KITH Clothing

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

TABLE OF CONTENTS

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.

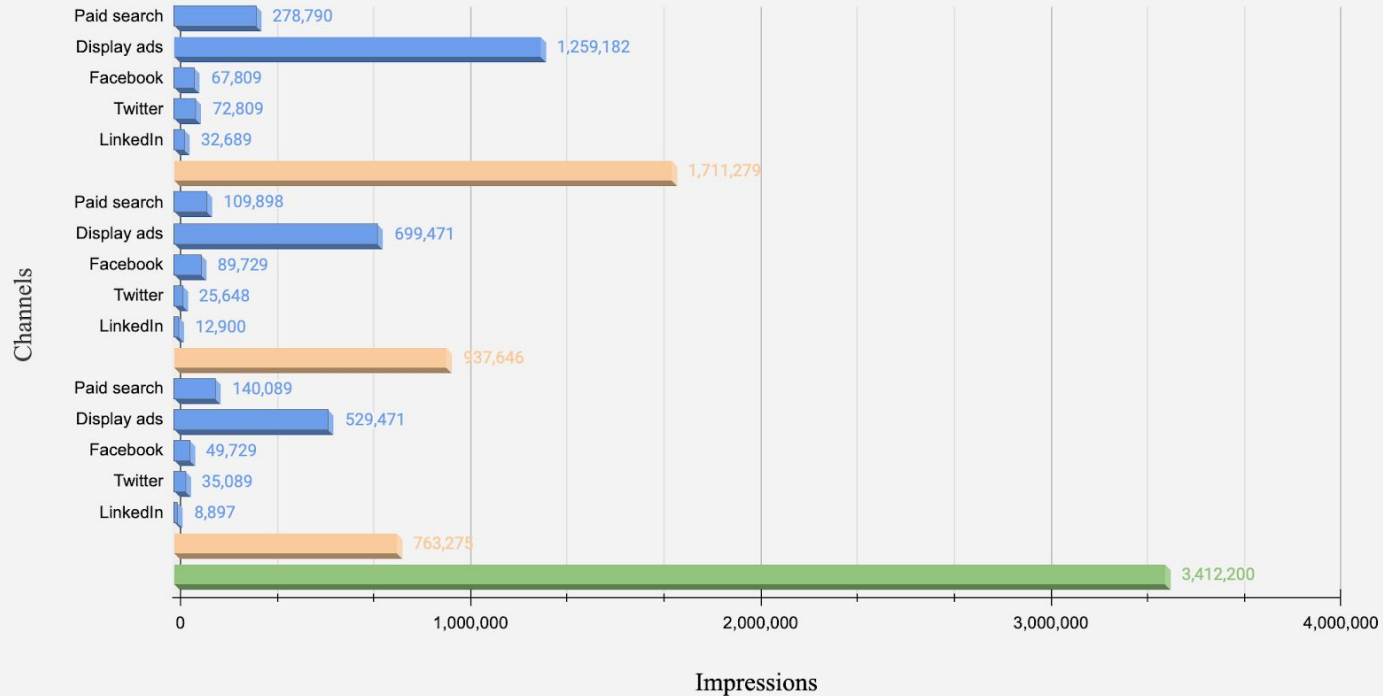# Data Visuals

