

<MISCHIEFS CO.>

<SOCIAL MEDIA
MARKETING PLAN>



Marketing 2300

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Executive Summary

Mischief Co. is a company where we bring the best quality activewear for gym goers of any type. Gym clothes have been tailored towards people who are already titans of a certain stature. The gym should be designed for people who are trying to lose weight. Our vision is to design clothes for people who have not been represented in the fitness community. Our company will create a special stretch material that conforms to any body type as well as oversized clothing for people who don't want to wear tight clothing.

Background of <Wolves line >

The start of our fitness clothing line will feature oversized tee with word “WOLVES” on it. It comes in a premium 100% cotton shirt and is a perfect price for the gym. It his oversized and drops off at the shoulders. Anyone who goes to the gym can pick from a variety of sizes ranging from s-2xl.



SWOT of <Wolves collection >

Strength

- People of all sizes can wear this shirt
- Encourages non gym goers to be more comfortable in the gym.

Weaknesses

- Since it is tailored to people who don't go to the gym, a campaign would need to be made to convince them to go to the gym while simultaneously purchasing our product.
- Limited manufacturers that provide the sizing we are looking for

Opportunities

- Untapped market. The gym community is small and this would be an opportunity to grow it
- Obesity is one of the leading causes of death in the country. This vision will be combating that statistic and would do a little good for the country and for the world.

Threats

- reaching people who are unwilling to go the gym and buy clothing for the gym.
- Over-saturation of gym clothing in the fitness community

Target market for <Mischief >

Target market would be people ages 16-40 who are obese or out of shape. People of all ethnicities with a gym nearby so city based. People who have been subject to unhealthy eating habits such as eating junk food and fast food.

Conclusion

Why should your product be selected?

My product should be chosen to support the American morale. The fact that one of the leading causes of death is obesity is not something we should be proud of . This company plans on changing that narrative one person at a time.

Can video, audio, blogging, podcasting or webinars be used as part of the marketing strategy?

- Yes video audio blogging and podcasting can be used as part of marketing strategy. We are here To raise awareness to the issue of obesity in this country but to also build self morale and prioritize Mental health. We can use all these methods to speak openly about these issues all while bringing Fun joy and laughter either on the blogging or podcasting.

In order to sell the product an origin story and narrative must be used to inspire people to do this hard work that we are promoting that will better their lives. We will use motivational storytelling for the podcast and keep people motivated throughout their journey.

- Storytelling can be used as part of the marketing strategy for the products that we sell.

•How can we use Articles white papers / e books and virtual communities in the social mediaMarketing strategy?

•We can use it by having an accountability community that shares their goals and/or their wins and Losses throughout the journey. For the eBooks we can use it as a way to equip people with tutorial on how to work out and what to eat.

