

# LíneaPelle

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# Why Google Search More and Social Media Less

In next few slides I will do as you requested. However, I honestly feel you are avoiding a channel that is much more promising.

- 1) I prefer Google Search over social media for marketing purposes because of the fundamental difference in user intent between the two platforms. When people use Google Search, they typically have a specific intent or need in mind. For example, they might be looking for a product, service, or information to solve a problem or fulfill a need. This intent-driven behavior presents a valuable opportunity for businesses to connect with potential customers who are actively seeking what they offer.
- 2) On the other hand, social media platforms like Facebook, Instagram, and Twitter are more about social interaction, entertainment, and content consumption. While users may come across ads or posts from businesses on social media, their primary motivation for being on these platforms is not necessarily to make a purchase or engage with brands. Instead, they are often looking to connect with friends and family, consume content, or be entertained.
- 3) This difference in user intent means that advertising on Google Search allows businesses to reach potential customers who are actively looking for products or services like theirs, making it more likely to generate leads and conversions.
- 4) In contrast, advertising on social media relies more on targeting specific demographics or interests rather than user intent, which can be less effective in driving direct sales or conversions. Overall, while social media can be valuable for brand awareness and engagement, Google Search offers a more direct and intent-driven approach to reaching potential customers who are actively seeking what a business has to offer. I studied this for many years and the result of my study is at link: <https://uxdesignseo.com/uxdesignseo/conversion-optimization/>
- 5) I start my presentation analyzing Google Search first which I believe is much more valuable.



# Insights From Google; Economic Demand Analysis

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Top of page bid (high range)
Keywords you provided			
<input type="checkbox"/> designer belts	33,100 	High	\$2.34
<input type="checkbox"/> women belts	33,100 	High	\$1.47
<input type="checkbox"/> leather belt	22,200 	High	\$2.54
Keyword ideas			
<input type="checkbox"/> gucci belt	165,000 	High	\$2.70
<input type="checkbox"/> celine belt	49,500 	High	\$1.80
<input type="checkbox"/> mens belts	49,500 	High	\$3.06
<input type="checkbox"/> ferragamo belt	60,500 	High	\$2.86
<input type="checkbox"/> gucci belt women	40,500 	High	\$3.47
<input type="checkbox"/> ysl belt	27,100 	High	\$1.48
<input type="checkbox"/> valentino belt	18,100 	High	\$5.68
<input type="checkbox"/> gucci belt men	33,100 	High	\$3.31



## Analysis Of Demand

As you see in image in last slide the total searches for your main keywords is about 100,000.

The ads will be shown to roughly 40% of these searches (Google impression share rules depending on how high you bid).

Hence our ads will be shown to  $(100,000 \times 50 \% =) 50,000$  Active Google Searchers.

I can get CTR to better than 5 percent by A/B testing many different Ads.

We will achieve  $50,000$  (impression)  $\times 5 \%$  (CTR)  $= 2,500$  clicks (monthly) on our ads.

I will bid \$4 to achieve first position and get 50% impression share.

Our advertising cost will be  $2500 \times 4 = \$10,000$  per month.

I am sure I can get closer to a 10 % conversion rate!

Achieving such a high conversion rate comes with hard work to optimize the landing page (A/B testing).

Hence we will achieve:

$2500 \times 10 \%$  (conversion rate)  $=$  Average 250 Belts Sold Guaranteed!!

The average price of every projects is around \$160

We will achieve Revenue  $= 250 \times \$160 = \$40,000$  Revenue Monthly.

Revenue after Google Ads cost  $= 40,000 - 10,000 = \$ 30,000$

ROS  $= 30,000 / 10,000 = 3$  or 300%



## LíneaPelle mission and unique selling propositions

- 1) LíneaPelle, showcased on [lineapelle.com](http://lineapelle.com), is a premier destination for luxury leather goods, renowned for its commitment to quality craftsmanship and innovative design.
- 2) Their mission centers on blending tradition with contemporary flair, offering discerning consumers an exquisite range of leather products that seamlessly marry style and functionality.
- 3) With a dedication to sustainability and ethical sourcing, LíneaPelle sets itself apart by not only delivering impeccable goods but also by championing responsible practices in the leather industry.
- 4) Whether it's handbags, belts, or accessories, LíneaPelle stands as a beacon of refined elegance, catering to those with a discerning eye for timeless fashion and conscientious consumption.



