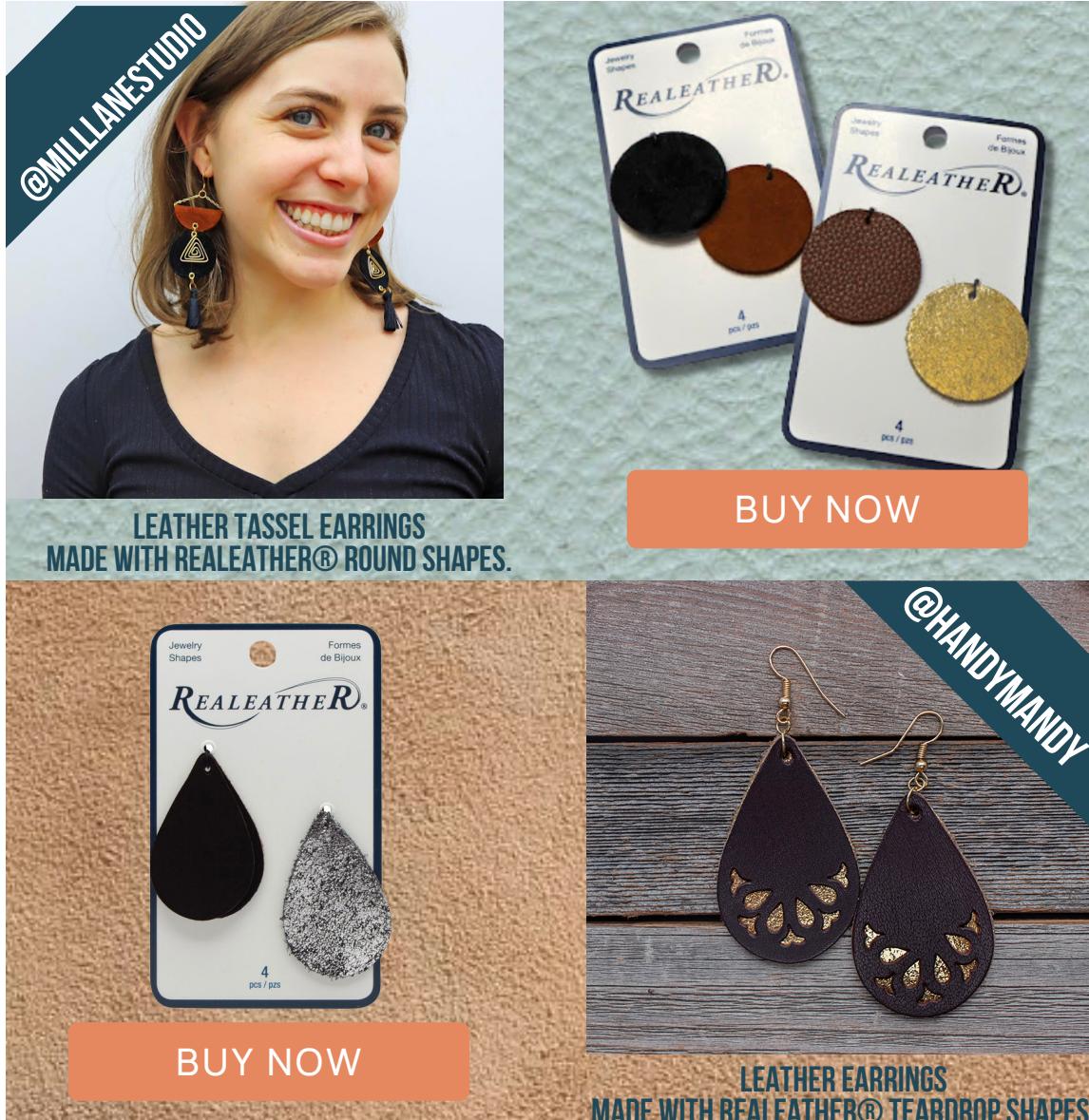
Sub-audience: People who want to keep up with the latest news, trends, DIY ideas, and products from Realeather

Behavioral objectives: Visit realeather.com; purchase products in-store or online; tag @realeather on social media for a chance to be featured

Media: Sent to newsletter subscribers

Timing and frequency: A new email is sent out twice monthly

FOLLOW US AND TAG @REALEATHER TO GET FEATURED!



EMAIL TO THE TARGET AUDIENCE (CONTINUED)

Sub-audience: People who want to keep up with the latest news, trends, DIY ideas, and products from Realeather

Behavioral objectives: Visit realeather.com; purchase products in-store or online; tag @realeather on social media for a chance to be featured

Media: Sent to newsletter subscribers

Timing and frequency: A new email is sent out twice monthly

REALEATHER RADIO AD 1 LENGTH: 30 SECONDS

Woman 1:

As much as I love crafting and being creative, I don't always produce the best work, especially when it comes to skills that can be difficult to learn, like leathercrafting.

