

# Company X



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# OVERVIEW

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## The Ask:

- 1.If you were tasked with driving traffic specifically through social, what would that look like?
- 2.What would be your messaging and placement be for an SEO program? What does analytics say people are searching for in this category (celebrity products)?
- 3.If you used paid search, how would you allocate the dollars and what would the messaging be? (Your budget for year one is \$60,000). Would it be a combination of paid social and Google?
- 4.Who would be your first five client targets and why?
- 5.What would you name the company and why?

# Social Media Overview



# Important When Driving Traffic Through Social

1. Utilize various social media platforms - (Meta, YouTube, TikTok, Snapchat, Twitter, LinkedIn, Pinterest, Google) ) in order to increase traffic to website, sales, and general brand awareness
2. Optimize your profiles - ensure clear and concise bio that includes link to your website. Uniformity throughout separate platforms is important
3. Create engaging content - mix of blog posts, videos (short & long form), infographics, images, podcasts, articles
4. Share your content on all social media - reuse and reformat content specifically for each platform (i.e. make a long form video and share it on YouTube. Cut content and share shorts on platforms like TikTok, Instagram, Twitter)
  - a. reusing content can save money by cutting and highlighting certain clips
  - b. consistently posting is important, however, consider consumer burn out by creating that engaging content or sharing user-generated content
5. Invest in paid advertising - helps to increase your reach and drive traffic to your website.
  - a. can use paid advertising to promote your content or to run social media ads that link directly to your website (platforms like Meta, TikTok and LinkedIn offer options that can help you target and reach the right audience)
6. Host contests and/or giveaways - hosting contests and giveaways can help grow your social media presence and drive traffic to your website. Ask followers to share your content or tag their friends to enter & offer a prize relevant to your business
7. Utilize hashtags - while hashtags are not as trendy or popular as they once were they are still beneficial for businesses and brands. Implementing a variety of low and high trafficked hashtags can help each social media's algorithms to push your content for greatest chance of increased traffic.
  - a. social media is where a lot of individuals of the younger generations consume their content, get their news, shop, and search in more SEO focused ways than ever before (i.e. nail inspo, recipes, accessories, celebrities clothing and/or products)
8. Social media analytics - use social media analytics to track the performance of your content and campaigns. This helps to gauge what content resonates with your audience and what doesn't
  - a. make data-driven decisions to improve your social media strategy as you continue to grow
9. Engage with followers - respond to comments, messages, or mentions to build customer relationships and share user-generated content
10. Utilize applications - like Instagram Shopping feature, TikTok Shop, and Facebook Shop to sell products in order to increase reach, sales, and traffic

# Social Media Breakdown & Paid Advertising Options

Brief social media over view: key points for each social media, various paid advertising offerings, general pros and cons, controls to focus and help direct content marketing, and a bonus on Google

## Why Use Social Media?

*"Marketing is not longer about  
the stuff that you make, but about  
the stories you tell"*

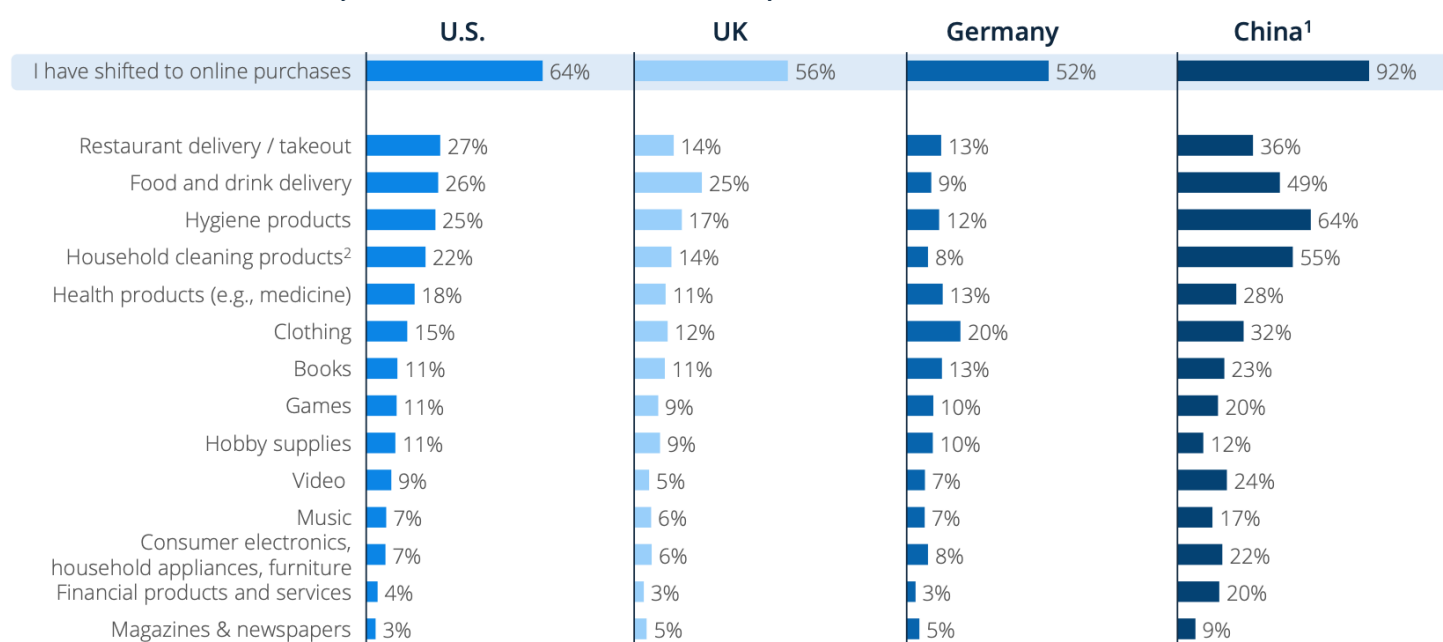
- Seth Godin

# In 2020, consumers have shifted from offline to online purchases in all major eCommerce markets

COVID-19 impact on eCommerce



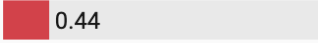
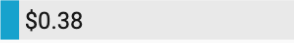


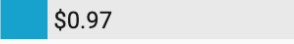

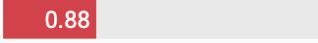
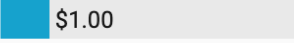

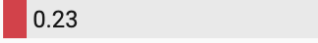
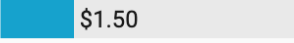
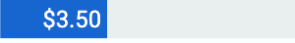






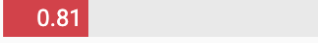


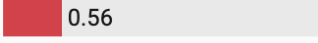
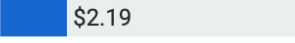
## Shift from offline to online purchases related to the COVID-19 pandemic



1: Survey period March 23, 2020 – May 3, 2020; 2: E.g., hand sanitizer, toilet paper