# Trends

## Key Trends:

### Sustainability and Eco-friendly Materials:

- 1) Increased focus on sustainable construction materials and practices to reduce environmental impact.
- Growing demand for eco-friendly leather alternatives in construction projects.

### Digitalization and Technology Integration:

- 2) Adoption of Building Information Modeling (BIM) for improved project coordination and efficiency.
- Integration of IoT devices and sensors for smart construction monitoring and management.

### Modular and Prefabricated Construction:

- 3) Rise in popularity of modular construction methods for faster project delivery and reduced costs.
- 4) Prefabricated building components gaining traction for their quality control and time-saving benefits.

### Health and Wellness in Built Environments:

- 5) Increasing emphasis on creating healthier indoor spaces through better ventilation, natural lighting, and use of non-toxic materials.
- 6) Incorporation of wellness amenities like green spaces and fitness facilities in construction projects.

### Resilient and Disaster-Resistant Design:

- 7) Growing awareness of the importance of designing structures to withstand natural disasters and climate change impacts.
- 8) Use of resilient building materials and innovative design strategies for enhanced structural integrity.



# Competitors

## Key Competitors:

### Luxury Leather Goods Brands:

- Competitors offering high-end leather products similar to LíneaPelle's offerings, targeting similar affluent consumer segments.
- Examples include Gucci, Louis Vuitton, and Prada, which may offer leather accessories that compete with LíneaPelle's product range.

### Specialized Leather Suppliers:

- Companies specializing in supplying leather materials to the construction industry, offering a range of options for architects and designers.
- Competitors might include companies like Spinneybeck and Moore & Giles, known for providing premium leather solutions for interior design and architectural projects.

### Construction Material Suppliers:

- Companies providing a wide range of construction materials, including alternative materials to traditional leather, such as synthetic fabrics or sustainable alternatives.
- Competitors could include large suppliers like Saint-Gobain or LafargeHolcim, offering a diverse portfolio of building materials for various construction needs.

### Innovative Technology Providers:

- Companies developing innovative construction technologies or digital solutions that could disrupt traditional construction methods.
- Competitors in this space may include firms like Autodesk, offering BIM software solutions, or startups developing advanced construction materials using cutting-edge technologies.

By staying abreast of these trends and understanding the competitive landscape, LíneaPelle can position itself strategically in the construction industry, leveraging its strengths and addressing evolving customer preferences and market demands.



# Primary and secondary target markets

## Primary Target Market:

### Fashion-Conscious Individuals:

- Demographic: Men and women aged 25-45, with a higher disposable income, residing in urban or metropolitan areas.
- Psychographic: Trend-savvy consumers who value luxury, quality craftsmanship, and unique design in leather goods.
- Behavior: Regular purchasers of premium leather products, including handbags, wallets, belts, and accessories, often influenced by fashion trends and brand prestige.
- Geographic: Initially focused on major fashion capitals like New York, Paris, Milan, and London, with expansion into other affluent urban centers globally.

## Secondary Target Market:

### Corporate and Business Professionals:

- Demographic: Working professionals aged 25-55, employed in corporate environments or high-status industries.
- Psychographic: Individuals who prioritize professional appearance and seek sophisticated, durable leather accessories for work and business meetings.
- Behavior: Occasional purchasers of upscale leather items such as briefcases, laptop bags, portfolios, and executive accessories, often as status symbols or for gifting purposes.
- Geographic: Concentrated in business hubs and financial districts within major cities worldwide, where professionals seek high-quality business attire and accessories.

