



AEON GEAR



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SITE CONCEPT

AEON GEAR
AVAILABLE DOMAIN: AEON-GEAR.COM

AEON GEAR IS A WORKOUT CLOTHING COMPANY THAT SPECIALIZES IN FEMALE ATHLEISURE WEAR. WE OFFER CLOTHING IN A VARIETY OF STYLES AND SIZES TO INCLUDE EVERYONE. MALE AND ANDROGYNOUS PRODUCTS ARE ALSO AVAILABLE IN MOST STYLES. THERE ARE MORE PRODUCTS THAN THE CLOTHING. WE ALSO SELL WORKOUT ACCESSORIES AND EQUIPMENT, SUCH AS YOGA MATS AND WATER BOTTLES.

COMPETITOR ANALYSIS FIRST BASE

OVERVIEW: FIRST BASE IS AN AUSTRALIAN BASED COMPANY THAT SELLS ACTIVE WEAR AND PROMOTES BEING ADVENTUROUS AND ETHICAL. ALONG WITH ACTIVE WEAR, THEY ALSO SELL DRESSES, SHIRTS, SWIM WEAR, UNDERWEAR, AND ACCESSORIES. THEY RUN A BLOG ON THEIR WEBSITE INTERVIEWING PEOPLE ABOUT THEMSELVES AND THEIR PRODUCTS.

[HTTPS://THISISFIRSTBASE.COM/](https://thisisfirstbase.com/)



S

STRENGTHS

- * EASY TO NAVIGATE THROUGH
- * WIDE VARIETY OF PRODUCTS
- * ETHICAL AND ADVENTUROUS MESSAGE
- * CUSTOMERS KNOW EXACTLY WHERE THE PRODUCTS ARE MADE
- * HAS AUSTRALIAN AND U.S. CURRENCY

O

OPPORTUNITIES

- * THE LANGUAGE THEY USE IS VERY FITTING FOR OUR TARGET AUDIENCE
- * ORGANIC MATERIAL AND A HEALTHY THEME WOULD BE GOOD FOR MARKETING

W

WEAKNESSES

OPTIONS

- * VISITORS MAY BE CONFUSED AT THE PICTURES ON THE BOTTOM OF THE HOME PAGE. MAYBE ADD A TITLE: INSTAGRAM ABOVE THE PICTURES

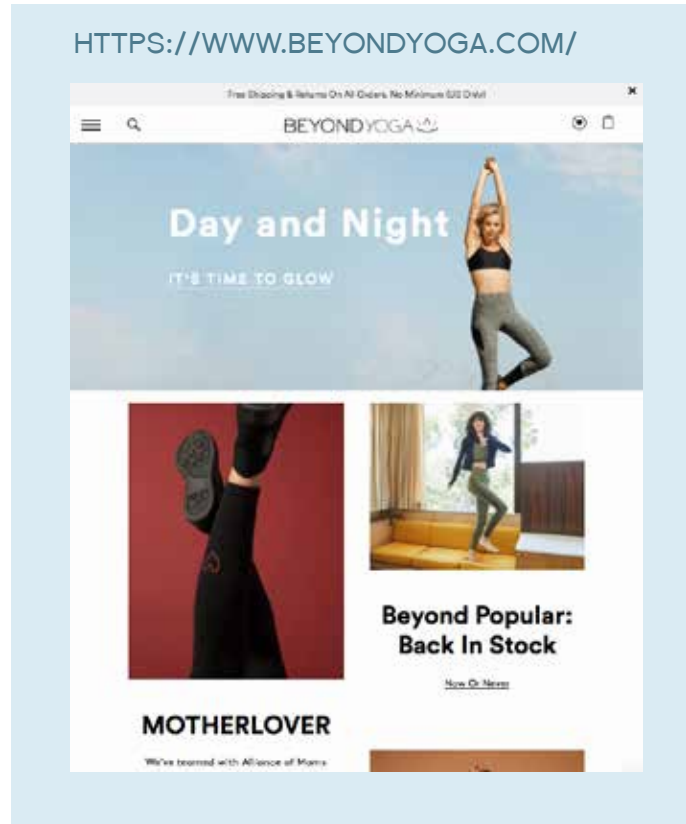
T

THREATS

- * PICTURES MAY BE TOO BIG THAT VISITORS MAY HAVE TROUBLE UNDERSTANDING WHAT'S GOING ON

COMPETITOR ANALYSIS BEYOND YOGA

OVERVIEW: BEYOND YOGA IS A LOS ANGELES BASED COMPANY FOCUSING ON LUXURY ATHLEISURE CLOTHING. THEY OFFER A WIDE RANGE OF PRODUCTS INCLUDING POPULAR BRANDS AND WEB EXCLUSIVES. THEIR PRODUCTS COVER ALL SIZES FROM XXS TO XXL