"Have you deliberately purchased any of these products or services online instead of offline because of the COVID-19 / Corona pandemic?"; multi-pick; base: n=19,259, all respondents  
Sources: Statista Survey "COVID-19 Barometer 2020"; survey period March 23, 2020 – May 10, 2020

## Social Media Advertising Snapshot

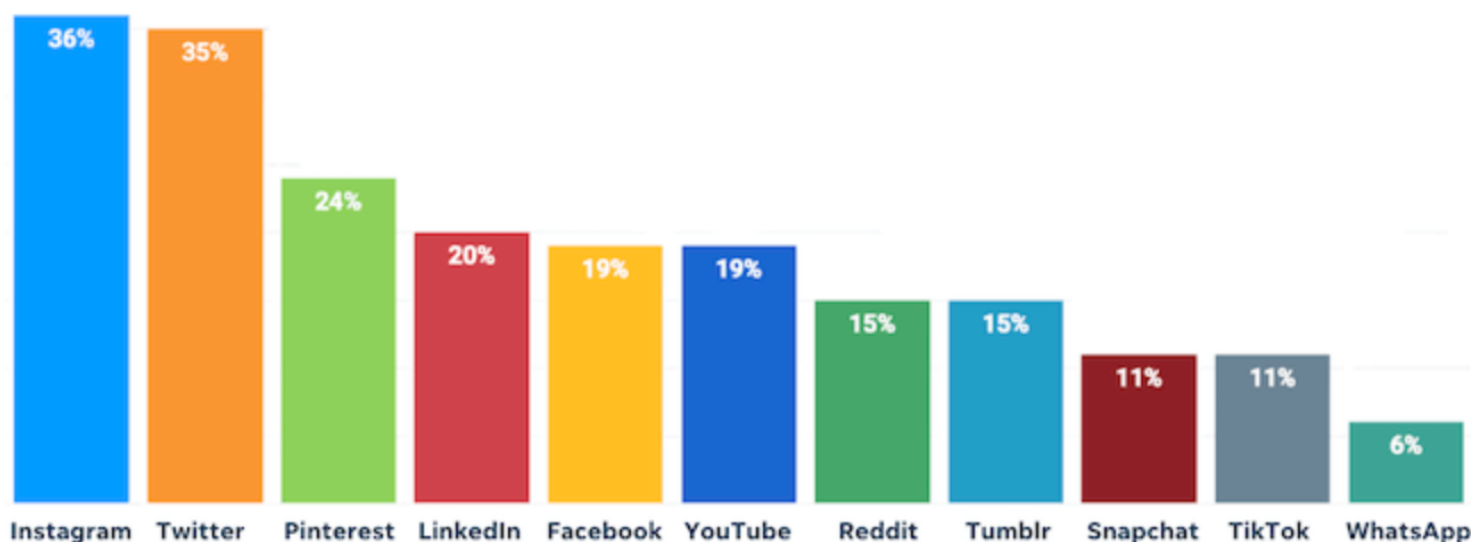
Platform	Reach (billions)	Avg CPC	Avg CPM
Twitter	 0.44	 \$0.38	 \$6.46
Facebook	 2.11	 \$0.97	 \$7.19
TikTok	 0.88	 \$1.00	 \$6.06
Pinterest	 0.23	 \$1.50	 \$3.50
YouTube	 2.56	 \$3.21	 \$9.68
Instagram	 1.48	 \$3.56	 \$7.91
LinkedIn	 0.81	 \$5.26	 \$6.59
Snapchat	 0.56		 \$2.19

Source: Statista • Created with [Datawrapper](#)

Sources: Statista and WordStream

## Use of social media to follow brands

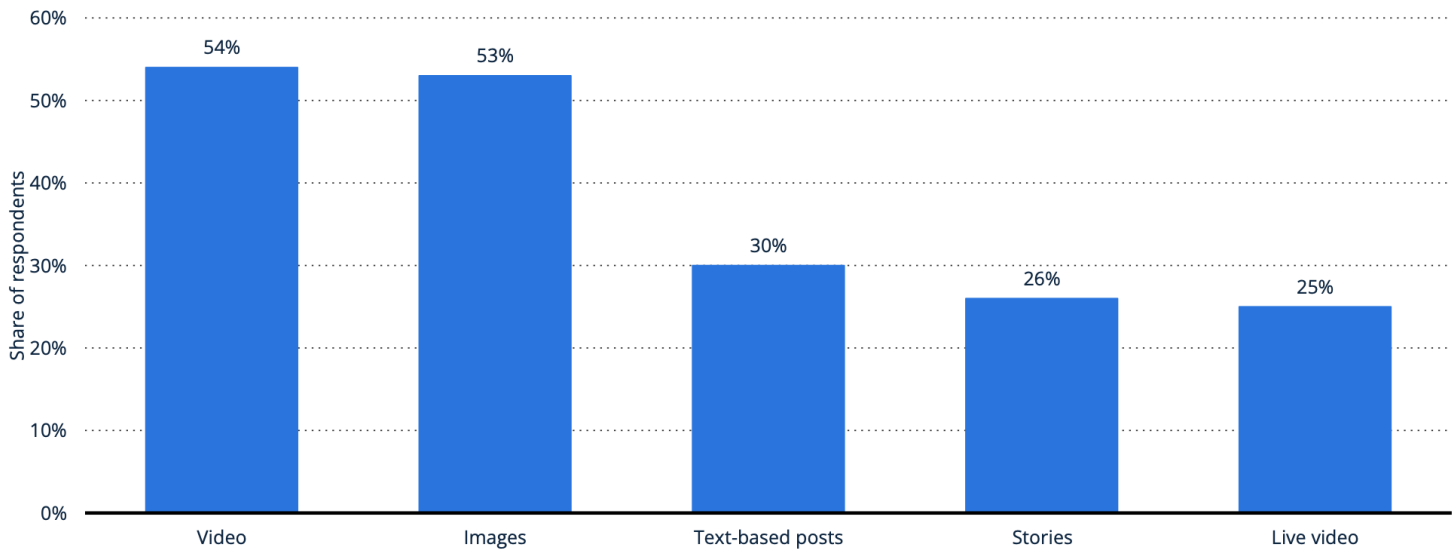
% of US users who use the platform to follow brands/companies



Source: [Marketingcharts.com](https://marketingcharts.com)

# Types of content valuable for social media marketing goals according to marketers in the United States as of April 2021