By targeting these primary and secondary markets, LineaPelle can tailor its marketing strategies and product offerings to meet the distinct needs and preferences of each segment, thereby maximizing its market reach and brand appeal.



# Company strengths

## Strengths:

1. **Brand Reputation:** LineaPelle has built a strong reputation for quality craftsmanship and innovative design in the luxury leather goods market, enhancing brand loyalty and customer trust.
2. **Product Differentiation:** The company offers a diverse range of leather products, including handbags, belts, wallets, and accessories, with unique designs and materials, catering to various consumer preferences and style trends.
3. **Sustainability Initiatives:** LineaPelle's commitment to sustainability and ethical sourcing of materials provides a competitive advantage, appealing to environmentally-conscious consumers and aligning with growing market trends towards eco-friendly products.

## Weaknesses:

1. **Limited Market Reach:** LineaPelle may face challenges in expanding its market reach beyond its core customer base, particularly in emerging markets or regions where luxury goods consumption is lower.
2. **High Price Point:** The premium pricing of LineaPelle products may limit accessibility to a broader audience, potentially excluding price-sensitive consumers or those with lower disposable incomes.

## Opportunities:

1. **Global Expansion:** There is an opportunity for LineaPelle to expand its presence in international markets, tapping into affluent consumer segments in emerging economies and establishing partnerships with luxury retailers worldwide.
2. **Diversification of Product Offerings:** Introducing new product lines or collaborations with fashion designers could help LineaPelle attract new customers and enhance brand visibility in the competitive luxury goods market.

## Threats:

1. **Intense Competition:** LineaPelle faces competition from established luxury leather goods brands as well as emerging players in the market, requiring continuous innovation and differentiation to maintain its competitive edge.
2. **Economic Volatility:** Economic downturns or fluctuations in consumer spending patterns could impact demand for luxury goods, posing a risk to LineaPelle's sales and profitability.

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, LineaPelle can sustain its position as a leading player in the luxury leather goods industry and achieve long-term growth and success.



## Customer Persona 1 (Insights From Website)

### Sophisticated Sarah

#### 1) Demographics:

- ◆ Age: 30-45
- ◆ Gender: Female
- ◆ Income: High
- ◆ Occupation: Professional (e.g., lawyer, executive)

#### 2) Pain Points:

- ◆ Sarah values high-quality accessories that complement her professional attire.
- ◆ She seeks leather products that exude sophistication and elegance to make a lasting impression in business meetings and social gatherings.
- ◆ Her pain points include finding durable yet stylish handbags and accessories that align with her busy lifestyle and demanding career.



## Customer Persona 2

### Fashion-Forward Bonnie

#### 1) Demographics:

- ◆ Age: 25-35
- ◆ Gender: Female
- ◆ Income: Moderate to High
- ◆ Occupation: Creative professional (e.g., designer, architect)

#### 2) Pain Points:

- ◆ Bonnie is passionate about fashion and seeks leather products that reflect his unique sense of style and creativity.
- ◆ She values trendy yet timeless designs that set him apart from the crowd and express his individuality.
- ◆ Her pain points include finding leather goods that combine fashion-forward aesthetics with functionality for his daily commute and social events.



## Customer Persona 3

### Luxury-Loving Linda

#### 1) Demographics:

- ◆ Age: 40-60
- ◆ Gender: Female
- ◆ Income: High
- ◆ Occupation: Executive, Business Owner

#### 2) Pain Points:

- ◆ Linda appreciates luxury and indulges in high-end leather products to elevate her wardrobe and lifestyle.
- ◆ She values exquisite craftsmanship and attention to detail in leather goods, seeking timeless pieces that withstand changing fashion trends.
- ◆ Her pain points include finding leather accessories that offer both elegance and practicality for her professional and social engagements.



