

# Venom Collective: Marketing Plan

By Beth Mosch

## Target Areas

Venom Collective will be promoted through a Google Ads campaign. I will be targeting large cities such as Miami, New York, Los Angeles, and Chicago. This is because there is a higher demand for streetwear fashion in these areas. The clothes are geared towards people in an urban setting and people that are creative. Lots of creative people tend to live in major cities

Where are your customers?

Find new customers in the areas you serve

☐ Set up a radius around your business


☒ Set up specific areas

Where do you want your ad to appear?

New York, NY  Miami-Ft. Lauderdale FL  Chicago IL  Orange County

Los Angeles County

+ Add location (city, state, or country)



Potential audience size

105,307,541 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

## Keywords

Some of the keywords I am using are: “men’s fashion”, “streetwear clothing”, “online clothes shopping”, “exclusive styles” and more. I am specifically using these keywords because they relate to my clothing brand since it is streetwear, but it’s also exclusive and trendy. The keywords are geared towards the market I want to attract.

Set up keyword themes

Keyword themes help match your ads to Google searches. Enter the products and services you offer, and we'll show your ads for related searches.

Your keyword themes

online clothes shopping  mens clothing online  mens casual fashion

mens fashion  womens clothes online  streetwear brands  streetwear clothing

streetwear  mens streetwear  exclusive clothing brands

Potential audience size

892,906 people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.

## Sample Advertisement

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

### Ad #1

Headline 1

Venom Collective

16 / 30

Headline 2

Streetwear Clothing

19 / 30

Headline 3

Exclusive Designs

17 / 30

Description 1

Offering the newest styles in streetwear clothing.

50 / 90

Description 2

Get new designs before they are sold. We never restock.

55 / 90

### Your ad preview

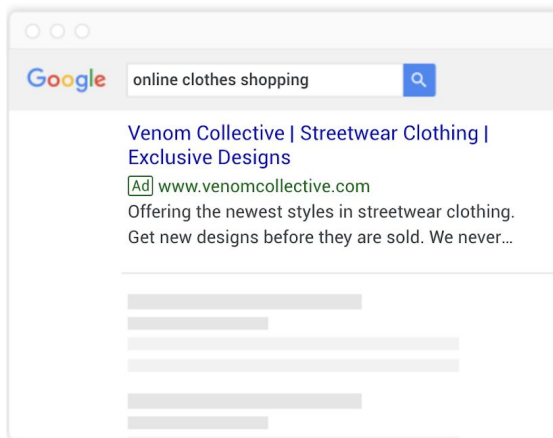
**Venom Collective | Streetwear Clothing | Exclusive Designs**

**Ad** [www.venomcollective.com](http://www.venomcollective.com)

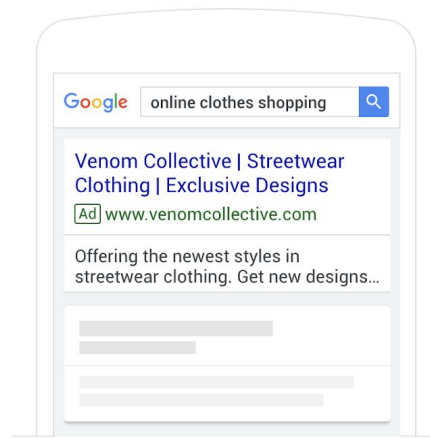
Offering the newest styles in streetwear clothing. Get new designs before they are sold. We never restock.

[SEE MORE AD LAYOUTS](#)