Content types valuable for social media marketing in the U.S. 2021

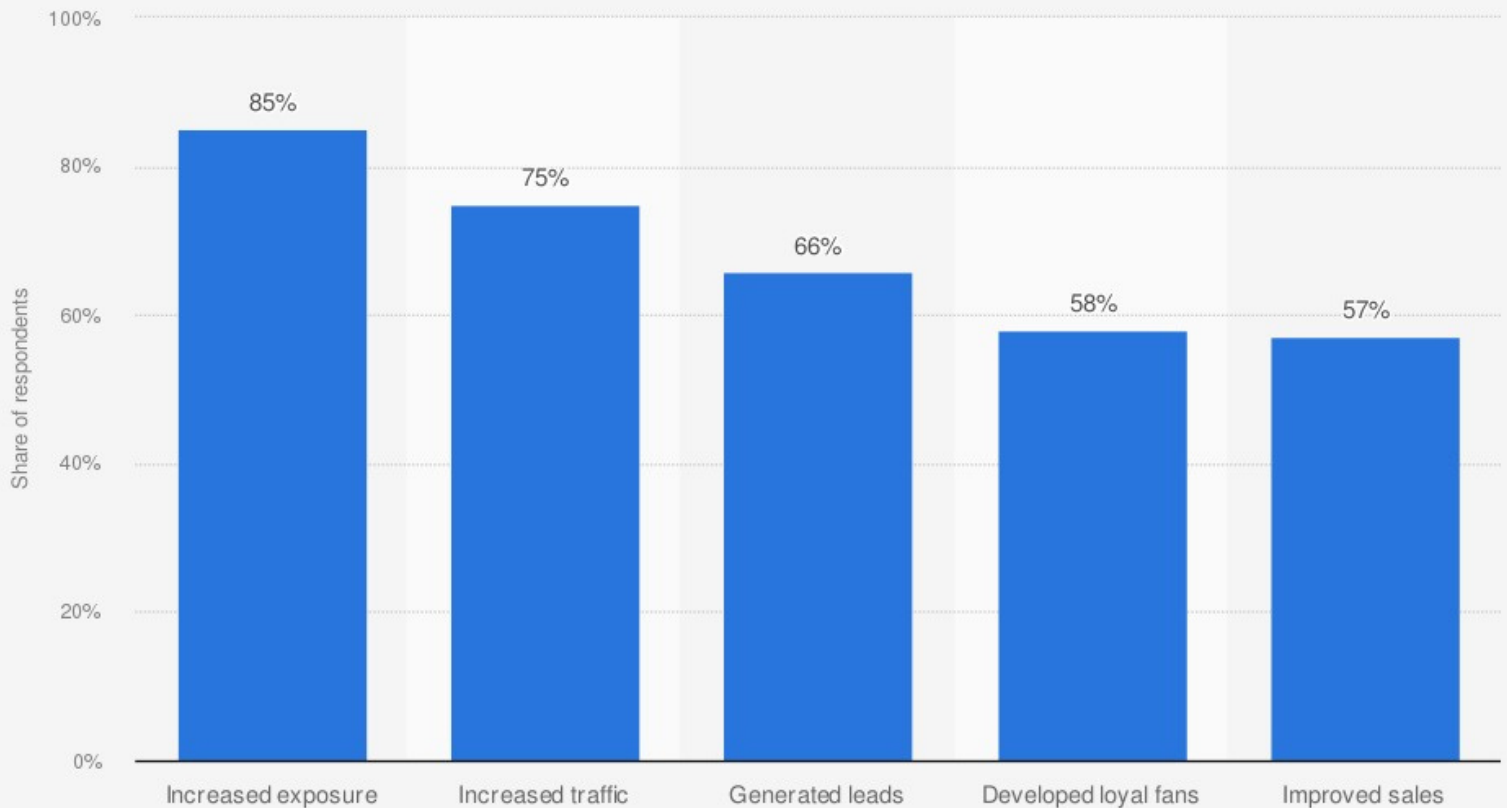


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**Description:** During a 2021 survey carried out among marketers from the United States, 30 percent of respondents stated that text-based stories were a valuable type of content for social media marketing. The most commonly named type were videos, with 54 percent. Brands invested nearly 48 billion U.S. dollars in social media advertising in the U.S. in 2021. [Read more](#)  
**Note(s):** United States; March 30 to April 6, 2021; 1,001 respondents  
**Source(s):** Lucid; Sprout Social

statista

## Leading benefits of using social media for marketing purposes worldwide as of January 2022



### Sources

Social Media Examiner; Frankwatching  
© Statista 2023

### Additional Information:

Worldwide; Social Media Examiner; January 2022; 2,897 marketers; Online survey

statista



### Key Points:

Instagram serves as the #1 influencer platform with over 1 billion active users. Collectively, the average user spends 2 hours a day on all Meta platforms, it's clear that Meta's highly visual design is a staple in the daily routine (sharing your day) for many Millennials and Gen Zs. Additionally, Meta offers a wide range of targeting options and data points to assist with targeted advertising, making it an ideal choice for businesses with the goal of increasing brand exposure and traffic. With a strong call to action (CTA) such as "Swipe Up," "Download," "View Now," "Buy Now," and "Order Now,"

Facebook's user base skews slightly older, consisting of older Millennials and Gen X. Conversely, Instagram is the go-to platform for many younger Millennials and Gen Z. Meta is designed with mobile users in mind, catering to consumers who are always on-the-go. Special features such as the Shopping ads, make it easy for users to make purchases without going directly through the app.

### Paid Advertising:

Facebook Ad Types: Image, Video, Carousel, Instant Experience, Collection, Boosted Posts, & Facebook Shops.

- Pros and Cons:
  - While creating an ad on Facebook is fairly straightforward, setting up an ad account is a super confusing process. Also, the more effective a paid media channel is, the more competitive it gets, and Facebook is no exception. Nevertheless, Facebook is the most popular social media platform in the world and has the most even age distribution of all its counterparts. And while iOS updates and privacy changes have created certain limitations, Facebook ad targeting is still unmatched. Plus, it's working on ways to preserve reporting and targeting integrity such as through the Conversions API. To get started, use the Facebook ads tutorial linked above
- Price: Facebook's advertising audience size is 2.11 billion, which is 26.7% of the total population. Its biggest demographic is 25-34 but it has the largest representation for the 65+ age group. The average cost per click for Facebook is \$0.97 (the second lowest after Twitter) and the average cost per thousand impressions (CPM) is \$7.19.

Instagram Ad Types: Image, Video, Carousel, Collection, Reels, Stories, & Explore

- Pros and Cons:
  - Engagement on Instagram is also higher. Plus, it's the top social media platform used by consumers to follow brands, so intent is higher. It's also an excellent advertising channel for e-commerce businesses. However, Instagram ads are typically more expensive than Facebook ads.
- Price: The Instagram advertising audience size is 1.48 billion, which is 18.70% of the population. Its biggest demographic is in the 18-34 year range. The average cost per click for Instagram ads is \$3.56, and the average CPM is \$7.91.