## Customer Persona 4

### Environmentally-Conscious Jasmine

#### 1) Demographics:

- ◆ Age: 25-40
- ◆ Gender: Female
- ◆ Income: Moderate to High
- ◆ Occupation: Sustainability Professional, Entrepreneur

#### 2) Pain Points:

- ◆ Jasmine prioritizes sustainability and seeks leather products made from eco-friendly materials and ethical sourcing practices.
- ◆ She values brands that are transparent about their environmental initiatives and strive to minimize their carbon footprint.
- ◆ Her pain points include finding stylish yet sustainable leather alternatives that align with his values and contribute to a greener lifestyle.



## Customer Persona Analysis

- 1) These customer personas provide a snapshot of LíneaPelle's target audience, highlighting their demographics, preferences, and pain points.
- 2) By understanding the needs and motivations of these personas, LíneaPelle can tailor its marketing strategies and product offerings to better resonate with its diverse customer base.



# Brand Positioning

- 1) Value Proposition: LineaPelle offers discerning consumers premium leather goods that seamlessly blend exquisite craftsmanship, timeless design, and sustainable practices. Elevate your style with our meticulously crafted accessories, crafted with care and conscience.
- 2) Differentiation from Competitors: Commitment to Quality Craftsmanship: LineaPelle distinguishes itself by its unwavering commitment to superior craftsmanship, ensuring that each leather product is meticulously crafted with attention to detail and precision.
- 3) Timeless Design Aesthetics: The brand sets itself apart with its timeless design aesthetics, offering leather goods that transcend fleeting fashion trends and remain relevant season after season.
- 4) Sustainability and Ethical Sourcing: LineaPelle stands out by its dedication to sustainability and ethical sourcing practices, using eco-friendly materials and supporting responsible supply chains to minimize its environmental impact.
- 5) Product Diversity and Customization: With a diverse range of leather products, including handbags, belts, wallets, and accessories, LineaPelle caters to a wide array of consumer preferences and style needs. Additionally, offering customization options allows customers to create personalized pieces that reflect their individuality.
- 6) Brand Heritage and Reputation: Backed by a rich heritage and a strong reputation in the luxury leather goods market, LineaPelle instills trust and confidence in its customers, assuring them of the utmost quality and authenticity in every purchase.

By emphasizing these key differentiators, LineaPelle establishes itself as a premier destination for luxury leather goods, offering consumers a compelling value proposition that combines style, quality, and sustainability.



## Marketing Objectives

- 1) By the end of the fiscal year, increase brand awareness by 25% among the target audience, as measured by brand recognition surveys and social media engagement metrics.
- 2) This objective is Specific (increase brand awareness), Measurable (by 25%), Achievable (within the fiscal year), Relevant (aligns with overall marketing goals), and Time-bound (by the end of the fiscal year). Achieving this objective would help LineaPelle expand its market reach and strengthen its position in the competitive luxury leather goods industry.

- 1) Google Ads: With Google Ads, you can create highly targeted search campaigns that appear when users search for relevant keywords related to your brand or industry. By bidding on specific keywords and creating compelling ad copy, you can increase visibility for your brand and drive traffic to your website. Additionally, Google Ads offers various targeting options, including demographics, location, and interests, allowing you to reach your target audience effectively.
- 2) Google Display Network (GDN): The Google Display Network allows you to place ads on a vast network of websites, blogs, and apps across the internet. These display ads can include text, images, and even video, making them highly engaging and effective at capturing users' attention. By targeting websites and apps frequented by your target audience and using compelling ad creatives, you can increase brand exposure and reach users who may not be actively searching for your products or services.
- 3) YouTube: As the world's largest video-sharing platform, YouTube offers a massive opportunity for brand exposure and engagement. You can create video ads that appear before, during, or after YouTube videos, as well as display ads that appear alongside video content. By leveraging YouTube's targeting options and creating engaging video content, you can effectively communicate your brand message, showcase your products or services, and connect with your target audience in a highly visual and immersive format.
- 4) Overall, by utilizing Google Ads, Google Display Network, and YouTube in conjunction with each other, you can create a comprehensive digital marketing strategy that maximizes brand exposure and awareness across various online channels.



