Company: TOMS

Audience:
- International (Global Company)
- All Ages (Have children’s shoes and adults shoes)
- Middle Class (Shoes a little pricey and not the most durable)
- Mostly children and female based audience
- Care about helping others
- Ethical company values
- Environmentally friendly
- Can get for both casual and dressier shoes

Goal: Utilize newer digital mediums to reach out to younger audiences who care about the message behind the TOMS brand

Mediums: Instagram (Instagram stories), Twitter (Twitter page for compliments and company praise and the one for complaints and customer service), Pinterest (Create looks for different shoes and different boards for the different seasons) Visco?? (Artsy photos of products-visco audience consists of people who are in TOMS target audience)

Ideas: Take part in social justice issues that relate to what the brand stands for
Advertise by promoting these events without mentioning shoes-Just show people in toms products (will appear more organic)

College ambassadors??

Partner with local businesses-potentially do popup shops in local businesses to bring in foot traffic

Offer special deals on certain dates

Focus on international/Global perspective

Instagram account of people wearing toms products in front of monuments/at international spots
Use photos from accounts, make it more organic
TOMS Marketing Plane: College Ambassador Program:

**Executive Summary:**

This marketing campaign is specifically about implementing a college ambassador program for TOMS shoes to try and improve the number of customers who are in the college age range. Many other companies with similar target audiences to TOMS have implemented a similar program (Aerie) and have found success, and this is a more organic way to improve TOMS presence among college students. Potential Ambassadors will apply to the program, and one guy and one girl will be selected from 5 colleges/universities that TOMS has previously selected, making a total of 10 ambassadors. Each ambassador will be paid based on their impact on sales, how many people use their promo codes, and how many shoes they are able to sell during things like popup stores on campus. This program will last for a whole school year (fall and spring semester), and if the program is successful then we will select 10 new college ambassadors for the new school year.

**Target Customers:**

- **Target Age:** Late high school, and college students (16-22)
- **Target Gender:** Both boys and girls, but mostly targeted to girls
- **Target Locations:** American audiences since the campaign will focus on college campuses in the US
- **Target Demographic:** Middle Class
- **Interests:**
  - Environmentally-Conscious
  - Giving back to the community
  - Good business ethics
  - Vegan (TOMS offers Vegan shoes)
  - Socially involved
  - Interested in fashion at an affordable cost (price conscious & fashion forward)
  - Charity-driven
  - Want to make a change/impact on international social causes
**Unique Selling Proposition:**

- “For every pair of shoes purchased, TOMS donates a pair to a child in need”
  - Resonates with younger audiences who care about what the company does besides selling the product (positive business ethics)
  - Encourages people to purchase TOMS rather than another shoe because they feel like they are helping someone in need

**Pricing & Positioning**

- Give each “college ambassador” a promo code
  - A customer can use this code for their first purchase from TOMS
- Offer “College promotion” at certain points in the year
  - When sales are down with the target audience offer a special promotion
  - Have students type in some form of an ID number to get the discount/upload photo of ID
  - Discount the shoes slightly, without giving the impression that the quality-level is decreasing

**Distribution Plan:**

- At the beginning of each month send each ambassador a different pair of shoes
  - Either a basic pattern, a new pattern, or one that relates to the season
- Once each ambassador receives the shoes they will have a week to make a post about them on their social media pages
  - Must send sample to TOMS to ensure that they approve of the posting
• In the posts there will be a link to the type of shoes in the photo
  o Customers will buy directly from website for the majority of the time

**Offers:**

• Discount Code for each ambassador
  o Code can be used once per person
  o Discount Code will be 20% off
  o Code will be posted when this program begins

• College Promotion
  o During times of low sales, offer to college students
  o Will have to provide ID number or upload a picture of student ID to get discount
  o Discount will be free shipping, and an additional 10% off select patterns
  o Help increase sales during slow periods

• Holiday Package Deal
  o Will only happen during holidays around the school year (Christmas, Thanksgiving, Mother’s Day, Etc.)
  o Most likely be a buy one pair, get another paid 50% off along with free shipping
  o Encourage TOMS as present ideas
  o Thanksgiving-Play on the “GIVING” back portion

**Promotions Strategy:**

• College Ambassador Program
  o One boy & one girl from each chosen school
  o Total of 5 large public school chosen from different regions in US
- Northeast, Southeast, Mid-West, Northwest, Southwest
  - Have pop-up stores on certain dates at these campuses
    - So people can avoid shipping costs
  - Partner with different college organizations that relate to company ethics and values

**Online Marketing Strategy:**

- Ambassador’s Social Media Strategy
  - Utilize Instagram as the main form of online marketing
  - Also use Facebook, Twitter, and Pinterest
    - Pinterest Can be used to make boards showing how TOMS can be styled in different ways (formal, casual, etc.)
  - Have set periods when they have to post to keep people engaged
  - Have a hashtag that they all will use in order to keep all the ambassadors connected
  - Posts can have different messages like:
    - Seasonal
    - New Patterns Out
    - Holiday season
    - Popup shop on campus