S STRENGTHS

- * POSITIVE MESSAGE
- * INTERESTING LAYOUT
- * VARIETY OF PRODUCTS AND SIZES
- * DIFFERENT NAMES FOR DIFFERENT TYPES OF BLOGS

O OPPORTUNITIES

- * MYSTERY PACK
- * INSPIRATIONAL QUOTES
- * MATERNITY PRODUCTS

W WEAKNESSES

- * NAVIGATION COULD BE A LITTLE EASIER TO UNDERSTAND

T THREATS

- * NAVIGATION IS SIMPLE BUT COULD BE CONFUSING



PERSONA #1

MARY PADILLA - 17 YRS OLD
STUDENT/MCDONALD'S EMPLOYEE
INCOME: \$13,500

TECHNOLOGY LIFE: MARY IS VERY COMFORTABLE WITH TECHNOLOGY. SHE HAS A MAC LAPTOP FOR SCHOOL WORK AND USES HER IPHONE FOR ENTERTAINMENT AND COMMUNICATION. SHE SPENDS AROUND 10 HOURS A DAY ONLINE.

SURF HABITS: SHE USES THE INTERNET FOR SCHOOL PURPOSES, BUT SHE LOVES TO GO ON SOCIAL MEDIA SITES SUCH AS FACEBOOK AND INSTAGRAM.

WANTS/NEEDS: MARY WANTS TO EASILY AND QUICKLY FIND AND PURCHASE CUTE WORKOUT CLOTHES AND ACCESSORIES. SHE WANTS TO FIND A BRAND THAT IS COMFORTABLE AND STYLISH.

HISTORY WITH AEON GEAR: BROWSE THROUGH THE NEW CLOTHING STYLES, LOOK UP SPECIFIC PRODUCTS

LONG TERM GOALS: SIGN UP FOR NEWSLETTER EMAILS, A BRAND THAT IS STYLISH AND COMPATIBLE WITH HER.



PERSONA #2

DEBORAH CAMERON - 25 YRS OLD
COLLEGE GRADUATE/NURSE
INCOME: \$67,500

TECHNOLOGY LIFE: DEBORAH HAS A PC LAPTOP AND AN IPHONE. SHE STILL USES THE LAPTOP FOR RESEARCH, BUT BOTH THE LAPTOP AND PHONE IS USED FOR ENTERTAINMENT MOST OF THE TIME.

SURF HABITS: 8 HOURS A DAY IS SPENT ON THE INTERNET DUE TO HER BUSY JOB. SHE GOES ON FACEBOOK TO CATCH UP WITH FAMILY AND FRIENDS, BUT ALSO LIKES TO SHOP ONLINE. VICTORIA SECRET, FOREVER 21, AND H&M ARE A FEW OF HER FAVORITE.

WANTS/NEEDS: AFFORDABLE WORKOUT CLOTHES AND ACCESSORIES THAT ARE CUTE.

HISTORY WITH AEON GEAR: DEBORAH NEEDS TO BE ABLE TO LOOK FOR EXACTLY WHAT SHE WANTS QUICKLY SINCE SHE DOESN'T HAVE MUCH TIME. HOWEVER, WHEN SHE HAS THE TIME, SHE ENJOYS BROWSING THE NEW STYLES.

LONG TERM GOALS: RELIABLE BRAND WITH THE BEST DEALS AND STYLES, SIGN UP FOR NEWSLETTER EMAILS TO GET DISCOUNTS.

SHOPPING CART - PROCESS

MAGENTO - FREE

TO INSTALL MAGENTO, WE WILL NEED TO DOWNLOAD FILES OFF THEIR WEBSITE THEN FOLLOW INSTRUCTIONS FROM THERE.

MAGENTO IS AN OPEN SOURCE SHOPPING CART WHICH ALLOWS IT TO BE CUSTOMIZABLE, FAST, AND ABLE TO HAVE A VARIETY OF GREAT FEATURES. WITH MAGENTO, WE WILL BE ABLE TO SEE OUR TOP CUSTOMERS, PRODUCTS, AND PROMOTIONS IN THE DETAILED ANALYTICS REPORTS. THIS WILL HELP US MAKE THE BEST DECISIONS FOR THE FUTURE.

