

Marketing Idea Planner

Version 1.0

Unapologetic

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- I. Advertising Idea Sheet
 - a. I have decided to write this idea sheet to plan my marketing strategy for specific pitches I want to give.
 - b. I think this will help you decide if you like my ideas or want me to edit, remove, or keep the ideas I write.
 - c. I will provide a list of potential spas and other stores, shops, etc., that can buy your products too.

- II. Call to Action
 - a. We should have a call-to-action event at some point.
 - b. The best way to do this is to design a fundraiser for your favorite nonprofit related to what Unapologetic stands for.
 - i. You can donate a specific amount for each purchase made.
 1. For example: we will donate \$1 to XXX for every \$20 you spend...and so on...
 - c. We can market these products in various Facebook groups for supporters of people with certain causes.
 - i. Of course we would do this in a very respectful manner.

- III. Event Ideas
 - a. We can do events for various holidays and weeks or months.
 - i. Christmas
 - ii. MLK Day
 - iii. Valentine's Day
 - iv. Memorial Day
 - v. St. Patrick Day
 - vi. 4th of July
 - vii. Labor Day
 - viii. Columbus Day
 - ix. Veterans Day
 - x. Juneteenth
 - xi. Cinco De Mayo
 - xii. Thanksgiving
 - xiii. New Years Eve
 - b. This can be based on things like Women's Month, Pet Lover's Month, Black History Month, etc.

- i. Black History Month: February
 - ii. Women's History Month: March
 - iii. Arab American Heritage Month: April
 - iv. Asia Pacific Island & American Heritage Month: May
 - v. National Hispanic Heritage Month: September
 - vi. Native American Heritage Month: November
- c. Cancer Awareness Event Months
 - i. Breast Cancer Awareness Month: October
 - ii. Gastric Cancer Awareness Month: November
 - iii. Lung Cancer Awareness Month: December
- d. The way you can associate your items with these is simple, we just add a card or wrap or something that fits the theme.
 - i. Example: Xmas-add a card with Santa on it and a red ribbon around the package.
- e. I think we could pitch animal lovers as well, which opens another market because these are sustainable and safe, which would include for pets.
 - i. National Pet Lovers Day is February 20th
 - ii. National Pet Month is May
 - 1. UK celebrates in April

IV. Online Stores/Sales Opportunities

- a. Walmart.com
 - i. This is just a recommendation because I accidentally came across it in my research of spas to sell candles to, but Walmart.com offers sales pages now for their customers to buy from you directly.
 - ii. If you are interested, we could find out pricing and I can do research.
- b. Amazon
 - i. The Walmart thing reminded me could make a shop that even links to your website for Amazon selling.
- c. Etsy
 - i. If you don't offer it, we can sell your products on Etsy.
- d. Bonanza
 - i. If you don't offer it, we can sell your products on Bonanza.
- e. Shopify
 - i. If you don't offer it, we can sell your products on Shopify.
- f. eBay
 - i. If you don't offer it, we can sell your products on eBay.