



KITH Clothing

By Elise Moreno, Nelson Kim, Nhi
Lê, Wendy Leung, and Elise D'Leon



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KITH Club





Overview

Why a Loyalty Program?

This program can become a powerful tool to increasing customer retention and boosting sales because of the following things:

- Increase in average order value
- Word of Mouth Marketing
- Data Collection and Personalization
- Up-sell and Cross-sell advantages.

Program Level Objectives:

- Increasing Overall Customer retention → repeat purchases
- Increasing member sign-ups by 20% within three months
- Increase sales by 20% through a reward points program by next quarter

Marketing Strategies

- Customer engagement, Personalized Promotions, Exclusive Events, Referral Programs, and the “Hot-Streak” Idea.

Data Visuals



Customer Funnel Visualization

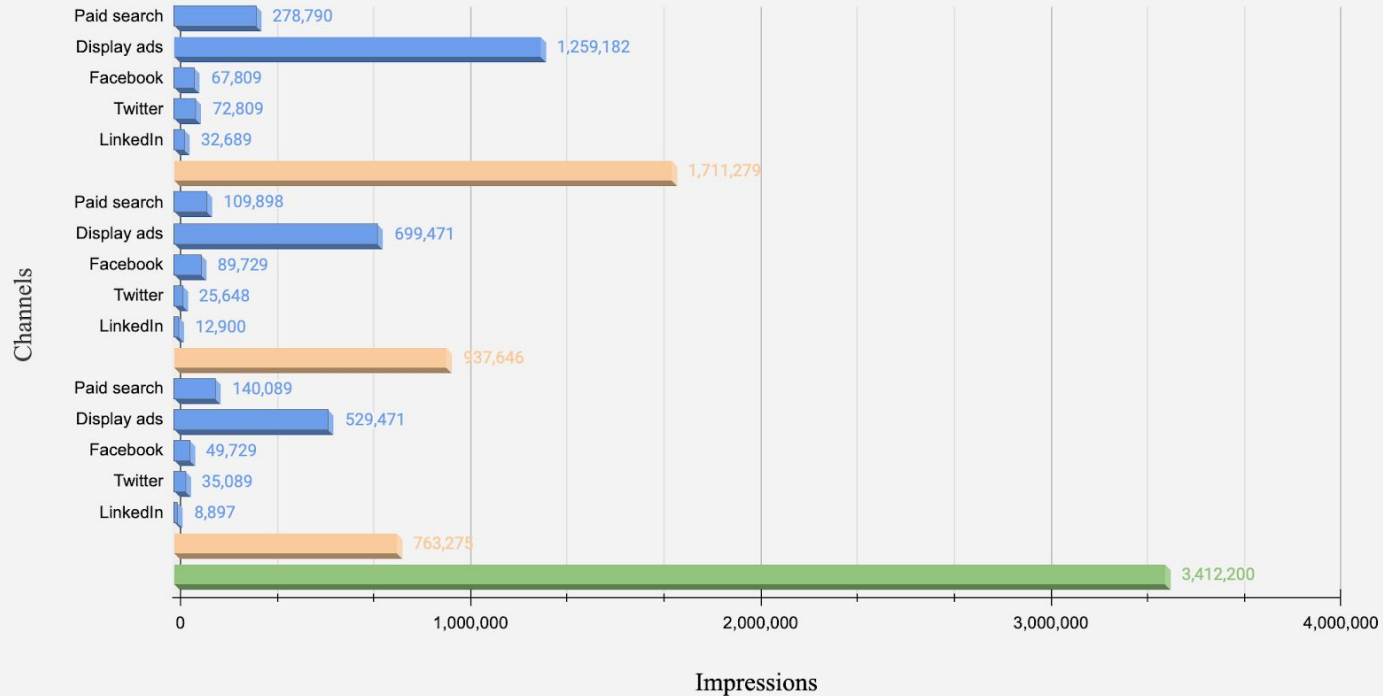
Channels vs Impressions



Bar: total of each section



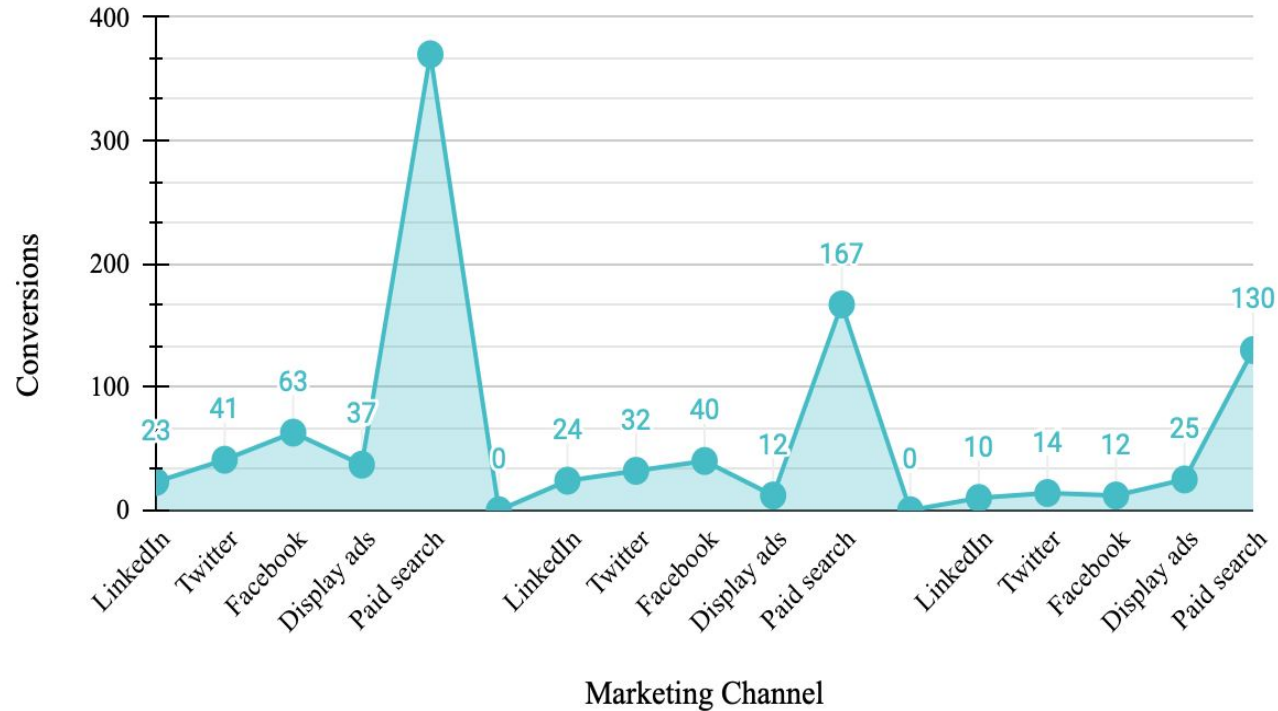
Bar: Grand Total



Data Visuals



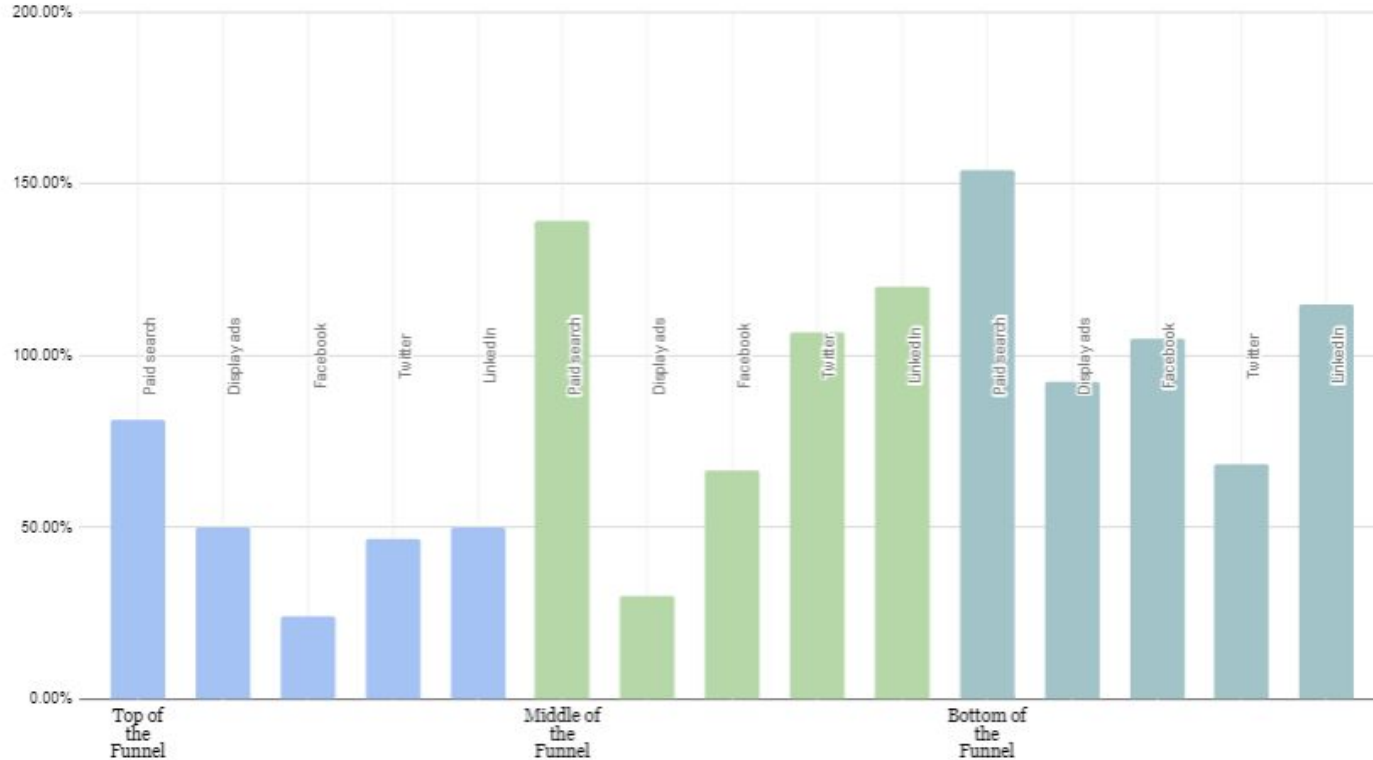
Conversions by Marketing Channel



Data Visuals



Marketing Funnel: Return on Ad Spend



KPI Measurement Plan

Objectives	KPIs	Data Sources
Increasing sales through reward points program by 20% by the end of Q4	Revenue, AOV	Google Analytics 4: Report > Revenue
Increasing overall customer retention → repeat purchases by 10% by the end of Q4	Retention Rate, CLV, Avg Engagement time per session	Google Analytics 4: Retention report > User acquisition report and Engagement > Traffic acquisition report
Drive more 2000 new users to website to sign up within by the end of Q4	Website visits, New users, Bounce rate	Google Analytics 4: Retention report and Acquisition > User acquisition report and Engagement > Pages and screens report