Customer Funnel Visualization

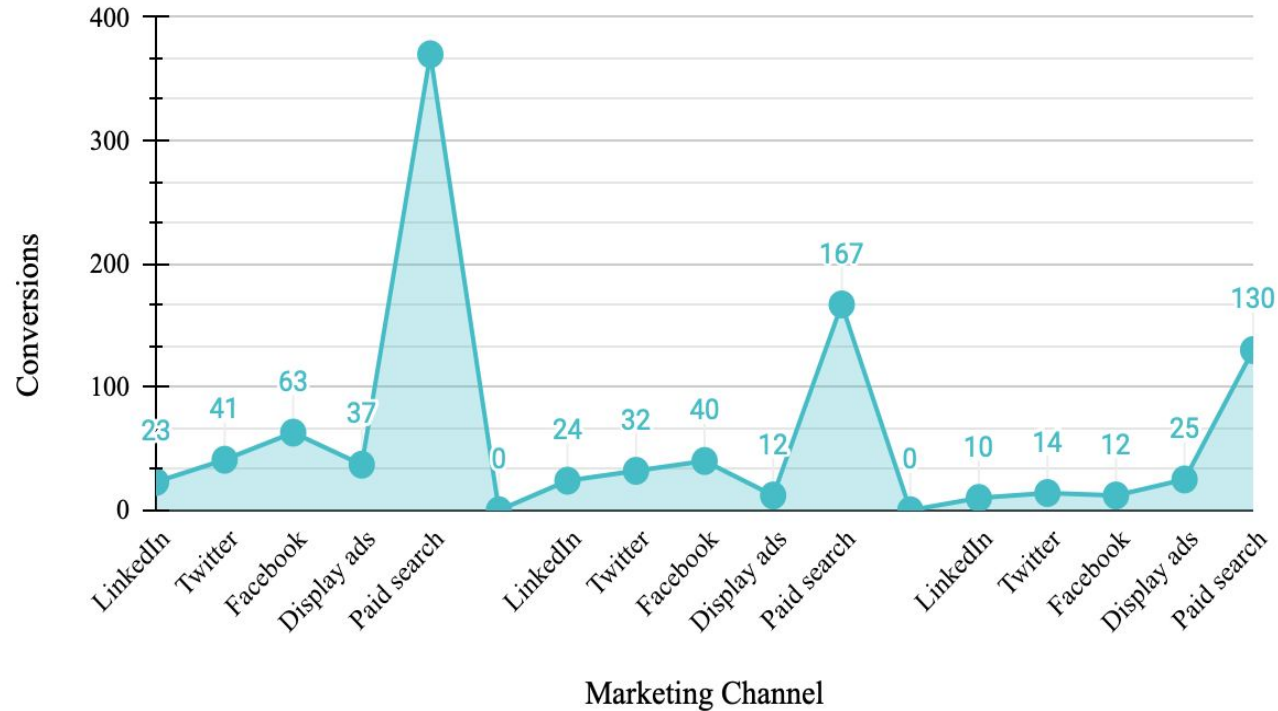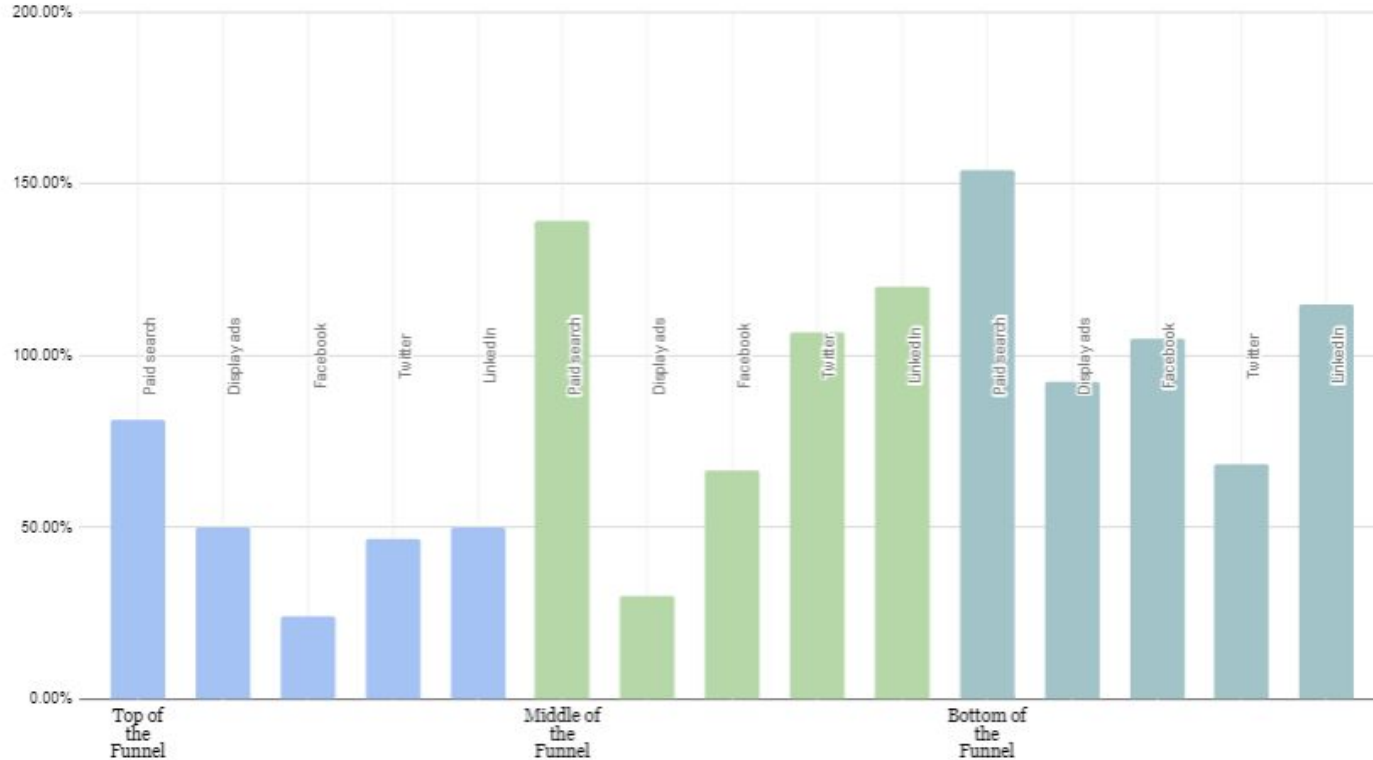Channels vs Impressions — Bar: total of each section — Bar: Grand Total

