

BRANDTALK
COMMUNICATIONS

Sneakinn Laundry

SOCIAL MEDIA PITCH





SNEAKINN

CONTENT PILLARS

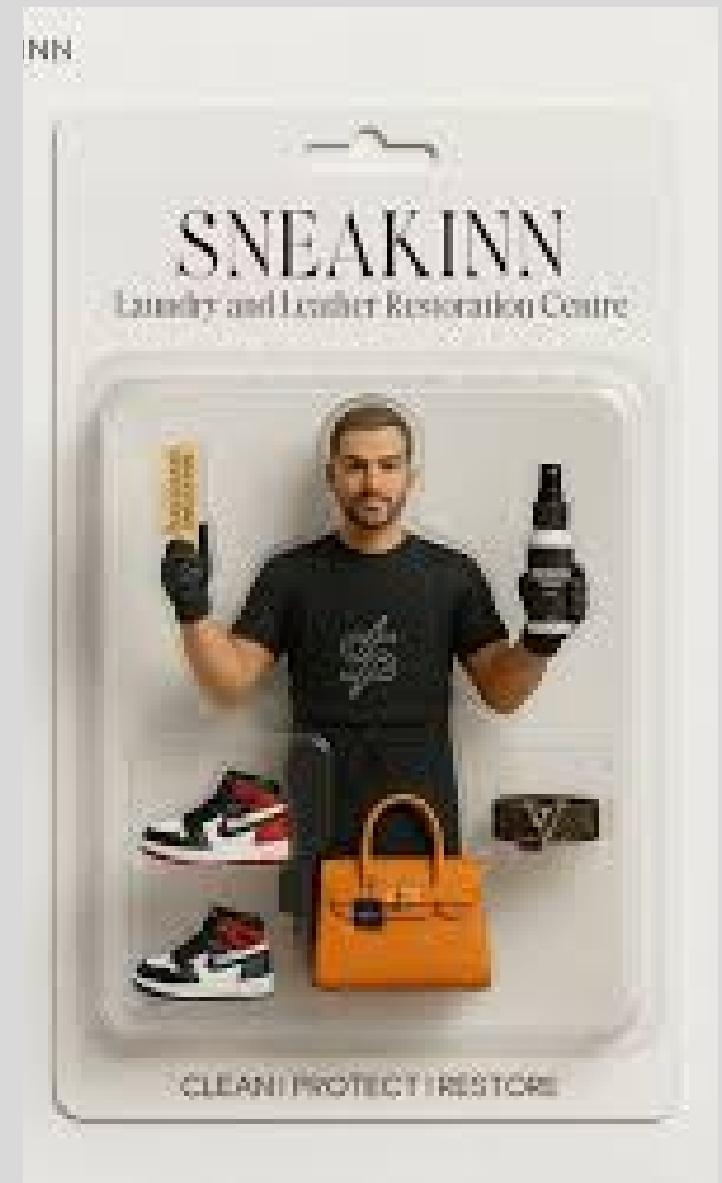
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1. SNEAKER &
BAG CLEANING
SERVICES (~40%)

2. CLEANING & CARE
PRODUCTS (~40%)

3. HOME CARE (~10%)

4. MEMBERSHIPS / LOYALTY &
EXCLUSIVE OFFERS (~10%)

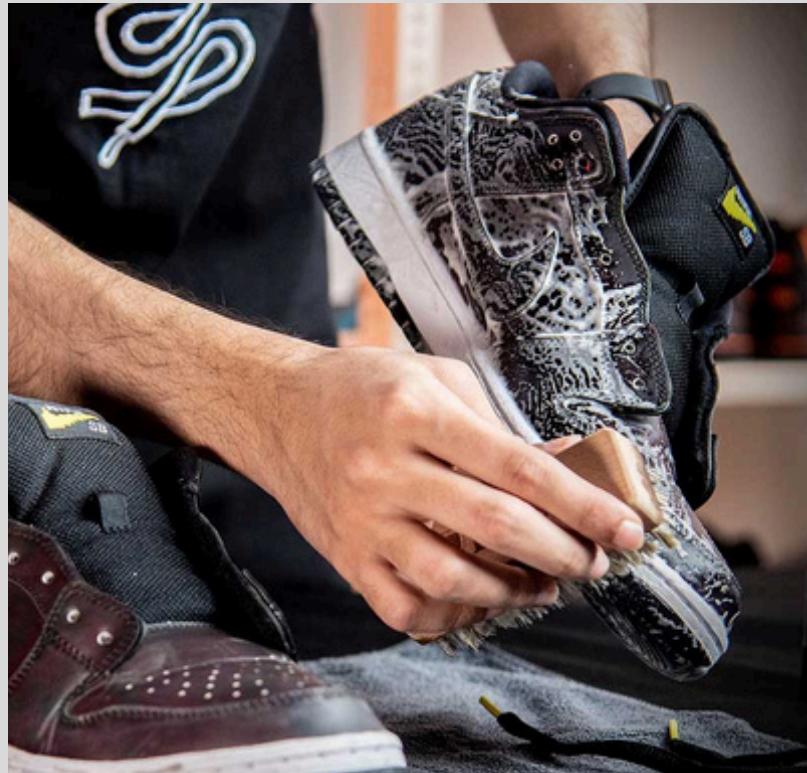




SNEAKINN

OUR GOAL

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Build the Sneakinn Identity

Craft a bold, minimal, street-smart brand that feels more like a culture than a service.



