



# HOOK

STERLING SILVER ACCESSORY BRAND FOR MEN

BY ON-CHAIR MARKETING SOLUTIONS





# BUSINESS OVERVIEW

"Hook" is a contemporary sterling silver accessory brand for men, specializing in high-quality, modern, and quirky designs. The brand's Unique Selling Proposition (USP) lies in its commitment to delivering luxurious, minimalist fashion accessories that resonate with the modern man.





# SHORT TERM OBJECTIVE

## (NEXT THREE MONTHS)

### AUDIENCE BUILDING

- INCREASE BRAND VISIBILITY AND AWARENESS THROUGH TARGETED ONLINE CHANNELS.
- GROW SOCIAL MEDIA FOLLOWERS AND ENGAGEMENT.

### DAILY ORDER TARGET

- ACHIEVE A MINIMUM OF ONE ORDER PER DAY BY THE END OF THE THREE-MONTH PERIOD.
- IMPLEMENT STRATEGIES TO DRIVE WEBSITE TRAFFIC AND ENCOURAGE CONVERSIONS.

### LUXURY & MINIMALIST BRAND IMAGE

- ESTABLISH "HOOK" AS A LUXURY BRAND WITH A MINIMALIST AESTHETIC.
- DEVELOP A CONSISTENT VISUAL IDENTITY ACROSS ALL TOUCHPOINTS.

### AUDIENCE ENGAGEMENT

- FOSTER ENGAGEMENT THROUGH SOCIAL MEDIA INTERACTIONS, CONTESTS, AND PROMOTIONS.
- ENCOURAGE USER-GENERATED CONTENT TO BUILD A COMMUNITY AROUND THE BRAND.

### CUSTOMER INSIGHTS

- GATHER VALUABLE CUSTOMER FEEDBACK THROUGH SURVEYS AND REVIEWS.
- UTILIZE INSIGHTS TO REFINE PRODUCT OFFERINGS AND MARKETING STRATEGIES





# GOALS

01

Instagram Followers: 7,000

02

Website Traffic: 1000/M

03

Sales: 30/M





# COMPETITOR ANALYSIS

01

Giva.co

02

Truesilver.co.in

03

Daylord.in

04

Ninetwofive.com

05

Marcozo.com

06

Blackmamba.com

07

salty.com





# COMPETITORS TAKEAWAYS

- ✓ **Target Audience Demographics**
  - The primary age group targeted by competitors is 25–35, with variations in the percentage of engagement across different age brackets.
  - Commonly targeted interests include fashion, music, design, gifts, and office-related themes.

- ✓ **Social Media Usage**
  - Instagram is a predominant platform for all competitors, utilized for brand promotion, engagement, and showcasing products.
  - Competitors leverage Instagram and Pinterest to generate a significant portion of their website traffic.
  - Engagement strategies involve memes, influencers, relationship-based content, and lifestyle themes.

- ✓ **Paid Search Contribution**
  - A substantial portion of website traffic for competitors comes from paid search campaigns, indicating a strategic investment in online advertising.

- ✓ **Content Themes**
  - The emotional triggers of love and relationships are consistently emphasized by competitors, particularly through content featuring couples and gifting scenarios.
  - Brands focus on creating an emotional connection with the audience, aligning with the themes of love, family, and relationships.

- ✓ **Social Media Grid and Aesthetic**
  - None of the competitors follow a specific grid structure on social media. The content appears to be diverse, reflecting a mix of product features, lifestyle, and relationship-based posts.
  - The aesthetic approach is not strictly minimalist, allowing for a varied and dynamic presentation.

- ✓ **Competitor Strengths**
  - Successful engagement with the target audience through emotionally resonant content.
  - Effective utilization of Instagram and Pinterest for brand promotion.
  - Consistent use of paid search to drive website traffic.

- ✓ **Opportunities for "Hook"**
  - Given the emphasis on love and relationships, "Hook" can explore unique narratives that align with its minimalist and luxury branding.
  - Leveraging Instagram and Pinterest for visually appealing content that reflects the brand's aesthetic.
  - Considering paid search as a strategic component of the digital marketing plan.





