



**FrameEscape**

## **Marketing Reference Document**

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## Push Marketing

**Trade Shows & Fairs:** Trade shows, fairs, and festivals will rake in a large percentage of direct consumers. Because Frame Escape's product is not available in a brick-and-mortar store and is not a digital product that can be displayed online, these events will largely be the main opportunity to showcase and explain the product. Therefore, at least 3 such events per quarter will be integral to initial growth.

**Email Marketing:** A splash page as an introduction on the website is an ideal opportunity to not only quickly explain the product, but also gather email addresses for email marketing, namely in the form of a weekly newsletter. This will require a significant number of man hours to carry out, but will keep the company and product fresh in people's minds. Links to the splash page should be included in every promotional signature or social profile for the company.

**Product Tags:** Each sold piece should include a metal tag or inscription stating that it was made by Frame Escape. Every customer should be able to look at the product and immediately recall where it was purchased from. This is not only necessary for brand development, but will also help with word of mouth advertising

## Pull Marketing

**Website:** No brick-and-mortar store makes Frame Escape's website the center for sales and customer service/retention. As such, it must be easy to navigate and very clear about Frame Escape's offered products and mission.




**Blog:** The blog and YouTube account should go hand in hand: though leadership and learning hub. Post a video tutorial on YouTube, write an accompanying post for the blog. One thing to remember: the blog should never have posted articles that are not complete or in progress. An 'upcoming articles' section on the other hand is absolutely acceptable, so long as the articles are posted within a couple of weeks after advertising them.

**Social Media:** Social media is the point of contact for consumers and business partners. The audience will depend on the social media platform. Twitter, for example, will speak directly to consumers while LinkedIn will involve more B2B advertising and potential partnerships.

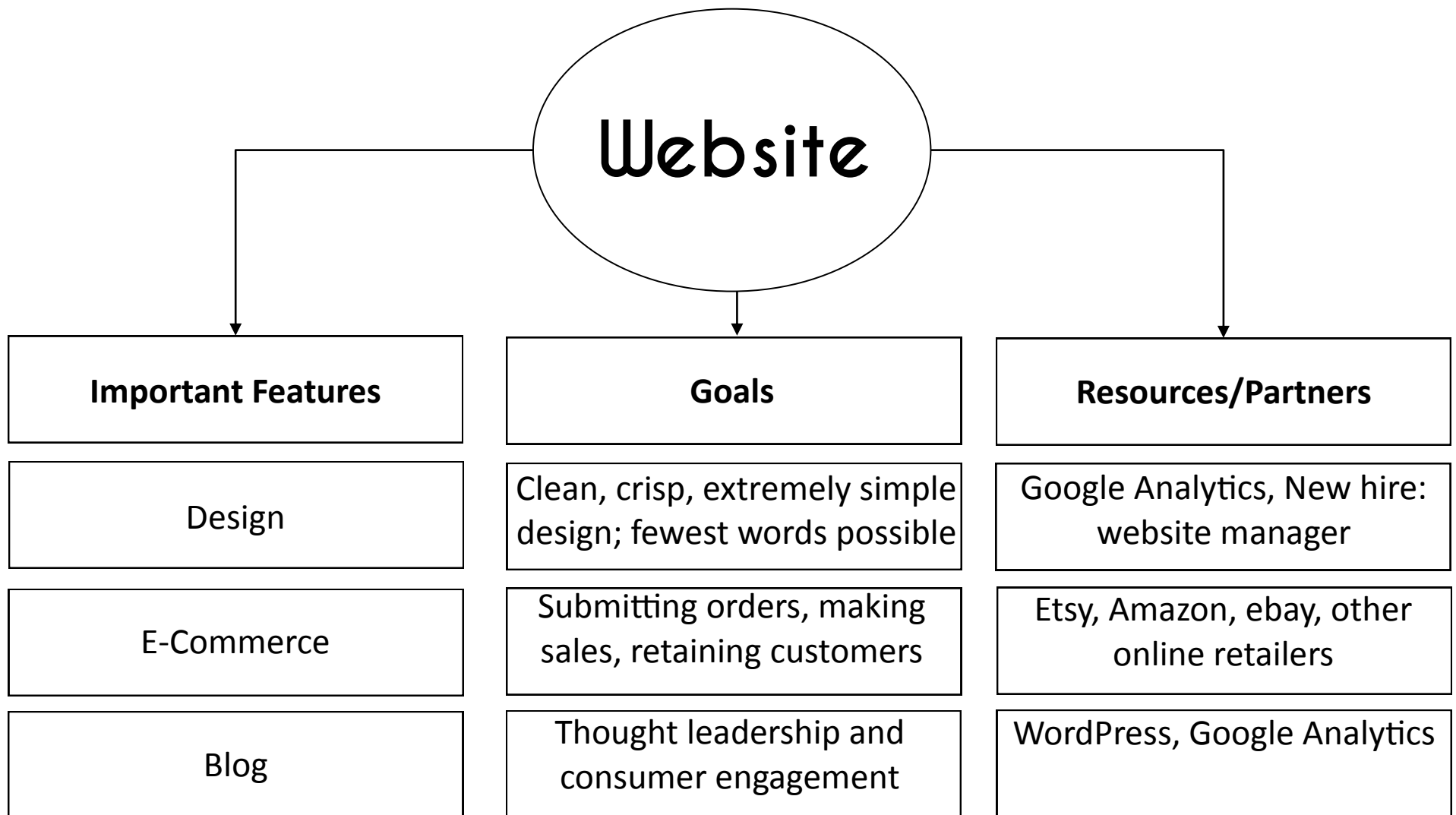
**Promotional Events:** Think: live YouTube tutorial.

