

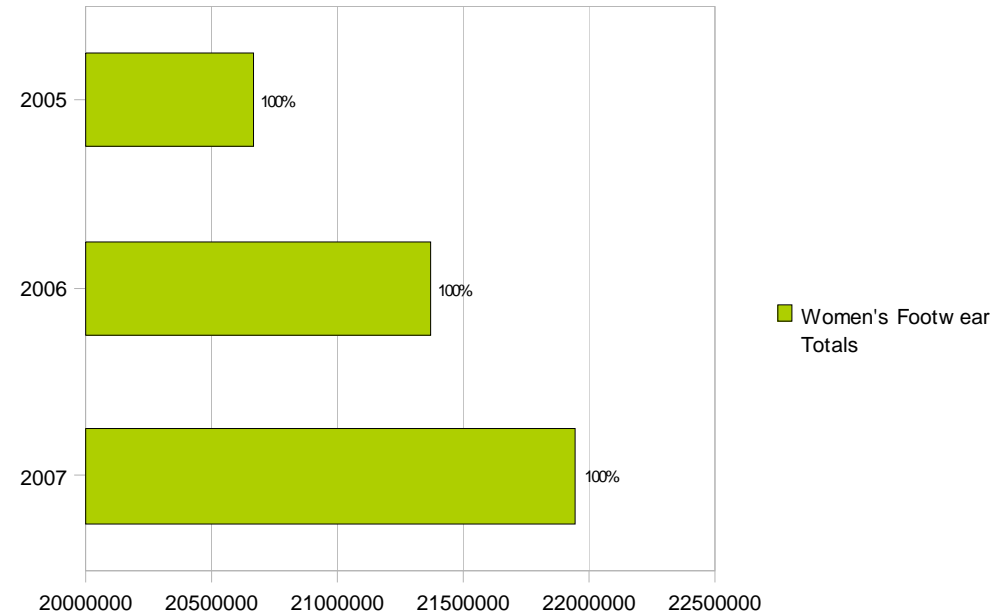


## e-Marketing Plan for Jealousy's Envy

# The Market: Women's Shoes

## The Footwear Industry

- Many retailers now sell their shoes online; Google search returned 56,000 million hits after querying “women's shoes”
- Top competitors: Payless, Steve Madden, Coach, Bakers, Payless, and Naturalizer
- Between 2005 and 2007, the market saw a steady 3% growth in women's footwear overall
- Research shows that there are some shifting dynamics in the places consumers are shopping for shoes. While brick-and-mortar stores saw minimal to no growth overall, online sales for athletic footwear categories saw double-digit growth. **“Online has become an important destination for consumers to make shoe purchases.** Free overnight shipping and free return shipping plus all your favorite brands in one convenient place.
- Researchers urge retailers to find ways to make customers want to buy footwear.



Source: The NPD Group, Inc./Consumer Tracking Service

# What Jealousy's Envy Offers The Product Line

Jealousy's Envy is an online store designed for women. It offers various women's shoes at low prices. The company offers flats, kitten heels, stilettos, wedges, and casual shoes. The company will also promote the use of “divalicious” parties, which will allow hostesses of these parties to receive a free pair of shoes of their choice.

# Jealousy's Envy vs. The Competition Strengths

- Online market for shoes is strong – people seek out good deals and make purchases when they find them!
- Parties are a niche – people tend to look for a way to get something for free
- Start up costs are low—mainly paying for inventory and site
- Variety of shoes—not just one kind like heels, etc.
- All online—no overhead costs for staff, rental fees, etc.
- Emergence of social media, other Web 2.0 makes costs for advertising low

# Jealousy's Envy vs. The Competition Weaknesses

- People unfamiliar with company; have to establish trust
- High advertising cost to start and get brand recognized, but lower than traditional “brick-and-mortar” companies
- Less available capital
- Although selling women's shoes, not exhaustive—no athletic shoes, or shoes for older adults, etc.

# Jealousy's Envy Positioning

- Can sell shoes based on building trust through blogging, social networking; can be known as the “shoe expert”
- Can offer shoes in other places like eBay, Amazon for low costs; send customers to website to purchase other shoes and view merchandise
- Can edge out competition by heavy marketing; virtual shoe party, providing newsletters about shoe dilemmas, etc.