Digital Channel Plan

The types of channels we will use

Paid Search

1. **Objectives:** Increase the high-quality site traffic from paid search efforts.
2. **KPIs:** Users/new users, bounce rate
3. **Systems/Platforms:** Google Analytics 4: Acquisition > Traffic acquisition report

Display Advertising

1. **Objectives:** Increase new loyalty program awareness by 20% new users signed up by the end of Q4
2. **KPIs:** Ad Engagement, Ad share, Click-through-rate
3. **Systems/Platforms:** Google Analytics 4: Acquisition Overview > User Acquisition

Email Marketing

1. **Objectives:** Drive more personalized promemail engagement rate to 20% by the end of Q4
2. **KPIs:** Email open rate, CTR, Members sign up growth rate
3. **Systems/Platforms:** Email marketing platform reports





Digital Channel Plan

The types of channels we will use

Social Media Advertising

1. **Objectives:** Increase sales by 20% by the end of Q4
2. **KPIs:** ROAS, AOV, Conversion rate.
3. **Systems/Platforms:** Acquisition > Social

Content Marketing

1. **Objectives:** Expand the new loyalty program's online visibility and reach wider audiences
2. **KPIs:** organic search traffic, views, traffic sources, click-through rate
3. **Systems/Platforms:** GA4 Acquisition > Overview

Influencer Marketing

1. **Objectives:** Collaborated with 10 popular social media users to increase reach and engaged with target audiences.
2. **KPIs:** New followers, Site traffic, clicks
3. **Systems/Platforms:** Google Analytics 4: Acquisition > Campaigns > All campaigns



Digital Channel Plan

Provide an explanation of how this mix of digital channels will work together to drive the program.

The integration of all these channels provides us with a holistic approach to reaching a broader audience. By leveraging these digital channels collectively, we not only enhance our outreach but also multiply the touchpoints our customers have with our brand. For instance, a potential customer might encounter an influencer endorsing our products alongside encountering our display ad while browsing online. Increased exposure to our brand builds trust and bolsters the likelihood of conversion, fostering customer loyalty and engagement.



MENU

LOGO

MENU

GIF

Image

Image

Image

Image

**Call to action
BUTTON**

Tier 1

Tier 2

Tier 3

Tier 4

Text Explaining



Visualizing the Funnel

KITH Marketing Funnel



The Funnel Explained

Awareness:

- Paid Social: Through targeted advertising on platforms like Facebook, Instagram, and X, we can reach a broad audience and create brand awareness among potential customers.
- Paid Search: By bidding on relevant keywords, we can appear at the top of search engine results pages when users search for terms related to our brand, increasing visibility.
- Display Ads: Display ads will raise awareness by reaching users who may not have been actively searching but are potential customers.

Channels used: *Paid social. Paid search. Display ads.*

Awareness

Channels used: *Landing page. Organic Social (Pinterest. Facebook. X. TikTok. Instagram)*

Engagement

Engagement:

- Landing Page: Our ads landing page will engage visitors who click on our ads by providing more information about our loyalty program and encourage them to explore further.
- Organic Social: Regularly posting engaging content on social media platforms like Pinterest, Facebook, TikTok, and Instagram will keep our audience interested and encourage interaction.



The Funnel Explained

Evaluation:

- Email: Sending targeted emails with product recommendations, reviews and exclusive offers can help customers move closer to making a purchase decision and push them to utilize the rewards program.
- Retargeting Ads: Retargeting ads can remind users who have previously visited the website or interacted with the brand to reconsider their decision and complete a purchase/gain or redeem rewards.

Channels used: *Email. Retargeting.*

Evaluation

Conversion:

- Website: Our website is where customers will make their decisions. Making it user-friendly, visually appealing, and optimized for conversions, with the loyalty program clearly presented will ease the checkout process.
- Reviews: Positive reviews from customers can reassure users, helping to convert them into paying customers.

Channels used: *Website. Reviews.*

Conversion

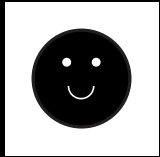
Advocacy:

- Email: Continuing to engage customers through email marketing can turn satisfied customers into brand advocates by offering additional incentives.
- Loyalty Program: Our loyalty program incentivizes repeat purchases and reward customers for their ongoing support and advocacy, fostering a sense of loyalty and belonging within our community.

Channels used: *Email. Loyalty Program.*

Advocacy





KITH

Marketing Strategies for our Marketing Plan

How Retargeting Will be Used:

We are going to strategically retarget users who have come into contact with our website, products, and socials by:

- Using **retargeting Ads** towards people who have interacted with our content and “browsed” without purchasing, to remind them of our products
- **Cart Abandonment:** If the user abandons their cart, Ads will be sent offering deals to check out → free-shipping for a limited time only.
- We will Promote the Loyalty Program → reminding users new and returning of the benefits
- Special Promotions and Events: Ad’s featuring holiday themed promotions, special gifts, and more.





KITH

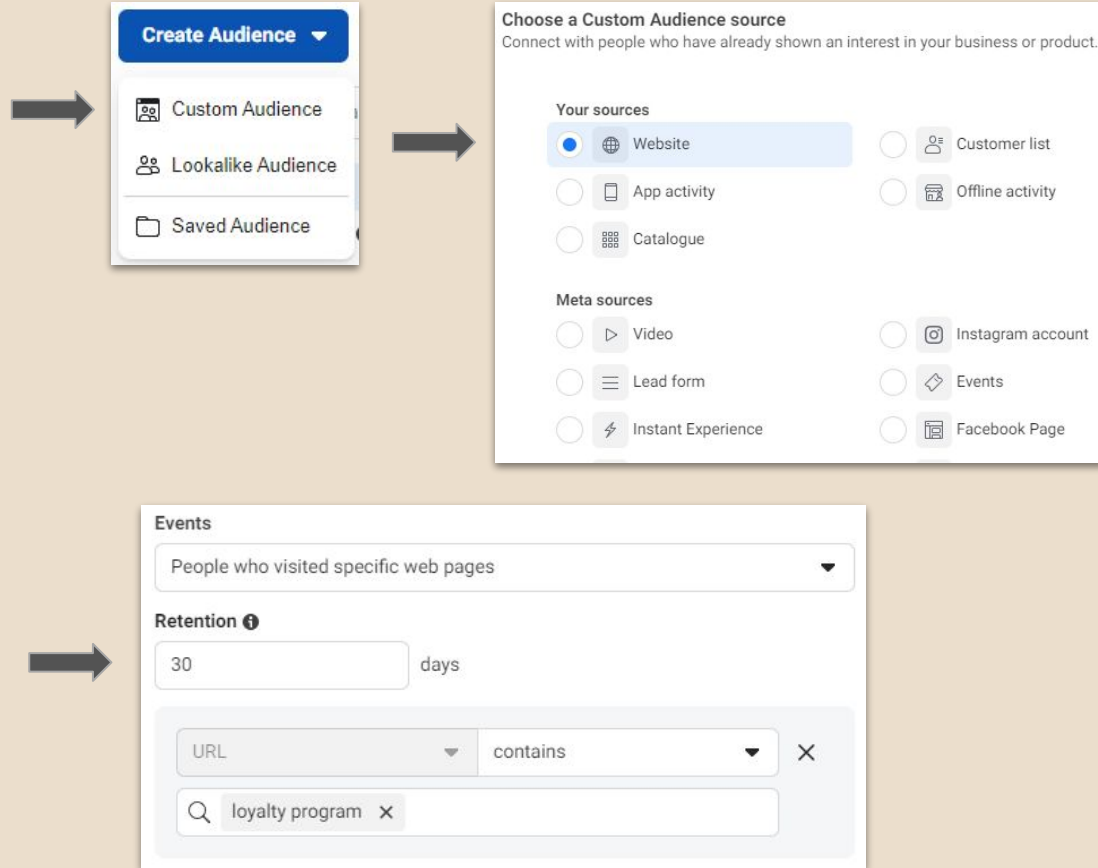
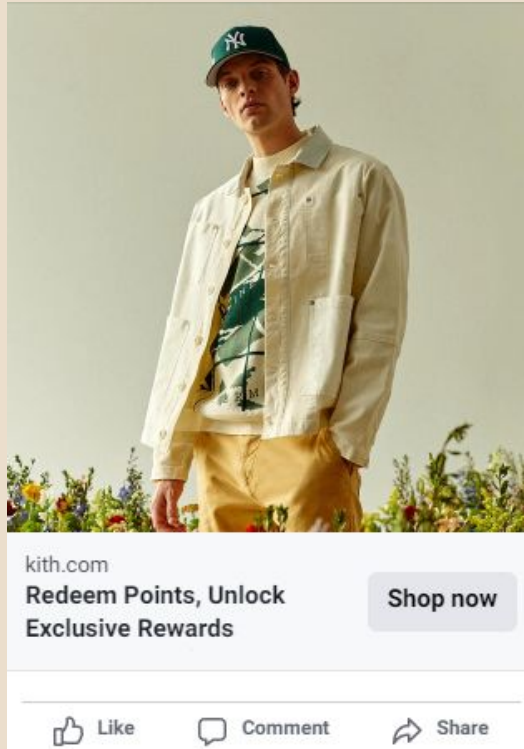
Marketing Strategies for our Marketing Plan

Why?