Put UGC at the Core

Turn real users into creators — 50% of content from transformations, reactions, and raw sneaker stories.



Own the Care Conversation

Be the go-to expert in sneaker and bag care with bite-sized tips, myth-busting reels, and weekly Sneaker School.



Fuel the Sneaker Community

Create an active ecosystem through collector features, pop-ups, and a broadcast channel for true sneakerheads.



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SOCIAL MEDIA ANALYSIS

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Cluttered Feed

Current: Visuals feel inconsistent and overwhelming.

Opportunity: Adopt a minimal, cohesive style to strengthen premium appeal.



Low Store Visibility

Current: Physical outlets are barely featured.

Opportunity: Showcase in-store moments to drive footfall and build trust.



Inconsistent Brand Tone

Current: Design and copy lack a unified voice.

Opportunity: Establish a bold, street-smart identity for better recall.



Outdated Highlights

Current: Highlights are underutilized and unclear.

Opportunity: Curate Highlights into clear, action-driven categories (e.g. Services, Pricing, FAQs).

Key Takeaway:

Sneakinn's social media can amplify its premium, transformative ethos by layering in localized storytelling, interactive UGC formats, and concise educational content—driving both community trust and sustained engagement.



Engagement Rate Benchmarks (for Instagram)

Follower Count	Average Engagement Rate	Excellent Rate
Under 10K	2%-5%	6%+
10K-100K	1.5%-3%	4%+
100K+ (like Sneakinn)	1%-2% is good	2.5%+ is excellent

Since Sneakinn has ~116K followers, a 1.5%-2.5% engagement rate would be considered solid.



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SOCIAL MEDIA STRATEGY

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TURN CUSTOMERS INTO CREATORS

- Launch UGC-led campaigns like “Dirtiest Sneaker Wins” and “Transformation of the Month”
- Incentivize users to post before/after content through reposts, shoutouts, and exclusive offers
- Build recall with hashtag strategy: #SneakinnSaves, #NotYourAverageLaundry



SCROLL-STOPPING, BOLD COPIES

- Use clean, minimal layouts with punchy, sarcastic copy and strong typography
- Reels to feature hooks like “You won’t believe this pair...” and POVs for relatability
- Establish a consistent visual identity for instant brand recognition



OWN THE SNEAKER CARE

- Launch engaging formats: Sneaker School, Myth-Busting Mondays.
- Use fast-paced reels, carousels, and memes to make care education fun
- Feature collector routines and expert-backed tips to build brand authority