That's why I buy all of my leather crafts on Etsy dot com. Every product I buy is handmade with love, from someone who actually knows what they're doing.

The best part is that when I buy from Etsy sellers that make their products using Realeather branded materials, I know I'm getting a piece that will last.

To learn more about Realeather, visit Realeather dot come. That's Realeather with one L, dot com.

A classic never goes out of style.

RADIO AD 1

Sub-audience: People who are not currently loyal to any leather crafting brand

Behavioral objectives: Visit realeather.com or tag @realeather on social media for a chance to be featured

Media: Etsy Success, Craft Industry alliance, and Joseph M. Leather podcasts

Timing and frequency: Twice per week

REALEATHER RADIO AD 2

LENGTH: 30 SECONDS

Woman 1:

When it comes to crafting projects, you want to make sure you're getting the best quality products out there. If you're looking for leather pieces then look no further than Realeather.

We produce high quality, durable leather that will keep your pieces looking great for years to come. Have peace of mind knowing that your projects are in good hands when you use Realeather products.

Go to Realeather dot com to find your nearest retailer or Etsy dot com and search Realeather to view an array of complete, hand-crafted products available online.

That's Realeather with one L dot com.

A classic never goes out of style.

PROMOTIONAL EVENT PLAN

Event overview

Realeather will host 10 classes of 10 people each at various Michael's stores throughout the spring of 2022. Each class will teach people how to create a unique DIY project. Brochures will be given to students for more information.

Event objectives

This event is designed to win over small business owners who currently use other brands. Objectives for the event are as follows:

Host 25 classes of about 10 people each.

Increase mentions on Twitter and Instagram by 10% within a week of the events.

Increase web traffic by 2% within a week of the events.

Dates: Saturdays, January - April 2022

Time: 2:00-3:30 p.m.

Location: Various Michael's stores

Price: \$20 per person

Target audience

These classes are designed for small business owners, such as Etsy sellers, who sell handmade leather products. Even if they use a different brand, we want to teach them about the benefits of Realeather and let them experience firsthand the durability and quality of our leather.

Cost

Normally, Michaels lets hosts of classes set their own fees, and they take 30% of all fees collected. Ideally, Michaels would let Realeather host classes for free, since it will bring more customers to their stores, but if not, Realeather should be prepared to give Michaels \$6 for each person in the classes. If all classes are full, this would amount to \$600. Realeather should prepare to spend about \$11 per person on materials. It is recommended that Realeather hire someone to lead the classes at a rate of \$30 per class. With these costs, Realeather will break even on the event. They will also draw in many small business owners and leathercrafters who currently use other brands and turn them into repeat customers.

RADIO AD 2

Sub-audience: People who are not currently loyal to any leather crafting brand

Behavioral objectives: Visit realeather.com or tag @realeather on social media for a chance to be featured

Media: Etsy Success, Craft Industry alliance, and Joseph M. Leather podcasts

Timing and frequency: Twice per week

WE WANT TO SEE YOUR CREATIONS!

Post your creative leather projects on social media and tag us for a chance to be featured.



ABOUT REALEATHER®

Realeather® is pleased to bring you our expanded catalog of leather lace and leathercraft supplies for 2021. Our Realeather® brand of lace kits and jewelry is distributed by craft retailers and wholesalers across the United States.

REALEATHER®



For more DIY projects and ideas, visit realeather.com or scan the QR code below:



REALEATHER®

DIY LEATHER PROJECTS

Leathercrafting projects professional enough to sell

TRI-FOLD BROCHURE (OUTSIDE)

Sub-audience: People who are attending Realeather's classes

Behavioral objectives: Purchase the products needed to create the listed projects; visit realeather.com

Media: Handed out in person at Realeather's classes

Timing and frequency: Once per class

TASSEL CLIP KEYCHAIN



Materials:

- Realeather® fringe
- Realeather® tassel clip
- Leather adhesive

1. Start with 2-3 pieces of Realeather® fringe. Take the first piece and roll it onto itself, then wrap the other pieces around the first piece.
2. Add generous amount of leather adhesive to the tassel clip base.
3. Push the fringe into the tassel clip base. Wipe away excess glue. Let dry.



REALEATHER®

STAMPED CANDLE TAG

Materials:

- Suede or deerskin leather lace
- Natural tooling leather for stamping
- Realeather® alphabet and number stamps
- Realeather® One Step
- Cutting tools
- Power hole punch
- Nylon mallet or mini maul

1. Gather supplies and cut out your desired leather shapes. Punch one hole on each side using the power hole punch.
2. Damp your leather to make it pliable. Hold your stamps perpendicular to the leather and hit with the mallet or maul.
3. Color your leather with One Step if desired.
4. Once your leather has dried completely, you can use your leather lace to tie the tag onto the candle jar!