By remarketing this way, we start to

- **Encourage repeat purchases**
→ especially for those who were considering to purchase but abandoned their cart, etc.
- **Increase Member Sign-ups**
→ Ads showing exclusive discounts making people want to obtain our products
- **Increase the number of sales we are making**
- **Optimizing Return of Investment (ROI)** which in turn makes our overall marketing more “cost-effective.”

Retargeting Ad Example





Paid Search Campaign

Goal 1 -

Our first goal is to **build both brand awareness, and drive-up the signups** for KITH's new loyalty program. We are going to dog into people who are new customers, signing up for the brand for the first time, along with looking for discounts.

Goal 2 -

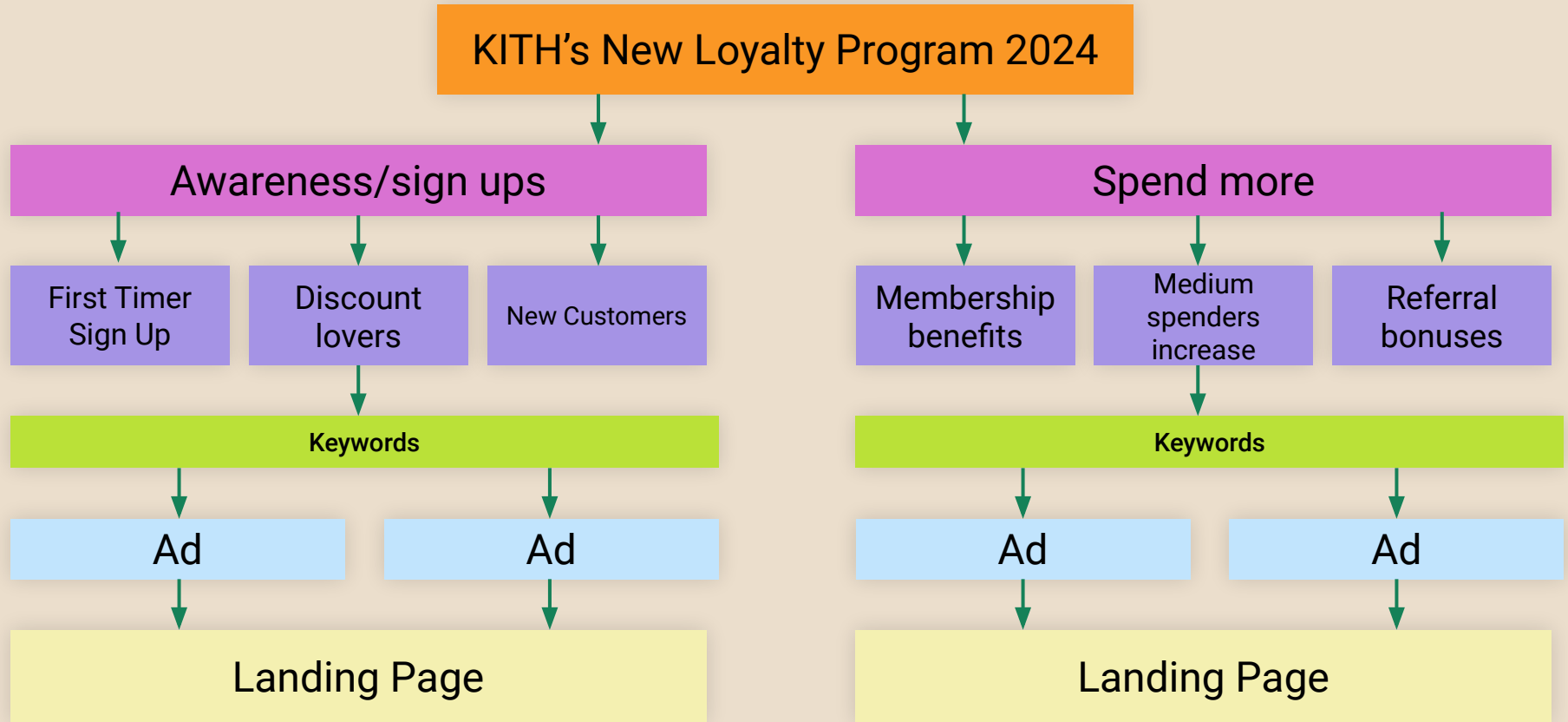
The second goal is to **encourage/increase spending** among repeat and medium-spending level customers. Specifically for those who are looking for membership benefits, and referral bonuses

Business Description: KITH is a high-end lifestyle clothing brand that fuses together both high fashion and streetwear.

Mission: To embrace and promote inclusivity, innovative products, cutting-edge designs and sustainable products for people world-wide

Target Audience: fashion enthusiasts, those who love to be trendsetters /cultural influencers, and want trendy and unique pierces to spice up their wardrobe.

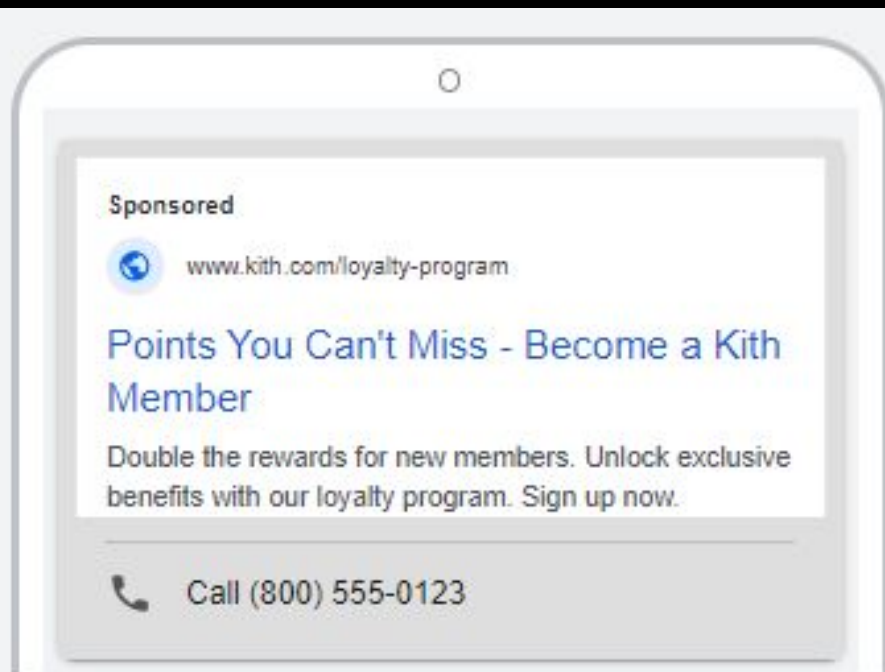
About the Search Campaign Plan



Keywords Ad group themes


Ad Group 1: First Timer Sign - Up	Ad Group 2: Discount lovers	Ad group 3: New Customers	Ad Group 4: Membership benefits	Ad Group 5: Medium spenders increase	Ad Group 6: Referral bonuses	Negative keywords
<ol style="list-style-type: none"> 1. Benefits with KITH's loyalty program 2. Double the rewards 3. Benefits with KITH's loyalty program 4. Sign up for KITH's loyalty Program 5. Perks for KITH's new members 6. Reward program benefits 	<ol style="list-style-type: none"> 1. Best clothing deals 2. Extra points 3. Event 4. Early Member access discount 5. Best KITH clothing deals 6. New arrivals on sale 7. Join KITH loyalty program 8. Perks for KITH loyalty program. 	<ol style="list-style-type: none"> 1. Joint KITH's exclusive loyalty program for rewards 2. Get exclusive rewards 3. Earn points 4. Join and earn points on your first purchase 5. Discover our brand 6. New member rewards 	<ol style="list-style-type: none"> 1. Member-only access 2. First-time member benefits 3. VIP perks 4. Exclusive member benefits 5. Personalized loyalty program 6. Gain points 	<ol style="list-style-type: none"> 1. Premium streetwear 2. Luxury fashion 3. High-end apparel 4. Elevated fashion 5. Designer streetwear 6. 50% off 7. New arrival discounts 	<ol style="list-style-type: none"> 1. Refer a friend to KITH 2. Earn rewards by referring 3. Share and save 4. Refer and earn 5. Spread the word and save 	<p>Wholesale Clearance Knockoff Knockoff merchandise Knockoff brand Counterfeit Replica Replica merchandise Fake Cheap Used Secondhand Imitation Bargain Fraudulent Fraud</p>

AD GROUP 1




A white smartphone mockup with a grey camera lens at the top center. The screen displays a sponsored advertisement for Kith's loyalty program.