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

KITH

@modernclothing

@modernclothing

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.

LOGO

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

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

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

Channels used: *Email. SMS. Retargeting ads.* — Evaluation

Channels used: *Website. Reviews.* — Conversion

Channels used: *Email. Loyalty Program.* — Advocacy

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

Channels used: *Website. Reviews.*

Conversion

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: *Email. Loyalty Program.*

Advocacy

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.
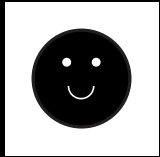
KITH

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

kith.com
Redeem Points, Unlock Exclusive Rewards

Shop now

👍 Like   💬 Comment   ↪ Share

Create Audience ▼

👥 Custom Audience
👥 Lookalike Audience
📁 Saved Audience

Choose a Custom Audience source
Connect with people who have already shown an interest in your business or product.

Your sources
● 🌐 Website
○ 📱 App activity
○ ▦ Catalogue
○ 👤 Customer list
○ 🗄 Offline activity

Meta sources
○ ▷ Video
○ ≡ Lead form
○ ⚡ Instant Experience
○ 📷 Instagram account
○ ◇ Events
○ ▥ Facebook Page

Events
People who visited specific web pages ▼

Retention ⓘ
30   days

URL ▼   contains ▼   ✕

🔍 loyalty program ✕

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.
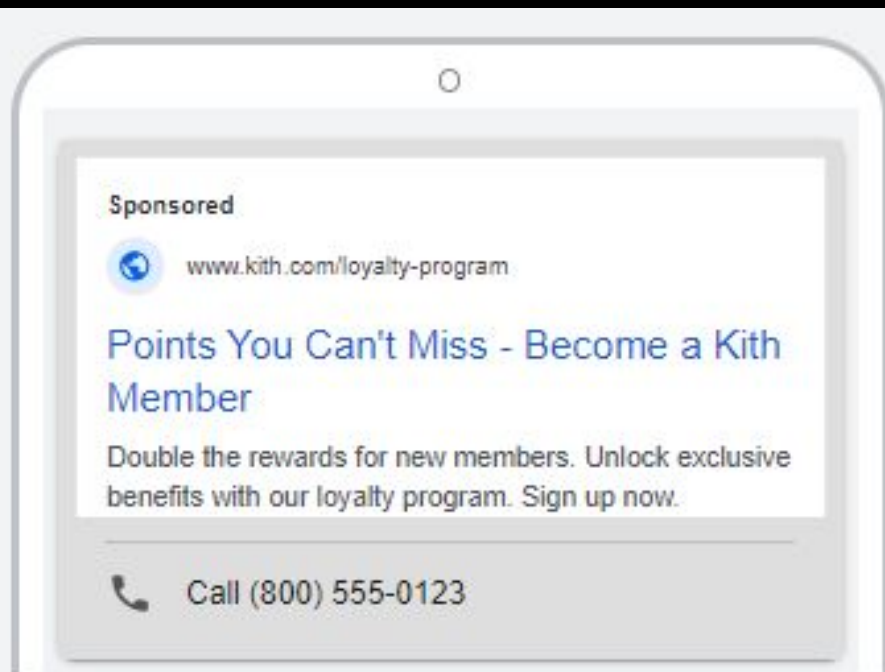
About the Search Campaign Plan
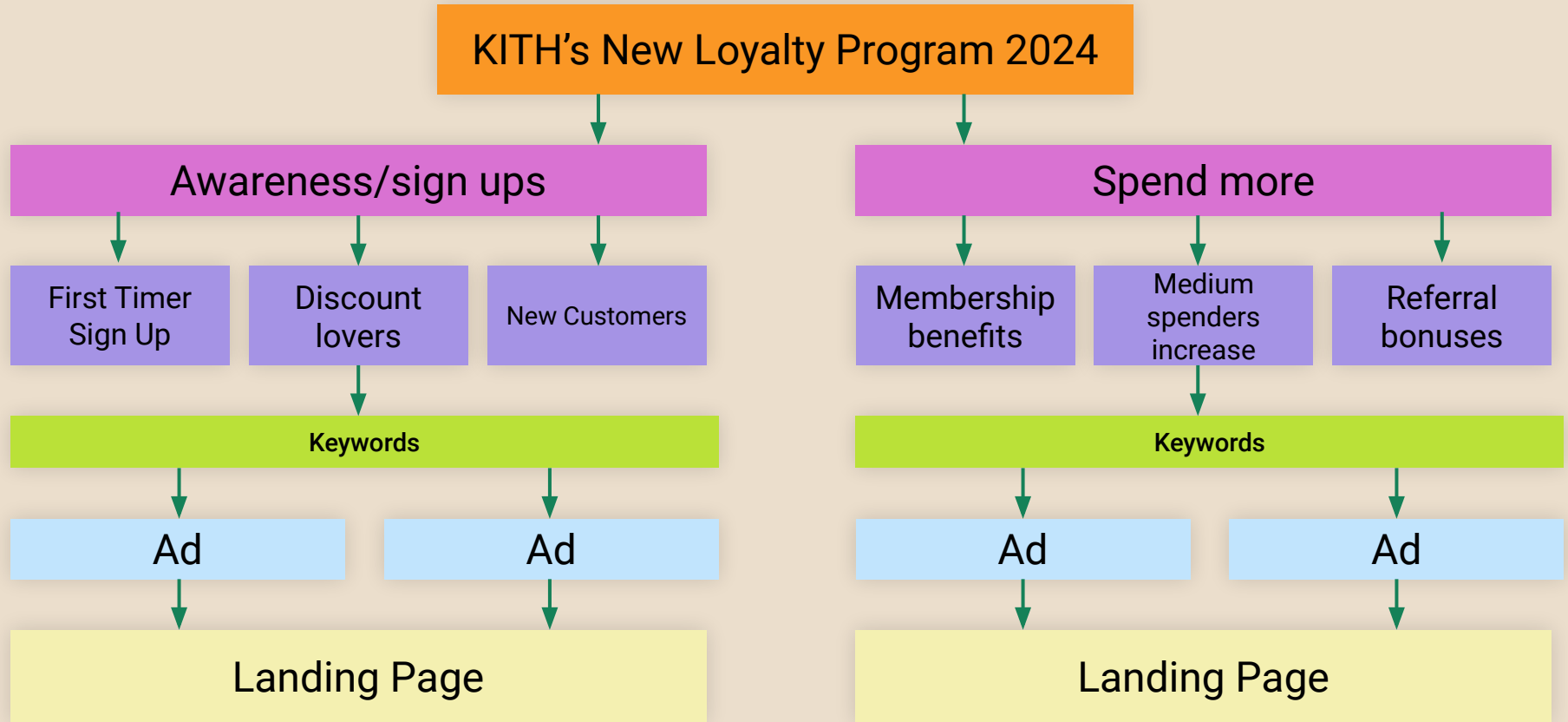
Keywords Ad group themes