# TARGET AUDIENCE

## 1. Primary Audience: 25-34 Male Professionals

### ✓ Demographics

- Age: 25-34
- Location: Tier 1 cities in India
- Relationship Status: Married or in a relationship

### ✓ Occupation

- Working professionals in MNCs and Medium & Large Enterprises

### ✓ Interests

- Luxury, Fashion, Gifting, Relationship, Office-related content on social media

### ✓ Triggering Emotions

- Motivation, Love, Uniqueness, Gifts





## 2. Secondary Audience: 18–24 Male Students

### ✓ Demographics

- Age: 18–24
- Location: Tier 1 cities in India
- Relationship Status: Singles or in new relationships

### ✓ Occupation

- College students

### ✓ Interests

- Fashion, Relationship, Exclusivity, Show-off on social media

### ✓ Triggering Emotions

- Motivation, Love, Quirkiness





### 3. Tertiary Audience: 18–34 Female Professionals and Students

#### ✓ Demographics

- Age: 18–34
- Location: Tier 1 cities in India
- Relationship Status: In relationships or married

#### ✓ Occupation

- College students or working professionals

#### ✓ Interests

- Luxury fashion, Couple-related content, Gifting on social media

#### ✓ Triggering Emotions

- Love, Gifting





## 4. Additional Segment: 35-44 Male & Female

### ✓ Demographics

- Age: 35-44
- Location: Tier 1 cities in India

### ✓ Interests

- Gifting





# FIRST 30-DAY FUNNEL

- ✔ THE MAIN GOAL WITH THIS FUNNEL IS TO GET THE AUDIENCE, WEBSITE TRAFFIC & THE INITIAL SALES.
- ✔ AND WE ARE GOING TO FIX THE BIO, HIGHLIGHTS, BRAND & CONTENT POSITIONING OF THE BRAND ACROSS ALL THE PLATFORMS.
- ✔ WE WILL CREATE A BASIC WORKABLE STRUCTURE FOR THE WEBSITE TO GET THE TRAFFIC.
- ✔ SO, THROUGH THIS FUNNEL WE ARE GOING TO BUILD THE INITIAL FOUNDATION OF THE BRAND WHILE USING THE RESOURCES WE HAVE RIGHT NOW.





# AWARENESS PHASE

## ✔ ORGANIC CONTENT

- REELS OF THE PRODUCT AESTHETICS, CP VIDEOS & SOME STORY TELLING.
- STATICS WILL BE THE NEW LAUNCHES & PRODUCT PHOTOS WITH SOME BRAND POSITIONING LINES.
- THIS WILL REMAIN THE SAME THROUGHOUT THE FUNNEL.

## ✔ FOUNDER'S VIDEO BOOST

- BOOST A VIDEO FEATURING THE FOUNDER SHARING THE BRAND'S STORY AND VALUES TO THE TARGET.
- WE WILL REDIRECT THE PEOPLE TO THE INSTAGRAM PROFILE OF THE BRAND.

## ✔ GOAL

- INCREASE BRAND AWARENESS AND ATTRACT POTENTIAL FOLLOWERS TO THE INSTAGRAM PROFILE.





# INTEREST PHASE

## ✓ STATIC POSTS & STORIES

- **SHARE STATIC POSTS SHOWCASING THE NEW LAUNCHES, PRODUCTS & THEIR UNIQUE DESIGNS & WHILE STORYTELLING AND TRIGGERING THE EMOTIONS.**
- **INSTAGRAM STORIES WILL HAVE THE LINK TO THE PARTICULAR PRODUCT IN THE POST TO REDIRECT PEOPLE TO THE PRODUCT PAGE.**

## ✓ GOAL

- **DRIVE ENGAGEMENT AND INTEREST IN SPECIFIC PRODUCTS.**





# DECISION & ACTION PHASE

## ✔ PRODUCT PAGES

- DIRECT USERS TO SPECIFIC PRODUCT PAGES THROUGH UP LINKS IN STORIES.
- IMPLEMENT A POPUP ON THE PRODUCT PAGE OFFERING A 10% DISCOUNT IN EXCHANGE FOR SIGNING UP FOR THE NEWSLETTER TO GET CUSTOMER DATA.
- IF THE PURCHASE THE PRODUCT HERE DIRECTLY THEN IT'S WELL & GOOD FOR US.

## ✔ IN CASE OF NO DECISION

- WE HAVE THE WEBSITE VISIT THAT WE CAN USE WHILE REMARKETING IN FUTURE.
- AND IF THEY HAVEN'T PURCHASED BUT FILLED THEIR DATA FOR THE DISCOUNT CODE, THEN WE CAN REACH OUT TO THEM DIRECTLY AND CAN OFFER MORE DISCOUNT TO INCREASE THE REVENUE.

## ✔ GOAL

- ENCOURAGE USERS TO MAKE A DECISION ON PURCHASING BY OFFERING AN EXCLUSIVE DISCOUNT.