Suggested barter collaboration profiles



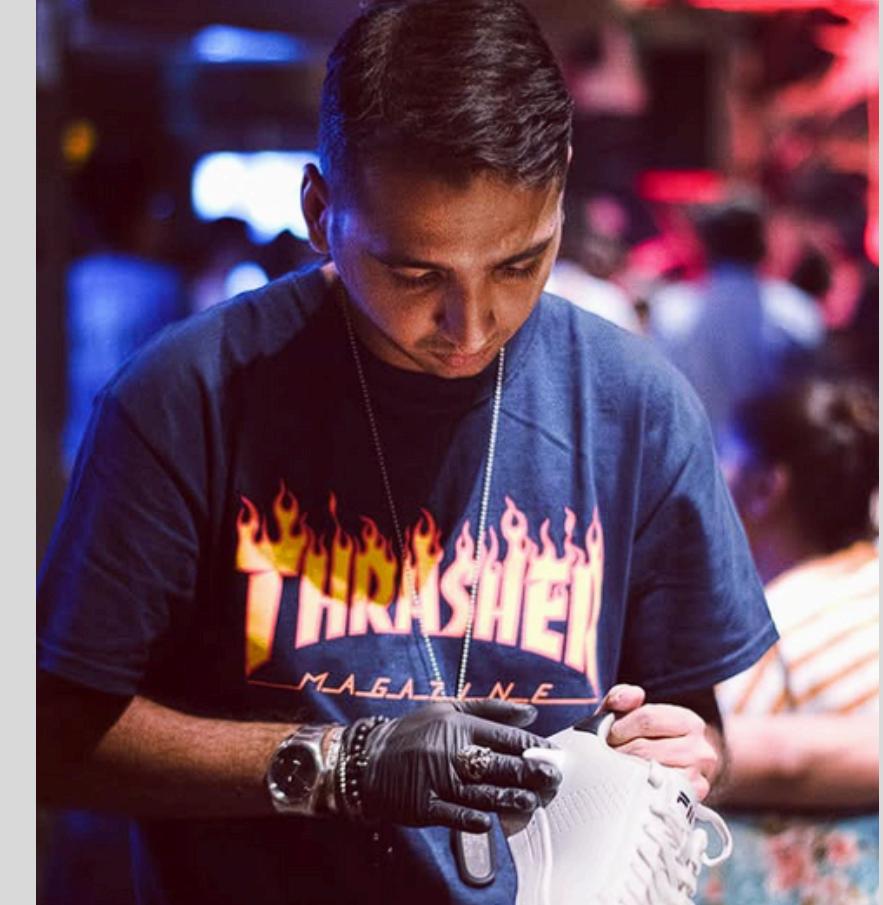
Lupesh



Ardy Ghosh



Mana Santhanam



Vaishhak Seraphim

Suggested paid collaboration profiles



Shivani Borauh



Neha Sanjay



Suhana Sethi



Vineet



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SOCIAL MEDIA CAMPAIGNS

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CAMPAIGN NAME: SOLE PATROL

Aim: Surprise sneakerheads in malls, events and markets , clean their kicks, and turn them into loyal customers.

Idea: . We randomly approach stylish sneakerheads at malls, events, markets etc, offer to clean their shoes on the spot, and surprise them with a discount coupon ,turning real moments into real conversions.

Execution:

- Conduct vox-pop-style interactions with stylish sneakerheads at such venues
- Offer on-the-spot cleaning or drop-and-return service based on feasibility.
- Capture raw, surprised reactions and transformation shots for reels.
- Gift a Sneakinn discount coupon to every participant.
- Repurpose the content into short, high-engagement reels for Instagram.





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SOCIAL MEDIA CAMPAIGNS

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CAMPAIGN NAME: DIRTY MILES CLUB

Aim: Celebrate movement and reward sneakerheads for living loud and getting their kicks dirty.

Idea: Partner with fitness and lifestyle collectives like running clubs, dance crews etc to surprise participants with free sneaker clean-ups and exclusive Sneakinn vouchers. Because if your sneakers are dirty, it means you showed up.

Execution:

- Collaborate with active communities like Bhag Club, local run clubs & dance crews.
- At the end of their sessions, select participants get their sneakers cleaned on the spot by the Sneakinn team.
- Gift Sneakinn discount vouchers or service coupons to all participants, reinforcing value.
- Capture candid moments, dirt close-ups, and clean-up action for fast-paced reels with hooks like:
“Ran 5K? We’ll handle the mess.”
“Dirty miles. Fresh kicks.”





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SOCIAL MEDIA CAMPAIGNS

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CAMPAIGN NAME: SNEAKER CONFESSIONS

Aim: Entertain and educate through raw, funny storytelling about sneaker cleaning gone wrong.

Idea: In a faux-interrogation setup, get sneaker lovers to “confess” the most ridiculous, bizarre, or desperate things they’ve done to clean their shoes.
Entertaining + informative = addictive content loop.

Execution: Set up a dramatic, low-lit “interrogation room” with a single table and spotlight.

- Feature sneaker lovers sharing their worst cleaning blunders — raw, awkward, and hilarious.
- Use an off-camera voice for prompts to keep the tone playful and relatable.
- Add subtle product plugs through overlays like “What they should’ve used.”
- Edit into short, meme-style reels to boost shareability and laughs.





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TARGET AUDIENCES

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- Age Group: Primarily 16–35 years old — Gen Z and young millennials who are style-conscious, digitally native, and community-driven.
- Where They Live: Urban metros and Tier-1 cities like Mumbai, Delhi, Bangalore, Pune, Hyderabad, and Chennai — places where streetwear culture and premium fashion are on the rise.
- What They Like: They're into sneakers, luxury bags, streetwear drops, sneaker memes, and transformation content. They love flexing limited editions and staying ahead of fashion trends.
- What They Need: A trusted service that offers premium cleaning, protection, and restoration for their sneakers and bags — with convenience, transparency, and expert care at its core.
- Where They Spend Time Online: Instagram (Reels, Stories, Broadcast Channels), YouTube (sneaker reviews, care tips), sneaker communities, resell platforms like Superkicks, VegNonVeg, and SoleSearch.
- Why We Focus on Them: They care deeply about their fashion investments and love sharing transformations and routines. They drive engagement, spread brand buzz, and are more likely to convert into loyal community members and advocates.



Objectives:

- INSTAGRAM FOLLOWER GROWTH – 25% BUDGET
 - DM ENQUIRIES – 75% BUDGET
- TOTAL 6-MONTH BUDGET: ₹6,00,000

Campaign Goal	Budget	Amount (INR)
Follower Growth	25%	₹1,50,000
DM Enquiries & Lead Generation	75%	₹4,50,000

Thoughts & Discussions