TRI-FOLD BROCHURE (INSIDE)

Sub-audience: People who are attending Realeather's classes

Behavioral objectives: Purchase the products needed to create the listed projects; visit realeather.com

Media: Handed out in person at Realeather's classes

Timing and frequency: Once per class

For Immediate Release

For more information, contact:

Jane Doe, Head of Marketing and Promotion
Realeather Co.
(817) 272-2011 | info@silvercreekleather.com

"REALEATHER, REAL LOVE: 10 LEATHER PRODUCTS TO GIFT YOUR SIGNIFICANT OTHER"

This article will include a list of leather gifts for your special someone with links to the Etsy page on which you can buy them. This article will be posted around February 1, just in time for Valentine's Day.

"MAMA'S GOT A BRAND NEW BAG: A STEP BY STEP GUIDE TO CREATING THE PERFECT MOTHER'S DAY GIFT"

This blog post will demonstrate for the reader how to create a beautiful leather purse that is perfect for selling on Etsy. It will be posted about one month before Mother's Day.

BLOG

Sub-audience: People looking for leather crafting DIY ideas, gift ideas, tips, and more
Behavioral objectives: Visit the products page on realeather.com to find products they need for their projects
Media: realeather.com
Timing and frequency: At least twice per phase

Realeather® Partners with Etsy Sellers and Others to Promote Small Businesses

ARLINGTON, TX – December 5, 2021 – In an effort to help the promotion of small businesses, Realeather® has decided to partner with small business owners by collaborating on social media. This partnership will offer business owners a chance to be featured on Realeather® official social media pages.

After the pandemic of 2020, many crafters chose to hone their skills and start small businesses through online seller's markets such as Etsy. While this has proven lucrative, promotion is still challenging for many.

"Posting on Instagram and Facebook Marketplace can only do so much if you're not familiar with advertising," said current crafter Jessica Torres. "I sell a few things here and there, but I don't know how to promote."

To have the opportunity to collaborate, owners must simply tag Realeather® in posts when using the company's products.

"I'm already posting my work online," said experienced leather craft worker Jake Swart, "It literally takes zero effort to tag their products. Why not take a chance to be seen more?"

This partnership helps the company be more interactive with its customers; it provides a new branding solution that allows Realeather® to stand out, have more personality, and give off a more fun and open feel. This will help the brand reach a wider audience, giving more people an opportunity to experience the quality and durability of its products.

"I honestly don't know much about [Realeather®], but I'll definitely look out for their products if they're going to promote mine as well," said Etsy shop owner Teddi Cradick. "I think it'll be a cool way to get my name out there."

###

About Realeather®

Realeather®, established in 2002, offers a variety of items including tools, craft kits, and leather pieces. All leather produced from Realeather® is a sustainable by-product of the meat and dairy industries. Realeather® lace, leathers, kits, and tools are sold primarily through distributors and retail chains throughout the United States.¹

1. [Realeather.com](http://realeather.com); accessed Dec 1, 2021; <https://www.realeather.com/about>

PRESS RELEASE

Sub-audience: Crafting magazines, blogs, and websites; small business blogs and websites
Behavioral objectives: Tag @realeather on social media for a chance to be featured
Media: Sent to crafting magazines, blogs, and websites, and small business blogs and websites
Timing and frequency: Occurs only once

AUDIENCE ENGAGEMENT
MAY, JUNE, JULY, AUGUST

PHASE TWO



PRINT AD (18" X 24")

Sub-audience: In-store shoppers

Behavioral objectives: Purchase Realeather products at Hobby Lobby or JoAnn or online from Amazon

Media: Displayed on Hobby Lobby and JoAnn store windows near the entrance

Timing and frequency: Posted throughout the entire phase



DIY PROJECTS AND IDEAS

Not sure what to make? Check out some of our DIY projects! Whether you're a beginner or a professional, our project ideas promise a durable, high-quality product.


[VIEW ALL DIY PROJECTS](#)

SHOP BY CATEGORY

[SHOP BEST SELLERS](#)

[SHOP BY CATEGORY](#)

[SEE ALL LOCATIONS](#)

LOOKING FOR A FINISHED PIECE?

Check out these products from small business owners who use Realeather!

[SHOP ALL CATEGORIES](#)

[REALEATHER.](#)

SHOP ▾ PROJECTS & IDEAS LOCATIONS BLOG ABOUT CONTACT

A CLASSIC NEVER GOES OUT OF STYLE

[SHOP BEST SELLERS](#)

DIY PROJECTS AND IDEAS

Not sure what to make? Check out some of our DIY projects! Whether you're a beginner or a professional, our project ideas promise a durable, high-quality product.