**Nonprofit Involvement:** Events in partnership with a nonprofit ( Junior Achieve Silent Auction, for example) is a great way to solidify the company's brand, but also get into the media.

# Product Development

		Audience	Goals	Obstacles	Resources/Partners
Graduation		High School Graduating Seniors	Develop long term partnerships with school districts, market directly to families	Reaching high-ranking officials, competing with graduation items and keepsakes already being sold, Prices	Reaching high-ranking officials, competing with graduation items and keepsakes already being sold, Prices
Keepsake Boxes		Market as Jewelry Boxes	Sell as jewelry box, but eventually use customization to expand into any keepsake box	Competing with traditional keepsake box makers (long lasting materials like metal), Prices	Reaching high-ranking officials, competing with graduation items and keepsakes already being sold, Prices
Gift Frames		Children and Families	Develop long term partnerships with school districts, market directly to families	Lower-priced alternatives, new and kid-friendly designs required	Reaching high-ranking officials, competing with graduation items and keepsakes already being sold, Prices

Introducing any product into a market requires sufficient research to ensure that there is a sufficient audience. Because Frame Escape's product relies largely on customization, it is difficult to pinpoint an exact audience immediately. Therefore, it is recommended that the company focus on 3 main products with the largest potential audience and test for viability in the market before expanding to others. Based on the company's history and capabilities, the 3 recommended areas of focus are Graduation Shadowbox Frames, Keepsake Boxes, and Gift Frames. An important obstacle to overcome for any type of product will be prices.



Since Frame Escape does not use brick-and-mortar retail, the company's website will be the biggest sales driver. It is essential for the pages to be simple in design and easy to navigate. General rule: the simpler the website (fewer words used, message communicated quickly), the lower your bounce rate. E-Commerce will require its own marketing plan with Financial details and a calendar - this should likely be built after a benchmark of sales are crossed (namely around 15% of your annual goals).



FrameEscape

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*Simply put...*

# ...We Frame Anything

Sign up to receive deals, promotions, and updates  
in our weekly newsletter!

Your Privacy is Important to Us

Email

First Name

Last Name

Zip Code (optional)

How did you hear  
about us? (optional)

