

Marketing Plan for Memories Direct: Scrapbooking Project – 2004/2005

Players

Meeting held in NYC week of November 1: Memories Direct (Tina, Ellin), Allstar Marketing Group (Brad, Scott, Ron, Dave C.), Livemercial (Johnny, Dave T., Marie), Voice FX (Ted, Bridget)

Overview

The above players met in NYC and Lockport, NY to discuss the mass marketing via all media channels of a scrapbook kit designed and sold by Memories Direct.

Goal

The goal is to build a client-base and grow a business/market for scrap booking kits and related materials.

Objective for Livemercial

The objective is to market scrapbooking kits and accessories directly to the consumer via the direct response channel of the Internet.

Marketing Points

- The kit is made up of 3200 pieces – This kit is all inclusive
- It's great for beginners and experienced "scrappers" alike
- It's not available in retail stores
- The materials (paper, stickers, ribbon, etc.) are all color-coordinated
- The materials and glue are acid free and will not harm photos
- The kit was designed exclusively for Memories Direct
- The kit is reasonably priced at \$39.95
- The scrapbook itself is expandable and refillable
- A pair of 14" scissors designed exclusively for Memories Direct is included

Introductory Kit

The kit is made up of one 12"x12" scrapbook (green or purple), and one 6"x6" scrapbook (green or purple), and accessories (14" scissors, custom-designed, color-coordinated, acid-free paper, ribbon, stickers, letters, eyelets, glue stick, and more).

Tina Lewis of Memories Direct stated in NYC that there are approximately 10,000 kits ready for distribution. First phase of the marketing roll-out (all channels) will take place by December 1.

Livemercial is scheduled to go live with the first phase on Monday, November 29.

Issues for Livemercial

- Create simple looking Web site with interchangeable components
- Shipping & Handling is an issue for the Web (Perhaps customer can get free shipping with a \$100 minimum order?)
- Product skews (How many will we need? Main kit, all upsells, search engine optimization, etc.)
- Scripting for Tina Lewis (What will she say? Will she come up on upsell screens also?)
- Promote Infomercial: In the initial Web site, will we ask customers to look for the infomercial?

- Promo code or Points System: If customer recommends a friend to purchase a kit, how will we provide them a discount for future purchases? The group in NYC decided to give a \$5 promo-code for customers to receive when they refer a friend (and it's a carrot to get them to come back and get the buzz going to get orders). They spend \$30 or more and get a \$10 coupon (similar to the Office Max strategy).
- Target Pops: Johnny said we should do control media test with target pops – Try the kit at one price (\$39), then try it with the other price (\$49).
- Payment terms (such as offered on HSN and QVC) not versatile on the Web
- Inventory/Upsells: Livemercial needs these to get the site up
- Media Plan: Jeff to do
- Storing Charge Card Information: Give customers the option
- "Welcome Back" to customers revisiting the site
- SEO: Test all media channels with small test, determine what is best for big roll-out on February 1, 2005

Phases for the Future

By February 1, 2005, Livemercial will build out a Web site using White Screen (a.k.a. Mid Form or White Form) technology. This will include the following phases:

- Tina to get into studio to shoot video for the Web site
- White Form (scripting)
- Design online shopping cart
- Video streaming Web site, scrapbooker
- 24/7 People Live online to help customers – Yet they get paid on commission by selling more products.
- Co-branding on Web (with Wal-Mart, Yahoo, or other)
- Develop a Scrapbooking Club for the Web site
 - Customer pays \$29.95 per year
 - Customer receives monthly "specials"
 - Monthly chat with Tina Lewis
 - DVD
 - 5 or 10% off products (like real rewards) or points system
 - Give-away item exclusive to Club Membership (Tina decided on a plastic organizer suggested by Marie)
 - Introduce new products – Premier – Sneak Preview
 - Tutorials – Tina to provide instruction, education
 - "Member of the Month" gets a page to display scrapbooking "art"
 - Free kit to the "Winner of the Month"
 - "Art Gallery" to display members' scrapbooking "art"
 - Newsletter – Share ideas, upcoming scrapbooking events, etc.
 - Event list – calendar
 - Separate on Web will be birthday, graduation sections (anything other than the seasons)
 - Possibly a kit to be shipped automatically to customer every quarter, or reserved ahead of time
 - Tina to design more scrapbooks for events such as birthdays, holidays, weddings, vacations, graduation, childbirth, sisters, etc.