MacBook Air

SHOP BY CATEGORY

[SHOP BEST SELLERS](#)

[SHOP BY CATEGORY](#)

WEBSITE (MOBILE AND TABLET VIEW)

Sub-audience: All members of the target audience

Behavioral objectives: Spend more time on the site; purchase products from Amazon; find DIY project ideas; follow links to Etsy products that use Realeather

Media: realeather.com

Timing and frequency: Throughout the entire phase

WEBSITE (DESKTOP VIEW)

Sub-audience: All members of the target audience

Behavioral objectives: Spend more time on the site; purchase products from Amazon; find DIY project ideas; follow links to Etsy products that use Realeather

Media: realeather.com

Timing and frequency: Throughout the entire phase

"SUMMERTIME BLING: TOP 10 LEATHER ACCESSORIES TO CRAFT THIS SUMMER"

This blog post will have a list of 10 summer-themed leather products for every crafter. It will also hold links to Etsy pages for those who prefer to buy premade leather products. This article will be posted in early June.

"BACK TO SCHOOL ESSENTIALS: WHY LEATHER SHOULD BE ON YOUR SUPPLY LIST"

This article will include several Etsy products, like backpacks, purses, pencil cases, and accessories that are made out of leather. It will also discuss the benefits of such products, such as durability and aesthetics. This blog post will be posted in late July.

BLOG

Sub-audience: People looking for leather crafting DIY ideas, gift ideas, tips, and more
Behavioral objectives: Visit the products page on realeather.com to find products they need for their projects
Media: realeather.com
Timing and frequency: At least twice per phase

Relaeather 45 Second TikTok

VIDEO	AUDIO
LONG SHOT: WHITE WOMAN STANDING, HOLDING UP 5 FINGERS	VO: Here's 5 ways to style your favorite Realeather creations!
CUT TO GPX: EARRINGS MID-SHOT: WOMAN DRESSED UP WITH LEATHER EARRINGS CUT TO EXTREME CLOSE UP: EARRINGS	MUSIC STARTS
CUT TO GPX: WALLET MID-SHOT: WOMAN PUTTING CASH IN WALLET THEN CLOSES WALLET CUT TO CLOSE UP: WOMAN SLIDING WALLET INTO POCKET	
CUT TO GPX: JOURNAL COVER WIDE SHOT: WOMAN IN CHAIR WRITING IN JOURNAL CUT TO CLOSE UP: BACK OF JOURNAL WHILE WOMAN WRITES	
CUT TO GPX: TASSEL MID-SHOT: WOMAN GRABBING KEYS FROM KEY HOOK (KEYCHAIN HAS LEATHER TASSEL) CUT TO CLOSE UP: KEYS IN WOMAN'S HAND	
CUT TO GPX: BELT LONG SHOT: WOMAN BUTTONS PANTS, GRABS LEATHER BELT CUT TO CLOSE UP: WOMAN BUCKLING HER BELT	
CUT TO LONG SHOT: WOMAN MODELLING HER FULL OUTFIT	VO: Duet this wearing your go-to leather accessories and don't forget to shop Realeather!

VIDEO AD

Sub-audience: People looking for advice on styling their leather products
Behavioral objectives: Shop for Realeather products
Media: TikTok, Instagram Reels, Facebook Watch, Pinterest
Timing and frequency: Occurs only once

DRIVING SALES
SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER

PHASE THREE

REALEATHER®



ALL TASSEL,
NO HASSLE

NEED SOME DIY INSPIRATION?
VISIT US AT WWW.REALEATHER.COM TO CUSTOMIZE YOUR OWN TASSEL CLIP KEYCHAIN!
ALL MATERIALS AVAILABLE FOR PURCHASE AT HOBBY LOBBY, JOANN, AND AMAZON.

PRINT AD (18" X 24")

Sub-audience: In-store shoppers

Behavioral objectives: Purchase Realeather products at Hobby Lobby or JoAnn or online from Amazon

Media: Displayed on Hobby Lobby and JoAnn store windows near the entrance

Timing and frequency: Posted throughout the entire phase

60 second TikTok

VIDEO	AUDIO
MID-SHOT WOMAN PUTTING HER THUMBS UP	VO: Come watch me prepare _____'s order!
CLOSE UP WOMAN PUTTING THE FINAL TOUCHES ON THE PRODUCT AND ATTACHING HOOKS TO EARRINGS	CALM MUSIC STARTS PLAYING VO: So this person ordered these earrings for her daughter who just graduated; she requested I use the colors of her school: blue and orange. For this order I used leather from Realeather; a lot of people don't know this but real leather is actually <i>better</i> for the environment than faux leather and lasts a long time too.
CUT TO MID-SHOT WOMAN PLACING EARRING IN BETWEEN STYROFOAM CUSHION	I like to package my products with this cushion to prevent any damage during shipping.
CUT TO MID-SHOT WOMAN PUTTING BOTH INSIDE SMALL BOX	What I love about shopping small is the opportunity to directly support someone's passion.
CUT TO CLOSE UP WOMAN PUTTING PERSONALIZED THANK YOU NOTE INSIDE BOX CUT TO LONG SHOT WOMAN TAPING BOX CLOSED	That's why I love thanking my customers for their business; you could've shopped anywhere else but you chose mine and that is greatly appreciated.
CUT TO WIDE SHOT WOMAN PLACING SHIPPING LABEL ON TOP OF BOX	The best thing about TikTok is the ability to reach and connect with people from all over.
CUT TO LONG SHOT BOX INSIDE CAR AS WOMAN DRIVES TO POST OFFICE	This order is being shipped to an entirely different state.
CUT TO MID-SHOT WOMAN SLIDING BOX ACROSS DESK TO POST OFFICE EMPLOYEE	I don't know how you found my page but I'm glad you did.
CUT TO LONG SHOT WOMAN IN HER HOUSE WAVING TO CAMERA	I can't wait to see you in your new earrings! To see my other products or request a personalized order visit [URL TO ETSY SHOP]!