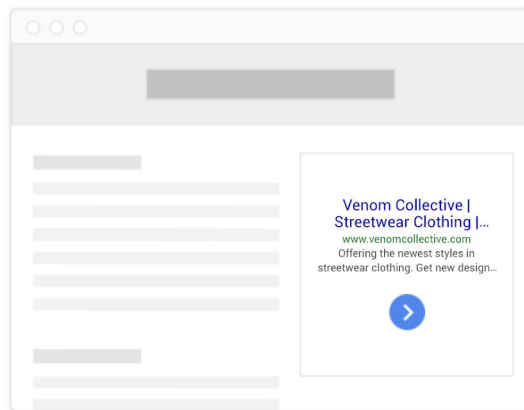
Your ad on desktop Google Search



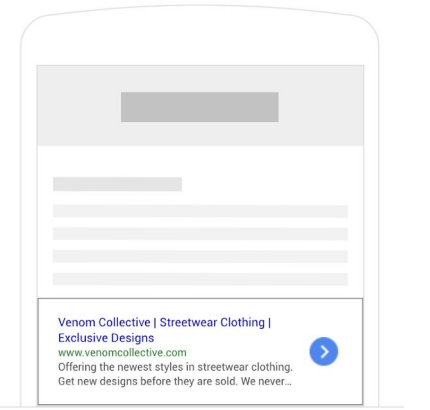
Your ad on mobile Google Search



Your ad on desktop Google Partner Sites



Your ad on mobile Google Partner Sites



## Budget

The campaign will last one month. This will correspond with the amount of time a new design will be released and available for on the site before it disappears forever. A design might be live for 2 weeks or less, so customers may be exposed to one design, but they might not get it in time before it's sold out, so there would be at least two new releases in a month in order to give customers more opportunities to see the clothing. For this campaign, it will average \$17 per day for a total of \$517 for the month. This will be about half of the budget, the rest will go into the Facebook ads for the campaign.

### CUSTOM BUDGET

[EDIT](#)

**\$17** daily average • \$517 monthly max

Reach an estimated 91,220 - 152,210 people and get 740 - 1,250 ad clicks per month

## Google Ad Campaign Summary

Estimated performance ⓘ

👁 91,223 - 152,204 impressions per month

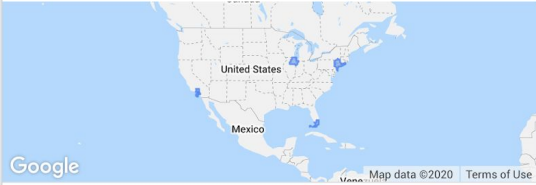
👤 745 - 1,243 clicks per month

**Campaign goal**

📄 Take an action on your website

**Locations**

Show ad to people interested in your products or services, in New York, NY, Miami-Ft. Lauderdale FL, Chicago IL, Orange County and Los Angeles County.



Google Map data ©2020 Terms of Use

[EDIT](#)

**Budget**

**\$17.00** daily average ⓘ

**\$517.00** monthly maximum

**Your ad**

**Venom Collective | Streetwear Clothing | Exclusive Designs**

[Ad](#) [www.venomcollective.com](http://www.venomcollective.com)

Offering the newest styles in streetwear clothing. Get new designs before they are sold. We never restock.

[EDIT](#)