### Key Points:

YouTube is not only the second largest social media platform, but also a major SEO information tool, second only to Google. With over 246 million active users in the US and 2.5 billion worldwide, YouTube has been a mainstay for generations, thanks to its exceptional product, brand promotion, and recognition (Statista). Users aged 18-36 account for 35.7% of worldwide viewers. Additionally, over 70% of users access the platform from their mobile devices, making it highly user-friendly. It is important to create content that resonates with users, such as “day in the life,” “DIY,” “behind the scenes,” “interview style,” “Q&As” and/or “funny/interactive challenge” videos, which are popular among users

### Paid Advertising:

YouTube Ad Types: Skippable in-stream, In-feed, Non-skippable in-stream, Bumper, Outstream, & Masthead

- Pros and Cons:
  - While video ads are often the most engaging and effective, it can be hard to get your video in front of users on other social media platforms where users are scrolling mindlessly and often watching videos on mute. But on YouTube where video is the expectation, you have an advantage. Even still, video ads can be disruptive and creating video ad content is often resource-heavy. But at the end of the day (or rather all day), users spend the most time on this platform (tied with TikTok) at a whopping 45 minutes a day—so you have high chances of reaching your target audience.
- Price: The YouTube advertising audience is the largest of all the social media platforms at 2.56 billion people. That's 32.4% of the population, with the biggest age group being 25-34. Average cost per click for YouTube ads is \$3.21, and average CPM is \$9.68.





### Key Points:

TikTok has broken the internet and become one of the fastest-growing social media platforms of our time. With over 1 billion monthly active users worldwide (Statista), business owners are now starting to recognize this platform's potential and consider it an essential and vital marketing tool to reach their target audience. TikTok is an entertainment site first and foremost. Adopting a style of short-form videos is the key to grabbing and maintaining users attention (shown to be less than 8 seconds).

Aim to post 4-10 times per day to increase chances of getting on the FYP, increasing brand awareness and exposure. Content should mimic current TikTok trends and fads: scrolling the app is a great way to see what sound, dance, or challenge is trending. Create unique and interesting videos that connect with users in target markets. A quick internet search can also help identify current trends. Engage with the audience; brands like the Detroit Lions are known not only for their funny comments on their own posts, but also on fans' videos. Use TikTok video casing "day in the life," "like hack," "catchy dance or sound" to stand out against competition. Host TikTok Lives showcasing "behind the scenes" content or a "Q&A" session.

### Paid Advertising:

TikTok Ad Types: TopView, Brand Takeover, In-Feed, Brand Hashtag Challenges, & Branded Effects

- Pros and Cons:
  - Given the popularity of the platform, and the 45 minutes a day that users spend on it, this is a great option for businesses that have a TikTok-inclined audience. However, TikTok ads also require a minimum \$50/day per campaign or \$20/day per ad group and will on the higher end of social medias based off prices.
- Price: The TikTok advertising audience size is 88 million, which is 11.20% of the total population. The largest age group is 18-24, the average CPC is \$1.00 per click and the average CPM is \$6.06.



### Key Points:

Snapchat continues to be a prominent social media platform, with 635 million active monthly users, including 375 million daily users (Statista). It is especially popular among Millennials and Gen Z as Snapchat is the #1 platform where people share real-life moments. Although some suggest Snapchat is losing its appeal, it remains a crucial part of any social media strategy. Snapchat provides valuable targeting options for ads, including location, demographics, interests, devices, and more through customer audiences, lookalike audiences, and retargeting. By creating a Discover Story dedicated to the company, including their brand(s), Hashtag Challenge, new products, and other engaging content, the brand can increase awareness and drive traffic to their website.

Moreover, what many people do not know is Snapchat also serves as a Big Social shopping site, enabling companies/businesses to turn their social media presence into a shoppable experience while also increasing brand awareness. Leveraging Snapchat's targeting capabilities, allows businesses to tailor curated content to each specific market. Snapchat is venturing into the world of AR (augmented reality) which has become increasingly popular among tech-savvy consumers and can be leveraged to increase brand exposure and engagement.

### Paid Advertising:

SnapChat Ad Types: Snap Ads, Story Ads, Collection Ads, Commercial Ads, Filters, & Lens AR Experiences

- Pros and Cons:
  - The good news is, if you get it right, the full-screen, immersive experience can be impactful and studies show that while Gen Zers spend less time watching ads, they have higher ad recall. On the flip side, Snapchat ads can be costly, especially since they don't always yield an immediate ROI. Plus, you need to be able to produce unique content to meet user expectations.
- Price: The Snapchat advertising audience size is 557.1 million, which is 7% of the population. Its largest demographic is 18-24 years, but it has the largest representation for younger age groups. Average CPM on Snapchat is CPM \$2.19, average cost per swipe up is \$0.57, and average cost per action is \$5.53.



### **Key Points:**

Twitter has 556 million monthly users and about 217 million daily users popular for its microblogging style (Statista). However, Twitter users send more than 350,000 tweets per minute and 500 million tweets daily (Hootsuite), so strategy is important. Twitter is a very in-the-moment platform that serves as a place many get their information and news from.

Company X should form a twitter community based around gaining popularity in target markets (surfing communities, baseball, football etc.) and/or joining existing communities based in your target market areas and engaging to see what consumers in those areas value (where athlete plays and/or is from). Share your Hashtag Challenge across Twitter and highlight videos of your customers and the videos they create. Ask for consumers to share their designs for their favorite team, create polls and see who had the most loyal fan base.

### **Paid Advertising:**

Twitter Ad Types: Image Ads, Video Ads, Carousel Ads, Moment Ads, & Text Ads

- Pros and Cons:
  - If Twitter is right for your audience, it's a good option because there is less competition so impressions and clicks can cost pennies. The Twitter audience also is more affluent, making them good candidates for converting into customers. But, Twitter advertising is not without its shortcomings. Common complaints involve conversion tracking, analytics, and setup. To end on a positive note, however, people spend 26% more time viewing ads compared to other networks.
- Price: The Twitter advertising audience size is 436.4 million people, which is 5.5% of the total population. Average cost per click on Twitter is \$0.38 (the lowest of all the platforms) and average CPM is \$6.46.



### **Key Points:**

Marketing on LinkedIn for sports products can be an effective strategy to reach a specific demographic interested in sports and fitness. As of 2021, LinkedIn had over 740 million registered users globally. While LinkedIn's user base is primarily focused on B2B professionals and business-related content, it also includes a significant number of sports enthusiasts and individuals involved in the sports industry. This includes athletes, coaches, sports management professionals, fitness trainers, and sports marketers. By leveraging LinkedIn's targeting capabilities, businesses can tailor their marketing campaigns to reach professionals in sports-related roles, enabling them to promote sports products, athletic gear, fitness services, and more. LinkedIn's platform allows for content sharing, engagement through comments and shares, and the opportunity to establish leadership by providing industry insights and expert knowledge to a niche audience interested in sports. LinkedIn's robust analytics and targeting capabilities provide valuable insights and enable advertisers to optimize their campaigns effectively. Additionally, LinkedIn's emphasis on professional networking fosters opportunities for lead generation, industry partnerships, and thoughtful leadership positioning.