# ENGAGEMENT PHASE

## ✔ POST-PURCHASE FOLLOW-UP

- FOR CUSTOMERS WHO MADE A PURCHASE, EXPRESS GRATITUDE AND PROVIDE ORDER CONFIRMATION DETAILS.
- FOR THOSE WHO DID NOT PURCHASE, SEND AN EMAIL WITH AN ADDITIONAL 5% DISCOUNT COUPON AND A LOW STOCK WARNING FOR THE PRODUCT THEY SHOWED INTEREST IN.

## ✔ GOAL

- MAXIMIZE REVENUE BY CONVERTING INTERESTED LEADS INTO CUSTOMERS THROUGH A PERSONALIZED FOLLOW-UP STRATEGY.



# CUSTOMER JOURNEY

FOUNDER'S  
VIDEO



INSTAGRAM  
FOLLOW



STORY TO  
WEBSITE



PURCHASE



ENGAGEMENT







# MEDIA PLAN

- ✓ **BUDGET: 500 INR PER DAY**
- ✓ **PLATFORM: INSTAGRAM**
- ✓ **TARGET LINK: INSTAGRAM PROFILE**
- ✓ **THIS MEDIA PLAN IS BASED ON THE BASED INSTAGRAM BOOSTING DATA & INDUSTRY METRICS.**
- ✓ **THIS IS TOTALLY ON THE TEST BASES TO GET THE AVERAGE DETAILS.**
- ✓ **THE ACTUAL DATA MAY VARY A BIT.**





# BUDGET ALLOCATION

- ✓ **DAILY BUDGET: ₹500**
- ✓ **COST PER MILE (CPM): ₹10**
- ✓ **COST PER CLICK (CPC): ₹2**
- ✓ **CLICKS TO FOLLOWERS RATE: 5%**
- ✓ **FOLLOWERS TO WEB VISITORS RATE: 20%**
- ✓ **WEB VISITORS TO SALES RATE: 10%**





# REACH AND CLICK ESTIMATES

## ✓ DAILY REACH

- DAILY IMPRESSIONS (REACH) = DAILY BUDGET / CPM
- DAILY IMPRESSIONS = ₹500 / ₹10 = 50,000 IMPRESSIONS

## ✓ MONTHLY REACH

- MONTHLY IMPRESSIONS = DAILY IMPRESSIONS \* 30 (DAYS)
- MONTHLY IMPRESSIONS = 50,000 \* 30 = 1,500,000 IMPRESSIONS

## ✓ DAILY CLICKS

- DAILY CLICKS = DAILY IMPRESSIONS \* CLICK-THROUGH RATE (CTR)
- ASSUMING A CTR OF 1%, DAILY CLICKS = 50,000 \* 0.01 = 500 CLICKS

## ✓ MONTHLY CLICKS

- MONTHLY CLICKS = DAILY CLICKS \* 30 (DAYS)
- MONTHLY CLICKS = 500 \* 30 = 15,000 CLICKS





# FOLLOWER AND WEBSITE VISITOR ESTIMATES

## ✔ NEW FOLLOWERS (5% OF CLICKS)

- **NEW FOLLOWERS = MONTHLY CLICKS \* 0.05 (5% CONVERSION RATE)**
- **NEW FOLLOWERS = 15,000 \* 0.05 = 750 FOLLOWERS**





# DECISION MAKER'S ESTIMATES

## ✔ WEBSITE VISITORS (30% OF NEW FOLLOWERS)

- WEBSITE VISITORS = NEW FOLLOWERS \* 0.20 (20% CONVERSION RATE)
- WEBSITE VISITORS = 750 \* 0.20 = 150 VISITORS

## ✔ PURCHASE CONVERSION (10% OF WEBSITE VISITORS)

- PURCHASE CONVERSION = WEBSITE VISITORS \* 0.10 (10% CONVERSION RATE)
- PURCHASE CONVERSION = 150 \* 0.10 = 15 SALES





# SOCIAL MEDIA STRATEGY

- ✔ **CONTENT: MOTIVATIONAL, LOVE & RELATIONSHIP, GIFTING TO FRIENDS OR PARTNER, LIFESTYLE FASHION – DAILY USE.**
- ✔ **CREATIVES: MINIMAL, LUXURY & FASHION ORIENTED.**
- ✔ **REELS: PRODUCT SHOWCASING WITH MINIMAL TEXTS TELLING THE STORY WHILE FOCUSING ON THE EMOTIONS.**
- ✔ **EMOTIONS: MOTIVATION, FEELING GOOD IN DAY TO DAY LIFE, LOVE & FRIENDSHIP.**





# **ACTION PLAN**

- ✔ **THIS ACTION PLAN IS DIVIDED ON THE WEEKLY BASES.**
- ✔ **EXECUTION DATE IS FROM 20TH NOV, 2023 TO 20TH DEC, 2023.**
- ✔ **WE ARE GOING TO REVIEW IT EVERY 15 DAYS WITH THE MARKETING FUNNEL & MEDIA PLAN.**





# WEEK ONE: 20 NOV TO 26 NOV

## ✓ **PRODUCT PHOTOSHOOT**

- ASSIGN A PROFESSIONAL PHOTOGRAPHER TO CAPTURE HIGH-QUALITY IMAGES OF ALL LAUNCH PRODUCTS.