**Keyword themes**

online clothes shopping mens clothing online

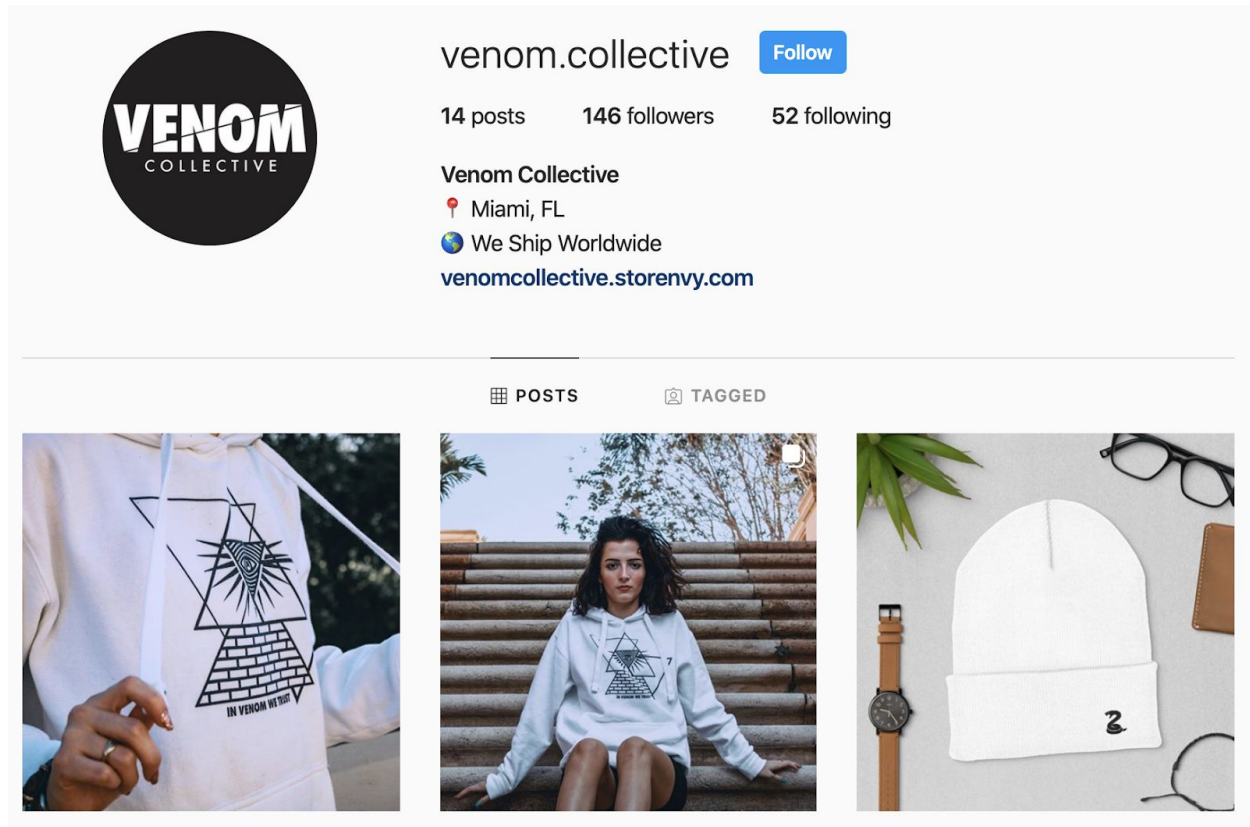
mens casual fashion mens fashion

womens clothes online streetwear brands

streetwear clothing streetwear and 2 more

## Social Media

Venom Collective will have a social media presence on Instagram, Facebook, and Twitter in order to have the largest amount of impressions possible. Ad campaigns will be made through both Twitter and Facebook (which connects to Instagram). Here is an example of what the content would look like on Instagram:



## Facebook Ad Campaign

The Facebook ad campaign will target the same age groups as the Google ads, but just on a different platform. With this, there is a much wider variety of ways in which the ad can appear on Facebook, making this a greater advantage. Also, it can appear on Instagram stories, which is an even better platform to target this market segment. When selecting the audience, I chose men and women between 18-30 years old and that are in Los Angeles, New York, Chicago, and Miami. For the budget, I did \$15/day for a maximum of \$450 for the month, which is the duration of the campaign. For the ad itself, I put in mock-text and a picture of what an ad could possibly look like when appearing on someone's news feed.

## Edit Audience

Gender

All Men Women

Age

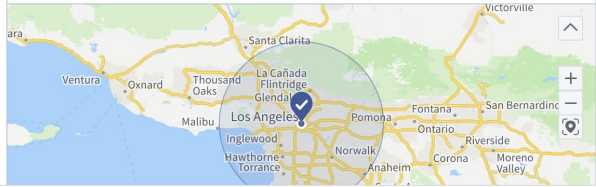
18 - 30

Locations

United States

- Chicago, Illinois + 25mi
- Los Angeles, California + 25mi
- Miami, Florida + 25mi
- New York, New York + 25mi

Add locations



Your audience size is **defined**. Good job!

Potential Audience Size: 7,000,000 people

## DURATION AND BUDGET

☐ Run this ad continuously

Your ads will run continuously for a daily budget. This option is recommended. [Learn more](#)

☒ Choose when this ad will end

Duration

Days 30

End date May 24, 2020

Daily Budget

\$15.00 USD

Actual amount spent daily may vary.

Estimated 75 - 217 clicks per day

You will spend a total of **\$450.00**. This ad will run for **30 days**, ending on May 24, 2020.

## Format

Choose the type of image or video format you'd like to use in this ad.

Single Image

Single Image

Upload an image or choose one from your page

Browse Library

Free Stock Images



Headline

20 / 25

Exclusive Streetwear

Text

38 / 90

New designs just released online only!

Call To Action

Shop Now

Preview: Desktop News Feed



Venom Collective

Sponsored

New designs just released online only!



VENOMCOLLECTIVE.COM

Exclusive Streetwear

Shop Now

Like

Comment

Share