PRESTASHOP - FREE

AFTER WE DOWNLOAD THE FILES FOR PRESTASHOP, THERE WILL BE A STEP-BY-STEP INSTALLATION ASSISTANT TO HELP US INSTALL THE SHOPPING CART. THIS IS ONE OF THE EASIER INSTALLATIONS AND THE MOST AVAILABLE FREE FEATURES OF THE THREE SHOPPING CARTS. PRESTASHOP IS VERY EASY TO USE, BUT MAY OFFER THE LEAST CUSTOMIZATION SINCE WE'LL HAVE TO BUY MODULES TO BE ABLE TO FULLY CUSTOMIZE IT.

X CART - FREE

WE WILL HAVE TO DOWNLOAD THE FILES SPECIFIED ON THEIR WEBSITE, THEN FOLLOW THE INSTALLATION VIDEO ON THEIR YOUTUBE CHANNEL. X CART IS GREAT FOR ECOMMERCE BECAUSE IT OFFERS A LOT OF DIFFERENT FEATURES AND PAYMENT PLANS, DEPENDING ON WHAT YOU'RE LOOKING FOR. MOST OF THE FEATURES THAT ARE FREE ARE GOOD FOR SMALL BUSINESSES. FEATURES LIKE A WISHLIST ARE ONLY INCLUDED IN THE PAID PLANS WHICH START AT \$495.

SHOPPING CART - PROS AND CONS

RECOMMEND PRESTASHOP BECAUSE IT HAS A LOT OF DIFFERENT FEATURES AND WE WON'T HAVE TO WORRY ABOUT THE WEBHOST DURING INSTALLATION.

MAGENTO - FREE

PROS:

- *CUSTOMIZABLE
 - *SEO EXTENSIVE
 - *ANALYTICS AND REPORTING
- FEATURE

CONS:

- *HOSTING MAY OR MAY NOT BE COMPATIBLE

PRESTASHOP - FREE

PROS:

- *CUSTOMIZABLE
- *INSIGHT REPORTS
- *ORDER TRACKING

CONS:

- *SOME IMPORTANT PRESTASHOP MODULES HAVE TO BE PURCHASED

X CART - FREE

PROS:

- *LIFETIME LICENSE
- *MULTIPLE LOGINS AND CHECKOUTS
- *EMAIL MARKETING

CONS:

- *HAVE TO PAY FOR EXTRA FEATURES LIKE WISHLIST AND 24/7 SUPPORT

EMAIL MARKETING - PRICING

MAILCHIMP

MAILCHIMP OFFERS A LOT OF DIFFERENT TEMPLATES DEPENDING ON WHAT THE COMPANY IS LOOKING FOR. EACH TEMPLATE IS CUSTOMIZABLE, MAKING EACH COMPANY'S EMAILS UNIQUE. THERE'S EVEN AN OPTION TO CODE YOUR OWN TEMPLATE FOR MORE CUSTOMIZATION.

BENCHMARK EMAIL

THE MAIN APPEAL OF BENCHMARK EMAIL IS THEIR INSANELY EASY, DRAG-AND-DROP EMAIL CREATOR. THEY DO OFFER EMAIL TEMPLATES THAT HAVE VARIOUS LOOKS, IT SEEMS LIKE IT WOULD BE BETTER USING THE EMAIL CREATOR. THERE'S ALSO A CODE EDITOR FOR THOSE WHO WANT TO CODE AN EMAIL FROM SCRATCH. IT LOOKS JUST LIKE BRACKETS OR DREAMWEAVER, SO THAT THE CODER WILL FEEL RIGHT AT HOME.

VERTICALRESPONSE

VERTICALRESPONSE OFFERS SOME TEMPLATES THAT CAN BE FULLY CUSTOMIZED. YOU DELETE AND ADD SECTIONS TO THE EMAIL AS WELL AS ADD PICTURES FROM COPYRIGHT FREE PHOTO SERVICES, LIKE PEXELS. YOU ARE ABLE TO CUSTOMIZE THE PICTURES AS WELL BY DRAGGING AND DROPPING STICKERS, CHANGING THE COLORS, OR ADDING TEXT.

EMAIL MARKETING - TEMPLATES

RECOMMEND BENCHMARK EMAIL BECAUSE THE FREE PLAN HAS WHAT WE NEED AND PLENTY OF OPTIONS FOR OUR NEWSLETTERS.