### **Paid Advertising:**

LinkedIn Ad Types: Sponsored Content (images, videos, carousel, event, document ads), Sponsored Messaging (messaging and conversation ads), Text Ads, & Dynamic Ads (text, spotlight, follower ads)

- Pros and Cons:
  - LinkedIn is notorious for being an expensive advertising platform (its average CPC is four to five times that of Facebook ), and a common pain point among advertisers is the lack of features that other platforms have, like rule-setting capabilities and optimizing delivery for a specific action. LinkedIn offers some pretty impressive audience insights and targeting options, you can also target LinkedIn audience on Bing. This makes it especially useful for B2B advertisers looking to reach the decision-makers in their audience.
- Price: The LinkedIn ads audience is 808.4 million people, which is 10.3% of the population. The biggest demographic on LinkedIn is 25-34 years, the average cost per click is \$5.26 and the average CPM is \$6.59.



## **Bonus!**

### **Google Paid Search**

#### **Key Points:**

Google paid advertising, commonly known as Google Ads, offers several key benefits for businesses. Firstly, it provides a highly targeted approach, allowing advertisers to reach specific demographics based on factors such as location, age, interests, and search intent. This precise targeting helps businesses maximize their ad spend and reach the right audience. Additionally, Google Ads offers a wide reach, as it displays ads on Google search results, partner websites, YouTube, and mobile apps. This extensive network ensures that ads can reach a large and diverse audience. Moreover, Google Ads provides measurable results, allowing advertisers to track and analyze campaign performance through metrics like impressions, clicks, and conversions. This data-driven approach enables businesses to optimize their campaigns for better results. Overall, Google Ads offers businesses a powerful advertising platform with targeted reach, measurable results, and the potential to effectively engage their desired audience. Google Analytics is making a change to GA4 as the default in 2023 - analytics service that enables you to measure traffic and engagement across your websites and apps.

#### **Paid Advertising:**

- Pros & Cons
  - Using Google Ads has several advantages. It offers extensive reach, allowing you to connect with a large audience through the most popular search engine. The platform enables targeted advertising, ensuring your ads reach the right audience based on keywords, demographics, and locations. Google Ads provides measurable results, allowing you to track performance metrics and calculate your return on investment. With flexible budgeting, you have control over your ad spend. However, there are challenges to consider. Costs can be high, especially for popular keywords, and the platform can be complex to navigate. Competition is fierce, ad blindness is a concern, and click fraud remains a potential risk. Careful consideration and monitoring are essential to make the most of Google Ads.
- Price:
  - Pay-per-click (PCP) model
  - The pricing in Google Ads is determined through an auction system. Advertisers bid on keywords, and the cost-per-click (CPC) is influenced by factors such as keyword competitiveness and quality score. Generally, more popular keywords and industries tend to have higher CPCs.
  - It's important to note that there is no fixed price for Google Ads. Instead, you set a maximum daily or monthly budget for your campaigns, and Google will try to maximize your exposure within that budget

## General Pros and Cons of using Social Media for Advertising

### General Social Media Advertising Pros:

1. Wide reach: Social media platforms have billions of active users, providing businesses with the opportunity to reach a large and diverse audience.
2. Targeted advertising: Social media platforms allow advertisers to target their audience based on various demographics, interests, and behaviors, ensuring that the message reaches the right people.
3. Cost-effective: Compared to traditional advertising channels, social media advertising can be more affordable, allowing businesses with smaller budgets to compete with larger brands.
4. Increased brand awareness: Social media platforms provide a platform for businesses to build their brand presence, increase visibility, and reach potential customers who may not have been aware of their products or services.
5. Engagement and interaction: Social media enables businesses to engage directly with their audience, fostering meaningful connections, and building customer loyalty through interactions, comments, and shares.
6. Analytics and insights: Most social media platforms provide robust analytics and insights, allowing businesses to measure the effectiveness of their campaigns, track engagement, and make data-driven decisions for optimization.

### General Social Media Advertising Cons:

1. Ad saturation and consumer burnout: With the increasing number of businesses advertising on social media, users may become overwhelmed with ads, leading to ad fatigue and reduced effectiveness.
2. Ad-blocking and ad blindness: Many users employ ad-blocking software or have developed ad blindness, resulting in a reduced likelihood of seeing or engaging with ads.
3. Negative feedback and backlash: Social media users can easily express their opinions and provide feedback on ads, which may include negative comments, criticism, or even boycotts, potentially harming a brand's reputation.
4. Limited attention spans: Social media users typically have short attention spans and may quickly scroll past ads without engaging or paying attention to the content.
5. Platform algorithm changes: Social media platforms frequently update their algorithms, affecting the reach and visibility of ads. Advertisers must adapt and stay updated to maximize their campaigns' performance.
6. Data privacy concerns: Advertising on social media involves collecting and utilizing user data, which has raised concerns about privacy and data security. Businesses must navigate these issues and ensure compliance with privacy regulations.

# Social Media Controls

To ensure the success of a social media marketing strategy, it is important to establish and monitor key performance indicators (KPIs). These metrics serve as a yardstick to evaluate the effectiveness of the overall and individual campaigns. While KPIs for individual social medias can differ slightly, they play a vital role in measuring the progress and performance of the Knockarounds goals.

## **KPIs to monitor:**

*Engagement:* impressions, likes, comments, saves, shares, reposts, retweets, pins, etc.