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
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	1. Best clothing deals 2. Extra points Event 3. Early Member access discount 4. Best KITH clothing deals 5. New arrivals on sale 6. Join KITH loyalty program 7. Perks for KITH loyalty program.	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	1. Member-only access 2. First-time member benefits 3. VIP perks 4. Exclusive member benefits 5. Personalized loyalty program 6. Gain points	1. Premium streetwear 2. Luxury fashion 3. High-end apparel 4. Elevated fashion 5. Designer streetwear 6. 50% off 7. New arrival discounts	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	Wholesale Clearance Knockoff Knockoff merchandise Knockoff brand Counterfeit Replica Replica merchandise Fake Cheap Used Secondhand Imitation Bargain Fraudulent Fraud

AD GROUP 1

Sponsored
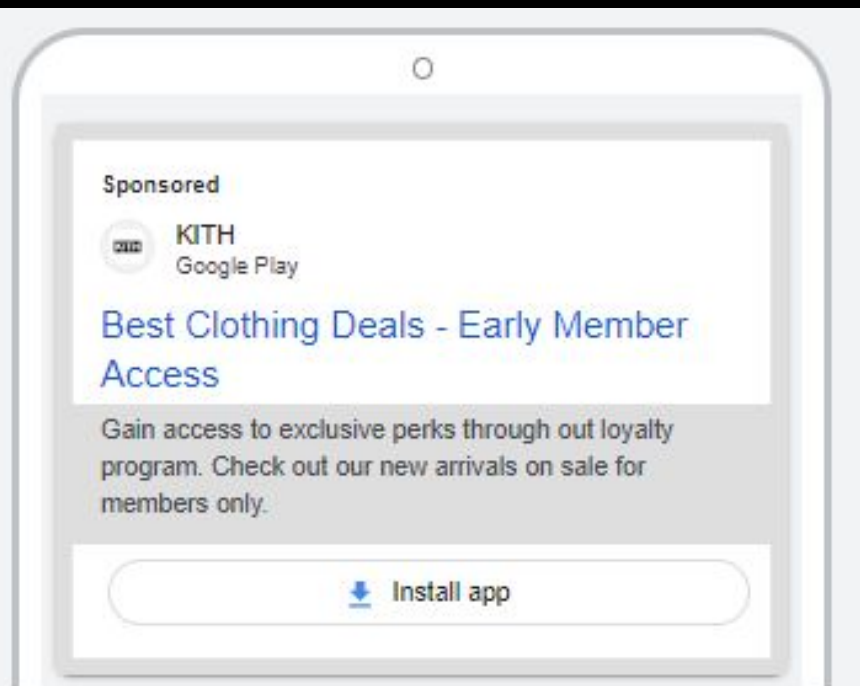
www.kith.com/loyalty-program

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

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

Sponsored

www.kith.com/loyalty-program

Get Exclusive Access - Earn Points

Earn 1 point per $ spent for our loyalty program members only. New members get double the points. Take advantage of the reward program benefits now. Types: apparel, footwear, accessories. Sign up now.

AD GROUP 4

Sponsored

https://www.kith.com/loyalty-program

Gain Points - Get Exclusive Rewards

Join our personalized loyalty program to earn points for your purchase. First-time members get double rewards.

Sign Up Now | Sales Event | 50% Off New Arrivals

AD GROUP 5

Sponsored

https://www.kith.com/loyalty-program

Elevate Your Style - Receive Points. Get Rewarded.

Discover exclusive collections and designer collaborations at Kith. Level up your wardrobe with high-end apparel and limited edition releases.

50% off New Arrivals

AD GROUP 6

Sponsored

www.kith.com/loyalty-program

Refer Friends And Earn Rewards - Start Now

Share your love for streetwear and save! Invite your friends to Kith and receive discounts on your next purchase. Spread the word today!.