MAILCHIMP

NEW BUSINESS - FREE

UP TO 2,000 SUBSCRIBERS

12,000 EMAILS PER MONTH

*EVERY 500 SUBSCRIBERS, THE MONTHLY PRICE INCREASES \$5

*EMAILS FOR PAID MONTHLY PLANS ARE UNLIMITED

*CAN PAY AS YOU GO WITH EACH EMAIL BEING \$0.03

BENCHMARK EMAIL

FREE PLAN

UP TO 2,000 SUBSCRIBERS

14,000 EMAILS PER MONTH

*THERE ARE DIFFERENT PLANS DEPENDING ON HOW MANY SUBSCRIBERS YOU WANT

*UNLIMITED EMAILS FOR PAID PLANS

*ALL PAID PLANS GET ALL THE

FEATURES

*THEY HAVE A LIST OF ADD-ONS THAT AREN'T INCLUDED IN ANY PLAN

VERTICALRESPONSE

FREE PLAN

UP TO 300 CONTACTS

4,000 EMAILS PER MONTH

*PRICE DEPENDS ON THE NUMBER OF CONTACTS

*UNLIMITED EMAILS

*BASIC PLAN - STARTS AT \$11 PER MONTH

*PRO PLAN - STARTS AT \$16 PER MONTH

*PRO+ PLAN - STARTS AT \$196 PER MONTH

SOCIAL MEDIA - SET UP

RECOMMEND FACEBOOK BECAUSE BOTH OF OUR DEMOGRAPHICS CONSTANTLY USE FACEBOOK. WE'LL ALSO GAIN INTEREST FROM OTHER DEMOGRAPHICS.



INSTAGRAM

TO CREATE A BUSINESS INSTAGRAM, WE HAVE TO GO TO BUSINESS.INSTAGRAM.COM AND CLICK "CREATE A BUSINESS PROFILE." WE CAN ALSO LINK THE INSTAGRAM ACCOUNT TO A BUSINESS FACEBOOK.



FACEBOOK

FIRST, GO TO FACEBOOK.COM/BUSINESS TO CREATE A BUSINESS PAGE. THERE WE WILL PICK THE TYPE OF BUSINESS AND ADDING OUR INFORMATION, LIKE AN ABOUT PAGE AND PROFILE PICTURE. WE'LL ADD FAVORITES TO OUR PAGE, LIKE MESSAGES AND NEWS FEED, THEN ADD OUR TARGET AUDIENCE.



PINTEREST

IT'S VERY EASY TO CREATE A BUSINESS PINTEREST SINCE IT'S ALMOST EXACTLY THE SAME AS A PERSONAL ACCOUNT. JUST GO TO "PINTEREST FOR BUSINESS" AND CLICK "JOIN AS A BUSINESS." THEN FILL OUT THE PROFILE DETAILS AND YOU'RE DONE.

SOCIAL MEDIA - DETAILS

INSTAGRAM

AUDIENCE:
USED BY BOTH DEMOGRAPHICS, BUT MOSTLY PRIMARY DEMOGRAPHIC

BEST DAYS TO POST:
MONDAY, THURSDAY

BEST TIMES TO POST:
2AM, 8-9AM, 5PM

PAID ADS PRICE:
\$5 PER AD; CAN BE UP TO \$10

PAID ADS REQUIREMENTS:
NEED A FACEBOOK PAGE TO PUT ADS ON INSTAGRAM

FACEBOOK

AUDIENCE:
USED BY BOTH DEMOGRAPHICS

BEST DAYS TO POST:
FRIDAY, SATURDAY, SUNDAY

BEST TIMES TO POST:
9AM, 1PM, 3PM

PAID ADS PRICE:
MINIMUM A DAY IS \$1-\$5

PAID ADS REQUIREMENTS:
CHOOSE AN OBJECT, AUDIENCE, LOCATION, BUDGET, AND FORMAT

PINTEREST

AUDIENCE:
USED BY PRIMARY DEMOGRAPHIC

BEST DAYS TO POST:
MONDAY (FITNESS), THURSDAY (OUTFITS)

BEST TIMES TO POST:
2PM, 9PM, 2AM

PAID ADS PRICE:
\$0.50-\$1.50

PAID ADS REQUIREMENTS:
NEED ACCESS TO THE PINTEREST ADS MANAGER



GOOGLE ADS - DESCRIPTIONS

BID-PAY PER CLICK

THIS FEATURE IN GOOGLE ADS IS TO PAY FOR AN AD WORD SO THAT YOUR COMPANY IS SHOWN. THERE WILL BE OTHER COMPANIES BIDDING ON THE SAME AD WORDS, SO KEEP THAT IN MIND WHEN DECIDING ON A BID. THE HIGHEST BID WILL BE THE FIRST TO SHOW. YOU ARE ONLY CHARGED FOR THE WORD WHEN YOUR WEBSITE IS CLICKED BECAUSE OF THE AD WORD.