Sponsored

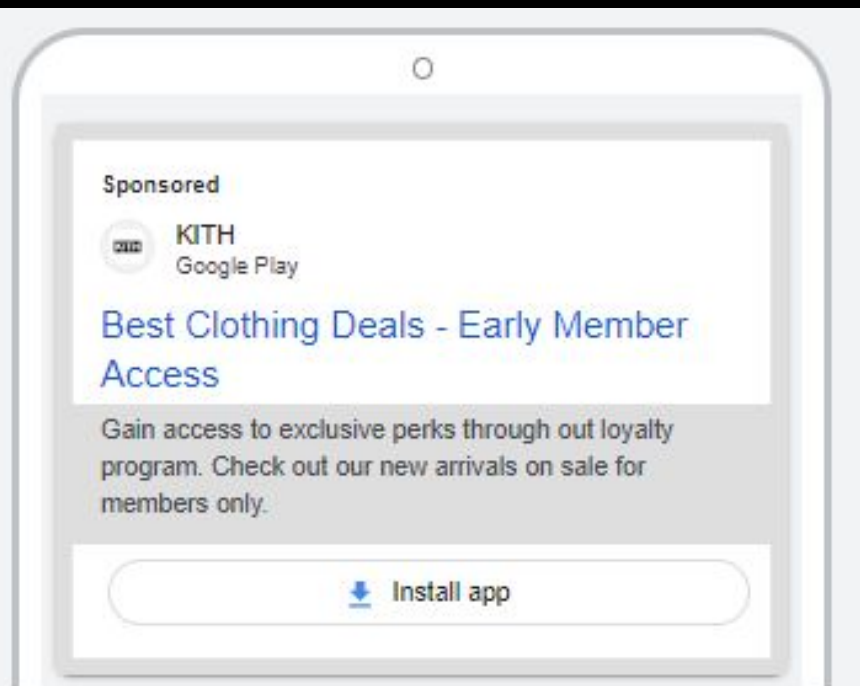
 www.kith.com/loyalty-program

Points You Can't Miss - Become a Kith Member

Double the rewards for new members. Unlock exclusive benefits with our loyalty program. Sign up now.


 Call (800) 555-0123

AD GROUP 2




A white smartphone mockup with a grey camera lens at the top center. The screen displays a sponsored advertisement for Kith's loyalty program, featuring a Google Play app download button.

Sponsored

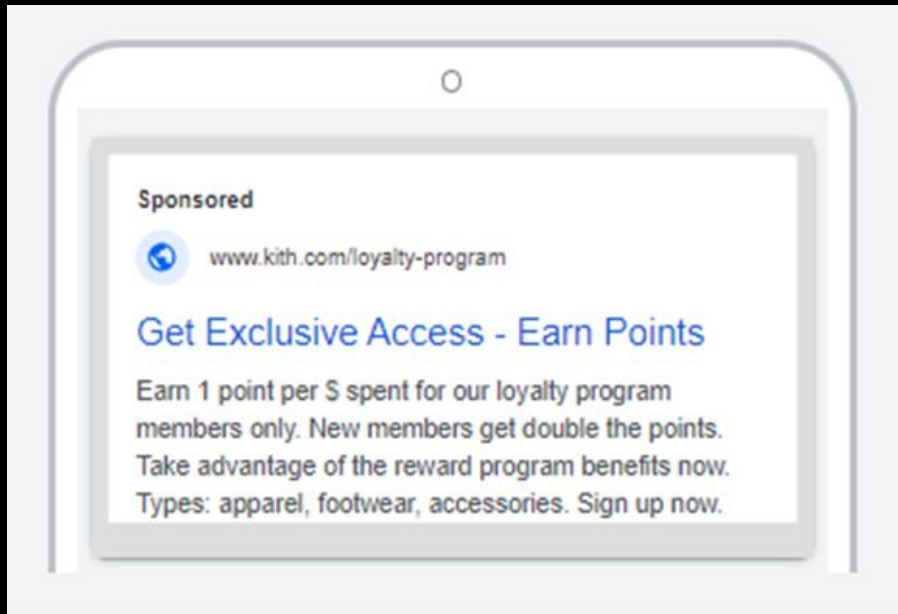
 **KITH**
Google Play

Best Clothing Deals - Early Member Access

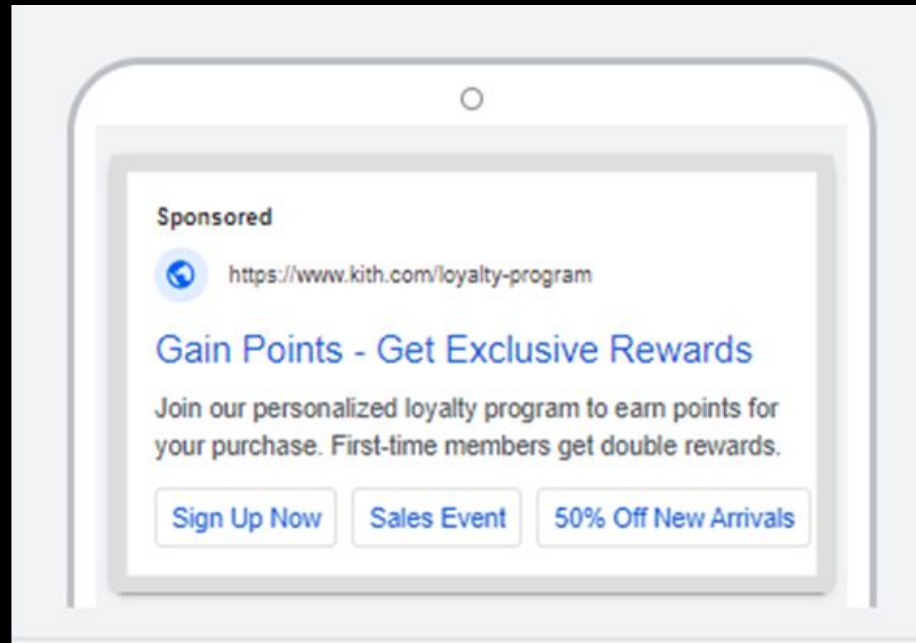
Gain access to exclusive perks through out loyalty program. Check out our new arrivals on sale for members only.