VIDEO AD

Sub-audience: People interested in Etsy products

Behavioral objectives: Shop for Etsy products that use Realeather

Media: TikTok, Instagram Reels, Facebook Watch, Pinterest

Timing and frequency: Occurs only once

"A BOND AS STRONG AS LEATHER: FAMILY CRAFTS TO CREATE THIS HOLIDAY SEASON"

This article will show 3-5 holiday-themed leather crafts that are fun for the whole family. It will include links to Etsy pages for people who would rather purchase a premade product. The article will be posted just after Thanksgiving.

"12 DAYS OF LEATHER: DIY GIFTS FOR EVERYONE ON YOUR LIST"

This blog post will include a leather product for every type of person, from the tech geek to the person who has everything. All products will include a link to the Etsy page where they can be purchased. The article will be posted at the beginning of December.

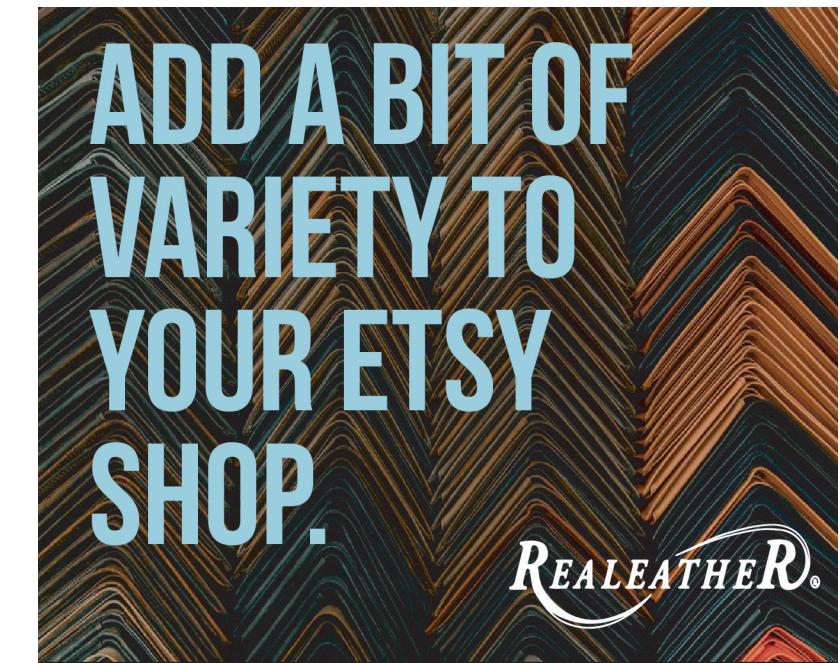
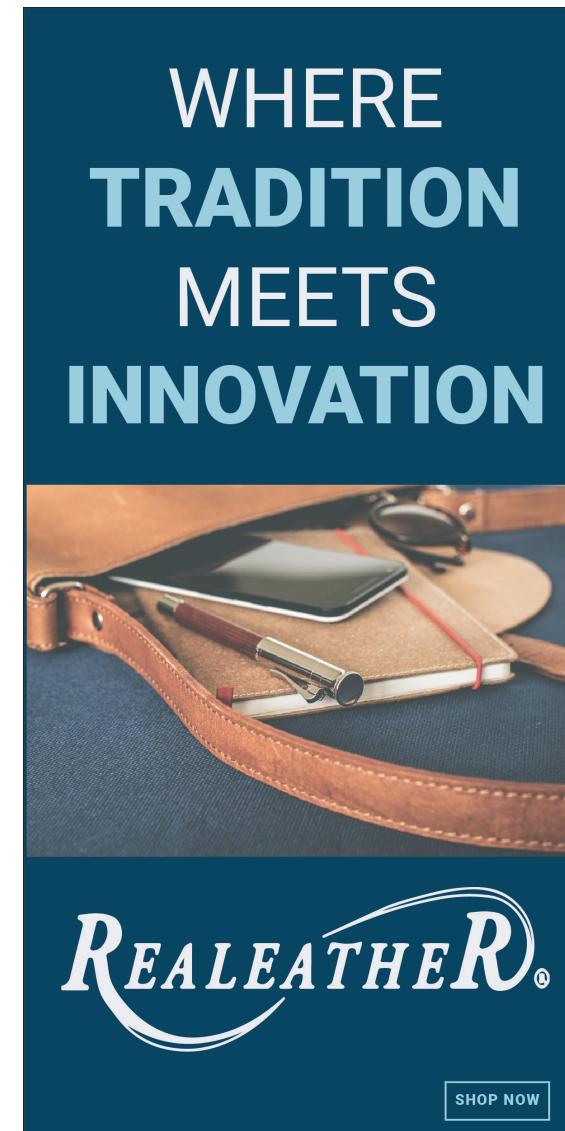
BLOG