# General Marketing Strategies

## Identify Target Audience:

- Conduct audience research to understand demographics, interests, and online behavior of target customers.
- Segment the audience based on characteristics such as age, gender, location, and interests to tailor content and messaging effectively.

## Choose Relevant Social Media Platforms:

- Select social media platforms based on where the target audience is most active and engaged.
- Prioritize platforms such as Instagram, Facebook, and LinkedIn, considering the nature of the business and the type of content to be shared.

## Content Strategy and Creation:

- Develop a content calendar outlining the types of content to be posted, frequency, and publishing schedule.
- Create diverse content formats, including images, videos, infographics, blog posts, and user-generated content.
- Ensure that the content aligns with the brand's voice, values, and key messaging while addressing the interests and pain points of the target audience.

## Engagement and Community Building:

- Actively engage with the audience by responding to comments, messages, and mentions promptly.
- Encourage user-generated content and foster community interaction through contests, polls, and discussions.
- Cultivate brand advocates and influencers who can amplify the brand message and reach a broader audience.

## Paid Advertising and Promotion:

- Allocate a portion of the budget for paid social media advertising to boost visibility and reach targeted demographics.
- Utilize features such as sponsored posts, promoted tweets, and Instagram ads to expand the reach of organic content and drive conversions.

## Performance Tracking and Optimization:

- Monitor key performance metrics, including follower growth, engagement rate, website traffic, and conversion rate.
- Use social media analytics tools to track performance, identify trends, and measure the effectiveness of campaigns.
- Continuously optimize the strategy based on data insights, adjusting content, targeting, and ad spend to improve results and achieve objectives.



# Marketing Strategies Social Media

## Integrated Marketing Strategy: Leveraging Social Media

### 1. Establish a Strong Brand Presence:

Create and maintain official profiles on key social media platforms such as Instagram, Facebook, and Pinterest.

Ensure consistency in branding, messaging, and visual aesthetics across all platforms to reinforce brand identity.

### 2. Engage with Target Audiences:

Develop a content calendar featuring a mix of product showcases, behind-the-scenes glimpses, lifestyle imagery, and user-generated content (UGC) to keep followers engaged.

Encourage audience interaction through polls, questions, and contests to foster a sense of community and build brand loyalty.

### 3. Collaborate with Influencers and Brand Ambassadors:

Partner with influencers and brand ambassadors whose style and values align with LineaPelle's brand image.

Collaborate on sponsored posts, product placements, and ambassador takeovers to reach new audiences and drive credibility.

### 4. Showcase Product Innovation and Sustainability:

Highlight LineaPelle's commitment to quality craftsmanship and sustainable practices through educational content, product features, and storytelling.

Showcase new product launches, limited editions, and eco-friendly initiatives to generate excitement and differentiate from competitors.

### 5. Drive Traffic and Sales:

Implement shoppable posts and links to direct followers to LineaPelle's e-commerce website, making it easy for them to browse and purchase products directly from social media platforms.

Offer exclusive promotions, discounts, and giveaways to incentivize social media followers to make purchases and drive conversions.

### 6. Monitor Performance and Iterate Strategies:

Utilize social media analytics tools to track key performance metrics such as engagement rate, reach, click-through rate, and conversion rate.

Analyze data regularly to identify trends, optimize content strategy, and refine targeting for better results.

### 7. Integrate with Other Marketing Channels:

Align social media efforts with other marketing channels such as email marketing, influencer collaborations, and PR campaigns for a cohesive brand experience.

Cross-promote social media content on website landing pages, email newsletters, and offline marketing materials to maximize reach and impact.

By implementing this integrated marketing strategy focused on social media, LineaPelle can effectively connect with its target audience, strengthen brand loyalty, and drive both online and offline sales growth.



# Budget Allocation

Total Budget: \$10,000

- Budget Allocation: Content Creation and Management (40%): \$4,000
- Hiring a freelance content creator or social media manager to develop engaging content, including photography, graphic design, and copywriting.
- Investing in tools and resources for content planning, scheduling, and analytics to streamline workflow and maximize efficiency.