 Install app

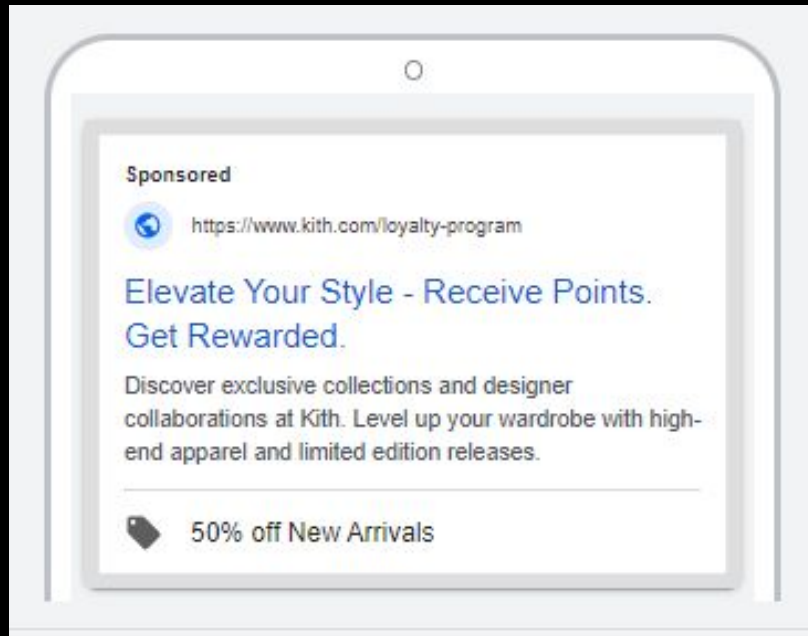
AD GROUP 3



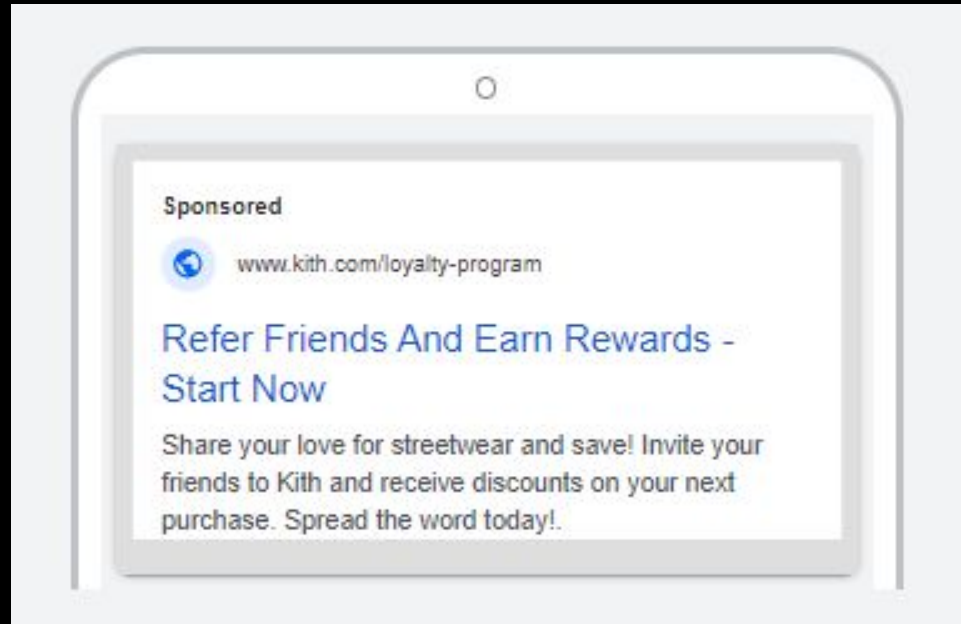
AD GROUP 4



AD GROUP 5



AD GROUP 6



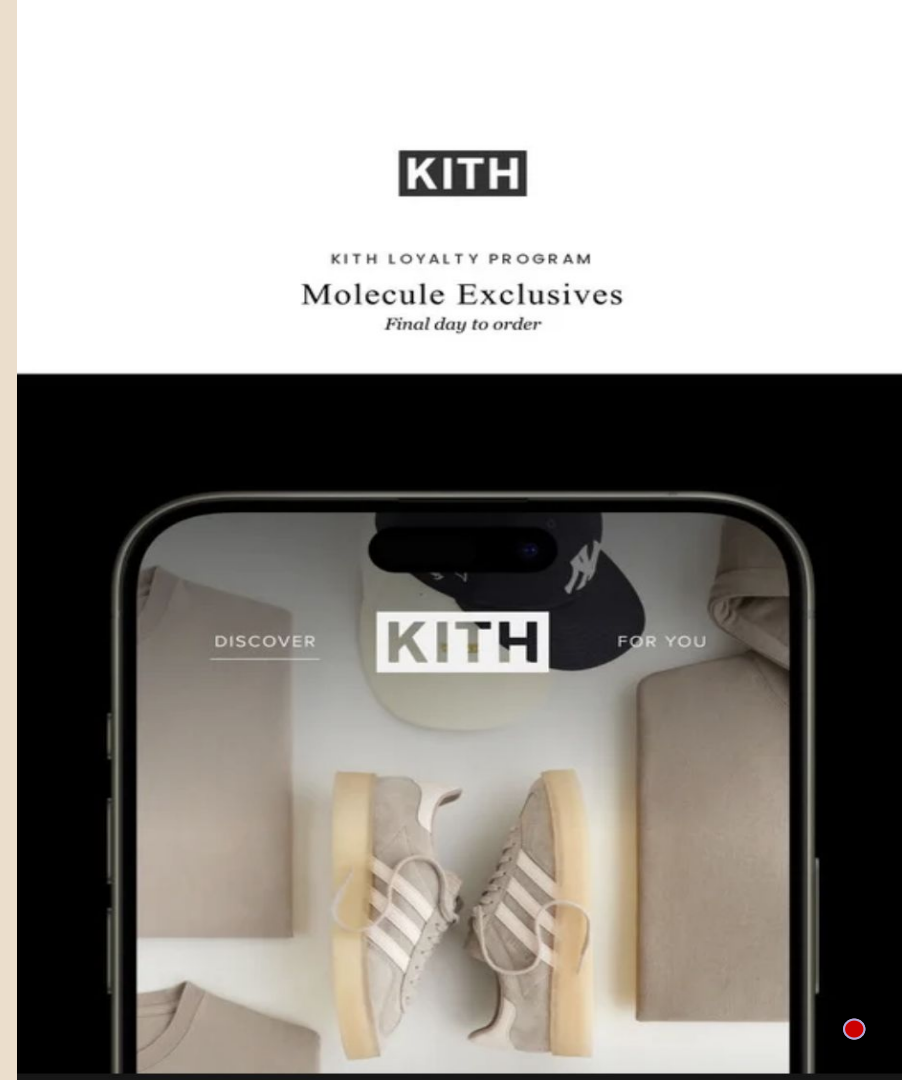


Display Ad Campaign

About the Display Advertising Campaign

Group 1: Awareness/sign ups

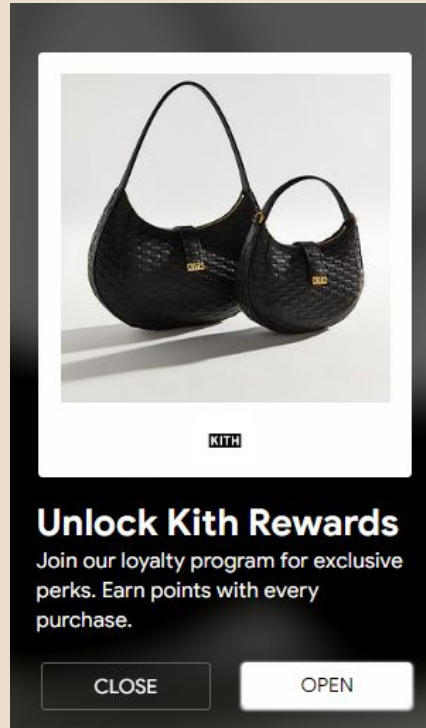
1. **Goals:** Extend the reach of KITH's new loyalty program to broader audience and encourage new customers to sign up
2. **Objectives:** Increasing website traffics and members sign-up to 20% by the end of Q3
3. **KPIs:** CTR, Impressions, website traffics, ad clicks
4. **Flight length:** 45 days
5. **Daily budget:** \$150/day
6. **Placements:** Shopper sites, Fashionistas forums, Google Ads, Influencer Marketing, Fashion Events and Pop-up



About the Display Advertising Campaign

Display Advertising Campaign: Spend More Ad Group

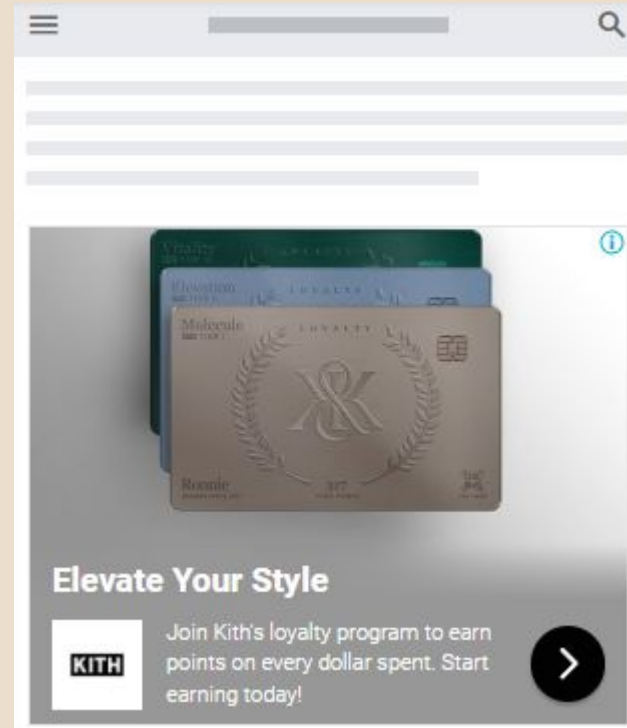
- **Goals:** Increase existing customers average order value
- **Objectives:** Increase customers' AOV 10% by Q3
- **KPIs:** Sales, AOV
- **Daily Budget:** \$150
- **Flight Length:** 45 days
- **Placements:**
Millennial/Gen Z Fashion websites, Streetwear websites, Online fashion magazine sites, Fashion/streetwear blogs

A display advertisement for Kith's loyalty program. The top half features a high-quality photograph of two black, textured, hobo-style handbags with gold-tone hardware, set against a light gray background. Below the image is the KITH logo. The bottom half has a black background with white text. The headline reads "Unlock Kith Rewards". The subtext says "Join our loyalty program for exclusive perks. Earn points with every purchase." At the bottom are two buttons: "CLOSE" and "OPEN".

Unlock Kith Rewards

Join our loyalty program for exclusive perks. Earn points with every purchase.

CLOSE OPEN

A display advertisement for Kith's loyalty program, similar to the one on the left but with a different visual theme. The top half shows a stack of three loyalty cards: a green one, a blue one, and a gold one. The gold card is the most prominent, featuring a large "KITH" logo and the word "LOYALTY". Below the image is the headline "Elevate Your Style". The subtext says "Join Kith's loyalty program to earn points on every dollar spent. Start earning today!". At the bottom left is the KITH logo, and at the bottom right is a large black circle with a white right-pointing arrow.

Elevate Your Style

Join Kith's loyalty program to earn points on every dollar spent. Start earning today!

KITH

Persona One



Tyson Hawkins

Gender: Male

Age: 30 years old

Location: Los Angeles

Parental Status: Married, without kids

Household Income: \$105,000 / year

Interests and Affinities: Tyson is a lover of fashion, streetwear styles, and would consider himself a sneakerhead. He follows lots of fashion accounts on different social media platforms as well. Tyson also has a love for the outdoors and enjoys running and hiking as a part-time hobby

By Tyson Hawkins

"Being stylish isn't just what you wear, it's a lifestyle choice and a way to express yourself"

Persona Two



Yuki Tanaka

Gender: Female

Age: 23 years old

Location: Tokyo, Japan

Parental Status: Single

Household Income: \$85,000 / year

Interests and Affinities: Yuki is a fashion enthusiast who is big on both street style and Harajuku. She loves to watch fashion youtubers/bloggers, and often actively engages with their accounts on multiple social media platforms. She wants to seek out unique pieces to elevate her wardrobe and stay on top of the latest styles. Her hobbies include exploring new places, and trying new foods as well!


By Yuki Tanaka

"Every trend is a canvas, and I paint my own masterpiece with each outfit"



Display Ad Group 1 Examples:

Include screenshots of two to three advertisements with content and images.




KITH

**Redefine
yourself.**

Join The KITH Club.

Close Open




KITH

Stay Saucy.

Become A KITH
Member

Close Open

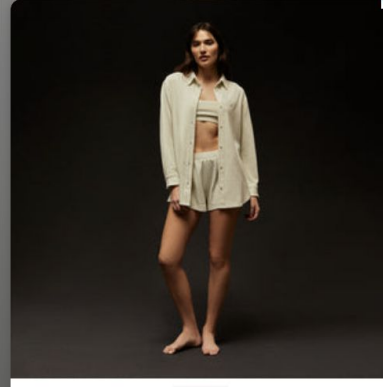


KITH

KITH CLUB

Earn Rewards Through
Our Loyalty Program

Close Open




KITH

BE BOLD.

Join KITH's Loyalty
Program.