Sub-audience: People looking for leather crafting DIY ideas, gift ideas, tips, and more

Behavioral objectives: Visit the products page on [realeather.com](#) to find products they need for their projects

Media: [realeather.com](#)

Timing and frequency: At least twice per phase



ONLINE BANNER ADS

Sub-audience: People who need durable leather for their holiday products
Behavioral objectives: Visit realeather.com
Media: Google Ads
Timing and frequency: Throughout the whole phase

ONLINE BANNER ADS

Sub-audience: People who need durable leather for their holiday products
Behavioral objectives: Visit realeather.com
Media: Google Ads
Timing and frequency: Throughout the whole phase

SOCIAL MEDIA RECOMMENDATIONS

OVERVIEW

To update its overall digital presence, Realeather should focus on providing authentic, meaningful content on Facebook, Instagram, Pinterest, and TikTok. Storytelling and a stronger brand voice will help give Realeather the personality it is missing.

OBJECTIVES

- Increase social media followers by 10% on all platforms by the end of the campaign.
- Increase average social media impressions by 30% by the end of the campaign.
- Increase weekly social media mentions by 15% by the end of the campaign.
- Post at least three times per week on Instagram, Facebook, and Pinterest, and at least once per week on TikTok

CONTENT AND DISTRIBUTION STRATEGY

Phase One:

- Updating social media content frequently with finished products on Instagram, Facebook, and Pinterest will increase traffic and drive interest.

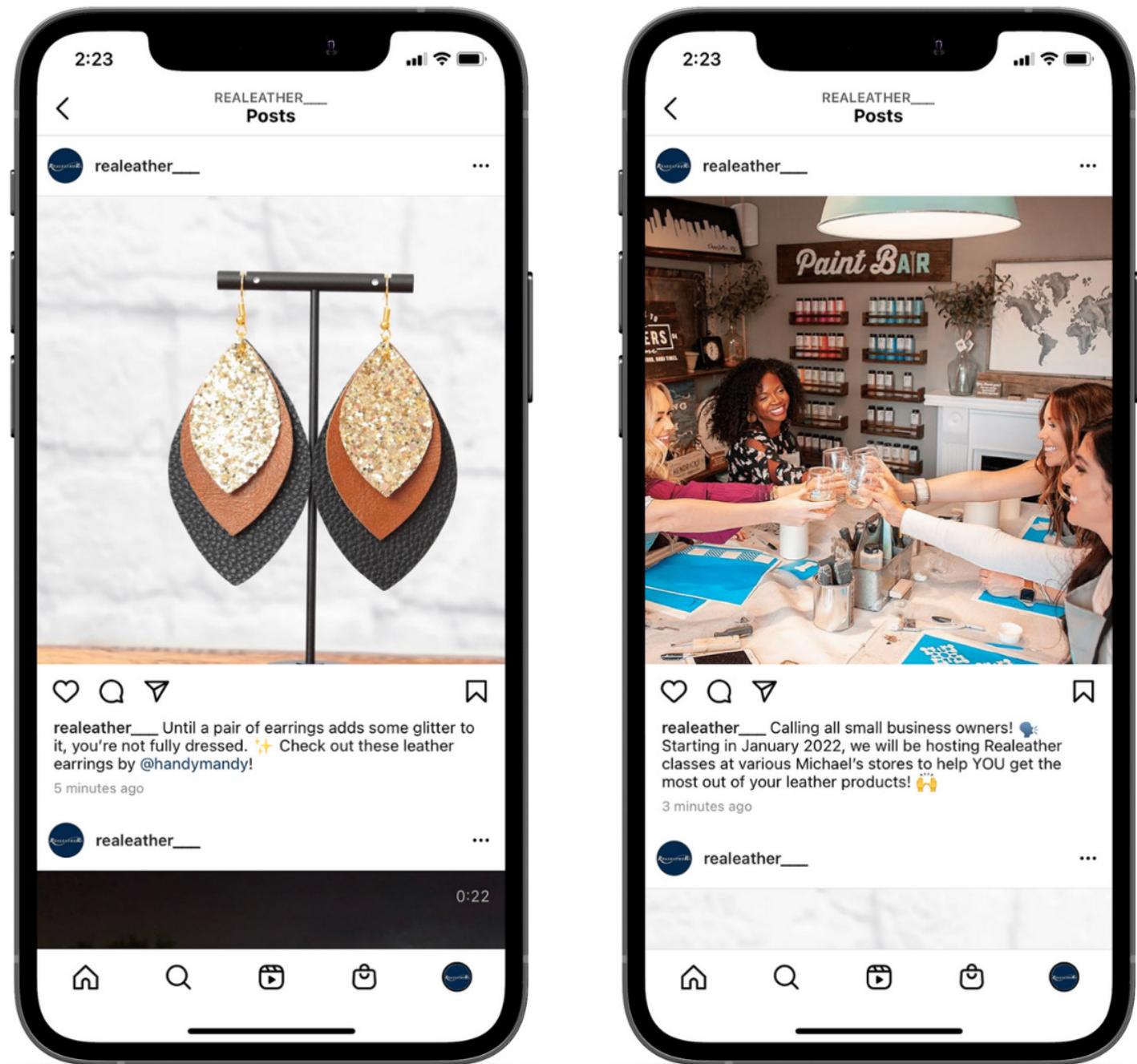
Phase Two:

- A 10,000 follower giveaway on Instagram to get an existing audience or new followers to engage in content.
- Creating educational content like infographics or how-to videos on different ways consumers can use Realeather
- Promotional posts making products easy to buy through shoppable posts on platforms like Instagram, Pinterest, and Facebook
- Create story-telling/captivating content such as a behind-the-scenes or a founder/company story

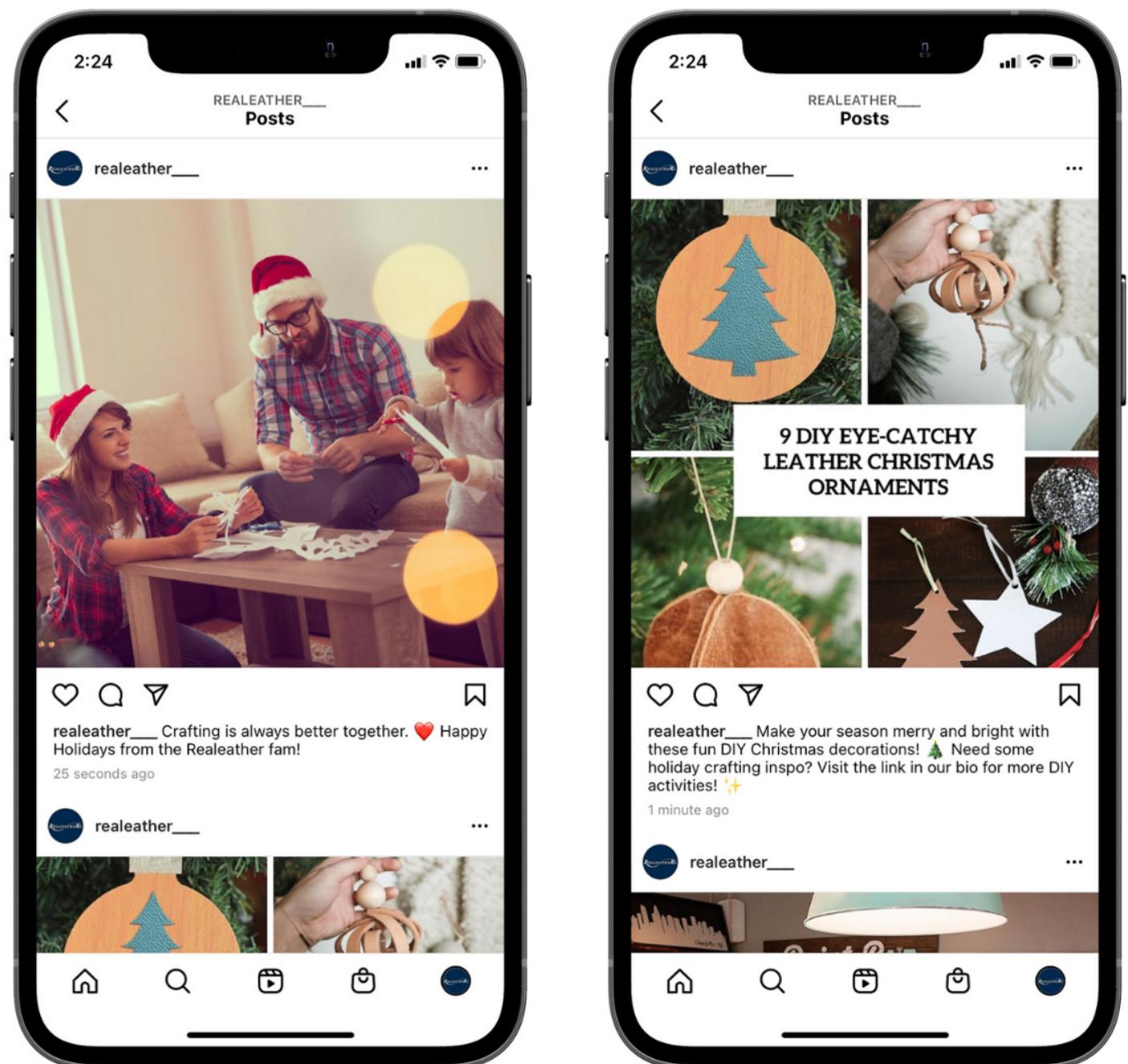
Phase Three:

- Promotional posts introducing holiday themed kits that emphasize the quality of Realeather on all platforms
- Video content such as gift guides or a DIY using Realeather to craft holiday decorative items

SAMPLE SOCIAL MEDIA CONTENT



SAMPLE SOCIAL MEDIA CONTENT



CAMPAIN EVALUATION

PHASE ONE

In order for the campaign to be considered effective, objectives from each phase must be met. During Phase One, the goal is to increase brand awareness, so the most important metrics are impressions and followers. These metrics will help us evaluate if our campaign messaging is adequately reaching the target audience. If we are unable to increase followers by 15% nor impressions by 30%, then there is room for improvement in our tone of voice and social content.

PHASE TWO

During Phase Two, the campaign is focused on increasing engagement on all social media platforms. This is very important because a major component of our campaign is partnering with Etsy shop owners in a mutually beneficial fashion. Engagement during this phase can be measured with social media mentions, and web traffic.

PHASE THREE

During Phase Three, the campaign is geared towards driving sales. Web traffic, website bounce rate, and repeat customers, along with actual sales numbers, help show whether or not the campaign is performing adequately in regards to encouraging the target audience to buy products.

Metric	Target
Web traffic	15% increase
Social media followers	10% increase on all platforms
Impressions	30% increase
Website bounce rate	25% decrease
Social media mentions	15% increase
Blog posts	2 posts per phase
Emails	2 emails per month
Repeat customers	5% increase

BUDGET BASIS AND CALCULATION

Calculation of Realeather revenue from Etsy sellers	
Etsy gross sales in 2020	\$1,028,100,000
Average profit margin	40%
Etsy fees	5%
Materials cost	55%
Gross revenue from materials	\$565,455,000
Approximate share of revenue for leathercrafting	1%
Gross revenue from leathercraft materials	\$5,654,550
Realeather approximate market share	10%
Realeather revenue from Etsy sellers	\$565,455

Calculation of Realeather marketing budget	
5% of revenue	\$28,273
8% of revenue	\$45,236
15% of revenue	\$84,818

BUDGET SUMMARY

		Total budget: \$28,273		Total budget: \$56,546		Total budget: \$84,818		
		Ad placement costs	Labor hours	Ad placement costs	Labor hours	Ad placement costs	Labor hours	
PHASE ONE: February, March, April, May	Social media	\$1,000	100	\$2,000	100	\$2,000	100	
	Press release	\$0	2	\$0	2	\$0	2	
	Radio ad	X	X	\$3,000	5	\$3,000	5	
	Paid search ads	X	X	\$2,000	6	\$2,000	6	
	Print ads	\$1,500	10	\$1,500	10	\$1,500	10	
	Email marketing	\$1,000	20	\$2,000	34	\$2,000	34	
	Event	X	X	X	X	\$5,000	17	
	Tri-fold brochure	\$332	6	\$332	6	\$332	6	
PHASE TWO: June, July, August, September	Blog	\$0	34	\$0	34	\$0	34	
	Social media	\$1,300	100	\$2,500	100	\$2,800	100	
	Video ads	X	X	\$0	10	\$2,000	10	
	Radio ads	X	X	\$3,000	5	\$3,000	5	
	Print ads	\$1,500	10	\$1,500	10	\$1,500	10	
	Email marketing	\$1,000	20	\$2,500	34	\$2,500	34	
	Text marketing	\$400	4	\$400	4	\$400	4	
	Paid search ads	X	X	\$2,000	6	\$2,000	6	
PHASE THREE: October, November, December, January	Blog	\$0	34	\$0	34	\$0	34	
	Website redesign	X	X	X	X	\$20,000	17	
	Social media	\$1,000	85	\$2,000	85	\$2,000	85	
	Blog	\$0	51	\$0	51	\$0	51	
	Radio ads	X	X	\$3,000	5	\$3,000	5	
	Video ads	X	X	\$2,000	10	\$2,000	10	
	Print ads	\$3,000	10	\$3,000	10	\$3,000	10	
	Paid search ads	X	X	\$2,000	6	\$2,000	6	
		Email marketing	\$1,000	20	\$2,500	34	\$2,500	34
		Online banner ads	X	X	\$1,000	6	\$1,000	6
				Totals	Totals	Totals		
				Labor hours	506	Labor hours	607	
				Labor cost	\$15,180	Labor cost	\$18,210	
				Ad placement cost	\$13,032	Ad placement cost	\$38,232	
				TOTAL	\$28,212	TOTAL	\$56,442	
				TOTAL	\$28,212	TOTAL	\$84,762	

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