

Marketing Proposal

Compiled by Rachel Lang for Angelus Direct.

Positioning

Angelus Direct's customers are interested in collectible shoes, customs, and designer apparel. They're not crafters. They're fans, curators, and artists.

They're often high fashion. What they wear tells people who they are.

Most have never painted leather before. Angelus Direct's e-commerce site can help them go from dreaming to making it real.

Key user: "Sneakerheads"

Custom sneakers are the one element allowing NBA players to be creative and expressive. So sneakers are a way for fans to connect to these players. Angelus Direct is uniquely able to put those creations in a place where fans can admire them and create their own!

Key user: "Creators"

People have never been more empowered to turn their interests into profit. Angelus Direct gives people a new way of using their art skills to create value for others.

Google Display Ads

Keep it simple. Ads should have one clear image, a simple description, a clear call to action (CTA), and Angelus Direct branding.

The goal is to target key user groups based on their intent, related interests, and remarketing. For example, Angelus Direct could add the keyword "custom shoes" and the topic "Sports>Team Sports>Basketball".

More research is needed to determine the best keywords for Angelus Direct's user base.

Content Marketing: What Channels?

Because of the DIY nature of the projects their customers undertake, **Pinterest and Instagram** are the best locations for marketing. Pinterest users are looking for project inspiration and are highly engaged with inspirational content on Pinterest. Instagram catches the everyday, aspirational viewer. They're your primary channels.

Angelus Direct already has partner-artists whose work they can feature in their social media. And they can find ways to celebrate and reward user generated content. Users can gain followers, compete in contests, and win prizes.

Twitter, while not the most visual platform, can get people talking and drive traffic to other channels.

Facebook sends more website referral traffic than any other social media network, so should be included as well.

Email campaigns, which Angelus Direct already uses, should drive users back to the site. Clearer calls to action. More personality. The goal is to create a situation where users aren't just scanning for coupons, they're paying attention for useful intel. How can Angelus Direct tap into lifestyle interests/concerns?

Content Marketing Ideas

- How to take amazing pictures of your work
- Check out these amazing Angelus Direct work stations
- This creator's wall of customs is the stuff of dreams
- Download this shoe template to plan your next project
- When your paint collection looks like this, the possibilities are endless! Show us what your collection looks like!
- How to get started selling your creations on etsy

Marketing Campaign Ideas

Peep the Process:

1. Posting a shoe or item on a solid color background with the words. *"What goes here?"*
2. Winning comment. *"Yo, @_____, check your inbox we're sending you something!"*
3. Photo of artist looking determined or concerned. *"One of our artists is on it!"*
4. Photo of sketching. *"It's coming together!"*
5. Photo of all these Angelus tools ready to go. *"You have to see what we came up with. Tune in X:XX to watch us create the work of art LIVE!"*
6. Livestream/Story painting process.
7. Final piece. *"What do you think?"*
8. Raffle of final piece. *"Thanks so much, everybody! You guys are awesome. We'd love for one of you to get this piece, so we're going to raffle it off. Comment below to enter for your chance to win!"*
9. Photo of recipient wearing/holding the final piece. *"Congrats, @____! Take good care of it!"*

What's the point

"All you need is an idea and our paint." *Get community involved and paying attention.*

Frequency

~ Once a month, rotating artists. I'd want numbers from studies on how often to engage users to ensure people don't forget or get annoyed.

From Here to There:

Video: Guy painting shoes, surrounded by paints. Swish transition. Close up of now customized shoe in same position, but in motion. Camera zooms out to capture basketball player as he shoots.

What's the point:

You making your mark is how spine-tinglingly awesome players make theirs! *Parallels between your skills and player/hero skills.*

DIY not?

Individual posts of all kinds of stuff customized. Think the googly eye trend from a while back.

- "We're using Angelus Paint to turn boring things into amazing things. We sent our artists out to customize things around town."
- "I'm not ready to get knuckle tattoos. But I would 10/10 wear these newly 'tatted' gloves."
- "This briefcase says 'I don't just show up to meetings, I *show up.*'"
- "You might be thinking, 'You're about to ruin that car, what are you doing!? What if you mess up?' First of all we don't make mistakes. Second of all... that's never stopped us before."
- "Ok, one of our artists came up with the brilliant plan to hit a thrift store and buy everything leather that he found. Brace yourselves."

What's the point

Meme-able is memorable. Cool, crazy, and ridiculous ideas that capture a viewer's attention and raise interest in customization (and the tools needed). Share user contributions as well.

The Core "Basic" Post

Angelus Direct is already nailing it with YouTube content and tutorials. But there's a gap between longform educational content and eye-catching social media. So a strong approach will start with that robust YouTube material.

Pull before, after, and process snippets from a YouTube tutorial. With it, you can create a fun package for viewers to open. The social media becomes a teaser for the video

content. And then by adding emojis, prompts for interaction, and fun language we get a post that works great on its own.

Posts across Angelus Direct's social media would drive to *specific* YouTube and to *specific* product pages (either the starter kit or project-specific tools). Concierge information!

So what do we end up with? One source of content translated across all social media, saving time and manpower.

Example:

Instagram carousel post

1. Painting (video snippet)- This is the hook!
2. Before
3. After

Quick, before you swipe, what do you think @markoterzo did with this pair of blank Nike Force 1's? I'll give you a hint: 🤖

-
-
-

See how these were made by heading over to YouTube!

-

You can turn any shoes into straight 🔥. Head to bit.ly/angeluspaints for everything you need.

-

Don't forget to share your creations to @angelusdirect! We all want to see what you come up with!