Close Open

Display Ad Examples:





Become Kith member

Kith

Unlock Exclusive Benefits with Loyalty Program – Sign Up Now for Rewards on Every Purchase


[CLOSE](#)[SIGN UP](#)



Elevated fashion

Become a Kith Member



[Close](#)[Sign Up](#)



Become a Kith member

Shop Newest Collection. Unlock Exclusive Benefits with Loyalty Program – Sign Up Now for Rewards on Every Purchase

Kith [Open >](#)



Get Exclusive Rewards

Refer friends and Earn More Points

[>](#)

Social Media Campaign




KITH

Kith

135K likes • 145K followers

 Message

 Like

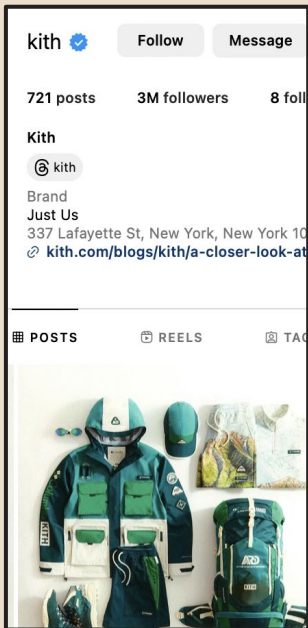
 Search



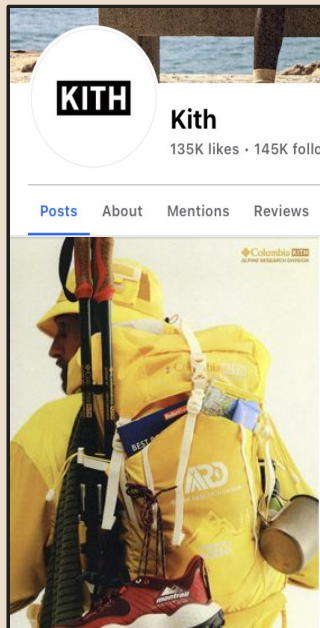
About Our Campaign

Channel: Instagram

- **Channel:** Instagram
- **Goals:** Increase loyalty program point redemptions
- **Objectives:** Increase member conversion rate using points by 15% in the next quarter
- **KPIs:** Sales, Conversion rate



- **Daily Budget:** \$100
- **Flight Length:** 90 days
- **Placements:** Streetwear, Mens Clothing, Womens Clothing, Shopping

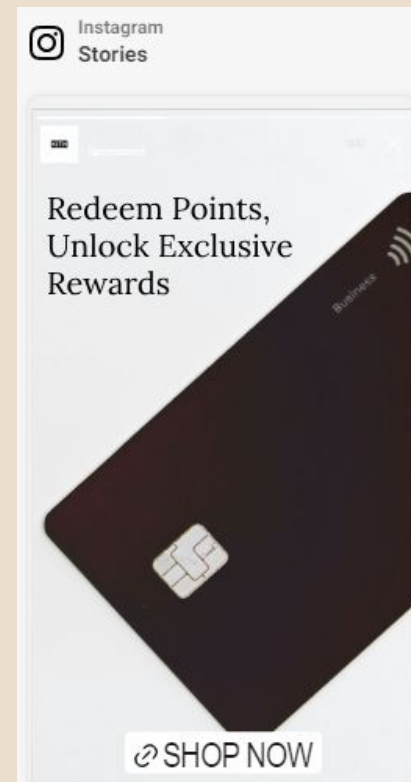
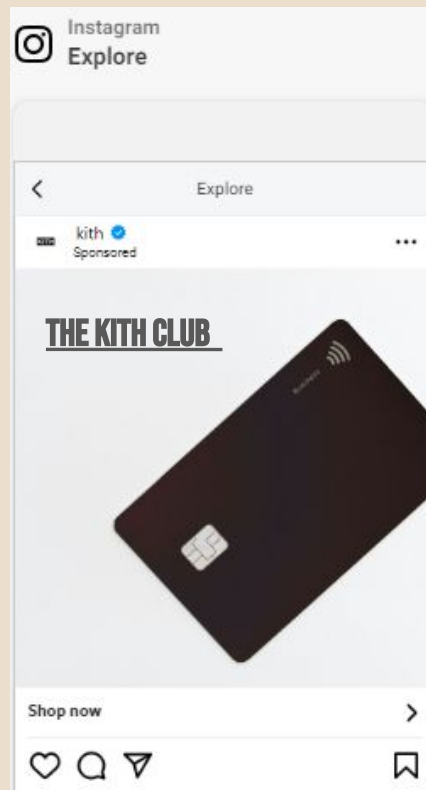
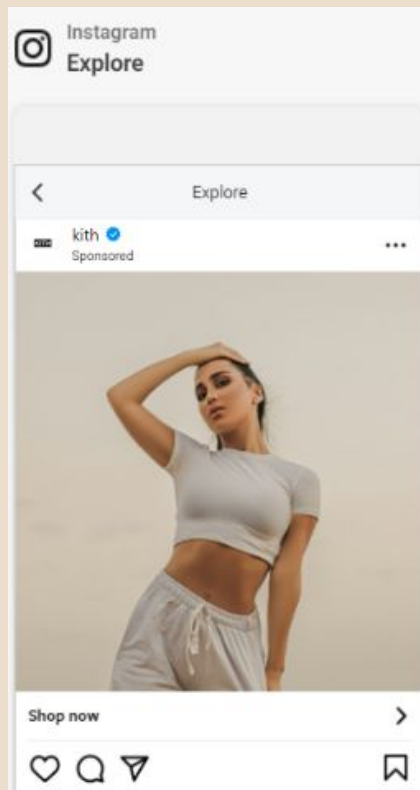


Channel: Facebook



- **Channel:** Facebook
- **Goals:** Drive new customers to our loyalty program landing page, increase sign ups
- **Objectives:** Increase our members base for loyalty program by 10% in the next quarter, increase loyalty plan page visits by 20% by EOY
- **KPIs:** CTR, sign ups, website traffic

- **Daily Budget:** \$75
- **Flight Length:** 90 days
- **Placements:** Fashionista, Designer Clothing, Streetwear Apparel

Instagram Ad Campaign




Facebook Ad Campaign

**Kith Clothing**
Sponsored · 

Get exclusive access to rewards, discounts and early access. Plus, earn points for every purchase you make that can be used towards future purchases! ✨

[#KithLoyalty](#) [#ExclusiveAccess](#)


THE KITH CLUB





KITH.COM


Earn Rewards & Perks!

Apparel, Footwear, Sneakers, Boots, Shoes, Bags, ...

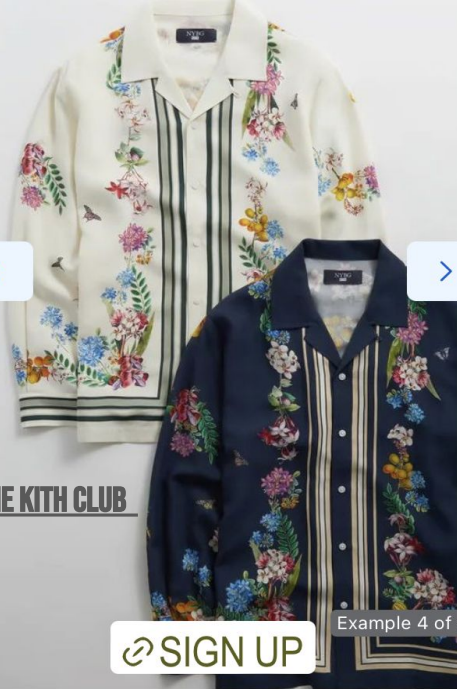
 Like

 Comment


 Share

**Kith Clothing**
Sponsored

#KithLoyalty
#ExclusiveAccess




THE KITH CLUB


 **SIGN UP**

Example 4 of 4

Facebook Ad Campaign

 **Kith Clothing**
Sponsored · 




Earn 1 point per each \$ spent for our loyalty program members only. New members get double the points. Take advantage of the reward program benefits now.



kith.com

Get Exclusive Access to Kith Loyalty Program

Sign up

 Like  Comment  Share

 **Kith Clothing**
Sponsored



 **SIGN UP**

 **Facebook**
Reels



 **Kith Clothing** · 

Sign up

Sponsored

Social Media Campaign Reasoning

- **Selection Criteria:** Instagram and Facebook were chosen for their popularity with our target audiences. These social media channels also have robust advertising capabilities.
- **Fit with strategy:** KITH is a fashion site with many images that work well in IG and FB. IG's ability peek more interest in purchases, FB's reach to acquire new customers.
- **Objectives:** Increase loyalty program member conversion rate. Increase our members base for the program..
- **Execution:** Sponsored posts, ads, and stories.
- **Outcome:** Increased members' purchases and more member enrollments. Also gained new customers.



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Automated Workflow



Segments / Behaviors

Tyson - Fashionista

Demographic

Single bachelor and male from 25-35 years old

Income around \$90,000 - \$125,000

Middle management

Urban, West Coast

Hobbies and interests

Watch fashion shows, camping, hiking, check IG and FB

Personality

Outdoorsy, extrovert, huge dog lover

Behaviors:

- Social Media Engagement:
 - Clicking on Instagram and Facebook Ads.
 - Looking at KITH tags on posts they see.
- Active Lifestyle:
 - Enjoys running/hiking so will want comfortable and functional clothing that aligns with KITH's activewear.
- High Disposable Income:
 - Has more disposable income so is inclined to spend on luxury brands like KITH
- Brand Loyalty:
 - Shows high loyalty to brands based off of his following, and consistency with brands being purchased from.