BUDGET-MAXIMUM AMOUNT PER PAGE

THIS IS THE MAXIMUM AMOUNT THAT YOU ARE WILLING TO PAY FOR THE AD WORD. EACH TIME YOUR AD IS CLICKED, IT TAKES THE COST OUT OF YOUR BUDGET. WHEN THERE'S NOTHING LEFT IN THE BUDGET, YOUR AD WILL BE PULLED FOR THE DAY.

COMPARE ACCELERATED TO STANDARD PLAN:

STANDARD PLAN ALLOWS YOUR BUDGET TO BE SPENT THROUGHOUT THE DAY. THIS MEANS THAT THE AD WORDS COULD COST LESS AND COULD BE SEEN BY MORE PEOPLE. HOWEVER, IT ALSO MEANS THAT YOUR BUDGET MAY NOT BE SPENT COMPLETELY. ACCELERATED PLAN MEANS THAT GOOGLE WILL ENTER YOUR AD WORD INTO EVERY POSSIBLE AUCTION AND WILL MOST LIKELY SPEND ALL OF YOUR BUDGET. HOWEVER, IF IT'S A POPULAR SEARCHED WORD, YOUR AD MAY BE PULLED BY NOON AND NOT SEEN BY MANY PEOPLE.

EXTENSIONS - TELEPHONE, ADDRESS, LINKS TO SPECIFIC PAGES:

EXTENSIONS ARE USED TO GIVE THE VIEWER MORE INFORMATION ABOUT THE COMPANY. HAVING LINKS LIKE THOSE MENTIONED ABOVE WILL SIGNIFICANTLY INCREASE CLICKTHROUGH RATES. CLICKING THESE LINKS WILL DIRECT THE VIEWER TO THE SPECIFIED PAGE, CALL THE COMPANY DIRECTLY, OR BRING UP A MAPS OF THE ADDRESS.

GOOGLE ADS - DETAILS

- 
1. WORKOUT
 2. WORKOUT CLOTHES
 3. ATHLETIC WEAR
 4. YOGA
 5. FITNESS

- 
1. INCREASE WEB TRAFFIC BY 35%
 2. INCREASE RETURN VISITORS BY 10%
 3. INCREASE CONVERSION RATE BY 15%

SEO - DESCRIPTIONS

TITLE TAG

THIS TAG IS SUPPOSED TO DESCRIBE THE PAGE'S CONTENT. IT'S IMPORTANT TO THE USABILITY, SEO, AND SOCIAL SHARING. IT'S BEST TO STAY WITHIN 50-60 CHARACTERS SINCE GOOGLE ONLY SHOWS THE FIRST 60 CHARACTERS.

META DESCRIPTION

THIS TAG PROVIDES A SUMMARY OF THE PAGE. THEY ARE OFTEN FOUND UNDERNEATH THE BLUE CLICKABLE LINKS FROM SEARCH ENGINE RESULTS. SHOULD BE NO LONGER THAN 160 CHARACTERS.

HEADINGS

THESE TAGS HELP GOOGLE GRASP THE MAIN TOPICS OF THE PAGE, WHICH INCREASES YOUR CLICKTHROUGH RATE.



SEO - KEYWORDS

TITLE TAG

<TITLE>AEON GEAR | WORKOUT CLOTHES AND ACCESSORIES</TITLE>

META DESCRIPTION

<META NAME="DESCRIPTION" CONTENT="WHETHER IT'S YOGA OR GOING FOR A RUN, AEON GEAR HAS YOU COVERED AND LOOKING AMAZING. WE PROVIDE THE BEST WORKOUT CLOTHING FOR THE BEST PRICES.">

HEADINGS

<H1>OUR MANIFESTO</H1>

<H3>ENDS NOVEMBER 25, 2017</H3>

<H1>LOOKS TO TRY</H1>

<H3>DETAILS</H3>

<H2>FALL 2017</H2>

<H4>SIZE CHART</H4>

<H2>LIMITED TIME ONLY!</H2>

<H5>FOLLOW OUR SOCIAL MEDIA</H5>



THANK YOU

VISIT THE WEBSITE AT
ERICAGUEVARA.COM/AEON-GEAR