Display Ad Campaign

About the Display Advertising Campaign

Group 1: Awareness/sign ups
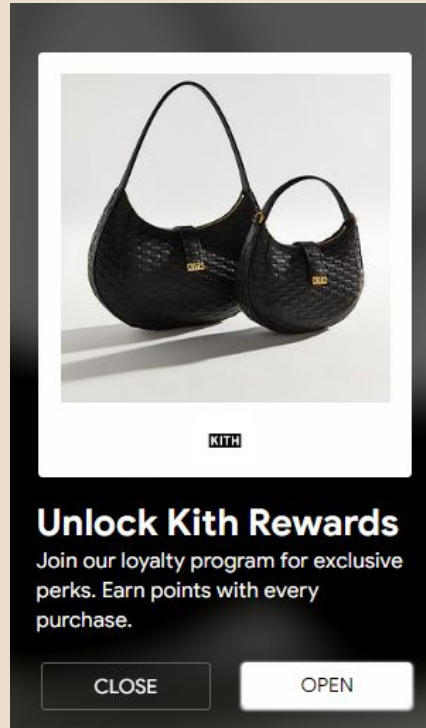
1. **Goals:** Extend the reach of KITH's new loyalty program to broader audience and encourage new customers to sign up

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
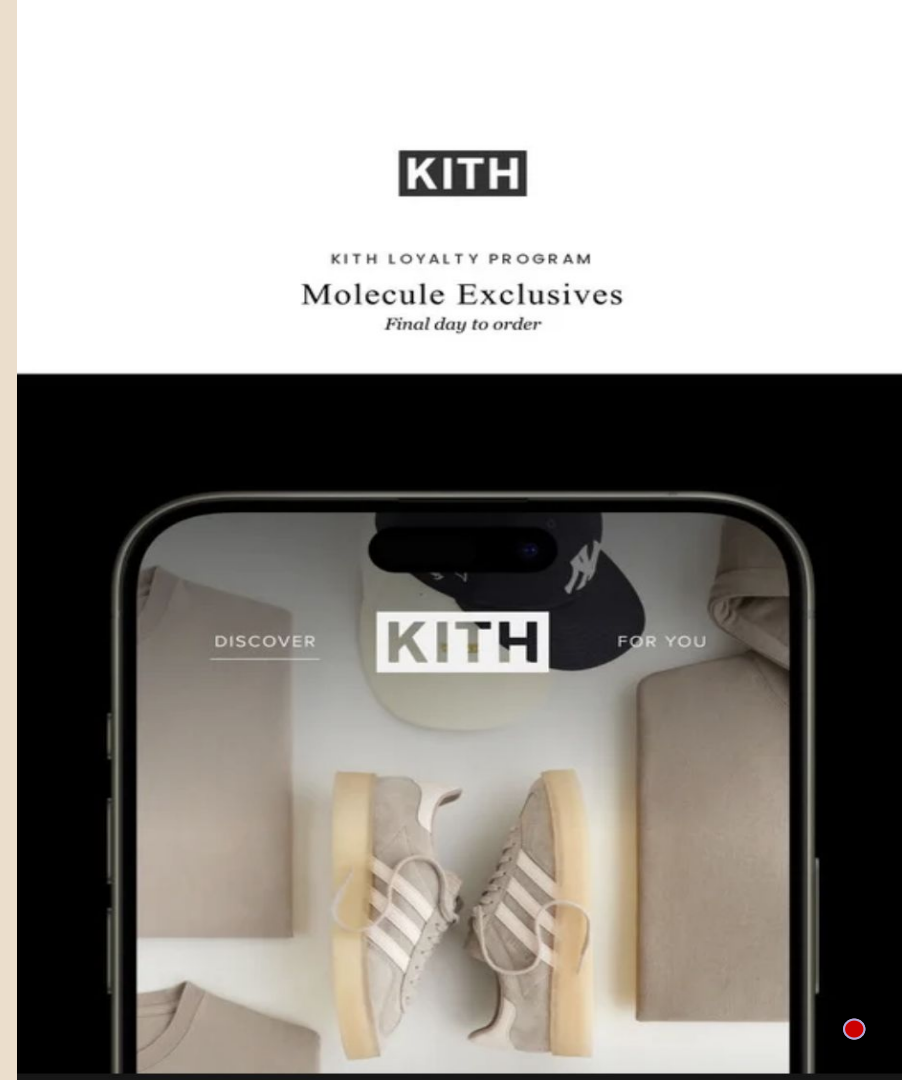
About the Display Advertising Campaign