Segments / Behaviors

Yuki - Casual clothing enthusiast

Demographics

20-35, single female

Income around \$70,000 - \$90,000

Associate

Urban, Large city, Asia

Hobbies

Write fashion blogs, read fashion-related blogs, videos, articles and social media posts, foodie

Personality

Easy-going

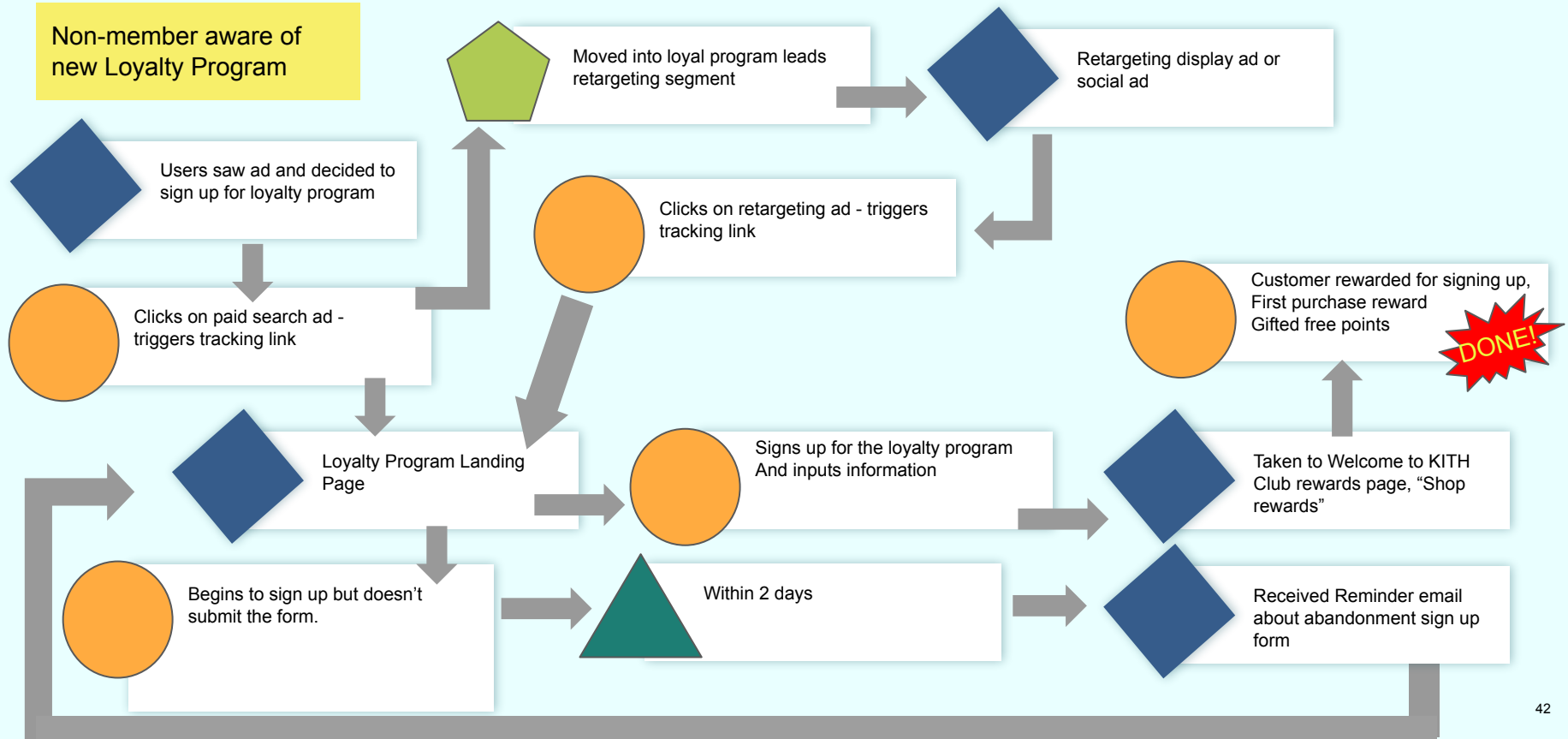
Polite

Behaviors:

- Social Media Engagement:
 - Very Active on most socials and engages with KITH social Media Content (including liking, commenting, and sharing).
 - Regularly posts fashion-related content on social media platforms
 - Follows and engages with Influencers in the fashion industry.
- Harajuku/street-style:
 - Incorporates elements of both Harajuke and street-style clothing into her everyday outfits
 - Actively searches for and purchases urban-inspired clothing, similar to KITH's fashion line.
- Desire for Unique Pieces
 - Actively seeks out limited edition and exclusive collections in order to find statement pieces for her wardrobe.
 - Prioritizes owning statement pieces rather than giving into fast-fashion trends.



About the Automated Workflow Plan



Data Chart

User Behavior	Tracking	Data Source
Clicking on Instagram Ad	Link click	API
Clicking on Facebook Ad	Link click	API
Clicking on Pinterest Ad	Link click	API
Clicking on TikTok Ad	Link click	API
Clicking on X Ad	Link click	API
Clicking on Email	Email click	Email integration
Clicking on Search Ad	Link click	Google Ads API
Clicking on Display Ad	Link click	Google Ads API
Clicking on Retargeting Ad	Link click	Google Ads API
Loyalty program sign-up	Form submission	Website form integration



***Thank
you***



Data Visualizations



Bonus: Data Visualizations

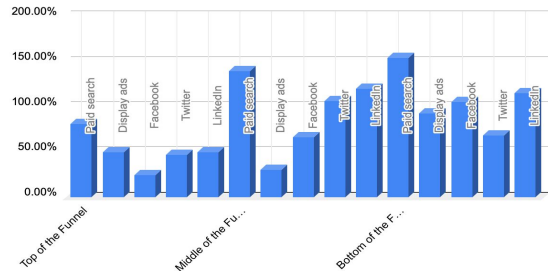
Insert data visualizations that help make your case for this program.

Use this [cheat sheet](#) to help choose chart types.

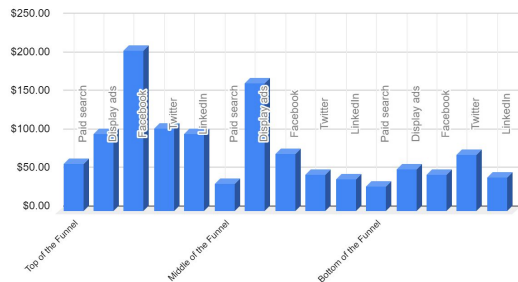


BONUS

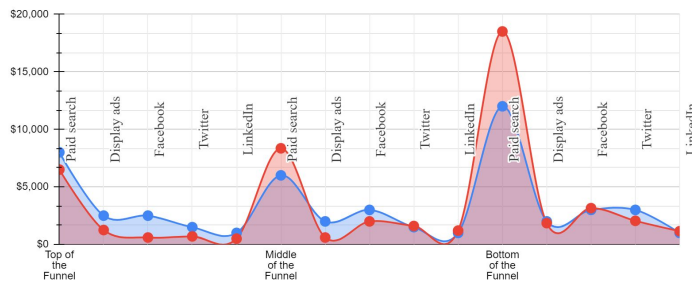
ROAS



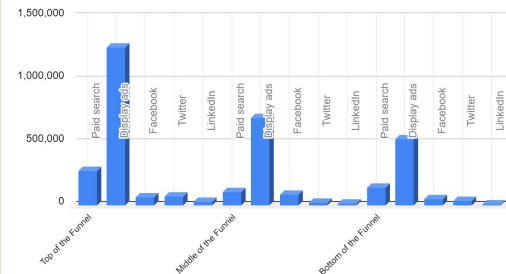
CPA



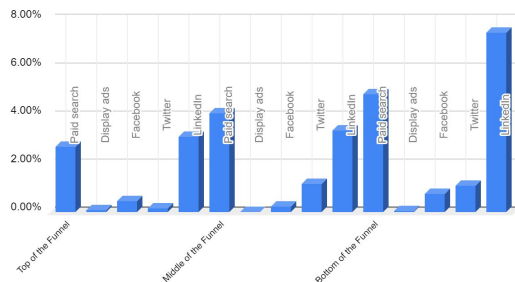
Revenue Monthly Spend



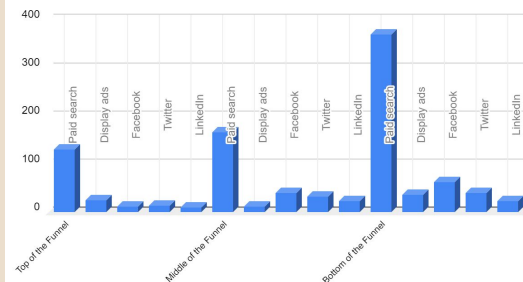
IMPRESSIONS



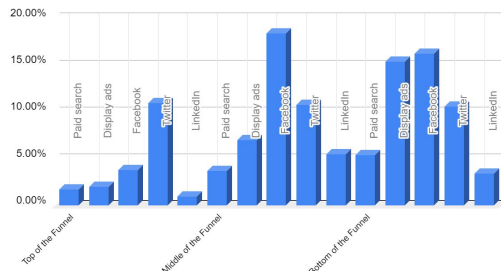
CTR



CONVERSIONS



CVR



Appendix—Retargeting

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for you.



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Edit targeted segments

Search Browse

7 selected

Clear all

Try "banking services"

Affinity

Show: Recent and ideas

Select all (21)

Mortgage

Based on advertisers like you

Banking & Finance

Based on advertisers like you

Financial Services

Based on advertisers like you

Banking Services

Based on advertisers like you

Business Financial Services

Lifestyles & Hobbies
Fashionistas



Shoppers
Shopping Enthusiasts



Affinity: other

Clothing Brands



Designer Clothing



Fashion



Demographics

Suggest people based on age, gender, parental status, or household income

Edit targeted demographics

Done

Gender

☒ Female

☒ Male

☐ Unknown

Age

☒ 18 - 24

☒ 25 - 34

☐ 35 - 44

☐ 45 - 54

☐ 55 - 64

☐ 65+

☐ Unknown

Parental status

☒ Not a parent

☒ Parent

☒ Unknown

Household income

☒ Top 10%

☒ 11 - 20%

☐ 21 - 30%


☐ 31 - 40%

☐ 41 - 50%


☐ Lower 50%

☐ Unknown

Appendix— Display Google Ads #1




Awareness and consideration
Reach a broad audience and build interest in your products or brand




Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

Select a campaign type




Display
Reach potential customers across 3 million sites and apps with your creative



Video
Reach viewers on YouTube and get conversions

This is the web page people will go to after clicking your ad



https://kith.com

Locations

Select locations to target

☐ All countries and territories

☐ United States and Canada


☒ United States

☐ Enter another location

Location options

Languages

Select the languages your customers speak



Start typing or select a language

English

Ad schedule

All days

09:00

to

17:00

Add

Budget

Set your average daily budget for this campaign

\$ 150.00

Bidding

What do you want to focus on?