*Followers*

*Click Through Rate (CTR)*

*Conversion rates*

*Cost-Per-X:* Click, Impression, Video & Engagement

*Reach*

*Frequency*

*Total Marketing ROI*

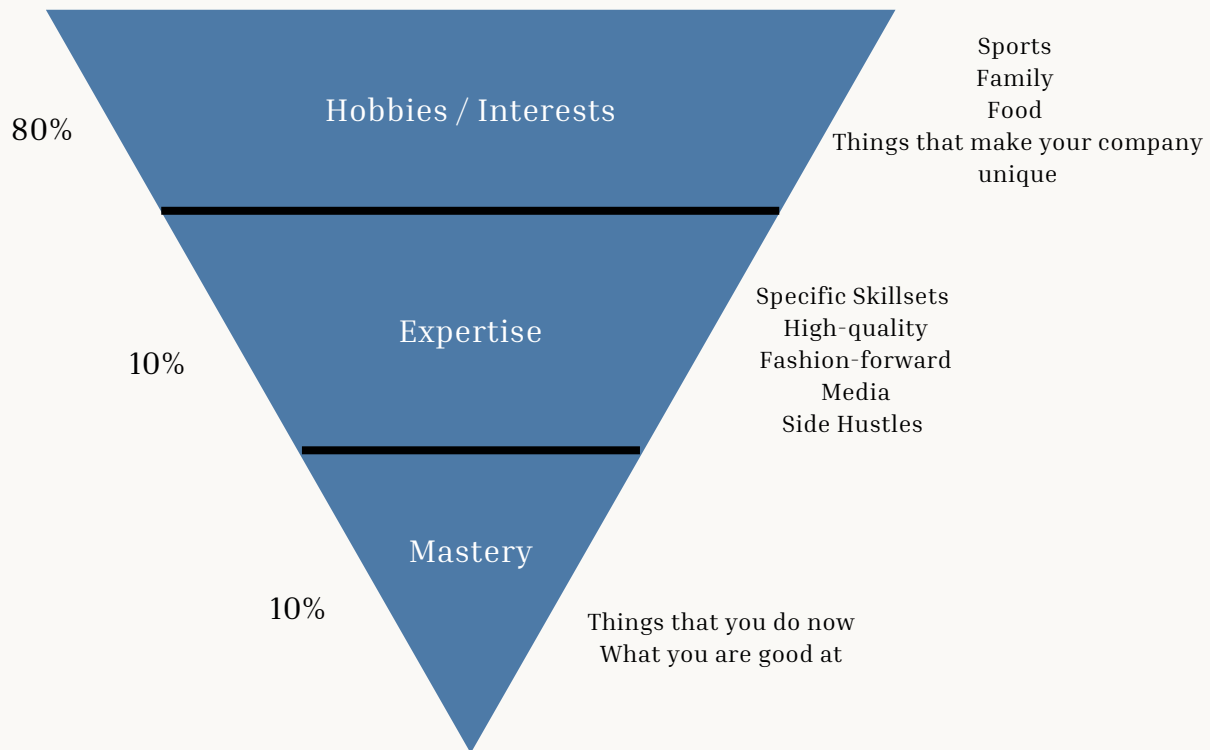
*Total Product Sales*

# SEO: Messaging & Placement



# Social Media Marketing Strategy Tips

## Higher Education Marketing (HEM) Strategy



## Gold Fish Method

- Video length should be between 10-59 seconds (or longer if long-form)
- Have something new every 3-8 seconds
  - colors, captions, new scene
- Have an engaging tone and pacing
- Amplify your personality (brand)
- Have visuals that make sense and are engaging

***\*important: emphasize the celebrity association(s), benefits of product(s), & quality and uniqueness of said product(s)***



Analyze search queries related to celebrity products and identify popular keywords and trends to optimize content and meta tags.



Create engaging video content showcasing celebrity products, featuring reviews, endorsements, and tutorials.



Leverage viral trends and challenges to create short-form videos highlighting celebrity products, with a focus on entertainment and authenticity.



Utilize Snapchat Stories and augmented reality (AR) filters to promote celebrity products and engage with the younger demographic.



Position celebrity products as premium and aspirational, targeting professionals and industry influencers through informative articles, case studies, and partnerships.



Engage in real-time conversations about celebrity products, leveraging trending hashtags and participating in relevant discussions to drive brand awareness.

*Note:*

*The use of analytics tools specific to each platform will provide detailed insights into popular search queries and trends for further optimization.*

## Meta:

Messaging: "Discover the hottest celebrity products that everyone is talking about! Enhance your style with our handpicked selection of celebrity-endorsed fashion, beauty, and lifestyle products."

Placement: Create engaging posts featuring trending celebrity products, sharing their benefits and endorsements. Take advantage of Instagram Shop feature. Utilize targeted ads to reach relevant audience segments based on demographics, interests, and previous interactions.

## YouTube:

Messaging: "Unveiling the top celebrity products that are taking the world by storm! Get an exclusive look at their favorite brands, must-have items, and insider tips."

Placement: Produce visually appealing and informative video content showcasing celebrity products, including product reviews, tutorials, and behind-the-scenes glimpses. Optimize video titles, descriptions, and tags with relevant keywords for better search visibility.

## TikTok:

Messaging: "Discover the ultimate celebrity product recommendations in seconds! From skincare routines to fashion hacks, level up your style game with the latest trends."

Placement: Create short, catchy TikTok videos featuring snippets of celebrity product recommendations, along with before-and-after transformations and testimonials. Leverage popular hashtags and challenges related to celebrity products to increase discoverability.

## Snapchat:

Messaging: "Swipe up to explore the hottest celebrity-endorsed products! From exclusive discounts to limited editions, find your favorite items with just a snap."

Placement: Utilize Snapchat's ad formats like Snap Ads and Collection Ads to showcase celebrity products with engaging visuals and persuasive captions. Collaborate with influencers to promote the products through interactive and immersive Snapchat lenses or filters.

## LinkedIn:

Messaging: "Stay ahead in your industry with the same products used by your favorite celebrities! Elevate your professional image with these top-rated brands endorsed by industry icons."

Placement: Share informative articles and posts on LinkedIn, highlighting the relevance and benefits of using celebrity-endorsed products in a professional context. Target industry-specific groups and professionals through sponsored content and sponsored InMail messages.

## Twitter:

Messaging: "Get ready to shine like a star! Discover the celebrity-approved products that will make you feel like a million bucks. Join the conversation and share your favorite finds!"

Placement: Engage in real-time conversations on Twitter by participating in relevant hashtags, live events, and trending topics related to celebrity products. Share product recommendations, testimonials, and promotions in concise and attention-grabbing tweets, using visuals, GIFs, and polls to boost engagement.

## To determine what people are searching for in the category of celebrity products, the following analytics insights can be valuable:

### **Keyword Research:**

Conduct keyword research using tools like [answerthepublic.com](https://www.answerthepublic.com/), [Google Keyword Planner](https://www.google.com/adwords/keywordplanner/), [SEMrush](https://www.semrush.com/), [Ahrefs](https://www.ahrefs.com/), or [KeySearch](https://www.keysearch.co/) to identify popular search terms related to celebrity products. Look for keywords with high search volume and low competition.

### **Social Listening:**

Monitor social media platforms, online forums, and discussion boards to gauge conversations around celebrity-endorsed products. Pay attention to topics, comments, and user-generated content to identify emerging trends and consumer preferences.

### **Search Trend Analysis:**

Analyze search trends using Google Trends or social media analytics tools to understand the popularity of specific celebrity products over time. Look for spikes in search volume or mentions to identify viral or trending products.

### **Competitor Analysis:**

Study the strategies and content of competitors in the celebrity product space. Analyze their website, social media posts, and advertisements to identify keywords, messaging, and placements that resonate with the target audience.

### **Customer Surveys and Feedback:**

Conduct surveys or gather feedback from existing customers to understand their preferences, motivations, and experiences with celebrity products. This qualitative data can provide insights into what customers are searching for and what influences their purchase decisions.