Display Advertising Campaign: Spend More Ad Group
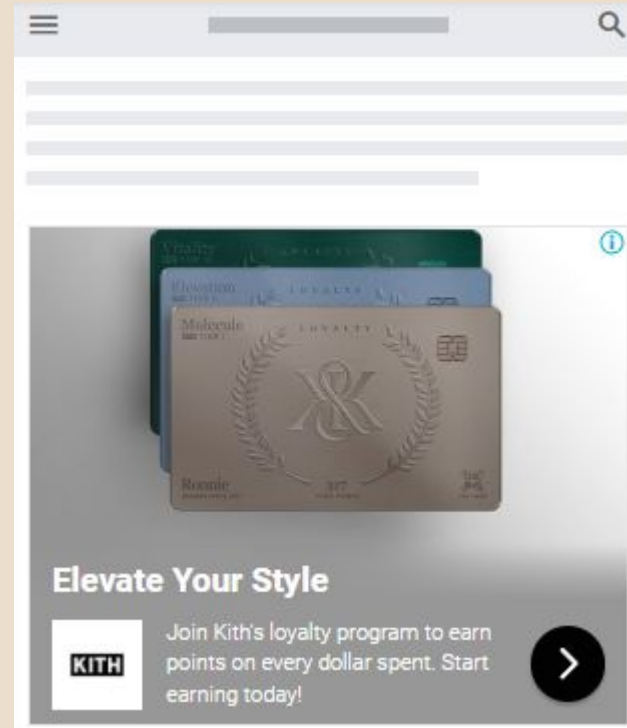
- **Goals**: Increase existing customers average order value

- **Objectives**: Increase customers' AOV 10% by Q3

- **KPIs**: Sales, AOV

- **Daily Budget**: $150

- **Flight Length**: 45 days

- **Placements:**
  Millenial/Gen Z Fashion websites, Streetwear websites, Online fashion magazine sites, Fashion/streetwear blogs

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
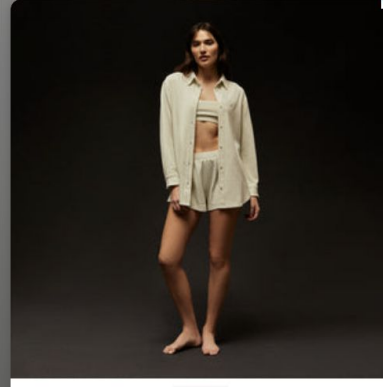
KITH

KITH CLUB

Earn Rewards Through Our Loyalty Program

Close   Open

KITH

BE BOLD.

Join KITH's Loyalty Program.

Close   Open

Display Ad Examples:

Social Media Campaign

KITH

Kith
135K likes · 145K followers

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

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:** $100

- **Flight Length:** 90 days

- **Placements:** Streetwear, Mens Clothing, Womens Clothing, Shopping

---

- **Daily Budget:** $75

- **Flight Length:** 90 days

- **Placements:** Fashionista, Designer Clothing, Streetwear Apparel

Instagram Ad Campaign
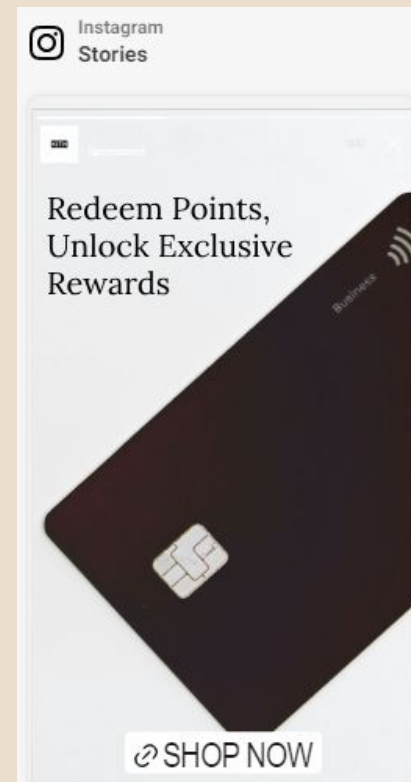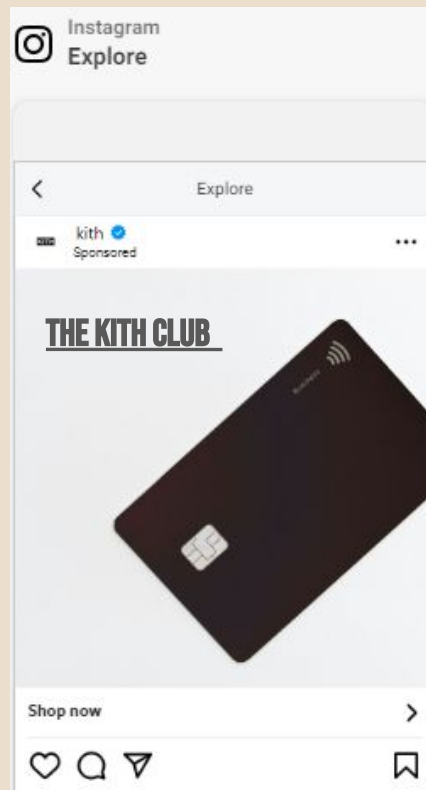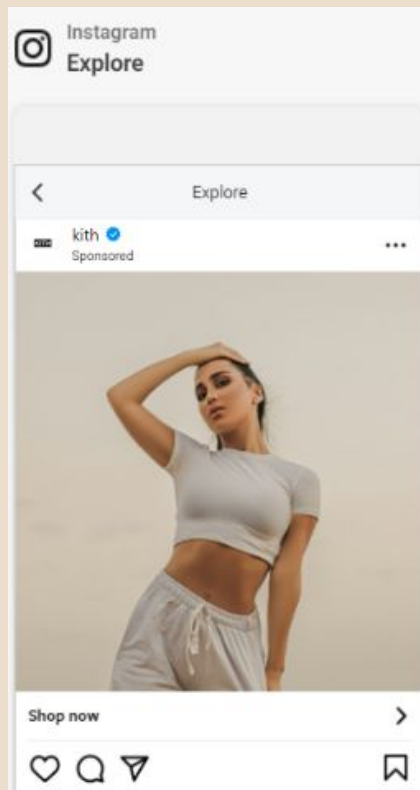
Facebook Ad Campaign

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, ...
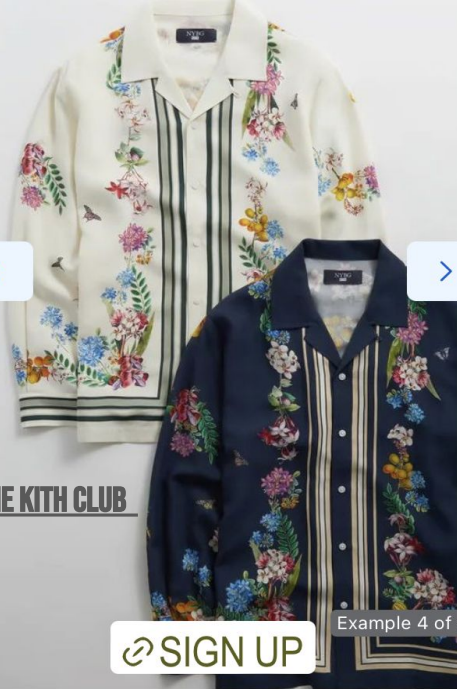
👍 Like   💬 Comment   ↗ Share

Kith Clothing
Sponsored

#KithLoyalty
#ExclusiveAccess

THE KITH CLUB

Example 4 of 4

🔗 SIGN UP

Facebook Ad Campaign

Ad 1 (left):

KITH · **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

Ad 2 (center):

KITH **Kith Clothing**
Sponsored

🔗 SIGN UP

Ad 3 (right):

Facebook
Reels

KITH **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.

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 functionable 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

Non-member aware of new Loyalty Program

Moved into loyal program leads retargeting segment

Retargeting display ad or social ad

Users saw ad and decided to sign up for loyalty program

Clicks on retargeting ad - triggers tracking link

Customer rewarded for signing up, First purchase reward Gifted free points

DONE!

Clicks on paid search ad - triggers tracking link

Loyalty Program Landing Page

Signs up for the loyalty program And inputs information

Taken to Welcome to KITH Club rewards page, "Shop rewards"

Begins to sign up but doesn't submit the form.

Within 2 days

Received Reminder email about abandonment sign up form

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

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

Appendix—Retargeting

Appendix— Display Google Ads #1

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

Appendix—Social Media ads

Appendix—Facebook ads

Choose a campaign objective

○ 📢 Awareness

◉ ▶ Traffic

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

ge of $75 per day. Your maximum da

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

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	• 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