## ✓ **VIDEO COMPILATION**

- GATHER ALL PRODUCT VIDEOS AND ORGANIZE THEM IN A SHARED DRIVE FOR EASY ACCESS.

## ✓ **CONTENT CREATION**

- DEVELOP CONTENT FOR THE UPCOMING WEEK (27 NOV TO 4 DEC) INCLUDING CAPTIONS, HASHTAGS, AND POST SCHEDULES.

## ✓ **SHOPIFY WEBSITE SETUP**

- WORK ON CREATING A WORKING MODEL OF THE SHOPIFY WEBSITE, ENSURING A SEAMLESS USER EXPERIENCE.

## ✓ **PRODUCT ADDITION**

- ADD PRODUCT LISTINGS TO THE WEBSITE, ENSURING ACCURATE DESCRIPTIONS, PRICES, AND HIGH-QUALITY IMAGES.

## ✓ **FIRST POST CREATION**

- CRAFT THE FIRST SOCIAL MEDIA POST FOR THE NEXT WEEK, ALIGNING WITH THE CONTENT CALENDAR.





# WEEK SECOND: 27 NOV TO 3 DEC

## ✓ BIO & HIGHLIGHTS OPTIMIZATION

- OPTIMIZE INSTAGRAM BIO AND HIGHLIGHTS FOR A CLEAR REPRESENTATION OF THE BRAND AND PRODUCT OFFERINGS.

## ✓ FOUNDER'S VIDEO SHOOT

- FILM THE FOUNDER'S VIDEO, SHARING THE BRAND'S STORY, VALUES, AND UNIQUE SELLING POINTS.

## ✓ CONTENT CREATION

- DEVELOP CONTENT FOR THE FOLLOWING TWO WEEKS (5TH DEC TO 18TH DEC) WITH A FOCUS ON ENGAGING VISUALS.

## ✓ FOUNDER'S VIDEO POST

- POST THE FOUNDER'S VIDEO AND BOOST IT ON 1ST DEC TO MAXIMIZE VISIBILITY.

## ✓ CREATIVES & REELS CREATION

- CREATE VISUALLY APPEALING GRAPHICS AND REELS FOR THE UPCOMING CONTENT PERIOD (5TH TO 11TH DEC).





# WEEK THIRD: 4 DEC TO 10 DEC



## PERFORMANCE REVIEW

- EVALUATE THE PERFORMANCE OF THE PAST TWO WEEKS, ANALYZE ENGAGEMENT METRICS, AND IDENTIFY AREAS FOR IMPROVEMENT.



## CONTENT CREATION

- DEVELOP CONTENT FOR THE NEXT WEEK (19TH DEC TO 25TH DEC), INCORPORATING INSIGHTS FROM THE PERFORMANCE REVIEW.



## CREATIVES & REELS CREATION

- DESIGN CREATIVE VISUALS AND REELS FOR THE CONTENT SCHEDULED FROM 12TH TO 18TH DEC.





# WEEK FOURTH: 11TH DEC TO 17TH DEC



## CONTENT CREATION

- PREPARE CONTENT FOR THE WEEK SPANNING 26TH DEC TO 1ST JANUARY, CONSIDERING THE HOLIDAY SEASON.



## CREATIVES & REELS CREATION

- DEVELOP VISUALS AND REELS FOR THE CONTENT SCHEDULED FROM 19TH TO 25TH DEC.



## REVIEW & DISCUSSION

- CONDUCT A THOROUGH REVIEW OF THE OVERALL SALES FUNNEL, MEDIA PLAN, AND ACTION PLAN.
- HOLD A DISCUSSION ABOUT THE BRAND'S PERFORMANCE, IDENTIFYING AREAS FOR IMPROVEMENT AND GROWTH.



## BRAND DISCUSSION

- ENGAGE IN A DISCUSSION ABOUT THE BRAND'S POSITIONING, CUSTOMER FEEDBACK, AND POTENTIAL IMPROVEMENTS.



THANK  
YOU