*\*be true and authentic to each individual athlete being represented*

## **Use AI and technology to your advantage:**

### **Ideations**

- Answerthepublic.com - Find popular topics
- Google Trends - Find popular trends & topics
- SEMrush

### **Post Production**

- Adobe Enhance - Turn any audio into professional-sounding quality
- ChatGPT - Write scripts and captions
- Capcut - Edit your videos and add captions
- Descript - Chop up long form to short form

### **Visuals**

- Midjourney - Create thumbnails and visuals
- Synthesia.io - AI generated talking heads

## Budget Allocation:

Yearly Budget: \$60,000

Quarterly Breakdown: \$15,000

*Meta: 25% - \$3750*

*Youtube: 20% - \$3000*

*TikTok: 15% - \$2250*

*Twitter: 10% - \$1500*

*LinkedIn: 10% - \$1500*

*Snapchat: 10% - \$1500*

*Google: 10% - \$1500*

*\*Google budgeting will be more precise once brand and website has been more established*

# First Five Clients:

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<u>Anthony Volpe</u>	Page 27
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<u>Bryce Mitchell</u>	Page 31
<u>Koa Rothman</u>	Page 33
<u>Trevor Zegras</u>	Page 35

# Anthony Volpe

"the next Derek Jeter"



## Rookie Yankees Shortstop #11

### Bio

Born April 28, 2001 (22 years old)

Filipino & Italian Parents

Grew up Upper East Side of Manhattan in New York City

Moved to New Jersey in 4th grade

USA Baseball National team U12- U18 (Gold Medal winner)

New Jersey High School Player of the Year

Committed to Vanderbilt University

Lifelong New York Yankees Fan

Entered MLB Draft 2019, New York Yankees Round 1 Pick 30

Played 2 seasons in the minors

Called up to make MLB Debut in March 2023

The first rookie to start for the Yankees since Aaron Judge

Batting Leadoff .205 AVG .301 OBP

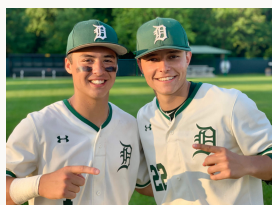
Homegrown product praised as future of Yankee Baseball

### Fun Facts

Parents slept outside Yankee Stadium to purchase playoff tickets when Anthony was a baby

Hometown rival turned best friend Jack Leiter was a high school teammate & both committed to

Vanderbilt & got drafted to MLB (Leiter Braves 2021)





## Family Oriented & Devoted Catholic



Attended Delbarton Private Catholic College Prep high school

Yankee Fan is considered "birthright" in Volpe Family

Grandpa & Dad are lifelong Yankee fans

Played baseball 900sqft apartment in NYC when he was little

Dad tells the story of Little league "Ryan Howard #6"

### Interests/ Following



@NewJerseyGolfAssociation @bkoepka  
@skratch @taylormadegolf @golf\_com

@Morganwallen @Lukecombs  
@zachlanebryan @rileygreen



@colbycovington @danawhite  
@UFC @MMAjunkie



@PSG @frabrizioro  
@cristianoronaldo @mancity



### Products



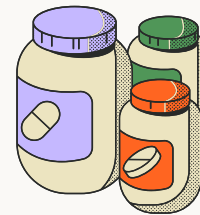
Sunflower Seeds

Golf/ Baseball Hats



Podcast

Youtube Gameday Vlogs



Supplements

### Marketability

It seems like Anthony Volpe was always meant to play Major League Baseball for the Yankees. Yankee fans are hard to impress, but Volpe has done nothing but that since getting called up in March. New York is a hotspot for marketing and his demographic of fans spans from young females drawn to his good looks, moms to his family-oriented nature, young kids striving to live his story, and true die-hard fans are drawn to his winning ways that you come to expect as a Yankee supporter. Yankee faithful have deemed him as the "next Derek Jeter" as he's only getting better he will be the future of the franchise, especially with a mentor like Aaron Judge.



173k



26k

# Brock Purdy

29

"MR. Relevant "



Rookie QB 49ers #13

## Bio

Born December 27, 1999 (23 years old)

Mexican & Italian Parents

Athlete Family

Grew up in Queen Creek, Arizona

Played Qb all through High school for Perry High

Took his high school team to a state championship

(Gatorades Football player of the year) & (Arizonas Republic player of the year)

3 star prospect, Committed to Iowa State University

Started 8 games his freshman year & Started every year after that

3 time All BIG12 QB

Holds 32 school records at Iowa in passing, yards, completions & 100 TDs

Drafted as MR. Irrelevant RD7 pick 262 By 49ers

Got Starting job after both 1st & 2nd Qbs got hurt

Took the 49ers to the post season

PFWA all-rookie team

## Fun Facts

He loves his Golden Retriever -Mindy

Loves Suspenseful Movies (Shutter Island)

He is the Biggest Outer Banks Fan, Fav character is JJ



# Family Oriented & Devoted Christian

Brock is huge family man. Everything he does if it's going out on the town or doing anything fun he always includes his family. He loves speaking about god, how he is writing his story and it is the author of that story, Gods Doing. Puts god first, following the lord & savior before anyone else.



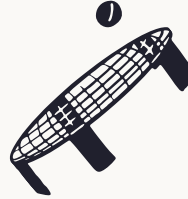
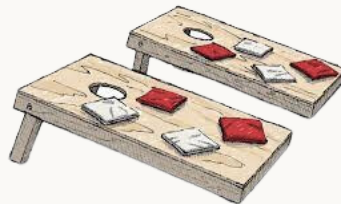
## Products

Apparel X verse



Fishing bait/lurs

Corn-hole



## Interests/ Following

@sports\_spectrum @Spikeball @Cuts  
@adidasfballus @Bwwings @bespokepost

@biblepraise  
@jonpardi



@morgan wallen  
@Sportscenter



## Marketability

It seems like everything has fallen into place for Purdy as he embodies what the people want in a 49ers quarterback. He presents himself well and is faithful to God, which resonates with the 49ers' "Faithful" motto and attracts a wider fanbase and marketing demographic of believers. As a family man and devoted Christian, Purdy's values align with the Bay Area's emphasis on having fun and spending time with loved ones. His overlooked status as Mr. Irrelevant makes him a diamond in the rough, increasing his potential for success in marketing and endorsements that align with his interests. Overall, Purdy's unique blend of personal qualities and marketability make him an attractive choice for these new products.



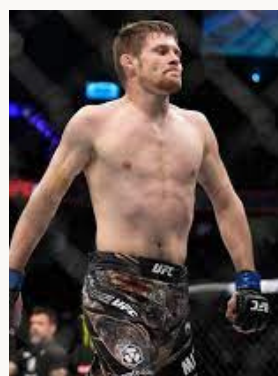
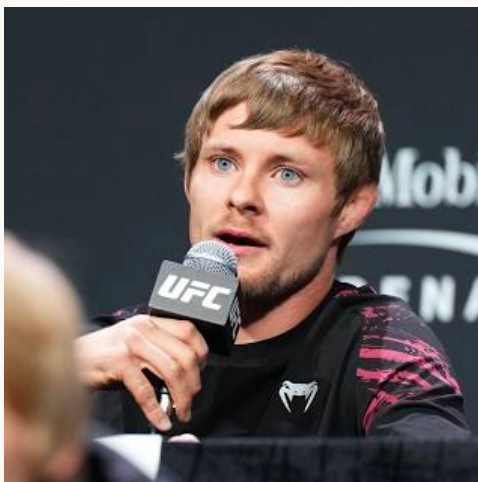
569k



64k

# Bryce Mitchell

A.K.A "THUG NASTY"