*Pin it*







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\$Price.00



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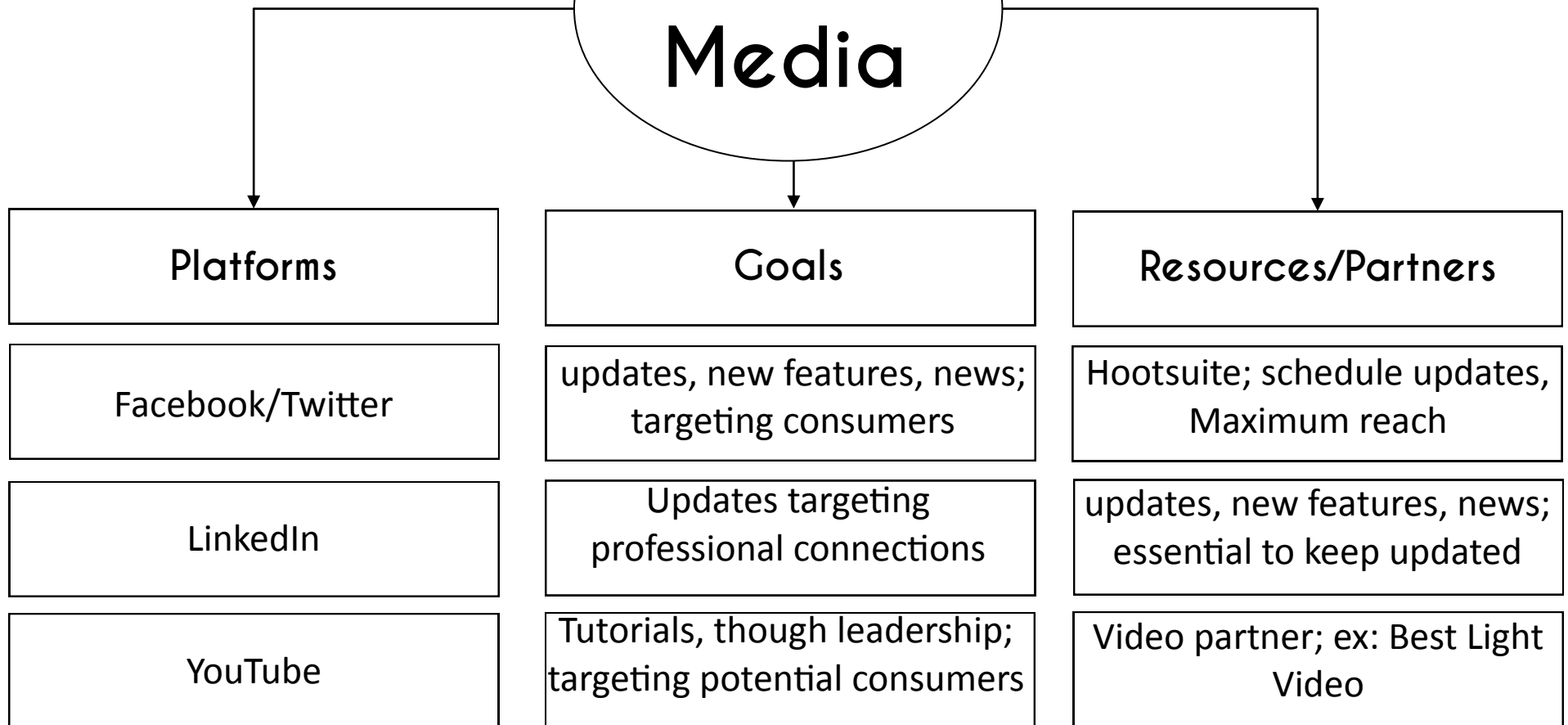


# FrameEscape

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Product Name	
Description and Features	Price
	Price with shipping and customization
Customizable features	
Reviews	

# Social Media



For Frame Escape, social media will be key to spreading beyond the Columbus area. There are, of course, platforms such as Yelp, Google+, and Pinterest that should be utilized. These should be more informative in nature than interactive, however. Facebook and Twitter should look to interact directly with consumers, LinkedIn with potential partners, and YouTube should be used more as a thought leadership and tutorial platform - a way to engage consumers after a brief interaction on Facebook or Twitter.



# Graduation Season

## Product

Memory Frame

Achievements Frame

Varsity Frame

Keepsake Box

## Description

Photograph progression of  
consumer choice, diploma,  
two items

Photograph progression,  
diploma, two achievements  
(certificates, trophies, etc.)

Photograph progression,  
Varsity letter, Awards

Ring, Tassel, Ropes, etc.

## Marketing

**Email:** School districts  
generally have parent email  
addresses - a newsletter spe-  
cifically crafted for graduation  
season would be a great start

**Snail Mail:** Postcards/rack  
cards in the mail with photo  
examples of frames

**School Folders:** Send home a  
folder with pricing/photos  
with students

**School Announcement:** Table  
during lunch, morning  
announcements, sports and  
activity banquets

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## E-Commerce Examples

<http://wemakewebsites.com/blog/25-good-examples-of-ecommerce-websites-in-2014>

<https://www.drivingbusinessonline.com.au/articles/5-examples-of-great-e-commerce-sites/>

<http://designshack.net/articles/inspiration/20-gorgeous-examples-of-e-commerce-done-right/>

<https://econsultancy.com/blog/63928-20-beautiful-examples-of-persuasive-ecommerce-design#i.19rtb0wzjmdzwr>