Viewable impressions

Recommended for your campaign goal

Enter your viewable CPM bid for this ad

\$ 1

Lifestyles & Hobbies

Outdoor Enthusiasts

Lifestyles & Hobbies

Fashionistas

Shoppers

Demographics

Suggest people based on age, gender, parental status, or household income

Edit targeted demographics

Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input type="checkbox"/> 31 - 40%

Display Ad Group 1

Campaign Review

Campaign name April Display Ad

Campaign type Display

Goal Page views

Final URL <https://kith.com/>

Campaign settings

Locations United States

Languages English

Budget and bidding

Budget \$222.00/day

Bidding Maximize conversions

Ad group 1

Targeting

Audiences Banking & Finance + 11 more

Demographics Gender (Male + 1 more), Age (25 - 34 + 1 more), Parental status (Parent + 1 more), Household incom...

Keywords aesthetic + 3 more


Topics Casual Apparel + 11 more

Optimized targeting On


*Refer to Slide 35

Appendix—Google Display Ads – Ad #2

Select a campaign type


Display
Reach potential customers across 3 million sites and apps with your creative

☒


Video
Reach viewers on YouTube and get conversions

☐

This is the web page people will go to after clicking your ad

Locations

Select locations to target

☐ All countries and territories

☐ United States and Canada

☒ United States

☐ En

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#)

Search

Browse

Try "food & dining"

7 selected

Clear all

Show: Recent and ideas

Select all (11)

☒ Fashionistas

☒ Shopping Enthusiasts

☐ Media & Entertainment

☐ Food & Dining

☐ Payroll Services

☐ Personal Loans

Affinity

Lifestyles & Hobbies

Fashionistas

Shoppers

Shopping Enthusiasts

Affinity: other

Clothing Brands

Designer Clothing

Fashion

Edit targeted demographics

Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown	<input type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown	<input type="checkbox"/> 21 - 30%
	<input type="checkbox"/> 45 - 54		<input type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown		<input type="checkbox"/> Unknown

Budget and bidding

Budget

Set your average daily budget

Appendix—Social Media ads

Choose a campaign objective

☐ Awareness


☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☒ Sales



Awareness
Show your ads to people who are most likely to remember them.

Good for:

- Reach
- Brand awareness
- Video views
- Store location awareness

Ad set name

Kith - Loyalty Program Push

Create Template

Conversion

Conversion location

Choose where you want to drive sales. [Learn more](#)

☒ Website

Drive sales and conversions on your website.

☐ App

Drive sales and conversions in your app.

☐ Website and app

Drive sales and conversions on your website or app.

☐ Messaging apps

Drive sales and conversions through Messenger, Instagram and WhatsApp.

☐ Calls

Drive sales and conversions through phone calls.

Campaign name

Kith - Instagram - Loyalty Program 1

Create Template

Special ad categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

Select the categories that best describe what this campaign will advertise.

No categories declared

Campaign details

Buying type

Auction

Campaign objective

Sales

Budget & schedule

Budget

Daily budget

\$150.00

Schedule

Start date

1 May 2024

19:19 PDT

End date

☒ Set an end date

31 July 2024

00:00 PDT

Audience controls

Set criteria for where ads for this ad set will be shown.

You can set audience controls for this ad set. [See audience controls in your ad account.](#)

Locations

Reach people living in or recently in this location.

United States

Austin, Texas

+ 40 km

Chicago, Illinois

+ 40 km

Dallas, Texas

+ 40 km

Houston, Texas

+ 40 km

Los Angeles, California

+ 40 km

Miami Florida

+ 40 km

Custom Audiences

Create new

Search existing audiences

Age

21

45

Gender

All genders

Detailed targeting

Include people who match

Interests > Additional interests

Designer clothing (clothing)

Fashion accessories (accessories)

Fashion and Style

Menswear

Shopping (retail)

Appendix—Facebook ads

Choose a campaign objective



Conversion

Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

- ☒ **Website**
Send traffic to your website.
- ☐ **App**
Send traffic to your app.
- ☐ **Messaging apps**
Send traffic to Messenger, Instagram and WhatsApp.
- ☐ **Instagram profile**
Send traffic to your Instagram profile.
- ☐ **Calls**
Get people to call your business.

Performance goal ⓘ

Maximize number of landing page views ▼

\$75.00

age of \$75 per day. Your maximum d

Age

21 ▼

45 ▼

Gender

All genders

Detailed targeting

Include people who match ⓘ

[Interests](#) > [Additional interests](#)

Designer clothing (apparel)

Fashionista (apparel)

Streetwear (apparel)

Appendix—Facebook ad 2

Auction

Campaign objective

Awareness

Traffic

Engagement

Leads

App promotion

Sales

Ad set name

Sales from members

Create template

Conversion

Conversion location

Choose where you want to drive sales. [Learn more](#)

Website

Drive sales and conversions on your website.

App

Drive sales and conversions on your app.

Website and app

Drive sales and conversions on your website or app.

Messaging apps

Drive sales and conversions through Messenger, Instagram and WhatsApp.

Calls

Drive sales and conversions through phone calls.

Budget

Daily budget

\$75.00

USD

You'll spend an average of \$75 per day. Your maximum daily spend is \$93.75 and your maximum weekly spend is \$525. [Learn more](#)

Schedule

Start date

Apr 11, 2024

09:08 PM PDT

End date

Set an end date

Jul 11, 2024

12:00 AM PDT

Ad name

KITH Loyalty Program

Create template

Partnership ad

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#)

Off

Identity

* Facebook Page

Kith Clothing

Instagram account

Use Facebook Page

or

Connect account

Placements

[Learn more](#)

Advantage+ placements (recommended)

Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Creative source

Choose how you'd like to provide the media for your ad.

Manual upload

Manually upload images or videos.

Catalog

Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Format

Choose how you'd like to structure your ad.

Single image or video

One image or video, or a slideshow with multiple images

Carousel

2 or more scrollable images or videos

Collection

Group of items that opens into a full-screen mobile experience

Schedule - Optional

Choose to run your ad during a specific time period.

Running on campaign schedule

Multi-advertiser ads (recommended)

Enabling this may increase your ad's exposure to people in a shopping mindset by allowing this ad to appear alongside ads from multiple businesses. [Learn more](#)

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

* Media

21 Placements

Feeds, In-stream ads for videos and reels, Search results

12 Placements (12 customized)

Age

21

45

Gender

All genders

Detailed targeting

Include people who match

Interests > Additional interests

Designer clothing (apparel)

Fashionista (apparel)

Streetwear (apparel)

Stories and Reels, Apps and sites

7 Placements (6 customized)

Right column, Search results

2 Placements

Primary text

Tell people what your ad is about

Add text option

Headline

Get Exclusive Access to Kith Loyalty Program

Add headline option

Description

Earn 1 point per each \$ spent for our loyalty program members only. New members get double the points. Take advantage of the reward program benefits now.

Optimize text per person

Enabled

Call to action

Sign up

Appendix—Marketing Brief

Business Category: E-commerce and Fashion

Company Name: [KITH](#)

Brief description: KITH is a multifaceted lifestyle brand that blends streetwear, sportswear, and high-end fashion, offering a curated selection of apparel, footwear, and accessories. KITH has become a go-to destination for fashion enthusiasts seeking elevated urban style.

Value Proposition:

KITH offers premium streetwear that merges style and quality, providing a unique shopping experience rooted in exclusivity and community.

The Scenario

In the past, our marketing team has averaged a 20% ROAS across all channels in our funnel. However, recently, marketing costs have gone up, while the average amount each customer spends has stayed the same, dragging our ROAS down to 0%.

Our company's head of marketing has decided that the best tactic to increase customer spending is through a loyalty program. The hypothesis is that by creating incentives and rewards for customers, you can increase the number of times customers make purchases.

The Solution

The best way to make advertising profitable again is to increase the average sale amount per customer. We decided that the best tactic to achieve our goal is to create a loyalty program. Our hypothesis is that by creating incentives and rewards for customers, we can increase the number of times customers come into the store and make purchases.

Appendix—Marketing Brief Continued

Persona name	Demographics	Life circumstances	Motivations and considerations
Persona #1 - Alex Smith	Age - 25 Pronouns - (they/them) Income - \$104k a year Education - BA in marketing Location (city, suburbs, rural) - NYC	Work Experience level - marketing design freelancer Relationship Status - single Parental Status - not a parent	<ul style="list-style-type: none">• Streetwear culture, sneaker collecting• Contemporary art• music (hip-hop, electronic, alternative)• Fashion-forward• Pain Points: Frustrated by the difficulty of securing limited-edition releases and exclusive collaborations

Our top customers are represented by Alex. Our product makes their lives better because:

- 1. Increases Confidence
- 2. Become a part of a community
- 3. Longevity of Clothing and Utilization

Our Brand

Emotion	1-2 words that describe your brand's emotion	High Value
Tone	1-2 words that describe your brand's tone	Authentic, Confident
Color	Choose 2-3 colors that your brand uses	Black, White and Neutral Tones