## Bio

Born October 4, 1994 (28 years old)

Raised in Cabot, Arkansas

Attended Cabot High School

Played basketball and wrestled in high school

Also Attended Harding University

Has a degree in Economics

Known for his grappling skills in Brazilian Jiu-Jitsu

Holds a brown belt in Brazilian Jiu-Jitsu

Signed with UFC in 2017

Made his debut on Dec,9 2017 vs Tyler Diamond and won

Competes in the Featherweight division

Gained widespread attention through his submission move called the "twister"



## Fun Facts

Outdoors enthusiast

Loves to hunt and fish

Passion for making music

Likes to partake in woodworking







## Interests/ Following

@Theovon @Brandonmoreno @Holdtheline  
@liverking @hodgetwins @lukecombs

## Products

Hunting clothing



Podcast



Denim overalls



Youtube  
Commentaries



## Marketability

Mitchell maintains an active and engaging presence on social media platforms, particularly Instagram and Twitter. Through these channels, he shares updates, interacts with fans, and expresses his thoughts and interests. The association with the UFC enhances his marketability and opens doors to various sponsorship and endorsement opportunities. Mitchell's willingness to showcase his day-to-day life beyond MMA is advantageous for his marketability as it creates a personal connection with fans, demonstrates authenticity, expands his fan base, drives engagement, and opens doors to potential sponsorship opportunities.



408k



197.1k



# Koa Rothman



Surfer from North Shore, Oahu

## Bio

Born December 16th, 1992 (30 years old)

Born and raised on the North Shore of Oahu

Father, Eddie, co-owns the successful surf brand Dahui

Older brother, Makua, is also a successful professional surfer

2014 Wipeout of the Year winner

2014 Tube of the Year Winner

Youngest surfer ever to compete in The Eddie Aikau Big wave Invitational (Age 23)

Currently known for being one of the best big wave surfers in the world

Sponsors include: Quiksilver, Celcius, Dahui, Pyzel Surfboards

Currently stars in his own YouTube Vlog "This is Livin", which boasts 164k Subs.

Owens own Merch line called "This is Livin"

## Fun Facts

Best Friends with one of the best surfers in the world John John Florence

Co-owns a coffee shop/cafe called the Sunrise Shack (5 locations on Oahu)

Co-hosts a surf podcast called "Nate and Koa Podcast"

Favorite place to travel is the island of Tahiti

Enjoyer of Coffee

## Products

Sunscreen



Sunglasses

SPF Lip Balm



## Interests/ Following

Comedy:

@theovon @bertkreischer @joerogan

UFC:

@dustinpoirier @stylebender @natediaz209

Music:

@diplo @jackjohnson @morganwallen



## Marketability

Koa Rothman was born into the sport and lifestyle of surfing. Following his father's and older brother's footsteps, Koa has come into his own in the past couple of years. Koa is now recognized as one of the best big wave surfers in the world, surfing at spots like Pipeline, Teahupo'o, Jaws, and Mavericks. With his successful YouTube Vlog "This is Livin", podcast "Nate and Koa", his effective self-promotion on Instagram, and his success on the WSL Big Wave tour, Koa is one of the most renowned athletes in the surfing space. Koa appeals to several demographics. His largest audience is young surfers, however, surfers of all ages enjoy watching Koa's content to gain tips about surfing and to get a glimpse into what it's like to be a professional surfer from the North Shore. Furthermore, Koa appeals to the female audience, for obvious reasons. Koa is a respectful, responsible, and entertaining person, making him a great athlete to partner with.



279k



164k

# Trevor Zegras



Trevor Zegras is a professional ice hockey player from the United States.

He was born on March 20, 2001, in Bedford, New York.

Zegras played junior hockey for the United States National Team Development Program (USNTDP), where he was one of the top players in his age group. In 2019, he was drafted ninth overall by the Anaheim Ducks in the NHL Entry Draft.

Zegras made his NHL debut in February 2021 and quickly established himself as one of the league's top young talents, showcasing his impressive speed, skill, and playmaking abilities. He is considered a rising star in the sport and has the potential to become a franchise player for the Ducks.

## Family



Trevor's grandfather, George Zegras, was born in Greece and immigrated to the United States in the 1950s.

Trevor has mentioned in interviews that his Greek heritage is important to him and that he has visited Greece multiple times. He has also expressed interest in learning more about Greek culture and history.

Trevor has also spoken about the importance of giving back to the community, participating in charity events and initiatives such as the Ducks' annual "Give Blood Play Hockey" event to raise awareness about the need for blood donations.



As a rising star in the league, Zegras has already attracted the attention of several major brands and companies looking to sponsor him. In April 2021, Zegras signed his first professional endorsement deal with Bauer Hockey, a leading manufacturer of hockey equipment. As part of the deal, Zegras will use and promote Bauer's gear, and he will also be featured in Bauer's marketing campaigns. Zegras has also been sponsored by CCM Hockey and Dunkin' Donuts in the past



384 K



28.8 K

Zegras has recently landed a sponsorship deal with Chipotle Mexican Grill  
The deal was announced in May 2022

Zegras will become a brand ambassador for Chipotle and will include several marketing initiatives, such as social media campaigns and appearances in Chipotle commercials.

As part of the partnership, Zegras will also work with Chipotle's culinary team to create a limited-time menu item that reflects his personal taste and style.

## Passions

Zegras has mentioned that he enjoys playing golf in his spare time and has even participated in charity golf tournaments.

He has expressed a love for music, particularly hip hop, and has been known to share his music playlists on social media.

Zegras has also shown an interest in fashion, often sporting stylish outfits off the ice and collaborating with clothing brands.

Zegras is actively involved in charitable causes, including supporting organizations that work to improve the lives of children with serious illnesses and disabilities.



# Proposed Company Name(s):

Catalyst

MorĀ - Greek god of fashion

Moda

Heritage

Victory Row

Athlete Sphere

\*Top names created by class through Google  
survey

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- [https://www.semrush.com/blog/seo-strategy/?kw=&cmp=US\\_SRCH\\_DSA\\_Blog\\_EN&label=dsa\\_pagefeed&Network=g&Device=c&utm\\_content=622080548586&kwid=dsa-1754723150633&cmpid=18348486859&agpid=145169413350&BU=Core&extid=60113850689&adpos=&gad=1&gclid=CjwKCAjw3ueiBhBmEiwA4BhspGdwSdbGEQrOwbNDqnP4UcysEzERxG22ftUAFyQFsSMSX5P09-bIAhoCYbYQAvD\\_BwE](https://www.semrush.com/blog/seo-strategy/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080548586&kwid=dsa-1754723150633&cmpid=18348486859&agpid=145169413350&BU=Core&extid=60113850689&adpos=&gad=1&gclid=CjwKCAjw3ueiBhBmEiwA4BhspGdwSdbGEQrOwbNDqnP4UcysEzERxG22ftUAFyQFsSMSX5P09-bIAhoCYbYQAvD_BwE)