# Jealousy's Envy Communication Strategy

- Announcing launch of site with press release; place the press release on 20+ sites to distribute announcement
- Gathering email addresses and designing an email newsletter that announces grand opening
- Launching a blog that discusses daily shoe news;
- Banner ad announcing launch in the *Commercial Appeal*

- Creating pages on social networking sites. These sites include:
  - Facebook
  - MySpace
  - YouTube
  - Flickr
  - Digg
  - Twitter
  - Eventful
  - LinkedIn
  - BP
  - Faithbase
  - Eons
  - Glee
  - MiGente
  - MyBatanga
  - AsianAve

# Jealousy's Envy Launch Strategies: The Plan

- Press releases and all pages should be launched along with website's launch date of 2/8/09. In addition, should work with *Commercial Appeal* to find out quickest date to launch ad.



# Jealousy's Envy Launch Strategies – The Budget

Activity	Cost
Press Releases – 20+ Free Sites	Free
Press Release – PR Web	\$140.00
Social Networking Sites	Free
Blog	Free
Advertising in <i>Commercial Appeal</i>	\$250.00
<b>Total</b>	<b>\$390.00</b>

# Jealousy's Envy Public Relations Details

**Will submit the press release the announces the launch of this site to these websites:**

- [..1888PressRelease.com](http://1888PressRelease.com)
- [..24-7 Press Release](http://24-7 Press Release)
- [..AddPR.com](http://AddPR.com)
- [..BizEurope.com](http://BizEurope.com)
- [..eCommWire.com](http://eCommWire.com)
- [..Express-Press-Release.com](http://Express-Press-Release.com)
- [..Free-News-Release.com](http://Free-News-Release.com)
- [..Free-Press-Release.com](http://Free-Press-Release.com)
- [..Free-Press-Release-Center.info](http://Free-Press-Release-Center.info)
- [..FreePressIndex.com](http://FreePressIndex.com)
- [..MediaSyndicate.com](http://MediaSyndicate.com)
- [..MyFreePR.com](http://MyFreePR.com)
- [..NewswireToday.com](http://NewswireToday.com)
- [..PageRelease.com](http://PageRelease.com)
- [..PR.com](http://PR.com)
- [..PR9.net](http://PR9.net)
- [..PR-Inside.com](http://PR-Inside.com)
- [..PRCompass.com](http://PRCompass.com)
- [..PRlog.com](http://PRlog.com)
- [..PRurgent.com](http://PRurgent.com)
- [..PRzoom.com](http://PRzoom.com)
- [..PressAbout.com](http://PressAbout.com)
- [..PressMethod.com](http://PressMethod.com)
- [..PressRelease.com](http://PressRelease.com)
- [..PressReleasePoint.com](http://PressReleasePoint.com)
- [..TechPRSpider.com](http://TechPRSpider.com)
- [..TheOpenPress.com](http://TheOpenPress.com)

# Jealousy's Envy


## Public Relations Details - Continued...

**Will also create press release for PRWeb.com, a popular press release that gets viewed by MILLIONS daily. We plan to launch one release that can remain in their archives indefinitely.**

### Social Media Visibility

All the benefits of Basic Visibility, plus:

- Distribution on industry-specific Websites and blogs
- Premium placement for enhanced search results
- Social bookmark links for increased Web 2.0 distribution

more info   hide info

\$140 - **Select Now**

# Jealousy's Envy Advertising

To advertise the site, we will implement Google Adwords, where the site will appear on papers where people search. We can research which words are the most effective and set a budget—no “concrete” amount.

Site can also be advertised on social networking sites along with the created pages.

# Jealousy's Envy Other promotions

**A Virtual Shoe Party: A virtual shoe party would consist of you showcasing your shoes on popular shoe websites for others to look at. Then we create a virtual shoe party that people can talk with you, ask questions, and buy shoes and accessories!**

# Jealousy's Envy Vertical Marketing

**Co-Branding: Jealousy's Envy should also sell its products on eBay and Amazon, where a huge amount of your Internet audience goes looking for shoes. This gives you the opportunity to lure them to your website.**

# Jealousy's Envy Distribution

All distribution for jealousy's envy includes warehousing in Cordova, TN. All merchandise will be shipped from there.

# Jealousy's Envy Schedule

Upon reached agreement, project start to completion should take approximately 2 weeks.

Will decide on schedule for virtual shoe party/blog stops



# Jealousy's Envy Success Metrics

Would set up goals and campaigns in Google Analytics to gauge success and make adjustments if mechanisms are not working.

Will supply client with detailed analysis reports and recommendations.

# Jealousy's Envy Cost for Entire Marketing Plan

Activity	Cost
Communications Plan	\$390.00
SEO	\$50.00
eBay	Free to sign up; will pay transaction fee if purchase
Amazon	Free to sign up; will pay transaction fee if purchase
Virtual Shoe Party	Free
Email Creative/Design/Distribution	\$100.00
MM Consulting	\$700.00
Web Analytics Set-up and Monitoring	\$250.00
<b>Total</b>	<b>\$1,490.00</b>