Influencer Partnerships (20%): \$2,000

- Allocating funds for sponsored partnerships with micro-influencers or brand ambassadors who have a strong presence in LineaPelle's target market.
- Negotiating compensation, gifting products, or offering affiliate commissions as part of the collaboration agreements.

Paid Advertising (20%): \$2,000

- Setting aside a budget for paid social media advertising campaigns to boost reach, engagement, and conversions.
- Testing different ad formats (e.g., carousel ads, video ads, story ads) and targeting options to optimize performance and ROI.

Community Engagement and Customer Support (10%): \$1,000

- Allocating resources for responding to comments, messages, and inquiries from followers in a timely and personalized manner.
- Investing in tools for social listening and monitoring to track brand mentions, sentiment, and customer feedback.

Performance Monitoring and Optimization (10%): \$1,000

- Investing in analytics tools or software subscriptions to track key performance metrics and measure the effectiveness of the social media strategy.
- Allocating funds for ongoing optimization efforts, such as A/B testing, audience segmentation, and content iteration based on data insights.

By allocating the budget in this manner, LineaPelle can effectively execute its social media-focused marketing strategy while maximizing the impact of each dollar spent. This budget plan emphasizes the importance of content creation, influencer partnerships, paid advertising, community engagement, and performance monitoring to drive brand awareness, engagement, and sales growth within the constraints of a limited budget.



# Implementation Plan

## 1) Month 1: Planning and Preparation

- Week 1:
- Task 1: Conduct a comprehensive review of LíneaPelle's Facebook page, audience demographics, and past performance metrics.
- Task 2: Define specific marketing objectives and key performance indicators (KPIs) for the quarter.
- Deadline: End of Week 1
- Week 2:
- Task 3: Develop a content calendar outlining weekly themes, post types, and engagement strategies.
- Task 4: Create engaging visual content, including product photography, lifestyle imagery, and graphics.
- Deadline: End of Week 2

## 2) Month 2: Implementation and Engagement

- Week 3:
- Task 5: Launch the first week of Facebook posts according to the content calendar, focusing on brand storytelling and product highlights.
- Task 6: Monitor post performance and audience engagement metrics using Facebook Insights.
- Deadline: Ongoing throughout the week
- Week 4:
- Task 7: Initiate influencer outreach and partnership collaborations for sponsored content or product features.
- Task 8: Respond promptly to comments, messages, and inquiries from followers to foster community engagement.
- Deadline: Ongoing throughout the week
-



# Performance Measurement

## Engagement Rate

### Tracking Method:

Calculate Engagement Rate: Add up all likes, comments, shares, and clicks on LíneaPelle's Facebook posts over a specific period (e.g., monthly).

Divide the total engagement by the total number of followers.

Multiply the result by 100 to get the engagement rate percentage.

Track Engagement Rate Regularly: Use Facebook Insights or third-party social media analytics tools to monitor engagement metrics in real-time.

Set up a spreadsheet or dashboard to record engagement rate data on a weekly or monthly basis.

Compare engagement rates over time to identify trends, peaks, and areas for improvement.

By tracking engagement rate, LíneaPelle can measure the effectiveness of its Facebook marketing efforts in driving audience interaction, brand affinity, and content performance on the platform.



## Summary

1) LineaPelle's strength lies in its reputation for quality craftsmanship and sustainable practices in the luxury leather goods market. Its differentiated offerings and commitment to timeless design appeal to fashion-conscious individuals.

### Key Insights:

2) Strong Brand Reputation: LineaPelle's brand reputation for quality craftsmanship and sustainability provides a competitive edge in the luxury goods market.

3) Differentiation Through Design: The brand's timeless design aesthetics set it apart from competitors, attracting discerning consumers seeking unique, stylish leather products.

4) Focus on Sustainability: LineaPelle's commitment to sustainability resonates with environmentally-conscious consumers, enhancing brand loyalty and attracting a growing segment of eco-conscious buyers.